



**U.S. Dairy
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Baer: Whey Protein Better Than Soy for Waist Circumference

The USDA Human Nutrition Research Center's Dr. David Baer, the lead author on the recent study compares the effects of whey and soy protein supplementation on body weight and composition in overweight and obese adults, was on hand for a USDEC-sponsored "Meet the Researcher" reception at the recent International Whey Conference (IWC) in Chicago. He was able to personally share the good news his team's research revealed: Whey protein, not soy protein, is better at altering body composition. Even better — whey protein was able to do this in what Baer calls "free-living" overweight and obese adults.

"It's noteworthy that people who consumed whey protein daily, without any additional exercise or caloric restriction, still had a smaller waist circumference at the end of the study compared to the other groups," Baer says.

Specifically, the research, which recently was published in *The Journal of Nutrition*, finds that whey protein consumption improves body composition and reduces waist circumference.



Just add whey: That's something everyone can get behind.

The whey protein group in the study had a smaller waist circumference than the soy-supplemented and carb-supplemented groups, giving whey a huge competitive advantage.

"Through yet-unknown mechanisms, different sources of dietary protein may differentially facilitate weight loss and affect body composition," the journal's abstract says. "Dietary recommendations, especially those that emphasize the role of dietary protein in facilitating weight change, should also address the demonstrated clinical potential of supplemental whey protein."

The U.S. Dairy Export Council® (USDEC) sponsored a networking reception at IWC with industry and conference

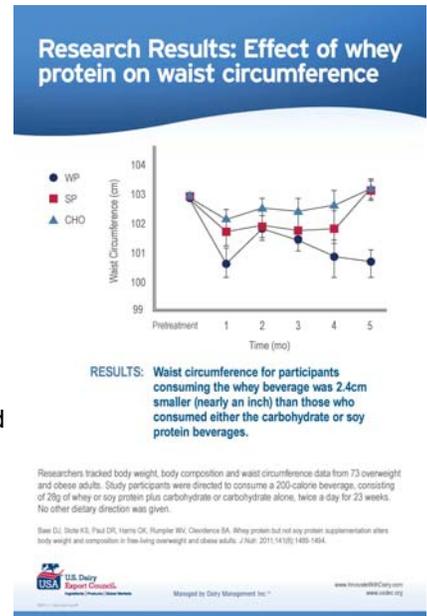
Whey protein consumption improves body composition and reduces waist circumference. The whey protein group in the study had a smaller waist circumference than the soy-supplemented and carb-supplemented groups, giving whey a competitive advantage.

speakers, staff from USDEC, Dairy Research Institute and Dairy Management Inc.™ Materials available at the event included highlights from the latest whey protein consumer tracking study, resources on the importance of incorporating protein throughout the day and healthy aging, as well as other insights on global ingredient opportunities.

More checkoff-funded research presented at conference

A variety of Dairy Research Institute-funded studies also were highlighted at the IWC event. From product research: "Engineering Heat Stability of Whey Proteins for Beverage Applications" out of the

University of Tennessee, "Understanding the Role of Ingredient and End-use Processing on Whey Protein Flavor Contributions" and "Novel Food Structures Using Whey Proteins" conducted at North Carolina State University and "Coagulation of Whey Proteins to Modify Functionality" from the University of Wisconsin. From nutrition research: "The Addition of Protein to a Carbohydrate Supplement Improves Endurance Performance, Recovery and Training Adaption" out of the University of Texas at Austin, "Whey Protein, Exercise and Muscle: Benefits in Young Adults" from the University of Connecticut and "Protein-activity Related Mechanisms in Off Setting Age-related Sarcopenia" from McMaster University.



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USDEC Expanding Whey's Role in Health Professional Outreach Program



Older Americans are now more health-conscious than ever, so it is important that the health professional community can communicate the nutritional value of whey protein.

Next year the Global Ingredients Program is expanding the whey protein portion of the National Dairy Council® (NDC) Health Professionals Outreach Program in an effort to target the healthy aging demographic. The health community increasingly is recognizing whey protein in combination with exercise are important tools in the fight against the age-related loss of muscle mass, function and strength (also known as sarcopenia). “And health and fitness professionals appreciate receiving resources they can print and use with clients,” says Marlene Schmidt, vice president, National Dairy Council. These members are especially effective at extending whey protein messages and building relationships, according to Schmidt.

The NDC first began conducting whey protein health professional outreach efforts focused on the young and physically active section of the population, as it was well documented in science that protein after exercise is beneficial to this population. But now the NDC will be able to encourage health professionals to target older, active adults with whey’s healthy aging message.

Overall, the whey protein health professional outreach campaign is designed to educate and engage thought leaders, enlist experts to champion whey protein’s

health benefits, communicate how to incorporate whey protein into a healthy diet and promote a pipeline of research devoted to the topic.

One way in which the NDC is striving to achieve these goals is through its continued partnership with the Whey Protein Advisory Panel (WPAP). These members are especially effective at extending whey protein messages and building relationships, according to Schmidt.

WPAP is a team of nationally renowned nutrition, health and wellness experts who have come together to help educate and inform people on the benefits of including whey protein in their diets. They also provide advice and counsel to NDC on long-term strategies, educational communications, future research and topics related to whey and health.

Specifically, members participate in one in-person meeting annually, which includes education and training on whey protein messages; represent whey protein in public forums, including special events, professional meetings, media interviews and materials; author or edit a research brief; draft an article for a professional or peer publication; submit symposia proposals; participate in whey protein speakers bureau; and review and provide comments on whey protein research and educational materials.

Whey Protein panel members include researchers from leading universities across the United States and Canada as well as sport dietitians that work with athletes ranging from professionals to the casual exerciser. Here is a sample of presentations given by the advisory panel members in 2011.

WPAP Speakers	Conference	Date	Topic/Title
Dr. Michael Saunders , a professor in the Department of Kinesiology at James Madison University and the director of JMU’s Human Performance Laboratory	Southeast ACSM Conference - Greenville, S.C.	Feb. 11, 2011	“From Athletes to Older Adults: Dietary Protein and Exercise Interact for Optimal Physical Performance”
Dr. Douglas Paddon-Jones , an associate professor in Physical Therapy and the Department of Nutrition and Metabolism at the University of Texas Medical Branch	IFT Annual Meeting & Expo - New Orleans, La.	June 11, 2011	“Rethinking Protein Requirements and Recommendations: Beyond Muscle”
Dan Bernardot , a tenured professor in the Division of Nutrition and in the Department of Kinesiology and Health at Georgia State University	NSCA National Conference - Las Vegas, Nev.	July 6, 2011	“What AND When: The Importance of Timing to Optimize Athletes’ Nutrition”
Susan Kundrat , President of Nutrition on the Move, Inc., and the Sport Dietitian for the University of Illinois at Urbana-Champaign Athletic Department			

Collaboration Key to Pushing Whey Benefits



We've known it was coming: The time when we bought something merely for its taste is long gone. If we've heard it once, we've heard it a thousand times: Consumers are looking for products that help them look younger, feel better and live more actively.

So we continue to share the good news about whey protein benefits. Today's health-conscious consumers are learning to turn to whey-protein-based products for weight management, satiety and exercise recovery, but there's room for more products and more beneficial messages. They're also starting to hear about spacing out their consumption of protein throughout the day. Americans long have consumed roughly two-thirds of their protein at dinnertime, with the bulk of the rest being consumed at lunch — but there is a better way. Research is showing that around 30 grams of protein per meal can provide maximum benefits for muscles not to mention how whey protein can increase satiety and support lean muscle to keep weight down. Recent studies continue to differentiate whey protein from other kinds of protein, including soy.

In short, the pumps are primed.

“Consumers are looking for products that help them look younger, feel better and live more actively.”

And food processors are looking to whey suppliers to assist them in the development of new products and delivery systems that help consumers get more protein throughout the day. Whey protein is uniquely positioned to take advantage of this opportunity due to its versatility — and breakfast is a huge opportunity for protein fortification in waffles, pancakes, bakery items, breakfast smoothies, hot cereals, cereal bars, yogurt and other items traditionally consumed in the morning. Where once food and beverage manufacturers added fiber or other nutrients to these products, whey protein is now considered part of the mix.

Consumers already are looking for products to achieve healthier lifestyles. And suddenly food and beverage manufacturers are in charge of delivering these functional food products in an easy-to-understand, convenient way that helps them meet those goals. Above and beyond spreading the word about whey protein benefits, we need to offer it in a greater variety of applications. Ensuring whey protein is recognized and appreciated for its unique contributions is a banner that the entire industry must take up together.

A handwritten signature in black ink, appearing to read 'Vikki Nicholson', with a long, sweeping underline.

Vikki Nicholson,

Vice President of Ingredient Marketing,
U.S. Dairy Export Council®

News and Notes

USDEC Presented Healthy Aging Research Insights at Supply Side West

U.S. Dairy Export Council® (USDEC) Senior Account Manager Sharon Gerdes presented a session on Tuesday, Oct. 11th at the



Supply Side West International Trade Show and Conference in Las Vegas. "The Formula for Healthy Aging - Insights into Consumer Goals and Attitudes" reviewed the three market research studies commissioned by the USDEC in late 2010 and early 2011, asking consumers about healthy aging and exploring their perceptions of dairy proteins. The presentation was well-received by the audience, and copies are available upon request.



Two Yogurt Products on 2010 Best-selling New Food and Beverage

Chicago-based SymphonyIRI Group, formerly Information Resources, Inc., says both Dannon® and Yoplait® have products on the list of best-selling new foods and beverages of 2010. Dannon Danimals® Coolision™ and Yoplait Greek yogurt carved out their share of the market during a recessionary economy in which total food and beverage launches dropped from 859 in 2008 to 647 in 2010, SymphonyIRI notes.

Fonterra, First Milk Create Whey Protein Joint Venture

New Zealand's Fonterra and the United Kingdom's First Milk are creating a strategic joint venture to produce premium whey proteins for Fonterra's growing food ingredients business. Specifically, the venture seeks to add value to the dairy protein streams at First Milk's Lake District Creamery in Cumbria, England, and represents the first step for Fonterra in realizing its goal of local sourcing of nutrition ingredients for the European market.

Leprino Foods Opens New Business Center in Singapore

Denver-based Leprino Foods Co. has expanded its presence in the Asia-Pacific market by opening a new business center in Singapore's International Business Park. The center includes the Leprino "Innovation Studio," which the company says leverages its unique innovation capability in culinary expertise, product development and marketing to help customers profitably increase sales. In addition, the 6,000-square-foot center features a business office with customer care, sales, field support and business development personnel.



Hilmar Expansion at Dalhart Facility to Include Further-refined WPC

Hilmar Cheese Co.'s \$100 million expansion of its Dalhart, Texas, facility is now complete, just five years after the company broke ground on the first phase of the plant. Spokeswoman Denise Skidmore recently told the *Amarillo Globe-News* that Hilmar is prepared to hire more workers to meet the goal of doubling the plant's current production. The expansion also includes equipment to further refine Hilmar's whey protein concentrate for Hilmar Ingredients' line of functional whey products.



New "Green" Car Runs on Whey, Wine and Chocolate

The U.K.-based auto manufacturer Group Lotus has introduced a concept sports car powered by ethanol made from whey, non-drinking-grade wine and surplus chocolate. The Exige 270E goes from zero to 60 miles per hour in less than four seconds and "is one of the quickest road-legal cars in the world - as well as one of the most environmental," the company says. The car also runs on conventional gasoline and on methanol, a potential "fuel of the future" that can be made by extracting CO₂ from the atmosphere.



USDEC Dairy Ingredient Vantage Point is published by the U.S. Dairy Export Council (USDEC) and is designed to provide information about the U.S. dairy industry for the benefit of dairy ingredient manufacturers and distributors.

USDEC is a non-profit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. Its mission is to enhance U.S. global competitiveness and assist the U.S. industry to increase its global dairy ingredient sales and exports of U.S. dairy products. USDEC accomplishes this through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. USDEC is supported by staff across the United States and overseas in Mexico, South America, Asia, Middle East and Europe.