

# A2 MILK. WHAT DOES IT HAVE TO OFFER?

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## AIMS

- To define and **gather information** on A2 milk through a review of scientific bibliography.
- To learn the **current market situation** of A2 milk.
- To learn the **health benefits** and if there are **sensory differences** compared to ordinary milk.
- To gauge the **awareness of A2 milk among the population**.
- To gather information on the **distribution of A2 milk in Catalonia** and its marketing strategy.
- To **develop a marketing strategy** for the effective promotion of A2 milk.

## A1 MILK VS A2 MILK

A1 Milk

Try

Pro

Phe

Pro

Gly

Pro

Ile

His

Position 67

A2 Milk

Try

Pro

Phe

Pro

Gly

Pro

Ile

Pro



## SENSORY PROPERTIES

### Milk

There are no significant differences in the colour, flavour, appearance, and smell of the milk [3].



### Cheese and Yoghurt

Consumer acceptability for cheeses and yoghurts made with A2 milk is high and is the same as for their counterparts made with conventional milk [5].



## CONCLUSIONS

- A2 milk is a **valuable product for the food industry** because of its health benefits and the absence of sensory differences compared to conventional milk.
- The consumer would be willing to **pay a bit more** to acquire the product.
- Promoting** the dissemination of this product is important, and a good method would be through the use of an **informational brochure**.

The first company to market A2 milk is 'a2 Milk,' which is based in New Zealand. It has expanded its presence to other countries [2].



NATIONAL AND CATALAN COMPANIES

DAIRY SECTOR CRISIS



PRICE INCREASE



INCREASE IN PRODUCTION COSTS



CONSUMER DEMAND

They are investing more in plant-based food options.



ADVERSE REACTIONS

After ingestion of milk (indigestion)

Today's population is increasingly focused on health and nutrition. That's why some countries have introduced A2 milk as a healthier alternative [2].

## KNOWLEDGE OF THE POPULATION

Consumers have a **limited knowledge** about A2 milk. Additionally, they tend **not to pay attention to labels** [4].

After receiving information about the product, they express a willingness to **pay more for A2 milk** [4].



## HUMAN HEALTH



BCM-7 is a peptide generated during the digestion of A1 milk, practically absent in the digestion of A2 milk [1].

### Gastrointestinal delay [1]

- Fermentation of lactose and other oligosaccharides is favored
- Symptoms (flatulence, irritation and/or colon inflammation) are associated with lactose intolerance

### Relationship point with lactose intolerance [1]

- BCM-7 affects the production and activity of lactase
- The level of this enzyme decrease → lactose malabsorption

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