

Cornell Cooperative Extension

New York State Maple Milk

Large-Scale Commercialization Pilot Project

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A Little History

- 2018 NYS Maple Producers funded development of an FDA approved recipe with Cornell University
- Several small creameries have introduced niche “artisan” and “limited edition” maple milk on a local level
- Significant barriers to large-scale launch
 - Cost of pure maple syrup in approved recipes
 - Market research needed to reduce ‘risk’ of large scale commercial launch
 - Key market segments undefined
 - Consumer perceptions, attitudes & preferences in key segments unknown
 - Price points for key segments unknown

Fluid Milk Retail Market Data

Fluid beverage milk sales quantities by product (millions of pounds)

	Whole	Reduced-fat (2% milk fat)	Low-fat (1% milk fat)	Skim	Flavored, Flavored whole	Flavored, other than whole	Buttermilk	Eggnog	Total ¹
2014	13,849	17,860	7,358	6,317	534	3,781	486	132	50,369
2015	14,451	16,759	7,719	5,635	572	3,828	514	126	49,650
2016	15,242	16,556	7,305	5,013	613	3,916	512	134	49,350
2017	15,621	16,100	6,806	4,410	656	3,978	501	146	48,269
2018	15,901	15,665	6,444	3,965	708	3,831	478	142	47,251
2019	16,119	15,281	6,068	3,541	780	3,745	445	139	46,423
CAGR 2014 - 2019	3.1%	-3.1%	-3.8%	-10.9%	7.9%	-0.2%	-1.8%	1.1%	-1.6%

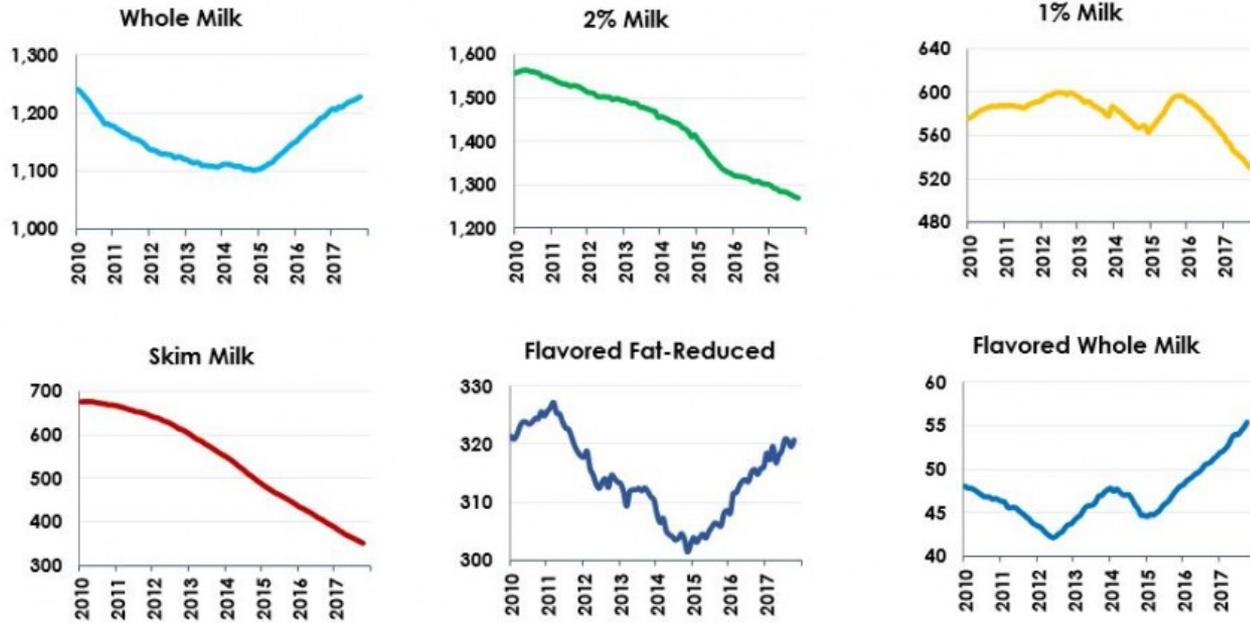
¹ Total includes miscellaneous fluid milk products since 2000.

Sources: Numerous sources were used. See the USDA, Economic Research Service Dairy Data Documentation web page for the list of sources.

Last update: 8/31/2020

Figure 2. Conventional Fluid Milk Product Sales in Million Pounds

12-Month Moving Average



Source: USDA AMS



SPOTLIGHT ON FLAVORED MILK

The volume of flavored milk sold through retail grew 15.8% between 2014 and 2016 and growth is continuing into 2017. Flavored milk currently accounts for 10.5% of milk through all channels and 5.6% at retail. Four in ten households purchase flavored over the course of a year.

TOTAL RETAIL MILK SALES TREND (MILLO+Q)



KEY FLAVORS: VOLUME SHARE & TREND



VOLUME SALES INDEX BY LIFE STAGE

Index greater than 120 = above average, less than 80 = below average.

Getting Started	Young Families	Raising Teens	Established Workers	Retired
59	129	177	93	70
no child, age <45	children <12	oldest child 12-17	no child, age 45+, FT empl	no child, age 45+, no FT empl

Source: IRI provided to Dairy Management Inc., and courtesy of the Midwest Dairy Association

What Are the Benefits?



- Increased sales of NYS milk
- Addition of an all-natural, nutritious flavored milk to mass market
- Better understanding of consumer behavior in flavored milk segment
- Increase interest in novel flavored milk products amongst brand owners
- Platform for highlighting health benefits of the milk and maple combo
- Potential addition to school vending machines
- Increase awareness of NY Grown & Certified and NYS agriculture

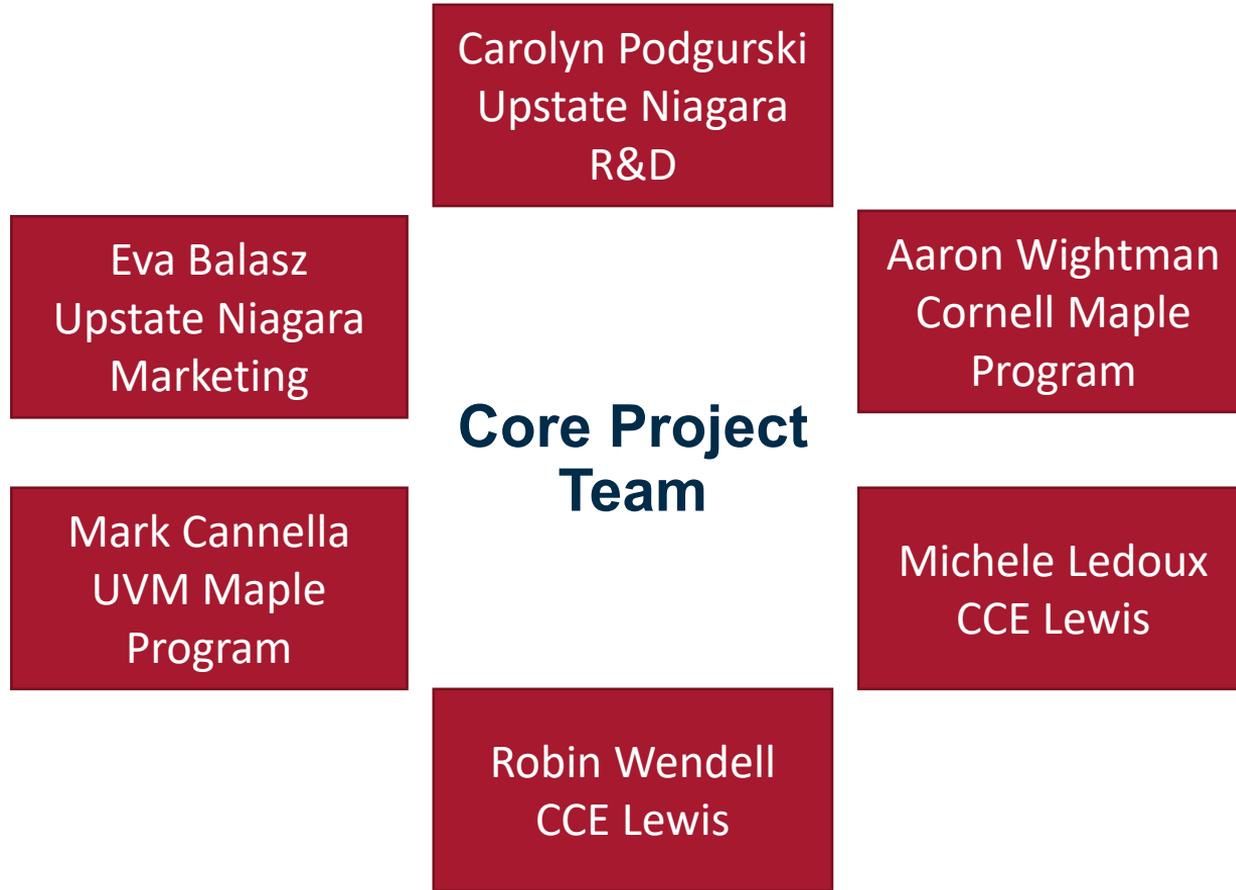
Who Benefits?



- Kids & families - a flavorful, nutritious and all-natural option to help get kids to drink more milk
- Retail- all natural genuine maple and milk product for the dairy case
- NYS dairy producers - increased demand for NYS milk
- Dairy processors and brand owners - reduce perceived risk of introducing novel milk products
- NYS maple producers – increased demand for genuine maple syrup

With a DPO Grant we will:

- ✓ Define the market opportunity
- ✓ Develop cost effective 100% maple syrup formulation
- ✓ Identify key market segments, attitudes & preferences and price sensitivity
- ✓ Conduct taste, messaging and shelf appeal testing in key segments
- ✓ Develop business case and pilot launch plans with 2 brand owners
- ✓ Execute pilot launches and support & monitor full launch roll-out



Budget Detail

Category	Detail	Total
Salaries	Project Management & Facilitation, Administrative Overhead	10,350.60
Benefits	Fringe @63.39%	6,457.74
Travel	Miles/Meals/Tolls	1,000.00
Research	Market Research, Business Planning	22,500.00
Evaluation	Cornell Sensory Evaluation Program	3,000.00
Supplies	Milk & Maple Syrup for 2 x 500 gallon batches for pilot launch	4,000.00
Total		47,308.34



**A match
made in
Heaven !**