

FrieslandCampina acquires Wisconsin Whey Protein

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Royal FrieslandCampina N.V. intends to acquire Wisconsin Whey Protein, a respected producer of whey protein isolates in the United States. Wisconsin Whey Protein will become part of FrieslandCampina Ingredients, a global leader in proteins and prebiotics. As a result, FrieslandCampina Ingredients will significantly increase its total whey protein capacity, helping to meet rising global demand for high-quality protein ingredients. The acquisition will enable the company to scale and extend its market-leading position in Europe and Asia into the North American market.

Wisconsin Whey Protein's modern facilities, located in the heart of the United States' dairy region, are currently being expanded, which will more than double its whey protein isolate capacity. The company will be integrated into the FrieslandCampina Ingredients business group, reinforcing its ability to serve customers across the performance, active and medical nutrition market segments.

Commenting on the acquisition, Anne Peter Lindeboom, President of FrieslandCampina Ingredients, said: "By joining forces with Wisconsin Whey Protein, a respected producer of high-quality whey isolates with a strong focus on production and innovation, we bring together expanded capacity in the United States with our deep expertise in protein technology, research

and application development. The acquisition will enable us to scale our proven successes in high-end protein offerings to customers in the United States and worldwide. All in the pursuit of providing nutritional solutions that meet both consumer preferences and needs, to help people get the most out of life, always.â”

Wisconsin Whey Proteinâ”s founder and Chief Executive Officer, K Kachadurian, added: â”Thereâ”s a natural fit between Wisconsin Whey Proteinâ”s entrepreneurial spirit and FrieslandCampina Ingredientsâ” global growth ambition. Iâ”m proud that our team will become part of such a purpose-driven companyâ”one making a meaningful impact.â”

With the intended acquisition, FrieslandCampina will also enter into a collaboration with Stainless Technologies, a sister company of Wisconsin Whey Protein that builds state-of-the-art process technology solutions.

Protein supplementation has become a mainstream component in nutritional food and beverages. Today, 71 per cent of consumers actively prioritise protein intakeâ”a notable increase from 59 per cent in 2022 and 67 per cent in 2023. This has been driven by a rise in consumers viewing higher protein diets as good for their general health, increased demand for high-protein diets for fitness and weight management, and ongoing product innovation. In addition, protein quality is becoming just as important as quantity. Consumers are becoming more aware of the benefits of complete proteins (containing all nine essential amino acids) and the benefits of specific amino acids. This plea for high-quality protein presents an opportunity to provide tailored solutions for every moment of the day, and for every market. It isÂ expected that the whey protein market will grow at 6.6 per cent per annum until 2030.