

## ***BurrellesLuce Express***

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A recent consumer study on white milk preferences by Food Perspectives, Inc. shows high levels of preference for aseptic milk as compared to pasteurized milk. Sponsored by Tetra Pak, the test aimed to disprove existing perceptions that consumers would react negatively to the taste profile of aseptic product. Aseptic milk scored relatively well throughout the study. Steam-injected aseptic skim milk represented the biggest opportunity as it demonstrated several benefits over the pasteurized equivalent.

Yarnell's Ice Cream Co., Searcy, Ark., is honoring that state's only professional basketball team with a limited edition carton that includes an offer for \$2 off Arkansas RimRockers ticket prices. Yarnell says it is Arkansas' only ice cream company.

Having just last month acquired the Italian cheese and salami group, Galbani, French privately-owned Group Lactalis has now surpassed Arla Group as the largest dairy company in Europe. Lactalis and Galbani will have annual combined sales of 7.1 billion Euro (\$8.61 billion), compared with Arla Foods' 6.3 billion Euro (\$7.6 billion).

IDFA is through March 15, accepting applications for the third annual Dairy Industry Safety Recognition Awards. Award winners will be honored on April 26 during IDFA's Plant Operations Conference in St. Louis. Visit [www.idfa.org](http://www.idfa.org) for more information.

Grand American Series Cup driver Matt Mullins said last month that Skinny Cow Fat-Free Milk had agreed to sponsor his car in the Rolex 24, the series opening race at the Daytona International Speedway, Jan. 26-29. The sponsorship is the first for Skinny Cow, which is produced and marketed by Dean Foods.

To take advantage of the traditional diet season, the Milk Processor Education Program (MiikPEP) held its "Wake Up to Weight Loss" retail promotion last month. Consumers will be encouraged to include milk at breakfast and then "milk their diet" all day long.

A federal antitrust trial against Dairy Farmers of America may begin in late May. A U.S. District Court judge in Lexington, Ky., set May 22 as a tentative trial date in the case. DFA is defending Justice Department allegations that its partial acquisition of a dairy company in Kentucky stifled competition for school milk contracts.

***American Harvest Baking***, a national distributor of artisan breads and dessert specialties, based in New Jersey, has introduced a line of customized, made-to-order gelato, ice cream and sorbet called Bellissimo. Copyright BNP Media Feb 2006

***Highlights: American Harvest Baking***