



U.S. Dairy  
Export Council.

# Whey and HIV/AIDS

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## From Strategy to Field Work

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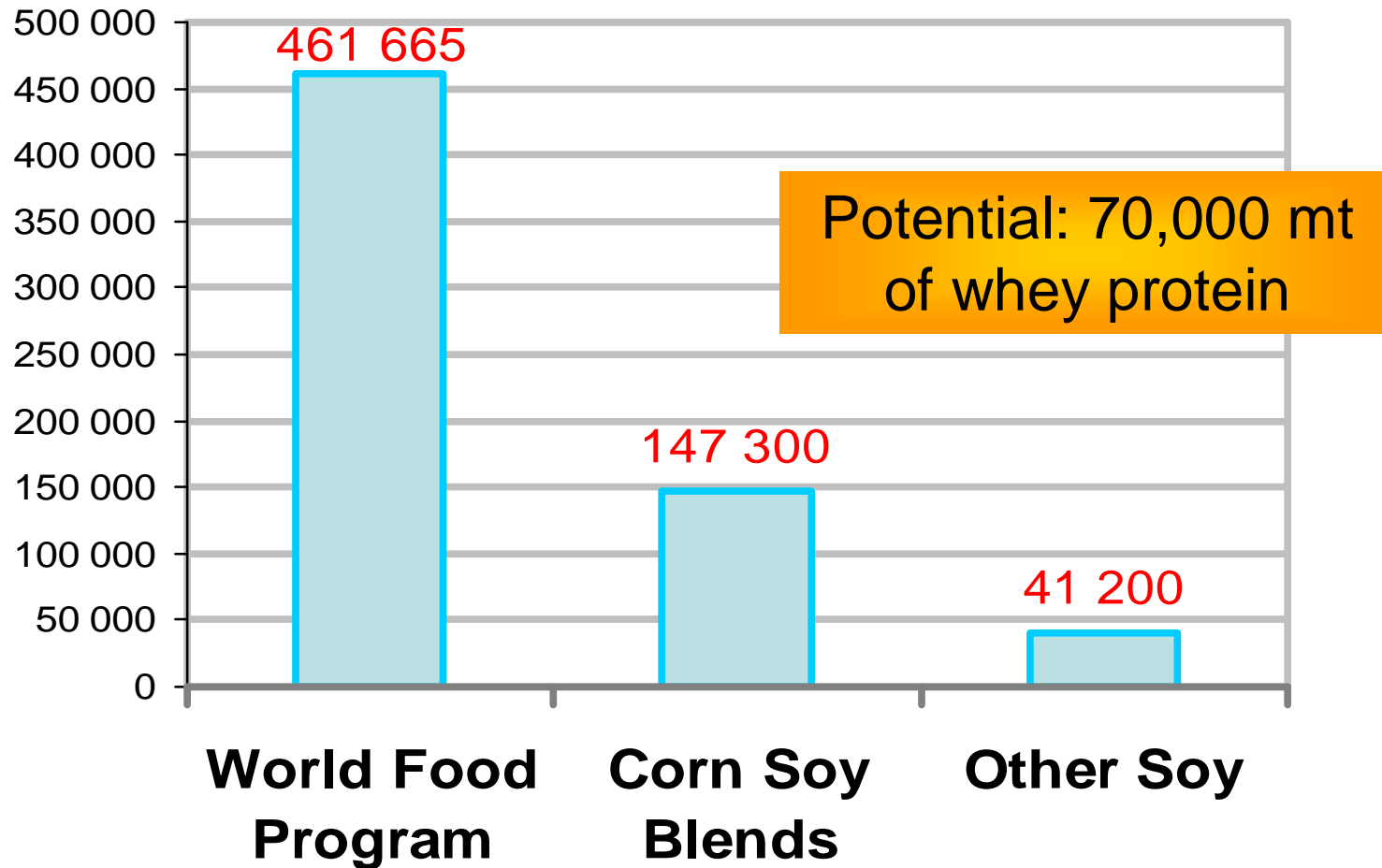
- ~ Food aid, donations: a large market channel in itself, AND a market penetration tool
- ~ Largely used by other commodities, notably soy
- ~ A model: the World Initiative for Soy in Human Health (WISHH)
- ~ Dairy: progressively displaced





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# FY 2006 Selected Food Aid Volumes (mt)



Source: World Food Program, [www.wfp.org](http://www.wfp.org) and the USDA, [www.fas.usda.gov](http://www.fas.usda.gov)

\*WFP volume consists mainly of cereals, pulses (beans & peas), vegetable oil, salt, sugar, high energy biscuits and bread



- ~ Rising food costs = incentive to displace dairy is growing
- ~ Need to focus on those populations which will benefit the most from dairy (whey) proteins:
  - è Children suffering from acute malnutrition
  - è People living with HIV/AIDS





## ~ Ready to Use Therapeutic Foods (RUTF)

- è Higher value/cost, support use of high quality ingredient
- è Nutritional benefits are critical



Malnourished  
children

People living  
with HIV/AIDS



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# Dairy Proteins and Food Aid: A Strategy

Protect and grow the share of dairy proteins in the global food supplementation agenda

~ The challenge:

è Provide “proof of efficacy” to policy decision makers

- 4 Why spend more on dairy proteins?
- 4 Do they really make a difference?

*Knowledge is key: provide information to policy makers & nutritionists*



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National Institutes of Health  
*The Nation's Medical Research Agency*



**World Health  
Organization**





**u** Obtain proof of efficacy, scientific findings from top quality clinical trials

- è Partnership with University of Copenhagen & Jimma, Ethiopia + Nutriset Study
- è Call for proposal for a new study in partnership with the Clinton Foundation
- è Other collaborative efforts with private voluntary organizations and a dairy cooperative in Haiti





**V** Implementation and communication through third parties

**W** Fund raising from multiple sources







- ~ Increase international collaboration and support
  
- ~ Create a “corporate responsibility” agenda:
  - è seek win-win opportunities to expanded whey protein use: increasing sales for dairy industry on one hand, while significantly improving health outcomes for those living with acute malnutrition or HIV/AIDS on the other.



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# Thank You

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