



U.S. Dairy
Export Council.

Ingredients | Products | Global Markets



U.S. Dairy Export Council 2011 Media Coverage

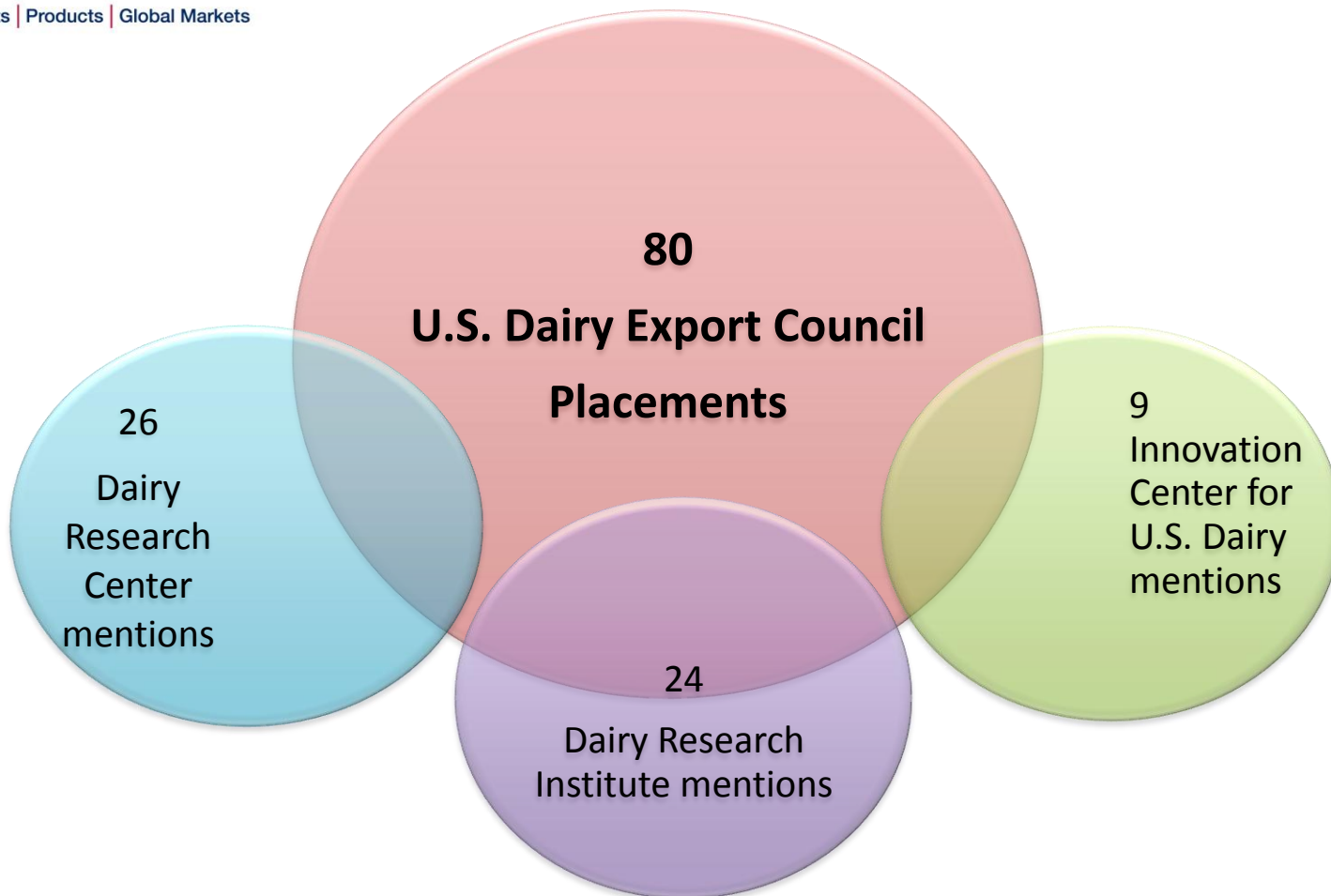
March 15, 2012

+ DAIRY *adds the difference.*

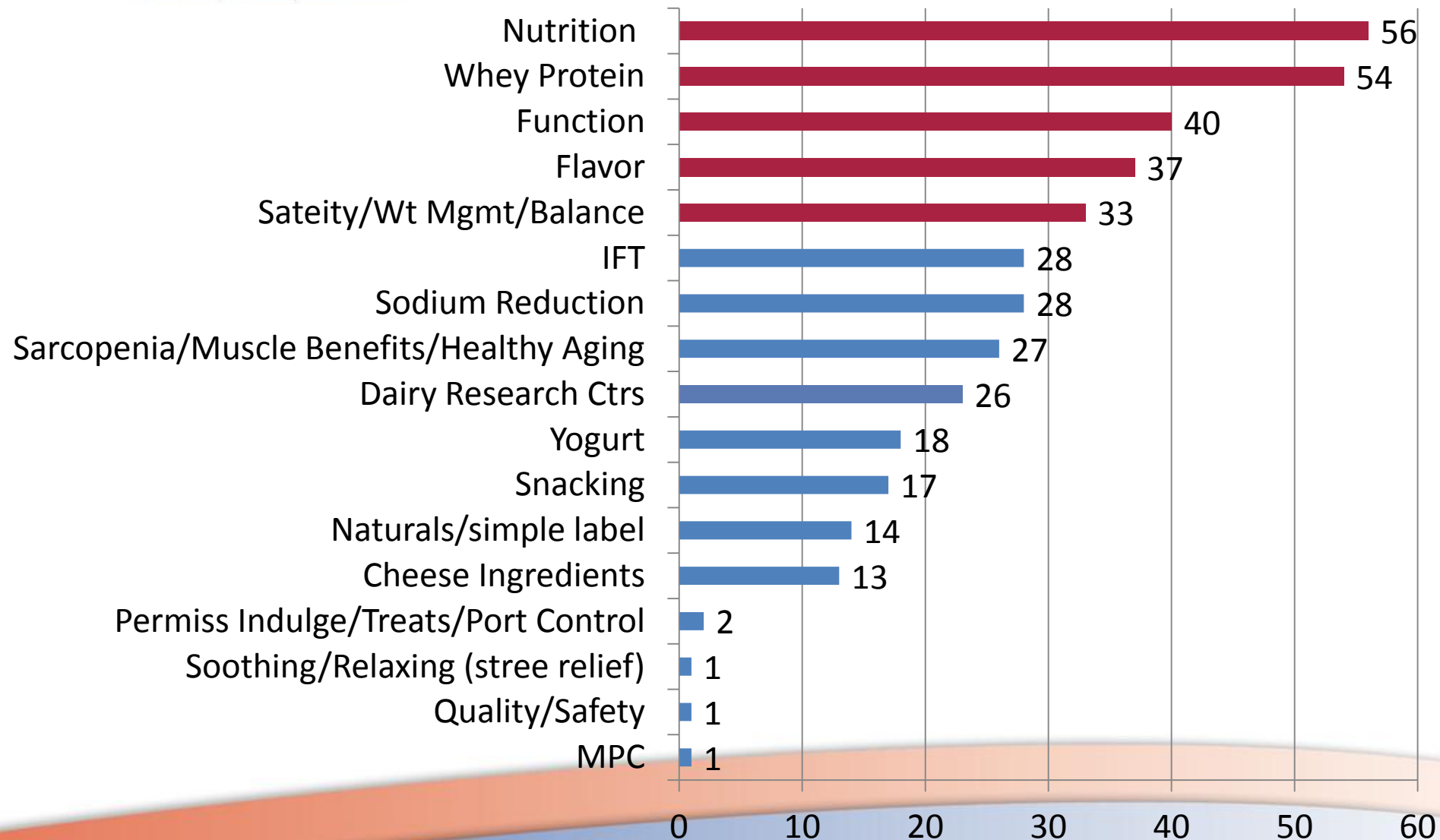
Public Relations Efforts Overview

- Featured consistent, prioritized messaging
- Leveraged network of experts from partners including Dairy Research Institute, Innovation Center for US Dairy and the dairy research centers
- Positioned USDEC and its family of resources as top source for editors
- Prioritized key initiatives to maximize budget and coverage

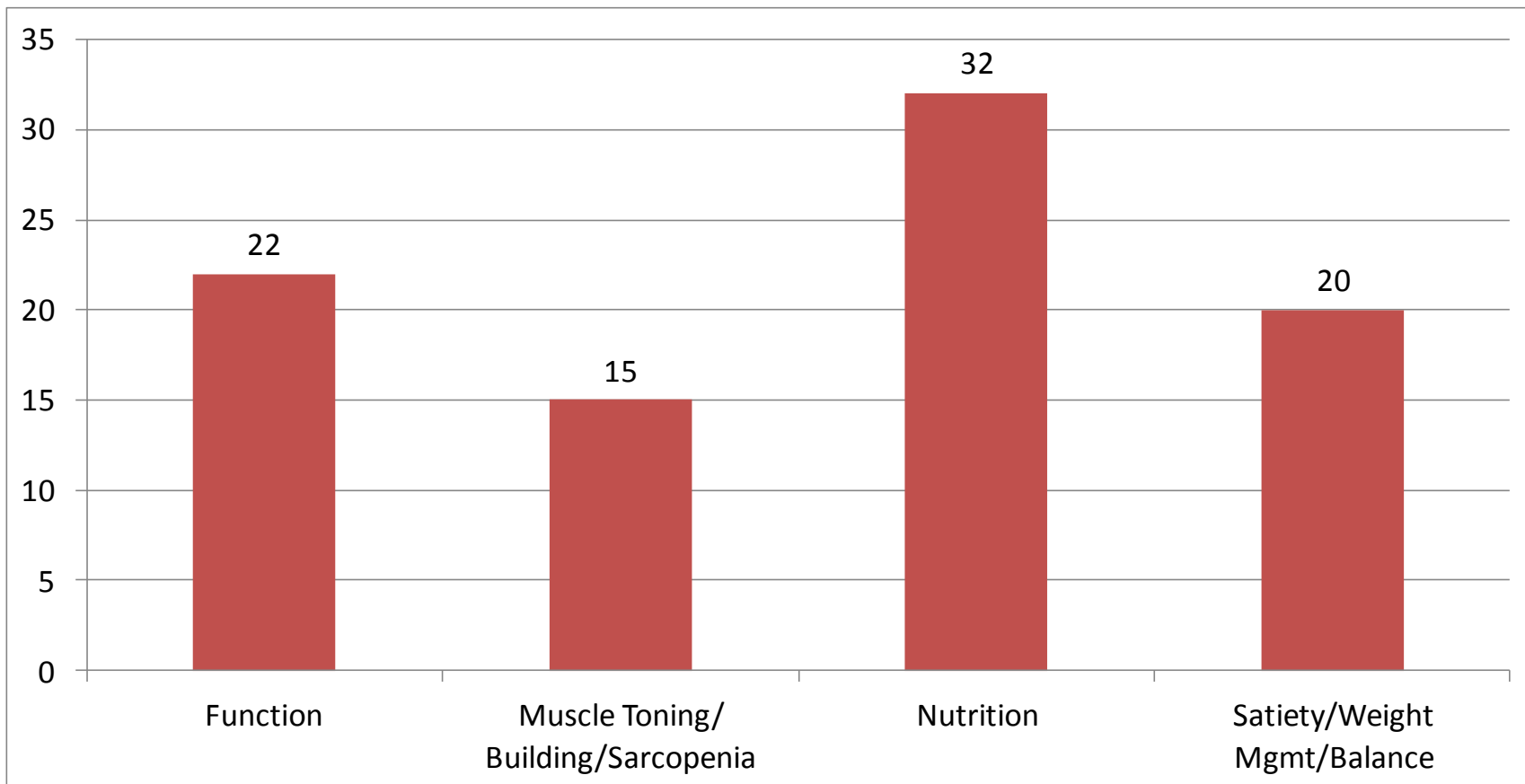
Integrated Coverage



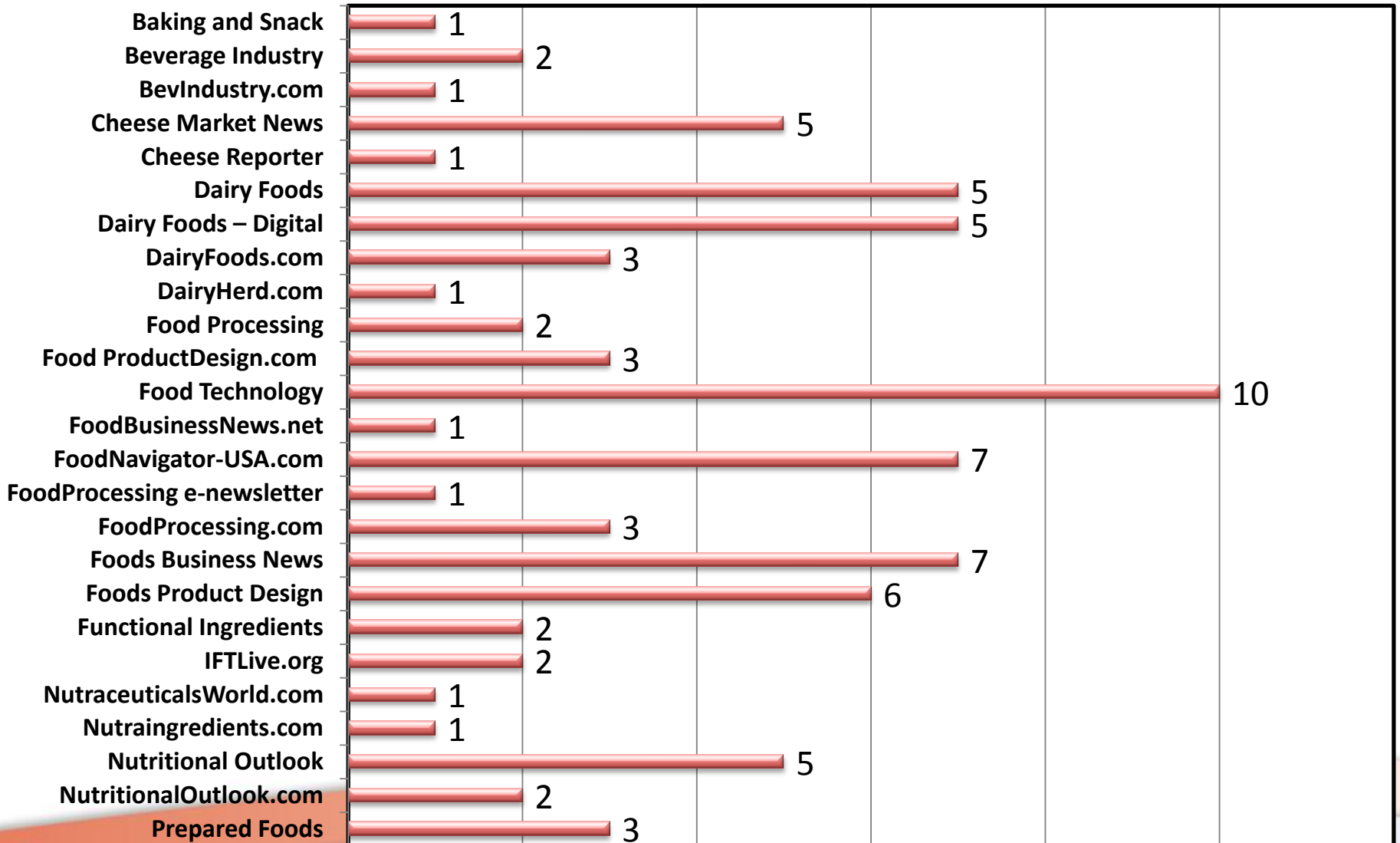
Coverage by Message



Whey Protein Messages Captured



Publication Coverage





Total Impressions

Publication	Total Impressions
Beverage Industry	70,378
BevIndustry.com	7,001
Cheese Market News	9,644
Cheese Reporter	2,014
Dairy Foods	128,415
Dairy Foods – Digital	93,800
DairyFoods.com	9,224
DairyHerd.com	19,732
FoodBusinessNews.net	3,618
Food Business News	143,836
FoodNavigator-USA.com	102,749

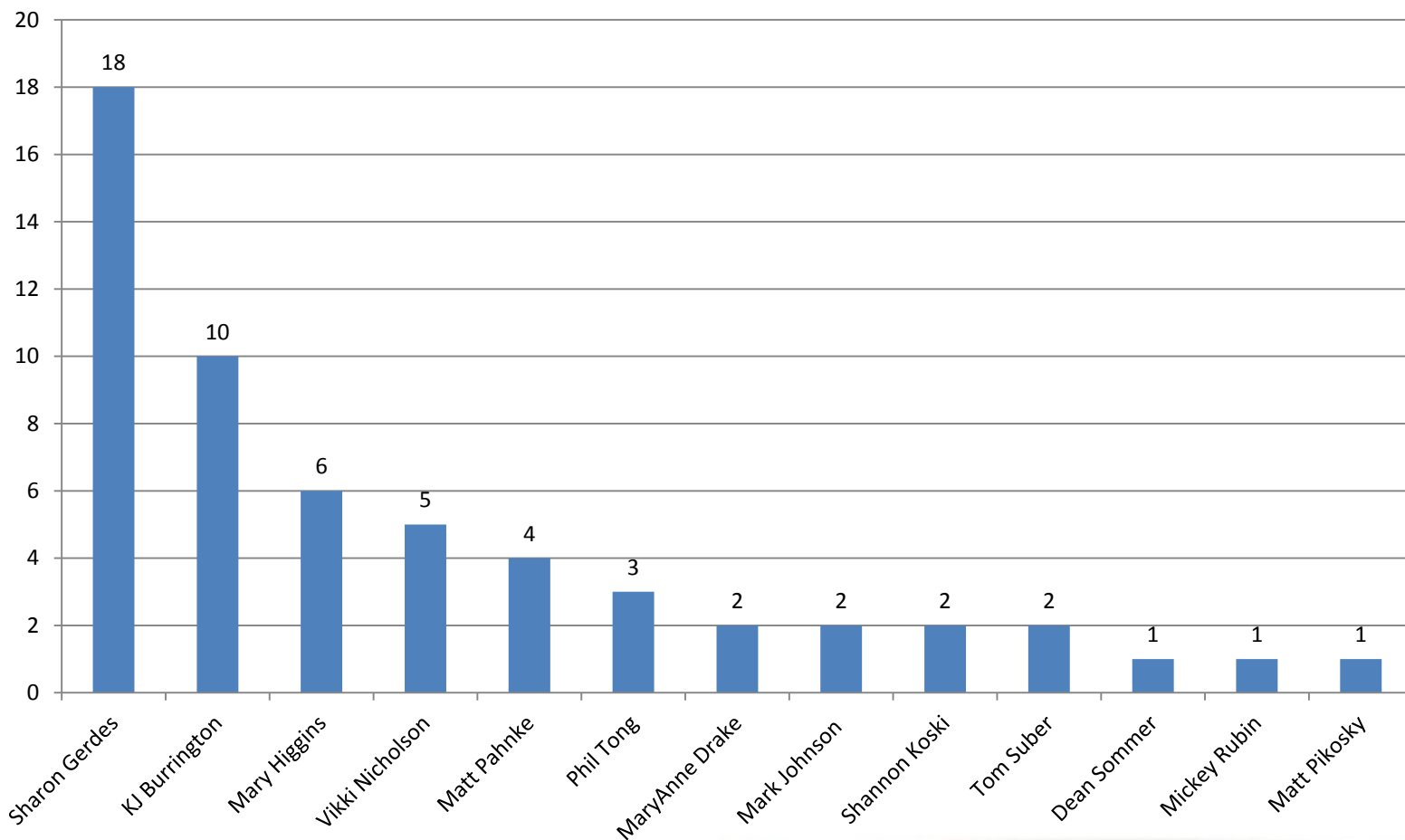
Publication	Total Impressions
FoodProcessing.com	43,692
Food Processing e- newsletter	13,564
FoodProductDesign.com	46,564
Food Product Design	193,716
Food Technology	166,453
Functional Ingredients	24,911
IFTLive.org	n/a
NutraceuticalsWorld.com	5,569
NutraIngredients.com	20,701
Nutritional Outlook	65,214
NutritionalOutlook.com	22,786
Prepared Foods	115,057

Total Impressions:

1,320,163

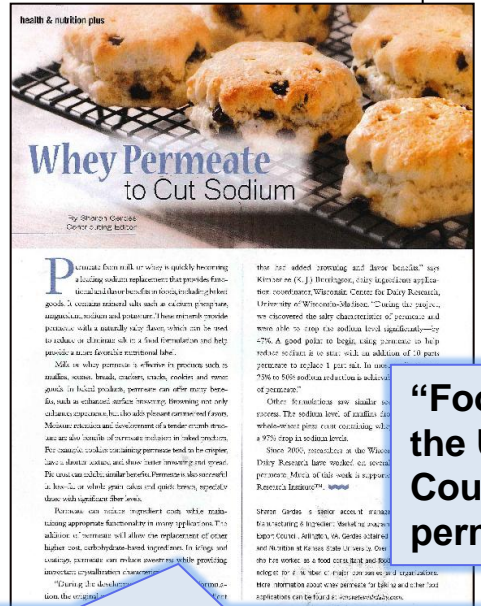


Spokesperson Exposure



Coverage Area: Permeate and Salt Reduction

“Permeate...suitable as a partial sodium replacer..”



health & nutrition plus

Why Permeate to Cut Sodium

By Sharon Cerasis, Dairy Journal Editor

Permeate from IFT is quickly becoming a leading sodium replacer that provides functional benefits in various applications. It contains natural salts such as calcium phosphate, magnesium, sodium and potassium. These mineral blends provide a naturally salty flavor, which can be used to reduce or eliminate salt in a food formulation and help provide a more favorable nutritional label.

“As a why permeate is effective in process such as emulsions, soups, breads, crackers, cereals, rosters and more goods in baked products, permeate can offer many benefits such as enhanced surface viscosity, improving wet table adhesion, increasing flexibility and pleasant sensory feel from. Moisture retention and development of a tender crumb structure are also benefits of permeate in baked systems. For example, cookies containing permeate tend to be crispier, have a better texture, and show better moisture and spread. The same can be said for similar benefits. Permeates also increase a low T₂ or whole grain cakes and quick breads, respectively have significant benefits.

Permeate can reduce ingredient costs while maintaining appropriate functionality in many applications. The addition of permeate will allow the replacement of other higher cost, carbohydrate-based ingredients. In breads and crackers, permeate can reduce moisture levels, preventing moisture crystallization changes and maintaining a longer shelf life. “During the development of permeate, the original goal was to

that the added sodium and “dark benefits” says Kimrose (K.J.) Dillinger, chief operations application coordinator, Whitehead Center for Dairy Research, University of Wisconsin-Stevens Point. “During the process, we chose the salt characteristics of permeate and were able to drop the sodium level significantly—by 47%. A good point to begin, using permeate to help reduce sodium is to start with an addition of 10 parts permeate to replace 1 part salt. In applications where 50% to 500 sodium reduction is advised, permeate is a great option.”

Other considerations are similar to those of sodium. The sodium level of finished products is not the only concern, but also the amount of sodium that is added to the final product.

“Over 3000 processors at the Whitehead Dairy Research Center worked on several permeate trials at this week’s symposium,” says Sharon Cerasis, a senior account executive at Whitehead Center for Dairy Research. “The addition of permeate will allow the replacement of other higher cost, carbohydrate-based ingredients. In breads and crackers, permeate can reduce moisture levels, preventing moisture crystallization changes and maintaining a longer shelf life. “During the development of permeate, the original goal was to



FOOD
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Industry innovation on show: Sodium reduction at IFT

By Caroline Scott-Thomas
July 11, 2011

Food manufacturers continue to seek ways to cut sodium without sacrificing flavor - and ingredients companies continue to find innovative solutions. Caroline Scott-Thomas tracked down some interesting offerings at IFT.

Sodium reduction strategies are still top of mind for most major food manufacturers - but there's not a one-size-fits-all solution.

Among numerous options for sodium reduction, permeate was a hot topic at the recent IFT expo in New Orleans. FoodNavigator-USA spoke to the U.S. Dairy Export Council about a why permeate ingredient. **Ingredients about its calcium-based, naturally salty flavor, which can be used to reduce or eliminate salt in a food formulation and help provide a more favorable nutritional label.**

“FoodNavigator spoke to the US Dairy Export Council about a why permeate ingredient...”

“Permeate... is quickly becoming a sodium replacement...”



Ingredient Technology
DAIRY DETECTIVE

Food Makers Turn To Why Permeate

Food manufacturers are always looking for a superior ingredient—one with superb functionality that can help improve the bottom line. Why permeate fits the bill nicely. It is a functional workhorse that can promote browning and enhance moisture retention and other manufacturers to look for sodium levels, all at a very reasonable cost.

“Why permeate ingredients vary in composition from supplier to supplier, but their typical composition is lactose (20-30%), calcium phosphate (10-20%), protein (10-15%) and (1.5-2%) sodium,” according to the U.S. Dairy Export Council’s “Permeate Manual for U.S., Why and Lactate Products.”

Some of the most common uses for permeate are in bakery products, such as breads, rolls, and crackers. Permeate is also used in soups, sauces, and dressings. It is a natural preservative and can help extend the shelf life of many products.

“Permeate is a natural preservative and can help extend the shelf life of many products. It is also used in soups, sauces, and dressings. It is a natural preservative and can help extend the shelf life of many products.”

“Why permeate... is a functional workhorse...”



To Learn More

A significant finding from the 2011 IFT annual meeting of the Institute of Food Technologists will focus on “Natural Ingredient Opportunities Using Dairy.”

For a full news paper, highlighting the use of permeate in various applications, visit www.ift.org/IFT2011.

Sharon Cerasis is a food industry consultant who works with the U.S. Dairy Export Council.

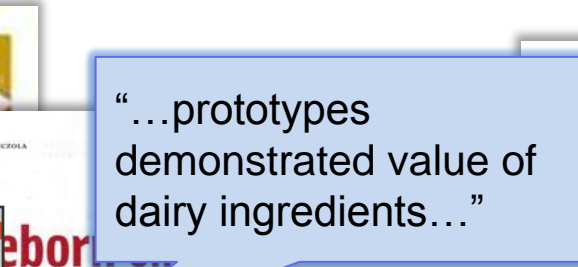
2011 IFT Post Show Trade Media Coverage

14 IFT interviews resulted in 28 placements including podcasts, print and digital coverage in targeted monthly food and beverage ingredient trade magazines and websites.

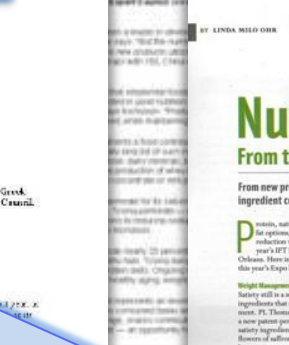
“...prototypes demonstrated value of dairy ingredients...”



“Dairy ingredients... solving today’s formulation challenges...”



“...numerous ways for food manufacturers to take advantage of trendy Greek yogurt...”



“USDEC showcased a number of tasty prototypes that meet today’s trends...”



“USDEC showcased a number of tasty prototypes that meet today’s trends...”

Questions:
Janice Kayser
262-993-3768

