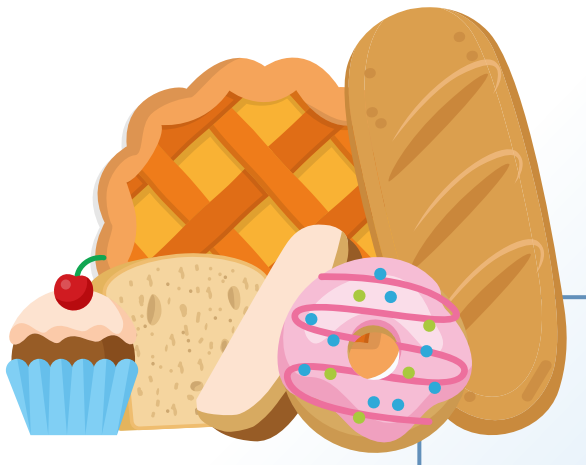


Balchem Acquires Market-Leading MSM Manufacturer Bergstrom Nutrition

Balchem recently announced the acquisition of methylsulfonylmethane (MSM) market-leader Bergstrom Nutrition. MSM is a widely used nutritional ingredient with strong scientific evidence supporting its benefits for joint health, sports nutrition, skin and beauty, healthy aging, and pet health. Bergstrom Nutrition's brand, **OptiMSM**[®], delivers the highest quality and purity MSM on the market and is the only brand of MSM with a U.S. GRAS "generally regarded as safe" designation.

Ted Harris, Chairman, CEO and President of Balchem, said, "We are excited to welcome Bergstrom Nutrition to Balchem. As the MSM market leader, Bergstrom Nutrition has excelled in advancing the science and presence of MSM globally. The addition of OptiMSM[®] to our portfolio provides a synergistic scientific advantage in Balchem's key strategic therapeutic focus areas such as **longevity** and **performance** and is a strong fit with Balchem's specialty, science-backed mineral products. We look forward to expanding marketplace opportunities together."

To learn more about about OptiMSM[®] and how to incorporate it into your next product launch, click here: [OptiMSM | The World's Purest MSM](#)



These Three Trends Are Shaping the Baking Industry

As consumer definitions of health are evolving, so are their needs when it comes to food, including bakery goods! Here, we highlight 3 trends that are shaping the baking industry and what consumers are looking for when it comes to baked goods.

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SCIENCE UPDATE

Balchem Partners with the Institute for the Advancement of Food and Nutrition Sciences (IAFNS)

Consumers are increasingly looking to their diet to help improve their cognitive health. Data from Balchem's recent Attitude & Usage study shows that Cognitive Health is one of the most commonly sought benefits of fortified food and beverage products. Balchem is committed to expanding the state of the art in nutrition and cognition, which is why Balchem is now partnering with the Institute for the Advancement of Food and Nutrition Sciences (IAFNS).

IAFNS is a non-profit organization that catalyzes sciences for the benefit of public health. Balchem has become a member of the IAFNS Cognitive Health committee in order to help support research on nutrition and cognition.

The IAFNS Cognitive Health Committee has recently embarked on a new research project intended to better understand how consumers perceive the cognitive impacts of nutrition, and to help create tools to better match these descriptions with cognitive performance research tools. These steps will help advance the field of nutrition and cognition by identifying strategies to develop substantiated messaging to help benefit consumers and their desire to improve cognitive health.

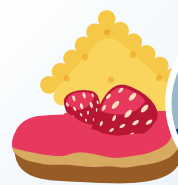
Interested in learning more? [Click here](#)

Key trends in the market include a shift towards foods that offer **nutritional and premium benefits** to consumers. Balchem's recent attitude and usage study, the Consumers' Redefined Path to Wellness noted products with claims such as immune and memory support, longevity, brain health, and mood support are among the most desired benefits. Compared to mid and low-priced baked goods, premium priced goods are seeing the greatest growth, with 30% annual growth.

Consumers are also looking for fun products that allow them to **connect and bond with others**. The social aspect of a consumer's life is key to emotional health and meaningful living. Often seen as comfort foods, baked goods are an opportunity to foster meaningful relationships and connections.

Lastly, consumers want to see **innovation** within the baked goods industry! According to Innova Market Reports, over half of global consumers say they want to be more adventurous with their food choices in a post-pandemic world. Products that engage all of the senses help to create lasting memories and experiences. Innovation can be seen by incorporating new ingredients, textures, flavors, or colors.

Balchem's baked goods solutions, such as **INhance™ inclusions, encapsulated ingredients, and plant-based lipid powders** can help you meet these consumer demands! [Click here](#) to learn more about how we can help you create innovative, better-for-you baked goods!



70%

of consumers say **texture** gives food and drinks a more interesting experience ⁽¹⁾



48%

of consumers would like to see **new and unusual flavors** in bakery products ⁽²⁾

1) Innova Database Eat with your eyes and ears: Sensory innovation beyond taste, Mar 4, 2022.

2) FMCG Gurus – Bakery Trends in 2021 – Global Report



Balchem holds 1st Annual Longevity Summit – Building the Foundation Today for a Healthier Tomorrow

Longevity is about living life well. It's about improving your healthspan with proactive nutrition and self-care. It's about building the foundation today for a healthier tomorrow. On September 20th, Balchem was joined by key opinion leaders, scientists, media and a real consumer panel and invited customers and industry partners to the conversation on longevity.

The dynamic moderator, **Jaelyn London**, RD & author of *Dressing on the Side*, made sure the event ran smoothly.

Meaghan Murphy, longtime magazine editor and author of *Your Fully Charged Life* began the discussion on consumers. "They want a micro action that they can take right now, that will have an impact by tomorrow. Consumers care about being healthy, but they need us to tell them what to do to achieve that."

Speaker **Claire Morton Reynolds**, Senior Industry Analyst from *Nutrition Business Journal* (NBJ) added that delivery formats are evolving as well, even amongst the longevity consumer. "We're seeing a trend towards the non-pill formats. People came into the category during Covid and are new to supplements. They tend to prefer alternative formats vs consumers who have been taking pills for ten years".

The consumer panel, comprised of six adults ranging from 40-71 years old, concurred. Seventy-one year old panelist Linda noted that she prefers gummies as it "brings out the kid in me" and other panelists were open to alternative formats as well.

Speaking of alternatives, **Marlena Hidlay**, Director of Marketing Communications and Strategic Marketing Manager responsible for Albion® Minerals presented key highlights from Balchem's latest attitude and usage study, *Consumers' Redefined Path to Wellness*, including whitespaces in the longevity category. She noted



that "US consumers are seeking products that successfully help to reduce anxiety, boost energy levels and improve digestive health."

Next up was **Eric Ciappio**, PhD, RD and Strategic Development Manager, Nutrition Science at Balchem. Eric shared insights from the National Health and Nutrition Examination Survey (NHANES), citing that "dietary inadequacy is widespread in the US among adults 50+, with more than 75%

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of females not getting enough calcium, more than half of adults falling short on magnesium and roughly 1 in 5 adult consumers not getting enough zinc in their diet.”

Rounding out the rest of the program were scientific heavy hitters:

Taylor Wallace, PhD, CFS, FACN and CEO of the Think Healthy Group, George Mason University Professor spoke on emerging science in adult cognition and featured choline

Crystal Webber, RD and CEO of Niche Nutrition and Kappa Bioscience Senior Sales Manager shared new science and

technical insights on designing products for the active adult: performance, cellular optimization and bone health with Vitamin K2.

Roger Fielding, PhD, Team Lead and Senior Scientist of the Nutrition, Exercise Physiology and Sarcopenia Team at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University, presented the role of dietary protein in successful aging.

Emily Ho, PhD, Endowed Chair and Director, Linus Pauling Institute at Oregon State University, highlighted why zinc is essential to immune health and the aging adult.

Rebecca Costello, PhD, FAHA, FASN, member of the American Society for Nutrition, American Heart Association and the Society for the Development of Research on Magnesium featured new magnesium claims in cardiovascular health.

Interested in learning more about longevity or want to watch the recording of this event? Tell us [here](#).

Upcoming Events & Webinars

VitaFoods Asia

October 5-7, 2022 | Bangkok, Thailand

CRN Annual Meeting

October 11-14, 2022 | Phoenix, AZ

Chicago Section IFT Suppliers' Symposium Expo

November 1, 2022 | Rosemont, Illinois | Booth # 720

Supply Side West

November 2-3, 2022 | Las Vegas, NV | Booth # 5236