



Milch und Milchprodukte im Spiegel der Ernährungstrends

Milchforum 2012
Marco Peter, Marketing Manager
Emmi Schweiz AG

Als Trends unbedeutend waren...



... heute beeinflussen Trends das Konsumverhalten entscheidend



Wachstumstreiber Milchprodukte (Detailhandel)



Nachhaltigkeit

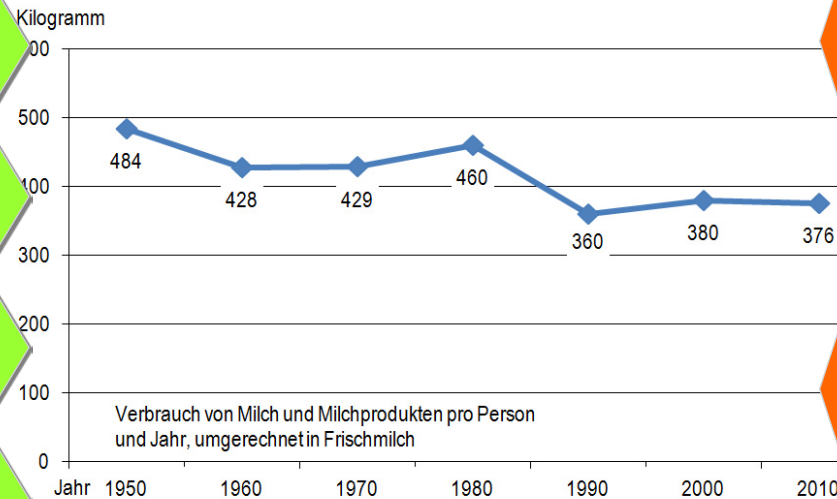
Regio

Convenience

Frische

Lactosefrei
Nicht-Kuhmilch

Megatrends: Verbrauch von Milch und Milchprodukten



Hohe Fettanteile

- Butter
- Margarine
- Desserts

Free From

- Milchsubstitution
- Milchverzicht

Wachstumstreiber Milchprodukte (Detailhandel)



Nachhaltigkeit



Wachstumstreiber Milchprodukte (Detailhandel)

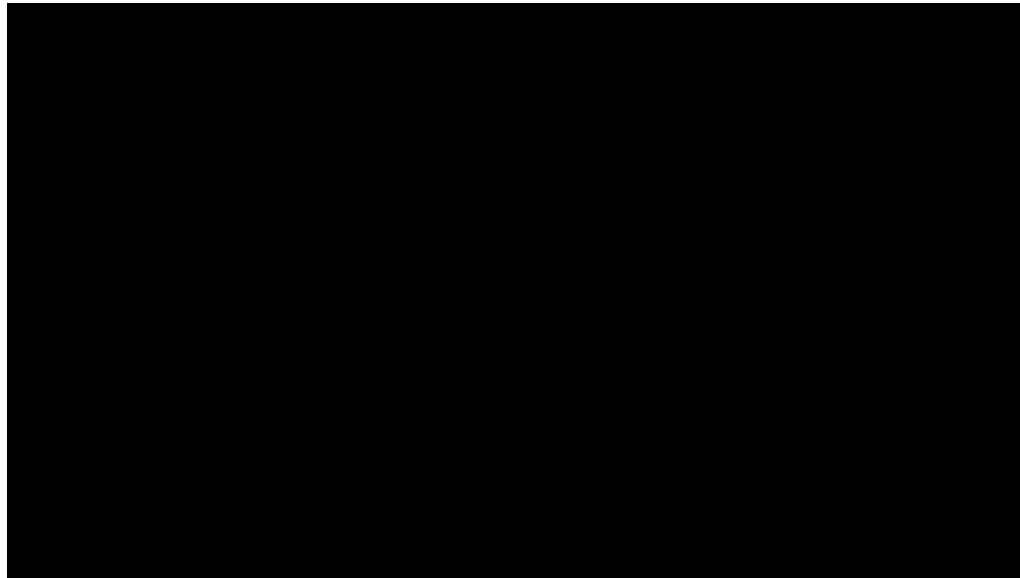


Regio (“Schweizer Region”)





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Wachstumstreiber Milchprodukte (Detailhandel)

Regio ("Schweizer Region")



Wachstumstreiber Milchprodukte (Detailhandel)



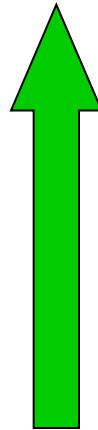
Convenience



Wachstumstreiber Milchprodukte (Detailhandel)



FrISChe



Wachstumstreiber Milchprodukte (Detailhandel)



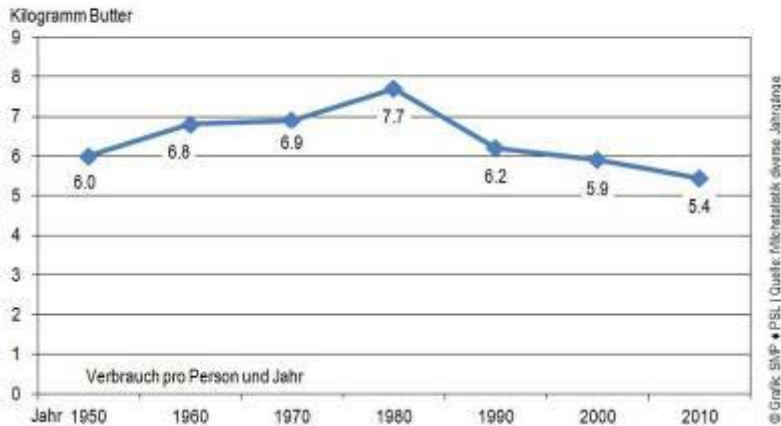
Lactosefrei
Nicht-Kuhmilch



Wachstumshemmer Milchprodukte (Detailhandel)



Megatrends: Konsum von Butter

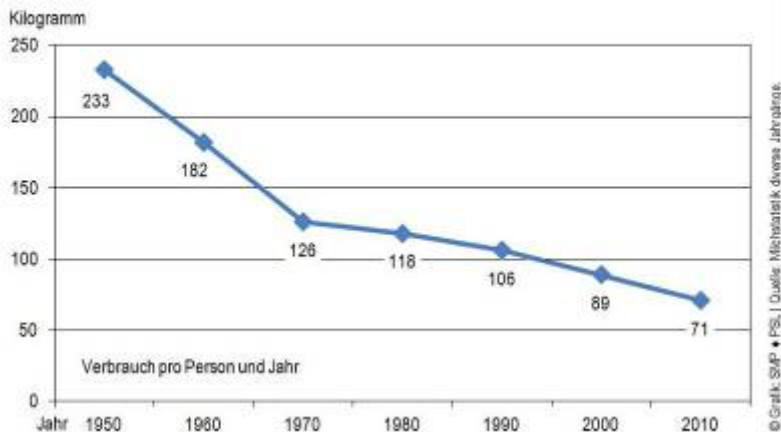


Hohe Fettanteile

- Butter (-2% vs. '09)
- Margarine (-11% vs. '09)
- Dessert (-9% vs. '09)

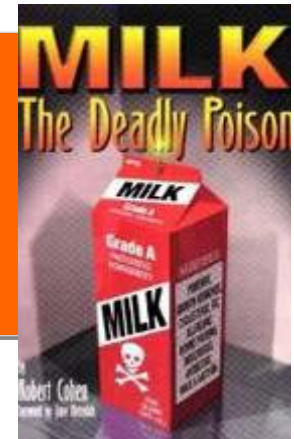


Megatrends: Konsum von Konsummilch



Free From

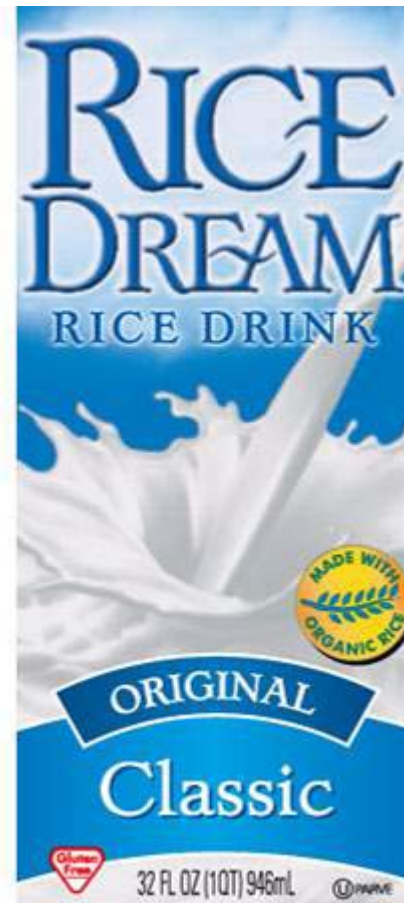
- Milchsubstitution
- Milchverzicht



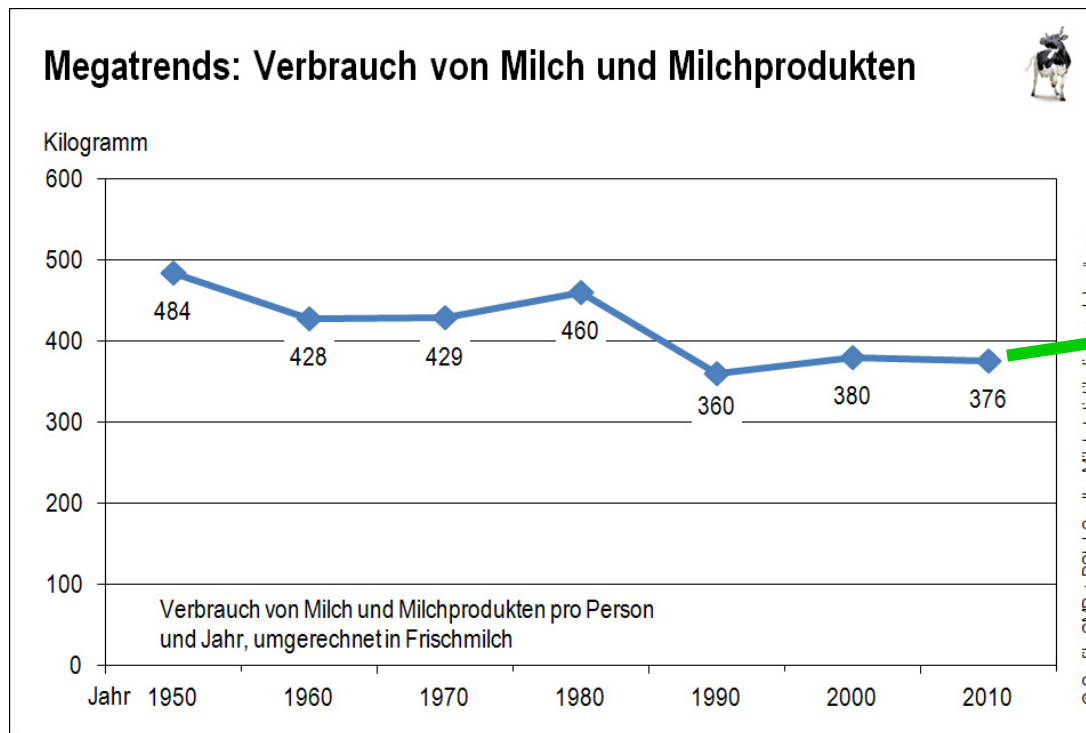
Wachstumstreiber Milchprodukte (Detailhandel)



Free From



Milch hat Zukunft



1. Weil die (Marketing-) Zukunft erst begonnen hat



Pepsi will mit Müller jetzt auch Joghurt herstellen

Der Softdrink-Hersteller Pepsi will in den USA auch gesundheitsbewusste Kunden gewinnen. Die deutsche Großmolkerei Müller soll Pepsi dabei helfen.

ARTIKEL 1



Die Milch macht's - auch bei Pepsi

31. Januar 2011

Hatalja Fedotowa, Für Russland HEUTE

PepsiCo kauft den größten russischen Lebensmittelhersteller Wimm-Bill-Dann. Die Amerikaner setzen auf Wachstum, Verbraucher befürchten höhere Milchpreise.



Empfehlen 3

Twittern 0

SHARE

+ WEITERE THEMEN



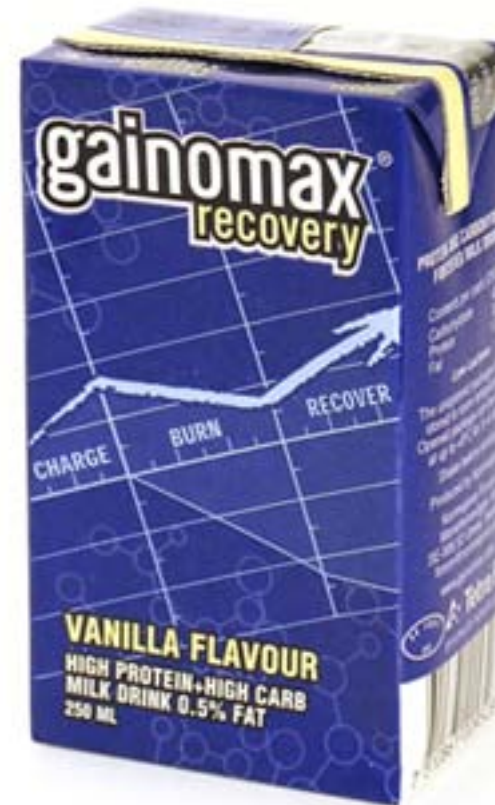
Öl sparen



Vio Vibrance Drink by Coca-Cola



2. Weil neue Konsumsituationen geschaffen werden



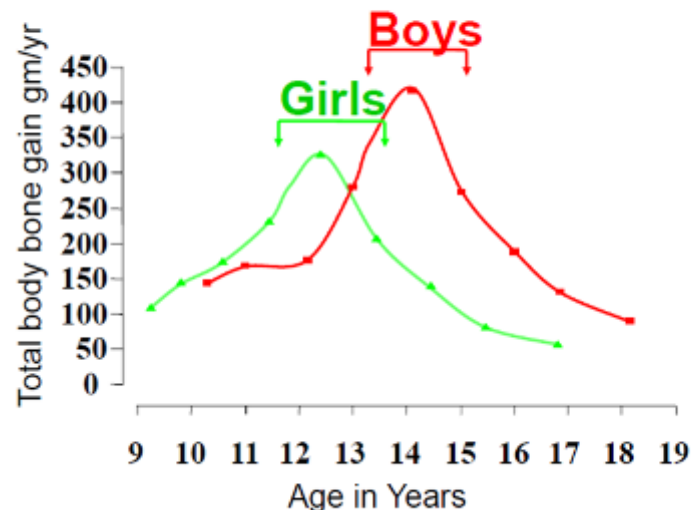
3. Weil es noch viele interessante Zielgruppen gibt



Knochendichte Milch wirkt als Langzeitschutz



Adolescence: Period of Rapid Bone Accretion



Bailey, et al., JBMR 14:711, 1999.

4. Weil das Image von Milch besser wird



GOOD CALORIES.

BAD CALORIES.

CHALLENGING THE CONVENTIONAL WISDOM ON DIET, WEIGHT CONTROL, AND DISEASE

GARY TAUBES

DAIRY NutritionNEWS Dairy Australia
Better health through dairy foods

ISSUE 1016

Dairy and heart disease - a positive story

Welcome

Welcome to our new issue, which focuses on the relationship between dairy foods and heart disease. We review the most substantial evidence, including meta-analyses, that shows dairy intake is not associated with any adverse cardiovascular outcomes, and indeed cases that suggest it may even be protective. We look at the underlying question of what influence might be played by the fatty acid composition of foods such as dairy and what human studies have shown on the impact of reducing saturated fat on heart disease. It helps understand the context, as well as looking forward to future research. Prof. Peter Dainty from Waikato and Australia's Prof. Andrew Sinclair.

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The relationship between dairy food and cardiovascular disease is important but often misunderstood. Some health professionals advise dairy intake to patients who have, or are at risk for, atherosclerotic heart and vascular disease, particularly those with elevated blood lipids. This is presumably on the basis of the fat content of some dairy foods.

There is a great deal of evidence that this approach lacks a solid scientific foundation. In this issue, we will be reviewing some of that evidence. But first it is helpful to have an understanding about the types of research that have been done in this area.

The many studies can be grouped into three categories:

1. Observational data on the link between dairy intake and clinical heart disease. The most useful kind of observational data is prospective, due to the potential for confounding and inaccurate recall when such studies are done retrospectively.
2. Research looking at the relationship between intake of dairy food, or components of dairy food, and intermediate risk factors for the cardiovascular disease, particularly blood lipids.
3. Clinical trials investigating the impact of changes in dietary intake on cardiovascular disease outcomes.

As well as individual studies, there have also been a number of meta-analyses. These are particularly valuable as they offer the highest level of evidence, by combining results from multiple studies to derive a single calculated outcome that can be adjusted for potential confounding factors.

It is important at the outset to understand the question of appropriate endpoints. Saturated fat is often vilified as a contributor to CVD largely because of its association with hyperlipidaemia and the atherosclerotic process. Hence, dairy foods have been discouraged by some due to their saturated fat content. However, when it comes to putting dietary recommendations on a firm evidence-based

Sometimes, it is important to look carefully at what is known about the actual impact of dietary change on clinical outcomes, rather than laboratory tests.

In reality there is only a relatively small amount of solid, randomised clinical trial evidence showing the dietary change as a whole has significant impact on cardiovascular disease incidence or mortality, and no clinical trials at all showing that dairy restriction has a useful impact on these parameters. Why this might be is itself a fascinating question, from which we can learn something about the diet-heart disease relationship. This is addressed in the following pages.

Summary

- Meta-analysis of observational studies confirm no evidence that intake of dairy food or specific dairy foods has any adverse effect on CVD or any other cardiovascular outcomes. There are no consistent data on dairy restriction or intake in CVD.
- 2 new Australian study that followed over 1,000 adults for 16 years reported remarkably similar results to the meta-analysis.
- There is increasing data on intermediate outcomes showing that substitution of saturated fat improves HDL cholesterol.
- For these reasons, there is no reason to restrict dairy intake in order to CVD. Dairy remains an important part of a healthy diet.



Auf die gemeinsame Zukunft!

