



The Balchem Beat

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Issue 22 May 2024



balchem®
HUMAN NUTRITION & HEALTH

Editor's Note

Dear Balchem Community,

The Balchem Beat newsletter brings you the latest news and insights from the world of health and nutrition.

First up, our VitaCholine® brand has teamed up with the New York Jets! This partnership highlights the growing awareness of choline's health benefits.

Looking to Europe? Visit us at Vitafoods Europe (May 14-16, booth F90) to see our refreshed brand focused on "Power Your Performance" and "Health for Performance and Health for the Future." We'll showcase innovative products featuring our key ingredients. Speaking of innovation, we're proud of our second-place win for "Most Innovative Prototype Ice Cream Flavor" at the IDFA conference!

Consumers are increasingly seeking convenient, healthy options, with a focus on whole foods and plant-based ingredients. Our diverse ingredient portfolio is perfectly positioned to help you capitalize on these trends. SupplySide East fostered valuable connections and knowledge exchange. Balchem, at the forefront of innovation, highlighted our latest performance-boosting solutions.

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Balchem is dedicated to achieving sustainability while continuing to deliver innovative solutions for global health and nutrition. We're excited about our 2023 achievements, including expanding human choline production.

A recent study highlights the prevalence of micronutrient deficiencies among older adults in Latin America. Balchem offers a range of products to address these deficiencies.

Finally, consumers crave convenient, easy-to-prepare, and affordable food and beverage options. The demand for functional beverages with specific benefits like energy, improved mood, and digestive health is also booming. These trends present exciting opportunities for brands to develop winning products.

For more information on these stories and how Balchem can help your business succeed, contact your account manager, or [visit our website](#).

Warm regards,

The Balchem Beat Editorial Team





VitaCholine® Announces Sponsorship Agreement with the New York Jets

Winning Together!

With seven decades of history, the New York Jets legacy has been shaped by transcendent games, legendary players, and generational traditions. This partnership is a first of its kind, not only for Balchem, but also for the Jets and the NFL (National Football League). With consumers seeking solutions to support both mental and physical performance, scientifically backed nutrients like VitaCholine® offer options that may not be easily attainable through diet alone. The brands are a great fit, pairing a leading sports franchise that depends on precision and accuracy with a nutrient that has been clinically shown to convey accuracy benefits by supporting muscle control. The multi-year agreement includes, among other benefits, an evergreen presence on the New York Jets official website NewYorkJets.com, prominent visibility in-stadium, and presenting partner status during a Jets road game.



From Left to Right:
Jeff Fernandez, Vice President of Business Development + Ventures at the New York Jets, hosts Balchem team members Dominik Mattern, Vice President of Marketing and Science, and Lauren Eisen, Sr. Marketing Manager, at the Jets Florham Park training facility.



From Left to Right:
Frederic Boned, Senior Vice President and General Manager of Human Nutrition and Health, and Tom Druke, Sr. Marketing Manager VitaCholine, proudly show off the newest Jets jerseys for 2024!



Learn more at
vitacholine.com



Meet Balchem at booth F90 at Vitafoods Europe in Geneva, 14-16 May 2024, to discover the company's refreshed brand image and its strategic approach to support optimal performance and wellness.



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Unveiling Refreshed Brand Image at Vitafoods Europe 2024



Meet Balchem at booth F90 at Vitafoods Europe in Geneva, 14 - 16 May 2024, to discover the company's refreshed brand image and its strategic approach to supporting optimum performance and wellness.

We will unveil the refreshed brand personality and showcase innovative product concepts, combining our flagship ingredients VitaCholine, K2VITAL, Albion Minerals and OptiMSM. Our exhibition booth (F90) will be centered around two key themes – **"Power Your Performance"** and **"Health for Performance and Health for the Future"** – setting the stage for a transformative experience, where visitors are invited to explore the intersection between science and wellness.





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“Following a series of strategic acquisitions, we recognized the need to revisit Balchem’s Human Nutrition and Health brand image to bring together all our branded ingredients and spotlight the synergies between them. Now, we’re looking forward to finally revealing this new distinctive identity to the market – and Vitafoods Europe is the perfect platform for this. Visitors to the event will be the first to learn more about our redefined approach and our exciting plans to expand the company’s global presence – starting with Europe,” comments Dominik Mattern, VP Science, Business Development and Marketing Balchem Human Nutrition and Health.

“Our experts will be on hand to discuss the latest science behind Balchem’s science-backed ingredients portfolio and how we can help manufacturers differentiate their offerings with next-generation concepts that support optimum performance and wellness at all stages of life.”

Dominik Mattern, Vice President Science, Business Development and Marketing, Balchem Human Nutrition and Health

Power your performance & Health for Performance and Health for the Future

Consumers across the world are increasingly adopting more active lifestyles to improve their holistic well-being, with two-thirds reporting that they exercise at least three times a week on average.⁽¹⁾ At Vitafoods Europe, Balchem will highlight the power of nutrients through its cross-portfolio product concepts, developed using the

company’s flagship ingredients - VitaCholine, K2VITAL, OptiMSM and Albion Minerals. These new concepts are designed to help manufacturers unlock innovation opportunities across a wide range of health areas including energy and cognition, women’s health, beauty from within, endurance and hydration, as well as protein plus and muscle health.

These solutions are set to pique visitors’ curiosity at Vitafoods Europe, where they will be presented as part of the Sports and Active Nutrition Innovation Tour on Tuesday 14 May from 11am to 12:30pm (starting from booth R214). Balchem’s Scientific Affairs & Advocacy Jane Durga will also deliver a presentation entitled ‘Balchem’s fresh approach to power your performance’ at the New Ingredients Theatre (F184) on Tuesday 14 May, 12:30-12:55pm. Attendees can learn more about how Balchem is redefining and reimagining sports nutrition formulas of tomorrow.

Leaders of the Pack

Visitors to our booth are also invited to learn more about the company’s TruQ program. Developed to champion transparency, authenticity, safety and efficacy in bioavailability and bioactivity, the program aims to set new quality benchmarks in the market, empowering both customers and end users to place their trust in the products they choose. Through this initiative, the company upholds excellence across its multi-branded portfolio, driven by the principle that quality starts with rigorously tested prime raw ingredients.

For more information about Balchem and our brands, or to request a meeting with the team at Vitafoods Europe, click here:

References
(1) FMCG Gurus, Top Ten Trends, 2021



 Balchem Scores Silver at IDFA's 2024 Ice Cream Tech Conference

A Sweet Win for Innovation



Balchem is excited to announce that it took second place in the highly competitive "Most Innovative Prototype Ice Cream Flavor" category at the prestigious International Dairy Foods Association's (IDFA) 2024 Ice Cream Technology Conference! The IDFA event is a renowned showcase of cutting-edge ice cream trends, attracting industry experts worldwide. This recognition highlights Balchem's commitment to creativity and excellence in product development.

"We are honored by this recognition," said Matt Quade, Director of Sales at Balchem. **"It reflects our dedication to pushing flavor innovation and delivering exceptional products."**

Balchem's winning Caramel Apple Pie ice cream captivated judges with its bold flavor profile, showcasing the company's expertise in flavor science.

"We constantly explore new ways to elevate the ice cream experience," added Stephanie Judge, R&D Manager. **"This award motivates us to keep pushing boundaries."**

BALCHEM'S AWARD-WINNING FLAVOR FEATURES THREE INNOVATIVE INGREDIENTS:

- **Apple Pie Flavored Base (Item No. 800025.804-01):** Offers the comforting taste of warm spiced apples and flaky crust.
- **Rich Caramel Variegate (Item No. 800017.804-02):** Luxuriously smooth caramel that adds a decadent touch.
- **Fried Pastry Flavored Variegate (Item No. 800028.804-05):** Unique variegates that captures the essence of golden-brown, flaky pastries.



Explore more of Balchem's innovative ice cream concepts at 2024 Flavors: [TrenDish™ Ice Cream and Variegate Flights | Human Nutrition and Health](#).

Contact us to learn more about our solutions for the food and beverage industry. 



Balchem Captures Key Trends at Natural Products Expo West 2024



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The Balchem team returned from Natural Products Expo West in Anaheim, California, brimming with insights into the hottest trends shaping the CPG and Retail sectors. This premier annual event held March 4th-8th 2024, showcased the latest innovations in natural, organic, and healthy products.

Here are some of the key takeaways that resonated with the Balchem team:

- **The Rise of Real Food:** Whole, nutrient-dense foods and “real food” in smaller portions are gaining traction. Consumers are increasingly seeking minimally processed, recognizable ingredients.
- **Plant-Based Evolution:** While plant-based remains a strong focus, there's a shift towards less processed options.
- **Functional Foods Take Center Stage:** Products that deliver targeted benefits like energy, protein, gut health, blood sugar control, and women's health are in high demand. Green powders, probiotic sodas, seaweed & algae-based foods, and functional mushrooms were a prominent presence at the show.

Balchem is uniquely positioned to help CPG and Retail players capitalize on these trends. Our portfolio offers a variety of solutions, including:

- **Spray Dry Lipid Powders:** Deliver customizable protein and functional ingredients tailored to your specific needs. We offer high-protein options packing up to 50 grams per serving, all with clean labels. For muscle growth and recovery, customers can leverage 42% protein creamer Vital Blend IX 175671. Additionally, for a plant-based option, Vital Blend Oat 5003 (a 15% protein) delivers a delicious and creamy texture thanks to coconut oil and cocoa butter, while still providing a powerful 22 grams of protein per serving.
- **Protein Crisps:** Choose from soy, pea (plant-based), and whey protein crisps to match your priorities.
- **Prebiotic Fiber:** Our inulin products offer a natural solution for gut health.



Contact your account manager today to request samples and explore how Balchem's diverse portfolio can help you capitalize on these exciting trends.

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SupplySide East 2024

A Showcase of Connection, Innovation, and Industry Trends

This April in Secaucus, NJ, Informa orchestrated a dynamic gathering of over 250 leading suppliers uniting to showcase innovative ingredients and services. The 2-day SupplySide East event drew in more than 3,000 participants, creating a vibrant ecosystem for networking, knowledge exchange, and industry insights. Informa's commitment to fostering meaningful connections paid off. This year, attendees experienced a fresh approach to networking through a platform that efficiently arranged their show floor time to get the most out of their visit. Attendees also enjoyed the SupplySide Connect Hub, facilitating impromptu discussions and sessions like "Accelerating Newcomers in the Industry," which specifically targeted first-time attendees seeking synergies with seasoned industry professionals.

TOP INDUSTRY TRENDS:

- **Microbiome Focus:** Consumers remain fascinated with gut health, driving demand for microbiome-focused ingredients that support digestive wellness.
- **Empowering Women's Health:** A growing area of focus, with companies exploring personalized nutrition solutions and supplements to support women's unique health needs.
- **Functional Food & Beverage for Active Lifestyles:** Interest has boomed in products promoting vitality, longevity, and sustained well-being for active lifestyles.

AT SUPPLYSIDE EAST, BALCHEM UNVEILED THE "POWER YOUR PERFORMANCE" CAMPAIGN, SHOWCASING CUTTING-EDGE INNOVATIONS:

- **Vital Trio:** This powerful trio combines Albion® Minerals magnesium bisglycinate and K2VITAL™ with Vitamin D3 for enhanced bio-availability, improved bone health, and immune system support.
- **OptiMSM®:** Highlighting active nutrition innovation, OptiMSM goes beyond joint health, promoting radiant skin through collagen enhancement.
- **VitaCholine:** Offering cognitive support, VitaCholine caters to attendees seeking functional performance solutions.

SupplySide East 2024 fostered valuable connections and knowledge exchange. Balchem, at the forefront of innovation, empowers performance with its latest solutions. **Are you ready to leverage these trends and elevate your brand? Contact us here.**





Sustainability is a Key Pillar of Our Company's Higher Purpose of Making the World a Healthier Place



Balchem Corporation published its 2023 Sustainability Report, highlighting the Company's Corporate Social Responsibility initiatives and accomplishments.

Guided by our core values and our vision of making the world a healthier place, our Sustainability Report demonstrates the Company's continuing promise to provide our employees, customers, shareholders, and the communities within which we operate with information on Balchem's sustainability initiatives.

**To learn more, please check out
our Sustainability Report here:**



"I am very pleased with the progress Balchem continues to make in advancing our sustainability efforts, as detailed in our 2023 Sustainability Report. Our performance, notably on our 2030 goals to reduce both greenhouse gas emissions and water usage by 25 percent, shows our commitment to our two main objectives: Providing innovative solutions for the health and nutritional needs of the world, and operating with excellence as strong stewards of our people, communities, and shareholders."

Ted Harris, Chairman, President, and Chief Executive Officer Balchem Corporation



New Publication Highlighting Micronutrient Deficiencies in Older Adults in LATAM

Published in December, this study highlights findings from several countries in the Latin America and Caribbean (LAC) region, including Chile, Ecuador, Costa Rica, Brazil, and Mexico, where one or more nutritional deficiencies have been documented among older adults. You can access the full text of the article [here](#).



Some key takeaways:

- In the LAC region, **older adults represent a significant portion of the population**, projected to reach 30% (220 million) by 2030. This demographic shift emphasizes the need to raise awareness about the significance of addressing micronutrient deficiencies, or the importance of minerals/vitamins, within the aging population.
- Vitamin D and Vitamin B12 are the most reported micronutrient deficiencies among older adults in several LAC countries.
- **Folate deficiency is more prevalent in older men**, with a 50.5% prevalence in men over 60, rising to 37% in men aged 65 and above in Ecuador.
- **Vitamin D deficiency is widespread, with a prevalence of 70.2%** in adults aged 60 and above in Chile, 45.6% with insufficiency in Brazil, and women aged 60 and above in Ecuador showing a high prevalence of Vitamin D insufficiency at 77.4%.



50,5%

FOLATE DEFICIENCY
in men over 60yrs

As Balchem, we have a range of products in our portfolio that are specifically designed to address nutritional deficiencies, including iron, folate, zinc, selenium, copper, and others. This study provides a good opportunity for us to increase awareness of the importance of certain vitamins/minerals in Latin America, contributing to our geographic expansion and highlighting our commitment to promoting health and well-being on a global scale.



Consumers Crave Convenience, Ease, and Affordability: A Delicious Recipe for Success

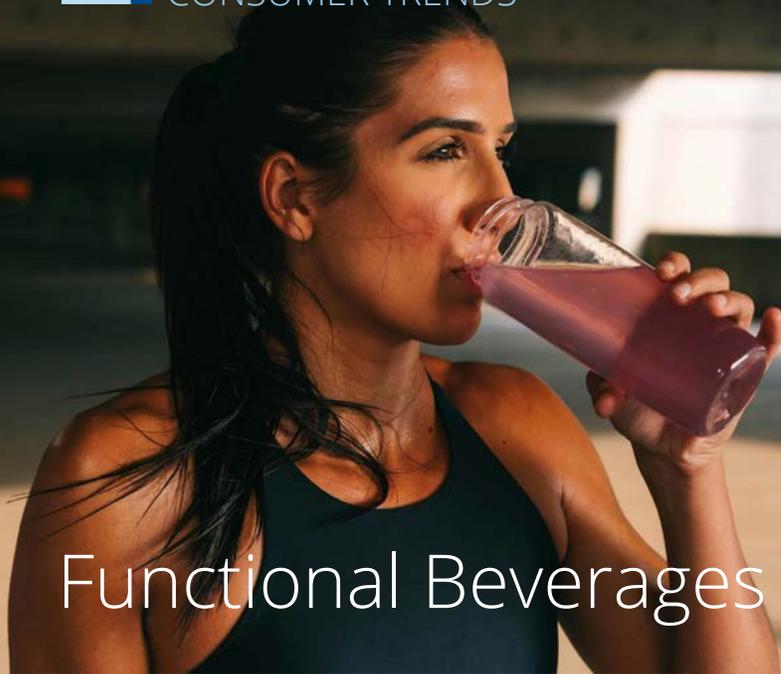
Tastewise, a leading food and beverage data tracker reveals that convenience, ease, and affordability are the top priorities for consumers today. Here's a breakdown of these trends based on social media conversations, recipes, and menus analyzed in April 2024:

- **Convenience Reigns Supreme (27% share, 19% YoY growth):** Busy lifestyles are driving a surge in demand for convenient food and beverage options. Think grab-and-go meals, ready-to-eat snacks, and time-saving solutions.
- **Easy Takes the Cake (27% share, 16% YoY growth):** Consumers seek food and beverages that are effortless to prepare or require minimal cooking. Simple instructions, pre-portioned ingredients, and easy-to-use formats are key.
- **Affordability on the Menu (28% share, 12% YoY growth):** Price remains a top factor, with value for money becoming increasingly important. Look for options that deliver quality without breaking the bank.

These trends, with their strong consumer interest and significant year-over-year growth, present a delicious opportunity for food and beverage companies. By prioritizing convenience, ease, and affordability, you can develop winning products that resonate with today's consumers.



Source: tastewise.io



Functional Beverages

The beverage landscape is evolving, with consumers increasingly seeking drinks that offer functionality alongside refreshment. This trend presents a vast opportunity for brands and retailers to tap into new markets and expand their reach.

HERE ARE SOME KEY TAKEAWAYS FROM RECENT DATA ON FUNCTIONAL BEVERAGES:

- **Consumers Are Looking Beyond Traditional Options:** The rise of functional beverages indicates a shift in how people think about drinks. They're no longer just for quenching thirst; they can also deliver specific benefits like energy, improved mood, or digestive health.
- **Energy Drinks Are Getting a Makeover:** Expect cleaner formulas with alternative energy sources and ingredients geared towards focus, not just a quick jittery boost. Green tea and Acetyl L Carnitine are already popular ingredients in this category.
- **Functional Beverages Go Beyond Energy:** There's a growing market for beverages targeting mood support, stress reduction, and even a touch of euphoria.
- **RTD (Ready to drink) Teas Are a Hot Commodity:** Consumers are drawn to RTD teas with antioxidants, super greens, and digestive support. Matcha is a popular ingredient, and a whopping 110% of RTD teas (measured cumulatively) contain digestive health-boosting components.

This is just a taste of the exciting trends in the functional beverage market. By staying informed about consumer preferences and innovative ingredients, brands and retailers can develop winning products that cater to this growing demand.

Source: SPINS.com

This information is intended for industry professionals or customers of dietary ingredients, not consumers. Any explicit or implied claims included in this presentation may not necessarily be appropriate for marketing purposes and customers are responsible for their own compliance with relevant legal and regulatory requirements. These statements have not been evaluated by the US Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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Events

SEE YOU
THERE

- ★ **Balchem Global Distributor Conference (5/13)**
Geneva, Switzerland
- ★ **VitaFoods – EU (5/14 -5/16)**
Booth F90, Geneva, Switzerland
- ★ **Sweet & Snacks Expo (5/14 -5/16)**
Booth 3218, Indianapolis, IN
- ★ **ACOG Annual Clinical & Scientific Meeting (5/17-5/19)**
Booth 113, San Francisco, CA
- ★ Schedule a meeting with us, here: 



Webinar

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REPLAYS

Nuturing Young Brains Through Better Nutrition

What's in Your Lunchbox?

 [Watch the Replay](#)

