Dairy Management Puts Out the Call for Innovative Concepts

By Berea Grivois
Staff Writer

Dairy Management Inc (DMI) is sponsoring its annual “Discoveries in Dairy Ingredients” contest, challenging college students nationally to try their hand at creating an award-winning formulation using one or more dairy ingredients for a chance at winning up to $5,000 and an opportunity to be rewarded for your creativity. Students also gain the chance to grow their resumes, make key food-industry contacts and win prizes and scholarships.

Contestants must develop an innovative new product for any category from bakery and beverages to dairy products for a chance at winning up to $5,000 and awards for marketability and feasibility. Entries must include product prototype and a written report demonstrating the entrants’ practical knowledge of food formulation, HACCP procedures, packaging and marketing.

Contestants are encouraged to pursue marketing benefits from a bit of motivation itself. “There are no two ways around it: new ideas are crucial to growing the dairy market,” said Mike LaPolla, director of dairy ingredients marketing for DMI’s “Deli with dairy” program.

The industry must continue to view itself as providing a commodity. It must spur innovation, and it can only do so by being rewarded for its efforts.

Contestants are encouraged to pursue marketing benefits from a bit of motivation itself. “There are no two ways around it: new ideas are crucial to growing the dairy market,” said Mike LaPolla, director of dairy ingredients marketing for DMI’s “Deli with dairy” program.

The industry must continue to view itself as providing a commodity. It must spur innovation, and it can only do so by being rewarded for its efforts.

Contestants are encouraged to pursue marketing benefits from a bit of motivation itself. “There are no two ways around it: new ideas are crucial to growing the dairy market,” said Mike LaPolla, director of dairy ingredients marketing for DMI’s “Deli with dairy” program.

The industry must continue to view itself as providing a commodity. It must spur innovation, and it can only do so by being rewarded for its efforts.

Contestants are encouraged to pursue marketing benefits from a bit of motivation itself. “There are no two ways around it: new ideas are crucial to growing the dairy market,” said Mike LaPolla, director of dairy ingredients marketing for DMI’s “Deli with dairy” program.

The industry must continue to view itself as providing a commodity. It must spur innovation, and it can only do so by being rewarded for its efforts.

Contestants are encouraged to pursue marketing benefits from a bit of motivation itself. “There are no two ways around it: new ideas are crucial to growing the dairy market,” said Mike LaPolla, director of dairy ingredients marketing for DMI’s “Deli with dairy” program.

The industry must continue to view itself as providing a commodity. It must spur innovation, and it can only do so by being rewarded for its efforts.

Contestants are encouraged to pursue marketing benefits from a bit of motivation itself. “There are no two ways around it: new ideas are crucial to growing the dairy market,” said Mike LaPolla, director of dairy ingredients marketing for DMI’s “Deli with dairy” program.

The industry must continue to view itself as providing a commodity. It must spur innovation, and it can only do so by being rewarded for its efforts.