Overview of Whey Proteins

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Presented: Thursday, March 1, 2007
What is Whey
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Where it comes from
From milk

What it is
Liquid which separates from the curd when milk curdles

What it does
Whey Protein has high nutritional values; noted as one of best nutritional sources available

What it is good for
Lean body mass protection
Better weight management
Improved gut health
Historical Overview: Evolution of Whey
Historical Overview: Evolution of Whey

Antiquity to 19th century

Middle Ages
- Whey = Staple Treatment
  - Digestive problems; Gout; Kidney disorders; Rheumatis; Overeating and constipation; Jaundice; Infected skin and lesions; Gonorrhea and Epilepsy
- Natural skin-care product (i.e., lotion)

18th/19th Centuries
- Different and constant uses for treatment throughout centuries
- 160 “whey spas” throughout the Alpine region (equivalent to modern day bars and pubs)
Historical Overview: Evolution of Whey

Whey Falls From Favor

• Widespread perception of whey as waste product; used as animal feed
• Prevalent negative connotation
  – Disposal of whey becomes increasingly problematic for dairy industry
Whey’s Comeback: Current Environment
Whey’s Comeback: Current Environment

Turning Lemons Into Lemonade

• Next Proteins’ impact, marketability as athletic supplement and used for health-boosting benefits
• Whey protein becomes a building block of muscle metabolism and improved performance for endurance athletes (i.e., weightlifters, runners, etc.)
Whey’s Comeback: Current Environment

Turning Lemons Into Lemonade

- Advantages of powder form/drying process
  - Liquid > powder > enhanced shelf life, traditional nutritive qualities increase CPF market viability
  - Whey products containing between 35% and 95% protein became available in products (i.e., baby formulas, food supplements, sports bars and beverages)
Whey’s Comeback: Current Environment

Whey Today

- Most highly nutritional and multi-functional proteins available
- 10 to 20 grams of whey improves synthesis in seniors
- Assists dieters with weight loss
  - Calcium, lactose, protein and BCAA’s
- Increases satiety, influences glucose homeostasis and maintains lean muscle mass and cardio-vascular health
Whey’s Comeback: Current Environment

Whey Today

• Advent/benefits of whey protein icelet
  – 84% to 95% protein
  – Used to increase lean muscle mass, cardiovascular health and weight management and improve immune defenses
  – T-cell activity that prevents wasting
The Future of Whey
The Future of Whey

• Moving past muscle metabolism to health and nutritional benefits
  – Whey optimizes levels of glutathione (GSH), creating a healthy and stronger immune system = offsets high levels of stress
  – Whey offers benefits to EVERYONE
    • Athletes and physically active individuals
    • Older adults
    • Dieters
    • People with a stressful lifestyle
    • Those with a comprised immune system
The Future of Whey

• Role of CPG marketers
  – Effectively promote whey and open avenues for commerce as yet unimagined
The Future of Whey

- Whey key component in 2006 fastest-growing categories:
  - baby formula, dairy-based drink, etc.
- Category of finished products containing whey is valued at $1 billion and still growing
The Future of Whey

Overview of current products as springboard for future offerings

- Future focus on whey as value-added ingredient
  - Protein shakes, power bars, supplements
- Category shows new application opportunities and significant annual growth rates
- Proteins such as a-lac and GOS are growing annually by 10%
- High-end WPC, WPH and WPI are experiencing significant growth, spurred by increased demand for nutritional segments
The Future of Whey

Popularity among seniors, dieters, athletes

- Seniors
  - Maintains muscle mass to optimize mobility and prevents falls

- Dieters
  - Steers weight loss toward fat, sparing lean tissue

- Athletes
  - Improves lean muscle mass and muscle repair
The Future of Whey: Market Outlook

Strengths
• Excellent product with proven benefits
• Growing market
• Scientific research +++
• Fits to new food trend: less milk = need for healthy / tasty alternative
• World-wide cooperation to ensure supply meets demand
The Future of Whey: Market Outlook

Weaknesses

- Limited contacts with media
- Limited visibility / awareness
- Limited understanding of whey
The Future of Whey: Market Outlook

Oppportunities
- Media interest which leads to better consumer understanding
- Co-ordinated approach of stakeholders, producers, general public
- Expansion of products featuring the benefits of whey
- Trend towards functional foods and nutritional value of foods
- Weight management attributes
- Increase share of stomach!
- Development of long term beneficial health claims