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Trends: Generation Z - What they want to see in Dairy!

GenZ (born between 1996 and 2010) has different demands of dairy products than Millennials!

"What are they looking for? Affordability, taste, a cause and convenience", according to a recent Hoard's Dairyman Intel.¹

Getting your story 'out there' on social media and elsewhere makes a big difference to these buyers. They want to know that your brand brings good to the community and society in general. Action speaks louder to this generation than advertising: Be sure you deliver what you promise - consistently!

Local products, sustainable, organic or 'green' agricultural systems and nutritional benefits get the GenZ's attention. Be sure to highlight these areas to build a stronger brand recognition and loyalty. Become part of the 'Cultural Conversation' surrounding food today!

Tips: Striving to optimize quality? productivity? profitability?

Look for tools that assist you in monitoring critical control points so that you can more effectively manage your process!

One such tool is the robust, reliable and budget-priced LactiCheck Milk Analyzer. Take milk composition analysis from the farm gate to the customers' plates with a LactiCheck! Providing fat, solids, lactose, protein readings and more - all in a minute or less (40 to 60 seconds!), the LactiCheck gives you real-time results for the right price (pennies per test!). There is a LactiCheck for every point in the supply chain:

Dairy Farm: LactiCheck MINI for raw milk analysis (60 seconds)!

Milk Receiving: LactiCheck MINI or the LactiCheck RapiRead (40 second test time)!

Production Floor: LactiCheck RapiRead (40 second test time)!

Final Quality Control: NEW LactiCheck Model LC-3X (raw, skim and full fat milk)!

R&D: LactiCheck RapiRead or NEW LactiCheck Model 3X

Let us know what your requirements are and we can make some recommendations to ensure a actionable information is available, real-time, to ensure best practices and good profit flow!

1. https://hoards.com/article-26029-can-dairy-satisfy-new-consumers.html?utm_medium=email&utm_campaign=190805-310&utm_content=190805-310+CID_d04887942f81a30c09a709869ae91605&utm_source=Intel&utm_term=Read%20More