



Page & Pedersen International, Ltd.
+1(508)-435-5966
info@pagepedersen.com
www.pagepedersen.com



Field Facts

August, 2019

Field Facts focuses on subjects that have arisen as a result of speaking with our customers and prospective customers, visiting trade shows, and feedback from our reps all over the globe.

Making Milk Cool Again - Resurging Positive Trends!

Paving the path to resurging popularity, the nutritional benefits of milk are coming together with superb new choices emerging on the market! A new report from Rabobank, "Making Milk Cool Again" provides an interesting overview as to how fluid milk is 'reinventing' itself.

Some exciting developments include release of a wide variety of flavored products, re-formulated dairy drinks that include elevated protein and/or low lactose and even A2 (protein differentiated) milks. All of these products give consumers more choices, allowing diets to be customized to individual preferences.

Whole milk (drinking dairy milk with a full-fat content) is also building in popularity as previous mis-information involved in the anti-fat nutritional campaigns of past decades is dispelled.

As succinctly stated recently, "A well-built milk product and brand will leverage consumer perceptions and offer nutritional benefits, which seem to have been lost and misunderstood over the last few decades. The rediscovery of milk is happening; look around."¹

Fluid Milk Customers realize significant benefits from many of our analytical tools:

Many discerning customer realize cost-effective, reliable benefits from the following Page & Pedersen analytical instruments:

NEW LactiCheck Model LC-3X, providing a complete milk composition profile for Raw Milk, Skim Milk and Full Fat Fluid Milk

<http://www.pagepedersen.com/products/milk-analyzers/lacti-check-lc-3x>

QuickCheck Freezing Point Cryoscopes, confirming any added water in milk

<http://www.pagepedersen.com/products/cryoscopes/quickcheck-tech-cryoscope>

1. News/Business, "Rabobank report looks at global state of milk consumption, future outlook on demand", Cheese Market News, August 16, 2019

