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## Colostrum – a strategic review of opportunities and applications

Report # 5 in DairyMark.com's 'Target business opportunities' series of publications

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**'Colostrum – a strategic review of opportunities and applications'**

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This report is predicated by the fact that the colostrum industry is a burgeoning global business, exemplified by the large number of new entrants in production and processing terms, and with respect to sales volume supplied to a widening field of end use applications.

Commercial developments in high-end value-adding of colostrum are apparent, and it is these that give credibility to this report. In addition, the current and expected future role of China in the global colostrum industry is important to consider – not only is China the world's largest market for colostrum products, but it has developments in colostrum harvesting that are occurring that could catapult that country into a position of prominence in terms of import substitution, and perhaps supply into neighboring markets.

A number of key strategic opportunities and applications are presently being addressed by the global colostrum industry. Yet more are emerging or on the longer term horizon. The current report considers these both in their own right, and as opportunities being presented by individual companies. Such considerations include:

- Extending the use of colostrum from its convention as a feed supplement or substitute for neonatal livestock
- Driving the development of less price conscious feed sectors (companion pets, stud breeders)
- Growing returns for farmers who take the time and care to harvest for income diversification
- Regulatory relaxation in some countries, allowing greater market uptake
- Growth in consumer awareness with applications in infant formula, medical foods, cosmetics, sports foods, etc
- Ready acceptance of orally ingested immune dairy products
- Recognition within Asian cultures of the immune-enhancing properties of colostrum
- Synergies in development of hyper-immune milk
- Technological developments across a wide spectrum of the colostrum industry

However, supply is reaching a critical balance. Dairymark.com projects a major slowdown in the growth of supply due to product shortages rather than any dampening of demand. This will impact prices, with market value escalation anticipated.

The report contains 140 pages and can be purchased at a cost of Euros 2,520 (Australian subscribers \$A4,435 including GST).





## About Dairymark.com

Dairymark.com is a division of Shainwright Consulting & Research Group Pty Ltd, and is a specialist dairy industry intelligence and consulting organization. The company has completed a number of strategic, market and business development dairy research assignments for Australian and international clients. Recent examples include:

- Bangladesh dairy market study
- An overview of global dairy supply and demand
- A longitudinal dairy pricing study
- A strategic review of dairy industry patent activity
- A strategic review of dairy R&D activity
- A strategic review of trends in whey permeate utilization
- A study of the Australasian dairy industry
- Strategic research identifying trends and opportunities in Asian feed markets for dairy ingredients

In addition the company has published multi-client reports, including:

- Milk ingredients – a strategic review of opportunities and applications in the oral care industry
- Dairy carbohydrates – a strategic review of opportunities and applications
- Dairy permeates – a strategic review of opportunities and applications
- Buttermilk – a strategic review of opportunities and applications

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## Table of contents

<b>1. Executive Summary .....</b>	<b>1</b>
1.1. A strategic precursor to the report .....	1
1.2. Executive synopsis .....	2
<b>2. Colostrum – an overview .....</b>	<b>5</b>
2.1. Colostrum – its nature and constituents .....	5
2.2. The benefits of colostrum.....	6
2.3. The composition and compositional changes of colostrum.....	7
2.4. Hyper-immune (milk and) colostrum.....	11
2.5. The major proteins in colostrum .....	13
2.6. The immunoglobulins in colostrum .....	13
2.7. The major growth factors in colostrum.....	14
2.8. Other bioactive proteins in colostrum .....	14
2.9. Other bioactives in colostrum.....	15
<b>3. Commercial interest in colostrum – processing &amp; value-adding.....</b>	<b>17</b>
3.1. Extending utilization into human health applications .....	17
3.2. Using the excess colostrum from calving enterprises .....	20
3.3. Colostrum processing .....	21
3.4. An overview of Ig isolation - preparation of immunoglobulins from colostrum .....	22
3.5. An ion exchange process for Ig purification from colostrum.....	22
3.6. Membrane filtration techniques for deriving colostrum protein isolate & colostrum protein concentrate .....	24
3.7. Lactoferrin separation from colostrum .....	27
<b>4. Company profile – Stolle Milk Biologics, Inc.....</b>	<b>29</b>
4.1. Background.....	29
4.2. SMBI’s association with Fonterra Co-operative Group.....	30
4.3. The Stolle vaccination program .....	30
4.4. Stolle processing protocols.....	31
4.5. Stolle applications.....	31
4.6. Stolle MPC (MicroLactin™).....	32
4.7. Stolle markets .....	33
<b>5. Company profile – La Belle, Inc.....</b>	<b>35</b>
5.1. Background.....	35
5.2. Key milestones for the company.....	35
5.3. La Belle’s colostrum collection.....	36
5.4. Colostrum processing at La Belle.....	37
5.5. La Belle – colostrum range for human healthcare.....	38
5.6. La Belle – colostrum range for animal healthcare .....	39
<b>6. Company profile -Ingredia S.A. ....</b>	<b>42</b>
6.1. Background.....	42
6.2. Ingredia’s colostrum range.....	42
<b>7. Company profile - Numico Research Australia.....</b>	<b>45</b>
7.1. Background.....	45
7.2. Overviewing Numico’s product range .....	45
7.3. Gastrogard-R®.....	46
7.4. Intact®.....	46
7.5. Further research activities.....	48



<b>8. Company profile – Sterling Technology, Inc</b> .....	<b>49</b>
8.1. Background .....	49
8.2. Sterling Technology – colostrum & immune health .....	50
8.3. Sterling Technology – colostrum and functional attributes .....	50
8.4. Sterling Technology - animal health products .....	51
8.5. Sterling Technology – human health products .....	54
<b>9. Company profile – Immuno-Dynamics, Inc</b> .....	<b>55</b>
9.1. Background .....	55
9.2. Human health colostrum product range.....	55
9.3. Animal health colostrum product range .....	56
<b>10. Company profile – Tatura Milk Industries Limited</b> .....	<b>63</b>
10.1. Background .....	63
10.2. TMI’s colostrum program .....	63
10.3. TMI relationship with Anadis .....	64
10.4. The TMI/Anadis Colostrum Harvesting System.....	65
10.5. The TMI/Anadis colostrum collection and manufacturing overview .....	66
10.6. Product specification – Anadis colostrum .....	67
<b>11. Company profile – Novatreat Oy</b> .....	<b>68</b>
11.1. Background .....	68
11.2. Novatreat’s approach to hospital infections .....	68
11.3. Immunova .....	69
<b>12. Company Profile - Fonterra Co-operative Group</b> .....	<b>70</b>
12.1. Background .....	70
12.2. Fonterra’s colostrum payout to suppliers.....	70
12.3. The roots of Fonterra’s colostrum business.....	71
12.4. Colostrum harvesting – New Zealand’s Waikato region.....	71
12.5. Colostrum divert equipment in milking plant.....	72
12.6. Sharemilker considerations in colostrum harvesting/income split .....	73
12.7. Meeting increasing demand.....	73
12.8. Product specification – Immulac Colostrum powder (15% IgG) .....	74
12.9. Product specification – Colostrum powder CK .....	75
12.10. Value-added formulations utilizing colostrum powder .....	76
<b>13. Company profile – Saskatoon Colostrum Company Limited</b> .....	<b>82</b>
13.1. Background .....	82
13.2. Saskatoon Colostrum Company - product range & typical analysis.....	83
13.3. Saskatoon Colostrum Company – products for human consumption .....	85
13.4. Saskatoon Colostrum company - domestic and international distributors.....	85
13.5. Saskatoon Colostrum Company relationship with Alta Genetics, Inc.....	86
<b>14. Company profile – MG Nutritional</b> .....	<b>87</b>
14.1. Background .....	87
14.2. MG Nutritionals’ NatraLife colostrum range .....	88
14.3. MG colostrum collection and payment system .....	88
14.4. MG colostrum quality standards .....	91
14.5. Murray Goulburn in China.....	91
<b>15. Company profile – Bio Serae Laboratoires S.A.</b> .....	<b>93</b>
15.1. Background .....	93
15.2. Bio Serae dairy derivative range.....	93
15.3. Bio Serae global distributor network .....	93



<b>16. Company profile – Biopole S.A.</b> .....	<b>99</b>
16.1. Background.....	99
16.2. Product specification – Biopole liquid bovine colostrum (IBR negative).....	101
16.3. Product specification – Biopole liquid bovine colostrum.....	101
16.4. Product specification – Biopole bovine colostrum powder (IBR negative).....	102
16.5. Product specification – Biopole bovine colostrum powder (30% IgG).....	103
16.7. Product specification – Biopole bovine colostrum whey powder.....	103
<b>17. Companies using colostrum in value-added consumer products</b> .....	<b>105</b>
17.1. Oceania.....	105
17.2. United States of America.....	106
17.3. Europe.....	107
17.4. Taiwan.....	109
17.5. Indonesia.....	111
17.6. PR China.....	112
17.7. Vietnam.....	117
17.8. South Korea.....	119
17.9. Philippines.....	120
17.10. Middle East.....	120
<b>18. Patent review – colostrum technology</b> .....	<b>121</b>
<b>Attachment 1: Overview of the immune system</b> .....	<b>127</b>
1. The immune system.....	127
2. Linking diet and immunity.....	127
3. The two types of immune systems.....	128
4. First response.....	128
5. Second response.....	129
6. Immune response process.....	131
<b>Attachment 2: Diet, dairy and immunity</b> .....	<b>134</b>
1. Dietary Trends – A Health Perspective.....	134
2. Nutrition and immune competence.....	135
3. The ‘Diet-immunity-health’ message.....	135
4. Vitamins and minerals in immune health.....	136
5. Protein in immune health.....	137
6. Lipids in immune health.....	137
7. Role of dairy ingredients in immune health.....	138
<b>19. Bibliography</b> .....	<b>140</b>

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## List of Tables

Table 1: Typical chemical composition of bovine immune colostrum whey preparations .....	6
Table 2: NZFSA approach to classifying blends that contain colostrum.....	6
Table 3: Transitional changes in bovine colostrum advancing through to normal milk (0-7 days duration from calving).....	7
Table 4: Comparison of bulk components and bioactive protein components of colostrum and normal milk.....	8
Table 5: Efficacy of bovine milk-derived immunoglobulins (immune & non-immune) against bacterial, parasitic & viral infections – an overview.....	12
Table 6: The major bioactive protein components in colostrum versus standard milk.....	13
Table 7: Ig content of bovine blood serum & mammary secretions (mg/ ml-1).....	13
Table 8: Typical concentrations and physiological functions of insulin-like growth factors from mammary secretions.....	14
Table 9: Concentrations and physiological functions of bovine & human colostrum and milk.....	15
Table 10: Lactoferrin content after separation from colostrums .....	29
Table 11: La Belle – milestones in history.....	37
Table 12: La Belle – colostrum range for human healthcare.....	40
Table 13: La Belle’s BCP range of bulk colostrum.....	41
Table 14: Specifications for La Belle colostrum formula for calves.....	41
Table 15: Key attributes of La Belle Premier Select Colostrum Supplements for other neonate species.....	42
Table 16: Ingredia - overview of Prodiet Colostrum Range.....	44
Table 17: Ingredia – colostrum ingredient overview: nutritional segments.....	45
Table 18: Ingredia – colostrum ingredient overview: application forms.....	45
Table 19: Intact® - compositional standards.....	48
Table 20: Intact® - typical analysis.....	48
Table 21: Sterling Technology – colostrum components and immune system health.....	51
Table 22: Sterling Technology – colostrum components functional attributes.....	51
Table 23: Sterling Technology – products & animal health applications.....	54
Table 24: Sterling Technology – typical analysis and ingredients for selection of animal health products.....	55
Table 25: Sterling Technology – colostrum range for human healthcare.....	55
Table 26: Concentration of chief bioactive constituents in PerCoBa™ colostrum supplements.....	57
Table 27: TMI prices paid for milk vs. hyper-immune colostrum & conventional colostrum.....	65
Table 28: Applications and functionality for colostrum products.....	74
Table 29: Colostrum payment schedule (2007/08 season).....	90
Table 30: Revenue calculations for a dairy herd colostrum harvest.....	91
Table 31: Colostrum quality standards.....	92
Table 32: Global patent review – colostrum technology.....	122
Table 33: Health and the immune system.....	128
Table 34: An overview of the innate and adaptive immune systems - their key components and actions.....	132



## List of Figures

Figure 1: Estimated trends in global colostrum market – all types (2002-2008, volume & value) .	2
Figure 2: Estimated changes in market splits – colostrum 2002-2008(f), % volume share .....	3
Figure 3: Changes in end use applications – colostrum global markets, % volume 2002 vs. 2007(e) .....	4
Figure 4: Examples of processes designed for manufacturing of immunoglobulin concentrates from bovine colostrum .....	5
Figure 5: Typical IgG concentration at each of the first 6 milkings.....	9
Figure 6: Range of IgG concentration in colostrum.....	9
Figure 7: Trends in colostrum properties over successive milkings.....	10
Figure 8: Typical process schematic for colostrum processing.....	21
Figure 9: Isolation of Ig & IgG from various feed streams.....	22
Figure 10: Process schematic for Ig purification from colostrum using ion exchange processing.....	23
Figure 11: Process schematic for deriving protein isolates & concentrates from colostrum.....	26
Figure 12: Flow diagram showing isolation of lactoferrin from colostrum and normal milk.....	28
Figure 13: Schematic overview of MicroLactin™ processing.....	32
Figure 14: Forward Foods 'Detour Runner' Energy Bar.....	34
Figure 15: NuVim range of beverages .....	34
Figure 16: La Belle, Inc – map of physical locations .....	37
Figure 17: La Belle's colostrum range for human healthcare.....	38
Figure 18: La Belle's colostrum range for animal healthcare .....	39
Figure 19: Sterling Technology – animal health product range overview .....	52
Figure 20: The PerCoBa™ consumer health colostrum range .....	56
Figure 21: Bovine IgG – intravenous colostrum replacer .....	56
Figure 22: ClZ colostrum-based dietary supplement .....	57
Figure 23: Giddap – Equine colostrum-based dietary supplement .....	58
Figure 24: Colostrum tablets for companion animals .....	58
Figure 25: ID-Special Colostrum-based Blend .....	59
Figure 26: Vita-Pak Calf Colostrum Product .....	59
Figure 27: Vita Pak Dairy Colostrum Product.....	60
Figure 28: Vita-Pak Grow Colostrum Product .....	61
Figure 29: Vita-Pak Swine Colostrum Product.....	62
Figure 30: TMI/Anadis colostrum collection & manufacturing overview.....	66
Figure 31: immuNOVA dietary supplement beverage in aseptic packaging.....	69
Figure 32: Saskatoon colostrum Company's Headstart product.....	82
Figure 33: Saskatoon Colostrum Company Japanese packaging .....	85
Figure 34: Adila immunity product.....	99
Figure 35: BioXtra® oral care product.....	100



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