**South America is wild about protein
Arla Foods Ingredients records a busy week at Food Ingredients South America**

There was no doubt that the high protein trend is top of mind for the food manufacturers and distributors who visited the Arla Foods Ingredients booth at Food Ingredients South America 2014 in São Paulo, Brazil.

Arla Foods Ingredients’ sales manager in the region, Andréa Moura reports numerous inquiries about opportunities to add a health claim to mainstream food products, as well as products targeting sports and clinical nutrition.

“We had a full booth every day. Generally, we noted the market focus on adding more protein to the daily diet, particularly following new Mercosur\* legislation which allows protein claims on packaging,” she says.

The legislation allows a source of protein claim on products with 6% protein, while products containing 12% protein qualify for a high protein claim.

Concepts in the Arla Foods Ingredients showcase included functional Nutrilac® solutions for acid whey cream cheese, high-protein beverages, Greek-style yoghurt and ice cream. On the nutrition side, the company presented solutions for sports recovery, sarcopenia prevention and protein bars.

**Nutrition conference**Immediately after the trade fair, 60 customers attended the Arla Foods Ingredients one-day nutrition conference, where they gained a 360° insight into the latest whey protein concepts within sports and clinical nutrition and health foods. Each presentation was accompanied by samples, so the audience could taste the possibilities for themselves.

“Along with our yoghurt and ice cream samples, we demonstrated a series of our solutions in protein bars, which are becoming increasingly popular on the South American markets,” says business development manager, Anne Poulsen, one of the conference speakers.

The conference concluded a very successful week.

\* Mercosur comprises Argentina, Brazil, Paraguay, Uruguay and Venezuela

For more information, contact ingredients@arlafoods.com