



Health and wellness is on everyone's lips

*by Crispin Gell, Senior Business Manager,
Dairy Fruit A/S., Denmark*

The proportion of lifestyle-related diseases is growing, many of them today may be related to our lifestyle and eating habits. The proportion of overweight people in many Western-oriented countries has never been greater than it is now. Unfortunately this development looks likely to continue and in the wake of this today, several diseases are now being linked to obesity.

As a result the number of products being developed to meet the increasing demand for natural, healthy and nutritious products is rapidly expanding. The development is well supported by health and lifestyle experts who constantly emphasize the message of living and eating healthier.

Dairies have managed to follow up this development and have for several years offered a range of products to meet consumers' desire to support a healthy life style. This has primarily resulted in a number of products with reduced fat content. Yogurt products



with a fat content of 0.5 % or less are now more the rule than the exception in many European countries.

The UK has seen new products enter the market; Yeo Valley Organic and Rachel's Organic are particularly active with newly improved yogurts with a higher fruit content and less sugar. Additionally other new dairy products are being promoted as healthy as consumers seek products which are considered even more natural; this means a focus



on providing products with additional fruit, natural stabilisers, reduced sugar – replacing with fruits and fruit derived products.

Dairy Fruit have been focusing on the use of fruit and berries with functional properties. Acerola and Sand Torn are two good examples in this context, since the vitamin C is high for the two fruits, while other fruits such as cranberry, goji berry (wolfberry) used when wishing to make use of berries with a high content of antioxidants. Dairy Fruit understands this as they have spent many years developing fruit preparations to taste as natural as possible, as the consumer expects. They utilise the fruit characteristics and work with different fruits to obtain the desired result. Additionally this can help in achieving a good texture, mouth feel and stability of the products. Ultimately their goal is to be closer to nature.

Dairy Fruit has achieved a great knowledge in this area over the past few years and is constantly in close contact with their suppliers about new opportunities and ingredients.

Dairy Fruit is a modern company with 80 employees and with more than 30 years experience in producing aseptic fruit mixtures to the northern European market.

Keeping in line with health and wellbeing recent developments by Dairy Fruit have seen the implementation of a liquid spice production unit to manufacture mixtures for use in dairy and savoury products. These are designed to be closer to nature, avoiding the need to use high levels of additives.



For further information please contact:
 Crispin Gell,
 Senior Business Manager
 Dairy Fruit A/S, Hestehaven 3
 DK-5260 Odense S
 Phone: + 45 66 13 13 70,
 E-mail: cg@dairy-fruit.dk
www.dairy-fruit.dk



BITE INTO THE TREND. California prunes enhance flavor, help keep meats juicy and bakery goods soft and moist, replace synthetic antioxidants and prolong shelf life besides being highly nutritious. The result: safer, tastier and more nutritious food products.

Taylor Brothers Farms is a third-generation family business that produces conventional and organic prunes, and is the world's leading producer of organic prunes.

TAYLOR
 TAYLOR BROTHERS FARMS
 CALIFORNIA PRUNES

Europe: +48 56 641 1825
aga@taylorbrothersfarms.com
 USA: (530) 671-1505
richard@taylorbrothersfarms.com
taylorbrothersfarms.com