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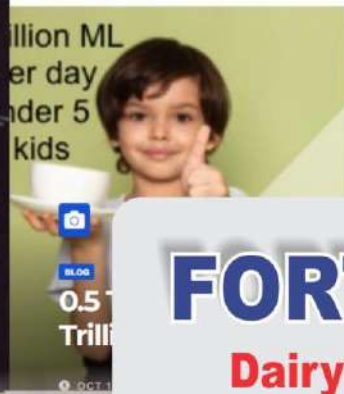


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Dairy Pulse 167th Edition (1st to 15th, October 2022)



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Dairy Pulse 167th Edition (1st to 15th October, 2022)

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Indian News

New milk development policy in UP: 5000 crore investment in dairy sector

OCT 15, 2022

<https://dairynews7x7.com/new-milk-development-policy-in-up-5000-crore-investment-in-dairy-sector-in-5-years/>



The Yogi government has given green signal to the Uttar Pradesh Dairy Development and Milk Product Promotion Policy-2022 in the cabinet meeting on Thursday.

Under the new policy, subsidy of up to 5 crore will be given for setting up milk processing units in UP. Apart from this, an interest subsidy of Rs 10 crore will be given for five years.

With this grant, the availability of milk and its based products will be increased. The main objective of this policy is to make the state one trillion dollar economy. Under this, the target of capital investment of 5 thousand crores will be achieved in the next five years.

will help in employment

At present only about 10 percent of the total marketable surplus milk is processed in the state. In such a situation, to benefit the milk producing farmers with the new policy, its capacity will be increased to 25 percent, which will increase the existing milk processing capacity from 44 percent to 65 percent.

This will increase investment in the state on a large scale, while employment will also increase. Along with this, 10 percent of the cost of plant, machinery, technical civil works and spare parts, or a maximum of Rs 5 crore, will be given subsidy for setting up and developing a milk processing unit.

Expected to get 5000 crore investment

Yogi government's new milk policy will form the basis of the state's goal of one trillion dollar economy. Along with improving the rural economy, this policy will also play an important role in nutritional security. At the same time, this policy prepared will attract foreign investors in the Global Investors Summit to be held in January. An investment of Rs 5000 crore is expected through the policy.

Under this, investment will also be increased for setting up green field dairy and for capacity development, technology up-gradation. The target has been fixed to get investment for setting up of Cattle Field Plant, Refrigerated Van, Insulated Milk Tank and other cold chain investment, Small Enterprise based Milk Processing.

On the other hand, people will keep better breeds of cows if they get a fair price for milk. They give milk to full capacity for a long time, for this they will give balanced and nutritious animal food. In this way the demand for bran, sardine, khanda, cake used in animal feed will increase. These animal feeds are mainly products of different crops.

The increasing demand for balanced and nutritious food will give a fillip to such an industry. Along with this, the farmers will get the benefit of the demand for agricultural products to make them. In the new policy, for the first time, the Yogi government will give a discount of up to seven and a half crore rupees on the animal feed manufacturing facility. Every year 1 lakh people will get employment.

Amul hikes milk prices by Rs 2 per litre, except in poll-bound Gujarat

OCT 15, 2022

<https://dairynews7x7.com/amul-hikes-milk-prices-by-rs-2-per-litre-except-in-poll-bound-gujarat/>



Amid the festive season, The Gujarat Co-operative Milk Marketing Federation Ltd, which markets its products under the [Amul](#) brand, hiked the rates of milk by Rs 2 per litre. The price of full cream milk has increased from Rs 61 per litre to Rs 63 per litre, which is expected to impact household budgets. Amul has also increased the price of gold and buffalo milk by Rs 2 per litre.

“Amul has increased prices of full cream milk, gold and buffalo milk by Rs 2 per litre in all states except Gujarat,” RS Sodhi, MD, Gujarat Cooperative Milk Marketing Federation Limited said in a statement.

The decision to hike the prices of milk has been taken amid a surge in demand in dairy fat prices. Mother Dairy had also hiked prices to compensate for the increase in procurement costs.

The prices of gold and buffalo milk prices has been increased by Rs 2 per litre due to an increase in fat prices in some other markets in Gujarat. Only for gold and buffalo milk due to higher dairy fat prices,” RS Sodhi told India Today.

Danone to shed Russian dairy business with 1 bln euro write-off

OCT 15, 2022

<https://dairynews7x7.com/danone-to-shed-russian-dairy-business-with-1-bln-euro-write-off/>



French food company Danone (DANO.PA) will shed control of its dairy food business in Russia in a deal that could lead to a write-off of up to 1 billion euros (\$978 million), it said on Friday. Joining a lengthening list of global companies making costly exits from Russia over the war in Ukraine, Danone will be offloading a business representing about 90% of its operations in Russia, where it will retain its infant nutrition unit. “This is the best option to ensure long-term local business continuity,” a Danone statement said, adding the Russian dairy unit accounted

for about 5% of the group’s net sales in the first nine months of the year.

A source close to the matter said Danone could retain a stake in the dairy business, Russia’s biggest. The company did not disclose to whom the business would be transferred, while a Russian analyst identified a number of potential suitors.

“The board has just started a process that will lead to a transaction that could be a full sale or a partial sale. But at the end of that process, the objective for Danone is that they are no longer operating the business and are not in effective control, and that business has been deconsolidated from the group,” the source said

Many Western consumer goods companies including Nestle (NESN.S) and Procter & Gamble (PG.N) have continued to provide essential food and medicine to Russia while also facing pressure from consumers and activists to cut all ties with Moscow.

The move is the second such announcement this week from a major Western company, coming after Nissan offloaded its assets to the Russian state, taking a loss of around \$687 million. Shares in Danone rose more than 1% in early trading, with analysts welcoming the news and saying it could herald a wider reshuffle of its operations.

Chief Executive Antoine de Saint-Affrique, who took the helm in September last year, said the company would part with non-performing businesses under a turnaround plan launched this year.

“Russia is clearly an asset they had to exit from,” Pierre Tegner, analyst at broker Oddo BHF, said in a note.

“It is not only because Russia is a low-margin business with poor growth. It is mainly because this asset has generated a lot of distraction over the last 11 years for top management.”

Other areas where the group could review non-core operations include liquid milk and basic dairy products in Brazil, Argentina, Mexico and Morocco, Tegner said, as well as organic milk in

the United States, baby meals in France and Italy, plus small water operations in Spain and Poland.

ALL OPTIONS

The move is the first since the company said in April it was reviewing all options in Russia.

In March, weeks after Russia’s invasion of Ukraine, the company had said it would continue to produce essential dairy and infant nutrition products there, but had cut other ties with the country over the war.

It also said it had ended all investments in the country and would not take any cash, dividends or profits from its business there.

The Essential Dairy and Plant-based (EDP) division has 7,200 employees and 12 production sites.

Mikhail Mishchenko, head of Russia’s Dairy Market Research Centre, named three potential local suitors: Econiva, Komos and Molvest.

He said he thought the most likely winner would be Econiva, one of the country’s largest suppliers of unpasteurised milk, which also enjoys state support.

But the assets may also be broken up and distributed across market players, he said.

The three Russian companies did not immediately respond to requests for comment. Danone declined to comment.

(\$1 = 1.0224 euros)

Amul to start work on 20 LLPD milk processing unit in Saurashtra

OCT 15, 2022

<https://dairynews7x7.com/mul-marketer-gujarat-cooperative-milk-marketing-federation-limited-gcmmf-will-soon-start-work-on-a-new-20-lakh-litres-per-day-llpd-milk-processing-plant-near-rajkot-creating-additional-processing/>



mul marketer Gujarat Cooperative Milk Marketing Federation Limited (GCMMF) will soon start

A work on a new 20 lakh litres per day (LLPD) milk processing plant near Rajkot, creating additional processing capacity in the region.

Prime Minister Narendra Modi is likely to virtually perform the ground-breaking for the ₹500-crore plant next week.

Supply issues

The plant, considered as a common mega dairy for the Saurashtra region, will be set up at Gadhka village in Rajkot district.

The Saurashtra region, comprising 11 districts, collectively produces about 35 lakh litres of milk per day. But only about 10-12 lakh litres gets processed at the existing co-operative dairy facilities available with Rajkot district union, Amreli district union, Surendranagar district union among others.

A major share of the milk, according to dairy leaders, has to be transported to Amul Fed dairy in Gandhinagar for processing on daily basis.

“The annual transportation cost is around ₹100 crore. So, once this facility is ready in Saurashtra, it will directly benefit farmers of the region,” said RS Sodhi, Managing Director, GCMMF.

Faster delivery

Shamalbhai Patel, Chairman, GCMMF, told businessline, “With this new plant, the dairies would be able to process and deliver the milk faster in the market.”

The plant, according to Sodhi, will also produce value-added milk products such as butter oil (Ghee), butter, skimmed milk powder (SMP), besides the liquid milk packaging and ultra-high treated milk.

Shobha and Smita sister of Shashi Tharoor were the first of Amul babies

OCT 11, 2022

<https://dairynews7x7.com/shobha-and-smita-sister-of-shashi-tharoor-were-the-first-of-amul-babies/>



Did you know this?
Tharoor Family Amul Babies.
by Shashi Tharoor.

My family’s association with the Amul brand is intensely personal. Way back in 1961, Amul’s advertising agency, ASP (Advertising & Sales Promotion Ltd), was looking for a baby to front their milk powder in a first-of-its-kind ad campaign. They went through hundreds of pictures of babies – 712, to be exact – until ASP’s creative head, Sylvester da Cunha, asked my father, his friend at (and Secretary of) the Advertising Club of Bombay: “you have a baby too, don’t

you? Mind if you show me a picture?” My father did, and the rest is history: my sister Shobha became the first ever Amul baby. ASP recorded her selection in an ad in the trade press:

After 712 babies were photographed, Shobha Tharoor became the first Amul baby.

History was to repeat itself a year later when Amul and ASP decided they needed a colour picture for their next ad campaign – by which time Shobha, of course, was too old to pose for one. But her sister Smita had been born, and this time, after a more perfunctory search, my younger sister became the first-ever colour Amul baby.

The youngest Tharoor, Smita, was the first-ever colour Amul baby.

In their quickness, their sharpness, and their topicality, they put Amul in the forefront of the reader’s mind. They literally bring the product home to the hearts and minds, not just the

stomachs, of Indians.

All this may sound trivial today, but it meant a great deal to the family, though the recompense for my sisters' initial modelling stints was negligible. The Amul ads were not just published in newspapers (which themselves had much more reach and impact in those pre-television days), but printed as posters and displayed in groceries and kirana stores across the country where Amul baby powder was stocked. More than thirty years later, Smita was startled to discover a picture of her baby self still displayed on the wall of a rural provision shop in some dusty forgotten corner of the country. While my sisters (and by association, all of us) basked in their Amul-derived glory, I grew up as a skinny, scrawny, asthmatic boy quite unsuitable to serve as an advertisement for any health-enhancing product, Amul or otherwise. But when, after serving the United Nations around the world, I finally returned to India and entered politics, I found myself in Amul ads as well. Except these were not glowing pictures of my chubby cheeks, but cartoons lampooning me, as Amul so inimitably does to those of our nation's public figures who might be tempted to take themselves too seriously.

The cartoon ads take up a topical subject from the news, draw them brilliantly, and accompany them with a tongue-in-cheek caption, usually involving a pun.

I've now featured in four or five of these, and enjoyed them hugely. They have appeared in hoardings in prominent sites across our major cities, and in newspaper ads, often on the front pages, everywhere. Each captures the essence of the space Amul has carved for itself in our public imagination. The cartoon ads take up a topical subject from the news, draw them brilliantly, and accompany them with a tongue-in-cheek caption, usually involving a pun. And the ad slogan reminds the reader of Amul's "utterly butterly" indispensability to their enjoyment of life.

The campaigns are inspired, clever, increasingly bilingual, and totally relevant to what Indians are talking about that week. Over the decades they have chronicled social change in our country, commented on politics and taken the sting out of media controversies. In their quickness, their sharpness, and their topicality, they put Amul in the forefront of the reader's mind. They literally bring the product home to the hearts and minds, not just the stomachs, of Indians. And in every Tharoor home, therefore, the Amul brand retains pride of place.

My late father would have loved to see his son having gentle fun poked at him in a prominent hoarding on his favourite Marine Drive.

He would have been happy that I had finally caught up with my sisters.

FSSAI mandates registration of foreign food factories including dairy plants

OCT 11, 2022

<https://dairynews7x7.com/fssai-mandates-registration-of-foreign-food-factories-including-dairy-plants/>



Foreign food manufacturing facilities exporting certain “high-risk” categories to India need to mandatorily register with the Food Safety and Standards Authority of India (FSSAI) effective February 1, 2023. The categories identified for mandatory registration includes milk and milk-based products, meat and meat products including poultry and fish, infant nutrition, nutraceuticals and egg powder. As per regulations, the international food factories can be subjected to inspections and their registration can be cancelled or suspended if found to be non-compliant with Indian food safety standards.

FSSAI has requested authorities in exporting nations to provide a list of existing manufacturers

who intend to export products in these categories to India. “Based on the list provided by the competent Authority of the exporting nation, registration of such manufacturing facilities will be done by the FSSAI at its portal,” the order stated.

Importers concerned

Amit Lohani, Founder and Director, the Forum of Indian Food Importers (FIFI), said, “We strongly urge the authorities to ensure that such requirements do not hamper ease-of-doing business. Indian business representatives are in constant discussions with international players and hope that this requirement does not delay the ongoing trade discussions.”

“After the massive impact of pandemic-related uncertainties, businesses are now resuming some positive trade outlook and a procedural obligation of this nature could make operations unviable for them. We will continue to engage with the FSSAI and will re-emphasise the concerns of the industry,” he added.

Nova Dairy’s effort to improve the lives of Indian Dairy Farmers

OCT 11, 2022

<https://dairynews7x7.com/nova-dairys-effort-to-improve-the-lives-of-indian-dairy-farmers/>



Nova Dairy, the top dairy manufacturer in India, is aiming to improve the lives of dairy farmers via its most recent initiatives. Nova Dairy emphasized in its most recent statement that the organization has put up strategies for dairy farmers to produce clean

milk. Additionally, the firm intends to provide animal health and feed advice and expertise. Nova Dairy is employing technical initiatives to collect and cool milk as quickly as possible to prevent it from spoiling.

Feed prices for animals have risen dramatically, causing farmers to raise their selling prices. Additionally, the country’s inadequate dairy infrastructure is another issue that the dairy sector as a whole is attempting to address. As a result, in order to assist dairy farmers, Nova Dairy is developing ideas for a dairy market that will benefit both parties.

“In our role as the nation’s preeminent dairy manufacturer, we think it’s necessary to show our support for the dairy farming and agricultural communities. We make certain that, despite milk’s short shelf life, we reduce waste while also reducing costs. Nova Dairy will spare no effort in providing the most cutting-edge tools and knowledge to the dairy farmers so that they can sustain themselves and their families. “, commented Kuldeep Saluja, Managing Director, Sterling Agro.

The excellence and reliability of Nova Dairy’s products are guaranteed by their production in one of three cutting-edge facilities in Haryana, Madhya Pradesh, or Uttar Pradesh, all of which are supported by research and development centres. In addition, Indian Railways, Nestle, ITC

Limited, Air India, etc., are among the company’s favoured institutional and corporate bulk clients.

India has been the world’s largest producer and consumer of dairy products since 1998, with a steady increase in milk and milk products. The dairy industry is crucial to the rural Indian economy, providing both jobs and money. India also boasts the world’s largest cattle population. However, as compared to the world’s other leading dairy producers, India’s milk output per animal is much lower. Most of India’s dairy output is liquid milk, which is marketed almost exclusively inside the country. The Indian dairy business has huge value-adding and growth potential.

Why India’s agri production stats need a ground reality check

OCT 11, 2022

<https://dairynews7x7.com/why-indias-agri-production-stats-need-a-ground-reality-check/>



How much milk does India really produce? What is its actual domestic requirement of cereals or sugar?

These are simple questions, but basic to understanding the market for agri-produce — not just in these inflationary times, but also from a policy and planning perspective.

Consider milk. According to the National Statistical Office’s (NSO) household consumer expenditure (HCE) survey for 2011-12, the monthly per capita consumption of milk was 4.33 litres in rural India and 5.42 litres in urban India. Taking an average of 5 litres (5.15 kg; 1 litre of milk = 1.03 kg), this translates into an annual consumption of nearly 75 million tonnes

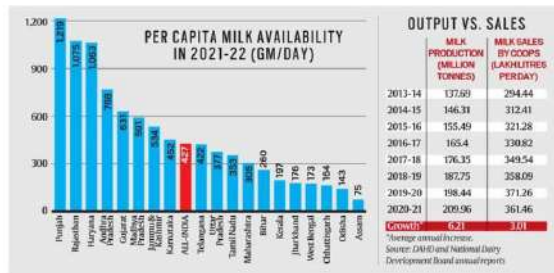
(mt) for a population of 1,210.85 million as per the 2011 Census.

This figure includes only milk consumed by households — directly and as curd, butter, ghee, paneer, etc. at home. It excludes milk consumed by businesses — tea shops, hotels, and ice-cream, sweetmeat, chocolate and biscuit makers. If this milk is assumed to be 25% over and above that consumed by households, it adds up to about 94 mt — or a daily per capita availability of 212 gm.

What production data show

Going by Department of Animal Husbandry & Dairying (DAHD) statistics, India’s milk production in 2011-12 was 127.9 mt with a daily per capita availability of 289 gm. These were 210 mt and 427 gm respectively in 2020-21.

Unfortunately, there is no published HCE survey data after 2011-12. In all likelihood, the gap between the NSO’s consumption-based estimates and the DAHD’s production numbers would only have widened.



India's milk production in 2011-12 was 127.9 mt with a daily per capita availability of 289 gm. These were 210 mt and 427 gm respectively in 2020-21.

Between 2013-14 and 2020-21, India's milk production grew at an average 6.2% a year. (Table) But this isn't reflected in the marketing of liquid milk by dairy cooperatives, which grew by just over 3% annually in volume terms during this period.

In the private sector, growth in the average sales of 12 major dairy companies averaged 4.93% in nominal terms between 2014-15 and 2020-21. After adjusting for an average wholesale price inflation of 3% for "dairy products" over this period, their real sales growth was slightly more than 1.9%.

Discrepancies are glaring

Clearly, the 6.2% growth in milk production based on official DAHD statistics does not seem to square up with the sales growth of organised dairies, averaging only 2-3% per year.

Equally interesting is the per capita daily milk availability of 427 gm for 2020-21, which, by definition, is the average for India's population — across regions, rich and poor, babies, the young, and the aged. (Bar chart)

In Punjab, the average person supposedly consumes 1,219 gm or close to 1.2 litres per day; Rajasthan and Haryana are also more than 1 litre. The 2011-12 HCE survey, however, reported daily per capita milk consumption at 0.49 litres in rural Haryana and 0.37 litres in urban Haryana. The corresponding figures were 0.40 litres and 0.36 litres for Punjab, and 0.31 litres and 0.29 litres for Rajasthan.

Even after factoring in indirect/non-household consumption and population increase since 2011-12, the per capita average for these high milk-drinking states is unlikely to exceed 0.5-0.6 litres.

Looked at another way, if the DAHD's 427 gm figure is correct, an average Indian family of five would be consuming more than 2 litres of milk every day, going up to 5-6 litres in Punjab, Haryana and Rajasthan.

It's a moot point how many families can afford to spend so much on a single food item that costs Rs 40-50 per litre. On the other hand, there is a limit to how much milk the rich can consume.

One has to probably wait for the next HCE survey to obtain more reliable estimates of milk consumption in India, which can then be reconciled with the DAHD's production data.

Demand is the key

Knowing what and how much Indians are consuming — which only a comprehensive nationwide HCE survey can reveal — is useful for analysis of demand and supply in other farm produce too. It helps in framing policies better, whether on fixation of minimum support prices and tariffs or on crop diversification.

For example, the monthly per capita household consumption of all cereals in the 2011-12 survey was assessed at 11.22 kg for rural India, and 9.28 kg for urban India. At an average of 10 kg, the annual household cereal consumption requirement for 1,400 million people today would be around 168 mt. Assuming 25% additional consumption in processed form (bread, biscuits, cakes, noodles, vermicelli, flakes, etc.), and another 25 mt of grain (mainly maize) for feed or starch, the total yearly demand would be around 235 mt.

As against this, cereal production from 2016-17 to 2020-21 has averaged 267 mt. If the Agriculture Ministry's output estimates are accurate, the country is producing 30 mt-plus of surplus

grain every year — partly borne out by overflowing rice and wheat stocks in government warehouses, at least till quite recently.

But again, one doesn't know how accurate the official production estimates are. Nor whether per capita cereal consumption is increasing or decreasing — it was falling in the previous HCE survey rounds, while rising for milk, eggs, chicken, vegetables and fruits. And what has been the impact of the more recent free/near-free grain schemes such as the National Food Security Act and Pradhan Mantri Garib Kalyan Anna Yojana?

Discrepancies in production may be less for a commodity like sugar, where most of the cane is crushed by organised mills. Direct household consumption, at almost 1 kg per capita per month, would work out to 16.8 mt for a population of 1,400 million. Indirect consumption may

be another 50%, as sugar has more bulk users — including soft drink, confectionery makers — than milk or wheat. That takes the total domestic demand to 25-26 mt, compared to an average production of 32 mt in the last five years. Sugar has been prone to overproduction, with rare exceptional years.

A larger question

There is a more immediate reason why a new HCE survey is needed. The current consumer price index — used to calculate inflation and also for RBI's interest rate actions — is based on the consumption basket from the 2011-12 HCE survey. That basket is perhaps outdated and not truly representative of the items, both food and non-food, being consumed by Indian households today. And it may, to that extent, not be useful for either agriculture or monetary policy.

Telangana: Indian Immunologicals Limited to set up Rs 700-crore vax facility in Genome Valley

11th October 2022 06:11 AM

<https://www.newindianexpress.com/states/teelangana/2022/oct/11/teelangana-indian-immunologicals-limitedto-set-up-rs-700-crore-vax-facility-in-genome-valley-2506893.html>



HYDERABAD: Indian Immunologicals Limited (IIL) will set up a new animal vaccine manufacturing facility in Genome Valley, Hyderabad, to meet the growing need for vaccine security against various emerging diseases such as Foot and Mouth Disease (FMD). The facility will cost an estimated Rs 700 crore and will create employment for nearly 750 people, officials announced on Monday.

The IIL, a subsidiary of the National Dairy Development Board (NDDB), is already one of the world's largest FMD vaccine manufacturers. It is also the leading vaccine supplier to the Government of India's National Animal Disease Control Programme (NADCP). Now, IIL is investing in a new greenfield project to establish a veterinary vaccine facility. It will be a state-of-the-art, fully integrated biosafety level-3 (BSL-3) facility. The IIL's new facility will add another 300 million FMD vaccine doses annually to its capacity. The existing facility in Gachibowli already can produce 300 million doses. Meanwhile, IT & Industries Minister KT Rama Rao, who was present at the event, said, "I'm delighted that IIL will be setting up another greenfield facility in

Genome Valley. Hyderabad is already regarded the 'vaccine capital of the world', and this further expansion advances our contribution in terms of global health, not just for humans but also for animals."

K Anand Kumar, IIL Managing Director, said, "The company is on an aggressive growth path, and this third vaccine facility in Hyderabad will ensure self-sufficiency for our nation in the field of vaccines, thereby saving the exchequer and farmers several thousands of crores of rupees."

Ludhiana | Stray cattle take over city streets as shelters filled to capacity

OCT 10, 2022

<https://dairynews7x7.com/ludhiana-stray-cattle-take-over-city-streets-as-shelters-filled-to-capacity/>



Ludhiana municipal corporation (MC), meanwhile, continues to face allegations of turning a blind eye to the growing menace of stray cattle on streets, despite collecting over ₹31 crore in the form of cow cess from the public in the last five years. With cave-ins, delays in repair, waterlogging and the evergreen problem of stray cattle persisting, commuters and city residents can hardly seem to be catching a break.

The city's municipal corporation (MC), meanwhile, continues to face allegations of turning a blind eye to the growing menace of stray cattle on the road, despite collecting over ₹31 crore in the form of cow cess from the public in the last five years.

The areas surrounding the city's two main dairy complexes— Haibowal dairy complex and Tajpur road dairy complex covering Hambran road, Tajpur road, Jalandhar Bypass, Haibowal road, Rahon road, Cheema Chowk, Jassian road, GT road and Chandigarh road, have turned particularly dangerous for commuters.

Stray bulls who form a major share of the stray cattle can be seen regularly locking horns with

each other in the residential areas, creating fear among the residents.

"I was hit in the head by a bull while I was crossing a street, I kept bleeding for 15 minutes till I received medical help. The authorities should take action as menace poses grave danger especially to the children," said Prem Chabbra, a resident of the Haibowal.

While the residents have been criticising the municipal authorities for their failure, the civic body put the blame on a shortage of space to shelter the stray cattle.

As per the authorities, over 1,500 stray cattle have been handed over to different gaushalas in and around the city and the civic body is paying for their upkeep. However, they added that even the gaushalas are nearing capacity at this point.

'Need more shelters'

Echoing the sentiment, gaushala managing authorities highlighted the dire need to set up more shelters.

Purshottam Gautam, who manages the gaushala at Dandi Swami Mandir said, "We only have a capacity of sheltering 400 cows and there are several hundred cows roaming near Haibowal dairy complex alone, many of which have wounds and infections."

Gautam added that cattle in the dairy units should be marked with the registration or unique identification number, so that the dairy owners can be traced on abandoning cattle that stop producing milk.

Unimpressed with the civic body's reasoning, residents pressed for the MC to establish its own shelter with the money collected as cow cess.

Speaking on the issue, municipal health officer Gulshan Rai said the civic body was in talks with different gaushalas to shelter more stray cattle and was working towards establish another shed at government gaushala in Burj Powat village, Machhiwara, with a capacity to shelter around 150 animals. Another, with the same capacity, has already been set up on the site, he added.

Issue rocks MC House meeting

Notably, the issue of stray cattle menace had also rocked the recent General House meeting of the MC held at Guru Nanak Dev Bhawan on October 4.

The councillors and legislators objected to a resolution, wherein the management of a gaushala had sought more payment for upkeep of stray animals, demanding that the gaushala management first ensure that they will lift every stray cattle within a 5-km radius of the gaushala.

Lumpy skin disease

Dairy owners, meanwhile, have been busy raising concern over a large number of stray cattle affected with the lumpy skin disease.

"The lumpy skin disease was less severe in our dairy units as vaccination and timely medical treatment was provided to the cows while the stray cattle which got infected with the lumpy skin disease are not recovering because of lack of treatment and are dying slowly," said Paramjit Singh bobby, president of the Haibowal Dairy Owners' Association.

Process started to merge Amul with 5 other cooperatives: Amit Shah

OCT 10, 2022

<https://dairynews7x7.com/process-started-to-merge-amul-with-5-other-cooperative-societies-amit-shah/>



Amul will be merged with five other cooperative societies to form a multi-state cooperative society (MSCS), Cooperation Minister Amit Shah said on Sunday. Addressing the 70th plenary session of the North Eastern Council (NEC) here, Shah said the process for the merger has already started. "The government led by Prime Minister Narendra Modi is giving priority to natural agriculture and digital agriculture and for certification of natural products, the process to form a multi-state cooperative society by merging Amul and

five other cooperative societies has been started," he said.

The MSCS will ensure the export of the products after its certification so that profit can go directly into the bank accounts of the farmers, he added.

The Gujarat Cooperative Milk Marketing Federation Ltd markets its products under the Amul brand.

Earlier on Friday, while speaking at the North-Eastern Cooperative Dairy Conclave in Gangtok, Shah emphasised the need to double milk production in the country over the next five years, not just to meet the demand in the domestic market, but also those of neighbouring countries.

"We have a huge opportunity to deliver milk to countries like Bhutan, Nepal, Bangladesh and Sri Lanka, and to explore this world market, the

government is setting up a multi-state cooperative which will act as the export house," he had said.

Milk came late: Mother dairy guys fight it out | WATCH

October 10, 2022

<https://apnlive.com/india-news/milk-mother-dairy-fight/>



A video of a Mother Dairy booth operator and a milk vendor fighting with each other over delay in order delivery in Noida's Sector-74 has gone viral on the social media.

The incident is said to be from Cape Town Society. The viral video seems to be of a basement and the two are brutally punching, throwing and hurling abuses at each other.

It can be clearly seen in the video that two men in black and white shirts get into a scuffle with each other. Many people including security guards are seen around. First, the man wearing the white shirt punches the other. After that the person wearing black colored clothes also becomes aggressive and both start to punch each other fiercely, creating chaos in the basement. During this, some people also come to the rescue, but they are not able to get both of them to stop fighting.

Notably, a booth of Mother Dairy operates in the runs of Club 1 of the society, which is operated by a person named Sachin Nagar, due to delay in the supply of milk of Mother Dairy, there was a dispute between Sachin and the supplier, the reports say.

Amul not merging its dairy business; media got it all wrong

October 10, 2022

<https://www.indiancooperative.com/co-op-news-snippets/amul-not-merging-its-dairy-business-media-got-it-all-wrong/>



A federation of 18 district milk unions, GCMMF which is the proud owner of brand Amul is not being merged with

other entities, as the media led by the PTI will have you believe.

Amul is only joining hands with four other multi state co-ops to form a separate multistate co-op for the purpose of certification. Media has failed to understand the meaning of the Union Minister's statement and seems to convey the impression that Amul is merging its dairy business with other co-ops.

Addressing the 70th plenary meeting of the North Eastern Council in Guwahati, Shah said that natural farming is a matter of priority for

the government and the process of forming a multi-state cooperative society by merging Amul and 5 other cooperatives for certification of natural products has started.

In his speech Shah also said that after certification of these products, this cooperative society

will also ensure their export, so that the profit will go directly to the bank accounts of farmers. Shah said that more than 500 laboratories across the country will certify the quality of soil and natural products.

Sikkim Best Performing Dairy Coop from East and NE regions by NCDFI

OCT 9, 2022

<https://dairynews7x7.com/sikkim-adjudged-best-performing-dairy-cooperative-from-east-and-ne-regions-by-ncdfi/>



The Sikkim Cooperative Milk Producers' Union Ltd. has been adjudged as the Best Performing Dairy Cooperative from East and North-East regions by National Cooperative Dairy Federation of India (NCDFI) during the Cooperative Dairy Conclave 2022 of the Eastern and Northeastern regions, organised by NCDFI and Sikkim Cooperative Milk Producers' Union at Manan Kendra in Gangtok.

The NCDFI Award was received by Secretary, Animal Husbandry, Government of Sikkim cum Managing Director, Sikkim Cooperative Milk Producers' Union Ltd., Dr. P. Senthil Kumar, and Chairman, Yam Kumar Sharma, through the hands of Minister of Home Affairs and Cooperation, Government of India, Amit Shah, who was attending the day-long conclave as chief guest, alongside the guest of honour, Chief Minister Prem Singh Tamang.

The daily milk production in Sikkim is around 2.30 Lakh litres per day of which over 50000 LPD is procured and processed by Sikkim Milk Union. Sikkim Milk Union has been supplying Milk and Milk products to the Army since 2008. The Sikkim Milk Union has been delivering around 18000 litres of milk per day, along with

milk products like butter and paneer. In recognition of its performance, Sikkim Milk Union was selected as the best-performing State in the Eastern and North Eastern region.

The second and third positions for the NCDFI Award for the Best Performing Dairy Cooperative from East and North-East regions were secured by West Assam Milk Union (Wamul) and Mother Dairy, Kolkata, West Bengal, respectively.

Similarly, Bihar Milk Federation, Jharkhand Milk Federation, Dimapur Dist. Co-operative Milk Producers' Union Ltd., Orissa Milk Federation and Bhagirathi Co-operative Milk Producers' Union Ltd. have received the active participation award from East and North-East regions by the NCDFI during the conclave.

The Union Minister and the Chief Minister were accompanied on the dais by Minister of Cooperation, GoS, Sonam Lama, Minister of Education, GoS, K.N. Lepcha, Minister of Agriculture, AH&VS and Horticulture, Lok Nath Sharma, Chief Secretary, GoS, V.B. Pathak, Secretary, Ministry of Cooperation, GoI, Gyanesh Kumar, Chairman, National Dairy Development Board, Meenesh Shah, NCDFI Chairman, Mangal Jit Rai, Chairman, India Tourism Development Corporation, Dr. Sambit Patra, and other dignitaries. The programme also had the presence of the Speaker, Deputy Speaker, State Cabinet Ministers, MLAs, Advisors and HoDs along with 1200

delegates from 12 Eastern and Northeastern States.

Addressing the day-long dairy conclave, Union Minister of Home Affairs and Cooperation, Amit Shah, applauded the excellent performance of the Himalayan State of Sikkim in developing initiatives to empower farmers, women, and dairy cooperatives to boost the rural economy. He congratulated the State for achieving the NCDFI Award for the best-performing dairy cooperative from the Eastern and NE region and highlighted the resilience of Sikkim in persevering through barriers in the face of any given crisis. The Union Minister said that primary agricultural credit societies (PACS) will be set up in every village in the country over the next five years, which will be highly beneficial for the NE States. At present, 65,000 active PACS are working in the country, he added.

He said that at present, 9.3 lakh crore value milk production is recorded in India and added that a target has been fixed to increase milk production to the value of 13 lakh crore in the next five years. He further added that livestock population will also be expanded to seven crores in the next five years, while it is estimated to be around two crores in the country now.

Sharing the immense scope and demand for the export of milk and dairy products to the neighbouring countries of Nepal, Bhutan and Sri Lanka, the Union Minister shared that dairy products market worth 13 lakh crore is recorded presently and added that a target has been fixed to increase the dairy market to the tune of Rs. 21 lakh crore.

He stressed the need to strengthen the dairy cooperative movement by increasing and ensuring women's participation in dairying activities.

He said that the dairy cooperative movement needs to be resilient and stand firm in the face of adversity. Although 70% of the milk business is transacted in the unorganised sector, targets have been set to reduce it to 20% over the next five years, he added.

Chief Minister Prem Singh Tamang, in his brief address, highlighted various flagship programmes of the State and Central government developed to boost the rural economy and mentioned the financial incentive of Rs. 8 per litre of milk initiated by the State government to augment dairy production as a historical milestone achieved in the dairy sector in Sikkim. Speaking about the increase in milk production, the Chief Minister said that Sikkim has become the number one producer and has been exporting milk to several other States in recent years. He also informed about the State government's efforts to encourage youths to embrace farming and agricultural practices, which has vast potential and can be a great source of income. He further applauded the Sikkim Cooperative Milk Producers' Union Ltd. for the excellent work they have been doing in the dairy sector and added that the State government with the support of the Central government, will provide support and resources required for the upgradation of dairy infrastructure while also tapping into scientific interventions to transform the dairy sector.

The Union Minister also released the NCDFI Coffee Table Book and inaugurated Phase I and kick-start Phase II of the Mature Management Project.

Tech intensive dairy industry is more sustainable, K Rathnam explains

OCT 7, 2022

<https://dairynews7x7.com/tech-intensive-dairy-industry-is-more-sustainable-k-rathnam-explains/>



The dairy industry is limping back to life in the post-Covid era, having faced challenges such as demand degeneration, high cattle maintenance costs, and shifting demand patterns. Despite the fact that it has been a difficult time for farmers, particularly small and marginal, with a limited number of milch animals, the pandemic has also forced action on the much-needed digitisation of the dairy sector. K Rathnam, the CEO of Milky Mist encourages the fact technology is the way forward for dairy industry in India.

As the initial difficulties subsided, the Indian dairy sector experienced an unprecedented surge in demand, owing to the importance of milk in meeting health and wellness. As the supply chain was impacted by Covid, the dairy sector saw an increase in demand from small farmers who could supply locally without any hindrances. Growing demand and long-distance transportation issues highlighted the importance of local dairies.

More than a shift in consumer demand for milk and milk products will be required for the sector to grow sustainably from the ground up while maintaining milk quality. Microfinance, cattle health tracking devices, cattle monitoring drones for larger farm and free range cattle, product traceability for customers via technology, and other such technological interventions will be required. "Dairy farming must become 'smart' in order to keep up with changes in demand and other parameters," says K Rathnam, Milky Mist CEO.

According to an economic survey, India's milk production capacity has increased by 35.61 percent in the last six to seven years, to 210 million tonnes in 2021, a nearly 6 percent increase over 2018-19. Meanwhile, dairy and animal husbandry are estimated to account for 4.2 percent of India's GDP. However, while demand is increasing at a 6 percent annual rate, supply is only increasing at a 4 percent annual rate. K Rathnam informs, "The supply gap is disturbing price volatility. And it has been demonstrated that technological interventions, combined with improved supply chain management and milk freshness traceability, will help to increase consumer trust in the product."

K Rathnam, the CEO of Milky Mist and dairy industry expert believes that the pandemic has turned the crisis into an opportunity for dairy farmers. Proper intervention can help the sector overcome disadvantages such as a limited export market, being a part of an unstructured market, and production, as well as increased human interaction with the products. However, as previously stated, the majority of dairy farmers are marginal; thus, in order to accelerate technology adoption, structural changes such as strengthening cooperatives and private dairies beyond supply points and making them shared technology sources are required.

Advanced high-tech setups in private farms or modern, technologically advanced dairies will essentially pave the way for the Indian dairy market to grow through exports. According to the UN Food and Agriculture Organization (FAO), global dairy product trade in 2021 stood at 88 million tonnes, with India having a negligible share with annual dairy product exports of only about 1.18 lakh tonnes in 2020-21. Apart from the expansion of the export market, the National Dairy Development Board (NDDB) predicts that demand for milk and milk products in

India will reach 266.5 million metric tonnes by 2030.

The pandemic has established that development is proportional to technological adoption in every sector, and the dairy sector will be no exception. K Rathnam, the CEO of Milky Mist mentions that there are already technological interventions in the market, such as an AI-enabled collar to study bovine pregnancy cycles; a smart cloud-based solution that digitises cattle health, milk production, milk procurement, milk testing, cold chain management; and direct payment platforms for dairy processors. “Add to this mechanisms such as cattle monitoring drones, a well-refrigerated supply chain, and methods to check milk freshness in realtime for quality assurance, India has the potential to become a milk production and export powerhouse,” says K Rathnam.

Consequently, given the amount of transportation required to get from plant to consumer, the Indian dairy supply chain is a complex geography. It is a daunting task to digitalise the milk supply chain because it is a function of many factors such as proper packaging, storage temperatures during transit, cold chain availability, weather, perishability quotient of the product, and last mile coverage, especially given India’s challenging geography. However, numerous supply chain startups have taken up the challenge of bridging the gap, thereby opening up enormous opportunities.

Talking about the challenges, K Rathnam says that according to the India Brand Equity Foundation, despite the presence of technology in the dairy sector, only about 20 percent of dairy farmers are involved in organised milk production. Given the industry’s unorganised state, the scale of production remains limited, and most dairy farmers lack the financial resources, access to technology, and expertise to implement it. As cooperatives and fintech startups ease the financial crunch, farmers will need to work harder to adopt available technologies and become ‘smart’. “To achieve India’s ambitious goal of producing 300 million tonnes of milk by 2024, market connectivity, financial planning, and policy support will be required,” says Rathnam.

B2B marketplaces have begun mentoring farmers and making modern equipment and advisory services available to farmers at their doorstep via smartphones. B2C platforms, on the other hand, have emerged rapidly, offering services such as picking up fresh produce from farms and delivering it to retail customers, hotels, restaurants, and cafes.

In conclusion, technology intervention and access assistance have had a positive impact on dairy farmers in India. The current start-up and technology revolution will need to transform the resolution to adapt modernisation, thereby accelerating the country’s Second White Revolution.

High cost of cattle feed: Milk cooperatives face strain in supply chain

OCT 7, 2022

<https://dairynews7x7.com/high-cost-of-cattle-feed-milk-cooperatives-face-strain-in-supply-chain/>



No plan to increase price of milk as of now, say federations. As the festival season has started, milk cooperative federations are witnessing a strain in the supply chain as the production has witnessed a marginal decrease primarily due to the increase in fodder cost. The organised sector is witnessing a decrease in procurement and the federations expect the situation will be normal after Deepavali. Farmers, however, demanded an increase for the procurement price of milk and direct subsidy to the fodder. The federations, however, have no plans to increase the consumer price for the milk as of now. Managing Director of Amul R.S. Sodhi told The Hindu that the cost of milk production was 15 to 20% higher than the previous year because of the increase in fodder cost. He said the production may have come down in the last two months also due to Lumpy Skin Disease, but the disease was under control and things were normal now. "Milk production saw a marginal decrease as farmers have cut down on the cattle feed due to increase in the price. Compared to 2019, the organised sector got about 15-20% more milk during the pandemic as unorganised sector could not function regularly. But in 2022, the demand for milk is high but the production

has not increased to match the demand. There is a tightness in market. But we do not see any reason to increase the price at the moment," he said adding that the Amul had recently increased the price of milk by ₹ 2 in August. Dr. Sodhi said the grain cost had increased. "Corn cost has increased. One of the main ingredient in cattle feed is de-oiled rice bran. Its cost has increased by 40 to 50%. We need to find better and affordable alternatives for de-oiled rice bran. These things are bringing strain in the supply chain system. But the situation is better in the last two-three days during the pooja holidays. All dairies are getting more milk. After Deepavali, things will be back to normal," he said and hoped that the fodder cost may decrease as green fodder had increased due to a better monsoon in milk producing States. "This may reduce the fodder prices," he hoped. General Manager of Pradeshik Cooperative Dairy Federation Tapeshe Yadav said they were also not going to increase the prices, even though the raw material prices were high. "We had revised our prices in August. During the festive season, usually the production decreases. The price hike in raw materials may impact the production," he said. Co-convenor of All India Dairy Farmers Federation Ajit Nawale demanded fair and remunerative price for the milk. "It should be at least 15% more than the cost of production. The cost of corn and soya bean, key ingredients of cattle feed, have increased. Farmers must be given direct subsidy for the cattle feed," Mr. Nawale said.

Tenders invited to set up Aavin dairy at Madhavaram at ₹125 crore

OCT 7, 2022

<https://dairynews7x7.com/tenders-invited-to-set-up-aavin-dairy-at-madhavaram-at-a-cost-of-%e2%82%b9125-crore/>



With a capacity to process 10 lakh litres of milk per day, the new dairy will be the fifth facility to cater to the demand of Chennai city

Tenders have been called for the construction of a brand new dairy for Aavin at Madhavaram at a cost of ₹125 crore. The facility, the fifth for Chennai city, will have a capacity to process 10 lakh litres of milk per day (LLPD).

An official in the Tamil Nadu Cooperative Milk Producers Federation, which owns the Aavin brand, said that at present the city consumes around 15 LLPD of milk processed at its dairies at Madhavaram, Ambattur, Sholinganallur and Kakalur. “We have been working to add processing capacity so that sales can be increased and both farmers and consumers benefit from it. The Federation can process 40 LLPD of milk, the latest addition will increase the capacity by 10 LLPD,” an official said.

Aavin hopes to commission the dairy by the end of 2023 coming up on a portion of 200 acres of land in Madhavaram. “We have placed tenders simultaneously for the building, which is being constructed at a cost of ₹25 crore, as well as machinery, that is being procured at a cost of ₹70 crore. The dairy unit with pasteuriser, homogeniser and chiller that would process all the four variants of milk would be fully automated. We are looking to have boilers that would run on multiple fuels so that we can reduce running costs,” the official added.

Of the 15 LLPD of milk being sold in Chennai, the existing dairy at Madhavaram supplies 4.5 LLPD, the Ambattur dairy supplies 4.2 LLPD, Sholinganallur 5.5 LLPD, Kakalur 30,000 litres a day, Villupuram 30,000 litres daily and Vellore 20,000 litres daily. The Federation procures around 40 LLPD of milk from farmers who are members of the cooperative societies from across the State.

On the demand for milk, another official said the market was waiting to be tapped. “The city is ever expanding and there are more areas where consumers are willing to buy Aavin milk for its quality and price. More farmers will start coming into the cooperative fold once the processing capacity is increased,” he said.

Godrej Jersey expands milks procurement

OCT 7, 2022

<https://dairynews7x7.com/godrej-jersey-expands-milks-procurement/>



Godrej Jersey, the dairy business of Godrej Agrovet, has expanded milk procurement in Maharashtra and is eyeing export markets in West Asia for value-added products like ghee.

“We have entered into Maharashtra for milk collection in a big way in areas closer to Hyderabad as there is a shortage of milk in Telangana” said Bhupendra Suri, CEO, Godrej Jersey.

Volumes to go up

“Now we have started collecting 80,000 litres a day. We were about 15,000 litres per day about one-and-a-half years ago. We have moved pretty fast and opened centres in Maharashtra,” he said, adding that the volumes are expected to go up.

Godrej Jersey, which operates about 10 milk processing units across the Southern states of

Telangana, Andhra, Tamil Nadu and Karnataka, has one unit in Nagpur. The company handles a total of 6.5-7 lakh litres of milk per day, while it has a total installed milk processing capacity of 13 lakh litres.

Liquid milk sales account for 67 per cent of the company’s sales, while value added products contribute the rest. Over the next few years, the company expects value added products to contribute to around 40 per cent of the revenues, Suri said. The company has been focusing on increasing its production and sales of value-added products like the UHT and flavoured milk and ghee among other products. “We are investing in expanding the UHT milk production by investing ₹20 crore which will enhance our capacity by about four times,” he added.

“We are attempting to export ghee to Maldives, Dubai and UAE among others. It is a great market and we are catering to the Indian diaspora in these markets that don’t produce ghee. Prices are higher there,” Suri said.

No fodder supply crisis; steps taken to address shortages in future: Govt

OCT 7, 2022

<https://dairynews7x7.com/no-fodder-supply-crisis-steps-being-taken-to-address-shortages-in-future-govt/>



The government on Thursday said there is no fodder supply crisis at present but the prices remain high and steps are being taken to address any possible shortages in the future.

According to a senior official, the current high prices of fodder is in line with other agri-products and states have not reported any shortages for now.

The issues related to fodder supply were discussed during a review meeting on Thursday. The meeting was chaired by Department of Animal Husbandry and Dairying Secretary Rajesh Kumar Singh and attended by representatives of 15 state governments apart from various stakeholders.

The government has also decided to fast track setting up of 100 fodder FPOs (Farmer Producer Organisations) by National Dairy Development Board (NDDB). Besides, a national action plan will be prepared to address any possible future shortage of fodder.

“In the meeting, the states mentioned that there are no reports of fodder shortages right now but there is escalation in prices. The inflationary pressure is in line with other agricultural products,” the senior official who was part of the meeting told PTI on the condition of anonymity.

There is general inflation in dry fodder prices, which have increased to Rs 8-14 per kg from Rs 5-6 per kg in the year-ago period. The price trend also depends on location and in the case of green fodder, the availability depends on the seasonal, the official said.

In a normal year, the official explained that the country has a deficit of 12-15 per cent, 25-26 per cent and 36 per cent when it comes to green fodder, dry fodder and concentrated fodder, respectively. The deficits are mainly due to seasonal and regional factors.

However, the current inflationary trend in fodder is due to decline in wheat crop and rise in input costs like diesel, the official said.

The total area under fodder is limited to about 4.6 per cent of cropped area and this has remained static for last four decades.

The official said that to address short term fodder shortages in traditionally dry areas of Gujarat and Rajasthan as well as states with less

rains, the government has decided to connect the deficit states with surplus fodder producing states of Punjab and Haryana.

“In Punjab and Haryana, some units have come up which manufacture fodder from basmati rice straw and have fodder surplus. This fodder can be used for one year and we plan to connect these two states with those who need the supplies,” the official said.

At the review meeting, it was also decided to fast track the establishment of fodder FPOs by NDDB. “The nodal union agriculture ministry has agreed to approve 100 FPOs by next week,” the official said.

As part of long term measure to improve fodder supply, the Department of Animal Husbandry and Dairying is promoting quality seeds and entrepreneurs in fodder production.

Agriculture Secretaries and Animal Husbandry and Dairying Secretaries from Uttar Pradesh, Rajasthan, Gujarat, Punjab, Haryana, Madhya Pradesh, West Bengal, Bihar, Jharkhand, Tamil Nadu, Andhra Pradesh, Telangana, Karnataka, Uttarkhand, and Himachal Pradesh governments attended the hour-long review meeting virtually.

Representatives of Union Agriculture Ministry, Indian Council of Agricultural Research (ICAR) and Indian Institute of Grassland and Fodder Research ((IGFR) were also present. PTI LUX RAM

Amul is Regional Sponsor Of Argentina Team For FIFA World Cup 2022

OCT 6, 2022

<https://dairynews7x7.com/amul-named-regional-sponsor-of-argentina-team-for-fifa-world-cup-2022/>



Indian dairy giant Amul has signed as the regional sponsor of the Argentina football team for the upcoming FIFA World Cup beginning next month in Qatar on November 20, 2022.

This is the first regional sponsorship deal in India in the history of Argentine soccer, as per TOI.

“Amul is proud to announce its association with the Argentina Football Association (AFA),” said Jayen Mehta, COO of the Gujarat Co-operative Milk Marketing Federation. In a statement, Argentina Football Association President Claudio

Fabian Tapia said, “We are happy to have Amul being AFA’s first regional sponsor in India.”



Confirming the same, Amul tweeted in its own unique way by releasing this topical announcing itself as the proud regional sponsor of the Argentina football team. It also tagged Argentina Football Association in the tweet.

High cost of cattle feed: Milk cooperatives face strain in supply chain

OCTOBER 07, 2022 03:21 IST

<https://www.thehindu.com/news/national/high-cost-of-cattle-feed-milk-cooperatives-face-strain-in-supply-chain/article65976887.ece>

As the festival season has started, milk cooperative federations are witnessing a strain in the supply chain as the production has witnessed a marginal decrease primarily due to the increase in fodder cost. The organised sector is witnessing a decrease in procurement and the federations expect the situation will be normal after Deepavali. Farmers, however, demanded an increase for the procurement price of milk and direct subsidy to the fodder. The federations, however, have no

plans to increase the consumer price for the milk as of now.

Managing Director of Amul R.S. Sodhi told The Hindu that the cost of milk production was 15 to 20% higher than the previous year because of the increase in fodder cost. He said the production may have come down in the last two months also due to Lumpy Skin Disease, but the disease was under control and things were normal now. “Milk production saw a marginal decrease as farmers have cut down on the cattle feed due to increase in the price. Compared to

2019, the organised sector got about 15-20% more milk during the pandemic as unorganised sector could not function regularly. But in 2022, the demand for milk is high but the production has not increased to match the demand. There is a tightness in market. But we do not see any reason to increase the price at the moment,” he said adding that the Amul had recently increased the price of milk by ₹ 2 in August. Dr. Sodhi said the grain cost had increased. “Corn cost has increased. One of the main ingredient in cattle feed is de-oiled rice bran. Its cost has increased by 40 to 50%. We need to find better and affordable alternatives for de-oiled rice bran. These things are bringing strain in the supply chain system. But the situation is better in the last two-three days during the pooja holidays. All dairies are getting more milk. After Deepavali, things will be back to normal,”

he said and hoped that the fodder cost may decrease as green fodder had increased due to a better monsoon in milk producing States. “This may reduce the fodder prices,” he hoped. General Manager of Pradeshik Cooperative Dairy Federation Tapeshe Yadav said they were also not going to increase the prices, even though the raw material prices were high. “We had revised our prices in August. During the festive season, usually the production decreases. The price hike in raw materials may impact the production,” he said. Co-convener of All India Dairy Farmers Federation Ajit Nawale demanded fair and remunerative price for the milk. “It should be at least 15% more than the cost of production. The cost of corn and soya bean, key ingredients of cattle feed, have increased. Farmers must be given direct subsidy for the cattle feed,” Mr. Nawale said.

How Jai and Anuj Agarwal built Gyan Dairy into a milk behemoth

OCT 5, 2022

<https://dairynews7x7.com/how-jai-and-anuj-agarwal-built-gyan-dairy-into-a-milk-behemoth/>



2003, Lucknow, Uttar Pradesh. The engineer started with a bang. Born and brought up in Kaimganj, some 230 km from Lucknow in Uttar Pradesh (UP), Jai Agarwal went to The Scindia School in Gwalior, completed his graduation from the DY Patil College of Engineering and joined the four-decade-old family business of tobacco in 2001. His diverse educational background egged the third-generation entrepreneur to explore and stay out of the comfort zone. “The true method of

knowledge is experiment,” he underlines, quoting English poet William Blake. “I stayed true to the belief.”

Two years later, in 2003, Jai boldly undertook his maiden experiment. Gyan, a popular dairy company in UP in the 90s, was going through a turbulent financial patch and the owners were scouting for an external partner. Jai expressed an intention to his family of carving out his own path and decided to dabble in a business about which he had not knowledge, experience or expertise.

About 12 months later, “it bombed,” Jai recalls. The dairy company, he underlines reasons for the flop show, was in heavy financial distress. Constant hounding by a clutch of lenders and a

battery of banks made matters worse. The company couldn't stabilise, the young entrepreneur had his first learning, and he went back to the family business of tobacco. A year later, Jai's younger brother, Anuj, finished his graduation from Delhi University's Hindu College and joined the business. During the same time, in 2004, the family business came under intense pressure from a clutch of local tobacco players who played price warriors. The brothers devised a new game plan, launched a slew of products, expanded retail footprint and regained market share by 2007.

Call it serendipity, but Gyan [meaning knowledge in Hindi] came back into the lives of the brothers. They bought it after the company failed to clear its loans. "We had wanted to start a real estate project," confesses Anuj. The prime location of the factory and the vast area tempted the brothers to dabble in real estate. But the idea got nixed, and the brothers decided to try their luck with the dairy business again. Their father, though, disapproved of the idea, reminded the duo of the 2003 failure, and refused to fund the project. On an emotional front, he didn't want his sons to stay away from him. The grandfather, interestingly, backed his grandsons to the hilt.

NAME & GAME

Started in 2007 by **Jai and Anuj Agarwal**, **Gyan Dairy** is the **largest dairy manufacturer** in Eastern Uttar Pradesh

Based out of Lucknow, the company started with two products: **Skimmed milk powder and desi ghee**

It later diversified into **packed milk, value-added and fermented products, and butter**

Claims to have a **milk processing capacity of 11 lakh litres per day**; works with over **1 lakh dairy farmers** and collects milk from **3,000 village centres**

The company's retail outlets—Gyan Fresh Stores—are spread across 52 locations in Lucknow and Kanpur



Eventually, the family agreed. But the consent came with a rider. "Come back if the project fails, and no more experiments after that," was the stern warning from the father to his sons. The duo got some money from the family, and Gyan started its second innings in 2007. The brothers had a fairy-tale beginning. The gains, however, were less to do with their brilliance and more to do with the commodity boom for two years starting 2007. Gyan started with milk powder, focused on institutional businesses, and made loads of money with its B2B bet. Then, towards the end of 2008, US-based financial services firm Lehman Brothers collapsed, the commodity markets crashed, and Gyan found itself in a fix. In order to cut heavy

dependence on commodities, the brothers now decided to steer the company towards B2C, and rolled out dairy whitener and ghee. Heavy investment was made in a dairy whitener plant, no stone was left unturned to spread awareness about the new dairy hero from the cow belt, and Lucknow was painted red.

The plan misfired. Dairy whitener failed to take off, and ghee was not the flavour of the season. The brothers continued with the institutional part of the business to keep running the show. Two years later, in 2011, came another opportunity. Two big national dairy players were looking for a plant in Lucknow to expand operations. The Agarwal brothers sniffed an opportunity, set up exhaustive infrastructure to process liquid milk and inked deals with the dairy majors. Again, the plan didn't work out. "Both backed out at the last moment," recounts Anuj. The brothers had invested heavily in the project, and the no-show was likely to snowball into a major crisis.

They decided to take a stab at the consumer business again. The brothers rolled out fresh milk packs. Just a month into the business came another hurdle. Unlike other players who procured milk from the cattle-rich western part of the state, Gyan focused on the eastern side. "Eastern UP fell on the blind spot of all players. So this was a virgin area," says Anuj, explaining the reason for reaching out to dairy farmers in Bahraich district, north-east of Lucknow.



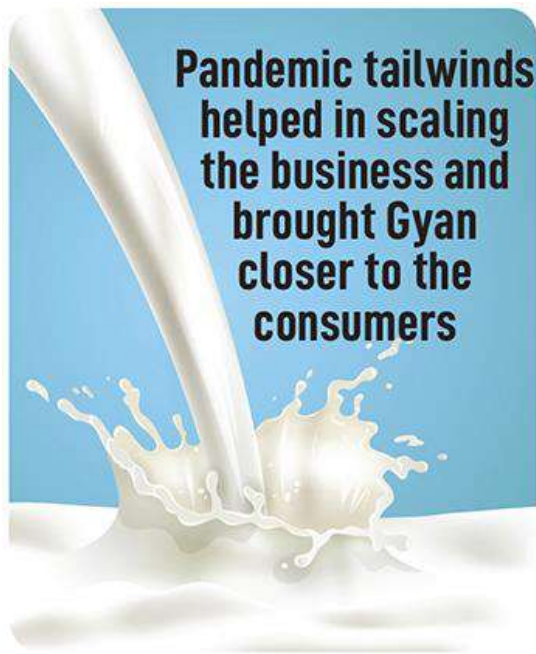
Company filings

If the thought process was distinctive, the approach was disruptive. For every litre procured, the brothers offered ₹40, double the market rate in the state. Farmers were initially elated, but after a month, as payment day approached, they became anxious. Somebody paying double the market rate was too good to be true. On the payment day, they blocked all the routes around the village. "They thought we won't pay the money and run away," says Anuj with a laugh. All dues were cleared, and after a few months, their nerves settled. Business started booming, the brothers added curd to their product offering, which turned out to be another blockbuster. Back then, around 2,000 kilos of curd was sold by all players in eastern UP. Over a decade later, the dynamics have changed. "Today, we sell 3 lakh kilos per day," claims Jai.

A combination of other factors also helped the brothers in scaling the business. First, the per capita consumption steadily increased over the last decade. Second, consumers increasingly gravitated to branded products and the unorganised segment shrunk. Third, the state cooperative dairy player, which happened to be the biggest milk player in UP, was on a rapid downslide. Around the same time, milk goliath Amul was locked in a fierce market share battle with Namaste India, a regional dairy

brand from the makers of Ghadi detergent. “All were busy. Nobody noticed us,” smiles Anuj.

The brothers expanded their milk empire in eastern UP. Hyperlocal sourcing of milk, working closely with over one lakh dairy farmers and building a business of animal feed along with the dairy venture resulted in better quality of produce, which gave Gyan a massive edge over the big players. “Last year, we crossed ₹100 crore in cattle feed,” claims Anuj. In fact, pandemic tailwinds helped in scaling the business and brought Gyan closer to the consumers. The brothers rolled out an app for home delivery of milk and other products. “We do over 2.5 lakh home deliveries every month,” he claims. In fact, the last few years have been transformational for Gyan. The dairy company, which started with skimmed milk powder and ghee, now has a product portfolio comprising milk, skimmed milk powder, butter, ghee, paneer (cottage cheese), curd and animal feed. The revenues have jumped from ₹564.54 crore in FY18 to ₹1,029.75 crore in FY22. While milk makes up 37.21 percent of sales, skimmed milk powder’s contribution stands at 21.33 percent, followed



by

ghee and butter at 20.31 percent and 7.72 percent respectively.

The retail footprint, too, has galloped. Gyan Fresh Stores, company-owned and operated exclusive retail outlets, are spread across 52 locations in Lucknow and Kanpur in Uttar Pradesh; Gyan Select Stores, owned and operated by franchisees, are spread across 14 locations in Lucknow; the products are available at 20,000 retail stores, and the company claims to process over 11 lakh litres of milk every day.



Gyan Dairy has two plants, the main one (above) in Lucknow and another in Barabanki district

Gyan’s success, reckon marketing and branding experts, lies in its drawing of geographical boundaries of operations. “The company is playing to its strength,” says Ashita Aggarwal, marketing professor at SP Jain Institute of Management and Research. When a company born out of eastern UP starts to focus only on eastern India as its area of expansion, then it is adding momentum to its growth.

“The core is in sync with the new areas of operations, which provides a better control,” she says. The move to stay away from taking the bigger players head on and roping in professionals from companies such as Nestle also underlines its intent to build a sizeable and sustainable footprint. “If one can become a ₹1,000-crore company only by focusing on one part of the state, imagine the potential if one fans out across the state,” she adds. What they do need

to keep in mind, though, is a sharp focus on quality. "After all, this is what has got them consumer stickiness," she says.

The brothers, on their part, have learnt their lessons in playing the quantity game. The temptation to widen the reach, Anuj recalls, made Gyan play price warrior in milk powder and a few products. But whenever they played the

mass game, quality took a hit. "There will always be a price warrior, but we don't need to play that game," he says. Gyan's unflinching focus on quality, he stresses, has made it a popular brand. "Failure is the biggest teacher, and source of knowledge," he says. Well, the brothers are learning, unlearning, and accumulating gyan!

Stellapps gets patent for farm management system

OCT 4, 2022

<https://dairynews7x7.com/stellapps-gets-patent-for-farm-management-system/>



Dairy technology start-up, Stellapps Technologies Pvt Ltd, on Monday, said it has been granted a 20-year patent for its invention – farm and herd management system, which helps dairy stake holders to remotely monitor and manage their farms through mobile devices.

"We have been granted a patent for an invention in the automated, IoT-based, artificial intelligence/machine learning (AI/ML) led, farm management space. The patent is the first technology patent ever in the AgTech space in India for a start-up," said Ranjith Mukundan, CEO and Co-founder Stellapps. The company had filed for this patent in 2013 and the grant is effective from July 5, 2013 to 2033.

"This farm management-related patent grant is indicative of the deep-tech investments we have made in the agriculture value chain, since inception," Mukundan said. Besides this, the

company has filed for four other patents and is in the process of filing one more.

Farm management

Mukundan said this invention, specifically, brings feed mixers/dispensers, milking machines/parlours, bulk milk coolers and milk tankers, animal health monitoring devices onto the cloud via Internet of Things (IoT) gateways. Also, it securely integrates the cloud-based farm and herd management systems with information from farm equipment and devices. This integration enables better decision making in agro-input planning, animal feed planning/ration balancing, health interventions, monitoring/controlling of farm-based cold chain.

"Small holder farmers, farm managers/owners, dairy professionals and other agri supply chain stakeholders can remotely monitor and manage their farms through mobile devices as the solution is cloud-based and the outcomes disseminated is a function of AI/ML algorithms. In addition to that, this invention opens up a plethora of possibilities for driving efficiencies through machine learning as information from multiple farms is brought onto a single platform," Mukundan said.

Govt saw fodder crisis coming over two years ago

OCT 4, 2022

<https://dairynews7x7.com/govt-saw-fodder-crisis-coming-over-two-years-ago-but-plans-remained-on-paper/>



AWARE OF the upcoming disaster, the Union authorities had developed a blueprint a minimum of two years in the past for assembly fodder deficit that's adversely affecting agricultural households now. This concerned organising about 100 Farmer Producer Organisations (FPOs) for fodder by the Nationwide Dairy Growth Board (NDDDB), however not a single such FPO has been registered but.

The proposal to arrange of 100 FPOs particularly for fodder, was drafted by the Union Ministry of Fisheries, Animal Husbandry and Dairying (MoFAHD) in September 2020; as part of the federal government's bold plan of making 10,000 FPOs introduced in Funds 2019-20 quickly after the BJP returned to energy in Might 2019. Prime Minister Narendra Modi had formally launched the scheme on February 29, 2020, in Chitrakoot.

However as per the main points accessible with the Union Ministry of Agriculture, until August 16 this 12 months, 8,416 FPOs have been allotted to 13 implementing businesses, of which 3,287 FPOs have been registered. Additional, of the 26 FPOs allotted to the NDDDB, just one has been registered until August 16, 2022. Sources in MoFAHD mentioned even this FPO underneath the NDDDB is for honey, not fodder.

The FPO scheme – Formation & Promotion of 10,000 Farmer Producer Organisations (FPOs) — has a complete funds outlay of Rs 6,865 crore—Rs 4,496 crore for 5 years i.e., 2019-20 to 2023-24, and a dedicated legal responsibility of Rs 2,369 crore for 4 years starting 2024-25.

Authorities sources mentioned 'FPOs within the dairy sector' was one of many agenda objects mentioned within the fourth assembly of the Agriculture Secretary-chaired Nationwide Challenge Administration Advisory and Fund Sanctioning Committee (N-PMAFSC) on September 28, 2020. With the FPO scheme entailing liberal monetary assist, it was determined that the Division of Animal Husbandry and Dairying (DAHD) will put together and submit a proposal for 100 FPOs linked to dairy farmers.

The matter got here up for dialogue within the N-PMAFSC once more on June 10, 2021. The Agriculture Secretary requested the DAHD to revise the proposal such that it centred round fodder. NDDDB, the proposed implementing company, was requested to submit the revised proposal via the DAHD instantly in order that the Division of Agriculture Cooperation and Farmers Welfare might "notify NDDDB as an implementing company for the Fodder plus mannequin on the earliest."

Subsequent day, the Union Agriculture Ministry did obtain a revised proposal for formation of 100 Fodder Plus FPOs. The proposed Fodder Plus Mannequin of FPOs protecting fodder and dairy actions on industrial foundation shall create a reference for different conventional FPOs to take up fodder improvement on a industrial foundation, it mentioned. The concept was to create a self-sustaining village stage mannequin for augmenting farmer earnings.

Beneath the federal government's FPO scheme, monetary assist is supplied to FPOs in three alternative ways: first, administration value of Rs 18 per FPO; a most Rs 15 lakh fairness grant per FPO; and a credit score assure cowl per FPO for initiatives the place the utmost mortgage doesn't exceed Rs 2 crore.

On August 19, 2021 — two months after the MoFAHD despatched the revised proposal to

the Agriculture Ministry — the ministry knowledgeable MoFAHD that the proposal was in an “advance stage”. Since then, a number of letters at completely different ranges have been written by the MoFAHD to the Agriculture Ministry with little progress, authorities sources mentioned. The newest such letter was written to Agriculture Secretary Manoj Ahuja by the then Animal Husbandry Secretary Atul Chaturvedi on July 13, 2022. An e mail in search of Ahuja’s response remained unanswered. In line with a report by the Union Agriculture Ministry, fodder crops accounted for simply 3.3 per cent of the gross cropped space throughout 1950-51, which has elevated marginally to 4.6 per cent in 2014-15. It has remained kind of stagnant since 1990-91, through which fodder crops accounted for 4.5 per cent of gross cropped space. The fodder scarcity has additionally been flagged by the Members of Parliament and the Parliamentary standing committees sometimes. Within the Seventeenth Lok Sabha, a number of members have requested questions on fodder

“scarcity” or “shortage” to the federal government a minimum of on 4 events: July 26, 2022, November 30, 2021, March 3, 2022 and February 2, 2020.

In a written reply to a query requested by Tholkappiyan Thirumavalavan of Viduthalai Chiruthaigal Katchi (VCK) on November 30, 2021, Minister of Fisheries, Animal Husbandry and Dairying Parshottam Rupala acknowledged the scarcity of fodder and mentioned it could “have an effect on the milk manufacturing”. “The Thirty Fourth Report on Standing Committee on Agriculture has estimated that the nation has 530 million tons, 880 million tons and 96 million tons requirement of dry fodder, inexperienced fodder and focus, within the 12 months 2020 towards the supply of 408 million tons, 596 million tons and 61 million tons having a deficit of 23 per cent dry fodder, 32 per cent inexperienced fodder and 36 per cent focus, on dry matter foundation. By the 12 months 2025, the deficit of dry fodder, inexperienced fodder and focus can be 23%, 40 per cent and 38 per cent, respectively,” it mentioned.

Kwality Wall’s hits Rs 1000 crore mark

OCT 3, 2022

<https://dairynews7x7.com/kwality-walls-hits-rs-1000-crore-mark/>



Kwality Wall’s, the frozen dessert brand of Hindustan Unilever, has reached a business of Rs 1,000 crore backed by product innovation and growing distribution

channels, including quick commerce even as there is pressure of rising raw material prices. “Despite two years lost due to Covid, the category is coming back to momentum and of course, we have played a crucial role,” said Sri-nandan Sundaram, executive director, foods & refreshment, Hindustan Unilever. “The performance this year has exceeded our expectations. After two years, we have been able to run our factories full,” he said, adding that the business has crossed pre-pandemic levels. “I am bullish about the category consistently growing in the double-digit,” he said.

Quick commerce

One of the big growth drivers for the segment has been a sale through quick commerce with this channel now contributing around 10 per cent to the business. Sundaram said technology today has made it possible to distribute ice cream to households in around 15-20 minutes through last-mile delivery channels.

“With q-commerce being able to deliver ice cream to a home within 15-20 minutes, in-home consumption is moving up and that is really being a solid growth driver,” he said, adding that the brand has partnered the likes of Swiggy and Zomato and other last mile delivery providers.

The company, which has brands such as Cornetto and Magnum, has also been widening the scope of the distribution and adding new channels such as chemist stores to expand the reach of the brand.

Innovation

Another growth driver is product design and innovation. The company is looking at regional ingredients that can be mixed with ice creams to drive demand for the product and business growth. In Bengal, for instance, during the festive period, the company has introduced Nolen Gur flavoured ice cream and the experiment with regional flavours will continue.

“Innovations are a critical part of the Kwality Wall’s business and we are having a steady stream of innovations across our product portfolios,” said Sundaram. In a bid to further garner consumer interest, the ice cream brand would use drones during the Durga Pujas. He said in India the average per capita consumption (of ice cream) at 400 ml per year is at the lower end of a lot of markets in which Unilever operates globally and using occasions such as festivals is key to moving India up the consumption grid.

All-women milk business gives better living standard for rural families in UP

OCT 3, 2022

<https://dairynews7x7.com/all-women-milk-business-gives-better-living-standard-for-rural-families-in-up/>



Women in the parched landscape of the Bundelkhand region are steering towards self-sufficiency through milk production run by a well-structured women self-help group that has expanded to over 40,000 female members.

These women are partners in Balinee Milk Producer Company Limited and have taken big strides since the inception of the company in 2019.

The company, which was inaugurated by Adityanath, has members spread across six districts of the Bundelkhand region.

During a virtual programme based on the theme of ‘Aatmanirbhar Nari Shakti’ last year, Prime Minister Narendra Modi lauded the initiative.

Uttar Pradesh Chief Minister Yogi Adityanath appreciated the successful experiment in Jhansi while speaking at a special session of the state assembly on September 22.

Started by Uma Kanti Pal, who mobilised women of the villages, the initiative has helped thousands of women of the region stand up on their feet.

The women members take care of milk production, collection and safe transport to processing centres. They are paid on a weekly basis for their work. At the break of dawn, the centres could be seen buzzing with activities with



Women who are partners in the 'Balinee Milk Producer Company Limited' at a milk collection centre of the company, at a village in Jhansi district.

Chief Executive Officer (CEO) of Balinee Milk Producer Company Limited OP Singh said, "We collect over 1.35 lakh litre milk every day from more than 40,000 women members from six districts of Bundelkhand region, including Jhansi, Lalitpur, Jalaun, Mahoba, Banda and Hamirpur".

"Over 7,000 more women members will soon join us, which we are expecting will help to increase our capacity to 2 lakh litre milk every day."

The woman members have been made the shareholders in the company. Currently, the company has 703 milk collection centres in 795 villages in six districts. The collection centres are equipped with state-of-the-art facilities to determine the quality of the milk. The milk collected is sold in Jhansi city and is also sent to other milk processing firms located in nearby states.

To facilitate easy payment and empower its women members, the company has also helped them to link with the banking system.

women members one after another visiting there with their pots full of milk. The earnings have helped rural women contribute towards running their families and providing better education to their children.

"We have also signed MoU with various banks so that our members can get easy loans from the bank to buy cattle. We are also working to ensure the milking cattle of our members get insured," Singh said.

The earnings have helped the women members to improve their status and quality of life.

Asha Devi, a group member, said that at the time of joining the company, she only had one cattle but with help of the earnings she now owns three cattle.



"I have admitted my children to a better school and am able to save some money for the future," she added.

Another member Pavitra Devi of the Babina area said, "In the last three years, I have increased the number of cattle from two to 11. The cattle give around 40-litre milk every day which I submit to the collection centre".

The company also provides assistance to members in purchasing cattle. Besides, the women members are also provided assistance by veterinary experts, the CEO of the Balini group said.

"We have recently started processing milk to prepare Ghee. We will soon make a foray into manufacturing of other milk products," Singh said.

In the last financial year, a payment of Rs 26 crore was deposited in the bank account of members. The payment is done purely by digital

medium directly to the bank accounts of the members. Since its inception a total of Rs 243 crore has been paid by the company to its

members and the firm has earned a profit of Rs 13.8 crore, Singh said.

Villagers in Erode hoist black flags atop houses against dairy company

OCTOBER 02, 2022 18:51 IST

<https://www.thehindu.com/news/cities/Coimbatore/villagers-in-erode-hoist-black-flags-atop-houses-against-dairy-company/article65962899.ece>

A private dairy company is set to come up at Rasampalayam in Erode district, and works are going on in this regard. But the farmers of surrounding villages allege that as milk-related products would be produced in the factory, groundwater and farmlands will be affected. They had raised their objections with the Revenue Department. But, the work is going on.

Villagers belonging to Rasampalayam, Manthiripalayam, Rattaisutripalayam, and Yerikarukku Nanjappampalayam hoisted black flags in their houses.

On information, revenue officials came to the spot, talked to the villagers, and assured them that they would look into their grievances.

Based on the assurance, the villagers withdrew their protest.

Lumpy Skin Disease: A livelihood crisis for India's small dairy farmers

OCT 1, 2022

<https://dairynews7x7.com/lumpy-skin-disease-a-livelihood-crisis-for-indias-small-dairy-farmers/>



It was on a July day that Lakshmi Devi noticed swelling on her cow Laalri's legs. The next day, the animal's body was covered with lumps. Devi called the local veterinarian to find out that a viral illness by the name of lumpy skin disease (LSD) has been spreading in her district of Bikaner in Rajasthan.

She was advised by the doctor to isolate the sick cow. But since her house doesn't have much space, she created a 20 feet distance between Laalri and other cows. In the next five days, the infection spread to two of her other cows.

"We got very tense because it happened so suddenly. The cow was alright a day before the lumps started to appear. And then, it just fell sick and stopped producing milk. We later got to know that other cows in the village were also falling sick," Devi, who hails from 1 LKD (Lunkaransar Distributary) village in Lunkaransar taluka, told Down To Earth.

Devi's family of five is dependent on livestock breeding for their livelihood and LSD has caused a serious dent on their income. The family does not own any agricultural land and hence leases some land for farming. But selling milk is their main source of sustenance.

However, the family's total milk supply to the local dairy has come down by a huge 33 litres per day, a direct income loss of Rs 1,155 daily since the epidemic began.

The family has 13 cows, of which four were producing 40 litres milk before the virus struck. This resulted in an income of Rs 1,400 per day. Now, only two cows are producing just seven litres milk per day.

Laalri, who was named for her red coat colour, has not recovered even in the second week of September and has now lost the colour and the shine of her hair.

She was a healthy cow before the disease, weighing above 250 kilograms and producing 10 litres of milk on average daily. Since the disease, she has lost over 100 kg and now requires assistance to stand on her own feet.

Most families in Rajasthan have recorded losses in milk production after the epidemic. This has dented their livelihood.

Livestock farming is the mainstay for most of India's poorest farmers, especially in arid and semi-arid regions. The sector contributed 4.35 per cent of total gross value added in 2019-20. It acts as an insurance during environmental stresses and has been more dependable than crops, especially for small and marginal farmers. Small and marginal farmers (who have less than two hectares (ha) of land) have a higher share in livestock farming than their medium and large counterparts.

For instance, 10.9 per cent of those having 0.01 ha of land are engaged in livestock production, as opposed to 1.2 per cent and 0.8 per cent of those having 4-10 ha of land and above 10 ha land respectively.

This is according to Situation Assessment of Agricultural Households and Land and Livestock Holdings of Households in Rural India, 2019 prepared by the National Statistical Office.

The dependency on livestock for their income is also more among marginal farmers, as is visible from survey data. Livestock share in total farm income is higher among smallholders and even more than the cultivation of crops for marginal farmers, according the survey.

Rajasthan has the highest livestock population in the country (56 million). The sector is critical for scores of farmers like Devi in the state. The LSD outbreak poses a threat to their livelihood. The maximum deaths due to the epidemic have happened among pregnant cattle, with farmers losing out both on productive cattle and on the opportunity cost from the calf.

Iqbal Singh and his wife Harpinder Kaur lost their Holstein-Friesian (HF) dairy cow, the only dairy cattle they own, to LSD in August. HF are known to be one of the world's highest producing dairy animals.

"We bought it for Rs 55,000 last year and its cost was Rs 80,000 in the market currently. It was a very healthy cow, giving about 10-11 litres of milk two times a day. It was about to deliver before it got the infection," Singh said.

In India, nearly 100,000 cattle have died from LSD and a rough calculation would suggest a direct economic loss of Rs 300 crore till now. This is given the minimum market value of an indigenous or a cross-breed cow was Rs 30,000.

This excludes opportunity cost like the loss on account of milk production due to the cattle deaths, loss in milk yield of recovered cattle, delay in next conception, loss in body mass, abortions in pregnant cattle and infertility in others. According to the Food and Agriculture Organisation, the animals may become debilitated for up to six months, with a drop in milk production, caused by loss of feed intake due to mouth lesions.

The milk production loss could be between 26 per cent and 42 per cent in indigenous cattle and up to 50 per cent in exotic breeds.

LSD could cause huge economic losses in affected Asian countries, with direct livestock and production losses estimated to be worth up to \$1.46 billion, according to a research paper published in January 2022 in The Veterinary Journal.

Indirect losses resulting in trade barriers including the export of live animals, meat and meat

products, dairy products and hides are likely to be higher than direct losses and are estimated at \$5.51 billion.

Another worry among cattle owners is that marks and lesions will remain on the animals'

skin even after recovery. This will deteriorate the value of the cow if it is to be sold and also the value of leather in case of animal hides.

How this D2C milk delivery startup helping farmers earn better income

OCT 1, 2022

<https://dairynews7x7.com/how-this-d2c-milk-and-grocery-delivery-startup-helping-farmers-earn-better-income/>



Started in 2013 by IIM Indore alumni Chakradhar Gade and Nitin Kaushal, Country Delight, is a tech-first direct-to-home consumer brand delivering natural food essentials directly from the farmer to the doorstep of the consumer. The brand enters a household with fresh milk as the hook and does 8 million deliveries per month across 15 cities with a supply chain that spans 11 States in India. In the last three years alone, Country Delight has grown 10 times in scale and is currently at Rs900 crore ARR (annual revenue run rate). In an interview with Bizz Buzz, Chakradhar Gade, CEO & co-founder, Country Delight, says: "India's fresh food and staples market is expected to cross \$50 billion by 2025. Today, over 60 per cent of the fresh foods market is unorganized with limited cold storage capabilities, fragmented logistics chain, and inadequate visibility of product quality across the supply chain. Country Delight with its quality first DNA and tech-enabled supply chain aims to solve these challenges."

Is there any story behind the name Country Delight?

Right from the beginning, we knew that the name should resonate with Indian consumers and what Indians generally prefer or like no matter where ever we go or reside in any part of the world we carry our food consumption behaviour and stick to it. So the word country popped up and we wanted to be sure all along to entice the consumers with the ingenuity and freshness of our products that would delight them, thus Country Delight was born.

What initial challenges did it face? What are the challenges it is facing now?

We started this business without a dairy background and little money. Coming from a finance background we had to figure everything out from scratch. There was a lot to figure out like how to procure milk, fix our last-mile delivery, and deal with customer acquisition costs. But we were able to overcome these challenges by integrating our supply chain with technology. Technology, customer feedback and research all played a major role in helping us to arrive at the product base we have today.

How is the dairy segment doing in India? What are the growth levels? How will it evolve in the next 10-15 years?

India contributes 23 per cent of global milk production, reaching the top. Milk production has grown at an annual compound rate of 6.3 per cent, reaching 209.96 million tonnes in 2020-2021. It's a steady increase from 2014-2015 when it only reached 146.31 million tonnes. The demand for dairy products will likely go up in

the next few years as there will be more consumers, higher income levels, and increased interest in nutrition. The milk industry will continue to grow fast with the intervention of technology. Indian milk farming is evolving drastically. Just like, any other industry, technology helped the market and all its stakeholders in many ways. It is still a long way to replicate the initial success across the nation, but the industry is positive and thriving now.

What is the contribution of online sales to the overall milk business in India? Is it growing? Where does Country Delight stand in terms of market share?

Research shows that the online grocery market stands at \$3.3 billion in 2020. Out of that, milk accounted for 7-8 per cent and is forecasted to grow at a 50 per cent CAGR in the coming five years. Great growth and expansion are coming in the milk business in India for sure. We at Country Delight are dedicated to evolving and growing with the market. We currently have clocked about 8 million deliveries per month across 15 cities with a supply chain that spans 11 States in the country. Despite apps and online milk sales, dairy farmers are still underpaid.

Why is it so?

The unorganized nature of the market has led many of our dairy farmers to not tap into a vast market aided by technology. Rural India has access to the internet, but few farmers use the benefits of it and other available technology. By sourcing online, the farmers can reach a bigger market and obtain better profits. It is a matter of time before our farmers adapt to the changing landscape in agribusiness. We at Country Delight have several plans to increase the current 2,000 farmers association further. Country Delight also focuses on empowering farmers and maintaining long-lasting relations through the help of a tech-backed cold supply chain. We want to build an inclusive business that im-

proves the lives of farmers while solving customer problems. The brand's core is to eliminate middle men and build a business that connects the farmer to the consumer. Country delight sources directly from farmers across 11 States in India and helps in income growth, productivity growth and stability for farmers thereby improving the livelihood of the farmers we work with. Our farmers have been seen to earn 30-40 per cent higher income working with country delight. Country Delight started with milk but is now expanding its operations to other categories.

Is a standalone milk business not sustainable in the long run?

With the growing consumption and online sales, a milk business has the potential to sustain itself long term. However, our vision has always been to develop into a natural wellness brand. Country Delight's mission is to disrupt the decades-old Indian food essentials space. Our brand looks to filling such a huge need and opportunity in the current market. We always wanted to be a brand that changes millions of lives. The brand has grown to become India's leading D2C fresh food brand, offering dairy, fruits and vegetables to consumers' doorstep. The company's business model ensures new deliveries in 24-36 hours facilitated by a fully integrated, just-in-time supply chain model. We at Country Delight have taken a tech-driven and consumer-centric approach to solve this problem by providing natural, fresh, and minimally processed food essentials sourced directly from farmers across the country. It is given to the doorstep of consumers every single day.

With the presence of big business houses like Tatas, there is intense competition in the online grocery segment. Against this backdrop, how can Country Delight sustain its growth levels? Our go-to-market is as a brand offering better quality products. While all convenience offerings in the online grocery segment are competition, they are not direct competition to us. We

are more certain and uncompromised about delivering farm fresh products at a click of a button to our consumers at their doorsteps. We consciously stick to morning, fresh deliveries. Thus, ensuring our consumer lives better by consuming pure products from nearby farms. The company's business model provides farm-fresh deliveries in 24-36 hours facilitated by a fully integrated, just-in-time supply chain model.

How are you doing in South India?

We are doing quite well in South India. Around 40 per cent of our overall business gets driven by the southern regions alone. We have bigger plans to expand in southern markets concerning business and sourcing. Currently, our focus is on the southern States of Telangana, Andhra Pradesh, and Tamil Nadu.

Country Delight has recently raised \$108 million at a valuation of \$615 million. When do you see your startup turning into a unicorn?

Country Delight always focused on delivering the promise we made to the consumers. We never aimed for a particular position but have constantly strived to position the brand as a transparent and genuine brand that consumers can behold their trust. Do you have any more fundraising plans? Fundraising is a constant endeavor for us. It would depend on our short-term and long-term business plans and expansion, however currently we are not looking at it.

What are the revenue run rate and growth rate you are aiming at this financial year? Which levers and States will drive your growth?

Our revenue and growth rate are high. From Rs 19 crores in operating profits in FY18, Country Delight jumped three times to log in Rs 65 crores in the next fiscal and pole-vaulted to Rs 175 crores in FY20. The rapid pace continued after the pandemic. From Rs 321 crores in FY21, in the last three years alone, we grew 10 times in scale and are currently at Rs 900 crore ARR.

Our average revenue per customer has increased by 60 per cent in 24 months alone.

What is your advice for new startup founders?

A balanced approach and a sustainable business model are the key drivers of the success of any business. One should have customer-first approach, try to build an ecosystem and above all the founders should be empathetic to teams who make the dreams of an entrepreneur a reality. There is a talk of startups facing a fund crunch in India in recent times. Is it becoming increasingly difficult for startups to mop up capital? The inflation and interest rate fluctuations drastically impacted startups as investors reduced investments in private and public sectors. It was a contrast in comparison to 2021. Finding funds might have become difficult but not entirely bleak.

When will Country Delight launch its IPO?

We plan to look for an IPO in about 2-3 years.

Haryana to raise purchase price of milk

OCT 1, 2022

<https://dairynews7x7.com/haryana-to-raise-purchase-price-of-milk/>



operation Minister Dr Banwari Lal today said the Haryana Dairy Development Cooperative

CFederation had decided to increase the purchase price of milk from Rs 770 to Rs 800 per kg fat from October 1. The decision will directly benefit the milk producers. The minister said this would help the milk unions to reduce the cost of production, adding that the Haryana Government was working to strengthen the cooperative system of dairy sector in the state

Parag Milk Foods Launches 'Pride of Cows' Brand in Gujarat

1 October, 2022 2:00 PM IST

<https://krishijagran.com/industry-news/parag-milk-foods-launches-pride-of-cows-brand-in-gujarat/>

Pride of Cows, a premium milk brand from Parag Milk Foods, has announced its entry in Ahmedabad, Gujarat. Parag Milk Foods which is one of India's leading dairy FMCG companies holds an impressive array of well-known brands like Gowardhan, Go, and Avatar under its umbrella.

Pride of Cows delivers pure, fresh and Single-origin cow milk to customers' doors within hours of it being milked. Following positive responses in Mumbai, Delhi, Pune, and Surat, the brand is now entering Ahmedabad. The milking process is completely mechanised without any human intervention. It is made from cows that are "pampered and fostered" to create fresh, pure, and unadulterated milk.

Commenting on the launch, Devendra Shah, Chairman of Parag Milk Foods said, "We are excited to introduce Pride of Cow to the vibrant Ahmedabad market. The dairy sector is rapidly expanding, and the functional advantages of single-origin milk products have demonstrated excellent benefits and garnered considerable appeal. For more than a decade, Parag Milk Foods has been a pioneer in the Single Origin milk segment, and we hope to emulate our success in Mumbai, Surat, Delhi, and Pune in Ahmedabad. Based on our expertise and customer preferences, we are quite confident in the launch's success. We intend to add new vitality, diversity, and nutrition, along with flavour and purity, to the fast-growing premium dairy industry at an advantageous moment."

Global News

India's ever-growing sustainable, plant-based food industry

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<https://dairynews7x7.com/indias-ever-growing-sustainable-plant-based-food-industry/>



In the Indian market, the consumer base for the plant-based food is increasingly millennials who want to incorporate more sustainable and suitable plant or healthy products in their everyday lives. As plant-based eating continues to gain popularity in the nation, there was a substantial increase in the number of vegan products introduced last year, according to reports. Is this the next sunshine sector, or just a fad that will die a natural death? Read on.

What is a plant-based industry?

A final product made from materials originating from plants, such as fruits, vegetables, whole grains, nuts, seeds, and legumes, is referred to as a plant-based food. The market for plant-based foods comprises foods that don't contain any elements of animal origin, either during processing or as part of the finished product, and are used as substitutes for foods that would otherwise contain such substances. For example, moving to plant-based meat alternatives produced in a cruelty-free and hygienic environment can help stop problems with animal husbandry like disease outbreaks. Using plant-based meat alternatives helps safeguard sustainability, save vulnerable farm animals' lives, and lower greenhouse gas emissions. The general population is aware of these truths.

What is a consumer-based industry?

This means the completed goods produced by this industry can be used directly by customers, such as toothpaste, paper, textiles, etc.

Growth of plant-based consumer products in India

According to research from 2020, 62.8% of Indians were very or extremely likely to buy plant-based meat alternatives, compared to 48.7% who would choose domesticated meat. Plant-based meat alternatives is primarily driven by western influence and doesn't necessarily offer consumers in India versatility or convenience. Also, in a largely vegetarian-friendly country like India, there are a lot of tastier and more sustainable vegetarian sources of protein available. Due to increased knowledge of lactose intolerance and a general shift towards greater well-being, we can observe a fantastic surge in plant-based dairy substitutes in India. Worldwide, the market for plant-based or non-dairy milk alternatives is one of the fastest expanding segments in the functional and specialty beverage area of newer food product development. Plant-based milk is the front runner of this change, and almond and oat milk have gotten a fantastic response from consumers. There is a growing emphasis on offering plant-based options and plant-based substitutes for animal-based foods like dairy and meats.

What has influenced the growth

Customers claim to consume more plant-based foods for several reasons, such as bettering their general health, controlling their weight, wanting to eat clean, and eating more sustainably. One can see why more and more people are choosing plant-based foods and beverages when one considers the increased adulteration in the food and dairy industries.

Many athletes and well-known people choose plant-based diets to increase performance and lifespan due to their health benefits. Celebrities are often spotted supporting vegan diets and

delicacies. A favorable celebrity-led social media narrative has driven people to become curious and adopt plant-based alternatives. The newest members of the army are Virat Kohli and Anoushka Sharma. They support a company that produces plant-based meat. As a result of the increasing demand, the food and beverage business is seeing an increase in participants, including eateries, lodging facilities, and even cutting-edge startups. Even venture investors have been spotted investing in the sector, helping entrepreneurs usher in the transformation.

Future in India

India has one of the best innovative capabilities for developing plant-based alternatives, given our heritage and understanding of cuisine, food technology, and culinary arts. From a business point of view, it is a great business to be in and offers a significant export opportunity. It is predicted that shortly, consumers worldwide will opt for products with better value, clean-label ingredients, and uncomplicated/simplified products.

Given India's enormous population, plant-based products have a promising future. There would be a significant effect on the environment and the lives of animals if vast portions of the population moved to a plant-based diet. Since the flavor, feel, and appeal of meat are already deeply ingrained in the non-vegetarian population, companies that cater to plant-based consumer bases will need to work hard to replicate that experience in their products if they wish to compete in the market.

The distribution of e-commerce has played a significant role in facilitating discovery and sales, and the onset of short commerce has further accelerated this process. This is an excellent opportunity for startups and existing businesses to gain market share rapidly. Due to this, plant-based nutritious food products are now more widely available and reasonably priced than anyone could have dreamed a few years ago. And given India's development path, which is expected to fuel the next significant wave of FDI, the vegan revolution is here to stay.

Will cell-based milk change the dairy industry? Turtle Tree Lab will

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<https://dairynews7x7.com/will-cell-based-milk-change-the-dairy-industry-turtle-tree-lab-will/>



Cows are out—at least as far as milking goes. The replacement: cell-based milk. The company says it is able to create raw milk using cells from mammals. The cells are then grown in TurtleTree's labs and milk is ultimately produced. In giant bioreactors, the cells stick to tiny straws, the fluid is

then drawn through the straws, and milk comes out the other end.

TurtleTree is in the final phases of constructing a 24,000 square foot research and development facility in West Sacramento, California.

Armed with \$40 million from venture capital investors, TurtleTree is moving from a joint business incubation facility in Woodland shared with several dozen food and agricultural startups to its own research and development facility.

The facility is scheduled to open within the next several months though no formal date has been set.

“The Sacramento area is a hub for us,” said

TurtleTree co-founder and CEO Fengru Lin.

“There is no turning back. We are committed to this area.”

TurtleTree also has a headquarters in Singapore, the city-state that is Lin’s hometown, and a lab facility in Boston, where she attended MIT majoring in biotechnology before going to business school in France.

The Sacramento area connection has to do with The University of California Davis campus and its labs studying milk, which brought Lin to the region for partnership agreements.

The TurtleTree U.S. facility will house 40 jobs initially from food scientists to engineers.

Whether more jobs will develop, and the Sacramento region will go on the map as one of the first suppliers of cell-based milk in the world, is unclear.

TurtleTree startup challenges

Most startups fail, and TurtleTree will need to produce a food product consumers will buy. Alternative dairy products already exist, but Lin said that plant-based milk produces less of important protein components than cows milk. She also said that plant-based milks come with their own set of environmental issues. Almond milk, for example, has been shown to require large amount of water. Oat milk contributes to issues like monocropping, which impacts soil health.

TurtleTree’s products will also need the approval of the federal Food and Drug Administration. Cell-based milk is currently not approved for purchase.

Success for TurtleTree would help Sacramento regions efforts to build a life science technology hub.

Groundbreaking began last February on Aggie Square, a more than \$1 billion complex on the

University of California Davis Sacramento campus being built to attract life science companies. But most of the 1.2 million square feet of lab and office space is unrented.

How popular could cell-based milk be?

There’s been limited research on the market for cell-based milk with one study calling it a niche product. But a niche product with limited sales could still be a financial goldmine in the \$871 billion global dairy industry.

Lin argues that cell-based milk means reductions in animal cruelty, alleviates health concerns of the consumption of milk as well as environmental concerns.

She said dairy intake from a health viewpoint has been linked to both high cholesterol and high blood pressure. Others are shut out from buying conventional milk because of lactose intolerance.

Lin said sustainability issues also arise. The dairy industry is linked to high greenhouse gas emissions, the degradation of local water resources and the loss of biodiversity.

What’s the flavor?

But even if everything goes right for TurtleTree, cell-based milk won’t be flying off the supermarket shelves without great taste.

While some consumers in select areas of the west and east coast of the U.S. might buy a product because it is healthy or doesn’t damage the environment, Lin said the majority will be swayed by taste.

“I sincerely believe we will make food that thrills, delights, and tantalizes again—and then the revolution can truly begin,” she said.

Lin said the goal is for people to actually choose alternative proteins not because of what they intellectually know (that it’s good for the planet, animals, and their health), but because it’s what they intrinsically want.

On Sept. 27, TurtleTree hired chef and sustainability advocate Dominique Crenn as its food innovation advisor, part of the plan to turn out food products that taste good.

Crenn is the only female chef in the United States to receive three Michelin stars, for her flagship restaurant Atelier Crenn in San Francisco. She was also the star of Netflix's hit series "Chef's Table."

History of TurtleTree milk

TurtleTree was born in 2019 in Singapore. It came out of Lin's desire to learn cheese making. "I went up to Vermont for a couple of weeks to learn how to make cheese, and I wanted to make cheese in Singapore and Asia, but of course there are no cows," she said. "I had to try to access milk from Indonesia, from Thailand. And yet today there are problems around farming, around hormones and antibiotics coming to the cows, and that affects the milk quality, that affects how the cheese pans out. So I gave up that whole idea."

Starting in 2020, TurtleTree raised the first of \$40 million in venture capital funding. She said the money should allow the company to continue its research and commercialization of products.

The name, TurtleTree, and its fingerprint-like logo represent longevity and the team's mission to unlock solutions that help nature and humans at the same time. "Our goal," Lin said, "is to be seen as the gold standard for sustainable food technology when it comes to milk production".

Lin sees the production of cell-based milk being at least several years away in part because TurtleTree needs to refine the process of extracting high-value dairy-based bioactives like lactoferrin in a cost-efficient way.

She said extracting lactoferrin from cow's milk is a highly costly and inefficient process- for one,

cow's milk only contains lactoferrin in very low concentrations (only 100mg/1L of milk i.e. about 0.0001%) as compared to human milk. Lin said cell-based milk needs to be price competitive with regular milk for it to sell. She said market prices can fluctuate between several hundred dollars to \$2000 for a kg of bovine lactoferrin.

TurtleTree is also looking for revenue sources sooner rather than later so it is developing more immediate plans to get its products or ingredients on supermarket shelves such as nutritional productions for infants or the elderly that are much more expensive than the average price of milk.

Lin said TurtleTree is exploring contracting with existing food companies to put its lab version of lactoferrin in their products or co-branding a joint product.

TurtleTree also has several competitors who are trying to produce cell-based milk including an Israeli company, Wilk Technologies. The company has gone public and received \$2 million funding from Coca-Cola in Israel.

While the \$40 million in initial funding will allow TurtleTree to continue its research and development for several years, Lin said more funding is essential to the company's long-term vision of producing environmentally friendly, sustainable milk products.

She hopes that food products expected to be introduced in the marketplace next year will demonstrate to investors that a new funding round is in order.

"We are trying to set ourselves up for success," she said.

Animal welfare standards: from large to small dairy farms

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<https://dairynews7x7.com/animal-welfare-standards-from-large-to-small-dairy-farms/>



Evidence has shown that larger dairy farms have better welfare than smaller units, although the effects were small. The structural change towards larger dairy holdings is often criticised as being detrimental to animal welfare. This prompted researchers to carry out a study of data from 3,085 German dairy farms involving 376,415 cows.

The 3-year project was funded by the German Federal Ministry of Food and Agriculture with support from the Thunen Institute of Farm Economics, Braunschweig.

Number of dairy cows per farm is increasing
The mean number of dairy cows per farm has increased in Germany from 31 cows in 1999 to 70 cows in 2021, which is an increase of more than 100% in 2 decades. Last year, 1 in 5 farms kept more than 100 dairy cows.

The research sample resembled the diverse structures of dairy farming in Germany, which is the fourth-largest milk producer in the world. It covered a wide range of sizes – from 7 cows to 2,900 – with a mean of 122.

The sample consisted mainly of conventional (98% with 2% organic) and 97% were full-time farms with 93% specialising in dairy production. The average size of the farm was 141ha of which 73% was grassland. Mean milk yield was 8,810 kg per dairy cow per year and 55% of the farms in the sample allowed cows to graze.

Animal welfare index

Working with farm animal welfare scientists, farmers and dairy representatives, the researchers developed an animal welfare index,

which covered housing, feeding, health, behaviour, hunger and thirst, discomfort and pain, injury or disease. Also included in the animal welfare index was freedom of movement, access to outside climate stimuli, type of cubicle and flooring, resting areas and drinking troughs. The animal welfare index was developed as part of a larger project on sustainability in dairy farming. One area highlighted in the report was the issue of loose housing versus tie stalls. On average, farms with loose housing achieved a higher animal welfare index than farms with tie stalls. However, the scattering of animal welfare index values showed that both high and low animal welfare index values can be achieved, regardless of the husbandry system. This is because certain indicators such as resting areas per cow are independent of the dairy barn system and can substitute for other factors.

Differences in animal welfare index within regions were found to be greater within regions than between regions and variation was not only evident within regions but also within herds of the same size.

Results

The results showed that larger farms tended to achieve a higher animal welfare index than smaller farms, but the effect was very small. Nevertheless, contrary to public perception, larger dairy herds were not necessarily associated with poorer animal welfare.

In all herd size classes, the study found a large variation of animal welfare index between herds and thus potential for better animal welfare on small, medium-sized and large dairy farms.

“Our results strengthen the evidence that herd size has little, if any, effect on farm-specific animal welfare levels. Therefore, when animal welfare is discussed in public and in politics, the emphasis should be on implementing animal

welfare measures on farms, with less focus on herd size or politically-enforced herd size restrictions.”

Dvara E-Dairy, Jana SFB jointly launch cattle loan service for farmers

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<https://dairynews7x7.com/dvara-e-dairy-jana-sfb-jointly-launch-cattle-loan-service-for-farmers-in-tn-karnataka/>



Dvara E-Dairy Solutions has launched Dvara Surabhi Loan, a cattle loan offered digitally by leveraging new-age technologies in partnership with Jana Small Finance Bank to create scalable access to finance for unbanked and underbanked small dairy farmers in Tamil Nadu and Karnataka. The Dvara E-Dairy Cattle Loan offers tailored loan products for dairy farmers towards cattle purchase and maintenance. The cashflow dependency on dairy and how well the cattle are managed is assessed through a combination of the ‘Surabhi Score’, a comprehensive score arrived based on digital assessment of the cattle which provides how well the cattle is managed and the estimated cashflows for the next 12 months taking into consideration various factors, as well as the farmers’ credit score. This helps mitigate the risk and helps identify the ‘right borrower’ for the loan. The loan amount varies between Rs. 30,000 to Rs. 150,000, with an average ticket size of Rs. 80,000. The loan product will go a long way in enabling financial access for small and medium dairy farmers to enhance their livelihoods and increase their incomes.

“Surabhi Loan has been launched in select areas and we are encouraged by the results. 30 per

cent of our customers are first-time borrowers, and we have received 100 per cent on-time digital repayments. We have now expanded our service across Tamil Nadu and Karnataka, with plans to expand in a phased manner to other parts of the country,” said Ravi KA, Founder & CEO, Dvara E-Dairy Solutions.

The Dvara E-Dairy Solution aims to create synergy between dairy farmers, financial services institutions and value chain companies to assist them in making informed decisions. Dvara E-Dairy’s Surabhi platform provides comprehensive financial and cattle management solutions to India’s small and medium dairy farmers. As part of its Surabhi platform, Dvara E-Dairy has created the following solutions:

Surabhi ID – Unique, digital, tamper-proof, verifiable identity of the cattle based on muzzle identity.

Surabhi Score – Comprehensive score arrived based on the digital assessment of the cattle leveraging artificial intelligence (AI) and incorporating advanced veterinary science and practices. Helps in underwriting cattle accurately and achieving scale.

Dvara Surabhi – a Do-it-yourself (DIY) mobile application for the farmers to know the cattle’s health status (as an indicator) within 60 seconds.

Dvara Surabhi Loan – Cattle loan by leveraging Surabhi Score + C

Milma planning to hike milk price by Rs 4 per litre

OCT 13, 2022

<https://dairynews7x7.com/milma-planning-to-hike-milk-price-by-rs-4-per-litre/>



Milma is considering to increase the price of milk by next year in view of the surge in production cost. Sources said the demand is to hike the price by at least Rs 4 per litre. “A two-member committee has been set up to study the hike required and to

find its division between farmers and cooperatives. The report is likely to be submitted in 15 days,” said an officer.

The committee has a representative from the dairy department of Kerala Veterinary and Animal Sciences University and the Regional Agriculture Research Station. The society last increased the price of milk by Rs4 per litre on September 19, 2019.

Though there was a demand to hike the price by Rs 5, the government did not approve it. Instead, the production cost was managed with a subsidy offered since August.

Investors in a2 Milk have unfortunately lost 54% over the last three years

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<https://dairynews7x7.com/investors-in-a2-milk-nzseatm-have-unfortunately-lost-54-over-the-last-three-years/>



While not a mind-blowing move, it is good to see that the The a2 Milk Company Limited (NZSE:ATM) share price has gained 24% in the last three months. But that doesn't change the fact that the returns over the last three years have been disappointing. Indeed, the share price is down a tragic 54% in the last three years. So the improvement may be a real relief to some. While many would remain nervous, there could be further gains if the business can put its best foot forward.

Since shareholders are down over the longer term, let's look at the underlying fundamentals over the that time and see if they've been consistent with returns.

While the efficient markets hypothesis continues to be taught by some, it has been proven that markets are over-reactive dynamic systems, and investors are not always rational. One flawed but reasonable way to assess how sentiment around a company has changed is to compare the earnings per share (EPS) with the share price.

During the three years that the share price fell, a2 Milk's earnings per share (EPS) dropped by 26% each year. This fall in EPS isn't far from the rate of share price decline, which was 23% per year. So it seems that investor expectations of the company are staying pretty steady, despite the disappointment. Rather, the share price has approximately tracked EPS growth.

You can see below how EPS has changed over time (discover the exact values by clicking on the image).



earnings-per-share-growth

We know that a2 Milk has improved its bottom line lately, but is it going to grow revenue?

A Different Perspective

While it's never nice to take a loss, a2 Milk shareholders can take comfort that their trailing twelve month loss of 10.0% wasn't as bad as

the market loss of around 15%. Unfortunately, last year's performance may indicate unresolved challenges, given that it's worse than the annualised loss of 4% over the last half decade. Whilst Baron Rothschild does tell the investor "buy when there's blood in the streets, even if the blood is your own", buyers would need to examine the data carefully to be comfortable that the business itself is sound. While it is well worth considering the different impacts that market conditions can have on the share price, there are other factors that are even more important.

If you would prefer to check out another company — one with potentially superior financials — then do not miss this free list of companies that have proven they can grow earnings.

Cow burps to be taxed under 'world first' proposals by New Zealand

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<https://dairynews7x7.com/cow-burps-to-be-taxed-under-world-first-proposals-by-new-zealand/>



New Zealand's farmers are set to be the first in the world to reduce agricultural emissions" – New Zealand Prime Minister Jacinda Ardern.

New Zealand has proposed a tax on burping and peeing farm animals in a bid to combat climate change.

A world first, the farm levy could support the country's pledge to reduce greenhouse gas emissions and become carbon neutral by 2050. Farmers unhappy with the proposal have been advised they could recoup the cost by charging more for climate-friendly products.

Would New Zealand's farm emissions tax be good for farmers?

Under the government's proposed plan, farmers would start to pay for emissions in 2025, with the pricing yet to be finalised.

Prime Minister Jacinda Ardern says all the money collected from the proposed farm levy would be put back into the industry to fund new technology, research and incentive payments for farmers.

By reducing agricultural emissions, she adds that New Zealand's biggest export market would gain a "competitive advantage... in a world increasingly discerning about the provenance of their food."

New Zealand's farmers are set to be the first in the world to reduce agricultural emissions" – New Zealand Prime Minister Jacinda Ardern.AP Photo

Agriculture Minister Damien O'Connor hails it as an exciting opportunity for New Zealand and its farmers.

"Farmers are already experiencing the impact of climate change with more regular drought and flooding," says O'Connor.

"Taking the lead on agricultural emissions is both good for the environment and our economy."

Why is New Zealand proposing a tax on farm emissions?

Agriculture accounts for almost half of New Zealand's greenhouse gas emissions.

There are just 5 million people in the country, but some 10 million beef and dairy cattle and 26 million sheep.

Farm animals produce gases that warm the planet, particularly methane from cattle burps and nitrous oxide from their urine.

The government has pledged to reduce greenhouse gas emissions and make the country carbon neutral by 2050. Part of that plan includes a pledge to reduce methane emissions from farm animals by 10 per cent by 2030 and by up to 47 per cent by 2050.

The new farm emissions pricing system proposals were put forward by He Waka Eke Noa, a partnership between the government, the primary sector, and iwi/Māori. The initiative aims to "equip farmers and growers to measure, manage, and reduce on-farm agricultural greenhouse gas emissions and adapt to climate change."

How have farmers reacted to New Zealand's farm tax proposal?

Farmers quickly condemned the plan. Federated Farmers, the industry's main lobby group,

says the plan would "rip the guts out of small-town New Zealand" and see farms replaced with trees.

Federated Farmers President Andrew Hoggard says farmers have been trying to work with the government for more than two years on an emissions reduction plan that wouldn't decrease food production.

"Our plan was to keep farmers farming," Hoggard says. However, if the farm levy goes ahead, he believes farmers will be selling their farms "so fast you won't even hear the dogs barking on the back of the ute (pickup truck) as they drive off."

Opposition lawmakers from the conservative ACT Party say the plan would actually increase worldwide emissions by moving farming to other countries that are less efficient at making food.

While farmers have decried the new proposals, some environmental activists argue that they do not go far enough.

Greenpeace lead climate campaigner Christine Rose says the Government's proposals would favour the agriculture sector's worst climate polluter – intensive dairy – and disadvantage less-polluting extensive beef and sheep farming and Māori-owned farms.

"Action to reduce agricultural emissions means tackling the dairy industry – New Zealand's worst climate polluter. And that means far fewer cows, it means cutting synthetic nitrogen fertiliser, and backing a shift to more plant-based regenerative organic farming."

Consultations on the proposals are now open and they will be finalised next year.

Dairy co-op Arla to pay farmers more for milk if climate targets met

OCT 9, 2022

<https://dairynews7x7.com/dairy-co-op-arla-to-pay-farmers-more-for-milk-if-climate-targets-met/>



The dairy co-operative Arla Foods has announced it will pay its farmers more money for the milk they produce if they meet new environmental sustainability targets. Arla is introducing the “sustainability incentive” with the aim of promoting and funding the reduction of emissions on the farms of its 8,900 members, based in the UK and six other European countries including Denmark, Sweden and Germany.

The goal is to help the co-op reach its target of reducing emissions on farms by 30% for each kilo of milk produced by 2030, and of reaching carbon net zero by 2050.

The launch of the incentive – which will be paid out to farmers from July 2023 – marks a big shift for the co-operative’s milk pricing model, linking the sum received by each individual milk producer to their sustainability efforts.

“The milk price Arla farmers will receive for their milk will not only depend on fat, protein and quality, it will also depend on their activities on sustainability,” said Arla’s chair, Jan Toft Nørgaard.

Arla members, including 2,300 British dairy farmers, will be able to access the extra payment by earning points based on the number of activities they undertake on their farms, according to the co-op’s models. Those who fail to improve their sustainability and collect below the average number of points will see a reduction in the money they are paid for the milk.

Farmers can collect points from their actions in different areas, including the efficient use of

protein and fertiliser, animal feed, the delivery of manure to biogas production, and use of renewable electricity.

They will be able to receive 0.03 euro cents (0.02p) per kilo of milk for each point they achieve, up to a maximum of three euro cents. At the scheme’s launch, producers will be able to collect a maximum of 80 points out of a future possible 100. The activities that could have the biggest impact on the climate and nature will carry the largest number of points.

For the average farmer – producing about 1.2m kilograms of milk annually – approximately €26,000 (£22,840) of the milk price will be based on their activities related to environmental sustainability.

“For farmers there is plenty of time for them to look at the model and what things they can do on farms,” said Graham Wilkinson, Arla’s vice-president for agriculture. About half of the available points are “where they can make changes relatively easily and relatively quickly without the need for significant investment”. The incentive scheme comes as farmers face what Arla called “great uncertainty”, including soaring costs for fuel, animal feed and fertiliser, as well as chronic labour shortages.

Two years ago the co-op introduced a climate check scheme across 8,000 farms, allowing producers to earn an extra one euro cent for each kilo of milk they produce, by submitting climate check data. Most of Arla’s farmers (93%) have submitted this data.

As part of the scheme, farmers are visited each year to verify their figures, while they also receive suggestions on how to reduce their carbon footprint.

Arla said the additional payments from both climate schemes would correspond to approximately 7% of the milk price.

The co-op has previously identified six key areas responsible for the majority of emissions from milk production, including cows' digestion, cow feed and how it is produced, the handling of manure, energy production and usage, emissions from peat soils and other areas.

350 Liters Milk Discarded

October 07, 2022 | 11:10 AM

<https://www.urdupoint.com/en/pakistan/350-liters-milk-discarded-1574494.html>

KASUR, Oct 7 (UrduPoint / Pakistan Point News - 7th Oct, 2022) :Punjab food Authority (PFA) team discarded 350-liter adulterated milk here on Friday.

A spokesman of PFA said that Assistant Commissioner Kasur,Sajjad Mehmood along with PFA team checked various milk carrying vehicles in Mustafabad area.The team seized 350 liters milk after found contamination of harmful chemicals,powdered milk etc.Warnings were issued to the vehicle owners,spokesman added.

Eight Milk Sellers Arrested For Adulteration

October 07, 2022 | 06:20 PM

<https://www.urdupoint.com/en/pakistan/eight-milk-sellers-arrested-for-adulteration-1574736.html>

PESHAWAR, (UrduPoint / Pakistan Point News - 7th Oct, 2022) :District administration Peshawar has arrested eight milk sellers from various localities and discarded over 400 litres of adulterated milk during a crackdown on adulteration in milk on Friday.

On the directives of Deputy Commissioner (DC) Peshawar, Shafiullah Khan, the Assistant Commissioner (AC) Dr Eza Arshad along with the Veterinary Supervisor of the Livestock Department, Naeem-ul-Hassan carried out the analysis of the milk of milk shops on Char-sadda and Warsak Road and on confirmation of the mixing of sufficient quantity of water arrested eight milk sellers and also discarded more 400 litres of adulterated milk.

Deputy Commissioner (DC) Peshawar, Shafiullah Khan has directed all administrative officers for inspection of the milk of all milk shops across the district and taking stern action on proving of adulteration.

Dairy' now No. 1 category within the \$7.4B plant-based industry

OCT 7, 2022

<https://dairynews7x7.com/dairy-now-no-1-category-within-the-7-4b-plant-based-industry/>



Plant-based dairy products have been gaining momentum in recent years, and the Plant Based Food Association recently reported that the category is now number one among the entire \$7.4 billion plant-based food market, with plant-based milk registering \$2.6 billion in sales on its own.

But it's not just milk finding its way into baskets. Plant-based cheese, yogurt, ice cream, butter and more are driving the alt-dairy category. And this is still an evolving category with more and better products hitting the market all the time, meaning supermarkets need to stay up on the latest and greatest items.

Laura Perkins, vice president of purchasing for Lakewood, Col.-based Natural Grocers, has observed steady growth in the category this past year and has a very positive outlook regarding dairy alternatives in the retail space.

“Part of this can be attributed to an increased consumer population seeking alternatives for environmental, animal welfare or nutritional intolerances,” she said. “Vegan and dairy-free options are an excellent source of protein without some of the common ‘undesirables.’”

At her stores, oat-based items are very strong performers right now, with sales of alt-based cheeses, sour creams, cream cheese and butter also continuing to increase. Conversely, soy-based items have been slowing.

Kyle Kirkpatrick, director of center store for The Giant Company, the Carlisle, Pa.-based operator of Ahold Delhaize USA’s Giant/Martin’s supermarkets, noted that while the stores continue to see growth in plant-based dairy alternatives, it is not at the same pace that it has increased over the last couple of years.

“The pandemic impacted fresh and center store categories in various ways. For plant-based dairy alternatives in particular, the category experienced slower growth as innovation was put on hold to prioritize core assortment impacted by supply constraints,” he said. “We continue to see new milks. Oat milk has been a segment that is showing strong growth, but plant-based cheese is losing steam.”

Education matters

Vegans and vegetarians are generally the most interested in plant-based dairy products, but increasingly, more and more sales are attributed to customers who are just plain curious, or those looking for replacements out of necessity, like those who are lactose intolerant.

“Our crew is trained with the latest and greatest information on new products across all categories—including dairy-free alts,” Perkins said.

“We keep all plant-based items merchandised together within the category so they can be easily found. We also believe in consumer transparency and education. We say “no” to GMO’s and can talk in detail with customers who want to know if it’s not dairy, then what is it, and answer with confidence.”

Shelf-talkers and in-store signage have both been very successful for Rastelli Market Fresh.

“On our dairy and cheese, we have plant-based signage on the doors and tags highlighting plant-based options,” Mentzer said. “We have also been very successful doing weekly demos in the front of the store focusing on plant-based products. This way we tend to have guests who normally would never consider trying them, actually tasting these alternative products upon entering the store. The power of sampling can’t be underestimated. It’s our number one marketing tool to get products into people’s carts.”

Enough space for all

With new products being added to the category almost monthly, supermarkets need to make tough decisions on what gets the shelf space available.

With 163 stores in 21 states, Natural Grocers’ team members work closely together to communicate the latest trends and share what sells well, so stores can make decisions on what plant-based dairy products to carry in a more educated way.

“It’s more than just shelf space or supply and demand,” Perkins said. “It’s about really listening to our customers, crew and our suppliers to find that perfect sweet spot. We listen to our customers, we do the research, and we find suppliers that can deliver the qualities that meet our standards and gain the approval of our customers. Then we find the perfect placement within each store.”

Natural Grocers stores have a dedicated set for non-dairy beverages in the refrigerated areas and dedicate the space appropriate to sales for the other areas like yogurt, spreads, cheeses, etc.

Chris Mentzer, director of operations for Rastelli Market Fresh, with locations in Marlton and Deptford, N.J., noted that plant-based dairy has been a staple at the stores since they opened eight years ago.

“We have seen steady growth and have added additional SKUs as warranted,” he said. “The pandemic actually helped with this category. With wide supply chain shortages on regular mainstream products, it forced some customers to turn to alternative options. While it doesn’t always have broad appeal, plant-based products in general benefited in this scenario because they were readily available, and consumers were able to fill the void.”

The Giant Company finds that there are three different types of consumers for alt-based dairy products—the vegan, the lactose intolerant, and the flexitarian.

“We do not market to them individually; instead, we try to reach all of them via our circular, digital pages, loyalty programs, and email,” Kirkpatrick said. “Space is determined based on potential sales and the need for pack out. We need to continue make sure that we communicate and separate. These items can get lost on shelf, so we need to highlight them with tags and signs.”

With plant-based foods outpacing total food sales this past year, don’t be surprised to find even more alt-dairy products hitting the market in the near future.

Plant-based dairy alternatives are not as nutritious as milk product

OCT 5, 2022

<https://dairynews7x7.com/plant-based-dairy-alternatives-are-not-as-nutritious-as-milk-product/>



As more people are consuming plant-based dairy alternatives for health and nutrition reasons, Safefood says these products often contain less protein and, in some cases, less calcium than their dairy-based counterparts. A further survey of Irish consumers reveals that these findings conflict with their perception of the nutritional value of plant-based products.

These findings run contrary to recent calls to focus on the health benefits of plant-based diets, including the more than 17,000 doctors who recently called on the White House to reshape its dietary guidelines using dairy and meat alternatives.

“We’ve seen a dramatic rise in both the popularity and number of plant-based alternatives to dairy products available on the market in recent years,” says Dr. Aileen McGloin, director of nutrition at Safefood. “Our survey found that on average, the protein content for the plant-

based products we looked at was less than the dairy products.”

Most plant-based milks, yogurts and cheeses contain less protein than dairy milk.

“The calcium content for plant-based milks and yogurt was the same as their dairy counterparts but was lower for cheese.”

Not just about the stats

The Safefood survey further found that among consumers who participated, 65% said that a plant-based diet made them feel healthier, and 51% believed that a plant-based diet was better for the environment. Moreover, 36% of participants between the ages of 16 and 24 reduced their dairy intake due to environmental concerns.

The World Health Organization and the Food and Agriculture Organization of the United Nations have stated the environmental benefits of plant-based diets and meat and dairy alternatives.

Though Safefood asserts that many consumers may be misinformed regarding the actual nutritional content of their dairy alternatives, it is unable to predict whether that information

would actually change consumers' habits, especially those held for reasons other than mere health.

Checking the labels

The online survey included 201 vegetarian and plant-based products offered at some of the island's supermarkets, such as Tesco, Sainsbury's and SuperValu, and conducted a survey of 2,000 Irish consumers. It includes 58 yogurt alternatives, 105 milk alternatives and 38 cheese products.



04 Oct 2022 — As more people are consuming plant-based dairy alternatives for health and nutrition reasons, Safefood says these products often contain less protein and, in some cases, less calcium than their dairy-based counterparts. A further survey of Irish consumers reveals that these findings conflict with their perception of the nutritional value of plant-based products.

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According to Safefood, the average milk alternative contained only 1.1 g of protein per 100 ml compared to dairy milk's 3.4 g. However, on average, plant-based milk alternatives contained less carbohydrates, sugars, calories, fat, saturated fat and salt than dairy milk. Moreover, they contained about 5 mg more calcium than dairy milk.

Conversely, plant-based and vegetarian yogurts contained 2.7 g less protein and one less mg of calcium than dairy-based yogurts. They also contained 4.8 g more carbohydrates and 2.4 g more sugar. However, they also had less than half the fat, one-third of the saturated fat and salt.

The non-dairy cheeses scored the worst comparatively, according to Safefood. The average plant-based cheese alternative contained 517 mg less calcium, 4.1 less g of protein, 30 more calories, 2 g more of fat and saturated fat and more than twice the salt of dairy cheese. Though, it did contain 2.3 g less sugar.

Food Authority Disposes Of Adulterated Milk

Published October 05, 2022 | 06:10 PM

<https://www.urdupoint.com/en/pakistan/food-authority-disposes-of-adulterated-milk-1573450.html>

MUZAFFARGARH , (UrduPoint / Pakistan Point News - 5th Oct, 2022) :The food authority on Wednesday dumped about 30,180 liter adulterated milk after holding picket at Multan road and Qureshi chowk.

Official sources said heavy fine was imposed on owners of vehicles supplying mixed milk to different parts of the district and far-flung areas. Several milk vehicles were checked during the blockade held at several points, it was said.

Adulterated milk in three vehicles was destroyed when their sample failed. Mixture of water and detergents was discovered in milk. Milk was found to lack natural nutrients and required fats during checking procedure. Adulterated milk was being supplied to local milk shops and hotels in Muzaffargarh city and suburbs.

DG Food Authority said that adulteration of milk wouldn't be allowed at all.

He said the campaign against adulteration would be continued on daily basis.

Drug Dealer Arrested; 300 Liters Adulterated Milk Discarded

Published October 05, 2022 | 01:10 PM

<https://www.urdupoint.com/en/pakistan/drug-dealer-arrested-300-liters-adulterated-1573256.html>

DIR LOWER, Oct 5 (UrduPoint / Pakistan Point News - 5th Oct, 2022) ::The district police here Wednesday in an ongoing crackdown against drug dealers have seized more than four kilogram hashish and Halal food Authority discarded 300 liters of adulterated milk. According to the correspondent, following directives of District Police Officer Ikramullah Khan, the Maidan police recovered more than four kilogram hashish in separate actions in Lal Qila and Haya Sairi areas and arrested a drug dealer.

Meanwhile, Khyber Pakhtunkhwa Food Safety and Halal Food Authority has discarded more than 300 liters of adulterated milk and sealed a milk-seller shop. The discarded milk was tested by recently brought Food Testing Lab from the office of the authority in Swat.

In addition 400 liters of substandard cooking oil was also discarded that was seized from several shops of Chapal Kabab in Timergara Bazar by imposing fines on the owners of the eatery.

500 Liter Milk Discarded

Published October 04, 2022 | 07:39 PM

<https://www.urdupoint.com/en/pakistan/500-liter-milk-discarded-1572926.html>



AISALABAD, (UrduPoint / Pakistan Point News - 4th Oct, 2022) :Punjab food Authority (PFA)

Fhad discarded 500 liter adulterated milk here on Tuesday.

A spokesman of PFA said that PFA team headed by Deputy Director Operations Ammar Javaid conducted surprise checking of milk shops in Bawa Chak and found adulterated milk at a shop.

The team seized more than 500 liter milk from the shop which was later on discarded in addition to issuing strict warning to shopkeeper, he added.

Healthy Heights® KidzProtein Range To Hit Walmart's Shelves

OCT 4, 2022

<https://dairynews7x7.com/healthy-heights-kidzprotein-range-to-hit-walmarts-shelves/>



Nutritional Growth Solutions, Ltd., (NGS), (ASX:NGS) a leading provider of clinically backed

nutritional products designed for children, has deepened its collaboration with Walmart, Inc. as it rolls out

its high in demand Healthy Heights® KidzProtein range to an initial 403 select brick and mortar stores across the United States.

KidzProtein nutritional shakes contain whey protein and a full array of vitamins and minerals

demonstrated to support optimal childhood growth and development. They also contain a blend of fruit and vegetables as well as omega-3 fatty acids crucial for brain and cognitive function. The shakes, which can serve as a nutritious and delicious breakfast or a healthy tasty snack between meals, will now feature on the shelves of Walmart stores in two flavors; chocolate and vanilla and will be supplied from the company's manufacturing facility in Utah.



“Parents are looking for easy and convenient options to fill in nutritional gaps especially when their child is a picky eater or super active or simply to support everyday wellness,” says Liron Fendell, CEO and Managing Director for Nutritional Growth Solutions. “KidzProtein shakes are a great option. When the nutritional profiles of the formulas were set by our pediatricians, they reviewed global data regarding nutritional deficiencies most common in children to determine the optimal levels of vitamins and minerals. We created our KidzProtein range to support the unique nutritional needs of children.” The products’ composition of macro and micro-nutrients offers parents a 2-in -1 solution for nourishing their young ones. “We encourage parents to use the powder in a smoothie or shake alongside other ingredients such as fruit, nut butter, and veggies to award a hearty nutritional boost during breakfast or as a snack,” adds Fendell. The powdered product which packs a wealth of nutrition into each 25-27g serving can be sneakily added into multiple recipes such as smoothies, muffins and pancakes for picky eaters struggling with appetite issues or who don’t consume the volume of foods needed to meet nutritional needs. A serving can also simply be mixed into

half a cup of milk or water making it incredibly easy to prepare and palette. “Having Healthy Heights stocked in Walmart stores coincides with growing consumer demand for nutritional children’s products that are not only nutritious, but also tasty, scientifically backed and safe to use, and is a trend we are seeing across both the US and in other global markets in which we operate,” adds Steve Turner, President of Nutritional Growth Solutions Inc., North America. The recent infant formula shortage in the US market has inadvertently opened the door for emerging brands and products in the infant nutrition category as store buyers who were previously unable to find the space for lining major brands are now facing empty shelves that are calling to be replenished. “Healthy Heights was on the top of mind for Walmart,” says Turner “Our product line will replace toddler beverages missing from the shelves and targets kids aged 2-10 years old.”

In addition to in-store placement for two KidzProtein SKU’s, Walmart is also taking the entire Healthy Heights product portfolio onboard its online (Walmart.com) “fulfilled by Walmart” platform. This means that the products will be held in multiple Walmart owned distribution centers and customers will be able to benefit from enhanced, speedier delivery and in-store pick up services. “The evolution of our Walmart relationship to now include its standing outlets across the US will expand and ease access of Healthy Heights to even

more American families. These developments also have effectively placed our retail expansion strategy ahead of schedule and marks a significant step in our ongoing retail growth efforts,” concludes Turner.
About Nutritional Growth Solutions

Nutritional Growth Solutions is a global nutritional health company focused on the well-being of children. NGS develops, produces and sells clinically tested nutritional supplement formulae for children following 20

years of medical research into pediatric nutrition at Schneider Children’s Medical Centre, Israel’s largest pediatric hospital. The nutritional supplements market has experienced tremendous growth in recent years, but most attention has been focused on adult users and children under three years of age. The three to twelve-year-old consumers represent a larger market opportunity and NGS is highly differentiated from its competitors with clinically tested products and an expanding product portfolio to capture this market opportunity.

PFA disposes of 1,350 litres impure milk

October 02, 2022

<https://www.thenews.com.pk/print/996396-pfa-disposes-of-1-350-litres-impure-milk>

LAHORE : PFA continued its operation against adulterated milk in the provincial metropolis and disposed of 1,350 litres of impure milk.

On the tipoff vigilance cell, the dairy safety team (DST) under the supervision of PFA Director General Mudassar Riaz Malik on Saturday placed a screening picket on Manga Mandi Bypass and caught a milk carrier vehicle loaded with hundreds of litres of milk. He said that

PFA’s dairy team has taken milk samples for screening tests on the spot and taken action against the milk carrier vehicle (H-4259) on the basis of not up to the mark results. He said that the regulatory body disposed of 1,350 litres of milk after finding contamination of powder in the milk. He said that the use of tainted milk poses a threat to users’ health and causes stomach and intestines diseases.

China's Dairy Imports Slow along with Economy

OCT 1, 2022

<https://dairynews7x7.com/chinas-dairy-imports-slow-along-with-economy/>



China's dairy imports have slowed amid rolling Covid lockdowns and a weakening economy that has many analysts slashing their 2022 and 2023 economic growth estimates for the country. Goldman Sachs, for example, recently cut its estimate for China's 2023 gross domestic product (GDP) from 5.3 percent to 4.5 percent. This year's GDP for China is forecast at 4.4 percent, well below the country's 5.5. percent target.

"For now, China remains married to its zero Covid strategy, which has resulted in sweeping lockdowns in major metropolitan centers, and that has blunted economic recovery," said Monica Ganley, analyst with the Daily Dairy Report and principal of Quarterra, an agricultural consulting firm in Buenos Aires. "China's weakening economy along with suspected large stockpiles of milk powders will likely continue to slow dairy imports."

China's dairy imports remained weak in August across most categories, according to data from Trade Data Monitor. Year-over-year milk powder imports have fallen every month since February in China, and August was no exception. However, the drop was most severe for whole

milk powder (WMP), most of which is sourced from New Zealand.

WMP imports fell 59.5% to 66 million pounds compared to the same month last year. Skim milk powder (SMP) imports dropped a more modest 2.4% but climbed 20.4% compared to the prior month. Imports of fluid milk and cream and cheese were also down by 40.1% and 10%, respectively, compared to the prior year.

However, not all of China's dairy imports declined in August. The country imported 138.5 million pounds of whey, a 1.2-percent jump over August 2021 purchases. The gain was the first year-over-year increase since September 2021, Ganley noted, and it likely reflected a recovery in China's pork sector.

"As pork producer margins have improved and the pig herd has grown, demand for feed ingredients such as dry sweet whey and permeate have risen," she said. "The growth has been a particular boon for U.S. suppliers, who have captured an increasing share of this market." China's imports of fat rose as well, with butter and anhydrous milkfat increasing 32% and 8.8%, respectively. Infant formula imports also climbed, up 23.1% year over year.

"In addition to China's slowing recovery, analysts believe the country's dairy product stocks have grown over the past few years, a belief that has been reinforced by weak whole milk powder imports," Ganley said. "Thus, it appears likely that demand for dairy products in China will remain precarious in coming months."

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