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cooperative sector immediate need for modernizing of 75 lakh led and developing the facilities for 1.25 crore led which may require 9000 crores.  
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## FORTNIGHTLY NEWSLETTER

Dairy Pulse 110<sup>th</sup> Edition (16<sup>th</sup> to 31<sup>st</sup>, May 2020)



### CATEGORIES OF THE EDITION

- \* Suruchi Endeavor in Skill/ Entrepreneur Development Domain
- \* Indian News
  - > Animal Health/Protection
  - > Marketing
  - > Health/Awareness
  - > Regulatory/Legal
  - > Survey/Report
- \* Foreign News





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(an initiative of Suruchi Consultants)

**HAS BEEN GRANTED NABL ACCREDITATION WITH  
ISO/IEC 17025:2017  
IN THE FIELD OF TESTING  
OF MILK & MILK PRODUCTS ON 29.01.2020.**

Team SAFE LABS would like to thank you for your continuous motivation and guidance.

We seek your patronage for fulfilling our common dreams for providing Safe Milk to everyone in India by 2025.

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## Suruchi endeavor in Skill/ Entrepreneur Development Domain

### ➔ *Diploma in Dairy Technology (DDT) in alliance with IGNOU*

Study Center authorized by School of Agriculture Indira Gandhi National Open University (IGNOU) Details as below:

Academy of Dairy Skill Development (ADSKiD)  
Unit of Suruchi Consultants  
C-49, Sector-65, Noida U.P – 201307  
SC/PSC Code: 39018P  
Prog. In-charge: Mr. Sanjay Singhal  
Contact no. : +91-0120+4370845  
Email: [adskid39018p@gmail.com](mailto:adskid39018p@gmail.com)

New admissions are closed

### ➔ *Indian Dairy Map 2017 launched on 27th October, at Pune.*

### ➔ *Aspiring entrepreneurs might attend our introductory session (Free) on how to set up dairy farm and plant on every 4<sup>th</sup> Saturday of Every month from 2 PM to 5 PM, Prior registration is must and for that contact our office.*

For more information please email on [info@suruchiconsultants.com](mailto:info@suruchiconsultants.com) or contact at +91 0120 4320845

### ➔ *60<sup>th</sup> Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida. Date will be announced soon.*

For more information please follow the link:

[https://www.suruchiconsultants.com/pageDownloads/downloads/training/3\\_58th%20DEDP%20MAY\\_june\\_2019.pdf](https://www.suruchiconsultants.com/pageDownloads/downloads/training/3_58th%20DEDP%20MAY_june_2019.pdf)

### ➔ *4<sup>th</sup> Practical Dairy Entrepreneurship Development Program (PDEDP) at Suruchi*

Consultants, C-49, Sec-65, Noida, Dates will be announced soon.

For more information please follow the link:

[http://www.suruchiconsultants.com/pageDownloads/downloads/train- ing/9\\_14092019\\_PdEDP\\_brochure.pdf](http://www.suruchiconsultants.com/pageDownloads/downloads/train- ing/9_14092019_PdEDP_brochure.pdf)

### ➔ *Dairy Startup Sensitization Program from farm to table in Noida. On 29<sup>th</sup> February, 2020*

For more information please follow the link:

[http://www.suruchiconsultants.com/pageDownloads/downloads/training/8\\_21122019\\_DSSP.pdf](http://www.suruchiconsultants.com/pageDownloads/downloads/training/8_21122019_DSSP.pdf)

### ➔ *Suruchi has launched Online Dairy Entrepreneurship Development Program (ODEDP). It is 12 weeks program. Registrations are open till 29<sup>th</sup> February, 2020.*

Watch-

Video: <https://www.youtube.com/watch?v=5iS432VIGc8&t=42s>

For more information please visit on website <http://skilldairy.com/>

7th Regional Dairy Entrepreneurship Development Program (RDEDP) Dates will be announced soon.

[https://www.suruchiconsultants.com/pageDownloads/downloads/training/1\\_7th%20RDEDP%20Brochure.pdf](https://www.suruchiconsultants.com/pageDownloads/downloads/training/1_7th%20RDEDP%20Brochure.pdf)

Mandatory training "Food Safety Supervisor" for dairy sector as per FSSAI is being organised on 25<sup>th</sup> & 26<sup>th</sup> of March 2020 .

## Indian News

### Three-member panel to run Goa Dairy

May 31, 2020

<https://timesofindia.indiatimes.com/city/goa/3-member-panel-to-run-goa-dairy/articleshow/76114404.cms>

**P**ONDA: In a sudden move, the state government appointed a three-member administrative committee to run the Goa State Cooperative Milk Producers' Union, popularly known as Goa Dairy.

The affairs of the dairy were being looked after by a lone administrator.

The committee is headed by Durgesh Shirodkar, who is the chairman of Sateri Dudh Vyavasayik Sauntha, Raia. Panaji-based chartered accountant Yashwant Kamat and an assistant registrar of cooperative societies are the other members.

An order issued on Friday by the registrar of cooperative societies, Vikas Gaunekar, stated that the committee will replace the incumbent administrator Arvind Khuntkar.

During the current term of the dairy, which commenced on January 29, 2017, the board of directors has been dissolved twice. Civil services officer Damodar Morajkar was the first administrator and took over on September 6, 2018, followed by Santosh Kundaim on January 28, 2019. Senior veterinarian Vilas Naik was appointed as the administrator. Khuntkar replaced him on October 1, 2019.

### Mr Arun Singhal IAS appointed as Chief executive Officer, FSSAI

May 30, 2020

<https://dairynews7x7.com/mr-arun-singhal-ias-appointed-as-chief-executive-officer-fssai/>



**S**h Arun Singhal, a senior bureaucrat has been appointed as the Chief Executive Officer of Food Safety and Standards Authority of India (FSSAI), as part of a senior-level bureaucratic reshuffle effected on Friday by the Centre.

Mr Singhal, a 1987-batch IAS officer of Uttar Pradesh cadre, is at present Special Secretary in the Department of Health and Family Welfare. He has been closely associated with reforms in

medical education over the past 2 years. Successful implementation of National Eligibility-cum-Entrance Test (NEET) and ensuring transparency in medical admissions by way of making common counseling mandatory have been priority areas of work for him. He has also been associated with drafting of the National Medical Commission Bill and Allied and Healthcare Profession Bill. After completing B.Tech. and M.Tech. from IIT, Kanpur in Electrical Engineering, Shri Singhal joined IAS, in 1987. He has rich and varied experience of administrative work in diverse areas such as Petroleum and Natural Gas, Industrial Development, Rural Development, Agriculture Marketing and Health & Family Welfare. He has also functioned as Chief Electoral Officer of UP in addition to serving in various capacities in the Central and State Governments.

## Covid-19 Fall in milk prices put pressure on dairy farmers in Maharashtra

May 29, 2020

<https://dairynews7x7.com/covid-19-fall-in-milk-prices-put-pressure-on-dairy-farmers-in-maharashtra/>

**M**ilk was sold at Rs 30 to 35 before the corona outbreak in Maharashtra state. After the lock down the demand of all milk and milk products plummeted and milk prices came down to Rs 20-22 per liter. A large number of cottage milk processors are also engaged in making Khoa, curd, paneer etc . Duing Covid-19 even their businesses also inched towards closure and they had to sell their milk products at very low prices. Nandura town near Buldhana district is famous for its Khoa market and that has also been closed due

to Covid. Such low realization of milk prices has led to reduction in feed given to the animals in the state. In Amrawati district milk prices have dropped down from Rs 38 to Rs 37. For a farmer with 100 litres of milk , the loss is to the tune of Rs 1000 per day and it has led to sale of cows by the farmers also. Thought the state government has announced a scheme to collect 10-11 lakh lpd of milk from the farmers but that scheme is not working out well for the poor farmers in Maharashtra.

## FSSAI to launch one-stop compliance, regulatory platform for food companies from June 1

May 29, 2020

<https://www.thehindubusinessline.com/economy/fssai-to-launch-one-stop-compliance-regulatory-platform-for-food-companies-from-june-1/article31703673.ece>

**A**s part of efforts to ensure ease of doing business for food companies, the Food Safety and Standards Authority of India (FSSAI) is all set to launch its upgraded cloud-based online compliance platform. The food

safety regulator aims to make Food Safety and Compliance System (FoSCoS) as the one-stop point for all its regulatory and compliance engagements with Food Business Operators (FBOs).

## Haryana Dairy Dev Co-op to open plant in South Haryana

May 28, 2020

<https://www.indiancooperative.com/co-op-news-snippets/haryana-dairy-dev-co-op-to-open-plant-in-south-haryana/>



**I**n a bid to expand the production of milk and other dairy products, Haryana Dairy Development Cooperative Federation Ltd which sells milk and milk products under the brand name of Vita will open a new milk plant in South Haryana.

Cooperative Minister of Haryana Dr Banwari Lal has directed the officials to prepare a detailed project report for setting up a new milk plant in South Haryana and submit it immediately for approval.

He also asked the officials to open more and more Vita Milk Booths so that people can easily get milk and products made from it.

The minister also appreciated the Haryana Dairy Federation for delivering milk to the state during the lock down period.

## Covid-19: As milk prices fall in Maharashtra, dairy farmers feel the squeeze

May 28, 2020

<https://www.thehindubusinessline.com/economy/agri-business/covid-19-as-milk-prices-fall-in-maharashtra-dairy-farmers-feel-the-squeeze/article31692518.ece>



**D**airy farmers in Maharashtra have started to feel the pinch of the lockdown with procurement prices of milk dipping by 20 to 50 per cent. Decline in their income also means lower amount of feed being given to cattle.

Due to lack of demand, farmers who used to make processed milk products such as curd, butter, ghee and khoya as a cottage industry, now sell milk at lower rates in the market.

Khoya is an intermediary milk product, which is used as a raw material for making traditional sweets.

Farmer leader and General Secretary (Maharashtra) of All India Kisan Sabha, Ajit Navale, said that due to the lockdown, milk demand from restaurants, tea stalls and sweet shops has come to a standstill. The State Government has assured that 11 lakh litres of excess milk will be procured per day from farmers by the cooperative dairies for which funds would be provided by the State Government. However, it has not translated into additional income for the farmers.

Navale said that before the lockdown, cow milk was sold by farmers at ₹30 to ₹35; today, it has

dipped to ₹20 to ₹22. In some places, it has even dipped to ₹12 per litre. This milk is being procured by private dairies. On the other hand, due to logistics issues, animal feed supplies have become irregular, leading to a considerable jump in prices.

Dairy farmer Shankar Dandge from Matola village near Nandura town in Buldhana district sells milk to local customers and dairies, as the famous Nandura khoya market has been closed down because of the pandemic. Before lockdown, the rate around Nandura was ₹35 per litre for cow milk; today, he is forced to sell milk at ₹25 per litre.

Dandge said that daily milk production from his cows is 100 litres. The ₹10 dip in prices has translated in per day losses of ₹1,000 for him. And since income has declined, the animals too are getting lesser feed.

Farmer Arpan Sontakke from village Takarkheda More, Anjangaon Surji taluk in Amravati district, is also in the same boat. Milk was being procured around Anjangaon Surji at ₹38 per litre; this has now slid to ₹27 per litre. Due to the losses, he has already sold one cow to another farmer.

Sontakke laments that he just cannot afford to feed the same quantity of fodder and cattle cake to his cows. Earlier, he used to feed a three-kg cattle feed cake, which has now been slashed to 1.5 kg because of lower earnings from the sale of milk.

## Coronavirus lockdown has driven dairy consumption in homes up to 20%, says Amul MD

May 28, 2020 | 00:59 IST

<https://www.businesstoday.in/current/corporate/coronavirus-lockdown-has-driven-dairy-consumption-in-homes-up-to-20-percent-says-amul-md/story/405155.html>



**F**rom reinventing its distribution network to launching a range of immunity building dairy products such as haldi, tuls and ginger milk, RS Sodhi, MD of the Rs 38,550 crore dairy company Amul, says that it has been business as usual even during the COVID-19 lockdown.

Though industry data indicates a 15-25 per cent dip in demand for dairy products, Sodhi claims that Amul has seen a surge in household consumption of dairy products. "Over 15 per cent of dairy revenues come from the HOREKA segment, which due to the lockdown has completely dried up. However, the revenue loss in the institutional segment has been compensated by the surge in household demand. People are locked in their homes and are thus spending extended hours in their kitchens," explains Sodhi. He says that home consumption of milk-based products has increased by 15-20 per cent. Demand for categories such as cheese, claims Sodhi, has gone up by 80 per cent, while

paneer sales have increased by 40 per cent. Demand for products like condensed milk has also doubled.

However, categories such as ice-cream has seen a 80 per cent dip in sales. Sodhi also admits that the company is sitting on huge inventory of milk powder, with HOREKA sales coming to a halt. Like most consumer goods companies, Amul also faced a supply chain and distribution crisis during the early part of the lockdown when it wasn't able to deliver its products to distributors and retail outlets. "Unlike earlier, when we used to have a separate supply chain for fresh, ambient products and ice cream, we have now converged our supply chain. Since the trucks distributing ice cream were idle as there was a dip in demand, we have started using them to deliver our fresh and ambient products. We are making sure that our products reach our consumers," says Sodhi.

While Amul with its scale and distribution may have benefitted during the lockdown, dairy experts claim that there is a massive dip in procurement and sale of dairy products in other co-operatives, especially in smaller states such as Jharkhand, Odisha, and Assam. "With demand dipping, procurement has also reduced. A state like Jharkhand which used to collect 1.30 lakh litres per day prior to COVID, has reduced its procurement to 60,000-70,000 litres per day," points out a senior dairy expert.

## Punjab dairy industry in crisis amid lockdown

May 28, 2020 07:12 AM (IST)

<https://www.tribuneindia.com/news/business/punjab-dairy-industry-in-crisis-amid-lockdown-90958>



**A**s the demand of milk and milk products has nosedived amid the lockdown, private dairy units in Punjab, especially in the MSME sector, are in crisis and operating at less than 30% of their capacity. While some of the units discontinued their operations during the lockdown, others have converted the excess milk into skimmed milk powder (SMP) and ghee, which led to blockage of precious working capital.

There are 30 milk plants in the state in the private sector and 10 in the cooperative sector owned by Milkfed. Out of this, around two dozen are MSMEs, with an installed capacity to process around 35 lakh litres per day.

“Currently, the capacity utilisation of private milk plants is less than 30%,” said Inderjit Singh, Director, Punjab Dairy Development Board.

As hotels, restaurants and other commercial establishments were closed during the lockdown, the demand for milk and milk products collapsed. Besides, cancellation of weddings and other functions also led to decline in the demand.

According to the industry, the sale of curd, flavoured milk and other products to these institutional segments shoots up during February to May, but this year only households were buying these products.

“Our sales have crashed by 50%, putting strain on our finances. The price of SMP has also come down from Rs 320 per kg to Rs 270 per kg. Moreover, there are no buyers in the market. We don’t see immediate revival in demand,” said Ajit Singh, managing director, Metro Milk products (P) Ltd., Jalandhar.

According to trade insiders, while some dairy units accepted milk from farmers on the condition of deferred payment, others have started practising a weekly milk holiday and they don’t collect milk on that particular day.

“Since supply to neighbouring states was also disrupted, it hit our sales by over 50%. Moreover, since most of the commercial establishments were closed, the supply of milk to our plants increased. We converted the excess milk into SMP and ghee. As compared to last year, we have 20% excess stock this year,” said Vinod Kumar Dutta, managing director, Chanakya Dairy Products (P) Ltd, Mandi Gobindgarh.

The average daily milk production in the state is around 340 lakh litres. Out of this, 170 lakh litres is marketable surplus. Of this, around 50% is handled by the organised sector, comprising dairy cooperatives such as Milkfed and private companies and the rest by vendors, restaurants, hotels and sweet shops.

## G.R. Chintala is new chairman of NABARD

MAY 27, 2020 23:49 IST

<https://www.thehindu.com/news/national/karnataka/gr-chintala-is-new-chairman-of-nabard/article31690650.ece>



**G**.R. Chintala is the new chairman of the National Bank for Agriculture and Rural Development (NABARD).

He has served in various capacities in the bank, including as managing director, NABARD Financial Services Ltd., a subsidiary of NABARD, in Bengaluru.

Mr. Chintala took over from Harsha Kumar Bhanwala on Wednesday, said an official press release. P.V. S. Suryakumar and Shaji K.V. assumed charge as deputy managing directors, NABARD.

All top officials of the bank have been working from Bengaluru owing to rampant spread of COVID-19 cases at the bank's headquarters in Mumbai and owing to restrictions on travel. All three top officials took charge in Bengaluru. Mr. Suryakumar joined NABARD in 1986 and has handled a variety of functions such as appraisal, funding, and monitoring of projects. He worked across various States, including Karnataka.

Mr. Shaji has 26 years of banking experience in Canara Bank and his last assignment was as general manager at the corporate office. His last project was recent amalgamation of Syndicate-Bank into Canara Bank.

## Railways develop tank van with more capacity to carry milk

May 27, 2020

<https://economictimes.indiatimes.com/industry/transportation/railways/railways-develop-tank-van-with-more-capacity-to-carry-milk/articleshow/76024777.cms?from=mdr>

**R**ailway Minister Piyush Goyal on Monday said that Railways has developed a 'rail milk tank van' with a 12 per cent more capacity to carry milk and it can move at speeds up to 110 km per hour. The minister said the indigenous milk tank van has special stainless steel interiors and will facilitate safe and quick transportation of milk.

"Railways has developed a Rail Milk Tank Van with a carrying capacity of 44,660 litres of milk, 12 per cent more than the earlier van. Made indigenously to run up to 110 kmph with a special stainless steel interior, van will facilitate safe, economic and quick transportation of milk," the minister said in a tweet.

## “We got 3x value of IPL slots”: Amul’s RS Sodhi on ‘lockdown TVCs’ during Ramayan-Mahabharat

27 May 2020, 5:30 AM IST

<https://www.afaqs.com/news/advertising/we-got-3x-value-of-ipl-slots-amuls-rs-sodhi-on-lockdown-tvcs-during-ramayan-mahabharat>

We weren’t surprised when we recently came across a statement by RS Sodhi, MD, GCMMF (Amul), where he said that the leading dairy brand should be doubling its advertising during lockdown, instead of cutting it down. The fact that Amul bumped up its ad communication was pretty visible on ground and, in fact, it stood out. What actually caught our attention was that this was happening at a time when most other advertisers across categories were cutting down on ad expenditure. Advertisers, in general, were either withdrawing ongoing campaigns, or postponing them altogether. This was triggered primarily by the need to restructure operations, drop in consumption across sectors, ban on film production, and the need to conserve resources.

Amul, on the other hand, decided to put more muscle into advertising. The brand has strategically kept its ad spends (0.8 per cent of the turnover) low for years. Reportedly, GCMMF had a turnover of Rs 38,500 crore in FY 20. Sodhi reveals that apart from a few minor bumps, there hasn’t been much change in Amul’s advertising efforts, post lockdown. Amul’s choice of media is diverse, given its ‘massy’ nature, and its wide range of products that cut across demographic and economic segments. TV makes up for 65-70 per cent of its overall media pie, followed by print (20-25 per cent), and the rest goes to digital. On TV, Amul advertises on general entertainment channels (GECs), children’s channels, news, movies, and also ‘internationals’. The choice of channels varies, depending on individual products, or target geography. For example, ingredient products, like butter or cheese, are seen more on GECs (to target housewives) and chocolates go for children’s

channels. Milk ads cut across channels.

Amul ran 33 regular product TVCs, and as many as 101 classic ads (from 1969-1990s) during ‘Ramayan’ and ‘Mahabharat’ on Doordarshan (DD) over the last month. DD later announced that ‘Ramayan’ became the most watched entertainment show in the world, with 7.7 crore viewers on April 16.

Print presence in English dailies nationally is coupled with a strong presence in regional newspapers. Regional schemes of ice creams would be advertised more on regional newspapers. OOH is primarily of two types: The over 50-year-old ‘Amul girl’ butter topical campaigns, and then the product specific ads that are region specific and seen across mediums, like bus stands and train stations. The ‘Amul girl’ topical campaigns are often extended to the print and digital mediums. The share of digital, though small at the moment, is increasing. Amul also bets big on its sports partnerships, and has been gradually increasing it over the last few years. It extends not only to India, but also globally, with international sponsorships. By Sodhi’s admission, Amul has been “moving a lot of money out of general entertainment to sports and news”. The brand’s latest sports investment is its advertising on Bundesliga, a German football league, with games currently being played in empty stadiums (behind closed doors). Amul had also planned for the Indian Premier League (IPL), but later diverted spends to TV news channels, and went for the retro ‘Ramayan’ and ‘Mahabharat’ sponsorships.

“We met our media and advertising agencies in the first week of March. COVID-19 was spreading pretty fast globally and people were watching news. It was the correct time to spend

money on news – regional, national and international. It was already the financial year ending month, and all the channels wanted to get more business. At the same time, other advertisers, be it auto or consumer durables, were leaving. We got very good deals from all the channels,” Sodhi says.

It was during the second, or third week (of March) that Amul’s media agency Lodestar UM came up with the idea of advertising during ‘Ramayan’ and ‘Mahabharat’ – since people were at home with their families and would rather watch family-oriented programs that lay emphasis on values. “We got a great deal there, too. We chose to go ahead, and right after the first couple of episodes, we got a lot of great feedback. Along with the retro serials, people also wanted their retro ads from the time when they were young. It was a signal for us, and we started running ads from several decades back. We got 10 times the benefits of what we would usually get from similar advertising investments. The viewership was 3-4 times of the IPL finals, and what we paid was many times lower than the IPL investment,” Sodhi reveals.

He equates the situation to investing in the share market, where one invests when a particular share is available for minimum value. He explains that a brand is not in the business for year 2020 alone. “A brand is a long term investor, where today’s investments will reap returns decades later. There are many brands that are older than us. We have three generations of Amul consumers today. So, if a brand has to live for generations, then why not advertise,” Sodhi asks. Amul has its portfolio of summer brands,

including ice creams and beverages, like lassi, buttermilk and Amul Kool. Like colas, these brands also see a spike in advertising around the summer months every year. “We have come up with TV commercials for these, and are going full throttle. We haven’t reduced our spends on any of our summer products,” Sodhi reveals.

On being asked about the result of advertising when the availability of products in the market is affected, Sodhi says, “Advertising is not necessarily sales equity. It is brand building through communication. You don’t stop communicating when consumers are in distress, or you are in difficulty. You don’t have to reap benefits overnight. It does not matter if you are unable to sell ice-cream immediately. You have to keep advertising to capture the top of the mind.” He believes it was the best time for advertising when none of the competitor brands were advertising. “You are also getting a great deal from your media. It is like maintaining the relationship. You want your consumers to buy your brand when they go to the market. Consumers understand that if Amul isn’t available in the market immediately, it is because of the lockdown. It would have been different if things were normal, and you were not present on the ground. Fortunately, we were also present on the ground. Our supplies did not stop. Our sales have been more than average, except ice cream, because the shops were opening only for a few hours. None of our product categories have registered negative sales compared to the previous year,” Sodhi signs off.

## Coronavirus effect: Demand for dairy products dips up to 25 per cent

May 27, 2020 | 01:02 IST

<https://www.businesstoday.in/current/corporate/coronavirus-effect-demand-for-dairy-products-dips-up-to-25-per-cent/story/405031.html>

**D**espite dairy products such as milk, paneer and curd being part of the essential services list, and the dairy supply chain stabilising by mid-April (dairy sector had witnessed a 30-35 per cent degrowth in the initial weeks of the lockdown), the demand continues to be low. According to senior dairy and agriculture expert, Aditya Jha, demand for dairy products have dipped in the range of 15-25 per cent. Jha says that the biggest hit in demand has happened in bigger cities which have maximum number of containment zones. In fact, a recent report of CRISIL Research, also confirms that the demand for dairy products has been lukewarm through the COVID lockdown. "Products that can't be made at home easily - such as cheese, flavoured milk and also khoya - haven't found their way back to the dining table in the same quantities as before the lockdown," says the CRISIL Report.

With restaurants shutting down, institutional sales of products such as skimmed milk powder and khoya have completely dried up. The CRISIL report says that the impact of the pandemic on products such as skimmed milk and khoya has been "highly negative", while impact on products such as milk, curd, paneer, UHT milk and cheese has been "moderately negative". "People aren't stepping out to buy. Also, the migrant labourers have moved out of cities and this has impacted sale of liquid milk in the cities," explains Jha.

Worst impacted by the pandemic are the ice-cream manufacturers. The demand for ice-cream, which peaks during the summer months (which accounts for 40 per cent of its annual sales), has dipped by over 60-70 per cent, as consumers are staying away from ice-cream due to the fear of infection. "Many regional ice-cream brands are struggling to even pay their electricity bills," says Jha.

The dip in demand has also led to dip in milk procurement, with both cooperatives and private dairies reducing their procurement. "Many private dairies have altogether stopped procuring milk. In fact, procurement prices have also dropped," claims a dairy industry expert. He says that contrary to the government's claim that cooperative dairies have increased milk procurement during the lockdown, milk procurement of cooperatives has actually dipped by almost one-third.

The CRISIL report, however, expects a revival in demand post the lockdown. "Demand for staples such as milk, curd, paneer and yogurt are expected to see a quick rebound, leading to on-year expansion in sales," says the report. The pandemic, however, may sour the business for unorganised dairies because of pervasive contamination fears, says the CRISIL report. Conversely, as consumers shift, revenues of organised dairies and packaged products should fatten.

## Complete Lockdown in Thane's Mumbra Area From Today; Milk, Medical Shops to Remain Open For 2 Hours Only

May 26, 2020

<https://www.india.com/news/india/complete-lockdown-in-thanes-mumbra-area-from-today-milk-medical-shops-to-be-open-for-2-hrs-4040400/>



**N**ew Delhi: Looking at the rising cases of coronavirus in the area, the Thane Municipal Corporation in Maharashtra on Tuesday ordered a complete lockdown of Mumbra area from Tuesday midnight. Also Read - Rahul Gandhi Distances Congress From Coronavirus in Maharashtra, Says 'We're Not Key Decision-Makers There'

As per the order, only milk and medical shops will be open in Mumbra from 7 AM to 9 AM, while all other shops, including vegetables and groceries, will remain shut till further orders. Also Read - Muslim Group in Maharashtra

Performs Last Rites of 78-Year-Old Hindu Man After His Own Son Refuses

he development comes as Thane city till Monday night recorded 2,172 COVID-19 cases, including 288 in Mumbra area. Also Read - Maharashtra Couldn't Bring Enough Passengers For Shramik Specials, Says Central Railways Issuing the order, municipal commissioner Vijay Singhal said that despite warnings and directives issued by the civic authorities, people were not following the lockdown and social distancing norms and crowding public places. "Hence, the corporation decided to enforce a total lockdown in Mumbra area," he said.

On the other hand, the Kalyan-Dombivali Municipal Corporation (KDMC) in Thane district has asked office-bearers of the housing societies in the area to strictly implement the lockdown orders to prevent coronavirus.

To take preventive measures, KDMC Commissioner Vijay Suryavanshi asked the housing societies to procure pulse oximeter and thermal screening gun.

## Delhi: Now, visit Mother Dairy booth to report domestic abuse

23 may 2020

<https://timesofindia.indiatimes.com/city/delhi/now-visit-mother-dairy-booth-to-report-domestic-abuse/articleshow/75984584.cms>

**N**EW DELHI: Mother Dairy outlets and chemist shops, which have remained open throughout the Covid-19 lockdown in the capital, are now also serving as centres for women to silently report domestic abuse. With the domestic abuse cases in Delhi nearing 100 during the lockdown, Delhi State Legal Services Authority (DSLISA) has chosen these places among others to spread awareness about its helpline number and also to allow a

victim of domestic violence to pass on the information discreetly. National Legal Services Authority (NALSA) had recently come out with a report which revealed that Delhi had the third highest number of domestic violence cases in the country till mid-May.

"In the pre-lockdown period, the victims would come to us to report. But now, we are trying to reach out to them at their doorstep. Once we receive a complaint or a call on our helpline

number, our counsellors speak to both the victim and the abuser. But if the abuser is not willing to speak or is evasive, we depute a lawyer who files a petition in court on behalf of the victim,” said DSLSA member secretary Kanwal Jeet Arora.

According to DSLSA, Mother Dairy booths and chemist shops are present in every locality of the city. Women frequent milk booths and pharmacy shops which have remained functional during the lockdown and hence these were chosen as centres to report domestic abuse. A similar tie-up with anganwadi and ASHA workers to report local domestic violence cases has yielded positive results.

DSLSA chairperson Justice Hima Kohli last week made the reporting mechanism more robust by

starting a mobile application that is available for download on android platform. Termed ‘Vidhik Sewa,’ the app intends to provide free legal aid to domestic violence victims among others. “Once the app is downloaded, the woman can register her details and write to us about the alleged abuse or violence. We will reach out to her through telecounselling,” Arora told TOI. Last month, the authority had informed the high court that it had started a toll-free helpline number 1516 with a view to help vulnerable sections of society and another WhatsApp number 9667992802 wherein any victim of domestic violence could approach it through SMS or by just giving a missed call. The victim would be contacted and provided legal aid and advice.

## Covid-19 corollaries on the dairy sector: CRISIL

26 May 2020

<https://tfipost.com/ians-news/covid-19-corollaries-on-the-dairy-sector-crisil/>



**N**ew Delhi, May 26 (IANS) Supply chain disruptions in the early weeks of the nationwide lockdown, and bread-and-butter issues for hotels, restaurants and cafes, have materially reduced demand for dairy products.

This is despite supply of most dairy products continuing during the lockdown, since they are categorised as essentials.

The shuttering of hotels and dine-ins has also dried up off-take of skimmed milk powder and khoya.

According to report by CRISIL Research on the state of dairy industry and supply chains, products that can't be made at home easily – such as cheese, flavoured milk and also khoya – haven't found their way back to the dining table in the same quantities as before the lockdown.

Demand for ice creams, which usually peaks in summer (accounting for 40 per cent of annual sales) has just melted away. Rural areas, which are feeling the income pinch more, seem to be staying off butter and ghee, the report by global analytics firm has said.

To be sure, since the third week of April, supply chains have turned smoother, so demand for staples such as milk, curd, paneer and yogurt are expected to see a quick rebound, leading to on-year expansion in sales, CRISIL said.

The pandemic, however, may sour the business for unorganised dairies because of pervasive contamination fears.

Conversely, as consumers shift, revenues of organised dairies and packaged products should fatten.

Overall, demand for milk and dairy products would be lukewarm in the near term, so prices are unlikely to boil over, according to the report.

Large brands such as Amul and Mother Dairy had already hiked retail milk prices by 4-5 per cent last fiscal. They may not serve an encore

## Dairy infra fund to add 5 cr litre more milk, 30 lakh jobs: Sodhi

May 25th, 2020

<https://www.sify.com/finance/dairy-infra-fund-to-add-5-cr-litre-more-milk-30-lakh-jobs-sodhi-news-topnews-ufzeUoifgdeih.html>

**N**ew Delhi: India's iconic brand, Amul has been instrumental in ensuring uninterrupted supply of milk and milk products across the country during the Covid-19 lockdown in difficult times.

In an interview with IANS, Dr. R S Sodhi, Managing Director, Gujarat Co-operative Milk Marketing Federation (GCMMF) says that Amul is procuring 15 per cent more milk every day as other private and dairy players are not procuring that much.

Sodhi added that since people have been at home during the lockdown, consumption of milk and dairy products has gone up. The opportunities for Amul in the post lockdown period will go up as demand for hygienic and good brands is rising and consumption of loose milk is going down, Sodhi said.

He said the Rs 15,000 crore dairy infrastructure fund announced as part of the stimulus package will create a capacity for five crore litres of more milk and 30 lakh jobs. The Rs 10,000 crore scheme for micro entrepreneurs can also tackle the problem of migration by creating dairy entrepreneurs in milk deficit states.

GCMMF had a turnover of Rs 38,500 crore in FY 20 and has a revenue target of Rs 43,000 crore in the current year, Dr Sodhi said. GCMMF is India's largest food product marketing organization and in FY20, its daily milk procurement was 23 million litres per day.

Q: How did Amul ensure supply of milk during the lockdown?

A: In the lockdown as far as Amul supply chain is concerned there has been no interruption and disruption. It continues right from farmer to the consumer.

You do not stop consuming milk or milk products during a lockdown. Right from day one, milk was declared as an essential product. So there was no major problem in the supply chain.

No doubt we had to take the precautionary and safety measures right from the village level in the classification, processing and distribution of milk and milk products.

Q: How has milk procurement gone up?

A: Coming to the procurement part, procurement has gone up by 15 per cent because smaller players, private players, small dairies and cream dairies, they are not procuring milk as much. That much will keep coming extra. That is not just the case with Amul. Cooperatives all over India are taking 15-30 per cent more milk because cooperatives continue to pay good price also.

We are able to handle extra milk. We have the capacity for it. We are converting the extra milk into commodities like skimming powder or white butter.

Q: Consumption of milk and milk products has seen an uptrend?

A: Coming to the consumption side, milk consumption initially reduced by 15 per cent because of closure of hotels, restaurants, mithai shops but within one week we recovered. And now our sales is the same or higher. Metro cities like Delhi, Mumbai is higher than pre-Covid phase of last year.

Mainly, because I believe that when people are at home they are consuming more milk and milk products. Same is the case with consumption of all our dairy products, paneer, ghee, cheese, 10-30 per cent increase is there. Because when people are not eating out, they are eating at home, eating good ingredients at home.

When you are eating at home, you will go for real, cheese, butter, ghee. Naturally, people will go for a good brand like Amul. Demand for good, branded products has increased.

We sorted out problems in the supply chain during lockdown. We had given lot of incentives to our supply chain partners, like labour, transporters, employees to motivate them in a difficult time.

In consumer products, our growth will be 15-17 per cent more. Reason is simple that we are getting 15-17 per cent more milk so we have to process it. You can't keep it. Commodity sale is little less now, later on we will sell it.

Extra milk we convert it into commodities like skimmed milk powder or white butter, which can be stored for one or two years. We will sell it in time to come.

Q: What are the revenue projections for GCMMF in the current year?

A: Last year, the revenue was Rs 38,500 crore, with a growth of 15 per cent it will be Rs 43,000 crore in the current year. If you see Amul brand as a whole, last year it was Rs 53,000 crore, this year it will be Rs 58,000 crore.

Q: What are your views on "Vocal for Local" campaign?

A: You see, what Prime Minister has said is Atmanirbharta and Vocal for Local. In the foods

category, Indian brands are more than 50 per cent. If you take other categories like durables, it is mostly global.

No Indian will buy an Indian brand because of the nationality. People will buy Indian brand or any brand for that matter because of the desired benefits and excellence. This means best quality, best technology at affordable price.

Prime Minister has given a challenge to Indian brands to reach global standards because India is the largest market and fastest growing market in the world.

If I take you back to the 70s, this was the same situation in the dairy sector. We were importing, production was low and we were dependent on imports. That time farmers of India, policy makers and political leadership decided we have to become self sufficient.

It was decided that the successful Amul model be replicated and within 20 years we became not just self sufficient but the largest producer of milk.

Within 20 years we not only became self sufficient but world's largest producer of milk. In the 70s, we were producing milk, one eighth of Europe and one third of USA.

Now, we are double than that of USA and more than 25 per cent of what Europe produces. Milk production has jumped by nine times.

In any organization or company, what is the biggest asset? It is not the plant. It is the brand value.

Till you are selling in the local market, it will get appreciation and brand value. Foreign brands in India, even if they are made here and sold here..Billions of dollars are being given in royalty, R&D. If US, Europe foreign brands are being sold in India, these companies get valuations.

If Indian brands are sold in Middle East, Europe, even it is made there, Indians will get the benefit. You can't become global leader unless you are a leader in the Indian market. India has

huge opportunity, a democratic set up, skills and a large market is there.

Q: What will be post lockdown opportunities?

A: There are emerging opportunities after the lockdown. People are preferring safe and hygienic products with immunity boosters. Branded products, reputed brands which are affordable will be preferred and Amul meets all the criteria. People are buying less of loose milk.

Q: What about the Delhi market?

A: In Delhi, Amul has been the number one milk brand. We don't have booths in Delhi, we are growing through the shops.

Q: What are your views on the dairy sector package announced as part of the stimulus by the central government?

A: The Finance Minister has announced a very required to boost the dairy sector. This package was much required. There has been talk that nothing has been done for generating demand and that there is only focus on investment. It is being said how will demand be generated.

There are four major measures. Dairy farmer can access Kisan Credit Cards for taking credit. Four major things Dairy farmers also get Kisan credit cards..they can take credit  
The cooperative sector procuring 15-30 percent more milk. We have more of commodity stock.

Our working capital is blocked. The government has allowed interest subvention of four per cent so we will not make desperate sale of commodities. We will keep it so that farmers get better valuation.

In addition, government announced Rs 15,000 crore of dairy infrastructure fund to attract more investment in cooperative and private sector. This will create capacity of five crore litres more milk and will generate 30 lakh jobs. These 30 lakh jobs will create more income and also more demand in rural areas. That much will be coming into their hands. The wheel of economy will be running.

For disease control and vaccination, Rs 13,000 crore has been given. We had a loss of Rs 80,000 crore of milk due to disease.

Also, Rs 10,000 crore has been given for two lakh micro entrepreneurs have been given. This will give opportunities for dairy entrepreneurs and food processing at the village. This can create lot of employment.

These are very positive measures and will create job opportunities. Especially for the migration of labour, that is happening to Uttar Pradesh, Bihar, Jharkhand, these are all milk deficit states. There is a market and opportunity, they can start dairy farming activities.

## Covid-19: FSSAI extends deadline for compliance norms for traditional sweets

May 25, 2020

<https://www.thehindubusinessline.com/economy/covid-19-fssai-extends-deadline-for-compliance-norms-for-traditional-sweets/article31671669.ece>

**I**n a relief for traditional sweet makers, the Food Safety and Standards Authority of India (FSSAI) has decided to extend the deadline for enforcement of certain mandatory compliance norms for non-packaged sweets. This has been done as businesses are facing challenges due to the lockdown.

Stating that, in view of disruption and lockdown due to the Covid-19 pandemic, in an order FSSAI

said it has decided to extend the date of enforcement for display of "Date of Manufacturing" and "Best Before Date" of non-packaged loose sweets on their container/tray at the outlet for sale to August 1 from June 1.

This decision was taken after industry body Federation of Sweets and Namkeens Manufacturers requested the Central government and the FSSAI to extend the date for enforcement of these new compliance norms

In February, FSSAI had decided to bring non-packaged traditional Indian sweets under the ambit of such labelling norms, after receiving complaints that stale or expired sweets were sold to consumers.

In case of pre-packaged and packaged sweets, "Best Before Date" and "Date of Manufacturing" is already mandatory according to the FSS (Packaging and Labelling) Regulations 2011. Meanwhile, for loose sweets the "Best Before Date" will be needed to be displayed on the labels of containers, in-line with the nature of ingredients used in the sweets and local conditions from August 1.

In April, FSSAI decided to give additional time for licence renewals and extended the deadlines for filing of annual returns by Food Busi-

ness Operators. Licences requiring renewal during March 22 to May 31, 2020, have been allowed a penalty waiver and grace period till June 30, while annual returns deadline has been deferred till July 31.

Among various other measures recently taken by the food safety authority in view of the pandemic include allowing FBOs in the logistics supply chains to temporarily operate their businesses on the basis of a valid receipt of FSSAI licence or registration application.

It has also extended the permission for import of Food for Special Medical purposes till November 1 through Delhi and Mumbai ports.

Such products are used by individuals suffering from IEM (Inborn Error of Metabolism) conditions and hypoallergenic conditions.

## Karnataka: Village sealed, ryots dump milk in drain

May 25, 2020

<https://timesofindia.indiatimes.com/city/bengaluru/karnataka-village-sealed-ryots-dump-milk-in-drain/articleshow/75960404.cms>

**B**ENGALURU: Dairy farmers in Chikka Korati, a village near Hoskote, dumped about 4,000 litres of milk into drains and on anthills on Sunday, alleging the Karnataka Milk Federation (KMF) refused to collect the milk because a pregnant woman in the village had tested positive for Covid-19. The village was sealed off on Friday and three of the woman's family was sent to institutional quarantine. The incident is an embarrassment since the government has been urging people not to stigmatise patients or their contacts. "In Hoskote taluk, we lead in milk production," Guru Korati, a local, told TOI. "There are around 130 families in the village, but we have two milk producers' cooperative societies (MPCSs) – Chikka Korati MPCS and Dinne Korati MPCS. Our village produces more than 4,000 litres per day. The KMF refused to collect milk from both societies after they learnt about the positive case.

Frustrated, we poured the milk down the drain."

Guru wanted the government to address the village's problems. "We are not only struggling to sell milk, but we also cannot transport vegetables which we cultivate," he said.

Veerabhadrappe, from Chikka Korati in Bayala Narasapura gram panchayat, said: "Several families have cows enough to yield more than 50 litres of milk. What will they do with such a huge quantity of milk?"

Mehaboob Sab, panchayat development officer (PDO) of Bayala Narasapura GP, said, "We aren't sure how the woman contracted Covid-19. A family member had visited Tamil Nadu and the woman also frequently visited a hospital in Kolar for checkups. We are still tracing her contacts."

A KMF official said: "We are not sure what happened. We will look into it." The official insisted

there is no policy on not collecting milk from villages where cases have been reported.

## ICT will be a Game Changer in the Animal Husbandry and Dairy Sector

May 25, 2020

<https://egov.eletsonline.com/2020/05/ict-will-be-game-changer-in-animal-husbandry-and-dairy-sector/>



**T**he Department of Animal Husbandry & Dairying is bringing in technological innovations like using genomics which is helpful in increasing productivity through breed improvement and other related aspects. Hence, considering emerging technology in the sector with reference to traceability, breed improvement, disease prevention, better food and water availability to the livestock is going to drive the sector's growth," says Atul Chaturvedi, Secretary, Department of Animal Husbandry & Dairying, Ministry of Fisheries, Animal Husbandry & Dairying, Government of India, in an exclusive interview with Souvik Goswami of Elets News Network (ENN). The Department of Animal Husbandry & Dairying has been recently formed by Government of India by separating it from the Ministry of Agriculture. This was done to bring the sector in further focus. The Animal Husbandry and Dairy sector has a huge potential not only in terms of increasing farmers' income but also ensuring livelihood and food security in the country. Therefore, the whole focus is on how we can contribute to the growth of the country's economy and increase farmers' income through various initiatives that can be supported or facilitated by Government of India.

As per you, special attention has to be given to the industry. Is that the need of the hour?

This sector is growing at the compound annual growth rate of more than eight percent since the last five years. If this is compared with the compound annual growth rate of Agriculture (crop) sector, which includes Horticulture sector, then Animal Husbandry and Dairy sector has a lot more potential.

Do you think that National Livestock Mission (NLM) is a game changer for the sector?

The National Livestock Mission launched in 2014 encompasses a 360 degree growth in the livestock sector. The Mission was launched to ensure that we address all the aspects of reducing the input cost and make the cost of production competitive. If we achieve competitiveness and reduce input cost, the profit margins among the farmers would increase, and profit margins of the businesses for those who are aspiring to invest in the sector would rise.

This input cost efficiency is the key to the growth of the sector. Initiatives taken by the department to bring down input cost and to make the cost of production competitive are playing a crucial role to bring about growth in the sector. This will not only drive investments by cooperatives and private sector into the sector but will also lead India towards becoming the world leader in exporting food products from the livestock sector whether it is milk, other dairy products, or meat.

Do you think Information and Communications Technology (ICT) is going to play a major role in the success of this flagship programme and build a comprehensive ecosystem for the livestock and dairy industry?

In September 2019, our Honourable Prime Minister launched the national animal disease control programme from Mathura. This programme has two major aspects: (i) vaccinating 537 million animals of five species for disease like Foot and Mouth Disease (FMD) twice a year; and (ii) tagging each and every animal with a unique ID number. This tag or Pashu Aadhaar contains a unique number on the body of animal which can be read in the form of barcode. The unique ID numbers will be fed to a platform named as Information Network for Animal Productivity and Health (INAPH) which is managed by the National Dairy Development Board (NDDB). In this particular portal all the information regarding the animal such as the name of the species, its productivity, lineage, health condition, symptoms in case of diseases would be uploaded. So, once you have this unique ID related to a particular animal with all its details available online then this can be a game changer in terms of traceability of the animal and animal products like meat, milk or other dairy products.

This unique ID number can be traced through the Blockchain technology once a product is linked to a particular animal. Therefore, if we get the dairy products or meat packaged with a unique ID number printed on it the consumer can use the same to know every detail about the animal from which the product has been extracted. It gives credibility to the livestock products and also ensures the traceability.

The process of tagging has already started and we will be allotting unique numbers to 537 million animals across the country in the next one to two years. Hence, Pashu Aadhaar is going to be a reality very soon.



There are a lot of other things on the technological front like using genomics, which is helpful in increasing productivity in terms of breed improvement or other related aspects. Hence, emerging technologies in the sector with reference to traceability, breed improvement, disease prevention, better food and water availability to the livestock are going to drive the sector's growth.

What are the challenges from the farmers' perspective when it comes to deploying more technology?

With farmers getting used to smartphones, WhatsApp, video streaming, and more, they are no more stranger to the technologies that are being made available to them at their doorstep in terms of using them and getting benefit out of it. Technology is now easily being adapted by the farmers across the country, whether it is related to crop production or dairy production. Therefore, I don't think it is a major challenge for the farmers.

Can you shed some light on the Rashtriya Gokul Mission?

Rashtriya Gokul Mission was launched in 2014 when the new government took over. This was primarily launched to increase the productivity of indigenous population of cows and buffaloes in the country. In terms of the productivity increase of cattle 3 factors play major role: (i) Health through vaccination and disease reduction; (ii) Fodder availability for the cattle at affordable prices with high nutritional value which is being taken care by the National Livestock Mission; and (iii) the breed improvement

which is primarily being addressed by the Rashtriya Gokul Mission.

There is a need to increase the reach of artificial insemination across the country. Presently, artificial insemination coverage is 30 percent countrywide and our target is to reach 100 percent of the cattle population which can breed by the end of five years. In order to help the cause, in September 2019, the Prime Minister launched the National Artificial Insemination programme under which resources are being made available to the farmers at their doorstep. This particular service is being 100 percent funded by the central government.

The target is to cover over 600 districts which have coverage of less than 50 percent in terms of Artificial Insemination. Rashtriya Gokul Mission is primarily a programme of breed enhancement in which we are not only looking at increasing the coverage of Artificial Insemination but also ensuring production of better quality of semen through high-grade merit bulls.

Further, to enhance breed, latest technologies like embryo transfer and invitro fertilisation (IVF) are also being used. Experiments using such technologies for further improvement have been carried out and recently we have achieved a record of almost 56 pregnancies in six months out of one Gir donor cow. This idea of technology to increase the productivity can turn out to be beneficial in addition to the traditional breed enhancing techniques like pedigree selection and progeny testing.

When we talk about enhancing entrepreneurial skills of the farmers, what all have been done yet and what more has to be achieved?

As far as the entrepreneurial development in this sector is concerned, in the last five years, the compound annual growth rate of more than eight percent shows that this particular business is prospering in terms of productivity increase. In terms of milk production, the sector is registering a growth of almost over six percent.

Therefore, a whole lot of entrepreneurs are there in the sector already.



While the crop cultivation gives the return in three months to six months, depending on the crop, but in livestock sector the working capital invested starts giving returns by the end of the day. Any farmer who in addition to crop cultivation is engaged in livestock farming or dairy farming never commits suicide because they have a daily income which they generate out of livestock. We are trying to redesign our schemes in such a way that we get a good number of entrepreneurs in the community to ensure fodder availability for dairy farming or breeding.

In addition to that, we are running various programmes for entrepreneurs who are trying to do business in the industry in which they will be given loans with reduced interests that would result in more private stakeholders joining the sector.

What is the Ministry's vision when it comes to using innovation technology for the growth of the animal husbandry sector in the next five to 10 years?

Innovation, research and development are the key factors to ensure development of any sector. In September 2019, we launched our Startup Grand Challenge where we identified six major problems in the livestock sector.

We will give awards to selected startups coming up with solutions and will also handhold them through incubation support, assistance in finding equity funding and help them to grow their businesses further.

Additionally, we are also trying to build a special component in our programmes where we will fund any innovation or research and develop-

ment initiatives not only by the government institutions but by privately-owned startups and institutes as well.

## Karnataka: Village sealed, ryots dump milk in drain

May 25, 2020

<https://timesofindia.indiatimes.com/city/bengaluru/karnataka-village-sealed-ryots-dump-milk-in-drain/articleshow/75960404.cms>

**B**ENGALURU: Dairy farmers in Chikka Korati, a village near Hoskote, dumped about 4,000 litres of milk into drains and on anthills on Sunday, alleging the Karnataka Milk Federation (KMF) refused to collect the milk because a pregnant woman in the village had tested positive for Covid-19. The village was sealed off on Friday and three of the woman's family was sent to institutional quarantine. The incident is an embarrassment since the government has been urging people not to stigmatise patients or their contacts. "In Hoskote taluk, we lead in milk production," Guru Korati, a local, told TOI. "There are around 130 families in the village, but we have two milk producers' cooperative societies (MPCSs) – Chikka Korati MPCS and Dinne Korati MPCS. Our village produces more than 4,000 litres per day. The KMF refused to collect milk from both societies after they learnt about the positive case.

Frustrated, we poured the milk down the drain."

Veerabhadrappe, from Chikka Korati in Bayala Narasapura gram panchayat, said: "Several families have cows enough to yield more than 50 litres of milk. What will they do with such a huge quantity of milk?"

Mehaboob Sab, panchayat development officer (PDO) of Bayala Narasapura GP, said, "We aren't sure how the woman contracted Covid-19. A family member had visited Tamil Nadu and the woman also frequently visited a hospital in Kolar for checkups. We are still tracing her contacts."

A KMF official said: "We are not sure what happened. We will look into it." The official insisted there is no policy on not collecting milk from villages where cases have been reported.

## Dairy infra fund to add 5 cr litre more milk, 30 lakh jobs: Sodhi

May 25, 2020

<https://www.indiaretailing.com/2020/05/25/food/food-grocery/dairy-infra-fund-to-add-5-cr-litre-more-milk-30-lakh-jobs-sodhi/>



**I**n an interview with IANS, Dr. R S Sodhi, Managing Director, Gujarat Co-operative Milk Marketing Federation (GCMMF) says that Amul is procuring 15 per cent more milk every day as other private and dairy players are not procuring that much. Sodhi added that since people have been at home during the lockdown, consumption of

milk and dairy products has gone up. The opportunities for Amul in the post lockdown period will go up as demand for hygienic and good brands is rising and consumption of loose milk is going down, Sodhi said.

He said the Rs 15,000 crore dairy infrastructure fund announced as part of the stimulus package will create a capacity for five crore litres of more milk and 30 lakh jobs. The Rs 10,000 crore scheme for micro entrepreneurs can also tackle the problem of migration by creating dairy entrepreneurs in milk deficit states.

GCMMF had a turnover of Rs 38,500 crore in FY 20 and has a revenue target of Rs 43,000 crore in the current year, Dr Sodhi said. GCMMF is India's largest food product marketing organization and in FY20, its daily milk procurement was 23 million litres per day.

How did Amul ensure supply of milk during the lockdown?

In the lockdown as far as Amul supply chain is concerned there has been no interruption and disruption. It continues right from farmer to the consumer.

You do not stop consuming milk or milk products during a lockdown. Right from day one, milk was declared as an essential product. So there was no major problem in the supply chain.

No doubt we had to take the precautionary and safety measures right from the village level in the classification, processing and distribution of milk and milk products.

How has milk procurement gone up?

Coming to the procurement part, procurement has gone up by 15 percent because smaller players, private players, small dairies, ice cream dairies, they are not procuring milk as much. That much will keep coming extra. That is not just the case with Amul. Cooperatives all over India are taking 15-30 percent more milk because cooperatives continue to pay good price also.

We are able to handle extra milk. We have the capacity for it. We are converting the extra milk into commodities like skimming powder or white butter.

Consumption of milk and milk products has seen an uptrend?

Coming to the consumption side, milk consumption initially reduced by 15 percent because of closure of hotels, restaurants, mithai shops but within one week we recovered. And now our sales is the same or higher. Metro cities like Delhi, Mumbai is higher than pre-COVID phase of last year.

Mainly, because I believe that when people are at home they are consuming more milk and milk products. Same is the case with consumption of all our dairy products, paneer, ghee, cheese, 10-30 percent increase is there. Because when people are not eating out, they are eating at home, eating good ingredients at home.

When you are eating at home, you will go for real, cheese, butter, ghee. Naturally, people will go for a good brand like Amul. Demand for good, branded products has increased.

We sorted out problems in the supply chain during lockdown. We had given lot of incentives to our supply chain partners, like labour, transporters, employees to motivate them in a difficult time.

In consumer products, our growth will be 15-17 percent more. Reason is simple that we are getting 15-17 percent more milk so we have to process it. You can't keep it. Commodity sale is little less now, later on we will sell it.

Extra milk we convert it into commodities like skimmed milk powder or white butter, which can be stored for one or two years. We will sell it in time to come.

What are the revenue projections for GCMMF in the current year?

Last year, the revenue was Rs 38,500 crore, with a growth of 15 percent it will be Rs 43,000 crore in the current year. If you see Amul brand

as a whole, last year it was Rs 53,000 crore, this year it will be Rs 58,000 crore.

What are your views on “Vocal for Local” campaign?

You see, what Prime Minister has said is Atmanirbharta and Vocal for Local. In the foods category, Indian brands are more than 50 per cent. If you take other categories like durables, it is mostly global.

No Indian will buy an Indian brand because of the nationality. People will buy Indian brand or any brand for that matter because of the desired benefits and excellence. This means best quality, best technology at affordable price. Prime Minister has given a challenge to Indian brands to reach global standards because India is the largest market and fastest growing market in the world.

If I take you back to the 70s, this was the same situation in the dairy sector. We were importing, production was low and we were dependent on imports. That time farmers of India, policy makers and political leadership decided we have to become self sufficient.

It was decided that the successful Amul model be replicated and within 20 years we became not just self sufficient but the largest producer of milk.

Within 20 years we not only became self sufficient but world’s largest producer of milk. In the 70s, we were producing milk, one eighth of Europe and one third of USA.

Now, we are double than that of USA and more than 25 per cent of what Europe produces. Milk production has jumped by nine times.

In any organization or company, what is the biggest asset? It is not the plant. It is the brand value.

Till you are selling in the local market, it will get appreciation and brand value. Foreign brands in India, even if they are made here and sold here..Billions of dollars are being given in roy-

alty, R&D. If US, Europe foreign brands are being sold in India, these companies get valuations.

If Indian brands are sold in Middle East, Europe, even it is made there, Indians will get the benefit. You can’t become global leader unless you are a leader in the Indian market. India has huge opportunity, a democratic set up, skills and a large market is there.

What will be post lockdown opportunities?

There are emerging opportunities after the lockdown. People are preferring safe and hygienic products with immunity boosters. Branded products, reputed brands which are affordable will be preferred and Amul meets all the criteria. People are buying less of loose milk.

What about the Delhi market?

In Delhi, Amul has been the number one milk brand. We don’t have booths in Delhi, we are growing through the shops.

What are your views on the dairy sector package announced as part of the stimulus by the central government?

The Finance Minister has announced a very required to boost the dairy sector. This package was much required. There has been talk that nothing has been done for generating demand and that there is only focus on investment. It is being said how will demand be generated.

There are four major measures. Dairy farmer can access Kisan Credit Cards for taking credit. Four major things Dairy farmers also get Kisan credit cards..they can take credit

The cooperative sector procuring 15-30 percent more milk. We have more of commodity stock. Our working capital is blocked. The government has allowed interest subvention of four per cent so we will not make desperate sale of commodities. We will keep it so that farmers get better valuation.

In addition, government announced Rs 15,000 crore of dairy infrastructure fund to attract more investment in cooperative and private

sector. This will create capacity of five crore litres more milk and will generate 30 lakh jobs. These 30 lakh jobs will create more income and also more demand in rural areas. That much will be coming into their hands. The wheel of economy will be running.

For disease control and vaccination, Rs 13,000 crore has been given. We had a loss of Rs 80,000 crore of milk due to disease.

Also, Rs 10,000 crore has been given for two lakh micro entrepreneurs have been given. This

will give opportunities for dairy entrepreneurs and food processing at the village. This can create lot of employment.

These are very positive measures and will create job opportunities. Especially for the migration of labour, that is happening to Uttar Pradesh, Bihar, Jharkhand, these are all milk deficit states. There is a market and opportunity, they can start dairy farming activities.

## सेहतमंद रहने के लिए अपनी डाइट में डेयरी उत्पादों को जरूर शामिल करें, जानें-इनके फायदे

Sat, 23 May 2020

<https://www.jagran.com/lifestyle/health-if-you-want-to-stay-healthy-add-dairy-products-in-your-diet-20291054.html>



**दिल्ली**, लाइफस्टाइल डेस्क। रोजाना संतुलित आहार लेने से शरीर को सभी तरह के पोषक तत्व मिलते हैं। संतुलित आहार लेने से आप सेहतमंद रहते हैं और आपका वजन भी नहीं बढ़ता है। इसके लिए आपको अपने आहार में डेयरी उत्पादों को जरूर जोड़ना चाहिए। हालांकि, यह सबके लिए सुपाच्य नहीं होता है, क्योंकि कुछ लोगों को शुगर की समस्या होती है। उन्हें डेयरी उत्पादों से दूर रहना चाहिए। जबकि आम लोगों के लिए यह किसी औषधि से कम नहीं है, क्योंकि इसके सेवन के कई फायदे होते हैं। आइए, उन फायदों को जानते हैं

हड्डियां मजबूत होती है

डेयरी उत्पादों ( दूध, दही, पनीर ) में विटामिन-डी और कैल्शियम अधिक मात्रा में पाए जाते हैं, जो कि हड्डियों के लिए बहुत ही फायदेमंद होते हैं। खासकर बच्चे के खाने में डेयरी उत्पाद को जरूर जोड़ना चाहिए।

प्रोटीन प्राप्त होता है

डेयरी उत्पादों में प्रोटीन की अधिकता होती है। इसे शरीर निर्माण का पूरक माना जाता है। यह चोट, जखम और घावों को भरने में दवा की तरह काम करता है।

दही पाचन तंत्र के लिए लाभदायक होता है

दही में शरीर के लिए गुणकारी जीवाणु पाए जाते हैं। अगर आप रोजाना दही का सेवन करते हैं तो आपका पाचन तंत्र मजबूत रहेगा। साथ ही हड्डियां भी मजबूत होंगी।

उच्च रक्तचाप को नियंत्रित करता है

डेयरी उत्पाद उच्च रक्तचाप को नियंत्रित करने में सहायक होते हैं। इससे दिल की बीमारियों में भी आराम मिलता है। कई रिसर्चों में साबित हुआ है कि दूध और दही उच्च रक्तचाप में दवा की तरह काम करते हैं।

मधुमेह का खतरा कम रहता है

रिसर्च में पाया गया है कि लो-फैट डेयरी की कम से कम तीन खुराक दिल की बीमारी के खतरे को कम

कर सकती है। यह स्ट्रोक के खतरे और मधुमेह के शुरुआती लक्षणों को रोकने में भी सहायक होते हैं।

## Lucknow: RDSO develops high capacity milk transporting van

23 May 2020

[https://timesofindia.indiatimes.com/city/lucknow/rdso-develops-high-capacity-milk-transporting-van/articleshow/75920119.cms?UTM\\_Source=Google\\_Newsstand&UTM\\_Campaign=RSS\\_Feed&UTM\\_Medium=Referral](https://timesofindia.indiatimes.com/city/lucknow/rdso-develops-high-capacity-milk-transporting-van/articleshow/75920119.cms?UTM_Source=Google_Newsstand&UTM_Campaign=RSS_Feed&UTM_Medium=Referral)

**L**UCKNOW: Research Designs and Standards Organization (RDSO), Lucknow based research arm of Indian Railways, has developed Rail Milk tank Van with higher carrying capacity, that is upto 44,660 litres. This van can run up to 110 kmph for transportation of milk, after being attached with Mail/Express and passenger trains. It will facilitate fast and economic transport of milk from producers and suppliers to consumers. Approval for regular running of the van at 110 kmph is expected to be received shortly.

In the milk tank, special stainless steel double barrel shell with PUF insulation is used to keep the milk chilled during transport. During Covid-19 period, the milk tank may prove to be a boon for milk industry as it will help in safe, economic and quick transportation of milk. It has been developed in association with M/s RITES.

It is an indigenous design and manufacturing is being done with the help of local industry.

## Punjab Dairy Development department sets up free milk testing labs across the state

23 May 2020

<https://www.aninews.in/news/national/general-news/punjab-dairy-development-department-sets-up-free-milk-testing-labs-across-the-state20200523215308/>

**C**handigarh Punjab ) [India], May 23 (ANI): The government on Saturday announced that special laboratories have been set up at the district level to test the quality and adulteration of milk.

"Minister for, Fisheries and Dairy Development, Tript Rajinder Singh Bajwa has said that special laboratories have been set up to check the quality and adulteration of milk," said a release from the Punjab government.

"He said that this would also help to keep a check on the anti-social elements who are endangering the lives of the people by providing adulterated milk," it added.

Any consumer can get a sample of milk checked at his district office or nearby training center from 9.00 am to 11.00 am by bringing just 50 grams of unboiled milk. The test would be done free of cost and the result would be given on the spot, said the Minister.

"By testing milk in this way consumers can ensure that the price at which they buy milk pays back the full value of their money. At the same time it can be ascertained whether we are providing pure or toxic milk to our children," the release read further. (ANI)

## TSLDA district units to be activated for dairy sector growth: Minister

MAY 23, 2020 23:20 IST

<https://www.thehindu.com/news/cities/Hyderabad/tslda-district-units-to-be-activated-for-dairy-sector-growth-minister/article31660705.ece>

**T**he State government has decided to empower the Telangana State Live Stock Development Agency (TSLDA) and its district branches by providing the required infrastructure and capacity building.

A committee headed by secretary (animal husbandry) Anita Rajendra, TSLDA chairman Rajeshwar Rao, CEO Manju Vani, director (AH) Laxma Reddy and MD of Vijaya Dairy Srinivasa Rao has been constituted to look into the needs of TSLDA at the State and district level.

The decision was taken at a meeting held by Minister for Animal Husbandry and Dairy Development Talasani Srinivas Yadav here on Saturday. He stated that TSLDA committees for 32 districts would be appointed soon as part of the government's plans to develop the dairy farming sector, not only to meet the State's demand but also other needy states.

He said that the honorarium for Gopala Mitras, veterinary care volunteers, was increased to

₹8,500 per month from ₹3,500, recognising their role in the growth of dairy farming in villages. Gopala Mitras were being told to conduct artificial insemination camps in villages for quality cattle.

The Minister explained that about 16 lakh doses of semen were being collected at the Karimnagar centre every year and a similar centre at Kamsanipally would start functioning over the next three months. The semen collected from quality cattle would be frozen and used for artificial insemination across the State. He told the officials to establish a laboratory to monitor the quality of milk produced and semen collected in the State.

He asked the MD of Vijaya Dairy to have mutual cooperation with Mulkanoor, Karimnagar and Narmul cooperative dairies for exchange of milk and milk products when in need to meet the demand.

## Indian government announces Agri-Infrastructure Fund

22 May 2020

<https://iegvu.agribusinessintelligence.informa.com/CO236031/Indian-government-announces-AgriInfrastructure-Fund>



**T**he fund will directly focus on agriculture, dairy, animal husbandry and other related activities. Financing will be pro-

vided for funding Agriculture Infrastructure Projects at farm-gate and aggregation points which will include primary agricultural co-operative societies, farmer producer organisations, agricultural entrepreneurs and start-ups. The fund will be created immediately, the minister said. She added that the lack of adequate cold chain and post-harvest management in the vicinity of farm-gate is causing gaps in value chains. Prior to this, the government's focus has been on short-term crop loans while investment in long-term agriculture infrastructure has often not been enough, the minister indicated.

Of the total, the animal husbandry industry was allocated INR150 bln (USD2.0 bln), which was welcomed by R S Sodhi, managing director of Gujarat Cooperative Milk Marketing Federation (GCMMF), also known as Amul.

He told Business Standard, that India currently has a dairy capacity of 100-110 million litres of milk and milk-based products, Amul holds 38 million litres. This will go up by another 50 million litres as a result of the announced funds. "Utilisation of the fund will lead to employment generation for over three million people in the rural economy and will boost production and exports of several value added products," Sodhi added.

Amul eyes turnover growth despite Covid-19 sales plunge

Amul expects its turnover to grow 15% in the current fiscal year from INR385.5 bln (USD5.1 bln) in 2019/20 despite economic slowdown caused by the nationwide lockdown to control the coronavirus outbreak.

Household consumption of milk and other dairy products is expected to rise and will compen-

sate any temporary loss of sales caused by closure of hotels and restaurants during the ongoing lockdown period.

Sodhi said: "COVID-19 will not have any impact on demand of the food products. Our sales in value terms during this month are at par with the same month last year. The demand of some products has come down but at the same time sales of many products have risen."

In total, fresh milk demand has declined 8% due to closure of foodservice, which contributes to 12-15% of the total demand. Sodhi noted that sales of butter, ghee, paneer, cheese and milk powder have gone up in the range of 20-35% as people are consuming more.

However, the demand for ice-cream has fallen sharply by 85%, while sales of cream and mozzarella cheese are down by 70% and 50% respectively.

Amul boss said surplus milk is being processed to manufacture SMP, the price of which has crashed to INR250 per kg from INR320 before lockdown.

## Whole fat dairy products offer some health benefits, says study

MAY 22, 2020 22:39 IST

<https://www.thehindu.com/news/national/whole-fat-dairy-products-offer-some-health-benefits-says-study/article31653224.ece>



It's the stuff of dreams, for some people at least. A study now claims that consumption of whole fat dairy products actually offers some protection from metabolic syndrome (MetS), diabetes and hypertension across races. A multi-centric study has showed that higher intake of whole fat dairy is associated with a lower prevalence of MetS and most of its component factors, especially, a lower incidence of hypertension and diabetes. The results were published in the paper, Association of dairy consumption with metabolic syndrome, hypertension and diabetes in 147 812 individuals from 21 countries by Bhavadharini B, Dehghan M,

Mente A, et al., in a recent issue of BMJ Open Diabetes Research & Care. Several cohort studies have already shown higher dairy intake is associated with lower risk of MetS, diabetes, and hypertension. “To date, most studies were conducted in North America and Europe, with limited information from other world regions (China, India, South America, and Africa),” the paper said. The aim was to study whether there was a link between eating dairy products and the onset of MetS (defined as a cluster of five conditions: high blood pressure, abdominal obesity, elevated triglycerides, low HDL cholesterol, and high blood sugar); diabetes and hypertension, in a population that was healthy at the start of the study. The study was conducted as part of the PURE study being conducted in 21 countries, including India, on five continents. A higher intake of total dairy (at least two servings per day, compared with zero intake) was associated with a lower prevalence of MetS. Higher intake of whole fat dairy consumed alone, or consumed jointly with low fat dairy were associated with a lower MetS prevalence. In contrast, higher intake of low fat dairy was associated with a modestly higher prevalence of

MetS. Adjustments were made for other variables, including age, sex, weight, activity, diet before calculating the effects.

“We also looked at why this might be happening,” said V. Mohan, founder, Madras Diabetes Research Foundation, and one of the authors of the study. This could be because of the effects dairy has on angiotensin converting enzyme that controls blood pressure; peroxisome proliferator activated receptors that play a role in gene expression, hepatic de novo lipo genesis or the liver’s synthesis of fat, hepatic and adipose fatty acid oxidation, again a function of the liver, and inflammation. “Further, there are some gut microbiomes that yoghurt or cheese fermentation makes available, and they improve insulin sensitivity,” he added.

Will these benefits also accrue to those who already have diabetes or hypertension? “Well, there is some evidence to show that dairy products help in causing satiety, so people don’t stuff themselves. There are known, definite health benefits with gut microbiota. But we need to do a randomised clinical trial to see if there are specific benefits for them,” Dr. Mohan explained.

## लॉकडाउन से टूटे पशुपालक, दूध-घी की घटी मांग

21 May 2020

<https://www.patrika.com/pali-news/demand-for-milk-ghee-decreased-due-to-lockdown-in-pali-6120857/>



**पा**ली।कोरोना [ Corona virus Outbreak ] के चलते लगाए गए लॉकडाउन [ Lock-down ] से जिलेभर में करीब दो लाख पशुपालक [ animal keeper ] आर्थिक रूप से टूट गए हैं। मिठाइयों की दुकानें, होटल व रेस्टोरेंट बंद होने से दूध की मांग 40 से 50 प्रतिशत तक घट गई है। दूध नहीं बिकने से पशुपालकों की आमदनी घट गई है। इससे पशुओं को पालना भी भारी पड़ रहा है। जिले भर में तीन लाख 55 हजार 537 गायें हैं। इसी प्रकार से 3 लाख 11 हजार 691 भैंसें हैं। प्रतिदिन 5 लाख 28 हजार लीटर दूध का उत्पादन हो रहा है।

पाली डेयरी प्रतिदिन पशुपालकों से एक लाख लीटर दूध खरीदती हैं। बचा हुआ दूध मिठाइयां होटल व घी बनाने में काम आता है। लेकिन, इन दिनों ये आपूर्ति हो ही नहीं पा रही है।

शादी विवाह नहीं होने से घी की डिमांड भी घटी दूध नहीं बिकने पर पशुपालक देशी घी बना लेते हैं। पशुपालकों के पास गाय व भैंस का देशी घी डिमांड से बिकता है। लेकिन लॉकडाउन के कारण शादी विवाह नहीं होने से घी की बाजार में बिलकुल भी डिमांड नहीं है। लॉकडाउन से पहले गांवों में देशी घी के दाम ज्यादा थे, जो अब घट गए हैं। सरकार को आर्थिक पैकेज देना चाहिए

लॉकडाउन के कारण दूध व घी नहीं बिक रहा है। पशुओं को पालना मुश्किल हो रहा है। पशुपालन जिंदा रखने के लिए सरकार को पशुपालकों के लिए अलग से आर्थिक पैकेज देना चाहिए। -शिवनाथ गुर्जर, पशुपालक, दूदौड़ 40 फीसदी खपत घटी लॉकडाउन के कारण होटल, मिठाइयों की दुकानें व रेस्टोरेंट बंद होने से दूध की 30 से 40 प्रतिशत की डिमांड घटी है। डेयरी पशुपालकों से दूध ले रही है। डेयरी बचा हुआ दूध का घी व मिल्क पाउडर बना रही है। -डॉ. करुण चड़ालिया, एमडी, जिला दुग्ध उत्पादक सहकारी संघ, पाली

## Demand hit, dairy co-ops pay less for milk they buy

May 21, 2020

<https://indianexpress.com/article/india/demand-hit-dairy-co-ops-pay-less-for-milk-they-buy-demand-hit-dairy-co-ops-pay-less-for-milk-they-buy-6419915/>



**T**he Centre has claimed that cooperative dairies have not only stepped up procurement of milk in the post-lockdown period amid a demand collapse, but continued to pay farmers the “earlier declared rates”, or even increased their prices.

However, ground reports from at least two major states — Uttar Pradesh and Maharashtra — suggest quite the opposite: Not only private dairies, but even cooperatives have sharply slashed procurement prices in the last two months.

Take the Mathura Dugdh Utpadak Sahakari Sangh Ltd (MDUSSL). This cooperative dairy union in Mathura district of UP was until March 8 procuring buffalo milk containing 6.5% fat and

9% solids-not-fat (SNF) from farmers at Rs 46 per kg.

That price, as per orders issued by MDUSSL accessed by The Indian Express, was reduced to Rs 44/kg effective from March 9 — and then to Rs 42 on March 14, Rs 40 on March 18, Rs 37 on March 23, Rs 34 on March 30 and Rs 30 on April 3. Only on April 25 was the procurement price raised marginally to Rs 31 per kg.

MDUSSL’s current procurement price of Rs 31/kg or Rs 31.93 per litre (the average weight of one litre of buffalo milk is about 1.03 kg) for milk with 6.5% fat and 9% SNF content is way below the Rs 55/litre that consumers are paying for full-cream milk.

The latter, in fact, contains less fat (6%) and the same 9% SNF. MDUSSL incidentally, is also a supplier to major pouch liquid milk retailers such as Mother Dairy.

In Maharashtra, private dairies in districts such as Pune, Solapur and Osmanabad were paying a procurement price of up to Rs 32.50 per litre for cow milk with 3.5% fat and 8.5% SNF until early March.

At that time, the district cooperative milk producers unions of Pune (Katraj Dairy) and Kolhapur (Gokul Dairy) were procuring the same milk at Rs 31 and Rs 29 per litre respectively.

But after the announcement of the lockdown from March 24 — which led to the closure of hotels, restaurants, and tea shops along with no offtake from institutional consumers such as caterers, ice-cream makers and sweetmeat sellers — the same private dairies brought down prices to as low as Rs 19-20 per litre. While the Kolhapur union continued to pay Rs 29, the Katraj Dairy reduced its procurement rate to Rs 22/litre.

Subsequently, following the Maharashtra government coming out with a scheme to procure up to 10 lakh litres per day (LLPD) of milk from dairies for conversion into skimmed milk powder (SMP) and white butter, the Katraj Dairy as well as many private dairies started paying Rs 25 per litre.

The Maharashtra government's scheme was conditional upon dairies procuring at this minimum price from farmers.

Gokul Dairy is paying a slightly higher rate of Rs 27/litre. Again, this rate for milk with 3.5% fat and 8.5% SNF is much lower than the retail price of Rs 45 per litre for toned milk containing only 3% fat and 8.5% SNF.

“No dairy, private or cooperative, has raised procurement prices. If at all, they are paying less than what they were before lockdown. Only Amul (Gujarat Cooperative Milk Marketing Federation) is still giving farmers a rate of Rs 650-680 per kg fat, which translates into Rs 43.5-45.5 per litre for milk with 6.5% fat and 9% SNF milk,” sources in the dairy industry said.

According to a statement by the Union Ministry of Fisheries, Animal Husbandry & Dairying last week, cooperative dairies are now procuring around 560 LLPD of milk, compared to 510 LLPD a year.

At the same time, their liquid milk sales have dropped from 360 LLPD to 340 LLPD.

With private dairies cutting down on procurement due to the collapse of institutional demand, the surplus milk is going to cooperatives. They are being forced to convert this excess milk into SMP, white butter and ghee, which, in turn, is resulting in a blockage of working capital.

To enable cooperatives to keep procuring milk and not reduce procurement prices, the Centre has decided to provide a 2 per cent interest subsidy on working capital loans taken by them from banks between April 1, 2020 and March 31, 2021.

They are also eligible for an additional 2 per cent subvention in case of timely repayment and servicing of interest, the statement said.

Till about mid-March, dairies were selling SMP at Rs 310-320, butter at Rs 290-310 and cheese at Rs 350 per kg. But these have now plunged to Rs 170, Rs 230 and Rs 225 /kg levels.

“The cheese market is roughly worth Rs 1,500 crore annually. Out of this, only Rs 250-300 crore is marketed in consumer packs and the rest sold to the likes of Domino's Pizza, KFC/Pizza Hut and McDonald's. Their businesses have been severely hit by the lockdown and, in turn, impacting dairies,” the sources said.—

With Harish Damodaran

## Want to stay safe from diabetes and high blood pressure? Eat dairy products

May 20, 2020, 13:23 IST

<https://timesofindia.indiatimes.com/life-style/food-news/want-to-stay-safe-from-diabetes-and-high-blood-pressure-eat-dairy-products/articleshow/75843113.cms>



As per a recent study published in the journal *The BMJ Open Diabetes Research & Care*, it was concluded that eating dairy products can result in low risk of high blood pressure and diabetes. The dairy products included milk, yoghurt, yoghurt drinks, cheese and dishes prepared with dairy products, and were classified as full or low fat (1-2 per cent).

Butter and cream were assessed separately as these are not commonly eaten in some of the countries studied. The observed associations were strongest for full-fat dairy products, indicated the findings. For the study, researchers drew on people taking part in the Prospective Urban Rural Epidemiology (PURE) study. Participants were all aged between 35 and 70 and came from 21 countries including in India. Usual dietary intake over the previous 12 months was assessed by means of Food Frequency Questionnaires.

Data on all five components of the metabolic

syndrome were available for nearly 113,000 people: blood pressure, waist circumference, low levels of high-density cholesterol; blood fats and fasting blood glucose.

Some 46,667 people had metabolic syndrome - defined as having at least three of the five components. The findings showed that total dairy and full-fat dairy, but not low-fat dairy, was associated with a lower prevalence of most components of metabolic syndrome, with the size of the association greatest in those countries with normally low dairy intakes.

At least two servings a day of total dairy were associated with a 24 per cent lower risk of metabolic syndrome, rising to 28 per cent for full-fat dairy alone, compared with no daily dairy intake. The health of nearly 190,000 participants was also tracked for an average of nine years, during which time 13,640 people developed high blood pressure and 5351 developed diabetes.

At least two servings a day of total dairy was associated with an 11-12 per cent lower risk of both conditions, rising to a 13-14 per cent lower risk for 3 daily servings.

"If our findings are confirmed in sufficiently large and long term trials, then increasing dairy consumption may represent a feasible and low-cost approach to reducing metabolic syndrome,, diabetes, and ultimately cardiovascular disease events worldwide," the authors wrote.

## Mother Dairy helps maintain supply chain in Vidarbha, Marathwada

19 MAY 2020

<https://www.outlookindia.com/newscroll/mother-dairy-helps-maintain-supply-chain-in-vidarbha-marathwada/1839914>

**N**ew Delhi, May 19 (IANS) Mother Dairy, a wholly owned subsidiary of the National Dairy Development Board (NDDB), has contributed in stabilising the dairy supply chain in Vidarbha and Marathwada region amid the nationwide lockdown to fight the Covid-19 pandemic, a statement issued by the Union Ministry of Fisheries, Animal Husbandry and Dairying said on Tuesday.

Located in the Civil Lines area of Nagpur city, Mother Dairy is extending all possible support to the farmers and procuring an average milk volume of 2.55 lakh litres per day in Vidarbha and Marathwada region, said the statement. Mother Dairy is committed to strengthen the connect between the farmers and consumers. Since the outbreak of Covid-19 in the region, Mother Dairy has not ceased its procurement operations for even a single day; instead it has

increased its milk inflow by 16 per cent despite these testing times and lean season.

The total number of villages now covered under the milk procurement system stood at around 2,500 in the 10 districts of Vidarbha and Marathwada.

Mother Dairy has ensured that all associated farmers duly receive timely payments once in 10 days in their bank accounts for their produce with complete transparency in testing and weighing mechanism. In the last two months, benefits to the tune of around Rs 65 crore have been accrued and paid to the farmers. The dairy has also made requisite arrangements of balanced cattle feed and feed supplements to the milk producers of the region.

Mother Dairy, with its network of over 90 booths in Nagpur and nearby towns, has ensured consistent supplies to the consumers with following the requisite safety precautions.

## Comment | Almond milk, fake news and the pandemic

MAY 19, 2020 18:43 IST

<https://www.thehindu.com/opinion/op-ed/comment-almond-milk-fake-news-and-the-pandemic/article31624698.ece>

**I**s almond milk 'milk'? Or is it a fake claim? Dairy farmers in the U.S. want government regulation to prevent the labelling of soya milk and almond milk as milk. Producers of these items, however, claim they are protected under free speech! They call it "commercial free speech." In any case, who can stop anyone from calling the sun, the moon?

The fake news versus factual news debate is something comparable. There appears to be no wide agreement on what is fake news. The reigning political establishments in both India and the U.S. are accused of peddling fake news while they accuse their accusers of spreading fake news.

The COVID-9 pandemic has made this chaos even more deranged. As the crisis began to unfold, the government warned the people to stay away from fake news. Efforts were made by government agencies to fact-check reports. All this took a disturbing turn soon, and now there are several journalists facing cases for allegedly spreading fake news, and in some instances, even sedition!

Government measures to deal with the pandemic are largely backed by the Disaster Management Act of 2005. Section 54 of the Act provides for "punishment for false warning."

"Whoever makes or circulates a false alarm or

warning as to disaster or its severity or magnitude, leading to panic.... Whoever makes or circulates a false alarm or warning as to disaster or its severity or magnitude, leading to panic," are liable for punishment under the Act.

What is false warning can be a tricky question. Who knows what is the accurate severity or magnitude of COVID-19? What we know is that people who are facing cases are mostly those who reported on inefficiencies or insensitivity of the state. There can even be a case that the more accurate the reporting on the government's ineptitude, the more widespread the panic goes! In Gujarat, a journalist is facing a case for reporting that Chief Minister Vijay Rupani may be replaced. The state has arrogated to itself the power of the editor — the duty to judge and decide what is worthy of dissemination in all media.

Next year, it will be 100 years after Guardian editor C.P. Scott wrote, "comment is free but facts are sacred." Some of the most contentious statements of our time may not lend themselves to this classification easily. 'Trade is good for the economy,' 'market helps poor people,' 'labour laws are not helping the labourers,' 'borders are irrelevant', 'migration advances prosperity' — are these facts or comments? 'India was under slavery for 1200 years' — comment or fact?

In fact, depending on one's opinion, people marshal data and numbers to prove or disprove any of these points.

Science and experts are supposed to help us with all this. Journalists often depend on experts. Experts often disagree and take long before arriving at any conclusion. They also change their views — for instance, dominant experts in the U.S. agreed until recently that China trade was good but now they say it may be bad. They could also go wrong or may be motivated — for instance, experts concluded that Iraq under Saddam Hussain possessed WMDs and posed an imminent threat to the

U.S. They were wrong, but the turmoil they triggered continues till date.

Most things about COVID-19 are still being examined by experts and scientists: can it be airborne, for instance.

Journalism reflects this flux. It does not, and cannot wait for the final and ultimate fact to be arrived at, and announced. Similar is the case with a change of guard in a State or a deemed failure of the police or other agents of the state. Someone who claims superior knowledge may mislead the reporter. Whether a story merits publication, hence is a matter of judgement. And judgements could also go wrong. What this situation does not warrant is a state intervention to separate facts from the fake. As SC Justice D.Y. Chandrachud remarked on Tuesday in the context of Arnab Goswami's obnoxious rants that pass off as journalism, "questions you cannot answer are better than answers you cannot question."

The state's claim, the executive's to be specific, to be the ultimate controller of information, even arbiter of fact and truth, predates the pandemic, and journalism had conceded this in good measure. There is no way journalism can independently verify most of the claims of the state regarding national security. What happened in Doklam? What happened in Balakot? A journalist has to take the government's word as true, or at best, seek clarification or explanation from individual sources within the government. Sometime a different government has a different story and facts may end up valid only within national boundaries. For instance, India said it shot down an F-16 fighter jet of Pakistan in early 2019. Later, reports quoting sources in the U.S. government said no F-16 was shot down.

Did Russia interfere in the U.S. presidential elections in 2016? The U.S. media reports are based on what the country's security agencies say. There is no way a journalist can verify whether

Russia interfered or not. Did China behave responsibly in dealing with the pandemic? There will be contradictory journalistic accounts, based on information from different governments and agencies, all processed through political prisms. This power of the state is increasing.

When information that the state wants to conceal is exposed through unconventional means, such as Edward Snowden's act of releasing U.S. government's surveillance data, that becomes an act of espionage, theft and "unauthorized communication."

Truth is no defence; its revelation becomes anti-national, an act of sedition.

The judiciary that can scrutinise executive claims of complete control over all information is increasingly reluctant to do that. The judiciary has been extremely deferential to the executive

on security matters both in India and the U.S. India's apex court has repeatedly decided on matters of liberty and probity based on information that the government submitted in sealed envelopes in recent times. This information remains inaccessible to the public and even to people directly impacted by these decisions.

So, not only the state gets to decide whether one's action or word is against the nation or not, but also what is milk. The labelling of facts and fake is influenced by politics — if dairy farmers lobby better, almond milk will become almond juice. Winners not merely get to write history, but also get the right to bestow the titles of fact and fake on pieces of current information.

Someone's fake news is someone else's ultimate truth, it appears.

## 60 per cent of Indians suffer from milk intolerance (and many don't even realise it)

May 18, 2020, 21:00 IST

<https://timesofindia.indiatimes.com/life-style/health-fitness/diet/60-per-cent-of-indians-suffer-from-milk-intolerance-and-many-dont-even-realise-it/photostory/75807121.cms>



**M**ilk and other dairy products have been a major source of calcium for vegetarians. There has been an ongoing debate about dairy products and their consumption, which is why many people are turning vegan.

Veganism encourages people to completely give up consuming animal products. Not just this, it

is even found that dairy products are harmful for many and thus should not be consumed. Read ahead to know if dairy products are good for you.

As more and more people are turning vegan, an increasing number of people are forgoing dairy products.

02/5A large population is lactose intolerant



Lactose is a type of sugar found in milk. The inability to digest this sugar is called lactose intolerance. As a kid, one's body can break down lactose but as we grow up, most people lose their ability to break lactose.

Almost, 60 to 65 per cent of people in India are lactose intolerant, which means these people cannot digest lactose, which makes it an even relevant question should we consume dairy?

03/5What is milk intolerance



The inability to digest milk sugar called lactose is called milk intolerance. Lactose is broken into simple sugar by our body with the help of an enzyme called lactase. This intolerance can be due to various reasons including, low levels of lactase in the body due to congenital reasons, a decline in the lactase in the body due to ageing and other reasons like stress, faulty eating habits and anxiety.

04/5Symptoms of milk intolerance



Milk intolerance can be mild or severe. The symptoms usually begins 30 minutes to two hours after eating or drinking milk or other dairy products. The symptoms also include bloating, pain, cramps, rumbling sound in the belly, gas, vomiting or loose and foamy stools. You can check if your symptoms are appearing with plain milk, you can try having dairy in other forms like buttermilk, curd or yogurt.

05/5But milk has benefits too...



Milk has vitamin D, calcium, vitamin B2, vitamin B12, potassium and phosphorus in it. It also has some vitamin A, vitamin B1, vitamin B6, zinc and magnesium. For vegetarians, milk is one major source of calcium. In fact, studies say one should consume at least two-three types of milk products daily.

Experts believe because milk is a good source of protein, calcium and immunity-boosting minerals, one must definitely consume it if they are not lactose intolerant.

There is no evidence yet that dairy products have any major side effects. So, if you like dairy products and feel fine after consuming them, you can have them.

## Milk the potential of milk

18th May 2020

<https://telanganatoday.com/milk-the-potential-of-milk>

**T**elangana is an untapped gold mine for milk and milk products. Given the burgeoning demand from the twin cities of Hyderabad and Secunderabad and their ever-growing suburbs, milk has the potential to change the economics of the State.

While the daily sale of milk is to the tune of 20 lakh litres, the Telangana State Dairy Development Cooperative Federation Limited (TDDCFL) accounts for a meagre 3.5 lakh litres every day. Most of its requirements are met from the adjoining State of Andhra Pradesh. No wonder packed liquid milk under the brands of Amul from Gujarat, Nandini from Karnataka and Aarokya from Tamil Nadu account for approximately 3 lakh litres per day.

Under the guise of the cooperative sector, Visakha from Visakhapatnam, Mother Dairy of the National Dairy Development Board (NDDB), New Delhi, and Sangam from Guntur account for another 0.75 lakh litres per day. Narmul Mother Dairy, a cooperative dairy covering a cluster of erstwhile Nalgonda and Ranga Reddy districts, sells around 0.60 lakh litres a day.

### Monuments of Apathy

The other private brands, which to a very large extent procure milk from neighbouring Andhra Pradesh, are Heritage (2.40 lakh litres per day), Jersey (1.50 lakh litres per day), Masqati (0.90 lakh litres per day) and Tirumala (0.90 lakh litres per day). The milk sales of these private brands together work out to 5.70 lakh litres per day. There are other private players too, which include Reliance, Dodla and Mukunda, which chip in to fill the remaining requirements of the State.

It is unfortunate that Telangana with its widespread network of chilling centres fails to meet even 50% of the State's requirements. Some of the chilling centres, which are a stone's throw from Hyderabad, have become monuments of

apathy. The only noteworthy thing about them is their appreciation in real estate value.

Kadthal and Shadnagar once had a peak procurement of 40,000 litres per day. Similarly, Bhongir, Chityal, Choutuppal and Gajwel are now out of sight and out of mind.

Centres like Asifabad, Nirmal and Adilabad have also not been able to procure and no justifiable reason can be found for this inactivity. To recall, Vijaya almost ran second to Amul and in the integrated State of Andhra Pradesh, it gave a close competition to then leader in the milk cooperative sector, Amul.

### Consider Collaboration

The authorities in control need to ponder over why despite a good incentive scheme from the government and distribution of milch cattle, we have not been able to come close to even 30% of the State's need.

In fact, the growth of the city close to the erstwhile mandals and thus making them a part of Greater Hyderabad can be turned to the State's advantage. Logistically, it makes perfect sense to use Kadthal, Shadnagar, Gajwel and Medchal as mini-dairy units. These can be used as packing and distribution centres for liquid milk, thus decongesting the only distribution centre of the existing Lalapet unit. The vast areas available in the above-mentioned places can be also thought of as UHT (long-shelf life milk) milk units, ice-cream manufacturing units or bulk milk distribution centres.

Given the current state of our milk production and to strengthen the cooperative setup, it would not be out of place to even consider a tie-up with a popular brand from another popular cooperative sector such as Amul. When it makes sense for brands from other States like Gujarat and Karnataka to foray into Telangana and make a mark in the Hyderabad-Secunderabad market, there is definitely a missing link,

which is holding back our very own Vijaya brand from moving forward.



#### Federation as Fulcrum

The government, instead of extending direct benefit to the farmers selling milk for increasing the procurement, will do well to integrate such plans with the Dairy Federation and make it a part of the milk planning, processing and marketing process. The Dairy Federation should be the fulcrum of the milk industry in the State. Plans should be made and implemented at the earliest to take all those small cooperative federations, which are functioning independently

within the State, like the Karimnagar Cooperative unit, under the aegis of the Dairy Federation.

To effect a turnaround, the TSDDCFL needs support from the State government. There should also be an intelligent exercise to turn all the lands available at the TSDDCFL's disposal to its advantage, especially since these lands have appreciated very well over the years.

Imagine a scenario when the TSDDCFL sells 12 lakh litres of milk procured from within the State. Converting these sales into numbers would mean stopping the draining of an additional 8 lakh litres of milk. At the rate of Rs 30 per litre, this would save Rs 2.40 crore per day and annually Rs 875 crore.

A well-integrated plan along with the required impetus from the State government to the waning Vijaya brand is needed now to bring back the days of glory of Vijaya of the 70s and 80s and tap the untapped potential of milk in Telangana.

### Raju Shetti: Add farm & dairy operations in MNREGA to provide jobs to migrants

May 18, 2020

<https://timesofindia.indiatimes.com/city/kolhapur/raju-shetti-add-farm-dairy-operations-in-mnrega-to-provide-jobs-to-migrants/articleshow/75793878.cms>

**K**olhapur: To accommodate the large number of people returning to their villages and reduce the financial burden on the farmers, farmer leader Raju Shetti has suggested the inclusion of farm and dairy work in the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). Speaking to TOI, Shetti said most of those returning to the villages were employed in the cities as industrial workers or in the services sector. Their return to the villages will put a strain

on the rural economy, which has no jobs other than farming activities.

"If a person is provided work through MGNREGA, then he or she will get a daily wage as fixed by the Centre. I have learnt that the Centre is increasing MNREGA allocations. While the local and state authorities are more focussed on fighting the Covid crisis, I suggest the inclusion of farming and dairy activities in the MNREGA scheme," he said. — Abhijeet Patil

## Sodhi thanks FM for dairy infrastructure fund

May 18, 2020

<https://www.indiancooperative.com/co-op-news-snippets/sodhi-thanks-fm-for-dairy-infrastructure-fund/>



**R**S Sodhi, Managing Director GCMMF was all praise for the Finance Minister saying she has made an important an-

nouncement of Rs 15,000 crore dairy infrastructure fund for the establishment of supply chain and dairy plants for enhancing the dairy and milk processing capacity.

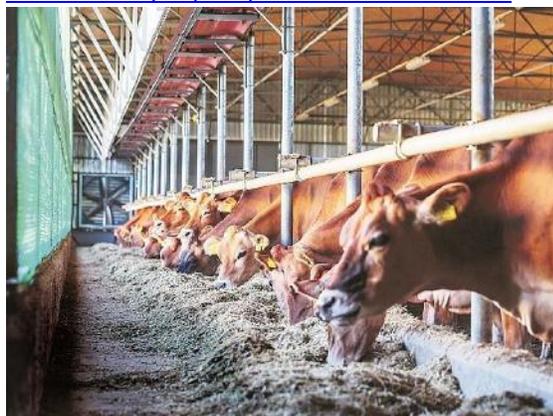
Talking to Indian Cooperative Sodhi said the dairy sector could have 4-5 crore litres of extra capacities with this fund. This increase in capacity will provide a livelihood to approximately 30 lakh people in rural India.

The GCMMF MD also welcomed the interest subvention scheme announced by the Finance Minister. This would mean an interest subvention scheme for cooperatives at 4% interest.

## Animal husbandry infra development fund to add 50% more dairy capacity

May 16, 2020 04:01 IST

[https://www.business-standard.com/article/economy-policy/animal-husbandry-infra-development-fund-to-add-50-more-dairy-capacity-120051501379\\_1.html](https://www.business-standard.com/article/economy-policy/animal-husbandry-infra-development-fund-to-add-50-more-dairy-capacity-120051501379_1.html)



**T**he animal husbandry infrastructure development fund of Rs 15,000 crore announced by finance minister Nirmala Sitharaman on Friday will raise capacity in the Indian dairy industry by 50 per cent. Currently, India has a dairy capacity of 100-110 million litres of milk and milk-based products, of which Gujarat Cooperative Milk Marketing Federation (GCMMF), also known as Amul, holds 38 million litres capacity. This, said federation's

managing director R S Sodhi, will go up by another 50 million litres in the country as a result of the animal husbandry infrastructure development fund of Rs 15000 crore.

"Utilisation of the fund will lead to employment generation for over three million people in the rural economy and will boost production and exports of several value added products," Sodhi told Business Standard.

ALSO READ: Coronavirus LIVE: Liquors shops to reopen in TN with 500 tokens per day

The fund aims to support private investment in dairy processing, value addition and cattle feed infrastructure.

The finance minister also said that incentives will be given for establishing plants for export of niche dairy products.

Animal husbandry and dairy experts believe the fund will provide a breather for many cooperative dairies as well who are in need of a revamp in their plants. "They anyway need an upgradation and since cooperatives cannot keep profits,

their machines are depreciating and they need to compete with private dairies through their dairy and cattle feed plants," said economist and leading advocate in agri-food sector Vijay Sardana.

## PRIVATE INVESTMENT PUSH

- India's current capacity of 100-110 mn litres of milk and milk based products
- To grow by 50 million litres or 50% as a result of the fund
- Amul procured additional 3 million litres during lockdown
- Amul paid ₹6000 crore including additional ₹800 crore to farmers in 50 days
- Animal disease control program to prevent annual loss of ₹60000 crore in dairy industry

Sodhi welcomed the government's scheme for interest subvention at two per cent per annum to dairy cooperatives for 2020-21 which is aimed at unlocking Rs 5000 crores additional liquidity, benefitting 20 million farmers. "The government's move to including animal husbandry and dairy for issuance of kisan credit cards will also help GCMF's 3.6 million farmer members as they can now avail loan for upto Rs 3 lakh," he said.

Sitharaman lauded the dairy cooperatives in the country for procuring more milk from farmers during the lockdown when demand had fallen by 20-25 per cent. Dairy cooperatives procured 56 million litres per day (mlpd) during the lockdown as against a daily sales of 36 mlpd, with a total of 1.11 billion litres additional procurement ensuring payment of Rs 4100 crore to dairy farmers.

Of these, Amul alone procured three million litres more in the last 50 days of lockdown and paid some Rs 800 crore for the same. "We procured overall 25 million litres in the lockdown

According to Sardana, there would be roughly 170-180 such dairy and cattle feed plants run by cooperatives in the country that could benefit from the fund.

thereby pumping in Rs 6,000 crore into the rural economy as payments, which include three million litres worth Rs 800 crore additional procurement from farmers," Sodhi added.

National Animal Disease Control Programme for Foot and Mouth Disease (FMD) and Brucellosis was also launched with a total outlay of Rs 13343 crore ensuring 100 per cent vaccination of cattle, buffalo, sheep, goat and pig population of 530 million animals. While 15 million cows and buffaloes have been tagged and vaccinated so far, Sodhi said the programme will prevent an annual loss of Rs 60,000 crore in milk and milk products in the country due to FMD and Brucellosis.

However, Sardana termed the announcement a repeat of the ruling National Democratic Alliance (NDA)'s earlier cabinet decision at the beginning of its second term.

Meanwhile, Sodhi said the cooperatives have also urged the government to do away with the two per cent tax deducted at sources (TDS) on

cash payments made to farmers which is yet to be announced.

Animal husbandry infrastructure development fund of Rs 15000 crore

India's current capacity of 100-110 million litres of milk and milk based products

To grow by 50 million litres or 50% as a result of the fund

Amul procured additional 3 million litres during lockdown

Amul paid Rs 6000 crore including additional Rs 800 crore

## Nirmala Sitharaman Highlights: Govt strengthens India's agri, allied sectors supply chain; major export push too

May 15, 2020 8:24:57 pm

<https://www.financialexpress.com/economy/fm-nirmala-sitharamans-third-phase-of-announcement-on-economic-package-today-at-4-pm-agri-infra-reform-ltcb-ddt-tax-cut/1959660/>



**F**M Nirmala Sitharaman Highlights: After announcing relief for some of the India's poorer section of the society including migrant workers, street vendors and small farmers, Finance Minister Nirmala Sitharaman has announced measures for the agriculture and allied activities such as dairy, animal husbandry and fisheries as the government looks to strengthen agriculture sector. "Indian farmers have always ensured that despite their small-holding, they will give high yields," she said. During lockdown, the government also took some steps to help India's dairy co-operatives and procured large amounts from milk farmers. Among major announcements of today, the

government has said that it will improve India's farm infrastructure, and will take India's turmeric, chillies, makhana and kesar (saffron) across the seven seas. "The government will provide Rs 10,000 crore for food enterprises which are micro in size. This will be a cluster based approach, with which, local value added products can reach global markets," Finance Minister said. Further, the government has introduced TOP to TOTAL scheme to repair broken supply chains. "This scheme will have 50% subsidy on transportation from surplus to deficient markets; 50% subsidy on storage, including cold storages," FM said. Agriculture provides employment to nearly 60% of India's population and earlier in his nationwide address, PM Modi had said that Rs 20 lakh crore package will also focus on India's farmers who work during every circumstance. The FM's relief measures follow Prime Minister Narendra Modi's earlier announcement that the government is working on a Rs 20 lakh crore package to help various sections of the society tide over the coronavirus crisis.

## Govt introduces Interest subvention on Working Capital Loans for Dairy sector

15/05/2020

<https://knnindia.co.in/news/newsdetails/sectors/govt-introduces-interest-subvention-on-working-capital-loans-for-dairy-sector>

**N**ew Delhi, May 15 (KNN) Handholding the Dairy Sector during the Covid-19 crisis, the Ministry of Fisheries, Animal Husbandry and Dairying has introduced a new scheme "Interest subvention on Working Capital Loans for Dairy sector" for Supporting Dairy Cooperatives and Farmer Producer Organizations engaged in dairy activities (SDC&FPO) for implementation during 2020-21.

In order to meet the working Capital needs of the Cooperatives and Farmer owned milk producer companies, Interest subvention will be given on working capital loan taken from scheduled Commercial Banks/R.R.Bs/Cooperative Banks/Financial Institutions between 1st April 2020 and 31st March 2021 by Cooperatives/FPOs for conversion of milk into conserved commodities and other milk products. The scheme has made provisions for providing interest subvention of 2% per annum, with an additional incentive of 2% per annum interest subvention to be given in case of prompt and timely repayment/interest servicing.

This will help to ease out the working capital crisis for handling surplus milk and enable timely payment to the farmers. The scheme will be implemented by this Department through National Dairy Development Board (NDDB), Anand.

According to the Ministry release, the modified scheme envisages a budgetary provision of Rs 100 Crore earmarked for the component "Interest Subvention on Working Capital Loans for Dairy sector" during 2020-21.

The scheme will help in providing stable market access to milk producers and also enable the Producer Owned Institutions to make timely payment of milk bill to milk producers.

It will help Producer Owned Institutions in supplying quality milk and milk products to consumers at a reasonable price and will also help in stabilizing the domestic market price of conserved dairy commodities and other milk products.

## Promoting Dairy Industry: FM Announces Rs 15,000 Crore For Animal Husbandry; Rs 13,343 Crore For Disease Control

May 15 2020, 5:43 pm,

<https://swarajyamag.com/insta/promoting-dairy-industry-fm-announces-rs-15000-crore-for-animal-husbandry-rs-13343-crore-for-disease-control>

**F**inance Minister Nirmala Sitharaman on Friday (15 May) began her third tranche of announcements pertaining to the Rs 20 lakh crore economic package under Atmanirbhar Bharat vision.

She said that today's announcements would be focused on agriculture and allied services, like fisheries and food processing.

The FM said a new scheme is being introduced to offer lower interest rates to dairy cooperatives.

The interest subvention scheme will continue and will put additional Rs 5,000 crore in the hands of two crore farmers, the FM said.

Milk was being thrown on streets since consumers were unable to buy it during lockdown. Dur-

ing this time, 560 lakh litre/day milk was procured by cooperatives in which farmers were paid Rs 4,100 crore.

The government announced Rs 15,000 crore for dairy infrastructure, besides a livestock development programme.

The Finance Minister said the government made Rs 74,300-crore Minimum Support Price

(MSP) purchases during lockdown and Rs 18,700 crore was transferred to farmers' bank accounts.

She also said that National Animal Disease Control Programme has been launched with total outlay of Rs. 13,343 crores for 100% vaccination of cattle, buffalo, sheep, goat and pig population in India.

### Third tranche has new scheme for dairy industry

15 MAY 2020 Last Updated at 5:21 PM

<https://www.outlookindia.com/newscroll/third-tranche-has-new-scheme-for-dairy-industry/1835462>

**N**ew Delhi, May 15 (IANS) Finance Minister Nirmala Sitharaman while announcing the third tranche of the Prime Minister's Rs 20 lakh-crore economic package, said a new scheme is being introduced to offer lower interest rates to dairy cooperatives. The interest subvention scheme will continue and will put additional Rs 5,000 crore in the hands of two crore farmers, the FM said. Milk was being thrown on streets since consumers were unable to buy it during lockdown. Dur-

ing this time, 560 lakh litre/day milk was procured by cooperatives in which farmers were paid Rs 4,100 crore.

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### Atmanirbhar Bharat: Interest subvention to ease working capital crisis in dairy sector, says NDDB

Published on May 15, 2020

<https://www.thehindubusinessline.com/economy/agri-business/atmanirbhar-bharat-interest-subvention-to-ease-working-capital-crisis-in-dairy-sector-says-nddb/article31595516.ece>

**T**he latest announcements under the Atmanirbhar Bharat Abhiyaan will help ease out the working capital crisis for handling surplus milk and enable timely payment to farmers, the apex dairy body National Dairy Development Board (NDDB) stated welcoming the announcements made by the Union Finance Minister Nirmala Sitharaman on Friday. To offset the economic impact of Covid -19 and the lockdown, on the dairy sector, the Government introduced a new scheme "Interest subvention on Working Capital Loans for dairy sector" for Supporting Dairy Cooperatives and

Farmer Producer Organizations engaged in dairy activities (SDC&FPO).

Dilip Rath, Chairman, NDDB welcomed the support provided to the dairy sector to mitigate the hardship of dairy farmers under Prime Minister Narendra Modi's Atmanirbhar Bharat Abhiyaan. The latest scheme provides interest subvention of 2 per cent per annum, with an additional incentive of 2per cent per annum interest subvention to be given in case of prompt and timely repayment/interest servicing.

The scheme, which will be implemented through NDDB, will help to ease out the working capital crisis for handling surplus milk and enable timely payment to the farmers. It will unlock ₹5,000 crore additional liquidity, Rath stated.

The ₹15,000-crore Animal Husbandry Infrastructure Development Fund will provide benefits to many areas in the country with high milk production potential.

"The fund, for the first time, would promote private investment in dairy processing, value addition and cattle feed infrastructure. Establishing plants for export-oriented units for niche products is also a welcome step," Rath stated adding that ₹13,343-crore push to the National Animal Disease Control Programme for eradication and

control of FMD and Brucellosis through nationwide vaccination programme is a welcome step. The encouragement to cold chain infrastructure under Agri Infrastructure Fund would improve milk quality, he mentioned.

NDDB also looks at the inclusion of Animal husbandry under Kisan credit card as help to migrant labourers who would stay back in villages to purchase milch animals for sustaining their livelihoods. The announcement of ₹4,000 crore support for herbal cultivation will help promote Pashu Ayurveda-based Ethno Veterinary Medicine for animal diseases control, being aggressively promoted by NDDB- an effective and efficient method of treatment (which will also improve the quality of milk).

## Global News

### Milk recalled from Crawford County dairy

May 28, 2020

<https://www.farmanddairy.com/news/milk-recalled-from-crawford-county-dairy/614847.html>



**T**he Pennsylvania Department of Agriculture issued a recall May 28 of some milk products from a Crawford County dairy because they were not properly pasteurized. The milk from Pot O' Gold Dairy was sold at locations in Crawford, Erie, Forest and Venango counties.

Recalled products include: whole milk with sell-by dates of May 21 and June 5; chocolate milk with a sell-by date of May 22; 2% milk with a

sell-by date of May 16; and skim milk with a sell-by date of May 16.

Products may be in glass bottles labeled Pot O' Gold Dairy, Bear Lake, Warren County, but bottle caps will be labeled with the Crawford County location. No illnesses have been reported yet connected with the products. The milk was sold in Crawford County at Brian's Country Market, Centerville; D&J Bakery, Cambridge Springs; Lickety Split, Cambridge Springs; Miller's Country Store, Cochranon; Pot O' Gold Dairy Store, Cambridge Springs; and Titusville Market Square, Titusville.

Erie County: Art's Bakery, Erie; Duran's Farm Fresh Products, Waterford; Frank's Market, Fairview; Lin Yan, Union City; Orton's Fruit Market, North East; SMJ International, Girard; Sander's Market, Corry and North East and Steiner Diesel Service, Waterford Straw Hat, North East.

### Milk and Dairy Products Exports Opened to China

22/05/2020

<https://www.raillynews.com/2020/05/Cine-milk-and-milk-products-export-opened-it/>

**T**rade Minister Ruhsar Pekcan reported that Turkey lifted the barriers to the export of milk and dairy products will be held in China.

Ministers Pekcan, sharing his Twitter account, the Agriculture and Forestry Ministry cooperation with the Ministry of Commerce, intensive intervention as a result carried out with the contribution of the Commercial Counselor from Turkey announced that it has lifted the barriers to the export of milk and dairy products will be held in China.

China Customs General Administration and the statement made by be able to export to China

of milk and milk products from Turkey firm Pekcan indicating that the announcement of the list, "In this context, our industry leading 54 companies to be able to perform export of Chinese dairy products. Opening the Chinese market, which is one of the most important dairy importers in the world, with approximately 6 billion dollars, to our Turkish exporters is pleasing. Good luck to our exporters." used expressions.

Studies will be carried out to gain a place in the Chinese market.

According to a statement made by the Ministry on the issue, the G20 Leaders' Summit on the

occasion of November 14, 2015 to Turkey to be exported to China, milk and signed the protocol on veterinary and sanitary conditions of dairy products, 2018 China Customs General Administration said a technical team came to Turkey visited the businesses on site. In the intervening period during conducted intensive interventions result, China Customs General Administration by the Turkey with the statement made to 54 companies to export milk

and milk products from China were authorized in different product lines.

In this context, efforts to gain a place in the Chinese market will be carried out and market diversification will be ensured by expanding the market entry efforts to include other Far Eastern countries.

Studies will be focused on increasing the market share of agricultural products, especially dairy products, in the said geography.

## Some 'dairy' good news

MAY 22, 2020

<https://www.observertoday.com/life/community-news/2020/05/some-dairy-good-news/>

**T**he novel coronavirus has caused a ripple effect in the way we look at and think about food. We are relying more on non-perishable foods since foods such as fruits, vegetables, and dairy have shorter shelf life as we limit the number of trips to the grocery store or to various restaurants offering take-out. While dairy sales at the grocery stores remain fairly stable, our nation's dairy farmers continue to struggle with an oversupply of dairy. Dairy farmers cannot shut down as cows continue to give milk. Schools and restaurants are the primary consumers of dairy products, and now dairy farmers are finding themselves collaborating with agencies to ensure good quality dairy products are used to help fight food insecurity and reduce the amount going to waste.

This is what happened when Saputo Dairy reached out to the Chautauqua County Office for Aging. Lacey Wilson, Nutrition Director at Chautauqua County Office for Aging states she has been "working with the United Way and other lead agencies to develop a county-wide food system/distribution supply chain for the county." When Saputo Dairy reached out to the Office for Aging to donate an abundance of their dairy products, the agencies had the ability to create a central order for county meal programs involved in fighting food insecurity. As

a result, a total of 790 pounds of sour cream and 1,210 pounds of cottage cheese have been placed into the hands of county residents through food programs such as Meals on Wheels, food pantries, school nutrition programs, food ministries, and YMCA/YWCAs. These efforts could not have been facilitated without the help of volunteers and the frontline heroes producing meals. "In cases such as this, the United Way of Southern Chautauqua County is able to link specific volunteers to specific organizational needs," states Cynde Johnson, United Way Resource Development and Marketing Coordinator. "Operations and needs change weekly with the COVID-19 pandemic and we communicate and connect volunteers accordingly, so our most vulnerable community members can still be served."

Chautauqua County Office for Aging Senior Nutrition Program provides nutritious meals through Home Delivered Meals, Congregate Dining Out Sites, as well as a Restaurant Dining Out Program throughout the county. Our Dietitians, Cheryl Wahlstrom RDN and Carey Skelton RDN are available for nutrition counseling and education programs. We also sponsor several exercise programs. Call the NY Connects at 716-453-4582 for more details and information. Please remember to contribute toward your

OFA nutrition services if you can. These programs are not sustainable without the support of participant and community contributions. Be

aware that SNAP benefits can be used toward your contribution.

## UConn 4-H delivers thousands of pounds of dairy products to families

Wednesday, May 20, 2020

<https://www.registercitizen.com/news/article/UConn-4-H-delivers-thousands-of-pounds-of-dairy-15284609.php>

UConn 4-H, the youth development program of Extension in the UConn College of Agriculture, Health and Natural Resources has moved 78,894 pounds of dairy products to date - the equivalent of six full-size elephants - during Operation Community Impact. 4-H members and volunteers are working with community partners and the UConn Extension Expanded Food and Nutrition Education Program (EFNEP). Deliveries of dairy products were made to 96 food pantries in 57 towns statewide. The effort has involved 88 Extension families that donated their time to help unload and deliver the dairy products.

The most recent donation, 33 pallets of ice cream, was received last week from H.P. Hood in Suffield. "We are glad to partner with a wonderful organization such as 4-H and UConn Extension to provide assistance to local Connecticut communities when we can," said Megan Uricchio of H.P. Hood, and an alumni of UConn 4-H Hartford County.

Milk donations were received from Dairy Farmers of America through their local facility, Guida's Dairy. Agri-Mark Cooperative and Cabot Creamery donated yogurt and sour cream. All of these products were previously distributed to facilities statewide. Fluid milk donations totaled 8,640 gallons - that is more than the amount needed to fill an 18-foot round swimming pool. Community service is a key component of the 4-H civic engagement mission. This project provides UConn 4-H members the opportunity to make a difference in the lives of consumers and dairy producers. Operation Community Impact would not be possible without the efforts of

many community partners, volunteers, food pantries and businesses statewide that the project is serving. We extend our heartfelt appreciation to everyone helping to connect those in need with the milk and dairy donations. We created this short video to thank our dairy donors: <https://bit.ly/DairyCollaboration>.

UConn 4-H is the youth development program of UConn Extension. 4-H is a community of over 6 million young people across America who are learning Science, Technology, Engineering and Math (STEM), leadership, citizenship and life skills through their 4-H project work. 4-H provides youth with the opportunity to develop lifelong skills including civic engagement and healthy living.

Through June 15, Pet Valu, a specialty retailer of pet food, treats, toys, and accessories, is hosting a photo contest looking for outstanding photos of various kinds of pets to be featured in its upcoming 2021 annual pet calendar.

Following the June 15 deadline for submissions, a panel of judges will narrow the entries to a Top 50 for voting. Voting begins on Facebook the week of June 21, 2020 and winners will be announced on July 15, 2020. The top 13 photos with the most votes will be featured in Pet Valu's 2021 calendar—one lucky pet will be featured on the front cover, while the 12 other winning photos will be featured as honorary "Pets of the Month" inside the calendar. Winners will also have the option to host their own "Pawtograph" signing events at their local Pet Valu stores later this year when the calendar is released for purchase. Past winners featured in

the calendar can be seen on Pet Valu's Pinterest page.

Pet Valu will donate all proceeds from the \$5 calendars directly to local organizations, shelters and rescues. Last year, Pet Valu raised over

\$100,000 from calendar sales to give back to the communities. The calendars will be available for purchase in all Pet Valu stores beginning November 1, 2020.

## How crop and animal sensors are making farming smarter

MAY 18, 2020

<https://phys.org/news/2020-05-crop-animal-sensors-farming-smarter.html>



**H**e bounty of food we can find on supermarket shelves across Europe is the result of knowledge accumulated over thousands of years by generations of farmers. But with the global human population likely to increase by 2.2 billion over the next 30 years to reach 9.8 billion, there will be a lot more mouths to feed. At the same time, farmers face growing this extra food while using less water, land, fertiliser and pesticides.

Agriculture alone is responsible for slightly more than 10% of greenhouse gas emissions and 44% of water use in Europe while pesticide use has a major impact on pollinators and the wider ecosystem.

To meet these challenges, farmers across Europe have been teaming up with researchers and engineers to develop new technologies they hope will usher in an era of 'precision farming.' With networks of sensors installed in fields or attached to animals, they can gather real-time data about the health of their crops and herds, allowing them to make better decisions about how to manage them.

"We need to solve the environmental footprint of the agricultural system by doing more with the same resources or even with less," said Francois Lienard, communications manager for the Internet of Food and Farm 2020 (IoF2020) project. The project has been coordinating a series of experiments where sensors, farm machinery and automated equipment are linked together to form an agricultural 'internet of things.'

### Dairy cows

In one example, 2,200 dairy cows across six farms in Denmark, Germany, Latvia and Lithuania have been fitted with ear tags with a wireless radio frequency identification antenna to identify each animal when they visit a smart robotic feeder. The feeder can detect when the cow sticks its head into the feeder and records the time each cow visits, along with exactly what dose of mineral feed supplements they were given.

The diet of dairy cows before they give birth and for 100 days after calving is particularly important for keeping them healthy and ensuring the quality of the milk they produce, which is where mineral supplements can help.

Poor health in dairy cows can impact their fertility and so reduce the number of animals able to produce milk as well as impact the quality of the milk itself.

Preliminary results, which have yet to be published, show that milk yield in herds using smart ear tags and feeders increased by 1% but also improved milk quality by 20%. At the same

time, the number of diseased animals decreased by 6% compared to a herd without the tags and the number of cows culled due to health problems was 24% lower.

Controlling the minerals eaten by cows can also reduce the amount of ammonia and phosphate shed in their manure, which can impact the quality of water that runs off fields.

Being able to monitor a cow's visits to a feeder allows farmers to spot any animals that are not eating enough. The feeder is connected to a cloud-based system that can then automatically tailor the amount of supplements and feed each animal gets. It also provides further information about the cows' behaviour and health by looking at changes in their activity. Some of the project partners at Strathclyde University, UK, and the Waterford Institute of Technology in Ireland are using collar-mounted accelerometers and step-counters along with artificial intelligence to further monitor animal health from their movements and look for early signs of illness such as lameness in individual cows.

"We know that the activity level of a dairy cow increases substantially during heat (while in estrus), whereas decreased activity is caused by illness," said Henning Lyngsø Foged, chief executive of the Organe Institute, an agricultural research consultancy in Skødstrup, Denmark, and coordinator of a precision mineral supplementation experiment under IoF2020.

Data gathered from collar-mounted accelerometers can indicate early signs of illness, such as lameness, in individual cows. Image credit—  
Ivan Andonovic

Crop

But the internet of things could also help those farmers trying to grow arable crops. Among IoF2020's 33 experiments are solar powered, wireless sensors that monitor the soil moisture, nutrient content, humidity and the weather conditions in different 'zones' of a field so farmers can precisely tweak how their crop grows.

"If in the upper north west corner of a field, the soil moisture or humidity is not optimal, the farmer will know they only need to water that specific part rather than the whole field," said Lienard. "It can save them a lot of water and time."

The same approach can help to reduce the amount of fertiliser and pesticide needed on fields. Specialised thermal and spectroscopic imaging cameras can be used to detect the early signs of pests or diseases, and help to reveal the growth rate of the plants.

"For instance, in one vineyard we have a spectrographic camera attached to a tractor that takes pictures of every single vine plant," said Lienard. "By analysing the picture it is possible to detect different shades of green that show if the plants lack nutrients or water. It can also detect the insect levels on the leaf." The machine then creates a map showing insect levels to help the farmer understand where to take action, he says.

Another challenge facing vineyards is the growth of grass and weeds between the vines, which can rob them of water and nutrients. One approach is to use robotic mowers that can trundle along the rows, to trim the grass as close as possible to the vines without damaging them.

This technology is being developed as part of another Europe-wide project called SmartAgri-Hubs, which is seen as the successor to IoF2020 when the four-year-long project ends in December. It has brought together a consortium of 160 research institutes and partners from the agriculture and food industry agriculture to work together in 206 digital innovation hubs around Europe. Together they have been working on 28 experiments aimed at testing new technologies in real farming situations so they can be eventually commercialised.

Pig farms

Among these are projects aimed at reducing antibiotic use on pig farms by using wearable sensors on the animals to monitor their health.

Others use miniature sensors that measure bee movements in commercial honey hives.

"Using artificial intelligence, it is possible to make predictions about this behaviour, which can be combined with temperature and humidity to look for any problems," said Lorena van de Kolk, communications manager on SmartAgriHubs. Armed with this information, beekeepers can be alerted to diseases such as varroa mite or issues caused by pesticide exposure in their bees.

One project in Andalucia, in southern Spain, is developing drone and ground-based robots that can image the foliage on olive trees and grape vines, which when analysed using artificial intelligence algorithms can detect the early signs of crop disease. Another is aiming to reduce the amount of water needed to irrigate crops in this drought prone part of Europe.

But while all this connected digital technology has potential to make farming more efficient

and less environmentally harmful, there are a number of barriers that stand in the way of its implementation. "At the moment the investment needed is quite high and once you commit to a particular technology, you have to stick with that one as they are not often interchangeable," said Lienard.

Part of the IoF2020 project has been to establish standards that can apply to all digital technology developed for the agricultural industry so that farmers can swap freely between different products easily.

Beyond improving farmers' ability to produce food, this digital farming approach could provide them with a new revenue stream by selling the data they collect to other organisations or companies.

"Of course, there needs to be data security and a legal framework around that data," said Lienard.

"But our hope is that it ultimately farmers will have a catalogue of solutions they can use to increase their yields, reduce their environmental footprint and save the farmers time."

## PolitiFact: Payments to dairy farmers have dropped even as retail milk prices rise

Published May 18

<https://www.tampabay.com/news/business/2020/05/18/politifact-payments-to-dairy-farmers-have-dropped-even-as-retail-milk-prices-rise/>



**T**he coronavirus pandemic has been especially unkind to the already staggering dairy industry.

Plunging demand from restaurants and schools and an inability to quickly shift processing to meet new categories of demand has left farmers dumping milk on a massive scale.

But at least milk prices are going up, right? That's not exactly a help, one dairy farmer said in a widely-shared Facebook post.

"The price consumers pay at retail for a gallon of milk has gone up 7.5% since this time last year," Pennsylvania farmer Greg Hemsarh said in a May 2, 2020, post that was shared more than 3,500 times. "The price farmers are paid has dropped 23%. Figure that one out."

This post was flagged as part of Facebook's efforts to combat false news and misinformation on its News Feed. (Read more about our partnership with Facebook).

Are farmers really getting paid less even as retail milk prices go up?

Let's dive into the data behind this dairy dichotomy.

A complicated pricing system

For starters, connecting any pair of dots to explain milk pricing is tricky.

This post referenced liquid milk prices, but only 30% of the milk produced in the U.S. is actually sold in liquid form, said Michael Nepveux, an economist with the American Farm Bureau Federation.

"While we may see fluid milk flying off grocery shelves and wonder why farmers are having to dump milk, it must be remembered that many of these other products rely heavily on the foodservice and restaurant sector," he said. Nepveux spent nearly 2,000 words and a handful of charts detailing how pricing works in a primer the Farm Bureau posted in June 2019. It started this way: "There's an old adage in the dairy industry that 'only five people in the world know how milk is priced in the U.S. – and four of them are dead.'"

Milk payments to farmers are influenced by commodity prices, geography and whether the milk is being used for liquid sales, yogurt, cheese, butter, etc.

We started with Hemsarth himself.

Though the numbers in the post are stated generally, he told PolitiFact Wisconsin he was actually referring only to his own observations.

Hemsarth was comparing the price of milk at a grocer in Bloomsburg, Penn., to a picture he took of the milk case a year prior. And he was looking at payments he received for milk he sold compared to a year ago.

Given the generic wording and wide sharing of this post, most readers likely assumed it referenced some broader dataset, at either the state or national level.

So let's check those datapoints.

National data shows the trend Hemsarth highlighted isn't confined to his corner of the world. Prices paid to farmers have dropped even as retail prices rose.

The retail price for a gallon of milk averaged \$3.27 in April, according to the latest data from the U.S. Bureau of Labor Statistics. That's up 9.6% from the April 2019 mark (\$2.98).

Data provided by Dairy Management Inc., a group funded by farmers to help increase sales of dairy products, shows a nearly identical comparison. They reported a national average of \$3.11 as of mid-April, compared to \$2.83 a year prior. That's an increase of 9.9 percent.

A state-level breakdown showed a year-over-year increase in all but one state. The largest jump was in Ohio — more than 28 percent.

Pennsylvania prices increased 9.5 percent.

So, on that part of the equation, the post was in the ballpark — actually understating the magnitude of the retail increase nationally.

On the farm payment side, Hemsarth reported a milk payment drop of 23 percent.

The Farm Bureau, using U.S. Department of Agriculture data, reported a 21.1 percent drop in the price paid to farmers in May 2020 compared to May 2019. Nepveux said that is based on Class 1 fluid milk, the highest valued class of milk.

A month earlier, in April, farmers were seeing payments 5.6 percent higher than the year prior. May is the first month where 2020 was lower than that month in 2019, though prices have fallen each month since December.

May milk prices dropped because the formula relies heavily on commodity prices, and those dropped sharply in April, Nepveux said.

Our ruling

A viral Facebook post said retail milk prices are up 7.5 percent from last year while the price paid to farmers dropped 23 percent. The farmer who provided these numbers was just referencing payments for the milk he sold and prices at a local grocer, but the trends are in line with what we see nationally. Nationwide, retail milk prices in April were up nearly 10 percent from the prior year, while the

price paid to farmers dropped sharply in May to about 21 percent below the prior year. The comparison oversimplifies things a bit, since the majority of milk produced in the United States isn't sold in liquid form. And the specific numbers aren't exactly right. But the general point is.

### 3,600 litre milk, fake beverages discarded

May 16, 2020

<https://www.thenews.com.pk/print/659345-3-600-litre-milk-fake-beverages-discarded>

**L**AHORE: The Punjab Food Authority (PFA) carried out a grand operation against adulterators in the province and sealed six food points over multiple violations of the provincial food regulations.

The authority also discarded more than 3,600 litres of adulterated milk and beverages during the operation. On the directions of PFA Director General Irfan Memon, the food safety teams visited hundreds of eateries in their respective areas and thoroughly examined the food quality, hygiene and food safety standards.

A food safety team under the supervisor of DG Irfan Memon raided Creative Taste Food Snacks & Beverages Factory on Gopi Ray Road, Shahpur and sealed it.

The PFA DG said that the factory was sealed on account of adulteration and counterfeiting. He said that fake juices were being produced with loose colours, chemicals and artificial flavours. The authority confiscated 30,000 empty bottles, 2,070 bottles of prepared juice, 500 litre juice mixture, loose colours and chemicals. He said the team also witnessed incomplete labelling on products, unclean filters and poor cleanliness arrangements. He said that use of artificial sweeteners and substandard ingredients in beverages lead to stomach, kidney and heart problems.

In Faisalabad, PFA closed down production units of Decent Bakers and The Bakers for using loose

colours and chemicals along with not taking proper preventative measures to control pests. A dairy safety team sealed Mustaq Dairy in Toba Tak Singh over presence of substandard khoya, adulterated milk and use of rusty vessels. Apart from that, workers of the shop did not have medical certificates.

Moreover, the provincial food regulatory body discarded 320 litre adulterated milk, germs-infested sweets, khoya and other unwholesome food. A PFA Gujranwala team sealed Raees Supari & Maiva unit for selling gutka, failing to meet hygienic working environment and non-compliance of instructions.

In South Punjab, PFA raided Ganj Shakkar Production Unit and sealed it for using substandard ingredients in preparation of sweets, an abundance of insects and stinky environment. PFA discarded 1,245 litre substandard milk, 120kg flour, 80kg red chilli.

Furthermore, PFA Sargodha teams discarded 2,000 litres of adulterated milk and imposed Rs10,000 fine on Rao Milk Collection Centre for selling tainted milk.

The PFA uprooted unhealthy vegetable crops by ploughing 144-Kanal land. PFA warned had warned the food business operators several times but they neglected the instructions of the authority.

The PFA DG has also appealed the citizens to inform the authority through its helpline, Facebook, mobile application and website in case of

adulteration and fake factories in their surroundings.