

Third Annual New Product Competition

2014 Theme — Baby Boomers

The Dairy Research Institute®, established by America's dairy farmers, selected three outstanding student product development team finalists via its third annual New Product Competition. The competition challenged university teams to create new, dairy-based products that satisfy the needs of baby boomers in the areas of taste, healthfulness and affordability.

The teams, exemplifying innovation by university students in new product development for dairy, are:

- Nóstima — North Carolina State University
- Oodlebar — Iowa State University
- Trifle *Au Lait* — The Ohio State University



These products are being shared with food and beverage manufacturers to help drive on-trend innovations for dairy products and ingredients that fit the needs of the aging population.

Learn more about the contest and all of the prototypes at USDairy.com/NewProductCompetition.

Baby Boomers: Opportunities for Dairy

This year's competition focuses on developing a new dairy or dairy-based product that appeals to the baby boomer population, who are increasingly motivated by goals of independence, longevity and prevention of chronic diseases associated with aging. Research shows that:

- Baby boomers are poised to control 70 percent of disposable income in the U.S. over the next five years. Predictions are that by 2020 those ages 55 and older will represent approximately one-third of the total U.S. population.
- As a result of these changing views of aging, diets higher in protein to help maintain strong bones and preserve lean muscle mass have gained importance.
- As many as 13 percent of 60- to 70-year olds and 50 percent of adults older than age 80 may experience a loss of muscle mass and strength.
- Diets higher in protein, such as those that include dairy, can help maintain muscle mass.

Through this dairy innovation competition, the Dairy Research Institute is encouraging the product developers of tomorrow to showcase novel ways to use dairy proteins, calcium and other dairy nutrients in products that help meet healthy aging needs.

Think U.S. Dairy for On-trend Innovations

The Global Marketing Program of the U.S. Dairy Export Council® (USDEC) works with food and beverage manufacturers to develop products that appeal to consumers worldwide and accelerate growth by providing:

- Information and resources to help successfully develop and position products
- A vast network of research through affiliated dairy checkoff organizations on dairy ingredients, functionality and trends

For more baby boomer prototype ideas, visit InnovateWithDairy.com.



2014 Competition Finalists

Nóstima — North Carolina State University



Very health-conscious consumers are willing to change their diet to maintain a well-balanced and disease-free lifestyle. Nóstima is a flavorful, low-fat, high-protein complement that can replace mayonnaise, sour cream or cheese sauces. Available in garlic-herb and smoky chipotle flavors, each serving of Nóstima offers 10 grams of protein and 8 percent of the Daily Value (DV) for calcium. With added whey protein, calcium and probiotics, Nóstima is a great choice for “healthy agers” looking to swap out their traditional complement for a healthier option.

INGREDIENTS (roasted garlic and herb): Greek-style yogurt, whey protein isolate, gum blend roasted garlic flavor, salt, sugar, seasoning blend and potassium sorbate.

Nóstima Roasted garlic and herb

Nutrition Facts	
Serving Size 1/4 cup (74g) Servings Per Container about 3	
Amount Per Serving	
Calories 70	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 310mg	13%
Total Carbohydrate 6g	2%
Dietary Fiber 0g	0%
Sugars 3g	
Protein 10g	
Vitamin A 0%	Vitamin C 0%
Calcium 8%	Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 25g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Oodlebar — Iowa State University



Consumers are looking for great-tasting ways to add nutrition to desserts. Oodlebar is a vanilla-flavored ice cream bar with peanut butter cookie dough, containing 15 grams of protein, 22 grams of carbohydrate, 7.5 grams of fat and 30 percent of the DV for calcium. Oodlebars are comprised of 69 percent dairy ingredients, including low-lactose milk protein isolate, heat-stable whey protein concentrate and cream. With 11 more grams of protein than typical cookie dough ice cream, Oodlebars are a protein-rich and tasty post-dinner dessert or afternoon snack.

INGREDIENTS: Ice cream — Water, sugar, milk protein isolate, cream, pasteurized egg yolks (sugared), whey protein concentrate and stabilizer/gum blend. **Cookie dough** — Peanut butter, brown sugar, white sugar, milk protein isolate, pasteurized egg yolk (sugared), water, all-purpose flour, salt, baking soda and peanut butter flavor.

Oodlebar Ice cream bar

Nutrition Facts	
Serving Size 1 bar (106g) Servings Per Container 6	
Amount Per Serving	
Calories 210	Calories from Fat 20
% Daily Value*	
Total Fat 7.5g	12%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 90mg	30%
Potassium 1,050mg	3%
Sodium 135mg	8%
Total Carbohydrate 22g	7%
Dietary Fiber 0g	0%
Sugars 20g	
Protein 15g	30%
Vitamin A 4%	Calcium 30%
Iron 2%	

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 25g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Trifle Au Lait — The Ohio State University



Baby boomers are looking for healthier, yet indulgent dessert options. This Trifle Au Lait contains tiers of creamy, flavored pudding, spongy vanilla cake and rich, velvety whipped cream, topped with a sprinkle of bright green crushed pistachio nuts. Each ready-to-eat trifle is made of 64 percent dairy ingredients and contains 10 grams of dairy protein and 12 grams of total protein. Made with whipped cream, whey protein, Greek yogurt, pudding, butter and milk, the Trifle Au Lait is packed with the dairy ingredients and convenience consumers want.

INGREDIENTS (chocolate): Milk, whey protein isolate, egg, sugar, cake flour, whipped cream, bittersweet chocolate, Greek-style yogurt, butter, salt, powdered sugar, baking powder, vanilla extract, gelatin, cream of tartar and lemon zest.

Trifle Au Lait Chocolate

Nutrition Facts	
Serving Size 1 cup (86g) Servings Per Container 1	
Amount Per Serving	
Calories 220	Calories from Fat 74
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 65mg	22%
Sodium 189mg	8%
Total Carbohydrate 11g	4%
Dietary Fiber 0g	0%
Sugars 16g	
Protein 13g	26%
Vitamin A 13%	Vitamin C 7%
Calcium 13%	Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 25g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g