

Attractive dairy products for consumers

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What Makes Dairy Products Attractive to Today's Consumers?

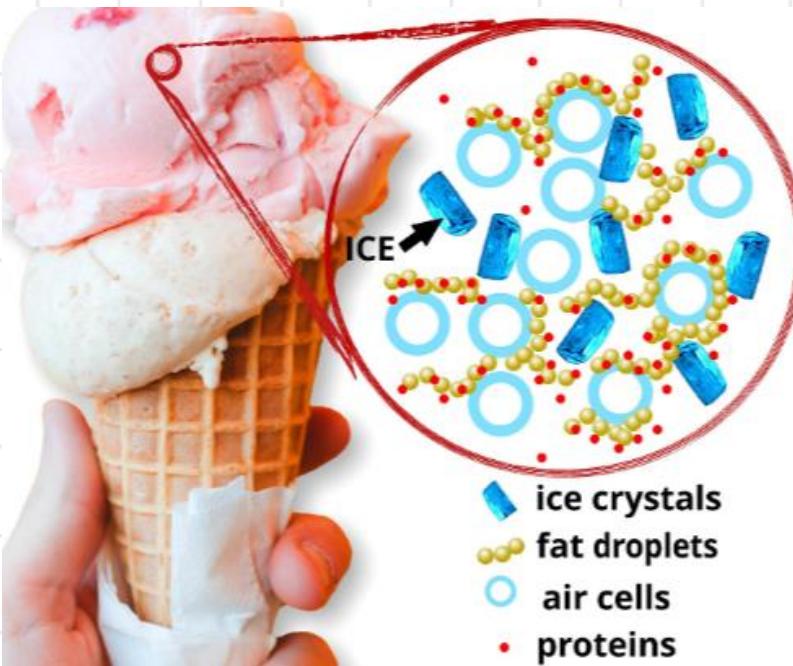
- Changed expectations – more than just good taste:
 - Tradition
 - Local ingredients
 - Nutritive value
 - Innovative/Different flavour and aroma, ingredients, production
 - Clean label – short ingredient list, no artificial additives, colors, flavors, or preservatives
 - Sustainability and environmental care
 - Balance between tradition and innovation, health and taste, naturalness and responsibility

Attractive dairy products

- Traditional cheeses
- Functional products – probiotic fermented milk, whey & whey cheeses, ripened cheeses
- Ice-cream – indulgence dairy product & functional product

Ice cream

- Frozen ice cream mixture with incorporated air



Global Ice Cream Market

2023.
Growth
3,9 %
annually
113 bil \$

2030.
147 bil \$



GrandViewResearch, 2024
<https://www.grandviewresearch.com/industry-analysis/ice-cream-market>

Top 5 ice cream producers in the EU, 2024
(million litres)



eurostat



<https://www.grandviewresearch.com/industry-analysis/artisanal-ice-cream-market>

- Growing interest in high-quality and handcrafted ice creams, with natural ingredients – luxury ice creams
- There is increasing trend of production of ice cream on the dairy farm

Global Artisanal Ice Cream Market

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ICE ON THE FARM: ENHANCE YOUR MILK!

Are you a farmer, farmer, farm manager? Do you want to diversify your activity, generate additional income, enhance the milk of your cows or the fruits of your orchards? The farm ice cream concept is for you!

The selling price of conventional milk varies on average between 340 and 390 € per 100 liters depending on the period. With the concept of ice cream on the farm, your milk will be valued on average at more than 10 euros per liter. You thus control production and financial benefits directly, without responding to requirements set by intermediary actors...

The ice cream concept for more profit from your milk

Sell the concept to farmers as a reseller

Are you a farmer? Start your own ice cream business!

A farmers ice cream concept with a wide range of possibilities for your farm

Would you like to start producing your very own farmers ice cream in the UK to increase the profits of your farm? Farmhouse Ice Cream makes it possible without you having to worry about the setup of your production and the sale of Farmhouse Ice cream through parlours, supermarkets and restaurants. We teach farmers how to manufacture our ice cream and help you on your way to become a part of our growing network of local ice cream producers in the UK.

An Ice cream concept you can earn money with

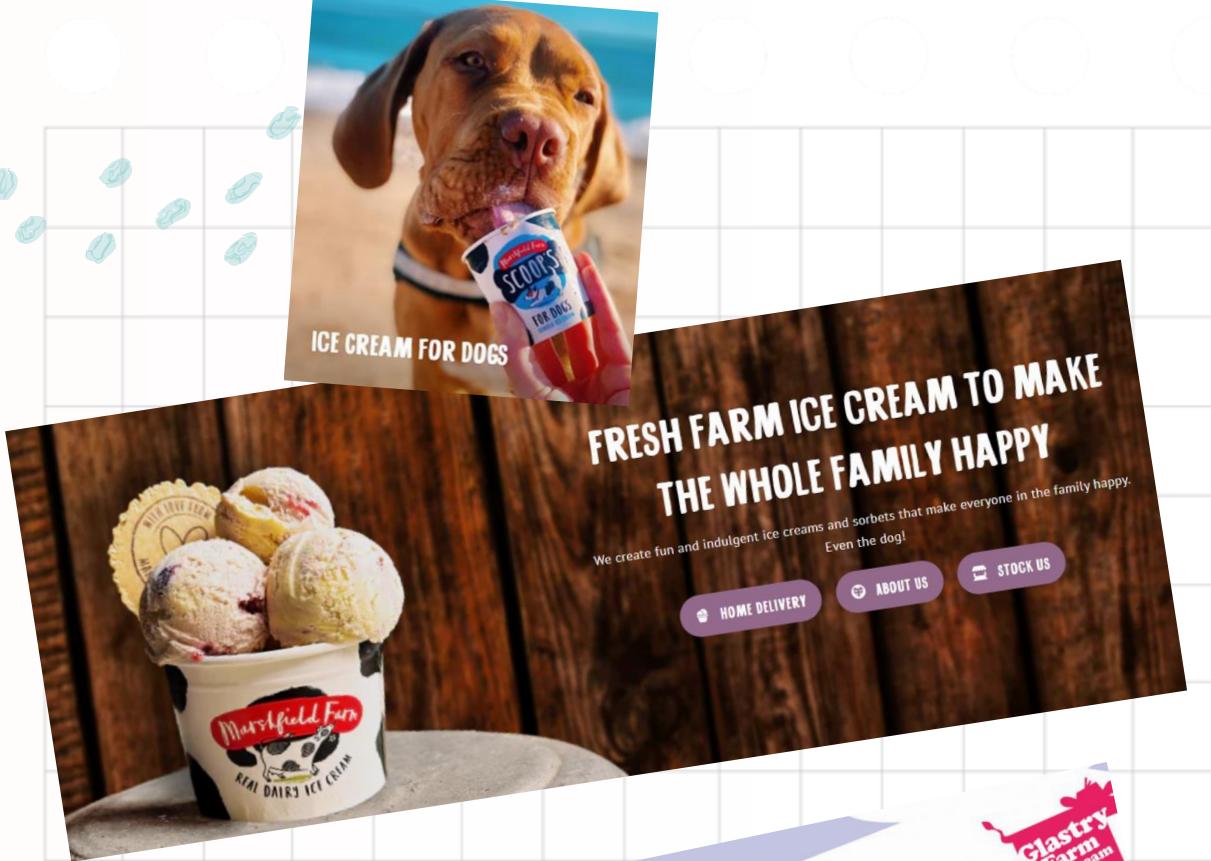
1 You can get more money for the milk of your cows!

2 Farmhouse ice cream makes it possible...

An ice cream concept with a wide range of possibilities

Dealer companies

The FARMHOUSE ICE CREAM concept lends itself excellently for dealer companies who want to resell the concept in their area. Your regional knowledge and our expertise in producing ice cream is a successful combination. The concept is all-embracing: Ice Delite, the company behind the ice cream concept, supplies all equipment required for the production room. At the same time, the concept encompasses natural ingredients, a large number of recipes and even support in selling the ice cream. Our farmers ice cream concept also includes a financial plan with profitable business ideas for the producer in the



ORGANIC LEMON COOKIE ICE CREAM

SWEET, VELVETY LEMON ICE CREAM WITH GLUTEN-FREE COOKIES.

The Lemon Cookie flavor strikes a balance between sweet and tart with a base of sweet, creamy lemon ice cream mixed with gluten-free buttery shortbread cookies (baked with Straus Organic European Style Unsalted Butter). The mouthfeel resembles homemade, hand-churned ice cream.

Straus Family Creamery Organic Lemon Cookie Ice Cream begins with premium organic milk and organic cream. We don't use any preservatives, fillers, artificial ingredients, or coloring agents in our ice cream.

Dairy ice cream

- Luxury ice cream
- Utilisation of different types of milk, yoghurt, cream, butter and whey as a main dairy ingredient
- Research:
 - Acid and sweet whey ice cream
 - Yoghurt ice cream (frozen yoghurt)
 - Mare milk ice cream
 - Donkey milk ice cream
 - Sheep and goat milk ice cream

Aim
To get product with appropriate physico-chemical, textural and sensory properties, but also with improved nutritive value

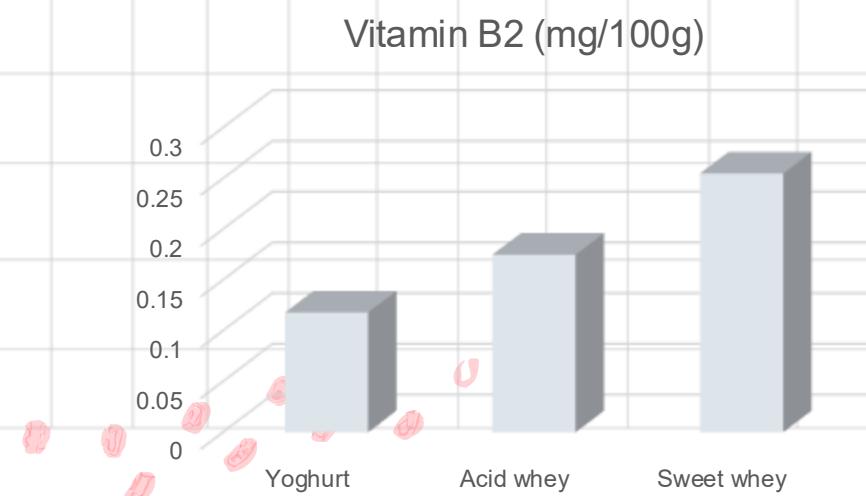
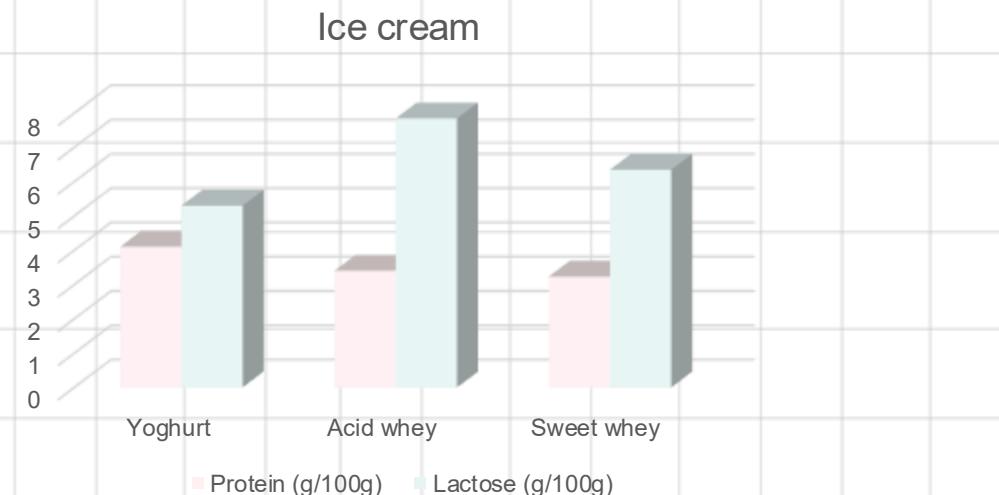
Yoghurt and whey

Expert panel group

Parameter	Ice cream mix		
	Yoghurt	Acid whey	Sweet whey
Appearance	2.00 ± 0.06	1.94 ± 0.06	1.94 ± 0.06
Colour	2.00 ± 0.01	2.00 ± 0.03	2.00 ± 0.06
Consistency	3.85 ± 0.06	3.72 ± 0.12	3.63 ± 0.07
Odour	2.00 ± 0.01	2.00 ± 0.01	2.00 ± 0.01
Taste	9.81 ± 0.25	9.50 ± 0.10	9.31 ± 0.18
Total	19.66 ± 0.35	19.16 ± 0.26	18.88 ± 0.35

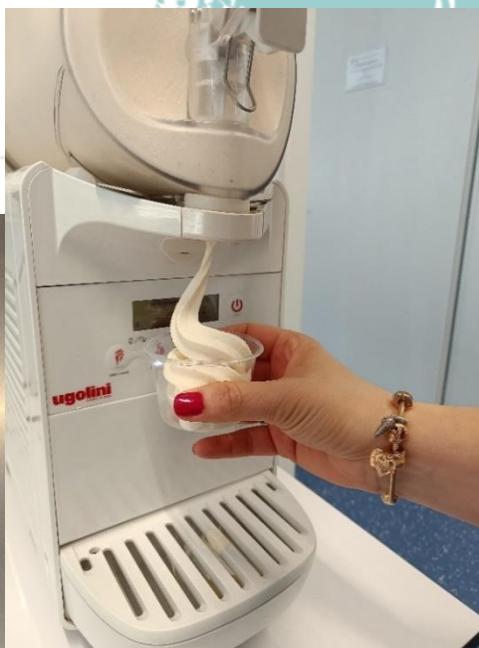
Consumers

Parameter	Ice cream		
	Yoghurt	Acid whey	Sweet whey
Colour	8.53 ^a ± 0.18	7.82 ^b ± 0.23	7.83 ^b ± 0.22
Consistency	7.76 ± 0.50	7.19 ± 0.34	7.17 ± 0.38
Odour	7.67 ± 0.36	7.19 ± 0.40	7.39 ± 0.26
Taste	7.66 ± 0.48	7.10 ± 0.41	6.93 ± 0.29
Off-flavours	0.56 ± 0.29	0.89 ± 0.33	0.37 ± 0.19
Total	7.79 ± 0.44	7.35 ± 0.34	7.25 ± 0.22

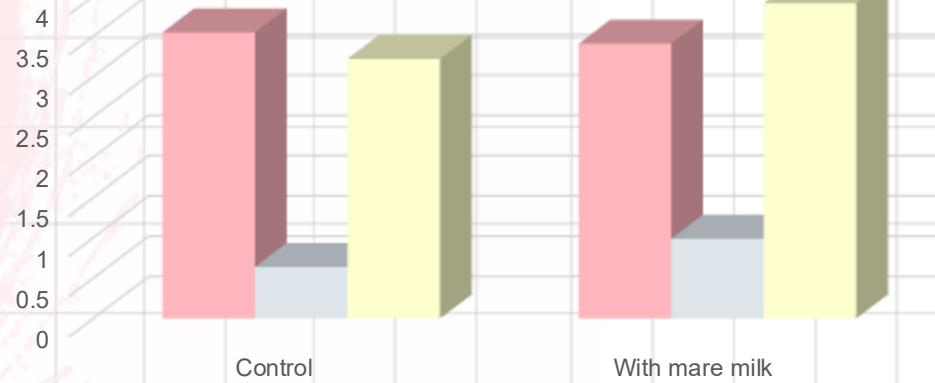


Mare milk

Parameter	Ice cream	
	Control	With mare milk
Appearance	2.00 ± 0.00	2.00 ± 0.00
Colour	2.00 ± 0.00	2.00 ± 0.00
Consistency	3.75 ± 0.08	3.65 ± 0.10
Odour	1.95 ± 0.05	1.95 ± 0.05
Taste	9.75 ± 0.14	9.60 ± 0.13
Total	19.45 ± 0.2	19.20 ± 0.23

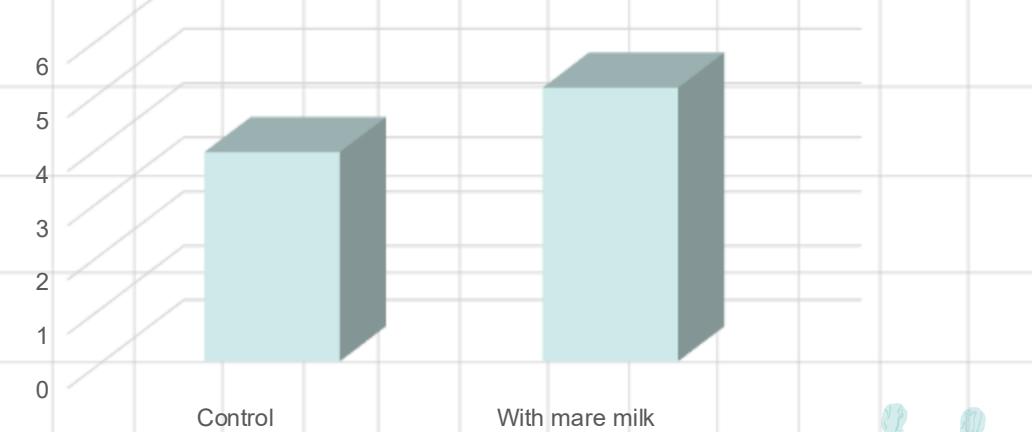


Ice cream

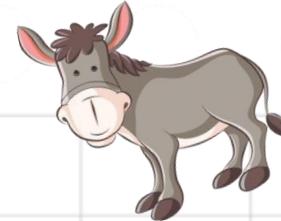


■ Total proteins (g/100 g) ■ Whey proteins (g/100 g) ■ Polyunsaturated fatty acids (g/100 g)

Vitamin C (mg/100 g)



Donkey milk



- An online survey - 288 respondents

Statement	Mean	Standard deviation
Donkey milk has a positive effect on immunity.	3.86	0.95
Donkey milk has high nutritional value.	3.81	0.96
Donkey milk is suitable for people allergic to cow's milk.	3.68	0.93
Donkey milk improves respiratory health.	3.65	0.94



- Which donkey milk products do you most often consume?

frozen milk (70.2 %)

fresh milk (42.6 %)

yoghurt (2.1 %)

- Would you buy ice cream made from donkey milk?

70 % of respondents would like to consume ice cream



- How much are you willing to pay for donkey milk ice cream (200 mL)

€10 (23.30 %) and > €15 (14.93 %)



Ice cream with donkey milk and ghee

- Sensory analyses – expert panel
- Overall likeability of:

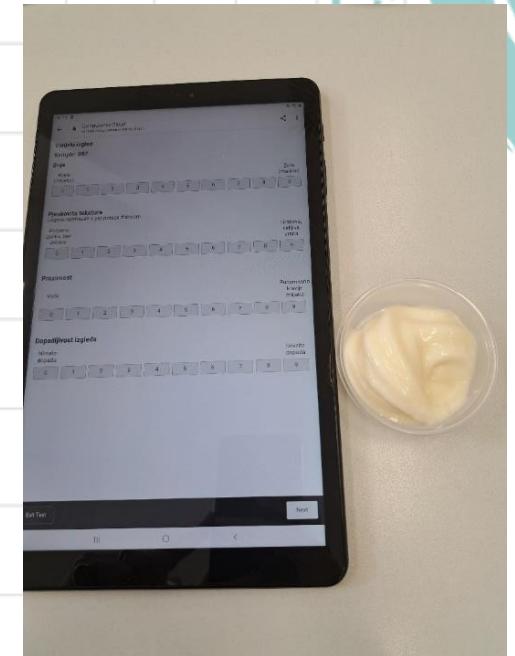
Aroma 7.8/ **9**

Appearance 7.8/ **9**

Odour 7.4/ **9**

Texture 7.8/ **9**

Richness and complexity of flavor 7.2/ **9**



Sheep and goat milk ice cream



- A survey of young consumers - 366 respondents

Statement	Mean	Standard deviation
Ice cream made from goat's/sheep's milk is more suitable for children and the elderly than ice cream made from cow's milk.	3.4	0.9
The nutritional value of goat/sheep milk ice cream is higher than that of cow milk ice cream.	3.3	0.9
Goat/sheep milk ice cream is more digestible than cow milk ice cream.	3.3	0.9

Thank you for you attention!



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