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## Hot off the press!

### Good News for the dairy industry!

"It is obvious more and more consumers are 'eating' their milk compared to 'drinking' their milk," says Calvin Covington, a retired Dairy Co-op Executive. [Progressive Dairyman - JAN 2019].<sup>1</sup> The call to action is to capitalize upon this trend, paying attention to what customers are telling us and putting out dairy products they will purchase! With consumers having a greater focus on protein and avoiding carbs, evolving trends in snacking habits give greater opportunity to yogurt & cheeses!

As Ron Hays, the President of the Idaho Milk Producers, observes:

***"Experts noted three main factors trending in dairy products: Clean Label, Low Sugar, High Protein."***

*Natural Products Insider*, a popular online magazine, shares positive trends and interesting information! According to their Lara Piu,

***"Emerging in the line-up of dairy products that deliver on these [positive] trends are beverages, especially [enhanced] bottled water, ready to drink tea and coffee."***<sup>2</sup>

The University of Illinois confirmed demonstrating the superior quality of dairy proteins in delivering nutrition in a recent study published in the *British J. of Nutrition* (2017 FEB, 117 [4]: 490-499) This is a powerful plus for the dairy industry in the face of challenges from 'non-milk' beverages!

#### References:

1. <http://bit.ly/HotOffPressLink1>
2. <http://bit.ly/hotoffpresslink2>

