



Retail cheese packaging, labeling, and market trends

Presenting author name Deb (Hutchins) Jasperson

Affiliation details of Presenting author Department of Food, Nutrition, and Packaging Sciences at Clemson University, South Carolina, USA

Co-authors' details: Dr. Andrew Hurley, Professor

Affiliation details of Co-authors author Department of Food, Nutrition, and Packaging Sciences at Clemson University, South Carolina, USA

Abstract:

Innovation in cheese continues to evolve to meet growing consumer demands, and packaging plays a pivotal role in both communicating these innovations and becoming an area of innovation itself. This presentation will explore a systematic review of literature on cheese packaging reviewing articles over a recent 10-year period, organized into five key categories: cheese production, packaging, marketplace, consumption, and disposal.

The review covers a wide range of topics, including the history of cheese packaging, the impact of packaging claims and the role of advanced packaging technologies like vacuum packaging, modified atmosphere packaging, essential oils, and edible antimicrobial films in extending shelf-life. This presentation will also examine the importance of packaging in printing, shipping, and displaying cheese in stores, as well as the value of branding and its influence on purchasing preferences across different demographics.

Other areas of focus include health and nutrition claims, the growing trend of protein-rich cheese, marketing strategies targeting children, and issues around obesity and diet-related cheeses. The presentation will also address key consumer concerns such as allergens, vegan and non-dairy options, food recalls, and the cutting, cooking, and consumption experience. As convenience and snacking trends rise, packaging plays a central role in responding to the demands for easy-to-use, flavorful options, while also helping to reduce food waste and

spoilage. The environmental impact of cheese packaging disposal, which remains a critical issue for both producers and consumers will also be explored.

By integrating these findings, this presentation provides valuable insights for cheese producers, marketers, developers, and smaller companies seeking to differentiate their products through packaging innovations. It will also offer a useful resource for cheese enthusiasts interested in staying up to date on the latest advancements in cheese packaging.

Biography:

Deb Jasperson is a PhD candidate in the department of Food, Nutrition, and Packaging Sciences at Clemson University in South Carolina, USA. She specializes in designing food packaging with the integration of consumer insights. Currently she is performing research on the topics of consumer insights into retail cheese packaging and expanding the recyclability of paper-based food packaging contaminated with food residue. Deb has presented her past research to Dairy West, BUILD Dairy, and the Institute of Food Technologists. She has worked as a whey protein technologist, food and packaging consultant, and educator.

Other information:

Publications:

Hutchins, D. and Hurley, R.A. *A systematic review of articles influencing United States retail cheese packaging, labeling, and market trends related to cheese in the marketplace and cheese during consumption*. Journal of Dairy Science. 2024.

Hutchins, D. and Hurley, R.A. *Improving Group Dynamics with Facilitator-Led Group Conversations*. Land-Grant Press Teaching, Section 7. 2023.

Hutchins, D. Noh, J. and Kenealey, J. D. Activity, stability, and binding capacity of β -galactosidase immobilized on electrospun nylon-6 fiber membrane. Journal of Dairy Science. 2019.

