

2000 Dry Milk and Whey Program Aims to Expand Markets

ROSEMONT IL - In baked goods, snack foods, meat products, nutritional beverages and many other popular foods, dairy ingredients continue to make important inroads in food manufacturing, thus adding value to milk. This year's farmer-funded dry milk and whey ingredient marketing program seems to take advantage of these new marketing opportunities to help increase consumer demand for these ingredients.

"The overall goal of the program is to change the market's perception of dairy, raise awareness of dairy ingredients and increase usage of dry milk, dry whey and other dairy-based value-added ingredients," said Bill Haines, vice president of business-to-business marketing for Dairy Management Inc. (DMI).

Emerging market opportunities for dry milk and whey include

* Uses in nutraceuticals and functional foods, offering consumers value added nutrition and wellness properties

* Continued improvements in functionality, meaning the ability of dairy ingredients to work well with other ingredients in various applications such as baked goods, snack foods, dairy products, meat products, nutritional beverages and confectionery products

Part of the challenge of increasing the use of dairy ingredients lies in educating potential users about

dairy's value and benefits. DMI accomplishes this through its "do it with dairy®" business-to-business marketing campaign, which includes a technical support hotline number and on-site seminars. Through this effort, DMI has supplied dairy ingredient technical information to numerous manufacturers and suppliers, including Nabisco®, Proctor & Gamble, Slimfast® Starbucks®, Land O' Lakes® and Challenge Dairy

In addition, DMI has worked to conduct technical seminars with the food development staffs of Pillsbury® and Kellogg's®

The checkoff also promotes the use of dairy ingredients through industry research and development, as well as by supporting dairy ingredients applications programs at various universities around the country. The Dairy Powders and Concentrates Applications Program at California Polytechnic State University (San Luis Obispo CA), which was dedicated in early March, joins the Dry Whey Applications Program at the Wisconsin Center for Dairy Research (Madison WI) in finding workable applications that manufacturers can rely on for solutions before they invest in full-scale development.

One practical result is the recent development of a lowfat breakfast sausage in which mixtures of whey protein concentrate (WPC) and water

replace added fat in finely ground meat products. Advantages in the marketplace include flavor, texture, cost and overall value. Sausages containing WPC showed less shrinkage during cooking and can be produced for about the same as their full-fat counterparts and for less than most lowfat products.

The dairy ingredients program sponsors the development of marketable food applications containing dry milk and whey through its "Discoveries in Dairy Ingredients Contest." This year's team of students winners includes:

* Cornell University's "Tropical Jewels" (a premium frozen yogurt, coated with a fine layer of chocolate blended with green tea powder, containing nonfat dry milk and whey protein concentrate, or WPC)

* Utah State University's "Whey Krunchers" (a crunchy, high-protein lowfat sports nutrition snack food containing nonfat dry milk and WPC).

To address the market challenge from soy and other potential competitors, dairy promotion has launched a business-to-business print advertising campaign highlighting the power of dairy's superior functionality and nutritional qualities.

"With all these program components working together, we are helping to change the perception and awareness of dairy ingredients in the

marketplace," Hains said. "Both awareness and usage of dairy ingredients in food manufacturing are on the rise, thus adding value to on-farm milk."

"Dairy farmers support using checkoff dollars to step up the technological development and aggres-

sive marketing of dry milk and whey to help add value to dairy ingredients," said Vernal Gomes, a Tulare CA dairy producer committee overseeing DMI dry milk and whey marketing. "This, in turn, helps increase overall consumer demand for dairy products."

NFU Encouraged By USDA's Review Of Terminator Seeds

WASHINGTON, D.C. - The National Farmers Union (NFU) is encouraged that U.S. Agriculture Secretary Dan Glickman has directed the newly formed Biotechnology Advisory Committee to review terminator seed technology.

The committee will delve into the U.S. Department of Agriculture's (USDA) role in researching and developing the controversial technology. This process genetically alters commercial crop seed making it impossible for a farmer to save seed from a harvested crop for replanting, greatly benefiting seed companies.

Secretary Glickman is directing a 38-member panel whose members include, scientists, consumer advocates, seed company executives and farmers, including Minnesota Farmers Union president David Frederickson.

The committee began a two-

year project to discuss the ethical as well as the technical implications of the developing terminator technology.

"NFU has long been a strong supporter of agricultural research," said NFU president Leland Swenson. "We believe research is vital to ensure we are able to continue to produce high quality and abundant food and fiber far into the future. However, we do not support agriculture research that aims to enable private seed companies to increase their profits at the expense of farmers worldwide."

NFU has long expressed its concern over this technology and the USDA's involvement in its development.

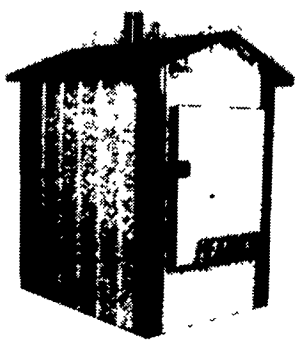
"We see the work of this committee as a sign that Secretary Glickman will pursue policies that carve out a role for farmers in development and research," said Swenson.

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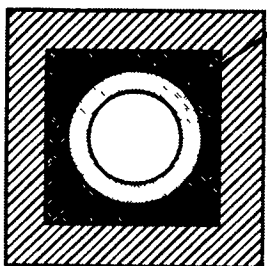


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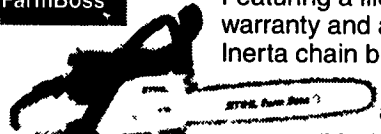
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