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CHEESE CONSUMPTION EXPECTED TO RISE

Understanding that increases in consumers' food expenditures translate into more cheese purchases, it is expected that total cheese consumption will continue to rise; however, changes in the demographic profile of the U.S. population may somewhat slow future growth, according to a report released by USDA's Economic Research Service (ERS).

The report released this month, "Long-Term Growth in U.S. Cheese Consumption May Slow," took three approaches to assess factors affecting cheese consumption, including:

- ◆ Showing the upward trend in total cheese consumption over time in a supply-and-use framework;
- ◆ Examining consumption using selected demographic and economic factors and Nielsen 2005 Homescan data; and
- ◆ Using analysis of Nielsen 2005 retail Homescan survey data to estimate cheese demand and expenditure elasticities.

The report notes that cheese sales and consumption are influenced by many factors, including the availability of more cheese varieties; expanded cheese use by fast food and pizza restaurants; increased use of cheese as an ingredient by both food manufacturers and home cooks; and increased consumption of "cheese rich" ethnic foods such as Italian and Mexican dishes. Emphasis on the nutritional benefits of milk and dairy products have also contributed to changes in cheese consumption.

According to the report, for the overall U.S. dairy industry to continue its growth trend seen since 1975, an increase in cheese consumption would be key. However, a change in the makeup of the U.S. population may reduce demand for cheese.

Future patterns of cheese consumption have implications for the dairy industry, particularly given the large and growing share of U.S. milk production that has been used to manufacture cheese product. The report notes that if consumer expenditures should grow, the dairy industry will need to adjust the growing demand for cheese.

LAND O'LAKES OPERATOR REBATE



FOODSERVICE

Now through the end of 2010, Land O'Lakes is offering a rebate for up to \$1,000 on its Clarified Butter & Blend, Alfredo Sauce and Butter Sauce Base product lines. Operators can start saving \$10 per case today on all qualifying products.



Using Land O'Lakes' Clarified Butter and Clarified Blend will allow operators to increase its kitchen's efficiency by saving time and the possible room for error (i.e., scorching batches). This line performs as if it was made from

scratch with a near 100% yield.

Butter Sauce Base made by Land O'Lakes possesses the real Land O'Lakes butter flavor and texture of the reputable brand with unmatched stability and ease of preparation. It is ready to use from the container for operators to easily create their own signature sauce for entrees or desserts. Allowing for optimum creativity, among some of the most popular usages are Lemon or Chocolate Butter Sauces.



The Alfredo Sauce Pouches are made with real Parmesan and Romano cheeses along with true cream and butter. The ready-to-go Alfredo Sauce is flavorful and packaged in a shelf-stable pouch to use without thawing or mixing.

Contact your IPAP Account Manager today for more information on how to obtain this rebate.

