



Dairy Ingredients are a Good Solution for Clean Label Products - March 2016

Clean label is one of the latest trends in new products. Though clean label is not well defined, consumers would say they are looking for products that have few ingredients that are easy to recognize. These consumers would say they want only natural flavors, colors, and sweeteners in the product and may even include organic, non-GMO and minimally processed as a part of their definition.

Dairy ingredients have one thing in common; they all originate from milk. Our dairy industry has developed a wondrous list of nutritious ingredients such as nonfat dry milk, whole milk powder, milk protein concentrates and isolates, whey protein concentrates and isolates, milk and whey permeates, lactose, and of course butter. Dried dairy ingredients contribute a long list of functional properties to foods including water binding, gelation, emulsification, whipping, and browning. There are good opportunities for them to replace hydrocolloids, emulsifiers, and starches in foods which typically have names that sound more chemical and are not easily understood by the typical consumer.

Butter is a wonderful alternative to hydrogenated vegetable fats and provides a better flavor with similar functionality for many food products. There will always be a functionality/cost consideration for product developers and clean label products are no exception. As we introduce new dairy ingredients to the food industry though, we need to be cautious about the names that we choose for them. It would be best to maintain our position as an industry that produces functional, nutritional ingredients that are also clean label.

Contributor:
K.J. Burrington

“ADPI Dairy Ingredients Commentaries” are contributions by the authors and do not necessarily represent the opinions of ADPI.