



Dairy Pulse

16th Edition



Think Dairy



Suruchi Consultants
Delivering solutions with integrity

16th – 30th June, 2016

Dairy Pulse 16th Edition (16th to 30th, June 2016)

Contents

Suruchi endeavor in Skill/ Entrepreneur Development Domain4

Indian Dairy News

Amul to expand milk processing capacity.....	5
Amul to officially sponsor Indian contingent.....	6
Reasons For Growing Indian Dairy Brand, Amul.....	7
India's Two most creative partnerships – Amul.....	8
Some FSSAI rules to boost organised milk sector.....	10
Know why Amul succeeded in doubling farmer's income.....	11
Cow urine is pure gold, How to prove.....	13
Dairy farmers find the going tough.....	15
India extends prohibition on import of milk products from China till June 2017.....	16
Parag Milk sets sights on double-digit margins in FY17.....	16
Rules to make farming profitable for tenant farmers.....	19
How Kwality to raise Rs 300 corer.....	21
4 reasons why Insurance firm told to pay Rs 17,000.....	22
Know the Reason why sweet to cost more in West Bengal.....	23
Devendra Shah, Chairman & Managing Director, Parag Milk Foods Ltd.....	25
Why Milkfood Limited is so important.....	28
11 Reason for Contamination at Local Milk,Dairies.....	30
Five Drinking Milk habits which save your heart -Dairy News India.....	32
Five Best Indian Milk.....	33
Amul is now world's 13th largest dairy.....	39
Elite buffaloes and other exemplars.....	40
India's First Ready To Serve Fruit Milkshakes -CavinKare.....	43
Know five things about the father of White Revolution in India.....	44

Dairy Industry in India -hormonal injection Oxytocin seized from dairy owners	46
Dairy Business in India	48
Dairy farmers told to pasteurise milk before sending in market.....	49
Modi government looks to US technology	51
Back to Bharat: A techie leaves coding to milking	52
Profitable Farming in India.....	54

Foreign Dairy News

Little milk wins big at Dairy Industry Association of Australia’s NSW Awards for Excellence	56
Mobile dairy takes children to source	56
U.S. Milk Powder Producers Adding Capacity Despite Short-Term Global Supply Glut	58
Dairy products add health benefits and flavor to diets	59
Learn how to do a simple dairy farm cash flow budget at upcoming Teagasc walks.....	61
Milk farmers sour as quota end brings price crash.....	63
Healthy Harrison Coalition kicks off summer with National Dairy Month	65
HOLY COW! Bavarian and Austrian farmers’ wives get mucky for racy ‘crossfit on the farm-themed’ calendar	67
Victoria University student wins 'cash for cow' contest	69
Dairy board intensifies crackdown on adulterated milk.....	70
Dairy farmers say safety net on milk prices isn’t helping	71
Five things to consider when looking into robotic milkers	73
What Happens When You Stop Taking Milk?.....	74
Australian milk production down: Fonterra.....	75
Another flat global dairy auction result points to an ongoing slog for the country's dairy farmers	76
Cheap dairy loans now available in Victoria	78
‘Get More with Milk’ theme of Dairy Month.....	79
New Zealand's a2 Milk lifts forecasts on China demand; shares soar	80

Suruchi endeavor in Skill/ Entrepreneur Development Domain

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

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

Academy of Dairy Skill Development
Unit of Suruchi Consultants
C-49, Sector-65, Noida U.P – 201307

SC/PSC Code: 39018P
Prog. In-charge: Mr. Sanjay Singhal
Contact no. : +91-0120+4370845
Email: 39018P@gmail.com

Admission date: 1st July to 17th August 2016 (without late fees)
: 18th August to 31th August (late fee of 300/-)

For more information about DDT please visit on IGNOU website www.ignou.ac.in

➔ *44th Dairy Entrepreneurship Development Program (DEDP) at Noida on 10th to 12th July, 2016 with Guided Tour to a Dairy Farm plus a cheese manufacturing plant.*

For more information please visit on our official website www.suruchiconsultants.com

Dairy News Indian

Amul to expand milk processing capacity

IANIS | New Delhi June 29, 2016 Last Updated at 16:52 IST
<http://www.business-standard.com/>

The [Gujarat](#) Cooperative Milk Marketing Federation (GCMMF), which markets the Amul brand of milk and dairy products, on Wednesday said it plans to expand its milk processing capacity by 2017.

According to the new plans, the company will increase its milk processing capacity to 320 lakh litres per day (LLPD) by March 2017 from 280 LLPD.

"Our plants have a milk handling capacity of 280 LLPD. Last year, Amul produced almost 170 LLPD," said R.S. Sodhi, Managing Director, GCMMF.

"The production is at its peak during winter. We are aiming at increasing our production to 320 LLPD by March," Sodhi told reporters at the sidelines of an event here.

The company said the rise in milk prices had not eroded its market share.

"The trust in Amul brand is blind faith. We always sell fresh milk," Sodhi said.

In 2015-16, Amul achieved a growth of 67 per cent to clock a turnover of Rs 23,004 crore.

Besides the increase in milk processing capacity, the company plans to launch new products in the Indian sweets category.

"We are launching Rasmalai and Rasgulla... This is the first time Rasmalai will come in a branded form in India, with a shelf life of one year. It will be in frozen form," Sodhi added.

In addition, the company aims to engage youth by leveraging the connection between energy of milk and sports.

Amul announced that it has invested an amount of Rs 1 crore on account of being the official sponsor of the Indian contingent at the Rio 2016 Olympic Games.

"Amul is committed to strengthening the Olympic movement in India and encourage young generation from all over the country to take up Olympic sports," Sodhi added.

"I take great pleasure and pride in announcing our sponsorship of the Indian contingent to the Olympic Games Rio 2016."

Amul to officially sponsor Indian contingent

By [Jhimli M](#) -Jun 29, 2016

The contract was signed by Rajeev Mehta, Secretary General, Indian Olympic Association (IOA) and R S Sodhi, Managing Director, Gujarat Cooperative Milk Marketing Federation (Amul).

Amul on Wednesday announced that it has bagged the sponsorship of the Indian contingent at the Rio 2016 Olympic Games.

The contract was signed by Rajeev Mehta, Secretary General, Indian Olympic Association (IOA) and R S Sodhi, Managing Director, Gujarat Cooperative Milk Marketing Federation (Amul).

This is not the first time that Amul is sponsoring the Indian team at such a level. Back in 2012, Amul sponsored the Indian contingent at the London Olympic Games. Rio Olympics 2016 will be inaugurated on August 5 in Brazil.

“Amul is committed to strengthening the Olympic movement in India and encourage young generation from all over the country to take up Olympic sports. Nutritious dairy diet is an important part in the diets of athletes around the world. This association will also help in engaging the kids and youth so that they can enjoy a healthy life,” said R S Sodhi, MD, GCMMF.

In order to promote this association, Amul will kick start a series of advertising campaigns for milk and various other [dairy products](#).

Its famous tagline, Amul Doodh Pita hai India, will be used to cheer the Indian contingent.

Praising Amul’s support to the [Indian](#) contingent of Rio Olympics, Rajeev Mehta, Secretary General, Indian Olympic Association said, “I am happy that Amul family is supporting Indian Olympic Association from past sometime. The preparations for our athletes are in full swing and till date more than 100 athletes have qualified for Rio Olympics, this is the largest ever contingent we are sending to Olympics”.

Reasons For Growing Indian Dairy Brand, Amul

By [Dairy News India](#) -Jun 23, 2016

Indian Dairy Brand, Amul Has Grown 187% In The Last Six Years

The Gujarat Cooperative Milk Marketing Federation (GCMMF) which produces popular dairy products under the Amul brand has stated that it has grown a staggering 187% in the last six years. In the last three years itself, Amul registered a growth of 67%.

The Amul Story

The GCMMF was founded in 1946 to give dairy farmers the chance to control the sale of their own products following a milk strike. The GCMMF went on to establish the Amul model, which includes a direct link between milk producers and consumers, professional management as well as giving farmers the control of procurement, processing and marketing. Today, Amul works with farmers to create a range of dairy products including butter, fresh cream, ghee, cheese and packaged milk.

SKIM



The Amul model helped India become one of the world's largest milk producers; it's processed across 194 district co-operative unions and marketed by 22 state marketing federations. There are 15 million member producers across India.

Growing Strong

Amul's revenue and reach has been rapidly expanding over the past couple of years. In the year 2015-16, it clocked in a turnover of Rs.23,004 corer. Additionally, Amul has helped double the income of farmers it is involved with over the last six years.

Commenting on the growth, the GCOMM Chairman Jethabhai Patel said “during the last six years, our milk procurement has witnessed a phenomenal increase of 87 per cent. This enormous growth in milk procurement was a result of high milk procurement price paid to our farmer-members which too has increased by 90 per cent during this period.”



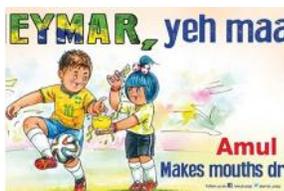
Indeed, a recent report from Euromonitor recently found that Indian consumers prefer domestic brands over international brands. The report said that Amul is currently at the head of the packaged food market in India with 7.2% retail value shares.

India’s Two most creative partnerships – Amul

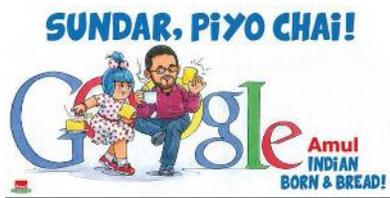
By Dairy News India -Jun 23, 2016

India’s most creative partnerships: Amul & daCunha Communications

Since 1966, one Indian brand has wowed the nation with its topical, sometimes tongue-in-cheek, occasionally controversial and always enjoyable billboards and print ads.



The Gujarat Co-operative Milk Marketing Federation (GCOMM) introduced the blue-haired “Amul Girl” character a decade after the **Amul Butter** brand was born, with the tagline “Utterly butterly delicious”. She continues to win hearts every day, and, in 2013, became the subject of a book entitled Amul’s India – India as viewed through the character’s eyes.



Trust with creative freedom

The “Amul Girl” was conceived in an agency called Advertising and Sales Promotions led by Sylvester daCunha, soon after it was appointed by Dr Verghese Kurien, head of GCMMF and father of India’s “White Revolution” – the world’s biggest dairy development programme. The first Amul billboard was created by daCunha and art director Eustace Fernandes. In 1969, daCunha Communications was formed and the account moved to the new agency. Rahul daCunha – Sylvester’s son, who now runs the shop – is engaged in a lot more than the posters and print ads, but they remain the indelible symbol of Amul for a large part of India. What makes Amul and daCunha tick as partners?

“I don’t think any other agency gets the creative freedom that we have,” he says. “There’s a sense of trust that Amul has in us. And they are hugely supportive. The agency is a strong custodian of the brand, and it’s across all the brands we handle for them.”

Speaking at Goafest, the Indian ad industry’s annual jamboree, three years ago, RS Sodhi, managing director of GCMMF, said: “Amul sees creative only when consumers see it. Our agency has never taken approval before releasing our ads, nor have we asked for it.

We’ve faced certain problems because of it, but we’ve faced these problems together.”



Multiple agencies work with GCMMF today. But India’s “Amul Girl” has grown with the daCunhas while remaining young and vibrant, and stayed relevant by riding on the biggest headlines of the day. Whether

it be Kim Kardashian's denial of participation in the Indian version of Big Brother, or the Union Budget, or the Indian Premier League, the "Amul Girl", much like the rest of India, has a point of view.

And India laps it up.

(This article first appeared in the Campaign Global issue, also available at the Cannes Lions International Festival of Creativity 2016. Read about more creative client-agency partnerships from across the world at CampaignLive.co.uk.)

Source: Copyright © Campaign India

Some FSSAI rules to boost organised milk sector

By [Dairy News India](#) -Jun 22, 2016

Complying with food safety standards formulated by the FSSAI will help the organised milk sector grow in the long run, according to dairy cooperatives.

"As far as food safety standards are concerned, we are on same page with the FSSAI. Complying with the food safety standards will help the organised milk sector in long run and at the same ensure quality milk and dairy products to the consumer," [Mother Dairy](#) Managing Director S Nagarajan said.

Speaking at the same event, Amul Managing Director R S Sodhi said that milk has been tested at various levels starting from the point of procurement, processing and then at the vendor's level also.

"The cooperative sector is the single largest producer of safe liquid milk in the organised sector, and we are committed to continue providing safe and good quality milk and dairy products to consumers," National Dairy Development Board (NDDB) Chairman T Nanda Kumar.

"The cooperatives have already been complying with the food safety standards and are committed to providing quality milk and dairy products to consumers," Kumar said.

Kumar was speaking to reporters after meeting with all stakeholders including milkcooperatives and Food Safety Standards Authority of India (FSSAI) officials.

Dairy cooperatives have a well-established system covering entire dairy chain to ensure that consumers get milk and milk products that are safe with good quality.

Meanwhile, [NDDB](#) is also setting up a world-class milk testing laboratory in Anand to assist both FSSAI and the milk unions for proper analysis of milk and related products.

The cooperative milk federations and unions also expressed certain concerns and said that skimmed milk powder is derived from pure milk and is an internationally accepted ingredient in liquid milk, so this cannot be categorised as adulteration as has often been done.

Know why Amul succeeded in doubling farmer's income

By [Dairy News India](#) -Jun 22, 2016

The chairman of GCMMF Jethabhai Patel declared on the occasion of 42nd AGM of dairy giant said “during the last six years, our milk procurement has witnessed phenomenal increase of 87%. This enormous growth in milk procurement was a result of high milk procurement price paid to our farmer-members which has increased by 90% during last six years.

Amul has succeeded in almost doubling farmer's income in last six years.” He further explained “High remunerative milk procurement price to our farmers has helped us to win back farmer's interest in milk production. Better returns from dairying have obviously motivated farmers to enhancement their investments in increasing milk production”.

Jethabhai Patel, Chairman, GCMMF, emphasized the fact that “in last two years, when dairy farmers across the world have witnessed sharp decline in farm-gate prices of milk, only farmer members of Amul cooperative family have witnessed growth in milk procurement price. For example, dairy farmers in New Zealand suffered 47% decline in farm-gate prices of cow milk, in last two years.

GCMMF which markets the popular Amul brand of milk and dairy products has registered quantum growth of 187% in last six years, which implies an impressive cumulative average growth rate (CAGR) of 19.2% during this period. In just last three years, Amul achieved impressive growth of 67% to register turnover of Rs. 23,004 crores during 2015-16, read a press release from the GCMMF.

The group turnover of GCMMF and its constituent Member Unions, representing unduplicated turnover of all products sold under Amul brand was Rs. 33,000 crores or US\$ 5 Billion. Rapidly moving up the global rankings, Amul is now ranked as the 13th largest dairy organization in the world, as per the latest data released by IFCN (International Farm Comparison Network).

Amul is ranked well ahead of other dairy companies such as Land O'Lakes & Schreiber Foods of USA, Muller of Germany, Groupe Sodiaal of France & Mengniu of China.

R S Sodhi, Managing Director, [GCMMF](#), emphasized that Amul's initiative in promoting the concept of commercial, scientific, cooperative dairy farming is also helping to attract next generation of dairy farmers to remain in the business.

He added "by aggressively promoting dairy entrepreneurship among rural youth, the benefits of 'make in India' initiative can also be extended to rural India". Sodhi said "If our rural youth view dairy entrepreneurship as an attractive livelihood option, this will help to check migration from villages to urban areas.

Incentive schemes to promote dairy entrepreneurship and commercial dairy farming among rural youth can be the central pillar of our Make in rural India strategy". "If our villages are to progress, dairying, which is an integral part of the rural economy and livelihood, must also progress. Thus, Make in Rural India is clearly the way to go. For this, what can be better than the dairy cooperatives, a sector that touches the lives of millions of farmers twice every day", added the Managing Director.

Sodhi also informed that "In line with our expansion plans, we have already achieved expansion in our milk processing capacity to 28 million litres per day (280 lakh litres per day). During the year, several major expansion projects were successfully completed, with commissioning of our new dairy plant at Faridabad with capacity of 10 LLPD (lakh litres per day), expandable to 20 LLPD.

Our new plant at Rohtak, also started operations with current capacity of 6 LLPD expandable to 10 LLPD. In Gujarat, our new dairy plant at Amreli commenced operations with capacity of 2 LLPD and our plant in Kutch expanded capacity from 50,000 LPD to 2 LLPD with new production facilities for buttermilk and dahi. In view of quantum growth in our beverages range, we have started two new high capacity, packaging lines for PET bottles.

During the year, the President of India inaugurated our new cattle feed plant at Kapdivav village of central Gujarat, with capacity of 800 MTPD expandable to 2000 MTPD. We are very close to achieving our goal of trebling our cheese production, with the commissioning of our new ultra-modern, state-of-the-art, Cheese plant at Palanpur and parallel capacity expansion at our existing cheese factory at Khatraj”

[Sodhi](#) added “we took giant technological leaps ahead in extending information technology integration and sales-force automation to cover most of our distributors and markets, across India.

Technological innovation has helped us in micro-level planning and execution of our sales and marketing strategies. Leveraging on technology, we have started the process of instant communication with millions of trade partners across the country; helping to align all key-channel elements in the same strategic direction. Our [digital marketing](#) activities and social media visibility initiatives are helping us to connect with youngsters and emerging generation of new consumers”, he underlined.

Cow urine is pure gold, How to prove

Cow urine is pure gold, no kidding: Guj scientists find proof

By [Dairy News India](#) -Jun 28, 2016

Holy cow! Junagadh Agricultural University scientists find gold in Gir cow urine

One liter of urine was found to have traces of gold in ionic form, ranging from three mg to 10 mg.

The famous Gir cow is worth its weight in gold, quite literally! After four years of extensive research, scientists at Junagadh Agricultural University (JAU) have actually found gold in the urine of Gir cows. The analysis of urine samples of 400 Gir cows done at the Food Testing Laboratory of JAU showed traces of

gold ranging from three mg to 10 mg from one litre urine. The precious metal was found in ionic form, which is gold salts soluble in water.

The team of researchers led by Dr B A Golakia, head of JAU's biotechnology department, used gas chromatography-mass spectrometry (GC-MS) method to analyze the urine samples.

"Till now, we have heard about presence of gold in cow urine from our ancient scriptures and its medicinal properties. Since there was no detailed scientific analysis to prove this, we decided to undertake a research on cow urine. We analyzed 400 samples of Gir cow urine and found traces of gold," Golakia said.

Golakia said the gold from urine can be extracted and solidified using chemical processes. The researchers also screened urine sample of camel, buffaloes, sheep and goat but they did not find any anti-biotic elements. Of the 5,100 compounds found in Gir cow urine 388 have immense medicinal value that can cure several ailments," said Dr B I Golakia, head of JAU's biotechnology department. He was assisted by researchers Jaimin, Rajesh Vijay and Shraddha.

They will now analyze urine samples of all 39 indigenous **cow** breeds of India for the same purpose.

JAU's Food Testing Laboratory is accredited by the National Accreditation Board for Testing Calibration Laboratories (NABL). On an average, it conducts 50,000 tests every year on various products which include items of exports, dairy items, vegetables, pulses, oil seeds, honey , pesticide residuals and other commodities. The lab is a joint venture of JAU Union ministry of food processing industries, Indian Council for Agricultural Research (ICAR) and Gujarat Agro Industries Corporation (GAIC).

"Now, we are working on the use of Gir cow urine on human and plant pathogen. The experiments are being conducted to use it in treatment of human diseases and plant protections," Golakia added.

Dairy farmers find the going tough

Baby's Bath Time - Babies use their sense of sight, smell, touch and sound to learn about their environment [babychakra.com](http://www.babychakra.com)

Updated: June 27, 2016 05:47 IST <http://www.thehindu.com/news>



V.K. RAKESH REDDY

Dairy farming, which has been proposed and encouraged on an extensive basis in the district as an alternative livelihood for the drought-ridden farmers is fast losing its charm among the farmers, if the recent agitations by them are any indication.

In all, more than 35,000 farmers are involved in commercial dairy farming of which close to 10,000 sell their milk to the Andhra Pradesh Dairy Development Cooperative Federation (APDDCF).

The Federation has been procuring around 50,000 litres (50 kl) of milk during the lean season and a little over that during the peak season, having a pasteurising capacity of 50 kl per day.

Besides the APDDCF which is obligated to buy all the milk brought to it by the farmers, the private sector dairies buy around 80 kl per day from the farmers while private milk vendors who cater directly to individual houses — comprising primarily buffalo milk — buy around 120 kl per day.

The Centre and the State government, which thought of dairy farming as an alternative and dependable source of livelihood for the farmers, encouraged the same through extensive bank linkages and subsidies from Nabard, indeed increasing the earnings of quite a few farmers.

However, post bifurcation, dairy farmers, especially those attached to the Federation are a disgruntled lot as it has reduced the quantity of milk it purchases. It has also not been paying the farmers promptly.

“The government hasn’t released funds to process payments of the farmers. Yes, payments for all the farmers are pending for a period of almost three fortnights. Our hands are tied,” said a senior officer of the Federation, speaking *The Hindu* on condition of anonymity.

Speaking to *The Hindu*, Deputy Director of the APDDCF at Anantapur Nageswara Rao said milk to the tune of 35 to 40 kl was used to be sent to the plant at Hyderabad earlier.

Now it was being shifted to a conversion plant at Ongole where the milk was being converted into milk powder and butter.

“I don’t have an option to even go back to cultivating groundnut as I have converted my land into growing grass for the animals. Now this is my only livelihood. If they don’t pay, I don’t know what else to do,” said Narayana Reddy, a dairy farmer of the Raptadu mandal, even as the government is yet to come up with an alternative plan to mitigate the situation.

Meanwhile, the dairy farmers are up in arms against the ‘careless’ attitude of the officials who seem to be hardly bothered about the travails of the dairy farmers.

India extends prohibition on import of milk products from China till June 2017

27/06/2016 04:14pm

nnindia.co.in/news



India extends prohibition on import of milk products from China till June 2017

New Delhi, June 27 (KNN) India has extended the prohibition on import of milk and milk products from China till next year.

In a notification, Directorate General of Foreign Trade (DGFT) said, "Prohibition on import of milk and milk products (including chocolates and chocolate products and candies/ confectionary/ food preparations with milk or milk solids as an ingredient) from China is extended for one more year, i.e., till 23.6.2017 or until further orders, whichever is earlier."

The matter has been reviewed and the prohibition on import of milk and milk products is extended for one more year, it added.

India had imposed the ban of milk products from China after it was apprehended that some milk consignments from the country contained melamine. **(KNN Bureau)**

Parag Milk sets sights on double-digit margins in FY17

Chief Financial Officer says the proceeds of its recent IPO will be used for value addition of Parag Milk Foods' products.

<http://www.moneycontrol.com/>

Fresh from a public offer, dairy products player Parag Milk Foods is aiming for a steady growth in the current fiscal year. The company's ambition is to grow operating margins to double digits in FY17, Bharat Kedia, Chief Financial Officer, Parag Milk Foods, told CNBC-TV18. Kedia said that the company's cheese

business is growing at a faster pace than other products. Whey, a byproduct of cheese, has also been one of the drivers of growth, he added. Currently, whey products contribute 3 percent to total revenues and the company wants to grow the segment in volume and value, he said. The proceeds of the IPO will be used for value addition of Parag Milk Foods' products, he said. Below is the verbatim transcript of Bharat Kedia's interview with Anuj Singhal and Sonia Shenoy on CNBC-TV18. Sonia: Whey is doing very well for your company and that is giving you good margins as well. Take us through whether you expect margins to hit double digits very soon because in this quarter, you have just about got there at 9.6 percent? A: Before I go down to margins, let me give you a background, we are a consumer value-added products company. We are a dairy-based company, cow milk is the only milk that we consume in our business. We are a well integrated business model company and most importantly, we are primarily a domestic company. Whey is a product that we sell in India. This is a product that primarily imported in India today, there are not many suppliers of these products and therefore these products do encash us good and better margins. Going forward, Whey would be a larger part of our portfolio and that probably will definitely improve our margins. Our operating margins, as we declared for the full year of financial year of 2016, is 9 percent. We are very close to double digit as you rightly said and our ambition obviously is to continue to grow it. Anuj: Which products did best for you and going forward if you could break it in terms of product, what kind of growth would you expect? A: As we are a consumer value-added product business, cheese remains a high part of our business and continuously growing at a faster speed than many other products that we have and cheese has been the core of our growth. In 2008, we set up the largest cheese plant in India, continue to have the largest cheese plant in India that has been the backbone of our success and not only that we have overtime been developed to develop the by-product of cheese which is Whey to improve the margins along with it. Therefore this has been the growth driver for us. The dairy products -- the universe in which we deal with -- grows in industry about 12-13 percent we had a full year growth of around 17 percent and therefore we are ahead of the industry in the market and that is the driver of our growth. In addition to this, consumer value added products business which is roughly about two-third of our total portfolio is almost growing at double the speed of the natural growth of the industry and that is helping our margins too. Sonia: Whey products currently form just 3 percent of your revenues, how much do you hope to grow it to in the next one year and who are your big clients now? A: We would be growing Whey in two different dimensions, in terms of volumes and in terms of value. In terms of volume, Whey can be grown to an extent cheese can grow because whey is a by-product of cheese. The volume of cheese would be able to take Whey in a current scenario from 3-5 percent. But we are looking more from a value addition to whey. What we are doing as part of the IPO proceeds, we have generated funds which we would be deploying to improve and

refine the quality of whey and thereby derive value. Today our Whey products are primarily an institutional products, even though they are high profile margins, they are institutional products. Once we have the investments up in-stream, we would be able to get into consumer value-added products for whey. That is the real time of growth for us and then the value addition will bring the real growth to whey just not the volumes. Anuj: Since you are just recently listed, can you tell us what was the full year earnings per share (EPS) and what is the outlook for current financial year? A: Company's EPS for full year was Rs 7.6. This is the consolidated diluted EPS. The earnings per share of the company is still in single digit, continue to stay little bit in that range right now. In the last five years, as an organisation our focus was topline to grow and capture the market. Therefore our focus has remained on revenue. This is the first year we started to try and balance our focus between driving the revenue to driving the profits. As you would have seen in last five years, profits were very meagre or marginal and now all of a sudden we have started to get a great deal of focus on driving consumer value added products, higher margin products, new innovation with higher margins. All of those brings profitability, once they bring profitability, our earnings per share has to improve significantly. Anuj: Rs 7.6 becomes how much in this year and more importantly in next year? A: EPS is improving, it is not improving significantly this year because we have issued an initial public offering (IPO) as in part of the IPO, we have increased our equity base as the equity base has increased EPS would have a slight impact of this in the year one but overall if you look at it, earnings per share is a direct combination of your profitability versus the shareholding pattern. Our shareholding pattern is now pretty well established after the IPO. So we will continue to grow very rapidly. Sonia: On your revenue front, it is a 14 percent growth you did last year, this year how much can you do? A: Before you look at last year, please look at the last five years compounded annual growth rate (CAGR). The company has had a CAGR growth of 17 percent over the last five years that is from 2011-2016. The industry is growing about 12-13 percent in the universe of product that we play with. What we have done over the period, we have been growing ahead of the industry but slowly and gradually we are now looking at very cautious approach to growth. That means we would be balancing more from our topline growth to the bottomline growth. So while the revenue has only growth 14 percent as compared to the CAGR of 17, our bottomline has been growing very fast and as you have seen the profit after tax (PAT) growth and EBITDA margin expansion has been the key witness to our strategy.

Rules to make farming profitable for tenant farmers

The social movements against the zamindari system of certain regions of the country facilitated land distribution among the real tillers even before self rule got shaped.

By Dairy News India -Jun 26, 2016

Present rulers claim that they make agriculture profitable and keep the farmers professionally happy. However, the ground reality in many regions, where extreme distress in agriculture is experienced for the past two decades, the miseries of small and marginal peasants as well as agri workers continue to double or even treble even in favorable monsoon years.

Why so? The social movements against the **zamindari system** of certain regions of the country facilitated land distribution among the real tillers even before self rule got shaped.

Interestingly, the dynamic engineering fetes – taming rivers – created conditions for secured agricultural practices. Slogans of ‘Land to the tiller,’ ‘Water for irrigating crops’ took shape that created base for new seeds and other agri inputs originated through industrial revolution.

Intensive crop production practices penetrated into certain pockets of South India, including AndhraPradesh. Naturally, rice and millet like food crops could find a place in Green Revolution, parallel to wheat crop of North India.

Many of the new land owners in several provinces also got economical and political gainsthrough multi fold increase in crop production.

This class took advantage and entered into service sectors of economical growth and carved out a niche in political hierarchy also. In that context many got transformed into absentee land lords and continued to derive benefit of farming without investing or struggling to work in risky prone crop production.



Naturally, a new class of “tenant farmers” evolved in a few districts where intensive crop cultures gained ground and expanded in the height of modern methods. Interestingly, large sections of agricultural laborers, small and marginal farmers, started transforming into tenant farmers.

In addition, less skilled working groups or rural artisans, started to find a place in agriculture as *tenant farmers*. In some districts of Telugu States, this group of tenant farmers outnumbered the actual land-owning cultivators. Ample cultivable lands that remained under religious institutes as well as undefined trusts are also being tilled by the tenant farmers in many areas.

Typically, these tenant farmers constantly remain in professional insecurity in availing land in village as well as uncertainty in getting benefits extended by government for agriculture. The laws centered around tenancy favor land owners, rather than these actual tillers or crop producers.

The new governments controlled by land-owned gentry as well as neo-rich sections claim that they want to reform agriculture and create sustainability in soil and water usages, besides regulating marketing and banking system under this situation of tenant farming prevailing now.

On one hand, they extend support to traders of new technical inputs, that are costly and deprive sustainability of resources, and, on the other, they frequently refer to cow-centric organic agriculture and input saving crop production.

The crop loan waiver reforms become fruitless because a majority of tenant farmers never get benefits out of it. The crop loss compensations or crop insurance schemes hardly benefit the actual losers in the natural calamities.

How to resolve the complexity of contradictory policies that decide the destiny of actual peasants that are the principal stake holders of food security as well as resource saving? Policies should be made to reform tenancy acts in favor of actual tillers to create confidence and security among tenant farmers.

It was made possible in certain States like West Bengal, Tripura and Kerala where the enumeration of share croppers or tenant farmers were registered and tenancy acts including rationality in rent were implemented to create livelihood security to actual tiller.

Guided through National Farmers' Commission, policies should be amended to extend extra benefits to those food producers or crop growers that adopt non-chemical inputs and save soil and water. Long and recorded tenancy tenures would favor such practices.

There is a dire need for restructuring the approaches of government institutes like agri-horti extension and research wings to work and to favor actual tillers – saviors of family farming.

Cuban model” of [family farming](#) i.e., extending maximum rights on resources to the actual tiller or producer are worth emulating.

With a view to reducing the cost of production, there is a need to regulate inputs that are meant for short gains proposed by companies at the cost of public institutes, whose mandate is to work for sustainability and stability of resources and producers.

These institutes should develop new techniques that enhance the role of organics – town compost, microbial, green manures, recycling processes of crop residues etc., through mission-mode approaches, so that small and marginal and tenant farmers can adopt them.

Then only there is meaning for a slogan of “security to peasants” or “profitable agriculture” and policies that favor resource saving sections of the society. (The writer is a retired Professor of ANGRAU)

How Kwality to raise Rs 300 corer

Dairy firm Kwality Ltd plans to raise up to Rs 300 corer through term loan and non-convertible debentures (NCDs).

By Dairy News India -Jun 26, 2016

Dairy firm **Kwality** Ltd plans to raise up to Rs 300 corer through term loan and non-convertible debentures (NCDs).

In a filing to BSE, the company informed that the Board of Directors at its meeting held today approved availing of credit facilities from the lenders, up to Rs 300 crore, out of which Rs 200 crore by way of term loan and Rs 100 crore through issue of unlisted non-convertible debentures.

The board also approved opening of a special account with banker(s) for availing of such credit facilities as well as appointment of debenture trustee and security trustee.

Delhi-based Kwality Ltd has six milk processing units in Uttar Pradesh, Haryana and Rajasthan. The company sells [dairy products](#) such as milk (bulk, pouched and tetra-packs), ghee, curd and [skimmed milk powder](#).

For the entire 2015-16 fiscal, the company reported a 4 per cent rise in its consolidated net profit at Rs 173.59 crore as compared to Rs 166.52 crore in 2014-15.

4 reasons why Insurance firm told to pay Rs 17,000

The forum has also asked The New India Insurance Company to pay Rs 70,000 as the claim amount to the complainant.

By **Dairy News India** -Jun 25, 2016

The forum has also asked The New [India](#) Insurance Company to pay Rs 70,000 as the claim amount to the complainant.

The district Consumer Disputes Redressal Forum has directed a leading insurance company to pay a compensation of Rs 17,500, including Rs 7,500 as cost of litigation, for repudiating the claim on a cow's death as the chip inside the animal was not functioning.

The complainant, [Haryana Dairy Farms](#), Dehri village in Ambala, stated in its complaint that it purchased 10 cows through State Bank of India, Panchkula, which had a tie-up with the **insurance company**.

- The 10 cows were insured between October 25, 2013, and October 24, 2016. According to the complainant, on February 13, 2015, one cow (bearing ear tag no. 900108001414150) died. The cow was insured for Rs 70,000 as per the health certificate issued by Dr N K Vohra.

- The complainant stated that at the time of the issuance of the insurance policy, a microchip no. 981020007620264 was inserted by Dr Vohra who examined the cow but later, it was found during routine checking at the farm that the aforesaid microchip was not responding to the microchip reader.
- Thus, a letter dated November 6, 2014, requested the company for inserting microchip which was acknowledged by the insurance company.
- Dr S S Soni was appointed to reinsert another microchip in the cow along with few other cows. Thereafter, Dr Soni reinserted another microchip no. 900108001418150 in the cow and he accordingly intimated the insurance company via a letter dated November 22, 2014.

However, the insurance company repudiated the claim, following which the complainant filed a case in the consumer court on May 19, 2015.

Know the Reason why sweet to cost more in West Bengal

In the six months from Poila Boishakh to Durga Puja-Diwali — the biggest festivals in Bengal's calendar

By [Dairy News India](#) -Jun 27, 2016

In the six months from Poila Boishakh to Durga Puja-Diwali — the biggest festivals in Bengal's calendar — the celebrations are set to turn less sweet. Thanks to the sudden rise in the prices of milk and sugar, almost all confectionery shops in the city are mulling a price hike that will come into effect in the coming weeks.

“The prices of milk, ghee and sugar —the main ingredients for sweet shops — are constantly going up. We've been shouldering the burden for the past few months, but for how long? We can't compromise on quality and size of sweets, as we have a name in the market. Every day, we need around 1,000 of litres of milk, which currently costs `49 a litre. But the price fluctuates, and last month it was `52. We have a contract with suppliers and if we need extra milk, we have to pay the market price, which can be between `60-70. On Poila Boishakh I needed extra milk, which I bought at `140 per litre. We can't continue without a 10-20% increase in the price of our products. Roughly, it means that a sweet that costs `10 now will cost `12,” said Parikshit Gupta of Gupta Brothers, Salt Lake.

SUPPLY LINES DRY UP

The worst part is that the crisis will deepen over the next few months. Reports suggest that sugar prices will go up by `3-4 per kg in the coming days. Cooperative minister Chandrakant Patil suggested that sugar production might fall by up to 50% in the next year as sugarcane crops are being hit because of drought.

This steep rise in prices has affected the profit margins of sweet shops. “The profit margin is as low as 7-8% now. With the falling number of cowsheds and milkmen, the supply lines are drying up. The milk that cost `40-42 per litre in April now costs `50-51. Sugar is `43 per kilo now, while it was `38 only a few months back. Our pre-Puja price hike will see mishti doi going from `200 to `220 per kilo, apart from a commensurate rise in the prices of other sweets,” said Suprovat Dey, from Naba Krishna Guin

Subhrajyoti Choudhury of Deshbandhu Mishtanna Bhandar pointed out that multiple factors like transport costs, presence of middlemen and a skewed demand-supply ratio were affecting the prices of essential commodities. “Our sweets will see a 10% or more hike in prices,” he added.

CAKE SHOPS FACE THE HEAT TOO

If you thought that only traditional sweet shops are affected, think again. Some of the city’s biggest cake shops are also facing the heat. “We’ve not announced a price hike, keeping in mind our customers and the competition. But it’s coming soon, probably before Durga Puja. The price of cakes should go up by `10 per pound,” said Lovey Kapur, from Kookie Jar.

Confectioneries that sell savories like pizzas, puffs and patties are finding it difficult to cope since vegetables prices have gone up as well. “Butter, milk, cheese, sugar, vegetables — everything we need for our products cost more now. We’ve thought of keeping our customers happy so far, but before Puja, prices will go up by 10-12%,” said Satyendra Mishra of Cakes. Cupcakes, the firm favourite with the young crowd, will cost more soon, said Sneha Singhi of Paris Cafe. “A red velvet cupcake that now costs `70 will cost `85. I’m sure our customers will be with us.”

EYES ON THE PUJAS

Most sweet shops affirm that though they are bearing the brunt of the rise in prices of essential commodities so far, once they approach the Pujas, the greater demand will force them to hike prices.

Most of them are still going through their books to figure out what is the minimum increase possible that will keep them in the business — yet not drive customers away to competition.

“Milk, ghee and sugar are the pillars of our industry and with the prices of these three items going up, we will have to order a 8-10% increase in prices of our food items leading up to Durga Puja. Take the example of milk. Sixty per cent of it we buy on a yearly contract, but the rest of the 40 per cent has to be bought from the local market and that costs a fortune. Consumption of milk is increasing, but with the number of cowsheds falling, this will only send the demand-supply ratio into a tailspin and hence affect all milk and [dairy products](#). And we hear that sugar production is less than last year, so the price will surely increase,” said Subhajit Ghosh of Banchaaram’s.

Sudip Mullick from Balaram Mullick & Radharaman Mullick too is thinking of hiking the price of sweets by 10% before Pujas. “Milk, which was `35-40 per litre a few months back, is now `50-54 per litre. The price of sugar is also going up. So, there is no option but to increase the price of sweets before Pujas.”

Devendra Shah, Chairman & Managing Director, Parag Milk Foods Ltd

"We propose to set up a research and development center at our manchar facility to develop new products and processes and a technology center at our subsidiary for training and development activities and focus on animal husbandry.

By [Dairy News India](#) -Jun 25, 2016

Devendra Shah, Chairman & Managing Director, Parag Milk Foods Ltd received a Bachelor of Commerce degree from Pune University. After graduating in commerce, Shah dabbled in other businesses like clothes retailing but it was not until 1989 that he found his true calling— the dairy business. He also holds reputed positions in various ventures like Director- Bhimashankar Sahakari Sakhar Karkhana, Pargaon, Secretary of National centre for Rural Development. He also promotes India’s largest cow farm called Bhagyalaxmi Dairy farm.

[Parag Milk Foods](#) is a manufacturer and marketer of dairy-based branded foods in India. It commenced business in 1992 with collection and distribution of milk and has now developed into a dairy-based branded consumer products company with an integrated business model, manufacturing a diverse

range of products including cheese, ghee (clarified butter), fresh milk, whey proteins, paneer, curd, yoghurt, milk powders and dairy based beverages targeting a wide range of consumer groups through several brands.

Replying to Yash Ved of IIFL, Devendra Shah says “We propose to set up a research and development center at our manchar facility to develop new products and processes and a technology center at our subsidiary for training and development activities and focus on animal husbandry.”

What outlook do you see for the dairy food sector?

The Indian dairy industry is divided into the organized and unorganized segments. The unorganized segment consists of traditional milkmen, vendors and self-consumption at home, and the organized segment consists of cooperatives and private dairies.

In 2014, 30% of the total marketable milk in India was processed by the organized segment with private players processing 55% and cooperatives 45% of the total marketable milk in the organized segment.

During 2010 to 2014, the organized segment grew at CAGR 20.7% whilst the unorganized segment grew at a CAGR of 14.2% during the organized segment at 20% by value in 2014. The organized segment is expected to grow at a CAGR of 19.5% between 2015 to 2020, accounting for approximately 25.5% of the [Indian dairy industry](#) by 2020. The unorganized segment is expected to grow at a CAGR of 13.2 % during the same period, and is expected to account for 74.5% of the total Indian dairy industry by 2020.(source : IMARC report).

What is your current production capacity? Are you increasing its production capacity?

We have two manufacturing facilities in Maharashtra and Andhra Pradesh. The milk processing capacity for both the units is 20 lakh litre milk per day. The cheese plant which is situated at Manchar produces 40 MT cheese per day.

In 2005, we setup our Bhagyalakshmi Dairy farm at Manchar with an aim to educate farmers about best practices of breeding, feeding, animal management and improving capacity. Our dairy farm is fully automated with 200 Holstein breed cows with higher yields of superior quality milk.

We have invested significant resources over the last few years to install additional plant and machinery and other technological infrastructure at our facilities, including for our UHT, cheese and whey products and we expect to derive benefits from these investments in the near future.

Any plans to add new manufacturing facility?

We are not adding any new manufacturing facilities as of now but improving the existing ones. We constantly focus on research and development to distinguish over selves from our competitors to enable us to introduce new products based on consumer preferences and demand.

We propose to set up a research and development center at our manchar facility to develop new products and processes and a technology center at our subsidiary for training and development activities and focus on animal husbandry. We indent to increase the share of our value added product portfolio by focusing on health and nutrition to cater to evolving consumer trends.

What are your plans for global market?

In 2000, we began exporting our products to SouthEast Asia, Middle East and we exported our products to 31 countries overseas.

Cheese, Ghee, Pander and Milk powder are some of our primarily exported products.

Brief us about your financials?

Over the years, we have established a strong track record of growth and financial performance. Our total revenues grew at a CAGR of 21.6% from Rs. 6596.78 million for the financial year 2011 to Rs. 1440.47 million, for the financial year 2015.

Our net profit after tax grew at a CAGR of 161.8% from Rs. 6.27% million for the financial year 2011 to Rs. 294.72 million, for the financial year 2015.

The volume of the milk procured by us increased at a CAGR of 11.47% from 0.68 million liters per day, for the financial year 2011 to 1.05 million liters per day for the financial year 2015.

What is your revenue mix?

Our revenue from the sale of manufactured goods accounted for Rs 13,289.78 million, or 92% and Rs 9,593.24 million, or 88.2% of our total revenues for the financial years 2015 and 2014 respectively.

Why Milkfood Limited is so important

By [Dairy News India](#) -Jun 24, 2016

Milkfood Limited was set up in the year 1973 with the first Plant at Bahadurgarh, on the Rajpura Patiala Road in the State of Punjab. The company is promoted by Karamjit Jaiswal. The Jaiswal family are also promoters of Jagatjit Industries Limited, which has interests in Alcoholic Beverages (AC Black, Aristocrat Premium, ACP , Bonnie Scot) , Malted Foods, Plastic and Glass Bottling and Real Estate. The Group has a Gross Turnover in excess of INR 5500 Million.

The company manufactures Pure Ghee, Skimmed Milk Powder , Whole Milk Powder, and Dairy Whitener . From the initial installed capacity of 80 MT of milk processing per day at Patiala during 1974 the Company has enhanced the processing capacity from time to time and the present milk processing capacity of all Plants is 1500 MT per day.

In the year 1987 the company commissioned its second plant at Gurgaon in the State of Haryana for the manufacture of Cultured Desserts like Long Life Yoghurts, UHT Milk , Juices etc. and Frozen Desserts Yoghurts like Ice Creams.

The Ice Cream brand 'Milkfood 100% Ice cream' still conjures up memories even years after it's sale to Hindustan Lever.

The company has taken on lease a [Dairy Plant](#) in 2003 at Hamira, Distt. Kapurthala, in the State of Punjab to supplement the production capacities by 200 MT of milk processing per day. The capacity has since been enhanced to 500 MT of Milk Processing per day.

In 2005, the company has taken expansion plans further to the State of Uttar Pradesh where a fully modernised facility has been set up at Village Agwanpur, Tehsil Moradabad to add capacity of 500 MT of milk processing per day. The plant has commenced production in November 2005.

Further expansion plans for manufacture of Export Oriented and Value added products like Casein ,

Demineralised Whey Powder , Whey Protein Concentrates has been initiated at the Bahadurgarh facility, which is likely to be commissioned by end of 2006. Capacity expansion will enable the Bahadurgarh plant to process 700 MT of milk per day.

Milkfood has three plants:

Patiala Plant– The plant has facilities to manufacture Anhydrous Milk Fat (Ghee) , Milk powders (Skimmed Milk Powder, Whole Milk Powder). The plant is being upgraded to manufacture value added products like Casein, Demineralised Whey powder, Lactose and Whey Protein Concentrate powders of different percentages.

Hanira Plant– The plant has facilities to manufacture Anhydrous Milk Fat (Pure Ghee) , Milk Powders (Skimmed Milk Powder , Whole Milk Powder, Dairy Whitener & Infant Foods). The plant has facility to produce powder with disc and nozzle atomization resulting into powders of low or high density. A Three stage spray drying system with facility of Lecithination helps in production of instant powders. A separate facility for production of malted food is available.

Moradabad Plant– The plant has facilities to manufacture Anhydrous Milk Fat (Pure Ghee), Milk Powders (Skimmed Milk powder, Whole Milk Powder).Among the private sector corporations in India the company is one of the largest supplier for Milk Powders to the institutions i.e Glaxo Smithkline , Cadburys, Nestle , Mother Dairy , Metro Dairy , LotusChocolate.

The company also exports Skimmed Milk Powder and Whole Milk Powder to the South Asian countries of Pakistan, Bangladesh , Nepal, Sri Lanka , Afghanistan and Myanmar.

For distribution of products, Redistribution depots are established at Gurgaon , Delhi , Kolkatta , Chandigarh and Mumbai apart from Agents spread over almost all states.

Products manufactured by the company include:

1. Pure Ghee
2. [Skimmed Milk Powder](#)
3. Whole Milk Powder

4. Dairy Creamer
5. Dairy Whitener
6. Future plans

A 100% Export Oriented Unit is being set up at the existing facilities at Bahadurgarh, Patiala to manufacture Casein which commands a premium price in Export markets of USA, Europe and Japan. India being the largest and cheapest producer of Milk holds comparative price advantage in the product which has varied applications from Food Products, Pharma to Technology products. Demineralised Whey Powder is a by product which has both a Domestic and Export market.

11 Reason for Contamination at Local Milk, Dairies

By [Dairy News India](#) - Jun 24, 2016

Strong management at the local milk-dairy level will prevent contamination

It is good to see Harsh Vardhan, Union minister for science and technology, apprising members of the Lok Sabha on adulterated milk, which has become a part of our diet.

However, like many previous mentions of the issue, this one also missed the point:

Contamination due to management practices. While efforts are put into testing milk available in the market, we often forget the cows and buffaloes, which are the primary producers of milk, and the food safety measures that need to be ensured at dairies and animal farms.

1. Milk is approximately 80% water and the quality of milk produced by cattle is as good or bad as the water it consumes.
2. In villages, the water meant for cattle consumption is not of very good quality and is unsafe for human consumption.
3. It is laced with lead, zinc, iron, virus and bacterial content. One cannot expect good-quality milk from a cow or buffalo if it drinks this water.
4. In a majority of dairies located on the peripheries of cities, farm animals do not get sunlight and fresh air inside the cramped concrete halls that function as dairies.
5. Twenty or more cattle on cracked, uneven floors with heaps of dung and urine all around is considered as an acceptable way to raise sentient beings.

6. They are fed with stale bread, injected with oxytocin to extract milk and kept on heavy doses of antibiotics. Since animals are milked at the same place, the milk gets contaminated with dung, urine and dead flies.
7. The final product is supplied directly to sweet shops and households that prefer high fat milk for consumption and manufacturing.
8. As this milk contains heavy doses of antibiotics, it is unsafe to consume even after pasteurization.
9. The milk produced in and around the city does not undergo any testing for adulteration before sale as it is privately operated.
10. Cows and buffaloes raised in urban areas forage on garbage in the absence of any other diet.
11. Cattle owners do not want to invest in quality diet when garbage and food offered by generous people are available to the cattle.

Without any investment in housing, food and other needs of cattle, the dairy owner in the city has nothing to lose as he gets a better price than the shop across the street selling packaged milk.

Governments in top milk-producing nations such as New Zealand and the United States have set guidelines for farmers to address milk adulteration. While in some countries, it's the duty of the government food regulator to ensure welfare of farm animals under a quality assurance programme, in other countries the food regulator and animal husbandry departments conduct it jointly. To obtain a license to start milk production, farmers have to adhere to guidelines regarding food safety, animal welfare and chemical contamination.

The Food Safety and Standards Authority of India has failed to address the contamination resulting from unregulated dairy management practices.

The Karnal based National Dairy Research Institute has drafted the National Code of Practices for Management of Dairy Animals in India to address this gap. These guidelines are supported by the Animal Welfare Board of India as they ensure welfare of animals considering milk production. However, these guidelines exist only on paper.

Next time, someone mentions adulterated milk, do think about what is being done about the welfare of the animals which give us milk.

Five Drinking Milk habits which save your heart -Dairy News India

By [Dairy News India](#) -Jun 21, 2016

A number of studies have shown that certain foods act as cholesterol busters and help in improving healthy heart functions. Here's more good news for dairy lovers.

A study recently presented at the 12th Euro Fed Lipid Congress in France, states that drinking two glasses of milk can help lower blood pressure and reduce the risk of developing heart diseases. In fact, consumption of milk along with other dairy products can protect your heart against heart attacks.

"The meta-analyses indicate that there is a link between increasing the number of glasses of milk a day and a lower incidence of hypertension and subsequently the heart attack risk," explained Dr Sabita S. Soedamah-Muthu from Wageningen University in Netherlands.

These findings were based on nine studies involving 57,256 individuals and 15,367 cases of hypertension. They revealed that as total dairy, low-fat dairy products and milk (just over two cups a day) consumption increased, the risk for high blood pressure decreased. (More: [Eat These to Reduce The Risk of Heart Disease](#))

Experts also examined the effects of [dairy products](#) and dairy fat on risk factors such as cholesterol, body fat accumulation and weight gain. "The results lay the groundwork for future investigations into the overall impact dairy may have on public health," researchers noted.

Globally, cardiovascular disease (CVD) claims 17 million lives each year, while complications from high blood pressure take an additional 9.4 million.

"It appears that dairy's nutrient-rich package may have a positive impact on health, development and performance in more ways than previously expected," Schweitzer concluded.

These findings were further supported by a clinical trial published in the American Journal of Clinical Nutrition which showed that the addition of four servings of nonfat dairy products per day to a routine

diet lowered blood pressure in middle-aged and older adults. (More: Heart Friendly Foods and Enemies of the Heart)

Supporting the previous claims, another study that appeared in journal Applied Physiology, Nutrition and Metabolism states that consumption of dairy products on a regular basis may also reduce the risk of obesity and diabetes and promote overall metabolic health.

Five Best Indian Milk

By [Dairy News India](#) -Jun 21, 2016

Five Best Indian Milk – Amul, Nestle, Mother Dairy, Tru & Danone: Which Milk Tastes the Best?

Milk is good for you; this phrase is probably one of those few things which we have been made to believe is set in stone. When one mentions milk, almost instantly the words that come to mind are creamy, fresh and calcium booster. When we contemplated a milk taste test, the first question that struck us was –“But doesn’t all milk taste the same?” Well, we may have been wrong all this while.

Milk’s got character. Cow’s milk is supposed to be sweet with a mild after-taste, creamier on the tongue, fresh and slightly off-white in colour. Buffalo’s milk, on the other hand, is white and thick. It has more proteins, fat and calories. In a quest to discover if what we’re drinking really holds up to these standards, we decided to do a blind taste-test with five popular brands of milk.

The size of India’s dairy industry is 3 lakh crore rupees and milk accounts for most of this. The 2014-15 figures indicate that we produced 147 million tons of milk which makes us the world’s largest milk producer. Though a large part of this market is raw buffalo milk, we decided to taste pasteurized cow’s milk because it’s more popular in Tier 1 and Tier 2 cities where you won’t find too many takers for raw milk. Raw milk comes straight from the farm to your doorstep, along with a long list of unanswered questions about ‘health and safety’.

In the last few years, there’s been a lot of talk on whether you should drink milk or not. But if you’re not lactose intolerant then there’s no reason why you shouldn’t. It’s rich in calcium and Vitamin D, good for your bones and does your body a whole lot of good.

How much milk should you drink?

The World Health Organisation (WHO) suggests that an adult needs 400 to 500 milligrams of calcium a day to prevent bone fracture and maintain good bone health. One glass of toned milk has about 125 milligrams of calcium, which means you need to drink anywhere between three to four glasses of milk a day. Some other advocates of health and food recommend as high as 1200 milligrams of calcium a day for people up to the age of 50. The United States Department of Agriculture recommends three cups of milk a day for anyone over the age of 8.

Selection Procedure

We picked five popular brands of toned milk that were easily available in general stores and supermarkets. Most of them were a mix of cow and buffalo milk which was confirmed by the respective brands that were selected basis consumer popularity regardless the source. We tried our best to find milk that was manufactured around the same dates. Few were several days older than others (all within the best-before date) but that didn't seem to affect the overall rankings. We bought one litre packs for every brand and all of them were within the same price range (up to Rs. 70).

That said, we wondered if it is worth paying a premium for the packing and longer shelf life of tetra packs and therefore included Mother Dairy which sells milk pouches but holds a significant market share in the Capital, New Delhi. While comparing it with others, we made sure we took the difference in packaging and price into consideration.



What is toned milk?

Single toned milk is obtained by added skimmed milk powder and water to whole milk, a method of treatment developed in India. This is done to reduce the fat content and the process 'tones up' the non-fat solids. Toned milk has a fat content of about 3%. Mostly, buffalo milk is toned because it has a high fat content.

The Contenders

1. Amul
2. Nestle
3. Mother Dairy
4. Tru
5. Danone

- **The Criteria** : All the brands were blind tasted (not knowing the brands). The tasters gave their personal scores and feedback which was later compiled to get the average results. Each of the brands were ranked on the following three parameters –
- **Flavour**: Consumers prefer milk with a subtle sweetness. The sweetness comes due to the presence of lactose. There shouldn't be a sour aftertaste. It may have a faint saltiness due to the presence of minerals. So, was it flavourful, salty, grassy, nutty or neutral?
- **Texture**: The ones that were thick, rich and creamy were preferred over those that were runny and watered down.
- **Freshness**: Needless to say, milk should taste fresh and not artificial or acidic.

Some other points that were kept in mind –

- All brands were served at room temperature.
- All brands were tasted uncooked without boiling to sample the original flavours.
- Cookies were used as palate cleansers.
- We took into consideration the colour and aroma of milk.
- After the blind taste test, we also scanned through the nutrition labels of all the brands to come up with a rounded conclusion taking into account the amount of calcium and calories.
- All the brands were marked individually on each of the parameters and the average was calculated for the final scores.

Milky Matters:

Which One 'Moo'ved Us?

- Brand 1 – Mother Dairy
- Score: 5/10

Mother Dairy toned milk which is a mix of cow and buffalo milk was very light with a faint aroma. The texture was smooth, but it wasn't creamy like the others. Some of the tasters found it to be slightly watered down. The freshness didn't stand out considering the fact that the others were all tetra packs.

Calcium per 100 ml – 127 mg

Calories – 59 Kcal



- Brand 2 -Nestle
- Score: 8/10

Nestle was praised for being well balanced in all three aspects. It tasted fresh and earthy. The subtle sweetness was valued by all. The texture was full-bodied; rich and creamy but not overly thick or heavy. It is perfect for straight-up drinking out of a glass. It is a mix of cow and buffalo milk.

- Calcium per 100 ml – 84 mg
- Calories – 59 Kcal



- Brand 3 – Tru

- Brand 5 – [Amul Taaza](#)
- Score: 4/10

It tasted somewhat artificial and had a bitter aftertaste. Some deemed that it was synthetic and boring. ‘Nothing interesting,’ remarked one of them. Amul Taaza was also a mix of cow’s and buffalo’s milk.

- Calcium per 100 ml – 150 mg
- Calories – 58.2 Kcal



Conclusion: The results of the blind taste test showed that Nestle scored the highest in terms of taste but on scrutinizing the labels we found that the calcium content was one of the lowest. On the other hand, Amul Taaza had the maximum calcium content but its taste didn’t go down well with most of us. The brand that caught us by surprise was Tru, as we really enjoyed the nutty flavour. We also took into consideration the calorie content as milk is consumed daily. All brands had similar values, so wasn’t really a distinguishing feature.

Disclaimer

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Amul is now world's 13th largest dairy

the cooperative says it has grown by 187% during the past six years, which is a CAGR of 19.2% during the period

By [Dairy News India](#) -Jun 17, 2016

Amul is now world's 13th largest dairy, posts 67% revenue growth in FY16

The world's 13th largest dairy organization and India's largest dairy cooperative, Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets the popular Amul brand of dairy products today said that it has registered a 67 per cent growth in turnover to Rs 23,004 crore during 2015-16.

Declaring its financial results for the last fiscal at its 42nd annual general meeting at Anand today, the cooperative, which passes on every 80 paise from every rupee earned on the sale of Amul products to its dairy farmers, said that it has grown by 187 per cent during the past six years. This translates into a compounded annual growth rate (CAGR) of 19.2 per cent during the period.

In fact, the group turnover of GCMMF and its constituent member unions, representing unduplicated turnover of all products sold under Amul brand was Rs 33,000 corer or \$5 billion.

Rapidly moving up the global rankings, Amul has is now the thirteenth largest dairy organisation in the world, as per the latest data released by International Farm Comparison Network (IFCN). Amul is ranked well ahead of other dairy companies such as Land O'Lakes & SchreiberFoods of the US, Muller of Germany, Groupe Sodiaal of France & Mengniu of China.

Jethabhai Patel, chairman, [GCMMF](#), emphasized the fact that "In last two years, when dairy farmers across the world have witnessed a sharp decline in farm-gate prices of milk, only farmer-members of Amul cooperative family have witnessed growth in milk procurement price. For example, dairy farmers in New Zealand suffered 47 per cent decline in farm-gate prices of cow milk during the last two years.

The chairman added that during the last six years, GCMMF's milk procurement has witnessed phenomenal increase of 87 per cent, and the milk procurement price paid to its farmer-members which has increased by 90 per cent during last six years.

R S Sodhi, managing director, [GCMMF](#) said “By aggressively promoting dairy entrepreneurship among rural youth, the benefits of ‘make in India’ initiative can also be extended to rural India”.

Sodhi also informed that “In line with our expansion plans, we have already achieved expansion in our milk processing capacity to 28 million liters per day (mlpd). During the year, several major expansion projects were successfully completed, with commissioning of our new dairy plant at Faridabad with capacity of 1 mlpd LLPD, expandable to 2 mlpd.”

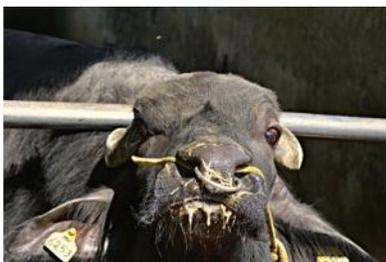
On the other hand, thanks largely to the focus on marketing value-added milk and dairy products in consumer packs, farmer-members of Amul family witnessed 17 per cent in their milk procurement price during the same period.”

GCMMF’s new plant at Rohtak, also started operations with current capacity of 600,000 lpd expandable to one mlpd. Its new dairy plant at Amreli, Gujarat, commenced operations with a capacity of 200,000 lpd and the Kutch plant expanded capacity from 50,000 lpd to 200,000 lpd with new production facilities for buttermilk and dahi (curd).

Elite buffaloes and other exemplars

By [Dairy News India](#) -Jun 20, 2016

Elite buffaloes and other exemplars of advanced Indian dairy science at the National Dairy Research Institute



Shrestha, the world’s first cloned buffalo bull, in his holding pen at India’s National Dairy Research Institute (NDRI) (photo credit: ILRI/Susan MacMillan).

Shrestha, a spirited buffalo bull, greeted Jimmy Smith, director general of the International Livestock Research Institute (ILRI), with a low grunt during a visit Smith and his delegation recently made at the National Dairy Research Institute (NDRI), India’s pre-eminent dairy research centre, located in the northern city of Karnal and the prosperous state of Haryana.

Curious about his visitors and eager to play (or perhaps to attack, it was hard to tell), the six-year-old Shrestha did not stand still for a second in his holding pen. Jet black and weighing something like 550 kilos, Shrestha, which means ‘most excellent’ or ‘noble’ in Sanskrit, is no ordinary domesticated water buffalo. He is the world’s first cloned Murrahbuffalo bull.



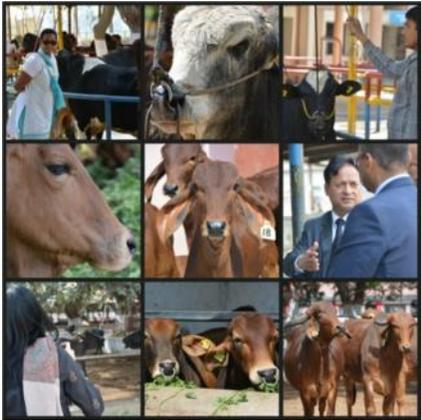
The largest member of the Bovini tribe, which includes yak, bison, wild African buffalo and various species of wild cattle, the water (or Asian) buffalo is a formidable animal. These animals carry enormous backward-curving, crescent-shaped and deeply ridged horns stretching close to 5 feet (1.5 meters) long in males.

Domesticated for more than 5,000 years, water buffalo have buttressed humanity’s survival with their meat, horns, hides, milk, butterfat, and power, plowing and transporting people and crops.—National Geographic

The Murrah is a breed of domestic water **buffalo** kept for dairy production. It originated from Punjab and Haryana states of India and has been used to improve the milk production of dairy buffalo in India and many other countries. Of the 13 buffalo breeds in India, the Murrah is the most sought after. Acknowledged as the best ‘breed-improver’, its gene pool now extends across the globe in South Asia, South America, Mexico and West Asia.

Researchers at NDRI, a major partner of ILRI’s, produced the world’s first cloned buffalo in 2009 using an ‘advanced hand-guided cloning technique’ and a donor cell from a foetus. In total, NDRI has produced more than a dozen cloned milch animals, including Swarupa, a female calf cloned from Karan-Kirti, the highest milk-producing Murrah buffalo at NDRI farm, and Apurva, a female calf cloned using somatic cells isolated from urine. Both female calves were born in 2015.

As previously reported in the Times of India, 'NDRI director AK Srivastava hoped that the technology could go a long way in multiplying the number of best milch buffaloes in the country. "India has world's largest population of buffaloes, which contribute about 55% of the total milk production in the country but even then there is an urgent need to enhance the population of elite buffaloes as their number is very small," he said.'



The ILRI delegation tours the impressive animal facilities at NDRI (photo credit: ILRI/Susan MacMillan).

According to AK Srivastava and MS Chauhan, a principal scientist at NDRI's Animal Biotechnology Centre, the NDRI experimental and dairy processing units also take pride in related advanced research achievements, such as the expression of the human insulin gene in buffalo mammary epithelial cells for production of insulin to treat diabetes and the expression of the human lactoferrin gene in goats for production of human lactoferrin to treat diarrhea, intestinal ulcers and other digestive problems.

The dairy institute has many other practical achievements to boast of. It has, for example, developed a model that identifies heat stress in Murrah buffaloes and assesses how that stress affects the animal's reproduction and it has been granted patents for an improved process for preparing milk cake and for a kit that detects detergent in milk. Here is a more complete list of the major achievements of NDRI's Animal Biotechnology Centre alone.)

NDRI operates under the aegis of the Indian Council of Agricultural Research (ICAR), which is based in New Delhi. With more than 10,000 scientific and technical staff working at 101 ICAR institutes and 71 agricultural universities across the country, ICAR is one of the largest national agricultural systems in the world.

NDRI's research programs focus on dairy production, processing and management as well as dairy research, training and extension. Specifically, the research institute concentrates on improving dairy animal genetics, dairy production systems and dairy cow productivity (via improved feeds and animal nutrition), as well as producing nutraceuticals (probiotics, prebiotics, micronutrients) in milk, adding value to traditional milk products (via new processes, biotechnologies, etc.) and ensuring quality control in dairy enterprises.

NDRI and ILRI are currently identifying areas for collaboration in dairy research and animal biosciences as part of a three-year (2015–18) ICAR-ILRI work plan. The research areas identified include animal breeding and health, food safety, zoonotic disease control, feed and fodder improvements and enhanced livestock value chains, as well as work to further develop and expand India's already large capacity in livestock research for development.

With animal breeding already selected as one of the joint focus areas, the collaborative cloning of another 'noble' animal might one day be in the cards.

Source : By Jules Mateo,

India's First Ready To Serve Fruit Milkshakes -CavinKare

CavinKare Launches India's First Ready To Serve Fruit Milkshakes

By Dairy News India -Jun 20, 2016

When you're craving something cool and refreshing to drink, there are a lot of options on the market. From street stalls there are delights like nimbu paani, coconut water and sugarcane juice. From FMCG companies, there are options like carbonated drinks, juices and sherbets. And now, thanks to CavinKare, there are ready to drink milkshakes – the first of their kind in India.

CAVIN'S FRUIT MILKSHAKES

In a statement to reporters, C K Ranganathan, the chairman and managing director of CavinKare said “We are proud to present Cavin’s Fruit Milkshake, India’s first ambient dairy product with the combined benefits of fruit, milk and honey. This completely differentiated product is a rich source of calcium, proteins and vitamins. This is one drink which is suitable for daily consumption. CavinKare is committed to the ambient dairy business.”

He added that CavinKare has invested Rs.40 crore in [milkshakes](#) and plans to spend a further Rs.30 crore in them along with similar lines of products.

The milkshakes will be available in mango, apple and guava flavours for Rs.25 for 200 ml. They will have a shelf life of six months and have no added preservatives.

While it’s the first company to launch pre-packaged milkshakes, **CavinKare** is no stranger to the F&B segment. They sell a variety of foods and beverages including pickles, peanut candy, culinary paste, namkeens (under the Garden namkeens brand) and MA fruit drinks. They also manufacture a range of dairy products under the Cavin’s brand like Cavin’s Curd, Cavin’s paneer and Cavin’s lassi.

The new fruit milkshakes also fall under the Cavin’s brand; CavinKare’s Fruit Milkshakes were launched on June 9th in Tamil Nadu and will be available in the rest of South India over the next few months.

Know five things about the father of White Revolution in India

By [Dairy News India](#) -Jun 19, 2016

Vergheese Kurien: Know five things about the father of White Revolution in India

Amul is celebrating National Milk Day on November 26 on the occasion of the birth anniversary of the famous milk revolutionist, Dr Vergheese Kurien. Kurien had dedicated his entire life for a cooperative movement which boosted the production of milk in India. Today it is because of him that India is the highest milk producer in the world. Born on November 26, 1921 in Kerala, he passed away on September 9, 2012 in Gujarat.

According to a Times of India report, NDDB’s chairman T Nanda Kumar said, “The idea of celebrating Indian Milk Day was first mooted by IDA. We thought November 26 is best suited to celebrate such a day as it is birth anniversary of Dr Kurien.”

Today on National Milk Day , here are five important events of the revolutionist's life.

1. Father of White Revolution

Vergheese Kurien came to be known as the Father of White Revolution after his pioneer in increasing milk production in the country was a success. His project called 'Operation Flood' was the world's biggest agricultural development programme. It was his initiative which helped India in becoming the largest milk producer of the world. Later on, he also helped the country become self sufficient in edible oils. His works have helped millions get daily livelihood means and is known across the globe for such a commendable initiative.

2. Initial days of milk production

Vergheese Kurien came back from America after completing his master's degree and quickly got to work with the Government of India's experimental creamery, at Anand in Gujarat's Kheda district. He was unhappy about the work profile and also planned to quit the job mid-day. However was convinced by Tribhuvandas Patel to stay back and developed the interest of milk production in him.

3. His works

AMUL is one of the leading milk producers in the country founded by Kurien. Other than that, similar organisations owned and managed by Kurien includes Gujarat Co-operative Milk Marketing Federation (GCMMF), IRMA and NDDB. Milk powder processed from buffalo milk was the a notable invention by AMUL. Seeing his achievements with AMUL, then Prime Minister Lal Bahadur Shastri appointed him as the founder chairman of National Dairy Development Board (NDDB) in 1965. From 2006 to 2011, he also served as the first Chancellor of the University of Allahabad.

4. Manthan (the churning of the 'milk ocean')

Veteran film maker, Shyam Benegal made a movie on Kurien and his wondrous job in the country. The movie titled Manthan (the churning of the 'milk ocean') was Kurien's life story around milk. Kurien helped Benegal in producing the movie as Benegal was under financialcrisis.

Kurien's idea helped the movie maker by asking half million farmers to contribute a token of two rupees for the expenses of the movie.

5. Books by him

Kurien also authored some books including, I Too Had a Dream, An Unfinished DreamThe Man Who Made The Elephant Dance which is an audio Autobiography of Dr. Kurien in the voice of Tom Alter with Audio Foreword by Ratan Tata, in his own voice. Verghese Kurien: The Man with the Billion Litre idea was published in Amar Chitra Katha.

Dairy Industry in India -hormonal injection Oxytocin seized from dairy owners

Oxytocin is a Schedule-H drug and is required to be supplied on the prescription of a registered medical practitioner only.

By [Dairy News India](#) -Jun 18, 2016

Despite a ban on Oxytocin in India, violators are managing to lay their hands on the 'hormonal injection', widely used in dairy industry to boost milk production in cows and buffaloes, by importing the drug in disguised names.

The Union Health Ministry has recently seized the imported Oxytocin vials under disguised names of peptides and amino acids. Oxytocin is a peptide of nine amino acids (a nonapeptide).

"Misuse of oxytocin by importing it in the form active pharmaceutical ingredients under disguised names of custom peptides, other peptides and amino acids has been unearthed," a senior official in the Central [Drugs Standard Control](#) Organisation (CDSCO) under Union Health Ministry said.

ACTION TO BE TAKEN

Dr GN Singh, Drugs Controller General (India) has directed all state drugs controllers to have continuous surveillance and book the culprits. All post offices have also been asked to carefully scrutinize all such consignments of import under the above names or any other names before release of the consignment. In March 2016, drug control officers in Hyderabad seized 140 vials of oxytocin. The drug was stored in

unlicensed premises and the vials did not have any labels. Similarly, in September 2015, large quantities of oxytocin injections were seized from a person during a raid conducted by a team of the [Drugs Control](#) Department near New Delhi Railway Station.

USE OF Oxytocin

Oxytocin is a peptide hormone secreted by the posterior pituitary gland and is now chemically synthesised. It has medical use for induction and augmentation of labour, to control post-partum bleeding and uterine hypotonicity. The drug is also used in veterinary in case of retention of placenta and expulsion of foetus.

“Oxytocin injections are being illicitly used by dairy owners to [extract milk](#) leading to its harmful effects on humans as well as livestock. We want a strict surveillance for this drug. Despite a ban, it is being used in the dairy industry without a prescription from a registered medical practitioner. We want to curb this practice,” said Dr Jagdish Prasad, Director General of Health Services (DGHS), Union Health Ministry.

DRUGS AND COSMETICS RULES

Under the Drugs and Cosmetics Rules, 1945, oxytocin is a Schedule-H drug and is required to be supplied on the prescription of a registered medical practitioner only. The formulation of oxytocin injection is required to be packed in single unit blister packed only to avoid its misuse.

In order to ensure that the drug is used for legitimate purposes, the health ministry had issued a notification under the Drugs and Cosmetics Act, 1940 mandating that the manufacturers of bulk oxytocin drug shall supply the active pharmaceutical drug only to the manufacturers licensed under the Drugs and Cosmetics Rules, 1945.

In spite of these provisions the drug in the form of injection (crude concoction) continues to be sold in a clandestine way to dairy owners.

Union Minister of Women and Child Development Maneka Gandhi had also taken up the matter with the secretary of Union health ministry stating that misuse of oxytocin in animals is leading to a substantial loss of livestock in the country.

Dairy Business in India

By [Dairy News India](#) -Jun 18, 2016

High fodders cost leads to distress sale

Nagpur: Successive state governments have been telling farmers they should take up dairy business to supplement farm income as a means to come out of agrarian distress. Farmers of Bhandara district have done precisely this but this year they are regretting it. The price of dhep, the byproduct of ginned cotton, fed to the cows has gone up so much that dairy business is no longer profitable. Bhandara district is the worst hit in the region as it has a flourishing dairy sector.

Many farmers are incurring so much losses that they are ready to sell their cows to butchers. Vigilantism by Hindutva organisations like Vishwa Hindu Parishad (VHP), Bajrang Dal and Shiv Sena since the beef ban have made the butchers reluctant to buy. Traders are now buying cows at throwaway prices taking advantage of the distress.

The price of dhep last year was around Rs 12 per kg. It started increasing from second half of 2015 and is not showing any sign of reducing. It has now touched Rs 28 a kg. Some farmers say they even brought it for Rs 30 a kg. Things are not going to improve in coming months. The price of dhep is expected to touch Rs 35 a kg and milk production will go down as it does every monsoon.

Hemant Telmasare, a dairy farmer of Bhendala village (near Paoni town in Bhandara district), said that increase in price of dhep had upset his applectart. "I am incurring a loss of Rs 50 every day on one cow. If the prices of dhep do not come down, I will be forced to sell them and quit this business. Many farmers have already done that," he said.

Telmasare charged that big traders were hoarding dhep and government should raid their go-downs. "Today, wheat costs Rs 23 a kg and dhepcosts Rs 28, which is crazy," he said.

The price of dhep has increased by Rs 14 to Rs 16 per kg compared to last year, which means an excess expenditure of Rs 100 per animal each day. Earlier, we spent Rs 150/day on a cow that produced 10 litre milk. Now this expenditure has increased to Rs 250. Many farmers are unable to feed the required amount of dhep to the cows and consequently their milk yield has gone down. They are no longer getting good prices for their milk too," he said.

Khadilkar further said there was no relation between the price of cotton and dhelp. “A few years ago, when the price of cotton was Rs 7,000 per quintal, dhelp prices were only Rs 7 to Rs 8 per kg. Now when it was around Rs 4,500 per quintal, we are getting dhelp at Rs 28 a kg,” he added. Sanjay’s 18-year-old son Dheeraj had written to several public representatives including chief minister Devendra Fadnavis but to no avail. “The [government](#) wants youngsters to go for agriculture but it is doing nothing to improve things,” he told TOI.

Rajhans Katekar of Dahegaon, who had come to sell his three cows at Paoni weekly cattle market, said he was not getting good prices. “Cows that cost Rs 50,000 last year are now selling for Rs 40,000. There is a major supply and demand gap. Too many people want to sell their cows and buffaloes,” he added.

Sanjay Khadilkar, who had received two state-level awards for model dairy farming practices in 2007, explained the economics. “If you have a cow that gives 10 litres milk then you have to feed it eight kgs dhelp every day.

[TOI asked a general store owner in Kosara village about high price of dhelp but he refused to comment. A Nagpur trader said drought had reduced cotton production, which had led to shortage of its byproducts too.](#)

Dairy farmers told to pasteurise milk before sending in market

**Tribune News Service
Ludhiana, June 18**

<http://www.tribuneindia.com/>

Mastitis, the inflammation of the mammary glands, is a disease that besides causing direct economic losses in the form of decreased milk production has great public health significance as well.

Dairy farmers are advised to pasteurise milk before sending it in the market keeping the issue of public health in view.

Dr SK Uppal, professor and head of the department of veterinary medicine, Guru Angad Dev Veterinary and Animal Sciences University (GADVASU) said after mastitis, the quality of milk decreases and so DOES its price.

“Mastitis can cause a decline in potassium and lactoferrin. It also results in decreased casein — the major protein in milk. As most calcium in milk is associated with casein, the disruption of casein synthesis contributes to lowered calcium in milk. The milk protein continues to undergo further deterioration during processing and storage. Milk from cows with mastitis also has a higher somatic cell count. Generally speaking, the higher the somatic cell count, the lower the milk quality,” said Dr Uppal.

Mastitis leads to decrease in milk yield, composition of the milk changes and undesired components such as sodium chloride and whey protein creep into the milk.

“The fat content of milk also decreases and so does the price of milk available in the market if animals are affected by mastitis which causes loss to the farmer and also to the dairy industry,” Dr Uppal said.

Total bacterial count increases during mastitis and sometimes during the treatment, animals become antibiotic sensitive which ultimately leads to antibiotic sensitivity in humans.

“If the animal is having a problem, it should be isolated from others so that they do not develop the same as it is a communicable disease,” he said.

Stressing on the management of mastitis, he said animals should be kept in hygienic environment and milking should also be done under proper hygienic conditions.

The retrospective analysis of data available with GADVASU over the years reveals that on an average, subclinical mastitis is prevalent in about 49 per cent of cows and 28 per cent of buffaloes in state. The clinical mastitis occurred in about 6.5 per cent cows and 3.7 per cent buffaloes. Besides more than 10 per cent of cows and buffaloes were suffering from various udder and teat lesions which pre-dispose the animal to mastitis and cause a great discomfort at milking.

Occurrence of disease also seems affected by the season, milking method and period. A majority (42 per cent) of cases was presented during the hot humid and rainy season of July to October and least during the winter months of November to February (19.76 per cent).

Being a management problem, disease cannot be eliminated totally, but can be controlled to a great extent by use of dry therapy and post-milking teat dipping.

Modi government looks to US technology

By [Dairy News India](#) -Jun 17, 2016

Modi government looks to US technology for increasing domestic cows, milk output

NEW DELHI: Cows command reverence from the Narendra Modi government, not for political or religious reasons this time but for a project aimed at increasing [milk production](#) in the country and making dairy farming more remunerative. India is in talks with the United States-based ABS Genus and Sexing Technologies, the only companies that have the technology for sex-sorted semen which ensures only female bovines are born through assisted reproduction.

The central government could collaborate with the two companies, which could share their equipment and technicians for a fee. The Department of Animal Husbandry, [Dairying and Fishing](#) last week also asked the Indian Council of Agricultural Research (ICAR) to create India's own sex-sorted semen technology in the next two years.

The aim is to produce six million "genetically improved" female bovines every year by 2019 to make milk production more remunerative for dairy farmers. A Cabinet note expected to be approved in August envisages the birth of the first calf through this technique by April 2017.

The strategy is to concentrate on indigenous cows, which numbered 89 million on last count, rather than buffaloes, a government official told ET.

"The focus on the local cow is not political but an economic and biological issue...65% of bovines are cows but they contribute only 20% of the country's milk production," the official said.

"Cow is a better animal than buffalo to increase the farmers' income. Cow can give you a better jump in milk yield and is more amenable to upgrading in breeding than a buffalo," he said.

"The five indigenous cow breeds will be the focus for sex-sorted reproduction to increase our milk production by 18 MT in 3 years," the official said. The government has tasked ICAR with coming up with the technique by 2018 for the indigenous cow breeds Gir, Rathi, Red Sindhi, Sahiwal and Harijana since the us companies have technology primarily for exotic cow breeds such as Holstein Friesian and Jersey.

“It is not rocket science...when we can make Agni missile, we can make this machine too,” an official said. Using genomics, the Center plans to select the best male and female bovines, extract semen from the males and use the American machines to separate X (female) and Y chromosomes, and inseminate the females with the frozen X chromosome.

The US machines do this segregation using the premise that X chromosome is heavier, with 4% more DNA. The machines which could be supplied by the US firms can create about 14 X chromosome doses per hour, he said.

A detailed segregated list of male and female bovines in different states is currently being prepared to assess applicability of genomics to increase the accuracy of selection for the sex sorted semen exercise.

It is not that the sex ratio among India’s bovine population is poor. Of the 190 m cattle, 122 million are cows while 68 million are oxen.

Among the 108 million buffaloes, 92m are female while 16m are male. But only 80 m cows and buffaloes are in milk. The 84 m male bovines have lost much utility as draught animals.

Back to Bharat: A techie leaves coding to milking

By [Dairy News India](#) -Jun 16, 2016

Back to Bharat: A techie leaves coding to milking, Apart from dairying

Mangaluru, June 8:After serving Infosys for 15 years in India and abroad, Shankar Kotian thought of starting something of his own a few years ago. With the experience and expertise, he could have come out with a start-up in technology field. But, he chose to venture into the real field in rural India in 2013. The eight-acre farm and dairy at Moodu-Konaje village near Moodbidri town of Dakshina Kannada district is his work platform now.

Like a start-up

Explaining his journey from coding to farming during Business Line correspondent’s visit to his farm, he said it was like launching a start-up for him. After preparing the business plan, he knew that dairying is going to be profitable. “I also knew that it will take time to break-even,” he said. Then he had

two choices — one was slow ramp up of the venture, and the second one was a big bang implementation of his plan.

Since he had zero experience in farming and dairying, he adopted slow ramp up of his venture. With five cows he began his dairy farming journey in 2013. It was a tough first year for him, as he had to oversee the construction of dairy, rearing of cows and other farm activities.

Kotian, who rears 39 cows now, said that dairying will help him earn money from this month onward. In May, he had 10 cows that had calves.

For the last six-seven months, it was no-profit, no-loss proposition. Now, Kotian supplies 200 litres of milk a day to the milk cooperative society in his village.

On the reason for choosing dairying, he said [milk is the only product](#) where the farmer gets nearly 80 per cent of the retail value. Since it is being operated on a cooperative model, there is no middleman in marketing the product, he said.

As Kotian's farm land is located on a slope, he decided to make best use of the elevation. Accordingly, he established the dairy on the top of the slope. This helped him to supply slurry and waste water collected from the dairy to the farm land located on the lower portion of the slope through gravitational force. He started growing elephant grass on the lower portion of the slope to meet the requirement of his cows.

He constructed a water pond in the lower most portion of the slope for rainwater harvesting.

Kotian said that gober gas plant attached to the dairy meets the kitchen fuel requirements of his family and labour quarters.

Apart from using slurry for his farm, he sells the excess slurry for areca nut plantation owners. Last year, he sold around 150 loads of slurry with each load measuring around 2,000 liters.

A firm believer in organic farming and Subhash Palekar's [natural farming](#), he is not using chemical fertilizers or herbicides/pesticides in his farm. Apart from dairying, he also cultivates vegetables and paddy.

Asked was there any apprehension when he opted for dairying, leaving a plush job in a tech company, Kotian said he had strong backup from the family, especially from his wife. “We were ready to downgrade our lifestyle also,” he said.

Kotian, who spent two-thirds of the 15-year Infosys journey in overseas assignments, said he enjoys dairying the most as he is his own boss here.

Source : [The Hindu Business Line](#)

Profitable Farming in India

By [Dairy News India](#) -Jun 16, 2016

Source : [timesofindia](#)

Global consultants to assist AP farmers

Vijayawada: The state government is planning to rope in world renowned firms to help ryots streamline operations and make farming profitable. The consulting firms will assist farmers in all stages, right from sowing seeds to marketing produce. Extending weather inputs, insights in controlling pests and seasonal viruses would also be part of the consulting firms’ job.

The chief minister released the annual credit plan of the state here at the state level bankers committee (SLBC) meeting on Thursday. “We do not want farmers to earn mere remunerative prices. Each season should be profitable,” said chief minister N Chandrababu Naidu, while elaborating on the plans to hire global giants to make agriculture profitable.

The CM said negotiations with 25 top global consultants are underway. “We will bring farming experts. They will facilitate the farmers right from tilling the fields to sale of produce. We want the farmer to make big profits,” Naidu said.

He explained that hiring consultants would revolutionize the agriculture sector in the state. The government will take steps to provide water (irrigation) to each and every farmer in the state, said the CM. The state would also guide the farmers on the usage of fertilizer after referring to soil reports.

Naidu said the government is taking steps to encourage setting up of agro-product industries, which will help promote the farmers' produce.

The CM directed the bankers to liberally grant loans to the fisheries sector, as export of marine products are a major source of income for the state. He said the government has developed nearly 175 industrial clusters across the state and that bankers should target these clusters in their credit plan to propel growth.

SLBC chairman and Andhra Bank managing director Suresh N Patel said AP is one of few states which has provided such huge loans to the **agriculture sector** in the last financial year. He said the credit plan for 2016-17 has been designed with Rs.1,65,538 crore, which is an increase of nearly 32 per cent. The priority sector credit inflow would see a jump of 30 per cent as the bankers spared Rs1,25,538 crore.

Agriculture sector alone would get Rs83,003, which was Rs75,448 crore last year. While Rs60,000 crore would be granted as short term (ST) loans, the remaining Rs23,003 crore would be spared as long term loans in agriculture sector. While **dairy development** was allocated loan of Rs5,536 crore, poultry sector got Rs1,299 crore.

Fisheries sector was granted Rs1,713 crore credit. Sheep and goat breeding was allocated loan of Rs1,223 crore.

"We have dedicated nearly Rs25,000 crore for Mudra loans for MSME sector," said Suresh N Patel.

The CM asked bankers to shun the traditional path of granting credit to farmers and instead adopt a scientific approach. He said the role of bankers is very important to reach the planned growth rate of 15 per cent in AP. "Ground water, rainfall, environment, pollution are necessary components to get good yields. We will guide the farmers with real time analysis," he said.

Bankers would also assist the housing program with an outlay of Rs12,000 crore from which Rs7,340 crore would be dedicated to Prime Minister Awas Yojana (PMAY). Students would get loans to the tune of Rs2,155 crore to pursue higher education. Agriculture minister Prattiapati Pullarao, HRD minister Ganta Srinivasa Rao were also present.

Dairy News Foreign

Little milk wins big at Dairy Industry Association of Australia's NSW Awards for Excellence

The Weekly Times, June 30, 2016 12:00am, <http://www.weeklytimesnow.com.au/>

A DUBBO-based dairy has received four gold medals for its produce at the recent Dairy Industry Association of Australia's NSW Awards for Excellence.

Little Big Dairy Co won gold medals for two milk varieties as well as two cream products, with its non-homogenised whole milk winning overall champion milk.

Judges noted the clean, fresh, full-bodied taste of LBDC's non-homogenised milk entry.

It's "No Cream" milk won silver.

A "single-source dairy", the LBDC will represent NSW at the 2017 Australian Grand Dairy awards.

The business is owned and run by the Chesworth family, sixth and seventh- generation dairy farmers.

Since the milk price cuts in April and May, the LBDC said it had experienced a 20 per cent increase in - orders of milk and milk products as consumers boycotted unbranded milk.

Mobile dairy takes children to source

By: Savannah Lewis The Daily Independent/ 30 June

Source: <http://www.dailyindependent.com>

Children line up to meet and pet Jet. Photo by Savannah Lewis | THE DAILY INDEPENDENT

ASHLAND Everybody loves ice cream on a hot summer day or ice cold milk over their cereal in the morning, but where does it come from?



said.

Michaela Sanders, a Mobile Dairy Classroom instructor from Southland Dairy Farmers, and her friend, Jet, came to visit the children participating in Boyd County Public Library's summer reading program Wednesday to answer that question.

The Mobile Dairy Classroom is a free program that gives children the opportunity to learn about "the importance of milk and where milk comes from," Sanders

Children got to observe as Sanders milked Jet right in front of them.

“Kids love to see the actual cow,” Sanders said. “It’s really a great thing that we can have this visual for them.”

Children love to meet Jet because she is a jersey cow, which means she produces milk that is more rich and creamy than others, “so I get to talk a little about her milk being used to make ice cream,” Sanders said.

Dawn Nolan, the public relations supervisor at the library, said the program was interesting. “I learned a thing or two, I heard some of the parents expressing their interest, so I think they were as interested as the kids were.”

There were approximately 150 children in attendance at the program.

Sanders told the children about the importance of milk and dairy products in a healthy diet and the nutrients and vitamins inside those products.

“My favorite part about getting to work in the dairy industry,” Sanders said, “is to let people know that there are dairy farmers out there that provide them a good, safe, wholesome product and that it is important in our everyday diet.”

(606) 326-2657 |

slewis@dailyindependent.com

U.S. Milk Powder Producers Adding Capacity Despite Short-Term Global Supply Glut

440 Million Pounds Per Year Of Additional Capacity Coming On Line In Next Two Years

Jun 27, 2016, 17:41 ET from [CoBank](#)

<http://www.prnewswire.com/>

DENVER, June 27, 2016 /PRNewswire/ -- U.S. producers of milk powder are set to bring significant amounts of new production capacity online over the next two years despite an ongoing global supply glut, according to a new research report from CoBank.

Despite a 30 percent reduction in milk prices since 2015, global milk production has continued to rise, with much of the surplus milk ending up as powder. This excess volume of powder, along with large inventories in the U.S. and New Zealand, has kept world milk powder prices low, with little hope of a meaningful recovery until at least 2017.

"U.S. exporters will be up against robust competition and further challenged by a relatively strong U.S. dollar," said Ben Laine, a senior economist with CoBank's Knowledge Exchange Division. "Recovery could be slow as European Union stocks are returned to the market."

However, in the face of this supply buildup and flagging prices, new projects are in the works that could add an estimated 440 million pounds per year of additional powder manufacturing capacity in the U.S. over the next two years.

"While this expansion may appear to be ill-timed in the current market environment, the longer term outlook paints a much different picture," explains Laine. "In the long run, emerging markets and a growing world population will enable U.S. dairy producers and processors to expand, especially if our powder industry competitively positions itself."

The world population is expected to grow by more than one billion people by 2030 with most of that growth expected to occur in Africa and Asia, regions that are not particularly hospitable areas for milk production. The economic conditions in these areas, however, are favorable for the consumption of dairy, a relatively inexpensive way to incorporate high-quality proteins into a diet. It is expected that an additional 145 billion pounds of milk will need to be sourced in these regions by 2020, with an even bigger increase required over the subsequent 20 years, notes the report.

U.S. producers have recognized this opportunity and are striving to become the suppliers of choice for milk powders in today's global marketplace. In fact, nine U.S. manufacturers who represent more than half of the country's skim milk powder (SMP) production have recently invested in or are currently investing in the ability to increase production while meeting the rigorous specifications put forth by global customers, according to the report.

To bolster their competitiveness in world markets, U.S. powder manufacturers will need to tailor and calibrate their output to meet global preferences and requirements. New and upgraded facilities must be increasingly flexible and able to shift production between SMP, nonfat dry milk and whole milk powder. The new facilities also tend to be massive in processing capacity in order to realize larger economies of scale, thus lowering unit costs. Additionally, the ability to manufacture other milk-based ingredients such as lactose, casein, milk protein isolate, milk protein concentrate and others can diversify product offerings and improve margins.

"Dairy processors will need to be able to respond to shifts in the dynamics of component values and manufacture the most economically favorable product mix at the time," notes Laine.

A video synopsis of the report, "U.S. Milk Powder – How Long Will the Current Global Glut Persist" is available at [CoBank's YouTube page](#). The full report is available to media upon request.

About CoBank

CoBank is a \$118 billion cooperative bank serving vital industries across rural America. The bank provides loans, leases, export financing and other financial services to agribusinesses and rural power, water and communications providers in all 50 states. The bank also provides wholesale loans and other financial services to affiliated Farm Credit associations serving farmers, ranchers and other rural borrowers in 23 states around the country.

CoBank is a member of the Farm Credit System, a nationwide network of banks and retail lending associations chartered to support the borrowing needs of U.S. agriculture, rural infrastructure and rural communities. Headquartered outside Denver, Colorado, CoBank serves customers from regional banking centers across the U.S. and also maintains an international representative office in Singapore.

Dairy products add health benefits and flavor to diets

[hehemannw](#) / 27 june

Will Hehemann | School of Agriculture, Fisheries and Human Sciences



June is National Dairy Month, and while cow's milk is not an essential food for adults and children past the age of weaning, it is a convenient source of some essential nutrients that is readily

available in the U.S., says Kay Dutram, registered dietitian nutritionist, assistant professor and director of the Nutrition and Dietetics Program at the University of Arkansas at Pine Bluff (UAPB).

“The nation’s farmers produce, market and sell a lot of dairy products, which are good sources of calcium, potassium, phosphorus, protein, vitamins A, D and B12, riboflavin and niacin,” Dutram said.

Also, people generally like the taste of dairy foods, she said. From milk straight up in a glass to cheeses and yogurts, people can integrate dairy into their diets in a number of ways.

“Yogurt, a fermented product made of milk and bacteria cultures, is a versatile dairy product that can be eaten as a part of breakfast, a snack or dessert,” Dutram said. “Regular yogurt can be made from whole fat (3.25 percent), reduced fat (2 percent) or nonfat milk. The variety allows you to decide how much saturated fat you want to consume in your yogurt.”

Greek, Icelandic and Aussie yogurts are flavorful varieties common on grocery store shelves, she said. These yogurts are made with strained milk; the water is strained from the milk, then cultures and flavors are added.

“These varieties contain more protein than regular yogurt, as well as more carbohydrate and fat content if made with anything but nonfat milk,” Dutram said. “You might consider trying these varieties if you want to have a thicker yogurt and don’t mind the extra calories.”

Yogurt with live or active cultures is a popular choice for those who want to reestablish beneficial gut bacteria, she said.

Cheese is one of the most popular dairy products and is used in countless food combinations, Dutram said. When adding cheese to their diets, people should experiment with different types of cheeses.

“Classic flavor combinations are blue cheese, walnuts and pears; and brie and fruit,” she said. “Add a glass of fruit juice or sweet wine such as a Moscato to either of those combinations and it’s a meal unto itself.”

For a classic combination, feta, a well-known Greek cheese that is salty, can be added to green salads that include cucumbers, which balance the saltiness of the feta, Dutram said. Combine fresh mozzarella with tomatoes, olive oil and basil for a traditional Italian caprese salad.

“Nuts and fruits – including dried fruit such as raisins, apricots cranberries – can be paired with just about any cheese for a good snack or appetizer,” she said. “For lunch, even a grilled cheese sandwich can have a touch of gourmet depending on the cheese you use.”

Rather than use American cheese or processed cheese food, which isn't even considered real cheese by the U.S. Department of Agriculture, consumers can choose a more flavorful cheese for their sandwiches, Dutram said. Gouda, provolone and cheddar are good options for sandwiches as they all have bold flavors. Cheese should be shredded before being placed on bread, as this will help distribute the cheese evenly, especially if it is melted for a grilled cheese sandwich.

"If you've expanded your breakfast repertoire to have the occasional smoothie, then use milk as a base," Dutram said. "An easy smoothie can be made by blending a two-thirds cup of milk, one banana, a half teaspoon of vanilla and half a cup of any other fruit of your choice. No additional sugar is needed for this slightly sweet breakfast or snack concoction."

Those who are lactose intolerant or just don't enjoy the taste of milk but still want to get its nutrients may be able to have a small portion of yogurt or cheese without experiencing any symptoms, she said.

"While not essential to human health, dairy products can provide consumers with protein and important minerals and vitamins," Dutram said. "With their wide range of flavors and textures, they can add interest and character as part of a healthy diet."

Learn how to do a simple dairy farm cash flow budget at upcoming Teagasc walks

[Amy Forde](#) 4:01 pm - June 26, 2016

farmers will learn how to **complete a simple cash flow budget** at the upcoming Teagasc dairy farm walks, Teagasc Financial Specialist, James McDonnell has said.

With dairy farmers under extreme income pressures at the moment, Teagasc along with stakeholders from the Get Farm Financially Fit campaign have organised a number of on-farm dairy walks.

These walks, which kick-off today in Co. Clare, will **provide advice** on grass budgeting, winter feed budgeting and cash flow management.

Teagasc Head of Dairy Knowledge Transfer Programme, Tom O'Dwyer, has said that the three key steps that should make up the process of making savings on the farm are: review performance, identify the problems and consider the options.

"Farmers **need a realistic and a detailed budget** in order to measure their current performance, identify problem areas and to predict cash generation."

Teagasc Financial Specialist, James McDonnell said that many farmers do not complete cash flow budgets, but at these events Teagasc will show you how to complete a simple budget and discuss options where the cash flow situation is tight, such as what spending should be prioritised and what should be delayed.

It is organising a series of meetings to **address the current cash flow pinch** and to help farmers examine solutions in confronting the current cash flow.

Stakeholders include, MABS, Bank of Ireland, Allied Irish Banks, Ulster Bank, IFAC, Mental Health Ireland and Microfinance Ireland.

The Managing Through 2016 farm walk dates are as follows:

- Wed June 22 – Sean Bugler, Moynoe, Scariff, County Clare.
- Thur June 23 – Mitchell Hayes, Dawstown House, Dawstown, Blarney, County Cork.
- Thur June 23- Eugene Fitzpatrick, Lisryan, Granard, County Longford.
- Wed June 29 – Liam & William Cleary, Kilrea, Ardcroney, Nenagh, County Tipperary.
- Wed June 29 – Niall O’Loughlin, Harristown Lodge, Nurney, County Kildare.
- Wed June 29 – David Murphy, Killmore Cottage, Tallow, County Waterford.
- Thur June 29 – Chris and T.J. Tuffy, Doonally, Sligo, County Sligo.
- Thur June 30 – John and Edwin Thompson, Kilmore, Golden, County Tipperary.
- Thur June 30 – Pat & Patsy O’Keeffe, Killowen, Newmarket, County Cork.
- Fri July 1 – Shay Ryan, Rochestown, New Ross, County Wexford.
- Wed July 6- Michael Gowen, Downing, Kilworth, County Cork.

Milk farmers sour as quota end brings price crash

• 26 Jun 2016 at 13:45

- RENNES (FRANCE) - A surge in milk production since the EU lifted milk quotas has skimmed profits for dairy farmers, leaving them sour as authorities struggle to get to grips with the crisis.



- Last year the European Union finally nixed its three-decade old milk production quotas that it had imposed to eliminate the milk lakes and butter mountains that had plagued the bloc's farmers in the 1980s
- Last year the European Union finally got rid of its three-decade old milk production quotas that it had imposed to eliminate the milk lakes and butter mountains that had plagued the bloc's farmers in the 1980s.
- While farmers in several EU countries had been looking forward to tapping into rising demand for dairy products in developing countries, particularly in China, that growth slowed and there was soon a glut on the world market.
- "Europe's responsibility is overwhelming in the surge" in milk available on the global market, said Christophe Perrot, an economist at the Livestock Institute in Paris.
- "Since 2013, the EU has supplied an extra 10 million tonnes on a market of 66 million tonnes," he said at a recent farmers conference in the western French city of Rennes.
- This has led to a slump in prices -- by a fifth to a third -- that has hammered farmers across the globe.
- In France all farmers are now selling milk at a price lower than their costs. Meanwhile in New Zealand, the world's top exporter, 80 percent of farmers are selling at a loss according to the central bank.
- In March, the European Commission, the executive of the 28-nation bloc, allowed member states to temporarily cut production on a voluntary basis as an emergency exception to rules guaranteeing economic competition.
- But milk production has continued to climb.
- The issue is likely to dominate a meeting of EU agricultural ministers on Monday and Tuesday, but EU leaders are only expected to heap pressure on the Commission, the bloc's executive body, to step up its efforts.
- According to a draft seen by AFP, EU leaders will call on "the Commission to urgently implement all necessary support measures including, where appropriate, financial support to assist farmers..."
- - Bring back quotas -
- However, farmers meeting here at a recent Peasants Confederation conference want a full return to quotas, believing voluntary measures will be insufficient.

- "We need mandatory production controls", as is possible under EU rules, said Laurent Pinatel, a spokesman for the Farmers Confederation.
- Getting rid of the overproduction won't be easy.
- Milk production shot up 4.3 percent overall in the EU in the 2015-2016 season, the first without quotas, according to Perrot.
- And cooperation may also be difficult to achieve.
- In major producer countries like Germany, France and Britain, the milk processors may tend to adjust their purchases to market conditions, particularly their more profitable domestic markets.
- But countries like the Netherlands, Ireland and Denmark "export more than two-thirds of their output and don't want to leave any market opportunity for their international competitors," said Perrot.
- The result is "exacerbated competition between European countries to find non-EU markets" for their products, said Aurelie Trouve, an economist at the AgroParisTech institute.
- That is despite 85 percent of European dairy output being consumed at home, according to Thierry Roquefeuil, head of the National Federation of Milk Producers.
- - Structural or cyclical crisis -
- At the moment, each country is trying to address the most urgent problem of farmers facing the squeeze from the low prices, said the economist Christophe Perrot.
- At around 200 euros per tonne on the international market, the price of milk is about 20 percent lower than what it averaged in the 2007-2014 period in France, Germany and the United States, according to Perrot.
- For farmers in Ireland and New Zealand, it even represents a drop of around 33 percent.
- Domestic prices can be much higher, with French farmers receiving on average 309 euros per tonne in March, according to agriculture ministry figures. That is still a 4.5 percent drop from March 2015, before quotas were lifted.
- Irrespective of any action or lack of action taken by European leaders, there are reasons for hope. Unlike, say, meat eating, "consumption of milk is growing faster than the world population" said Perrot.
- And production, even if at a higher level, seems to be coming about in the EU and New Zealand.
- While some analysts see the market rebalancing later this year and prices recovering, Aurelie Trouve is less optimistic.
- "We consider that the EU is in a crisis of structural overproduction, while EU institutions see it as a cyclical crisis over two to three years," she said.

Healthy Harrison Coalition kicks off summer with National Dairy Month

- Jun 26, 2016
 - Back as far as 1937, the importance of dairy was pinpointed when June was named National Milk Month and the promotions began to encourage the public to drink milk. Now the month of June, as well as the premise of “National Milk Month,” has evolved into National Dairy Month, and the Healthy Harrison Coalition would like to continue the newer evolution of the month.
 - “Originally, National Milk Month was developed as a way to aide in the dairy demand when there was too much milk, a surplus,” said Healthy Harrison Coalition (HHC) member and CHI Health Missouri Valley Dietitian Katie Schreck. “Then, the National Dairy Council stepped in to help promote and celebrate the contributions the dairy industry has made to the world.”
 - As school winds down and summer begins, National Dairy Month is a great way to kick off a nutrient rich summer, from calcium to potassium. Dairy products, like milk, as the month was originally named for, may help better manage your weight, reduce your risk for high blood pressure, certain cancers, and osteoporosis.
 - “The protein in milk can help build and repair muscle tissue, and the vitamin A helps maintain healthy skin and your immune system,” Schreck said.
 - Schreck doesn’t recommend stopping just at milk, though, adding dairy products, such as cheese and yogurt, offers essential nutrients to keep people moving strong in the heat of the summer months.
 - “The trilogy of milk, cheese, and yogurt can add to the vitamin A and protein with an array of nutrients, such as calcium, potassium, vitamins D and B12, phosphorus, niacin, and riboflavin,” she said. “Three daily servings of low-fat or fat-free dairy foods can improve overall diet quality.”

- Schreck also highlighted the correlation between bone health and dairy products. Bones, she said, provide the overall structure for the body by protecting organs and acting as support for muscles.
- “If you stick to the dietary guidelines of the three daily servings of low-fat or fat-free dairy foods, you can help maintain or even strengthen your bones. The stronger they are, the better they can perform,” she said.
- She also stressed that the importance for dairy isn’t just for children. Adults need to care for their health, including their bone density, and people up to age 50 need 1,000 milligrams of calcium daily and up to 1,200 after age 50.
- “That requirement can be met with low-fat milk, which generally has around 300 milligrams of calcium in each cup. And if you don’t particularly care for milk, there are thousands of varieties of cheese out there you can choose from,” she said with a smile.
- Schreck has no doubt that kicking off summer with proper nutrition, including low-fat dairy products, will help keep Harrison County residents happy and healthy throughout the summer months and she encourages residents to post their favorite dairy recipes on the HHC Facebook page at www.facebook.com/HealthyHarrison.
- “Sometimes trying new ideas or recipes can rejuvenate your desire to consume the required amounts of nutrients we really need, especially child-friendly recipes that children can help bake or create themselves,” Schreck said. “We look forward to seeing what others are consuming to stay healthy this summer... and trying those recipes ourselves!”
- If you’re interested in more information, or in some recipes to try out during National Dairy Month this June, visit the National Dairy Council’s website at www.nationaldairycouncil.org or the International Dairy Foods Association at www.idfa.org, or if you have specific questions, contact HHC member and CHI Health Missouri Valley Dietitian Katie Schreck, MS, RD, LD, at katie.schreck@alegent.org or 712-642-9288.

- To find out how you can be involved in promoting health in Harrison County, contact HHC Co-Chair Nikki Davis at atndavis@harrisoncountyhealth.org or 712-644-2220 or HHC Co-Chair Bob Valentine at robert.valentine@alegent.org or 712-642-9208. The HHC meets the fourth Tuesday of each month in different locations throughout the county.

HOLY COW! Bavarian and Austrian farmers' wives get mucky for racy 'crossfit on the farm-themed' calendar

The gang of girls pose alongside cows and manure at a farm in southern Germany

22nd June 2016, 10:05 pm <https://www.thesun.co.uk>

IF you think working on a German farm sounds dull, think again.

Six Bavarian and Austrian farmers wives have swapped their overalls for sexy sportswear for a new raunchy calendar.



Farm girls (L-R) Caroline, Sofia, Elena, Viktoria, Daniel and Veronika have got mucky for a saucy calendar

Models Caroline, Sofia, Elena, Viktoria, Daniela and Veronika were all happy to get mucky at a farm in Apfeldorf, southern Germany, and sport gym kit for the 'crossfit on the farm' theme.

The girls don sexy sports bras and skimpy shorts, showing off their toned tummies while they fondle cattle and tackle piles of dung.

One shot shows 22-year-old young farmer Victoria posing in front of a tractor, wearing jazzy pink trainers and fashioning her blonde locks in Bavarian-style bunches.



Victoria, 22, poses in front of a tractor on the farm



Farmer Caroline, 33, poses in a cow stall on the farm in Apfeldorf



The female farmers pitch in with the mucking out

The farm girls clearly aren't afraid of a bit of hard graft, shovelling manure and flexing their muscles for the camera.

Model Daniela, 27, shows off her curves while wielding a pitchfork in the cow shed, while Elena looks wheely good in her gym kit perched within a tyre on a tractor.

The raunchy Young Farmers calendar is set to be published in autumn 2017.



Daniela, 27, shows off her curves while wielding a pitchfork in the cow shed



You look wheely good there, Viktoria



Models Viktoria (R) and Elena (L) a-tractor attention in this shot

Victoria University student wins 'cash for cow' contest

<http://www.stuff.co.nz/business>



Victoria University

Rebecca Matthews says she gained insights into the world of dairy farming during the competition.

Accounting and finance students have been competing to run a virtual dairy farm, with prize money paid out based on the gross milk income of five dairy cows for the 2016-17 milking season.

AccountingPod director Judith Cambridge said the amount the winners stood to gain in the 'Cash for Cow' contest was about \$10,000 for running the farm over 22 days.

The winner of the simulation competition was Victoria University accounting and finance student Rebecca Matthews. Runner up was Matthew Morrison from Otago University, and third place went to AUT student Samson Cheng.

Cambridge, a Queenstown chartered accountant, said AccountingPod had been developed as an educational portal plug-in which aimed to teach students about real life business using cloud applications.

"We don't care if a business student in the middle of Auckland's CBD is studying dairying, we've achieved two of our outcomes - giving students exposure to New Zealand business, and teaching them about cloud business tools," Cambridge said.

A dairy farm was chosen because the dairy sector has a "huge" amount of data which was used in the competition.

"It's based on a real dairy farm, it's real data but you can't identify it and we pump that data from the dairy farm into each students' ledger."

The 300 contestants used Xero's farm business software, and the data included the farm manager's monthly report, his walk around the farm, and links to news articles that were relevant.

The top students had to present their third quarter results at an online meeting, and had to come up with an idea to add value to milk.

Panel member Gideon Clewlow, head of rural development at the ASB, said the winner Matthews, who is not off a dairy farm, provided a high quality presentation.

Dairy board intensifies crackdown on adulterated milk

By Silah Koskei Updated Wed, June 22nd 2016 at 15:57 GMT +3

The Kenya Dairy Board has intensified its crackdown on contaminated milk in Eldoret following revelation that 30 per cent of the milk sold in the town is not safe. KDB officials conducted impromptu milk testing from vendors around Eldoret town on Wednesday where more than 400 litres were held. The move follows concerns over continued sale of adulterated raw milk mixed with unclean water in the town. KDB inspector Kituto Kitele said they arrested 15 milk vendors during the operation and the culprits will be arraigned in Court. "We have embarked on a three day exercise where we shall be keen on ensuring that only quality milk reaches the consumers," he said. He said they recently met with the vendors and agreed that they should observe the board regulations but some of the traders are yet to comply. "It is apparent that a number of them are yet to comply prompting our enforcement," he added Kitele cautioned farmers against selling milk that has stayed for more than a day and that from cows suffering from mastitis as it endangers the lives of consumers through milk borne diseases. According to the Board the main contributing factor that affects milk hygiene is transportation using plastic containers instead of stainless steel and

aluminum. The official noted that they are currently in talks with the container manufacturers so that they can avail them by to vendors through subsidy. "We are going on with plans to ensure that they can borrow loans and access equipment besides pooling their resources together as a group," he noted. KDB region branch manager board Samson Limo said milk dealers should ensure that they pasteurize their product before selling it to the consumer. "We want to go through the processes such as ensuring that if it is yogurts it should be as per the required standard," he said.

Dairy farmers say safety net on milk prices isn't helping

<http://www.middletonpress.com/>



In this April 20, 2011 photo, cows stand in Harold Howrigan's barn in Fairfield, Vt. An oversupply of milk in the U.S. and around the world has caused milk prices paid to farmers to fall below production costs for months. AP Photo/Toby Talbot, File

By Lisa Rathke, Associated Press

POSTED: 06/19/16, 2:58 PM EDT | UPDATED: 1 WEEK, 3 DAYS AGO

MONTPELIER, Vt. >> Northeast dairy farmers who have been strapped for months by low milk prices say a voluntary insurance program that was supposed to be a safety net isn't helping.

The margin protection program provides financial assistance to enrolled farmers when the gap between the price of milk and national average feed costs falls below the coverage levels picked by individual farmers.

"It's a complete failure," said Les Pike, of [Keewaydin Farm](#) in Stowe, Vermont, which has been losing money for months. "If it doesn't pay in a year like this, it's completely useless."

Farmers say the margin protection program is not based on Northeast farmers' feed costs but on the national average feed cost, which is less. The chairman of the [National Milk Producers Federation](#) testified in Washington last month that the program needs improvements. Randy Mooney, who is also a Missouri dairy farmer, said the formula for calculating feed costs was changed and no longer reflects the true cost of feeding a herd while the insurance premiums for farmers were not reduced.

Advertisement

"For many farmers, the (program) is simply not enough to protect them in this economic environment," he told the House Subcommittee on Livestock and Foreign Agriculture.

An oversupply of milk in the U.S. and the world has caused milk prices paid to farmers to fall below production costs for months — hovering between \$14 and \$15 per hundred pounds of milk.

Consumer prices for milk also have dropped but do not follow the farm prices closely.

“Because milk prices are so low ... dairy farmers are producing more milk to keep their cash flow. Obviously that only makes the situation worse,” said Doug Dimento, a spokesman for the Agri-Mark, a Northeast dairy cooperative.

U.S. milk exports also have declined in recent years, he said. About 13 percent of the country’s milk is exported, down about 2 or 3 percent from recent years.

Farmers in the Northeast have higher expenses for energy, labor and transportation than other areas of the country, so they’re feeling particularly hard hit.

Longtime Brookfield, Vermont, farmers Brenda Snow and her husband, who are both in their 60s, decided to sell their cows in June in part due to the prices and because she said they are worn out.

“You’re doing a lot of work and you’re not making any money at that price. You might call it a good decision to retire,” she said.

Legislation has been introduced in the U.S. House by Vermont Rep. Peter Welch, a Democrat, New York Rep. Chris Gibson, a Republican, and Democratic Rep. Joe Courtney of Connecticut that would amend the Farm Bill to require the Secretary of Agriculture to use data from each state to calculate average feed costs and dairy production margins for the insurance program.

But there is a lot resistance to reopening the Farm Bill before it expires, Welch said. The current Farm Bill was passed in 2014 and expires in 2018, his office said.

“As it’s written right now, our farmers are not getting relief,” Welch said. “In fact they need it. We’ve got low prices and we’re moving into the summer when the demand generally declines a bit so it’s rough right now.”

Five things to consider when looking into robotic milkers

By [Catie Noyes](#) - June 17, 2016

<https://www.farmanddairy.com>



Kelly Ginnetti, 16, checks the monitor of a Lely robotic milking machine on her family's dairy farm near Alliance, Ohio. Her mother, Sharon, says she tends to leave the technology for the next generation, as it is easier for them to pick up. However, dairymen should not be afraid to use the technology as it is user-friendly for all ages. (Catie Noyes photo)

Dealers for Lely, DeLaval and farmers using robotic milking systems currently shared what to consider for when installing a robotic milker on your dairy farm.

1 Cost

While the upfront cost to install a robotic milker can cause a bit of sticker shock to the small dairy producer, it is important to factor in the long-term savings. For example, labor costs are decreased while production is increased. Any robotic dealer can work with you to determine potential savings, and return on investment. As technology keeps evolving and advancing, the cost will eventually come down, said Chip Fohl, salesman for Hills Dairy Supply Inc.

2 Understanding the data

The data provided by the robotic milkers can be a powerful tool, but it can also be overwhelming. Carving out a little time during a rainy day to evaluate the data can be beneficial in increasing herd production and improving herd health. Robotic milking dealers often have online support centers and tutorials to help you navigate your data.

3 Visit other farms

Visit other farms and ask lots of questions. If you have a layout in mind for your new facility, bring it

along with you and ask the producer you're visiting if they have a moment to look at your plans, said Joe Ramsier, one of the first dairymen in Wayne County, Ohio, to install robotic milkers on his farm.

4 Comfort

Most producers who have implemented a robotic milking system agree — the system has made their cows calmer and more friendly. "If I was a cow, I would probably like it," said Sharon Ginnetti, who installed robots on her Columbiana County farm earlier this year. Instead of having someone different in the parlor every other day, it's the same robot with the cows, she said. More consistency and cow comfort often equates to more milk production.

5 Trainin

When the machines are first implemented, it may take some time for the cows to get acclimated to using the robots. Producers may find themselves spending the first week or two guiding the cows to the robot. Some producers say it may take only a couple days, while others say it takes a couple weeks. It can be similar to introducing a heifer to the parlor for the first time.

What Happens When You Stop Taking Milk?

June 17, 2016 [Health](#), [Lifestyle](#) [0 Comments](#)
<http://www.siasat.com/news>



As kids we were made to have milk every day and were told that it's good for health. But that's not true. While for some people it works wonders, it's not for everyone.

It's safe to say many of us are very fond of dairy. So you may be surprised to know that consumption of all dairy products has been steadily declining since 2005, with 22% of Americans reporting they've decreased their intake, according to a survey by the American Academy of Nutrition and Dietetics.

The reasons people give dairy the slip are as varied as the number of milk substitutes. Weight loss, clearer skin, disease prevention, and increased energy are just a few of the benefits people associate with a no-dairy diet.

1. You will lose weight

You will find lactose in all dairy products which is a form of sugar. The sugar content in dairy although minimal is enough to elevate your insulin levels. If you are trying to lose weight, you would certainly want to normalise your insulin which also play a big role in losing weight.

2. Your digestion gets better

Lactose is not easy to digest for everyone. Lactose intolerance can cause diarrhea to develop and even worsen. During digestive problems, it may still be okay to eat yogurt and hard cheeses because they have no lactose, or you can try lactose-free milk.

3. Bones become stronger

Your bones will be more strong! Yes don't be surprised it's not us who are saying this. According to the 2014 study in British Medical Journal, researchers found that people who drank milk regularly were more prone to hip fractures!

4. You will cut risk of cancer

According to the Swedish researchers, drinking more than one glass of milk per day may double your risk of ovarian cancer, while a Harvard study found men who consumed more than two daily dairy servings had a 34% increased risk of developing prostate cancer. Again, dairy hormones are the likely culprits; dairy products boost the amount of insulin-like growth factor in your blood, a hormone that's been shown to fuel cancer cell growth.

5. Will feel less bloated

About 75% of the world's population can't break down lactose, the sugar found in milk. This condition is known as lactose intolerance. People who are lactose intolerant, bloating is a common side effect according to a 2009 Baylor College study. So next time you have no clue about feeling bloated, curb your intake of milk and other dairy products.

Australian milk production down: Fonterra

Global dairy giant Fonterra says dry conditions and low milk prices have contributed to a fall in Australian milk production over the last year.

Source: <http://www.sbs.com.au/>

AAP

17 JUN 2016 - 5:32 PM UPDATED 17 JUN 2016 - 5:32 PM

Dairy giant Fonterra has blamed dry weather and low prices for a fall in Australian milk production over the last year.

The New Zealand-based firm's June global dairy update reported that milk production in Australia was down by three per cent in April compared to the same month a year earlier.

Production in Australia for the 12 months to April was down by one per cent.

"Production has been impacted by dry conditions across many dairying regions, especially Victoria, and the low milk price environment," Fonterra said.

Milk production in New Zealand for the 12 months to April also fell by one per cent.

But production in the European Union for the 12 months to March rose by four per cent despite local milk prices continuing to decrease and being below the same period last year.

Fonterra said that, despite the lower production in Australia, Australian dairy exports rose by two per cent in March compared to a year earlier, driven by a 21 per cent lift in the export of fluid and fresh dairy products.

Fluid and fresh dairy products comprise skim milk, whole milk and cream; and evaporated milk, sweetened condensed milk, and yoghurt.

Australian dairy exports for the year to March rose by six per cent, with cheese up by 13 per cent, skim milk powder up 12 per cent, and fluid and fresh dairy up 11 per cent.

Fonterra said China's imports of dairy products increased by 18 per cent for the 12 months to April.

Its imports of fluid and fresh dairy products were up 60 per cent, and infant formula was up 48 per cent.

Fonterra's own collection of milk in Australia totalled 7.7 million kilos of milk solids in May - 18 per cent lower than the previous May.

Fonterra said production had been heavily impacted by the reduction in Australian milk prices to align with global dairy prices.

Another flat global dairy auction result points to an ongoing slog for the country's dairy farmers

Posted in [Rural News](#) June 16, 2016 - 09:55am, [David Hargreaves](#)

<http://www.interest.co.nz/>



[Image sourced from Shutterstock.com](#)

By David Hargreaves

A flat overall result in the overnight [GlobalDairyTrade](#) auction, but with, more worryingly, the second consecutive fall in the price of the key Whole Milk Powder, points to the new season being a continued slog for dairy farmers.

The WMP prices slipped 4.5% to US\$2118 per metric tonne. This followed a 2.1% fall in the previous auction at the start of this month.

It means that the WMP prices have fallen by nearly 6% in the past two auctions.

In the last auction for 2015 the WMP price was US\$2304/mt, so today's prices are still some 8% down on that level, which demonstrates that the anticipated lift in prices is slow coming.

However, these figures are not the whole, or even a completely accurate, picture.

According to Reserve Bank figures the Kiwi dollar was worth US68.48c at the end of 2015. However, by the end of January 2016 the Kiwi was sitting down at US64.82c.

Since then, however, things have turned. At time of writing the NZ dollar was worth US70.34, which is about 8.5% higher than it was at the end of January.

At the last dairy auction in January the WMP price was US\$2188, so today's price was 3.2% down on that level. However, if you convert the two prices into New Zealand dollars it can be seen that at the prevailing exchange rate of US64.50c on January 19, the day of the auction, the WPM price was NZ\$3392/mt.

Today's price of US\$2118 converts to NZ\$3011/mt.

So, on that basis, the WMP price is 11.2% lower than it was at the end of January.

Fonterra is expecting gradual improvement in prices as the season goes on, and has given an [opening milk price forecast of \\$4.25](#) per kilogram of milk solids.

Many economists are expecting a better price than that ultimately. However, ANZ economists said at the time the opening forecast was given on May 26 that while they were inclined more toward the high \$4/kg MS as an ultimate season-end price, the price action in the July/August period would be critical. Something in the high \$4/kg MS would involve the NZD/USD trading around the mid-0.60 cents and wholemilk powder prices heading back to around US\$2,500/mt, they said.

Clearly we are a long way away from such a scenario at the moment.

The Reserve Bank, while again talking of the need for a lower Kiwi dollar, left the Official Cash Rate unchanged at 2.25% last week. Nervousness about the Auckland housing market was perceived as the biggest reason for the non-move.

Key potential developments for the Kiwi dollar before the RBNZ makes its next call on interest rates here on August 11 are next week's European referendum vote in the UK and the next US Fed decision toward the end of July.

It's probably fair to say that the RBNZ will be hoping from the NZ dollar perspective that 'something gives' before it has to make that August 11 call. The dairy farmers will be hoping so too.

Cheap dairy loans now available in Victoria

KATH SULLIVAN, The Weekly Times <http://www.weeklytimesnow.com.au/>

June 16, 2016 9:50am

CHEAP loans for some Victorian dairy farmers have been made available three weeks after Agriculture Minister Barnaby Joyce announced the federal support package.

The Victorian Government announced it would administer the loans — only available to Murray Goulburn and Fonterra suppliers — after weeks of bickering between the State and Federal Government over how the loans would be delivered.

The loans of up to \$200,000 will be offered at 2.7 per cent interest, over 10 years, through Rural Finance.

The Federal Government made \$30 million immediately available for the loans, but Victorian agriculture minister Jaala Pulford said her state should be offered more.

“While welcome, it’s a far cry from what Victorian farmers deserve,” Ms Pulford said in a statement.

Ms Pulford had been calling for the loans to be made available to all dairy farmers, irrespective of the processor they supplied.

Ms Pulford today expected the funding would cover “only 70 of Victoria’s 4300” or one in five Victorian dairy farmers.

Ms Pulford also called on the Federal Government to lower the interest rate further, to 1.6 per cent.

“This is about getting the best deal we can for Victorian dairy farmers so our farmers can access all the support they need,” Ms Pulford said.

Ms Pulford said the State Government had only just received guidelines for the loans in recent days.

Her statement comes after calls from Australian Dairy Farmers to have the eligibility criteria released to farmers.

“We are extremely frustrated that the full eligibility criteria are yet to be release,” an ADF spokeswoman said.

“Clarity regarding criteria and full access to these loans needs to happen right now so farmers are able to compare with loans being offered by milk processors, and make informed choices for their business.”

Federal Agriculture Minister Barnaby Joyce, last week, suggested the Victorian Government was playing politics with the issue.

Mr Joyce referred to Ms Pulford’s requests as “a crude politicisation of dairy assistance.”

“So much for bipartisanship,” Mr Joyce said.

Australia’s largest dairy processor Murray Goulburn slashed its farmgate milk price on April 27 and was followed by Fonterra eight days later.

‘Get More with Milk’ theme of Dairy Month

Posted on Wednesday, June 15, 2016 at 7:02 am <http://www.elkvalleytimes.com/>

1



Carlee Cowan

Lincoln County, June Dairy Chair

“Get More with Milk” by celebrating June Dairy Month with a cold refreshing glass of milk or eating a bowl of delicious creamy ice cream.

The National Dairy Month began in 1937 as a way to promote drinking milk. It was initially created to stabilize the dairy demand when production was at a surplus, but has now developed into an annual tradition that celebrates the contributions the dairy industry has made to the world.

National Dairy Month is a great way to start the summer with nutrient-rich dairy foods. As we all know, dairy products are good for your health. Whether it’s in coffee, cereal or smoothies, adding one more serving of milk to your family’s day can help ensure they get the nutrients they need to build strong bones and teeth. Trusted for decades, dairy farm families pride themselves on producing wholesome dairy foods that help their families grow up strong and healthy.

There is no moo-staking we Get More with Milk:

- The U.S. Department of Agriculture (USDA) and Department of Health and Human Services (HSS) released the 2015-2020 Dietary Guidelines for Americans (DGA), which reinforces the importance of consuming three daily servings of dairy foods like milk and cheese.
- The new DGA guidelines propose three different healthy eating patterns and dairy foods are a part of all three. Dairy is also highlighted for providing three of the four nutrients that are typically lacking in American diets: calcium, potassium and vitamin D.
- Dairy's unique combination of nutrients plays key roles in preventing heart disease, obesity, high blood pressure, diabetes and osteoporosis. Dairy is important for building strong bones and teeth.
- When planning meals, choose milk, cheese and yogurt, all of which are excellent sources of calcium, vitamin D and potassium to help fuel your body.
- Cow's milk offers a superior nutrient package over alternative beverages such as soy, almond, rice or coconut. Fat-free cow's milk contains 15 fewer calories per glass, 70 percent more potassium and almost twice as much protein as many calcium-fortified soy beverages.
- Most milk alternative drinks have only half the nutrients of real milk and cost nearly twice as much.
- Both organic and regular dairy foods contain the same essential nutrients key to a healthy and balanced diet.
- People who are sensitive to lactose can consume dairy foods that are lactose-reduced or lactose-free.

From calcium to potassium, dairy products like milk contain nine essential nutrients which may help to better manage your weight, reduce your risk for high blood pressure, osteoporosis and certain cancers. Whether it's protein to help build and repair the muscle tissue of active bodies or vitamin A to help maintain healthy skin, dairy products are a natural nutrient powerhouse. Those are just a few of the ways we "Get More with Milk" not just in June, but all year long.

New Zealand's a2 Milk lifts forecasts on China demand; shares soar

By **Reuters** June 15, 2016 | 6:31 pm EDT

<http://www.dairyherd.com/>



Photo by Wyatt Bechtel

New Zealand dairy company a2 Milk raised its full-year revenue and profit forecasts on Wednesday as demand from China remains strong, sending its shares soaring as much as 19 percent to their biggest one-day gains in six months.

The company, which sells specialized liquid milk and infant formula, now expects group revenue to be in a range of NZ\$350 million (\$244.16 million) to NZ\$360 million versus a prior forecast of NZ\$335 million

to NZ\$350 million given in February. The company is due to report results for the year ending June 30, 2016, in August.

Operating EBITDA will be in a range of NZ\$52 million to NZ\$54 million, it said, versus a NZ\$45 million to NZ\$49 million range it forecast in February.

The new forecasts, its fourth revision in the current financial year, come as plunging dairy prices hurt farmer incomes but bolster the earnings of companies that benefit from low ingredients costs.

Dairy giant Fonterra reported a 123 percent jump in its first-half net profit in March helped by demand for its higher-value products, but it continued to pay its farmer shareholders a below break-even price for their milk.

a2 Milk shares were up 13.4 percent at NZ\$1.78 in late trading on Wednesday, after hitting the day's high of NZ\$1.87 earlier.

The company produces liquid milk and milk formula containing a protein which some drinkers consider to be easier to digest than regular milk. Key markets for its flagship Platinum infant formula include Australia and China.

a2 Milk said on Wednesday that it continues to perform strongly, despite the fact that China has imposed a series of regulations to tighten supervision of baby formula, requiring producers to register and secure permits to sell their products.

The company sells through online retailers and in shops in China.

The quality of milk and infant formula in China has been a sensitive topic after a series of scandals from 2008 when milk contaminated by the industrial chemical melamine killed at least six children and caused thousands to fall ill.

The higher forecasts and the stock's inclusion in the S&P/ASX 200 index from next week mean shares have more room to rise, said Macquarie Equities broker Brad Gordon.