



DAIRY INGREDIENTS FAX

California Polytechnic State University
San Luis Obispo, CA

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

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California Farm Equipment Show and International Exposition



Calcium-Enriched Hot Cocoa Mix developed at Cal Poly's DPTC, was featured at the California Farm Equipment Show and International

Exposition. According to Carolyn Podgurski, DPTC's Dairy Ingredients Applications Specialist, the product is designed to help increase consumer demand for nonfat dry milk and whey and can be marketed and labeled as an "excellent source of calcium". Calcium fortification is hot right now as can be seen by the many products in the marketplace containing added calcium. Examples of calcium enriched products include breakfast cereals and bars, waffles, processed cheese singles, orange and apple juice, to name a few. The nonfat dry milk powder and whey -derived dairy calcium contributes 200 mg. of calcium to the formula. The calcium-enriched hot cocoa drink is a good-tasting, easy-to-prepare and a nutritious product. The California Farm Equipment Show and International Exposition is the world's largest showcase of product, technology and equipment for the farm, dairy, and ranch industries. Many exhibitors show new products and technology in Tulare for the first time anywhere because of the diverse audience the show attracts. The next step is to work directly with food companies interested in marketing the new product.

I wish to receive/continue to receive Dairy Ingredients Fax **YES** **N**
Please add names of those at your company that would like to receive a copy of Dairy Ingredients Fax
Name(s) and fax # _____

Open House

Visit the U.S. dairy industry's newest resource dedicated to the food industry

Join us
Friday, March 3
at the Dairy Products Technology Center
at California Polytechnic State University
in San Luis Obispo
for the grand opening of the new
Dairy Ingredients Applications Program

The event kicks off at 9 a.m. with presentations by key industry leaders and will be followed by demonstrations of the program's state-of-the-art equipment. A buffet lunch will be provided.



RSVP to Laurie Jacobson by Friday, February 25 at 805.756.6097 or email: ljacobso@calpoly.edu

We hope you can join us, Friday March 3, 2000, 9 a.m. - 12 p.m., for the open house showcase of the Dairy Ingredients Applications Program, Dairy Products Technology Center, Cal Poly State University (co-sponsored by Dairy Management Inc. and California Dairy Research Foundation). Come see for yourself what the program can offer to meet your needs.

Activities on March 3:

- ◆ Laser diffraction particle size analyzer
- ◆ Pilot scale spray dryer
- ◆ Membrane processing technology
- ◆ Dry ingredients - New Product Sampling
- ◆ Functional properties testing
- ◆ Dairy ingredient applications food tasting
- ◆ Presentation on global opportunities in dairy ingredients (L. Shirkey, USDEC)

Calendar of Events

Dairy Ingredients Applications Program, Open House March 3, 2000. Located at Cal Poly Dairy Products Technology Center, San Luis Obispo, CA. For more information contact

Laurie Jacobson, 805-756-6097 or E-mail,
ljacobso@calpoly.edu

Cal Poly/U.C. Davis 12th Annual Cheese
Short Course I, March 14-17, 2000. Located
at Cal Poly Dairy Products Technology
Center, San Luis Obispo, CA. For more
information contact Laurie Jacobson, 805-
756-6097 or E-mail, ljacobso@calpoly.edu