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26 NOVEMBER



FORTNIGHTLY NEWSLETTER

Dairy Pulse 170th Edition (1st to 30th, November 2022)



CATEGORIES OF THE EDITION

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Contact Us :

C-49, Sector-65, Noida, Uttar Pradesh, 201307

Ph.: +91 120-4370845, 4320845

E-mail: safelabs@suruchiconsultants.com

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Dairy Pulse 170th Edition (16th to 30th November, 2022)

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Indian News

Regional milk union to help farmers who lose milch animals

NOV 30, 2022

<https://dairynews7x7.com/regional-milk-union-to-help-farmers-who-lose-milch-animals/>



The Ernakulam Regional Cooperative Milk Producers' Union (ERCMPU) will come to the aid of dairy farmers who lose milch animals or heifers but have no insurance cover for the animals.

ERCMPU chairman M.T. Jayan said on Tuesday that financial support for dairy farmers, which would work like an insurance cover for those losing animals, was among the several new measures being introduced by the cooperative to support the sector in the region.

ERCMPU comprises dairy farmers in Ernakulam, Thrissur, Idukki and Kottayam districts. Those losing milch animals will be paid ₹15,000, while those who lose heifers will get ₹10,000. The scheme will benefit dairy farmers under nearly 1,000 primary milk cooperatives in the region.

The regional cooperative will also distribute hay at subsidised rate, and distribution of subsidised silage will go on till December, Mr. Jayan said.

ERCMPU will also provide subsidy on interest to farmers who avail bank loans to purchase animals. Anand-model cooperatives will also get financial support to construct permanent buildings. They will also get support for purchase of milk cans and electrical centrifuge, milking machines as well as chaff cutters.

Under other schemes, dairy farmers who have purchased cow lifts will get financial support. There will also be support for can conveyors for bulk milk coolers and for buying and repairing weighing balances.

Mysuru farmers demand milk procurement at ₹40 a litre

NOV 30, 2022

<https://dairynews7x7.com/mysuru-farmers-demand-milk-procurement-at-%e2%82%b940-a-litre/>



Even as milk price was recently hiked by ₹2 a litre, farmers in Mysuru are demanding that the procurement price should be increased to ₹40 a litre.

Karnataka Rajya Raithas Sangha (KRRS) activists on Monday met Chief Minister Basavaraj Bommai, who is on a day's visit to Mysuru and Nanjangud, and sought the hike. They submitted a memorandum in this connection. Milk producers, for example in Mandya, were getting ₹31.25 a litre. The farmers are now demanding that the price should be raised to ₹40 a litre.

The Chief Minister received the memorandum from KRRS president Badagalapura Nagendra, who also demanded that the sugarcane price should be fixed at ₹4,000 a tonne. “The government must announce the State Advisory Price (SAP) immediately,” he said, in the memorandum.

The KRRS urged the CM to provide ₹500 a quintal to paddy as support price to growers across the State and to take steps for opening permanent procurement centres for paddy, ragi, and maize at MSP.

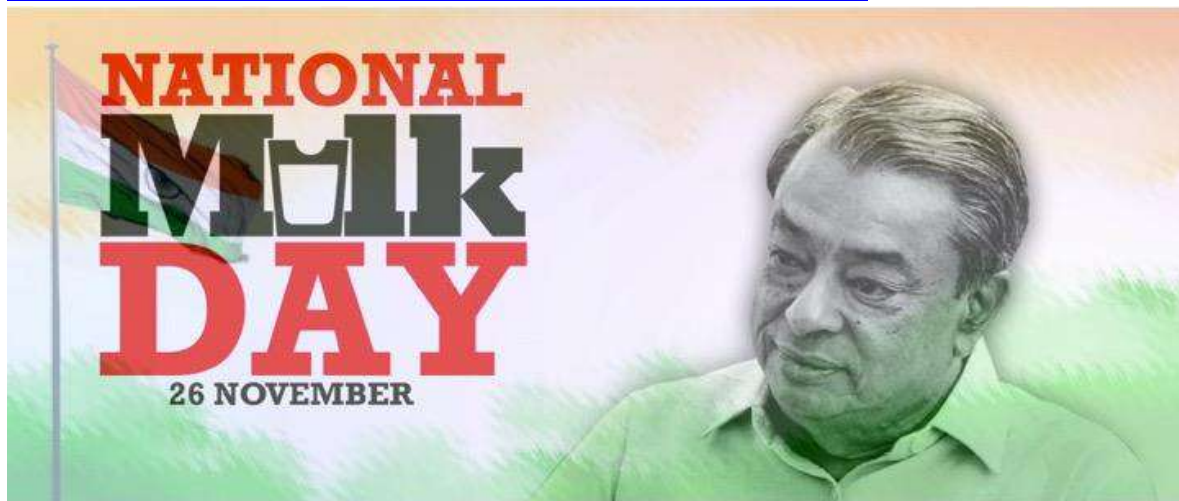
The Sangha also urged the State government to purchase foodgrains for mid-day meal scheme, government hostels, prisons and other government institutions only from the farmers of the State (instead of procuring from other States).

Mr. Nagendra demanded bagair hukum title deeds to cultivators and demanded that the title deeds of about 4,500 acres in and around Chamarajanagar and Jageri should be given to the farmer.

India is well poised to emerge as a leader in dairy

NOV 29, 2022

<https://dairynews7x7.com/india-is-well-poised-to-emerge-as-a-leader-in-dairy/>



Largely organised under the cooperative structure, the industry has seen significant growth over the years, with the government investing in its development through several schemes and initiatives that have put it on the global map.

The country celebrates National Milk Day on November 26. The occasion is momentous because, for one, it will mark the 101st birth anniversary of the late Dr Verghese Kurien — credited for ushering in India’s White Revolution. In many ways, the growth and advancements in India’s dairy sector have been symbolic of the trajectory of the country’s influence and impact on the global map.

Under Narendra Modi’s leadership, the country’s milk production has gone up by more than 44%, and in 2020-2021, we produced

210 million metric tonnes (MMT) of milk, which constitutes 23% of the world’s milk. India’s per capita milk availability stood at 427 grams per day in 2020-21 as against the world average of 394 grams per day during the same period.

The dairy sector in India has been largely organised under the cooperative structure. Cooperatives have played a pivotal role in increasing the negotiating power of dairy farmers and helping set the price of milk procurement and milk sale in their area of operations. Unlike with crops such as rice and wheat, the government does not dictate the prices of dairy products and is not involved in milk procurement. This has fostered the autonomy of dairy cooperatives and encouraged them to

be market-oriented. In fact, some of the leading dairy cooperatives in the country have managed to surpass private companies in both performance and profits. India's largest dairy company, [Amul](#), is an excellent testament to the power and success of the cooperative model within the country.

Now, as we recover from the aftermath of the Covid-19 pandemic, it would be worthwhile to highlight the role played by the government and dairy cooperatives to support dairy farmers during the lockdown period, and beyond. Milk procurement by dairy cooperatives continued to rise throughout the pandemic as it accepted the diverted additional milk of the farmers which was otherwise sold to private and unorganised players. Milk procurement by dairy cooperatives registered an increase of 7.9% during 2020-21. To extend support, the Government of India launched the Interest subvention on the Working Capital Loans component under the existing central sector scheme, Supporting Dairy Cooperatives and Farmer Producer Organisations engaged in dairy activities (SDCFPO). Such measures helped our dairy industry remain resilient in the past two years.

To leverage the growing potential of technology, a digital platform called e-Gopala was launched to enhance ease and efficiency in the management of livestock. This digital platform can be used for obtaining Pashu Aadhaar, Pashu Poshan, Ethno-veterinary Medicines (EVM), and Animal Breeding related services and information. Additionally, the E-Gopala app also provides a platform for the buying and selling of dairy animals, bovine semen, embryos and so on. To supplement the exercise, a helpline for dairy farmers called Pashu Mitra has been established by the National Dairy Development Board, which will enable farmers to directly have their queries on animal health and nutrition answered by experts.

Given that Indian milk production is expected to reach 270 MMT by 2025, corporations will need to invest in processing facilities, and this

provides an investment potential of \$10 billion within the dairy sector. There is a chilling infrastructure deficit of roughly 120-130 MMT in the dairy sector, which translates into an investment potential of approximately \$2.6 billion, with a 17-20% expected return on investment over the next 9-12 years.

Another impetus for enhancing investments in dairy has to do with our growing footprint in the export market. For instance, India's cheese exports under HS Code 0406 have grown at a rate of 16% compound annual growth rate during the period 2015-2020. The major export destinations were the United Arab Emirates, Bhutan, and the United States. Currently, there are more than 75 milk-deficient countries across the globe, with most of them scattered across Asia, Latin America, and Africa. This presents a ripe opportunity for India to make inroads into newer markets. To this end, recent initiatives like the National Digital Livestock Mission will go a long way towards enhancing traceability standards and will enable Indian companies to meet the quality standards set by importing nations. To boost investments in the dairy sector, the department of animal husbandry and dairying has set up the dairy investment accelerator under which entities like the Gates Foundation and Invest India will collaborate to provide pro-bono services that will include issue resolution, investment facilitation, assistance with export strategy, market research, location assessment, and so on.

More importantly, dairying has provided a reliable source of income to traditional farmers when crops have failed. The current government's efforts have been concentrated on transforming the dairy industry from an unorganised to an organised sector, with the end goal of increasing farmers' income, and generating employment across the value chain. The slew of recent schemes such as the Animal Husbandry Infrastructure Development Fund, Rashtriya Gokul Mission, Animal Husbandry Grand Start-up Challenge, and the extension of Kisan Credit Card facilities to livestock

farmers, will usher in better standards and innovations in our dairy sector. Thus, on the 101st birth anniversary of Dr Kurien, we are

confident that India is well poised to emerge as a leading exporter of dairy products in times to come.

Gujarat polls: Dairymen hold the key to electoral success for parties

NOV 29, 2022

<https://dairynews7x7.com/gujarat-polls-dairymen-hold-the-key-to-electoral-success-for-parties/>



A stable livelihood under the [Amul](#) model coupled with an increased income over the past five years is a big pro-incumbency factor for over 36 lakh dairy producers, whose vote will decide the outcome in at least 88 seats out of the Municipal corporation areas in Gujarat polls.

Dairy leaders believe that notwithstanding the issues of high cattle-feed prices and the deadly viral infection of Lumpy Skin Disease, the dairy producers across 33 districts of Gujarat are set to give a verdict favourable to the ruling Bhartiya Janata Party (BJP), unlike in 2017. Out of the 88 seats under cooperative dairies' influence, BJP had scored only 42, while Congress got 40 and 6 went to others including independents during the last polls. For example, in Amreli district in Saurashtra, Congress won all five seats in 2017 polls, but dairy leaders expect a reversal this time. "It was a strong Patidar factor against the government that overrode all other considerations then. This time, there is no such factor. On the contrary, dairy producers have benefitted from increased incomes due to dairy cooperatives. This will benefit the BJP," Ashvinbhai Savaliya, Chairman of Amar dairy (Amreli District Cooperative Milk Union) told businessline.

'Multi-fold growth'

In the southernmost district of Valsad, dairy producers have received an annual bonus of

₹700 crore for 2021-22. This is over-and-above the high milk procurement price of about ₹800 per kilo of fat. "Our dairy producers are mostly tribals. The dairy industry has grown multi-fold in the past few years, which has brought visible change in the lives of these tribal communities. There is no anti-incumbency this time, rather a strong pro-incumbency is what we can sense," said Gamanbhai Patel, chairman of Vasudhara cooperative dairy of Valsad District, that covers two other tribal districts of Tapi and Dangs. It has over 1.26 lakh members with daily procurement of 9 lakh litres. In 2017, BJP had won 7 out of 10 seats in these districts. Saurashtra and south Gujarat regions will vote in the first phase on December 1. The largest dairy concentration is in North Gujarat, where Banaskantha, Sabarkantha and Mehsana district dairy unions collectively have over 16 lakh members with milk procurement of about 145 lakh litres per day. The incomes generated by the three district unions exceed ₹28,000 crore annually. The milk procurement prices have increased in the range of 18-30 per cent during the past five years from about ₹650/kg fat in November 2017 to ₹860/kg fat now across different unions.

Constituencies where dairy co-operatives wield influence

Co-operative dairy	Operational area/districts	Total constituencies under dairy's coverage	2017 poll results (seats)		
			BJP	INC	Others
Sarhad	Kutch	6	4	2	
Sursagar	Surendranagar	5	1	4	
Gopal	Rajkot*	8	6	2	
Sudama	Porbandar	2	1		1 (NCP)
Sorath	Junagadh*	5	1	4	
Amar	Amreli	5	0	5	
Sarvottam	Bhavnagar*	7	6	1	
Madhusudan	Botad	2	1	1	
Dudhdhara	Bharuch, Narmada	7	3	2	2 (BTP)
Sumul	Surat*	16	15	1	
Vasundhara	Valsad, Navsari, Dangs	10	7	3	
Banas	Banaskantha	9	3	5	1 (Ind)
Dudhsagar	Mehsana, Patan	11	6	5	
Sabar	Sabarkantha	4	3	1	
Madhur	Gandhinagar*	5	2	3	
Uttam	Ahmedabad*	21	15	6	
Amul	Kheda, Anand	13	5	8	
Panchamrut	Panchmahal, Dahod, Mahisagar	14	8	4	2 (Ind)
Baroda	Vadodara*	10	8	2	
Total		160	95	59	6

*District also includes constituencies from Municipal Corporation area
Source: ECI, respective dairies, GCMMF

In 2017 polls, the three districts had a contest between BJP (11 seats), Congress (8 seats) and a Congress-supported independent on the 20 seats across the three districts. Congress is raising price rise and LSD issues to dent to BJP's prospects.

However, in the milk capital of India — Anand and Kaira districts — BJP could manage only five out of 13 seats in 2017. The poll outcome this time will be something to watch out for in these districts, where Congress has retained its stronghold for the past two elections. Central and north Gujarat regions will vote on December 5. The counting will take place on December 8.

On the other hand, the districts with high urban populations such as Ahmedabad, Vadodara, Surat, Rajkot, Bhavnagar have shown BJP having advantage compared with the situation in 2017, but cooperative leaders attribute that more to committed urban voters of the saffron party than the influence of dairy producers.

20,000 cattle succumb to LSD in Maharashtra

NOV 29, 2022

<https://dairynews7x7.com/20000-cattle-succumb-to-lsd-in-maharashtra/>



As many as 20,361 cattle have succumbed to the Lumpy Skin Disease (LSD) in Maharashtra out of the 2,98,285 cattle affected by the disease till date. The government has paid compensation of about ₹20 crore to the farmers who lost their cattle to LSD.

About 7,909 farmers have received this compensation, said Animal Husbandry Department Commissioner Sachindra Pratap Singh in a statement released by the government.

Government data show that by November 24, 2022, LSD has spread to 34 districts of the State. About 2,19,657 cattle have been treated and have recovered from the LSD. Treatment of the affected cattle is being carried out with the help of local Animal Husbandry Department staff. About 138.47 lakh cattle have been given vaccines.

Apprehensions

The State government has asked farmers to connect with the government machinery to get immediate treatment for the affected cattle.

Farmer leaders and stakeholders in dairy sector have apprehensions that the spreading of LSD might affect the business if farmers don't treat cattle on time.

The major diseases observed in cattle, over the last three years, are FMD, Brucellosis, Hemorrhagic Septicemia (HS), Lumpy Skin Disease (LSD).

Vaccination against these diseases is covered under the Livestock Health and Disease Control programme.

The Centre has directed States to ensure the safety of livestock and assist affected farmers.

Mother Dairy contributed in ensuring higher price of milk for farmers'

NOV 29, 2022

<https://dairynews7x7.com/mother-dairy-contributed-in-ensuring-higher-price-of-milk-for-farmers/>



The milk sold by farmers got higher prices due to the advent of Mother Dairy, said Union Minister Nitin Gadkari. He was speaking at a conference on 'Vidarbha's Dairy Development' at the 13th Agrovision Agricultural Exhibition being held at PDKV Grounds in Dabha, Nagpur. He said that the entry of Mother Dairy created competition in the market and many companies and private agencies, which earlier used to offer low prices for farmers' milk, had to pay competitive rates. Apart from this, Mother Dairy makes payments on the same day so the money gets deposited to farmers' account immediately, he added. Dr Ashish Paturkar of MAFSU, Chancellor of Punjabrao Agricultural University, Akola; Dr Sharad Gadakh, General Manager of NDDB; V Sridhar, Deputy General Manager of Bank of Baroda; Ghanshyam Gupta, Jitendra Solankhi of NDDB and Dr Ravindra Thackeray, Project Director of Vidarbha and Marathwada Dairy Development were among the prominent persons present on the occasion. Gadkari further appealed to the farmers to take benefit of various schemes and activities

of Mother Dairy, MAFSU, Dairy Board and increase the milk production to a level of 20 liters per cow in next 5 years.

He also said high yielding calves can be created by using embryo transfer method.

"These high yielding generation of cows would be helpful in eradicating poverty of farmers," Gadkari observed. In addition, he said that the animals can be better nourished by using Mother Dairy recommended animal feed.

On the occasion, Gadkari launched Mother Dairy's Samriddhi feed supplement and door step artificial semen service.

NDDB General Manager V Sridhar spoke about the activities jointly implemented by NDDB and Mother Dairy.

NDDB Manager Dr Sachin Shankhpal gave useful information to the farmers on health and milk production management of milch animals. Dr Ravindra Thackeray predicted that farmers will use 8,000

metric tonnes of authentic animal feed in the coming year and said that awareness is being raised about it.

Dr Wasim Hunnare spoke on traditional treatment methods for milch animals. He said that all information is available on e-Gopala app. Sudhir Dive and Renuka Deshkar conducted the proceedings of the function.

Heat stress crimping summer milk output: Study

NOV 29, 2022

<https://dairynews7x7.com/heat-stress-crimping-summer-milk-output-study/>



Increasing spells of summer heatwave in northwestern India, thought to be linked to climate change, are hurting milk productivity, or output per cattle, while raising costs of production for farmers. Increasing spells of summer heatwave in northwestern India, thought to be linked to climate change, are hurting milk productivity, or output per cattle, while raising costs of production for farmers, a study by the flagship National Dairy Research Institute has found, highlighting the vulnerability of the country's agriculture sector to extreme weather. Climate scientists have warned that scorching heatwaves in India, among other extreme weather events, are certainly being driven by global warming, posing a risk to food output. Milk productivity in the world's largest producer has also been on a decreasing trend during summers due to heat stress, the recent study found. The study found that each unit increase in the temperature humidity index — an indicator of thermal stress — above a so-called "critical level" significantly reduces the fortnightly milk productivity of dairy animals by 0.42-0.67% in northern Indian plains. Under business-as-usual scenario of "population and productivity growth trends of dairy animals in the high milch animal density region comprising Punjab, Haryana and western

Uttar Pradesh", production losses due to "heat stress are projected to be around 3,39,000 tonnes" in the current decade, the study states. At a standard retail price of ₹45 per litre, this loss amounts to financial loss of ₹15000 core, the study states.

Disaggregating the financial losses, the study found a higher share of losses for Uttar Pradesh than Punjab and Haryana.

More animals fell sick in summers due to extreme temperatures and dairy farmers have to increase resources — such as cooling equipment — which raises the cost of milk production by up to 12%, according to a 2021 paper by the Indian Council of Agriculture Research. For instance, cooling options, such as fans and sprinklers, raise electricity and water consumption and are not economically viable for smallholder dairy farmers.

India's milk output had risen 44% from 146 million tonne in 2014 to 210 million tonne currently, growing 6% annually, higher than the world average of about 2%.

Extreme weather poses increasing risks to India's agriculture sector, which includes dairy, which contributes 17% to the country's GDP and employs nearly half its population.

"A key risk to agriculture is the damage from unseasonal rain and heat patterns to food-grains, vegetables and other crops. Such weather shocks have become more frequent, intense, and worryingly, remain unpredictable. For instance, October this year was one of the wettest in recent years at the all-India level," said economist Dipti Deshpande of Crisil Ltd.

Study costs involved in milk production and fix procurement price

NOV 29, 2022

<https://dairynews7x7.com/study-costs-involved-in-milk-production-and-fix-procurement-price/>



Milk producers, distributors and retailers have called for adequate compensation for everyone involved in the production and supply of Aavin milk. This should be done after a detailed study of the expenses involved, said M.G. Rajendran, member of the Tamil Nadu Milk Producers' Welfare Association.

Aavin had recently increased the procurement prices but this had been done after months of parlaying and discussions, he added.

An expert committee should look into the expenses involved to determine an adequate compensation amount. "Prices should be increased annually to ensure that farmers don't supply at a loss. Similarly, the price should be fixed based on the wholesale price index. Paddy and sugarcane farmers get a minimum support price every year. It should be the same case for milk supplying farmers too," he said.

S.A. Ponnusamy of the Tamil Nadu Milk Dealers and Employees' Welfare Association said Aavin was providing a total of ₹2 as commission to wholesalers, dealers and retailers, with the first channel getting 75 paise per litre additionally towards transport. This was quite low when compared with what private dairies were giving.

"The entire supply chain gets close to ₹5 per litre as commission from private brands. If Aavin can match that, it will definitely bring down sale of milk above MRP," he said. Mr. Ponnusamy added that the price of Aavin milk should be uniform throughout the State. At present, different unions decided the MRP and commissions for the distribution channels, he said.

Consumer activist T. Sadagopan said for the consumers, this would also mean gradual increase in milk prices rather than a sudden hike of ₹15 per litre, which was effected recently. "When milk is sold at the correct prices, and not above MRP as is being done at present, it is an advantage for consumers, and more families will opt for Aavin knowing they are an honest brand," he said.

Dr Kurien's birthday celebrated as National Milk Day at VKCoE, IRMA

NOV 28, 2022

<https://dairynews7x7.com/dr-kuriens-birthday-celebrated-as-national-milk-day-at-vkcoe-irma/>



Verghese Kurien Center of Excellence (VKCoE) conducted a Dr. Kurien Dairy Awareness Competition

2022 amongst the school children of class 9, 10 and 11 of Anand and the neighbouring towns at SMC College of Dairy Science, AAU

Campus, Anand on 24 November, two days ahead of Dr. Verghese Kurien's 101st Birth Anniversary. The presentation/ elocution competition was conducted in both English and Gujarati languages. An enthusiastic response from the students and teachers was the highlight of the competition. The topic of the presentation was 'Dairying in India' and the students from various schools of Anand, VV Nagar and Nadiad elaborated on various aspects of it.



GCMMF's Chief General Manager Shri Manoranjan Pani and the principal of SMC College of Dairy Science, Dr. Atanu Jana graced the occasion and gave away the prizes along with the VKCoE Chairperson – Dr. J.B. Prajapati. In the English section, Anandalaya, Shristi English Medium School and Podar International School won the First, Second and Third prizes respectively. In the Gujarati section, Sardar Vallabhbhai Patel High school Khetiwadi, Sardar Patel Vinay mandir and D. N. High School Anand won the First, Second, and Third prizes respectively. The winners were awarded a trophy, cash prize and medals. All the participants were awarded with a participation certificate and gift hamper from [Amul](#).



The students collected very good information about the strengths of Indian Dairy industry, paid apt tribute to the builders of Amul, Dr. Kurien, Shri Tribhuvandas Patel and the milk producers. They discussed nutritional and health attributes of milk and how dairying contributes to socio-economic changes in rural India. Some children recommended conferring "Bharat Ratna" to Dr. Kurien, which will be equivalent

to Bharat Ratna given to 10 million farmers of the country. Some students presented interesting tag lines for generic marketing of milk.



won the First, Second and Third prizes respectively. In the Gujarati section, Sardar Vallabhbhai Patel High school- Khetiwadi, Sardar Patel Vinay mandir and D. N. High School Anand won the First, Second, and Third prizes respectively. The winners were awarded a trophy, cash prize and medals. All the participants were awarded with a participation certificate and gift hamper from Amul.

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No plans to increase Amul milk prices in near future: RS Sodhi

NOV 28, 2022

<https://dairynews7x7.com/no-plans-to-increase-amul-milk-prices-in-near-future-rs-sodhi/>



Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets milk under the [Amul](#) brand, has no plans to increase prices of milk in the near future, its MD R S Sodhi said.

GCMMF mainly sells milk in Gujarat, Delhi-NCR, West Bengal and Mumbai markets. The cooperative sells more than 150 lakh litres of milk per day, out of which Delhi-NCR accounts for nearly 40 lakh litres.

Earlier this week, Mother Dairy hiked prices of full-cream milk by Re 1 per litre and token milk by Rs 2 per litre in the Delhi-NCR market, citing rise in input cost.

Asked whether GCMMF has any plans to increase milk prices following Mother Dairy's rate hike, Sodhi said: "There are no plans in near future."

He further said input costs have not gone up much since the last retail price increase by GCMMF in October.

In mid-October, GCMMF raised the prices of Amul Gold (full-cream) and buffalo milk by Rs 2 per litre each across all markets except for poll-bound Gujarat, where assembly elections will be held in early December.

Amul Gold price was increased from Rs 61 to Rs 63 per litre. Buffalo milk price was raised from Rs 63 to Rs 65 per litre.

GCMMF has hiked milk prices thrice this year, while Mother Dairy has done it four times. Mother Dairy is one of the leading milk suppliers in Delhi-NCR with volumes of more than 30 lakh litres per day.

Both Mother Dairy and Amul pass on about 75-80 per cent of prices paid by consumers to the milk producers.

The hike in milk prices has affected household budgets at a time when food inflation is already at a high level.

Mother Dairy attributed the hike in prices to increase in its procurement cost of raw milk from dairy farmers.

"This year, the entire dairy industry is witnessing a huge gap in the demand and supply of milk," its spokesperson said.

The availability of raw milk has been impacted due to the increased cost of feed and fodder, and erratic monsoon putting a stress on prices of raw milk, the company pointed out.

Moreover, Mother Dairy said the demand for processed milk has gone up.

"The ongoing mismatch in the demand-supply, even after the festive season, has further led to firming of raw milk prices. We are therefore constrained to partially pass on the impact with revision in consumer prices of certain variants," the spokesperson had said.

The big kick. How brands are scoring on football's biggest stage

NOV 28, 2022

<https://dairynews7x7.com/the-big-kick-how-brands-are-scoring-on-footballs-biggest-stage/>



Even before the first goal could be scored at FIFA World Cup 2022, Qatar dealt a big blow to brand Budweiser – no alcohol at the stadium, it said. Definitely an awkward moment for the official beer partner to the tournament, which had reportedly spent \$75 million on the association and the spirits of fans and marketers plunged.

On the field too, it's been a topsy turvy tournament with fancied Argentina losing to Saudi Arabia and Germany to Japan. Although early days, one wonders if this is going to be a challenging outing for brands. Back home, edtech brand Byjus got immense flak for signing up Lionel Messi as brand ambassador for its education-for-all initiative even as it was laying off people. And when Argentina lost, Byjus got booed further.

However, marketers shrug these off and are confident that Indian brands will score a hit at the event. "Football in India is picking up in a big way with the GenZ population showing huge interest in it, though cricket is bigger with IPL stealing the show. However, we are talking about the FIFA World Cup – an event that doesn't happen every year. So yes, Indian brands should have a decent outing with it. Real interest peaks after the knockout stage. I don't think Argentina's shock defeat will hamper the viewership," says Sanjeev Jasani, COO, Cheil India

Milking the association

India's dairy major [Amul](#), which has struck partnerships with the national teams of Argentina and Portugal as regional sponsors, is pretty gungho. Says Jayen Mehta, COO, GCMMF (Gujarat Cooperative Milk Marketing Federation – Amul), "FIFA is the most watched football event and Messi and Ronaldo are the

most popular football stars in India, commanding a strong following in the country. We decided to ink partnerships directly with these national football associations as a regional sponsor with a focus on fan-engagement in India."

As a part of the association, Amul can use the player images in its communication and packaging. "We are launching special edition packs of coffee, buttermilk, lassi, ice creams and dairy whiteners. We are also building creatives and communication featuring the players and leveraging this association to strengthen the equity of milk – world's original energy drink," says Mehta. The brand, which is milking the association to the hilt is also a key broadcast sponsor on Sports18 and JioCinema for the FIFA telecast.

Brands such as Mahindra, Visa, SBI, Intel, Black & White, CakeZone and Amazon Pay are also betting big on FIFA and are key broadcast sponsors that have associated with Sports18 and JioCinema for FIFA.

Getting eyeballs

Football has already grown to be the second most watched sport among Indians after cricket and given that timings of the matches at Qatar are most convenient for Indian viewers, brands sponsoring the telecast and digicast feel they are on to a good thing.

Multiplex chain Inox Leisure, which is showcasing the FIFA World Cup matches in select screens, in a host of cities ranging from metros such as Mumbai, Delhi, Kolkata, to smaller towns like Goa, Bhubaneswar, Indore, Siliguri, and Thrissur, is pretty upbeat too.

Says Alok Tandon, Chief Executive Officer, INOX Leisure Ltd, "We look at such screenings as unique and innovative brand engagement initiatives. Aligning our brand to such iconic sporting occasions with fervent fan bases provides us an opportunity to strengthen our bond and enhance the audiences' loyalty towards us. We are expecting a great turnout," he added.

Riding piggyback

Several brands which have no direct associations are riding piggyback on the football world cup rather cleverly. Take Kalyan Jewellers for example. It has launched a brand-new football-themed jewellery – Es Vida, which pays tribute to the sport. It has roped in ace woman footballer, Sweetie Devi, to don a football pendant. Talking about this unique football memorabilia that is focused on India and the Middle East, Ramesh Kalyanaraman, Executive Director, Kalyan Jewellers said, “We believe that these all-new soccer-inspired designs will be something that the football community would love to wear and flaunt, as they celebrate this game season. In a brand first, we have associated with India’s football icons for the Es Vida campaign and we hope that fans will embrace Es Vida.”

Or take telecom brand Vi which is putting out international roaming packs focused on football fans travelling to Qatar. It has created a special communication around these, pointing out the advantages of the huge data bundled with the Vi IR pack that allows users to stream live from the event and make posts on social media.

Veteran marketer and avid sports buff, Lloyd Mathias, is very confident that Indian brands will have a great outing at the football World Cup. “Unlike cricket, football is not a cluttered space for Indian brands. It has also got a more mass global reach. And we are only in the initial stages yet. The viewership build up will be huge as the tournament progresses,” he says. But he points out, it all hinges on how the brand plays it – the creative it puts out!

Himalayan yak gets food animal tag; milk and meat to be used

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<https://dairynews7x7.com/himalayan-yak-gets-food-animal-tag-milk-and-meat-to-be-used/>



The Himalayan yak has earned the food animal tag from the Food Safety and Standard Authority of India (FSSAI).

The categorisation is expected to help check the decline in the population of the high-altitude bovine by making it a part of the conventional milk and meat industry.

Mihir Sarkar, Director of the National Research Centre on Yak (NRC-Y) based in Dirang in Arunachal Pradesh, said his institution had submitted a proposal to the FSSAI in 2021 for considering the yak as a food animal. The FSSAI responded with an official approval a few days ago after a recommendation from the Department of Animal Husbandry and Dairying. “The yak plays a multi-dimensional socio-cultural economic role for the pastoral nomads who rear it mainly for earning their

nutritional and livelihood security due to the lack of other agricultural activity in the higher reaches of the region where it is difficult for animals except the yak to survive,” Mr. Sarkar said.

According to a census carried out in 2019, India has some 58,000 yaks – a drop of about 25% from the livestock census of 2012. The drastic decline could be attributed to less remuneration from the bovid

and discouraging the younger generations from continuing with nomadic yak rearing.

The sale of yak

milk and meat is limited to local consumers. NRC-Y scientists believe the commercialisation of yak milk and meat products will lead to entrepreneurship development. “The recognition will help farmers rear the yak economically and open up several vistas of economic benefits for both farmers and food processors,” Mr.

Sarkar said. Himalayan yak gets food animal

tag; milk and meat to be used Himalayan nomads rearing the animal.

Mother Dairy pledges 101,000 glasses of milk to mark Dr. Kurien's birthday

NOV 26, 2022

<https://dairynews7x7.com/mother-dairy-pledges-101000-glasses-of-milk-to-mark-dr-kuriens-birthday/>



Mother Dairy, India's leading dairy player, has pledged to distribute 101,000 glasses of milk to the underprivileged on the occasion of National Milk Day 2022, marking the 101st birth anniversary of Dr Verghese Kurien, also known as the father of India's White Revolution.

The birth anniversary of Dr. Verghese Kurien, the Father of White Revolution in India, is celebrated as the National Milk Day every year across the country. His "Billion-Litre Idea" – Operation Flood – is the world's largest dairy development programme that made dairy farming as India's largest self-sustaining industry and the largest rural employment provider. It made India the world's largest milk producer from a milk-deficient nation.

Mother Dairy was established in 1974 during this noble initiative of Operation Flood, under the able leadership of Dr. Kurien.

Calling out for participation of its consumers and well-wishers, Mother Dairy has also rolled out a digital game – #OneGlassMilk Game, which can be played

on <https://www.motherdairy.com/OneGlassMilk/>. Through this, Mother Dairy is calling out everyone, seeking support from across the country, to join them in the movement and help them achieve the goal.

Talking about the initiative, Manish Bandlish, Managing Director, Mother Dairy said, "We are indebted to Dr. Kurien for his vision and making India the largest producer of milk. His contribution to the growth of the Indian dairy industry cannot be expressed in words. We began this initiative in 2019 with an aim to spread the importance of milk and milk products, urging public-at-large to promulgate the practice of offering one glass milk as a source of nourishment."

Mother Dairy will distribute 101,000 glasses of milk in collaboration with leading NGOs – The Akshaya Patra Foundation and Apna Ghar – across Delhi NCR.

Mother Dairy was commissioned in 1974. It is now a wholly owned subsidiary of the National Dairy Development Board (NDDB). It was established under the initiative of 'Operation Flood', world's biggest dairy development program launched to make India a milk sufficient nation.

Today, Mother Dairy is a leading dairy player which manufactures, markets & sells milk and milk products including cultured products, ice creams, paneer, ghee, etc. under the 'Mother Dairy' brand. The Company also has a diversified portfolio with products in edible oils under the 'Dhara' brand and fresh fruits & vegetables, frozen vegetables & snacks, unpolished pulses, pulps & concentrates, etc. under the 'Safal' brand. Mother Dairy, through its brands, has a national footprint across all major cities in India, offering a delectable range of products to its consumers.

DGV launches dairy marketplace 'DGV Connect' for cattle discovery

NOV 25, 2022

<https://dairynews7x7.com/dgv-launches-dairy-marketplace-dgv-connect-for-cattle-discovery-and-trade/>



Digivridhi Technologies (DGV), an integrated dairy fintech and marketplace platform in India has recently launched a Bovine discovery platform – DGV Connect. A one-stop shop for dairy farmers, DGV Connect creates a connection between buyers and sellers and offers embedded finance options for facilitating digital cattle loans and insurance.

India's livestock population has expanded from 512.06 million in 2012 to 535.82 million in 2019, representing a 4.6 per cent increase over the last census with an annual growth rate of 0.66 per cent. DGV aims to overcome many hurdles in the sector which are being faced, right from lack of cattle loan options, ambiguity of healthy cattle, and ignorance towards the authenticity of cattle breed to over-dependence on brokers and cattle fairs as well as buying and selling cattle. Encompassing everything from veterinary services to greenery, cattle vaccines, and dairy farming equipment for the long run, DGV Connect is a solution-driven platform for farmers to expand their horizons with regard to cattle selections. DGV Connect cements the vision of the integrated marketplace to digitalise the dairy value chain. Boon to both sellers and buyers, the gaps of brokerage, standardised process of cattle discovery, finances, cattle medications and examinations are bridged through the platform, Digivridhi Technologies described the features.

Bovine rearers can use DGV Connect to sell their cattle by uploading pictures and entering

details such as the day's milk yield and breed after which potential buyers will respond to contact the seller. The application captures crucial details about the cattle that a buyer takes into consideration even in the offline world, before deciding to make a purchase. Interested buyers can use the app to set filters such as distance, breed, price, and yield, to name a few and access a list of cattle for sale in respective areas based on their requirements, the company informed.

Highlighting the launch of the app, Ragavan Venkatesan, Founder, MD & CEO, Digivridhi Technologies said, "It is an integrated digital marketplace connecting buyers and sellers and replicating the offline world on a digital canvas. Buyers will have the flexibility to opt for embedded finance options such as digital bovine loans allowing them to complete digital, paperless, hassle-free access to capital with minimal turnaround time."

"The sellers on the other hand will have access to quality buyers and over the period of time will also have access to digital working capital loans enhancing their capacity to list higher numbers. While India's bovine population is the highest in the world, the yield per cattle is lower. Our marketplace over time will provide more categories which will help increase the yield per cattle by providing veterinary services to greenery, cattle vaccines, and dairy farming equipment for the long run," he added.

"With embedded finance options and loan end-use checks, door-to-door assistance by paravets or Artificial Insemination (AI) workers, the platform is a conscious effort by DGV to establish a connection between cattle buyers and sellers, aiding them to eliminate middlemen, save time and choose from a vast range of indigenous cattle breeds," the company said.

Milma milk will turn costlier by ₹ 6 per litre from December 1.

NOV 25, 2022

<https://dairynews7x7.com/milma-milk-will-turn-costlier-by-₹6-per-litre-from-december-1/>



The Cabinet on Wednesday gave the go-ahead for the hike based on a recommendation made by the Kerala Co-operative Milk Marketing Federation (Milma) last week.

Milma chairman K.S. Mani said the hike became unavoidable due to the increase in the cost of cattle-feed production. Besides, milk prices were last hiked three years ago in 2019. Of the hiked amount, 83.75% would go to dairy farmers, 0.75% to the welfare fund and 5.75% each will go to dealers and the federation. Another 3.5% will go to the regional unions while 0.5% has been earmarked for activities related to plastic eradication.

The dairy farmers will get the same benefit from the ₹6 hike as they did during the

last increase in 2019 when milk prices went up by ₹4 per litre, Mr. Mani said.

A two-member panel appointed by Milma, which submitted its report last week, had suggested a hike of ₹8.57 per litre. The decision to hike the price by ₹6 protects both the farmers and the consumers, Mr. Mani said.

At present, Milma double-toned milk (yellow colour sachet) costs ₹44 per litre, Milma toned milk (dark blue sachet, homogenised) ₹46, and Milma standardised milk (green sachet) ₹52 per litre.

The prices of milk-based products of Milma also are likely to go up soon. Milma has tasked officials to study the possibility of raising the prices.

Mr. Mani said cattle-feed production costs had increased by approximately 12% on November 1, necessitating a hike in milk prices. The two Milma cattle-feed factories had reported losses in the vicinity of ₹18 crore this fiscal.

Increased amount will be passed on to 1 Mill dairy farmers KMF

NOV 25, 2022

<https://dairynews7x7.com/increased-amount-will-be-passed-on-to-1-mill-dairy-farmers-kmf/>



The Karnataka Milk Federation (KMF), which increased the price of Nandini milk and curd by ₹2 from Thursday, said it would pass on the hiked amount to its nearly one million member-farmers who bring milk to the village-level societies daily across the State.

The decision to increase the price was taken at a meeting here on Wednesday, which came after KMF

directors and officials met Chief Minister Basavaraj Bommai on November 21. While the KMF has been

demanding a price revision by ₹5 a litre from last year, it unilaterally announced a hike of ₹3 a litre of milk and curd on November 14, taking the government by surprise. It was only after Mr. Bommai intervened that the new price was put on hold.

Finally, the government on November 21 allowed the hike that would also safeguard the consumer interest, sources said. The hike — after nearly two years and 10 months — has come at a time when small and marginal milk producers are moving away from dairy farming owing to rise in input costs and an almost

stagnant/ lower procurement price given by district milk unions or have started supplying to dairies that offer a higher price. Currently, milk producers get between ₹27 and ₹31 a litre, depending on the milk union and fat content in the milk besides getting ₹5 a litre as an incentive from the State government. The additional ₹2 will help reduce the burden on the milk producers, who have been hit by nearly 30% hike in the input cost over the last two years.

KMF sources said the hike could bring about relief since a large number of farmers in the border districts, especially Kolar, had started supplying milk to private dairies that sell milk at a higher price. "The federation had seen a steep dip in procurement from a peak 94 lakh litres in June to about 78 lakh litres now." The KMF has cited the price of milk marketed by private dairies in the State that range from ₹44 to ₹50 a litre.

India managed to get FTA with Australia by excluding sensitive Dairy sector

NOV 25, 2022

<https://dairynews7x7.com/india-managed-to-get-fta-with-australia-by-excluding-sensitive-dairy-sector/>



The Australian Parliament has approved the India-Australia interim free trade agreement, expected to increase bilateral trade to an estimated \$45-50 billion in five years from the existing \$31 billion, paving the way for its implementation.

The pact, set to benefit labour-intensive Indian industries such as garments, leather, footwear, gems & jewellery, furniture and health, through elimination of import duties and liberalise visa regime for students and professionals, will enter into force 30 days after an exchange of written notifications.

The agreement, which is the first free trade deal signed by India with a developed country in over a decade, will now be sent for Presidential assent in India and executive council approval in Australia.

'Big recognition'

"Australia's Parliament passing the India-Australia ECTA (economic co-operation and trade agreement) is a big recognition of India's

growing global stature. Our IT industry, students and many labour-intensive sectors will soon reap the benefits of this landmark deal," Commerce & Industry Minister Piyush Goyal said on Tuesday.

Negotiations for a comprehensive India-Australia ECTA, which will include areas that had not been fully included or were excluded in the interim deal such as digital trade, government procurement, product specific (rules of origin) and market access in certain areas, are likely to be launched during the Joint Ministerial Commission meeting in January 2023, according to the Commerce Department. Australia has agreed to provide zero-duty market access for 96.4 per cent value of Indian exports on the first day of implementation of the interim ECTA, increasing it to 100 per cent in a few years, leading to great optimism among Indian exporters.

Target 2025

"India's goods exports to Australia will reach \$15 billion by 2025 from \$6.9 billion in 2021 taking full advantage of ECTA, while services should move to \$10 billion by 2025 from \$3.9 billion," according to estimates made by exporters' body FIEO.

Australia, too, will benefit, including in sectors such as wines and wool, as India has agreed to

provide zero-duty market access to 85 per cent of Australian goods. But New Delhi has managed to exclude the sensitive dairy sector and most agricultural items from the ECTA.

Australia has also promised an annual quota of visas for 1,800 yoga teachers and Indian chefs, post study work visas for Indian students, and work and holiday visa arrangement for young professionals.

Milk inflation at a 7.5-year high, prices are lower in the south

NOV 24, 2022

<https://dairynews7x7.com/milk-inflation-at-a-7-5-year-high-prices-are-lower-in-the-south/>



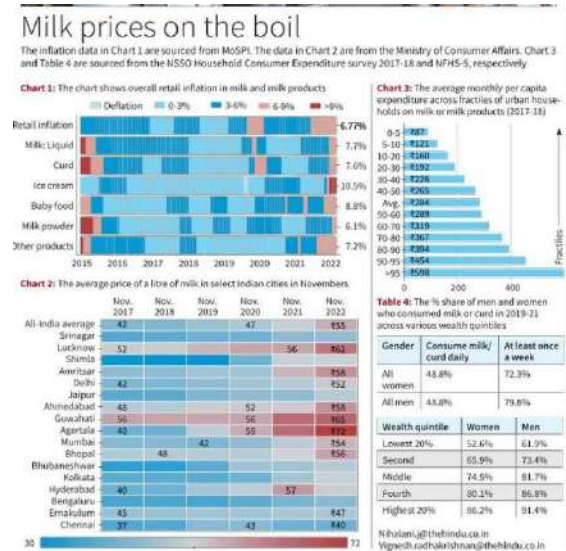
Earlier this week, Mother Dairy hiked the price of full cream milk by ₹1. This means a litre of milk will now cost ₹64. This was the fourth hike in price this year by the leading milk supplier in New Delhi. A month ago, the Gujarat Cooperative Milk Marketing Federation, which sells milk under the brand [Amul](#), raised the price of full cream milk by ₹2. On November 3, Aavin, the brand owned by the Tamil Nadu Co-operative Milk Producers' Federation, also raised the price of full cream milk by ₹12 a litre, which makes the price of one litre ₹60.

Inflation of milk and milk products has continued to go up even though India's overall retail inflation came down in October. Milk inflation accelerated to 7.7% in October, the highest level seen in 7.5 years. Inflation of ice cream accelerated to 10.5% in October — the highest level in at least eight years. Curd inflation was at 7.6%. And baby food inflation at 8.8% was again the highest in at least eight years. Chart 1 shows the inflation levels of milk, milk products and general retail inflation since 2015.

In November, the average price of a litre of milk in India was close to ₹55. In November 2017, it was ₹42 — about ₹13 cheaper. The rise in the price of milk was not uniform

across all cities. Chart 2 shows the average price of a litre of milk in select Indian cities in November 2022 and the five past Novembers. The chart shows a distinct pattern: the average prices increased mostly in the northern, western and north-eastern cities of India. While there were mild increases in milk prices in eastern cities, the average prices did not rise much in the southern cities of Chennai, Bengaluru and Ernakulam. Hyderabad was an exception in the south as it showed a sharp rise in average milk prices.

The average price of milk in November 2022 was lowest in Chennai at ₹40 per litre. In Ahmedabad, the price was ₹58 per litre and in Lucknow, it was ₹62 per litre. In many north-eastern cities such as Guwahathi and Agartala, it crossed the ₹65 per litre-mark.



The Hindu

While comparatively, milk prices have not increased much in the south, this trend may not

hold too for long. While Aavin increased the price in early November, the Karnataka Milk Federation also planned a hike a few days ago, but did not implement it.

The rise in milk prices will hit the poorest the most. Chart 3 shows the average monthly per capita expenditure of urban households on milk and milk products in 2017-18. The data are presented for all the fractile classes: from the lowest spending to the highest. An average urban household spends ₹284 on milk per month. The households in the lowest spending fractile (the poorest 5% households) spend only ₹86 on milk and milk products in a month, whereas the highest spending fractile (the richest 5%) spends ₹598 — a gap of over ₹500. Thus, the price rise will have a greater

impact on poorer households, which already have a high share of those who have not been drinking milk.

Only 52%-62% members in the poorest 20% households consumed milk or curd, whereas 86%-91% did so in the richest 20% of households. Table 4 shows the percentage of men and women who consumed milk in 2019-21 across various wealth quintiles. Also, there is a noticeable gap in milk consumption between men and women, especially in poorer households. So, the price rise will disproportionately impact women in poorer households more as they will be the first to give up drinking milk to compensate for the price hike, widening the inequality further.

Denmark to set up centre of excellence in dairy production in Maharashtra

NOV 24, 2022

<https://dairynews7x7.com/denmark-to-set-up-centre-of-excellence-in-dairy-production-in-maharashtra/>



Denmark will set up a centre of excellence in dairy production in Maharashtra, announced Danish Ambassador to India, Freddy Svane, Tuesday, on his visit to meet Governor Bhagat Singh Koshiyari at Raj Bhavan in Mumbai. He said he had discussed the matter with Animal Husbandry and Dairy minister Radhakrishna Vikhe Patil. Soren Kannik-Marquardsen, minister counselor, regional coordinator South Asia and head of the trade council at the Danish embassy in

India, and Henry Karkada, Denmark's vice-consul in Mumbai, were also present.

Svane said Denmark is offering technological solutions to India for addressing its environmental problems caused by stubble burning. He said his country would like to help Indian farmers become entrepreneurs.

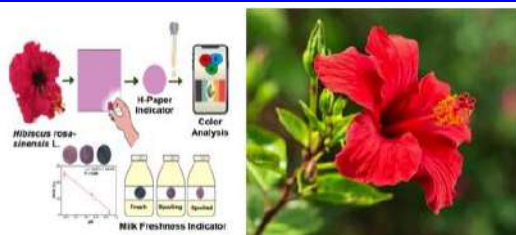
He said Denmark was already working with states such as Uttar Pradesh, Rajasthan and Tamil Nadu. Denmark is setting up a wind park in Tamil Nadu, he said and thanked India for providing Covid vaccines.

Welcoming the Ambassador to Maharashtra, the Governor assured that he would extend all help to Denmark for further strengthening cooperation with the state

Researchers monitor milk freshness with petals, paper and an app

NOV 23, 2022

<https://dairynews7x7.com/researchers-monitor-milk-freshness-with-petals-paper-and-an-app/>



The spoilage of milk, set off by changes in its pH, contributes to wastage of billions of litres the world over, while a cost-effective spoilage tracker for household settings remains elusive.

The use-by date on the milk sachets, a standard indicator, is not always effective in real-time assessment of the milk's freshness.

Two researchers at Christ (Deemed to be University), Bengaluru, have put together findings from existing research on pH-responsive tracking methods, with hibiscus flowers and an android application, to develop an easy-to-use indicator that visually monitors the freshness of milk.

The researchers — Chaithra K P and Vinod T P — rub-coated hibiscus flower petals on paper, which was then used to sample the milk (fresh, packaged and powdered) droplets on. The change in colour of the paper treated with milk, from green to purple to pink, indicated the nature of the samples — fresh, spoiling, and spoiled, respectively.

The pH of fresh milk is estimated at 6.5 to 6.7, which decreases with spoilage. Milk samples adjusted with lactic acid to attain different pH levels (6.68, 6.5, 6.0, 5.5, 5.0 and 4.4) were added to the indicator to confirm distinction among fresh, spoiling and spoiled milk. A real-time sampling of spoilage was also done with milk that was stored in refrigerators and kept at room temperature, for different durations.

After the sampling, the researchers photographed the colour changes, and using an android app, Color Grab, analysed their RGB (red, green and blue) indices. They used the red chromatic shift to quantify these changes, with greater proximity to red indicating higher acidity (and lower pH).

Tracing colour changes

Vinod, Associate Professor, Department of Chemistry at Christ, said the science — involving the use of halochromic materials that change colour in response to varying pH levels — is known but what is new is the advantage of naked-eye analysis and the sensor's applicability in resource-limited settings.

'The anthocyanins (plant pigments) present in hibiscus form the basis of this sensor. It could be a low-cost alternative for real-time monitoring of milk freshness. The expiration date on the milk packets is not always accurate and is applicable only to milk when contained in the packets,' Vinod told DH.

That the indicator does not require an extraction of anthocyanins from natural products or laboratory expertise, and works with easily available materials makes this an ideal starting point for wider research on food quality monitoring, according to the researchers. Vinod said the scope of the indicator could significantly increase with a mobile app that directly computes and displays freshness of the milk. 'In its present form, the indicator takes a few minutes to finish the evaluation,' he said.

The researchers have also pitched the indicator for potential expansion to quality checks on other foods. Their findings were recently featured in the peer-reviewed journal *ChemistrySelect*, published on behalf of Chemistry Europe, an association of chemical societies from 15 European countries.

FSSAI proposes standards for mithais and namkeens

NOV 23, 2022

<https://dairynews7x7.com/fssai-proposes-standards-for-mithais-and-namkeens/>



The Food Safety and Standards Authority of India (FSSAI) is proposing to bring in standards and labelling norms for traditional Indian sweets (mithais) and namkeens sector. Sources said that the food safety authority has had several rounds of deliberations with the industry on the same. It is in the process of seeking stakeholder views on the draft Food Safety and Standards (Food Products Standards and Food Additives) Amendment Regulations, 2022 which is proposing these standards.

The draft regulation defines Indian Mithais as sweets and Namkeens as salty savoury products that are “traditional and innovative-based from Indian heritage and culture.”

Categories

The regulator is proposing standards categorising traditional Indian sweets into milk-based, non milk-based and composite sweets. Milk based- mithais include milk-concentration-based, channa-based and khoa-based mithais. Non-milk based traditional sweets refer to those that are grain-based, dry fruits, nuts and seeds-based mithais.

In terms of labelling norms, the draft regulation proposes that a mithai packages should have the name of the product (such as Khoa burfi) along with relevant categories (such

as khoa-based mithai) on the label. In case of milk-based mithais, the Food Business Operator will need to declare the percent and type of milk solids under the list of ingredients on the label, the draft regulation stated.

The draft has also proposed standards for various categories of Namkeens including fruit and vegetable based, dry fruit and nut-based and composite products besides labelling norms.

Industry's concerns

Industry players have expressed some concerns over the implementation and impact on the growth of the sector which has a large number of unorganised players. As per some estimates, there are over one lakh traditional Indian sweets shops in the country.

In Namkeens sector too, there are a large number of regional and local players besides pan-India players.

Firoz Naqvi, Director General, the Federation of Sweets and Namkeen Manufacturers said, “There is a wide diversity in consumption trends and recipes of sweets and namkeens in the country. For instance, we have over 2,000 varieties of Indian sweets. Implementation of the proposed standards will be very difficult in this fragmented industry and could end up adversely impacting innovation in the segments. As an industry association, we are trying to get samples of various mithais and namkeens tested so we can give as much data as possible to the authority in our comments,” he added.

Jagananna Pala Velluva' Milk collection Scheme begins in Tirupati district

NOV 22, 2022

<https://dairynews7x7.com/jagananna-pala-velluva-milk-collection-scheme-begins-in-tirupati-district/>



Jagananna Pala Velluva programme was launched in 79 villages of Tirupati district on Monday. The target during the first phase of the programme is 100 villages. District Collector K Venkataramana Reddy held a review on the programme with the Joint Collector, District Cooperative Officer and other officials in his chambers. He said that the state was known for producing quality milk in the country. Collection of milk has been started successfully in the district under Pala Velluva scheme with the collection of 2,435 litres of milk from 401 women farmers.

It may be noted that AP Dairy Development Corporation and Amul have entered into an agreement to benefit the women dairy farmers. The Collector said that by forming rural women milk producers' associations, affordable price can be ensured to them. He recalled that the agreement was signed with internationally reputed company Amul on July 21, 2020 in the erstwhile Chittoor district to implement the scheme in Western mandals.

Seeing the huge response for it, the milk collection has been started in Tirupati district as well now and for this, all equipment has been provided at the milk collection centres. The 75-year-old Amul is completely a cooperative society relating to the farmers. Out of the total amount it gets from milk collection, 85 per cent will be paid to the farmers and it will keep 15 percent for maintenance.

It was observed that farmers can get Rs 4 to Rs 15 per litre additionally depending on the quality of milk. The Collector added that arrangements have been made to provide fodder seeds with 70 per cent subsidy at RBKs and 219 BMCUs and 636 AMCUs will be made available to the farmers soon. Efforts were on to provide loans to women dairy farmers to buy dairy cattle.

Joint Collector DK Balaji has toured extensively in Kayam, Nesanuru and Kadirimangalam areas of Vadamalapet mandal and said that the women farmers have been expressing happiness over the new scheme. The milk collection has started successfully and the farmers were getting receipts automatically at the collection centres depending on the quality and they are getting the messages instantly. The messages are showing the litres contributed by the farmers, fat in it, SNF etc., along with the price. Officers of the line departments also took part.

Retail inflation for milk is high, higher for dairy products

NOV 22, 2022

<https://dairynews7x7.com/retail-inflation-for-milk-is-high-higher-for-dairy-products/>



Inflationary pressures on milk remain unabated as Mother Dairy has decided to

hike prices on two of its milk variants, effective Monday. While milk prices have been on the rise this year, dairy products such as curd and ice cream have witnessed even higher levels of inflation.

The rise in milk prices this year is reflected in the retail inflation data as well as average prices across regions. At the same time, other

dairy products have also been adversely impacted. Data sourced from the Statistics Ministry reveal that the retail inflation for milk rose 360 basis points between January and October this year. In the case of ice cream, retail inflation was up over 600 bps, 285 bps for butter and over 400 bps for curd in the same period.

Average prices of liquid milk in the North Eastern region saw the highest increase between January 1 and November 22, followed by the North, East, West and South regions.

Mother Dairy raised the prices of full cream milk and token milk by ₹1 and ₹2 per litre, respectively in the Delhi-NCR region, effective Monday. A spokesperson for the company said 2022 is turning out to be an unusual year for the dairy sector.

Prices on the boil



Source: MoSPI, Ministry of Consumer Affairs

Demand-supply gap

“The industry witnessed a continuous upsurge in raw milk prices owing to factors such as increased feed and fodder prices and erratic monsoon in some major milk producing States, among others. In addition, the demand has been higher both at the consumer front as well as the institutional segment. An outgrowing consumption trend this year has also led to a much higher usage of commodities, ultimately resulting in a demand-supply gap,” the spokesperson added.

“The ongoing mismatch in the demand-supply, even after the festive season, has further

led to firming of raw milk prices. For instance, milk procurement prices have gone up 15 per cent since March 2022, constraining us to revise our prices partially in interest of both the farmers and the consumers. The increase in raw milk prices coupled with the firming up of other input costs have also stressed the consumer prices of our dairy products, wherein we undertook price revision on one or two occasions in some of the categories,” the spokesperson said, while adding that going forward, the company is keeping a close watch on the situation as it progresses.

No relief in sight

Manufacturers of milk products are feeling the heat of rising milk prices and they do not see much relief in the coming months. In its statement, post declaration of the September quarter earnings, Nestle India had said: “We are witnessing early signs of stability in prices of a few commodities such as edible oils and packaging materials. However, fresh milk, fuels, grains and green coffee costs are expected to remain firm with continued increase in demand and volatility.”

Ice cream manufacturers said not just prices of milk, but other raw materials such as butter and packaging materials also saw a price rise of 15-17 per cent during the January-October period compared to the corresponding period of last year. “Even then, there has not been a proportionate increase in ice cream prices with effective hike of not more than 5 per cent because of tough competition,” Sudhir Shah, President of Indian Ice Cream Manufacturers’ Association, said.

He stated that logistics costs have also gone up due to rise in fuel prices which is also affecting retail price of ice creams.

Another reason for rising prices of dairy products, especially curd, is the applicability of 5 per cent GST on all pre-packaged and pre-labelled products with effect from July 18.

Mother Dairy hikes FCM and Token milk prices in Delhi-NCR

NOV 21, 2022

<https://dairynews7x7.com/mother-dairy-hikes-fcm-and-token-milk-prices-in-delhi-ncr/>



This is the fourth round of hike in milk prices this year by Mother Dairy, one of the leading milk suppliers in Delhi-NCR with volumes of more than 30 lakh litres per day.

Mother Dairy has increased the prices of full-cream milk by Re 1 to ₹64 per litre, a company spokesperson said.

Mother Dairy has decided to hike prices of full-cream milk by Re 1 per litre and token milk by ₹2 per litre in Delhi-NCR market with effect from Monday, citing rise in input cost. This is the fourth round of hike in milk prices this year by Mother Dairy, one of the leading milk suppliers in Delhi-NCR with volumes of more than 30 lakh litres per day.

Mother Dairy has increased the prices of full-cream milk by Re 1 to ₹64 per litre, a company spokesperson said.

However, the company has not revised the prices of full-cream milk sold in 500 ml packs. Token milk (bulk vended milk) will be sold at ₹50 per litre from Monday as against ₹48 per litre now.

The hike in milk prices will hit household budgets at a time when food inflation is already at a high level.

Mother Dairy attributed the hike in prices to increase in its procurement cost of raw milk from dairy farmers.

“This year, the entire dairy industry is witnessing a huge gap in the demand and supply of milk,” the spokesperson added.

The availability of raw milk has been impacted due to the increased cost of feed and fodder, and erratic monsoon, putting a stress on prices of raw milk, the company said.

Moreover, Mother Dairy said the demand for processed milk has gone up.

“The ongoing mismatch in the demand-supply, even after the festive season, has further led to firming of raw milk prices. We are therefore constrained to partially pass on the impact with revision in consumer prices of certain variants,” the spokesperson said.

The revision in prices will enable the company to continue supporting farmers with right remuneration while ensuring quality milk for consumers, Mother Dairy said.

Mother Dairy passes on about 75-80 per cent of prices paid by consumers to the milk producers.

On October 16, Mother Dairy increased prices of full-cream milk and cow milk by ₹2 per litre in Delhi-NCR and some other markets in North India.

Rates were raised by ₹2 per litre for all variants in March and August as well.

Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets milk under the Amul brand, is also a major player in the Delhi-NCR market. It sells nearly 40 lakh litres per day.

Milk output in India, the world’s largest producer, is around 210 million tonnes annually.

CSE report focuses on ethnoveterinary for AMR (Antimicrobial Resistance)

NOV 21, 2022

<https://dairynews7x7.com/cse-report-focuses-on-ethnoveterinary-for-amr-antimicrobial-resistance/>



Delhi-based think-tank, Centre for Science and Environment (CSE), will release a special report to mark World Antimicrobial Awareness Week (WAAW) on November 21, 2022, according to a statement.

The publication, prepared by Down To Earth Magazine, is titled Ethnoveterinary medicine: An alternative to antibiotics for the dairy sector. It will be released during a webinar in the afternoon on November 21.

Ethnoveterinary medicine (EVM) involves the use of traditional / herbal preparations in treating diseases of cattle.

CSE, as part of its assessment of EVM, has captured the findings of one of the biggest ongoing programmes on EVM in the Indian dairy sector led by the National Dairy Development Board.

The webinar will include a panel discussion to reflect on this case study, and challenges and possibilities in scaling up EVM as an effective alternative to antibiotics in India and beyond. Antimicrobial resistance (AMR) has been recognised as a 'silent pandemic' and is a global public health threat today. More and more antibiotics are becoming ineffective, and infectious diseases are becoming difficult to treat due to this phenomenon.

Some 4.95 million deaths were associated with, and 1.95 million deaths directly attributable to bacterial AMR across the world in 2019 according to a study in the journal, The Lancet. Apart from health, AMR is also likely to heavily impact livelihood and economies.

WAAW is celebrated globally every year from November 18-24 to create awareness and understanding on the issue.

This year, the theme of WAAW is Preventing Antimicrobial Resistance Together. This highlights the importance of strengthening preventive measures to address AMR by working together through a 'One Health' approach.

"AMR is a One Health issue. It accelerates due to the misuse and overuse of antimicrobials in human health, animal health, food-animal production, aquaculture and crop production," according to the statement.

Waste from farms, factories, community and healthcare settings contributes to the emergence and spread of AMR through environmental routes.

"The global momentum to address AMR is largely driven by stakeholders from human health, and animal sector to some extent. It is important that the issue is addressed holistically through concerted efforts from all these sectors," the CSE statement said.

Prevention implies the adoption of strategies and approaches that can reduce the need for antimicrobials. For example, in human health sector, better sanitation, access to clean water and appropriate hand hygiene can reduce chances of infection and need for antimicrobials.

Similarly, better biosecurity, timely vaccinations, use of alternatives and appropriate waste management can prevent infectious diseases in food-animal production systems. The prevention agenda therefore means preventing pollution and overuse of chemicals. It provides a cost effective and easy option to contain AMR, particularly for low- and middle-income countries which are resource constrained and who cannot afford the heavy cost of clean up after polluting.

First Parag ice-cream plant set up at Bareilly

NOV 20, 2022

<https://dairynews7x7.com/first-parag-ice-cream-plant-set-up-at-bareilly/>



The Uttar Pradesh government announced in a press release that Parag's first ice cream plant was set up in Bareilly, and it displays Chief Minister Yogi Adityanath's initiative to promote industries and employment.

"Chief Minister Yogi Adityanath's initiative to promote industries and employment has started showing its effect. As a result, Parag's first ice cream plant has been set up in the district," the release stated.

As per the release, the greenfield plant was built on Kargaina Badaun Road at a cost of Rs 108 crores. Here around 10,000 litres of ice cream is being made daily, and its supply will be made in the entire state.

"Now the whole of Uttar Pradesh will eat Parag's ice cream," the release stated.

Chief minister Yogi government's Livestock Development Minister Dharampal Singh while inspecting the ice cream plant said "While on one hand, farmers' income will be doubled by making Parag ice cream. On the other hand, people will also get employment. Today, arrangements are being made to sell ice cream and other products from Parag ice cream cart to all Parag dairies and Parag parlours in the state."

The release stated that the Dairy World Summit was organized in Noida for the first time on the instructions of Chief Minister Yogi Adityanath.

State minister Dharampal Singh said that a revolutionary step has been taken in the direction of increasing the milk production of cows and buffaloes. For this 'Sex-sorted semen scheme' has been implemented. This scheme, he said will increase the income of cattle herders.

The release further informed that Artificial insemination of 75 lakh animals would be done in 100 days.

Arrangements have been made for artificial insemination in cows and buffaloes to increase milk. 75 lakh cows and buffaloes will be impregnated in 100 days. In this, semen vaccine will be applied to the cows, due to which a calf will be born. Murrah buffalo semen will be given to buffaloes. Murrah buffalo gives up to 20 litres of milk in a day. This will increase milk. This will directly affect the income of the farmers.

The Yogi government is giving a lot of concessions regarding the dairy project. To promote animal husbandry, a 10 per cent subsidy is being given to those who open dairies. Apart from this, the loan is being provided on banking finance at 5 per cent interest. Besides cows and buffaloes, a subsidy has also been arranged for goat and poultry farming. With this, farmers can increase their income by doing animal husbandry, the release further stated. (ANI)

Can Women from Dairy Industry Power BJP to Gujarat Throne?

NOV 20, 2022

<https://dairynews7x7.com/can-women-from-dairy-industry-power-bjp-to-gujarat-throne/>



The small Ajarpura cooperative office close to the Amul headquarters in Gujarat's Anand bears testimony to change and women empowerment.

For the first time in 75 years, a woman heads the dairy cooperative society. Gayatri Patel is one of those increasing tribe of women who have entered the dairy business and can be seen extracting milk from the many cows she nurtures.

In fact at a recent seminar on dairy, PM Modi said that about 70% of workforce in dairy business in India are women and one-third of the cooperatives are being headed by women. Ajarpura in Anand is one of them.

Gayatri tells News18, "Covid helped me. I thought of new ways to invest such as making handicrafts from cow dung. I have made sales worth over Rs 1 lakh in the past six months. I also think the Bharatiya Janata Party (BJP) has ensured that women lead. I want to take advantage of this as much as I want to help the dairy business."

THE CATCH-22

It's a catch-22 situation though. While there is outrage over any nominal rise in milk price, women from the dairy business suffer if the prices are not raised. Says an Amul employee, "We give payment to these women based on the nutrient and fat content. If prices rise, it helps them earn more."

As you enter Ajarpura, there are pictures of the father of White Revolution, Verghese Kurien. But it's the movie, Manthan, which dominates their life. The 1976 Shyam Benegal

movie tells the story of a vet who arrives at a village in Gujarat to set up a cooperative.

Asha Patel, who works at the same dairy farm now owned by Gayatri Patel, says, "It began as a movement headed by men, but now I think more and more women are coming and taking control. We can do it and we should."

POLITICAL REASONS

There are twin political reasons why the Modi government and the PM are giving a push to women in dairy. One, with a turnover of Rs 8.5 lakh crore, dairy is now a bigger economic propeller than wheat and rice. It's also now becoming a major source of rural economy and hopefully help India emerge as one of the biggest dairy centres in the world. Lately rural-centric, the BJP hopes that pushing for dairy business would help them make major inroads in rural Gujarat where the Congress has been strong and now the Aam Aadmi Party (AAP) is focusing on making a breach. But more importantly, in comparison to 2017, the number of women voters has increased by over 4% and a push for Nari Shakti is part of the BJP's big agenda not just in the state, but also nationally for the 2024 Lok Sabha polls. For those like Gayatri and Asha, the push has helped them reach positions of power and acceptance. "No one stares at us anymore if we milk the cows and carry the milk cans on our head. It's a crown we wear," says Gayatri with a grin before she rushes off to tend to a new calf.

In July, the PM inaugurated over Rs 1,000 crore of milk and dairy projects in Sabarkantha. The Sukanya Samridhi scheme to benefit the girl child was also a part of this.

With focus on tribal and rural areas, dairy business and women empowerment, the BJP calculated that 'happy women' like Gayatri Patel can be the swing factor.

Cruising through the milk ocean with women at the helm

NOV 20, 2022

<https://dairynews7x7.com/cruising-through-the-milk-ocean-with-women-at-the-helm/>



What began as a modest cooperative venture, within a span of just eight years, has turned into the world's largest dairy firm fully owned by rural women —Shreeja Mahila Milk Producers Company Limited (MMPCL).

Launched in 2014 in the Farmer Producer Organisation (FPO) format with its headquarters at Tirupati is now co-owned by a massive 1.09 lakh women from South India. Every woman supplying milk to the dairy is made a proud shareholder of the firm.

The company's journey began with milk procurement from a handful of villages in the Chittoor district with the support of the National Dairy Development Board (NDDB). Today, its roots have spread far and wide covering five districts of southern Andhra Pradesh,

five in Tamil Nadu and one in Karnataka. The secret behind this unprecedented success is the sense of ownership among its shareholders who feel attached to their work.

As a result, it has carved a niche for itself in the dairy-rich southern Rayalaseema region. Apart from conventional milk, curd and buttermilk, the company has expanded its product line by adding ghee, lassi, paneer and yoghurt to address the diverse needs of the market.

Eyeing a huge potential in this segment, Shreeja recently ventured into this market by taking chilled unprocessed milk from the nearby Bulk Milk Cooling Units (BMCUs) to the nearest urban centres. Named as 'Milk ATM', the mobile vending unit was recently flagged off in Tirupati

"Going by the response, we will soon press ten such vehicles into service in Tirupati and explore other Tier III cities in the districts we have presence in," adds Chief Executive Officer Jayatheertha Chary .

Making strides in dairy industry-Vishakha Dairy

NOV 19, 2022

<https://dairynews7x7.com/making-strides-in-dairy-industry-vishakha-dairy/>



Migration of farmers to urban areas and urbanisation have become major challenges for the dairy sector over the years, says S.V. Ramana, MD of Vishakha Dairy

Since its inception in 1977 as a small dairy plant, Visakha Dairy has come a long way in becoming an industry leader and a household

name, especially in the three North Andhra Districts.

It has grown leaps and bounds over the years from milk procurement of about 50,000 litres a day to 8 lakh litres, per day. From a customer base catering only to the employees in the Government sector, today, it has spread its reach to many states.

While its prominent presence is in Andhra Pradesh, Telangana, Odisha and Chhattisgarh, its premium products such as butter, tetra pack and good milk brands can be found in the remote corners of north and north-eastern India.

Farmer base

From a farmer base of about a few thousand, today Visakha Dairy has a milk farmer base of over 3 lakhs only from the erstwhile three districts of Visakhapatnam, Vizianagaram and Srikakulam.

The growth of the dairy was envisaged by its chairman Adari Tulasi Rao. Today, Visakha Dairy has over 1,600 permanent employees and over 100 chilling units spread across the three districts, with an average capacity of 10,000 litres, per unit.

Being a profitable entity in the cooperative sector is no easy task. Drawing inspiration from Verghese Kurien, the father of the white revolution in India and Chairman of [Amul](#), Tulasi Rao since the beginning had focussed on developing the milk farmer base.

“Farmers should not be disturbed and we always stood by the farmers. Even during COVID -19 pandemic, when sales dropped drastically, as all hotels, restaurants, eateries and food kiosks were closed, we did not reduce the procurement to keep the farmers in profitability. Our supply was more than the demand and excess fresh milk was converted into powder” S.V. Ramana Managing Director of Visakha Dairy

The farmer base has always been our strength and this has given us the edge over the others, said S.V. Ramana, Managing Director of Visakha Dairy.

The success story of the dairy is scripted around this concept and a major part of the earnings to date is spent on the welfare of the farmers. “Farmers should not be disturbed and we always stood by the farmers. Even during COVID -19 pandemic, when sales dropped drastically, as all hotels, restaurants, eateries and food kiosks were closed, we did not reduce the procurement to keep the farmers in profitability. Our supply was more than the demand and excess fresh milk was converted into powder,” said Mr. Ramana. From just fresh milk, Visakha Dairy’s product portfolio has expanded over the years from curds to sweets and from butter to different types of milks, which have longer shelf lives.

Innovation has been the key for the dairy and almost all of its machinery is imported from Sweden.

Talking about the CSR for farmers, the MD said that Mr. Tulasi Rao has built a corporate hospital for the farmers and till date about 120 beds in the hospital are reserved for the dairy’s registered farmers, where they are given free treatment.

This apart, we have developed a veterinary service for the farmers. We have about 15 mobile clinics and about 30 veterinary doctors to cater to the needs of the livestock. These are apart from the loan facilities, ₹1 lakh ex gratia to the family when a farmer dies and education grants, he said.

Price rise mitigation

Accepting that the price of milk has risen by over 10% in recent times, Mr. Ramana said that there are a number of contributing factors.

As per him, the cost of livestock (buffalo) has gone up from ₹70,000 to ₹80,000 or even more and the cost of fodder has risen from ₹13 to ₹14 per kg to ₹20 to ₹22 per kg.

This apart, he says that rise in other costs such as power, coal, transport and fuel have all contributed to the rise in the milk selling price per litre.

“The price of coal had risen from ₹3,500 per tonne to ₹12,000 per at one point during the last two years. It is now down to around ₹8,000. All these have a spiralling impact on the selling price, but our goal is to keep it as marginal as possible, as milk is an essential commodity,” said Mr. Ramana.

Challenges for Dairy industry

The major challenge that the dairy industry is facing is migration and rapid urbanisation.

If farmers migrate from the villages to the cities for other means of livelihood, the industry would suffer, as it is directly linked to agriculture and farming. Similarly, rapid urbanisation is shrinking the farm lands, which is resulting in lesser lands for fodder.

Moreover, there is a trend that the present generation is not showing much interest in

farming or dairy farming. This is a challenging phase and it needs to be arrested, he said. To control the growing issue Visakha Dairy is planning to increase the productivity of live-stock through artificial insemination. We have already started the process with the help of NDDB (National Dairy Development Board) and the idea is to inseminate local breeds with hybrid semen, so that productivity increases and farmers get better yield and profits, said Mr. Ramana. Keeping the trend of migration and shrinkage of land, the dairy is focussing on establishing mini dairies, to keep control over the productivity.

(Graphic points)

Incepted in 1977 with a capacity of procurement of 50,000 litres- its procurement capacity has gone up to over 8 lakh litres per day. The introduction of Mutually-aided Cooperative Society Act in 1999 was the turning point, when dairies started to function autonomously

Challenging factors

Migration of farmers to urban reaches
Urbanisation – leading to shrinking farm lands
Starting of mini dairies and increasing the productivity of animals can address the issue

Pune dairies to conduct tests to rule out oxytocin traces in milk

NOV 17, 2022

<https://dairynews7x7.com/pune-dairies-to-conduct-tests-to-rule-out-oxytocin-traces-in-milk/>



Following the Tuesday arrest of six dairy farmers in Pune and the adjoining areas for injecting buffaloes with oxytocin to increase their milk-producing capacity, milk federations such as Katraj and Sonai have decided to conduct the necessary tests to rule out any traces of oxytocin in the milk produced by them

Following the Tuesday arrest of six dairy farmers in Pune and the adjoining areas for injecting buffaloes with oxytocin to increase their milk-producing capacity, milk federations such as Katraj and Sonai have decided to conduct the necessary tests to rule out any traces of oxytocin in the milk produced by them.

According to Dr Madhuri Dhamale, head of the department (procurement) at Katraj dairy, the milk supplied to their dairy units is already checked for traces of antibiotics through the 'antibiotic residual test' and all such milk

showing antibiotic residues above the prescribed limit is rejected as per the standard procedure.

Dhamale said that following the police action against the dairy farmers, the Katraj dairy has issued an advisory to milk producers about what to do and what not to do. "We have communicated to our farmers the same. We will not compromise on our product quality at any cost. We are aware about the police action against the dairy farmers. We have also decided to conduct the 'Elisa test' by selecting random milk samples which will help us identify the oxytocin residue in the milk," Dhamale said.

Whereas Dashrath Mane, chairman of the Sonai dairy from Indapur, said that their dairy uses advanced technology and that they totally control the feed and medicine provided to their cattle. Mane claimed that in such a scenario, it is very difficult for milk producers to use illegal medicines such as oxytocin to increase milk production. "It is true that some farmers are using illegal ways to increase milk production, but our dairy unit is using advanced technology and farmers have to pass

many tests for their milk in Sonai. Hence if anything is found wrong, we reject the milk on an immediate basis,” Mane said. On the backdrop of the police action against the dairy farmers, Mane said he will introduce necessary tests to ensure that their milk is oxytocin-free.

On Tuesday, six dairy farmers in Pune and the neighbouring areas were arrested for allegedly using banned Oxytocin injections to increase the milk-producing capacity of their buffaloes. Oxytocin, a schedule H drug, has been banned from retail sales by the union government since 2018 due to its misuse in the dairy industry to increase the milk-producing capacity of cattle. The central health ministry in 2018 banned the use of oxytocin after experts flagged its side-effects on animals and human beings consuming the milk of these animals. Despite restrictions however, many milk producers have been found using the hormone for increasing their milk yield.

In the latest case on Tuesday, five days after main accused Babubhai alias Aladin Laskar of Kalyan was arrested, the crime branch unit 1 team arrested six dairy farmers for using oxytocin injections to increase the milk production of their buffaloes.

Dinesh Khivasara, assistant commissioner, FDA Pune, said that dairy owners inject cattle with oxytocin to get excess milk instantly. Instead of providing cattle with quality feed, the animals are injected with oxytocin for quick release of milk from their udder, which is an illegal practice. Furthermore, the hormone is harmful to human beings as well. According to the Animal Welfare Board, a substantial part of the oxytocin injected into cattle could be seeping into their milk, with children being most susceptible to its effects. oxytocin is known to impair both hearing and eyesight, and results in exhaustion and loss of energy.

Indian Railways to build boundary walls to prevent cattle being run over

NOV 17, 2022

<https://dairynews7x7.com/indian-railways-to-build-boundary-walls-to-prevent-cattle-being-run-over/>



Amid the recent cases of cattle being over run, the Indian Railways has set a target of building 1,000 km of boundary walls over the next six months in the worst-affected areas across its network, Railway Minister Ashwini Vaishnaw said on Wednesday.

“We are working seriously on the issue of building boundary walls. We are looking at two different designs. While we have approved one, which is a sturdy wall, over the next five to six months, we plan to build 1,000 km of such walls across sections to determine if the design works,” the Minister said.

According to official data, run over cattle have affected 4,000 trains in 2022 so far.

Mr. Vaishnaw added that conventional boundary walls would not be able to solve the runover cattle problem, but will end up affecting villagers around the area. However, he did not share more information on the design, or the material that would be used to construct the wall.

Recently, the newly launched Mumbai-Ahmedabad Vande Bharat Express train was in the news as the “nose” of the train was damaged following three run-ins with cattle in the first nine days of October.

The Minister also announced a new provision under which supervisory cadre in the Railways will have a chance to reach higher pay grades, equivalent to Group A officers, benefiting employees who were facing stagnation in their

jobs. The move will immediately benefit 40,000 supervisor grade employees such as Station Masters, Travelling Ticket Examiners, Traffic Inspectors, among others, whom the Minister described as “field level workers”. On the career rise opportunities for supervisory Railway staff, the Minister said, “This decision will benefit 40,000 supervisors who will get an average monthly wage increase of ₹2,500 to ₹4,000 per month.”

Mr. Vaishnaw said that there was stagnation in the supervisory cadre of the Railways in Level-7 and the scope for their promotions was negligible.

“There was a long-pending demand for the upgradation of the supervisory cadre since the last 16 years (2006). The only scope of promotion was selection in 3,712 vacancies by giving exam in Group ‘B’. Provision has been made for promotion of 50% people in non-functional grade from Level 8 to Level 9 in four years,” he said.

This will entail ₹10,000 crore increase in the wage bill, but the Minister said that the move will be financially neutral as it will be compensated primarily from the savings that the Railways has made in its diesel bill.

Global News

China Excellent Milk Project Attracts the Attention of World Dairy Industry

NOV 30, 2022

<https://dairynews7x7.com/china-excellent-milk-project-attracts-the-attention-of-world-dairy-industry/>



Recently, The 7th International Symposium on Dairy Cow Nutrition and Milk Quality and The 4th China Excellent Milk Project Pasteurized Milk Development Forum organized by Institute of Animal Sciences, CAAS, Institute of Food and Nutrition Development, MARA, Dairy Association of China, American Dairy Science Association, Ministry for Primary Industries of New Zealand and Danish Veterinary and Food Administration were held online in Beijing.

Experts and scholars from China, the United States, Australia, New Zealand, Belgium and the Netherlands were invited to participate in the symposium. At the conference, the use of the “China Excellent Milk Project” logo was released, and Fujian Changfu Dairy Co., Ltd. became the first enterprise in China to obtain the full item authorization of the logo. 64 Chinese

dairy enterprises published a joint action program to produce high quality milk in China.

“China Excellent Milk Project”, which focuses on raw milk upgrading, green low-carbon technology and high-quality milk consumption, has become an important measure to contribute to the action of national people nutrition program and healthy China strategy. The implementation of “China Excellent Milk Project” has increased the lactoferrin content of domestic quality pasteurized milk from 10.4 mg/L in 2017 to 44.8 mg/L in 2021, eight times more than that of imported products. China’s domestic dairy industry is changing from the traditional homogeneous competition that relies on changing colors, varieties and excessive advertising packaging to improving the internal quality.

Nan Zheng, leader of the implementation team of “China Excellent Milk Project” and Executive Vice President of China Excellent Milk Alliance, has formulated the first international lactoferrin detection standard together with her team and established a three-dimensional evaluation method of milk quality based on enzymes, active proteins and furosine.

Cheese sales drive U.S. dairy consumption growth

NOV 30, 2022

<https://dairynews7x7.com/cheese-sales-drive-u-s-dairy-consumption-growth/>



Total domestic consumption of milk in all products returned to positive annual growth during the third quarter, for the first time since early this year. Strengthened use of all cheese was a key driver of this positive development. Meanwhile, U.S. dairy export volumes backed off a bit during the third quarter from their record pace during the prior quarter but kept the U.S. dairy industry on an almost certain path to set yet another calendar year record. Year-to-date performance through the third quarter was 18 percent of total U.S. milk solids production, up significantly from the current 17.3 percent calendar year record set in 2021.

The U.S. dairy industry has now clearly resumed increasing milk production after many months of below year-ago levels. Despite this greater supply, dairy product prices, which had been falling in recent months, found a floor and rebounded in some cases during October. Retail price inflation for all items, the categories of food and beverages, dairy products and for most individual dairy products moderated in October from a month earlier.

The Dairy Margin Coverage program generated a second payment for 2022, of \$0.88/cwt for Tier 1 coverage at the \$9.50/cwt level, in September. The CME Group dairy futures and USDA's dairy outlook are currently indicating that milk prices will be about \$2.50 to \$3.00 per hundredweight lower in 2023 than this year.

Commercial Use of Dairy Products

The rolling 3-month changes from a year earlier in the domestic commercial use of milk in all products turned positive in September. These aggregate measures of consumption change in the U.S. market had been consistently negative since February. The recent change doubtless reflected positive trends in both retail and food service consumption, the two major drivers of Americans' dairy foods consuming behaviors. American-type cheese consumption recovered during July–September from a spring and summer slump, while other cheese resumed stronger increases than those during the summer months. Fluid milk, yogurt and butter consumption, by contrast, have remained almost consistently in negative growth territory in the United States this year.

U.S. Dairy Trade

U.S. exports of American-type cheese declined by almost 20 percent during the July–September third quarter from their relatively high levels during the second quarter. Total cheese exports declined by just over ten percent over the same time. Total U.S. dairy exports backed off to 18.5 percent of total U.S. milk solids production from 19.3 percent as well. Nevertheless, third quarter export performance remained near record high levels, keeping the U.S. dairy industry on an almost certain path to set yet another record for export volumes during a full calendar year. U.S. dairy imports saw few significant developments during the third quarter, with a 15 percent annual increase in casein imports highlighting the period.

Milk Production

The USDA/NASS September milk production report revised the past several months of milk production data to now clearly show U.S. milk production rising again after many months below year-ago levels. The revised data show U.S. milk production rose over year-earlier levels by

0.5% in July, 1.7% in August and 1.5% in September. U.S. dairy cow numbers edged back above their level of a year earlier in September, following many months below. Total U.S. milk solids production gains again exceeded those of raw milk production by more than half a percentage point.

Dairy Products

Rising U.S. milk production during the third quarter of 2022 has yet to show up noticeably in the period's dairy product production data, compared with the rolling three-month period a month earlier. Annual growth in all types of cheese, butter and whey products declined over those two periods.

Dairy Product Inventories

Cheese stocks kept falling in September from the record levels they reached at the end of July. While all types of cheese did so in August, the further drop in September was due entirely to non-American varieties. End of September butter stocks were 86 percent of their average level during the previous four Septembers. Dry skim milk inventories declined along with butter from August to September, while dry whey stocks were stable for the month.

Dairy Product and Federal Order Class Prices

As expected, dairy product prices that had been falling in recent months found a floor and rebounded in some cases during October. That month's nonfat dry milk and dry whey prices were stable from September, while cheese prices staged a not insignificant rebound. Butter prices, which had yet to fall, reached another monthly high in October. These various product price behaviors caused a larger increase for the month in the October Class III price than that for Class IV. The gap between the two therefore narrowed in October, from almost five dollars per cwt to just over three.

As measured by the year-over-year rate of increase in their respective CPI's, the most common measure of retail price inflation, the over-

all cost of living, general food and beverage inflation and overall inflation for dairy products and for most individual dairy product categories receded modestly in October from a month earlier. Butter was one of the few exceptions, with its annual CPI rise creeping up a tenth of a percent to 26.7 percent. This will also likely change soon, given the wholesale butter price drop in November.

Milk and Feed Prices

The September margin under the Dairy Margin Coverage program was \$8.62/cwt, up by \$0.54/cwt from the August margin and generating a payment of \$0.88/cwt for Tier 1 coverage at the \$9.50/cwt level under the program. The September U.S. average all-milk price rose \$0.10/cwt from August. The DMC feed cost formula produced a \$0.45/cwt lower feed cost for the month, due almost entirely to lower soybean meal and corn prices (numbers don't add exactly due to rounding). Together, the September payment and the August one for \$1.42/cwt will return more to producers enrolled for \$9.50.cwt Tier 1 coverage than their annual premium payments.

Looking Ahead

Current forecasts indicate that, of the remaining three months in 2022, additional payments under the Dairy Margin Coverage program are most likely to occur in December. Dairy futures currently indicate the all-milk price will rebound in October and November from August and September levels. USDA's Farm Service Agency opened enrollment for both calendar year 2023 DMC and for Supplemental DMC on Oct. 17. The deadline to enroll is Dec. 9.

USDA's November World Agricultural Supply and Demand Estimates (WASDE) report made mostly modest downward adjustments from a month earlier to its product, class and all-milk price forecasts for calendar years 2022 and 2023. The CME-based forecasts at the time of the two reports showed much the same pattern for those same prices.

WASDE milk production forecasts in the November report were little changed from a month earlier, with an increase of just 100 million pounds for 2022 and no change in the 2023 forecast. The November forecasts indicate that 2022 production will be 0.3 percent higher than

in 2021 and 2023 production will be up by 1.0 percent from this year. Taken together, the CME and the WASDE are currently indicating that milk prices will be about \$2.50 to \$3.00 per hundredweight lower in 2023 than during this year.

Further price increases pose threat to UK meat and dairy demand – AHDB

NOV 29, 2022

<https://dairynews7x7.com/further-price-increases-pose-threat-to-uk-meat-and-dairy-demand-ahdb/>



Nine in 10 consumers have noticed the price of food increasing in supermarkets, with 62% concerned about food costs (AHDB/ Blue Marble Trust Research 2022), according to AHDB Senior Retail Insight Manager Kim Heath. This will come as no surprise as food and non-alcoholic beverage inflation hit 14.6% in September (ONS).

Economics dictates that as a general rule, as prices rise, consumers demand less of that good. However, with food being an essential good there is less scope to reduce that demand. Therefore, there are other ways consumers are trying to mitigate the price rise within the meat and dairy categories. These were covered in AHDB's recent Cost of Living webinar and include trading down of products, tiers and stores. We also reported how expense has become the most prominent reason for meat and dairy reduction. As inflation is predicted to continue, in this article AHDB explores the potential impact of further price rises on meat and dairy volumes.

In the last 12 weeks significant price rises have been seen across the meat and dairy categories.

Most prominently for chicken and beef within meat, and milk and yellow fats within dairy. Contributing to this has been a scale back on promotions. Within meat, fish and poultry (MFP) 22% of volumes sold recently were on promotion, versus 25% last year. For cheese it was 21% this year versus 26% last year (Kantar, 12 w/e 2nd Oct 22). This is at a time when 53% of shoppers plan on making more of offers and price reductions in store (Two Ears One Mouth, Oct 22), and shopper data highlights the importance of deals to attract lost shoppers back to a category, as well as encourage loyalty. So, is it time to increase support on promotions? It is also important to consider how rising retail prices impact farmers and others in the supply chain. Most farmers would see rising prices as a good thing, but its important to recognise that if prices rise to a level where customers reduce demand, this will cause prices to drop back. This has been observed in dairy wholesale markets recently. For instance, spot prices for butter fell back from very high levels in October as buyers reduced demand. If they continue to fall, this will put pressure on farmgate prices. Analysing purchasing habits from the last 12 weeks, during this inflationary context, allows AHDB to quantify how many GB households have bought into meat and dairy categories at different price points per pack. This then allows us to predict potential buyer loss if prices were

to rise further. From this we can estimate the impact on purchase volumes.

A working example – The average price point of an MFP product* was £2.91 in the last 12 weeks (ending the 2nd Oct 22) compared to £2.65 in the comparable time period last year. Based on previous behaviour 99.7% of consumers are willing to pay £2.91, compared to 99.8% who are willing to pay £2.65. Therefore, a 26p increase in price per pack results in a potential drop of 0.1% of MFP buyers who are now no longer willing to pay.

*An MFP product could be any product involving meat apart from pizza. This includes primary, processed, added value, ready meals, pies/pastries etc

However, the definition of MFP is wide, ranging from lower priced products such as sausage rolls, to higher priced products such as lamb roasting joints. Therefore, we have taken the same approach but for some specific cuts and analysed how many more potential buyers could be lost if the average price per pack were to increase further.

Of the three meat cuts we analysed, beef mince has seen the fastest increase in average price per pack (+11%) and by far the sharpest drop in buyers willing to pay the average price. This is an example of high price elasticity – consumers are highly sensitive to any price rise and respond by switching away from beef mince. In the last 12 weeks primary beef has seen switching to chicken and processed meats as shoppers seek out cheaper alternatives. If the average price per pack were to increase by another 5%, we would expect a further 10% of shoppers unwilling to pay the average price. If we assume each buyer spends equally, and these shoppers leave the category, then this loss of buyers could result in a volume loss for the beef mince category of approximately 3,200 tonnes in a 12-week period.

Pork sausages have also seen a significant increase in average price per pack in the last 12

weeks (+10%) but they appear to be more resilient as they are already a cheaper MFP option. In economic terms, the demand for pork sausages is less elastic and consumers are less sensitive to any price rise. Cheaper MFP goods are likely to be less price elastic as there is less scope to trade down or switch to less expensive options. However, if the average price per pack were to increase by another 5%, a further 4% of buyers could be lost. Using the same assumptions as beef mince, this loss of buyers could result in a volume loss for pork sausages of approximately 1,500 tonnes in a 12-week period. Lamb roasting has seen a relatively small increase in average price per pack year-on-year at only +1%. It has therefore seen the smallest drop in buyers not willing to pay the average price. This example highlights the complexity of predicting price responses for particular food products. Different consumers respond to price increases in different ways, according to their own individual circumstances. Lamb is a relatively expensive protein and, therefore, is less price elastic due to the shopper profile of lamb consumers. However, even these relatively affluent consumers will respond, albeit less dramatically, to price rises. This is reflected in the analysis which shows that there is only so much consumers are willing to pay. If the average price per pack were to increase by 5%, 6% of buyers may not be willing to pay the new price. If we assume each buyer spends equally, and these shoppers leave the category, this loss of buyers could result in a volume loss for lamb roasting of approximately 200 tonnes in a 12-week period.

Within dairy, cow's milk has seen the fastest increase in average price per pack by far (+32%). The reasons for this are investigated in our article on how cow's milk remains the best value-for-money versus alternatives. However, many shoppers are still willing to pay the average price or buy smaller pack sizes to mitigate. We know dairy, and particularly milk, is seen as a

staple product in many households and therefore it is naturally going to be more resilient than other categories. In economic terms, the demand for milk is less elastic and consumers are less sensitive to any price rise. This is because there is less scope to trade down tiers and fewer alternatives. Saying that, if the average price per pack were to increase by a further 5%, we estimate another 8% of buyers may not be willing to pay the average price. If we assume these shoppers leave the category and each buyer spends equally, this loss of buyers could result in a volume loss for cow's milk of approximately 89m litres in a 12-week period. However, we need to remember that this analysis is based on past behaviour and because of these record highs for cow's milk prices, and the fact it is a firm fridge favourite, these predictions need to be treated with caution. They do however highlight the risk to the category overall with shoppers needing to trade down pack sizes for the category to remain affordable. Yellow fats have also seen a significant increase in average price per pack in the last 12 weeks (+22%) and by far the sharpest drop in buyers willing to pay the average price. This is an example of high price elasticity – consumers are highly sensitive to any price rise and respond by trading down within the category or leaving it completely. In the last 12 weeks, yellow fats have seen switching from block butter to margarine as the price gap widens, as well as shoppers leaving as they do not deem it essential.

For example, you can opt to remove butter from a cheese sandwich as it is not a main component, but you can't remove the cheese. If the average price per pack were to increase by another 5%, a further 4% of buyers may not be willing to pay this and could be lost. If we use the same assumptions as we did in milk, this loss of buyers could result in a volume loss for the yellow fats category of approximately 2,800 tonnes in a 12-week period.

Cheese has seen the smallest price per pack increase year-on-year (with supply agreements typically being fixed for longer term compared to other dairy categories), at +14%. Despite shoppers remaining loyal (as mentioned above cheese is typically a key component of a dairy based meal), we do know people are trading down tiers and stores to ensure they can still stock this family favourite. If the average price per pack were to increase by another 5%, a further 1% of buyers could be lost. Again, if we assume the same as above, the loss of buyers could result in a volume loss for cheese of approximately 1,100 tonnes in a 12-week period. This analysis gives us an idea of the scale of impact price rises have on meat and dairy categories. As prices rise, demand inevitably falls, until we find a new equilibrium. The findings highlight the continued need for tactical and strategic support to ensure categories remain in shopping baskets, because we know that once shoppers have left a category it is hard to win them back.

Prinova Europe launches new natural antimicrobial preservative

NOV 28, 2022

<https://dairynews7x7.com/prinova-europe-launches-new-natural-antimicrobial-preservative/>



Prinova Europe is launching a potent new plant-based antimicrobial that inhibits the growth of yeasts, moulds, and bacteria, addressing the increasing demand for natural preservatives.

PlantGuard™ AM is the latest addition to the company's botanical-derived range of preservatives, which enable manufacturers to use natural clean-label solutions to minimise food waste. The portfolio will make its first live show appearance at Food Ingredients Europe (6-8 December).

PlantGuard™ is a proprietary blend of natural extracts from plants that have been used in nutritional supplements for many years due to their antioxidant properties. It is highly effective for extending freshness and shelf life, delaying the onset of rancidity, hindering microbial growth, and conserving flavour and colour.

The heat-stable, neutral-tasting preservatives perform well against synthetic alternatives in a range of foods and beverages. PlantGuard™ AM, which can be used in applications including dairy, fish, meat, fruit, vegetables, cereals, and juices, will be showcased at FiE alongside the antioxidant PlantGuard™ FS (fat-soluble for high-fat applications such as pastries, fried foods, and mayonnaise) and WS (water-soluble for lower-fat products including bread, reduced-fat spreads, and sauces).

Since PlantGuard™ can be used in such a broad range of applications, it can replace artificial preservatives across a number of product lines. Prinova's technical team works with customers to help them select the optimal solution for their brands. The low dose rate and cost-in-use that compares well with alternatives enable further economies of scale.

At FiE, Prinova Europe will be debuting two new concepts – cookies with PlantGuard™ FS and grissini with PlantGuard™ FS and WS – demonstrating how PlantGuard™ can be used to create on-trend products that meet the growing consumer demand for naturality.

James Street, Director of Marketing EMEA & APAC at Prinova, said:

“Global macro trends have been developing in the natural space for some time, and the pandemic has only heightened consumer awareness of food's impact on wellbeing, driving a surge in interest for product transparency and the shift away from artificial preservatives, E numbers, and long product labels.”

He added, “We created PlantGuard™ as a direct result of manufacturer interest in natural antioxidants to meet this increasing demand for simple, authentic ingredients. We're excited to provide a solution that leverages the functionality of natural ingredients to tick all the boxes for manufacturers and consumers – clean-label, less food waste, longer shelf-life – in fresh produce and packaged goods.”

Less burping, more meat and milk: How to tackle the climate crisis

NOV 25, 2022

<https://dairynews7x7.com/less-burping-more-meat-and-milk-how-to-tackle-the-climate-crisis/>



Africa's livestock farmers are at the forefront of climate change.

Images of parched landscapes littered with the carcasses of starved cattle are becoming all too familiar as droughts increase in frequency and severity.

But cattle farming globally is also one of the causes of climate change. The world's three billion or more ruminants – cattle, sheep and goats – produce methane, one of the most potent greenhouse gases, as a by-product of digestion.

All too often, discussions about climate change focus on the negative aspects of livestock production.

Another side to the story was heard at the COP27 climate negotiations in Egypt.

This is the first year that food and agriculture have featured so prominently. And there is a clear message: sustainable livestock farming can play a key role in reducing emissions, especially methane, and in delivering various environmental and social benefits.

The ruminant digestive system is responsible for 27 per cent of methane emissions from human activity.

And methane in turn contributes more than 15 per cent of the greenhouse gases released to the atmosphere.

Unlike the main greenhouse gas, carbon dioxide, which persists in the atmosphere for thousands of years, methane breaks down in about

12 years. That means that the benefits of reducing methane emissions today would be swiftly felt.

Livestock farmers will have a crucial role to play – and they can.

We are part of a global network of livestock experts who have identified strategies that could help farmers reduce their enteric methane emissions (a by-product of the natural digestive process occurring in animals) and, in some cases, improve their productivity.

We did this by analysing 430 peer-reviewed papers about reducing enteric methane emissions from livestock.

Most of the projects featured in the meta-analysis responded to the need to tackle climate change. Of the 98 strategies described in the papers, we identified eight which were particularly promising.

Three of these strategies – raising feed intake, using younger and less fibrous fodder, and feeding more concentrates – significantly reduced emissions per unit of milk and meat gained. We called these product-based strategies. They didn't necessarily reduce enteric methane emissions per animal, for the simple reason that more feed generally means more emissions.

In contrast, the other five strategies lowered the enteric methane emissions per unit of milk and meat, and reduced the emissions per animal, without compromising animal performance. These the team called absolute emission strategies. Putting additives in livestock feed to inhibit methane production is one – but these additives also add to farmers' costs.

The three product-based strategies would lead to an average 12 per cent decrease in enteric methane per unit of milk or meat and an increase in animal productivity by a median of 17 per cent.

The five absolute emission strategies would decrease daily enteric methane emissions by an average of 21 per cent.

The team calculated that globally, 100 per cent adoption of the two most effective strategies, one from each category, would enable the livestock sector to meet the target of keeping global warming below 1.5°C by 2030.

Unfortunately, by 2050, mitigation efforts would be offset in low- and middle-income countries by relatively rapid population growth and the associated increase in demand for red meat and dairy products.

There are clearly two very different stories here, one for high-income countries and another for low- and middle-income countries.

In most high-income countries, population growth is low, and per capita demand for livestock products is already high and unlikely to increase. Under a business-as-usual scenario, taking Europe as an example, enteric methane emissions from livestock would rise by only around 11 per cent by 2050.

On the other hand, under business as usual, with Africa as an example, enteric methane emissions would rise 87 per cent by 2030 and 220 per cent by 2050.

That is because in low- and middle-income countries, population growth is still high and per capita demand for livestock products is low and likely to increase. In short, it would be easier for high-income countries to meet the 1.5°C

target than low-income countries. And their strategies would differ.

In major dairy-producing countries like the Netherlands, using the two most effective strategies could reduce methane emissions by 33 per cent by both 2030 and 2050. But farmers might demand incentives to include additives to animal feed, as the strategies would raise production costs but not productivity.

Our research suggested that employing the two most effective mitigation strategies would reduce the increase in enteric methane emissions from 87 per cent to 26 per cent by 2030 in Africa. That's a significant improvement on doing nothing.

In most African countries, the focus would need to be on increasing feeding levels, decreasing forage maturity and adding some concentrate. This would not only help to reduce enteric methane emissions per unit of product, it would also raise animal productivity. Clearly, additional strategies will be required if livestock farmers are to keep to the 1.5°C target.

Top-down approaches seldom work, so it will be essential to involve farmers, farming organisations, the private sector, governments and international agencies. While there is rarely a 100 per cent adoption rate for any strategy, we have tangible solutions to reduce livestock enteric methane emissions, while at the same time improving productivity and livelihoods in the places that need it most.

Wilk Presents world's First Cell-based Yogurt in Israel

NOV 23, 2022

<https://dairynews7x7.com/wilk-presents-worlds-first-cell-based-yogurt-in-israel/>



Wilk (TASE: WILK), a developer of authentic, cell-cultured human and animal milk and milk components, has announced the successful development of the world's first yogurt developed with cell-cultured milk fat. The hybrid product has been validated by external laboratories confirming it meets the necessary chemical and biological requirements and presented to select members of the Israeli public for tasting.

The new yogurt is a first-of-its-kind hybrid product, incorporating milk fat developed through cell-culturing technology to provide the full nutritional benefits found in real milk fats. The result of Wilk's intensive research and development efforts, the yogurt serves as a concept product, providing validation of the company's technology and potential future capabilities. "This is a significant milestone, not just for Wilk, but for the Israeli FoodTech space and wider global industry," said Tomer Aizen, CEO of Wilk. "It signifies a major breakthrough in demonstrating our ability to produce functional cell-cultured milk components that can be integrated into a wide array of dairy products and

brings us closer to realizing our goal – to produce authentic dairy products in a sustainable and environmentally conscientious manner that will drive the industry forward."

Milk fat has a significant influence on final dairy products, providing the distinctive flavors and textures unique to foods such as yogurt. It is precisely for this reason that the company chose yogurt as the first hybrid product containing cell-cultured fat.

The new product will also support Wilk's efforts in developing human milk fat components for integration into infant formula. The nutritional benefits of cultured human milk fat play a central role in maintaining an infant's digestive system, as well as the development of its brain and nervous system. Wilk is directing the majority of its resources to developing cell-cultured human milk fat for infant formula. This will be used to replace vegetable fats currently present in formula, helping to improve the development of premature and other at-risk infants.

About Wilk

Wilk operates at the crossroads of Biotech and FoodTech, developing technologies for producing cultured human breast and animal milk. Having launched operations in 2020, the company holds patents on laboratory production processes that replicate the milk-producing cells of humans and other mammals to create 100% real milk and milk components in laboratory settings. Wilk is publicly traded on the Tel Aviv Stock Exchange under the ticker symbol "WILK."

PFA discards 2,000 litre fake milk

November 22, 2022

<https://www.thenews.com.pk/print/1012420-pfa-discards-2-000-litre-fake-milk>

LAHORE: Punjab Food Authority (PFA) has registered a case against a milk adulteration mafia and discarded 2,000 litres of fabricated milk during a raid in Khudian on Kasur Road.

Meanwhile, the dairy safety team confiscated nine canisters of ghee, six sacks of powder, two mixing machines, 10 non-food grade drums and other material. The raiding team unearthed the unit on the tip of PFA Vigilance Cell.

PFA Director General Mudassar Riaz Malik informed this on Monday. He said that the fabricated milk was being produced with substandard ghee, whey powder and hazardous chemicals. He said that adulterated ingredients were usually used for increasing the thickness and quantity of milk.

He said that adulterated milk was supplied to different local milk shops at a cheap rate. He has requested the general public to point out fabricated milk production units for rooting out the menace of adulteration from Punjab.

PFA Unearths Fake Milk Production Unit

November 21, 2022 | 07:14 PM

<https://www.urdupoint.com/en/pakistan/pfa-unearts-fake-milk-production-unit-1598071.html>



LAHORE, (UrduPoint / Pakistan Point News - 21st Nov, 2022) :The Punjab Food Authority (PFA) registered a case against milk adulteration mafia and discarded 2,000 litres of adulterated milk during a raid in Khudian on Kasur Road, here on Monday.

The dairy safety team confiscated nine canisters of ghee, six sacks of powder, two mixing machines, 10 non-food grade drums and other material.

The raiding team unearthed the unit on the tip-off of the PFA Vigilance Cell.

PFA Director General Mudassar Riaz Malik said that fabricated milk was being produced with substandard ghee, whey powder and hazardous chemicals. He said that adulterated ingredients were usually used for increasing the thickness and quantity of milk.

The slogan of providing healthy food 'From Farm to Fork' is not merely a saying but is the top priority of authority under the mission of the Punjab government "Safe Food, Healthy Punjab," the DG added.

4 Concerns Weighing on Dairy Producers for the Year Ahead

November 21, 2022

<https://www.dairyherd.com/news/business/4-concerns-weighing-dairy-producers-year-ahead>

We have found our way back to a new normal after enduring a world pandemic that impacted every corner of the world. Although, 2022 certainly was far from a normal year for dairy farmers. While \$30-plus milk prices were welcoming, many producers shared that it didn't last long enough and wasn't high enough to absorb the stifling inflation that also has impacted everything—from labor to feed costs, to everything else in between. These four topics are on the minds of producers in the year ahead.

Labor Pains Continue

With rising minimum wage and other industries competing for labor, retaining good farm labor continues to be a top concern for producers. When it comes to turnover, leading experts say a producer shouldn't just chalk it up that an employee left for more money. Pausing to understand your workforce's needs can help minimize turnover in the long run.

New York now ranks alongside California and Washington state in phasing in a 40-hour overtime threshold by 2032. The base will drop four hours per week every two years beginning in 2024.

According to Stan Moore with Michigan State University Dairy Extension, labor costs are about 14% of a dairy's total expenses. A recent USDA Ag Prices Report outlined that labor expenses were up 7.3% compared to 2020.

Feed Prices and Availability

The rise in feed costs has made it a bigger challenge for producers to manage input costs. Experts are predicting feed costs to stay elevated until summer 2023, if not longer. Add in dry conditions in Argentina and the uncertainty with Ukraine, and next summer's feed availability is certainly hard to predict.

The drought out west is a top concern for many dairy producers. Coupled with the record-low

level of reservoirs, and states like California are going to continue to get hit with reduced water allocations, making it harder to grow feed for livestock.

The lack of railroad workers threatened the possibility of a railroad strike that impacted grain availability in parts of the west and southwest this past year. Finding alternative grain sources isn't for the faint of heart and retooling rations becomes a harder task, especially when feed alternatives are harder to come by.

Experts underscore the importance of utilizing risk management tools to drive home profitability.

Carbon is King

Methane digesters are certainly not something new, but this past year, more dairies have put in methane digesters. Powering a community by what was once considered waste is not only helping a farm's sustainability efforts, but it's also generating additional income.

Jeff Simmons with Elanco not only thinks climate neutrality is possible for the livestock industry, but he believes the dairy industry is well on its way. Simmons says there are four ways farmers can reduce their environmental footprint and cash in on carbon.

How are you caring for your land?

How are you creating less methane coming from a cow regarding how you feed her?

What are you doing with manure and waste?

What are you doing with the environment and social governance?

Some of the most innovative dairy producers across the country are less than two years away from making more money off carbon contracts they sell than the dairy products they produce.

Next Farm Bill

All eyes and attention will be focused on the Farm Bill that is set to expire at the end of 2023. Experts tell me that a 500-foot view is needed

to get the 2023 Farm Bill written. Big discussions are needed, and so is a unified dairy industry coming together to tackle big issues, like

federal orders, depooling, make allowances and immigration reform.

Raw milk dairy sets up shop in Western Washington

November 20, 2022

<https://www.foodsafetynews.com/2022/11/raw-milk-dairy-sets-up-shop-in-western-washington/>

Aspen Bokor had grown up around cows so now that she and her husband Nick had a farm in Western Washington, they thought about getting one.

As she went searching through Craigslist, she spotted a post for a dairy cow. Good idea, she thought, since Nick loves milk — to the tune of up to one-half gallon or so a day. It looked like a good cow and was advertised as being healthy. In addition to buying Peaches, the Guernsey cow posted on Facebook, she bought 2 more cows, both Guernseys. She's currently milking 2 cows, Peaches and Delilah. She gets an average of 10 gallons a day. Peaches are due to have a calf in March.

Two years ago, Bokor launched Peachy Keen micro-dairy. She was on her way. But there was more to come.

On Sept. 9 this year, Peachy Keen micro dairy was licensed to sell raw milk. As such, it is the only dairy in Skagit County licensed to sell raw milk. Washington state is one of 11 states that allows the sale of raw milk in retail stores. Twenty states prohibit the sale of raw milk for human consumption.

While some people swear by the health and nutritional benefits of raw milk, others warn of its dangers.

the risk of getting sick from drinking contaminated raw milk is greater for infants and young children, older adults, pregnant women, and people with weakened immune systems, such as people with cancer, an organ transplant, or HIV, than it is for healthy older children and adults. But healthy people of any age can get

very sick or even die if they drink raw milk contaminated with harmful germs.

Raw milk is milk that hasn't been pasteurized to kill harmful foodborne bacteria such as E. coli, Brucella, Campylobacter, Cryptosporidium, Listeria, and Salmonella that might be in the milk. milk can get contaminated in various ways, among them, animal feces coming into direct contact with the milk; bacteria that live on the animal's skin; feces, dirt, and processing equipment; and unsanitary conditions in the milk processing plant.

According to the Washington State Agriculture Department, foodborne illness outbreaks associated with raw milk or raw milk products such as soft cheese, yogurt, and ice cream occur every year. That's why this label is required for any sale:

“WARNING: This product has not been pasteurized and may contain harmful bacteria. Pregnant women, children, the elderly, and persons with lowered resistance to disease have the highest risk of harm from the use of this product.”

Yet despite this targeted advice, Washington's Agriculture Department describes the demand for raw milk as “explosive,” citing an increase in raw milk dairies from 6 in 2006 to 39 in 2016 in Washington alone. Since then, even more, have come on board.

When explaining why the state is licensing raw milk dairies, a state department official said that it's “a practical way for dealing with reality.” If raw-milk sales are illegal, consumers will

seek it out anyway, putting themselves and their families at risk.

More about Peaches

Bokor was happy to learn that Peaches is a registered pure-bred Guernsey cow, formerly owned by a 4-H member. She also discovered that Guernsey milk, often referred to as “golden milk,” has a lot of health benefits.

Bokor also learned that most Guernsey cows produce milk containing the A2 protein, while milk from most high-producing cows such as Holsteins contains the A1 protein.

“It was complete luck. We got exactly what we wanted even though we didn’t know that it was what we wanted,” said Bokor, smiling at the irony of it.

Bokor said her dairy’s raw milk immediately proved to be popular. Not long after the dairy received its license to sell raw milk, it was sold out. She said she had had a feeling there would be a lot of interest in it.

Getting licensed

Getting licensed to sell raw milk is not a one-stop deal. The state’s agriculture department will first inspect a dairy as part of the standard licensing process for a Grade A dairy. Later, periodic inspections will check that the dairy is complying with the Retail Raw Milk rules and regulations.

The animals must also test negative for diseases that can be transmitted to people through raw milk. The department will collect and test the dairy’s Retail Raw Milk approximately once a month. Legal test results must not exceed certain standards for harmful bacteria.

Currently, WSDA conducts surveillance testing for these human pathogens: *Campylobacter*, *E. coli* O157:H7, and Shiga toxin *E. coli*, *Listeria monocytogenes*, and *Salmonella*.

The department WSDA also tests products for antibiotic residues and performs surveillance testing for pathogens and pesticides.

If the test results are above the standards listed by the department or are positive for antibiotic

residues, pesticides, or strains of human pathogenic organisms, the dairy will receive a notice of non-compliance, which may trigger a recall. Although some recalls are due to illness outbreaks, others are due to failing test results. Bottomline, a raw-milk dairy must meet the same food-safety standards as milk from conventional Grade A dairy.

A licensed raw-milk dairy can sell its Retail Raw Milk only directly to the end consumer or to locations that sell to the end (retail) consumer in labeled containers. Retail Raw Milk cannot be sold in restaurants or institutions such as schools, nursing homes, or hospitals.

The U.S. Food and Drug Administration (FDA), does not allow raw milk to be distributed or sold across state lines.

Knowledge and confidence

Bokor said she has done a great deal of research on raw milk and believes that “exceptional milk handling” can prevent raw milk from being contaminated and keep it safe to drink.

“Knowledge,” she answered when asked how she fits the science that advises against raw milk with her faith in it. She explains that milk is a medium and because bad bacteria can multiply in it, it’s her job to make sure it doesn’t get in the milk in the first place.

When it comes to “exceptional milk handling” she said it comes down, for the most part, to sanitation — keeping everything absolutely clean.

Even so, some dairy owners whose raw milk did get people sick — sometimes severely so — believed that they had been doing everything right.

Bokor, meanwhile, has a separate room for handling the milk, which includes a stainless steel sink, a refrigerator with a digital thermometer, and Petri dishes. After milking, she quickly cools the milk to 36 degrees. And while the state tests the dairy’s milk once a month, she tests each batch to make sure it’s safe to drink.

Her husband Nick says she's a stickler for detail, perhaps because she spent 12 years working as a helicopter mechanic. No mistakes are allowed.

Bokor is pleased with the way things are going at the dairy and is even thinking of expanding it, but not immediately. She said she had a feeling that there would be a lot of interest. The dairy already has a long list of potential customers. However, the expansion will take time and some added investment. For example, while she's currently using surge belly milkers, she would likely want to get more modern equipment.

Even so, she's happy that she's making enough money to feed the two milking cows. And she's happy that they seem to be content with the care she's providing for them.

It's not your grandfather's E. coli

Many farmers and old-timers believe that E. coli illness outbreaks are caused by the "over-pampered" immune systems of the city and suburban dwellers.

"We drank raw milk all of the time and never got sick," they'll say.

Or: "No one we knew ever got E. coli."

But the potentially fatal form of E. coli that's causing the outbreaks today wasn't around 40 years ago.

As explained in simple layman's terms by microbiology food scientist Karen Killinger formerly of Washington State University, what led to "the birth" of E.coli O157:H7 was a disease-causing form of E. coli that absorbed some genes from another pathogen to produce a virulent toxin and adjust to acidic environments. The new form of pathogenic E. coli that emerged was many times more virulent than its weaker cousins.

Symptoms of E. coli infection

The symptoms of E. coli infections vary for each person but often include severe stomach cramps and diarrhea, which is often bloody.

Some patients may also have a fever. Most patients recover within five to seven days. Anyone who has consumed raw milk and developed these symptoms should seek prompt medical attention and tell their doctor about their possible exposure to the bacteria.

However, others can develop severe or life-threatening symptoms and complications, according to the Centers for Disease Control and Prevention (CDC).

About 5 to 10 percent of those diagnosed with E. coli infections develop a potentially life-threatening kidney failure complication, known as a hemolytic uremic syndrome (HUS). Symptoms of HUS include fever, abdominal pain, feeling very tired, decreased frequency of urination, small unexplained bruises or bleeding, and pallor.

Many people with HUS recover within a few weeks, but some suffer permanent injuries or death. This condition can occur among people of any age but is most common in children younger than five years old because of their immature immune systems, older adults because of deteriorating immune systems, and people with compromised immune systems such as cancer patients.

People who experience HUS symptoms should immediately seek emergency medical care.

People with HUS will likely be hospitalized because the condition can cause other serious and ongoing problems such as hypertension, chronic kidney disease, brain damage, and neurologic problems.

CUVET's "Saraburi Premium Thai Milk" Business Model

NOV 19, 2022

<https://dairynews7x7.com/cuvets-saraburi-premium-thai-milk-business-model/>



The program hopes to increase Thai farmers' competitive edge in order to address the looming threat of the Free Trade agreement (FTA) that will go into full effect in 2025 and reduce the economic impacts of the COVID-19 pandemic. Farmers have the opportunity to generate more income by producing high-quality raw milk and enhancing their farm's production efficiency. This will provide an alternative for more than 16,000 Thai dairy farmers who need to be prepared for the impacts of the threat when dairy products from Australia, New Zealand, the United States and Japan flood the market in 2025 when tariffs are taken away by the FTA.

Production acceleration and diversification of marketing channels of fresh and high-quality milk are the key. So, the research project "the Development of Model Dairy Business and Premium Dairy products, Saraburi Province" was initiated. Funded by the Program Management Unit on Area Based Development (PMUA), Office of Higher Education, Science Research and Innovation Policy Council (NXPO) since 2021, the research team has been serving as mentor to the dairy farmers in upgrading milk quality, and developing their entrepreneurial skills, while creating prototype dairy farm business model and branding. As a result, three local brands were selected," says Associate Professor Dr. Kittisak Ajariyakhajorn, Department of Veterinary Medicine, Faculty of Veterinary Science (CUVET), Chulalongkorn University.

"This is one of the viable ways Thai dairy farmers can survive. As the major milk-producing countries see the potential of the premium milk market in Asia, with the People's Republic of

China having as high as 26% of premium milk consumers, followed by the United States and Australia, we should also move into the premium milk market in both Thailand and neighboring countries. Production capability, the freshness of the products, and the ability for fast delivery to consumers will raise our competitiveness compared to the competitions from abroad."

According to Assoc. Prof. Dr. Kittisak, Chulalongkorn University is well equipped academically to support dairy farmers — from farm management to product processing technology, marketing, and related research. This research project has been supported by the Dairy Research and Technology Transfer for Tropical Dairy Development of CUVET located at the Centre of Learning Network for Region (CLNR), Kaeng Khoi District, Saraburi Province, which serves as the main agency in the dissemination of industry knowledge in farm management, and construction of premium raw milk quality grading and sorting system. In terms of premium product development, the project partnered with the Chula Faculty of Science to develop product prototypes, and the Chula Business School in business model and marketing. What is premium milk?

Assoc. Prof. Dr. Kittisak described the quality of premium cow's milk as milk with a high fat content of no less than 4%, protein content of no less than 3.1%, and white blood cells and bacteria not exceeding the standards set by the Food and Drug Administration (FDA), which is above the regular milk standards. These qualities affect the taste of ready-to-drink milk, and when processed into products such as yogurt, cheese, butter, etc., they have a longer shelf life.

Unlocking Thai Dairy Farmers' Potential
Thailand has about 600,000 dairy cows capable of producing an average of 3,000 tons of raw

milk per day or over a million tons per year, totaling 2 billion baht in value. However, milk products only grow 1- 3% per year, so the research team aimed at developing prototype premium milk products that will generate at least 15% more value.

“Saraburi Province” was chosen for this prototype research location, not only for Chula’s learning and research center, but also because it was the origin of dairy cow farming, as well as the country’s leading milk producer. Currently, there are more than 4,000 dairy cow farmers, or a quarter of the country’s total who can produce about 20 percent of Thailand’s cow milk. “Dairy farmers in Saraburi suffer from high production costs. The hot weather also reduces milk yields. In addition, the dairy farms in Saraburi are medium-sized farms that cannot sell raw milk directly to the factory,” Assoc. Prof. Dr. Kittisak revealed. So, the research project assisted the farmers with Precision Dairy Farm Management techniques, a heat reduction system that allow the dairy cows to have better appetites, hence higher milk yields, and quality control of raw milk according to the standards.

Milk Quality Screening

To build a network of high-potential farmers, the research team started by communicating with interested farmers.

Assistant Professor Thanasak Boonserm, Department of Veterinary Medicine, CUVET stressed that “collectors of raw milk had no way to separate excellent-quality raw milk from average lower grade milk, so they pour everything together at milk collection centers or dairy cooperatives before it is sold to processing facilities.

“Farmers who produce premium quality whole milk thus lose the opportunity to fetch a better price for their premium output. Milk processing companies do not have access to premium quality raw milk to process into higher value-added

dairy products, while consumers miss the opportunity to acquire premium milk.”

The project selected target farmers from among the 12 members of milk collection centers and dairy cooperatives. Based on the results of the six-month retrospective milk quality review, 114 dairy farmers (out of 4,008) were found to produce premium raw milk. However, they still lacked the ability to do so consistently. So, the team worked with these farmers to improve the quality of raw milk, and the farmers’ thinking process through various learning processes, to enhance their confidence in becoming premium dairy entrepreneurs.

Building 3 Prototype Brands under “Saraburi Premium Milk”

Too often, research and development often focus on the products and leaves the farmers to do their marketing, which is their weakness. But in this research project, we worked together in developing a business model, market test launch, market research, and service design that would promote product distribution that would link to urban consumers.

The project has selected 3 model farms under the “Saraburi Premium Milk” umbrella. The 3 brands have their uniqueness, namely, Petchpana Milk farm raises their cows with fresh and quality grass, NP Dairy is a zero-waste farm with Bio-Circular-Green (BCG) management, and Be More Milk operates a certified organic dairy farm. Most recently, the pasteurized milk and Greek yogurt from these 3 farms have been test-launched at CUVET, Chula Sports Center, Lido Connect Siam Square, and distributed through the Line application.

“The market test results are satisfactory and consumers got a new experience of consuming fresh milk, and they can feel the difference from the milk they had consumed before,” Assist. Prof. Thanasak said.

“Saraburi Premium Milk” business model for Thai dairy farmers

Assoc. Prof. Dr. Kittisak, Head of the project, hopes that the “Saraburi Premium Milk” business model will lead to the development of a new milk production value chain that will increase the household income of dairy farmers. The dairy processing business owned by the farmer groups will sustain Thailand’s dairy farming jobs, and consumers will also have more choices for healthy premium dairy products. “The challenge lies in the farmers’ readiness to start new businesses. Each farmer and cooperative have different policies. The project, therefore, provides support to the farmers with promising potential to start a premium milk business to be a model and provide reassurance and confidence to other farmers.”

Assoc. Prof. Dr. Kittisak adds that the project is currently studying prototypes of small factories using inexpensive but efficient machinery, that can offer sustainability and expansion into the distribution channels through modern trade and online marketing channels. He also stressed that the sustainable success of the research project requires government support to formulate a clear policy and push this into the strategic plan of Saraburi Province.

The research project is looking for partners, investors, or farmers who are interested in developing a premium dairy business. For project updates, follow the Facebook page: the Dairy Research and Technology Transfer for Tropical Dairy Development, CUVET.

Report shows dairy farmers at forefront of tackling emissions

NOVEMBER 18TH, 2022 7:05 AM

<https://www.southernstar.ie/farming/report-shows-dairy-farmers-at-forefront-of-tackling-emissions-4252471>

There are some interesting revelations in the latest sustainability report from Teagasc, and most notably that farmers are intent on making the right climate action moves

TEAGASC recently released its latest sustainability report focusing on the year 2021.

The report uses the Teagasc national farm survey to track the performance of dairy, cattle, sheep and tillage farms across Ireland to understand changes in their economic, environmental and social sustainability. In addition to data for 2021, the report also includes data covering much of the last decade, to illustrate the changes that have occurred over the period.

Lead author of the report, Dr Cathal Buckley of the Teagasc rural economy and development programme, noted a continued increase in dairy output, dairy incomes and dairy greenhouse gas (GHG) emissions. But he said the report also noted smaller changes in the output, incomes and emissions across the other farm types.

‘However, there is greater evidence in the report for 2021 that actions to address gaseous emissions are being adopted, particularly by dairy farmers,’ he pointed out. ‘For example on an aggregate basis 48% of all slurry applied on farms was via low emissions slurry spreading (Less) equipment. For dairy farms the comparable figure was 74%. This transition to Less has helped lower ammonia emissions across all farm systems. However, the uptake of other desirable practices such as transition to protected urea chemical fertilisers remains low.’

Comparing farm performance for recent years, Trevor Donnellan, head of the agricultural economics and farm surveys department in Teagasc, and co-author of the report, noted that, from a socio-economic point of view, the improvement in farm incomes in 2021 had meant that a larger share of the farm population can be considered sustainable in an economic context.

'However, the report shows that there was an increase in farm level greenhouse emissions in 2021, it should be noted that much of this was driven by the increased use of lime by farmers in addition to an increase in stocking rates,' he said.

'The use of lime is an important step in improving fertiliser use efficiency and lowering farm fertiliser requirements in future years. Given that the report relates to 2021, fertiliser use had yet to fall in response to the dramatic rise in fertiliser prices over the last 12 months.'

At the report launch, Dr Emma Dillon of Teagasc's rural economy and development programme, presented developments in social sustainability measurement through the Teagasc national farm survey, including data on health and well-being, connectivity and community engagement. She said that the social dimension of sustainability is reflective of its holistic nature and its importance is increasingly emphasised in agricultural and broader policy.

Teagasc director Prof Frank O'Mara said the report was a vital resource which demonstrated farm performance in an economic, environmental and social content across the various farm systems. 'It is important that the methodology used in the report evolves so that it remains consistent with the internationally-recognised approach to the calculation of the various measures that are included. Allied with our Signpost programme, the sustainability report provides us with the means to enhance the sustainability of Irish agriculture.'

The report provides the latest available information on the sustainability performance of farms in Ireland, based on detailed analysis of data collected through the Teagasc national farm survey. Economic, social, environmental and innovation sustainability dimensions are measured for dairy, cattle, sheep and tillage farms in 2021.

In 2021, the average dairy farm output per hectare was €4,324, and the average market based gross margin per hectare was €2,396.

On average, dairy farmers worked 2,545 hours per year on-farm (approximately 48.9 hours per week) and overall 86% of dairy farms were economically viable in 2021.

Average income per labour unit (unpaid family labour) for dairy farms in 2021 was €73,941. Average incomes per labour unit were €108,209, €76,099 and €36,897 for the top, middle and bottom performing farms. The average family farm income per hectare on dairy farms was €1,548 in 2021. Within the farm profitability subcategories, the average income ranged from €2,227 per ha-1 from the top performing cohort to €893 per ha-1 for the bottom performers in economic terms.

The average dairy farm produced 614.1 tonnes of agricultural GHG emissions (in CO2 equivalent) in 2021. It should be noted that this measure is based on the IPCC definition of agricultural emissions. At 74%, most dairy farm emissions were from milk-based output. A further 25.8% of dairy farm GHG emissions were allocated to beef production on these farms (this would include emissions from cull cows and calf sales and transfers). The remaining emissions, less than 1%, were associated with sheep and arable production on dairy farms.

The average dairy farm emitted 9.52 tonnes of CO2 equivalent per hectare.

Only 6% of dairy farmers live alone and were thus classified as being at risk of isolation.

Overall, 82% of dairy farmers had received formal agricultural education of some description and those farms with better economic performance were more likely to use milk recording. Over 67% of the dairy farmers in the top group were milk recording,

On the average dairy farm, nearly 67% of all slurry applied by dairy farmers was via low emission slurry spreading methods.

Dairy and tillage systems have significantly higher levels of viability compared to cattle or sheep farms over the period examined.

The percentage of total chemical nitrogen applied in the form of protected urea averaged 7% across all dairy farms.

Australia's Dairy Problems Persist due to drought, heat and labour issues

NOV 16, 2022

<https://dairynews7x7.com/australias-dairy-problems-persist-due-to-drought-heat-and-labour-issues/>



Once a powerhouse on the global dairy trade circuit, Australia's dairy industry has been contracting due to successive long-term droughts, numerous heat events, and an ongoing labor crisis.

According to recent article in Bloomberg, Australia's share of the world export market dropped from 18% in the 1990s to about 6% in 2018 as Australian producers steadily left the business. Gains made by other major exporters have also worked to whittle away Australia's share of the global dairy market, said Sarina Sharp, analyst with the Daily Dairy Report.

"Despite high milk prices and decent weather early this season, Australia's milk output has continued to drop," Sharp said.

September's milk collections in Australia fell 6.25% from year-earlier levels to slightly more than 800 million liters, the lowest September milk volume in decades, according to Sharp. Season to date through September, milk production in the country was 6.3% lower than the comparable period last season, compounding a 3.4% decline in the 2021-22 season.

"Production in October likely fell short of last year's volume as well," Sharp said. "Heavy October rains led to flooding in eastern Australia, which is home to most of the country's dairy herd. In Victoria, which accounts for nearly two-thirds of Aussie milk output, some producers

were forced to dump milk because their farms were inaccessible, but floodwaters have since started to recede."

For decades, Australia, which is the driest inhabited continent, has been battling heatwaves and droughts. Between 1997 and 2020, widespread drought affected the country, and the dairy industry, in 27 of those 33 years, according to Bloomberg.

On the upside and unlike in the world's other large milk-producing regions, feed supplies in Australia are currently abundant and relatively affordable, Sharp said. A recent USDA Global Agricultural Information Network report noted that milk prices in Australia have hit record highs and hay prices are low and feed grain prices are likely to decline, improving margins for dairies.

"Nonetheless, output is in the doldrums and likely to remain there. Labor shortages are so extreme that USDA expects them to hamper milk production in both 2022 and 2023," Sharp added.

In fact, Australia's labor shortage is so severe that some dairies have partially or fully transitioned to less labor-intensive beef cattle operations, due in part to record-high beef prices.

"With less milk overall, Australia is devoting a greater share of its output to cheese manufacturing this year, at the expense of butter and powder production, which will likely result in at least modest declines in exports of butter, skim milk powder, and whole milk powder next year," Sharp said.

The production shift could also chip away at Australia's share of the world dairy market, softening the impact of weakening overall global

dairy demand this coming year, and longer-term allowing U.S. exporters to potentially pick up a share of the world market.

31 Milkmen Held Over Adulteration; 630 Litres Adulterated Milk Discarded

16, 2022 | 06:48 PM

<https://www.urdupoint.com/en/pakistan/31-milkmen-held-over-adulteration-630-litres-1595615.html>



PESHAWAR, (UrduPoint / Pakistan Point News - 16th Nov, 2022) :The district administration on Wednesday conducted raids in various dairy markets of the provincial metropolis and arrested 31 milkmen while confiscating 639 liters of adulterated milk. On the instructions of Deputy Commissioner Peshawar Shafiullah Khan, Additional Assistant Commissioner Sheba Gul along with

Livestock Department inspected the milk in Gulbahar area and Ring Road.

Using a modern mobile livestock laboratory, the team of district administration arrested 18 milk sellers for adulteration of milk and discarded over 350 liters of adulterated milk on the spot. Similarly, Assistant Commissioner Marvi Malik Sher along with Veterinary Dr Jamal and Supervisor of the Livestock Department set up a modern mobile laboratory in different areas of Push-takhara Road and Bara Road.

During the inspection, more than 280 liters of adulterated milk was discarded while 13 milk sellers were apprehended.

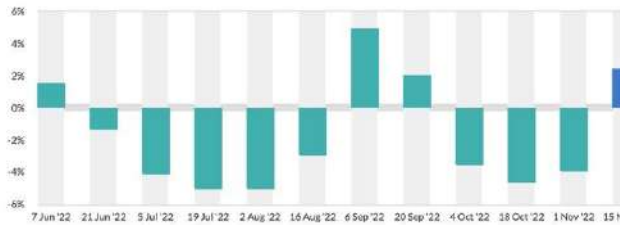
Shafiullah Khan directed the administrative officers to visit the market on a regular basis and take strict legal action against those who were involved in adulteration.

Dairy prices, volumes rise at second November auction- GDT events

NOV 16, 2022

<https://dairynews7x7.com/dairy-prices-volumes-rise-at-second-november-auction-gdt-events/>

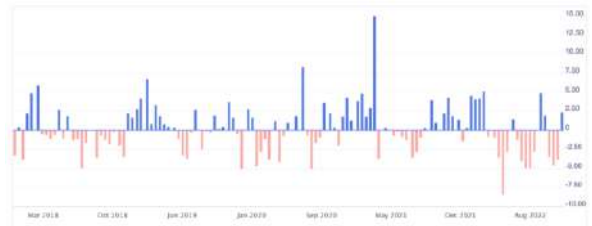
Change in GDT Price Index



International milk prices and volumes rose in this month's second Global Dairy Trade (GDT) auction on Tuesday.

The GDT Price Index rose 2.4% from the auction on Nov. 1, with an average selling price of \$3,623 per tonne. The index lost 3.9% at the previous sale, according to GDT Events that holds the auctions.

A total of 28,980 tonnes of dairy products were sold at the latest auction, up about 0.4% from the previous sale, the auction platform said on its website.



The auction results could affect the New Zealand dollar NZD= as the dairy sector generates more than 7% of the nation's gross domestic product.

The New Zealand milk co-operative, which is owned by about 10,500 farmers, controls nearly a third of the world dairy trade.

GDT Events is owned by New Zealand's Fonterra Co-operative Group Ltd FCG.NZ, but operates independently from the dairy giant.

U.S.-listed CRA International Inc CRAI.O is the trading manager for the Global Dairy Trade auction, held twice a month, with the next one scheduled for Dec. 6.

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Ph.: +91 120-4370845, 4320845
E-mail: info@suruchiconsultants.com
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