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An invitation is extended to all those involved in the field of animal production to apply for membership of the New Zealand Society of Animal Production at our website [www.nzsap.org.nz](http://www.nzsap.org.nz)

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## Generating value from differentiated milk products

### C. SOUTH

Health and Nutrition, Fonterra Cooperative Group Ltd, Private Bag 11-029, Palmerston North, New Zealand

There is an identified consumer demand for foods that promote health and wellness. To address this need Fonterra is developing products with proof of efficacy for a range of clinical indications, providing health and wellness to customers through novel customer solutions derived from milk.

Novel approaches to generating and processing these foods are necessary to manufacture products with this proven efficacy. These health benefits will be provided through products generated using a combination of cow to customer solutions; some differentiated using on-farm practice or intervention, while others will be generated through novel processing and extraction processes.

With the magnitude of milk it processes, Fonterra has a unique opportunity to utilise the relatively low concentration of bioactive molecules that are present in its raw material. To generate cost effectively this next generation of dairy products it will be necessary to utilise processing scale while maintaining an agile focus on the generation of specialised component-based solutions.

The conference presentation will describe the way in which Fonterra's Health and Nutrition group is involved in the development of the next generation of products from milk; Nature's finest source of bioactive ingredients.