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- Milk procurement prices likely to remain stable/lower in near term

## FORTNIGHTLY NEWSLETTER

Dairy Pulse 188<sup>th</sup> Edition (16<sup>th</sup> to 31<sup>st</sup>, August 2023)



### CATEGORIES OF THE EDITION

- \* Suruchi Endeavor in Skill/ Entrepreneur Development Domain
- \* Indian News
  - Animal Health/Protection
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  - Health/Awareness
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# Dairy Pulse 188<sup>th</sup> Edition (16<sup>th</sup> to 31<sup>st</sup> August 2023)

## Content

|   |    |
|---|----|
| Indian News.....  | 7  |
| “Unveiling Food Safety Quandary: From ‘Tigers’ to Toxic Khoa” .....                       | 7  |
| Food Poisoning Incidents in India .....   | 7  |
| Responsibility for Product Quality Post-Sale.....   | 7  |
| The Economic Impact of Unsafe Food.....   | 8  |
| The Harsh Reality.....  | 9  |
| Have we become insensitive ?.....   | 9  |
| The tipping point .....   | 10 |
| Milk procurement prices likely to remain stable/ lower in near term .....                 | 11 |
| Sattvik Certification goes global, launches vegetarian, vegan food code in Singapore..... | 12 |
| Stellapps amongst 6 Indian Cos to feature on Forbes Asia’s ‘100.....                      | 13 |
| Future Consumer sells Nilgiri Dairy Farm to AVA Cholayil.....                             | 15 |
| Can’t supply Nandini ghee to Tirupati and incur loss, KMF chairman .....                  | 16 |
| Mukhyamantri Swadeshi Gau Samvardhan Yojana launched in UP .....                          | 17 |
| A Splendid Commemoration: DS-Läderach opens 1st store at Delhi.....                       | 18 |
| How Indian Railways Solved A Problem For Dairy: PM Modi .....                             | 19 |
| Baroda Dairy gets nod from GCMMF to procure milk from MP.....                             | 20 |
| Amul planning Rs 800-1,000 crore expansion of ice cream biz .....                         | 21 |
| Indians eat low-nutrient food, gorge on dairy: Study .....                                | 22 |
| Rabobank: China’s Dairy Import Gap to Widen as Demand Surges.....                         | 24 |
| Eastern Regional review meeting on dairy held in Bhubaneswar.....                         | 25 |
| Milma aims 100 lakh litres of milk sales during Onam .....                                | 26 |
| After complaints, Amul curd recalls 131 kg of curd in Kutch.....                          | 27 |
| UP govt to lease out six state dairy plants .....   | 28 |
| Food Mantra-Healthy, Tasty and Affordable : Dr R S Sodhi .....                            | 29 |
| Stitching Nutrition, Safety and Sustainability -Ranjith Mukundan .....                    | 30 |
| The whiter evolution: How digitalisation can help D2C brands.....                         | 31 |
| Sustainability is different for different economies : R S Sodhi .....                     | 32 |
| Amul is the largest FMCG brand in India .....   | 33 |
| Unorganised Sector Dominates 80% Of Indian Dairy Market.....                              | 35 |
| Life imprisonment to 5 culprits for adulterating ghee.....                                | 38 |
| Revolutionizing Cattle Feed: A Triumph of R&D.....  | 39 |

|   |           |
|---|-----------|
| Animal Feed Industry Should Address Fodder Shortage: Rupala .....         | 40        |
| Parshottam Rupala visits Purabi Dairy plant in Guwahati .....             | 41        |
| Robust demand to whip up dairy revenue by 14-16%-Crisil .....             | 42        |
| Crisil Says India’s Dairy Success Holds Key To Food Price Stability.....  | 43        |
| Taste of Life: The ‘butter’sweet tale of Poona dairy farm .....           | 45        |
| New dairy farmer-friendly bill: Annual welfare fund cap set at 500 L..... | 47        |
| Inflation concerns persist for milk, cereals and pulses.....              | 48        |
| The golden benefits of adding ghee to your daily glass of milk.....       | 49        |
| 5 Culprits To get Life term Jail For Manufacturing Fake Ghee.....         | 50        |
| <b>Global News .....</b>  | <b>52</b> |
| Do precision fermentation economics stack up for cow less dairy? .....    | 52        |
| Labeled Climate Culprits, EU Farmers Rebel Over New Standards .....       | 55        |
| Using industrial heat in the dairy sector to reach climate goals .....    | 57        |
| Pureture: Vegan Casein That’s Cheaper Than Dairy Proteins.....            | 58        |
| Iodoform mitigates Enteric methane emission of dairy cows .....           | 60        |
| Rabobank: China’s Dairy Import Gap to Widen as Demand Surges .....        | 61        |
| New feed tech supports dairy net zero goals, higher milk yields .....     | 63        |
| China’s Milk Industry Is Staring at New Cost Crisis.....                  | 65        |
| Incubator, accelerator programs supporting dairy startups .....           | 66        |
| Calculating the breakeven milk price-Teagasc Ireland .....                | 70        |
| 10% of UK dairy producers “likely to stop producing milk” by 2025.....    | 71        |
| Stanford – How the meat and dairy sector resists competition.....         | 72        |
| WOVO cracks open new dairy alternative category .....                     | 73        |

## Indian News

### “Unveiling Food Safety Quandary: From ‘Tigers’ to Toxic Khoa”

<https://dairynews7x7.com/unveiling-food-safety-quandary-from-tigers-to-toxic-khoa/>



Last week, I had the opportunity to watch the movie “Tigers,” starring Emraan Hashmi. This powerful film sheds light on a distressing tale involving infant formula manufactured by a multinational company. The product wreaked havoc on the lives of innocent infants living in the slums of our neighbouring country. The issue at hand was not related to food safety, as the company claimed; rather, it was the unsafe water used to prepare the formula in these slum areas. Regrettably, the media often sensationalised such stories, exemplifying the phenomenon of yellow journalism.

*As published in GQ India on November 21st, 2018, the movie “Tigers,” directed by the Oscar-winning Bosnian filmmaker Danis Tanovi?, is based on a true story set in Pakistan, right across our border. It delves into the life of Ayan, a pharmaceutical salesperson who discovers that the baby formula he has been promoting is causing malnourishment and even infant deaths. This true-to-life story is brought to life through the character of Ayan, portrayed by Emraan Hashmi, who takes a stand against the very company that employed him.*

#### **Food Poisoning Incidents in India**

In addition to watching the movie, I also came across news about recent food poisoning outbreaks linked to the consumption of fermented dairy products from a well-known national dairy brand. Both the company and health authorities issued statements addressing the potential causes of these incidents.

*Out of the total daily production of 15,000 kilograms of curd, 3,780 kilograms came from a batch that had received complaints. Of this batch, 3,649 kilograms of curd had been distributed through various retailers and distributors. Interestingly, only 252 kilograms of curd from three specific distributors faced complaints, and these complaints were limited to just 8-10 kilograms of curd. No complaints were received regarding the remaining 3,772 kilograms of curd already in the market.*

*In a joint statement, it was revealed that samples from the recalled 131 kilograms of curd were thoroughly tested in the dairy’s laboratory, and no quality issues were identified. The quality of curd, particularly the pouches that prompted complaints, depended on factors such as the purchase date, storage conditions, and adherence to the necessary temperature requirements (Source: Indian Express, August 23rd, 2023).*

#### **Responsibility for Product Quality Post-Sale**

Interestingly, both cases share a common thread. The products in question were manufactured under stringent quality standards in hygienic environments, meeting all regulatory requirements. However,

issues arose in the storage, sale, preparation, and consumption environments. India’s hot climate and the absence of a robust cold chain infrastructure create ideal conditions for food deterioration. Milk, being highly perishable, is particularly susceptible to rapid microbial growth under ambient conditions.

Recently, the Food Safety and Standards Authority of India (FSSAI) has implemented a series of measures, including stringent packaging and labeling regulations, the regulation of restaurants and street food vendors, as well as increased inspections and sampling of food products, all aimed at ensuring food quality and safety in India.

However, there remains a significant gap in enforcing these norms in practice. Milk and milk products are frequently transported and sold without proper temperature control, leading to a substantial number of food poisoning cases across the country. The Guidance document on GMP in milk and milk products by FSSAI clearly defines the temperature requirements during storage and distribution. Has there been any check on refrigerated facilities while giving licenses to distributors and retailers to sell milk and milk products ?

| Step  | Long shelf life products like Butter                      | Cultured/Fermented products like Dahi, Chach, Probiotic drink  | Long shelf life products like Cheese                           | Ice creams  | Pasteurized Milk                                      | UHT products        |
|---|---|--|--|---|---|---------------------|
| At plant  | -18 °C  | 4 to 8°C   | 4 to 8°C   | Below -18 °C  | <5°C  | Ambient Temperature |
| Plant to Hub storage area                                     | -18 °C (Storage /transporting vehicle)                    | 4°C (Storage /transporting vehicle) not below 2 °C             | 4°C (Storage /transporting vehicle) not below 2 °C             | -18 +/- 2 °C (Storage /transporting vehicle)          | <5°C  | Ambient Temperature |
| Transportation From Storage area to retail Shops/distributors | Refrigerated transport with temp not exceeding 4 degree C | Refrigerated transport with temp not exceeding 4 to 8 degree C | Refrigerated transport with temp not exceeding 4 to 8 degree C | Refrigerated vehicle with temperature of -18 +/- 2 °C | Refrigerated/insulated vehicle with temperature <5 °C | Ambient Temperature |
| Retail Storage  | Not to exceed 4 °C  | Not to exceed 4 °C   | 2 to 4 °C  | Not to exceed -18 +/- 2 °C                            | <5 °C   | Ambient Temperature |

### The Economic Impact of Unsafe Food

According to a 2018 report by the World Bank, unsafe food continues to impose a significant economic burden on India, costing as much as \$15 billion annually, though this is a significant improvement from the previous estimate of \$28 billion. This economic burden is considered “unnecessarily high” and is attributed to foodborne diseases. Animal-source foods are responsible for 21% of India’s foodborne disease burden, compared to 59% in China.



Recognizing India's efforts in streamlining food safety regulations in recent years, the report acknowledges that better health outcomes and commercial success are attainable when public agencies, businesses, and consumers collaborate in ensuring food safety.

### **The Harsh Reality**

Data from the Integrated Disease Surveillance Programme (IDSP) between 2009 and 2022 reveals 9,646 reported cases of food poisoning in India. Shockingly, a 2021 Indiastat report recorded 714 fatalities due to food poisoning. Furthermore, government data reported nearly 979 instances of food poisoning among school students in the first nine months of 2022, primarily linked to mid-day meals.

In 2019, the Comptroller and Auditor General (CAG) discovered that the Food Safety and Standards Authority of India failed to communicate cases of food poisoning to healthcare professionals in Madhya Pradesh. The CAG also noted that the state's commissioner of food safety lacked information about food poisoning cases from 2014 to 2019. For instance, the CAG highlighted a significant food poisoning incident in August 2014, involving 110 cases at a school in Hoshangabad district.

In the state of Gujarat alone, there have been over 3,000 reported cases of food poisoning since March 2022. These incidents collectively underscore the urgent need for improved food safety measures and enforcement in India to protect the health and well-being of its citizens.

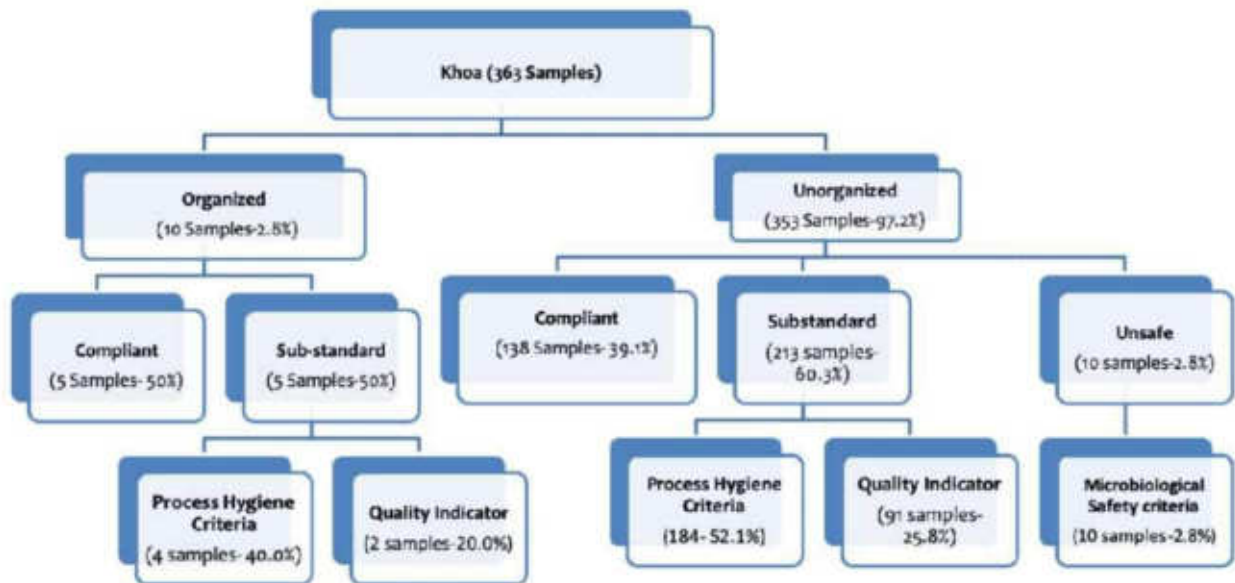
### **Have we become insensitive ?**

I feel that we have become insensitive to news related to Food poisoning or deaths occurring due to Food borne diseases. Kristkova, Grace, and Kuiper (2017), in an analysis of Food Borne Disease in India, estimate these costs at about US\$20 per case, implying a total cost of US\$2 billion.

One of the major challenge in maintaining food safety in India context could be summarised as follows :

### **A focus on hazard rather than risk, often leading to the misallocation of resources;**

Diwali is coming soon. Every year FSSAI begins its enforcement drive to nab manufacturers of adulterated Khoa and other dairy products. Let's look at the findings of FSSAI milk product survey 2020 for Khoa.



This clearly illustrates a concerning trend, with approximately 55% of Khoa samples displaying microbiological problems, including 3% of samples testing positive for Listeria. Notably, Listeria was also detected in various other dairy products. As previously mentioned, our regulatory approach has not prioritized risk management.

The regulator’s response to this issue involves requiring every Food Business Operator (FBO) to conduct biannual testing of their products across all parameters and submit reports. However, it’s important to note that the Food Safety and Standards Authority of India (FSSAI) has not yet imposed restrictions on the transportation and sale of milk and milk products under non-refrigerated conditions.

It is apparent that loose milk and dairy products are highly vulnerable to microbial contamination and hygiene issues. Nevertheless, the government continues to support the unorganized dairy manufacturing sector by exempting it from the Goods and Services Tax (GST). This policy choice seems to incentivize businesses to operate within the unorganized sector, where maintaining proper hygiene standards may be neglected.

### The tipping point

The landscape of food sales and distribution in India is teetering on the edge of transformation. I strongly encourage everyone to watch documentaries like “Poisoned” on Netflix, as they vividly portray the swift and coordinated efforts of all stakeholders in tackling this issue. However, I continue to observe several gaps in our food ecosystem that must be addressed to guarantee the utmost level of food safety.

Safe food is not solely a responsibility of food processors; it is a fundamental right of consumers. Therefore, it is imperative that the regulator extends its oversight beyond the confines of processing plants to encompass the entirety of the food supply chain. True food safety in the country necessitates a holistic approach that leaves no room for compromise.



## Milk procurement prices likely to remain stable/ lower in near term

AUG 31, 2023

<https://dairynews7x7.com/milk-procurement-prices-likely-to-remain-stable-lower-in-near-term/>



ICICI Securities Report Key observations for milk prices based on our discussions with dairy companies and channel checks are: Wholesale milk prices have risen YoY in August 2023; there is a steady deceleration in milk price inflation in south India; inflation has declined from 12.8% in December 2022 to 9.6% in Aug-23 (but inflated on month-on-month basis); milk procurement prices are likely to r

Key observations for milk prices based on our discussions with dairy companies and channel checks are:

(1) wholesale milk prices have risen YoY in Aug'23;

(2) there is a steady deceleration in milk price inflation in south India; inflation has declined

from 12.8% in Dec'22 to 9.6% in Aug'23 (but inflated on MoM basis);

(3) milk procurement prices are likely to remain stable/ slightly lower till end of CY23. The onset of a healthy flush season, normal monsoon, reducing impact of lumpy skin diseases, and stabilising global supplies are likely to act as key triggers for stable milk procurement prices.

We maintain the thesis of a cyclical recovery in the dairy sector in H2FY24E-FY25E.

We remain constructive on the sector due to its strong return ratios (> cost of capital) across cycles and likely recovery in margins in H2FY24. We have a BUY rating on Heritage Foods, ADD on Dodla Dairy and HOLD on Hatsun Agro.

## Sattvik Certification goes global, launches vegetarian, vegan food code in Singapore

AUG 30, 2023

<https://dairynews7x7.com/sattvik-certification-goes-global-launches-vegetarian-vegan-food-code-in-singapore/>

**S**attvik Certification has launched 'Buddhist Codex' in Singapore, in its first venture outside the country, to certify vegetarian and vegan food, the firm said.

The firm is working on similar codes which will be launched in the United States and Canada by end of this year, the New Delhi-based firm



said.

Sattvik Certification founder Abhishek Biswas said the firm will launch similar codes for vegetarian and vegan foods in Indonesia next month, adding that there was a strong demand for such certified food from an estimated 1.9 billion people who would be consuming plant-based foods by 2030.

"The demand for vegetarian and vegan food is huge across the world and Sattvik certification is among a few groups that are taking initiatives to certify food manufacturers and laboratories to assure healthy meals are served,"

Biswas told PTI at the launch of Buddhist Codex by Sattvik Certifications Singapore Pte Ltd.

Dismissing the notion that plant-based foods are expensive, he said the eventual high medical costs would come from ailments caused by non-vegetarian food.

"Due to its very high per-capita health care costs, the US could save USD 180 billion if the population ate according to recommended vegetarian-vegan guidelines, compared to US\$250 billion if the Americans eschewed animal food products altogether," he said.

"An important fact to note is that the additional food that would be produced as a result of a shift to a vegan diet in the US alone could feed 350 million people," Biswas said, citing World Economic Forum (WEF) data.

Further, there is evidence that switching to a vegan diet in the US would save between USD 197 billion and USD 298 billion per year, he said, referring to WEF data.

Biswas said as the vegetarian-vegan industry grows globally, the cost of these healthy foods will come down.

In India, railways caterer IRCTC serves 8,000-10,000 Sattvik-certified meals daily in trains like Shatabdi, Rajdhani, and Vande Bharat, he said.



## Stellapps amongst 6 Indian Cos to feature on Forbes Asia's '100

AUG 30, 2023

<https://dairynews7x7.com/stellapps-amongst-6-indian-companies-to-feature-on-forbes-asias-100-to-watch-list-2023/>



**F**orbes Asia today unveiled its third annual 100 to Watch list, which highlights rapidly growing small companies and startups making waves across the Asia-Pacific region. The companies on the list include those that are either targeting untapped markets or harnessing state-of-the-art technologies. Singapore leads the pack with 20 of its companies on the list.

This year, six Indian companies have secured spots on the list. In 2022, the list had 11 Indian companies, while in 2021 it boasted 22 Indian companies, the highest number among all the countries highlighted that year.

Six Indian companies

ApnaKlub

Category: E-commerce & Retail

Founded in: 2019

CEO: Shruti

ApnaKlub is a wholesale distributor catering to small local stores that provide groceries and dry goods throughout rural India. According to the startup, store owners can access a selection of over 1,000 products on the ApnaKlub app, sourced from 300 brands. The company is backed by investors such as Blume Ventures,

Flourish Ventures, Google for Startups, ICMG Partners, Peak XV's Surge, Tiger Global Management, TrueScale Capital, and Whiteboard Capital.

Exponent Energy

Category: Construction & Energy

Founded in: 2020

CEO: Arun Vinayak

Exponent Energy, a manufacturer of components for electric vehicles (EVs), says its battery packs can achieve complete charging within a quarter of an hour using its exclusive charging stations and connectors. Headquartered in Bengaluru, this startup has collaborated with domestic automaker Altigreen Propulsion Labs to integrate its batteries into three-wheeler cargo vehicles. The key backers of the company include 3one4 Capital, AdvantEdge Founders, Lightspeed Venture Partners, and YourNest Venture Capital.

IDfy

Category: Enterprise Technology

Founded in: 2011

CEO: Ashok Hariharan

IDfy, a startup specialising in identity verification, creates software solutions designed to assist enterprises in conducting background checks and exercising due diligence. These tools can extract data from uploaded documents or verify the authenticity of a user's IP address, among various other applications. Mumbai-based IDfy claims to carry out more than 60 million verifications every month, serving clients that include Amazon, Uber and Zomato. The company is backed by Blume Ventures, Beenext, Dream Incubator, MegaDelta Capital Advisors, NB Ventures, and TransUnion International.

Kaleidofin

Category: Finance

Founded in: 2017

CEO: Sucharita Mukherjee

Backed by investors such as Bharat Fund, Blume Ventures, Flourish Ventures, Bill & Melinda Gates Foundation, Michael & Susan Dell Foundation, Oikocredit, and Omidyar Network, Kaleidofin delivers digital wealth solutions tailored to India's underbanked and unbanked demographics. Users can request services such as online bank accounts, debit cards, and credit health assessments through Kaleidofin, or use the KaleidoPay app for peer-to-peer payments. The startup has so far raised a total of \$23 million in funding.

RED Health

Category: Biotechnology & Health care

Founded in: 2016

CEO: Prabhdeep Singh

RED Health tries to address deficiencies in India's emergency response infrastructure by deploying its fleet of ambulances and paramedics. When patients reach out to RED Health's hotline, they can expect help from one such ambulance within 8 minutes. With a fleet of over 5,000 ambulances across 550 Indian cities, the startup claims it has managed more than 2.6 lakh cases since its inception. RED Health also operates the RED Academy, providing training in emergency response. Previously known as StanPlus, the startup rebranded earlier this year and is in the process of broadening its health care offerings, which includes preventative health assessments and other services. The company is backed by HealthQuad, Jungle Ventures, and Kalaari Capital.

Stellapps Technologies

Category: Agriculture

Founded in: 2011

CEO: Ranjith Mukundan

Stellapps Technologies aims to modernise India's dairy supply chain by using Internet of Things (IoT) devices to enhance milk collection and manage cold chain storage. It has introduced MooOn, a wearable device labelled as a 'Fitbit for cows', designed to monitor the activity and reproductive cycles of livestock. Stellapps claims it collaborates with 3 million farmers, and is backed by 500 Global, ABB Technology Ventures, Beenext, Bill & Melinda Gates Foundation, Blume Ventures, Celesta, IDH Farmfit, Nutreco, Omnivore, Qualcomm Ventures, and VH Capital.



## Future Consumer sells Nilgiri Dairy Farm to AVA Cholayil

AUG 30, 2023

<https://dairynews7x7.com/future-consumer-sells-nilgiri-dairy-farm-to-ava-cholayil-healthcare-for-rs-67-cr/>

The board of the Future Group FMCG arm in a meeting held on Tuesday, ap-



proved the sale of NDFPL business to AVA Cholayil Healthcare.

Debt-ridden Future Consumer Ltd on Tuesday announced the sale of its dairy business Nilgiri Dairy Farm to AVA Cholayil Healthcare for a total consideration of Rs 67 crore.

As per the deal, Future Consumer has entered into a “transfer agreement for the transfer of entire business undertaking of The Nilgiri Dairy Farm Pvt Ltd (NDFPL)”.

This includes its franchisee operations, retail trade operations and the sourcing, processing, packaging and marketing of its dairy products, bakery products (except cookie plant), fast-moving consumer goods, staples and other products.

This monetisation will help Future Consumer Ltd (FCL), which is in the business of manufacturing, branding and distributing FMCG food

and processed food products and committed several defaults towards principal and interest due on NCDs.

The board of the Future Group FMCG arm in a meeting held on Tuesday, approved the sale of NDFPL business to AVA Cholayil Healthcare, which is in the business of manufacturing, marketing & distributing personal care and food products and running a chain of wellness clinics and hospitals. The purchase consideration of Rs 67 crore shall be paid in three tranches on meeting certain conditions. The purchase consideration of Rs 67 crore shall be paid in three tranches on meeting certain conditions.

However, the deal will be “subject to obtaining of all necessary consents and approvals including that of the Lenders and Shareholders of the Company in accordance with applicable laws and regulations,” it added.

NDFPL is engaged in the business of manufacturing, marketing and distribution of dairy products and bakery products and also in procuring various FMCG, staples etc for distribution and sale to certain retail outlets under its franchisees. Turnover of NDFPL was at Rs 39.65 crore constituting 10.40 per cent of the consolidated turnover of Future Consumer.

## Can't supply Nandini ghee to Tirupati and incur loss, KMF chairman

AUG 29, 2023

<https://dairynews7x7.com/cant-supply-nandini-ghee-to-tirupati-and-incur-loss-says-kmf-chairman/>



**K**arnataka Milk Federation chairman Bheema Naik said there is no question of supplying Nandini ghee for making Tirupati laddus and incurring loss.

“It (KMF) is a farmers’ federation. Is it possible to supply ghee to Tirupati incurring a loss? There is immense demand for Nandini ghee in the market. Consumers are purchasing a litre of the Ghee for Rs 610.”

He was speaking to media persons after attending the annual general body meeting of Raichur, Ballari Koppal and Vijayanagar Districts Co-operative Milk Producers’ Societies Union Ltd in the city on Monday.

In the name of Nandini ghee politics is being played, he added.

Naik asked, “Who ruled the state before the Siddaramaiah-led government came to power? How many litres of ghee did they supply to the Tirupati?” During the four-year rule of the BJP, not a single litre of ghee was supplied (to Tirupati), he added.

The KMF on an average produces 30,000 tonnes of ghee in a year. However, there is still demand for 10,000 tonnes. After the milk incentive was raised by Rs 3 per litre, the procurement has increased from 86 lakh litres to 87 lakh litres per day, he added.

Milk powder is being supplied to all schools and anganwadi centres, except in Kalaburagi division. The problem has arose due to reduction in milk powder production, sources in KMF said.

To produce a kg of milk powder as much as 8 litres of milk is required. The cost incurred is Rs 350 per kg. However, the government is paying only Rs 300 per kg. Hence, the production of milk powder has reduced, the sources added.



## Mukhyamantri Swadeshi Gau Samvardhan Yojana launched in UP

AUG 29, 2023

<https://dairynews7x7.com/nand-baba-milk-mission-u-p-govt-launches-mukhyamantri-swadeshi-gau-samvardhan-yojana-to-empower-cow-herders/>

The Uttar Pradesh government has introduced the Mukhyamantri Swadeshi Gau Samvardhan Yojana, a part of the Nand Baba Milk Mission, with the aim of augmenting the income of cow herders, fostering self-reliance among them, and promoting the conservation of indigenous cow breeds, as announced by a government spokesperson on Saturday.



The government released a directive on Friday delineating the program's eligibility criteria, subsidy benchmarks, objectives, and the blueprint of the initiative, the spokesperson stated.

Under this scheme, cow herders who acquire cows of Sahiwal, Tharparkar, Gir, and Sankar breeds from other states will be entitled to a subsidy covering various expenses such as transportation, transit insurance, and animal insurance.

Significantly, cow herders can avail a subsidy of up to 40% of their total expenses, amounting to a maximum of ₹80,000, upon procuring a maximum of two cows of indigenous breeds. The scheme will be inaugurated across 18 divisional headquarters districts in the initial phase, with subsequent expansion to encompass all districts within the state.

The primary objective of the Mukhya Mantri Swadeshi Gau Samvardhan Yojana, falling under the Nand Baba Mission, is to amplify the population and diversity of advanced indigenous cattle within the state. This endeavour seeks to bolster milk production and elevate the state's stature as a paramount milk producer.

"As an added incentive, the initiative strives to involve rural youth and women from the state's hinterlands in animal husbandry entrepreneurship, thereby generating employment prospects," the spokesperson remarked. "Preference will be accorded to female dairy producers within the ambit of the scheme," he appended.

## A Splendid Commemoration: DS-Läderach opens 1st store at Delhi

AUG 29, 2023

<https://dairynews7x7.com/a-splendid-commemoration-laderach-opens-1st-at-the-emporio-mall-delhi/>



The resounding success was celebrated with grandeur and elegance as Dr. Olivier Fink, Charge d’Affaires a.i. of the Embassy of Switzerland in India\*, graced the event with his presence, highlighting the significance of the collaboration between Swiss luxury and Indian taste.

Mr Rajiv Kumar, Vice Chairman of DS Group, stated, “The first exclusive Läderach store at DLF Emporio is set to become Delhi’s ultimate chocolate destination. We’re excited to provide our customers with a unique experience that offers unparalleled moments of chocolate indulgence. DS Group has always been committed to delivering best-in-class products, and our collaboration with Läderach further solidifies this commitment.

DS Group and the globally renowned master chocolatier Elias Läderach came together to commemorate this unforgettable occasion.

The event was graced by Delhi’s elite, including prominent figures from the business, corporate, and diplomatic circles. Notable trade commissioners from various embassies joined the celebration, adding to the event’s international appeal.

Event Highlight was Elias Läderach’s, the visionary behind Läderach’s exquisite creations, shared insights into the art of chocolate making, offering guests an exclusive glimpse into the world of Swiss chocolate craftsmanship. Guests had the unique opportunity to participate in a hands-on chocolate making experience led by Läderach’s expert chocolatiers. This interactive session allowed attendees to create their own delectable chocolate treats, adding a touch of personalization to the event. Attendees indulged in a sumptuous spread of Läderach’s finest chocolates, relishing the intricate flavors and textures that have propelled Läderach to global sensation status.

The post-launch celebration of Läderach’s store inauguration served as a testament to the brand’s commitment to excellence and its ability to create unforgettable experiences. The fusion of Swiss artistry and Indian elegance was truly a sight to behold.

## How Indian Railways Solved A Problem For Dairy: PM Modi

AUG 29, 2023

<https://dairynews7x7.com/how-indian-railways-solved-a-problem-for-dairy-pm-modi-explains-on-104th-mann-ki-baat/>

Prime Minister Narendra Modi, during the 104th episode of Mann ki Baat, appreciated Indian Railways' initiative of



transporting milk through Truck-on-Track

facility between Palanpur and New Rewari.

Sharing about the Indian Railways' initiative, he told the story of Banas Dairy and how the initiative has transformed the functioning of the dairy. PM Modi said that Banas Dairy is considered to be the biggest dairy of Asia, which produces an average of 75 lakh liters of milk everyday. However, transportation of the milk in other states appeared a daunting task for the dairy farmers. For the purpose of transportation of milk, the dairy owners sought help of tankers and milk trains, said PM Modi underlining that often the milk used to get spoiled. He added, "Loading and unloading used to take a lot of time."

Talking about the initiative, the Prime Minister said, "To overcome this problem, Indian Railways did a new experiment. Railways started a Truck-on-Track facility from Palanpur to New Rewari." He elaborated how the milk was directly loaded onto the train and it would save much time and effort. "In this, milk trucks are directly loaded onto the train. That is, the major problem of transportation has been overcome by this. The results of the Truck-on-Track facility have been very satisfactory. Earlier the milk, which used to take 30 hours to reach is now reaching in less than half the time."

The Prime Minister highlighted that it benefited the dairy farmers a lot. The Prime Minister said, "Due to this, whereas the pollution caused by fuel has stopped, the cost of fuel is also saved. Drivers of trucks have also benefited a lot from this, their life has become easier."

PM, during his address, also shared about different other initiatives being taken by dairy owners leading to the modernisation of the dairy industry. "Friends, with collective efforts today, our dairies are also moving forward with modern thinking. How Banas Dairy has also taken a step forward in the direction of environmental protection is evident through the Seedball tree plantation campaign," he said.

Adding, "Varanasi Milk Union is working on manure management to increase the income of our dairy farmers. The effort of Malabar Milk Union Dairy of Kerala is also very unique. It is engaged in developing Ayurvedic Medicines for the treatment of animal diseases."

He also shared the story of a man from Kota who has set up two biogas plants along with running a dairy. Underlining that due to the biogas plants, the electricity expenditure has come down by 70 per cent. PM Modi said, "You must also know about Amanpreet Singh, who is running a dairy farm in Kota, Rajasthan. Along with dairy, he also focused on Biogas and set up two biogas plants. Due to this, their expenditure on electricity has reduced by about 70 percent. This effort of his is going to inspire dairy farmers across the country. Today many big dairies are focusing on biogas. This type of Community Driven Value addition is very exciting. I am sure that such trends will continue throughout the country."



## Baroda Dairy gets nod from GCMMF to procure milk from MP

AUG 27, 2023

<https://dairynews7x7.com/baroda-dairy-gets-in-principle-nod-from-gcmmf-to-procure-milk-from-5-mp-districts/>

**A**t the 66th Annual General Body (AGM) meeting of Baroda Dairy on Saturday, the management said that it had received an in-principle approval from the Gujarat Cooperative Milk Marketing Federation (GCMMF) to initiate procurement.



Baroda Dairy, the largest cooperative of Vadodara district, is set to procure milk from five districts of Madhya Pradesh, which share a border with Chhota Udepur, to make up for the daily loss of 1.5 lakh litre milk recorded in the last financial year.

Baroda Dairy, which has milk producers from Vadodara and Chhota Udepur districts as well as Tilakwada taluka of Narmada, has recorded a decline of about 2.28 crore kg of milk in the previous financial year, as the overall procurement came down to about 22 crore kg from about 24 crore kg last year. As a result, the dairy has also announced a remuneration of Rs 82.58 crore this year as against Rs 99 crore paid to milk producers last year.

To make up for the decline in the milk production – which, according to the dairy, has impacted Gujarat – Baroda Dairy seeks to procure of milk from five districts of MP, including Alirajpur and Barwani, which share border with Chhota Udepur.

Baroda Dairy vice-president G B Solanki told The Indian Express, “The dairy sector in Gujarat has seen a decline ranging from 2 per cent to 20 per cent this year... The reason could be due to... global warming on a larger scale. But

locally also, it is the diminishing numbers of animal farmers. While the Patel and Kshatriya communities have slowly grown out of milk production, even in the tribal belt, we are witnessing many next-generations of milk producers finding jobs and giving up the family profession. So, we are looking at new avenues, as it is a chain of producers – if someone exits, there will be someone new joining the business.”

Solanki added that a team of surveyors of Baroda Dairy have estimated that 2.5 lakh litres of milk can be procured daily from MP. “The proposal to procure milk from the five districts has been principally approved by GCMMF. Baroda Dairy had sent teams for a survey to estimate how much milk can be made available after local consumption and purchase by private players there. We are also looking at some bordering districts in Maharashtra for a future course of action.”

The AGM, which saw a unanimous passing of the profit and loss statement of the Baroda Dairy, witnessed ruckus as some members raised questions about the “lower payment for milk” announced by the management. However, Baroda Dairy Chairman and former Karjan BJP MLA, Satish Patel, said: “We have issued notices in newspapers, asking members to send a list of questions to be asked in the AGM seven days in advance, as per protocol. We did not receive any questions.”

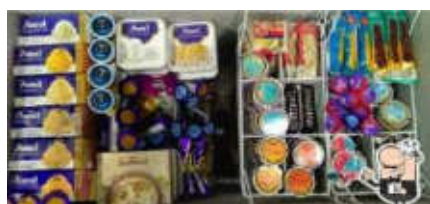
“It is a regular feature for some members to create a scene after the AGM is over... The remuneration to milk farmers corresponds with the production, which has reduced not just in Baroda Dairy but in the entire state. It is because, now, we are finding it difficult to retain milk producers, who want to move on to other avenues for income and are slowly quitting animal husbandry,” he added.

## Amul planning Rs 800-1,000 crore expansion of ice cream biz

AUG 27, 2023

<https://dairynews7x7.com/amuls-sweet-surprise-dairy-major-planning-rs-800-1000-crore-expansion-of-ice-cream-biz/>

**D**airy major Amul is planning to invest up to Rs 800-1000 crore in its ice cream business to double its production capacity by the end of 2023, said GCMMF MD Jayen Mehta. Amul is owned by the



Gujarat  
Coop-  
erative  
Milk  
Mar-  
keting

Federation (GCMMF).

How many ice cream units does AMul plan to set up?

Amul plans to set up 12-14 ice cream manufacturing units at a cost of Rs 800-1,000 crore, CNBCTv18 reported, citing Mehta.

Where are the new Amul ice cream plants situated?

Amul is planning to set up the new ice cream plants in multiple locations starting with Ujjain, Madhya Pradesh next month, followed by Taloja in Navi Mumbai, apart from expansion of the Surat plant, said Mehta.

What are Amul's plans for ice cream store-fronts?

Amul plans to set up premium lounges for ice cream called Ice Lounge. Three of these are already in operation with two in Ahmedabad, Gujarat and one in Jaipur, Rajasthan.

Another Ice Lounge will be set up in Mumbai by month-end.

The company will set up one more Ice Lounge in Delhi, apart from 8-10 others. It also plans to set up one such lounge in Dubai, said Mehta.

Who many Ice Lounges does Amul plan to launch?

The company is eyeing nearly 200 lounges with 100 each in India and abroad, said Mehta.

The lounges will also be opened in a franchise-based model and will feature the best flavours of every country, he added.

The company is eyeing malls, premium spaces and airports for its lounges.

How did GCMMF perform in FY23?

The Amul parent's FY23 turnover was up 18.5 per cent to Rs 72,000 crore.

How did the cooperative perform across verticals?

Amul's performance across verticals was as follows:

Milk-based beverage up 34 per cent

Ice cream up 40 per cent

Butter up 19 per cent

Amul ghee up 9 per cent

Amul long life milk up 20 per cent

Amul Dahi up 40 per cent

Buttermilk up 16 per cent

Amul fresh milk up 20 per cent

What are the other categories Amul is planning to expand into?

Amul is planning to expand into other categories such as:

Organic food products

Pulses

Flour

Organic tea

Spices

Besan

Dal

The dairy major is also eyeing expansion into cooked food through dark kitchens and exclusive outlets.

### Indians eat low-nutrient food, gorge on dairy: Study

AUG 26, 2023

<https://dairynews7x7.com/indians-eat-low-nutrient-food-gorge-on-dairy-study/>

Indians consume more dairy than healthier fruits and vegetables, according to a recent study that expressed concern over the low nutrient intake and called for a public health campaign to correct the anomaly.

The study claimed that rural and poor women were adversely affected by this gap.

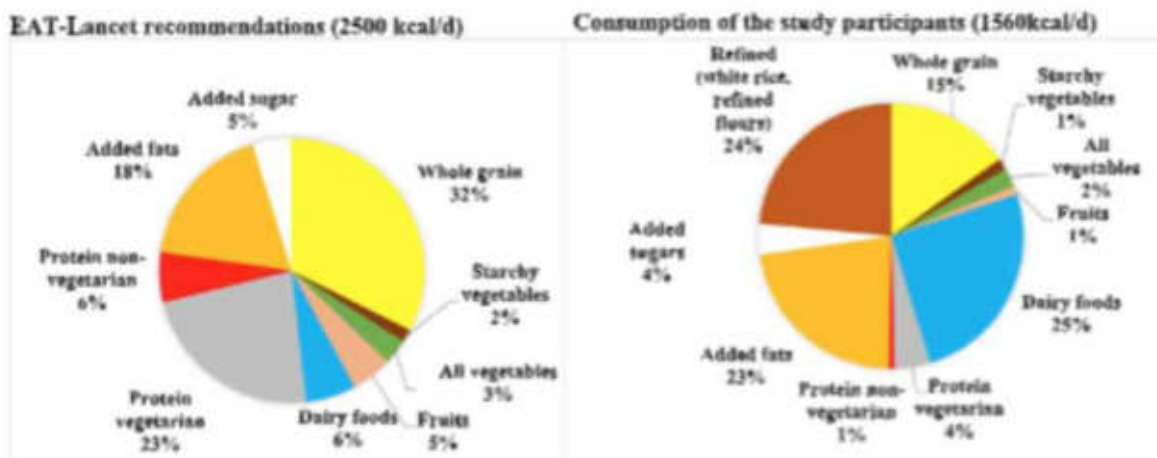
The study, "Dietary Patterns in North and South India: a comparison with EAT-Lancet Dietary Recommendations," was published in the Journal of Human Nutrition and Dietetics. According to EAT-Lancet guidelines, wholegrain (32 per cent) and protein vegetables (23 per cent) should form a significant chunk of food intake. Dairy foods should be only five per cent.



But the study showed that Indians consumed 25 per cent dairy foods, 23 per cent added fats, only 15 per cent whole grains, and four per cent protein vegetarian.

"The diets of the study participants were mainly plant-based and high in dairy but lacking in nutrient-rich foods such as vegetables and fruits," said the study.

The findings are based on a survey of 8,762 adults in Sonipat in Haryana and Vizag in Andhra Pradesh 2019. Half of the participants in the study were women and rural.





“Vegetables and fruits were consumed in lower quantities, whereas dairy and added fats were consumed in higher quantities than recommended by the EAT-Lancet recommendations,” the study said.

The study found that when compared by urban and rural residents, the consumption of starchy vegetables, all vegetables, fruits and protein-rich foods was higher in urban areas. However, in rural areas, the consumption of whole grains and dairy products was higher.

The consumption of various foods was also different among men and women. While women consumed starchy vegetables, which includes potatoes, corn, peas, and lentils, and all vegetables, men took more non-vegetarian protein.

Similarly, the difference between poor and rich varied too. The rich ate more vegetables, fruits, and dairy items, the study found.

The study also found that whole grains, all vegetables, fruits, dairy, and added fats consumption were higher in Vizag than in Sonipat, while the mean quantity consumed of starchy vegetables and added sugars was higher in Sonipat than in Vizag.

Speaking with this paper, Prof Sailesh Mohan, one of the authors of the study, “Compared to the EAT-Lancet recommendations, the study participants were consuming inadequate amounts of nutrient-rich fruits and vegetables which are very beneficial to health, but consuming more dairy, refined foods (white rice, flours), fats and sugars, which adversely impact health.”

“Given the high burden of malnutrition and cardiometabolic diseases in India, this is very disconcerting from a population health perspective,” he said.

“We need policy actions for making micronutrient-rich foods and healthy sustainable diets available and affordable to all, with a particular focus on the poor and rural populations,” said Mohan, who is a Professor at the Public Health Foundation of India (PHFI) and Director, Centre for Chronic Conditions and Injuries (CCCI).

Mohan added that from a planetary health and sustainability perspective, it is reassuring that consumption of high carbon footprint foods such as red meats, and other non-vegetarian foods, is not a major issue.

“However, a shift towards higher dairy consumption can lead to a high carbon footprint from Indian diets in the future and needs to be borne in mind, while framing dietary and agricultural policies, to make food systems more resilient, responsive to population dietary needs and sustainable,” he added.

It has recommended policies to make healthy, sustainable diets and micronutrient-rich foods affordable.

It called for implementing EAT-Lancet recommendations on a healthy diet by the Indian Council of Medical Research (ICMR).

EAT-Lancet guidelines, developed by the Lancet Commission on Planetary Health in 2019, recommend 2500 kcal/d (kilo calorie per day), whereas Indians consumed only 1560 kcal/d. Calories are a measure of energy in nutrition.

## Rabobank: China's Dairy Import Gap to Widen as Demand Surges

AUG 25, 2023

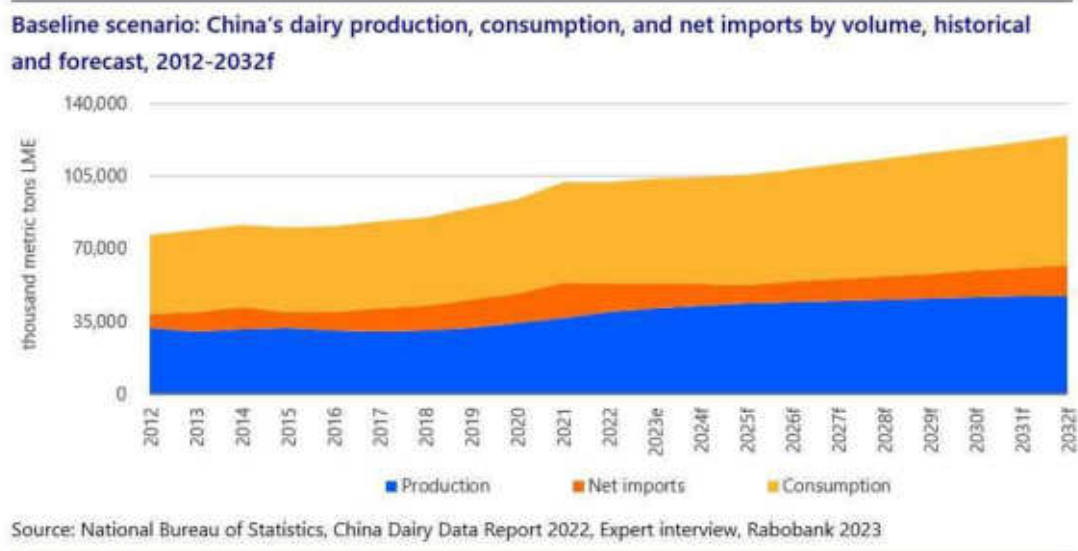
<https://dairynews7x7.com/rabobank-chinas-dairy-import-gap-to-widen-as-demand-surges/>

China plays a critical role in global dairy markets as the world's largest importer, and it is eagerly developing pathways to grow domestic production. According to a recent dairy report by Rabobank, the country's self-sufficiency rate swings between 70% and 80% and will likely not increase substantially, as domestic dairy production will not satisfy rising demand in the long run. As a result, China will remain heavily engaged in the global dairy trade as its import gap widens.

China is growing as a dairy producer, but demand is growing much faster

This year, China is poised to become the world's third-largest producer of cow milk. Despite its high global ranking in milk production, the country remains the largest dairy importer due to its large population, which continues to grow its per capita [dairy](#) consumption. And there's a significant opportunity to grow domestic per capita consumption further, as it is currently only one-third of the global average.

[Rabobank](#) forecasts milk supply to expand from 41.5 million metric tons in 2023 to 47.4 million metric tons liquid milk equivalent (LME) in 2032, with an average compound annual growth rate (CAGR) of 1.5% by volume. At the same time, China's annual demand is expected to grow 2.4% on average between 2023 and 2032, with dairy consumption reaching 62.2 million metric tons LME by 2032. "China will continue to have a significant role in the global [dairy](#) industry, with a further widening of the import deficit expected. In 2023, imports are likely to reach 15 million metric tons LME," explains Michelle Huang, Dairy Analyst at [Rabobank](#).



Several factors could impact both supply and demand, affecting the import gap

Alternative scenarios to China's supply and demand outlook see the annual import deficit range from 8 million to 19.2 million metric tons in 2032. "The most significant swing factors influencing domestic

supply will be production costs, the availability of land, water, heifers, and capital, and future government policy. On the demand side, downside risks include weaker income growth, slow economic growth, and sluggish consumer demand,” says Huang.

But there are some key factors to watch that may impact the import gap – particularly on the domestic supply side. For example, substantial investments in productivity and cost-efficiency improvements could further reduce China’s reliance on imports, particularly of milk powders that are typically used to produce flavored milk drinks and infant and adult milk powders.

## Eastern Regional review meeting on dairy held in Bhubaneswar

AUG 25, 2023

<https://dairynews7x7.com/regional-review-meeting-on-animal-husbandry-dairy-sector-of-five-eastern-states-held-in-bhubaneswar/>

**A** regional review meeting on Animal Husbandry and Dairy Sector of five eastern states of Odisha, West Bengal, Bihar, Jharkhand and Chhattisgarh was organised in Bhubaneswar on Thursday.

The meeting was organised by the Department of Animal Husbandry & Dairying, Government of India in collaboration with Fisheries and Animal Resources Development Department, Government of Odisha.

Alka Upadhyay, Secretary, Animal Husbandry & Dairying, Government of India presided over the meeting. The secretary took a vivid review of the five states on the progress of the Central Sector and Central Sponsored schemes like LHDCP (Livestock Health & Disease Control Programme), NLM (National Livestock Mission), RGM (Rashtriya Gokul Mission), AHIDF (Animal Husbandry infrastructure Development Fund) and KCC (Kisan Credit Card).

Activities like vaccination of livestock under National Animal Diseases Control Programme, artificial insemination under Nationwide Artificial Insemination Programme, schematic progress under National Livestock Mission viz. goat farm units, dairy farm units, fodder units and training programmes were discussed in detail and the difficulties faced by states in implementation of the programmes were taken

note of. The Secretary has urged all states to work with much thrust so that targets in the above central sector schemes could be achieved in time.

Besides the above, review of physical and financial progress of all the schemes being implemented by the states, issues related to legacy data entry in PFMS, mapping of state linked schemes, interest payment through Bharat Kosh, transfer of funds from treasury to SNA account, liquidation of unspent balance lying with the states, submission of fresh proposal and review of existing proposal for 2023-24, entrepreneurship development programmes of DAHD, PM Gati Shakti Action Plan by states, issues in operation of MVUs, issues related to vaccination programmes, accelerate disbursement of AHDF KCC were also discussed.

Before the meeting, a workshop on disease surveillance including Geomic Surveillance for early warning system and disease forecasting has been held with brainstorming sessions involving participants from the participating States. Senior officers from DAHD, GoI and the participating States have attended the meeting. The Principal Secretary, F&ARD Department, Govt. of Odisha has delivered the welcome address in the meeting.



## Milma aims 100 lakh litres of milk sales during Onam

<https://dairynews7x7.com/milma-aims-100-lakh-litres-of-milk-sales-during-onam/>

AUG 25, 2023



**A**iming at record sales for Onam, Milma has started bringing in more milk from other states. A trade of 100 lakh litres is expected from 'Uthradam' to 'Chathayam'. Last year, 94,59,576 litres of milk was sold on these four days. There was also an all-time record in curd sales.

Milma collects only 14 lakh litres of milk a day. Milma had earlier agreed with dairy cooperatives in Palada payasam mix-8 Lakh Packets Maharashtra and Karnataka states for more milk. Thiruvananthapuram Union has the highest demand for milk.

(From Uthradam to Chathayam) Milk 94,59,576 litres , Curd 11,30,545 kg, Palada payasam mix-8 Lakh Packets

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35,11,740 litres of milk was sold on the last Thiruvonam day alone. 3,45,386 kg of curd was also sold. Milma's other products such as butter, payasam mix, peda and flavoured milk are also in huge demand during Onam.

## After complaints, Amul curd recalls 131 kg of curd in Kutch

AUG 23, 2023

<https://dairynews7x7.com/after-complaints-amul-curd-recalls-131-kg-of-curd-in-kutch/>

**A** total of 131 kg of curd selling under the brand Amul has been recalled from the open market in Gujarat after the Gujarat Cooperative Milk Marketing Federation (GCMMF) received complaints from consumers in the Kutch district.

JP Khorasiya, District Epidemiologist of Kutch, told reporters that around 600 people had taken ill over the past two days after consuming “contaminated” pouches of Amul buttermilk and milk. He further said he had alerted local officers of the Food and Drug Control Administration of Gujarat. He said people had fallen in ill Kutch district’s talukas like Abdasa, Mundra, and Bhuj among others.

“There are news reports that consumers in the Kutch district have fallen ill after consuming buttermilk and curd. As per information, people have been hospitalised after consuming mineral water laden with bacteria. It is shameful that this incident has been connected with Amul,” stated a joint statement from Sarhad Dairy and GCMMF.

Sarhad Dairy is operated by one of the 18 unions that form GCMMF. The GCMMF admitted to receiving consumer complaints with regard to curd manufactured by Sarhad Dairy sold under the Amul brand. “Amul has not received any complaints about any person falling ill after consuming buttermilk. But three-four complaints have been received from consumers who consumed curd from one kg and 400-milligram pouches. However, after testing samples, it has been found the curd sample, taken from the batch having complaint, was fit for consumption,” the statement added.

GCMMF also admitted it has recalled “unsold” curd from the open market as a precautionary measure. “However, after receiving complaints, 131 kg of curd (from the batch where complaints were reported) was recalled from

the market as a precautionary measure,” the statement underlined, without mentioning the date or batch number of the product that was recalled.

Of the total 15,000 kg of curd produced in a day (by Sarhad Dairy), it further stated, 3,780 kg was from a batch for which complaints were received. A total of 3,649 kg of curd has been sold through various distributors and retailers. “Of this, only 252 kg of curd sold by three distributors got complaints, restricted to 8-10 kg. No complaints have been received for the 3,772 kg of curd already sold in the market,” it added.

The joint statement also said that the samples from the recalled 131 kg of curd were tested in the laboratory of Sarhad Dairy and no problems were found with regard to the quality. It added that the quality of curd in the pouches — that prompted complaints — would also depend on when it was bought, the conditions it was stored in, and if the requisite temperature was maintained till consumption.

In a video message, Nirav Gosai, assistant general manager of Sarhad Dairy, stated the dairy procures milk from farmers in Kutch and sells milk, buttermilk, and curd under the Amul brand in Kutch and areas outside the district. “We got to know about complaints in buttermilk and curd from messages on social media over the last two days. We don’t know if the complaints are with regard to Amul milk. But, after getting two-three random complaints with regard to curd, we have tried to solve the issue in a sensitive manner. The control samples of the concerned batches have been tested and we have only been able to recall 107 pouches that were yet to be sold. This is part of the 15,000 kg of curd we produce every day. The tests revealed the products adhered to the norms and there were no deficiencies in quality,” Gosai said.

## UP govt to lease out six state dairy plants

AUG 23, 2023

<https://dairynews7x7.com/up-govt-to-lease-out-six-state-dairy-plants/>

In a significant move aimed at bolstering the dairy sector and ensuring availability of quality milk to the public, the Yogi Adityanath-led government in Uttar Pradesh on Tuesday decided to lease out six state dairy plants for a period of 10 years.

The decision, taken in a cabinet meeting here on Tuesday, is expected to benefit not only dairy farmers by ensuring fair prices for their milk but also ensure availability of high-quality dairy products for the general public.

Among the six dairy plants chosen for the pur-



pose, some are currently non-operational or are functioning below their capacity.

“The Yogi government’s decision to lease out these plants is expected to rejuvenate the state’s dairy sector, give a boost to the Dairy Federation, semi-government milk processing & marketing institutions, and dairy cooperatives,” Finance Minister Suresh Khanna said while briefing reporters after the cabinet meeting.

He clarified that while the government was leasing out the dairy plants, the ownership would remain with the PCDF and dairy cooperatives. The lease firms will be responsible solely for the management and operation of these plants and will not have the authority to make any structural changes.

The leasing terms stipulate that in the first three years, the annual rent will remain the same, and from the fourth year onwards, a standard annual increment of 5.50% will be applied. Currently, the annual lease rent for the Gorakhpur plant is Rs 110 crore, Kanpur’s plant Rs 325 crore, Noida’s plant Rs 438 crore, Prayagraj’s plant Rs 65 crore, Azamgarh’s plant Rs 11 crore, and Moradabad’s plant Rs 110 crore.

“This move is expected to generate an annual revenue of INR 43.28 crore for the department,” the official said.

In line with the leasing process, the dairy plants will first supply milk to the respective district cooperative dairy societies. Additionally, there will be no disruption for dairy federations connected with these plants, allowing them to continue their regular operations. Before the plants are leased out, the department will clear their outstanding debts.

Furthermore, the PCDF employees working in these dairies will be absorbed into other dairy federations and PCDF units.

The Request for Proposal (RFP) process will be initiated within 84 days from the publication date for the leasing of these dairy plants, and the lease firms must commence plant operations within one year. Failure to do so will result in the forfeiture of security money.

The minister said that this strategic decision was poised to strengthen the dairy industry in Uttar Pradesh, ensuring a stable and efficient supply of milk and dairy products to people, while supporting the growth of dairy cooperatives and federations in the state.

## Food Mantra-Healthy, Tasty and Affordable : Dr R S Sodhi

AUG 21, 2023

<https://dairynews7x7.com/food-mantra-all-foods-are-good-if-they-are-healthy-tasty-and-affordable-dr-r-s-sodhi/>

The banner features the logos for 'stellapps' and 'ThinkAg'. The main title is 'BUILDING NUTRITION SECURITY WITH DAIRY - ROLE, RISKS & REGULATIONS'. It lists five speakers: Mr. Pawan Aggarwal (CEO, Food Future Foundation), Mr. R. S. Sodhi (President, Indian Dairy Association), Dr. A.K. Srivastava (Vice Chairman, DUNAM), Mr. Ranjith Mukundan (CEO & Co-Founder, Stellapps Technologies), and Mr. Kuldeep Sharma (Founder, Samachi Consultants). A QR code is provided for registration. The event is scheduled for 25th July 2023, from 4 PM to 5.15 PM IST. A circular image on the right shows various dairy products like milk, cheese, and eggs.

**S**tellapps Technologies in collaboration with ThinkAg, is pleased to invite you as a panellist to a webinar- " Building Nutrition Security with Dairy: Role, Risks and Regulations". This webinar was held on 25th July from 4 PM to 5.15 PM IST.

Background: The awareness of nutritional security and the significant contribution of dairy towards meeting nutritional needs are crucial for today's customers. The webinar aims to address various critical aspects related to the dairy industry and its role in ensuring nutritional security, upholding food safety standards, promoting integrity in packaging and labelling, and addressing misconceptions about dairy products.

Speaker : R S Sodhi

Context : False claims by analogues to be like dairy products 3.2 Integrity through Packaging and Labelling:

- The impact of packaging labels on consumer education
- Ensuring the authenticity and integrity of milk products through proper labelling
- The role of labelling in maintaining consumer trust

Que . In last decade our dairy sector has seen emergence of food frauds in which non dairy products were using regulated nomenclature of conventional dairy products. Plant derived beverages, analogues of cheese, paneer, butter, cream are some of the products which are available in plenty in the market. During your tenure at Amul you took it seriously and launched massive campaigns against such products. Please tell us briefly on what measures must consumers and government take to curb this integrity menace which is impacting the sales of dairy industry.



## Stitching Nutrition, Safety and Sustainability -Ranjith Mukundan

AUG 21, 2023

<https://dairynews7x7.com/embracing-technology-to-stitch-nutrition-food-safety-and-sustainability-together-ranjith-mukundan/>

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Speaker : Ranjith Mukundan Context : Dairy imparts financial as well as nutritional security to the farmer's household. Dairy as a robust tool towards Nutritional as well as financial inclusion of farmer's household

- Discussing the power of dairying in providing nutritional support in rural India
- Role of technology in mapping financial inclusion of dairy farmers
- Empowered women is the backbone of a healthy family

Que 1. You have been working very closely with the dairy farmers and the processors. Your technology has created a seamless traceability protocol for collecting hygienically produced milk. You have seen them prospering by expanding their milk production with your various interventions.

Pl share your experience on the role of technology to get nutritional and financial inclusion of Indian dairy farmers and particularly women dairy farmers. (7-10 minutes)

Moderator Kuldeep Sharma Chief editor Dairynews7x7

dairynews7x7@gmail.com

## The whiter evolution: How digitalisation can help D2C brands

AUG 21, 2023

<https://dairynews7x7.com/the-whiter-evolution-how-digitalisation-can-help-d2c-brands-boost-farmers-incomes/>



The Indian economy, helped by the government's push on digitalisation and aided by a strong internet penetration across the country, is on a strong upswing. A report by Redseer states that Indian e-commerce could grow at a CAGR of 27 per cent to reach \$163 billion by 2026, which is thrice the growth of the retail market over the same period. Agriculture and agri-products are core components of this expected surge with the dairy industry a major economic driver accounting for over 8 per cent of the country's agricultural GDP. However, dairy farmers in India have traditionally faced a number of challenges, including low productivity, low prices, and limited access to markets.

Digitalisation, however, is providing new opportunities for D2C (director-to-consumer) dairy brands to help address these challenges and increase farmers' income. By leveraging digital technologies, D2C brands can improve the efficiency of milk collection and processing, provide farmers with access to better markets, and offer them more transparent pricing.

India is the world's largest producer of milk, producing over 160 million tonnes of milk per year making the dairy industry worth over \$100 billion and employing over 70 million

people. Digitalisation is key to the transformation of this sector and since D2C companies spearhead the consumer-facing evolution in this context, their use and leveraging of the available tech can institute a sea change for the fortunes and futures of dairy farmers.

### ***How worthy farmers' milk is***

According to a report by the National Dairy Development Board (NDDB), the average time taken to collect milk from farmers in India is four hours. This can lead to milk spoilage, as milk should be kept at a cool temperature. Digitisation can help to reduce the time taken to collect milk by using mobile apps to connect with farmers and schedule milk collection.

The dairy industry in India is highly fragmented, with over 100 million farmers producing milk. This can make it difficult for farmers to access better markets, as they are often forced to sell their milk to middlemen who take advantage of their bargaining power. Digitisation can help to improve farmers' access to better markets by providing them with a direct connection to consumers. Another challenge facing dairy farmers in India is the lack of transparency in pricing. Often, farmers don't have any idea how worthy their milk is as they are

often paid a fixed price by middlemen. Digitisation can help to improve transparency in pricing by providing farmers access to real-time market data. There are apps which provide farmers with access to real-time milk prices, which helps them to negotiate better prices with buyers.

In addition, digitalisation can also help D2C dairy brands to improve the traceability of milk products, reduce food waste, increase customer satisfaction, and build a stronger brand reputation. Various tools are now available that can be deployed by brands to achieve efficiencies through digitalization. Mobile apps, for instance, can be used to connect with farmers, schedule milk collection, and provide farmers with access to information. The Internet of Things (IoT) devices can be used to track the health of cattle, monitor milk production, and track the temperature of milk during collection and processing. This data can be used to improve the efficiency of milk collection and processing and to ensure that milk is kept at a safe temperature.

### **Data analytics to improve efficiency**

Big data analytics can be used to analyse data from IoT devices, mobile apps, and other sources to identify trends and patterns. This data can be used to improve the efficiency of milk collection and processing and to make better decisions about pricing, marketing, and product development. Also, blockchain is a secure and transparent way to track the movement of milk from farm to consumer. This can help to ensure that milk is traceable and that farmers are paid fairly. Emergent tech such as Artificial intelligence (AI), Virtual reality (VR), which is being used to train farmers on how to care for their cattle and to improve the efficiency of milk processing, and Augmented reality (AR), which can help provide farmers with real-time information about their cattle and to help them to make better decisions about their farming practices, are also now being looked at and implemented.

By leveraging these technologies and realising the potential of digitalisation, D2C dairy brands can address the challenges facing dairy farmers in India and increase their incomes effectively.

## **Sustainability is different for different economies : R S Sodhi**

AUG 20, 2023

<https://dairynews7x7.com/sustainability-is-different-for-different-economies-in-the-world-r-s-sodhi/>

**S**tellapps Technologies in collaboration with ThinkAg, is pleased to invite you as a panellist to a webinar- " Building Nutrition Security with Dairy: Role, Risks and Regulations".

This webinar was held on 25th July from 4 PM to 5.15 PM IST. Background: The awareness of nutritional security and the significant contribution of dairy towards meeting nutritional needs are crucial for today's customers. The webinar aims to address various critical aspects related to the dairy industry and its role in ensuring nutritional security, upholding food

safety standards, promoting integrity in packaging and labelling, and addressing misconceptions about dairy products.

Speaker : R S Sodhi Context : Milk production is not sustainable Addressing Dairy Misconceptions:

Why people are moving away from dairy

- Addressing common misconceptions surrounding milk nutrition
- Discussing the ethical / environmental / health considerations in dairy

- Highlighting the true environmental footprint of dairy and dispelling myths

Que 1. It has become a fashion talking bad about milk and cow. You have been a staunch supporter of dairy farmers and have always kept the interest of dairy farmers intact and above all of your business decisions as well as government policies ( eg at the time of RCEP negotiations). In a recent interview you have

said that Sustainability starts when the stomachs are full.

Please share your reasons for saying so and also guide how the dairy sector must face and counter these allegations of GHG emissions and cow cruelty by the developed world. ( 7-10 minutes)

Moderator Kuldeep Sharma Chief editor Dairynews7x7 dairynews7x7@gmail.com

## Amul is the largest FMCG brand in India

AUG 20, 2023

<https://dairynews7x7.com/amul-achieves-turnover-of-rs-72000-crores-making-it-the-largest-fmkg-brand-in-india/>



**G**ujarat Cooperative Milk Marketing Federation (GCMMF), the apex organization of all the dairy cooperative unions in Gujarat and the marketers of Amul brand, is marking its Golden Jubilee this year. Founded in 1973 with just six Member Unions and a turnover of Rs. 121 crores, today, GCMMF has 18 Member Unions within Gujarat, collecting more than 3 crore litres of milk per day and achieving a group turnover of Rs. 72,000 crores (USD 9 Billion), making Amul the largest FMCG brand in India. Amul, which is currently ranked as the 8th largest dairy organization in the world, added another Rs. 11,000 crores to its group turnover in 2022-23.

After the 49th Annual General Body Meeting of GCMMF, held on 19th August 2023, Shri Shamalbhai Patel, Chairman, GCMMF, informed that the cooperative achieved 18.5% growth in turnover in 2022-23.

“In the last 50 years, we have been successful in standing true to the principle of being a bridge between dairy farmers and consumers. The vision with which GCMMF was set up by our six founding fathers – Shri Tribhuvandas Patel, Shri Motibhai Chaudhari, Shri Galbabbhai Patel, Shri Bhurabhai Patel, Shri Jagjivandas Patel, Shri Jashwantlal Shah – and Dr. Verghese Kurien, has made Amul the most loved brand of every Indian across generations. The Amul model of dairy development has also made In-



dia proud across the world by creating a commercially self-sustainable (Atmanirbhar) model for the socioeconomic development of the dairy farmer. Today, we can proudly say that the dairy farmers of Gujarat have created a model that few can dream of, a brand truly owned by 36 lakh dairy farmers! With our robust and agile systems and processes, we aim to reach out to our customers across the world and achieve our target of Rs. 1 lakh crores turnover in the coming 2-3 years. “

“During FY 2022-23, Amul milk-based beverages grew by 34%, Amul Ice-cream saw a record 40% growth. Amul Butter grew by 19%, while Amul Ghee consumer packs grew by over 9%. We achieved 20% growth in Amul long life milk, 40% growth in Amul Dahi, 16% growth in fresh Buttermilk, and an impressive 20% growth in our largest product category, Amul fresh milk. We also achieved high volume growth in most of our consumer product categories, said Shri Jayen Mehta, Incharge MD of GCMMF.”

The Vice-Chairman of GCMMF, Shri Valamji Humbal, stated that the growing population of India, along with its increasing per capita in-

come, will provide the impetus for our organization’s growth in the coming years. He added that we have envisaged a strategic initiative by which we will be present in every city, town, and village of India. The global dairy market also offers significant growth potential. We are currently present in 50+ countries and are exploring opportunities to expand our presence in strategic markets.

He also informed that we are thankful to the Government of India for establishment of a dedicated Ministry of Cooperation, which has recently inspired the setting up of 3 multi-state cooperatives; viz; National Cooperative Exports Limited (NCEL) for export of goods from co-operative sector, National Cooperative Organics Limited (NCOL) to promote organic business through cooperatives across the country and Bhartiya Beej Sahakari Samiti (BBSS) to focus on seed production, distribution and research. These will contribute significantly to agricultural sector’s growth, food security, and the welfare of Indian farmers, leading to overall growth and development of the cooperative sector in India. He informed that GCMMF (Amul) has been given the opportunity to promote the two multi state cooperatives on exports and organics.

## Unorganised Sector Dominates 80% Of Indian Dairy Market

AUG 20, 2023

<https://dairynews7x7.com/unorganised-sector-dominates-80-of-12-13-lakh-crore-indian-dairy-market-akshali-shah-parag-milk-foods/>



In an insightful conversation with Akshali Shah, Executive Director of Parag Milk Foods, we delve into the journey of Parag Milk Foods' evolution, innovation, and its commitment to quality. Akshali shares her remarkable transition within the company, witnessing its growth from its early stages to its present standing. With a keen eye on market trends and consumer preferences, Parag is shaping the dairy landscape with innovation and a focus on health and nutrition. Excerpts from the interview:

**The progression from your early role to becoming the Executive Director is remarkable. What challenges did you encounter along the way?**

I started this journey almost 14 years back. Being the second generation (in the business), I've seen the company grow in front of me. When I started working at Parag as an 18 or 19 years old, it was a very interesting period for Parag because we were moving from a value added product to a branded dairy company. So, I started my journey in the marketing space.

We have always strived to introduce some of the most innovative products in our portfolio, particularly in segments like fruit yogurts and functional cheeses. We transformed the cheese market by offering various formats beyond the traditional slice blocks, including shredded cheese, spreads, and cheese tailored for specific cuisines such as Mexican and Italian. This journey in product development and marketing was a fascinating one. I initially started with a smaller role, overseeing the fruit yogurt category, but gradually took on larger responsibilities as I gained experience. I eventually took charge of trade marketing, delved into various aspects of the business like strategy, production, and new business development. In the last two years, I also had the privilege of working closely with the chairman's office, gaining insights into the broader strategic initiatives at Parag.

Becoming the Executive Director felt like a natural progression after spending over a decade understanding the different facets of the business. A significant highlight for me has been my involvement with Pride of Cows, a project that

has been close to my heart right from its inception.

How do you envision addressing the evolving needs of consumers in this space?

To provide you with a brief summary of our journey, it all began with my father's venture into milk collection. This gradually evolved, and we expanded to processing and supplying raw milk to neighboring cities. This initial step led us into the realm of value-added products, and eventually, we transitioned to establishing a branded presence. Today, we proudly stand as Parag, a name synonymous with quality dairy products.

Recently, we ventured into the health and nutrition segment of the dairy market. Recognising a significant gap in this sector within the Indian market, we decided to focus our efforts here. This strategic shift is driven by our belief in addressing the evolving needs of consumers who seek dairy products for health and nutrition purposes. Going forward, our central focus will be on strengthening our core dairy offerings, particularly key cheese, and further developing our health and nutrition product range. This strategic direction will guide our efforts in the years ahead.

In addition to our product portfolio, our emphasis extends to distribution. While we offer a comprehensive range, expanding our reach is a constant endeavor. Our goal over the next three years is to establish a wide-reaching network of a million outlets. This ambition underlines our dedication to making our products accessible to a broader audience.

What measures do you take to ensure the highest quality standards in milk sourcing and production?

The most important part in dairy is the input of milk and ours is one of the biggest dairy farms in India. Today, our farm implements cutting-edge cow comfort technology and adheres to the finest global practices. There is a comprehensive system in place to ensure the quality

of our milk. More than 56 tests are conducted before the milk even reaches our factory gate. We not only conduct tests but also offer educational sessions on our farm where farmers learn about the techniques to achieve superior milk quality. This farm serves as a hub for imparting knowledge to a network of farmers who come to learn from us about these superior practices. Our emphasis lies in ensuring that the milk we source maintains an exceptionally high quality standard. Consequently, the products we create also adhere to stringent quality criteria.

Our commitment to maintaining milk quality is further emphasised by the presence of a dedicated R&D Center at our farm. The meticulous process ensures the production of 5000 pounds of high-quality milk.

**The dairy industry has seen evolving customer trends and that includes a lot of plant based alternatives that's in demand right now. So how does Parag Milk Foods address the changing preference?**

The Indian dairy market is of 12 or 13 lakh crore and out of that, 80 per cent or more is completely unorganised. So, there is a huge dairy market in India. India is a predominantly vegetarian country, and dairy stands as the primary source of protein. While there is a growing space for alternative sources, we firmly believe that dairy is an integral part of Indian consumption patterns. The trends indicate that dairy will continue to hold its significant position. While various options may emerge, we don't perceive this as a substantial shift away from dairy in the current trends.

**How things like morning music and specialised cow mats contribute to the well-being of your cows and the overall quality of your dairy products?**

It's often the small details that matter most. We've found that the cows respond positively to morning music, which provides them a

soothing environment. Lighting plays a significant role as well, ensuring a comfortable atmosphere at any time of day.

At our farm, you can witness 5000 cows sheltered under one roof. We're deeply committed to maintaining the highest standards, and that extends to what our cows consume. We grow our own food, understanding that the quality of input directly influences the quality of output. Recently, we acquired a sprawling 400-acre farm to grow food exclusively for the cows. This initiative also reflects our concern for soil health, which ultimately impacts the quality of the food chain.

Even the seemingly minor aspects are crucial. The mats our cows rest on are imported from Germany. These mats are specifically designed to handle the weight of the cows and provide comfort during their long hours of rest. Imagine a 400 kg cow lying on a mat for nearly 8 to 10 hours. It's a feat of engineering. We've strategically situated our farm on a hill, maintaining a consistent temperature of 21 degrees Celsius. This is crucial in India's diverse weather conditions, ensuring the cows' well-being.

Can you share about any recent innovations or product launches by Parag milk foods that have been particularly well received by consumers?

A unique aspect of our operations is that we are the sole manufacturers of whey protein in India. While other components in the sports nutrition domain are imported, whey protein, under our brand, stands as a homegrown product. Whey protein is experiencing remarkable growth, with a nearly 30 per cent Compound Annual Growth Rate (CAGR). Our endeavor with Pride of Cows is yielding impressive results, contributing to approximately seven to eight percent of our total portfolio. The journey we're embarking on is truly fascinating and has the potential to reshape the market landscape. I invite you to witness this exciting venture firsthand by visiting our plant.

### **Looking ahead, what are your aspirations and goals for Parag Milk Foods?**

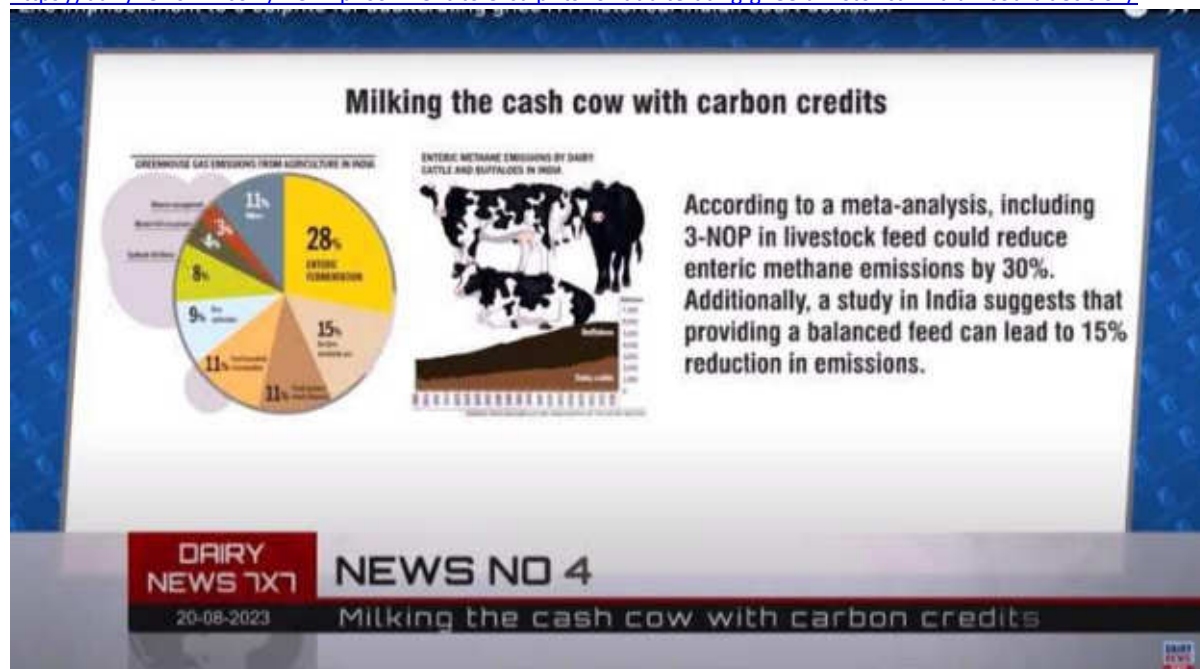
A significant gap exists within the dairy industry, particularly in the realm of health and nutrition. Our vision is to emerge as a prominent player in the health and nutrition segment, aiming to become a leading dairy in this domain. Our ambitious goal is to elevate our company's stature by achieving a turnover of 10,000 Crore within the next three to four years. This aspiration and goal underscore our commitment to growth and excellence.



## Life imprisonment to 5 culprits for adulterating ghee

AUG 20, 2023

<https://dairynews7x7.com/life-imprisonment-to-5-culprits-for-adulterating-ghee-a-historical-indian-court-decision/>



This is the first channel dedicated to dairy-related news from India and abroad. It will cover top seven dairy news from last seven days. The news will be aired on every Sunday.

The channel will have expert interviews, market and technical analysis and a lot more sections very soon. You may share in comments about the news on which you would like to have detailed information.

We shall be creating detailed news feature on the same.

<https://youtu.be/XSenWjX-I8U>

Top seven news from the last week are as follows :

1. Robust demand to whip up dairy revenue by 14-16%-Crisil

channel [dairynews7x7@gmail.com](mailto:dairynews7x7@gmail.com) [#www.dairynews7x7.com](http://www.dairynews7x7.com) [#www.skill-dairy.com](http://www.skill-dairy.com) [#safemilk.com](http://safemilk.com) [#suruchiconsultants.com](http://suruchiconsultants.com) [#dairynews](https://www.dairynews7x7.com) [#weeklydairynews](https://www.dairynews7x7.com) [#latestdairynews](https://www.dairynews7x7.com) [#recentdairynews](https://www.dairynews7x7.com)

Source : Weekly dairy news Aug 20th 2023 voice over by Kuldeep Sharma Chief editor Dairynews7x7

2. 5 Culprits To get Life term Jail For Manufacturing Fake Ghee

3. TNPCB asks Aavin to clear 150 MT of plastic waste

4. Milking the cash cow with carbon credits

5. Applicability of VAT. Milk cream cannot be classified as milk

6. WOVO cracks open new dairy alternative category

7. Global dairy price index crashed by 7.4%

Do not forget to press the bell icon to receive regular notifications. To get daily updates on dairy news from the dairy sector go to [www.dairynews7x7.com](http://www.dairynews7x7.com) and press subscription button. best regards Kuldeep Sharma Chief editor Dairy news 7X7

## Revolutionizing Cattle Feed: A Triumph of R&D

AUG 19, 2023

<https://dairynews7x7.com/revolutionizing-cattle-feed-a-triumph-of-research-and-development/>



**A**t Metro Milk Products Ltd., we recognize that the transformative potential of cattle feed goes beyond theoretical notions. To bring this belief to fruition, we embarked on an ambitious journey alongside our dedicated veterinary team. With unwavering commitment and curiosity, we delved into an extensive research and development phase spanning six months.

Our primary objective was to comprehensively understand the intricate relationship between the feed provided to cattle, their milk production, and their overall lifespan. The culmination of this rigorous study led us to a pivotal experiment that would redefine our understanding of cattle feed's impact.

With careful consideration and scientific precision, we introduced a carefully formulated and enriched feed to a select group of cattle. The results that transpired over a mere month were nothing short of astonishing, serving as a resounding testament to the profound influence of quality feed.

Milk yields experienced a remarkable upswing, surpassing our initial expectations. The cattle's overall health displayed a noticeable improvement, with enhanced vitality and well-being. Even more astounding was the discernible increase in the cattle's lifespan, directly attributed to the nourishing feed they received.

This empirical experiment affirmed what we had long suspected: that the quality and composition of cattle feed hold the key to unlocking the full potential of the milk industry. As the health and productivity of our cattle soared, we were reminded once again of the symbiotic relationship between well-fed cattle and excellence in milk production. These results further underscored the criticality of our ongoing efforts to educate and support farmers in understanding the pivotal role that cattle feed plays.

Our research journey was not only enlightening for us but also serves as a clarion call to the entire industry. The story of our experiment exemplifies the untapped opportunities that lie within our grasp – opportunities that promise to elevate the milk industry to unprecedented levels of achievement.

In conclusion, it's evident that the journey of milk production begins far earlier than the procurement stage. The silent Step Zero – cattle feed – deserves its rightful place in the spotlight. By recognizing its pivotal role and empowering farmers to make informed choices,

we can elevate the entire milk industry to new heights of quality, sustainability, and success. After all, a well-fed cow doesn't just produce milk; it produces excellence.

## Animal Feed Industry Should Address Fodder Shortage: Rupala

AUG 19, 2023

<https://dairynews7x7.com/animal-feed-industry-should-take-serious-steps-to-address-fodder-shortage-rupala/>

“Currently, we are facing the problem of fodder in the country. To address this problem, the industry should take serious steps in innovative ways and on a new scale,” Rupala said addressing a symposium organised by industry body CLFMA of India.

The animal feed industry should take serious steps in an innovative manner to address the current shortage of fodder in the country, Union Minister of Fisheries, Animal Husbandry and Dairying Parshottam Rupala said on Friday.

It is an irony that on one hand farmers are burning stubble, while on the other they are facing the fodder problem, he said, and asked the industry to look into these two issues and find a new solution.

“Currently, we are facing the problem of fodder in the country. To address this problem, the industry should take serious steps in innovative ways and on a new scale,” Rupala said addressing a symposium organised by industry body CLFMA of India.

That apart, the minister said the industry should think about scaling up the fodder production so that the cost does not rise and impact milk prices.

“If the cost of feed/fodder rises, its impact is on milk prices. It also affects the income of dairy farmers,” he added.

In a normal year, the country faces a deficit of 12.15 per cent green fodder, 25-26 per cent of dry fodder and 36 per cent of concentrated fodder. The deficits are mainly due to seasonal and regional factors.

Highlighting various steps taken to boost this livestock and dairying sector, Rupala said the government is linking technology with the dairy sector and helping open new avenues. Even fund allocation after creating a new ministry has increased.

For instance, the total expenditure on the fishery sector was meagre at Rs 3,680 crore since the country's independence till 2014. However, after creating a new ministry, the allocation for just one scheme 'Pradhan Mantri Matsya Sampada Yojana' — launched in September 2020 — was Rs 20,000 crore, he added.

The dairy sector can be a good source of income for farmers amid limited scope of area expansion under agriculture, he added.

## Parshottam Rupala visits Purabi Dairy plant in Guwahati

AUG 19, 2023

<https://dairynews7x7.com/union-minister-parshottam-rupala-visits-purabi-dairy-plant-in-guwahati/>

**U**nion Minister of Fisheries, Animal Husbandry and Dairying Parshottam Rupala visited West Assam Milk Producers' Cooperative Union Ltd. (WAMUL-Purabi Dairy) at Guwahati on Thursday.

The Minister reviewed the status of activities currently being done by WAMUL, besides taking stock of its future plans.

The minister was apprised of the progress made by WAMUL under the management leadership of the National Dairy Development Board (NDDB).

He appreciated the efforts put in by NDDB and the milk union.



During the presentation made by the Managing Director, WAMUL, the Minister emphasised fodder and silage-making activities and the utilisation of paddy straw.

He further said that activities such as manure management and beekeeping are playing important roles in enhancing the livelihood of dairy farmers through additional economic benefits.

He suggested expediting the procurement of slurry from the biogas project beneficiaries.

During the review meeting, the Minister was apprised of the commissioning works of the Purabi Dairy expansion project of WAMUL under APART.

He also reviewed the current status of the implementation of the Assam Dairy Development Plan (ADDP) to be implemented by the newly formed joint venture- North East Dairy and Foods Limited.

The Minister extended his best wishes to WAMUL for its future endeavours.

The review meeting was attended by Manish Thakur, Principal Secretary to the Govt. of Assam, Animal Husbandry and Veterinary Dept., and S Regupathi, Executive Director, NDDB besides other senior officials from Assam government, NDDB and WAMUL



## Robust demand to whip up dairy revenue by 14-16%-Crisil

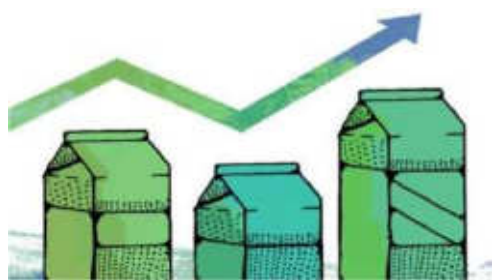
AUG 18, 2023

<https://dairynews7x7.com/robust-demand-to-whip-up-dairy-revenue-by-14-16-crisil/>

**S**trong demand for value-added products and stable milk consumption will lead to a 14-16% revenue growth for India's organised dairy industry this fiscal. With raw milk supply improving, there will be fewer price hikes and profitability will recover 20-50 basis points, said rating agency Crisil.

Last fiscal, disruptions in raw milk supply had led to multiple hikes in retail milk prices, pushing up the topline 19% but impacting profitability.

"The profitability of various dairy processors has been coming down over the last couple of years and this implies dairy processors are not



being able to completely pass on the cost increase that they have faced to final retail buyers. As a result, we have seen a significant hike in milk prices," Crisil director Pushan Sharma told Mint earlier in an interview.

Given healthy balance sheets, the credit profiles of organised dairies rated by Crisil Ratings will remain strong. "We believe the strong revenue growth in value-added products seen over the past few years will continue. This fiscal, the segment should grow 18-20% and consequently, the share of value-added products in overall revenue could rise to 40% from 35% four fiscals back. Given that demand from both, retail and institutional segments, remains strong, the share of VAP will continue to rise. On the other hand, liquid milk revenue will grow 8-10% this fiscal backed by steady demand," said Mohit Makhija, senior director, Crisil Ratings.

Prices of milk have surged nearly 24% in the last three years, including a 10.5% rise in the past one year and 0.3% in the past month. The uptrend has been attributed to artificial insemination of animals getting hit during COVID. This led to lower calf birth and consequently a decline in milk production. Production was also affected because farmers were unable to take care of cattle well in the pandemic when prices of commodities shot up influencing fodder cost. This left a significant impact on overall milk productivity which then manifested in shortages of ghee, butter etc. over a year and half.

In FY23, milk procurement prices had risen 14% on account of several challenges on the supply side, such as significant increase in fodder cost, impact on yields due to cattle disease, and disruptions in artificial insemination schedule.

Strong demand prospects have encouraged organised dairies to incur capital expenditure (capex) in both, this fiscal and the next, especially for value-added products, which will account for 60% of the spending. The overall revenue growth of 14-16% this fiscal will be driven by healthy volume growth of 9-10% and by higher realisations.

"Milk price hikes will be much less intense this fiscal at around ₹2 per litre compared with a cumulative ₹5-7 per litre last fiscal, primarily because of two reasons — improvement in raw milk supply on better availability of fodder, and timely vaccination and artificial insemination of cattle. Additionally, the full impact of previous price hikes will improve the profitability of organised dairies by 20-50 bps this fiscal to 5.5%," Anand Kulkarni, Director, CRISIL Ratings, said.

The credit risk profiles are expected to remain stable as capex will be funded by a prudent mix of debt and equity. Gearing is seen comfortable at 1.4 times as on 31 March next year, versus 1.3 times a year earlier. Interest coverage will remain strong, too, at 9-9.5 times this fiscal, compared with 9.5-10 times last fiscal. The working capital cycle is expected to be stable as healthy demand will limit the build-up of skimmed milk powder inventories at the year end, according to a CRISIL statement.

Going ahead, improvement in supply-side variables will be an important monitorable and a healthy increase in milk collection will be critical for stability in retail milk prices.

Crisil Ratings analysed 38 dairies, which account for 60% of the organised segment revenue.

## Crisil Says India's Dairy Success Holds Key To Food Price Stability

AUG 18, 2023

<https://dairynews7x7.com/crisil-says-indias-dairy-success-holds-key-to-food-price-stability/>

**R**etail inflation rose to 7.44%, the highest since April 2022, led by inflation in food and beverages which stood at 10.47%, the highest since January 2020. As prices of various food items rise due to a combination of global and local factors, including extreme weather conditions, the government has continued supply-side interventions.

These include releasing buffer stocks, imposing export curbs on some commodities and importing more of others.

But the need for long-term supply-side measures persists. According to Pushan

benchmarks for prices when it comes to vegetables and fruits.

Excerpts from the interview:

Some of our policies are focused on addressing near-term challenges. Bringing in supplies into the market can tackle short-term measures. However, structural measures need to be taken to address recurring challenges.

There is need for food processing. While milk is one of the most processed foods with multiple by-products, that's not the case for tomatoes. Just about six months back, farmers were forced to sell tomatoes only for Rs 2-3. They were not harvesting crops since it was more expensive to harvest than selling the produce. Cut to now, tomatoes were fetching even over Rs 200 per kg.

If you have excess produce, process and store it at the right temperature, you can have longer shelf life. Same goes for other vegetables such as onions. Even in case of fruits, such as bananas, we feel that it has low shelf life, but that too can be enhanced when stored at



Sharma, director at Crisil, volatility in prices of perishables is high due to their sensitivity to temperature, rainfall, and issues around shelf life. While the government has announced minimum support prices for field crops, there is limited government procurement and no

the right temperature and controlling air composition because oxidation process is what ripens it.

Structural measures can help in the medium-term, not immediately. The lowest hanging fruits for this problem is to get better sorting, grading and processing infrastructure. Sorting and grading similar quality together also incentivises farmers to produce better quality. That's being done very manually today. It needs to be more scientific.

From the government perspective, what can be done?

From the government perspective, best practices can be drawn from the dairy value chain and wherever sustainable, can be applied to the crop value chain.

For instance, almost half the milk that's produced goes to farmer producer organisations. While so much milk is running through FPOs, coverage of FPOs on crops is limited because of the value proposition. A farmer will engage with an FPO if he derives value from it. In case of milk, the FPO will provide artificial insemination, care for cattle, fodder, procurement at a fixed price, that's not solved in case of crops.

One needs to see how the value proposition of FPOs can be enhanced on the crops side. There is need for more availability and access to agri

extension services as well, by the public and private sector. Farmers understand climate change and need to prepare for changing patterns to reduce volatility.

Barring pulses, sowing for all other crops is in excess of what it was in the corresponding period last year. What's the price trajectory going forward?

There is a reason for that. Pulses are sown in the month of May and June. Because of extremely low rainfall in Maharashtra and Karnataka then, the sowing window was lost then.

The impact is already showing on prices, with prices of tur already trending at over 30% more than a year ago. For pulses, we may see government imports and supply-side interventions. However, overall agri production is set to be higher than last year.

Wheat is not in season, stocks are slightly low because the government has not procured as much as it intended to. Besides, these are commodities linked to the global prices, with both rice and wheat seeing higher global cues.

In case of vegetables, while the rise in tomato prices is seasonal and might wane, onions might cause some pressure. Milk has seen a sharp increase in prices but prices are expected to stabilise going forward.

## Taste of Life: The 'butter'sweet tale of Poona dairy farm

AUG 18, 2023

<https://dairynews7x7.com/taste-of-life-the-buttersweet-tale-of-poona-dairy-farm/>

**B**utter needed for the coffee shops and regimental messes in the cantonment would be bought from a Parsee dairy in Bombay, before the government dairy farm was set up in Poona in 1890

The foodscape of a city is often a culmination of several events that sometimes take place in parallel or together.



But-  
ter

needed for the coffee shops and regimental messes in the cantonment would be bought from a Parsee dairy in Bombay, before the government dairy farm was set up in Poona in 1890.

In the early 1880s, a couple of coffee shops were established at the regiments in Poona Cantonment. These shops served a variety of dishes like sandwiches, pastries, and pies along with coffee. These shops became hugely popular within a few months of their opening. However, they soon faced a peculiar problem.

Poona, like several other towns and cities in India, faced a shortage of milk and milk products. Notwithstanding the marked improvement in the methods of milk sterilisation, the continued use of canned milk and butter, to Europeans living in the subcontinent, was unpleasant,

and the question of securing fresh dairy products was a most important one for their comfort.

Butter needed for the coffee shops and regimental messes in the cantonment would be bought from a Parsee dairy in Bombay. Special butter boxes had been designed for the purpose. But this was costly and the messmen were always on the lookout for superior quality locally sourced butter.

After Dr EC Ozanne was appointed the director of agriculture in the Bombay Presidency, he decided to work towards improving the supply of milk and milk products in the Presidency. At the suggestion of the Government of Bombay, the London Dairy Supply Company sent Mr HA Howman, an engineer and a farmer, to India in 1889 to "ascertain by trial whether the cream separator was needed in India and whether it could be profitably utilised in the manufacture of ghee".

But to manufacture butter and ghee, good milk was needed. Under the guidance of Ozanne, Howman had established the government dairy farm in Poona in 1890. The same year, Ozanne bought fifty-four cows and two bulls from Sind and kept them at the farm in Poona.

The cattle of Sind were among the best in India. The finest milch cows were to be found within a radius of 60 to 80 km from Karachi, chiefly in the hilly tracts, wherever there was grazing and water. The owners, many of whom were wealthy, sent the milk to Karachi twice a day by camels. They were particular in the selection of breeding bulls and kept records of pedigree. Bull calves from inferior milkers were castrated and sold for the plough.

Sind cattle were not bred true to any type of form or colour, but were more or less recognisable. A rich red-brown was the commonest colour, with white markings occasionally and a



darker shade surrounding the eyes. They were of medium size, with a long, deep, massive frame and short, well-set legs. The tail was long and the best cows showed little droop in the hind quarters. The head was heavy, the neck short and thick.

Both bulls and cows were remarkably placid and tractable even with strangers. As milkers, the cows had a very high reputation: 30 lb of milk a day was said not to be an uncommon quantity for a cow to give. Consequently, there was a great demand for them and large numbers were exported to Poona, Bombay, Mhow, Colombo, Quetta, and even Zanzibar. Another part of Sind noted for its cattle was the desert of Thar and Parkar, from which there was regular exportation to other parts of India, or was until the famine of 1899 almost exterminated the stock. A good Sind cow cost from ₹45 to ₹60 and a pair of bullocks from ₹60 to ₹80.

The Sind cows proved to be an important asset to the Poona dairy farm. The mechanical milk separator was successfully used by Ozanne, Howman, and Edward Keventer at Poona. Butter and ghee began to be regularly supplied to the regimental messes in the cantonment. But the demand for milk and butter in Poona and Kirkee was more than the supply as the government dairy farm also served the hospitals for sick soldiers.

The best breeds of milch cattle, like Jerseys, Guernseys, and Holsteins, when introduced to India and Ceylon, very quickly degenerated. They were not suited to the Indian climate and could not be easily acclimatised. They soon grew thin and sickly and ceased giving milk. Many died.

So, Ozanne decided to bring the Delhi buffaloes to Poona. The carabao or water buffalo was not preferred by native herdsmen and little attention had been paid to it as a milk producer. Buffaloes were brought to the government dairy farm from Delhi that gave over 30 pounds of milk per day, while the best Sind cattle in Poona gave only 18. The buffalo milk was so rich in fat that 12 to 13 pounds of it made a

pound of butter, whereas 20 pounds of milk from a Sind cow were required.

The Delhi buffaloes were easier to keep, less expensive, and cleaner (having almost no hair) than ordinary cattle. They sold for ₹180 in Poona. Farmers from Satara, Sangli, Kolhapur, and Ahmadnagar would purchase Delhi buffaloes from Poona after applying to Mr JW Mollison, director-general of agriculture for India. In general, the animals were priced according to the amount of milk they gave, ₹10 being added to the price for every two additional pounds of milk given per day.

Mr Vaman Kelkar, the foreman incharge of the herd at the government dairy farm, opined that a dairy should have both buffaloes and Sind cattle. The buffaloes were better for butter production, and the cattle were superior for milk purposes, because the milk fetched a better price, being, in fact, much preferred to that of the buffaloes, which had a bluish colour and a slight, though not disagreeable odour. In Poona, the Sind cow was eventually superseded for butter-making purposes by the milch buffalo.

Soon butter was regularly supplied to regiments in and outside Poona. During summer, some difficulty was experienced in sending butter to a distance by rail. A special box was first tried at Poona which had an ice chamber in it, and butter was dispatched to Karachi, Nainital, Ajmer, and Lucknow during the hot weather in 1892. It was found, however, that it was more economical and practical to send the butter in earthenware jars which had been previously rubbed with salt and soaked in water before dispatch. Butter thus packed reached its destination in good condition after a journey of two days. The same year, Pontins Patent Butter Box Co Ltd came up with novel butter boxes. These boxes for the transport of butter, fruit or other edible substances were lighter in weight, but costlier.

A few years later, breeds from Gir and Aden were brought to Poona for milk. The example of Bombay Agricultural Department did much

to advance dairy enterprise throughout India, and many native students were initiated into the practical details of dairying, feeding stock,

breeding, and growing fodder crops at the Poona farm and Kirkee dairy.

## New dairy farmer-friendly bill: Annual welfare fund cap set at 500 L

AUG 17, 2023

<https://dairynews7x7.com/new-dairy-farmer-friendly-bill-annual-welfare-fund-cap-set-at-500-liters/>



All dairy farmers who provide milk through self-help groups (SHG) will now be considered for the Dairy Farmers Welfare Fund. Previously, only two and a half lakh dairy farmers who provide at least 500 liters of milk annually were part of the welfare fund.

The bill contains several provisions that give discretionary powers to the Dairy Welfare board, which currently function with limited powers. At present, pension for dairy farmers is paid through the board.

The new provision came with the Kerala Dairy Farmers Welfare Amendment bill 2023, which

is under consideration by the Assembly Subject Committee. With this, 3350 SHGs in the state with more than 8 lakh dairy farmers will be benefitted.

Henceforth, insurance plans will also be offered to the beneficiaries. This insurance will cover dairy farmers as well as their family members. The board will also gain authority to disburse fodder and medicines for the cattle. Other assistance schemes may also be implemented.

The amendments to the bill

- 16 member boards with three representatives nominated by the government from dairy cooperatives based on the Anand model.
- Welfare fund applications to be available online. If rejected, farmer needs to be informed within seven days
- If the farmer meets with an accident, milk need not be measured for five years. In such a case, pension will be given before the farmer attains 60 years of age.
- Registers are mandatory for SHGs
- Contribution from the farmers must be deposited to the welfare fund the same month. If not done, an interest of 12% on the amount will be collected from the SHG secretary.
- Board can implement projects with government's approval through social responsibility initiatives of other institutions.

## Inflation concerns persist for milk, cereals and pulses

AUG 16, 2023

<https://dairynews7x7.com/food-price-trends-vegetable-prices-decrease-but-inflation-concerns-persist-for-milk-cereals-and-pulses/>



Vegetable prices may have slowly started decreasing, but other food products, including cereals, pulses, spices and milk may only give comfort for a while. The expectation is that August inflation could be in the range of 6.5 to 7.2 per cent.

Data from Consumer Affairs Ministry tabled in Parliament showed divergent price trends for various food products in different States. The North Eastern States are seeing higher prices for many of the products. The Southern States follow close behind.

On Monday, retail inflation based on Consumer Price Index (CPI) surged to 14 months high of 7.4% in July. Interestingly, another data released by the Government showed that producers' inflation based on Wholesale Price Index (WPI) continued to be in the negative zone for a fourth consecutive month at (-)1.36 per

cent. It may be noted that composition of two indices gives a different picture. Also, WPI inflation is largely influenced by global commodity prices which have declined, while CPI has more impact from domestic factors.

Three domestic factors need to be watched – the sowing of Kharif, the impact of fodder prices, and the spice price situation not looking so good. Aditi Nayar, Chief Economist with ICRA said: “The data for food prices for early August 2023 is not very promising, and we expect the headline CPI inflation to print above the 6.5 per cent mark in August, before cooling off materially in September.”

The estimate by HDFC Bank note is higher.

“Tracking the mandi prices in August so far, tomato prices continue to remain elevated and onion prices have inched up as well. We are tracking August inflation at 7.2 per cent so far,” it said.

Echoing the sentiment, a note by Care Edge said even though the rise in vegetable prices is

transient, the sustained price pressures in categories like cereals, pulses, spices, and milk can keep food inflation elevated in the near term. Higher food prices for longer could impact households' purchasing power and dent consumer sentiment.

According to a note by QuantEco, beyond Aug-23, while volatile vegetable prices may offer relief, the persistence of price pressures, especially for cereals and pulses, will be on close watch. "Pulses prices, especially Tur have risen by 18-20% since the beginning of this fiscal year. This coupled with sizeable downside in area sown for the Kharif crop is already fuelling expectations of further price escalation in the coming months," it said.

The big question now is on policy rate. None of research firms see a revision soon. "Though the moderation in core inflation is reassuring, the possibility of elevated headline numbers in the upcoming months has pushed the expectation of a rate cut by the RBI to the next fiscal," Care Edge said. QuantEco also indicated a rate pause.

"This is likely to be accompanied by a guarded undertone to allow for complete transmission of past rate actions and also to dissuade premature market expectations of a policy pivot as long as inflation projections continue to remain above 5% on consistent basis. This also is likely to push the window for a rate pivot from Q1FY25 to Q2 FY25," it said.

## The golden benefits of adding ghee to your daily glass of milk

AUG 16, 2023

<https://dairynews7x7.com/the-golden-benefits-of-adding-ghee-to-your-daily-glass-of-milk/>



**F**rom improved nutrient absorption and digestion to joint health and cognitive support, the combination of ghee and milk bridges the gap between ancient wisdom and modern science.

Health benefits of ghee in milk: By sipping on ghee-infused milk, you're nurturing your skin from the inside out, achieving a natural glow that no topical cream or treatment can replicate

In the realm of holistic wellness, ancient practices often hold the keys to modern vitality. One such gem from Ayurveda is ghee. From enhancing the taste of traditional recipes to boosting immunity to being a great ingredient

for many home remedies — ghee has always been a quintessential part of our lives. But did you know adding ghee to a warm glass of milk could be extremely beneficial for your health? While it may sound like a bizarre combination, the dynamic duo of ghee and milk has been cherished for centuries for its remarkable benefits.

Here are some science-backed reasons why adding a spoonful of ghee to your glass of warm milk may be the golden elixir you need for your daily routine:

### 1. Nutrient absorption amplified

When ghee and milk unite, they create a synergy that enhances nutrient absorption. Ghee contains butyric acid, a short-chain fatty acid that aids in the absorption of fat-soluble vitamins like A, D, E, and K. These vitamins are pivotal for overall wellness, supporting everything from bone health to immune function. By introducing ghee to your milk, you're essentially

ensuring that your body can make the most of these essential nutrients.

## 2. Improved digestion

The presence of butyric acid in ghee not only aids nutrient absorption but also improves the digestion process by nurturing the health of your gut lining. A healthy gut lining is crucial for efficient digestion and the prevention of digestive discomfort. By adding ghee to your milk, you're promoting a balanced gut ecosystem, reducing the chances of digestive issues.

## 3. Joint nourishment

As we age, joint health becomes an increasingly important aspect of our wellness journey. Ghee possesses anti-inflammatory properties that can help soothe joint discomfort and maintain joint flexibility. Its rich content of fat-soluble vitamins aids in maintaining the health of joints and connective tissues. By incorporating ghee into your daily glass of milk, you're providing your joints with the nourishment they need to stay agile and pain-free.

## 4. Weight management support

Contrary to common misconceptions, ghee can indeed play a role in weight management. The

medium-chain fatty acids in ghee are readily absorbed by the body and converted into energy rather than being stored as fat. Additionally, ghee's satiating effect can help curb unhealthy cravings, supporting portion control. When combined with the protein in milk, ghee can make your morning glass of milk a satisfying and nutritious choice for those striving to maintain a healthy weight.

## 5. Cognitive boost

Our brain thrives on healthy fats, and ghee is a rich source of these nutrients. The omega-3 fatty acids present in ghee contribute to brain health, supporting cognitive functions such as memory and focus. By adding ghee to your milk, you are giving your brain the nourishment it needs to stay sharp and resilient.

## 6. Skin radiance

Ghee's moisturising properties stem from its high content of essential fatty acids. These fatty acids help maintain skin elasticity, promote a healthy complexion, and even alleviate dryness. By sipping on ghee-infused milk, you're nurturing your skin from the inside out, achieving a natural glow that no topical cream or treatment can replicate.

## 5 Culprits To get Life term Jail For Manufacturing Fake Ghee

AUG 16, 2023

<https://dairynews7x7.com/up-court-sentences-5-to-life-in-jail-for-manufacturing-fake-ghee-in-2009/>

**B**areilly Court on Saturday sentenced life term to five accused in desi ghee adulteration case. It also imposed a fine of fifty thousand on each.



The court of Additional District Judge Arvind Kumar awarded life imprisonment to five accused for manufacturing adulterated desi ghee. The court also slapped a fine of ₹ 50,000 on each of the five accused. It is considered to be the highest-ever punishment against adulteration in the country so far.

The case was registered in 2009 and its decision came after 14 years.



Tejpal Singh Raghav, the public prosecutor, said, "The hearing was going on in the court for the past 14 years. During the trial of the case, eight witnesses were produced before the court."

The process of making adulterated desi ghee was operating inside a basement in the city.

Four people from Bulandshahr and one from Bareilly were involved in this business of adulteration.

In the case, the police recovered about 26 kg of fake desi ghee, refined oil and Vanaspati ghee.

TCA substance was said to be mixed with ghee and other products.

During the hearing, public prosecutor Tejpal Singh Raghav told that that the court of Additional District Judge, Arvind Kumar has sentenced 5 accused to life imprisonment, while two people have been acquitted.

## Global News

### Do precision fermentation economics stack up for cow less dairy?

AUG 31, 2023

<https://dairynews7x7.com/agfundernews-round-table-do-the-economics-of-precision-fermentation-stack-up-for-animal-free-dairy/>

Once upon a time, dairy proteins were made exclusively by lactating mammals. These days, you can produce them in genetically engineered plants or microbes, or even lactating mammary cells grown in a bioreactor.

But is there a market for ‘animal-free’ dairy? Is



making whey and casein via [precision fermentation](#)—the most advanced of the three methods outlined above—commercially viable? And [how do you talk to consumers about dairy... without cows?](#)

To discuss some of the challenges and opportunities in the nascent space, AgFunderNews caught up with five startups in the field:

Roni Zidon-Eyal, VP business development, [Imagindairy](#)

David Bucca, founder and CEO, [Change Foods](#)

Christian Poppe, director global public affairs, [Formo](#)

Jason Rosenberg, head of business development, [Remilk](#)

Ben Berman, founder and CEO, [Tomorrow Farms](#)

In our 45-minute round table event, recorded above, we discussed:

Manufacturing and scale up: How are firms addressing capacity challenges?

Financing: How tough is it to raise money in the current climate?

Economics: Do the economics of precision fermentation stack up for ‘commodity’ dairy proteins?

Competitive technologies: Do other approaches such as molecular farming make more sense?

Market drivers: Is animal-free dairy going to be driven by cool startups or by big CPG companies under pressure to reduce their carbon footprint?

Messaging: What messaging and language resonates with consumers? Do shoppers understand ‘animal-free’ dairy?

Sustainability: How sustainable is dairy from fermentation?

B2b or b2c? What [business models](#) make the most sense for startups in the field?

Regulations. How challenging is it to get animal-free dairy products onto the market?

Raising money:

David Bucca, Change Foods: “There’s no denying that this is the [most difficult period right now](#). When you’re talking about venture capital, risk capital, and early-stage finance, that’s where some of the reins have been pulled back. I think the LPs for many of the funds have

just been more conservative and have failed to deploy this year, and then a lot of them are punting it to the future.

“And then of course, we had the SVB [Silicon Valley Bank] [crash](#) at the start of the year that caused a lot of concern. But it’s cyclic, so in the next 12 to 18 months, I think there’ll be some type of rebound in the markets, which will then change the sentiment, but it’s about survival right now.

“It’s a case of cutting back, extending your runway, and finding investors that are deploying, or finding sources of funding that are driven by different incentives. And then there is government support as well. So for example we’re part of the [NextGen FDI initiative](#) [an initiative launched by the United Arab Emirates’ Ministry of Economy designed to help high-tech businesses launch and scale from the UAE].”

Roni Zidon-Eyal, Imagindairy: “If you have to bet on an industry that will prevail, I would say it’s the food tech industry, because this is a necessity. The past years and the pandemic really highlighted the fact that the future is not going to be a walk in the park in terms of supply chain, climate, and we have to do everything to make sure that we have supply of food around the globe.

“That’s why I think we’ll see more funding going into this, [albeit] with more caution, which is actually good, because if companies are built on healthy foundations and deep technology, I hope they will withstand these difficult times. But CPGs definitely have a role to play. You have to put your money where your mouth is if you want to change the world and fix broken food systems. And in terms of government funding, governments subsidize dairy, so why not subsidize green technologies as well?”

Who is the consumer for animal-free dairy milk?

Ben Berman, Tomorrow Farms: “Number one is folks that have already made the switch to

plant-based and we believe for those customers, this is a very easy switch. With [Bored Cow animal-free dairy milk](#), we’re already price competitive and for taste, nutrition and functionality, it’s a very easy switch for those customers. Our data shows that once we get people to try it from that group, they’re coming back.

“The second is the customer base that I fall into, which is folks who have not made the switch to plant-based but are searching for better alternatives to the foods they love.

“The final one is the core dairy milk drinker. And transparently... they are not going to switch over to animal free dairy right out of the gate... but long term we have the promise of being able to replace dairy by continuing to improve these products, getting to price parity, and offering people a more nutritious product.

“People are choosing Bored Cow [now in 1,200 stores in the US] for three main reasons. Number one it tastes a lot better than any milk alternative on the market today. Number two is functionality. It froths and foams and cooks and bakes like real dairy milk. And finally, nutrition [Bored Cow milk has 8g protein, 3g sugar vs 12g in dairy milk, no lactose, plus vitamin A, D2, B12 and B2].”

#### **Market drivers:**

Jason Rosenberg, Remilk: “Sustainability is not necessarily the driving factor for the consumer, but we do see that businesses care very much about it. And much of that stems from the fact that they have already made so many commitments either publicly or internally [to reduce carbon emissions] and the ingredients piece is often the hardest piece of the puzzle for many CPGs to fix.

“Another piece of the puzzle is that dairy is an extremely volatile commodity and when we look down the road, there is a huge benefit in [being able to offer] stability over time, without fluctuations based on season, a pandemic, or supply chain problems.”

### **Regulations:**

Roni Zidon-Eyal, Imagindairy: “In Europe there is a clash between great awareness of sustainability... and on the other hand, this aversion from everything that uses genetic engineering, even if it’s GMO-free.”

Christian Poppe, Formo: “If there are residual amounts [of the genetically modified host microorganisms in the final product] at a level that would be relevant, then you would have a [regulatory] problem [in the EU]. Thankfully [companies making animal-free dairy via precision fermentation] will end up in the novel food drawer. There is also the GMO drawer [[regulation 1829/2003](#)] that [Impossible Foods have found themselves in](#) [with heme proteins made by genetically engineered yeast], so at least to that extent, we will have an easier time [making purified dairy proteins].

“While the EU novel food process should take around 18 months, we’re probably talking about, let’s say three years.”

### **Resource efficiency:**

Jason Rosenberg, Remilk: “[With dairy cows], is [600 or 650 liters of water being converted to](#)

[one liter of milk](#) an efficient conversion process? I think most of us don’t really know how to assess that. But if you consider that milk is about 90% water, so 90% of that water is going into making 0.9 liters of milk, that’s clearly inefficient, right? Just due to the efficiency of our microorganisms producing very specific molecules, we are extremely resource efficient [by comparison with cows].”

### **Animal-free messaging:**

Ben Berman, Tomorrow Foods: “We use ‘animal-free dairy milk’ as the product identity statement on our package and we do it because we actually think it is the clearest way to describe what’s inside. With [animal-free milk brand] Bored Cow, you’re getting a dairy identical milk protein [beta lactoglobulin, a whey protein], it’s real dairy, and we want people to know that, so we believe that describing it as animal free dairy milk is the best way to do so.

“From a creative standpoint we’re also telling a story that says cows have been working for us for tens of thousands of years and more recently, they’ve been forced into factory farming. What if instead, we let them retire and roam free and pursue their passions, and maybe even be a little bit bored?”

## Labeled Climate Culprits, EU Farmers Rebel Over New Standards

AUG 28, 2023

<https://dairynews7x7.com/labeled-climate-culprits-european-farmers-rebel-over-new-standards/>

To meet climate goals, some European countries are asking farmers to reduce livestock, relocate or shut down — and an angry backlash has begun reshaping the political landscape before national elections in the fall.



This summer, scores of farmers descended on the European Parliament in Strasbourg, France, to protest against new E.U. rules aimed at [restoring natural areas](#) and cutting emissions that contribute to climate change. Farmers have protested in Belgium, Italy and Spain, too.

The discontent has underscored a widening divide on a continent that is on the one hand [committed to acting on climate change](#) but on the other often deeply divided about [how to do it](#) and [who should pay for it](#).

Those like Helma Breunissen, who runs a dairy farm in the Netherlands with her husband, say that too much of the burden is falling on them, threatening both their livelihoods and their way of life.

For almost 20 years, Ms. Breunissen has provided the Dutch with a staple product, cow's milk, and she felt that her work was valued by society, she said. The dairy sector in the Netherlands, which also produces cheeses like Gouda and Edam, is celebrated as a cornerstone of national pride.

But the sector also produces almost half the Netherlands' emissions of nitrogen, a surplus of which is [bad for biodiversity](#). Ms. Breunissen

and thousands of other [farmers bridle that they are now labeled peak emitters](#).

"I was confused, sad and angry," said Ms. Breunissen, who manages a farm of 100 cows in the middle of the country. "We are doing our best. We try to follow the rules. And suddenly, it's like you are a criminal."

### A Sense of Betrayal

For many farmers, the feelings run deep. The prominent role of agriculture was enshrined in the European Union's founding documents as a way of ensuring food security for a continent still traumatized by the deprivations of World War II.

But it was also a nod to national identities and a way to protect competing farming interests in what would become a common market. To that end, from its outset, the bloc established a fund that, to this day, [provides farmers with billions of euros](#) in subsidies every year.

Increasingly, however, those subsidies and the bloc's founding ideals are [running up against a new ambition](#): to adapt to a world where climate change threatens traditional ways of life. Scientists are adamant: To fulfill [the bloc's goal of reaching net zero emissions](#) by 2050 and to reverse biodiversity losses, Europe has to transform the way it produces its food.

In the Netherlands, the government has asked thousands of farmers to scale back, move or close. The authorities set aside about 24 billion euros, about \$26 billion, to help farmers put in place more sustainable solutions — or to buy them out.

Wilhelm Doeleman, a spokesman for the Dutch Agriculture Ministry, said farmers were not the only ones affected. "The government has also imposed measures in the sectors of construction, mobility and industry," he noted.



“But,” he acknowledged, “the biggest challenge lies with the farmers.”

For Ms. Breunissen, who is 48 and works as a veterinarian in addition to her duties on the farm, none of the government-proposed options seem feasible. She is too young to quit and too old to uproot her life, she said, and the authorities have not provided enough support and information on how to change what she now does.

“There are so many questions,” she said. “The trust in the government is completely gone.”

#### A New Political Force

The disappointment of farmers with establishment parties is feeding new political movements — and in some places has made rural communities a ripe new constituency for far-right nationalist parties and others.

Although only nine million out of almost 400 million voters in Europe work in agriculture, they are a vocal and influential bloc that attracts the sympathy of many on a continent where a nation’s identity is often tied to the food it produces.

A host of new groups are vying to displace traditional parties. They include the Farmer Citizen Movement, known by its Dutch acronym BBB, which was established four years ago.

The party has just one seat in the 150-member Dutch House of Representatives, but it [swept regional elections in March](#), and polls predict it will do well in national elections in November.

Caroline van der Plas, the party’s co-founder, used to be a journalist in The Hague covering the meat industry, and she has never worked in farming. But she grew up in a small city in a rural area, and she said in an interview that she wanted to be “the voice of the people in rural regions who are not seen or heard” by policy-makers.

She and her party have talked down the need for drastic steps to cut emissions, saying the reductions can be achieved through technological innovation. Policies should be based on “common sense,” she said, while offering no concrete solutions.

“It’s not like science says this or that,” Ms. van der Plas said, referring to how theories can change. “Science is always asking questions.”

Parties like the Farmer Citizen Movement are making headway, analysts said, by presenting the issue of [ecological transition as part of the culture wars](#).

Referring to that phenomenon, Ariel Brunner, the Brussels-based Europe director of the environmental charity BirdLife International said, “There is political manipulation.”

But, he added, “it is feeding on real grievances, and a real sense of hardship.”

#### Sharing the Responsibility

Many farmers say they are not resistant to addressing the problem of climate change, and they note that their livelihoods are more directly affected by it than those of many others. But they say the burden should be more evenly spread.

Geertjan Kloosterboer, a 43-year-old farmer with 135 cows in the east of the Netherlands, is the third generation to work his family’s farm. He said that four of the past six summers had been extremely dry.

“There is something changing,” he said. But, the question, he added, was: “What can we do about it together?”

Mr. Kloosterboer said that he was willing to innovate but that the government was asking too much, too quickly. “Tell me what I have to do, in order to do the right thing,” he said.

## Using industrial heat in the dairy sector to reach climate goals

AUG 28, 2023

<https://dairynews7x7.com/using-industrial-heat-in-the-dairy-sector-to-reach-climate-goals/>

Tom Marren, chair of the non-profit organisation E Heat, believes the “only way” to reach climate goals in the dairy sector is through the use of industrial heat.



Marren also co-founded Astatine, a company based on renewable energy, with plans for advancements in the dairy sector.

He claims that heat pumps in the dairy industry can reduce the gas consumption on milk drying factories by 50% and the cheese factories by 100%.

He added that heat pumps can typically provide four times as much efficiency gains compared to a traditional heating system.

Despite the efficiency Marren claims these pumps will bring to the industry, he said he admits that the government’s plans of expansion in the area is “not feasible whatsoever”.

In 2021, according to Eurostat , only 6.8% of Ireland’s heat was generated by renewable energy.

As part of the Climate Action Plan 2021, the Irish government made plans to replace oil and solid fuel boilers with heat pumps which will be

operated by renewable electricity sources such as solar PV panels.

### Industrial heat

The government’s plan is to install 400,000 heat pumps and carry out 500,000 home energy upgrades by 2030.

Marren said that at the moment, Astatine installs about 60,000 heat pumps/year. To reach the government’s goal, then the company would have to install about 8,000/month.

“The supply chain isn’t there and there’s a lot of decisions you would have to get from people to allow that to happen,” Marren said.

The company has reached out to the government for “short- and medium-term support” to help reach climate targets.

“If we can go industry by industry, it will be easier to achieve goals,” Marren said.

Astatine is currently engaging in business with major milk processors in both the north and south of Ireland.

Marren said in its third year of business, Astatine typically sees a “two to three-year pay back on the installation”, therefore government support would only be temporary.

An installation grant is available to buyers from the Sustainable Energy Authority of Ireland (SEAI) for up to 30% investment in renewable heating systems using: Air source, ground source, and water source heat pumps.

## Pureture: Vegan Casein That's Cheaper Than Dairy Proteins

AUG 26, 2023

<https://dairynews7x7.com/pureture-fermented-vegan-casein-thats-cheaper-than-dairy-proteins/>

New York-based biotech company Pureture has formulated vegan casein using yeast-based traditional fermentation. The company tells Green Queen that its tasteless and odourless plant-based milk protein – designed for alt-dairy products – can be supplied at a lower price than its conventional counterpart.

Founded in October 2022, Pureture (formerly Armored Fresh Technologies) was rebranded in May this year to separate it from the South Korean plant-based dairy brand [Armored Fresh](#) (both companies were founded by Rudy Yoo).

Pureture, a portmanteau of 'pure' and 'future', has developed a plant-based casein formula-



tion via a traditional liquid fermentation

process – which means it doesn't have to pass any regulatory steps to enter the market. It emulsifies yeast and blends it with vegan ingredients (avoiding any GMOs) to manufacture the protein.

### How Pureture makes its vegan casein

Casein is a key component in conventional dairy products, creating a stable emulsion and preventing fat and water from separating to give milk its smooth texture. These binding elements are also responsible for the meltability and stretchability of cheese, which are often missing in vegan cheese. Pureture says its plant-based casein replicates all these functions, calling it cleaner than other alternatives as it eliminates the need for starches, gums, and emulsifiers.

Speaking to Green Queen, a spokesperson for the brand explained that the casein undergoes

a six-step process. It begins with the cultivation of a yeast strain, which then goes through an enrichment stage. This is followed by a separation of the protein, and a test of the emulsification functionality. Then, the protein is sterilised, before finally being dried to get it ready for use.

For the seed cultivation, Pureture has one 50-litre fermentation tank, while the first cultivation has three 500-litre tanks. For the second cultivation process, the company has three 30,000-litre tanks, and it explains that these make it possible to produce 200 tons of protein per month. This maxes out to 2,400 tons of vegan casein annually.



Courtesy: Pureture

### A plant-based protein cheaper than conventional casein

Pureture also says its proprietary tech and manufacturing process has allowed it to price the casein at a lower rate than the market average. "The biggest factor is that the yeast protein we developed uses a self-selected yeast strain," the brand's spokesperson told Green Queen. "In addition, the yeast strain is very advantageous in terms of production costs due to its high efficiency in producing proteins, because it has a high protein production ability and has very good growth and development."

They added: "The second reason is that the entire process of yeast fermentation, protein recovery and emulsification is carried out continuously – so it can be supplied at a price between 20% and 30% lower than the existing dairy ingredients in terms of production costs."

Pureture is aiming to collaborate with major dairy companies to co-brand its plant-based casein, and with global ingredients vendors to expand its use. Helping businesses transition to vegan casein includes “revolutionising label transparency,” the brand says, stressing that clean labels with unadulterated plant proteins are the future of food.

“We are on a mission to build a [purer] world and safer future for all consumers and environment,” the spokesperson said. This was reiterated by founder Yoo: “At Pureture, we’re laser-focused on developing materials and technologies for essential food changes that will provide us with a richer and long-lasting food culture.

“With this new innovation, we’re thrilled to introduce a product that ensures the joy of dairy flavour and texture remains, while delivering a cleaner label and contributing to a more sustainable future,” he adds. Pureture confirmed that it has already collaborated with Yoo’s aforementioned Armored Fresh brand.

## Vegan casein developments

This news follows the [announcement](#) earlier this month by fellow US brand New Culture that it has successfully scaled up its precision-fermented casein to produce 25,000 pizzas’ worth of cheese per batch. And [in June](#), another US company, Climax Foods, debuted what it claimed to be the world’s first plant-based casein protein.

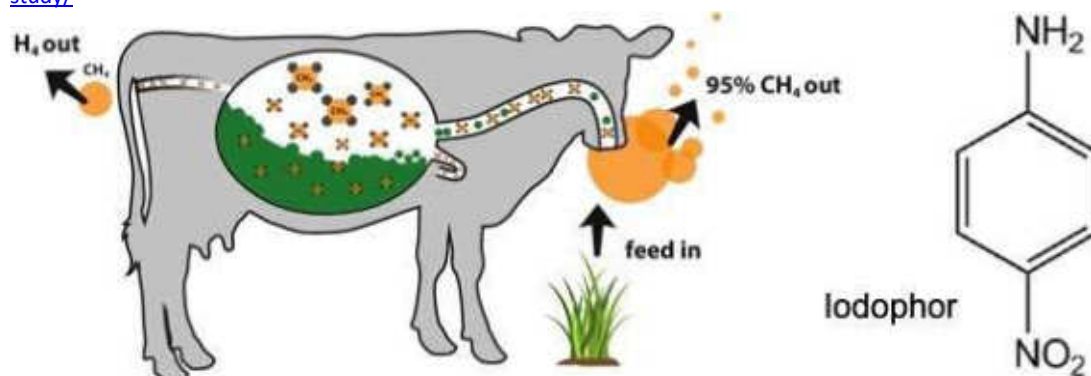
While many producers focus on whey protein, it has its limitations. New Culture co-founder Matt Gibson told FoodNavigator [in 2021](#) that whey “only makes limited cheeses” like ricotta and cream cheese, while casein allows you to make any kind of cheese with traditional cheesemaking processes.

Other companies working on precision-fermented casein include US-based [Change Foods](#), Austrian startup [Fermify](#), India’s [Zero Cow Factory](#), and Paris-based [Standing Ovation](#). Meanwhile, US brand [Nobell Foods](#) makes soy-derived casein using [molecular farming](#).

## Iodoform mitigates Enteric methane emission of dairy cows

AUG 26, 2023

<https://dairynews7x7.com/enteric-methane-emission-of-dairy-cows-supplemented-with-iodoform-in-a-dose-response-study/>



**E**nteric methane (CH<sub>4</sub>) emission is one of the major greenhouse gases originating from cattle. Iodoform has in studies been found to be a potent mitigator of rumen CH<sub>4</sub> formation in vitro. This study aimed to quantify potential of iodoform as an anti-methanogenic feed additive for dairy cows and investigate effects on feed intake, milk production, feed digestibility, rumen microbiome, and animal health indicators.

The experiment was conducted as a 4 × 4 Latin square design using four lactating rumen, duodenal, and ileal cannulated Danish Holstein dairy cows. The treatments consisted of four different doses of iodoform (1) 0 mg/day, (2) 320 mg/day, (3) 640 mg/day, and (4) 800 mg/day. Iodoform was supplemented intra-ruminally twice daily. Each period consisted of 7-days of adaptation, 3-days of digesta and blood sampling, and 4-days of gas exchange measurements using respiration chambers.

Milk yield and dry matter intake (DMI) were recorded daily. Rumen samples were collected for microbial analyses and investigated for fermentation parameters. Blood was sampled and analyzed for metabolic and health status

indicators. Dry matter intake and milk production decreased linearly by maximum of 48% and 33%, respectively, with increasing dose. Methane yield (g CH<sub>4</sub>/kg DMI) decreased by maximum of 66%, while up to 125-fold increases were observed in hydrogen yield (g H<sub>2</sub>/kg DMI) with increasing dose of iodoform.

Total tract digestibility of DM, OM, CP, C, NDF, and starch were unaffected by treatments, but large shifts, except for NDF, were observed for ruminal to small intestinal digestion of the nutrients. Some indicators of disturbed rumen microbial activity and fermentation dynamics were observed with increasing dose, but total number of ruminal bacteria was unaffected by treatment. Serum and plasma biomarkers did not indicate negative effects of iodoform on cow health.

In conclusion, iodoform was a potent mitigator of CH<sub>4</sub> emission. However, DMI and milk production were negatively affected and associated with indications of depressed ruminal fermentation. Future studies might reveal if depression of milk yield and feed intake can be avoided if iodoform is continuously administered by mixing it into a total mixed ration.



## Rabobank: China's Dairy Import Gap to Widen as Demand Surges

AUG 25, 2023

<https://dairynews7x7.com/rabobank-chinas-dairy-import-gap-to-widen-as-demand-surges/>



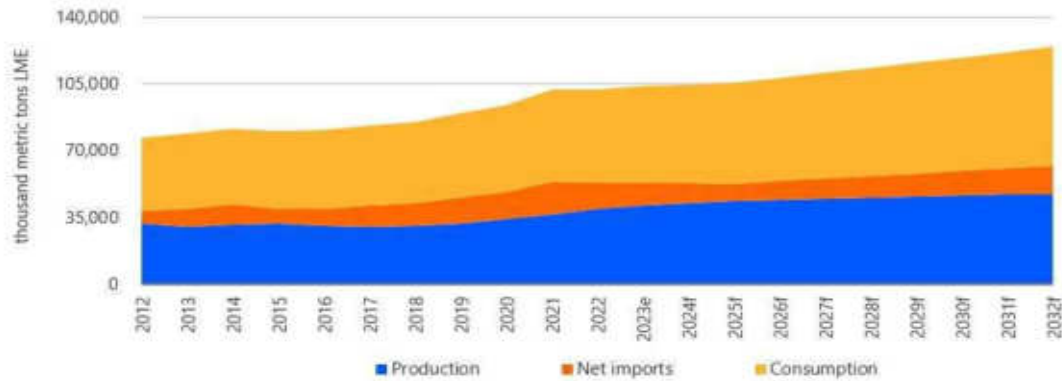
China plays a critical role in global dairy markets as the world's largest importer, and it is eagerly developing pathways to grow domestic production. According to a recent dairy report by Rabobank, the country's self-sufficiency rate swings between 70% and 80% and will likely not increase substantially, as domestic dairy production will not satisfy rising demand in the long run. As a result, China will remain heavily engaged in the global dairy trade as its import gap widens.

China is growing as a dairy producer, but demand is growing much faster

This year, China is poised to become the world's third-largest producer of cow milk. Despite its high global ranking in milk production, the country remains the largest dairy importer due to its large population, which continues to grow its per capita [dairy](#) consumption. And there's a significant opportunity to grow domestic per capita consumption further, as it is currently only one-third of the global average.

[Rabobank](#) forecasts milk supply to expand from 41.5 million metric tons in 2023 to 47.4 million metric tons liquid milk equivalent (LME) in 2032, with an average compound annual growth rate (CAGR) of 1.5% by volume. At the same time, China's annual demand is expected to grow 2.4% on average between 2023 and 2032, with dairy consumption reaching 62.2 million metric tons LME by 2032. "China will continue to have a significant role in the global [dairy](#) industry, with a further widening of the import deficit expected. In 2032, imports are likely to reach 15 million metric tons LME," explains Michelle Huang, Dairy Analyst at [Rabobank](#).

**Baseline scenario: China's dairy production, consumption, and net imports by volume, historical and forecast, 2012-2032f**



Source: National Bureau of Statistics, China Dairy Data Report 2022, Expert interview, Rabobank 2023

Several factors could impact both supply and demand, affecting the import gap

Alternative scenarios to China’s supply and demand outlook see the annual import deficit range from 8 million to 19.2 million metric tons in 2032. “The most significant swing factors influencing domestic supply will be production costs, the availability of land, water, heifers, and capital, and future government policy. On the demand side, downside risks include weaker income growth, slow economic growth, and sluggish consumer demand,” says Huang.

But there are some key factors to watch that may impact the import gap – particularly on the domestic supply side. For example, substantial investments in productivity and cost-efficiency improvements could further reduce China’s reliance on imports, particularly of milk powders that are typically used to produce flavored milk drinks and infant and adult milk powders.

## New feed tech supports dairy net zero goals, higher milk yields

AUG 25, 2023

<https://dairynews7x7.com/new-feed-tech-supports-dairy-net-zero-goals-higher-milk-yields/>

**A** novel bio-catalyst feed technology shows breakthrough results to help dairy farmers and their industry meet new net zero targets while increasing milk yields.



A recent dairy lactation study with the technology shows significant gains in feed efficiency linked with higher productivity – resulting in a strong return on investment.

“These are very exciting results that come at an opportune time,” says Sabrina Zettell, Nutrition & Technical Service Manager with CBS Bio Platforms, which developed the technology and conducted the trial. “The results show bio-catalyst technology has excellent potential as a tool that dairy farms can rely upon to optimize production efficiency and move toward net zero goals, while actually increasing productivity.”

### Promising results boosting efficiency

The study was conducted utilizing a commercial herd of 380 Holstein cows in Mexico averaging 175 days in milk. Animals were on a total mixed ration (TMR) diet primarily of corn silage and alfalfa haylage, comparable to common commercial diets in Canada and the U.S.

Cows were monitored for lactation performance, milk components and dry matter intake. Efficiency and return on investment (ROI) were calculated.

The study utilized pre-trial performance data (from the period leading up to the feeding trial) as control data. For the trial period, for 24 days (175 to 199 DIM) bio-catalyst technology was

added to the TMR (20 grams per head per day of Optimax E).

The bio-catalyst treatment was then removed from the diet and performance data was collected for an additional 24-day post-trial period.

Results attributed to bio-catalyst treatment included a number of significant improvements – including to dry matter intake, milk production and efficiency on a fat-corrected milk (FCM) basis. Importantly, these improvements were not only achieved during the treatment period but also carried over during the post-trial period. In fact, milk production and efficiency were not only maintained but continued to improve post-treatment.

### Economical with strong ROI

Over 2 litres of additional milk per head per day was achieved during and after supplementation. Researchers calculated this additional production as delivering a significant ROI factoring in the supplement treatment cost.

“Our data shows the use of this bio-catalyst technology in dairy rations can be an economical tool for increased milk production along with improved feed efficiency,” says Zettell. “The greater efficiency achieved improves profitability as well as sustainability.”

The carry over effect observed may be attributed to the impact of the treatment in positively altering the rumen microbial population, she says.

The results suggest that a best strategy for supplementation may be to target transition and fresh cows, recognizing that carry over benefits will be garnered in later lactation even once supplementation is reduced or stopped.

“Supplementation can help the transition and fresh cows peak higher and earlier, while gaining advantages that continue to later stages. The greatest bang for buck will be to supplement at the fresh cow stage and then adjust from there depending on cost and ROI factors.”

#### **Flexible across production approaches**

Supplement in the dairy trial was provided as a dry product added to TMR. Based on past research with bio-catalyst technology and this specific supplement, the researchers anticipate results will be similar across dry or liquid application as well as across different feeding and milking systems.

“The supplement is activated once it’s consumed by the animal, with predictable consistent results independent of external factors.”

Results suggest once the supplement is added to TMR it starts activity that builds momentum and has strong longevity, she notes. “Based on what we’ve observed, once the supplement is in the diet farmers can expect to see results within a few weeks, with the best response coming within a month and then continuing forward.”

Further study is underway to expand on the dairy lactation results. Further study is also underway to look at potential ruminant growth performance benefits relevant to beef cattle. “As we’re seeing greater milk production and feed efficiency on the dairy side, we’re hoping to see similar advantages on the meat side as well.”

#### **A ‘win-win’ option for net zero, farm success**

Production regions around the world have been considering and adopting new targets for reducing carbon footprint. In Canada and the U.S. this includes the goal to reach net-zero greenhouse gas (GHG) emissions from farm-level dairy production by 2050. In Canada, the Net Zero by 2050 initiative was announced earlier this year by Dairy Farmers of Canada. The U.S. Dairy Net Zero initiative was previously introduced by industry-wide U.S. dairy organizations.

“Anything we can do to improve efficiency is going to help meet these net zero goals,” says Zettell. “Feed supplements that can accomplish this while also increasing returns to dairy farms represent a huge ‘win-win’ for both the present and future of our dairy industries.”

## China's Milk Industry Is Staring at New Cost Crisis

AUG 24, 2023

<https://dairynews7x7.com/chinas-milk-industry-is-staring-at-new-cost-crisis-after-surplus-turnaround/>

China's raw milk producers are facing a new cost crisis as feed prices start to rise again, after the recent milk surplus began to abate thanks to cow herds shrinking and dairies stockpiling before the Mid-Autumn Festival at the end of next month.

The price of soybean meal, which is used as animal feed, jumped to CNY5,000 (USD690) a ton from CNY4,000 at the beginning of the year, dairy farmers told Yicai. Feed costs account for about 65 percent to 70 percent of a farmer's expenditure, they added.

Global food and animal feed prices surged last year following the start of the Russia-Ukraine



conflict. Soybean meal topped CNY5,500 a ton around the end of 2022, as the milk industry entered a crisis period.

Natural disasters and extreme weather in many parts of the world this year will also affect the prices of soybean meal, corn, and alfalfa grass, which will pile pressure on the milk industry, according to dairy analyst Song Liang.

"Dairy companies' milk collection has been normal recently, but raw milk prices are still relatively low," Xu Gang, head of a large ranch in Hebei province, told Yicai. Though it costs CNY3.60 (49 US cents) per kilogram, lower than the ranch's cost price, the improvement has come as a relief to Xu.

The average price of raw milk in 10 major producing regions, including Hebei and Inner Mongolia Autonomous Region, was CNY3.76 per kg on Aug. 14, up 0.3 percent from the previous week but down 8.7 percent from a year earlier, according to agriculture ministry data. It was the first time this year that prices rose.

In the first half, 60 percent of milk producers lost money because of weak consumption and high feed costs, with some small and mid-sized farmers forced to let go of cows to reduce costs. Some major producers, including Youran Dairy and China Modern Dairy, issued profit warnings.

Even if the sector picks up because of the rapid fall in the number of dairy cows and the recovery of the demand, it remains to be seen whether the industry has bottomed out, Song noted. Moreover, the fact that dairies previously stored large amounts of milk in the form of powder may lead to oversupply and stall the recovery.

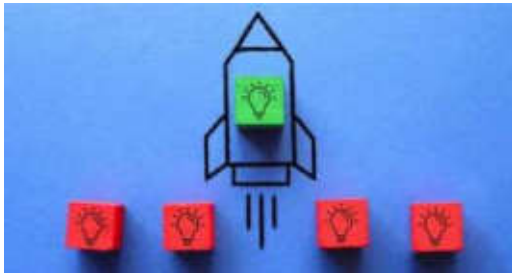


## Incubator, accelerator programs supporting dairy startups

AUG 24, 2023

<https://dairynews7x7.com/incubator-accelerator-programs-supporting-dairy-startups/>

**I**ncubator and accelerator programs offer support and guidance to startups, giving emerging brands a leg up in a competitive



dairy product market.

Accelerators are aimed at existing companies that have an idea and perhaps a business model already in place but need help to move their business forward.

Incubators provide mentoring and advice on everything from branding and marketing to attracting financing. Within that setting, startups both learn from and build relationships with some of the most compelling challenger brands disrupting the market.

These programs offer an alternative — and a cost-effective way — of tapping into the industry's most likely future trends.

### **Amplifying innovation**

The Real California Milk Excelerator launched in 2019 as a way of amplifying and accelerating the introduction of innovative products made with California milk and dairy into the marketplace. It began with a meeting between John Talbot, chief executive officer of the California Milk Advisory Board (CMAB), Tracy, Calif., and Fred Schonenberg, CEO of VentureFuel, Brooklyn, NY, and a discussion of the need for innovation in the dairy category.

“The original ‘what if’ question evolved quickly to the Excelerator,” Mr. Talbot said. “It is about capturing the passion and entrepreneurial

spirit of California’s startup culture and aligning it with access to an abundant supply of sustainably sourced California milk and dairy ingredients.”

The program is built on the premise of supporting and nurturing innovative opportunities and products that leverage the performance, flavor and nutritional benefits of real California dairy.

“The competition is specifically designed to find, fund and accelerate early-stage products, giving entrepreneurs access to mentors, investors and buyers, non-dilutive funding, and exclusive network access from the California Milk Advisory Board,” Mr. Talbot said.

Year one of the program focused on innovation in the fluid dairy space, and it since has expanded over the years to include snacking, functional products and open innovation.

“We recruit the most innovative products and entrepreneurs making products that use at least 50% real dairy in their formulation, winnow them down to a selection of finalists and take them through a rigorous mentorship and support program in preparation for the final pitch stage,” Mr. Talbot said.

The pitch comes in front of leaders in everything from CPG, retail and media, to venture capital.

A separate incubator spinoff was added in 2021 for applicants with potential that did not meet the standards for the full competition, Mr. Talbot added, giving them access to customized mentorship to bring them further along for the future.

### **From concept to production**

Getting a product from idea stage to production, and ultimately to the consumer, through

retail channels or direct to consumer has many stops along the way, Mr. Talbot explained.

“Programs like the RCM Excelerator tap into a network of resources — from formulation and copacker contacts, market research, marketing resources, etc. — often unavailable to startups, as well as providing access to high-level mentors and even funding for elements like packaging and promotional tools,” he said. “For the dairy industry, it provides a pipeline of new products and innovators using real milk and dairy ingredients and accelerating the process to get these products into the marketplace.

“The relationships built during these competitions live beyond the entry and pitch stage and continue to resonate for finalists and other participants. We want these products to succeed and have created an innovation ecosystem for support during the competition process and beyond.”

Mr. Talbot said the Excelerator program is curated specifically to help entrepreneurs grow their products and business models.

There is a month-long recruiting period for makers with products made with at least 50% dairy, including but not limited to: foods, beverages, personal care products, packaging, material sciences, textiles, pet products or anything else using dairy in an innovative way, Mr. Talbot said.

These makers must have less than \$1 million in domestic lifetime sales and be willing to commit to conducting business within the state of California and producing their products using 100% California milk.

Eight finalists are selected to participate in a three-month program featuring access to industry-specific content resources, high-quality and tailored mentorship, and a group stipend to cover costs associated with producing, developing and fine-tuning products and business plans.

At the conclusion of the program, the cohort samples and pitches their products to a panel of industry expert judges at a final live pitch event, Mr. Talbot explained. Four winners receive a \$30,000 marketing support prize and access to an exclusive retailer and investor event to generate business leads and investment opportunities. A \$100,000 marketing support grand prize is awarded to the winner with the highest sales tracked over a year after the live pitch event.

Over the past four years, the Excelerator has worked with 45 startups across numerous categories, including food, beverage, direct-to-consumer platforms, textiles and personal care.

“We’ve accelerated products including Goon With A Spoon, Wheyward Spirit, Sach Foods, Cheese Bits, dosa by Dosa and Kefir Labs,” Mr. Talbot said. “Representing nearly 40% of states across the US, program alumni have gone from idea to distribution with organizations such as UNFI and KeHE; and many can now be found on the shelves of retailers like Walmart, Safeway, Kroger, Amazon and Whole Foods.”

CMAB doesn’t make or sell products, but it focuses on connecting resources and understanding the industry.

“Our team comes from the CPG, retail, research, advertising and PR world. Our partner, VentureFuel, lives in the world of innovation from food to technology and everything in between,” he said. “Through this combination, we can provide market research and insights, access to processors and co-packers, team mentorship from experts in production, retail, sales and marketing, as well as a network of startup and innovation experts cultivated by CMAB staff and the VentureFuel team.”

### **A whole new whey**

Dairy Farmers of America’s (DFA) CoLAB Accelerator is a 90-day, immersive program that accelerates and grows ag-tech startup businesses

through mentoring and educational programming.

Kansas City, Kan.-based DFA has partnered with various startups across the dairy value chain that provide valuable services to DFA's family farm-owners, nutritious dairy-based products to consumers or helpful insights to its business. DFA has built long-lasting relationships with several CoLAB startups through additional investment and support.

Wheyward Spirit, Portland, Ore., is an alcohol company that takes excess whey from the dairy industry and turns it into a smoother, better-tasting and more sustainable farm-to-flask spirit.

Wheyward Spirit was a part of DFA and Sprint's CoLAB Accelerator in 2020.

"It was a great experience as the cohort was a blended class with food tech, ag tech and true tech solutions," said Emily Darchuk, founder and CEO of Wheyward Spirit. "Having a blended class, we had a more diverse group of speakers, which enabled me to build relationships and share learnings with a broad group of other founders, which was especially important during the time of quarantine. I think some of the ag tech solutions benefited from seeing the branding approach the food tech/CPG solutions took in developing our products. For me, seeing the approach the ag tech companies took in solving problems upstream on the farm was a great insight to the needs of a fully integrated co-op like DFA."

Ms. Darchuk said Wheyward Spirit came on DFA's radar as it was looking for existing companies that helped drive innovation and solved the needs of their stakeholders and customers.

"Wheyward Spirit fit the bill, as we had an innovation that drove category creation as well as valorized a waste stream for DFA," she said. "We also were a company with very strong branding and purpose. They had read about Wheyward Spirit in a magazine article and after a screening call, the DFA team encouraged me

to apply. Within the cohort, waste stream utilization was a big trend and there were a handful of companies utilizing whey waste, including GoodSport, Superfrau, Wheyward Spirit and Capro-X. It's been great, as I've continued to keep in touch with all of these companies' founders as we have all successfully grown our companies."

Ms. Darchuk said the accelerator program was also a catalyst for continuing to work with DFA.

"We have maintained a very close relationship with senior leadership, have spoken at subsequent annual meetings, and Wheyward Spirit is always behind the bar at their events," she said.

Ms. Darchuk said accelerators are a great way for larger companies to innovate through partnerships with startups.

"Often what startups bring to the table — nimbleness, focus, rapid value creation, innovation, category creation, unique branding and real-time customer insights — would take enormous resources for a large company to recreate. But what startups need most is often capital and supply chain efficiencies, which are easy for a large company to share and deliver a mutual benefit," she said.

Accelerators and incubators, Ms. Darchuk continued, are also a great opportunity for a larger company to get to know the founding team for future business opportunities and partnerships.

"With many challenges facing the industry, I am starting to see a real divide in which dairy companies that are forward-thinking on tech and innovation solutions, and able to effectively partner with startups to cost effectively acquire and incubate solutions of the future," she said, predicting those who do will have a huge market advantage in a few years.

### **A breakthrough for milk**

In early 2023, DFA, in partnership with Good Culture, Irvine, Calif., introduced a breakthrough innovation for milk.

DFA Dairy Brands R&D and Innovation teams have been exploring lactose-free, probiotic milk for several years, especially as gut health and interest in lactose-free milk has continued to grow. The project became especially relevant as the COVID-19 pandemic accelerated consumer demand for products that can support immune health.

The new Good Culture Probiotic Milk combines the taste and nutrition of lactose-free milk with a patented probiotic shown to help support digestion and a healthy immune system. Good Culture is known for its portfolio of cultured dairy products that use simple ingredients and support gut health.

Available in whole and 2% reduced fat milk varieties, Good Culture Probiotic Milk has an extended shelf life and each 12 oz serving provides 1 billion probiotic cultures.

“When the opportunity arose to introduce a new take on milk with functional benefits, it was the perfect fit for the Good Culture brand

and mission,” said Jesse Merrill, founder and CEO of Good Culture. “We brought the same disruption to the cottage cheese category in 2015 and remain grounded in the belief that human health and wellness starts in the gut.”

In addition to making good-for-you, gut-healthy products, Good Culture is also committed to doing what’s good for animals and the planet, Mr. Merrill said.

“We’ve been charting a course to elevate the industry’s standards for pasture-raised dairy and our partnership with Dairy Farmers of America provides an opportunity to create material change to the food system,” he said. “We’ve been working closely with DFA to expand our pasture-raised dairy mission. Together, we’ve launched a pilot program called Path to Pasture that offers regenerative agriculture farming resources to DFA farmer-owners.”

Mr. Merrill said the Path to Pasture program is designed to help farms adopt sustainable business practices by offering technical assistance, educational tools, soil testing, funding options and other services to develop customized soil health and grazing plans.

## Calculating the breakeven milk price-Teagasc Ireland

AUG 23, 2023

<https://dairynews7x7.com/calculating-the-breakeven-milk-price-teagasc-ireland/>

**I**n any downturn on milk price, some farms may experience cash flow difficulties. In this article, Patrick Gowing explains why it



is important for each farm to establish the impact of low milk prices on their farm.

A simple tool that can be used is calculating the farms breakeven point. This will help identify at what point the farm may have cash flow issues.

The breakeven milk point is the base milk price (milk price at 3.3% protein and 3.6% fat) your farm requires to be in a neutral cash position for the year. That is where the cash out and cash in for the farm business – including family

drawings, bank commitments and taxation – are equal.

If your breakeven milk price is above what you expect milk price to be in 2023 (using a conservative estimate), there is a requirement to take action immediately within the business. If it is below the expected milk price, there is less urgent action needed.

In the below video, Patrick explains what the breakeven point is, the importance of calculating the breakeven point and how to calculate the breakeven point.

The breakeven milk point calculator helps farmers to establish their breakeven point for their farm each year. This will help indicate at what price their farm may have cash flow issues. Watch the video below for a worked example on how to calculate your breakeven milk price:



## 10% of UK dairy producers “likely to stop producing milk” by 2025

AUG 22, 2023

<https://dairynews7x7.com/10-of-uk-dairy-producers-likely-to-stop-producing-milk-by-2025/>



**A**lmost 10% of UK dairy producers say they are likely to stop producing milk by 2025, with smaller producers being the most impacted by the current market, according to an NFU survey.

The NFU’s 2023 Dairy Intentions Survey of almost 600 UK dairy farmers revealed that insufficient returns, volatile markets and the scale of on-farm investment required, have all played a part in why many of Britain’s dairy farmers are thinking hard about their future in the sector. The NFU is said to represent more than 46,000 farming and growing businesses in England and Wales in the UK.

A further 23% of all milk producers have said they are “unsure” if they are going to continue production beyond the next two years. According to the survey, smaller enterprises producing less than 1 million litres of milk per year are more likely to stop production before March 2025, compared to those producing higher volumes.

According to figures from the Agriculture and Horticulture Development Board (ADHB), there are currently around 7,500 dairy producers in the UK. This figure has decreased by 4.8% since last year, according to the NFU.

The findings also showed increases in input prices such as feed (84%), energy (83%) and fertiliser (74%), all said to be areas of concern.

52% of producers are stopping production due to the scale of investment required for their farms to remain compliant, such as slurry storage, a factor that is highlighted as a concern for 91% of producers when considering whether to increase production in the future.

NFU Dairy Board chair Michael Oakes, said: “With increasing global demand for British dairy, we know that the long-term future is bright for our sector. To ensure we maximise this potential, it’s imperative that government continues to work with us to ensure we have the right environmental, regulatory and trade framework in place to support the production of high quality, nutritious and sustainable food.”

New industry-wide contract regulation expected to come in later this year, as announced by the government in July, “must support fairer, more transparent and accountable supply chains,” Oakes added.

The regulations would enable farmers to challenge prices, prevent changes from being made to contracts without farmers’ agreement, and make it easier for farmers to raise concerns.

## Stanford – How the meat and dairy sector resists competition

AUG 21, 2023

<https://dairynews7x7.com/stanford-study-how-the-meat-and-dairy-sector-resists-competition-from-alternative-animal-products/>

The summertime barbecue – an American tradition synonymous with celebrating freedom – may be tainted by a decidedly unfree market. A new Stanford study reveals how meat and dairy industry lobbying has influenced government regulations and funding to stifle competition from alternative meat products with smaller climate and environmental impacts. The analysis, published Aug. 18 in *One Earth*, compares innovations and policies related to plant-based meat alternatives and lab-grown meat in the U.S. and European Union. Its findings could help ensure legislation, such as the \$428 billion U.S. Farm Bill set to expire Sept. 30, levels the food industry playing field.

“The lack of policies focused on reducing our reliance on animal-derived products and the lack of sufficient support to alternative technologies to make them competitive are symptomatic of a system still resisting fundamental changes,” said study lead author Simona Valлоне, an Earth system science research associate in the Stanford Doerr School of Sustainability at the time of the research.

### **A growing problem**

Livestock production is the agriculture sector’s largest emitter of the potent greenhouse gas methane, due to emissions from ruminants such as cattle, sheep, and goats. It’s also the main direct cause of tropical deforestation, due to pasture expansion and feed crop production. Numerous studies have demonstrated that dietary changes hold great potential to reduce humanity’s ecological footprint, especially a reduction in red meat consumption. At the same time, Western-style meat-

heavy diets are becoming more popular around the world.

The researchers reviewed major agricultural policies from 2014 to 2020 that supported either the animal food product system or alternative technologies, and compared government spending on both systems. They also looked at related lobbying trends.

They found that governments consistently devoted most of their agricultural funding to livestock and feed production systems, avoided highlighting food production sustainability dimensions in nutrition guidelines, and attempted to introduce regulatory hurdles, such as narrow labeling standards, to the commercialization of meat alternatives. Major U.S. meat and dairy companies actively lobbied against environmental issues and regulations to tip the scales in their favor.

In the U.S., about 800 times more public funding and 190 times more lobbying money goes to animal-source food products than alternatives. In the EU, about 1,200 times more public funding and three times more lobbying money goes to animal-source food products. In both regions, nearly all plant-based meat patents were published by a small number of private companies or individuals, with just one U.S. company, Impossible Foods, owning half of the patents.

### **Among the anecdotes cited by the study:**

EU cattle producers were highly dependent on direct subsidy payments, which constituted at least 50% of their income during the study period. Some of these payments incentivized

farmers to maintain herd size, keep pasture in production, or increase overall output.

In 2017, following a European Court of Justice ruling, dairy terms such as milk and cheese could no longer be used to market most alternative milk and dairy products. Similarly, a proposed amendment to the U.S. Federal Food, Drug, and Cosmetic Act would prohibit the sale of alternative meats unless the product label included the word “imitation” and other clarifying statements indicating the non-animal origin.



### Restoring competition

This past June, the U.S. Department of Agriculture approved the sale of lab-grown chicken, the first such authorization to cultivated meat producers in the country. The Stanford study points to recent policy developments as similar

glimmers of hope for a shift to more sustainable diets. In the U.S., the Inflation Reduction Act passed last year includes investments in technical and financial assistance to support farmers and ranchers implementing practices to reduce greenhouse emissions or sequester carbon. In the EU, a policy proposal set for debate this fall aims at accelerating a sustainable transition of the food system to support climate mitigation solutions, and reduce biodiversity loss and environmental impacts.

To ensure a fair marketplace for alternative meat products, policymakers should craft legislation that ensures meat’s price reflects its environmental costs, increases research on alternative meat and dairy products, and informs consumers on alternatives to meat via dietary guidelines, according to the researchers.

“It’s clear that powerful vested interests have exerted political influence to maintain the animal-farming system status quo,” said study senior author Eric Lambin, the George and Setsuko Ishiyama Provostial Professor at Stanford and senior fellow at the Stanford Woods Institute for the Environment. “A significant policy shift is required to reduce the food system impact on climate, land use, and biodiversity.”

## WOVO cracks open new dairy alternative category

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**L**iquid egg pioneer Campomayor has teamed up with Spanish food scientists to develop the world’s first dairy alternative made from egg whites.

Opening a new market category, WOVO was launched in April 2023 in national retailers across Spain including Carrefour Hypermarkets, Gadis, Froiz and Vegalsa-Eroski chains.

Pioneering new possibilities for eggs

Family business Campomayor was founded in 1942 and specializes in the production and marketing of pasteurized eggs and egg products, mainly whole liquid egg, white and yolk. It is the third generation of the family, lead by María Caridad García, who embarked on this pioneering project to explore the vast possibilities of eggs whilst adding value in the Galician area.

Campomayor's R&D team has worked with the most prestigious research centres such as the CSIC – Council of Scientific and Industrial Research, the University of Santiago de Compostela and private food technology and safety centre, Ainia. The result is a new way to use eggs as a raw material that has allowed the development of WOVO, an alternative and new way to consume natural protein. WOVO is gluten-free, sugar-free, fat-free, lactose-free, low in calories, high in natural protein of high quality and with the 9 essential amino acids.

"The development of this new dairy alternative is of great importance to the food industry," explains Sofía Pérez, Director of Business and Growth at Campomayor. "We have opened up a new market category and have created opportunities to work with a new high quality dairy alternative that brings benefits not provided by existing products."

"Elopak's Pure-Pak® Sense Aseptic cartons are the best way to present our new drink to the consumer. It transmits a differential image at the point of sale, with many possibilities in design, enhancing the differentiation and modernity of the WOVO brand. But that is not the most important thing, the Pure-Pak® Sense Aseptic carton aligns with one of our key pillars, sustainability." SOFÍA PÉREZ, DIRECTOR BUSINESS AND GROWTH AT CAMPOMAYOR.

"Elopak's support has been and continues to be very important for us; firstly, by providing us with a carton that enhances the characteristics of our brand, which is essential for us when it comes to going to market," adds Sofía. "And secondly, Elopak was as flexible as possible with their support, from packaging orders to the preliminary design phase, which was key to enabling us to implement a pioneering world's first product and brand."

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