



**+ DAIRY** *adds the difference.*

# U.S. Manufacturing & Ingredients Marketing Program

## Innovating with dairy adds appeal.

U.S. dairy ingredients naturally add great taste, nutritional benefits, functionality, convenience and value to the foods and beverages you create, making them more appealing to consumers. The U.S. Manufacturing & Ingredients Marketing program works with food and beverage manufacturers to help launch new or improved products that leverage these benefits.

Add these high-quality, domestically produced dairy products and ingredients to your food and beverage applications:

- Whey proteins
- Dry milk powders
- Milk proteins
- Other dairy ingredients — lactose, dairy minerals, buttermilk powder
- Cheese
- Yogurt

## Make your products extraordinary.

Want additional resources and research to help meet consumer and market demands? The Ingredients program for the U.S. market has the information and resources you need to develop and position your product successfully:

- Confidential consulting on applications and prototypes, from concept to market
- Technical assistance and cutting-edge product and ingredient research
- Market and nutrition research for successful product positioning

## Part of the U.S. Dairy Export Council®.

The 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 dairy ingredients marketing platform. Over the last several years, coordination between USDEC and the DMI U.S. Ingredients program has grown, providing important strategic and operational efficiencies. Their formal merger permits a more integrated industry role in supporting dairy ingredient sales to the global marketplace. Buyers and suppliers have much in common whether selling domestically or internationally.

The U.S. Dairy Export Council (USDEC) is a non-profit, independent membership organization that represents the global trade interests of more than 90 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 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 and overseas in Mexico, South America, Asia, Middle East and Europe.



## How the Ingredients program makes a difference.

The U.S. Manufacturing & Ingredients Marketing program at USDEC helps food and beverage manufacturers innovate with dairy ingredients to meet the latest consumer trends. Whether it's taste, nutrients, functionality or value — dairy ingredients offer numerous advantages. We offer important insights in marketing, nutrition, processing and testing:

## Market and business resources.

### Market insights/research

- Market sizes, opportunities, trends
- New product concept testing
- Messaging and claim optimization
- Consumer focus groups
- Global dairy ingredient supply information

### Industry idea exchange

- Seminars, symposia, conferences
- Print publications
- Trade columns and articles
- Web site: [www.InnovateWithDairy.com](http://www.InnovateWithDairy.com)
  - Technical ingredient information
  - Starter formulations
  - Supplier database

### New product ideation

- Dairy Ingredient use in specific applications
- Brainstorming with your team
- Expert consulting

## Training and research.

- Customized on-site seminars

### National Dairy Foods Research Center Program

- Latest research and innovations in dairy ingredients, products, processes and packaging
- Dairy pilot plant facilities

### Have a great dairy-based product idea? Need technical assistance on a dairy-related project?

For more information about membership services, contact Dairy Technical Support at [techsupport@InnovateWithDairy.com](mailto:techsupport@InnovateWithDairy.com) or 1-800-248-8829.

## Technical resources.

### 100+ dairy application, research and nutrition experts

#### Dairy technical support

- [techsupport@InnovateWithDairy.com](mailto:techsupport@InnovateWithDairy.com) or 1-800-248-8829
- Expertise on dairy ingredient and formulating topics

#### Dairy applications labs

- Three sites:
  - Wisconsin Center for Dairy Research at the University of Wisconsin-Madison
  - Dairy Products Technology Center at California Polytechnic State University
  - Sensory Services Center at North Carolina State University
- Prototype/concept development
- Product and process troubleshooting
- Production scale-up assistance
- Sensory evaluation

## Membership export services.

- Marketing assistance for foreign markets
- Market access and regulatory affairs counsel
- Information resources, including members-only resources on [www.USDEC.org](http://www.USDEC.org)
- Offices around the world to provide valuable global insights

