

Boosting Dairy's Profile

Dairy Management Inc. (DMI), Rosemont, Ill.—the organization that works to increase sales of and demand for U.S. dairy products and ingredients on behalf of America's dairy farmers—will show prototypes featuring innovative uses of dairy ingredients and sponsor a symposium on the relationship between dairy food consumption and healthy weight management at this year's IFT.

Featured prototypes include:

- A fruit-flavored drink infused with whey protein and fiber, designed to help promote satiety (a feeling of fullness).
- A whey protein-enhanced, powdered isotonic (sports beverage) drink mix to aid in muscle recovery after exercise.
- A children's pudding snack with added milk protein that tastes good and provides the beneficial nutrients of dairy foods.
- Cheesy hash browns that offer a convenient breakfast option with the great taste of cheese that consumers love.

DMI will present a symposium entitled "Dairy and Weight Management: Bridging the Gap Between Nutrition Science and Consumer Behavior," on Tuesday, July 1, from 10:30 a.m. until noon. Leading dairy researchers and nutrition professionals will discuss consumer perceptions of weight management and obesity, and how such perceptions may drive food choices.

The symposium will review the latest nutrition science research—including human clinical, observational and animal model studies—that have explored the relationship between dairy food consumption and weight management, as well as plausible mechanisms by



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which dairy products may favorably affect body weight, body fat and lean mass. Also highlighted will be new approaches to developing reduced-fat and reduced-calorie dairy products focused on high consumer acceptance through improved taste and mouth feel. The presentations include:

- Dairy and Weight Management: Understanding Consumer Perception and Behavior
- Dairy and Weight Management: Communicating the Current Nutrition Science
- Dairy and Weight Management: Formulating for Better Consumer Acceptance