



# Product Summary: Super Fortified Instant Skim Milk Powder



## Ingredient overview

Milk powders play a vital role in providing nutrition for a growing proportion of the world's population. As awareness of health and wellness grows and incomes rise, consumers want more nutrition from their milk powder. Claims that target health benefits such as bones and movement, protein, low GI and weight wellness can gain a premium from consumers. NZMP Super Fortified Instant Skim Milk Powder (ISMP) allows you to capitalise on this opportunity.

## Our Super Fortified Instant SMP offering

NZMP Super Fortified ISMP contains Calcium and Vitamin D at levels that have been clinically shown to prevent bone loss, as well as additional vitamins and minerals for a specifically formulated health bundle.

- Calcium and Vitamin D at levels that have been shown to prevent bone loss in clinical studies
- Fortified with additional vitamins and minerals, including Vitamins A, C, D, E, Folic Acid, Calcium and Iron
- Contains around 33% protein, compared to around 24% protein in standard whole milk powder
- Low GI tested and certified
- Made with the natural goodness of grass-fed New Zealand dairy
- Good source of **Calcium** and **Protein**

## Key benefits for you and your customers

### Health claims\*

- Calcium for the growth and maintenance of normal bones
- Protein for muscle maintenance and development
- Iron and Vitamin C contributes to cognitive function, reduction of tiredness and fatigue
- Vitamin A and C contributes to maintenance of normal skin, vision, bones, teeth and muscle formation
- Low GI can provide diabetes sufferers with greater blood glucose management
- Vitamin C supports iron absorption from food
- Protein and foods measured as low GI can contribute to increased feelings of fullness

- Vitamin D contributes to absorption of Calcium and Phosphorus
- Folate contributes to normal immune system function

### Origin claims<sup>1</sup>

- Made with NZMP dairy
- Grass-fed
- Made with New Zealand dairy

### Differentiate and make label claims

- With NZMP Super Fortified ISMP you can price at a premium, make unique label claims\* and leverage the advantages of New Zealand dairy

1. For further information including conditions of use and availability to use in your market contact your NZMP Account Manager

\*Subject to in-market regulations and consumer ready formats



This grass-fed dairy ingredient is made from the milk of New Zealand cows who can graze outdoors on the grass of open pastures, as nature intended.

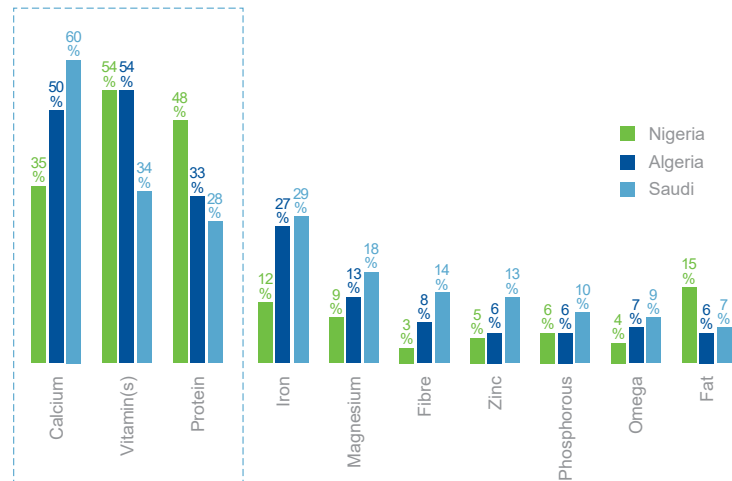
## Applications

- ✔ Direct repacking into consumer formats.
- ✔ As a base powder for dry blending into consumer formats.
- ✔ Direct powder sale (scoop market).

## Consumers are looking for a bundle of nutrients

NZMP research shows that consumers are looking for nutrient bundles in their milk powder.

### Consumer assessment top 3 nutrients



Source: NZMP Milk Powder Consumer Research Summary conducted by MMR 2014/2015

## Capitalise on health and wellness trends

NZMP Super Fortified ISMP allows you to capitalise on health and wellness trends to capture additional margin for your business.

- ✔ Make on pack claims to increase market share.
- ✔ Differentiate your portfolio to add value.
- ✔ Position a fortified product above standard base offerings.
- ✔ Strengthen or improve your business health and wellness image.
- ✔ NZMP Super Fortified ISMP is tested and certified Low GI.
- ✔ New Zealand origin.

## The benefits of low GI

The Glycaemic Index (GI) is a system designed to rank carbohydrate containing foods according to their effects on blood sugar levels. Low GI foods cause a slow, steady rise in blood glucose while high GI foods cause a rapid increase or "spike". Food and beverages that have a GI of less than 55 are considered to be low GI.

Eating a healthy and varied diet containing low GI foods such as NZMP's Super Fortified ISMP has the potential to deliver a range of health benefits, such as:

- Blood sugar control for individuals suffering with diabetes, or at risk of developing type II diabetes
- Weight management by giving greater feelings of fullness
- Longer lasting energy due to a slower release of blood glucose levels

## Talk to the dairy ingredient experts

We're passionate about sharing our deep dairy expertise to help you grow your business. Talk to us today about your dairy ingredient needs.

To find out more or to purchase our ingredients please visit [nzmp.com](http://nzmp.com)