Dairy Marketing Opportunities
Mary Wilcox- Vice President, Business Development
mwilcox@midwestdairy.com
Dairy Promotion Funding

Total Dairy Promotion Funding

Producer Checkoff
15¢/cwt.

Fluid Milk Processor
20¢/cwt.

5¢ NDB

10¢ S/Rs

PEP

CMPB
Many Consumers are Interested in Protein

- 97% of US consumers are aware of protein and its benefits compared to 83% in 2008.

- 55% of U.S. consumers express interest in getting more protein in their diets.\(^2\)

- Nearly half (45%) of consumers look for foods and beverages with a short list of recognizable, minimally processed ingredients.\(^3\)

1. HealthFocus, 2012
2. IC Protein White Paper
3. NMI Aug 2011
Two Groups are Greatly Influencing Food and Beverage Choices

**BOOMERS**

Age 49-67
26% of population
76 million people

**Distinctions:**
- Nearly 30% college grads
- Two-thirds are married
- Participated in great social change
- Highly competitive, motivated
- Motivated by healthy aging

**MILLENNIALS**

Age 18-37
27% of population
81 million people

**Distinctions:**
- Racially/ethnically diverse
- Fiercely independent
- Receptive to new ideas
- Interested in how food is grown
- Embrace flavor variety, less processed foods
Wellness will be defined as quality of life. Concern for longevity and a heightened awareness of the long-term impact of our choices continues to grow and permeate everyday life. Health is no longer a goal in and of itself, but an enabler to enjoy a fulfilled life.

70% of consumers believe proper nutrition delays the onset of chronic diseases.

DMI Study-Future of Dairy-GFK
Benefits Associated with Protein: 
Largest Differences Between Older and Younger Adults

- Helps maintain healthy bones and joints: Total Younger Adults (38%) vs. Total Older Adults (69%)
- Helps prevent muscle loss during aging: Total Younger Adults (44%) vs. Total Older Adults (63%)
- Helps you stay active as you get older: Total Younger Adults (44%) vs. Total Older Adults (63%)
- Helps prevent bone loss during aging: Total Younger Adults (29%) vs. Total Older Adults (44%)
- Helps improve responsiveness of the immune system: Total Younger Adults (26%) vs. Total Older Adults (39%)
- Promotes fat loss around your waist: Total Younger Adults (32%) vs. Total Older Adults (18%)
- None (no potential benefits): Total Younger Adults (8%) vs. Total Older Adults (3%)

Source: DMI 2011 Consumer Protein Tracker Update
Millenials Demand More

Balanced and Real Nutrition

Recovery and Restore

Weight Mgmt/ Curb Hunger

Tasty Pick-Me-Up

Refresh

Sustained Energy

Sweet Dreams

Super Waters
Physical And Mental Energy Are Important

Types of Energy Consumer Are Looking For In Functional Products
(Foods & Beverages; % of Adult Sample)

73% Physical Energy

63% Mental Energy

24% Do not use for energy

Source: The NPD Group/Functional Foods & Beverages Custom Survey; June ‘12
Clean label = recognizable ingredients and minimal processing

**Completely/Somewhat Agree-2010**

- I look for foods/beverages with a short list of recognizable ingredients
  - **CAG '06 - '10: +6.0%**

- I prefer foods that are minimally processed
  - **CAG '06 - '10: +8.5%**

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Natural Marketing Institute, H&W Trends Database, August 2011, base: primary grocery shoppers
Real Food Matters To Both Groups

36% of adults would rather get their nutrients from foods and beverages as opposed to supplements

Natural is a good point of difference

Source: The NPD Group/Functional Foods & Beverages Custom Survey; June ‘12
Source: Package Facts dietary supplements us 2010 study
Quality Matters
Dairy and Blood Pressure

2010 Dietary Guideline Committee Report

“Conduct randomized controlled trials to answer the question whether intake of dairy products alters blood pressure”

Result

Hypotensive effects of dairy
  Tanaka – Texas (*published*)

Effect of a higher fat DASH diet plan on blood pressure
  Krauss – Oakland Research Institute (*completed*)

Effects of low-fat dairy intake on blood pressure and vessel function
  Macki – Provident Clinical Research (*published*)

Low-fat milk and blood vessel function
  Bruno – Ohio State (*published*)

Dairy and blood pressure – a fresh look at the evidence
  Cifelli and Park – DMI (*published*)
The Effects of Whey Protein on Body Composition: A Meta-Analysis of Randomized Controlled Trials

Paige E. Miller, PhD, MPH, RD; Dominick D. Alexander, PhD, MSPH; Vanessa Perez, PhD
Exponent Inc., Health Sciences, Chicago, IL, Boulder, CO.

Educational Resources found at www.wheyconsortium.org/meta-analysis
DRI supports the Dairy Center Program with funding for research and staffing at top universities across the U.S.
Developing New Protein Product Concepts to Meet Consumer Needs
Lentil Power Soup

• Over half (55%) of adults say they’d like to consume more protein and this satisfying soup can help meet that goal.¹

• A protein-enriched soup is the most requested protein-enriched food among primary grocery shoppers.²

• Contains dairy protein sources micellar casein concentrate, milk protein concentrate and whey permeate.

20g (40% Daily Value) protein and 35% Daily Value of calcium per 240ml serving

1. Source: NPD Group/NET In-Home Database, Year Ending 2011
2. NPD Group, February 2014
Veggie Burst

- This high protein, clean label juice is refreshing after a workout or as a snack.

- A high protein diet promotes both exercise recovery and muscle maintenance with aging.

- Nearly 6 of 10 Americans consider protein content when buying food or beverages.\(^1\)

- Juice and vegetable juice drinks comprise nearly 43% of new global drink launches.\(^2\)

- This excellent protein source contains dairy ingredients whey protein isolate and milk minerals which contribute to the clean label.

1. 2012 survey from the International Food Information Council

12g (24% Daily Value) protein and 30% Daily Value of calcium per 240 ml serving
This convenient snack can help consumers get important nutrients throughout the day.

Protein is linked to satiety, overall 97% of U.S. consumers are aware of protein and it’s benefits.¹

The U.S. is a global leader in cheese production with 450% growth since 2000.

No consistent evidence that higher dairy intake causes cardiovascular disease exists.²

Contains MPC 80, nonfat dry milk, whey permeate, WPC 80, butter and natural cheese.

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¹ Innova Database. Snacks Revolution. July 2013
## Online Resources

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