

NEWS RELEASE

FOR MORE INFORMATION, CONTACT:

Phuong Dang
+848.3930.1740
Phuongd@prcon.com

Amy Foor
+1.703.528.3049
afoor@usdec.org

U.S. Dairy Driving Innovation in Vietnam that Delivers on Health and Nutrition

Vietnam events showcase the U.S. industry's ability to provide quality ingredients to support local food and beverage manufacturers' product innovation

Ho Chi Minh City, Vietnam, May 15, 2018 – Dedicated to examining the latest food and beverage trends in Vietnam and how U.S. dairy ingredients align with and complement those trends, the U.S. Dairy Export Council (USDEC) seeks to foster market-specific product innovations that benefit Vietnamese consumers through several upcoming events.

“World exports of ingredients to Vietnam have continually accelerated over the past five years driven by growing demand for consumer packaged foods and dairy,” said Vikki Nicholson, senior vice president, Southeast Asia Business Unit, USDEC. “We are committed to contributing to the Vietnamese food industry by partnering in product development with delicious and safe dairy ingredients from the United States.”

Through 2021, USDEC projects strong growth potential for U.S. dairy ingredient exports to Vietnam. A greater in-market presence supports that growth and a driver behind the May 15 U.S. Dairy Innovation Seminar.

“Our aim with the seminar is to show the collaborative spirit of U.S. suppliers and how U.S. dairy ingredients can deliver against consumer demands,” said Phuong Dang, USDEC Vietnam representative. “We want to work side by side with local food and beverage manufacturers throughout the research and development process to help successfully deliver new products to market.”

A roster of international speakers and panelists will introduce a range of dairy ingredients available from the U.S., highlighting the nutritional benefits, functional advantages and technical considerations for utilization in various food and beverage applications, as well as deliver actionable insights on the latest market trends and how U.S. dairy can meet the demand of today's discerning consumer.

Another opportunity to build and strengthen relationships continues at the Food Ingredients Vietnam show, May 16–18. USDEC is exhibiting along with four U.S. Dairy Suppliers (DairiConcepts, Organic Valley, James Farrell & Co, Stiefer Agribusiness Asia). To learn more about U.S. dairy ingredients, visit the USDEC booth (Hall A 1, # E15).

For more resources on nutrition, trends and applications with U.S. dairy ingredients, and to access the supplier directory, visit the Vietnamese section of our website www.ThinkUSAdairy.vn

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2107 Wilson Boulevard
Suite 600
Arlington, Virginia 22201-3061
USA

Tel +1.703.528.3049
Fax +1.703.528.3705
usdec.org
ThinkUSAdairy.org

About U.S. Dairy Export Council

The U.S. Dairy Export Council® (USDEC) is a nonprofit, 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 Southeast Asia 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.



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