



DAIRY INGREDIENTS FAX

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San Luis Obispo, CA

Published by the Dairy Products Technology Center - Dairy Ingredients Applications Program

Nutraceuticals and Functional Foods: Here's to good health



Nutraceuticals and Functional Foods are one of the hottest categories in foods and beverages. In fact these foods and ingredients are the fastest growing segment in the U.S. Food Industry and one of the top ten trends to watch and work on for the Millennium according to Food Technology (Vol. 53, no 8). Both big and small food manufacturers are

producing nutraceuticals and trying to manufacture and market that food or ingredient that may provide a health benefit beyond that of basic nutrition.

Why the craze for these foods? In America there appears to be a mainstream interest in nutrition and health and a recognition of food as medicine. People are taking more responsibility for their health...the trend is for healthy foods and promoting health and wellness. Consumers buying into the nutraceutical market are not only people trying to feel good and improve their health, but middle aged people trying to keep up with the younger generation, college students trying to gain a competitive edge, soccer moms teaching their children a healthy lifestyle and working moms seeking added energy. Or there are those that wish to reduce the risk of certain diseases by consuming specific foods, i.e. dairy foods for osteoporosis and soy protein or plant sterols for cardiovascular health.

Nutraceuticals, or now what is being dubbed functional foods, are any ingredient or food supported by some degree of scientific evidence (hopefully) that confers healthful benefits. Fortified foods also fall into the nutraceutical/functional food category. Foods may be fortified with vitamins, minerals and antioxidants. Vitamin D fortified milk may be one of the earliest functional foods. Typical functional foods include juice fortified with calcium and antioxidants, beverages to increase mental alertness and energy, high calcium yogurt and ice cream, hypervitaminized and energized teas, fructooligosaccharides (inulin) added as an ingredient to foods to improve calcium absorption, lower cholesterol and ensure a healthy intestinal tract, oat bran and a wide variety of herbal supplements (echinacea, ginseng, ginkgo, garlic, St. John's wort, kava kava, etc).

The functional foods marketplace has also found room for such innovative and creative foods like Heavenly Hemp Tortilla Chips, Almond Breeze beverage, Luna Bars of benefit to women, Silk Soymilk Creamer and a variety of beverages with promises to increase weight loss, healing, relaxation, stamina and energy, to name a few.

Let's not forget dairy products and positive health (see subsequent article). Most dairy products are high in calcium which reduce the risk of osteoporosis, hypertension, and colon cancer and may reduce the risk of cardiovascular disease and kidney stones. Dairy foods certainly can find an active role in the functional food category and improve one's health and well being. Here's to good health!

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Dairy Foods and Ingredients finding a place in the Nutraceutical Market

Dairy products are already associated with good health maintenance. Hence, it becomes a popular vehicle to market other health benefits. Over the past year there have been a host of dairy products and/or dairy ingredients used in products that have been introduced and marketed for the delivery of health benefits. The following is a brief new product review:



Total Balance: A complete nutritional beverage high in protein and calcium and contains 22 vitamins and minerals. This product is a ready-to-drink milk and soy based

beverage with fewer than 230 calories. Company – Balance Bar Company.



Maximum Strength Colostrum 6: A product designed to provide immune system support. The colostrum contains immunoglobulins and nucleosides which are being marketed as promoting good health.

Colostrum 6 is available as capsules, powder, cold pressed lozenges and children's chewable tablets.

Basics Plus: A fortified kefir drink that is marketed as a dietary supplement. It contains the patented Proventra® (contains milk colostrum) that is intended to provide natural immune components. The product is marketed as a nutritious beverage with active kefir cultures to support the digestive process, disease-fighting antibodies found in colostrum and 28% of the RDI for calcium per serving. Company – Lifeway Foods, Inc.

Suffi Sawayaka: A fortified low-fat milk, manufactured in Japan, that contains 5 grams of dietary fiber and 650mg. of calcium. Company – Meiji Milk



SoBe Lizard Fuel: This beverage containing skim milk is being marketed as a dairy based beverage that will provide active people with natural energy. Added herbs include 100mg. ginseng, 50 mg. astragalus and 50 mg. yerba mate. Company –

South Beach Beverage

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ActimelÔ: A dietary supplement drink enriched with a combination of beneficial cultures and marketed as a probiotic (containing live cultures).
Company - Dannon