The National Dairy Council® New Product Competition now accepting entries for 2015

The National Dairy Council® New Product Competition, formerly known as the Dairy Research Institute® New Product Competition, seeks the next new innovative dairy product.

Undergraduate and graduate students in the United States and Canada are eligible to compete by developing a dairy beverage that appeals to millennials. Successful entries will meet competition criteria, demonstrate innovation and provide value to consumers.

This competition is an opportunity for students to develop dairy products in line with current industry and consumer insights:

- Today’s millennials are independent, have strong spending power and are information-hungry.
- The beverage industry is growing — with an estimated $37 billion in sales.

Together that spells OPPORTUNITY for dairy. For more insights, please see “Dairy Beverage Reinvented: Reinventing Milk to Increase its Relevance to Millennial Consumers.”

The judging panel includes experts from across the dairy industry. Winning teams will be recognized at the Institute of Food Technologist Annual Meeting + Food Expo in Chicago, IL, July 11-14, 2015.

A combined $16,000 in cash prizes will be awarded:

- $8,000 for first place
- $5,000 for second place
- $3,000 for third place

See full contest details at USDairy.com/NewProductCompetition.

The deadline for 2015 contest submissions is Jan. 15, 2015.

If you have any questions, please contact Shantanu Agarwal at shantanu.agarwal@rosedmi.com.

The National Dairy Council New Product Competition provides a platform for students to bring their knowledge and expertise to dairy beverage innovation. Tomorrow’s product developers can showcase novel ways to use dairy proteins, calcium and other dairy nutrients in products that help meet millennials’ needs. Students also have the opportunity to integrate their work on product formulation with packaging, pricing, and marketing to create a product that would meet consumer needs in the marketplace.
Competition Details

Create an innovative and original dairy beverage that meets one need identified in the consumer and marketplace insights brief.

The dairy product or beverage must follow the guidelines below:

- Based on product composition, must be eligible to use the REAL® Seal:
  - Must be composed of greater than 51% dairy ingredients
  - Must not contain vegetable proteins or vegetable oils to replace a dairy component
- Use any form of the fresh or dry milk, whey, milk fat, milk proteins, cheese, lactose fractions or other dairy ingredients
- Provide an excellent source of dairy protein
- Meet food labeling and regulatory criteria as specified in the judging evaluation scale
- Be fit for human consumption

Eligibility Guidelines

The National Dairy Council® Product Development Competition is open to all undergraduate and graduate students within the U.S. and Canada and enrolled during the 2014-2015 year (including students graduating in May or August 2015).

Students must follow these guidelines:

- All submissions must be the work of students under the supervision of a faculty adviser who assures the rules are being followed.
- Team entries (minimum of two individuals) will be accepted, with no limit of entries per school.
- There is no limit to the number of team members, but all team members must attend the same college or university.
- Entries may stem from a previous research project, course or product development team project, but products must not:
  - Be entered into more than one product development contest with the same entry within the same academic year
  - Be commercially marketed
- First-, second- and third-place prizes from previous Dairy Research Institute competitors may not be entered in future National Dairy Council® product development competitions, unless the entry has been changed and improved upon.
Entry Guidelines

There are three phases to the competition.

Phase One: Preliminary Report and Cover Letter
A cover letter and preliminary report must be submitted to National Dairy Council\textsuperscript{®} (addressed to Shantanu Agarwal at shantanu.agarwal@rosedmi.com) by no later than Jan. 15, 2015.

The cover letter must include school affiliation, student names, adviser names and ingredient supplier names.

The five-page preliminary report must follow these guidelines:
- The report must not indicate school affiliation, student or adviser names, or ingredient supplier names (unless an integral part of the ingredient name)
- The report must not exceed five pages, double-spaced, font size minimum 11.
- Should include, but is not limited to:
  - Title page (not included in page limit)
  - Product description
  - Feasibility of production and/or process description
  - Marketability/target market
  - Preliminary sensory data
  - Dairy ingredient functionality in product
  - Demonstrate how the product is linked to National Dairy Council\textsuperscript{®} consumer and marketplace insights (website URL)
  - List of citations (not included in page limit)
  - Process flow diagram (not included in page limit)
  - Photograph of product (one 5 X 7; not included in page limit)
- Based on these five-page reports, six entrants will be selected for full report submission.

Phase Two: Full Report & Product/Webinar Presentation
Top six entrants will submit a full project report which will be reviewed by a panel of judges selected by National Dairy Council\textsuperscript{®}. The final report with accompanying cover letter must be emailed to Shantanu Agarwal (shantanu.agarwal@rosedmi.com) no later than April 3, 2015. The cover letter must again include school affiliation, student names, adviser names, or ingredient supplier names. The report must be composed by at least one student team member with guidance from the designated faculty adviser. Guidelines for the reports include:
- Must not indicate school affiliation, student or adviser names, or ingredient supplier names (unless an integral part of the ingredient name)
- Must not exceed 10 pages, double-spaced, font size minimum 11
- Should include, but is not limited to:
  - Title page (not included in page limit)
  - Product description
  - Feasibility of production and/or process description
  - Marketability/target market
  - Dairy ingredient functionality in product
  - Demonstrate how the product is linked to National Dairy Council\textsuperscript{®} consumer and marketplace insights
The top six entrants will submit the product for sampling and present via webinar for final judging. The finalist teams must submit enough **product** for 15 servings. The product (along with storage, preparation and serving instructions) must reach the National Dairy Council® office (10255 W. Higgins Road, Suite 900, Rosemont, IL 60018) no later than **April 16, 2015**.

The **webinar** will be presented during the week of **April 20, 2015** at a mutually agreed-upon time by teams and judges. Webinar details follow:

- Presentations will be made by up to three student team members.
- Questions from judges may be answered by any student team members (with no participation from faculty advisers).
- Each presentation will be no longer than 15 minutes with 10 minutes of additional time for questions.

**Phase Three: American Dairy Science Association (ADSA) Presentation**

The top three teams will be invited to and honored at the Institute of Food Technologist (IFT) Annual meeting in Chicago, IL, July 11-14, 2015. Teams must prepare and present project posters that will be showcased at the National Dairy Council®-sponsored opening reception. Winners also will be featured in promotions, including newsletters, websites and publication articles.

A judging panel will make the final assessment and selection. The panel will include objective experts from the dairy industry and members of the National Dairy Council®.

The varied experience of the panel members allows for assessment from diverse perspectives as they evaluate and select the winners based on the full written report, webinar presentation and final product tasting.

A 200-point evaluation scale will be used to judge the final report, webinar presentation and product.
Judging Criteria

The preliminary report will be judged on the following criteria:
- Innovativeness of concept 10 pt
- Link to NDC consumer and marketplace insights 10 pt
- Product description 5 pt
- Process description 5 pt
- Use of dairy ingredients and protein content (>51% dairy is required) 5 pt
- Commercial feasibility/Problem solving 5 pt
- Marketing/Potential 5 pt
- Safety/shelf life 5 pt

subtotal 50 pt

The webinar presentation will be judged on the following criteria:
- Enthusiasm of presentation 5 pt
- Slide quality/clarity 5 pt
- Organization 10 pt
- Professionalism of student(s) 10 pt
- Feature of dairy ingredient(s) 5 pt
- Overall coverage of material 10 pt
- Handling of questions 5 pt

subtotal 50 pt

The product will be judged on the following criteria:
- Meets expectations 20 pt
- Flavor/Aroma 20 pt
- Texture/Body/Appearance 20 pt
- Ease of use/consumption 20 pt
- Packaging 10 pt
- Prominence of dairy 10 pt

subtotal 100 pt

TOTAL 200 pts
First Prize $8,000
Second Prize $5,000
Third Prize $3,000

- National Dairy Council® will provide up to $1,000 that can only be used to support travel for the three winning teams members to attend the Institute of Food Technologist (IFT) Annual Meeting in Chicago, IL, July 11-14, 2015.
- Cash awards (in the form of one check written out to the participating school) will be distributed to faculty adviser/team leader within 30 days of the IFT meeting, for distribution to team members per discretion of the school and adviser.
- Applicable taxes are the sole responsibility of any winners who receive awards.
- Entry into the contest constitutes an agreement by the contestants to the following:
  - Use of names, likeness and quotes
  - Recipes, product formulation and process descriptions and images can be used by National Dairy Council® in the promotion of its programs and in communications with the food and beverage industry
  - Availability for press interviews as requested
  - Use of the product for demonstration purposes
- All product formulations remain property of the entering individuals and/or teams or universities, according to the school’s regulations.