

NEWS RELEASE

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New USDEC-Jiangnan University partnership highlights U.S. Dairy's elevated commitment to China

Innovation deal part of multi-pronged approach to deliver nourishing products with U.S. Dairy to Chinese consumers

WUXI, CHINA – China's Jiangnan University and the U.S. Dairy Export Council (USDEC) have formed an innovation partnership that helps pave the way for accelerated commercialization of appealing new products containing U.S. dairy ingredients. Jiangnan University's Vice President Mr. XU Yan and USDEC President and Chief Executive Officer Tom Vilsack signed a memorandum of understanding (MOU) formalizing the relationship on March 30 at Jiangnan University in Wuxi.

"This MOU is further evidence of the U.S. industry's desire to elevate its presence and demonstrate its commitment to meet the needs and desires of Chinese customers and consumers," Vilsack said. "China is a growing market and the U.S. dairy industry wants to build partnerships, and we are very excited to be working with such a leading and prominent food science university."

"As a leading university in food science in China, we are very pleased to establish U.S. – China Dairy Innovation Center together with USDEC in our university, aiming to facilitate research innovation and technical services for dairy and food industry. This will also strengthen the education cooperation and research collaboration in dairy science and technology between the two countries", said by Jiangnan University's Vice President Mr. XU Yan.

USDEC and Jiangnan University expect the MOU will deliver three major benefits to Chinese food and beverage manufacturers and their consumers, including:

1. Foster collaboration for development of innovative China-friendly products incorporating U.S. dairy ingredients, particularly whey and milk proteins and skim milk powder.
2. Enable U.S. dairy suppliers to be more engaged with and responsive to China's food industry through access to in-market facilities and opportunities for jointly pursuing innovation projects that leverage U.S. Dairy's strengths in functionality, versatility and nutrition.
3. Enriching students' academic experiences in Jiangnan University's dairy science and technology programs with practical hands-on U.S. dairy applications that strengthen R&D skills supporting career success upon graduation.

The MOU signing is the latest in a series of USDEC-led efforts aimed at building relationships and expanding our presence and resources in China. With increasing demand for dairy products in China and a strong desire to diversify its supply sourcing, the United States is becoming an important partner in meeting China's expanding demand for dairy.

USDEC has been actively present in China since 1995, carrying out a variety of trade and culinary focused programs to support China's food & beverage manufacturing and foodservice sectors. These support successful sourcing and utilization of safe and quality U.S. cheese and dairy ingredients in new and innovative ways. USDEC is also expanding staffing resources with new hires focused on market analysis and facilitating buyer-seller engagements in the foodservice sector.

"This enhanced commitment reinforces our dedication to the local industry as a world-class dairy partner invested in China for the long term," says Daniel Chan, the USDEC chief representative in China, who also attended the MOU signing. "We have a clear vision to work collaboratively for success in China. All these activities are building blocks to make that happen."

With an ample, rising milk supply, a competitive, evolving product portfolio and continuous investments in research and innovation, the U.S. dairy industry is well positioned to satisfy China's growing appetite for dairy products. The United States is the world's largest single-country producer of cow's milk, producing about three times the milk production volume of New Zealand and Australia combined. The United States also leads the world in the production of cheese, butter, skim milk powder, whey ingredients and lactose, and is a rising supplier of milk protein ingredients. The entire U.S. dairy supply chain—farm families, milk processors, product and ingredient manufacturers and dairy institutions—is committed to providing sustainably-produced, high-quality, nutritious products and eager to fulfill Chinese customers' and consumers' needs.

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About U.S. Dairy Export Council

The U.S. Dairy Export Council® (USDEC) is a non-profit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. USDEC aims to enhance U.S. global competitiveness through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. As the world's largest producer of cow's milk, the U.S. dairy industry offers a sustainably-produced, world-class and ever-expanding portfolio of cheese varieties as well as nutritional and functional dairy ingredients (e.g. skim milk powder, lactose, whey proteins). USDEC, together with its network of overseas representatives in China and around the world, also works directly with global buyers and end-users to accelerate customer purchasing and innovation success with quality U.S. dairy products and ingredients.