

Dairy Research Institute challenges students to produce innovative dairy drinks

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The Dairy Research Institute is challenging students to produce innovative dairy beverages in line with current consumer and industry trends, as part of a new competition.

The competition is open to entries until February 15, 2012, with prizes of \$8,000, \$5,000, and \$3,000 for first, second and third place respectively.

Senior vice president of the Dairy Research Institute Bill Graves said: *"The dairy industry is always delivering new opportunities through science and technology to develop innovative products and ingredients...To be at the forefront of product innovation, the Dairy Research Institute is providing a platform for students to bring their knowledge and expertise to dairy beverage innovation."*

Information on the competition is available online here:
www.USDAairy.com/NewProductCompetition .

Finalists will also be given the opportunity to showcase their products at the Annual American Dairy Science Association Conference in Phoenix, Arizona in July 2012.