

NEWS RELEASE

FOR MORE INFORMATION, CONTACT:

Kara McDonald

703-528-4803

kmcdonald@usdec.org

U.S. Dairy Led Korean Conference Reinforces Commitment to Global Partners

Trends and insights showcased U.S. dairy's evolving product portfolio and capacity to deliver innovative solutions that meets Korean customer needs

Seoul, South Korea, November 8, 2017 — Thriving food manufacturing and foodservice industries around the world are seeking to satisfy consumers' rising demand for the benefits offered from dairy-based foods and beverages. The U.S. dairy industry is rising to meet international demand for high-quality proteins and cheeses, as discussed by high-caliber international speakers and panelists in Seoul Nov. 7-8 for the [U.S. Dairy Business & Innovation Conference](#). Driving business forward, commitment to global partners and worldwide nutrition needs were topics at the center of conference discussions from the U.S. Dairy Export Council® (USDEC). From offering a wide variety of cheeses for kids' nutrient-rich snacking to high-protein offerings that adults and seniors can rely to stay active, U.S. Dairy has the right fit backed by year-round supply.

How did the U.S. come to be the leading global cow's milk producer with 96.4 million metric tons of milk in 2016 according to the U.S. Department of Agriculture, and the world's largest cheese, skim milk powder, lactose and whey ingredients producer? Commitment to science-based improvements, a passion for farming and a drive for innovation. Entrepreneur, Suzanne McCloskey from Fair Oaks Farms and fairlife, exemplified that innovative spirit by highlighting how crucial cutting-edge sustainability efforts are to address evolving consumer needs.

"I am so proud to be a part of the U.S. dairy community that doesn't just meet trends by creating new and different products with incredible nutrition, but also offers sustainable solutions to help nourish people all over the world," said McCloskey. "Beyond nutritional value, the long history of continuous improvement and commitment to best practices starting at the farm level and extending throughout the entire U.S. Dairy supply chain offers unique value to countries like South Korea."

Korea's food and beverage sectors have sophisticated dairy needs that can be met by the wide range of dairy products made in the United States," said Matt McKnight, chief operating officer of the U.S. Dairy Export Council® (USDEC). "Our lineup of U.S. suppliers have high quality dairy ingredients to support varying tastes, nutritional and functional properties, specifications and more."

Informational and discussion-based sessions at the U.S. Dairy Business & Innovation Conference demonstrated how the United States and South Korea can continue building on its strong partnership.

Highlights from the conference include:

- USDEC senior leadership representatives, in addition to a U.S. suppliers' panel, confirmed the importance of building win-win relationships with customers in Korea as a top priority both today and into the future. They showcased how the U.S. dairy portfolio continues to expand offerings to meet demand in Korea and around the world.
- Trends analyst Neil Hendry of GlobalData, reviewed top trends driving global consumer demand and shaping new product introductions in the food and beverage, as well as food service industries. Several of the leading trends for 2017 have a strong link to U.S. Dairy, such as health and well-being, clean-eating, quick and easy solutions, experimental, and eco-friendly/natural foods.
- Nutritionist Leslie Bonci, MPH, RD, CSSD, LDN shared the role of dairy in creating a great plate and optimizing health across the life span, from youth, to adulthood, to the golden years. Her talk centered on the wide-range of science-backed studies demonstrating the uniquely beneficial nutritional qualities of cheese and dairy proteins, and how they can be added to the daily diet in support of a healthy, active lifestyle.
- Dairy innovation expert Kimberlee J. Burrington of the Wisconsin Center for Dairy Research highlighted the latest comparative research findings on dairy versus non-dairy protein sources. Her research reinforced the undeniable innovation edge U.S. dairy proteins deliver in developing winning products from a functionality and sensory perspective.
- Chef Se-kyung An of Cooking Studio Plaisir Gourmand introduced innovative recipes showcasing how U.S. whey protein and U.S. cheese can be a perfect match in healthful Korean-style recipes, such as salad dressings using U.S. whey proteins and a cheese sauce using Colby Jack and Parmesan cheeses.

USDEC representatives in South Korea carry out a variety of trade engagement programs each year, including hosting seminars, participating in trade shows and sharing timely and actionable market information. Their goal is to accelerate customer success with sourcing and using U.S. Dairy. For more South Korea information, email intnet@intnet.co.kr.

For more resources on the nutrition, trends and applications with U.S. dairy, visit Korean microsite, www.ThinkUSAdairy.kr or the full English site www.ThinkUSAdairy.org.

About U.S. Dairy Export Council

The U.S. Dairy Export Council (USDEC) is a non-profit, independent membership organization that represents the global interests of U.S. dairy farmers, proprietary processors and cooperatives, ingredient suppliers and export traders. In international markets, USDEC conducts a variety of marketing programs aiming to increase buyers, end-users and consumers' awareness about U.S. dairy products and provides global customers access to a world of unparalleled resources and services from finding a local distributor to providing marketing support to ensure successful market penetration.