

Agri-Mark, Inc.

Dairy cooperative Agri-Mark is one of the largest North American manufacturers of premium quality white cheddar cheese, whey protein concentrate (WPC) and high-lactose whey. It produces up to 15% of the U.S. high-lactose whey powder supply.

Agri-Mark processes close to 562 million liters of fresh milk annually at its four plants: three cheese factories and one butter/skim milk powder facility. The cooperative manufactures annually 55,000 MT of cheese, mostly white cheddar, at its factories in Middlebury, and Cabot, Vermont and in Chateaugay, New York. Agri-Mark facilities are USDA-approved, EU-conforming and hold Kosher and Halal certification.

Agri-Mark's whey processing plant in Middlebury, Vermont utilizes exclusively whey from the cooperative's three cheese factories. The liquid whey is processed into dry powder within eight hours of cheese manufacturing. This results in consistent light-colored whey powder products. The facility's annual production averages 21,000 MT of high-lactose whey, 3,800 MT of WPC 80 and WPC 85 and an additional 6,500 MT of other whey products.

With sales totaling over \$950 million annually, the Methuen, Massachusetts-based cooperative self-distributes to a customer base spanning more than 30 countries in Asia, Central and South America, the former Soviet Union, the Middle East, North America and Northern Africa. On a monthly basis, Agri-Mark exports 80-plus containers of its WPC 80 and WPC 85 and high-lactose whey (also called modified whey, food grade whey permeate or dairy product solids).

Agri-Mark in Action

"WPC is now being positioned and accepted by nutritionists as an excellent source of protein for every age bracket.

It is not just for babies and premier athletes," says Peter Gutierrez, Agri-Mark's international sales director. "It's a lot of fun to help our global customers tap into whey protein's potential."

Global juice manufacturers interested in tapping into a growing category without additional processing and distribution investments should consider the growing dairy protein-fortified beverage category, Gutierrez says.

"Juice companies can do a product launch with a variety of marketing angles: an athletic pre-work out or recovery drink, a satiety-inducing weight-control drink or a protein fortified beverage for the elderly to combat sarcopenia".

Agri-Mark's protein-juice concept is a natural line extension for juice makers all over the globe, he says. "Protein fortification can utilize existing processing, packaging and distribution capabilities. "If the juice companies want to get into this business, they've got everything but the protein to add," Gutierrez says. A number of U.S. companies are currently testing marketing prototypes.

- **Whey Protein Concentrate:** Agri-Mark WPC 80 and WPC 85 are homogeneous, free flowing protein powders manufactured from fresh sweet whey. The highly undenatured WPCs have outstanding flavor and color characteristics. Applications include infant formulas, sports nutrition, medical/specialized nutrition, use in dairy foods, processed meats and as an egg albumin replacer in bakery products and mayonnaise. Available in 20 kg bags and 454 kg super bags.
- **High-Lactose Whey Powder:** Agri-Mark high-lactose whey is a high-quality, economical alternative to sweet whey powder (when carbohydrate content is more important than the protein content). The free flowing,



light-colored, non-hygroscopic (non-water-absorbing) whey powder contains 9% minerals and has 3-4% protein, and 82-84% lactose. It provides functional advantages in chocolates, caramels, bakery, cookie and ice cream applications (soft serve and novelties) and is an energy source for enzyme production. Other applications include cookie fillings, snack food spice blends, hot chocolate beverages and animal feed starter formulas. Available in 25 kg bags or 908 kg super bags.

- **Other Products:** Sweet whey powder is available in a range of 11-12% protein and 70-75% lactose. Applications are similar to the high-lactose whey; for use in products where lower lactose content is preferred. Agri-Mark also exports limited quantities of specialty cheese products and dairy commodities such as bulk packaged parmesan cheese.

Contact Information

For more about Agri-Mark, visit www.agrimarkwheyproteins.com

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