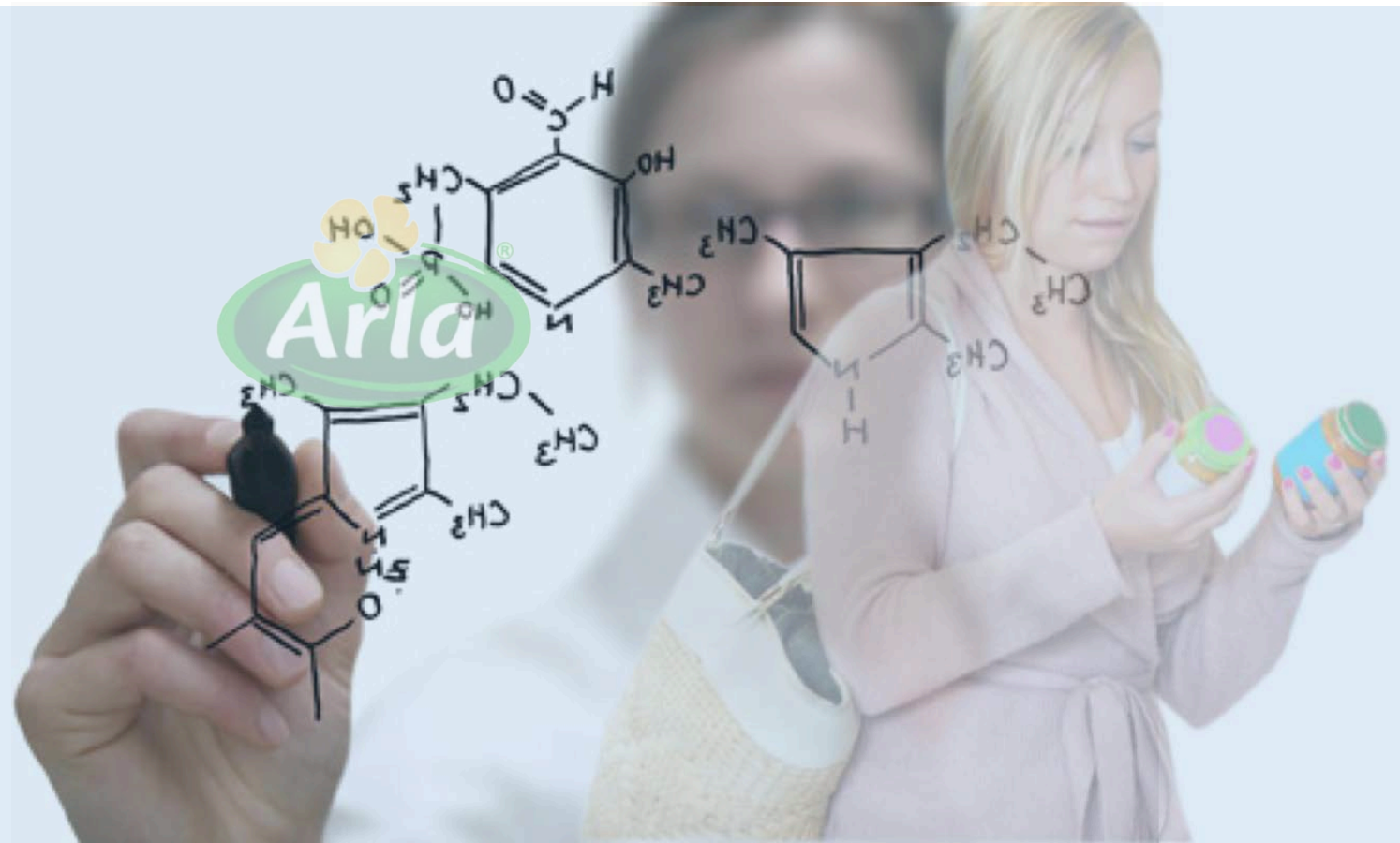


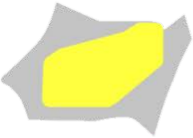








# International Dairy Research applied in Marketing and Innovation

*How Science and Technology  
power  
Consumer-Centric Innovation*



# Why traditional R&D Organisations no longer work

- traditional matrix organisation is too slow and not enough consumer centric
- inside the company, all research must be applied to consumer value creating innovation
- company research programs without consumer application do not contribute to the company strategy
- partnering with Industry and Academia is critical to ensure a mid- and long term dairy research agenda
- bringing partners' mid- and long term dairy research results into the company is a big responsibility for Arla R&D employees.

				
 Future of Dairy		BSM	Cheese	MYPC
 Milk Science				
 Dairy Farming				
 Process Technology				
 Nutrition Health				
 Consumer Research				

# Consumer Centric Innovation Design

- from matrix to *consumer-centric innovation design team*
- innovation projects based on *relevant consumer insights*
- fast creation of *minimally viable prototypes*
- innovation projects push boundaries and extend limits, powered by science and technology
- deliverable: minimally viable product.



# Minimally Viable Product

- experiment fast, fail early
- generate many data: product data, process data, consumer data...
- don't make it perfect, make it scalable
- build-in all knowledge from different teams and competencies
- connect early to industry and supply chain



## Research in Dairy Farming

- animal welfare and sustainability are increasingly recognized by our customers and consumers as important
- our farmers are connected to research results in dairy farming and they improve dairy farming practices year after year
- Arla begins to talk to consumers about the Arla way to produce milk in a respectful and sustainable way
- we stay connected to research in the areas of breeding, robust cow health, cow feeding, milk quality, farming practice, reduction of greenhouse gas emissions and many other related topics



## Growing up healthy

- dairy has always played an important role in growing up healthy.
- Arla is present in this market segment with Arla Baby&me and Arla Kids
- we understand and apply the increasing knowledge about the role of dairy protein, minerals and sugars during the first stages of life
- contribution of milk and milk components in the development of healthy bones, muscles and brains is a research field of great interest to Arla.



## How do we eat tomorrow ?

- eating patterns are becoming more flexible  
traditional meal occasions are being replaced by small “new meals”
- consumers look for filling meal solutions that will keep them satiated for longer
- what role can dairy and dairy protein play in snacking? How can we create snacking products, which are healthy, satisfying, hunger quenching, energizing, delicious?
- How can we create new taste universes for dairy?



## Easy Digestion, digestive Health

- Consumers complain frequently about trouble with digestion and digestive discomfort and pain.
- Milk is sometimes associated with digestive discomfort, bloating and abdominal pain.
- Removing lactose with membranes is a solution for many of consumers who experience digestive discomfort with milk
- Arla Research stays connected to research in the area of digestive comfort and health, where we try to make milk comfortable and easy to digest for all





## Dairy Protein

- consumers look for new sources of healthy protein for a more varied diet with less meat
- high-protein dairy products are natural, easy to prepare, delicious and nutritious
- whey and casein proteins allow formulating a wide range of textures, consistencies, flavours and product formats
- Arla stays connected to research in the area of dairy protein, nutrition and foods rich in these proteins



# Arla Innovation Centre at Agro Food Park

- designed to enable project work across different disciplines and expertises
- placed in the Agro Food Park competence cluster
- closely connected with local and international partners
- marketing and research partners working in a common environment

