



Applications Lab Update by Katy Lees

IFT 2011 held in New Orleans was another successful show for the Applications Lab! On behalf of the Applications Lab we would like to thank all of our suppliers that provided the necessary ingredients in order to produce our dairy based prototypes that were served during the show. We would also like to thank DMI (Dairy Management Inc.) and USDEC (US Dairy Export Council) for all their support that allowed us to be part of this year's show.

One of the key trends at this year's IFT was high protein products. There is a growing trend and research that suggests that protein has satiety benefits as well as muscle preservation benefits for older adults. Sodium reduction was another trend at this year's show, whey permeate is an ideal dairy ingredient to help lower sodium in the diet. Whey permeate and milk permeate provide salty characteristics, while still maintaining the salty flavor everyone enjoys. Another key trend at this year's show was maintaining a clean label. More and more consumers are reading nutrition labels and paying more attention to what is in the products they are purchasing. Therefore, food manufacturers are producing more natural products with minimal amounts of artificial or processed ingredients.

Our prototypes and main messages at this year's IFT showed how dairy ingredients deliver value through taste, functionality, quality, nutrition and convenience. We showed a [yogurt waffle](#) and [bread pudding](#). These formulas are now available on the website.

Currently, the applications lab is working on a new dessert prototype made with whey protein. Whey protein is used in the formulation for the functional properties as well as nutritional benefits. This new prototype is innovative yet healthy, the dessert will expand the use of whey protein while enhance your taste buds with a dessert option that is a good source of protein. The formula for this prototype will be available on the website soon.

We are also continuing work on other new prototypes with a focus on dairy proteins, specifically ingredients and products that are eaten at breakfast. With the growing knowledge of the benefits of protein, and the lack of protein in consumer's diet specifically at breakfast time, we are focusing on a use of dairy protein as a functional ingredient as a part of a healthy breakfast.