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**PRESS RELEASE**

**Market volatility drives demand for egg replacers
as new online calculator is launched**

With egg prices going through an extended period of volatility, Arla Foods Ingredients has launched a new calculator to help bakery companies determine how much they could save by using egg replacers in their cake recipes.

A number of events in the global egg production industry have impacted on market conditions. In 2017 and 2018, scares in the US and Europe involving Salmonella and the pesticide Fipronil caused big fluctuations in supply levels and prices. Outbreaks of avian flu in Mexico, America and Asia between 2013 and 2016 have also taken their toll, creating a highly uncertain environment for cake manufacturers in particular. Looking forward, there are fears the EU could place import levies on egg powder in 2019, which would most likely exacerbate the situation for bakers.

Arla Foods Ingredients, which supplies Nutrilac® whey protein egg replacers, calculates that it substituted as many as 300 million eggs last year and expects to record higher levels of demand through 2018. It has developed an online calculator –<https://bit.ly/2rNnjBS> – which allows bakers to see how much they could save by substituting some of the eggs they use with whey proteins.

Designed to replace up to 50% of the eggs in a cake recipe, Nutrilac® proteins offer a natural, safe and highly functional solution to egg market volatility. They guarantee security of supply and stable pricing, thereby delivering greater control over raw material costs.

Furthermore, using Nutrilac® egg replacers will not impact adversely on product quality. In fact, application tests have demonstrated that they can improve cakes in a number of ways: by keeping them moist and fresh for longer throughout their shelf life and creating a crumb that is less fragile and more resilient (springy). There are also potential processing benefits, including increased stability and reduced waste.

Aparecido Silveira, Industry Marketing Manager for Bakery at Arla Foods Ingredients, said: “The benefits of Nutrilac® whey protein egg replacers mean that bakers don’t need to put all their eggs in one basket. They can better protect themselves against the unpredictability of the global egg market and, in doing so, harness the application and quality gains that our proteins deliver.”

**ENDS**

**For more information, please contact:**

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**About Arla Foods Ingredients**Arla Foods Ingredients is a global leader in value-added whey solutions. We discover and deliver ingredients derived from whey, supporting the food industry with the development and efficient processing of more natural, functional and nutritious foods. We serve global markets within early life nutrition, medical nutrition, sport nutrition, health foods and other foods and beverage products.

Five reasons to choose us:

* We have R&D in our DNA
* We offer superior quality
* We are your trusted business partner
* We support sustainability
* We ensure security of supply

Arla Foods Ingredients is a 100% owned subsidiary of Arla Foods. Our head office is in Denmark.

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