News Release

United Dairymen of Idaho

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A WHEY OF LIFE

Research Review Confirms Whey Protein's Role in Building and Maintaining Muscle

Boise, ID - A growing body of research finds whey protein to be effective in muscle building and muscle maintenance, laying the foundation for label claims on foods and beverages containing the milk-derived protein.

One especially bright area for innovation is in whey proteins, given strong consumer interest in good-for-you products. "There is a consensus that whey is a high-quality protein that provides all of the essential amino acids necessary for the normal growth and maintenance of lean body mass," said Tia Rains, Ph.D., DMI nutrition consultant and adjunct faculty member, Rosalind Franklin University, West Chicago, Ill.

Based on the totality of scientific studies in which people consumed whey protein, there is solid science to state: "Whey protein helps maintain and build new muscle mass," said Rains. Clinical studies have shown that whey protein independently stimulated muscle protein

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synthesis, stimulated protein synthesis better than carbohydrates alone and augmented new muscle protein after resistance exercise.

While the nutrition research review helps with positioning whey protein, market research by Julia Kadison, managing director and COO, Beverage Marketing Corporation, New York, shows whey protein's potential in the fast-growing health/wellness/functional segment of the beverage market. "With sales of carbonated soft drinks declining for the first time ever in 2005, there is a clear mandate for beverage companies to offer a healthier portfolio," she said. "While recently we have seen introductions of milk-based beverages, in the future we will be seeing more beverages with whey protein."

In an update of an earlier study, BMC projects 4.8% growth from 2005 to 2009 in health/wellness/functional beverages, a large category that also includes milk, juice and water. But the best opportunity for dairy ingredients is where health, wellness and functional beverages overlap, specifically in isotonics, nutrient-enhanced beverages, meal replacements, ready-to-drink (RTD) sports nutrition drinks and dairy-based beverages (yogurt drinks/smoothies, milk drinks and RTD coffees). BMC projects a 10% increase through 2009 in this non-traditional area for dairy.

"Dairy ingredients' best play is in the emerging high-growth functional/wellness overlap," said Kadison. In the ready-to-drink sports nutrition area alone, where a label claim about muscle building and maintenance could help drive sales, the projected growth is 16%.

In all, dairy ingredients have the potential to appear in 370 million gallons of beverages in 2009, up from 242 million gallons in 2005. By 2014, as manufacturers gain familiarity with dairy, the number could be 600 million gallons, she said. "We expect an increasing number of new product launches as companies crest the learning curve," she said.

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United Dairymen of Idaho (UDI) is the local planning and management organization responsible for increasing demand for U.S. produced dairy products on behalf of Idaho's dairy farm families.