



FACTS AND BENEFITS: DAIRY RESEARCH INSTITUTE Highlights March 2014

The Dairy Research Institute (DRI), founded by dairy farmers in 2010, makes dairy industry innovation happen by delivering new opportunities in product and ingredient usages, as well as sustainability and nutrition/health positioning that will increase dairy sales. DRI's motto is "More, Bigger, Faster!", which means MORE dollars coming in for producer-identified priorities, BIGGER ideas that move more dairy, and FASTER ways to use tools to get industry to translate research into sales. Our priorities are in Nutrition Research, Product Research and Sustainability – and the results are seen in other programs of the checkoff.

1. **FACT:** Nutrition research outcomes on dairy intake and reduction of chronic disease risk, being driven by the integrated dairy industry research plan through Dairy Research partnerships, were used for NDC public commenting to the Dietary Guidelines Advisory Committee at its February 2014 meeting.

FARMER BENEFIT: Securing dairy's role as part of a healthy diet for Americans ensures that dairy continues to be recognized and included in nutrition-related programs, including Federal food, nutrition education and information programs, which moves more dairy.

2. **FACT:** A study published in a peer-reviewed journal demonstrated that 20g of whey protein consumed after resistance exercise resulted in muscle growth.

FARMER BENEFIT: Educating food and beverage formulators about the value of whey protein leads to the development of more foods and beverages that contain dairy proteins.

3. **FACT:** Developed tools that the dairy industry can use to better manage biofilms via improved cleaning/ spore busting technology.

FARMER BENEFIT: This technology will help the U.S. powder industry meet the tight specifications required for various export markets to increase dairy sales.

4. **FACT:** DRI and USDEC published a technical report that teaches processors and end users how to more effectively utilize dairy co-products in formulations and product development.

FARMER BENEFIT: Increases use of U.S. dairy products and ingredients nationally and internationally, improving global competitiveness and the image of U.S. dairy products.

5. FACT: National Dairy Research Centers provided technical assistance and training to more than 115 companies and 350 industry participants to support innovation and product quality improvements.

FARMER BENEFIT: Innovation and quality improvement of dairy products drives increased dairy sales.

6. FACT: Published and shared through *Cheese Market News* a summary of a DRI- and industry-led roundtable that identified a roadmap of research to better address utilization of “Greek Whey.”

FARMER BENEFIT: Industry is directly engaged in efforts to support continued growth of the important Greek Yogurt category – which moves more U.S. milk.

7. FACT: DRI and IC have worked proactively with industry to provide solutions to enable manufacturers to produce safe and good-tasting lower sodium cheese.

FARMER BENEFIT: Cheese manufacturers will have new technology and formulation solutions to develop lower sodium cheese, which is an essential activity to retain cheese in schools and in the consumer diet, amid concerns for sodium intake.

8. FACT: Secured \$88 million in funding (\$75 Million non-checkoff) for the integrated dairy industry research plan through Dairy Research Institute partnerships.

FARMER BENEFIT: Leverages dairy farmer funding in a way that encourages others to put dollars and research against dairy farmer priorities that move more milk.

9. FACT: Published 15 high-value technical reports on nutrition and product research that supports a role for dairy in a healthy diet and improving quality and performance of dairy in product innovation.

FARMER BENEFIT: Food industry leaders better understand the value of the opportunities to formulate new dairy and dairy-based products.