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U.S. DAIRY INGREDIENTS ADD NUTRITION, PROVIDE FUNCTIONAL BENEFITS

Variety of food, beverage applications and research highlighted at IFT10 Annual Meeting & Expo

ARLINGTON, Va., May 13, 2010 — Helping food and beverage manufacturers discover new ways to use dairy ingredients in a wide range of product applications is the focus of the U.S. Ingredients program in booth #4223 at this year's IFT10 Annual Meeting & Food Expo.



Recent research will be available to demonstrate how U.S. dairy ingredients can contribute to improved taste, functionality and nutritional benefits that meet consumer demands. Included are the latest findings from the Innovation Center for U.S. Dairy which highlights new consumer research and marketing potential for dairy in the emerging snack category. As part of a global ingredient focus, the U.S. Ingredients program now operates under the U.S. Dairy Export Council (USDEC). The program continues to focus on the U.S. market and the booth will be referenced under both Dairy Management Inc.™ (DMI) and USDEC.

Valuable information on innovation resources and skilled researchers will be available to discuss ways dairy ingredients can help solve many of today's formulation challenges. Sampling prototypes that incorporate value-added dairy ingredients available at the booth include:

- Soothing smoothie — part of the IFT Trend & Solutions Tour on functional ingredients, this warm, creamy, milk-based whey protein smoothie is an excellent source of protein and calcium and leverages consumer interest in nutritious foods and beverages.
- Breakfast bites — a convenient protein-packed breakfast or snack that can appeal to on-the-go consumers.
- Cheesy pizza veggie dip — a nutritious and versatile cheese dip that gives kids and adults a convenient snacking option and entices kids to eat their vegetables.
- Frozen nutrition snack — this novel snack has protein and calcium for a nutritious break but in a delicious, frozen format to enjoy on a warm summer day.
- Mini cream pie tart — a portion-controlled creamy indulgence evokes nostalgic memories of mom's cream pie.

Dairy-related presentations, short course

A pre-annual meeting short course on Friday, July 16, titled "Ingredient Applications for Product Innovation and Consumer Health," will feature a presentation on the important role of dairy proteins in weight management, presented by Matthew Pikosky, Ph.D., RD, FACN, vice president, partnerships, Dairy Management Inc.™ (DMI).

A few other dairy-related presentations taking place during IFT include:

- Development of protein-fortified fluid milk based recovery beverages, presented by Amy Lammert, Allison Hui, Sean Vink, Philip Tong, California Polytechnic State University, San Luis Obispo, CA (Monday, July 19)
- Probiotics: Insights and health applications, moderated by Chris Cifelli, Ph.D., National Dairy Council, Rosemont, Ill. and Mary E. Sanders, Dairy and Food Culture Technologies, Col. (Monday, July 19)
- Reason to believe in dairy ingredients, presented by Gwen Bargetzi, on behalf of the Innovation Center for U.S. Dairy (Monday, July 19)

For more information about the resources provided by the U.S. Ingredients program at USDEC, or to learn the latest information on dairy-related research and information, visit www.innovatewithdairy.com.

Photo: Several on-trend prototypes highlighting the use of value-added dairy ingredients will be featured at the U.S. Dairy Export Council U.S. Ingredients program booth #4223. To access a high-resolution version of the above image, please follow this URL: <ftp://ftp.bader-rutter.com/Crackers1149.jpg>.

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ABOUT MERGER OF FORMER DMI INGREDIENTS PROGRAM WITH USDEC:

The dairy ingredients program for the U.S. market has formally transitioned from Dairy Management Inc. (DMI) to the U.S. Dairy Export Council (USDEC) to support a global ingredients marketing platform. This formal merger permits a more integrated industry role in supporting dairy ingredient sales to the global marketplace. DMI, the nonprofit domestic and international planning and management organization responsible for increasing sales of and demand for U.S. produced dairy products and ingredients on behalf of America's dairy producers, continues to manage the *U.S. Dairy Export Council*®, *American Dairy Association*® and the *National Dairy Council*®. IFT10 attendees will be able to locate the U.S. Ingredients program booth using the DMI name.

ABOUT USDEC:

The U.S. Dairy Export Council (USDEC) is a non-profit independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. Its mission is to enhance U.S. global competitiveness and assist the U.S. industry to increase its global dairy ingredient sales and exports of U.S. dairy products. USDEC accomplishes this through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. USDEC is supported by staff across the United States, Mexico and overseas in South America, Asia, Middle East and Europe.