National Dairy Council’s New Product Competition Accepting Entries
The National Dairy Council (NDC) is seeking ideas for innovative dairy-based snacks from college students across the United States and Canada. The goal of NDC’s seventh annual new product competition is for students to develop a dairy-based snack that answers the evolving needs of today’s consumer and emphasizes these elements:

- Nourishment: the need for daily sustenance, long-term wellness, or health management
- Pleasure: snacking fulfills emotional desires for enjoyment, craving, and comfort
- Optimization: snacking occasions reflect a need to fulfill physical and mental performance demands

A combined $16,000 in cash prizes will be awarded: $8,000 (first place), $5,000 (second), and $3,000 (third). Contest details can be found at https://www.usdairy.com/science-and-research/product-innovation/new-product-competition. The deadline to enter is January 15, 2018.

The judging panel includes experts from across the dairy industry. Winning teams will be recognized at the American Dairy Science Association’s annual meeting in June (https://www.adsa.org/2018/).

ADSA Launches Large Dairy Herd Management (3rd ed.)
The ADSA® Foundation is pleased to announce that after untold hours of work by a dedicated group of 171 chapter authors, 18 section editors, and 73 external reviewers, under the leadership of Dr. David Beede, the third edition of Large Dairy Herd Management (e-book) is now available for purchase.

This edition was developed to help meet the growing information needs of dairy farmers, service professionals, and students worldwide. It brings peer-reviewed dairy science and management information to users in an accessible, easy-to-use format. The e-book includes 97 chapters in 15 sections.

The book is available for purchase at student ($62.50) and professional (member and nonmember) rates ($125/$195) exclusively from ADSA by going to: http://ldhm.adsa.org/purchase.