

## **PGP Whai Hua - New Dairy Products and Value Chains.**

### **Summary Report - Quarter 2 2013-14.**

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 with high immune-enhancing properties, product development, functionality testing and market research. The programme started in June 2013 and will run for three years.

During the period October to December 2013, the following progress has been made:

- A study has indicated that the immune traits of interest at an individual cow level are repeatable within and between seasons,
- Functionality testing of the immune enhancing agents are on track,
- A market research study has been completed. This explored market trends and regulatory barriers for health promoting products and ingredients. It recommends that specific health (disease) claims be avoided and has confirmed Asia as an important market.
- Research into immunization protocols is showing positive results.

Milk processing milestones are behind schedule but are expected to catch up over the next two quarters.