



U.S. Dairy
Export Council.



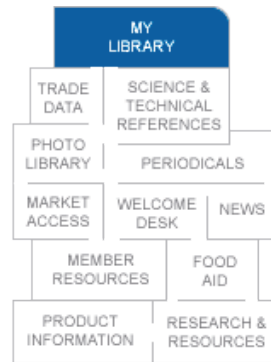
Market & Strategic Research

Reports Catalog

Spring 2009

This catalog highlights the market research, resources and tools currently available to exporters. Many of these items are also featured in the USDEC Virtual Library, where new reports and resources are added regularly.

Visit www.usdec.org/library to enter the library, find the latest updates and order reports online.



In addition to the reports listed, USDEC has other resources and documents available, as well as access to global databases that help provide our members with updated, fully customized solutions. These services are complimentary. Please contact Véronique at vlagrange@usdec.org for more information.

To order reports, please contact Rebecca at rvidal@usdec.org.

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A significant portion of USDEC's funding is provided by U.S. dairy farmers' check-off dollars and USDA's Foreign Agricultural Service, pursuant to laws intended to promote U.S. dairy products. Therefore, certain USDEC materials, such as those that may have been mentioned in this catalog, will be made available only to USDEC members, U.S. farmers, and processors and exporters of U.S. dairy products.

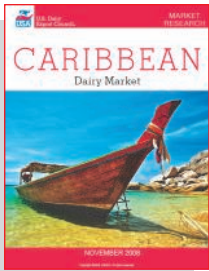
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Table of Contents

| | | |
|---|-----------------------------------|----|
| ■ | Market Research | 4 |
| ■ | Strategic Research | 9 |
| ■ | Exporter's Tools | 10 |
| ■ | Scientific & Technical Reports .. | 12 |
| ■ | Patents & Innovation | 13 |
| ■ | Trade Data & Trends | 14 |
| ■ | Order Form | 15 |

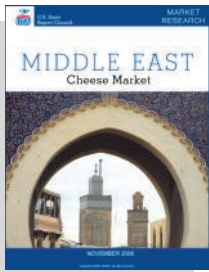
Market Research



Caribbean Dairy Market

Sales of dairy products across all Caribbean markets are growing. Consumers are experimenting with different types of products, and the U.S. is benefiting from both its proximity to the Caribbean and consumer awareness of U.S. brands. This in-depth report contains a separate analysis of ten Caribbean islands, focusing on further opportunities for U.S. dairy products in this region.

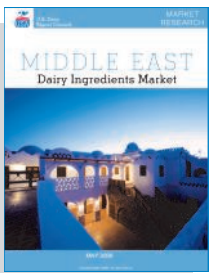
November 2008 • 538 pp. • Member price \$50



Middle East Cheese Market

The Middle East is already a large importer of cheese, with continued growth in cheese consumption expected. Clearly opportunities for increased participation for exporters to this region exist. This report describes the cheese markets of Egypt, Saudi Arabia, UAE and Jordan, highlighting where opportunities lie and the best way in which U.S. manufacturers can access them.

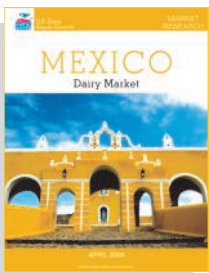
November 2008 • 211 pp. • Member price \$50



Middle East Dairy Ingredients Market

The Middle East is consistently among the world's largest dairy import regions. While it has traditionally been a strong market for European suppliers, trade and production reform are creating opportunities for other suppliers to grow business in the region. This report provides an in-depth look at the Middle Eastern dairy ingredients market, from local production to foreign trade to key user sectors. Countries highlighted: Egypt, Jordan, Oman, Saudi Arabia and UAE.

May 2008 • 261 pp. • Member price \$50



Mexico Dairy Market

Describes the Mexican dairy processing industry, including local milk production, key manufacturers, and the distribution structure. Gives an overview of the retail and foodservice sectors, usage levels, trends, and supply:demand balance by key ingredient. Also provides information on demographics and general consumer trends. Discusses Mexico's trade relationships and presents strategic recommendations for U.S. suppliers.

April 2008 • 281 pp. • Member price \$50

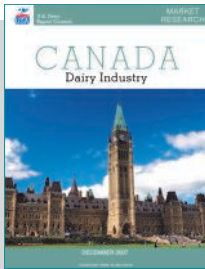
Market Research



Korea Dairy Market

Korea is an important market for exporters of dairy products, and will very likely increase in significance in the years ahead. This report begins by reviewing the history of the Korean dairy industry and ends with strategic recommendations for U.S. suppliers. Growth drivers, consumption trends, trade issues, distribution and the retail market are also discussed.

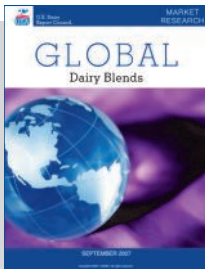
February 2008 • 308 pp. • Member price \$50



Canada Dairy Industry

Characterizes Canada's highly regulated dairy industry, breaking it down into 23 product sections. Reviews strategies to improve U.S. market share, and discusses distribution channels and key Canadian companies. The appendix includes a review of general market trends, as well as those specific to dairy products.

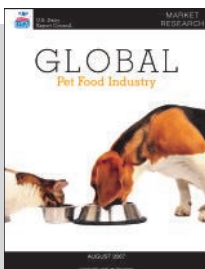
December 2007 • 111 pp. • Member price \$50



Global Dairy Blends Update

Third in its series, this report updates market information relating to global volumes of various dairy blends, discusses current market developments in each user sector, includes a detailed description of the South Korean market for dairy blends, assesses likely future developments in the industry, and analyzes current and future opportunities for the U.S. dairy industry.

September 2007 • 187 pp. • Member price \$50

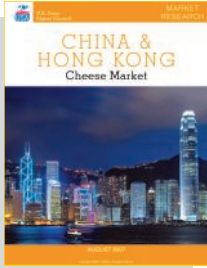


Global Pet Food Industry

Examines the highly trend-driven global pet food industry, particularly as it relates to opportunities for dairy ingredients. Includes an overview of the global pet food industry and its regulatory environment, profiles of key global pet food industry players, as well as an in-depth analysis of the opportunities for dairy ingredients.

August 2007 • 95 pp. • Member price \$50

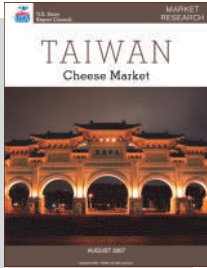
Market Research



China & Hong Kong Cheese Market

This is a market opportunity with which few in the world can compare. Detailed report covers imports through 2006, domestic consumption, data and trends, retail, foodservice & industrial channels, and U.S. export prospects to China and Hong Kong.

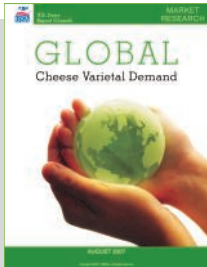
August 2007 • 159 pp. • Member price \$50



Taiwan Cheese Market

Highlights Taiwan's cheese consumption and imports through 2006, and also examines channels of distribution and end-uses. Compares the competitive situation of various suppliers and reviews opportunities for U.S. suppliers.

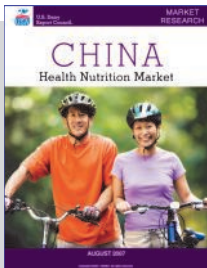
August 2007 • 84 pp. • Member price \$50



Global Cheese Varietal Demand

Combines historic data from 2003 with the analysis of local production, imports, exports, and emergent trends to identify which varieties of cheese will increase and which will decrease in demand through 2010. Foodservice, retail and industrial channels are quantified. The report also identifies which cheese varieties and which countries offer the greatest potential for U.S. cheese exports.

August 2007 • 273 pp. • Member price \$50

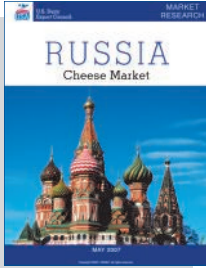


China Health Nutrition Market

Health nutrition is on China's agenda as never before, and this report discusses constraints and opportunities relative to U.S. whey protein in this high-value market segment. Examines the current industry situation, identifies major industry players, and analyzes key market drivers. Also provides a detailed strategic assessment for market development.

August 2007 • 150 pp. • Member price \$50

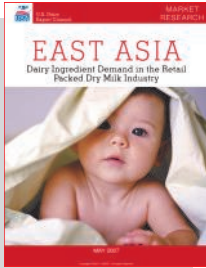
Market Research



Russia Cheese Market

Russia is one of the largest import markets for cheese. This study documents current imports, domestic and regional production, trade channels and offers forecasts through 2010. Also features an extensive contact list of major wholesalers and retailers.

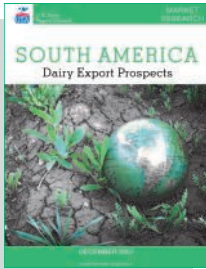
May 2007 • 32 pp. • Member price \$50



East Asia Dairy Ingredient Demand in the Retail Packed Dry Milk Industry

Reviews nine major markets in East Asia for both retail packed infant formula and milk powders. Provides strategic insights and projections for future growth in the market: in total, by product segment, and by country. The competitive position of the U.S. milk powder and dry dairy ingredient industry is also considered.

May 2007 • 147 pp. • Member price \$50



South America Dairy Exports Prospects

This series offers insight into the South American dairy market in terms of production, consumption, foreign trade, government involvement, and supply/demand projections. Individual reports examine such issues as the structure of the local dairy industry, factors affecting production, milk quality, consumption, pricing, international trade and strategic conclusions.

Order individual reports or the complete set. Set includes a regional overview with executive summary and introduction, and reports on Argentina, Brazil, Chile, and Uruguay.

December 2007 • Complete Set: \$150 • Individual Market: \$50

Overview

Includes executive summary & introduction
24 pp.

Argentina

109 pp.

Brazil

128 pp.

Chile

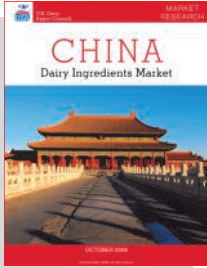
79 pp.

Uruguay

83 pp.



Market Research

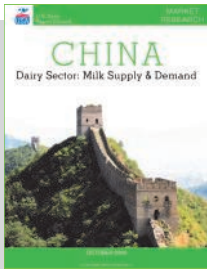


China

Dairy Ingredients Market

Discusses the local milk supply and dairy output situation, foreign dairy ingredient supply, and profiles of key importers and traders of dairy ingredients. Demand for each type of ingredient in various segments is estimated (through 2005), based on extensive interviews with major end-users.

October 2006 • 156 pp. • Member price \$50

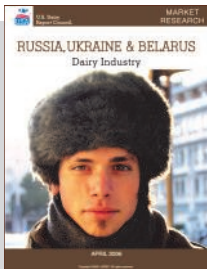


China

Dairy Sector: Milk Supply & Demand

Examines the rapid expansion of the Chinese dairy industry over the last decade, followed by an outlook of the industry and its future development. Features consumption and trade forecasts through 2010 and beyond.

October 2006 • 116 pp. • Member price \$50

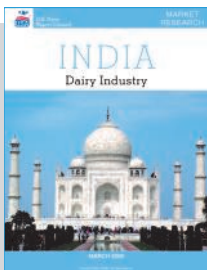


Russia, Ukraine & Belarus

Dairy Industry

Statistics for major dairy product imports and exports through 2004 are provided for these three markets, along with consumption data and profiles of local suppliers and manufacturers. Implications for the U.S. dairy sector and opportunities in Russia and Ukraine are also presented.

April 2006 • 149 pp. • Member price \$50



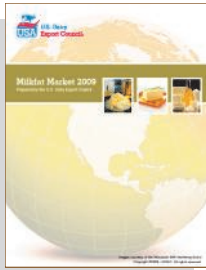
India

Dairy Industry

Domestic production, utilization and trends are featured in this report, which also provides statistics on foreign trade for major dairy products and ingredients. In addition, researchers reviewed factors influencing the supply/demand balance of the Indian dairy industry.

March 2006 • 159 pp. • Member price \$50

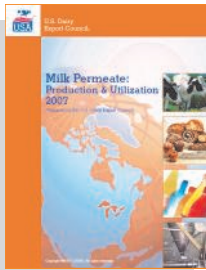
Strategic Research



Milkfat Market 2009

The U.S. is both an importer and exporter of milkfat, with opportunities to expand its position in the global market. This report focuses on butter, AMF/butteroil, dairy blends & spreads, and “tariff smart” products containing large quantities of AMF/butteroil. Presents a description of the current situation and strategies for U.S. suppliers.

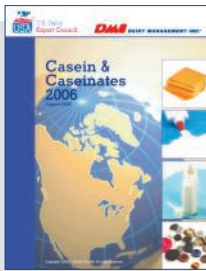
January 2009 • 172 pp. • Member price \$50



Milk Permeate: Production & Utilization 2007

Success in producing and utilizing milk permeate has arguably had a transformative effect for some dairy businesses, but the situation is generally not well understood. This report takes an in-depth look at the various issues surrounding milk permeate in order to provide a clearer picture of the current situation, as well as the future outlook.

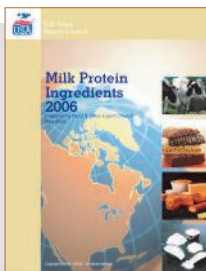
Spring 2008 • 151 pp. • Member price \$50



Casein & Caseinates 2006

Covers manufacturing processes, cost of production, major international manufacturers, global trade, the U.S. and other markets for these ingredients, as well as technical information on functionality and new developments.

August 2006 • 165 pp. • Member price \$50

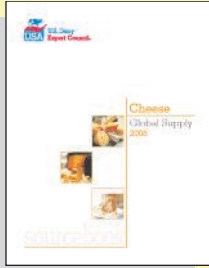


Milk Protein Ingredients 2006

A comprehensive review of production, trade and markets, prices, and applications for the full range of milk protein ingredients. Appendix includes market access information as well as product specifications.

May 2006 • 178 pp. • Member price \$50

Exporter's Tools

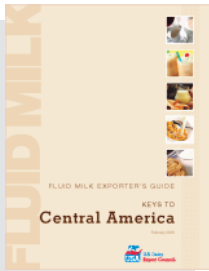


2008 Sourcebooks

The USDEC Sourcebook collection includes four volumes that present U.S. and world data on trade, production, utilization, imports and exports of cheese, SMP, WMP, MPC, casein, whey, lactose and value-added products. Available titles: Cheese Global Supply; Cheese International Market

Profiles; Milk Powders, MPCs & Casein Products Global Supply; Whey Products & Lactose Global Supply.

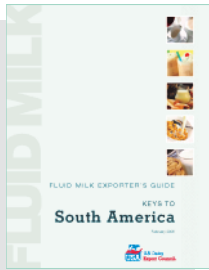
Free publications available to members only



Fluid Milk Exporter's Guide: Keys to Central America

Provides an overview of Central America's fluid milk market, describing the current status, dynamics and key drivers. Country and regional overviews offer an introduction to the market for new exporters, as well as a review and update for seasoned exporters.

Free publication available to members only



Fluid Milk Exporter's Guide: Keys to South America

A guide to understanding the features, dynamics and key drivers of South America's fluid milk market. Detailed country and regional overviews provide valuable insights into the market for new and seasoned exporters alike.

Free publication available to members only

Inside the Exporter's Guides



← A country-by-country overview with key social and economic indicators.



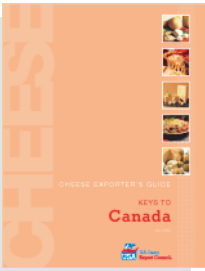
← Information on product consumption and market share.

Exporter's Tools

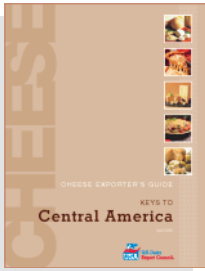
Cheese Exporter's Guide

The USDEC Cheese Exporter's Guide is a nine-volume series. Each guide presents a general country/regional overview, as well as a survey of the local cheese market. It also includes a list of major players in the industry and cheese products already available in the market. This series offers an introduction to the market for new cheese exporters, as well as a review and update for seasoned exporters.

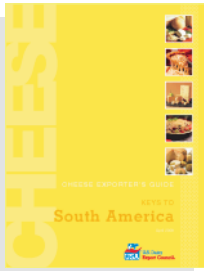
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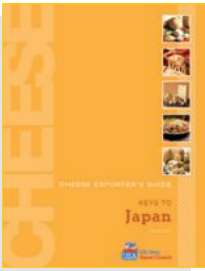
Cheese Exporter's Guide:
Keys to Canada



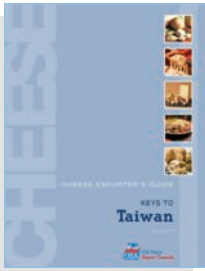
Cheese Exporter's Guide:
Keys to Central America



Cheese Exporter's Guide:
Keys to South America



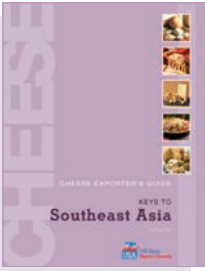
Cheese Exporter's Guide:
Keys to Japan



Cheese Exporter's Guide:
Keys to Taiwan



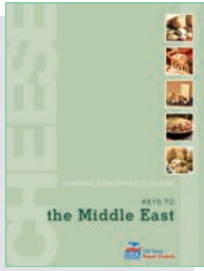
Cheese Exporter's Guide:
Keys to South Korea



Cheese Exporter's Guide:
Keys to Southeast Asia

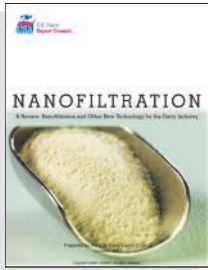


Cheese Exporter's Guide:
Keys to China & Hong Kong



Cheese Exporter's Guide:
Keys to the Middle East

Scientific & Technical Reports

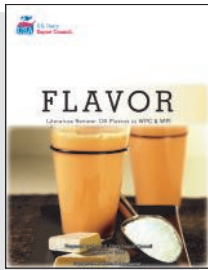


Nanofiltration

A Review: Nanofiltration and Other New Technology for the Dairy Industry

Focuses on filtration and separation technologies. Examines the future of dairy processing technology, provides an overview of technology initiators, determines technological benefits, and identifies U.S. technology supply companies.

October 2007 • 66 pp. • Member price \$50

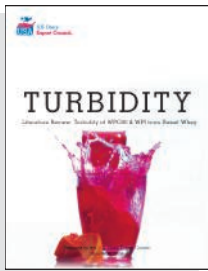


Flavor

Literature Review: Off-Flavors in WPC & WPI

Controlling off-flavors in commercial whey protein products is a significant challenge for the dairy industry. This review offers information describing critical steps in WPI manufacturing, explores chemical compounds linked to specific off-flavors, discusses how to resolve and prevent common off-flavors, and offers potential innovations and recommendations.

December 2006 • 24 pp. • Member price \$50

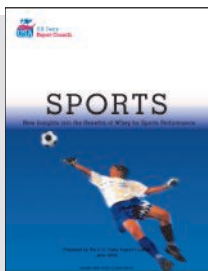


Turbidity

A Review: Turbidity of WPC80 & WPI from Sweet Whey

Provides insight into the causes of turbidity and possible technological solutions to minimize turbidity. The focus is on WPC80 produced from sweet whey.

November 2006 • 30 pp. • Member price \$50



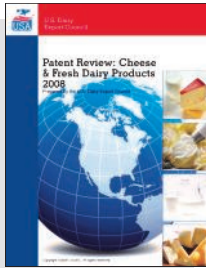
Sports

Insights into the Benefits of Whey for Sports Performance

Covers two studies related to benefits of whey in sports performance. Also details the first scientific evidence that whey may assist with muscle growth in exercising older men.

June 2006 • 18 pp. • Member price \$50

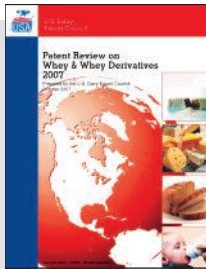
Patents & Innovation



Patent Review Cheese & Fresh Dairy Products

A review of worldwide patent activity related to cheese and fresh dairy products. Information deals with major activity by some of the world's leading dairy organizations, as well as activities by industry stakeholders in such diverse fields as ingredient applications, packaging, machinery, and research institutions.

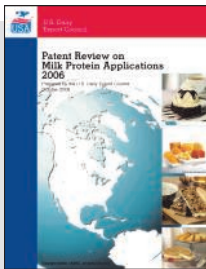
November 2008 • 47 pp. • Member price \$50



Patent Review Whey & Whey Derivatives

Review of recent (2006-2007) patent publications concerning whey and whey products (including whey derivatives).

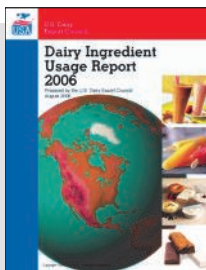
October 2007 • 56 pp. • Member price \$50



Patent Review Milk Protein Applications

A listing of worldwide patents on milk protein and their abstracts.

October 2006 • 48 pp. • Member price \$50

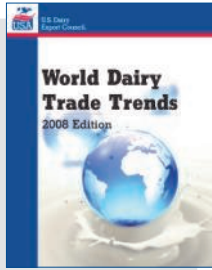


Dairy Ingredient Usage Report

Ad-hoc reports on new product launches, including ingredient listings, product photography, packaging and price information. Over 25 countries covered.

August 2006 • 178 pp. • Member price \$50

Trade Data & Trends



World Dairy Trade Trends

Latest Edition

The most comprehensive single-volume reference available on world trade of dairy products. Covers trade data through 2007 for 11 major dairy product categories, production statistics for major regions of the world, exports from nine countries, and imports into 37 different markets. A “must-have” reference publication.

Fall 2008 • 275 pp. • First copy free to members
Member price \$95 (additional copies)
Non-member price \$295

Inside

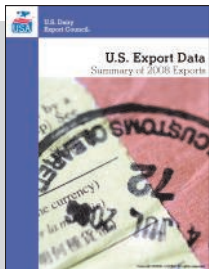
Skim Milk Powder - Trade Profile

| Country | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 | 1998 | 1997 | 1996 | 1995 | 1994 | 1993 | 1992 | 1991 | 1990 | |
|---------|-----------|-----------|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Canada | 1,200,000 | 1,100,000 | 1,000,000 | 900,000 | 800,000 | 700,000 | 600,000 | 500,000 | 400,000 | 300,000 | 200,000 | 100,000 | 50,000 | 20,000 | 10,000 | 5,000 | 2,000 | 1,000 | 500 |
| U.S. | 1,100,000 | 1,000,000 | 900,000 | 800,000 | 700,000 | 600,000 | 500,000 | 400,000 | 300,000 | 200,000 | 100,000 | 50,000 | 20,000 | 10,000 | 5,000 | 2,000 | 1,000 | 500 | 200 |
| Other | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 |

← An overview of world trade highlighting the 11 major categories of internationally-traded dairy products.



← A comprehensive analysis of the latest data on importer countries.



U.S. Export Data

Summary of 2008 Exports

Free to members
Spring 2009, 30 pp.

Order Form

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Type: Visa __ Master Card __ American Express __

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Rebecca Vidal

U.S. Dairy Export Council

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Arlington, VA 22201

T: 703-528-3049

F: 703-528-3705

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