

**+ DAIRY**  
adds the difference.

# Consumer Research Summary.

## Females and Muscle Messaging

### An opportunity for whey protein exists with active women.

Compared with men who work out, young, active women are significantly less familiar with the benefits of whey protein and are less likely to be thinking about protein in their diets.<sup>1</sup> They may not realize how important protein intake is as part of an overall exercise training program.<sup>2</sup>

- Protein recommendations are 10 percent to 35 percent of daily calorie intake (50 to 175 grams on a 2,000-calorie diet).<sup>3</sup>
- On average, women get only about 14 percent of their daily calories from protein (70 grams on a 2,000-calorie diet).<sup>4</sup>

### New research on what's relevant to women.

Dairy Management Inc.™ (DMI) has conducted research to identify messages that young, active women find meaningful to their overall health and body image goals. The three online focus groups included a total of 45 women aged 18 to 29 who exercise at least twice a week at a gym, doing strength training or other activities as well as aerobics.

Of the five groups of message statements tested, **body toning** and **long-term health** were more appealing than athletics and fitness, increased metabolism or increased strength.

### Response to messages about body toning.

Body toning is a benefit to which young women can relate. The quality of a woman's shape is often more important to her than her actual weight. These women want to *look their best* and be *toned, in shape, firm and healthy*.

The following statements were especially meaningful:

- Achieve muscle definition, not bulk.
- Tone up or firm up problem areas.
- Look healthy and in shape.
- Have your shape be defined by muscle, not fat.

*"It seems that everyone always talks about losing weight, but I just want to tone up to look extra good in my swimsuit."*



workout  
**+ WHEY PROTEIN**  
= toning benefits\*



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## Response to messages about long-term health.

While not necessarily top of mind, long-term health was an area these young women found little with which to disagree. When further questioned, they see long-term health as being able to stay active, healthy, independent and happy, because it leads to a richer, higher quality of life.

They responded well to these statements:

- Reduce stress
- Avoid specific health problems
- Achieve a healthy lifestyle (i.e., feeling good and eating well)

*“I want to take the best care of myself now so I can live a long, healthy life.”*

## Highlights within the secondary benefit areas tested.

Benefit Area	Most Appealing Statements
Athletics and Fitness	<ul style="list-style-type: none"> <li>• Have more stamina when exercising</li> <li>• Get faster results from a workout</li> </ul>
Increased Metabolism	<ul style="list-style-type: none"> <li>• Build lean muscle to burn calories naturally</li> <li>• Lose weight, slim down or drop a size</li> </ul>
Increased Strength	<ul style="list-style-type: none"> <li>• Improve upper body strength</li> <li>• Improve core strength</li> </ul>

## What messages did not work?

We also can gain insights from the statements that did *not* appeal to the young women tested:

Body Toning	<ul style="list-style-type: none"> <li>• Achieve a shapely, hourglass figure</li> <li>• Keep your body looking proportionate</li> </ul>
Long-term Health	<ul style="list-style-type: none"> <li>• Achieve long-term independence</li> </ul>
Athletics and Fitness	<ul style="list-style-type: none"> <li>• Feel less sore after exercising or reduce the duration of soreness</li> <li>• Improve muscle repair after exercise</li> </ul>
Increased Metabolism	<ul style="list-style-type: none"> <li>• Speed up your metabolism</li> <li>• Eat foods that require more calories to digest</li> </ul>
Increased Strength	<ul style="list-style-type: none"> <li>• Achieve everyday physical challenges (i.e., carry heavy things)</li> </ul>

**Whey protein benefits plus current consumer insights demonstrate how dairy adds the difference for an untapped market of young, active women. Contact your DMI Account Manager for more information and resources.**

*The statements provided were preferred by consumers and are not specifically approved for labeling.*

<sup>1</sup>DMI: *Consumer Whey Protein Tracker*, May 2008. <sup>2</sup> Nutrition and athletic performance. Joint position statement by the American Dietetic Association (ADA), Dietitians of Canada (DC), and American College of Sports Medicine (ACSM). *Medicine & Science in Sports & Exercise* 2009. <sup>3</sup> Institute of Medicine (IOM). *Dietary reference intakes for energy, carbohydrates, fiber, fat, fatty acids, cholesterol, protein and amino acids*. Washington DC: National Academies Press, 2005. <sup>4</sup>Fulgioni VL 3rd, *Am J Clin Nutr* 2008;87(5):1554S-1557S. <sup>5</sup> Functional Foods – US – May 2008, Mintel International Group, Ltd. Mintel <sup>6</sup> Tang JE. Minimal whey protein with carbohydrate stimulates muscle protein synthesis following resistance exercise in trained young men. *American Journal of Physiology, Nutrition and Metabolism* 2007;32:1132-1138.

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## Whey protein can deliver for active women.

Functional foods and beverages continue to gain in popularity.<sup>5</sup> Whey protein works well in a variety of applications that women enjoy and find convenient, such as smoothies, isotonic and snack bars. Its neutral flavor and clarity make it ideal for beverages.

## Why whey?

- 45% of females age 18 to 34 like the fact that whey comes from milk.
- Whey protein, a high-quality protein, can help make the most out of a workout by nourishing and rejuvenating muscles.
- Whey protein, a complete protein, in combination with strength-training exercises, can help boost the rate at which the body makes lean muscle.\*
- As little as 10 grams of whey protein was shown to stimulate muscle synthesis following exercise in a study with resistance-trained young men.<sup>6</sup>
- Whey protein has the unique ability to remain clear in high-acid beverages, and is especially compatible with fruit flavors and sweetness.

## Insights to help you capitalize on the opportunity.

Sales growth potential exists if women are given a compelling reason to increase consumption of high-quality whey protein. Consider these insights:

- Body-toning messages that showed the most potential include: *Achieve muscle definition, not bulk and tone up or firm up problem areas.*
- Link to long-term health when possible.
- Women were most concerned about abs and arms as key areas for toning.
- Use these words: *tone, in shape, firm*. Avoid these words: *bulk, mass*.
- While a woman’s core body shape cannot change, the quality of it can: “Optimize your shape.”
- Women often use clothes as a measuring stick for success.