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Healthy Aging Tastes Great with U.S. Dairy

IFT 2014
June 22-24, New Orleans LA



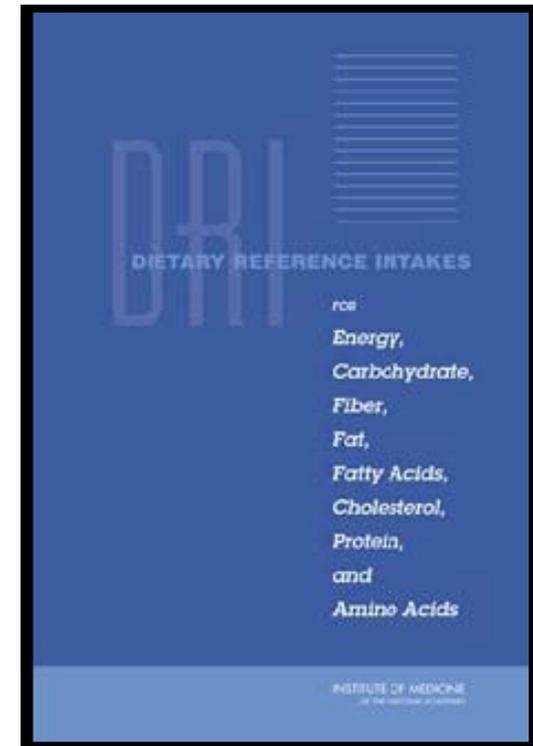
Everyone Can Benefit From a High Protein Diet

- Proteins, as part of a higher protein diet, can help maintain a healthy weight, curb hunger, get lean, enhance exercise recovery and maintain muscle with aging.
- Research suggests that adults must meet the recommended daily allowance (RDA) for protein AND they should space protein throughout the day for maximum muscle benefit.¹
- 78% of consumers say protein contributes to a healthy diet.²



Daily Protein Recommendations

- RDA: 0.8 g/kg for adults
 - Preventing deficiencies vs. optimizing health
- Acceptable Macronutrient Distribution Range (AMDR): 10-35% total calories
- Range of 55 grams to 175 grams of protein/day for 150-pound person
- Higher end of range could benefit:
 - Weight conscious individuals
 - Active adults and athletes
 - Aging adults



For Aging Adults, Increased Protein Consumption Can Offer Additional Benefits

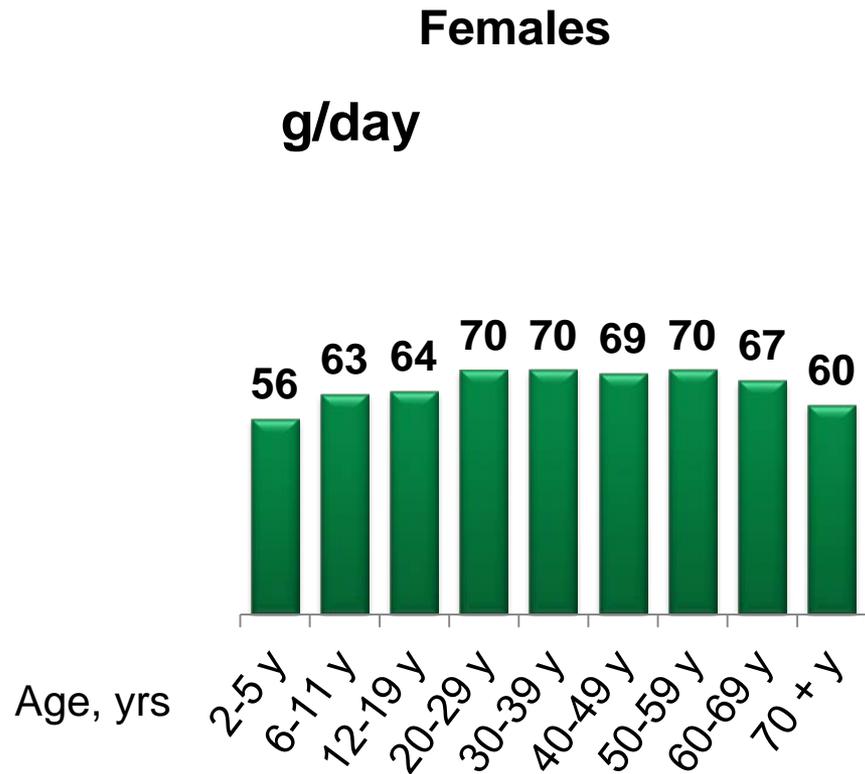
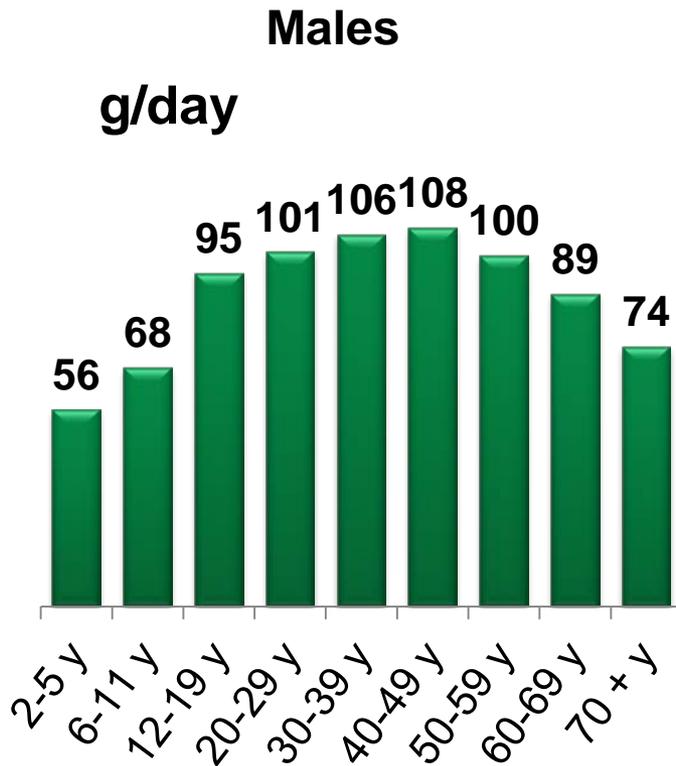
- The percent of the world population over the age of 60 is forecast to increase from 11% in 2012 to 22% in 2050.¹
- Sarcopenia is the progressive age-related loss of muscle and function (~3-8% reduction in lean muscle mass per decade after 30 years old).²
 - It may affect over 20% of people in their 60s and 70s and nearly 50% of people over 80 years of age.
- Consuming whey protein at rest and after resistance exercise can help older adults maintain existing muscle plus support new muscle growth.³

1. Datamonitor, Aging Populations Report

2. DRI, May 2014

3. Witard OC, Jackman SR, Bren L, et al. Am J Clin Nutr. 2013

Protein intake declines with age



Those Who Consume the Least Need it the Most

- Higher protein intake needed for muscle maintenance.
- Spread protein throughout the day - 25-30g needed at each meal occasion.
- Older adults prefer fortified beverages over foods.¹
- Protein-fortified soups have specifically been requested.²



1. *Dairy Foods* magazine, April 2014
2. 2014 Center for Aging and Transitional Research

Research suggests diets higher in protein can help maintain muscle during aging.¹

- It has been suggested that total protein intake for older persons should be slightly higher, such as a 1 to 1.5 g/kg/day range.²
- 70% of the adult population believes proper nutrition delays the onset of chronic disease.³
- In community dwelling adults, those with higher protein intakes over a three year period lost 40% less lean mass than those with lower protein intake.⁴

1. Healthy Aging Scientific Backgrounder

2. Gaffney-Stomberg, et al. Increasing dietary protein requirements in elderly people for optimal muscle and bone health. *J Am Geriatr Soc.* 2009;57:1073-1079.

3. Gfk Strategic Innovation, See USDEC Inputs 4-4-12

4. Houston AM *J Clin Nutr* 2008;87:150-5



Aging Consumers = Smarter Consumers

- As nutrition knowledge increases, consumers seek out more nutrient-enhanced foods
- Current food and beverage offerings do not meet nutritional needs/demands of aging consumers
- Willing to pay more for convenient, functional foods and beverages meeting their health and wellness needs

Veggie Burst

- This high protein, clean label juice is refreshing after a workout or as a snack.
- A high protein diet promotes both exercise recovery and muscle maintenance with aging.
- Nearly 6 of 10 Americans consider protein content when buying food or beverages.¹
- Juice and vegetable juice drinks comprise nearly 43% of new global drink launches.²
- This excellent protein source contains dairy ingredients whey protein isolate and milk minerals which contribute to the clean label.



12g (24% Daily Value) protein and 30% Daily Value of calcium per 240 ml serving

Lentil Power Soup

- Over half (55%) of adults say they'd like to consume more protein and this satisfying soup can help meet that goal.¹
- A protein-enriched soup is the most requested protein-enriched food among primary grocery shoppers.²
- Contains dairy protein sources micellar casein concentrate, milk protein concentrate and whey permeate.



20g (40% Daily Value) protein and 35% Daily Value of calcium per 240ml serving.

1. Source: NPD Group/NET In-Home Database, Year Ending 2011
2. NPD Group, February 2014

Dairy proteins bring added functionality, flavor and nutrition.

- An emerging ingredient, micellar casein concentrate (MCC) is a concentrated casein obtained by microfiltration and offering high quality protein with a clean flavor.
- Milk protein concentrate (MPC) is a high-quality source of protein providing functional benefits to formulations.
- Under the proposed change to calculate protein quality using the Digestible Indispensable Amino Acid Score (DIAAS), dairy protein quality scores may increase as much as 30% compared to the current method (PDCAAS).

FREE WEBINAR: Aging and Muscle Loss: Too Young to Worry? Think Again!

Date:

- July 23 2014, 1:00 – 2:00pm, EST
- CEUs offered

Speakers:

- Hope Barkoukis, PhD, RD, LD, Case Western Reserve University
- Susan Kundrat, MS, RD, CSSD, LDN, University of Wisconsin-Milwaukee

Focus:

- Latest research on sarcopenia and how this progressive process can begin when people are in their 30s and 40s
- The role of protein in muscle building and maintenance
- Practical advice highlighting dietary and exercise approaches for middle-aged Americans

Register at www.wheyprotein.nationaldairycouncil.org





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