

PGP Whai Hua - New Dairy Products and Value Chains. Q1 2013-14.

Summary

This PGP programme will develop immune-enhancing dairy milk products targeting health-conscious consumers in Asian and New Zealand markets.

It will do this by developing dairy herds which produce milk which has high immune-enhancing properties, product development, functionality testing and market research.

The programme has recently commenced (June 2013) and the process has been on getting it up and running during this first quarter. A nucleus dairy herd has been selected and resources are now in place to investigate the impact of immune properties in bovine milk on harmful and beneficial gut bacteria.

In early activity results from the screening of 4,800 dairy cows indicate that the immune traits of interest are not negatively correlated with any other significant milk trait; and that they are moderately heritable. These findings will help guide future herd selection and development.