

New Dairy Products Should Boost Dairy Product Sales

SOUTHAMPTON — The future of the dairy industry may well lie in research and development of new products, believes Edward A. Peterson, chief executive officer of United Dairy Industry Association. UDIA is the coordinating arm of the major dairy-related organizations in the country.

Peterson made his remarks at the 66th annual meeting of Dairy Council Inc., Southampton, a nutrition education organization that is affiliated with National

Dairy Council, one of the companies operating under the aegis of UDIA.

Peterson said that Dairy Research Inc., the product and process research arm of the dairy industry, with laboratories in Illinois, has been developing a high-calcium milk product that should be ready for mass manufacture later in this year.

This product is designed for those people who do not get the recommended amount of calcium.

Preliminary testing of this dairy-derived national product is going on now.

"This product," Peterson says, "is free of the chalky aftertaste from added chemicals that is often found in other high-calcium milk currently on the market." By drinking only 1.5 glasses of this milk, a consumer can satisfy the USDA requirement of 1,000 milligram of calcium daily.

This high-calcium product has the same nutrient value as the

source of the milk used in the process. If skim milk is used, the nutrient value would be equal to that of skim.

The calorie count would also be equal to the number of calories in the source of milk used. Flavored high-calcium milks may contain a slightly higher number of calories, depending on the amount of sweetener used.

Carbonated milk is another product at the testing stage. Carbonated milk is skim milk to

which carbonation (carbon dioxide) has been added. Flavored sweeteners can also be added.

Carbonated milk has the nutritional benefits of skim milk — an eight-ounce glass has 302 milligrams of calcium along with the other vitamins and minerals found in the milk.

"We're about two years from putting carbonated milk on the market," Peterson says. "We've got the carbonation process down pretty well, and we're applying for a patent."

Spreadable butter is another product that could be in the marketplace during the first half of 1987. It is certain to appeal to consumers who want an all-dairy butter spread with reduced calorie, fat, and cholesterol. It can be stored, soft, in tubs or form, in quarters, and spread right from the refrigerator. Since it contains less fat, it has 35 to 40 percent fewer calories than butter or margarine. One teaspoon has 23 calories as opposed to the 36 calories found in butter and margarine.

Researchers are experimenting with flavored butter, as well, such as herb, chives and garlic.

These new products are sure to appeal to consumers who want natural products in an economical and easy form, says Dairy Council. They are also products that will appeal to consumers who enjoy entertaining or who want something "different" for the family dinner table.

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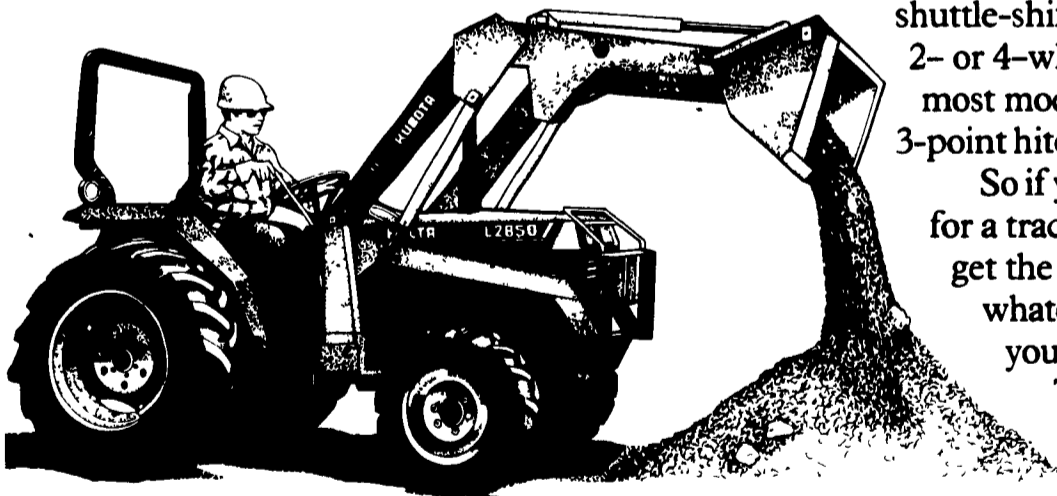
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