

# U.S. Dairy Export Council 2011 Media Coverage

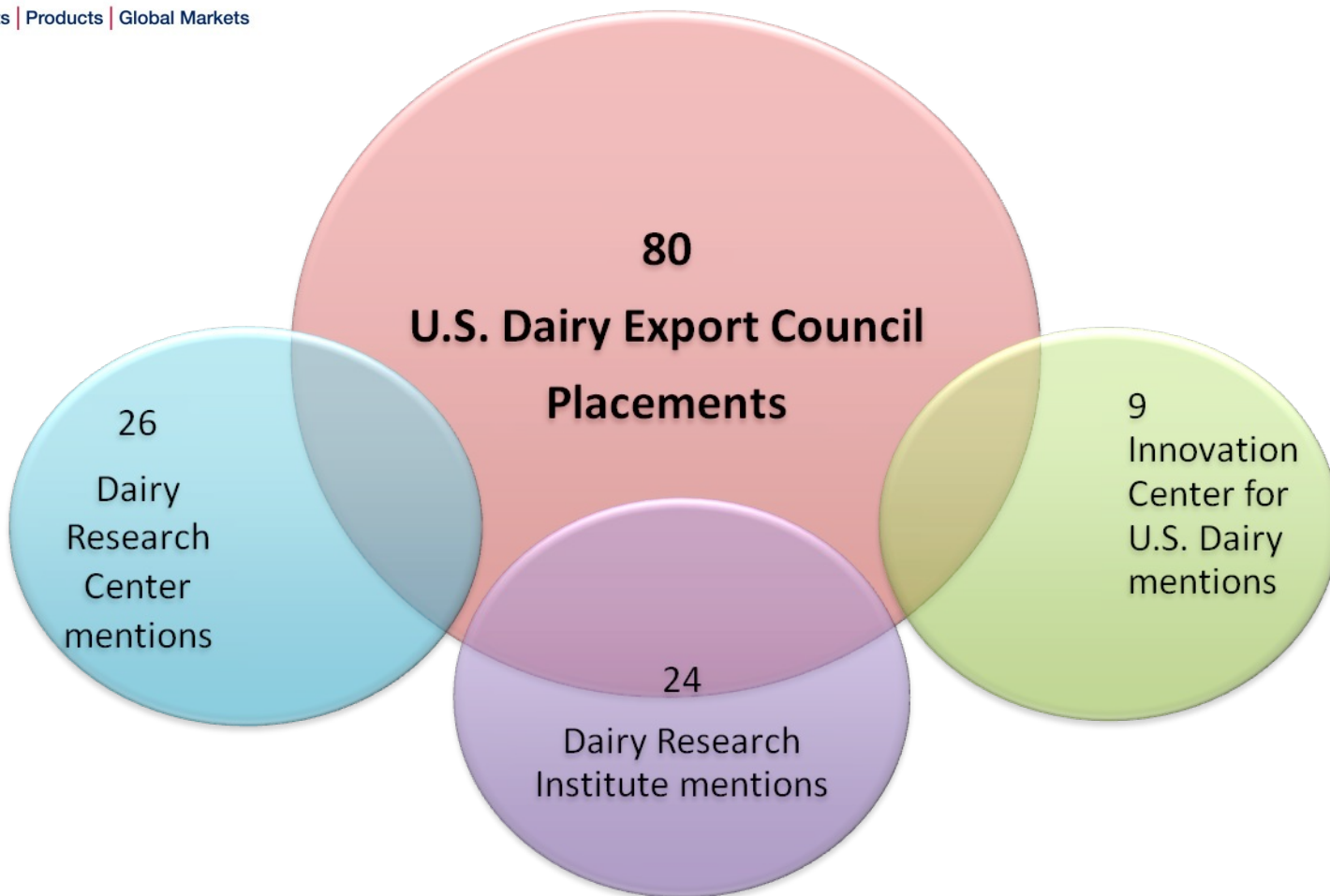
March 15, 2012



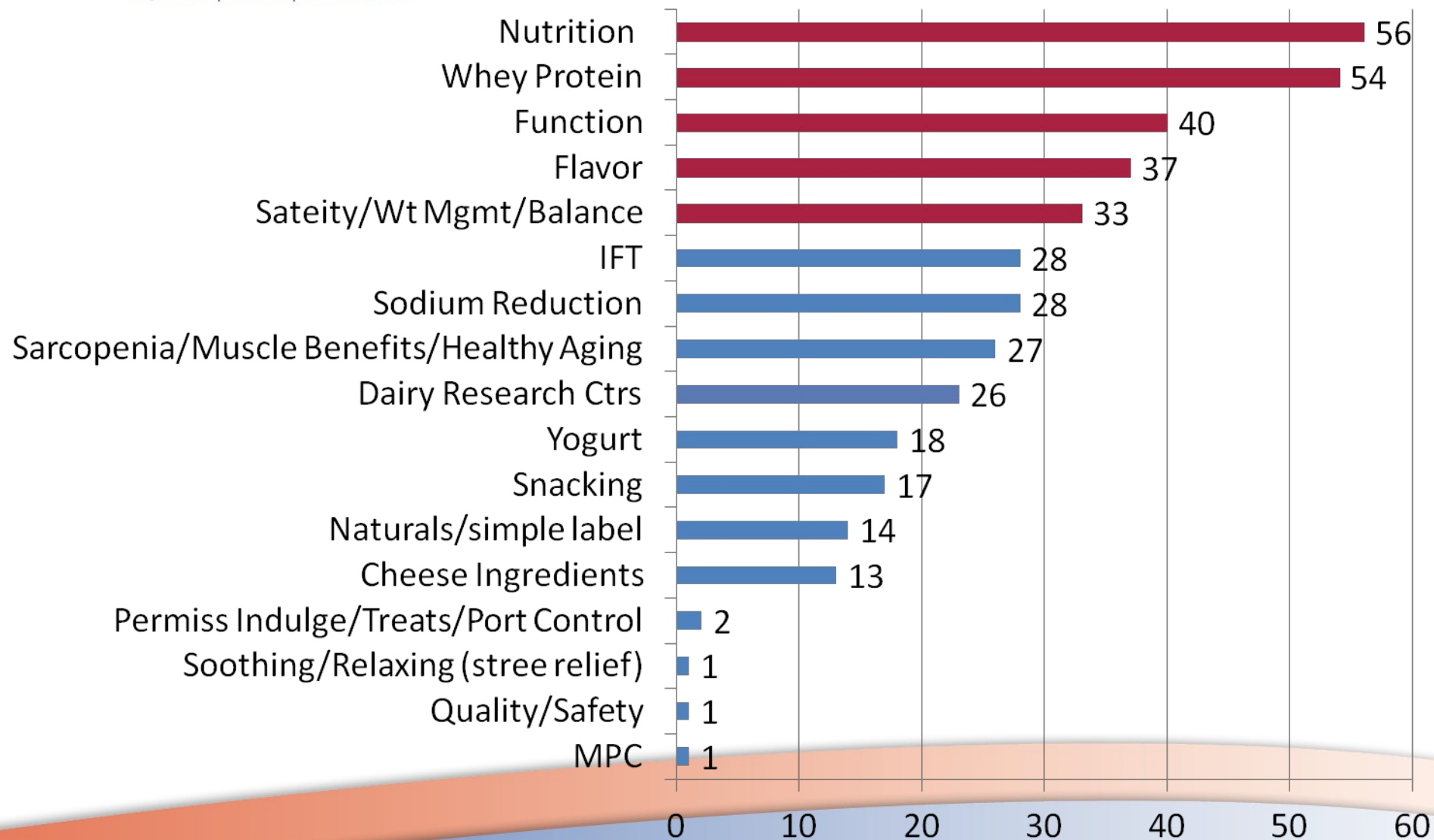
## Public Relations Efforts Overview

- 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

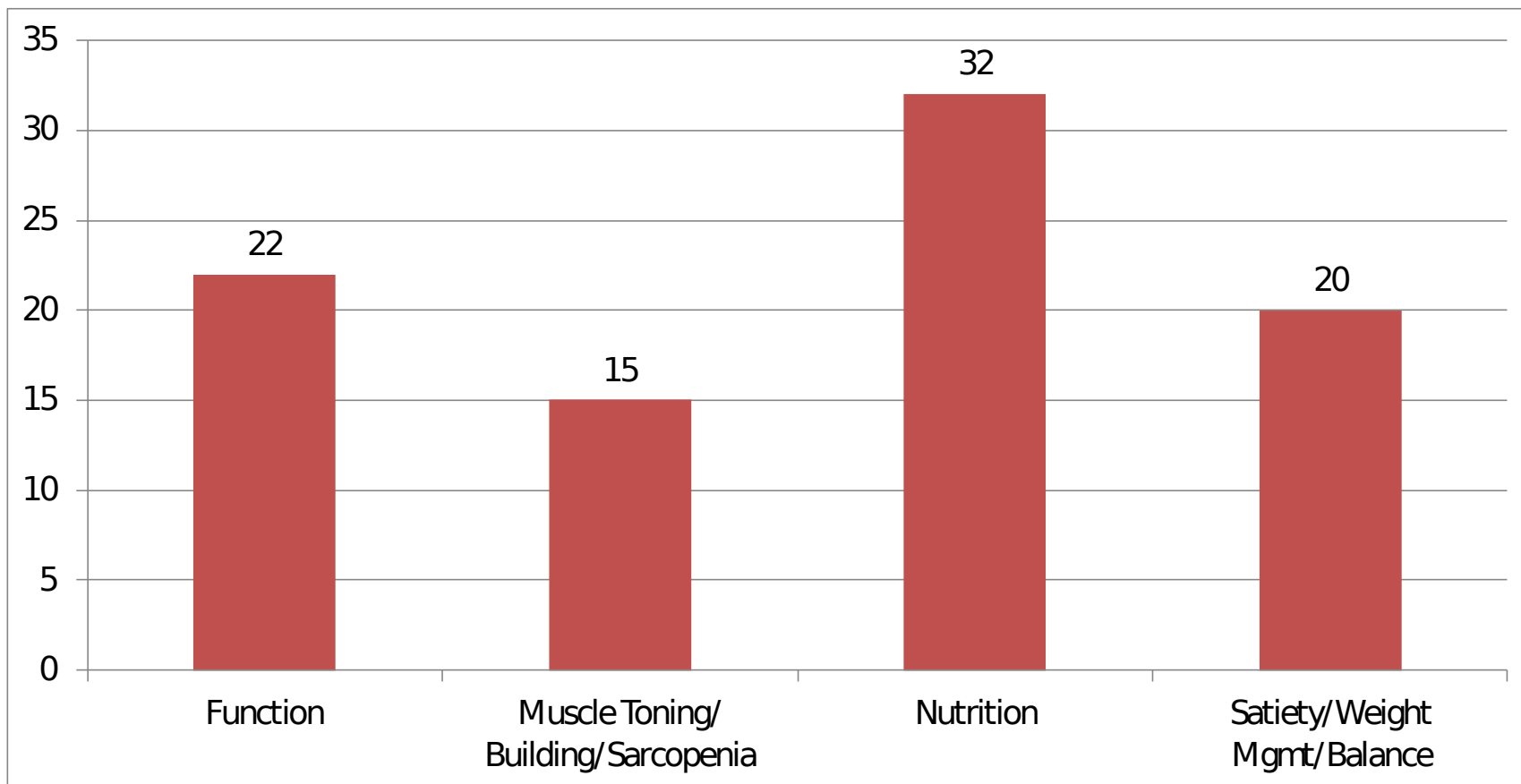
# Integrated Coverage



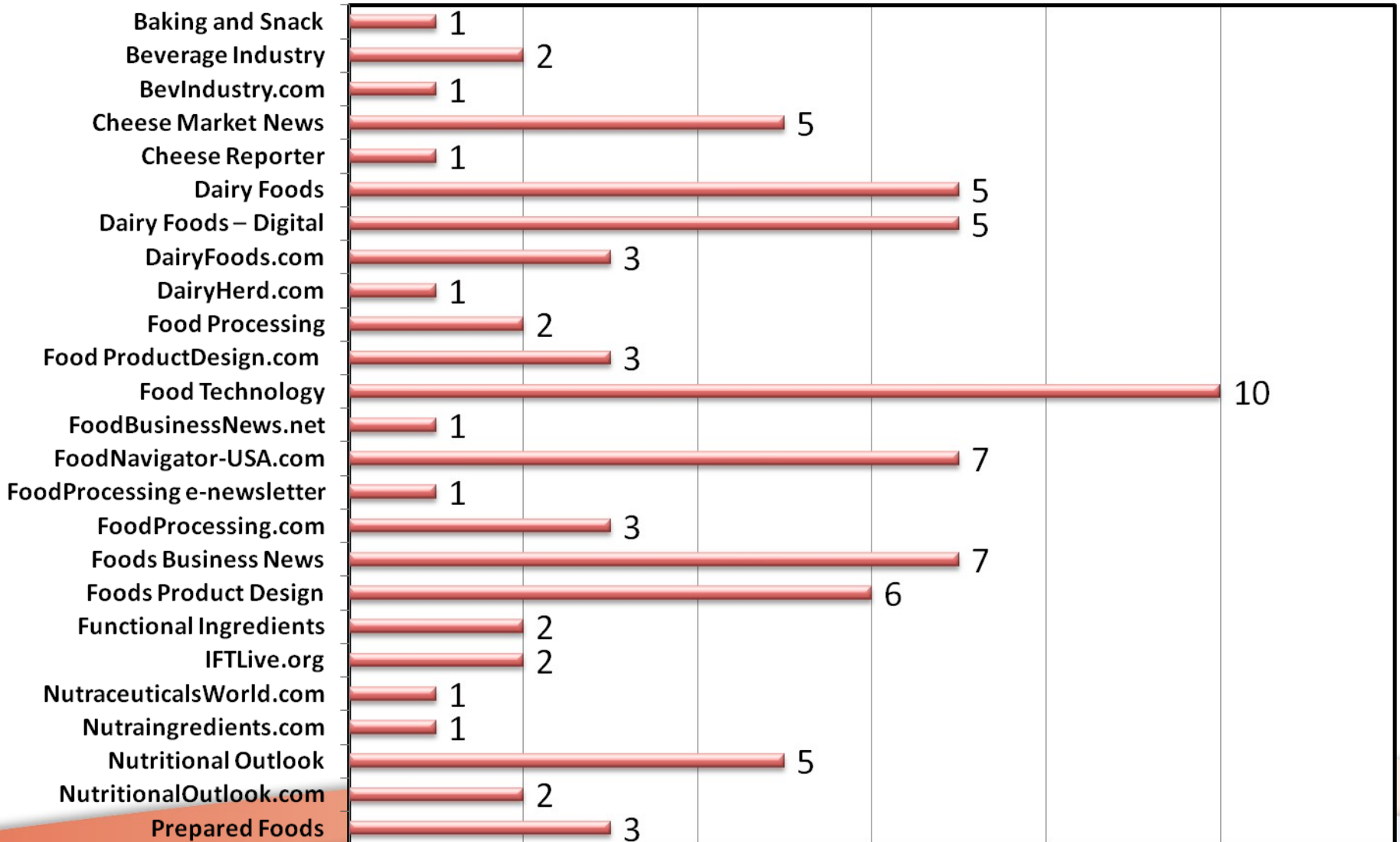
# Coverage by Message



# 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

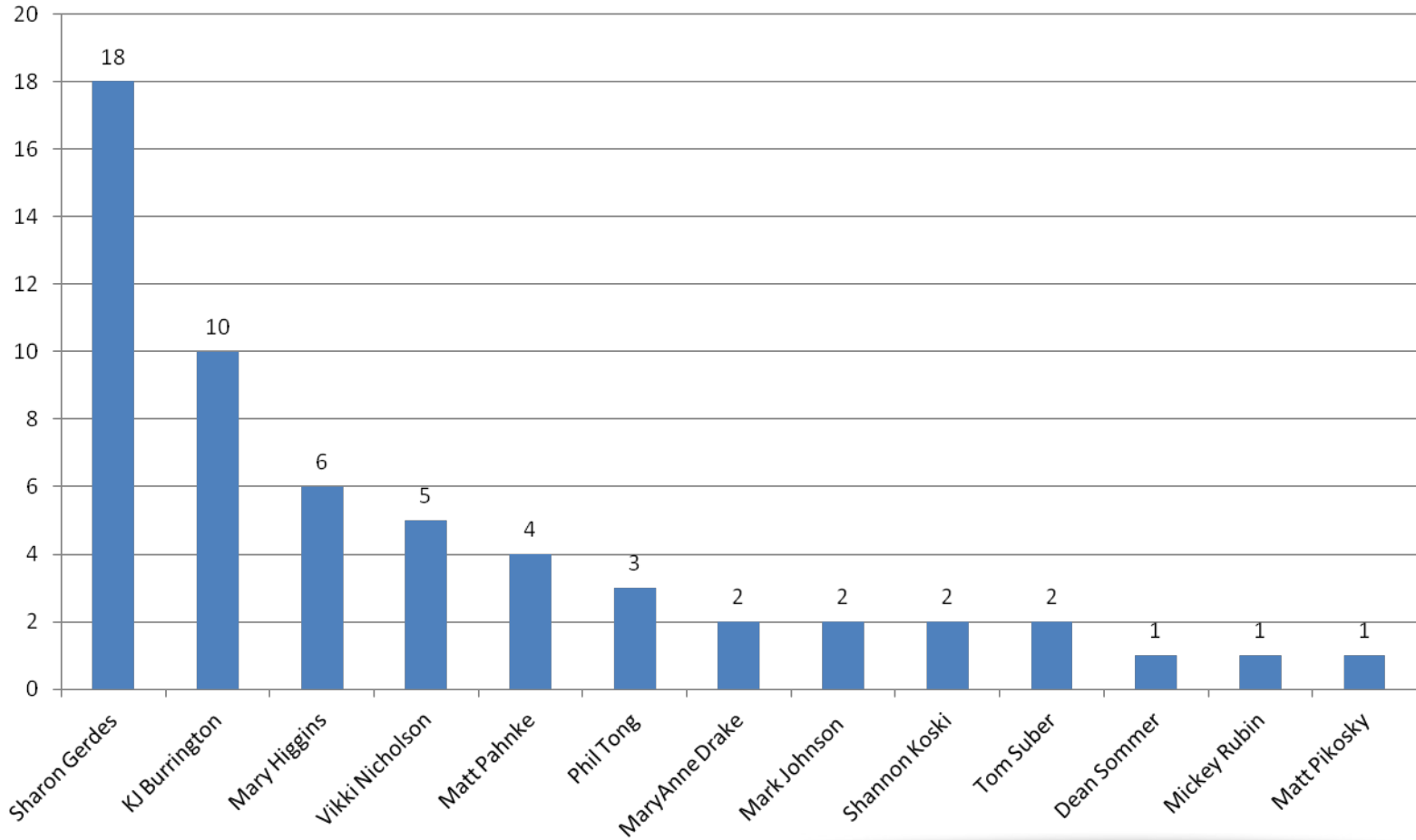
**Total Impressions:**

1,320,163





# Spokesperson Exposure





# Positioning the Value of Dairy Ingredients

## DAIRY BUSINESS NEWS



### Dairy ingredient innovations

...role dairy ingredients play in product development is expanding

### Optimizing Mineral Intake

...role dairy ingredients play in product development is expanding

### Full of Promise

For weight management, ingredient suppliers are talking satiety. Which ingredients fit the bill?

### The Fear of Hunger

...role dairy ingredients play in product development is expanding

### IFT Show Preview

#### Dairy Ingredients Complement Food Trends

### Must-see Symposia

“...manufacturers are using the dairy protein in snack bars, beverages...”

## Boosting Protein With Hydrolyzed Whey

By Mary Higgins, M.S., M.B.A.  
Contributing Editor



Health-and-wellness trends are driving food formulations to increase the amount of...  
WPH...to increase protein levels in food formulations.

### IFT Show Preview

#### Dairy Ingredients Complement Food Trends



The U.S. Dairy Export Council (USDEC) will highlight innovative applications for dairy ingredients at the 2011 Food Expo...  
Dairy ingredients complement food trends...  
Must-see Symposia...  
Session 20 - Dairy Protein in Beverages...  
Session 21 - Dairy Protein in Snacks...  
Session 22 - Dairy Protein in Bakery...  
Session 23 - Dairy Protein in Meat...  
Session 24 - Dairy Protein in Dairy...  
Session 25 - Dairy Protein in Dairy...  
Session 26 - Dairy Protein in Dairy...  
Session 27 - Dairy Protein in Dairy...  
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“...role dairy ingredients play in product development is expanding”

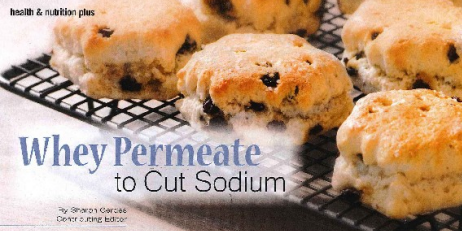
Manufacturers can rely on dairy ingredients rich in calcium....”

“WPH...to increase protein levels in food formulations.”

“US dairy ingredients can contribute to improved taste, functionality...”

# Coverage Area: Permeate and Salt Reduction

health & nutrition plus



## Why Permeate to Cut Sodium

By Sherry Gerdes  
Dairy Journal Editor

Permeate is a functional sodium replacer that provides functional benefits in various baked goods. It contains natural salts such as calcium phosphate, magnesium, potassium and potassium chloride. These minerals provide products with 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.

“Salt is why permeate is effective in products such as muffins, scones, breads, crackers, cookies and more goods. In baked products, permeate can offer many benefits such as enhanced surface crispness, browning and soft cake crumb structure. It also helps preserve freshness, moisture retention and development of a tender crumb structure. Permeate can also reduce sodium in baked products. For example, calcium phosphate permeate used to help create a soft, moist crumb and slow down staling in breads. The use of calcium phosphate permeate also increases a loaf’s moisture retention and softness, which is important for breads that are sold in bulk quantities.”

Permeate can reduce sodium levels 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 sodium levels while providing acceptable crumb structure and moisture retention.

“Dairy’s role in developing permeate is a significant contribution to the overall health and nutrition of consumers.”

**FOOD**  
navigator-usa.com

### 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, calcium-based ingredients were highlighted at the recent IFT expo in New Orleans. FoodNavigator-USA spoke to the U.S. Dairy Export Council about its calcium-based ingredient, Innophos about its calcium-based ingredient, Innophos about its calcium-based ingredient, Innophos about its calcium-based ingredient.

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

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

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

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

Ingredient Technology  
DAIRY DETECTIVE

### Food Makers Turn To Why Permeate

Sherry Gerdes

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 softness, moisture retention and slow down staling in breads and other products. It also helps preserve freshness, moisture retention and development of a tender crumb structure. Permeate can also reduce sodium in baked products. For example, calcium phosphate permeate used to help create a soft, moist crumb and slow down staling in breads. The use of calcium phosphate permeate also increases a loaf’s moisture retention and softness, which is important for breads that are sold in bulk quantities.

For lowering sodium, permeate is a functional workhorse... it is a functional workhorse that can promote browning and softness, moisture retention and slow down staling in breads and other products. It also helps preserve freshness, moisture retention and development of a tender crumb structure. Permeate can also reduce sodium in baked products. For example, calcium phosphate permeate used to help create a soft, moist crumb and slow down staling in breads. The use of calcium phosphate permeate also increases a loaf’s moisture retention and softness, which is important for breads that are sold in bulk quantities.

**To Learn More**  
A significant finding of the 2011 IFT annual meeting of the Institute of Food Technologists will focus on “New Ingredient Opportunities Using Dairy.” For a full news paper highlighting the use of permeate in various natural and artificial dairy ingredients, visit [www.ift.org/IFT2011](http://www.ift.org/IFT2011).



# Coverage Area: Whey Protein

## Beyond meat protein

**With consumers limiting meat intake, the use of protein fortification is growing**

**“Whey protein is a very fast absorbing protein...”**

**Click here for online version.**

**Use only. Reprints available for purchase.**

**Research highlights potential applications for the ingredient**

**“Whey protein has a variety of applications... appealing to mainstream consumers...”**

**+ DAIRY adds the difference.**

## Formulations to fight expanding waistlines

**Ingredients address consumers' weight concerns**

**Whey protein is a high quality protein...**

**Whey protein has a variety of applications... appealing to mainstream consumers...**

**+ DAIRY adds the difference.**

## Whey protein's emerging mass appeal

**Whey Protein**

**Continued from Page 1**

**Research highlights potential applications for the ingredient**

**“Whey protein has a variety of applications... appealing to mainstream consumers...”**

**+ DAIRY adds the difference.**

**New Product Trends**

**Q** uiet and sleek, these have-been-there-but-not-noticed products have been quietly making their way into the marketplace. Increasingly, consumers are looking for functional products that can help them live healthier, more active lifestyles. These products are often designed to be used in conjunction with a diet and exercise program. They are also often designed to be used in conjunction with a diet and exercise program.

**W**ith consumers limiting meat intake, the use of protein fortification is growing. This is particularly true for products that are designed to be used in conjunction with a diet and exercise program. These products are often designed to be used in conjunction with a diet and exercise program.



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46 FoodBusinessNews

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**Beverage RD**

## Formulations to fight expanding waistlines

**OBESITY CONTINUES TO BE A SIGNIFICANT HEALTH ISSUE IN THE UNITED STATES and health-conscious consumers continue to look for functional products that promise weight management-related benefits. In their quest for wellness, consumers are learning more about the benefits of protein and fiber.**

**In addition, some consumers are searching for what Ram Chaudhuri, senior executive vice president and chief scientific officer of Schenectady NY-based Fortitech Inc. calls a “magic bullet” for weight loss and management solutions.**

**Healthy-minded consumers also read product labels and are looking for more than low-fat, low-calorie and no-sugar product claims, says Paul DiJolito, chief executive officer of InnateHealth Nutritionals, Berkeley, Calif.**

**“Consumers want efficacious and safe weight management beverages—and they also want it to be convenient and palatable,” says DiJolito. “Satiety claims, such as ‘reduces or inhibits hunger,’ are not only relevant to consumers, but believable and credible. High control hunger is a powerful thing. It is the weight management, but daily life as well. Increasingly, consumers have grown the importance between fat loss and body mass. DiJolito says, ‘Healthy-minded consumers should ensure they have ways to support their product claims.’”**



## Whey protein is a high quality protein...

**the participant's country.**

**The study's 518 participants completed a six-month diet intervention that found that a diet consisting of higher protein content and low GI foods helped obese overweight people who lost weight were better able to maintain their weight loss.**

**The Dairy Research Institute emphasizes the role dairy-sourced proteins can play in the diet. Why under the Clartory banner, Clartory ingredients are designed to provide clarity and complete protein nutrition for low pH beverage systems, such as sports nutrition beverages, citrus-based drinks, fruit-derived beverages, lemonades, powdered beverage mixes, fruit juice blends and fortified waters, the company says.**

**The fortified waters category grew as Clartory released Protein F2O under its Muscle Milk banner.**

**Continued on page 66**

**Whey Protein**

## Whey protein's emerging mass appeal

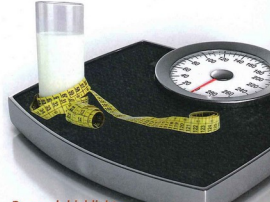
**Continued from Page 1**

**demonstrates the ability of whey protein to help consumers improve body weight and composition.** Published in the *Journal of Nutrition*, the findings show that whey protein may be more effective than carbohydrates or soy protein with regards to weight management.

**“Without changing diet, whey supplemented to the diet resulted in a small loss of body weight and fat compared to a group receiving the same amount of calories from supplemental carbohydrates,” said David Heist, supervisory research physiologist in the food components and health laboratory of the U.S. Department of Agriculture’s Agricultural Research Service, and the lead scientist in the study. “The body weight and fat of the group supplemented with soy protein was different from the group supplemented with whey protein.”**

**Research highlights potential applications for the ingredient**

**“Whey protein has a variety of applications... appealing to mainstream consumers...”**



## “Whey protein has a variety of applications... appealing to mainstream consumers...”

**Research Institute is a managing member, and the U.S.D.A.’s form of amino acids is better utilized compared to other forms. Binding L-leucine to a whey peptide also resulted in complete solubility of the Leucine with no sedimentation or stratification in beverage**

# 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..."

**IFT 11** ACTIVE LIFESTYLES

**Dairy ingredients play role in hottest food trends**

As the U.S. Dairy Export Council's Dairy and Dairy Research Institute (DDRI) and Dairy Research Institute (DDRI) continue to expand its research and development efforts, the organization is also looking at the role of dairy ingredients in meeting consumer demands for healthier, more convenient, and more flavorful products. In a recent article, DDRI's research and development team explored the role of dairy ingredients in meeting these demands.

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"Dairy ingredients... solving today's formulation challenges..."

**Food Processing.com**

**Formulation strategies to reduce saturated fat in unexplored ways**

The development of new versions of a particular ingredient application can do a lot for a food manufacturer. Rather, it suggests that better developments, high-2011 IFT Annual Meeting, are experiencing what could be described as a renaissance of health, can provide with new opportunities. (3) new communication approaches can present an important message that is not done. On, in some cases, some other international development companies can help you to provide an ingredient's energy and direction.

What are some of these being reduced?

Let's start with sodium. Over the past few years, it has been a struggle to reduce sodium content. Many of these solutions, such as potassium chloride, have traditional uses. In recent years, however, sodium has also been reduced for an amount of salt used in a food. There are also solutions that are being beyond the 3. These might include dairy emulsifiers, very many with new, new combinations of ingredients, and some solutions that change the past solutions that have potential to break new ground.

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

**Food Processing.com**

**Greek yogurt: Beyond the dairy aisle**

By Christine Scott, January 15, 2011

Related topics: [Dairy](#), [Yogurt](#), [Food Processing](#)

There are a number of ways for food manufacturers to take advantage of trendy Greek yogurt, says Sharon Grier, a senior account manager at the US Dairy Export Council.

**Food Processing.com**

**Consumers Moving to Dairy for Protein**

Consumers are turning to dairy for protein, and dairy ingredients are moving forward in production.

**FOOD PRODUCT DESIGN**

20th Anniversary

**Food Processing.com**

**Weight Management**

Weight management is a growing factor in the ingredients that support weight management. The focus is on natural, healthy sources of protein, fiber, and other ingredients that support weight management.

## Nutritional News From the Big Easy

From new protein sources to innovative sodium reduction technologies, ingredient companies put health in the spotlight at the Annual Meeting & Food Expo.

**Protein**, natural sweeteners, healthy fats, and other ingredients are the focus of the Big Easy. Here is a roundup of some of this year's Expo highlights.

**Weight Management** Safety will be a selling factor in the ingredients that support weight management. The focus is on natural, healthy sources of protein, fiber, and other ingredients that support weight management.

"USDEC showcased a number of tasty prototypes that meet today's trends..."

Questions:  
Janice Kayser  
262-993-3768

