

Dairy Board Grants \$2.5 Million To Open Research Center

MADISON, WI — In a ceremony attended by state legislators, university faculty, and leading dairy farmers on May 16, The Wisconsin Center for Dairy Research at the University of Wisconsin will become the third of six dairy foods research centers to be funded by the National Dairy Board to open in the United States.

"This is the beginning of a dramatically expanded effort at the Center to improve dairy products and processing and to bring the very best scientific minds to the dairy foods field," according to Joseph Westwater, CEO of the National Dairy Board.

Specific research areas will focus on milk component utilization, dairy product development, cheese technology, and dairy foods safety. These efforts are expected to help meet consumer demands for reduced fat and cholesterol, improve functional and nutritional properties, and provide greater confidence in the safety of dairy foods.

Selected projects will develop milk components as ingredients for wider food applications by fractionation and enhancement of

flavor and physical properties.

The Wisconsin Center for Dairy Research will receive multidisciplinary support from other research centers on campuses such as the Walter V. Price Cheese Institute and the Food Research Institute.

Dr. Norman F. Olson will direct the CDR with the help of an Advisory Committee to set Center goals and a Technical Advisory Committee to provide technical review of project proposals.

The Wisconsin Center for Dairy Research is being financed by three sources: one third of its funding, or \$2.5 million over a five year period, will come from the National Dairy Board; one third from The Wisconsin Milk Marketing Board; and one third from the University of Wisconsin.

"We are delighted that dairy farmers across America can help give the Center the means to continue important research already in progress and to begin new projects that will positively affect the industry and ultimately the consumer, said Joseph Lyon, chairperson of the products research committee of the National Dairy Board.

The National Dairy Promotion and Research Board, composed of 36 dairy farmers, was established by the Dairy and Tobacco Adjustment Act of 1983 to develop and administer a coordinated program of promotion, research and nutrition education to strengthen the dairy industry position in the marketplace. The effort is financed by America's dairy farmers.

NATIONAL DAIRY BOARD — DAIRY FOOD RESEARCH CENTERS BACKGROUND

The Dairy Research Center project was developed by the National Dairy Board to increase research output on dairy products and to increase the number of dairy food scientists. The Dairy Board has allocated \$2.7 million per year for five years to create the centers, which will be funded by a three-way partnership between the Board, local industry and dairy producers and by the university(s) awarded a dairy center.

Sites for six dairy research centers representing 12 universities and institutions were announced March 20, 1987 following an extensive review of all the propos-

als by the Product Research and Development Committee of the Dairy Board.

Twelve proposals, affecting 32 land grant universities and other institutions were submitted. To qualify, a dairy center had to have a history of dairy research, and be located in an area where the dairy industry is strong. In addition, two independent review panels composed of nationally recognized academic, industry and government representatives and administrators closely evaluated proposals with respect to technological and administrative criteria.

The Dairy Food Research Center program is just one part of the Dairy Board's extensive research effort, which has been ongoing since the Board's inception in 1983. Through its competitive research grant program, the Board awards grants to individual scientists and other research groups. The Board's product research efforts are divided equally between the competitive research grant program and the dairy research centers.

Some of the major research efforts for dairy products underway include the development of cholesterol-free, low-fat dairy products; a lite-butter product which has 60 percent of the fat of regular butter and is easily spread; and indications that the nutrients found in dairy products may help control high blood pressure. Medical research continues to support the dairy industry's message that dairy calcium is the best deterrent to osteoporosis, with doctors advising that dairy products, not pills, should be consumers' primary source of calcium.

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DAIRY FOODS RESEARCH CENTERS

1. WESTERN
Utah State University
Oregon State University
Brigham Young University
Opened November 17
2. CALIFORNIA
University of California,
Davis Cal-Poly - San Luis
Opispo
Opened February 3
3. WISCONSIN
University of Wisconsin
Funding Ceremony scheduled
for May 16
4. MINNESOTA/SOUTH
DAKOTA
University of Minnesota
South Dakota State
University
Contracts approved;
opening to be announced
5. SOUTHEAST
North Carolina State
University Mississippi
State University
Contracts approved;
Opening to be announced
6. NORTHEAST
Cornell University
University of Vermont
Opening to be announced.

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