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Dairy Pulse 189<sup>th</sup> Edition (1<sup>st</sup> to 15<sup>th</sup>, September 2023)



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## Dairy Pulse 189<sup>th</sup> Edition (1<sup>st</sup> to 15<sup>th</sup> Sep. 2023)

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## Indian News

G20 summit – What’s in it for farmers and dairying in India ?

<https://dairynews7x7.com/g20-summit-whats-in-it-for-farmers-and-dairying-in-india/>



**T**he G20 summit held successfully on September 9-10th in New Delhi was a momentous occasion for our nation, as we had the privilege of hosting global leaders on our home soil. A government press release disclosed the total expenditure for this summit, amounting to a substantial Rs 4100 Crores.

In comparison, Indonesia’s expenditure for the 2022 G20 summit in Bali stood at approximately Rs 364.4 crore. Information from the University of Toronto’s fact sheet reveals the costs of previous G20 summits, including \$112 million (equivalent to Rs 784 Crores) for the 2018 G20 Summit in Buenos Aires, Argentina, and €72.2 million (equal to Rs 500 Crores) for the 2017 G20 summit in Hamburg, Germany. It appears that these countries were better prepared in terms of infrastructure for their respective summits. Notably, I am pleased to note that the India Trade Promotion Organisation (ITPO) has received a substantial allocation of around Rs 3600 Crores from this budget.

From the perspective of a dairy professional, it may be helpful to put the Rs 4100 Crores expenditure in context by noting that it equals the annual budget for the dairy sector in India for the fiscal year 2023-24. Additionally, let’s take a brief look at India’s ranking on various socio-economic parameters within the G20 group.

### Comparison of India’s performance amongst G20 nations

S No	Parameter	India’s ranking amongst G20 countries
1.	Population	1

<b>2.</b>	Fertility rate (number of births per woman)	At par with the developed world
<b>3.</b>	Dependency ration The dependency ratio is the number of dependents (younger than 14 or older than 65) as a percentage of the working-age population.	Much lower than the developed world which is actually good
<b>4.</b>	Rural Population at 64%	1
<b>5.</b>	Population density ( 470 per sq km)	2nd
<b>6.</b>	GDP as per PPP	4th
<b>7.</b>	Per capita Income	Lowest
<b>8.</b>	GDP growth in 2022 (Saudi topped at 8.7%)	7%
<b>9.</b>	Population of Poor people at 16.4%.	1 st
<b>10.</b>	Only India and Italy had a labor force participation rate (the share of working-age people employed or actively seeking employment) of less than 50%	19-20th
<b>11.</b>	Women labor force participation at 23.5% which is just above Saudi Arabia at 18.9%	19th
<b>12.</b>	Women in Parliament-14.9% which is just above 9.9% for Japan	19 <sup>th</sup>
<b>13.</b>	Human Development Index at 132 in the world	20th



14.	Gini Index (measure of inequality)	Around 10 <sup>th</sup> in the middle
15	Life expectancy at birth	19th
16	Expenditure on health as % of GDP 3%	20th
17	Maternal mortality rate –Deaths per lakh live births (at 103 world ranking)	18th
18	Undernourished population at 16%	1 st
19	Out of pocket health expenditure at 50.6% which is 5.6% in South Africa the lowest in the group	1st
20	Literacy rate at 77% is amongst the lowest with most other members around 100%	
21	Number of mobile subscription per 100 persons	20th
22	% of population with access to internet	20th
23	Access to electricity and clean energy	Amongst the toppers

Source : The Indian Express Sep 8<sup>th</sup> 2023 article

### Let us examine the Outcomes of G20

Reviewing the performance indicators provided above, my anticipation for the summit's outcomes was quite high. I had hoped to witness substantial progress aimed at lifting a significant portion of the population out of poverty and implementing inclusive measures to fortify our existing food systems. My initial focus was on the joint declaration, an impressively structured 37-page document. This marked a notable departure from the Bali declaration, which comprised a sprawling 1188-page single document.

Eager to glean insights as an inquisitive learner, I conducted keyword searches for terms like “Dairy,” “Milk,” “Livestock,” “Farmer,” and “Agriculture” within the document. The results were somewhat disheartening: “Dairy,” “Milk,” and “Livestock” yielded zero mentions, while “Farmers” appeared twice, and “Agriculture” just six times. Undaunted, I shifted my approach and embarked on a comprehensive reading of the document, eventually uncovering four pivotal suggestions that held promise for inclusive farmer engagement with a clear alignment to the Sustainable Development Goals (SDGs).

The three primary focal points for strengthening our food systems emerged as follows:

1. Commit to accelerating innovations and investment focused on increasing agricultural productivity, reducing food loss and waste across the value chain, and improving marketing and storage, to build more sustainable and climate-resilient agriculture and food systems.
2. Commit to facilitate open, fair, predictable, and rules-based agriculture, food and fertilizer trade, not impose export prohibitions or restrictions and reduce market distortions, in accordance with relevant WTO rules.
3. Encourage investments in inclusive, sustainable and resilient agriculture and food systems. Support accessible, affordable, safe and nutritious food and healthy diets in school meal programmes. Promote innovation for inclusive agri-value chains and systems by and for women farmers.

### **What’s in it for farmers in proceedings on Agriculture**

Then I shifted my focus to the specific document on Agriculture and I was disappointed to see the word dairy, milk or cattle being used anywhere. However the key take home from the agriculture group may be seen as below :

*“We acknowledge the significant role of smallholder farmers, family farmers, women, youth, indigenous peoples as applicable, and other underrepresented groups and small and medium enterprises (SMEs) in making the agriculture value chains resilient and sustainable. We will promote inclusive and diverse approaches to empower and integrate these groups into agriculture and food value chains, address gender inequalities and achieve economies of scale by programmes such as forming and strengthening farmers’ organizations, agriculture-based women self-help groups and participation of youth as entrepreneurs. We will support their capacity development, training and extension services to promote information dissemination, foster innovations and adoption of new technologies and practices to sustainably enhance production and productivity. We are committed to their full, equal and meaningful participation and leadership at all levels of action, engagement, policy and decision making in agriculture and food systems. We underline the important role of the Committee on World Food Security (CFS) as a global platform for inclusive multistakeholder dialogue in this context. “*

*Towards universal accessibility and affordability of digital solutions in agriculture, we commit to collaborate with all stakeholders and strengthen capacity-building efforts, including dissemination of digital tools and technology and promoting its adoption by farmers, especially by marginal, small holders, family farmers, women, youth, indigenous peoples as applicable, ageing farmers and other underrepresented groups.*

### **The missing links**

I was pleased to see the inclusion of aging farmers in the documents. Upon careful examination of these documents, I repeatedly sought to identify a clear call to action, but it appears that nothing is



being reported that we are not already aware of. While the issue is well-known, the path to a solution remains elusive. The narrative primarily emphasizes collective action, but there seems to be a lack of unified direction, which may have been overlooked by Summit Sherpa Mr. Amitabh Kant, whom I greatly admire.

In my opinion, the summit has made some progress, but it has not effectively addressed the mistakes made in our past choices. We appear to be following the same trajectory and discussing the same topics. It is crucial that we critically assess the current scenario and seek answers to the following questions:

1. What are the benefits of formulating policies based on the doctrine of “mass production is production by masses”?
2. How effective have our subsidies been in improving the financial and nutritional security of our small and marginal farmers in recent years?
3. What is the current status of our storage and market infrastructure for agriculture and allied produce, and to what extent has it contributed to adding value at the primary production levels?
4. What has been the collective outcome in terms of return on investment from our numerous skilling and capacity-building initiatives for farmers?
5. How has our support for chemical fertilizers impacted productivity, considering the limited capacity of our soils for conversion?

The list of questions could go on and on. The first step towards progress is acknowledging the issues at hand, starting with the poor state of our small and marginal farmers. It is undeniable that a significant portion of our GDP is allocated to a public support system for food security for 800 million people.

It is high time for policymakers to reflect on the past to construct a better future. Simply repeating our past policies is unlikely to yield different results. My intention is not to criticize the outcomes of the G20 summit, but rather to suggest that upon reviewing the documents of previous summits, this one may not differ significantly from its predecessors. Summits of this magnitude, with substantial public expenditure, should have a clear vision and Key Result Areas (KRAs). Bringing everyone together to develop a common declaration is a noble endeavor, but it should not be the sole objective.

I welcome your comments and would be more than willing to learn and correct myself if I have misunderstood any aspect of this matter.

## Aavin hikes ghee, butter prices

SEP 15, 2023

<https://dairynews7x7.com/aavin-hikes-ghee-butter-prices/>

**A**avin, on Thursday, September 14, 2023, effected an increase in prices of ghee and butter, which are popular products from its stable.

While ghee comes in 14 different packs and butter in two variants of cooking and two in the salted table kind, the maximum retail prices of all these items have been hiked. A 500 ml jar of ghee, which was ₹315 will now be ₹365. Similarly, 500 gram of cooking butter which was ₹260 is now ₹275. The same quantity of table butter is priced at ₹280 now.

Official sources explained that the product prices were hiked to ensure that they reached the consumers properly. "Since Aavin products are the lowest priced in the market diversion was happening. To prevent that, the hike was effected. We are still the lowest even after the hike," the source said.

S.A. Ponnusamy of the Tamil Nadu Milk Dealers Employees Welfare Association, said that the benefits of this and recent hikes must be passed on to milk-pouring farmers. "Despite the flush season Aavin has been getting very less milk from its farmer-members. The reason for this is very low procurement prices when compared to private dairies. Unless Aavin increases the procurement rates, more farmers will move to private dairies," he said.

Consumer activist T. Sadagopan said that the hike would only succeed in pushing these popular products further away from the reach of the common man.

"The government can instead increase milk prices by a few Rupees but still ensure that it is lesser than private brands. This will keep farmers, consumers and the organisation happy," he said.



## Future of Animal Husbandry in India, Trends, And Growth

SEP 15, 2023

<https://dairynews7x7.com/future-of-animal-husbandry-in-india-check-market-size-trends-and-growth/>



India's 20th Livestock Census reveals a substantial population of livestock, including 303.76 million bovines, 74.26 million sheep, 148.88 million goats, 9.06 million pigs, and nearly 851.81 million poultry.

India has made significant strides in its [animal husbandry](#) and dairy sectors, becoming the world's largest milk producer and the third-largest egg producer. This industry has experienced consistent growth, with an annual rate of about 8% from 2014 to 2022. It plays a vital role in feeding approximately 200 million people in the country. Agriculture and animal husbandry have been essential to human civilization throughout history, providing food and draught animal power while also helping maintain ecological balance.

### Animal Husbandry Market Size In India

India's 20th Livestock Census reveals a substantial population of [livestock](#), including 303.76 million bovines, 74.26 million sheep, 148.88 million goats, 9.06 million pigs, and nearly 851.81 million poultry. Livestock plays a vital role in Indian agriculture by enhancing food security, generating income and employment, serving as a safety net during crop failures, providing draught power and valuable manure for crops, and contributing to foreign exchange through exports. India's livestock

sector is one of the largest globally, and government initiatives and a more favourable business environment are fostering innovation and private-sector investments. Notably, the Union Budget for 2023-24 allocated a nearly 40% increase to the Department of Animal Husbandry and Dairying, with a budget of US\$ 527.53 million (Rs. 4,327.85 crore), up from the previous year's allocation of US\$ 378.50 million (Rs. 3,105.17 crore).

### Animal Husbandry in India

Animal husbandry encompasses livestock farming and breeding, involving the care and management of animals to enhance their genetic traits and behaviours for economic purposes. This branch of agriculture focuses on raising animals for various products like meat, fibre, eggs, milk, and more, making it a significant income source for many farmers.

In India, the animal husbandry and [dairy sectors](#) have a crucial socioeconomic role, supported by the nation's favourable environment and cultural traditions. These practices create employment opportunities, particularly for small-scale and marginalized farmers, as well as women, while also providing affordable and nutritious food to a vast population. India

boasts abundant livestock and poultry resources, contributing significantly to the rural population's socioeconomic well-being.

India holds top positions in global production, being the world's largest producer of milk and buffalo meat, the second-largest producer of goat meat, the third-largest producer of eggs, and the eighth-largest producer of meat.

### **Types Of Animal Husbandry in India**

Animal husbandry in India encompasses various types of livestock farming and management practices. Here are some of the well-known types of animal husbandry in India:

#### **Dairy Farming**

Dairy farming is a branch of agriculture focused on [milk production](#), which is processed into various dairy products. It involves the care of dairy animals like cows, buffaloes, sheep, and goats, with a strong emphasis on their health. Milk is collected either manually or by machines and is then processed for commercial use. Dairy farming is economically significant, contributing 5% to India's GDP and providing employment to 80 million farmers. India is the world's leading milk producer, with a remarkable 51.05% growth in milk production over the last eight years, far surpassing the global average of 1.2%. Per capita milk availability in India is 444 grams per day, higher than the global average of 394 grams per day in 2021-22.

#### **Bee Farming**

Bee farming, or apiculture, entails humans maintaining bee colonies in man-made hives. This practice is primarily centred around the large-scale cultivation of honeybees, which are raised for honey and wax production and for aiding in flower pollination. The facility where bees are kept is referred to as an apiary or bee yard.

#### **Fish Farming**

[Fish farming](#), or pisciculture, is the practice of raising fish in controlled environments like

tanks and ponds for economic purposes. It responds to the growing demand for fish and fish protein, with species like salmon, catfish, cod, and tilapia being commonly cultivated. There are two main approaches: extensive aquaculture, which utilizes natural photosynthesis, and intensive aquaculture, where fish are provided with external food sources.

#### **Poultry Farming**

Poultry farming involves the commercial breeding of birds like chickens, ducks, turkeys, and more for meat and eggs. To ensure high-quality food products, it's crucial to maintain the health of these birds and create a disease-free environment. Poultry farming not only provides a source of protein in the form of meat and eggs but also contributes to employment and income improvement for farmers. India ranks third in global egg production and eighth in meat production. Over the past few years, India has seen substantial growth in egg production, with an annual increase of 8%, reaching 129.60 billion eggs in 2021-22. Per capita egg availability in India is 95 eggs per year. Additionally, meat production has increased from 6.69 million tonnes in 2014-15 to 9.29 million tonnes in 2021-22.

#### **Advantages of Animal Husbandry In India**

- Animal husbandry plays a crucial role in the effective care and oversight of domestic animals, ensuring they receive appropriate nourishment, shelter, and disease prevention.
- It offers employment opportunities to a substantial portion of the agricultural workforce, thereby improving their quality of life.
- Through the practice of crossbreeding, it facilitates the development of superior animal breeds, resulting in increased production of diverse food items like milk, eggs, and meat.
- Additionally, it promotes responsible disposal of animal waste, fostering a healthier environment.



## State mulling revision of midday meal scheme material cost

SEP 14, 2023

<https://dairynews7x7.com/state-mulling-revision-of-midday-meal-scheme-material-cost-sivankutty/>

The government is considering a proposal to revise the midday meal scheme material cost (funds sanctioned to schools for implementing the scheme) to ₹6 for pre-primary and primary students and ₹8.17 for upper primary students, Minister for General Education V. Sivankutty has said.



He was replying to a calling-attention motion by Saneeshkumar Joseph, Chalakudy MLA, on addressing the crisis in the mid-day meal scheme in the State, in the Assembly here on Tuesday.

Mr. Sivankutty said a recommendation to allocate special funds to the tune of ₹22 a week for each student to provide milk and egg or 'nendran' banana as part of supplementary nutrition had also been made by the Director of General Education (DGE).

The DGE had recommended that the material cost allocated to schools be revised with time. At present, ₹8 is sanctioned for each student for up to 150 students in the first slab, ₹7 for a student for students between 151 and 500 in slab two, and ₹6 a student for more than 500 students in the last slab.

It was proposed that instead of the slab system, material cost payment should be categorised into primary and upper primary as had been done by the Union government. Accordingly, the material cost should be ₹6 and ₹8, including Union and State shares, for primary and upper primary sections.

After the Union Education Ministry issued an order in October last year revising the Union and State mandatory rates of the material cost and in the wake of the increase in milk prices in the State from December 1, 2022, a revised proposal was submitted to the government. This proposal was under government consideration.

Mr. Sivankutty said the State had to receive ₹284.31 crore as the Union government share this year for the scheme. The first instalment of the Union government share came to ₹170.59 crore. The State share was ₹97.89 crore, taking the total to ₹209.68 crore. However, the Union government was not sanctioning the first instalment for this year on the grounds that the arrears for the Central share of ₹132.9 crore for the 2021-22 financial year that were sanctioned at the fag end of 2022-23 and the State's share of ₹76.78 crore had not been released into the DGE's single nodal account, the Minister said.

When the second instalment for 2021-22 was delayed, the State government had spent its own funds and sent the fund utilisation reports to the Union government. It was on its basis that the State had received funds for the scheme for 2022-23. Asking for the arrears of the Union government share for 2021-22 and the State's share to be released into the single nodal account was like asking for an expense already incurred to be repeated again. Though accounting problems that would arise if the funds were to be released again and its impracticality had been pointed out, the Union government had not budged.

To take the project forward and prevent the loss of Union government share, the government had issued an order to release ₹209.68 crore in the DGE's single nodal account. Con-

sidering the delay in receiving the Central component, steps would also be taken to release ₹97.89 crore from the State's mandatory share for the scheme, Mr. Sivankutty said.

An amount of ₹83.49 crore was due to schools for mid-day meal distributed in schools in June and July this year, Mr. Sivankutty had replied to an unstarred question from Thiruvanchoor Radhakrishnan, Kottayam MLA, on Monday.

## Naidu's arrest drags Heritage Foods' shares down by 11%

SEP 13, 2023

<https://dairynews7x7.com/naidus-arrest-drags-heritage-foods-shares-down-by-11/>



The [arrest and the subsequent remand of Andhra Pradesh former Chief Minister and President of Telugu Desam Party \(TDP\) N Chandrababu Naidu](#) seems to have dragged the shares of [Heritage Foods](#), promoted by his wife N Bhuvaneshwari and daughter-in-law Brahmani.

The shares fell by 11.38 per cent on the Bombay Stock Exchange (BSE) on Tuesday to trade at ₹224.30, down by ₹28.80 over the previous day's close. It reported a spurt of 1.48 times in trade volumes on Tuesday. Yesterday, the volumes went up by 4.45 times.

While Bhuvaneshwari is the Vice-President and Managing Director, Brahmani is the Executive Director of the company.

The company's shares touched the 52-week high of ₹287.20 on July 24, after witnessing a 52-week low of ₹135.65 in March 2023.

The developments in Andhra Pradesh over the weekend must have triggered a concern leading to the fall since yesterday. The scrip, which was opened at ₹271.95 on Monday morning, closed at ₹253.20. "The increase in volume is purely market-driven," the company informed the BSE.

Replying to a query from the exchange, it said the company was regularly intimating all the events and information that have a bearing on its operation and performance.

Naidu was arrested and shifted to Rajamahendravaram jail after he was remanded by the ACB court in Vijayawada on Sunday. He was arrested in the skill development scam. Even as his lawyers are busy filing petitions requesting squash of the FIR, house arrest and bail, the Andhra Pradesh police are reportedly preparing grounds for his arrest in a scam involving land around the Inner Ring Road at the State's new Capital Amaravati. Naidu was named A1 in the case.

## Yogi govt announces 50% subsidy on dairy farm of 25 cows

SEP 13, 2023

<https://dairynews7x7.com/yogi-govt-announces-50-subsidy-on-dairy-farm-consisting-of-25-cows/>

The Uttar Pradesh government led by Chief Minister Yogi Adityanath has launched the Nandini Krishak Samridhhi Yojana under Nand Baba Mission to



improve the breed of cattle and increase milk production in the state.

The scheme aims to improve the breed of cows in order to enhance milk production and raise the income of dairy farmers.

“Under the scheme, Sahiwal, Gir, Tharparkar, and Gangatiri breeds of milch cows are included. The Yogi government has estimated a cost of Rs 62.5 lakh for establishing a unit of 25 milch cows under the scheme. Therefore, the Yogi government will provide a 50 per cent subsidy on the total expenses, which amounts

to a maximum of Rs 31.25 lakh to the beneficiaries.” read the release.

“In the first phase of the scheme, the Yogi government will provide subsidy to those beneficiaries setting up 35 units of 25 milch cows, on purchase of cows, their conservation as well as their maintenance. This subsidy will be given in three phases.” stated the release.

“Additionally, in the initial phase, this scheme will be implemented in the ten divisional headquarters of the state, namely Ayodhya, Gorakhpur, Varanasi, Prayagraj, Lucknow, Kanpur, Jhansi, Meerut, Agra, and Bareilly,” read the release.

The benefits of the scheme will be provided in three phases. In the first phase, 25 per cent of the project cost will be provided as a subsidy for unit construction. In the second phase, a 12.5 per cent subsidy will be given for the purchase of 25 milch cows, their 3-year insurance, and transportation costs. In the third phase, the remaining 12.5 per cent of the project cost will be provided as a subsidy.

## ITC launches dairy products in Jharkhand under 'Aashirvaad Svasti'

SEP 13, 2023

<https://dairynews7x7.com/itc-launches-dairy-products-in-jharkhand-under-aashirvaad-svasti-brand/>

**D**iversified city-based conglomerate ITC Limited Monday announced its



The company will offer a slew of dairy products like milk, curd, paneer, lassi and 'mishti doi' (sweet curd) to the consumers of the state, a company statement said PTI Kolkata



Diversified city-based conglomerate ITC Limited

Monday announced its entry in the dairy business in Jharkhand with the launch of various products under its 'Aashirvaad Svasti' brand.

entry in the dairy business in Jharkhand with the launch of various products under its 'Aashirvaad Svasti' brand

The company will offer a slew of dairy products like milk, curd, paneer, lassi and 'mishti doi' (sweet curd) to the consumers of the state, a company statement said.

Sanjay Singal, ITC chief operating officer (dairy and beverages), said the company has expanded its milk-based offerings to Jharkhand after establishing a strong brand presence in Bihar and West Bengal.

"The dairy products offered by the company are differentiated and innovative and have become an established brand in these two states within a short span of five years," he said in the statement.

The Aashirvaad Svasti dairy products will be available across 2000 general and modern trade outlets across Jharkhand, it added.



## Butter and milk powder mix sold as 'milk' to Aavin, one suspended

SEP 11, 2023

<https://dairynews7x7.com/tamil-nadu-butter-and-milk-powder-mix-sold-as-milk-to-cooperative-societies-one-suspended/>

People who don't have cows have been selling 'milk' to cooperative societies by mixing butter with milk powder, that too with the help of some insiders. In the latest instance, Aavin has suspended a driver on Chennai's outskirts in connection with the adulteration which has been going on for at least a month.

Following complaints about the quality from milk processed at Kakkalur plant in Tiruvallur, the Tamil Nadu Cooperative Milk Producers' Federation (TNCMPF), which manufactures Aavin products, alerted the internal vigilance team to carry out raids.

Based on a tip-off, the vigilance team found out that a man named Dayalan was supplying substandard milk. Further probe revealed that Dayalan was a fake name and P D Rajkumar, a driver, was using this name to conceal his identity. He stole skimmed milk powder and butter from Aavin, mixed it with water at his residence in GK Kandigai near Tiruttani and supplied the adulterated milk to the nearest collection centre (cooperative society).

Around 140kg of butter, 175kg milk powder, one cream separator, mixing accessories and empty Aavin bags were recovered from Rajkumar's residence, according to a suspension letter issued by TNCMPF general manager G Rameshkumar.

Such adulterated milk will affect the overall processing quality and final dairy products sold to customers. Lactometers and other testing equipment at Madhavaram processing unit confirmed large-scale adulteration. Notably, this is the fourth Aavin official to be suspended this year in connection with adulteration complaints.

"Instead of filing a police case or taking strict action, the Aavin management has decided to either suspend and transfer or just issue name-sake show-cause notice," said S A Ponnusamy from Tamil Nadu Milk Dealers' Welfare Association.

He also said that if Aavin is serious about addressing quality concerns, it should remove such tainted staff.

## Nation remembers Kurien on his 11th Punya Tithi

SEP 11, 2023

<https://dairynews7x7.com/nation-remembers-kurien-on-his-11th-punya-tithi/>

**A**mul, NDDDB and many other dairy co-ops have paid glowing tributes to legendary Verghese Kurien on his 11<sup>th</sup> death anniversary. In a tweet NDDDB salutes its founder and says he was a true visionary and institution builder who brought smiles in the lives of millions of our dairy farmers.



Remembering his sayings: “The biggest power in India is the power of its people – the power of millions of farmers and their families. What

if we mobilised them, if we combined this farmer power with professional management? What could they not achieve? What could India not become?” , reads the tweet.

In its topical Amul girl paid tributes to its creator with the Picture of him sitting on a chair and Amul girl with a jug of milk. The caption read “He was more milk. Remembering Verghese Kurien on his 11<sup>th</sup> death anniversary.

It is true that due to his vision of wedding professional management with farmers’ efforts, the miracle of operation flood happened in India. Indian Cooperative joins others in saluting this giant of a co-operator.

## Practicing Sustainable ‘Milkology’

SEP 11, 2023

<https://dairynews7x7.com/practicing-sustainable-milkology/>

**D**airy is a significant industry worldwide but in India it goes beyond fulfilling the nutritional and dietary needs of people and has a deep religious association, which has ended up making the country the largest producer and consumer of milk in the world. Like thousands of other dairies, [Hyderabad](#)-based Sid’s Farm is engaged in the supply of healthy and natural dairy products under the dynamic leadership of Kishore Indukuri, Founder & CEO of the company.

Making clean dairy practices a key business philosophy, Sid’s Farm has established itself as a leading supplier of milk in the capital city of Telangana state selling about 33,000 litres of milk every day. The dairy firm has also debuted in the Bengaluru market and is looking to expand its footprint in the city.

The dairy company also has plans to tap the market in Maharashtra. According to Indukuri, they are looking to target Mumbai and [Pune](#), and are developing the system to achieve the vision.

### Tech-savvy Dairy

Talking about business sustainability, Indukuri lists consumer transparency, the right gross margin, product innovation, and farmers’ empowerment as the key factors for achieving growth. Apart from the traditional business strategy, Indukuri says they are using advanced technologies to develop responsible consumers and generate revenues.

Elucidating the tech practice, the CEO says in-store interactive sessions with live milk testing differentiates Sid’s Farm from the competition.

“We have also created an online platform, ‘Milkology’, for raising awareness about dairy farming and responsible consumerism among school students where sessions are delivered in schools, followed by a live demonstration at the farm and factory,” informs Indukari.

Winner of the silver medal in this year’s Emerging Business Summit and Awards in the category of ‘Leader of the Year Creating Emerging Business’, Indukuri disclosed that he visits his dairy farm every week as it helps develop consumer trust. “Interacting with the walk-in customers helps to build a future business strategy,” he said.

Sid’s Farm is conscious about giving back to nature and some of the initiatives in this regard

include a state-of-the-art sewage and solid waste treatment plant within the factory premises that is regularly upgraded to stay relevant as well as a complete shift to natural farming practices without using chemicals.

### A Trailblazer

In a world where only profits matter to businesses, Indukuri is a trailblazer who helms a dairy organisation that is not only socially responsible but also conscious about the environment. He has mandated his company with sustainable action which includes collecting the used milk poly-packs for recycling. The initiative was temporarily paused due to the pandemic but will be restarted soon on a bigger scale, he says.

## Could LSD in UP lead to milk shortage in north during festival time?

SEP 10, 2023

<https://dairynews7x7.com/could-lsd-spread-in-up-lead-to-milk-shortage-in-north-during-festival-times/>



**L**UCKNOW: With incidents of lumpy skin disease rising in the state, Chief Minister Yogi Adityanath took a review of the situation on Saturday and directed officials to immediately stop all inter-state movement of cattle and suspend cattle fairs in the state to prevent the spread of infection.

The CM also announced to increase the per day allowance for looking after destitute cattle under Mukhyamantri Sahabagita Yojana from Rs 30 to Rs 50 per animal. During the meeting, the CM said that the lumpy skin disease had

caused widespread loss in livestock in many states.

‘Dairy farmers should be sensitised to ban entry of outsiders in shelters’ He said that to prevent a similar situation in , the government would have to work on “mission mode”. Other than taking preventive measures, the CM said, dairy farmers should be sensitised about the symptoms and treatment of the infection and to ban the entry of unnecessary people into cow shelters.

“It is necessary to run a special vaccination campaign to protect cattle from lumpy virus for which there needs to be availability of vaccines. As the virus spreads through mosquitoes, special cleanliness campaigns should be conducted in villages and cities in coordination with the departments of rural development, urban development and animal husbandry,” the CM said.

He added that there should be separate enclosures for lumpy virus infected cattle, recovered

cattle and non-infected cattle. The CM also reviewed the implementation of the Mukhyamantri Sahabhagita Yojana, under which more than 1.85 lakh cows have been handed over to people so that they can be looked after.

At present, Rs 30 is being given for food per cow to families which are looking after these cows. This will now be increased to Rs 50 per cow. In addition to this, there are 11.89 lakh cows in 6,889 cow shelters in the state.

## Mumbai's century-old Parsi Dairy Farm is keeping up with the times

SEP 8, 2023

<https://dairynews7x7.com/how-mumbais-century-old-parisi-dairy-farm-is-keeping-up-with-the-times/>



### **M**umbai's Parsi Dairy Farm then and now.

A lot has changed with the iconic 107-year-old Parsi Dairy Farm. The bright red door with a milk can dangling over it on Mumbai's Princess Street is just the first of many. Push past the door and you enter a world of mithai, dairy and confectionary. But in a wholly different set-up. The original dark and dingy Parsi Dairy Farm store is now brightly lit and trendily dressed in pastels. The large windows which were previously shuttered are now jazzed up with fun mason jars that scream 'GHEE'. The revamp wasn't done overnight, says Zeenia K Patel, brand director at Parsi Dairy Farm. It was the culmination of a two-year research.

“We realised that the brand needed a new look and feel to be able to resonate with the younger generation. So we went back to the drawing board and created a fresh, more vibrant look for our products. We also changed the look and feel of the store from the old red and blue stripes to modern but subtle pastels. Nothing too loud. We have kept our tradition of being a low key Parsi.” Zeenia K Mistry, 36, Parvana S Mistry, 35, and their cousins Bakhtyar, 41, and Sarfaraz K Irani, 38, are the fourth generation of Parsi Dairy Farm, who are championing the change.

### **One man army**

The story of Parsi Dairy Farm started with Nariman Ardeshir who launched Mumbai's still-operational oldest dairy, in 1916, with a single can of milk which he sold on the streets. The quality of the milk was so good that it soon



had its own following and Ardeshir had to employ more men to deliver the milk to people's homes. It's part of Mumbai lore how the Parsi Dairy Farm milkmen would go around the city on their cycles delivering milk. "During my grandmother's time, they would arrive at 4 in the morning. Later, thankfully, they changed the time to 6 am," recalls Pervin Ling. While the delivery system has evolved through their own website and food delivery apps such as Swiggy, Zomato, Amazon and BigBasket, the memories of the milkmen in cobalt-blue shirts and shorts still remain etched in people's memories.



The old factory of Parsi Dairy Farm.

In the 1960s, the milk production moved from farms in Mazgaon to stables in Andheri-Jogeshwari and then settled on 300 acres of farmland at Talassary on the Mumbai-Ahmedabad highway. These farms allow Parsi Dairy Farm to offer four different kinds of milk: full-fat buffalo, low-fat buffalo, no-fat buffalo and cow milk. Though their mainstays are the dairy products: milk, ghee, cream and butter, the mithai and kulfi are turning out to be hot-sellers. They have sold 50 million kulfis in the last 50 years. "I remember visiting the store as a child with my grandmother. I loved their milk toffees, they were wonderful. Their sweet dahi is magnificent. For us, it was not Parsi new year unless someone sent us the big piped jalebi from Parsi Dairy Farm. It's very different from the thin orange and yellow jalebis you get all over town. It was considered a huge thing if someone gifted you that jalebi especially in those days when there weren't many branded mithai shops," remembers Roxanne Bamboat, a Mumbai-based multimedia content creator.

Bakhtyar K Irani, managing director at Parsi Dairy Farm, recollects managing the gala (cash counter), making milk coupons for home delivery of milk orders, counting money and being asked to say 'thank you, come again,' to the customers while still being in school. "Our great grandfather Nariman Ardeshir would help several stores as a young teenager by attending to their cash register. It is this engagement with the consumer that helped him understand the nuances of the business and finally start his own business. It was a life-changing experience for him and the generations to come have ensured that we all had that training at a very young age," says Bakhtyar.

### Revived and energised



Mithai display at the revamped Parsi Dairy Farm.

The freshly-renovated Princess Street store of Parsi Dairy Farm is young and playful. Rows of sutarfeni, Mahim halwa, Karachi jalebi, mawa khaja, piped jalebi and peda wink from a shiny glass cabinet while a fridge full of kulfi stands guard close by. The company is also going after the kids with a fancy vending machine that dispenses their decadent milk drops now rechristened 'The Great Indian Toffee.' "We are aiming the toffee at the growing confectionary market in India and hope to get a creamy bite into this Rs 485.9 billion industry by 2028," says Bakhtyar.



Seating under the nostalgia wall at the new Parsi Dairy Farm.

Milk canisters that previously served as stools for people to sit on have been replaced with richly upholstered chairs. There's also a memorabilia wall with the Parsi Dairy Farm's old advertisements, blue uniform of the milkmen, old packaging, earliest coupons, etc.



Cycle cart pop up in the store at the revamped Parsi Dairy Farm, Mumbai,

There is an entire area dedicated to kulfi where the icy popsicles get a motichoor coating or dunked in chocolate syrup. A cute bicycle cart dishes out sweetened yogurt topped with all kinds of relishes and compotes. The cart will go to events and pop ups and entice people with Parsi Dairy Farm products. "We have over 30 dairy products and 80 mithais. I don't think even one person has tried everything. The idea is to have something different to try each time they visit," explains Bakhtyar, who assures that it's only the image and the packaging that has undergone a radical transformation. The products remain largely unchanged. "The recipes have not changed and will not change. Because that is what makes Parsi Dairy Farm."

Keeping up with the times



Chai masala, a new product at the Parsi Dairy Farm, Mumbai.

Parsi Dairy Farms understands that staying relevant requires more than just a savvy product design and new leadership. The brand has been lately leveraging the power of social media to produce a fresh identity and build a bridge with the younger lot. They have also scaled up distribution and are now available in stores such as Society, D'Mart, Nature's Basket, Star Bazaar, Reliance, etc. While new store launches in Borivali and Ghatkopar are aimed at helping the brand spread its wings in the suburbs, new product offering such as chai masala and milk masala powders are supposed to usher in new customers.



Milk masala, a new product at the Parsi Dairy Farm, Mumbai.

Long-term plan include a pan-India presence and then exports to other countries. Parsi Dairy Farm is all about heritage, and the new generation wants to ensure that the heritage is relevant for today.

## Haribol Empowering Ethical Dairy through the “KnowYourMilk”

SEP 8, 2023

<https://dairynews7x7.com/haribols-janmashtami-showcase-empowering-ethical-dairy-through-the-knowyourmilk-campaign-at-iskcon-radha-gopinath-temple-mumbai/>



**H**aribol, a visionary F&B brand in India, stands at the forefront of a dairy revolution that seamlessly blends tradition with technology. This groundbreaking endeavour empowers farmers, ensures ethical animal care, redefines sustainability and provides pure organic products to consumer from dairy to agricultural.

Gauranga Das, member of the ISKCON Governing Body Commission (GBC), underscored the fundamental principles that underpin the “Haribol” brand which is rooted in the Hindu ideology of cow protection and the ethical production of milk. This initiative is firmly grounded on the principle of Ahimsa, ensuring that cows are safeguarded throughout their entire lives. Furthermore, it aligns with ISKCON’s Governing Body Commission (GBC) Resolution of 2019, which stipulated that all ISKCON centers should develop a plan to source all milk and milk products, including butter, ghee, and yogurt, from protected cows for offerings to the deities. Currently, more than 60 ISKCON temples in India, USA, UK & Europe have adopted Haribol Ghee, milk, and other products for preparing Mahaprasadam.

Furthermore, Gauranga Das said, To substantiate these claims and ensure transparency, Haribol employs a novel technology intervention – permanent IoT-based neck collars installed on cows. IoT technology, initially developed in Israel for agricultural use, has found a new and pioneering application with Haribol brand. They are the first in the world to deliver comprehensive cow health data directly to their consumers via a mobile app. Haribol Mobile App provides consumers with live health data accessible via mobile applications, enabling them to monitor the health and well-being of cows and bulls at the farms of Haribol throughout their lifetime, thereby validating Haribol’s commitment to cruelty-free practices.

Haribol’s commitment to cow health is not only ethical but also environmentally responsible. Healthy cows convert feed more efficiently into milk, reducing feed-related emissions. They produce less methane, require fewer veterinary interventions and resources, have longer productive lives, and contribute to overall sustainability by minimizing waste, optimizing resource use, and promoting ethical and

environmentally responsible farming practices. Healthy cows are a cornerstone of a reduced carbon footprint in the dairy sector.

Yachneet Pushkarna, CEO & MD of Haribol, explained that this innovation revolves around cutting-edge technology elements, primarily Internet of Things (IoT), Artificial Intelligence (AI), and Machine Learning (ML). Each cow is equipped with an IoT-based neck collar embedded with sensors that continuously collect health data, such as vital signs and activity levels, and transmit it to a central database. The ML algorithms analyze this data to monitor daily medical conditions and predict potential diseases based on health parameters. This proactive approach to healthcare ensures cows stay in peak health, promoting consistent milk production in terms of quantity and quality.

Pushkarna added that farmers in the Haribol ecosystem benefit immensely from this technology. They receive real-time health data for each cow in their care, allowing them to make informed decisions promptly. This data-driven approach not only enhances animal welfare but also improves the efficiency of dairy farming. Remarkably, Haribol provides these neck collars to farmers free of cost, with the primary goal of maximizing milk output and promoting the overall well-being of the animals.

Pushkarna further added Bhakti yoga in business "is HARIBOL ethos inspired by teaching of Dr Narendra Desai about creating an enterprise beyond profits. An enterprise which will focus on 3Es (Economic, Environmental and Empathy) sustainable development based growth.

Haribol's advocacy extends to the promotion of native Indian cow breeds, which are intricately attuned to India's diverse climate and ecological fabric. These breeds inherently reduce resource consumption and significantly lower the carbon footprint of the dairy sector. Haribol encourages grass-fed systems and meticulously safeguards optimal cow health, harmonizing agricultural practices with ecological equilibrium.

Yachneet Pushkarna expressed, "As we look to the future, we envision dairy farms all over the country adopting the Haribol dairy model. We invite farmers, consumers, and stakeholders to join hands in this transformative journey towards ethical and sustainable dairy production. Together, we can forge a future where dairy farms across the nation embrace the Haribol model, ensuring a harmonious coexistence of tradition and technology for the betterment of all."

To spread the awareness about this Ahimsa milk project, Haribol has launched know your milk campaign across Nature's Basket stores with life-size Gir cow model and the AI technology on display this week and today they have similar display at Radha Gopinath Temple IS-KCON Girgaum Chowpatty.

Haribol aims to be flag bearer of change that drives the employment of original practices in animal husbandry and agriculture that are naturally steered by good ethics towards the environment.



## Country Delight products seized by Telangana FSSAI in Hyderabad

SEP 7, 2023

<https://dairynews7x7.com/country-delight-products-seized-by-telangana-fssai-in-sangareddy-district/>

**I**t has been found that Country Delight Milk Dairy is selling ghee in the state without permits. Officials have found that they are



doing business in crores at will without taking any permission from the government. Telangana government food inspectors conducted inspections at the plant in Sangareddy.

It has been revealed that Country Delight has not obtained FSSAI approvals in Telangana for the sale of their milk products. It was found that Country Delight Ghee, which was stored as Farm to Home, was being offered to the consumers. To this extent, the officials seized

1,500 liters of ghee worth Rs.52 lakh and issued a notice to Country Delight.

The management of Country Delight responded to this matter. It has been revealed that Country Delight ghee products will be stopped in the state for a few days. To this extent, WhatsApp messages have been sent to customers. "Dear Customer, Country Delight Ghee will not be available to order for a few days.

We are aware that we need to apply for an additional license to sell ghee in Hyderabad apart from the ones we have. We will apply for the additional license immediately and hope to be able to deliver the ghee to you within 2 weeks. Sorry for the inconvenience." They sent messages to customers

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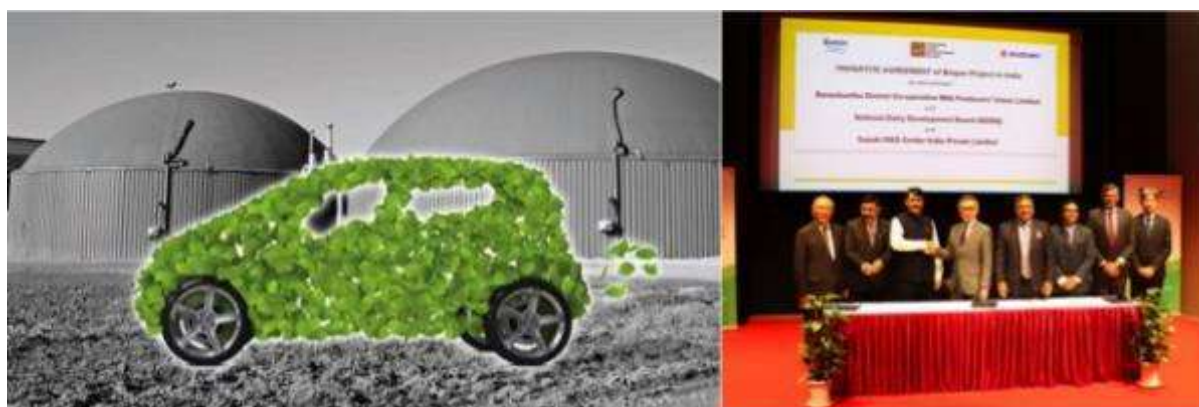
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## Suzuki to set up biogas plants with NDDB, Banas Dairy

SEP 7, 2023

<https://dairynews7x7.com/suzuki-motor-inks-pact-with-nddb-banas-dairy-to-set-up-biogas-plants-with-rs-230-cr-investment/>



**S**uzuki Motor Corporation on Wednesday said it has inked a pact with National Dairy Development Board (NDDB), and Gujarat-based Banas Dairy to set up four biogas plants in Gujarat with an investment of around Rs 230 crore.

The three-party agreement between Suzuki R&D Center India, a wholly-owned subsidiary of Suzuki, NDDB and Banas Dairy was inked in Tokyo on Wednesday.

The project is aimed at making fuel for automobiles by refining methane from biogas, which is generated by fermenting cow dung, the Japanese carmaker said in a statement.

Four biogas production plants will be operated from 2025 in Banaskantha district of Gujarat, it added.

Total investment on the four plants is expected to be Rs 230 crore, Suzuki said in a statement. Also, a biogas filling station will be established alongside each plant, which will distribute fuel for CNG vehicles in which Maruti Suzuki holds over 70 per cent market share in India, it added.

“Suzuki is tackling to reduce greenhouse gas in ways that suit the situations of each country and region. In India, there is expectation for biogas which is said to have high reduction effects,” Suzuki President T Suzuki said.

The automaker will contribute toward realising carbon neutrality through making proactive initiatives in the biogas production business, he added.

Suzuki signed an MoU with NDDB and Banas Dairy in December 2022 to start a Biogas Demonstration Project.

## Amul is official sponsor of Indian team at Hangzhou Asian Games

SEP 6, 2023

<https://dairynews7x7.com/amul-is-official-sponsor-of-indian-contingent-at-hangzhou-asian-games/>

**A**mul is named as the official sponsor of the Indian Contingent for the 19th Asian Games 2022 to be held in Hangzhou, China from September 23 to October 8, 2023.

Announcing Amul's association, Jayen Mehta, In-charge Managing Director, Amul, said "Amul is delighted to announce its association with the Asian Games 2022 and the Indian Olympic



Association. Milk is the world's original energy drink, and every sportsperson nourishes their health with milk in any of its various forms such as ghee, butter, cheese or paneer among many others. Amul has partnered with Indian sports-persons through the Indian Olympic Associa-

tion since the London 2012 Olympics for all Indian contingent to Olympics, Commonwealth Games and Asian Games and we are pleased to further strengthen our decade long relationship."

As part of this association, Amul will use the integrated logo in its communication to celebrate the efforts of the sportsperson.

The XIX Asian Games 2022 will feature 482 events across 40 sports. The Asian Games, also known as Asiad, is a continental multi-sport event held every fourth year among athletes from all over Asia. The upcoming event is officially called the 19th Asian Games Hangzhou 2022. It was originally slated to be held last year but was postponed due to Covid-19.

The India contingent will field 634 athletes at the Asian Games across 38 different sports with the largest contingent of 65 in athletics. At the last edition, Jakarta 2018, India sent a contingent of 570 to compete in 36 sports and won 70 medals.

## Decoding the potential of dairy technology in J&K

SEP 6, 2023

<https://dairynews7x7.com/decoding-the-potential-of-dairy-technology-in-ik/>



**T**he development of the Dairy sector in India and the outstanding role dairy cooperatives has played since the start of Operation Flood are fundamental to the incredible growth story of the nation after Independence. India produces 23% of the world's milk now, making it the largest producer in the world. The development of the rural economy depends heavily on the animal husbandry and dairy sector in India.

Millions of households have the potential to generate revenue from this industry, which also supplies them with a crucial supply of food. Several measures have been initiated by the Government to increase the productivity of livestock, which has resulted in increasing milk production significantly. Milk production during 2020-21 and 2021-22 is 209.96 million tonnes and 221.06 million tonnes respectively showing an annual growth of 5.29%. The per capita availability of milk is around 444 grams/day in 2021-22.

In order to boost the dairy sector, the Government of India has come up with various schemes namely, National Animal Disease Control Programme, Rashtriya Gokul Mission, Animal Husbandry Infrastructure Development Fund (AHIDF), National Programme for Dairy Development (NPDD), Dairy Processing and Infrastructure Development Fund (DIDF) Scheme, Kisan Credit Card (KCC) for Animal Husbandry and Dairying Farmers and Dairy Entrepreneurship development scheme (DEDS).

Since Dairy is the single-largest Agri commodity in India. 80 million dairy farmers are directly employed by it, which makes up about 5% of

the country's total GDP. Over the previous five years ending in 2020, the dairy sector expanded at a Compound Annual Growth Rate (CAGR) of 8.15% which is expected to increase by 13.2% during 2023-2028. Over 50% of the dairy industry's revenue comes from the liquid milk segment, where growth is expected to be consistent (6-7%). Compared to the unorganized section, the organized dairy market has had quicker development and makes up 26-30% of the industry (by value).

Moreover, in the total workforce of 7 million engaged exclusively in the rearing of cattle and buffalo, 69 percent of them are female workers, which is 5.72 percent of the total female workforce in the country of which 93 percent live in rural areas. The milk-consuming population has been consistently rising in the country both in rural and urban areas. The liquid milk market represents about half of the total dairy market in the country. Of the total liquid milk market, the share of the organized sector has increased from 32 % to 41 % in the last 3 years. It is estimated that the share of the organized sector would reach 54 % by 2026.

Further, Niti Aayog estimates that the country is expected to increase its milk production to 330 million metric tonnes in 2033-34 from the current level of 221.06 million metric tonnes so that in coming years there is a possibility of India becoming the contributor of 33 percent of global milk production.

### **Opportunities in the Dairy sector:**

#### **From farm to fork!**

The intricate dairy supply chain starts on the



farm and ends in the refrigerator. From milking the cows to supplying end products, dairy businesses must adhere to strict processing and handling requirements to ensure the quality and safety of the milk and milk products. Future development of the dairy industry is possible only by giving proper importance to the processing of milk and developing the right kind of human resources for the dairy and food industry.

Further having a capable workforce in place is crucial for the smooth operation of any dairy enterprise which will be responsible for meticulously executing an array of responsibilities ranging from maintaining milch herd health, ensuring the quality of milk used for direct retail or processing, using innovation and technology for producing and selling value-added products, and ensuring safe preservation and timely delivery to the consumers.

### **Where could a career in dairy technology take you?**

A career in dairy technology can offer a diverse range of opportunities within the dairy industry and related sectors. An array of job opportunities is available with each having a unique role to play. They can find work in cooperative and private milk facilities in a variety of capacities, including purchasing milk, processing milk, and testing milk quality. Additionally, they can find work in the dairy equipment & machinery industry as well as in the food industries that deal with functional foods and infant meals.

A dairy professional can choose the available opportunities as per their interest. They can work as Product developers wherein they can create new products, and flavours, with added functionality and health benefits. Dairy Technologist is a suitable fit for implementing new technologies and processes. They can also become dairy engineers showcasing skills and

creativity in designing, installing, and maintaining equipment and machinery used in dairy production. The dairy industry is becoming increasingly tech-driven due to recent trends that point to widespread automation this has created demand for engineers in most dairy industries.

The monitoring and testing of the quality of milk and dairy products to ensure they meet industry standards creates an opportunity for a Dairy Quality Control Officer. Dairy Sales and Marketing Executive fulfills the role of promoting and selling dairy products to customers and distributors. As milk procurement officers, they can look after collecting and purchasing milk from dairy farmers and ensuring its quality and quantity. Dairy Nutritionist develops and implements nutrition plans for dairy animals to optimize their health and milk production. Dairy Accountant manages the financial aspects of a dairy farm or facility, including budgeting, accounting, and record-keeping.

Dairy Extension Officer provides education and technical assistance to dairy farmers on best practices for animal care and production. Additionally, students can obtain a job in teaching, research, and extension cadre positions at colleges and universities by obtaining higher education in many disciplines of dairy science. Additionally, there are many work opportunities available worldwide, and many graduates of dairy programs go overseas to finish their studies in the dairy and food sciences. Not only that, but graduates are also able to compete on equal footing in a number of competitive exams, such as those for the civil services, banking, etc.,

To grab top jobs in the dairy sector, enrolment in an academic course that not only educates the candidate on various facets of dairy production, processing, and supply chain but also makes him/her industry-ready is essential. For this, specialists with the necessary qualifications are needed. e.g., diploma, degree, post-graduate, and doctorate level. The most apt academic course for pursuing a career in the dairy industry is the B. Tech (Dairy Technology)

program. Graduation in the field of dairy science is the combination of the five subjects Dairy Technology, Dairy Engineering, Dairy Microbiology, Dairy Chemistry, Dairy Economics, and Business Management.

The objective of dairy technology education is to make available trained human resources to the dairy industry and to educate milk producers, entrepreneurs, and consumers about the quality aspect of milk by imparting short-term training in various aspects of milk handling. Dairy technology education offers a lot of potential in this situation. But there is a lack of awareness among the masses regarding the importance of dairy education in India and the various career opportunities lying ahead in this sector. The UT of Jammu and Kashmir is likewise falling behind in this aspect.

Jammu and Kashmir is home to a thriving bovine industry, with about 31.45 lakh bovines the region accounts for 1.04% of India's total bovine population. As per ISS-2020-21, the annual milk production in J&K is 25.94 lakh MT and the average annual milk production per cow in the region stands at 2380 litre, which is higher than the national average. The milk economy in J&K is valued at Rs 9080 cr which plays a crucial role in the UT's agri-economy. The dairy industry in J&K holds immense potential for UT's economy, providing employment opportunities and contributing to the local population's well-being. This industry is anticipated to grow significantly over the next few years due to the state's low per capita availability of milk and rising demand for dairy products. With the increasing demand for dairy products and the per capita availability of milk being lower than many milk potential states, the dairy sector is poised for significant growth in the UT in the coming years.

Hence, the J&K government has taken a major step towards boosting the agriculture and allied sectors with the recent launch of the Holistic Agriculture Development Program (HADP). The J&K government is committed to supporting the dairy sector and ensuring its

sustainable growth, thereby contributing to the overall economic development of the UT. The HADP encompasses 29 innovative projects, including a visionary plan for Dairy Development in J&K over the next 5 years. The J&K Government hopes to achieve remarkable growth in average annual milk productivity, from 2380 liters to 4300 liters, by 2027 by AI intervention. Moreover, 15700 Jobs and 600 enterprises in the dairy sector will be created in the next five years. Under HADP, the Govt of J&K has allocated a budget of Rs 370.51 crores.

Considering the potential scope of the new initiatives the UT Government of J&K has taken another major initiative by opening a Dairy Technology Faculty at SKUAST-J RS Pura, Jammu to create human resources that will meet the demands of the budding private industries, milk cooperatives, and open research and development opportunities in dairy sector in J&K. This faculty offer programs, courses, dedicated to advancing knowledge and skills in the field of dairy technology. The college offers a 4-year degree program that offers intensive training in the processing and quality control of milk and milk products and engineering aspects of dairy processing equipment. The eligibility criteria for students to get enrolled in FDT is a common entrance test conducted by SKUAST J per year with Physics, Chemistry, and Mathematics as the essential criteria.

For the past few years, J&K Government has been focusing on the development of the dairy sector in this region to make it self-sufficient in milk production and as a result, the trend of dairy farming is increasing as a result there is the possibility of flourishing of numerous dairy enterprises and companies that will lead to the better employment opportunities and various career avenues way ahead. So, this is the golden opportunity for students seeking various career options after 12th to come forward and enroll yourself in the Faculty of dairy technology to make most of your talent in the dairy industry and advance your career globally as it has been rightly said, "Opportunities don't happen, you create them"- Chris Grosser

## The first National Kisan Credit Card Conference organized

SEP 5, 2023

<https://dairynews7x7.com/the-first-national-kisan-credit-card-kcc-conference-organized-by-the-ministry-of-fisheries-animal-husbandry-and-dairying-held-in-mumbai-today/>

### Mumbai, 4 September 2023

Union Minister for Fisheries, Animal Husbandry and Dairying (FAHD) Shri Parshottam Rupala inaugurated the first National Kisan Credit Card (KCC) Confer-



ence organized by the Ministry of Fisheries, Animal Husbandry and Dairying, in Mumbai today (September 4, 2023). The Minister of State for Finance Dr. Bhagwat Kishanrao Karad, Minister of State for Fisheries, Animal Husbandry and Dairying and Information and Broadcasting Dr. L. Murugan, Minister for Fisheries, Govt. of Maharashtra, Shri Sudhir Mungantiwar and Minister for Revenue, Animal Husbandry and Dairy Development, Government of Maharashtra, Shri Radhakrishna Eknathrao Vikhe Patil were present on the occasion. The dignitaries also included Secretary, Department of Fisheries, Government of India, Dr. Abhilaksh Likhi; Secretary, Department of Animal Husbandry and Dairying, Government of India,, Ms Alka Upadhyaya; Chief Executive, National Fisheries Development Board, Dr. L. Narasimha Murthy; Executive Director, Reserve Bank of India, Shri Neeraj Nigam; and CGM, Dept of Refinance, NABARD Shri Vivek Sinha amongst others.

Speaking on the occasion, Union Minister Shri Parshottam Rupala urged the banks to to keep minimum check list to approve loans through KCC to farmers. He said that a process similar to DBT scheme should be adopted where state

government may identify the farmers eligible for KCC loans. Highlighting the importance of financial inclusion , he urged all farmers to come ahead and reap benefits of the KCC Scheme. On the sidelines of the event, the Union Minister Shri Parshottam Rupala said, Prime Minister decided to extend the benefit of Kisan Credit Cards to fishermen and dairy farmers, which was earlier available only to farmers. The aim of today's event was to promote that scheme and to discuss the challenges with different stake holders from across the country. Till now more than 1.5 lakh fishermen have been proved KCC cards. 29 lakhs to dairy farmers, he informed.



DR. L. Murugan highlighted the plight of the poor farmers who took loan from private moneylenders or sahu-kars and could not come out of the cycle of repaying debts. He said that PM Modi introduced KCC for them. In this context, MoS, FAHD Dr. Murugan said that KCC is strengthening the rural economic system. Hence KCC needs to penetrate further in rural areas, he added. Dr. L. Murugan also remarked that farmers are the responsible ones and repay their loans on time. He asked the local bankers to take regular meetings to resolve

challenges faced in implementing the KCC scheme.



He stated that fisheries play an important role in rural economy, as more are there in fisheries and dairy sector. Speaking of PM's vision 'Seva, Sushashan and Garib Kalyan', he pointed out that financial inclusion plays a major role in 'Garib Kalyan' and includes initiatives like PMJDY, MUDRA Loans and SVANidhi scheme among others. He said, FAHD Ministry is concerned about taking KCC facility to the last man of the fishermen community to bring about further development of the sector. Over the last nine years, fisheries and dairy sector have become self-sufficient, he added.



Union MoS for Finance Dr. Bhagwat Kishanrao Karad urged the bank representatives that KCC should be given to fisheries' sector applicants on priority. He also urged them to take a decision for expeditiously clearing all pending applications for KCC, including the applications received from fisheries sector. He also said that reasons should be stated for returning of applications and guiding the applicant on how to re-

submit applications so that it gets approved the next time. He urged NABARD to see if some loans from Rural Infrastructure Development Fund may be given to states for development of fisheries sector. MoS (Finance) Dr. Karad stated that farmers have to pay an interest of 3 percent for loans taken on KCC in general, as the Centre provides an interest subvention of 4 percent. He mentioned that Gujarat Government has come out with a scheme by which the state government also pays for the interest and farmers get loans at 0 percent interest and urged other states to study this model for possibility of implementation in their own states. He said that fishermen should be brought under the schemes for street vendors (PM SVANidhi Scheme) as that will be beneficial for them. He urged the banks to work proactively for giving out KCC for fisheries, animal husbandry and crop loans. He urged all stakeholders to reach out to the potential beneficiaries of KCC as it will generate self-employment and self-sustainability.



A total of 80,000 participants joined through physical and virtual modes; 35 states/UTs joined from 370 locations with 21,000 fishers and fish farmers, 9000 joined physically and through virtual mode while 50,000 AHD farmers connected through 1000 Common Service Centers (CSCs). ~22 lakh public were reached out through digital, electronic, print media as part of outdoor campaign and publicity material in 7 vernacular languages on Guidelines/SOP were distributed and video on KCC facility for Fisheries was released.



## Crop production paying dwindling dividends

SEP 5, 2023

<https://dairynews7x7.com/crop-production-paying-dwindling-dividends/>



**A**FTER 2000, there were notable structural changes in the principal sources of income of agricultural households (AHHs), as revealed by the Situation Assessment Surveys (SAS) of 2003, 2014 and 2019. These are termed SAS-2019, SAS-2014 and SAS-2003, even as the reference years for the collection of data were 2018-19 (July 2018 to June 2019), 2012-13 and 2002-03. The AHHs are those earning around Rs 3,000 (SAS-2014) and about Rs 4,000 (SAS-2019) from agricultural activities with or without owning land, whereas in SAS-2003, ownership of some land was a condition. The SAS-2019 estimates that about 93 million agricultural households were living in rural India in 2018-19; out of them, about 45,000 AHHs were surveyed in two visits from January to December 2019. The types of principal sources of income were almost the same, except that in SAS-2019, the earnings from leased-out land were shown separately.

### AVERAGE MONTHLY INCOME (₹) OF AGRICULTURAL HOUSEHOLDS (NET OF PAID-OUT EXPENSES)

Source of Income	All India			Punjab			Haryana		
	2018-19	2012-13	2002-03	2018-19	2012-13	2002-03	2018-19	2012-13	2002-03
1. Crop production* 	3,932	3,081	969	15,249	10,862	2,822	9,713	7,867	1,494
% to total	38.48	47.94	45.82	57.11	60.15	56.90	42.52	54.50	51.84
2. Livestock farming 	1,582	763	91	4,457	1,658	236	4,020	2,645	-236
% to total	15.48	11.87	4.30	16.69	9.18	4.76	17.60	18.32	-8.19
Sub-total (1+2)	53.96	59.81	50.12	73.80	69.33	61.66	60.12	72.82	43.65
3. Non-farm activities 	641	512	236	1,014	760	440	1,249	431	356
% to total	6.27	7.97	11.16	3.80	4.21	8.87	5.47	2.99	12.35
Wages and salaries 	4,063	2,071	819	5,981	4,779	1,462	7,861	3,491	1,268
% to total	39.76	32.22	38.72	22.40	26.46	29.48	34.42	24.19	44
Total at current prices	10,218	6,427	2,115	26,701	18,059	4,960	22,841	14,434	2,882
Total at constant prices**	5,464	3,855	2,363	14,279	10,833	5,542	12,214	8,659	3,220

\*Share

of income from leased-out land is 1.31% (all India), 9.93% in Punjab and 2.72% in Haryana in 2018-19.

\*\*Deflated by wholesale price index base 2004-05 Source: RBI Handbook of Statistics of India; SAS-2019, SAS-2014 and SAS-2003

Income from crop production and leased-out land is 38.48 per cent (all India), 42.52 per cent in Haryana and 57.11 per cent in Punjab. If we take out about 10 per cent of the income from leased-out land in Punjab (the highest in India), the income from production is just 47 per cent. As per SAS-2019, only a few states — Karnataka (51 per cent), Madhya Pradesh (52 per cent), Meghalaya (71 per cent) and Telangana (52 per cent) — have more than 50 per cent income from crop production in the total HH income. Besides, the income from the allied activity of livestock farming is about 15, 17 and 18 per cent (all India, Punjab and Haryana, respectively). The share of livestock income in SAS-2019 has jumped by about 4 percentage points (all India) and 7 percentage points (Punjab), but slipped by nearly 1 percentage point in Haryana compared to SAS-2014. Overall, the share of livestock income in Haryana has remained relatively high in both SAS-2014 and SAS-2019. The greater sale of Haryana's

milk in cities such as New Delhi, Gurugram and Chandigarh is one of the reasons for its higher income from livestock, especially dairy farming.

### **Farm size matters**

The combined income from crop farming and its allied activities of livestock was about 54 per cent in India, 74 per cent in Punjab and 57 per cent in Haryana in 2018-19. Most of the AHHs are still dependent on agriculture, though the dependence has decreased nationwide and in Haryana but increased in Punjab compared to 2012-13. The dependence on agriculture is positively associated with the farm size. Across farm sizes, the dependence on agriculture and livestock income is about 31 per cent for sizes up to 0.4 hectare, whereas it is 83 per cent and 92 per cent for farm sizes of 4-10 hectares and above 10 hectares, respectively.

Income from non-farm enterprises is just about 6, 4 and 5 per cent in India, Punjab and Haryana, respectively. Moreover, it has decreased compared to 2012-13.

At the all-India level, the largest source of income for AHHs is wages/salary, which accounts for about 40 per cent, though it is 22 per cent and 34 per cent in Punjab and Haryana, respectively. It is negatively associated with the farm size. This source gives income up to 50 per cent to AHHs owning up to 1 hectare, while it is around 10 per cent for farm sizes above 4 hectares. It may be mainly wage income for marginal farmers. It is to be noted that the dependence on wages and salaries has increased by 7.5 percentage points over 2012-13, mainly for marginal and small farmers. Hence, it can be inferred that the average Indian farmer is becoming more of a labourer today.

During two periods — 2012-13 to 2018-19 and 2002-03 to 2012-13 — the annual growth rate in the income of AHHs was slightly higher at 6.31 per cent at the all-India level, but it decreased in Punjab and Haryana in the latter period. It means the productivity in these states may have reached a plateau, whereas it may have increased in other states due to higher procurement at the minimum support price (MSP) and a higher yield.

### **Banking on wages & salaries**

From this analysis, we can conclude that the income of AHHs from crop production is decreasing and the dependence on wages and salaries is increasing, especially for marginal and small farmers. Unprofitable farming on small farms is compelling farmers to lease out land or become labourers. Hence, there is a need to safeguard the ownership of small farms and legalise tenancy so that insurance, credit and other support can be availed by the actual cultivators. The income of AHHs from non-farm enterprises has decreased from 2012-13 to 2018-19. Farmers owning 4 to 10 hectares are leasing in land to make use of their tractors and other machinery. It requires policy changes to incentivise farmers and farmer producer organisations (FPOs) as well as cooperatives for involving them in the processing of the surplus produce.

## Pride Of Cows: Pioneering Single Origin Milk – A Fusion of Flavours

SEP 5, 2023

<https://dairynews7x7.com/pride-of-cows-pioneering-single-origin-milk-a-delightful-fusion-of-flavours/>

Leading the charge in innovative dairy practices, Pride Of Cows – Single Origin Milk has unwavering commitment to excellence. Each drop of Pride Of Cows milk is sourced from one farm and one breed. Pride Of Cows – A single origin milk setting a standard



of excellence that remains unmatched. Thus, resulting in a product infused with a unique and alluring aroma, unparalleled nutritional excellence, and captivating flavours.

Akshali Shah, the Executive Director at Pride Of Cows, remarked, “Our journey with Single Origin Milk is a testament to our dedication to innovation, quality, and transparency. At Bhagyalakshmi Dairy farms, we meticulously cultivate a farm-to-table experience, allowing us to control every aspect of production. From cow well-being to hygiene standards, we ensure a product that’s not only pure but resonates with the essence of its origin. Our cows’ comfort technology, ethical farming practices, and dedication to sustainability define this remarkable endeavour.”

Pride Of Cows’ Single Origin Milk emerges from Bhagyalakshmi Dairy farms, where farming practices and stringent quality control meet. The holistic approach encompasses the cow’s well-being, diet, and hygiene during milking and packaging, all meticulously managed to deliver an exceptional product. The farm’s dedication to cow comfort, including soothing music, temperature control by fans, water sprinklers and insulated roofs, rubber mats to lie on,

and superior nutrition – Total meal ratio elevates the milk’s quality.

One of the most remarkable aspects of Pride Of Cows’ Single Origin Milk is its traceability. Consumers can now connect with the exact source of their milk, aligning with ethical and eco-friendly dairy practices. The unique farm environment imparts distinctive qualities to the milk, ensuring a truly authentic experience for discerning consumers who seek the finest and most conscientiously produced dairy products. The expert Farm team which includes Farm managers, veterinary doctors and nutritionist are passionate about their work and truly believes in “Happy cows gives better milk”

The true essence of Single Origin Milk is embodied in its unmatched taste and consistent quality. The milking and feeding methods capture distinct flavor profiles stemming from the cow’s diet, breed, and farm’s location. Each bottle of Pride Of Cows’ Single Origin Milk offers a unique tasting journey, inviting consumers to savor the nuances that make it truly exceptional.

Transparency is a hallmark of Pride Of Cows’ Single Origin Milk. Consumers can trace their milk back to Bhagyalakshmi Dairy farm at Manchar and access detailed lineage information spanning seven generations. This commitment builds trust and provides assurance of ethical and sustainable practices throughout the production process.

Furthermore, the freshness of Pride Of Cows’ Single Origin Milk is guaranteed. With a direct farm-to-table supply chain managed by dedicated delivery personnel, the milk reaches con-

sumers at its peak freshness, preserving its natural flavors and nutritional richness, enhancing its overall quality and purity.

Sustainability is deeply ingrained in Pride Of Cows' ethos. From its origins as an R&D center fostering best milking practices, the farm has evolved into a beacon of sustainability known as the "Zero Wastage Farm." This commitment is evident through reduced waste, efficient recycling, and generating electricity from biogas to support green energy initiatives. Organic fertilizers derived from cow dung and urine contribute to a circular economy, while dairy farming workshops empower farmers to embrace sustainable practices.

Pride Of Cows' Single Origin Milk encapsulates a premium and unparalleled dairy experience, setting a new standard for excellence. Embrace the authenticity and flavors of Pride Of Cows' Single Origin Milk, savoring a product that is truly extraordinary.

#### **About Parag Milk Foods Ltd:**

Parag Milk Foods Limited, established in 1992, is the largest private dairy FMCG Company with a Pan India presence. We have our

manufacturing facilities with in-house technology which are strategically located at Manchar in Maharashtra, Palamaner in Andhra Pradesh, and Sonipat in Haryana. We sell 100% cow's milk products that are healthy and nutritious. Our integrated business model and strong R&D capabilities have helped us emerge as the leader in innovation. Our dairy farm, Bhagyalaxmi Dairy Farm Limited house more than 2,500 cows, with a mechanized milking process. Under brand "Gowardhan", we offer traditional products like Ghee, Dahi, Paneer, etc. Under the brand name "Go" we offer products like Cheese, UHT Milk, Butter-milk, Lassi, Yoghurt etc.

#### **About Pride Of Cows**

"Pride Of Cows", the flagship brand of Parag Milk Foods was introduced with a proposition of Farm to Home concept targeted towards customers seeking premium quality dairy products. The Company has also ventured into the B2C segment for Whey Protein with the brand Avvatar – India's 1st 100% vegetarian whey protein, first of its kind manufactured in India. Our goal is to become the largest dairy FMCG Company that emphasizes health and nutrition to consumers through innovation.



## FDA starts special drive to curb milk adulteration in Pune

SEP 5, 2023

<https://dairynews7x7.com/fda-starts-special-drive-to-curb-milk-adulteration-200-dairies-in-pune-to-be-inspected/>

Over 200 dairies in the Pune district will be inspected as part of a zero-tolerance initiative that will involve stringent scrutiny of all dairies in the district

The Food and Drug Administration (FDA) on



Saturday launched a two-week-long special drive to curb

milk adulteration in Pune district. Over 200 dairies in the Pune district will be inspected as part of a zero-tolerance initiative that will involve stringent scrutiny of all dairies in the district, said officials.

Suresh Annapure, FDA joint commissioner, Pune region informed that the drive has started and samples from 10 dairies were taken on Saturday. "The samples have been sent to the government laboratory for analysis. Further action will be taken after the reports are received. The milk and milk products are checked for adulteration which is prohibited as per the Food and Safety Act 2006," he said.

As per officials, Maharashtra has an acute problem of milk adulteration. Urea, sugar and

cooking soda are among the common substances used to adulterate milk while instances of the addition of water in milk bags are also common. During the campaign, the entire milk chain, from production, collection and chilling centres to dairies and retailers, will be under FDA scanner.

A senior FDA official requesting anonymity said, "The staff from the dairy development department are also part of the drive and it is helpful considering the shortage of staff in the FDA. During the campaign, the team will conduct spot checks to prevent adulteration of milk and milk products. In severe cases stern action such as filling first information report (FIR) against persons or establishments involved in adulteration of milk and milk products will be taken."

Annapure further informed that Pune division which includes- Pune, Solapur, Satara, Sangli and Kolhapur districts has 800 dairies. Pune district has 200 dairies. "The staff crunch is a major challenge for us as we have to manage with a meagre workforce to conduct the special drive and routine inspections. However, we aim at inspecting the suspicious dairies initially and later cover the remaining dairies," he added.

## Rajiv Gandhi vet institute releases manual for milk processing

SEP 5, 2023

<https://dairynews7x7.com/rajiv-gandhi-veterinary-institute-releases-training-manual-for-small-scale-milk-processing/>

**T**he Department of Livestock Products Technology of the Rajiv Gandhi Institute of Veterinary Education and Re-



search (RIVER) has brought out a training manual on small-scale, household-based milk processing.

The release of the manual coincided with a training workshop held for 12 batches (243 participants) as part of a project on “Value-added Milk Products Processing at Household Level” funded by the Department of Science

and Technology’s Women Scientist Scheme-B and Women in Science and Engineering-KIRAN Division of the Government of India.

In addition to this, a programme on “Awareness about FSSAI Registration and its Importance for Entrepreneurship and Retail Registration Procedure” was arranged for more than 200 participants.

V. Sejian, Dean, RIVER; K.A. Arul Anand, Joint Director, Food Safety and Standards Authority of India (FSSAI), Chennai; and S. Kasthuri, Principal Investigator of the project, participated. The training was led by a RIVER team comprising K. Natchimuthu, Banu Rekha, Rajalakshmi, Venkatesa Perumal and Nithya Quintoil.

## Milky mist Greek Yogurt to tap Rs 1000 Crores Yogurt market

SEP 5, 2023

<https://dairynews7x7.com/milky-mist-greek-yogurt-to-tap-rs-1000-crores-yogurt-market/>

**M**ilky Mist is pioneer in launching fruit based yogurt of different types such as Blueberry, Mango, Peach and Pineapple. The market has been steadily growing for these categories and Milky Mist has gained a significant market share for fruit based Yogurts.

Looking into the nutritional requirement, availability and consumer demand for high protein products, Milky Mist has installed state of the



art  
fer-

mentation and ultrafiltration technology to produce high protein milk based products.

As an extension of Yogurt category, Milky Mist has developed different types of Greek Yogurt such as natural and cereal based variants having protein ranging from 6.5% to 8%. We have

recently launched these products and consumers have received them very well. Going forward, Milky Mist will continue to extend the product category in high protein milk based products.

The Yogurt market in India is estimated to be around Rs.900 – 1000 crores and as per market agencies' report, it is growing in the range of 18% to 20% in the last four years. However, there are very limited players in this category for manufacturing quality products, using UF technology and marketing the same across the country.

Milky Mist is in a position of having state of the art technology as well as product development team with its own strong marketing network. In view of the above, we are very much enthusiastic to develop this category and create a market for such high protein products since the demand is ever growing

## A wild cheese chase: The story of Panchal Dairy

SEP 4, 2023

<https://dairynews7x7.com/a-wild-cheese-chase-the-story-of-panchal-dairy/>

**R**evolutions are born from the need of the moment. Such is the story of Panchal Dairy, named after the Panchal Rabari pastoral community of Gujarat, which rears the indigenous Panchali sheep. Headed by 25-year-olds Arpan Kalotra and Bhimsinhbhai Ghanghal this artisan cheese-making facility in the village of Sayla, 136 km from Ahmedabad, is slowly making history. The area is



also home to the

Zalavadi goat. Another endemic breed of goats, Gohilwadi, is found in the neighbouring districts.

Kalotra says as the demand for goat and sheep milk began to fall vis-à-vis bovine milk, the community, which largely rears goats and sheep, looked for ways to cut their losses. “Goat and sheep milk have a strong smell and taste compared to bovine milk, and also have a shorter shelf life. This impacted sales. Besides, over the years, many government rules and regulations reduced the grazing areas, making it difficult to maintain livestock. The younger generation started taking up small jobs in the cities. We had to look for a way out to self-sustain,” he says.

As luck would have it, in 2022, Sahjeevan Centre for Pastoralism (CfP) in Bhuj, Kutch district, took up the initiative to develop entrepreneurship among the pastoral youth. With a large livestock herding population in the region, Sahjeevan realised that there is a considerable potential for entrepreneurship linked to value-added products that could rejuvenate pastoral people’s livelihood. During the training programme, Kalotra and Ghanghal learnt about a

dairy course at Anand—the milk capital of India—where they learned to convert milk into other products.

“We started the dairy to supplement our income with products like ice-creams, lassi, khoya and yoghurt. The biggest challenge, however, was that these items were highly perishable,” Ghanghal says. During the workshop, the duo learnt that cheese-making can be a worthwhile social enterprise as the product lasts longer. The idea was given shape by CfP, which agreed to support the two budding entrepreneurs in establishing a cheese-making unit in Surendranagar district of Saurashtra.

CfP also brought on board one of the partners at Chennai-based Kase Cheese, Namrata Sundaresan—who is the only certified cheese instructor in India under the UK-based Academy of Cheese—to train them. She says, “It took 18 months, wherein they were trained on each product, almost on a monthly basis, resulting in 12 different kinds of cheese. The product mix includes specialties like Chevre, Halloumi, Feta and the classic Goat Tomme, which is an Alpine-style cheese.”



Chevre

The fact that there are close to 3,500 goat- and sheep-herding households in the region made it easier for the two entrepreneurs to source milk from a shipping point, making Sayla the perfect location for a goat and sheep cheese creamery. While goat cheese is more crumbly, sheep cheese is more cohesive. Also, the quantity of sheep cheese is far less and the price is higher as the animal only breeds only once a



year during winters, so herders can only get the milk after lambing.

Kalotra and Ghanghal started production in 2022, selling the cheese at exhibitions and farmers' markets. "With the experience we have got, we are now ready to work with retail markets and the catering sector to supply the cheese," they say, as they mull creating an 'experience centre' at Sayla. "We have had stu-

dents from hotel management and culinary institutes visiting us. Tourists also come to see the factory," says Kalotra, adding, "Visitors can experience the whole process, which begins less than four hours after the milking of goats and sheep." What started with trying to self-sustain the herding community has now evolved into the business being a part of the burgeoning Indian cheese market, which is expected to reach `262.6 billion by 2028.

## Punjab Pollution Board approval must for dairy farms, gaushalas

SEP 3, 2023

<https://dairynews7x7.com/punjab-pollution-control-board-approval-must-for-dairy-farms-gaushalas/>

**D**irecting owners of dairy farms and gaushalas to get its consent for operations, the Punjab Pollution Control Board (PPCB) has asked them to adopt necessary safeguards and ensure compliance of revised environmental guide-



lines or face fines. This comes as the majority of gaushalas and dairies continue to discharge dung and wastewater into drains, leading to water pollution.

### ***New guidelines***

- New dairy farms & gaushalas should be located outside city/village boundaries
- These should be at least 200 m from residential units and 500 m from hospitals and schools
- New dairy farms and gaushalas should not be located in flood-prone areas

The PPCB has asked the proprietors of dairy farms and gaushalas that as per National Green Tribunal (NGT) orders, it was mandatory to

comply with the revised guidelines for environmental management and to have consent to establish a unit.

The consent include undertaking that the dairies and farms would treat wastewater before releasing it into sewers and stop dumping bovine dung. The PPCB approval would be given only if the units would collect dung from the sheds at regular intervals.

"At present, the majority of dairies are flouting norms and polluting both air and water. This has to stop or environmental compensation will be levied against defaulters as per NGT orders. At present, most farms are operating without following any norms," said a top PPCB official.

Sources said the recent order came following the problems caused by discharge of dung and wastewater, especially during the floods across Punjab.

"Many dairy farms and gaushalas throw dung along with wastewater into drains, leading to clogging. This ultimately reaches rivers and creates water pollution. The dung produces many gases and compounds which are emitted into the atmosphere," said PPCB Chairman Adarsh Pal Vig.

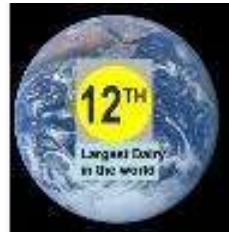
## Amul moved up one step to become 12th largest dairy in the world

SEP 2, 2023

<https://dairynews7x7.com/amul-moved-up-one-step-to-become-12th-largest-dairy-in-the-world/>

**R**abobank's annual Global Dairy Top 20 highlights the results of industry leaders in one of the world's most valuable food sectors. The combined turnover of the Global Dairy Top 20 companies jumped by 7.4% in US dollar terms, following the prior year's gain of 9.3%. In euro terms, the combined turnover increased by a significant 21% due to the combination of a stronger US dollar, inflation, and tight market conditions during most of 2022, with many companies reporting record-high revenues in their local currencies.

Overall, only five companies held the same position as last year, indicating a reshuffle along the entire list. In 2022, merger and acquisition activity was nearly on par with the prior year, with almost 25



deals. A slowdown in activity was noted in the second half of the year, which continued into 1H 2023, with about eight deals announced in the first half of 2023 versus approximately 12 deals in the first six months of 2022. FX developments in 2022 contributed to the reshuffle and were particularly unfavorable for dairy companies reporting in euros, New Zealand dollars, renminbi, and yen.

## Global Dairy Top 20, 2023

2023	2022	Company	Country of headquarters	Dairy turnover, 2022*	
				USD billion	EUR billion
1	1	Lactalis	France	28.6 <sup>†</sup>	27.2 <sup>†</sup>
2	▲	4 Dairy Farmers of America	US	24.5	23.3
3	▼	2 Nestlé	Switzerland	23.3 <sup>†</sup>	22.1 <sup>†</sup>
4	▼	3 Danone	France	21.2 <sup>†</sup>	20.1 <sup>†</sup>
5		5 Yili	China	18.3 <sup>†</sup>	17.3 <sup>†</sup>
6	▲	9 Arla Foods	Denmark/Sweden	14.5	13.8
7	▲	8 FrieslandCampina	Netherlands	14.4 <sup>†</sup>	13.7 <sup>†</sup>
8	▼	7 Mengniu	China	14.4 <sup>†</sup>	13.7 <sup>†</sup>
9	▼	6 Fonterra	New Zealand	14.2 <sup>†</sup>	13.4 <sup>†</sup>
10		10 Saputo	Canada	13.7	13.0
11		11 Unilever	Netherlands/UK	8.3	7.9
12	▲	13 Gujarat Cooperative Milk Marketing Federation Ltd	India	7.0	6.7
13	▼	12 Savencia	France	6.9	6.6
14	▲	17 Müller	Germany	6.5 <sup>†</sup>	6.2 <sup>†</sup>
15	▲	16 Agropur	Canada	6.5	6.2
16	▲	19 Schreiber Foods	US	6.5 <sup>†</sup>	6.2 <sup>†</sup>
17	▼	14 Sodiaal	France	5.8	5.5
18		18 DMK	Germany	5.5 <sup>†</sup>	5.3 <sup>†</sup>
19	▲	20 Froneri	UK	5.3	5.1
20	▲	# Glanbia	Ireland	5.1 <sup>†</sup>	4.8 <sup>†</sup>

\* Turnover data is predominately dairy sales, based on 2022 financials and M&A transactions completed between January 1, 2023 and June 30, 2023. Pending mergers and acquisitions not incorporated include: Lactalis' acquisition of DPA Brazil from Fonterra and Nestlé. Danone's acquisition of Promedica, Saputo's disposal of two Australian processing plants to Coles, Unilever's acquisition of Yasso Holdings, Inc and Savencia's acquisition of Williner.  
<sup>†</sup> estimate.

Source: Rabobank 2023

While the first half of the ranking is divided by nearly USD 15bn in turnover between the first and tenth positions, a difference of about USD 3.2bn separates the ten companies in the second half of the list.

### **Unilever, retaining its position**

Unilever remains in 11th position, with the company's newly formed ice cream division reporting a EUR 1.0bn (+14.8%) or USD 0.2bn (+2.3%) increase in sales, raising total sales to EUR 7.9bn or USD 8.3bn. The pending acquisition of US-based Yasso Holdings is expected to add over USD 200m in annual revenues.

Amul has moved up by one step in 2023 becoming 12th largest dairy

Behind Unilever, India's Gujarat Cooperative Milk Marketing Federation (Amul) (12th) and France-based Savencia (13th) swapped positions, but they remain closely paired with a difference in turnover of about USD 100m. Savencia's announced acquisition of Argentina-based Williner in April 2023 is estimated to add about USD 250m in revenues once closed.

### **Dairy Alternatives: Focus Shifting to Protein Ingredients, Precision Fermentation, and Partnerships**

Dairy alternatives have become part of the product portfolio of most Dairy Top 20 companies, but still account for a small share of revenues. In recent years, the focus has been on launching plant-based

products as alternatives to liquid milk and fresh products like yogurt, but attention has shifted to using precision fermentation to develop alternatives for dairy proteins. The last 12 months saw the announcement of a streak of partnerships, (small) equity positions, and funding directed toward startups. This includes the partnership between Nestlé and early pioneer Perfect Day; FrieslandCampina and biotech company Triplebar’s collaboration; Fonterra and Dutch DSM’s joint venture, Tasman B.V.; and Danone’s investment in Israeli startup ImaginDairy.

Looking ahead, we expect weakening dairy and retail prices will make 2023 a challenging year in terms of profitability for some companies in the ranking. Farmgate milk prices remain relatively high in some regions, which squeezed margins in 1H 2023. In terms of turnover, we expect more muted growth in 2023, with some companies unlikely to match the double-digit percentage revenue gains they experienced in 2022.

### Aavin milk sales up by 7% after reforms; but procurement dips

SEP 1, 2023

<https://dairynews7x7.com/aavin-milk-sales-up-by-7-after-reforms-but-procurement-dips/>

**T**he state-run Aavin’s daily milk sale is up by seven per cent in districts outside Chennai but a sharp decline in procurement remains a challenge.

To stop Amul’s market penetration, Tamil



Nadu Cooperative Milk Producers’ Federation (TNCMPF), which manufactures Aavin products, introduced a slew of administrative reforms recently to avoid delays and improve quality.

The efforts have started to pay off with TNCMPF’s daily sales figure in rural areas and tier-II cities has touched 16 lakhs now. It was around 15 lakhs in August 2021, according to official data. Chennai’s daily sales figure crossed pre-Covid levels last month.

However, there has been a 24% drop in milk procured from dairy farmers through registered societies. Last August, TNCMPF procured over 38 lakh litres of milk every day. At present, it has bought only 28.7 lakh.

This implies that district-level unions have not planned appropriately for market expansion and procurement augmentation, said S Vineeth, managing director of TNCMPF in a letter to his staff last week.

SUPPLY AND DEMAND		
TN regions excluding Chennai	August 2022 (lakh litres)	August 2023 (lakh litres)
Daily milk procurement	38.21	28.78
Daily milk sales	14.96	16.1

Still, over 8,000 villages in the state are not having Primary Milk Producers Cooperative Societies (to procure milk) when the state’s milk production is abundant, he said. Corroborating this, government data suggest that out of the total milk production in Tamil Nadu, Aavin is procuring only 12% of the milk.

Criticizing this, SA Ponnusamy of TN Milk Dealers’ Welfare Association said that decline in milk procurement has forced Aavin to buy

more butter and milk powder which will not only increase the production cost but affect product quality.

To resolve this, Aavin has directed all district-level unions to intensify procurement drives, deploy maximum staff, conduct surveys to identify potential farmers willing to supply milk to Aavin and avoid payment delays.

TN Dairy Development Minister Mano Thanga-

raj, in a meeting on Wednesday, told the federation officials to ensure that the 'spot acknowledgment' method is expanded to all procurement centres. Under this initiative, the quality of milk is assessed and payment to farmers supplying milk is made within seven working days.

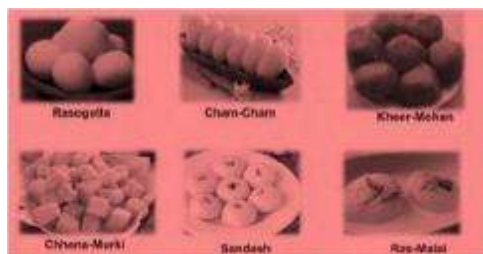
"If at all Aavin is serious about expanding its market, it should increase procurement prices and change retail prices accordingly," said Pon-nusamy.

## Ahead of festive season, adulterated paneer, milk, and oil raise alarms for food safety in Lucknow

SEP 1, 2023

<https://dairynews7x7.com/ahead-of-festive-season-adulterated-paneer-milk-and-oil-raise-alarms-for-food-safety-in-lucknow/>

**A**s the festive season approaches, the spectre of food adulteration is casting a shadow over the culinary landscape in Lucknow. The Food Safety and Drug Administration (FSDA) Department has raised serious concerns about adulteration in staple ingredi-



ents such as paneer, milk, khoya, chena, and oil within the state capital.

Alarming statistics reveal that approximately 75% of paneer (cottage cheese) samples collected by the FSDA since January have failed lab tests, rendering them unsafe for human consumption. Additionally, around 30% of khoya and 25% of milk samples have also failed the tests, and roughly 15% of edible oil samples collected by the FSDA were deemed unfit for human consumption, according to Additional Commissioner of FSDA, SP Singh.

"This year, FSDA has procured around 58 samples of paneer from various shops in the city. Lab reports for 19 samples have been received, of which 14 were found to be unsuitable for human consumption. These samples were adulterated due to low fat content or the presence of foreign fat. While converting powdered milk into paneer is permissible, it must contain at least 50% fat. However, many shopkeepers resort to substandard powdered milk with low fat content. To compensate, some even inject foreign fat into the paneer, which becomes evident in the testing process," explained Singh.

Since April, FSDA Lucknow has gathered a total of 282 samples. Out of these, reports for 261 samples have been received, and a staggering 159 have failed. Among these, 142 cases have been brought to court, resulting in fines totaling ₹91.3 lakh imposed on the adulterators.

In contrast, a shopkeeper countered, "Producing just 4 kg of paneer requires around 20 litres of milk. The actual cost of 1 kg of paneer surpasses ₹430. If any shopkeeper sells it for less, they are likely compromising on quality."



During wedding and festive seasons, the demand for paneer soars to over 20 tonnes per day, with most sales originating from unregulated milk vendors and sweet shops. Here, the absence of monitoring often leads to subpar quality. Consequently, FSDA officials stress the necessity to regulate the sale of paneer, curd, milk, oil, and other such items.

Highlighting the adulteration process, Singh elucidated, “Adulterers concoct paneer or khoya from poor-quality skimmed milk powder mixed with starch. To meet FSSAI standards, one portion of subpar skimmed milk powder is combined with three portions of starch, while refined or hydrogenated oil is added for the required fat content. Shockingly, toilet cleaning sulphuric acid is sometimes used instead of citric acid to curdle the milk when making paneer.”

The prevalent high levels of adulteration in food items are causing concern, as noted by Dr Rakesh Kapoor, Medical Director of Medanta Hospital. He said, “Food adulteration has been

a persistent problem, and it is imperative to take measures to prevent its harmful effects, given that food is a basic necessity of life.”

### **Provenance of Paneer!**

An official from the Pradeshik Cooperative Dairy Federation revealed that India produces an estimated 15 crore tonnes of milk annually. If all of this were exclusively used for making paneer, the country’s production would amount to 7 lakh tonnes.

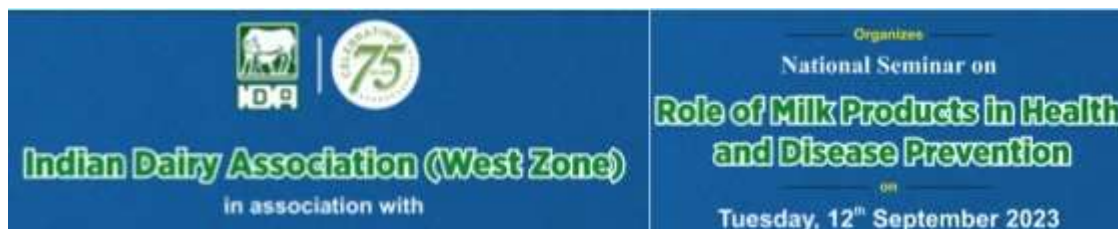
However, the annual consumption of paneer stands at 5 lakh tonnes. Given that only a fraction of the milk is utilised for paneer production, the question arises — where does the surplus paneer come from?

Officials acknowledge that local vendors often create paneer from a concoction of maida, palm oil, baking powder, discarded skimmed milk, and sometimes even harmful additives like detergent, bicarbonate of soda, and sulphuric acid, posing severe health risks.

## 4 colleges to bust myths around milk with Indian Dairy Association

SEP 1, 2023

<https://dairynews7x7.com/4-mumbai-colleges-join-hands-with-indian-dairy-association-to-bust-myths-around-milk-consumption/>



In a unique collaboration, four educational institutions of Mumbai have joined hands with the India Dairy Association (IDA) to bust myths around the consumption of milk amid growing propaganda about vegan food choices.

On September 12, the institutions and the West Zone of the IDA will hold a seminar titled 'Role of Milk Products in Health and Disease Prevention' to create awareness about the goodness of milk at Hotel Kohinoor Continental, in Andheri.

According to information, food technologists or researchers in the food industry from Guru Nanak Khalsa College, Institute of Chemical Technology (ICT), Sir Vithaldas Thackersey College of Home Science and Mumbai Veterinary College will take part in the seminar.

Dr. Kavita Pandey, the HOD of Bioanalytical Science at Khalsa College, said, "There are so many myths around milk these days, especially those misinforming individuals on how it is not good for health. The idea of this collaboration is to contradict the propaganda by providing scientific substantiation."

Dr. Pandey added, "A very commonly heard statement these days is that milk is not good for gut health. Whereas, fermented milk products like yogurt, cheese etc are known to enrich the microbiota and further enhance gut health. Another commonly spread myth is that consuming milk products makes you gain weight. Whereas, milk causes as much weight gain as any other food when consumed beyond

moderation. On the contrary, milk reduces overeating by giving a sense of satiety."

Dr. Pandey further explained, "Probiotics from fermented milk can help in digestion and metabolism; they boost the immune system. Several such benefits are not present in plant-based alternatives of milk such as soy milk. Additionally, for elderly persons with less mobility, milk provides good full nutrition."

Dr. Pandey is also a member of the Mumbai chapter of the Association of Food Scientists and Technologists (India) along with other researchers from educational institutions partnering for this event. The seminar will include discussions on topics such as milk and lifestyle diseases, immunity, milk and nutrition for sports persons and the elderly and myth-breakers on milk among all.

Dr. J B Prajapati, Chairman of the IDA (West Zone), which is actively engaging in promoting the dairy sector in five major states of India – Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh and [Goa](#) — said, "We have decided to fiercely contradict the vegan food propaganda wherein milk is blamed to be the cause of certain diseases and is painted as low on nutrition value as compared to plant-based alternatives."

Dr. Prajapati further said, "Some organisations are running anti-milk propaganda by spreading wrong information and promoting vegan food choices. Our objective is to provide scientific information on the benefits of consumption of

milk and its products. Collaboration with educational institutions not only brings food experts and scientists to the table but it also helps us reach out to the younger generations who are future consumers.”

## Bikanervala to go for IPO in next three years

SEP 1, 2023

<https://dairynews7x7.com/bikanervala-to-go-for-ipo-in-next-three-years/>

Indian sweet, snack, and restaurant chain group Bikanervala, with revenues of over Rs 3,000 crore, is working towards an initial public offering (IPO) for its food company in the next three years.

Before that, it could also bring in private equity (PE) investors.



The low-profile Aggarwal family-owned group company, Bikanervala Foods (which also sells under the brand name Bikano), operates in the snack business.

They are aiming to achieve revenues of over Rs 10,000 crore by 2030 and are already making substantial investments in new plants for manufacturing Indian snacks.

They are also planning to enter the dairy market, with a detailed plan being worked out.

Speaking to Business Standard, Shyam Sunder Aggarwal, the 70-plus-year-old managing director of Bikanervala Foods who transformed the brand into a pan-Indian food giant, says, “We want to grow the food business by 20 per cent every year and will look for an IPO for that company after three years.

“We may involve PE funds and other partners to foster business growth before that.

The IDA was established in 1948 and has been actively conducting various types of events. This is its 75th year of existence.

“Our goal is to achieve revenues of Rs 10,000 crore in 2030 and Rs 1,800 crore in the food sector in 2023-24, up from Rs 1,500 crore in 2022-23 (FY23).”

Their quick-service restaurant business boasts over 165 outlets, including 30 located globally in places such as the US (New York and Los Angeles), Canada, and Singapore.

Shyam Sunder’s target is to establish a chain of 600 stores by 2030.

He also highlights that earnings before interest, tax, depreciation, and amortisation (Ebitda) margins in the food business stand at around 10 per cent, in line with industry norms.

“We have recently entered the branded spice business, as we already produce our spices for captive consumption in packaged foods.

“We are exploring the dairy sector due to our significant milk consumption for sweet-making,” adds Shyam Sunder.

The company is making substantial investments in capacity expansion, including setting up a Rs 400 crore plant near Jewar Airport to manufacture and package snack foods.

This move is expected to double the existing capacity from 200 tonnes per day to 400 tonnes.

Also, an investment of Rs 50 crore is being made to establish another plant in Hyderabad,

catering to the South India and Western India markets.

According to IMARC, the Indian packaged snack and sweet market touched Rs 44,000 crore in 2022 and is projected to nearly double to Rs 86,000 crore by 2028, with the bulk coming from snacks.

Bikanervala will not be the first company in the Indian snack and sweet business to consider an IPO.

In November 2022, Bikaji Foods International, led by Shiv Ratan Aggarwal (who split from the Haldiram family), went public with the Bikaji brand name and received a positive response.

Earlier, it had secured investments from PE firms like Lighthouse and IIFL.

Bikaji Foods International declared revenues of Rs 1,966 crore, with a year-on-year value

growth of over 22 per cent and a profit after tax of Rs 126.5 crore in FY23.

Ebitda margins stood at approximately 13.4 per cent.

The remaining Haldiram family, divided into regions, is also reportedly considering merging their businesses and subsequently pursuing an IPO within a year.

Shiv Krishna Aggarwal, heading Haldiram Snacks based in Nagpur, oversees the West and South India markets.

Delhi-based Haldiram Foods International, managed by two brothers, Manohar and Madhusudan Aggarwal, also contributes to this combined revenue, which is estimated to have exceeded Rs 9,000 crore in 2021-22.

## Global News

### USDA Announces Milk Loss Assistance for Dairy Operations

SEP 13, 2023

<https://dairynews7x7.com/usda-announces-milk-loss-assistance-for-dairy-operations/>



**T**he U.S. Department of Agriculture (USDA) has announced Milk Loss Program (MLP) assistance for eligible dairy operations for milk that was dumped or removed, without compensation, from the commercial milk market due to qualifying weather events and the consequences of those weather events that inhibited delivery or storage of milk (e.g., power outages, impassable roads, infrastructure losses, etc.) during calendar years 2020, 2021 and 2022.

Administered by the Farm Service Agency (FSA), signup for MLP begins Sept. 11 and runs through Oct. 16, 2023.

“Frequent and widespread weather-related disasters over the past three years have impacted U.S. dairy. These producers continue to face supply chain issues, high feed and input costs, labor shortages, and market volatilities,” said FSA Administrator Zach Ducheneaux. “The reality for dairy producers is that cattle are milked at least twice a day, producing on average, six to seven gallons of milk per cow, per day. That milk must go somewhere, and when it can’t get where it needs to go and can’t be

stored due to circumstances beyond a producer’s control we need to help. The Milk Loss Program will help offset the economic loss by producers left with no other choice but dumping their milk during disasters.”

#### **Background**

On Dec. 29, 2022, President Biden signed into law the Extending Government Funding and Delivering Emergency Assistance Act (P.L. 117-43), providing \$10 billion for crop losses, including milk losses due to qualifying disaster events that occurred in calendar years 2020 and 2021. Additionally, the Disaster Relief Supplemental Appropriations Act, 2023 (Pub. L. 117-328) provides approximately \$3 billion for disaster assistance for similar losses that occurred in calendar year 2022.

#### **Eligibility**

MLP compensates [dairy](#) operations for milk dumped or removed without compensation from the commercial milk market due to qualifying disaster events, including droughts, wildfires, hurricanes, floods, derechos, excessive heat, winter storms, freeze (including a polar vortex), and smoke exposure that occurred in



the 2020, 2021 and 2022 calendar years. Tornadoes are considered a qualifying disaster event for calendar year 2022 only.

The milk loss claim period is each calendar month that milk was dumped or removed from the commercial market. Each MLP application covers the loss in a single calendar month. Milk loss that occurs in more than one calendar month due to the same qualifying weather event requires a separate application for each month.

The days that are eligible for assistance begin on the date the milk was removed or dumped and for concurrent days milk was removed or dumped. Once the dairy operation restarts milk marketing, the dairy operation is ineligible for assistance unless after restarting commercial milk marketing, additional milk is dumped due to the same qualifying disaster event. The duration of yearly claims is limited to 30 days per year for 2020, 2021 and 2022.

The National Milk Producers Federation (NMPF) applauded the USDA announcement.

“On top of the challenges created by wild price gyrations and the COVID-19 pandemic, dairy farmers since 2020 have also faced an inadequate federal mechanism for addressing unforeseen weather catastrophes, further straining finances at a time when strains have been hard to bear,” said Jim Mulhern, president and CEO of NMPF. “NMPF never accepted that situation, and we’re very appreciative of USDA’s diligent work over several months to finalize the compensation plan that will address this backlog of disaster assistance. We thank Congress for providing this necessary funding, and we encourage both Congress and USDA to find ways to address future natural disasters more quickly. We also urge farmers affected by these disasters to sign up, and we stand ready to assist them as they go through this process.”

### How to Apply

To apply for MLP, producers must submit:

- FSA-376, Milk Loss Program Application
- Milk marketing statement from the:
- Month prior to the month milk was removed or dumped.
- Affected month.
- Detailed written statement of milk removal circumstances, including the weather event type and geographic scope, what transportation limitations occurred and any information on what was done with the removed milk.
- Any other information required by the regulation.

If not previously filed with FSA, applicants must also submit all the following items within 60 days of the MLP application deadline:

- Form AD-2047, Customer Data Worksheet.
- Form CCC-902, Farm Operating Plan for an individual or legal entity.
- Form CCC-901, Member Information for Legal Entities (if applicable).
- Form FSA-510, Request for an Exception to the \$125,000 Payment Limitation for Certain Programs(if applicable).
- Form CCC-860, Socially Disadvantaged, Limited Resource, Beginning and Veteran Farmer or Rancher Certification, (if applicable).
- A highly erodible land conservation (sometimes referred to as HELC) and wetland conservation certification (Form AD-1026 Highly Erodible Land Conservation (HELC) and Wetland Conservation (WC) Certification) for the MLP producer and applicable affiliates.

Most producers, especially those who have previously participated in FSA programs, will likely have these required forms already on file. However, those who are uncertain or want to confirm the status of their forms can contact their local [FSA county office](#).

### MLP Payment Calculation

The final MLP payment is determined by factoring the MLP payment calculation by the applicable MLP payment percentage.

The calculation for determining MLP payment is:

- $((\text{Base period per cow average daily milk production} \times \text{the number of milking cows in a claim period} \times \text{the number of days milk was removed or dumped in a claim period}) \div 100) \times \text{pay price per hundredweight (cwt.)}$ .

For MLP payment calculations, the milk loss base period is the first full month of production before the dumping or removal occurred.

The MLP payment percentage will be 90% for underserved producers, including socially disadvantaged, beginning, limited resource, and veteran farmers and ranchers and 75% for all other producers.

To qualify for the higher payment percentage, eligible producers must have a CCC-860, Socially Disadvantaged, Limited Resource, Beginning and Veteran Farmer or Rancher Certification, form on file with FSA for the 2022 program year.

Adjusted Gross Income (AGI) limitations do not apply to MLP, however the payment limitation for MLP is determined by the person's or legal entity's average adjusted gross farm income (income derived from farming, ranching and forestry operations). Specifically, a person or legal entity, other than a joint venture or general partnership, cannot receive, directly or indirectly, more than \$125,000 in payments under MLP if their average adjusted gross farm income is less than 75% of their average AGI or more than \$250,000 if their adjusted gross farm income is at least 75% of their average AGI.

## More Information

In other FSA dairy safety-net support, [Dairy Margin Coverage \(DMC\)](#) program payments have triggered every month, January through July, for producers who obtained coverage for the 2023 program year. July 2023's income over feed margin of \$3.52 per hundredweight (cwt.) is the lowest margin since DMC program benefits to dairy producers started in 2019. To date, FSA has paid more than \$1 billion in DMC benefits to covered dairy producers for the 2023 program year.

Additionally, FSA closed the [Organic Dairy Marketing Assistance Program \(ODMAP\)](#) application period on Aug. 11.

On [farmers.gov](#), the [Disaster Assistance Discovery Tool](#), [Disaster Assistance-at-a-Glance fact sheet](#) and [Loan Assistance Tool](#) can help producers and landowners determine program or loan options. For assistance with a crop insurance claim, producers and landowners should contact their [crop insurance agent](#). For FSA and NRCS programs, they should contact their local [USDA Service Center](#).

USDA touches the lives of all Americans each day in so many positive ways. In the Biden-Harris Administration, USDA is transforming America's food system with a greater focus on more resilient local and regional food production, fairer markets for all producers, ensuring access to safe, healthy and nutritious food in all communities, building new markets and streams of income for farmers and producers using climate smart food and forestry practices, making historic investments in infrastructure and clean energy capabilities in rural America, and committing to equity across the Department by removing systemic barriers and building a workforce more representative of America.

## Supporters call on FDA to stop lab-grown dairy to use dairy terms

SEP 13, 2023

<https://dairynews7x7.com/dairy-supporters-call-on-fda-to-stop-lab-grown-dairy-alternatives-from-using-words-like-milk-cheese/>



Dairy industry supporters have been [arguing for years](#) that plant-based products should not be allowed to use terms like “milk” or “cheese” on their labels.

Now, that debate is growing to include products that are meant to mimic milk, but are made in a lab instead of by a cow.

Lab-grown or cell-based dairy products use fermentation to create proteins that look like whey protein. These proteins are then turned into powders and can be used to make alternatives for [milk](#), [cream cheese](#) and other products.

Democratic U.S. Sen. Tammy Baldwin and seven other senators sent a letter to the Food and Drug Administration on Tuesday, calling for the agency to prevent these products from using dairy names. It’s a similar argument that Baldwin and other lawmakers have made about plant-based alternatives.

Criticizing the FDA for what they describe as “decades of inaction” on dairy labeling, Baldwin and the other senators said in the new letter that many cell-based products are nutritionally inferior to regular dairy products in similar ways to plant-based products. The lawmakers said consumer confusion around the nutritional content of dairy alternatives has led to public health concerns.

Baldwin said in a statement to Wisconsin Public Radio the FDA has failed for years to protect consumers and dairy farmers, as alternative products “have profited off of dairy’s good name”.

“I’m calling on the Biden administration to step up and enforce the rules about dairy labeling, especially as we see new synthetic imitators coming to market,” she said.

Federal regulators acknowledged the nutritional differences of dairy and alternative products when the FDA [released new draft guidance](#) for labeling of soy milk, almond milk and similar products in February.

[The agency found](#) that consumers do not mistake plant-based alternatives for milk, allowing them to continue to use the word in their labels. But officials expressed concern that growing consumer preference for the products could lead to consumers not getting enough calcium, vitamin D and other important nutrients because of a lack of nutritional standards for the products.

The FDA recommended that alternatives using the term “milk” in their name also state on their primary label that the product contains lower amounts of certain nutrients than milk.

John Lucey is the head of the Center for Dairy Research at the University of Wisconsin-Madison. He said the technology used to make the

animal-free products on the market today was actually created in the 1990s. But new companies marketing the process as a way to replace traditional dairy have caught the attention of investors.

Lucey thinks it's inaccurate to say the proteins produced through the fermentation process are exactly the same as those from cows. While the amino acid sequences are the same, Lucey said animal proteins have special characteristics that come from the mammary gland.

"(The cow) keeps modifying that protein," Lucey said. "She adds on phosphate groups. She adds on various types of sugar groups, and she can do other kinds of modifications to make the final products. Those things are an order of magnitude more difficult to do."

Lucey said these modifications are an important part of the nutritional content of milk and its functionality in making other products like cheese. He said the fermentation technology has been focused on producing whey, but there are more important types of proteins that scientists aren't yet able to replicate.

"You can't just say, 'Hey, I built the Empire State Building because I got one block,'" he said. "You've got to assemble it into a structure that makes sense and has order and works."

But Lucey said the manufactured proteins are similar enough that anyone with a milk protein allergy will also be allergic to the alternative products.

"If people don't want to consume dairy because they have a sensitivity to it, this is not something they should be consuming," he said. "So there's a lot of concern about how you label these things because of that confusion."

Cell-based milk protein has been on the market for a few years, but have so far only been used in niche products. Lucey said the biggest problem holding back the new product is that it's expensive to produce. Milk prices have fallen significantly in the last year, so Lucey said alternative producers face an uphill battle in producing products that are similar in price.

"Twenty-five percent of cheddar cheese is protein," he said. "You'd be spending a lot of money to replicate the milk protein and only get a couple of dollars for the whole thing. So it's hard to reconcile that."

Research into animal-free milk is ongoing. Lucey said there are other types of technologies being developed, including one that would genetically modify soybean plants to produce milk proteins and another focused on growing cells from the mammary glands of women to be used for baby formula.

## Colorado's long battle over raw milk is reenergized – food freedom”

SEP 11, 2023

<https://dairynews7x7.com/colorados-long-battle-over-raw-milk-is-reenergized-by-the-food-freedom-movement/>



**T**he state in recent years has eased regulations on meat processing, selling chicken eggs and homemade baked goods, but still has the most restrictive raw milk rule in the region

A blonde cow named Punky munches on a clump of deep-green alfalfa and orchard grass, her bottomless brown eyes fixed on the spot where her newborn calf is hidden in the tall weeds.

Farmer Doug Wiley will load the hours-old calf and his jersey-Brown Swiss cow into a trailer later today headed from the pasture to the milking barn. Punky has too much milk for the baby bull to drink on his own, though the cow will nurse her calf for the next few months. They'll spend their days moving from pasture to pasture, chasing the thickest and greenest grasses.

From the peaceful farm east of Pueblo, where yellow sulphur butterflies hover above the fields and the cows seem like they're living their best lives, comes perhaps the most controversial food product in Colorado: raw milk.

Selling raw milk, which is not pasteurized, or cooked, to kill any harmful bacteria, is illegal in this state. The only way to get it legally is to become one of the owners of a herd of cows or goats, because farmers are allowed to consume their own products.

Wiley, who wears a red cap that says "Make Milk Raw Again," has about 250 shareholders, each of whom has signed a bill of sale to become part owner of his herd of 40 milk cows. The shareholders sign contracts specifying that Wiley will care for and milk the cows, and that the shareholders will pay a boarding fee of \$57 per month. There is a waiting list, and no one can sign a bill of sale before touring [Larga Vista Ranch](#) and meeting the cows.

Each share comes with one gallon of raw milk per week, which shareholders must pick up by driving dirt roads through the sorghum and cornfields of Pueblo County, or meeting at the drop-off spots in Colorado Springs. In other words, they really want it.

Doug Wiley shows a fridge of half-gallons of milk bottled that week. The yellow tint of raw milk is due to its concentration of vitamin A, he said. (Olivia Sun, The Colorado Sun via Report for America).

About one-third of Wiley's shareholders say they cannot digest pasteurized milk. Some are putting it in bottles for their babies. All go through the trouble of buying part of a cow herd because they believe raw milk is healthier, providing enzymes that they say helps digestion, and has a richer, sweeter taste.



The Raw Milk Association of Colorado maintains that [before milk is pasteurized](#), it's a "living rich food" that contains colloidal minerals, vitamins A, C and B, and enzymes that aid in the digestion and absorption of the milk's sugars and fats. "The alteration of foods and their nutrient content over the course of the last century has had long-term negative impact on the ability to maintain optimum human health and definitely worsens or initiates chemical and food sensitivities," the association says.

The U.S. Food and Drug Administration banned the sale of unpasteurized milk across state lines in 1987, aiming to protect consumers from sickening and potentially deadly outbreaks caused by E. coli, salmonella and campylobacter. The FDA maintains there are [no health benefits](#) to drinking raw milk and that it's unsafe, especially for children and older people. But states are free to make their own laws.

Lately, the debate over raw milk is taking on new energy as part of the "food freedom" movement. The push for more farm-to-table food and less government interference has led Colorado policymakers in recent years to loosen restrictions on local, custom [meat processing](#) and pass the Cottage Foods Act, which lets people [sell goods made in their own kitchens](#), no license or inspection required.

Still, Colorado's rules on raw milk are stricter than in any of its eight surrounding states and most of the West.

In Wyoming, Oregon, Montana, Nebraska, Kansas, Oklahoma and Texas, farmers are allowed to sell raw milk directly to consumers, such as straight from the farm or at farmers markets. Retail milk sales are legal in Utah, Idaho, Washington, Arizona, New Mexico, Nevada and California.

### **Colorado governor supports legalizing raw milk**

A farmer who operated dairies in Loveland and Chaffee County is credited with developing the herd-share concept to sell raw milk in Colorado. State law bans its sale, but doesn't prevent farmers from eating or drinking their own products straight from the farm.

The arrangement was nearly banned in 2004, though, when regulators at the Colorado Department of Public Health and Environment who knew about the herd-share option announced they were considering a rule change. Raw milk farmers and shareholders protested by the dozens, and public health officials backed off. Then in 2005, the legislature passed a law stating that a "consumer with an ownership interest in the cow, goat or herd" can obtain raw milk.

When a [2010 outbreak linked to raw goat milk](#) from Longmont sickened 30 people and hospitalized two children, state health department warnings about raw milk resurged and there were renewed calls for stricter policies, such as creating consequences for people who get milk through a herd share and then give it to others. But the herd-share rule remained intact.

Then this summer, the Colorado Libertarian Party offered to make a deal to help Republicans get elected if they would, among other promises, pledge to support raw milk. The state Libertarian Party vowed it would not run in competitive legislative districts when the GOP candidate agrees to vote to cut taxes and "[support food freedom](#), such as raw milk and local meat processing."

State law requires raw goat and cow milk dairies that sell shares to register with the state health department, though they are not inspected. They also must include a warning about the potential risks, and shareholders are not allowed to share their milk with others, though it's unclear whether there are consequences for violating that part of the rule.

The Raw Milk Association of Colorado [lists more than 230 farms](#) that sell raw milk, including options for milk from sheep, yaks and camels.

Colorado, with its independent spirit, is likely to eventually see a coalescence of freedom-loving libertarians, Republicans supporting farmers' rights, and Democrats in favor of nonprocessed food choices to rally around raw milk, said Dan Waldvogle, director of the Rocky Mountain Farmers Union.

This doesn't seem far off. Gov. Jared Polis, a Democrat with libertarian leanings, is already on board, telling The Sun this week that he hopes Colorado moves to "fully legalize the production and sale of raw milk, properly labeled, so that those who prefer it are able to legally obtain it with greater ease."

The governor said people should have the freedom to choose whether to drink raw milk, pasteurized milk or no milk. "Compared to many other choices that are fully legal, including fatty foods and excess alcohol, the risk of raw milk is low," Polis said via email.

Waldvogle, with the farmers union, said he felt he was in a "back-alley drug deal type of situation" when he was part of a herd share and picked up his weekly raw milk in Salida, literally in an alley. "And God forbid if I was out of town that Friday," he said, explaining why he dropped out. "We were paying a premium and we weren't drinking all the milk.

"Food safety should be paramount," he said. But "our policy absolutely supports informed consumers being able to assess risk ... putting consumers in the driver's seat."

"That was enough of an uphill battle to create the raw milk allowances that we even have now," he said. "You get one person in there that says the word 'salmonella' and gets everyone worked into a frenzy. But there has got to be a balance to make sure you are creating access."

The food-freedom movement is even more evident in other states.

Iowa, where the legislature had waved off previous attempts to legalize raw milk, [passed a law](#) allowing direct sales from farmers to customers this year. Wyoming in 2015 passed the "Food Freedom Act," allowing farmers to sell raw milk and other farm goods directly to customers and at farmers markets, though not in retail stores. The law was a step up from the herd-share model Wyoming raw dairy producers had been using.

This year, Wyoming lawmakers were debating mayonnaise, clarifying that "potentially hazardous" products, such as those that contain raw eggs, are included among the homemade goods that people can sell.

"Raw milk is a superfood and I really think people are realizing that again," said Christine Hampshire, who has grown from one family milk cow at her Wyoming farm to milking 12 cows to meet demand. She sells the milk at a farmers market that's open four days per week and includes goods from other producers.

Aron Lam, mayor of the Weld County town of Keenesburg and a libertarian, said it's time that raw milk policies evolve, arguing that animals raised naturally on small farms are kept clean and treated like pets. Besides, he said, people should have the right to eat what they want.



Raw milk is a superfood and I really think people are realizing that again.

— Christine Hampshire, who sells raw milk in Wyoming

He ran as leader of the small plains town northeast of Denver along Interstate 76 on a “food freedom” platform. One of his first acts as mayor was to get the town council to repeal its prohibition on [residents selling chicken eggs](#) to their neighbors.

“There is risk versus benefit to everything in life,” he said. “If some people think the small risk of illness outweighs the health benefits, I don’t think it should be the government stepping in to say, ‘You can’t do this.’”

Lam pointed to data from the federal Centers for Disease Control and Prevention, which advises against drinking raw milk, indicating about 3% of Americans regularly drink raw milk yet there are only a handful of outbreaks reported each year.

But the CDC says that as more states have allowed raw milk sales, outbreaks are increasing. Places where raw milk was legally sold had [3.2 times more outbreaks](#) compared with areas where it was illegal, according to one study that spanned 1998-2018. In the six years from 2007-12, 26 states reported 81 outbreaks linked to raw milk, resulting in 979 illnesses.

Colorado has had 14 outbreaks linked to raw milk since 1989, according to data from the state Department of Public Health and Environment. Those outbreaks sickened 247 people, and included a 2016 outbreak at Wiley’s Larga Vista Ranch in Pueblo County that resulted in 17 people falling ill.

## Foodborne illness linked to raw milk in Colorado

Since 1989, there have been 14 outbreaks that state health officials traced to raw milk. A total of 247 were sickened; there were no deaths.

Year	County	Farm/Location	Number ill	Notes
2022	Delta	Graff Brothers Dairy	6	Milk from this farm is sent off-site for pasteurization. Milk consumed by staff/family members prior to pasteurization
2019	Adams	Ebert Family Farms	3	
2016	Pueblo	Larga Vista Ranch	17	
2013	Fremont	Four Mile Correctional Facility	4	Milk is pasteurized and provided to other Colorado Department of Corrections facilities. Milk consumed prior to pasteurization
2013	Gunnison	Parker Pastures Dairy	34	
2012	Jefferson	Fetchin Farms	3	
2010	Boulder	Billy Goat Dairy	30	
2009	Montrose	Kinikin Dairy	81	
2006	Boulder	Out-of-state farm	5	Farm was in another state. Milk brought to Boulder Co.
2005	Larimer	Taft Hill	22	
2005	Weld	Unknown	5	Additional data not available
1996	Boulder	Raw milk from sports coach	27	Unknown source of milk
1996	Teller	Unknown	10	Additional data not available
1989	Weld	Unknown	Unknown	Additional data not available

Source: [Colorado Department of Public Health & Environment](#)



### [A Flourish table](#)

#### “Skim milk is a disaster”

Wiley, his face shaded by a wide-brimmed straw hat as he walks through the cow pasture in rubber boots, says he knows what happened to cause the foodborne illness that health officials traced back

to his farm nine years ago. He had been in the hen house just before milking his cows and must have carried some campylobacter bacteria on his hands.

Since then, there has been a strict policy on the ranch that no one milks a cow without first scrubbing up.

He lost a couple of shareholders because of the outbreak, but also got calls from people who wanted to sign up when they heard there was raw milk for sale in Pueblo County. People who get food poisoning from campylobacter typically have diarrhea, fever and stomach cramps.

In the milk barn, four cows line up at a time in an operation that looks about as far from a mass commercial dairy as exists. Each cow has their udder washed with an iodine solution before they're attached to a milking machine. The milk is carried down a tube through the wall and into a room where cows aren't allowed. There, it's stored in a stainless steel tank at 37 degrees. Later, Wiley and his two workers transfer the milk to half-gallon glass or plastic jugs that line the shelves of a refrigerator until pickup or delivery day.

The milk has a yellowish tint, not white like the pasteurized, store-bought kind, and it's sweeter, though Wiley says he can taste a difference in the flavor depending on what grasses his cows are eating. As the milk jugs sit, the cream rises, creating a thick layer at the top. It's best to shake it before pouring, unless someone is trying to hog the creamiest part for themselves.

"Most of the little children that come and sign up and try the milk say it's like drinking a milkshake," he said. "The last time I tried to drink store-bought milk it was like, oh ugh, no wonder people are coming to me."

Wiley, the youngest of five brothers who grew up on the dairy farm, drinks a half-gallon every day. After he eats in a restaurant, he drinks a tall glass of milk at home because he says it helps him digest. "Skim milk," he said, "is a disaster that should never have been put on the population."

Before Wiley began selling raw milk shares about two decades ago, customers were driving from Pueblo County to as far away as Loveland to get raw milk.

Wiley's parents operated a commercial dairy for decades, but had to sell off their cows, equipment and part of their land in the farm bust of the early 1990s. He studied agronomy at Colorado State University and returned to the farm, where he began working the land that his family has farmed for 100 years. He grows vegetables organically, without pesticides, and typically plants onions, beets, sweet corn and melons. He raises grass-fed beef and pasture-raised pork. His animals don't receive antibiotics or vaccines. The cows eat only grass and a molasses supplement, no grain.



The last time I tried to drink store-bought milk it was like, oh ugh, no wonder people are coming to me.

— Doug Wiley, farmer at Larga Vista Ranch



“Nutrition isn’t necessarily a starting point in discussions of farming and agriculture and it needs to be,” Wiley said. “If we started there, then raw milk would be part of the conversation. It all starts with nutrition. You just don’t one day quit vaccinating. You have to have good minerals in the soil.”

Wiley’s goal is raising the most nutritious food possible while properly caring for the land.

He doesn’t till the fields with a tractor, but instead rotates his cows and pigs from plot to plot by using a pig-tailed post to lift the wire of an electric fence and move its borders. The cows eat the ryegrass, alfalfa and orchard grass, leaving behind the thistle. Then the pigs come along, rooting up the ground and eating the thistle roots.

The soil, Wiley says, is dense with nutrients and minerals from decades of proper management. This summer, when there was abundant rain, the grass grew lush and multiple varieties of crickets moved in to sing like a chorus. The grasshoppers are gigantic.

The dozen animals in the pasture with Punky and her new calf, including Essie and Scarlett, are almost all either nursing or pregnant. A few acres away, young heifers and bulls are in their own square of land, where they breed naturally.

“The trick to making that most nutritious food is covering up the soil,” he said. “We’ve had these 100-degree days and the soil is protected. The beauty of pasture is complex and diverse, and weeds are part of it.”

### **Her son was hospitalized because of raw milk**

Mary McGonigle-Martin doesn’t care how idyllic the farm is or how pretty the cows are. “They lie in manure,” she said. “This movement makes it sound like if you just raise the cow as God intended, then your milk is safe.”

The California mom became a food safety advocate 17 years ago, after her then 7-year-old son ended up in the hospital for two months with [hemolytic uremic syndrome](#) that threatened to destroy his kidney function. The boy was sickened by E. coli after drinking raw cow’s milk that McGonigle-Martin had purchased at a grocery store near her home in Murrieta, Calif., hoping that maybe it would help with his attention deficit disorder.

Two and a half weeks after buying the milk, McGonigle-Martin’s son got severe diarrhea and was rushed to the hospital.

This story first appeared in

Colorado Sunday, a premium magazine newsletter for members.

Experience the best in Colorado news at a slower pace, with thoughtful articles, unique adventures and a reading list that’s a perfect fit for a Sunday morning.

McGonigle-Martin, who is on the board of the Chicago-based organization Stop Food Illness, said public health officials are losing ground on protecting the public from raw milk. She has testified before policymakers across the country, including multiple times in Iowa, and watched as national raw milk advocacy groups, including the [Weston A. Price Foundation](#), have built support in various states for food-freedom policies.

On top of that, TikTok and Instagram, where [influencers are touting the health benefits](#) of raw milk, are not helping, she said.

“On social media they make it sound so good that I think that is outweighing the public health message,” she said. “It’s just people saying, ‘I’m drinking raw milk. It’s great! It’s healing my body! You should drink raw milk.’”

Promoters have spread “propaganda” that pasteurized milk is a processed food, McGonigle-Martin said. “We’re in a time where you don’t want to eat processed food. I am all for eating healthy and a lot less processed foods, but people have to understand that milk is an entirely different medium.”

She puts milk in the same category as meat — it requires cooking to [kill the pathogens](#).

“People could do it safely for five, six, seven years and not have a serious illness happen, and then one day, it happens,” she said. “I think that’s the hard part.”

In some areas, raw milk is entwined with homeschooling, among families who want to buy natural food from small farmers. That’s distressing to McGonigle-Martin, who found that most of those who’ve been hospitalized because of raw milk were children. “This really is a crime,” she said. “They market to pregnant women and children. This is the base they want buying the milk.”

### **Shareholders seek raw milk for its health benefits**

Wiley has never gotten sick from raw milk. No one in his family, not even his 90-year-old mother, fell ill in the 2016 outbreak blamed on campylobacter bacteria.

They speculate it’s because they grew up on the land, with the cows and pigs and chickens. Kids who grow up on dairy farms drinking raw milk also have a lower incidence of asthma and allergies, according to [one study](#).

For Kenneth Gardner, a shareholder in Wiley’s herd since 2007, raw milk is part of an organic food regimen that he says prevents him from having health problems or disease.

“Pasteurized milk is toxic,” he said while picking up his raw milk share at a Colorado Springs farmers market. “It’s not good for your body. I don’t ever drink (pasteurized) milk and I hardly ever go out to eat because the food sources of all the restaurants are basically the same — they’re all from the big food giants.”

Gardner and his brother go through about two gallons of milk per week, he said. They drink it, but also make kefir, which is fermented and the texture of yogurt or cottage cheese. He traces the origin of his pure and raw food diet back to the early 2000s, when he read [“Fast Food Nation,”](#) an expose about the U.S. fast-food industry and, specifically, McDonald’s.

“I just got more and more religious about what I put in my mouth,” he said.

Mariah Maza, another shareholder of Wiley’s herd, is pregnant and has two kids who are 2 and 3 years old. She switched to raw milk after hearing it had more nutrients, and talking about it via text with her deployed husband.

“I felt a lot better about giving my kids milk before bed or giving them milk as a snack, and I just felt better about what I was feeding them,” she said. “And I’m pregnant right now so I’m really glad to have raw milk to drink.”

Part of it, too, is knowing the guy who is handling the milk and how the cows live on the farm, Maza said. “I think they’re very specific about how they grow their crops and how they treat the cows, and everything’s organic,” she said. “So that was really important to us, too.”

## Why India is an important market for Fonterra

SEP 8, 2023

<https://dairynews7x7.com/why-india-is-an-important-market-for-fonterra/>



Fonterra's GM Trade Strategy & Stakeholder Affairs, Justine Arroll, has just returned from India as part of a New Zealand business delegation to the subcontinent.

The Country Sport Breakfast's, Brian Kelly, asked, "India is a big market for dairy, the country is also the largest milk producer in the world, where's the opportunities for Fonterra?"

"India is the world's largest dairy producer, accounting for approximately 23 per cent of all the milk produced globally – in comparison to NZ at 2 to 3 per cent. In there, is really an important part of the global dairy outlook," Arroll said.

"New Zealand's current dairy exports to India are relatively modest, totalling around 7000 metric tonnes," she said.

"For Fonterra, India is an important market for our ingredients business where we are complementing local supply with specialist advanced proteins that are not produced in India and which are used in a range of applications. For example, our WPC80 is used as an egg replacement in a range of baked goods."

"How about Fonterra dairy products made in Australia given the trade agreement between India and Australia?" Kelly asked.

"The recently signed Australia-India Economic Cooperation and Trade Agreement mostly excluded core dairy products, with a few minor exceptions, such as infant formula, Arroll said.

"Our business in Australia is actively looking at the opportunities for Fonterra under this agreement."

Kelly asked, "What is the strategy from here then for India? Keep looking for those opportunities?"

"India has a large, growing and increasingly sophisticated dairy-consuming population. However, dairy imports from all sources are limited due to high tariffs of between 30-60 per cent," Arroll said.

"While it is currently the world's largest producer of dairy, dairy consumption in India is expected to grow faster than supply, which means that at some point imports will likely be needed to meet demand."

A trade agreement between New Zealand and India that delivers for all sectors and improves

dairy market access remains a long-term priority for Fonterra.

The co-op recognises this is not on the cards in the short term.

In the meantime, Fonterra is keen to play its role in a joined-up industry-government approach to enhancing this critical relationship.

From a commercial point of view, the co-op will continue to look for opportunities to complement domestic supply with high-value products and to engage with the Indian dairy sector where they have shared interests as dairy producers.

## Milk analysis reveals 'invisible' disease in dairy cows

SEP 7, 2023

<https://dairynews7x7.com/milk-analysis-reveals-invisible-disease-in-dairy-cows/>

**R**esearchers have developed a new method of detecting a metabolic disease that affects dairy cows after calving. The aim is to determine whether cows are at risk of contracting the disease before they actually become sick.



The idea behind the new method is to combine data from the analysis of a cow's milk with other information about the cow to predict future progression in the animal's health.

"As we become more skilled at detecting this disease at an early stage, there will be benefits for animal health, milk production, profitability and the climate," says Professor Olav Reksen at the Norwegian University of Life Sciences (NMBU).

The project is being coordinated by NMBU, with SINTEF and the Norwegian Institute of Food, Fisheries and Aquaculture Research (NoFima) acting as project partners. The research team has used data taken from milk sample analyses to develop a model that can detect the presence of the metabolic disease subclinical ketosis.

### Critical period after calving

After calving, a cow's energy requirements increase by between five- and six-fold. At the same time, she has to produce between 30 and 35 kilos of milk on the day after her calf has been born. This makes it easy for her to become energy-deficient.

"When a cow obtains too few carbohydrates, it resorts to burning its fat reserves in an attempt to get enough glucose," explains Reksen. "Exactly the same thing happens when people fast. Under these conditions, a cow may contract metabolic diseases such as subclinical ketosis, among others," he says.

### An invisible disease that creates problems

Clinical ketosis is a [metabolic disease](#) that is easy to identify and treat. The problem with subclinical ketosis is that it exhibits no visible symptoms, and is thus difficult to detect.

Subclinical ketosis appears in between 15 and 20% of cows after they have given birth. The condition causes poorer feed uptake, lower levels of milk production, reduced fertility and an increased risk of contracting other metabolic diseases. It is common for cows to be sick for between two and three weeks, but the disease may continue for longer. To date, it has only been possible to detect subclinical ketosis by means of blood tests.

## Investigating milk samples

In a [recent study](#) involving a total of 61 Norwegian Red cows, milk samples were taken one week before calving, and then again one hundred days after the cows gave birth. Milk composition in the samples was analyzed using infrared spectrometry. Norwegian dairies regularly take samples of this type from all the cows that supply them with milk.

After calving, blood samples were taken from the 61 cows in order to find out if any had developed subclinical ketosis. The research team then analyzed the fatty acid composition in the samples to see if there were any indications that might reveal the disease.

### 'Fingerprints' in the milk

After collating data from the milk samples with other information recorded for each cow, the researchers discovered a pattern, or "fingerprint," that correlated with the presence of subclinical ketosis in the blood samples.

"This means that we can apply [mathematical methods](#) to data from standard milk samples to help us determine whether or not a cow has contracted subclinical ketosis," says Reksen. "It also means that we no longer have to take blood samples," he says.

"Once we've fine-tuned the method, [dairy farmers](#) will be able to get feedback directly from the dairy as to whether or not their cow has the disease," explains Reksen. "A farmer can then take action to correct any energy deficiencies at an early stage, enabling the cow to stay healthy and fertile, as well as maintain its high levels of milk production."

### Lots of mathematics

Amira Rachah is a research scientist at SINTEF Industry, and has been coordinating the mathematical work, as well as the [big data](#) and [machine learning](#) aspects of the project. Machine learning is used to analyze the large volumes of data involved. The researchers succeeded in building models that identified the systematic

changes in fatty acid properties and composition of the milk samples from cows that were at risk of contracting subclinical ketosis.

"I believe that if dairy farmers have access to real-time data on each of their cows, we have the potential to revolutionize milk production," says Rachah. "Farmers will be able to take informed decisions about nutrition and the care of their herds, which in turn will safeguard animal welfare and at the same time boost their profitability," she says.

### Predicting disease

The research team has not yet succeeded in identifying the "fingerprint" of subclinical ketosis in milk samples taken before calving. However, a new study has already been launched with the aim of extending the existing model. Half of Norway's cows are currently milked by robots that gather individualized data on parameters including when a cow is milked and how much milk it produces.

"When we combine data on the composition of samples with those derived from the robots, we will have a better basis for the creation of algorithms that can identify the signs that will indicate the future development of subclinical ketosis," says Reksen. "Our aim here is to be able to predict the onset of the disease before a cow actually becomes sick," he says.

Reksen is keen to emphasize that no two cows are the same.

"The transition towards larger herds means that it is becoming even more difficult for dairy farmers to monitor the well-being of individual animals," he explains. "All cows are different, with their own individual characteristics. This is why we need data from each individual cow," he says.

### Other diseases

Reksen believes that the method developed for the detection of subclinical ketosis can be applied to other diseases.



“So far, we have only investigated the early detection of subclinical ketosis,” he says. “However, the model is also able to reveal other diseases and health problems, such as mastitis, which also impacts on milk quality. Machine learning algorithms can also be used to develop models for predicting the likelihood of [disease](#) spread in the cowshed,” he says.

Reksen also believes that better livestock health monitoring is a key tool in the battle to mitigate climate change.

“Healthy [dairy cows](#) help to keep a lid on Norway’s climate footprint. Norwegian cows have only half the footprint compared with the global average,” he says.

## DNA of milk with Mushrooms to make no cow dairy products

SEP 6, 2023

<https://dairynews7x7.com/dna-of-milk-with-mushrooms-to-make-no-cow-dairy-products/>



**A**n Israeli startup has bioengineered milk protein to create a wide range of dairy products – using mushrooms and no cows. And, the company says, their products are healthier, greener and cheaper to create.

Haifa-based [ImaginDairy](#) uses freely available DNA codes for milk proteins to recreate their DNA, the company’s CEO and co-founder Eyal Afergan tells NoCamels. The data is even available on the website of the US government’s National Center for Biotechnology Information.

There are two major proteins in milk – whey and casein, Afergan explains. These proteins are present in every single milk-based food. Casein makes up about 80 percent of the protein in bovine milk, and whey about 20 percent.

Using a process called precision fermentation, ImaginDairy has recreated these proteins in the lab in order to generate every kind of dairy product. And according to the company, the taste is identical to the original.

This process modifies microorganisms to create certain proteins and other compounds by inserting genes into their existing DNA. Afergan says that the process has been in use in the food industry for more than four decades.

“We aren’t using something unique,” he says. What is unique, however, is the way in which it is applied.

The modified DNA is inserted into a “specific location” inside the DNA of the fungus, Afergan says, which then causes the mushroom to produce the milk protein.

“We basically hijack the fungi’s regulatory elements and production facility and the fungus starts to produce our target protein,” he says.

Mushrooms are easy and cost effective to grow, doubling in size every 24 hours, and they can be picked just four days after they are visible in the soil. Mushrooms grow quickly and can be harvested within four days of them emerging from the soil

Once the harvested mushroom has produced the required milk protein, Afergan explains, ImaginDairy adds plant-based fats, carbohydrates and other ingredients in order to create the specific dairy products, such as milk or cheese or even ice cream.

Plant-based fats are commonly found in foods such as flaxseeds, coconuts, hemp seeds, avocados, olives, nuts and sesame seeds.

Afergan, whose background is in biochemical engineering, says the company’s proprietary process was developed over the last 20 years by Prof. Tamir Tuller, ImaginDairy’s co-founder and CSO, who heads the Computational Systems and Synthetic Biology lab at Tel Aviv University.

### **Quality Production**

According to Afergan, the ImaginDairy production method is superior to animal-created dairy foods in a variety of ways.

The ImaginDairy process is far cleaner and vastly less ecologically costly than using animal farming to obtain milk. Dairy farming, he points out, takes a vast environmental toll on the planet’s resources.

Indeed, according to the World Wildlife Fund, there are currently 270 million cows being used in dairy farming across the globe. And demand is rising in many parts of the world as populations grow, and non-Western nations that traditionally consume less milk are incorporating more of it into their diets.

This, the WWF warns, is placing growing pressure on Earth’s natural resources such as freshwater and soil, increasing greenhouse gas emissions and eating up environmentally critical areas such as prairies and forests to create pastures for the cows to graze. What is more, overgrazing and the trampling of animal hooves can cause extreme damage to the earth that could take hundreds of years to recover from.

“Our process is by far much, much more eco friendly,” says Afergan.

Because the production process is lab-based, he explains, the company uses more than 90 percent less water than the traditional dairy industry. It also produces 97 percent less carbon emissions and requires just one percent of the land needed by the traditional dairy industry.

Just as importantly, ImaginDairy says, its process produces zero methane – a greenhouse gas that is one of the biggest causes of global warming and one produced in great amounts by a cow’s digestive system.

The lab-developed dairy products are also beneficial to the health of the consumer, Afergan claims.

“We keep all the superior nutritional benefits of milk, but remove the lactose,” he says of the sugar found naturally in milk.

He points out that around 65% of the world’s population cannot properly absorb lactose, a statistic supported by the US Department of Health and Human Services.

The ImaginDairy process also has no cholesterol, hormones or antibiotics in its products, he says, and because no cows were physically involved in the creation of the protein, it is even suitable for vegans.

The company is not the only one in the world using precision fermentation to create milk proteins, but Afergan says that the way in

which they are working leads to uniquely high volumes of dairy products.

The conversation surrounding dairy farming today is about its high cost and low volume, he explains.

### **Big Business**

The dairy farming market is worth huge amounts annually. In 2022, it was valued at around \$893 billion, and is expected to reach \$1,243 billion in the next five years.

“ImaginDairy wants to change the equation,” he says.

“We use state-of-the-art technology [that has] allowed us to drive productivity very high. Think about a cow that gives you one liter of milk a day versus 40 liters of milk. Our technology allows us to push... to produce more and more milk.”

Funding for the project came initially from the government-owned [Israel Innovation Author-](#)

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[ity; the Kitchen Hub](#), a food tech project by Israeli food giant Strauss and various venture capitalists.

And now ImaginDairy has recently received investment from [the Danone Group](#) – one of the world’s largest dairy companies and producers of alternative milks.

While its dairy products are not on the market, the company has already developed a range of products, including yogurt, milk, ice cream and cheese, on a commercial scale.

The products have received a Generally Recognized as Safe (GRAS) classification from the US Food and Drug Agency, which means that they can be sold in American stores.

The United States is the company’s first targeted location, with the Israeli market next on the list.

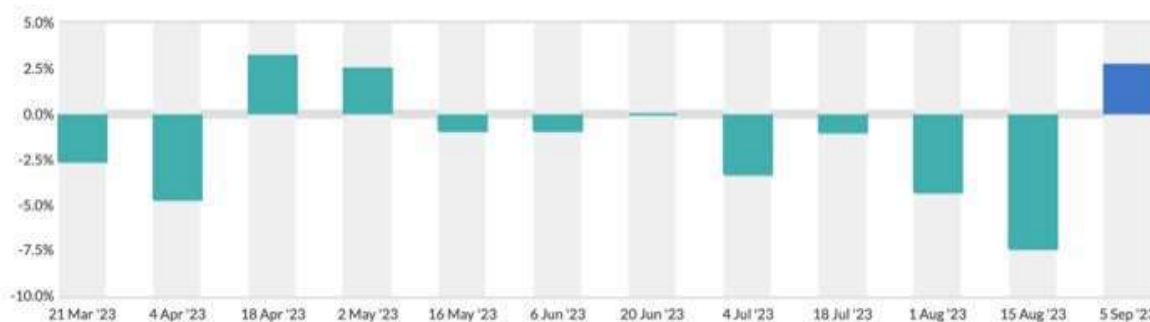
“Our technology enjoys the benefits of both worlds,” Afergan says. “The planet from an environmental perspective and nutrition-wise from the dairy, so it’s a win-win for everyone.

## Global Dairy Trade Event concluded with the Price Index up 2.7%

SEP 6, 2023

<https://dairynews7x7.com/global-dairy-trade-event-339-concluded-with-the-gdt-price-index-up-2-7/>

Change in GDT Price Index



**D**airy prices have risen in the Global Dairy Trade auction for the first time in four months.

The average price increased 2.7 percent to US\$2888 per tonne after hitting a near five-year low at the last [auction in August](#).

The all-important whole milk powder price – which affects the [payout for local farmers](#) – rose 5.3 percent to US\$2702 per tonne.

It comes after whole milk powder prices plunged 10.9 percent at the last auction two weeks ago, driven by dropping demand from China.

North Asia held the top buyers spot, purchasing some of all the commodities on sale.

There were also minor lifts for anhydrous milk fat and butter, but slight drops in cheddar and skim milk powder prices

Hardest hit was butter milk powder which fell 6.5 percent to US\$2215 per tonne.

### Event Results

#### Key Results

AMF index up 2.7%, average price US\$4,561/MT

Butter index up 1.1%, average price US\$4,588/MT

BMP index down 6.5%, average price US\$2,215/MT

Ched index down 0.6%, average price US\$4,102/MT

LAC index not available, average price US\$608/MT

SMP index down 1.6%, average price US\$2,286/MT

WMP index up 5.3%, average price US\$2,702/MT

NZX dairy analyst Alex Winning said the rising whole milk powder price would be a relief for New Zealand farmers.

“The last three weeks have added a level of uncertainty to the future of whole milk powder prices, with the US\$2600 per tonne floor price that had held for five years having been breached.

“However, last night’s auction will provide the market with a level of certainty to that floor price,” she said.

“Interestingly, it appears China wasn’t the key driver in this lift, with Southeast Asia Oceania

buyers taking out top buyers spot for the commodity for the first time in a while.”

Winning said while a lift was typically an indicator of a trend, the market is yet to point in a clear direction.

“Prices have continued to bounce around, peak and trough over the last year, and with the inventory and supply story remaining supported globally and economic woes continuing to impact spending capacity, it is difficult to see a full rebound in prices in the near future.”

## Sugar cane milk may soon be an alternative to dairy

SEP 5, 2023

<https://dairynews7x7.com/sugar-cane-milk-may-soon-be-an-alternative-to-dairy-with-startups-vying-for-market-share/>



Consumers looking for plant-based options to dairy milk have an abundance of choice available from oat, almond, soy and rice to even macadamia milk.

But a product geared to taste almost exactly like dairy milk that would be shelf-stable for up to three years could soon hit the market.

It's milk made from sugar cane, and scientists say the proteins in it are similar to animal proteins.

### So, what is it?

University of Queensland professor of food microbiology Mark Turner explained that the sugar from cane, molasses, and other by-products would be consumed by yeast, which would in turn produce a protein bioidentical to dairy milk.

Professor Turner said many startup companies in Australia and overseas were competing in this area.

And while the research is continuing, he's confident it's now at the critical stage where it could be successful.

### Is it good for you?

Professor Turner said the product would provide an excellent source of protein due to its similarity to animal proteins, including cow milk or eggs.

He said while it would depend on the other ingredients included in the milk, the protein produced by the precision fermentation could be incorporated into various foods to boost their protein content.



Whether milk made from sugar cane would have similar health benefits compared to other plant-based milk, Professor Turner said it would depend on the final formulation.

Cow protein, or casein, is a high-quality protein that contains all essential amino acids and is highly bioavailable.

### **Who will make it?**

The product is set to be manufactured through a world-leading Future Foods BioHub in Mackay in collaboration with the Queensland government and Asia-Pacific fermentation company Cauldron.

The state government has stumped up \$528,000 to get the project off the ground, and Cauldron was waiting on regulatory approvals to proceed.

Cauldron chief executive Michele Stansfield said canegrowers and scientists were bringing their expertise to the table to develop the new product.

“We’re not looking to replace the food chain, we’re just looking to complement or supplement it into the future,” Ms Stansfield said.

She said they were creating an alternative value stream for the sugar industry.

“Protein costs a lot more than sugar,” she said.

“We’re hoping it will take some of the fluctuations out of [sugar] pricing and it will ensure the continued use of sugar going forward in a volatile nutritional market.

“We don’t want to be stealing from an industry. We want to be adding to an industry.”

### **Will it grow farmers’ wallets?**

Mackay Sugar chief executive Jannik Olejas said the project would likely see a reduction in sugar exports, but he was confident the industry would see an economic boost and crop growth.

“Any good businessman would say it’s great to have the opportunity either to sell to your next-door neighbour or to export, whatever pays the best,” Mr Olejas said.

He said selling products in Australia rather than exporting would reduce international transport costs for growers. Mackay canegrower Kevin Borg says the new technology could be beneficial to the industry.

President of Canegrowers Mackay Kevin Borg said the cane industry was in the box seat for this new technology and he saw a strong appetite from consumers.

“In the past, there’s been no government support in place, but today, we’ve got a government that’s hell-bent on introducing these projects,” he said.

“But, if we can afford to just put it over the fence into a plant that’s producing protein, I think there’s a premium that needs to be paid.

“I’ll supply the cane. They can work the science out.”

A spokesperson for dairy advocate eastAUSmilk said the organisation had spoken to representatives and all parties agreed further discussion would be beneficial.

Ms Stansfield said international milk companies were investing in new technologies to shore up their supply chain.

## The Rising Challenge of Dairy Greenhouse Gas Emissions

SEP 2, 2023

<https://dairynews7x7.com/the-rising-challenge-of-dairy-greenhouse-gas-emissions/>

The abundance of milk, cheese, and egg on our kitchen tables are inseparable from the rise of large feed-grain-dependent dairies. In today's global dairy industry, giant dairy farms are displacing smaller farms and increasing methane emissions. China's rapid dairy expansion, alongside major players like the EU, US, and New Zealand, also raises environmental concerns. What can government regulators and stakeholders do to curb greenhouse gas emissions from the dairy industry?

Global dairy production [has risen dramatically](#) over the last several decades, coinciding with a shift toward much larger dairies that rely on feed grain and also require giant manure lagoons.

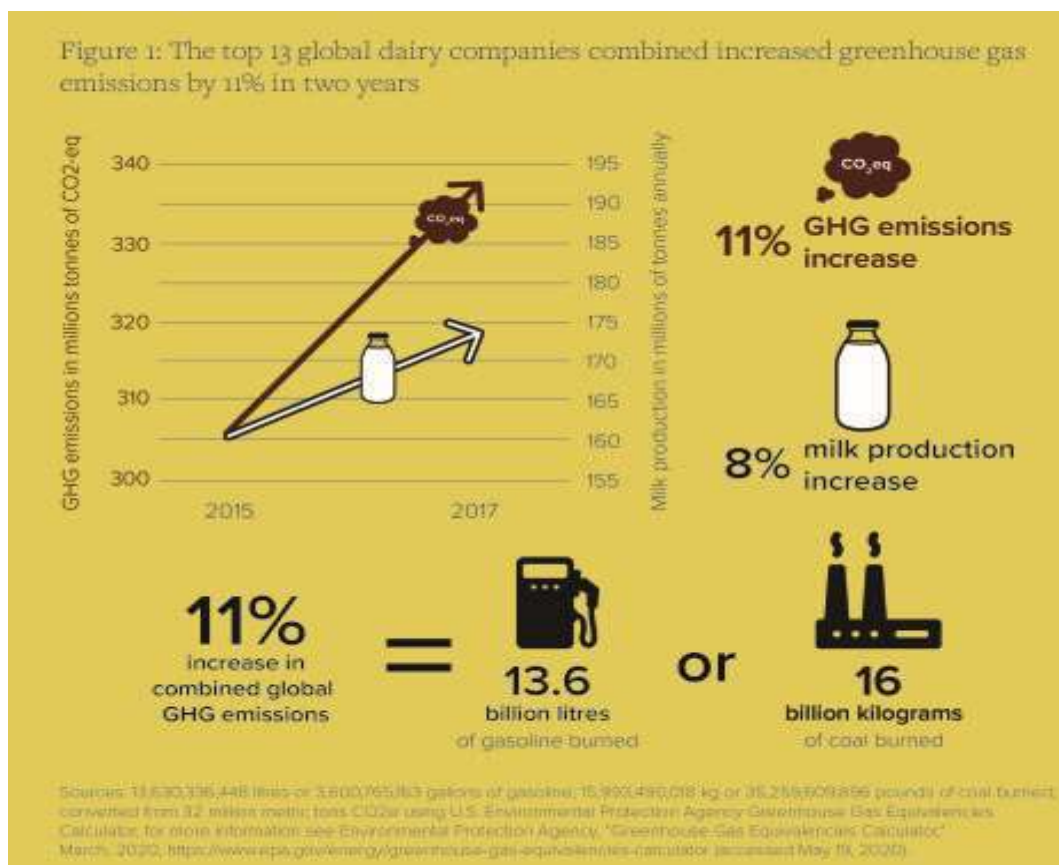
This expanding factory farm system has quickly become the world's model. The European Union, United States, and New Zealand account for 46% of all global dairy production, with large-scale dairies driving small and mid-size dairy farmers out of business. In Europe, four out of five dairy farms disappeared between 1981-2013, while American dairies shrank from 125,000 to 54,000 from 1997 to 2017.

China, now the fourth largest dairy producer, has [imported 1.2 million cattle](#) over the last 5 years, with 80% being used to stock [the expanding dairy factory farms](#). With more large farms, China's dairy production [grew from 30 to 39 million metric tons](#) between 2018 and 2022.

Yet it is not only economic growth that has accompanied this new dairy model. It also brings with it the challenge of increased greenhouse gas (GHG) emissions, particularly methane, in the US and Europe. And in 2021, Chinese dairy cows emitted [three times the methane emissions](#) of New Zealand.

Governments around the globe have been slow to respond to rising dairy emissions. In our 2020 report *Milking the Planet*, we found that 13 of the world's largest dairy corporations combined emitted more GHGs in 2017 than the US oil company ConocoPhillips.

Figure 1: The top 13 global dairy companies combined increased greenhouse gas emissions by 11% in two years



Emissions from dairy animals and the production of their feed in the supply chain (e.g., [scope 3 emissions](#)) account for over 90% of corporate dairy emissions. Governments must urgently rein in the drivers of mass industrial dairy production, in part, by implementing strategies to limit production while protecting small farmer livelihoods.

### Reining in the Methane Hoofprint

According to the 2023 [Intergovernmental Panel on Climate Change](#) report, rapid GHG emission cuts, particularly in methane, are needed in this decade to prevent catastrophic climate change. Methane, a short-lived GHG, only lives in the atmosphere for a decade but has [around 80 times more warming potential than CO<sub>2</sub>](#).

Livestock agriculture is the single largest source of methane, responsible for 32% of global anthropogenic methane emissions. Manure lagoons associated with the factory farm system also emit nitrous oxide, a GHG 273 times more potent than carbon.

Countries are starting to respond to this crisis with promises to take action. Launched at COP26 in Glasgow, more than 150 countries have committed to a [Global Methane Pledge](#) that aims to reduce global methane emissions by 30% by 2030. China did not join, but that nation is releasing its own Methane Action Plan.

### Emissions Impossible?

To spur action on reducing agriculture methane, the Institute for Agriculture and Trade Policy (IATP) [published a report](#) with the Changing Markets Foundation in 2022 on the emissions of the biggest meat and dairy companies. When calculated over 20 years, these methane emissions could make up nearly 50% to 75% of the companies' estimated GHG footprint.

Some of the biggest dairy companies stood out. Dairy Farmers of America's methane emissions are comparable to the total livestock methane of the United Kingdom. And despite their massive climate impact, most large dairy companies fail to fully report their GHGs. The few dairy companies with climate targets and net-zero plans often include claims that are not independently verified.

Rather than lessening the carbon footprint of its production, the dairy industry is choosing to employ technology fixes and carbon accounting tricks to “reduce” their emissions. Specifically, the dairy industry is promoting anaerobic digesters to capture methane from giant manure lagoons and convert the gas into heat, fuel and electricity. The rise in demand for biogas supported by government subsidies is pushing dairy expansions. These larger manure lagoons and biogas production are [increasing air, soil and water pollution in low-income communities around these dairies](#).

[California has invested](#) over \$350 million in digesters for large-scale dairy farms. A portion of that manure is converted into methane gas, often for natural gas pipelines. What remains is digestate—the leftover sludge which when exposed to air emits nitrous oxide. When this sludge is applied as fertilizer it can leach ammonia and nitrates into the soil and water. High levels of ammonia can severely degrade air quality for surrounding communities.

[New research](#) also suggests biogas production releases methane along the supply chain that are not being measured or acknowledged. IUCN scientists have [argued](#) that incentivizing manure production for biogas production could be increasing overall methane emissions at some big dairies.

### **Holistic Methane Strategies Possible**

Many big dairy companies, like Fonterra, are seeking to reengineer herds to eliminate methane from cow guts through the use of seaweed or new fermentations called “[Kowbuchas](#).” Other companies focus on per-animal emission reductions based on a variety of [experimental biotech feeds and supplements](#).

Such targets count emissions per kilogram of meat or milk, known as improving emissions intensity. Between 2005-2015, the industry [reduced emission intensity by 11%](#); however, overall emissions increased by 18%. This was because the number of animals in the dairies dramatically expanded, even as they reduced emissions per liter of milk processed.

As the dairy industry has boomed, governments have been slow to address its emissions. The EU published a proposal for a Methane Regulation, which intends to cut emissions from the energy sector—but this proposal ignores livestock, the biggest source of methane. In the US, agriculture now represents 37% of all methane emissions. But [IATP's analysis](#) of the Biden administration's methane reduction plan shows it focuses almost exclusively on promoting biogas projects, without any limits on agricultural emissions. In New Zealand, [more than 88% of methane emissions](#) are from livestock production. That country is moving toward emission prices for agricultural methane, but how high those prices will be and what will qualify are still being sorted out.

Government action on the dairy industry's GHG emissions will require a holistic approach to address the production drivers, including strategies to limit production while ensuring farmers can keep farming. In our *Emissions Impossible: Methane Edition* report, IATP and Changing Markets recommended these policy interventions:

- Set binding GHG and methane reduction targets for the agriculture sector in line with the global goal of limiting temperature increase to 1.5°C.

- Require dairy companies to consistently and comprehensively report their methane, nitrous oxide and carbon dioxide emissions separately (including scope 3).
- Set emission-reduction targets in line with science, including independent third-party verification.
- Enact a phased and bottom-up transition for farms to reduce animal numbers and keep farmers on the land.
- Regulate all pollutants (besides methane) from mass industrial livestock production to facilitate a transition towards agroecology.

A comprehensive set of regulations should ensure the burden for emissions reduction costs on corporations that shape and drive the supply chain. Farmers within and outside these corporate supply chains must be supported to play a critical role in a deliberate and just transition out of mass industrial dairy production towards agroecological systems that are healthy for the planet and people.

## Perfect Day : What is driving interest in whey protein ?

SEP 2, 2023

<https://dairynews7x7.com/perfect-day-ceo-were-trying-to-build-a-business-that-could-exist-as-a-really-strong-public-company/>

Today there are multiple startups making [dairy proteins without cows](#). But back in 2014, [Perfect Day](#) founders Ryan Pandya and Perumal Gandhi were in a field of one, creating a completely new category in food.

So what was Pandya's vision for the business in the early days, how different is it today, and what's the exit strategy for Perfect Day's investors, who have pumped almost \$750 million into the precision fermentation startup over the past decade?

In our 25-minute chat with Pandya, we covered:

- **Market drivers:** What is driving interest in whey protein from fermentation? Is this primarily about hitting ESG goals?
- **Unit economics:** How cost-effective is it to make dairy proteins with microbes?
- **Raising money:** Perfect Day is already at the series D stage, what happens next?

- **The business model:** b2c or b2b? Did it make sense to buy Coolhaus [only to sell it again](#)?
- **The recent layoffs:** How should the market interpret them?
- **Terminology:** [What do you call dairy made without cows](#)?
- **Industry challenges:** What are the biggest hurdles facing startups in [precision fermentation](#)?

**Market drivers:** "There's a growing demographic that wants animal-free, vegan, lactose-free, sustainable... there are so many different angles... but it's not the majority. The majority is still buying animal products. So the question is, how can we reduce the impact that that large majority of the pie represents?"

"So on the one hand, you have the animal-free market, but you also have the massive ESG [environmental, social, and governance] benefit of being able to reduce the impact of dairy. When we talk to Starbucks, they're one of the largest dairy buyers in the country, and when they set their [ESG goals](#), they're looking at dairy because that is the biggest lever to drive their ESG, and that's true for pretty much any company that's buying dairy."



**Terminology:** “We started off describing it as ‘animal-free.’ And for that for that smaller part of the pie, I think that’s correct. But the reality is the overall impact that can be achieved here isn’t necessarily in products that are entirely animal-free. And I think that was a huge learning for us. We realized that companies wanted to use this ingredient [[which Perfect Day now describes as ‘whey protein from fermentation’](#)] not necessarily in entirely animal-free products, but to start to move their portfolio or their product lines in that direction.”

**Funding:** “We really want to get off the need for venture [capital], which I think is a healthy mindset... the way that we’ve always viewed it is that we’re trying to build a business that could exist as a really strong public company. And whether the end game is public, or whether the end game is an acquisition, you’re best served by building a great business, and that’s what we’re trying to do. We’re not quite there yet. So we will probably end up raising [another round], but we’re very close to that finish line.”

**Unit economics:** “[Back in 2014] people didn’t believe that the economics could be achieved, quite frankly. The yields you would need were not known to be possible. I remember in the first year or two, most of what we were doing was talking to experts in the field and asking what are the highest yields possible? Without going into specifics, we’ve now achieved more than five times, probably 10 times, what experts in the field thought was possible 10 years ago.

“Our entire business model is predicated on [the basis that it’s commercially viable to make whey protein from fermentation] ... and [based on improvements in titer, productivity and yield made in recent years] that’s why we have companies approaching us to work with [nth bio](#) [Perfect Day’s subsidiary enterprise biology business].

“We’ve built this incredibly capable, versatile platform, but there’s only so many things that we’re going to end up commercializing. And yet we know that there are so many different

companies that are making different proteins or targeting different things that would benefit from our platform. And so we’ve found the best of both worlds: to be able to do what we do, and leverage what we’ve built for other companies.”

**Business model:** “We had the assumption at the very beginning that we would be like Impossible Foods. You build the technology, you make a product using that technology, you put the product on the market. But very quickly, we were getting a lot of inbound inquiries from companies that were saying, I buy milk ingredients and I would love to have an animal-free version or a lactose-free version, can you sell [your ingredients] to me? So we quickly realized that b2b was a stronger business model and a way more flexible approach because brands come and go. So in 2016, we decided to shift formally to a b2b model.

“Over the following four years, we realized that large food companies move kind of slowly, and what we were really hoping to do [by launching The Urgent Company, a consumer products arm with brands including [Brave Robot](#)] was prove to the big companies that really drive impact that this was ready for prime time. What I think we maybe didn’t anticipate when we started, was how we would feel when that box was checked [[Perfect Day recently agreed to sell The Urgent Company to a new company called Superlatus for an undisclosed sum](#)].

“What we were trying to do was show this model of fermentation-derived dairy is fully ready to go and people are ready for it, and overall, we accomplished the mission to such an extent that we didn’t feel the need to run consumer brands anymore, quite frankly, because we started having pretty much every Fortune 500 food and beverage and dairy company working with our ingredients.

“Typically, they’ve launched small things to start, but what we know behind the scenes... is that these are all leading towards much, much larger launches, and much, much larger parts of their portfolios, and so we don’t have to do this consumer branded thing anymore. And as

we think about our resources, our focus, why would we dilute our focus if we don't need to?"

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Contact Us :  
C-49, Sector-65, Noida, Uttar Pradesh, 201307  
Ph.: +91 120-4370845, 4320845  
E-mail: info@suruchiconsultants.com  
www.suruchiconsultants.com

