

DAIRY MARKET INNOVATIONS

INTERNATIONAL EGG SYMPOSIUM BANFF, AB CANADA | OCT 6, 2016 PRESENTED BY: MIKE VANDERPOL



KEY MESSAGE



By embracing innovation the dairy industry can create a vibrant marketplace where milk components can be used in ways and applications not yet imagined.

Vitalus History

- Over 55 years of experience
- Deep roots to the agricultural community family owned and operated
- Only Canadian manufacturer of specialty MPC products





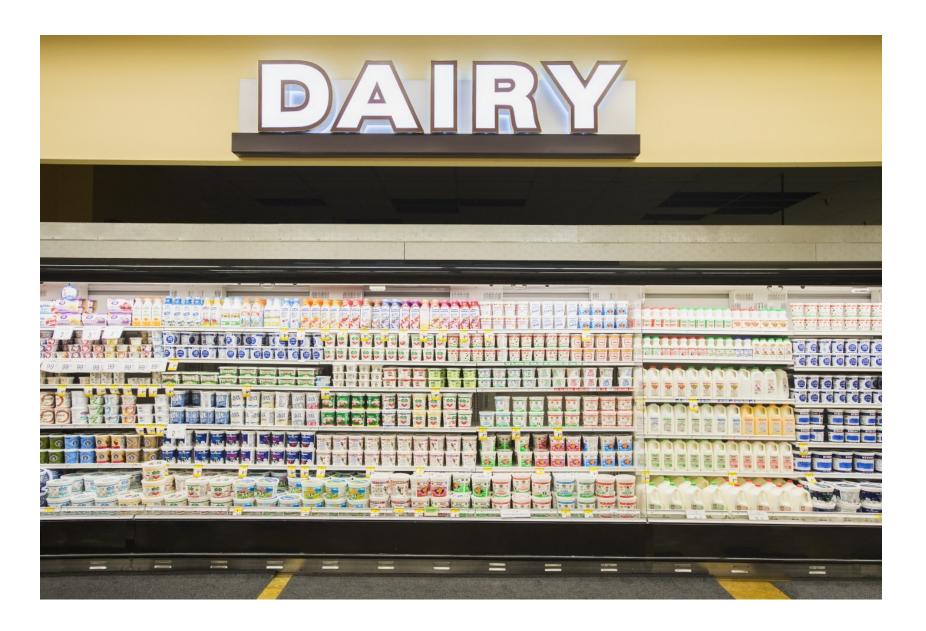




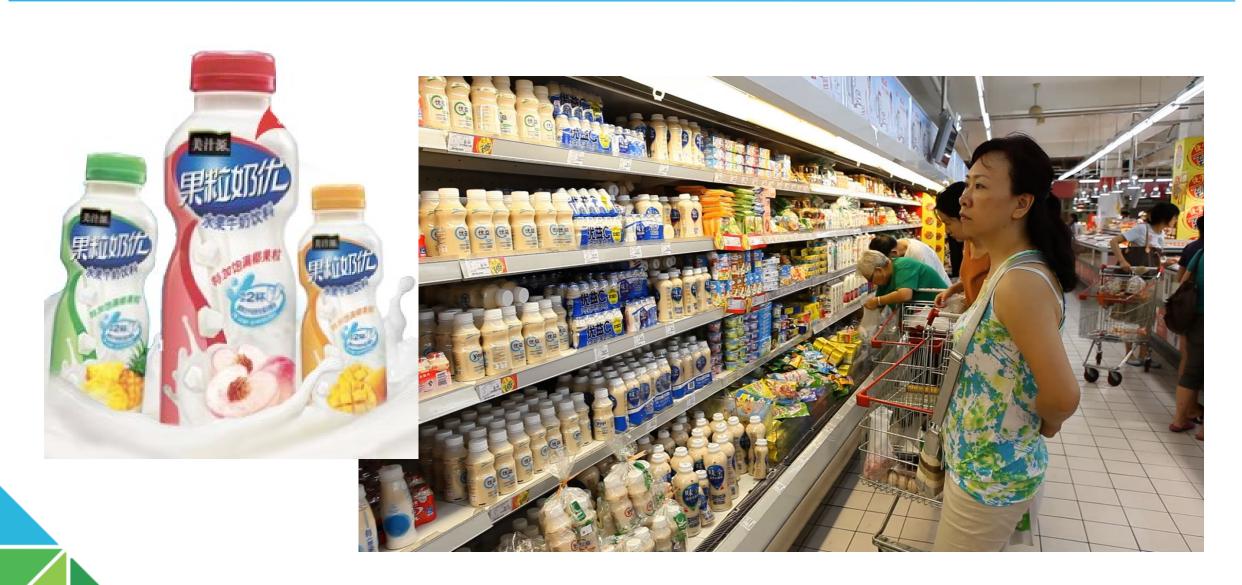
AGENDA



- 1. Dairy Innovation
- 2. Dairy components
- 3. Dairy from cradle to cane



















































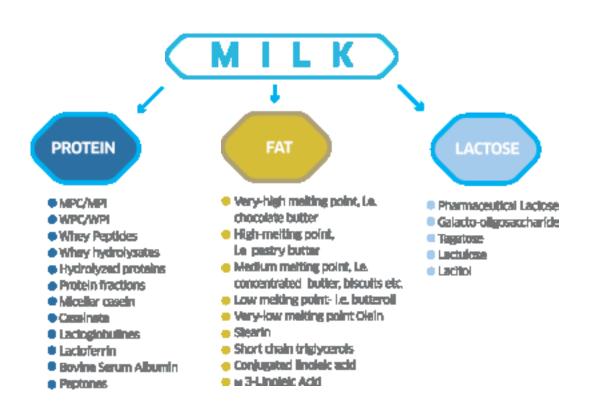












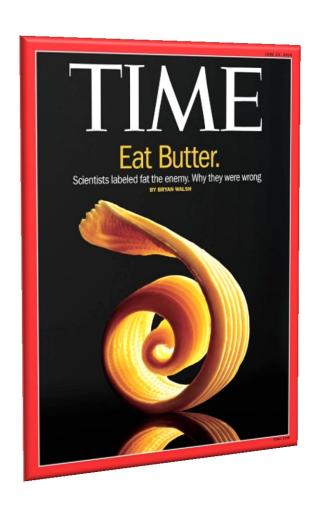






- 400 fatty Acids (Approximately)
- 30 different phosphoproteins
- 1000 + casein submicelles





THE GLOBE AND MAIL*



Study claims butter not linked to increased risk of heart disease

KATHRYN DOYLE

Reuters

Published Thursday, Jul. 07, 2016 2:19PM EDT Last updated Thursday, Jul. 07, 2016 2:22PM EDT









WORLD'S FIRST READY-TO-DRINK BUTTER COFFE LAUNCHED

| 1890 | 1907 | 1910 | 1920 | 1940 | 1930 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2016

BUTTER PRODUCED BY CHURNING BUTTER PRODUCED IN STICKS AND WRAPPED

SALT ADDED TO BUTTER









MILK COMPONENTS ARE THE FUTURE GROWTH OF DAIRY





























NEWBORN (0-3 MONTHS)



INFANT (0-9 MONTHS)



TODDLER (1-3 YEARS)



PRESCHOOL (2-4 YEARS)









TEENAGER (13-18 YEARS)



YOUNG ADULT (19+ YEARS)



ADULT









SENIOR



















DIABETIC





DIALYSIS



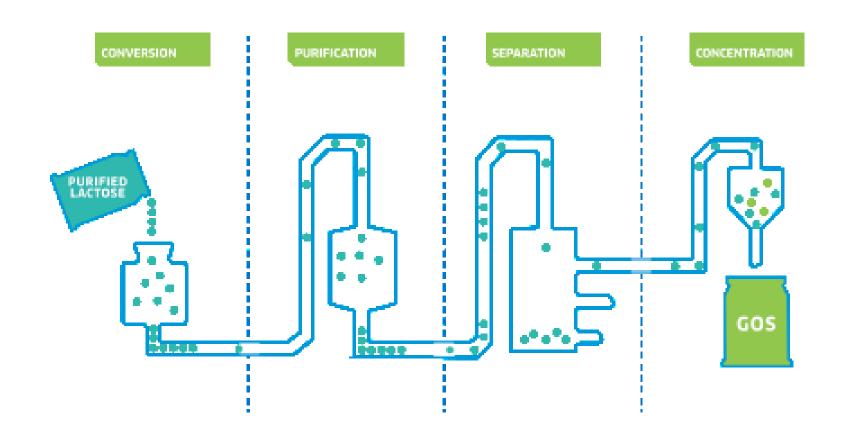
VERY-HIGH PROTEIN WITH FIBRE







GOS PROCESS FROM LACTOSE

















honestly sweet.®













By embracing innovation
the dairy industry can create a vibrant
marketplace
where milk components
can be used
in ways and applications
not yet imagined.

REDEFINE THE INDUSTRY MINDSET AND EMBRACE INNOVATION FOR FUTURE GROWTH



What are each one of us going to do to make this happen?

What are some of the next steps we can take?

REDEFINE THE INDUSTRY MINDSET AND EMBRACE INNOVATION FOR FUTURE GROWTH





INDUSTRY:

Partner with Health Professionals and people within your industry looking to collaborate and innovate with us



REGULATORY:

Look to redefine and modernize how you approach our industry



PRODUCERS:

Our quality products need increased transparency



THANK-YOU!

