Food Product Composition, Consumer Health and Public Policy: Nutritional Aspects

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As Nature Intended

Milk

- Designed by nature
- Deliver nutrition and health to mammals
Milk - Natural for Health

- Designed to be eaten
  - No toxins, thorns, horns, bad taste etc.
- Extends use of other foods
  - Point often lost by narrowly focused commodity marketers and researchers
- Adds balance to a diet
  - Unbalanced diets at the root of many of today’s ills
    - Weight management
    - Diabetes
    - Heart disease
Research will continue to move forward. We have some health claims already.

The industry and research community is focused on attaining new claims especially in the Structure/function category.
Milk - Natural for Health

- Weight management
- Blood pressure
  - Balance of minerals
  - Bioactive protein
- Trans fat
  - Natural vs. Chemically hydrogenated
- Immunology
  - Immunosenescence
Demand for Protein

- Worldwide demand for SMP, whey protein rising
- Price rising according to classic economic elasticity
Supply/Demand

- Keeping price down and supply up challenged by:
  - Environmental issues
    - Air
    - Water
  - Animal Health, Welfare and Food safety
  - Production technology
  - Processing value added products
    - Target to consumer needs
Get It Right

- Environmental protection needs to be effective relative to capital and operating costs
  - Need clean air/water
  - Need balanced and affordable nutrition

- Productivity technology to increase efficiency without compromising consumer confidence (read rBST)
Healthy food from healthy animals

Meet consumer expectations for:
- Animal health
- Animal welfare

Supports high productivity
Value Added Products

- Efficiently meet the nutritional needs
  - Food formulation that fits culture and specific nutritional needs
  - Technology that can draw from the pool of benefits within milk to deliver nutritional products efficiently
    - Drying
    - Separating
    - Thermal treatment
**Deliver Nutrition**

- Balanced nutrition always in demand
- Production/transportation/processing of food must be consistent with sustainability
- Implement those technologies that can support sustainability at least cost
- Deliver products designed to meet specific nutritional needs
- Do all this at least cost in order to maximize distribution of benefits
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