

A2 MILK. WHAT DOES IT HAVE TO OFFER?

Mariona Jobe Morera. Final degree project. January 2024

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





SENSORY PROPERTIES

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.

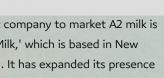
The first company to market A2 milk is 'a2 Milk,' which is based in New Zealand. It has expanded its presence to other countries [2].







NATIONAL AND CATALAN COMPANIES





DAIRY SECTOR CRISIS

CONSUMER DEMAND

They are investing more in plantbased food options.

PRICE INCREASE

INCREASE IN PRODUCTION COSTS



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].



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

REFERENCES

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].

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