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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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