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FORTNIGHTLY NEWSLETTER

Dairy Pulse 178th Edition (16th to 31st, March 2023)



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Dairy Pulse 178th Edition (16th to 31st March, 2023)

Content

Indian News.....	8
OMFED Milk To Become Costlier by Rs 4/lit In Odisha	8
Milk may stay on boil due to cattle, fodder shortage.....	8
Tamil Nadu says no to Hindi word ‘Dahi’ on Aavin curd packets	10
FSSAI revises order on curd labelling, allows use of regional names	11
Buoyant demand, inadequate supply to push milk prices higher	13
FSSAI Insists for using dahi on Nandini curd sachet.....	13
Beat the heat. Relish more desi flavours of ice-creams	14
IIT Madras develop pocket device to detect milk adulteration.....	15
NDRI-Karnal Produces India’s First Cloned Gir Calf	16
Amul marketer launches fixed-price edible oil pack to beat inflation.....	17
No milk in schools since Jan, attendance dips in Karnataka	18
Milk powder unfit for consumption: Protest to WFP on 27-3-1973.....	19
Comprehensive cattle insurance scheme on cards for dairy farmers	20
Avanti Finance partners with Stellapps mooPay to provide credit	20
DAHD implements National Programme for Dairy Development	21
Fodder cost whips up milk prices: R S Sodhi.....	22
Milk prices spiked in last 6 months : Emkay Financial report.....	23
Tamil Nadu govt. to provide ₹15,500 cr. in crop and allied loans	25
Mondelez International to invest ₹4,000 cr in India over four years	26
Milk prices are soaring in India, its largest producer in the world	26
Amul, seeks to take on the ‘Cokes of the World’	27
Bill to regulate milk procurement passed in AP Assembly	28
Dairy cattle require special care to augment milk production	29
Dairy farmers empty milk on streets in Coimbatore calling for higher procurement price	30
India must focus on breed improvement, cattle productivity.....	31
Dairy farmers’ strike will not hit Aavin milk supply: Minister.....	32
India Must Aim To Become World’s Biggest Dairy Exporter.....	33
Dairy farmers stop milk supply to Madurai Aavin	34

No milk shortage in Tamil Nadu says govt, as dairy farmers begin protest for price rise	35
'India must improve breeds to become the world's dairy'	36
Steady flow. Absence of APMC-like restrictions helped Indian dairy scale global heights: Ramesh Chand	37
49th Dairy Industry Conference inaugurated by Parshottam Rupala.....	37
Farmers resume march from Nashik demanding remunerative prices for dairy products.....	38
Global News	39
Promising probiotic for dairy cattle headed to marketplace.....	39
Saudi Arabia achieves self-sufficiency in dairy products	40
Lactoferrin : FrieslandCampina expands protein processing.....	41
TurtleTree Debuts Its Fermentation-Derived Lactoferrin	44
The Coca-Cola Co. pulls plug on Innocent dairy-free range.....	45
ChickP Protein Stars in Compelling Dairy Cheese Analog	46
Global SMP and Butter prices falls to Rs 225 and Rs 405 per kg	48
Carbon efficiency the better way to cut dairy farm emissions	49
Local manure regulations can help reduce water pollution	50
Bills would ban dairy alternatives from being called 'milk'	52
Dairy, meat demand high despite prices	53
Northern NSW dairy industry faces low milk supply one year on from flood	54
Dairy industry speaks out against planned cuts to WIC milk benefits.....	56

Indian News

OMFED Milk To Become Costlier by Rs 4/lit In Odisha

MAR 31, 2023

<https://dairynews7x7.com/omfed-milk-to-become-costlier-in-odisha-from-april-1-check-prices/>



The state-owned Odisha State Cooperative Milk Producers Federation (OMFED) has announced a hike in the price of milk by Rs 2 per 500 ml for all variants. The new rate will be effective from April 1, 2023.

A packet of 500 ml OMFED Toned Milk has been increased from Rs 21 to Rs 23, Premium Milk from Rs 24 to Rs 26, Gold Milk from Rs 24 to 26 and Chai Special Milk from Rs 23 to Rs 25, sources said.

The federation attributed the price hike to an increase in the costs of packaging, logistics, cattle feed, and other operational costs.

In view of the increase in farmers' costs such as the cost of fodder for cows, the cost of medicines and fuel, and the cost of packaging materials, OMFED has been forced to increase its milk price by Rs 2/500 ml (half a liter) with effect from April 1, 2023, it said in a statement.

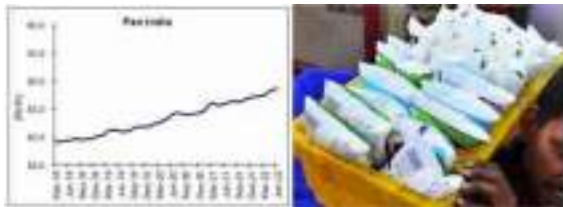
Stating that 90 per cent of the cost of OMFED milk sales goes towards milk procurement, the federation said it has consistently worked towards providing fair prices to milk producers, thereby ensuring the sustainability of milk production and availability of quality milk to consumers at affordable prices.

It said consumer costs have also increased with an increase in ancillary costs as well as operational costs of packaging, marketing, etc. Despite higher prices for milk purchases, consumer prices were kept intact by OMFED over the past year.

Milk may stay on boil due to cattle, fodder shortage

MAR 31, 2023

<https://dairynews7x7.com/milk-may-stay-on-boil-due-to-cattle-fodder-shortage/>



Milk prices, which have been rising steadily in the past year, may hit new highs in the year ahead, as production suffers due to insufficient fodder and fewer new lactating cattle, and farmers raise prices to make up for losses in the last two years.

Fodder availability has declined thanks to increased exports of wheat used in cattle feed and damage to fodder crops from heat waves and surprise rains; at the same, there have been fewer inductions of lactating cattle, in a lag effect of fewer artificial inseminations during the worst of the pandemic days.

“As the farmers were being paid lower than their production cost in many states—excluding Gujarat, which is a stronghold of cooperatives—farmers reduced the induction of new animals,” said R.S. Sodhi, president of the Indian Dairy Association and former managing director of [Amul](#).

“Farmers have also fed cattle less to cope with their losses amid high feed and fodder costs,” he added. This also led to a fall in yield.

Wholesale price inflation in milk stood at 6.99% in December and 8.96% in January and hit 10.33% in February, rising for a third straight month.

According to Sodhi, retail milk prices have gone up by 13-15% in the past 15 months amid a worldwide increase in cereal prices, which has started stabilizing now.

While demand has rebounded since the easing of pandemic curbs, supply has lagged due to production constraints.

The outbreak of covid-19 in India in April-June 2020 and an explosion of cases in mid-2021 triggered mobility curbs, disrupting artificial insemination services, consequently leading to fewer calf births in FY21 and FY22. “Given that calves typically take two-and-a-half years to be ready for insemination, this fiscal year has seen a shortage of animals available for insemination. Thus, fewer cows are expected to be lactating in FY24, leading to lower milk production and availability,” said Pushan Sharma, director of research at Crisil Market Intelligence and Analytics.

“Slower growth in retail prices compared to procurement prices in FY22 and FY23 affected the profitability of key dairy players. In FY24, with a likely 6% rise in milk procurement prices, industry players are seen increasing retail prices of milk by 7% to make up for losses from the past two fiscals,” Sharma said.

Lower production due to heat waves during the summer of 2022 and unseasonal rainfall in most fodder-growing states brought down the availability of fodder. The government has already banned wheat exports and restricted rice exports.

As small and marginal dairy farmers were unable to afford fodder at increased prices, they reduced fodder procurement for their cattle,

which resulted in lower milk yield and lower fat and solids-not-fat (which play an important role in physico-chemical, sensory, textural characteristics and also the shelf life of any milk sweet) content of the milk in FY23.

Feed and fodder cost, which has a 70-75% share in milk production, has shot up 20-25% due to higher exports of fodder crops such as wheat, barley and maize amid a supply shortage in the global market caused by Russia’s invasion of Ukraine. This has pushed up the wholesale price index for fodder to 220 in FY23 from 180.5 in FY22.

“The expected El Niño drought conditions in FY24 could lower kharif crop production, limit fodder availability and affect milk production and yields. Thus, milk procurement prices are expected to increase in FY24 as well which would trickle down to milk retail prices,” said Sharma of Crisil.

However, not all expect a sharp rise in milk prices in FY24. “Milk prices may go up slightly in the summer months of May-June when supply remains tight, and demand is high, and these may start declining around Diwali,” said Sodhi. “I don’t see fodder prices running up further, influencing domestic prices of milk and dairy products sharply in anticipation of good rabi crops this season,” he added.

Rabi crops have faced damage from unseasonal rain and hailstorms in March. However, the agriculture ministry does not expect any quantity loss in its total rabi production of 170 million tonnes (mt) amid an increase in cultivation area. Shraavan Kumar, a Lucknow-based dairy farmer, said the wheat he had sown on 7-8 bighas were damaged. “Quantity may not get affected if weather improves, but straw has turned black due to the weather. It will require extra effort to crush and feed cattle,” he said.

Tamil Nadu says no to Hindi word 'Dahi' on Aavin curd packets

MAR 30, 2023

<https://dairynews7x7.com/tamil-nadu-says-no-to-hindi-word-dahi-on-aavin-curd-packets/>



The Tamil Nadu Cooperative Milk Producers Federation, Aavin, has informed the Food Safety and Standards Authority of India (FSSAI) that it will not print the word 'Dahi', the Hindi equivalent for curd on its packets. The FSSAI had proposed to drop the English term 'curd' and had wanted to include the term Dahi and had written to several cooperatives and private dairies asking them to change the term in their packaging.

Chief Minister M.K. Stalin criticised the FSSAI direction.

In a Twitter post, Mr. Stalin said the "unabashed insinuations of #HindiImposition have come to the extent of directing us to label even a curd packet in Hindi, relegating Tamil and Kannada in our own States".

"Such brazen disregard to our mother tongues will make sure those responsible are banished from South forever," he added.

Dairy Development Minister S. M. Nasar said: "Imposition of Hindi is against the five cardinal principles of the DMK. We got a letter asking us to implement this [FSSAI directive] before August. But we said no. There is no place for Hindi here. Last year, they had wanted our packets to say 'Doodh' instead of milk. But we said 'no'," he explained.

Annamalai's statement

In response to an article by The Hindu on the notification released by the FSSAI, BJP State President K. Annamalai issued a statement requesting

an immediate rollback of the notification for using the Hindi word dahi. State-run cooperative milk societies must be allowed to use their regional language on the packets, he urged.

Mr. Annamalai said the Centre under Prime Minister Narendra Modi had always promoted regional languages. For the first time, the New Education Policy had emphasised educating children in their mother tongue, he said.

In a tweet, he said: "The notification released by FSSAI for the use of "Dhahi" in curd sachets produced by state-run cooperative societies is not in tandem with the policy of our Hon PM Thiru @narendramodi avl to promote regional languages. We want an immediate rollback of the notification."

The FSSAI had suggested that the name 'Fermented Milk' may be replaced with 'Dahi', and Yoghurt if the product complies with the relevant provisions of this standard. It had also said that any other designation (prevalent regional common name) may be used together with the term 'Dahi' in brackets on the label like, Dahi (Curd) or Dahi (Tayir) Dahi (Perugu) based on the regional nomenclature used in different States for Dahi.

Sources in Aavin said they had written to the FSSAI requesting that they be allowed to continue using the Tamil word 'Tayir' on their packets. "There is no need to change a term with which customers are comfortable and in a language they are familiar with," said a source. Aavin produces around 20,000 litres of fermented products at its Ambattur dairy. These include 500 ml packet curds, cup curds, lassi and masala as well as probiotic buttermilk variants.

FSSAI revises order on curd labelling, allows use of regional names

MAR 30, 2023

<https://dairynews7x7.com/fssai-revises-order-on-curd-labelling-allows-use-of-regional-names/>



The Food Safety and Standards Authority of India (FSSAI), on Thursday, revised its order allowing the use of regional common names on labels of curd packets amidst a row in Tamil Nadu over the Hindi term “Dahi”. In a statement on Thursday, FSSAI said that food business operators food can use the term “curd” along with the prevalent regional common name in brackets on the label.

This statement comes after Tamil Nadu government raised objections to the food safety authority’s direction to use of term “dahi” on curd packets. Aavin said it will not use the Hindi term “dahi” for labelling. Karnataka Milk Federation and Kerala Milk Federation reportedly had also raised similar objections.

Tamil Nadu Chief Minister M K Stalin, in a tweet on Wednesday, said, “The unabashed insistence of Hindi Imposition has come to the extent of directing us to label even a curd packet in Hindi, relegating Tamil & Kannada in our own states. Such brazen disregard to our mother tongues will make sure those responsible are banished from the South forever (sic).”

Row over insistence on using ‘dahi’ on Nandini curd sachet

Move is seen as an attempt to impose Hindi; direction comes from the FSSAI after Kerala, Tamil Nadu and Karnataka milk federations seek usage of local names on the product packets

Sharat S. Srivatsa
BENGALURU

In what is being seen as yet another attempt to impose Hindi on non-Hindi speaking southern States, the Karnataka Milk Federation (KMF) is now faced with a direction from the Food Safety and Standards Authority of India (FSSAI) to label curd as “dahi” prominently and use “mosaru” (the Kannada equivalent) in brackets.

In the same clarification given to the Tamil Nadu Cooperative Milk Producers Federation, it has said that the words “tai” or



A file photo of a woman buying curd from a Nandini milk booth in Bengaluru. SUDHAKARA JAIN

“taiyir” can be used in brackets.

While the clarification has already been opposed by several Kannada groups that have met the KMF offi-

cial, the federation is still considering the pros and cons before implementing the direction.

The FSSAI clarification on labelling curd has come

recently after Kerala, Tamil Nadu and Karnataka milk federations sought usage of local names on the curd sachets.

The labelling comes in the sub-regulation relating to “standards of fermented milk products”.

KMF sources confirmed the receipt of the letter from FSSAI.

Narasimhamurthy, the president of Bengaluru Milk Union Ltd., one of the largest milk unions in the State, said that the Board would oppose the attempt to impose Hindi and would write again to FSSAI seeking a review.

The food safety authority, on Thursday, said, "As many representations were received recently on the omission of the term "curd, from the Standards of Fermented Milk Products, it has been decided that FBOs may use the term "Curd" along

with any other designation (prevalent regional common name) in brackets on the label."

"Accordingly, Curd can also be labelled as per the following examples- "Curd (Dahi)" ,Curd (Mosaru)", Curd (Zaamut daud)", "Curd (Thayir)" or "Curd (Perugu)"," it added.

PRESS RELEASE

FSSAI has notified provisions for omission of the term "curd" from the Standards of Fermented Milk Products vide notification dated 11 Jan 2023.

'General Standard for Milk and Milk Products' under the 'Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011' clearly lay down guidelines for use of dairy term(s) in the nomenclature of dairy products (milk, milk product or a composite milk product) and related prohibitions for such use in non-dairy products. Accordingly, when term "curd" was written along with "Dahi" in the said regulation, it was restricting its use for non dairy products.

As many representations were received recently on omission of the term "curd, from the Standards of Fermented Milk Products, it has been decided that FBOs may use the term Curd along with *any other designation (prevalent regional common name) in brackets on the label.*"

Accordingly, Curd can also be labelled as per following examples:

"Curd (Dahi)" OR

"Curd (Mosaru)" OR

"Curd (Zaamut daud)" OR

"Curd (Thayir)" OR

"Curd (Perugu)"

The food safety regulator had notified provisions for the omission of the term "curd" from the Standards of Fermented Milk products in January and only the term "dahi" was mentioned.

"General Standard for Milk and Milk Products' under the 'Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011 clearly lay down guidelines for use of

dairy term(s) in the nomenclature of dairy products (milk, milk product or a composite milk product) and related prohibitions for such use in non-dairy products. Accordingly, when term "curd" was written along with "Dahi" in the said regulation, it was restricting its use for non dairy products," the FSSAI added in its statement.

Buoyant demand, inadequate supply to push milk prices higher

MAR 29, 2023

<https://dairynews7x7.com/buoyant-demand-inadequate-supply-to-push-milk-prices-higher/>



The run-up in milk prices is expected to continue in fiscal 2024, led by buoyant demand, constrained supply and under-recovery of costs in the previous two fiscals. Demand has rebounded since the easing of COVID-19-induced restrictions on social gatherings and the hotel, restaurant and café segment, and is being fed by rising consumption of value-added products in tune with higher disposable incomes and changing lifestyles.

Supply, however, has lagged due to constrained production resulting from inclement weather

conditions. Underfed cattle due to higher fodder prices, and cattle health not being in the best condition due to unseasonal rainfall and heat-wave conditions have lowered milk productivity. This has resulted in a spurt in milk procurement prices, of 12 percent last fiscal and an expected 14 percent in the current one. However, players have not been able to completely pass on the increase in milk procurement prices, which account for nearly 60-70 percent of milk retail prices, considering the increase in retail prices was 6 percent and 8 percent, respectively, during fiscals 2022 and 2023. The sharp contraction in the profit margins of dairy processors last fiscal and in the current one bears this out.

Thus, we expect players to sharply increase retail prices by 7 percent in the next fiscal to make room for margin improvement.

FSSAI Insists for using dahi on Nandini curd sachet

MAR 29, 2023

<https://dairynews7x7.com/insistence-of-using-dahi-on-nandini-curd-sachet-raises-imposition-of-hindi-debate-again-in-karnataka/>



In what is being seen as yet another attempt to impose Hindi on non-Hindi speaking Southern States, the Karnataka Milk Federation (KMF) is now faced with a direction from the Food Safety and Standards Authority of India (FSSAI) to label curd as “Dahi” prominently and use “Mosaru” (the Kannada equivalent) in brackets.

In the same clarification given to Tamil Nadu Co-operative Milk Producers Federation, it has said that “Tair” or “Tayir” can be used in brackets. While the clarification has already been opposed by several Kannada groups that have met the KMF officials, the federation is still considering the pros and cons before implementing the direction.

The FSSAI clarification on labelling curd has come recently after Kerala, Tamil Nadu and Karnataka milk federations sought usage of local nomenclatures on the curd sachets. The labelling comes in the sub-regulation relating to “standards of fermented milk products”.

KMF sources confirmed the receipt of the letter from FSSAI. Narasimhamurthy, the President of

Bengaluru Milk Union Ltd., one of the largest milk unions in the State, said that the Board would consider the attempt to impose Hindi and will write again to FSSAI seeking a review.

The letter from Joint Director (Science and Standard) said, "In case of fermented products complying with relevant provisions of Dahi, any other designation (prevalent regional common name) may be used together with the term Dahi in brackets on the label. Accordingly, Dahi can be labelled as per the following examples. Dahi (Curd), Dahi (Mosaru), Dahi (Zaamut daud), Dahi (Tayir), Dahi (Perugu) or Dahi (Tair) etc., based

on the regional nomenclature used in different states for Dahi."

KMF sources said that the Federation was now weighing options to balance the statutory directions and the pressure from multiple Kannada groups that are insisting on using Kannada prominently.

"Local sentiments have to be taken into consideration, and KMF should also not lose its identity. Locally, the regional nomenclature should have been allowed to be used prominently instead of Hindi. It is also difficult to maintain uniformity in our country with such a huge diversity."

Beat the heat. Relish more desi flavours of ice-creams

MAR 28, 2023

<https://dairynews7x7.com/beat-the-heat-relish-more-desi-flavours-of-beverages-ice-creams-this-summer/>



Witnessing an uptick in demand for beverages, and ice creams, fast-moving consumer goods (FMCG) companies have introduced new products with typically desi flavours geared to appeal to the Indian palate.

ITC, for instance, has launched a range of products in its beverages portfolio under Sunfeast, with smoothie flavours such as mango, litchi, strawberry and peach pineapple, fruits 'n' bits with mixed fruit, litchi, guava, and natural coconut water.

Hindustan Unilever (HUL), which manufactures Kwalita Wall's ice creams, has introduced 'Shikanji Chuski' and 'Masala Cola Chuski'.

"Summer stocking in February led to a turnaround in FMCG sales, especially in rural. We did

see year-on-year rural sales growth (+12.4 per cent) for FMCG being more than double the urban sales growth (5.5 per cent) in February. This was on the back of stronger out-of-home consumption and we expect this to only get stronger as the intensity of summer increases in the coming months," said Akshay D'Souza, Chief of Growth & Insights, Bizom, a retail intelligence platform that tracks consumer product sales across 7.5 million outlets.

The company has also introduced Engage Verona, Engage Indigo Skies and Engage Amber Hues Parfum.

"The new range of Fiamma Happy Naturals Mists is a concoction of 85 per cent natural origin ingredients and unique fragrances which are fresh. Safe on sensitive skin, Fiamma's Happy Naturals Mists are available in three exciting variants- Plum Blossom & Ylang, Lavender & Tangerine, and Bergamot & Yuzu," said a statement from ITC

Cinthon maker Godrej Consumer is also seeing an uptick in line with rural demand recovery.

“Gradual recovery in rural demand, cooling off in commodity prices and positive consumer sentiments is likely to positively impact overall the FMCG consumption during the upcoming quarter. We expect our soap category driven by brands like Godrej No.1 and Cinthol to see greater demand in the upcoming summer season. Both brands that have combined double-digit market share usually see an uptick in demand,” said Sameer Shah, Chief Financial Officer, Godrej Consumer Products Limited.

Personal care product uptick

New variants are being launched in the personal care products segment too, with the accent being on fruity, flowery fragrances. With the increase in demand for shower gels and soaps during summer, ITC has launched Fiamma happy naturals shower gels with 97 per cent natural content in Plum Blossom and Ylang and Bergamot this summer.

IIT Madras develop pocket device to detect milk adulteration

MAR 28, 2023

<https://dairynews7x7.com/iit-madras-researchers-develop-pocket-friendly-device-to-detect-milk-adulteration-in-30-seconds/>



Indian Institute of Technology Madras (IIT Madras) Researchers have developed a three-dimensional (3D) paper-based portable device that can detect adulteration in milk within 30 seconds. The test could be even performed at home.

It can detect multiple substances commonly used as adulterating agents including Urea, detergents, soap, starch, hydrogen peroxide, sodium-hydrogen-carbonate and salt, among others

Unlike conventional laboratory-based methods to test the purity of milk, which are both expensive and time-consuming, this new technology is affordable and could also be used to test other liquids such as water, fresh juices, and milkshakes for traces of adulteration. Only a millilitre of any liquid would be as a sample to test for adulterants.

This research was led by Dr. Pallab Sinha Mahapatra, Associate Professor, Department of Mechanical Engineering, IIT Madras, along with Research Scholars Mr. Subhashis Patari and Dr. Priyanka Datta. They co-authored a Research Paper that has been published in the prestigious peer-review journal Nature. Elaborating on the functioning of this paper-based device, Dr. Pallab Sinha Mahapatra, Department of Mechanical Engineering, IIT Madras, said, “The 3D paper-based microfluidic device is made up of a top and bottom cover and a sandwich structure middle layer. This 3D design works well for transporting denser liquids at a consistent speed. The paper is treated with reagents and is let to dry. Both paper layers are adhered to both sides of the support after drying, and the covers adhere with double-sided tape. Whatman filter paper grade 4 is used in this design, which aids liquid flow and allows for the storage of more reagents.”

Dr. Pallab Sinha Mahapatra added, “All the reagents are dissolved either in distilled water or in ethanol, depending upon their solubility. Using colorimetric detection techniques, all the adulterants are detected in different liquid samples.

It is inferred from the investigation that the reagent only reacts with the specific adulterant in this method and not with any milk ingredients. Hence, this analytical tool can help to monitor liquid food safety and thereby increases the traceability of tainted milk in remote areas of developing countries.”

Milk is one of the most vital foods important to lead a healthy lifestyle and yet is the most adulterated food item in the world.

The adulteration of milk is a growing menace, especially in developing countries like India, Pakistan, China, and Brazil. Consumption of adulterated milk could cause medical complications such as kidney problems, infant death, gastrointestinal complications, Diarrhoea, and even cancer.

NDRI-Karnal Produces India’s First Cloned Gir Calf

MAR 28, 2023

<https://dairynews7x7.com/ndri-karnal-produces-indias-first-cloned-gir-calf-new-born-growing-well-experts-say/>



In a first for the country, Indian Council of Agricultural Research-National Dairy Research Institute scientists have successfully cloned a Gir cow in Haryana’s Karnal, the institute said on Monday.

Ganga, a female calf of the Gir breed, was born on March 16. Weighing 32 kilograms, the calf is keeping good health and growing well, the National Dairy Research Institute (NDRI) said in its statement.

Indigenous cattle breeds such as Gir, Sahiwal, Tharparkar and Red Sindhi play a pivotal role in milk production and growth of the Indian dairy industry, it said.

“The low productivity of indigenous cows remained a major bottleneck in sustainable dairy production, however, considering their better adaptability under Indian conditions these breeds need multiplication and conservation.

“Globally, the application of assisted reproductive technologies has been acclaimed as rapid and practically feasible for multiplication of superior germplasm. Among the several technologies, animal cloning can play a key role in faster multiplying elite animals and the conservation of endangered breeds,” the statement read.

As part of this move, NDRI-Karnal initiated a collaboration with Uttarakhand Livestock Development Board-Dehradun to work on cloning indigenous cows such as Gir, Sahiwal and Red Sindhi in 2021.

A team of scientists comprising Dr Naresh Selokar, Dr Manoj Kumar Singh, Dr Ajay Aswal, Dr SS Lathwal, Dr Subhash Kumar, Dr Ranjeet Verma, Dr Kartikey Patel and Dr MS Chauhan worked for over two years to develop an indigenous method to produce cattle clones.

“Under this ambitious project, a cloned Gir female calf named Ganga weighing 32 kg was born on March 16, 2023, and is growing well,” the statement read.

“Gir, a native breed of Gujarat, is becoming popular among the dairy farmers because of its docile nature and goodness of milk. Gir cattle are very hardy and well-known for their tolerance to conditions of stress and resistance to various tropical diseases.

“Outside India, Gir cattle are also very popular and have been exported to Brazil, the United States, Mexico, and Venezuela for the development of zebu cows (a cow breed),” it said.

Indian Council of Agricultural Research (ICAR) Director-General Dr Himanshu Pathak said, “Our indigenous animals are disease-resistant and well-adapted to the hot and humid climate of the country”.

Pathak, who is also secretary of the Department of Agricultural Research and Education, added, “I congratulate the team for their innovative approach in developing an indigenous method for

cattle cloning. I am hopeful that team will continue their research for the refinement of technology and will produce more cloned cow calves. “The technology has potential to meet the requirement of higher milk producing indigenous cattle for Indian dairy farmers.” ICAR-NDRI Director and Vice-Chancellor Dr Dheer Singh said, “The achievement will assist us to expand and initiate research activities for the cloning of cattles in India.

“The developed technique will bring new dimensions to our scientific efforts to produce quality indigenous dairy animals, and the farmers will be benefited.”

Amul marketer launches fixed-price edible oil pack to beat inflation

MAR 28, 2023

<https://dairynews7x7.com/amul-marketer-launches-fixed-price-edible-oil-pack-to-beat-inflation/>



In a disruption to the edible oil retailing, cooperative major Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF) has launched a fixed-price retail pack of refined cottonseed oil for ₹100.

The Amul marketer GCMMF sells six variants of edible oils under the brand ‘Janmay’.

never-tried-before

This new initiative, according to the dairy major, will make the edible oil prices more realistic for the consumers. “Normally, edible oil prices fluctuate everyday. Usually in retail packaging, there is a difference between the trade price and maximum retail price (MRP). Companies keep this difference to absorb any price variations. So, at any point, the consumers don’t know the right

price of the edible oil. We are changing this game by keeping the retail price fixed,” said Jayen Mehta, Managing Director, GCMMF.

Source of inspiration

At ₹100, the newly-launched pack comes with 650 ml of refined cottonseed oil.

“The volume changes depending on the change in the market price. We have eliminated the inflated MRP so that our customers get the best quality oil at a realistic price. The Delta here is 25 ml and based on this, the changes in price reflects in the quantity of the pack,” Mehta told businessline.

The Amul marketer has drawn inspiration from consumer behaviour at petrol-pumps, where they ask for fuel worth a certain value ₹100 or

₹2,000 instead of asking for a certain quantity. “This is the best way to get value-for-money for the consumers,” he said. GCMMF currently sells this pack only in Gujarat, while it plans to roll out in different States soon.

GCMMF keeps a week’s inventory for the ₹100 pack, so as to allow consumers to get the most realistic price and quantity at any time. It also ensures a price parity for the cooperative major. The concept, however, isn’t entirely new in the FMCG market. Often soap players are found playing with the quantity. But is this latest retail packaging really a good marketing strategy? Sourav Borah, Assistant Professor, Marketing at Indian Institute of Management, Ahmedabad

(IIM-A) believes it might backfire as consumers may not be able to process the complex information about price and volumes, and might end up feeling cheated.

“The approach here appears to be genuine and they want consumers to benefit. But such innovative techniques in marketing require heavy advertising budgets. If you can explain to the consumers about the commodity prices going up, they would not mind,” said Borah. The new pack targets consumers who mostly prefer to buy lesser quantities by spending less. Janmay range of edible oils was launched in 2020 under cottonseed, sunflower, groundnut, mustard and soybean variants.

No milk in schools since Jan, attendance dips in Karnataka

MAR 27, 2023

<https://dairynews7x7.com/no-milk-in-schools-since-jan-attendance-dips-in-karnataka/>



Children of government and aided schools have not been receiving milk under the Ksheera Bhagya scheme in 11 districts of the state for the past three months.

According to data available with DH, a majority of the districts where milk supply to schools has stopped are in the backward Kalyana Karnataka region. Of the 11 districts hit, zero milk supply has been recorded in six since January.

This has impacted attendance.

According to officials from the Department of School Education and Literacy, despite stoppage of milk supply for the past three months, the School Development and Monitoring Committees (SDMC) have failed to alert the authorities.

According to department officials, milk supply was hit because the Karnataka Milk Federation (KMF) allegedly diverted the milk powder meant for schools to manufacture sweets, ice creams and other products under the Nandini brand.

However, following complaints from some teachers, the department informed the government and at a recent meeting, Chief Secretary Vandita Sharma warned KMF that it must supply milk powder to schools on priority citing an agreement it has with the government.

Meanwhile, considering KMF’s demand to increase the price paid for milk powder, the government hiked it from Rs 275 a kg plus GST to Rs 300 per kg plus GST.

Denying the diversion of powder meant for schools, KMF officials said there is a shortage of milk procurement at the local level due to various reasons. “Of the 15-18 lakh litres per day, we are able to supply only 13-14 lakh litres. South Karnataka is a major source of milk, which also has a shortage,” said an official.

Confirming the shortage, Commissioner for School Education Dr Vishal R said, “Even after the increase in price, supply is not up to our expectations. We are also trying to manage it at the local level and KMF is also doing its bit.”

B C Satish, managing director of KMF said, “Till February, we were able to meet 70% of the demand and now there is also an increase in milk procurement by 2 lakh litres. We are almost reaching our commitment to schools.”

Milk powder unfit for consumption: Protest to WFP on 27-3-1973

MAR 27, 2023

<https://dairynews7x7.com/milk-powder-unfit-for-consumption-protest-to-wfp-in-27-3-1973/>



India has protested to the World Food Programme (WFP) against the supply under the ‘Operation Flood Programme’ of large quantities of milk powder and ghee found unfit for human consumption. This was stated by the Minister of State for Agriculture Prof. Sher Singh, in the Rajya Sabha to-day when he was questioned both by Congress and Opposition members for allowing the distribution of damaged milk powder and ghee received from the WFP in parts of the country.

Members expressed their horror and shock over the disposal of what they called “rotten” commodities among the vulnerable sections of the

society. Replying to a call attention motion tabled by Mrs. Sumita Kulkarni (Cong.) and two others, Prof. Sher Singh said 4,084 tonnes of skimmed milk powder and 742 tonnes of ghee, rejected the Indian Dairy Corporation as unsuitable for recombination into liquid milk, were disposed of by the World Food Programme to various agencies in the country.

The damaged commodities disposed of by the WFP included 3, 184 tonnes of milk powder and 519 tonnes of ghee for refugee relief. The Maharashtra Forest Development Board and the Rajasthan Canal Board also received the milk powder and ghee. Besides, some quantities were also sold to bakeries and other food processors. Prof. Sher Singh said part of these “damaged” quantities was “only not suitable for recombination into liquid milk but was otherwise suitable for human consumption.”

Comprehensive cattle insurance scheme on cards for dairy farmers

MAR 26, 2023

<https://dairynews7x7.com/comprehensive-cattle-insurance-scheme-on-cards-for-dairy-farmers/>



Minister for Animal Husbandry J. Chinchurani has said the State government is actively considering the implementation of a comprehensive cattle insurance scheme for dairy farmers.

The scheme was aimed at offsetting the costs incurred by farmers on account of bovine diseases in the sector, Ms. Chinchurani said, inaugurating the mobile veterinary clinic 'Aasraya', and the artificial insemination centre 'Pratheeksha', under the aegis of Thiruvananthapuram Regional Cooperative Milk Producers' Union (TRCMPU) of Milma.

Discussions are under way with the Centre to see whether the State could combine its project with its insurance plan, she said. The mobile veterinary clinic offers doorstep delivery of treatment for cattle.

TRCMPU has drawn up the 'Pratheeksha' project in collaboration with the Kerala Livestock Development Board (KLDB).

The Minister also launched the 'Aasraya' mobile app and distributed Artificial Insemination (AI) kit for technicians at the function.

TRCMPU administrative committee convener N. Bhasurangan said that around 40 artificial insemination units would be set up in four districts under the 'Pratheeksha' scheme.

One mobile veterinary clinic each in four districts— Thiruvananthapuram, Kollam, Pathanamthitta and Alappuzha—will be introduced under the 'Aasraya' initiative. In the first phase, the services will be available in Thiruvananthapuram and Alappuzha districts. Farmers can register their cases on the app from 6 a.m. to 4 p.m. A fee of ₹100 will be charged for the facility.

M. Vincent, MLA, presided over the function. TRCMPU managing director D.S. Konda, KLDB managing director R. Rajeev, Dairy Development Department Deputy Director Sindhu R., and other officials were present.

Avanti Finance partners with Stellapps mooPay to provide credit

MAR 24, 2023

<https://dairynews7x7.com/avanti-finance-partners-with-stellapps-moopay-to-provide-credit-to-dairy-farmers-in-rural-india/>



Bengaluru-based Avanti Finance, a technology-led NBFC focused on financial inclusion, has partnered with Stellapps' data-driven digital FinTech vertical mooPay. mooPay is a platform using deep tech to offer financial products i.e. payments, credit, insurance,

agent banking and savings products to farmers in rural India.

The strategic partnership with Avanti will help mooPay further drive financial inclusion in rural India and fulfil the working capital requirement of dairy farmers. Dairy farmers can use mooPay to purchase new cattle, maintain the existing cattle and invest in various farm improvements to enhance productivity and their income.

Rahul Gupta, CEO, Avanti Finance said, “The partnership with Stellapps is an exciting one and another step for Avanti to promote financial inclusion and the economic empowerment of farmers. This partnership will help focus on the growing and underserved area of dairy farming. We are encouraged with the success of the pilot wherein we have disbursed over four thousand and five hundred loans in a paperless & cashless model in remote villages across India.. The program will be scaled up significantly in the upcoming financial year and we look forward to co-creating more products.”

Rahul Mallick, CEO, Stellapps – mooPay added, “At mooPay, we are reimagining financial services for rural India with an aim to provide access to tailored financial services to farmers and help

them improve their income from dairy farming. We are very happy to partner with Avanti to accelerate our vision of creating a rural neobank and reaching a million farmers by next year. mooPay plans to take its financial inclusion program from 2500 to 10,000 villages by this year end.”

Avanti will be offering small ticket-size loans to farmers by evaluating them with the help of mooPay’s patented credit score “mooScore” which uses digital gathered alternate data to underwrite credit for farmers. It will further help in expanding credit access for new-to-credit (NTC) farmer segments who have thus far been largely ignored by formal institutional financiers. Currently, over 55% of the loans are given to NTC customers, and over 60% of the loans to women borrowers.

DAHD implements National Programme for Dairy Development

MAR 23, 2023

<https://dairynews7x7.com/dahd-implements-national-programme-for-dairy-development-npdd-scheme-across-the-country/>



Department of Animal Husbandry & Dairying (DAHD) is implementing National Programme for Dairy Development (NPDD) scheme across the country since Feb-2014. The scheme has been restructured/ realigned in July 2021 for implementation from 2021-22 to 2025- 26with following two components:

(i). The Component “A” of NPDD focuses on creating/strengthening of infrastructure for quality milk testing equipment as well as primary chilling facilities for State Cooperative Dairy Federations/ District Cooperative Milk Producers’ Union/SHGs/Milk Producer Companies/Farmer Producer Organizations.

(ii). The Component 'B' of the NPDD scheme "Dairying through Cooperatives" aims to increase sale of milk and dairy products by increasing farmer's access to organized market, upgrading dairy processing facilities and marketing infrastructure and enhancing the capacity of producer owned institutions.

Under Component A of NPDD scheme, DAHD has received 189 proposals from various State Governments from March 2014 to till date. As on 13.03.2023, 185 projects have been approved in 28 States and 2 UTs with total outlay of Rs.3015.35 crore (Central Assistance Rs.2297.25 crore) during 2014-15 to 2022-23. Similarly, under Component B of NPDD scheme, 11 projects

have been received and approved in 3 States with the total outlay of Rs.251.79 crore (ODA loan-Rs.115.99 crore and Grant-Rs.120.62 crore).

Under NPDD scheme, projects are normally approved for a period of one to three years. As per guidelines, approved funds under a project are released to the States/UTs in installments on the basis of submission of Audited Accounts, Utilization Certificate, physical and financial progress of previously released amount.

This information was given by Shri Parshottam Rupala, Union Minister of Fisheries, Animal Husbandry and Dairying in a written reply in Lok Sabha today.

Fodder cost whips up milk prices: R S Sodhi

MAR 23, 2023

<https://dairynews7x7.com/fodder-cost-whips-up-milk-prices-no-easing-likely-till-diwali-r-s-sodhi/>



While cereals inflation of 12 to 13 percent has caught headlines, the second largest factor pushing up food inflation is milk prices. In February Consumer Price Index (CPI) data showed milk prices up by 9.6 percent from year-ago levels; higher than an already elevated 8.8 percent year-on-year rise in January. And while cereal prices will hopefully ease as the rabi harvest comes in; milk prices are seen getting higher. Experts say the rise in milk

prices is because fodder prices were very high last winter.

In fact, in 2022 — from January to June — feed cost was up 30 percent on average because of the high cost of maize and soy cake. Karnataka Milk Marketing Federation has kept milk prices unchanged at Rs 50 a packet, but they sell 900 ml instead of 1,000 ml in one packet. So shrinkflation over there. Tamil Nadu state government-owned milk supplier Aavin could procure only 27

lakh litres in March versus the 37 lakh litres per day that it did in previous months, The Indian Express reported. And finally, the Bombay Milk Producers Association as of March 1 increased buffalo milk prices from Rs 80 to Rs 85 per litre — that is a stiff increase.

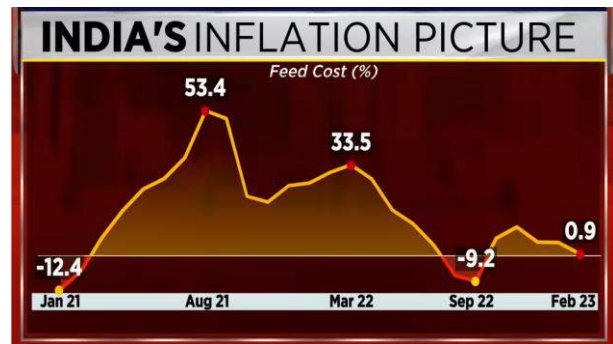


In an interview with CNBC-TV18, RS Sodhi, former MD of Gujarat Cooperative Milk Marketing Federation (its flagship brand is Amul) and currently the President of the Indian Dairy Association said that he does not foresee any reduction in milk prices until Diwali, which is typically celebrated in October or November. He explained that it is only around this time that we may see price stability in the market.

He said, “Unfortunately, this winter, we do not have the commodity stocks. So, this summer will be very difficult to meet the requirements. But after Diwali; the flush season starts when production increases then I can expect that prices

will stabilize or may go down. Therefore, until Diwali, I do not foresee any reduction in milk or milk product prices.”

When asked about the reason for the recent increase in milk prices, Sodhi cited fodder inflation as the main factor. He explained that there is a lag of four to five months between feed cost inflation and milk inflation. This means that any changes in the cost of producing milk will not be immediately reflected in the price paid by consumers.



Additionally, Sodhi’s comments suggest that consumers may need to brace themselves for continued high prices for several more months. However, with a little patience and understanding, we can weather this period of instability and look forward to more predictable prices in the future.

Milk prices spiked in last 6 months : Emkay Financial report

MAR 22, 2023

<https://dairynews7x7.com/milk-prices-spiked-in-last-6-months-and-will-continue-to-increase-says-an-emkay-report/>



Milk prices have seen a significant uptick in the last six months and will

continue to increase due to a shortage heading into the peak demand season, a report by Emkay Global Financial Services said.

“Milk and milk products have seen an average YoY inflation of 6.5 per cent over the last 12 months, while this increases to 8.1 per cent if we look at just the last five months. Monthly momentum has been at 0.8 per cent over the last

year, more than double the pre-pandemic five-year average of 0.3 per cent, while its contribution to overall headline inflation has ticked up to 6 per cent post-pandemic,” the report said.

The ongoing spike in milk prices has several factors, linked to rising input costs, the disruption caused due to the pandemic, and international prices.

One of the biggest factors has been the sharp rise in fodder and animal feed costs, according to the report.

Fodder prices have been rising at double-digit rates since February 2022, and in fact the YoY price change has not dropped below 20 per cent since May. Animal feed prices have reduced somewhat over the last three months, but have averaged over 6 per cent for the last year

The most significant factor has been the drop in production and yield post-Covid. As demand from restaurants, hotels, sweetshops, weddings etc crashed during the pandemic, prices collapsed, which led to dairies cutting their procurement of milk from farmers.

Prices of skim milk powder (SMP), butter and ghee also fell.

Farmers had to reduce the size of their herds to control costs, while they also began to under-feed them, especially the calves and pregnant cattle that were not giving milk at the time, the report said.

A newborn calf typically reaches puberty in 15-18 months. Adding 9-10 months of pregnancy, it will start producing milk in 24-28 months after

birth, while this is higher for buffaloes (36-48 months)

“Thus, the underfed and undernourished calves from the Covid period are the milk-producing cows of today. Milk yields have dropped, and dairies have been reporting lower milk procurement throughout the year. It must also be noted that Indian cattle have generally been low-yielding, at 1/10th of the global average,” the report said.

Additionally, India’s exports of dairy products have also increased substantially over the last three years, adding to the domestic shortage.

Dairy exports doubled from FY21 to FY22, largely due to soaring international prices, and are on pace to increase further in FY23.

The ‘flush’ season, from September onwards, is when animals generally produce more milk, with better fodder availability and lower temperatures. This peaks in winter and continues till March-April. Dairies also use the excess milk produced in this time to produce SMP and fat, which are then used during the summer months for reconstitution as demand for curd, ice-cream etc surges

“Therefore, the current scenario could continue into the summer months as there is a shortage of milk, especially fat, at a time when dairies would be building up stock. This view is echoed by leading industry figures, with the MD of Mother Dairy recently stating that milk prices will stay elevated till Diwali,” the report added.

Tamil Nadu govt. to provide ₹15,500 cr. in crop and allied loans

MAR 22, 2023

<https://dairynews7x7.com/tamil-nadu-govt-to-provide-%e2%82%b914000-cr-in-crop-loans-and-%e2%82%b91500-cr-for-allied-activities/>



The Tamil Nadu government will provide ₹14,000 crore in crop loans to farmers through co-operative societies in 2023-24, besides ₹1,500 crore for goat-rearing, dairy and poultry farming and fisheries, Minister for Agriculture and Farmers' Welfare M.R.K. Panneerselvam said on Tuesday.

The Minister, who presented the Agriculture Budget in the Assembly, announced the allocation of ₹500 crore to provide an incentive of ₹100 and ₹75 per quintal of fine and bold paddy varieties, respectively. Despite a tough financial situation, the government had been implementing the crop insurance scheme and, in the coming year, ₹2,337 crore will be spent on the State's share of the premium subsidy, he said.

Mr. Panneerselvam said that during the 2022-23 kharif marketing season, 27.23 lakh metric tonnes of paddy was procured from 3.73 lakh farmers, and ₹5,778 crore had been disbursed so far.

The government will allocate ₹253 crore to provide a special incentive of ₹195, over and above the fair and remunerative price of ₹2,821 per tonne of sugar cane, announced by the Union government in 2022-23.

Another announcement was the allocation of ₹500 crore, with the assistance of Nabard, for the purchase of agricultural machinery through the Primary Agricultural Co-operative Credit Societies. The machines will be made available in every village, and hired out to farmers through the e-Vaadagai app.

Recalling the announcement in the previous Budget on the declaration of areas between Tiruchi and Nagapattinam as the Agro Industrial Corridor, the Minister said a detailed report had been prepared to establish the corridor, which will help to enhance the income of farmers and create jobs.

Mr. Panneerselvam said the Tamil Nadu Startup and Innovation Mission will open a regional startup hub in Thanjavur to promote agro-technological innovations in the Cauvery delta region. "Through the Agro Industrial Corridor, projects in sectors allied to agriculture will be implemented at a cost of ₹1,000 crore in the next five years," he added.

Mondelez International to invest ₹4,000 cr in India over four years

MAR 22, 2023

<https://dairynews7x7.com/mondelez-international-to-invest-%e2%82%b94000-cr-in-india-over-four-years/>



In a strategic move, Mondelez International is looking at significantly accelerating its investments in India, which it considers a key market. The maker of Oreo and Cadbury plans to invest about ₹4,000 crore in the 2023-26 period in the country. The packaged food major said this is in addition to investments of ₹1,500 crore made during the 2019-22 period in India.

Deepak Iyer, President, Mondelez India, told business line the fresh investments will go in to ramping up capacity at existing factories, besides augmenting warehousing, logistics, and cold-chain infrastructure, including in the rural region.

Make in India

“2023 marks our 75th year in India. This investment is being made to support the surge in the consumption and hence the volume sales of our products,” Iyer said. He added that this capex will be in addition to other investments made on brands and advertising.

Stating that this reinforces the company’s endorsement in “Make-In-India” philosophy of the country, Iyer added that at this stage bulk of the investments will go in setting new lines in its existing four facilities in the country and at facilities of its manufacturing partners.

The packaged food major currently has four factories in Maharashtra, Madhya Pradesh, Andhra Pradesh, and Himachal Pradesh. It added that it will strategically focus on growing penetration of its core categories of chocolates, biscuits and choco-bakery.

Betting on Bharat

“The rural market has been growing really well for us in terms of volumes, value penetration and per capita consumption,” Iyer said.

Responding to a query on the impact of the current macroeconomic conditions, Iyer said the company continues to be ‘cautiously optimistic’. “We still have to contend with headwinds such as dairy inflation remaining high. So we still have to watch out. But overall, in the medium term we are very confident of the growth trajectory and consumption continuing to stay strong,” he added.

Milk prices are soaring in India, its largest producer in the world

March 22, 2023

<https://qz.com/why-are-milk-prices-rising-in-india-1850251171>

Milk prices have risen about 6.5% on average over the past year in India. It has risen every month at a rate that was more than double that of the pre-pandemic trend.

Since the covid fears subsided, milk inflation has constituted about 6% of overall inflation, according to Mumbai-based Emkay Global Financial

Services. While provisional headline inflation for February stood at 6.44% (pdf), milk inflation was at 9.65%.

Since 2022, the price of a litre of India’s popular Amul brand full-cream milk rose from Rs58 to Rs66 in Delhi, according to Gujarat Cooperative Milk Marketing Federation. This was the highest rise in almost a decade.

“In the past few months, milk prices have risen by 14% to 15%, much more than inflation. But if you look at the past three years, it is less than 7%...” RS Sodhi, president of the Indian Dairy Association and former managing director of Amul India told The Times of India last week.

India is the world’s large milk producer, accounting for 24% of global production in 2021-22. Growing at a rate of more than 6%, India produced 210 million tonnes of milk in 2020-21.

Amul, seeks to take on the ‘Cokes of the World’

MAR 22, 2023

<https://dairynews7x7.com/amul-indias-largest-dairy-brand-seeks-to-take-on-the-cokes-of-the-world/>



Amul, India’s largest dairy brand, is rapidly scaling up its portfolio of non-dairy products to become a total foods and beverages company to compete with Nestle, Britannia, Coca-Cola and ITC, its new managing director, Jayen Mehta, said.

Speaking to ET in his first interview after succeeding RS Sodhi in January at the Rs 61,000-crore brand owned by Gujarat Cooperative Milk Marketing Federation (GCMMF), Mehta, said: “Dairy remains our core, but we have a robust pipeline of growth; we want to straddle every foods category consumers use in the kitchen, and we are going about it with speed, scale and larger investments.”

The maker of Amul cheese, milk, ice-cream and butter has identified categories such as non-dairy beverages, snacks, pulses, cookies, edible oil, organic foods and frozen foods to accelerate with “speed and scale”, which Mehta said will be tailwinds of growth for the company. On the retail front, Amul is setting up ‘Ice Lounge’ parlours for premium ice creams.

“We are not worried about competition, since more players help in building products and categories. Having said that, we have to compete ... we are competing with Coca-Cola with products like seltzers, with Britannia in cheese and cookies, with ITC in staples, and so on,” said Mehta, who has been associated with GCMMF for over three decades.

In November last year, Britannia announced a joint venture agreement with French cheese maker Bel SA to manufacture and sell cheese products, while Nestle and ITC have announced plans to push growth in manufacturing and innovation, with forecasts of a healthy revival in the FMCG sector.

On the record-high dairy inflation and milk prices being increased three times in the past year, Mehta said: “It was imperative to increase consumer prices, as cost of feed and fodder is a direct cost to the farmer. Besides, unseasonal rains and crop failure are factors that are not even reflected in topline inflation numbers.”

The cost index of cattle feed has been continuously increasing, which he said has to be calibrated into pricing decisions.

But indications are that inflation could stabilise with a normal monsoon, he said. “If the cost of production stays in control, we obviously won’t take more price increases and create unhappy consumers.”

Mehta said the dairy industry will continue its stance of objecting to free trade agreements in the sector, since milk coming from outside the country would hurt Indian farmers. "Milk is a source of livelihood for more than 10 crore families," he added.

For fiscal 2021-22, GCMMF reported a consolidated cooperative group turnover of Rs 61,000 crore, 15% higher than the preceding fiscal year and well ahead of Hindustan Unilever, Nestle and ITC Foods in revenue. The cooperative attributed the surge in sales to post-pandemic recovery in out-of-home consumption, travel, catering and hospitality segments. While Amul's milk-based beverages grew 36% by value, its ice-

cream vertical posted a sharp revival with over 50% value growth in the year, the company said. Mehta said the Amul model has the potential to go international, and that the cooperative's core pillars of growth will include exports, dairy and organics.

Mehta said another core tailwind of growth is the government identifying the cooperative sector as a tool for development. The government has announced three new cooperative societies to promote organic products, seeds and exports, with a budget outlay of Rs 1,150.38 crore for 2023-24. "We are investing heavily in these societies with a mandate to accelerate exports and create a global marketplace," he said.

Bill to regulate milk procurement passed in AP Assembly

MAR 21, 2023

<https://dairynews7x7.com/bill-to-regulate-milk-procurement-passed-in-ap-assembly/>



The Assembly on Monday passed a Bill to regulate the transactions at the milk procurement centres, enforce safety standards for the produce and protect interests of dairy farmers and the consumers.

Minister for Animal Husbandry, Dairy Development and Fisheries Seediri Appalaraju moved the Bill titled A.P. Milk Procurement (Protection of Farmers) and Enforcement of Safety of Milk Standards Bill, (APMPESMS) 2023.

In a first in Andhra Pradesh, the Bill has defined the adulteration of milk. According to it, 'Adulterant' means any material which is or can be employed for making milk unsafe or substandard or mis-branded or containing extraneous matter. This Bill mandates a licence for the use of milk

analysers. Section 12 of the Bill says, "No person shall use milk analyser for procurement of milk unless he obtains a licence from the authorized officer in such manner and on payment of such fees, as may be prescribed. An online platform will be made available for issuing of licence and other procedures of this Act through software application."

This Bill has also introduced penalties and imprisonments for violations of the law.

Livestock farming contributes to 10.72% of the GSDP. The government opines that farmers are not paid 'fair price' at the procurement centres due to unfair practices.

At present, officials of Animal Husbandry Department, along with their Legal Metrology counterparts, are conducting raids to protect the dairy farmers' interests.

In a bid to check adulteration of milk and milk products and manipulation of testing equipment, the government decided to enforce an Act

to bring all the rules under one umbrella for effective enforcement of law and delegate power to seize milk analysers in case of violations.

“Procurement centres are using milk analysers, but use of this equipment is unregulated. To report quality parameters such as fat, Solid Not Fat

(SNF) and added water content, these analysers need to be regulated. So, there is a need for licensing of milk analysers and registration of milk procurement centres,” the Minister said.

Dairy cattle require special care to augment milk production

MAR 20, 2023

<https://dairynews7x7.com/dairy-cattle-require-special-care-to-augment-milk-production/>



As summer peaks and temperatures rise, management of dairy cattle assumes more significance. Dairy farmers say there is a 20-25% dip in milk production during summer months. Scarcity of green fodder, heat and certain diseases affect the milk production. Since Kerala has more than 96% cross-bred cattle, appropriate summer management advisories must be followed to maintain milk production. Extreme summer conditions create scarcity of green fodder, vitamin A deficiency and incidences of bovine mastitis (udder inflammation) among cattle. There will also be increased respiration rate and body temperature, says T.P. Sethumadhavan, former director of Entrepreneurship, Kerala Veterinary and Animal Sciences University (KVASU).

“In order to sustain milk production, scientific interventions have to be followed during feeding and management phases. Provision for adequate ventilation must be assured in the cattle shed. Fans and cooling systems, including sprinkling of water, can be arranged. Sufficient drinking water must be made available. Try to feed during the cooler times of the day, and fresh feed

is recommended. High-quality forages with increased fibre content will ease digestion,” he said.

Sreeja K.V., a dairy farmer from Arangottukara, Thrissur, says milk yield clearly goes down in during summer. “Some farmers in our region have started growing fodder grass to overcome the scarcity. We try to keep them under tree shades. Shortage of water is also a problem,” she says.

Dr. Sethumadhavan points out that milch cattle must be given 60 g of vitamin-mineral mixture daily to counter deficiencies. “If adequate quantity of green fodder is not available, vitamin A can be supplemented orally at a rate of one ounce per 2-3 days interval. The cattle should not be allowed to graze during hot hours of the day,” he says.

Chances of milk spoilage is more during summer. Hence, milk must be chilled or boiled immediately after milking or appropriate action may be taken to market the milk at the earliest, he advises.

“Care must be taken to avoid infestation of ectoparasites and to assure the quality of drinking water. During extreme hot hours, 30 g of sodium bicarbonate can be added to the feed. Feed and water can be given separately. Recent research reveals that curcumin at the rate of 1 g per day facilitates milk production and assure immunity against heat stress in cattle,” adds Dr. Sethumadhavan.

Dairy farmers empty milk on streets in Coimbatore calling for higher procurement price

19th March 2023

<https://www.newindianexpress.com/business/2023/mar/19/dairy-farmers-empty-milk-on-streets-in-coimbatore-calling-for-higher-procurement-price-2557579.html>



COIMBATORE: Dairy producers on Sunday poured around 150 litres of milk on the streets here in protest against the existing procurement prices offered by the Tamil Nadu government and threatened to gherao the local Avin office if their demands were not met. In an attempt to bring the government's attention to their demand seeking higher procurement prices, milk producers emptied several

cans of milk on the streets in Alandurai on the outskirts of the city today.

This comes close on the heels of many dairy farmers emptying milk on the streets in Salem and Erode in the western region of the state.

The producers belonging to Nadegounderpudur Agricultural Cooperative Bank along with the district farmers union raised slogans in support of their call seeking to provide Rs 50 per litre as procurement prices and also provide subsidy for cattle feed.

With unremunerative prices for agricultural produce, farmers including milk producers were not getting the right price and this is affecting the livelihood of families, Tamil Nadu Farmers Union local president Arumughasami said.

If the government failed to increase the prices to Rs 50 per litre within one week, the producers will lay siege of the Avin office in nearby Pachapalayam, he said.

It has become difficult to rear cattle as Rs 250 has to be spent per cow, resulting in a loss to the farmers, even state-run cooperative Avin has stopped paying dividends and giving incentives to suppliers even as neighbouring states' government were disbursing Rs 48 per litre.

India must focus on breed improvement, cattle productivity

MAR 19, 2023

<https://dairynews7x7.com/india-must-focus-on-breed-improvement-cattle-productivity-to-become-dairy-to-the-world-rupala/>



India must focus on breed improvement and enhancing cattle productivity to emerge as the dairy to the world, Union Minister of Fisheries, Animal Husbandry and Dairying, Parshottam Rupala and dairy industry leaders said at inaugural session of the Indian Dairy Association's (IDA) 49th Dairy Industry Conference and Expo in Gandhinagar.

Taking place in Gujarat after a gap of 27 years, the three-day conference has brought together dairy experts and professionals from India and overseas, dairy cooperatives, milk producers, government officials, scientists, policymakers and planners, academicians and other stakeholders. The theme of the conference is 'India Dairy to the world: Opportunities & Challenges'. "The Indian dairy industry has grown at a remarkable pace and has the potential to ensure milk and dairy security for the world. The need of the hour is to focus on breed improvement. Even with an average milk production of 2.5-3 litres per cattle, we are the largest milk producer in the world. Imagine where India will reach in the dairy industry if we can increase productivity to 10 litres. We need to take up breed improvement on a mission mode to realise this goal and

take the dairy industry to new highs in Amrit Kaal," said Rupala.

RS Sodhi, president, Indian Dairy Association, said, "The last time Gujarat had hosted the Dairy Industry Conference was at Anand in 1996. The progress made by the dairy industry since then is unmatched. At the time, India's milk production was only 71 million tonnes, which has gone up to 222 million tonnes now. India's milk production has gone up by three times, but in Gujarat, it has grown by nine times from 30 lakh litres per day to 270 lakh litres. The determination to become self-reliant, efficient supply chain, and investments in infrastructure have contributed to the growth of the dairy industry."

A souvenir of the Dairy Industry Conference was unveiled at the inaugural session. The Indian Dairy Association's awards to recognise individuals and organisations for their contribution to the growth of the dairy industry were also presented on the occasion. Piercristiano Brazzale, president of International Dairy Federation (IDF), shared his thoughts about the world dairy scenario.

Professor Ramesh Chand, NITI Aayog member, said, "Milk and milk products are playing an important role in meeting the country's nutrition needs. According to nutrition experts, a healthy person needs 380 ml of milk per day. Considering the spoilage, the per capita production should be around 420 ml per day. As a country, we crossed this important milestone in 2020-21 and our production is above the recommended levels. India's milk demand has been growing at 6% but the population growth is only 1%. To ensure sustained growth of the industry, we must look to develop markets for our milk overseas. We also

need to focus on improving the quality of our milk."

Delivering the keynote address, Meenesh Shah, chairman, National Dairy Development Board (NDDDB), said, "We have a blueprint ready for vision 2047 and it is time we all effectively collaborate synergies to achieve it. By 2047, we plan to increase bovine productivity by four times, increase Indian dairy exports to 15% of total global dairy export, and build sustainable green practices to achieve COP26 targets. I invite you all to actively participate in this transformative expedition."

Dairy farmers' strike will not hit Aavin milk supply: Minister

MAR 19, 2023

<https://dairynews7x7.com/dairy-farmers-strike-will-not-hit-aavin-milk-supply-minister/>



With a section of dairy farmers threatening to go on strike from Friday demanding an increase in procurement

prices, Minister for Dairy Development S.M. Natar on Thursday said the Aavin milk supply would not be affected in any manner due to the strike. Speaking to presspersons after holding meetings with various associations, he said Aavin was in the process of procuring enough milk to meet the demand. The Tamil Nadu Milk Producers Welfare Association's M.G. Rajendran said the present three-tier cooperative system was in danger of collapsing if the procurement prices were not increased.

Private milk dairies were paying ₹10 more per litre than what Aavin was paying, he pointed out.

India Must Aim To Become World's Biggest Dairy Exporter

MAR 19, 2023

<https://dairynews7x7.com/india-must-aim-to-become-worlds-biggest-dairy-exporter-amit-shah/>



Union Home and Cooperation Minister Amit Shah on Saturday said that India must not be satisfied by becoming the world's largest milk producer, but must also aim to become the biggest dairy exporter.

Mr Shah also reiterated the central government's commitment to strengthening the cooperative model.

The Union Minister was speaking at the Indian Dairy Summit, organised on the third and final day of the Indian Dairy Association's (IDA) 49th Dairy Industry Conference in Gandhinagar.

The theme of the conference was "India Dairy to the world: Opportunities & Challenges".

"Our milk processing capacity is around 126 million litres per day, which is the highest in the world. From 1970 to 2022, India's population has increased fourfold, but milk production has increased by ten times," Mr Shah said.

"We should not be satisfied by being the world's largest milk producer. We must also strive to become the world's biggest dairy exporter. A second White Revolution is needed and we are working in that direction. The Narendra Modi government will not let any opportunity go to

waste," the country's first cooperation minister said.

"The Indian dairy sector has grown by 6.6 per cent per year in the past decade. The Central government is setting up 2 lakh dairy cooperatives in villages, and once that happens, the dairy sector's growth will go up to 13.80 per cent. India's share of global milk production will be 33 per cent. Our dairy exports will be at least five times the current level," said Amit Shah.

The union minister noted that dairy is a vocation for the world, but in India, where 9 crore families are directly connected with dairying, it is also a source of livelihood, strengthening the rural economy, addressing nutritional challenges, and women empowerment.

Chief Minister Bhupendra Patel also addressed the occasion and said, "Small dairy farmers are the real strength of the Indian dairy sector. Gujarat has been a model of overall development and is also a leader in the dairy industry with a 20 per cent share in the country's milk production. Dairy farmers must look for value addition, and focus on the quality of milk and milk products for sustainable growth."

Taking place in Gujarat after 27 years, the 49th Dairy Industry Conference brought together dairy experts and professionals from India and overseas, dairy cooperatives, milk producers, government officials, scientists, policymakers, planners, academicians and other stakeholders. Prestigious awards including the Dr Kurien Award, IDA Patron Award, and IDA Fellowship Awards, were also conferred on the occasion. In his welcome address, President of the Indian Dairy Association RS Sodhi said, "The Indian dairy industry has achieved phenomenal growth because of determined efforts to become atma nirbhar in milk, strong supply chain managed by farmers, and investments in infrastructure. We must make efforts to ensure our products are accepted in overseas markets and we are exporting 20 per cent of our production."

"India must take leadership and take its cooperative model to neighbouring countries. We have already started talks with Sri Lanka to help it become self-reliant. We are also talking with Nepal and Kenya to help their dairy farmers by implementing our learnings," Meenesh Shah, Chairman of the National Dairy Development Board (NDDB), said.

In his address, Piercristiano Brazzale, President of the International Dairy Federation, said that global leaders must take note of India's success in the dairy sector and support their dairy farmers with the right policies. He also said that IDF is keen to support the Indian dairy sector meet various challenges.

Rajesh Kumar Singh, Secretary of the Animal Husbandry and Dairying Department, spoke about the initiatives of the central government to improve the health of livestock and enhance their productivity.

State Cooperation Minister Jagdish Vishwakarma, IDF Director General Caroline Emond, and chairmen of various dairy cooperatives were also present at the Indian Dairy Summit.

Amul Dairy MD Amit Vyas presented the vote of thanks at the Indian Dairy Summit.

The Dairy Industry Conference brought together industry professionals to discuss global dairy trends, farm innovations, sustainability within the sector, climate change, nutrition, and health with the objective of making India a hub of dairy innovations and solutions. The latest technologies in milk production, storage, processing, and packaging solutions were also displayed during the three-day expo.

Dairy farmers stop milk supply to Madurai Aavin

Mar 18, 2013

<https://timesofindia.indiatimes.com/city/madurai/dairy-farmers-stop-milk-supply-to-madurai-aavin/articleshow/98746482.cms>

MADURAI: A section of dairy farmers in Madurai affiliated to Tamil Nadu milk producers welfare union stopped supplying milk to Aavin cooperative on Friday demanding increase in procurement price. Dairy development minister S M Nasar had assured on Thursday that Aavin milk supply would not be affected due to the strike.

Union treasurer K Inbaraj said that out of 1.3 lakh litres of milk supplied to Madurai Aavin by dairy

farmers in the district, about 50,000 litres of supply stopped on Friday. "Farmers of Usilampati, Thirumangalam, Yelumalai and Peraiyur stopped supplying milk, we have got an assurance from farmers of Vadipatti and Sholavandan to stop milk production tomorrow. If they do, it would spell trouble for Madurai Aavin," he added.

Tamil Nadu milk producers union, affiliated to CITU, has not stopped milk supply, but has extended support to the strike by the producers' welfare union. Tamil Nadu milk producers union

district president Venmani Chandran said, "We will also join the strike in two or three days if the government doesn't come forward for talks to increase procurement price to 42 per litre."

He said that in many milk booths, consumers were rationed one packet from Friday. "If the strike continues, residents will struggle to get even a packet of milk from Saturday," he added. In October, milk cooperative unions in the state were demanding a rise of 10 from the 2022 procurement price level, which was 32. The state

government after consulting milk producer unions increased the procurement to 35 on October 20.

This meagre rise disappointed the unions. Private agencies are ready to give around 45 per litre. If the state co-operative doesn't increase procurement price, farmers are ready to sell milk to private agencies, they said.

No milk shortage in Tamil Nadu says govt, as dairy farmers begin protest for price rise

MARCH 17, 2023

<https://www.moneycontrol.com/news/india/no-milk-shortage-in-tamil-nadu-says-govt-as-dairy-farmers-begin-protest-for-price-rise-10267901.html>



As a section of dairy farmers in Erode on Friday emptied containers of milk on the road in a dramatic gesture commencing agitations for a better procurement price, the Tamil Nadu government denied that the protests had caused a shortage of milk anywhere in the State.

The dairy farmers are demanding a raise of Rs 7 per litre of milk. Their counterparts in Madurai and other parts of the state too brought along their cows and demonstrated similarly on the roads.

Although the state government has denied that there is a shortage of milk, members of the Tamil Nadu Milk Producers' Welfare Association (TNMPWA) president V Rajendran said they would gradually withdraw their supplies to press for their demand to the State government.

"The association has sought an increase of only Rs 7 per litre from Rs 35 per litre of cow milk and Rs 44 per litre of buffalo milk," he said. "We had already conveyed this through our memorandum submitted to the government. If it comes into effect, the new prices will touch Rs 42 and Rs 51, respectively," he said, claiming that private firms were procuring milk at Rs 45 to 47 per litre.

Meanwhile, State Dairy Development Minister S M Nasar said the Tamil Nadu Cooperative Milk Producers' Federation Limited, popularly known as Aavin, continued to receive stock from its member societies. "There's no shortage of milk or glitch in the supply to consumers anywhere due to the protest," he said.

"Milk supply has been regular. Only one union resorted to the strike," the Minister added while speaking to reporters in Tiruvallur. Though there were about 9,384 milk supplying societies across Tamil Nadu only one of them was protesting, he claimed.

A union that held parleys with the government had sought a hike of Rs 7 per litre of milk and its representatives were assured of appropriate action once the issue was brought to the notice of the Chief Minister, Nasar said. TNMPWA, which

supplies milk to Aavin, however, said it would continue the strike till an agreement was reached with the government.

'India must improve breeds to become the world's dairy'

Mar 17, 2013

<https://timesofindia.indiatimes.com/city/ahmedabad/india-must-improve-breeds-to-become-the-worlds-dairy/articleshow/98718654.cms>



GANDHINAGAR: India must focus on improving cattle breeds and enhancing productivity to become the dairy to the world, Union minister of fisheries, animal husbandry and dairying, Parshottam Rupala, and leaders of the dairy industry said on Thursday. Experts also said India's milk production growth is much higher than the population growth, so the sector must focus on exploring new export markets and establishing strong supply chains. They also sought government support for infrastructure development in the dairy sector and emphasized the need for White Revolution 2.0. Addressing the inaugural function of the Indian Dairy Association's 49th three-day Dairy Industry Conference at Gandhinagar, Rupala said, "The Indian dairy industry has grown remarkably and has the potential to ensure milk and dairy secu-

rity for the world. The need of the hour is to focus on breed improvement. With an average milk production of 2.5-3 litres per cattle, we are the largest milk producer in the world. Imagine India's position in the dairy industry if we can increase productivity to 10 litres. We need to take up breed improvement on mission mode to realize this goal and take the dairy industry to new heights in Amrit Kaal."

R S Sodhi, president of the Indian Dairy Association, said, "The last time Gujarat hosted the Dairy Industry Conference was at Anand in 1996. The progress made by the dairy industry since then is unmatched. At the time, India's milk production was only 71 million tonnes, which has increased to 222 million tonnes. "India's milk production has increased by three times, but in Gujarat, it has grown nine times from 30 lakh litres per day to 270 lakh litres. The government should push infrastructure development for this sector, and it is the time for the second White Revolution." NITI Aayog member Ramesh Chand said, "According to nutrition experts, a healthy person needs 380ml of milk daily. The per capita production should be around 420ml per day, considering the spoilage. As a country, we crossed this important milestone in 2020-21."

Steady flow. Absence of APMC-like restrictions helped Indian dairy scale global heights: Ramesh Chand

March 16, 2023

<https://www.thehindubusinessline.com/economy/agri-business/absence-of-apmc-like-restrictions-helped-indian-dairy-scale-global-heights-ramesh-chand/article66626451.ece>

As India tops world milk production with a 23 per cent share in the global output, it is the free marketing model for milk that has helped India achieve broad-based growth of the dairy sector, Ramesh Chand, member of Niti Aayog said.

At the inauguration of the 49 th Dairy Industry Conference & Expo of the Indian Dairy Association (IDA) at Gandhinagar, Chand stated that the credit for India's global leadership in the dairy space goes to cooperatives.

49th Dairy Industry Conference inaugurated by Parshottam Rupala

MAR 16, 2023

<https://dairynews7x7.com/49th-dairy-industry-conference-inaugurated-by-parshottam-rupala/>



49th Dairy Industry Conference inaugurated with great fan and fare. It looked like an ocean of dairy farmers and dairy professionals from all parts of the India as well as abroad at the helipad venue in Ahmedabad. The three day conference is getting organized after 27 years in Gujarat.

There has been multifold increase in Milk production as well as economic status of Gujarat since then. Minister of animal husbandry and Dairying Sh Parshottam Rupala ji inaugurated the exhibition as well as the conference along with other luminaries of Indian dairy association and International Dairy Federation.

Farmers resume march from Nashik demanding remunerative prices for dairy products

MAR 16, 2023

<https://dairynews7x7.com/farmers-resume-march-from-nashik-demanding-remunerative-prices-for-dairy-products/>



Hundreds of farmers resumed their 200-kilometre long march from Nashik to Mumbai. The march is led by All India Kisan Sabha (AIKS). They are demanding remunerative prices for their farm products and other

items like onion, cotton, soyabean, tur, milk and hirda. A meeting was also scheduled between the farmers and government representatives on March 15, but it was somehow cancelled.

Global News

Promising probiotic for dairy cattle headed to marketplace

MAR 31, 2023

<https://dairynews7x7.com/promising-probiotic-for-dairy-cattle-headed-to-marketplace/>



A probiotic developed at the University of Alberta is the first of its kind to have widespread benefits for dairy cows, and is starting to make its way into the marketplace. Immunobiologist Burim Ametaj, a professor in the Faculty of Agricultural, Life & Environmental Sciences, says his research on the breakthrough probiotic is showing several benefits for milk cows before and after giving birth.

“The scientific results are amazing in terms of proactively lowering several important reproduction-related diseases in dairy cattle,” he says. The preventative product is designed to keep the animal’s reproductive tract healthy and protected from infection.

The probiotic, which took 10 years to develop in the lab, is drawn from three native bacterial strains found in the reproductive tract of healthy cows.

Microbiologist Michael Gänzle, who also worked on the research project, was able to identify the particular strains of lactic acid bacteria, considered “good” bacteria.

The probiotics were then tested between 2008 and 2018 in three large projects using dairy cows from the U of A’s Dairy Research and Technology Center and from stock on four commercial Alberta dairy farms.

Boosting beneficial bacteria

The probiotic works by supplying beneficial bacteria to the microbiome, the collection of microorganisms that live in the reproductive system of the animal, including the uterus, vagina, cervix, fallopian tubes and ovaries.

“The presence of more good bacteria helps prevent reproductive health issues from developing,” Ametaj notes.

The research showed that the probiotic’s use contributed to a 50% reduction in post-calving uterine infections. It also lowered the rate of milk fever by half and reduced the incidence of placenta retention. All of these conditions are costly to dairy producers and sometimes deadly. The probiotic also reduced inflammation causing lameness.

In addition, test cows that received the probiotic increased their milk yield by four to six liters per day in the first 50 days after calving. Along with that, their calves also benefited, showing higher weight and better immunity four weeks after birth.

Alberta dairy producer Jeff Nonay, whose herd was involved in the research, noticed a link between the probiotic and a higher quality and quantity of colostrum—the cow’s first milk fed to calves after birth, to help build their immune systems.

The probiotic could be valuable “in helping calves get the best start possible,” he says.

The research results, confirmed by other dairy scientists worldwide, speak to the power of probiotics, says Ametaj.

“Bacteria are a major contributor to many animal diseases, and we’ve now shown that using probiotics is an excellent way of treating disease.” Probiotics also have the advantage of being natural products that don’t create issues like resistance to antibiotics, he adds.

Commercial potential

Under the trade name ProPreg, the probiotic is being marketed by a Canadian startup, Healthy Cow Corporation, as a way to help maintain a healthy reproductive microbiome in cows.

The product has been field-tested on about 4,000 dairy cows in the United States so far, with promising results, says Richard Strafehl, co-founder and chair of the corporation.

“Generally, the benefits to the animals are positive across the board,” he says, adding that small-scale sales have started in the United States, with plans to make the product available to Canadian dairy farmers within two years.

If the product becomes commercially available in Canada, Nonay says he plans to use it.

While probiotics are available on the market as feed additives, a cow’s rumen is also a complex “vat” with lots of variables, Nonay noted.

“You have more control when dealing with the reproductive system, and to keep it balanced and healthy is a very different approach.”

A probiotic product would also be inexpensive for producers to use and could also help minimize antibiotic use, Nonay suggested.

“It’s a good tool to have available for us to do the job.”

Ametaj’s research gives the dairy industry an important new way to sustain its operations, Strafehl adds.

“Prevention is where every dairy farmer wants to go, because it improves the odds and improves a herd’s performance. This product is another tool in the toolbox, and one they’ve never seen before.”

Saudi Arabia achieves self-sufficiency in dairy products

MAR 29, 2023

<https://dairynews7x7.com/saudi-arabia-achieves-self-sufficiency-in-dairy-products/>



Saudi Arabia has been able to achieve self-sufficiency — 120 percent — in dairy products and its derivatives in less than half a century.

The Kingdom is among the top dairy exporting countries not only in the Middle East but also in

the world, which came as result of the the balanced development plans and policies, especially in the agricultural and livestock sectors.

According to the current statistics revealed by the National Committee of Dairy Producers in the Federation of Saudi Chambers (FSC), the volume of dairy consumption has recorded an increase during the holy month of Ramadan by 15%.

The milk production in Saudi Arabia reached more than 7 million liters per day, or more than 18 million bottles daily. The number of trucks that transport and distribute the dairy products

dairy reached more than 10,000, while the number of retail stores that receive dairy products daily is 38,000.

Regarding workers, the statistics showed that the number of Saudi workers in the dairy companies reached more than 10,500. The dairy sector contributed more than SR7 billion to the national economy.

Dairy companies in Saudi Arabia are working according to the integrated production chain model, starting from raw materials until the final product. This model is only implemented in a few countries in the world.

The operation process of these companies include bringing the best breeds of milk-producing

cows, which guarantee high production and quality.

This is in addition to securing the best and finest types of green fodder and grains from several reliable international sources.

Dairy companies in the Kingdom apply strict control procedures in several aspects, most notably in preserving, storing, transporting and distributing fresh milk. The companies link all distribution sites and centers, refrigerated distribution cars and display refrigerators in sales outlets to an informational e-system.

The dairy sector comes on top of the national food security list in terms of nutritional value as well as added value to the GDP.

Lactoferrin : FrieslandCampina expands protein processing

MAR 26, 2023

<https://dairynews7x7.com/lactoferrin-innovation-frieslandcampina-expands-protein-processing-unlocks-immunity-boosting-power/>



FrieslandCampina has opened a new facility in the Netherlands that will produce lactoferrin, a highly nutritious protein and “extremely important ingredient,” which can boost immune systems and promote disease resistance. The facility will enable the company to enhance its production of lactoferrin – an antiviral ingredient and critical component of infant formula – from 20 metric tons to 80 metric tons per year.

FoodIngredientsFirst was at the facility’s opening at Veghel, in the south of the Netherlands, and sat down with Herman Ermens, president at FrieslandCampina Ingredients as well as the company’s Project Manager, Jaap de Slegte.

They hail the health and immunity-boosting benefits of this crucial ingredients as well as highlighting how a growing interest in lactoferrin is fuelling the ingredient’s potential applications beyond immunity.

“Lactoferrin is one of the bioactive components of mother’s milk, which you also find in cow’s milk. We can isolate it and use it to produce infant formula or to help our customers develop all kinds of products for adult nutrition,” says Ermens.

The infant formula market is constantly expanding, but FrieslandCampina plans to meet and exceed demands for health-boosting products in this space.

“The biggest application for lactoferrin is infant formula and it’s already been used for that for a few years. You see the number of new products in the infant formula market increasing year by year,” continues Ermens.

“However, we’ve managed to really boost our process and make our specification really stand out.”

“There’s a lot of demand. We’ve been in that market for over 25 years and in the meantime have developed, along with our customers, a lot of applications.”

Lactoferrin’s versatility in both health applications and sports nutrition makes it a strong draw for consumers and producers alike.

“It has a lot of functionality. Scientific studies have shown several potential health benefits of lactoferrin like anti-bacterial, anti-viral and anti-inflammatory activity as well as enhanced iron absorption.”

“Besides immunity, it also has applications for adults that focus on wound healing and skin health.”



The facility will produce lactoferrin by converting 15,000 to 20,000 liters of cow’s milk into 1kg of lactoferrin.

“Immunity is a very hot topic”

Ermens notes that immunity-boosting applications, such as supplements, are proving especially popular following the COVID-19 pandemic. “The COVID-19 crisis has boosted the awareness of consumers that what you eat, what you ingest, really makes a difference for your health,” he notes.

“Immunity is a very hot topic. As much as possible, we will support our customers in developing those formulations so that we can bring those products to market faster and with greater impact.”

Despite the boost of awareness in immunity from the pandemic, Ermens notes that FrieslandCampina plans for lactoferrin were in motion before COVID-19.

“The biggest demand for lactoferrin is in Asia – we began developing this facility to meet that specific demand. It was already a part of our plan before COVID-19 made consumers interested in immunity.”

Lactoferrin production process



The facility will increase production of lactoferrin from 20 to 80 metric tones a year.

The new facility is a “smart factory,” designed to achieve maximum valorization and efficiency of lactoferrin production.

“The lactoferrin is produced from fresh milk, which is trucked into the facility,” says de Slegte. “Then it is guided over a specific absorption material which catches the lactoferrin from the milk. The company has “uninterrupted access to fresh cow’s milk through FrieslandCampina’s 10,000 member farms.”

The milk is processed into high-quality functional lactoferrin using a mild heat-treating process that has been specially designed by the company's R&D experts.

A constant milk supply is necessary as approximately 15,000 to 20,000 liters of fresh milk is needed to produce just 1 kg of lactoferrin. To meet this need, eight million liters of cow's milk a year pass through the facility, which runs constantly.

"Lactoferrin is extracted from cow's milk via an absorption and elution process. Selective binding material here binds lactoferrin."

"After a certain time, this material is saturated and then we push off the lactoferrin with a brine solution and then we further purify the lactoferrin in order to make the final product by spray-drying it and packaging it at a later stage," concludes de Slegte.

The result of the process is "a product that is 95% pure lactoferrin, as a minimum."

As part of meeting the company's climate-neutral targets, the plant is designed to run entirely on green electricity, generated mainly by FrieslandCampina's member farms and certified under the EU's Guarantee of Origin scheme.

Lactoferrin boast many health benefits, especially immune-system boosts.Unlocking full potential

Following yesterday's (March 16) facility opening, both Ermens and de Slegte are keen to explore new applications and optimizations of lactoferrin.

"We always work very closely together with our customers to support them in developing new formulas but also be assured that they can grow their business," says Ermens.

"We've got the new factory with a lot of new capacity coming onstream but we will always stay close to our customers and ensure they can continue developing their products."

De Slegte notes, "At this moment, we've started up this plant, but we will implement optimiza-

tions and push out more of the lactoferrin production in the plant."

Whereas FrieslandCampina supplies ingredients rather than end products, de Slegte notes that "We do have end-application expertise in-house and are currently working on expanding that – we are as such capable of accompanying our customers with hands-on knowledge and support in their application development,

To further research the health benefits of milk, Ermens notes that FrieslandCampina is also exploring the nutritional qualities of Human Milk Oligosaccharides (HMOs) as one of the other components present in mother's milk.

HMO's are indigestible by the infant and are suggested to play a key role in shaping the gut microbiota and thereby the health of new born infants.

The company offers these HMO's which are developed through precision fermentation. The company recently announced a cooperation with Tripelbar in the US to further look into the development of specialty proteins through precision fermentation".

FrieslandCampina is no stranger to the plant-based ingredient market, as it continues to develop powder solutions with AGT Foods, a supplier of value-added pulses, staple foods and ingredients. At the time of release, Ermens told NutritionInsight that the plant-based world is "going to be fundamental in shaping the future of the food and nutrition industry, changing how consumers eat in the future."

New leadership

FrieslandCampina's new facility comes as the company also announces new leadership with the appointment of Jan Derck van Karnebeek as CEO. Van Karnebeek joins on June 1 and replaces Hein Schumacher, who will join Unilever as CEO and leave FrieslandCampina on May 1.

The dairy cooperative has been pushing forward against global economic headwinds, posting solid numbers while adapting and optimizing its factory network.

TurtleTree Debuts Its Fermentation-Derived Lactoferrin

MAR 26, 2023

<https://dairynews7x7.com/turtletree-debuts-its-fermentation-derived-animal-free-pink-gold-lactoferrin/>



TurtleTree, a global leader in animal-free functional dairy proteins, has announced the launch of the world's first precision fermentation-derived lactoferrin.

Known as "pink gold" for its high value and iron-rich pink hue, Singapore-based TurtleTree debuted the fermented animal-free LF+ product at an exclusive tasting event in San Francisco this week.

LF+ is considered a highly prized bioactive milk protein and one of the most powerful components found in cow's milk, with functional benefits for immunity, iron regulation, and digestive health.

'Harnessing the power of precision fermentation'

"By unlocking access to one of the most powerful and multifunctional proteins in milk, we are envisioning a better food future where more people than ever before can improve their personal nutrition sustainably," TurtleTree Founder and CEO Fengru Lin, said in a statement. "Harnessing the power of precision fermentation will provide us with an abundant supply of these vital nutrients that can be enjoyed by all segments of the population through everyday food products."



TurtleTree's lactoferrin in application

TurtleTree says its breakthrough provides an affordable source of lactoferrin; conventional sources can retail at between \$700 to \$1,500 USD per kilogram.

While lactoferrin is in use in supplements and infant formulas, supply scarcity means that demand cannot be met for other fertile segments like sports nutrition, where the protein's iron-regulating benefits can improve physical performance.

TurtleTree's development is also removing high methane-emitting cows from the supply chain. Animal agriculture represents more than 15 percent of anthropogenic emissions, fueling the climate crisis.

'Transforming the food system'

"As one of TurtleTree's early investors, KBW Ventures recognized that transforming the food system requires studied innovation; a commitment to the science, and both ingenuity and integrity to see it through," said KBW Ventures Founder and CEO Prince Khaled bin Alwaleed.

"Transforming the food system as a mission is the business of changemakers, and I am proud that we could play a role in fueling the world's future in food. TurtleTree's world first, the showcase of LF+, is what technology can do when mobilized for good," he said.

TurtleTree raised \$30 million in a 2021 Series A funding round led by Verso Capital after it first

announced the lactoferrin product was in the works in June 2020.



Prince Khaled Bin Alwaleed was an early investor in TurtleTree

“We are incredibly touched by the degree of faith all our investors have placed in TurtleTree and our unique vision of food,” Lin said at the time. “The Series A funds will allow us to scale up

our processes and come a huge step closer to creating a new era of sustainable nutrition.”

The company sees a clear path to profitability on a per unit basis within six to 12 months after commercial launch, which is anticipated for Q4 2023.

Good Food Institute co-founder and president Bruce Friedrich called the development “another innovative breakthrough” that he says gives consumers more sustainable food choices and creates a more sustainable food system.

“Consumers deserve nutritious, affordable options that are produced in efficient, better-for-the-planet ways,” Friedrich said. “With more private sector and public sector support, precision fermentation is one of the brilliant alternative protein technologies that can open up a world of possibilities on this front.”

The Coca-Cola Co. pulls plug on Innocent dairy-free range

MAR 23, 2023

<https://dairynews7x7.com/the-coca-cola-co-pulls-plug-on-innocent-dairy-free-range/>



The Coca-Cola Co.’s Innocent brand is to discontinue its dairy-free range of beverages, announcing on social media that the three-strong line of drinks would be “leaving shelves in the next few weeks”.

Primarily a producer of smoothies and juices, Innocent entered the dairy-free market in 2018 with a UK launch that sought to leverage the growing demand for dairy-free beverages.

The range consisted of dairy-free drinks made from almond, hazelnut and coconut. All three

were rolled out to Waitrose and the online store Ocado on launch in April 2018.

Taking to social media, Innocent said: “We’re sad to say that our dairy free range will be leaving shelves in the next few weeks. We know some of you really love our coconut, hazelnut and almond drinks, so we wanted to say a big thanks for buying them. We really appreciate all five of you.”

The brand went on to state that the decision had been taken on the back of poor sales performance.

Responding to one user that asked if the announcement was actually a play to advertise the range, Innocent said: “We can barely do normal marketing, let alone fake guerilla marketing to convince people to buy a drink that is about to no longer be a drink.”

In a statement provided to Just Drinks, a spokesperson for Innocent said: “We have made the decision to stop our dairy alternatives range from April 2023 to focus on our best-selling fruit and veg juices and smoothies.

“Whilst the dairy alternatives range won’t be continuing, we will continue to explore the use of dairy alternatives as ingredients in our products. In fact, we are already working on some tasty new recipes which include dairy alternative ingredients as part of our product innovation.”

The Coca-Cola Co. has been on a spree of portfolio consolidation in recent years, killing off what

it calls “zombie” SKUs. This process started in 2019 when CEO James Quincey said the group would be axing more than 700 SKUs and focusing on brands that were delivering the “highest returns”.

Another recent victim of CSD’s swinging axe was its Honest tea brand, which saw its RTD tea range phased out.

The Coca-Cola Co. said it would not be selling the brand and that it would continue to produce and sell the Honest kids juice range as this had continued to show growth.

ChickP Protein Stars in Compelling Dairy Cheese Analog

MAR 23, 2023

<https://dairynews7x7.com/chickp-protein-stars-in-compelling-dairy-cheese-analog/>



Rehovot, Israel – ChickP Protein, Ltd.’s patented chickpea isolate demonstrates its capacity to act as an exceptional plant-based protein alternative for cheese analogs. The foodTech start-up has created prototypes of chickpea-powered cream cheese and firm cheddar cheese. The new innovations match real dairy cheese in appearance, flavor, and are highly nutritious.

ChickP’s breakthrough formulations will be instrumental in helping manufacturers fast-track customization of plant-based cheese products that genuinely respond to consumer’s cravings for a delicious cheesy experience. The new cheese applications join the company’s expanding line of plant-based alternative prototypes, including egg-free mayonnaise, ice-cream, and

chickpea-based barista coffee creamer illustrating the functional versatility of ChickP’s ingredient.

Cheese is an original comfort food, venerated as a savory, nutritious item enjoyed as a snack or as a key flavorful component of unlimited popular dishes. The appetite for cheese has never shown signs of waning. According to a Smart Protein Project survey conducted in 10 countries, cheese is the leading animal-based food product, with individual consumption averaging in a range from one to six times per week. The same report indicates a strong willingness to shift to plant-based versions, but in conflict with an overall dissatisfaction with the taste, texture, and value of products currently on the market. Still, the demand for plant-based cheese is growing exponentially and is expected to attain a market value of USD7 billion by the end of 2030.

“Flexitarians dominate the consumer market for dairy alternatives,” states Liat Lachish Levy, CEO of ChickP. “They are eager to eat vegan alternatives as long as those alternatives can level up to

real dairy's sensory and nutritional attributes. These are precisely the gaps the industry is striving to close. While some cheese analog producers succeed on the sensory points, this often comes at the expense of the desired nutritional balance—and vice versa.”

ChickP broke down the barriers to the perfect protein for creating a no-compromise cheese alternative. The start-up's formula is based on its proprietary, high-functioning chickpea isolate. The isolate embodies a 90% whole protein composition and provides a powerful and nutritional boost to plant-based food applications. The isolate also is clean-label, with a neutral flavor, making it a highly versatile ingredient to work with.

ChickP's cream cheese formulation combines the isolate with a few simple ingredients, such as water, coconut oil, and starch. Its tangy cheese-like flavor is obtained via fermentation with lactic bacteria, just like the traditional milk-based process. As a cultured product, it is naturally replete with probiotic benefits.

“We insisted on applying only traditional processes for our winning cheese analogs,” explains Maor Dahan, application manager for ChickP. “Our formulas contain no stabilizers or gums. We explored a range of cultures to find the strains that work best with our formula. On top of that, the synergy between the chickpea isolates and starch helped create a rich, smooth, creamy textured spread on par with real dairy cream cheese and awards hearty complete protein fulfillment.”

ChickP also produced a chickpea-based firm cheese that delivers the bold, earthy flavor and chewy texture of cheddar cheese. It also is produced via fermentation to achieve depth of flavor, firmness and natural probiotic benefits. It works well on sandwiches, melts nicely on cheese toast and transforms into a cheesy sauce for creating an alfredo-style pasta or a vegan macaroni and cheese.

The company currently is developing analogs of other popular cheeses, such as emmental, parmesan, and mozzarella. ChickP is cooperating with global alternative dairy producers and traditional dairy manufacturers segue into the alt protein arena, helping them tailor signature cheese products. ChickP will provide them with raw materials, recipe, and technical expertise.

About ChickP:

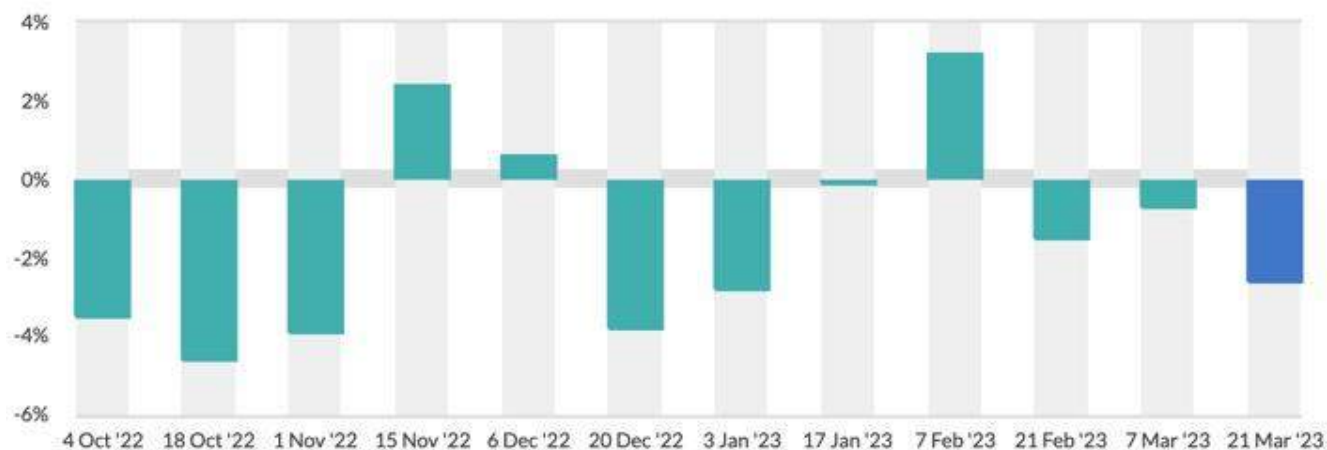
The fast-growing foodTech company is commercially producing a patented chickpea protein isolate for multiple plant-based applications. This functional protein is non-GMO, allergen-free and has a high nutritional value.

ChickP was founded by Ram Reifen, MD, a pediatric gastroenterologist and professor of human nutrition who was driven by a desire to create a protein that can help feed the world while benefiting consumers and food manufacturers. ChickP helps its customers to develop nutritional, plant-based products with speed-to-market and reliability. ChickP is ISO-certified, Kosher and Halal certified, and has self-affirmed GRAS status.

Global SMP and Butter prices falls to Rs 225 and Rs 405 per kg

MAR 22, 2023

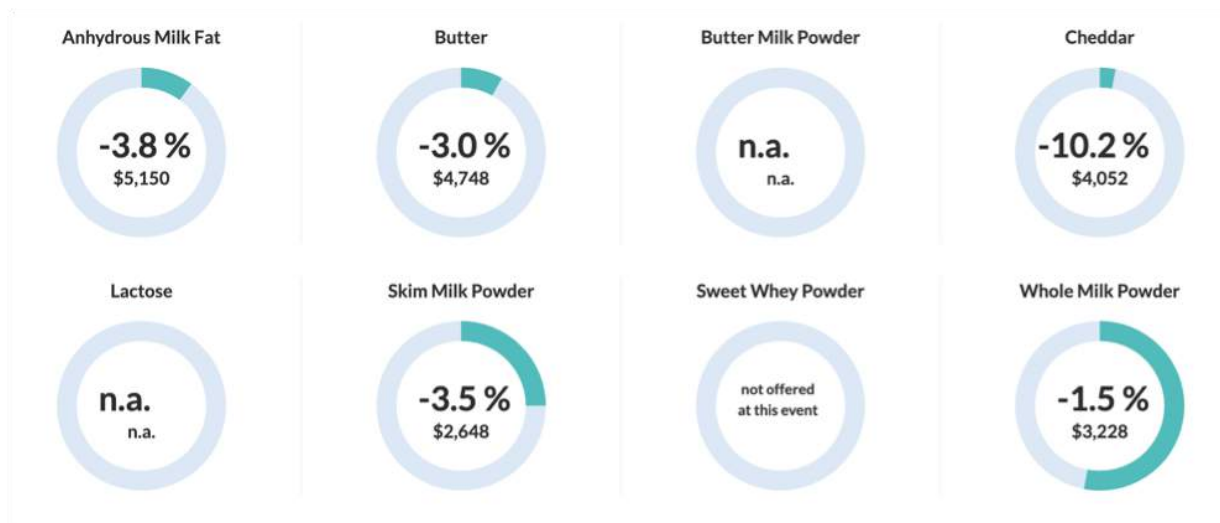
<https://dairynews7x7.com/global-smp-and-butter-prices-falls-to-rs-225-and-rs-405-per-kgs-respectively/>



Third consecutive fall in global price index since February 2023

The global dairy price index has fallen again by 2.6% to reach at a level of USD 3361 per Metric Ton.

148 bidders transacted volumes of 26795MT in the auction held on March 21st 2023 at GDT.



The key results are as follows :

AMF index down 3.8%, average price US\$5,150/MT

Butter index down 3.0%, average price US\$4,748/MT

BMP index not available, average price not available

Ched index down 10.2%, average price US\$4,052/MT

LAC index not available, average price not available

SMP index down 3.5%, average price US\$2,648/MT

WMP index down 1.5%, average price US\$3,228/MT

Latest price for SMP and Butter landed in India will be around Rs 225 per kgs and Rs 405 per kgs respectively.

Carbon efficiency the better way to cut dairy farm emissions

MAR 21, 2023

<https://dairynews7x7.com/carbon-efficiency-the-better-way-to-cut-dairy-farm-emissions/>



Late last week, Greenpeace New Zealand held a protest outside Fonterra's head office in Auckland.

According to Greenpeace, the area was being transformed into a flood zone and it was calling for more government action on climate change. The "flood zone" was a few old sofas and other junk representing flood debris and a handful of people carrying placards proclaiming "big dairy, big torrent", "climate crisis" and their good old hashtag "too many cows".

I can only assume it was too difficult to haul several tonnes of forestry slash on Auckland's less-than-reliable public transport system.

Say what you will about Greenpeace, and trust me I have, its message is very clear and very simple: the answer to New Zealand's greenhouse gas emissions is to have fewer cows. In fact, just about all of Greenpeace's agricultural protests have that aim in mind.

Nitrogen fertiliser, palm kernel and irrigation are all in the firing line, not because they are in themselves bad, but because they all support higher stocking rates and more cows. Greenpeace is nothing if not consistent.

Contrast this with Fonterra's announcement in November that not only was it now focused on addressing Scope 3 emissions, but over 70% of its customers were too.

This announcement didn't get much of a reaction among dairy farmers, possibly because most – myself included – were not familiar with the jargon.

Scope 3 refers to the emissions profile of the raw material you are buying, and for Fonterra this means the emissions associated with every litre of milk it collects. It means on-farm emissions, and for Fonterra on-farm emissions make up 90% of the co-operative's greenhouse gas profile.

For Fonterra's customers, Scope 3 means on-farm emissions plus whatever carbon footprint is added in the manufacturing and global shipping processes.

Both Greenpeace and Fonterra want to address greenhouse gas emissions, but they want to do it in very different ways. Greenpeace's solution of fewer cows is to aim for an absolute reduction – to lower the total amount of gasses emitted simply by producing less.

An absolute reduction, however, doesn't help Fonterra and it doesn't help its customers. Fewer cows producing less milk but with the same carbon footprint per litre would mean the industry is just standing still, which is why milk processors all over the world are focused on intensity targets instead.

Milk processors need farmers to be more carbon efficient, to produce each litre of milk with a lower carbon footprint, or they have no way of meeting their Scope 3 goals.

Who cares, though, when New Zealand already has the most carbon-efficient producers of milk in the world? Well, we are the most efficient, but only by a very slim margin, with some states in the US and other milk-producing countries like Ireland poised to overtake us.

Fonterra's customers like international conglomerates Mars, purveyors of M&Ms, care very much indeed. Mars is under immense pressure to reduce its Scope 3 emissions too, and with 20% of that coming from the dairy products it buys, it is very serious about sourcing the lowest footprint dairy it possibly can.

If Fonterra and New Zealand can't meet Mars' demands, there are many others queueing up to do so.

Mars is so serious that it has identified the most carbon-efficient milk-producing region in New Zealand and would like to source its raw materials from that region exclusively.

If that is happening right now on a regional level, it doesn't take much imagination to forecast what would happen globally if New Zealand lost the number-one ranking for efficiency.

There are obvious tensions between intensity targets, producing milk more efficiently and absolute targets, but simply cutting production for

the sake of lowering total emissions is a fool's game that would harm our agricultural producers and the broader economy.

It also feels like the lazy way out. Farmers have a history of adaption and innovation and this is just another – albeit significant – challenge to be met.

There's a reason Greenpeace's solution can fit on a placard and Fonterra's requires roadshows, webinars and careful explanation: the answers to complex problems can rarely be found in a hashtag.

Local manure regulations can help reduce water pollution

MAR 21, 2023

<https://dairynews7x7.com/local-manure-regulations-can-help-reduce-water-pollution-from-dairy-farms/>



Animal agriculture is a major source of water pollution in the United States, as manure runoff carries excess nutrients into rivers and lakes. Because of their non-point source nature, most farms are not regulated under the federal Clean Water Act. This leaves pollution control up to the states, resulting in a patchwork of different approaches that are difficult to evaluate.

A new study from the University of Illinois focuses on local manure management regulations in Wisconsin and how they affect water quality in the state.

“Wisconsin is unique, because they have allowed counties to participate in enforcement of state

agricultural code without state approval. Most states have either sole state-level enforcement or allow local enforcement only with state approval. As a result, Wisconsin has more county-level participation in manure management than neighboring states, although the state still maintains enforcement authority as well,” explains Marin Skidmore, assistant professor in the Department of Agricultural and Consumer Economics, part of the College of Agricultural, Consumer and Environmental Sciences at U of I. Skidmore is lead author on the paper, published in the American Journal of Agricultural Economics. “That makes Wisconsin well suited as a ‘test case’ to analyze effectiveness of local enforcement of manure management regulations,” she adds.

Wisconsin's dairy industry is an important driver of the state's economy. It is dominated by small family farms; the state is home to 7,000 farms and 1.3 million cows. Farmers spread manure as fertilizer on their fields, causing runoff nutrients

to leak into nearby water sources. Water pollution also affects Wisconsin's nature-focused tourism industry, which is based on access to clean lakes, rivers and streams.

Skidmore and her co-authors conducted interviews and compiled documents on manure management ordinances in Wisconsin counties from 2008 to 2020. To evaluate water quality, they recorded average monthly data for ammonia and phosphorous concentrations in water bodies such as rivers, streams, lakes and reservoirs, obtained from the Water Quality Portal, a comprehensive database of U.S. water quality information.

"We find encouraging evidence for the effectiveness of local enforcement of management regulations," Skidmore states. "Two aspects of local ordinances are particularly effective, leading to reductions in nutrient concentrations quite quickly, between one and three years. Both aspects align with the four R's of nutrient management—applying the right source at the right rate, right time, and right place."

The first of these rules requires all farms to draw up a nutrient management plan, regardless of whether they have a manure storage facility. The second rule addresses a subset of counties which have more restrictive rules on manure spreading based on the presence of Silurian bedrock in the area, also requiring a nutrient management plan. "In a nutrient management plan, farmers must outline how, when, where and at what rate they are going to apply nutrients. Ideally, the plan optimizes nutrient management according to the four R's, which immediately reduces the amount

of excess nutrients in the fields and the availability for runoff," Skidmore explains.

To develop a nutrient management plan, farmers must first have their soil tested, then test or estimate the nitrogen and phosphorus content in their manure. Then they must determine fertilizer needs based on crops, acreage, and soil conditions. Currently, only about one-third of Wisconsin's acres have a nutrient management plan. County agencies work with farmers to offer training and support, as well as grants to offset the costs of developing a plan.

Other parts of Wisconsin's local management regulations did not appear to have immediate effects when counties gained enforcement capacity. In fact, rules to require tillage setbacks actually resulted in a short-term spike in nutrient concentrations. Skidmore suggests the mixed results may be due to the presence of legacy nutrients that have been in the soil for decades, and long-term effects may be more encouraging.

"Our study shows that some easily implemented regulations can have a positive impact on water quality," Skidmore says. "We also show that local agencies are a valuable resource for regulation enforcement. Counties are able to address problems preemptively, before they escalate, and they can provide a quicker response. They have staff that are living and working in the communities, so they may have a different awareness than state organizations."

Skidmore suggests other U.S. states can emulate this strategy, complementing state-level involvement with local agency engagement for a flexible, adaptable approach to manure management regulations.

Bills would ban dairy alternatives from being called 'milk'

March 20, 2023

<https://www.farmprogress.com/commentary/bills-would-ban-dairy-alternatives-from-being-called-milk->



Bipartisan legislation introduced in both the Senate and House would require plant-based dairy alternatives made from nuts, seeds, plants and algae to no longer be used as dairy terms on milk, yogurt or cheese products. It awaits Congress decision later this year.

The Defending Against Imitations and Replacement of Yogurt, Milk and Cheese to Promote Regular Intake of Dairy Everyday Act, better known as the Dairy Pride Act of 2023, was introduced Feb. 28 in the Senate by Sens. Tammy Baldwin, D-Wis.; Susan Collins, R-Maine; Peter Welch, D-Vt.; and Jim Risch, R-Idaho. On March 8, the same legislation was introduced in the House by Reps. John Joyce, R-Pa.; Ann Kuster, D-N.H.; Mike Simpson, R-Idaho; Joe Courtney, D-Conn.; Derrick Van Orden, R-Wis.; and Angie Craig, D-Minn.

The legislation was prompted by the Food and Drug Administration's release of draft guidance on the naming of plant-based foods that are marketed and sold as alternatives to milk. FDA says a plant-based milk alternative may be labeled with the terms "milk, beverage or drink."

The Dairy Pride Act would require FDA to issue draft guidance for nationwide enforcement of mislabeled imitation dairy products within 90 days, issue final guidance within 180 days and report to Congress two years after enactment to hold the agency accountable for its enforcement obligations. FDA is accepting comments on its draft guidance until April 24.

Many dairy industry representatives support the legislation, including Jim Mulhern, president and CEO of the National Milk Producers Federation. "Dairy Pride is needed more than ever," Mulhern says, "now that FDA has offered guidance on the labeling of plant-based beverages that, while taking steps in the right direction, ultimately doesn't remedy the problem it seeks to solve — which is the proven confusion among consumers created when plant-based beverages steal dairy terms to make their products appear healthier than they really are. FDA has acknowledged the problem of nutritional confusion without providing a complete solution.

"Dairy Pride solves the problem by requiring FDA to enforce what its own standards of identity state: that 'milk' is a term reserved for animal products, and that plant-based drinks or beverages shouldn't be allowed to use dairy terms in their labeling."

Jeff Lyon, general manager of FarmFirst Dairy Cooperative in Madison, echoes Mulhern. "It's extremely frustrating that FDA's recently released dairy draft guidance contradicts their own regulation and definitions, allowing non-dairy products to use dairy names," he says.

"For years, FarmFirst has been engaged on the issue to require FDA to enforce milk standards of identity, which prohibit using dairy terms on non-dairy products. We commend Sen. Baldwin for her persistent efforts to hold the FDA accountable through her direct communication with FDA and the reintroduction of the Dairy Pride Act," Lyon adds.

Kevin Krentz, president of the Wisconsin Farm Bureau Federation, says FDA cannot choose which regulation to enforce and which it will ignore. In this case, federal regulations are clear, and FDA still chose to issue guidance in conflict with its own definitions, hurting Wisconsin farmers in the process.

“If federal agencies are going to ignore their own regulations, Congress must act to force compliance and protect farmers,” Krentz says. “Wisconsin Farm Bureau is in full support of Sen. Tammy Baldwin’s introduction of the Dairy Pride Act, which would force the FDA to abide by their own definitions.”

Misleading labeling has run amok in the American food industry, confusing consumers and putting dairy farmers at a disadvantage, according to Darin Von Ruden, president of Wisconsin

Farmers Union says. “It is time we clear up the confusion around food labels by recognizing that ‘milk’ originates from mammals, and items masquerading as such are often not nutritionally interchangeable.”

Bipartisan legislation introduced in both the Senate and House would require plant-based dairy alternatives made from nuts, seeds, plants and algae to no longer be used as dairy terms on milk, yogurt or cheese products. It awaits Congress decision later this year.

Dairy, meat demand high despite prices

March 19, 2023

<https://www.thetelegraph.com/news/article/meat-dairy-demand-remains-strong-amid-price-17846149.php>



Sales of red meat, poultry and dairy products remain strong as consumers around the world look to get the most nutrition out of each food dollar, according to industry experts.

In fact, U.S. beef and dairy exports set new records in 2022 while pork exports were the third-largest on record, according to the U.S. Meat Export Federation (USMEF) and U.S. Dairy Export Council.

“2022 was a groundbreaking year for U.S. beef’s international presence, with global demand stronger than I’ve ever seen in all my years in the industry,” said Dan Halstrom, president and CEO of USMEF.

Beef exports set records for both volume (1.47 million metric tons) and value (\$11.68 billion) in 2022, up nearly 40% from the five-year average. Meanwhile, U.S. dairy exports surged to a record \$9.6 billion last year. Cheese sales alone nearly topped 1 billion pounds.

“We all know about inflation. The question is, will consumers continue to buy dairy products,” said Mike Hutjens, University of Illinois Extension dairy specialist and professor emeritus.

“The last half of 2022 dairy consumption only went down about 2%. Some people were surprised it didn’t go down more as the cost of those products was up about 22%,” he noted. “It shows consumers, even though they paid more for dairy products, are still willing to buy just about what they did in previous years.”

USDA predicts the all-milk price could decline from an average of \$25.55 per hundredweight in 2022 to \$21.60 this year, which could ease inflationary pressure on dairy items. But lower milk prices could also result in a smaller dairy herd. Dairy cow slaughter was up 8% during a recent four-week stretch, according to the CME Group’s Daily Livestock Report.

So, why have sales of dairy products remained so strong amid the price volatility?

"Dairy is a great bang for the buck," said Molly Pelzer, CEO of the Midwest Dairy Association. "Consumers are looking at their (food) dollar differently and they understand two things about dairy — it's delicious and nutritious."

As for U.S. pork exports, sales reached 2.67 mmt last year valued at \$7.68 billion, down 5% from the 2021 record. But pork sales to Mexico surged 10% to a record \$2.03 billion.

"The Mexican market has been a star performer for U.S. pork for many years, but the 2022 results were truly remarkable," Halstrom said.

At the local level, operators of many meat processing companies continue to report phenomenal demand for services as consumer interest in local freezer beef, pork and other products continues to grow.

"I have a standing waiting list so even when there's a cancellation, we get the spots filled," Cassie Rea, manager of Farmhouse Meat Co. in Carthage, told FarmWeek.

Meanwhile, consumers' appetite for meat alternatives fizzled in 2022. The Washington Post reported retail sales of plant-based and high-tech meat substitutions dropped more than 10% in the past year following steady growth in the early stages of the COVID pandemic.

Prices, nutrition and value for the dollar are among the reasons consumers decided to stick with the real thing when it comes to meat purchases. The cost of plant-based meat is still about two times higher than beef while alternative chicken is about four times as high, the Post reported.

While investment in alternative proteins continues, JBS SA announced plans last fall to shutter its two-year-old Planterra Foods U.S. plant-based meat operation. McDonald's also recently discarded plans to roll out a McPlant burger nationwide.

Overall, an Elanco Animal Health executive projects sales of plant-based meat will remain about 1% of the market through 2027 while meat demand continues to grow.

Northern NSW dairy industry faces low milk supply one year on from flood

19 Mar 2023

<https://www.abc.net.au/news/rural/2023-03-19/northern-nsw-dairy-farmers-struggling-one-year-after-the-floods/102037586>



One year after a "horrendous" flood swept through his northern New South Wales property, dairy farmer Peter Graham and his cows are still struggling with the

stress of what happened. "They don't want to milk," he said.

"It's just taking so long to get the cows back to where they used to be."

Across the region, hundreds of cows and many bales of fodder were washed away in the catastrophic event.

Crops and pastures were ruined, vats of milk had to be dumped, and machinery, infrastructure and homes were destroyed.

"To see one-and-a-half metres of water coming over the Richmond River ... like a tidal wave, yeah it was pretty horrendous," Mr Graham said.



His cattle had water almost up to their backs on his Codrington farm, while other farmers downstream had to watch their cattle being washed away.

"It's been a long, slow draining process to get somewhere near back on track," Mr Graham said.

"I'm still on a very gravelly road; I'm nowhere near the highway, that's for sure."

Milk production remains low

Mr Graham and his team worked tirelessly to keep mastitis under control, and were treating as many as 28 cows a day.

"I thought that was really high, but that was nothing compared to others around that were doing 90 or 100; some were treating their entire herd," he said.

Mastitis is an inflammation of the udder tissue that often occurs when a cow's milking is interrupted, reducing the amount of milk produced.

"We were at 34 per cent of where we were [compared to the same time last year]," Mr Graham said.

"And we thought that was pretty serious, but the worst of it is, we're still at 50 per cent."

While the cows no longer have mastitis, their milk production is still low, which could be attributed to stress.

Mr Graham said most dairy farmers he has spoken to across the region are still at 60 per cent production.

He says it will take another six months to get back to pre-flood levels.

One day at a time

Darryl Kennedy and his daughter Amy Campbell managed to save all their animals on their Dunbible property in the Tweed, but the flood has still hit their business hard.

"We've been there 65 years and it's the worst flood we've ever had," Mr Kennedy said.

They were unable to milk their cows for 14 days after their dairy was flooded.

"Then when we started to milk them we didn't have the machines working properly, and we had to tip that milk out on the ground," Mr Kennedy said.

Ms Campbell said the aftermath has been emotional.

"I don't know whether it's worse; seeing the cows with all the experience they've got with mastitis or seeing the damage it's done to my father — [and] having to go through that every day," she said.

Tuncester farmer Paul Weir is accustomed to floods, but the nature of this one has made him consider getting out of the industry.

"It didn't seem right; it kept coming and coming, engulfing your assets," he said.

"Seeing the cows swimming away, it's surreal."

After securing some insurance he has decided to stay and raise his sheds on mounds to put things out of reach.

Ice-cream factory still rebuilding

With a headquarters, rural store, feed mill and historic ice-cream factory in Lismore, the dairy cooperative Norco plays a big role in the region's dairy industry.

The factory, which employed 170 people, suffered significant flood damage and is currently undergoing a major rebuild, due to be completed by August.

They have raised equipment, including electrical lines, by 15 metres to attempt to get above the next big flood.

New quick-release mechanisms on machinery will also make it easier to move them if a flood threatens.

Chief executive Michael Hampson said the cooperative is trying to help its members to rebuild their herds by providing interest-free loans which have been used to buy 1,000 cows.

"It's good to be able to provide them with additional means ... to get over what was the most challenging period certainly that I've ever seen in the dairy industry," he said.

Dairy industry speaks out against planned cuts to WIC milk benefits

Mar 17, 2023

https://lancasteronline.com/news/local/dairy-industry-speaks-out-against-planned-cuts-to-wic-milk-benefits/article_5353aac1-1599-5420-9962-d4a6314d0c33.html



Dairy groups are opposing a federal plan to reduce milk benefits in a major nutrition program.

USDA says it's trying to remain true to the mission of the Special Supplemental Nutrition Program for Women, Infants and Children, which provides only a part of beneficiaries' food needs. As part of a revamp proposed in November, the agency plans to scale back the amount of milk covered by WIC to 71% to 96% of the daily recommended amount of dairy. The program currently provides 85% to 128% of this amount.

The reduction will help people consume a balanced diet that meets but does not exceed recommended levels for dairy, and does not displace other food groups, USDA said.

Michael Dykes, president of the International Dairy Foods Association, said most Americans don't consume the recommended amount of milk, and USDA should encourage beneficiaries to purchase milk.

"USDA's proposed cuts to WIC dairy benefits put low-income mothers and children in severe jeopardy at a time when food costs are a major challenge for families," Dykes said.

On average, 1-year-olds nationwide consume more than the recommended amount of milk, and 2- to 4-year-olds receive close to the suggested amount. Milk consumption declines as children get older, according to the Dietary Guidelines for Americans.

Under the proposed WIC rules, mothers would receive 4 gallons a month, a decline of up to 2 gallons per month. Children would get 3 to 3.5 gallons, a half-gallon to 1 gallon less than they would receive now.

In a video for the dairy foods organization, WIC recipient Brittany Oxley said she couldn't understand why USDA would consider a cut to milk benefits.

"Most mothers that I work with are actually just in the program for the milk. They rely on this every month," said Oxley, who works as a medical assistant at the WIC office in Kanawha County, West Virginia.

Nearly 80% of WIC participants purchase dairy products with their benefits, and 20% said they would not re-enroll if dairy benefits are reduced, according to a December survey of 534 program beneficiaries by Morning Consult for the dairy group.

WIC supports mothers from pregnancy through their child's first birthday, and children through

age 4. Participants must meet income requirements and be determined to have a nutrition risk, such as a poor diet.

The program provides food allotments intended to supplement certain nutrients known to be lacking in the target population.

Milk benefits were reduced the last time the portions were updated, a seven-year process that ended in 2014.

In addition to cutting milk benefits, the new proposal would increase the allowance for fruits and vegetables, strengthen access to lactose-free milk, and end coverage for flavored milk, which contains added sugars and was only authorized by three states.

USDA would also allow soy-based yogurt with vitamin D, adding an option for participants who do not consume milk-based yogurt because of lactose intolerance or a vegan diet.

The Healthy Eating Research program at the Robert Wood Johnson Foundation said the planned milk reductions for 1-year-olds seemed a little steep, but the reduced servings for 2- to 4-year-olds would still provide a large percentage of the children's recommended milk intake.

More study is needed to understand how heavily young families rely on WIC for nutritious foods, the research program said. One paper found WIC-eligible foods provided more than 40% of the diet of enrolled 1- and 2-year-olds.

Lawmakers from dairy districts and the House and Senate ag committees have written to USDA opposing the milk reductions.

The agency will proceed with a final rule after reviewing 15,000 public comments, which it finished accepting last month.

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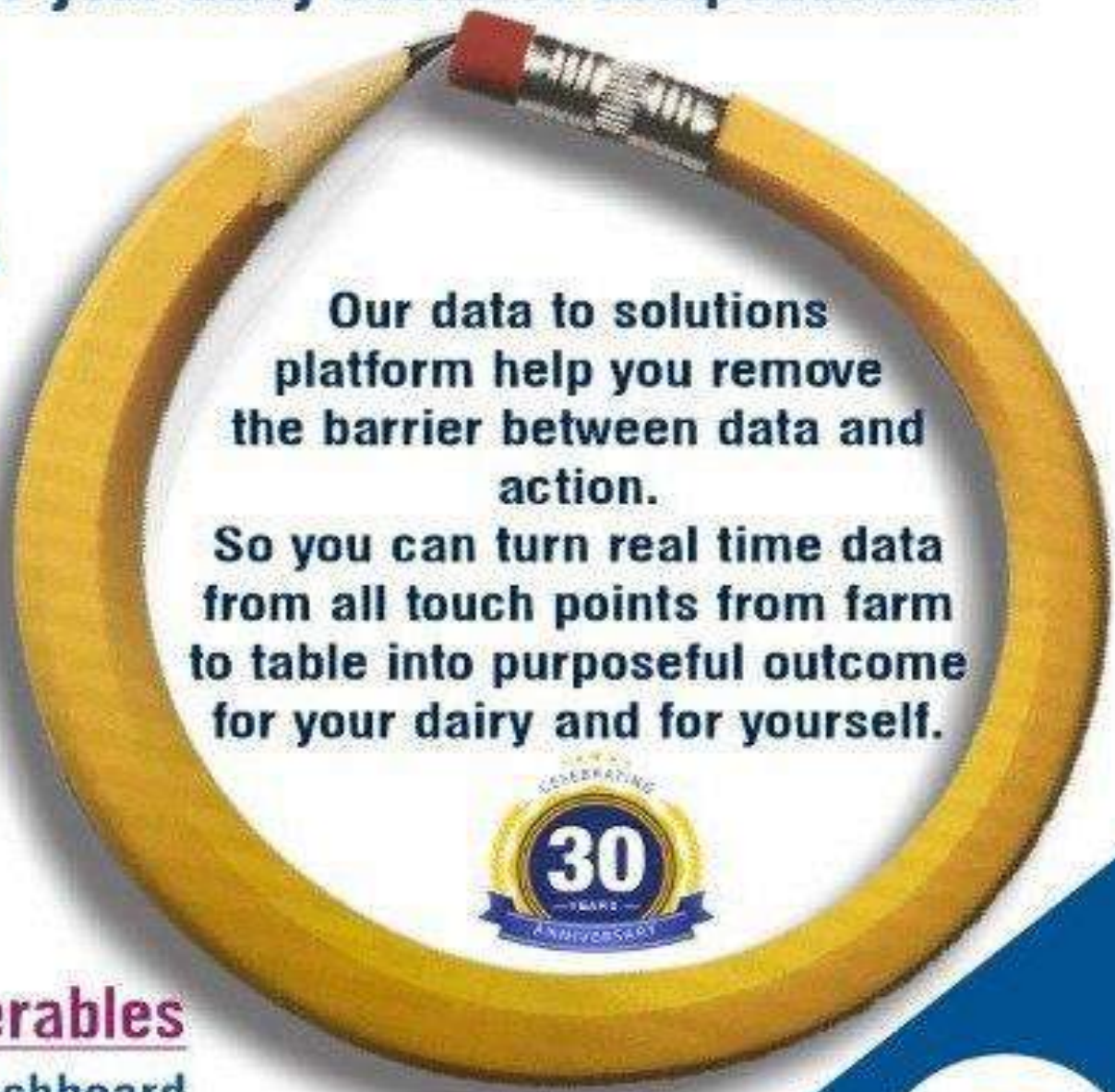
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