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191st Dairy Pulse Edition 1st to 15th Oct 2023




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Indian News

Role of milk in India's Food system to combat malnourishment

<https://dairynews7x7.com/role-of-dairy-in-world-food-systems-to-combat-malnourishment/>



Today is world's Food day. World Food Day is celebrated on **October 16** each year. On Monday this year, the world will celebrate World Food Day 2023, which encourages action for the future of food, people, and the environment and awareness of hunger. For this year, the theme of World Food Day is – **Water is life, water is food. Leave no one behind.** “Water is essential to life on Earth. It covers the majority of the Earth's surface, makes up over 50% of our bodies, produces our food, and supports livelihoods.

Recently the World Hunger Index ranking 2023 has been published. The opening remarks of the report are mentioned below.

As we approach 2030, just seven years from the Sustainable Development Goals deadline, almost three-quarters of a billion people lack access to adequate food. Hunger persists, driven by known factors. However, we now grapple with a “polycrisis” era, marked by compounding challenges, including climate change, conflicts, economic shocks, the global pandemic, and the Russia-Ukraine war, which have exacerbated inequalities and hampered progress against hunger.

Youth today will endure the repercussions of inaction for decades

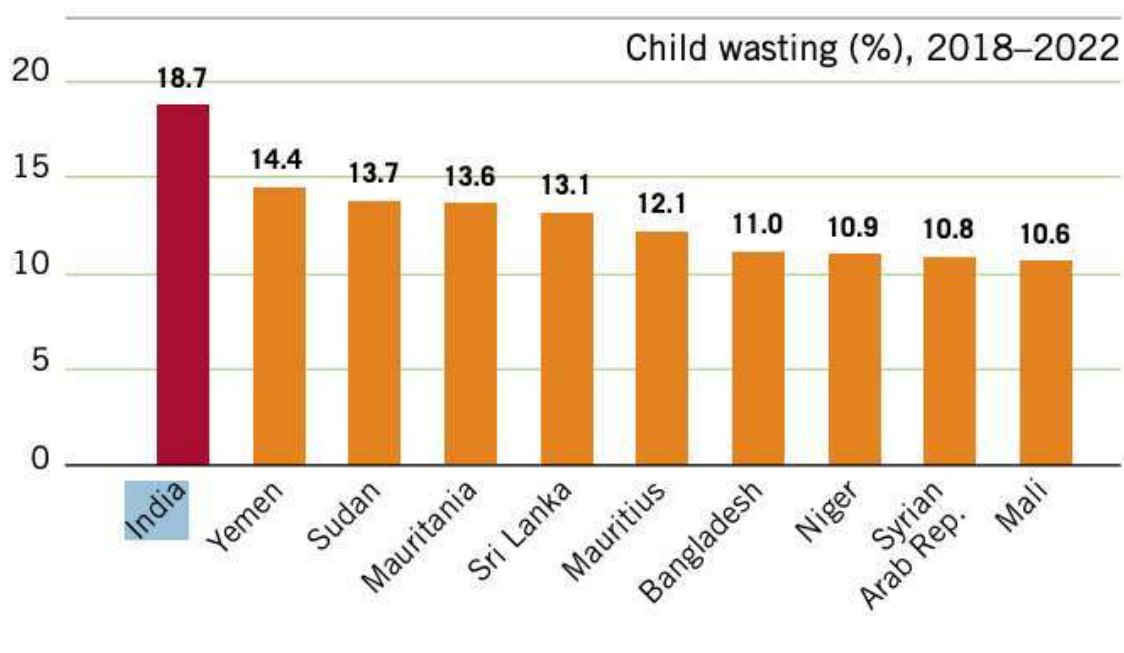
The 2023 Global Hunger Index (GHI) reveals that global hunger progress, despite earlier gains, has stagnated since 2015. Crises continue to intensify, leading to increased severe hunger, especially among vulnerable groups like women and youth. This year's GHI report examines how current food systems fail the youth, who are inheriting unsustainable, inequitable, and climate-vulnerable systems. **Wendy Geza and Mendy Ndlovu, scholars from South Africa, emphasize that today's youth will bear the consequences of these actions or inaction for decades.**

Firstly let us look at the ranking of India in this index. At 111 position the report doesn't seem to have justice in assessing the true ranking of India . **As per Amit Shukla Founder and CEO ,Easy Gov (A pioneer organisation in E governance) our expenditure on food related welfare schemes is 3+ lac crore.** The food schemes has least corruption post Direct Benefit Schemes (DBT) , thus may be considered to do justice with the delivery part. Mid Day Meal covers almost all students, free ration covers all families, government run kitchens provide cooked food in many states and PDS supports EWS families, says Shukla.

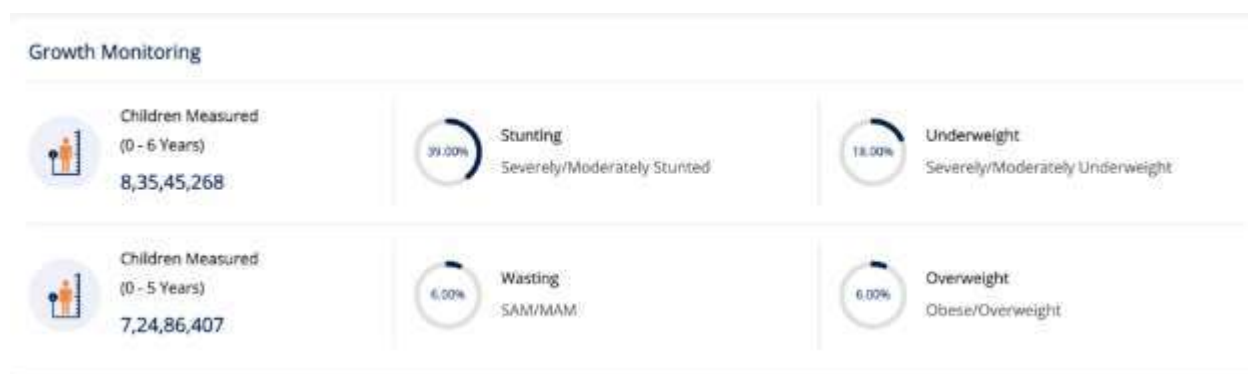
What does Poshan Tracker data says ?

A staggering 3.25 crore children in India, roughly 39% of those under six years of age in over 13.9 lakh anganwadi centers, are grappling with stunting. Furthermore, approximately 6% (43 lakh) of children under five are affected by severe or moderate malnourishment, a number parallel to the count of obese children in these centers. This is similar to the number of obese children across these centres, 6 per cent or 43 lakh. As many as 1.5 crore children under the age of six in these centres are underweight.

Surprisingly, World Hunger Index 2023 (as shown below) on the other hand is showing a data of 18.7% for wasting as against only 6% as per the Poshan tracker.



Additionally, 1.5 crore children under the age of six in these centers are underweight. This data, collected in August from 13.96 lakh anganwadi centers, monitors the health and nutrition of 8.33 crore children under six, with measurements taken through the Poshan Tracker ICT application as shown below. The centers also provide hot-cooked meals and supplementary nutrition to these children.



Poshan creates data from 94.54% Aadhar verified beneficiary data so integrity of data is of highest standard as shown below.



India as a Food production Powerhouse

India is the largest producer of milk and **second largest producer of wheat and rice**, the world's major food staples. India is currently the world's second largest producer of several dry fruits, agriculture-based textile raw materials, roots and tuber crops, pulses, farmed fish, eggs, coconut, sugarcane and numerous vegetables.

On this world food day , instead of debating on whether our rank in World Food index is justified or not, I would like to focus on the role of milk in improving the health status of our children in future. So we need to examine the role of dairy in national policy while developing dietary guidelines.

Role of dairy in national Dietary guidelines

In a seminal article (link provided below)-Roughly 100 countries have their own national dietary guidelines, essential for local health and alignment with global sustainability initiatives. However, these guidelines lack standardization, varying considerably across countries and food groups.

The research article as cited below review focuses on dairy food group recommendations in 94 national guidelines, categorizing by region. Underconsumption messaging centers on calcium, vitamin D, iodine, potassium, and protein, while overconsumption concerns relate to saturated fat, added sugars, and salt. Health-based dairy messaging covers bone, teeth, muscle health; cardiometabolic outcomes; and gut and immune health. Although aiming to provide food pattern-based dietary guidance, these guidelines often stress nutrient content, notably calcium.

Dairy foods constitute a distinct group in about three-quarters of Food-Based Dietary Guidelines (FBDGs). In other cases, they are typically part of broader categories, such as "protein" or "foods from animals," alongside meat, poultry, eggs, fish, nuts, and legumes. FBDGs generally encompass diverse dairy options, including various milks, cheeses, yogurts, kefirs, and more.

While cow's milk is the common recommendation worldwide, some countries endorse dairy from other animal sources or include plant-based alternatives fortified for nutritional equivalence. Some FBDGs also provide recommendations for varying fat, sugar, protein, and sodium intake and suggest preferences for certain dairy products (e.g., fermented, unprocessed, vitamin D fortified, pasteurized, probiotic).

Region	Range of recommended dairy foods	Range of recommended product qualities	Range of recommended serving frequencies	Range of recommended serving sizes
Africa	Milk (from goats, camels, cows and sheep), Fermented Milk, Musci, Amaranth, Mbas, Yogurt, Cheese, Wera	Fresh, Fermented, Low-Fat, Skin, Low-Lactose, Plain or Unsweetened, Low-Salt	1-2 servings/day; 400-500 ml/day; in moderation, or daily intake	1 cup (250 ml) milk or yogurt, 28 g cheese, 30 g cottage cheese
Asia and the Pacific	Milk (from cows), Yogurt, Cheese, Gurd, Calcium-Enriched Alternatives	Low-Fat, Reduced-Fat, Low-Lactose, Plain or Unsweetened, Fortified	1-4 servings/day; 300 g/day, or daily intake	1 cup (150-250 ml) milk, 100 g milk or milk product, 30 g milk powder, 100-200 g yogurt, 49 g cheese
Europe	Milk, Fermented/Sour Milk, Yogurt, Ayrin, Cheese (Soft, Semi, Hard), Fresh Cheese (Quark, Fromage Frais), Cottage Cheese, Curd, Ice Cream, Vegetable Protein Drinks, Cheese Substitutes	Plain, Low-Fat, Fat-Free, Ultra, Low in Saturated Fat, Low-Salt, Low Sugar, Low-Lactose, Unsweetened, White, High in Calcium, Sour, Vitamin D Enriched, Protein-Rich, Fermented	2-4 servings/day; 250-600 ml/day; 300-400 g/day, or 1 L daily intake	150-200 ml milk, 100-250 g yogurt, 300 g kefir or sour milk, 60-90 g cheese curd, 200 g fresh cheese, 60-100 g cottage cheese, 30-60 g ripened cheese, 2-3 cheese slices
Latin America and Caribbean	Milk (fluid, powdered; from cows, goat, buffalo), Yogurt, Cheese, Curd, Cottage Cheese, Kumis, Kefir	Low-Fat, Fat-Free, Low-Salt, Soft, White, Pasteurized, Fermented, Probiotic, Minimally Processed, Low-Sugar, Low-Lactose, Natural, Unflavored, Unsweetened	1-5 servings/day; 500 cc/day, in moderation, daily intake, or 2-3 servings/week	0.5-1 cup (200-245 g) milk, 150-245 g yogurt, 80 g cottage cheese (4 g curd), 20-30 g cheese, 2 tbsp grated cheese, 20-27 g milk powder, 1/4 cup evaporated milk
Near East	Milk (fluid, powder), Cheese, Soy Products, Yogurt (Labneh and Kozmak), Yogurt Drink (Doogh), Labneh (Strained Yogurt/Soft Cheese), Cream Cheese, Ice Cream	Low-Fat, Fat-Free, Fermented, Without Additives, White, Low-Sodium, Natural, Plain, Unflavored, Unsweetened, Vitamin D Fortified	1-4 servings/day, or daily intake	1 cup (240 ml) milk or yogurt, 30-60 g cheese, 1 cup milk-based pudding, 8 tbsp labneh, 1.5 cups low-fat milk-based ice cream, 3 spoons milk powder
North America	Milk (fluid, org, evaporated), Yogurt, Cheese, Kefir, Frozen Yogurt, Buttermilk, Dairy Desserts, Fortified Soy Beverages and Soy Yogurt	Low-Fat, Fat-Free, Low-Lactose, Lactose-Free, Low-Sodium, Unsweetened, Fortified	2-3 servings/day	1 cup (250 ml) milk, 8 oz or 175 g yogurt, 1.5 oz or 50 g cheese

Messaging reflects the most current FBDGs as of December 2020

Link for the research article “Global Review of Dairy Recommendations in Food-Based Dietary Guidelines” :

<https://www.frontiersin.org/articles/10.3389/fnut.2021.671999/full>

Milk positioning in Asia and India

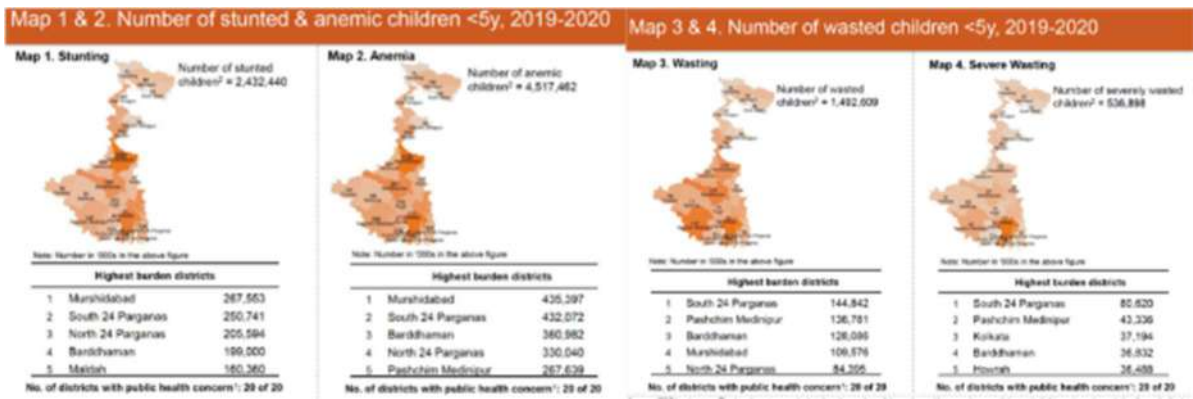
In the Asia and Pacific region, covering 17 countries (53% of the region’s countries), most Food-Based Dietary Guidelines (FBDGs) designate dairy as a separate food group with prominent messaging promoting dairy consumption or offering specific dairy recommendations. Typically, these guidelines suggest 1–2 servings per day, although Australia and New Zealand advocate for higher intake of 2.5–4 servings daily, depending on age and gender. Common dairy messaging emphasizes choosing low-fat or fat-free options, leveraging dairy for its calcium content, and enhancing overall dietary patterns by incorporating dairy alongside nutrient-rich foods. **The reasons for recommending dairy vary across the region; for instance, in Bangladesh, Sri Lanka, Thailand, and Fiji, dairy is primarily endorsed for bone and dental health, while India highlights its role in “body building” and as a “protective” food.**

Vitamin A, Zinc and Iodine are amongst the under-communicated benefits of dairy

Of the 12 dairy-derived nutrients (protein, vitamin A, vitamin B2 (riboflavin), vitamin B12, vitamin D (in products fortified with vitamin D), choline, calcium, iodine, phosphorus, potassium, selenium, zinc) mentioned in global FBDGs, six are consistently underconsumed worldwide. Notably, vitamin A, iodine, and zinc deficiencies are widespread, primarily affecting low- and middle-income regions, while calcium, potassium, and vitamin D are public health concerns in industrialized regions like North America. **FBDGs primarily emphasize calcium, vitamin D, iodine, potassium, and protein, with limited attention to addressing the scarcity of essential nutrients like vitamins A and zinc.** Focusing on foods rich in these deficient nutrients in FBDGs could significantly enhance public health efforts to combat undernutrition.

Production of milk is not related to consumption of milk

In one of the research study conducted by Suruchi Consultants in West Bengal in India we found that certain districts with highest milk production levels were also showing high levels of malnourishment.



It could be seen above that the Top milk producing districts of West Bengal, like Murshidabad, Bardhaman, North 24 Parganas and Paschim Mednapur are amongst the highest in all factors of malnourishment. Ironically Howrah with the highest milk production in the state is amongst the top 4 districts in severe wasting. Similar situations might be prevailing in other states also.

Using Poshan as a conduit for the last mile delivery

In conclusion, it's evident that the key to improving India's malnutrition situation lies in the last-mile delivery of milk to the most vulnerable populations. The challenge doesn't lie in food production but in its effective distribution. Policy makers should prioritize increasing the accessibility of milk to these at-risk groups before focusing on policies to boost milk production. Just a 240 ml glass of milk can address approximately 30% of the body's calcium needs. **Let's start by ensuring that everyone has access to this glass of milk.** For doing so Poshan through Anaganwadis could act as an official conduit for milk availability to nearly 100 million children.



**When everyone is included,
everyone wins.**

Jesse Jackson



At the end I recommend to **develop a youth led campaign to promote milk as an essential food on this world's Food day.** With almost 85% water, milk is also aligned with the theme of this year's world milk day.

Will Aavin's price be increased in Tamil Nadu ?

OCT 15, 2023

<https://dairynews7x7.com/will-aavins-price-be-increased-in-tamil-nadu/>



Reportedly Karnataka's Nandini Milk Company is planning to expand its [business](#) in [tamil](#) Nadu and has created a stir. Milk and milk products are sold under the name Nandini on behalf of the [karnataka](#) Milk Cooperative. Like Aavin in Tamilnadu, Amul in Gujarat, Nandini in Karnataka. During the last [karnataka](#) state [assembly](#) elections, the campaign to save Nandini was heavily promoted. The reason is that Gujarat's Amul is planning to expand its [business](#) in Karnataka. [home minister amit shah](#) said that both Amul and Nandini will work together, the issue is big. [karnataka](#) election field heated up with Nandini. Accordingly, Nandini Milk Company of [karnataka](#) is planning to expand its [business](#) in [tamil](#) Nadu. For this, the organization has invited those who are interested in selling milk and milk-related products in the districts of Madurai, Dindigul, Karur, Salem, Namakkal and Tiruvannamalai in [tamil](#) Nadu to apply before [october](#) 10.

Aavin, which operates under the Ministry of Dairying, [government](#) of [tamil](#) Nadu, procures an average of 36 lakh liters of milk per day from 4.20 lakh milk producers and sells 30 lakh liters of milk daily to consumers across [tamil](#) Nadu.

However, the entry of Nandini milk from [karnataka](#) into [tamil](#) Nadu has caused controversy as farmers and cattle breeders have been making allegations that Aavin company has not paid the appropriate purchase price and Aavin is refusing to increase milk procurement. Cauvery water dispute between [tamil](#) Nadu and [karnataka](#) continues. Even if [tamil](#) Nadu's agricultural lands dry up, [karnataka](#) is adamant that it will not provide water. In this context, there is opposition to the Nandini company expanding its [business](#) in [tamil](#) Nadu. Farmer associations in [tamil](#) Nadu allege that Nandini's company is expanding its [business](#) operations as a result of A's company's failure to pay the appropriate purchase price and series of allegations of irregularities.

Earlier, Gujarat's Amul had already set up shop in [tamil](#) Nadu. Amul Company, till now only selling their products through their outlets in [tamil](#) Nadu, has set up chilling centers and processing plant in [krishnagiri](#) district of [tamil](#) Nadu. Also, procurement of milk by milk producers and self help groups in surrounding areas of [krishnagiri](#), Dharmapuri, Vellore, Ranipet, Tirupattur, [kanchipuram](#) and Tiruvallur districts has also started. Due to this, many [people](#) have started giving milk to Amul,

in this regard, [chief minister](#) Stalin has written a [letter](#) to [home minister amit shah](#), who condemned it. No progress was seen after that.

When Amul entered [karnataka](#), the state rallied to protect Nandini. Karnataka's Nandini is now planning to expand its [business](#) in [tamil](#) Nadu, which opposed the entry of

other state-owned companies. In this, many [people](#) are insisting that the [tamil](#) Nadu [government](#) should intervene immediately. If Amul and Nandini milk comes in, the alarm bells are ringing that it will affect the atmosphere of [tamil](#) Nadu.

Amul takes a comical detour in new ads; asks you to 'be more milk'

OCT 14, 2023

<https://dairynews7x7.com/amul-takes-a-comical-detour-in-new-ads-asks-you-to-be-more-milk/>



The brand has unveiled two TVCs, both drawing peculiar parallels between milk, honesty, and comfort.

Amul is asking you to be more milk. What does that even mean? The brand's new campaign, titled 'Be More Milk', is drawing circles around milk, honesty, and comfort.

<https://youtu.be/bJTiyRQ53y4>

In a pair of ad films, Amul has ingeniously explored the nuances of human behaviour. In the first TVC, a man navigating the tumultuous waters of a breakup is hilariously comforted by a friend, who, armed with Amul's 'Be More Comforting' ethos, enlightens him about another potential romantic pursuit. The scene is as heartwarming as it is comical, showcasing the power of genuine, reassuring connections.

<https://youtu.be/OJs5h3RcCCU>

The second TVC, which is equally uproarious, delves into the labyrinth of workplace excuses. A man caught in the web of concocted alibis finally succumbs to honesty, confessing he merely chose to stay home. This playful revelation, infused with Amul's 'Be More Honest' mantra, highlights the liberation found in truthful simplicity.

<https://youtu.be/ZXHNeqBFqyQ>

Adding a star-studded touch to the campaign, Amul has partnered with the talented cast of Fukrey 3. In an ad promo that exudes cinematic flair, the film's protagonists are seen riding the campaign's tagline, seamlessly merging the worlds of cinema and dairy, converging in a cross-promotional expo.

India seeks greener pastures for its milk

OCT 14, 2023

Milk production in India is set to soar.

India is expected to produce over 25 per cent of the world's milk by next year, and by 2047, this is likely to rise to 50 per cent, according to Ramesh Chand, a member of the think-tank NITI Aayog.

Highlighting India's expanding milk production, which is steadily increasing at an annual rate of 6 per cent, Mr Chand underscored the need for the nation to venture into global markets for its dairy products.

Milk production

A staggering 220 million tonnes of milk is produced in India each year, presenting both opportunities and challenges for the nation. While domestic demand for milk products remains strong, Mr Chand said international markets must be explored to ensure sustainable growth and decrease market fluctuations.

Speaking at the Indian Dairy Association's Dairy Industry Conference in Gujarat, Mr Chand observed that 25 years ago, the United States outpaced India in milk production.

He said: "We have surpassed them to the extent that we now generate nearly twice as much milk as they do."

Pointing out that it was time to tap into international markets with a focus on quality, Mr Chand said the strategy could help India's dairy sector maintain a more consistent level of production and revenue.

More than 80m farmers were directly employed in India's dairy sector, which contributes 5 per cent to the national economy. Retail

prices for milk increased by 10 per cent year-on-year in June 2023.

The transition from focusing on exotic breeds to native, indigenous breeds since 2005 has worked in India's favour and led to a significant boost in milk production. Consequently, per capita milk production in India now surpasses the domestic recommended daily dietary level of 377g.

Indian dairy

During 2021-22, India boasted a per capita milk availability of 444g per day, surpassing the global average of 394g.

However, the dairy sector faces a number of challenges, including low productivity of milking animals, increased emissions of greenhouse gases which contribute to climate change and a very low export share.

Milk exports were less than 0.5 per cent of domestic production. Global dairy exports reached a substantial US\$63 billion (£52bn) in 2021, whereas India's exports amounted to a modest US\$392m (£323m), representing 0.62 per cent of the total.

Surging production costs, including dairy farming inputs and higher cattle feed prices – the latter making up a major portion of farmers' expenses – were the other hurdles. The scarcity of fodder and price spikes in essential raw materials like maize and soybeans have turned cattle feed into an expensive commodity.

Looking to safeguard the interests of domestic stakeholders, India has taken a proactive stance in the ongoing negotiations for a Free Trade Agreement (FTA) with the United Kingdom. India has chosen to exclude two pivotal areas of contention: data-related matters and concessions related to the dairy sector. These

decisions were indicative of India's commitment to ensuring the FTA not only serves as a mutually beneficial agreement, but also safeguards its economic interests.

Pointing out that India being the largest global producer of milk has made notable strides in fulfilling its internal demand, Mr Chand said it was time to diversify the customer base beyond the border.

He highlighted the significance of fostering export competitiveness, adding the export of processed dairy products, as opposed to liquid milk in isolation, would be a more prudent strategy. This transition, he said, would necessitate certain investments within the dairy industry, including enhancements along the value chain.

Mr Chand also emphasised India's potential to access high-end markets once it addresses concerns related to milk quality and livestock health.

Observing that milk and dairy products have been the real heroes in fighting nutritional gaps and improving health outcomes, especially among children and women, Mr Chand quoted from his paper on 'India's White Revolution'. The paper posited that the per capita consumption of milk and its derivatives in India has nearly doubled over the past two decades, highlighting milk as a major contributor to improved nutrition in the country.

Sri Lanka takes Amul's help to achieve self-sufficiency in dairy

OCT 13, 2023

<https://dairynews7x7.com/sri-lanka-takes-amuls-help-to-achieve-self-sufficiency-in-the-dairy-industry/>

The well-established and successful Amul model of dairy development through co-operatives is being exported to other countries across the world and crisis-hit Sri Lanka is set to be a beneficiary of this.

A joint venture agreement has been signed between India's National Dairy Development Board, Gujarat Cooperative Milk Marketing Federation and Cargills of Sri Lanka to make the latter self-sufficient in the dairy industry. NDDB and GCCMF will hold a majority stake in the venture and Cargills will hold the remainder. Under the terms of the agreement, some of

the dairy farms under the government-controlled MILCO and the brand Highland will come under the JV.

GCCMF MD Jayen Mehta, President of Sri Lanka Ranil Wikremsinghe and S Jaishankar, Minister of External Affairs, Govt of India, Gopal Baglay, High Commissioner of India in Sri Lanka in Colombo after shareholders agreement signed between GCCMF, NDDB and Cargill of Sri Lanka

The country produces about 40 per cent of its total domestic demand and depends on imports for the remaining. The new JV company will take up the task of making Sri Lanka self-sufficient in the dairy industry in one decade, GCCMF's Managing Director Jayen Mehta said. He added that the investment in the venture will be finalised based on the valuations of the assets being handed over to the JV.

The agreement was signed on Wednesday in the presence of President of Sri Lanka Ranil



Wikrem Singh, India's External Affairs Minister
S Jaishankar, Gopal Baglay, High Commissioner

of India in Sri Lanka. Other ministers and officials in the Sri Lankan government were also present.

No bid to monopolise—Jayen Mehta on Nandini-Aavin row

OCT 13, 2023

<https://dairynews7x7.com/no-bid-to-dominate-or-monopolise-amul-md-mehta-on-nandini-aavin-row/>

Amul, which recently faced a [political backlash in Karnataka](#) and Tamil Nadu for trying to sell dairy products in these states, said on Tuesday that there was “no attempt to monopolise or dominate” the local milk cooperative brands like Nandini and Aavin.

Jayen Mehta, in charge managing director of Gujarat Cooperative Milk Marketing Federation (GCMMF) — an umbrella organisation of milk cooperatives in Gujarat that owns the



brand Amul — said: “Cooperatives do not compete with each other. We work together and keep the private and multinationals away. If India has become the largest producer of milk in the world then it is because this Amul model got replicated in different parts (of India).”

“It was not Amul who was owning these (milk cooperative) brands in the states. It is the farmers who own them. Had there been a tendency to monopolise or dominate, then Amul could have kept its own brand name, as it was a model that Amul started. But it was never the case,” Mehta.

He had come to the city to attend an event organised by RSS-affiliated Panchjanya, added.

sked about the controversy with Karnataka Milk Federation's brand Nandini, he said,

“There is no controversy. Both Amul and Nandini are synonymous with each other. Both are cooperatives whose owners are farmers.

“There was an attempt to create a controversy, but we told the people that Amul ice cream is being made in Nandini's plants for the last 25 years and both the cooperatives have been working together.”

Mehta further said that during [Covid-19](#) pandemic, when Nandini had surplus milk and had no market to sell, Amul had bought 5,000 tonne of cheese from Nandini.

Karnataka, which was heading for Assembly elections, saw a political slugfest erupt after Amul, on April 5, announced its entry into fresh dairy market in Bengaluru by introducing fresh milk and curd.

This was politically seen as an attempt to infiltrate into a space occupied by the local milk cooperative brand Nandini.

Speaking about the controversy with Aavin brand owned by Tamil Nadu Cooperative Milk Producers Federation Limited, Mehta said, “We will not get into that. But the fact is we have been working with them in Tamil Nadu for a long time. Last year, when they did not have any fat, we supplied ghee to them in very quantities at a price lower than the market. During Covid-19, we supplied close to 65,000 tonne of cattle feed to them. Similarly, more than 15-20 lakh semen doses are supplied to Tamil Nadu every year. So, there is no question of any controversy.”

In May, Tamil Nadu Chief Minister M K Stalin, wrote to Union Minister for Cooperation Amit

Shah to “direct” Amul to “desist from procuring milk from Aavin’s milk shed areas”.

Stalin pointed out that the move by Amul “will create unhealthy competition between cooperatives engaged in procuring and marketing milk products” and such cross-procurement goes against the spirit of Operation Flood.

Dairy farmer, father test positive for brucellosis in Kerala’s

OCT 13, 2023

<https://dairynews7x7.com/dairy-farmer-father-test-positive-for-brucellosis-in-keralas-thiruvananthapuram/>

A dairy farmer and his father in Vembayam, Thiruvananthapuram, have contracted brucellosis, a bacterial infection transmitted from animals to humans. The son initially developed symptoms such as high fever, an elevated platelet count, and facial swelling, and his father also experienced similar symptoms later.

Both tested positive for brucellosis in a private



laboratory in Thiruvananthapuram.

The son is currently under observation at home, while his 65-year-old father is receiving treatment at Thiruvananthapuram Medical College. Fortunately, their condition is not severe, medical professionals said.

The health department has issued a statement emphasizing that there is no need for concern, as the disease is unlikely to spread from person to person. The animal husbandry department has initiated a disease investigation in the area, although initial tests on the animals have yielded negative results. Veterinary doctors from the State Institute for Animal Diseases at Palode collected fresh samples on Monday, and the results will be announced later, according to a statement from the department.

The statement also highlighted the importance of avoiding the consumption of unboiled and

unpasteurized milk and dairy products, as brucella bacteria can be transmitted to humans through these sources.

Additionally, farmers who work with livestock are advised to maintain proper disinfection in the stables and adhere to personal hygiene practices.

In response to the disease outbreak in Vembayam panchayat, the Minister for Animal Husbandry and Dairy Development, J Chinchu Rani, announced plans to conduct milk testing and raise awareness among farmers at milk societies.

Veterinary doctors have noted that the disease is present in the cattle population in the state. Previously, a seven-year-old student from Kadakkal in Kollam had also contracted brucellosis in July.

MILK SOCIETIES WILL BE INSPECTED: MINISTER

T’Puram: Animal Husbandry Minister J Chinchu Rani, in a release issued here on Monday, said the department will conduct inspections at milk societies and milk samples will be tested. The department will hold awareness classes for dairy farmers. The animal husbandry department, in a release, said that humans acquire the disease through direct contact with the infected animals. Abortion is one of the main symptoms of the disease among cattle and the chances of humans getting the infection are high when if they come in contact with the placenta.

CATTLE TEST -VE FOR BRUCELLOSIS: ANIMAL HUSBANDRY DEPT

T'PURAM: In response to the reported cases of brucellosis in Vembayam, the animal husbandry department has initiated extensive screening efforts in the area. A team, consisting of the chief disease infection officer and the chief veterinary officer from the department, visited the location and assessed the situation on Monday. According to department officials,

the initial test results for cattle belonging to the individuals who tested positive for Brucellosis came back negative. The official said, "We screened the four animals collected samples, and our confirmatory test yielded negative results. The cattle do not have brucellosis." To eliminate any doubts, samples have been collected again for another round of testing. These results are expected within the next two days.

Indian cricketer Yuvraj Singh invests in dairy start-up Greto

OCT 13, 2023

<https://dairynews7x7.com/ndian-cricketer-yuvraj-singh-invests-in-dairy-start-up-greto/>

Former India international cricketer Yuvraj Singh has invested an undisclosed amount into the local dairy start-up Greto.



The ice cream, yogurt and snacks company is owned by Gurugram-based start-up Mahu Tasty Foods which was launched in March.

Singh has become a stakeholder in the company, which is still actively seeking more funding. He will also support the brand in its promotional activities.

The ex-international said: "I am happy to join Greto as a promoter and investor. My journey in the world of sports has taught me the importance of dedication, perseverance, and teamwork and I can see all these values resonate strongly with what Greto represents.

"Investing in Greto is not just about endorsing a brand; it is about supporting a vision. My decision to join Greto as a promoter and investor is rooted in a shared commitment to excellence and a passion for innovation, as I believe in the power of unforgettable experiences. I look forward to being a part of Greto's exciting future and to witnessing the positive impact it will have on the world of food and beverages."

In the coming months, Mahu Tasty Foods plans to set up a franchise network for Greto. The company is aiming to open 100 Greto franchises in the next year, starting with Delhi-NCR (National Capital Region).

Imported palm oil mixed to make cheap ghee- Congress

OCT 11, 2023

<https://dairynews7x7.com/imported-palm-oil-mixed-to-make-cheap-ghee-thus-impacting-farmers/>

The Congress on Tuesday said the liberal import policy of the Modi government is causing a “huge crisis” for the farmers in the country.

Congress general secretary Jairam Ramesh



said soyabean is being sold by farmers in Madhya Pradesh and Rajasthan at rates lower than the minimum support price and they are

also not getting good prices for milk in several States.

“The liberal import policy of Modi government is causing huge crisis for farmers in various states. In Rajasthan and Madhya Pradesh, soyabean is being sold below the MSP because cheap imports have been allowed,” he said in a post in Hindi on X.

“In these states and in other states too, milk prices are falling due to import of cheap palm oil, which is encouraging adulteration of vegetable fats in cheap pure ghee. Farmers are suffering huge losses due to low prices of milk,” Ramesh said.

Both Madhya Pradesh and Rajasthan are going to polls next month.

Consumers raise a stink over quality of Aavin milk in city

OCT 11, 2023

<https://dairynews7x7.com/consumers-raise-a-stink-over-quality-of-aavin-milk-in-city/>

Several Aavin consumers have complained about milk in sachets not being reconstituted properly and having milk solids, the shelf life getting shorter and below-par quality of curd made using the milk.



An official of the dairy major, however, said it could be because of inadequate cold storage facilities at the retailer’s end.

Indira Lakshman, a resident of Triplicane, said she buys Aavin milk in blue sachets and curds

using this milk are not as good as they used to be. “When I scoop out the curd, it is gooey. It just doesn’t taste right. Someone said I should try making curd using some other samples, which I have tried but to no avail,” she said.

S. Vishwanathan, a resident of Pattabiram and an Aavin customer for 15 years, said his family consumed full cream milk. These days the milk is diluted.

According to Seethalakshmi, a home-maker of Thoraipakkam, her family has been long-time consumer of Aavin products. “But now curdling of milk is giving us a headache. As and when milk curdles, we need extra milk leading to additional expenses and more trips to the shop,” she said.

Consumer activist T. Sadagopan alleged that the number of complaints about Aavin milk getting spoiled had been increasing over the past few months. "People are complaining that the milk is not thick enough, meaning the fat and non-fat content are not properly balanced. In some places, people are getting milk with milk-powder solids in it."

S. A. Ponnusamy of the Tamil Nadu Milk Dealers' Employees' Welfare Association said as a consumer even he faced issues due to quality of the milk.

"The milk powder settles down in the utensil when I boil it. Unless Aavin increases procurement, these issues will continue. They are

struggling with procurement of 30 lakh litres a day while sale of milk stands at a little over 29 lakh litres a day. The State government should step in and ensure that the milk major gets a fresh lease of life," he said.

However, an official in Aavin said there were no issues with the reconstitution of the milk where butter and milk powder were mixed to ensure the correct fat and solids-not-fat content in each variant.

Most complaints attributed to sachet milk (curdling, spoilage) were due to lack of cold storage facility at the retailer's end, an issue faced by all dairy brands, the official said.

UP Govt to Invest Rs 31 Cr To Enhance Dairy Sector in Next 5 Months

OCT 9, 2023

<https://dairynews7x7.com/up-govt-to-invest-rs-31-cr-to-enhance-dairy-sector-in-next-5-months/>

The Chief Minister Progressive Animal Husbandry Incentive Scheme provides incentives to progressive cow herders with indigenous breeds, ranging from Rs 10,000 to 15,000, through DBT.

Chief Minister Yogi Adityanath-led government in Uttar Pradesh embarked on a mission aimed at improving cattle breeds, boosting milk production, and increasing the population of indigenous cow breeds. The government has formulated a comprehensive action plan for three key schemes under the Nand Baba Milk Mission, with a budget allocation of Rs 31 crore for the remaining five months of the fiscal year.



Under this mission, a substantial Rs 10 crore has been allocated for both the Chief Minister Swadeshi Cow Promotion Scheme and the Chief Minister Progressive Animal Husbandry

Promotion Scheme, while Rs 11 crore is earmarked for the Nandini Krishak Samridhi Yojana. As part of this endeavour, the Yogi government intends to establish 2,500 indigenous cow centres, distribute 8,000 awards, and set up 35 dairies.

Shashi Bhushan Lal Sushil, the Milk Commissioner and Mission Director, provided details of the application process for the Chief Minister Swadeshi Cow Promotion Scheme. He stated, "Interested individuals can apply for the Chief Minister Swadeshi Cow Promotion Scheme until October 17. To avail of the benefits, applicants will have to visit the Vikas Bhawan in their respective cities, where the Chief Development Officer (CDO) will assist them in filling up the form and guide them through the process. The list of selected candidates will be released by the department on October 25."

Initially, the scheme will be accessible only to beneficiaries from the 18 divisional headquarters districts of the state. If this phase proves successful, it will be expanded to cover all districts in the state.

Sushil elaborated on the targets, explaining, “The department aims to select a minimum of 56 beneficiaries in each of the 18 divisional headquarters districts, with a target to acquire a maximum of 112 cows. In this fiscal year, the objective is to purchase 138 to 140 cows per district, amounting to a total target of 2,500 cows across all divisional headquarters districts. The Yogi government has allocated Rs 10 crore for this initiative, with the funds being directly transferred to the beneficiary’s account through Direct Benefit Transfer (DBT).”

Additionally, the government is considering extending the application deadline for the Chief Minister Progressive Animal Husbandry Incentive Scheme, which was initially set for September 20. The new deadline will be announced on October 16, following approval by Chief Secretary Durga Shankar Mishra.

Furthermore, the release date for the list of selected candidates for this scheme, initially scheduled for October 25, may also be extended. This particular scheme has been rolled out across all districts of the state.

Sushil detailed the goals of the Chief Minister Progressive Animal Husbandry Incentive Scheme, stating, “Under the scheme, a target has been set to select 27 beneficiaries from each district, with incentive amounts of 10,000 and 15,000. An annual target of 106 to 107 awards per district has been established for this fiscal year. The overall objective is to distribute 8,000 awards throughout the state.”

The Yogi government has allocated Rs 10 crore for this initiative, with funds being directly transferred to beneficiaries through the DBT system.

Similarly, the Nandini Krishak Samridhi Yojana has been launched in ten cities during its first

phase, including Ayodhya, Gorakhpur, Varanasi, Prayagraj, Lucknow, Kanpur, Jhansi, Meerut, Agra, and Bareilly. A selection committee has been formed to oversee this scheme.

“The deadline for beneficiary applications under this scheme has been set for October 5, with the verification report from the committee expected to be submitted to the department by October 20. In the initial phase, 3 to 4 beneficiaries will be chosen per district from the 10 districts, resulting in a total of 35 beneficiaries being selected. The Yogi government has allocated Rs 11 crore for this initiative,” the release added.

Further, Chief Minister Swadeshi Cow Promotion Scheme provides substantial grants of up to Rs 40,000 for the purchase of superior breeds of indigenous cows from other states, such as Gir, Sahiwal, Tharparkar, and Haryana species.

Under the Chief Minister Progressive Animal Husbandry Incentive Scheme, progressive cow herders with indigenous breeds receive incentives ranging from Rs 10,000 to 15,000, disbursed through DBT based on specified criteria.

The Chief Minister’s office stated, “Additionally, under the Nandini Krishak Samridhi Yojana, a generous grant of up to Rs 31.25 lakh per unit is allocated to support the establishment of a dairy with 25 cows, focusing on breed enhancement and elevating milk productivity in cattle.”

The Yogi government has dedicated a substantial budget of Rs 1,000 crore under the Nand Baba Milk Mission, with the aim of enhancing milk production and preserving indigenous cow breeds.

Fire breaks out at Manmul dairy at Gejjalagere

OCT 9, 2023

<https://dairynews7x7.com/fire-breaks-out-at-manmul-dairy-at-gejjalagere/>

A fire broke out at the dairy of Mandya District Co-operative Milk Producers Society's Union Limited, popularly known as Manmul, at Gejjalagere in Maddur taluk of Mandya district on Sunday.

Fire tenders rushed to the spot to douse the fire, which broke out in the packaging unit of Manmul. No casualties were reported as the



personnel present in the building at the time of the outbreak were able to make a hurried exit.

Officials of the Fire and Emergency Services Department told The Hindu that fire tenders rushed to the spot from Maddur, Mandya, and Mysuru to douse the fire. "We received the information around 7.45 a.m. and fire tenders

from Mandya and Maddur rushed to the spot immediately. A fire tender from Hebbal in Mysuru was also dispatched to assist in extinguishing the fire. By 9 a.m., we were able to douse the fire", the official said.

Though Manmul authorities said short-circuit appears to be the likely reason for the outbreak of fire, officials of the Fire and Emergency Services Department said an inquiry into the matter will be conducted as per the routine procedure.

Meanwhile, Deputy Commissioner of Mandya Mr. Kumar, and Superintendent of Mandya district police N. Yatish visited Manmul and took stock of the situation.

The outbreak of fire at Manmul in Mandya district comes a day after a fire mishap at a cracker shop cum godown at Attibele on the outskirts of Bengaluru claimed 14 lives and injured 7 others.

Farmers association urges govt to hike Milk procurement price

OCT 8, 2023

<https://dairynews7x7.com/farmers-association-urges-government-to-hike-procurement-price-of-milk/>

The Tamizhaga Vivasayigal Sangam has urged the State government to hike the procurement price of milk to protect the interests of milk producers supplying to the Tamil Nadu Cooperative Milk Producers Federation (Aavin).



The association urged the government to hike the price of milk procured through the milk producers' cooperative societies to ₹41.75 per

litre for cow's milk and ₹51 a litre for buffalo milk in view of the steep rise in cost input costs. This was essential to maintain parity with private dairies which were offering better price and many Aavin suppliers were switching over.

"If a fair price is not given to us, we will form a company to procure milk and sell it in bulk to whoever offers the best price," said a resolution adopted at the executive committee meeting of the district unit of the association here recently. The association also called for adopting the ISI norms in the Aavin procurement and provide cattle feed at 50% subsidy for Aavin suppliers.

FAME announces partnership with Banas Dairy (A Unit of Amul)

OCT 7, 2023

<https://dairynews7x7.com/fame-announces-partnership-with-banas-dairy-a-unit-of-amul/>

FAME, the "Not-for Profit" arm of Aye Finance, working towards building the capabilities of micro enterprises through "beyond-finance" support has announced its partnership with Banaskantha District Cooperative Milk Producers' Union Limited, also known as Banas Dairy (a unit of Amul Group) to ensure income augmentation of dairy farmers. The Dairy Development intervention implemented by FAME over the last four years, as part of its efforts to improve rural



livelihood opportunities, will now be amplified with this collaboration with Banas Dairy

In order to bridge the gap between the aspirations and opportunities available to micro enterprises, FAME has implemented several projects in Dairy, Sports Manufacturing, Shoes Manufacturing and Kirana sectors in Uttar Pradesh, Rajasthan and Haryana. The Foundation has been working with dairy farmers in 150 villages of the three states through its direct implementation team to improve the quality of milk, increase milk production, reduce expenditure on dairy inputs and create forward linkages with milk collection companies. Besides this, the intervention has worked towards improving animal management practices and ensuring availability of preventive healthcare services for cattle and livestock. This initiative has directly helped 65,000 farmers bring down their expenses by 25% and improving their revenue by 45% during the period June 2022 to July 2023.

Banaskantha District Cooperative Milk Producers Union Ltd, Palanpur (commonly known as Banas Dairy) is Asia's largest Co-operative Union and works towards the upliftment of farmers. Earlier Banas Dairy was operational only in Banaskantha District of Gujarat, but rapidly expanded its operation to benefit the dairy farmers of UP, Rajasthan Odisha, Andhra Pradesh, Jharkhand and Uttarakhand.

Banas procures an average 85 Lakhs lits of milk daily from 10 lakhs farmers which is the highest in Asia and recorded a turnover of Rs 18,000 crore in 2022-23. Making the dairy farmers a partner in its progress Banas has announced a 10% additional bonus for the farmers for the last financial year and will be distributing Rs 102 crores to them. Banas Dairy also provides various Input services to farmers like Artificial Insemination, Veterinary services, Cattle

Feed supply etc to help the farmer improve productivity of their dairy farms.

Speaking on the occasion, Sanjay Sharma, Director, FAME said " FAME has been supporting the dairy farmers of Uttar Pradesh since its launch in 2019 and nurturing sustainable development of the sector through various non-financial interventions. We are thrilled with the partnership with Banas Dairy as it will help us accelerate on our mission of creating meaningful impact in the dairy sector".

The partnership between Aye's FAME and Banas Dairy is initially for a period of three years and collectively they will be opening Milk Collection in Uttar Pradesh helping the dairy farmers of the state get a fair price of milk and eliminate their dependency on the middleman.

Godrej Agrovet ropes in Jimmy Shergill to endorse cattle feed

OCT 7, 2023

<https://dairynews7x7.com/godrej-agrovet-ropes-in-jimmy-shergill-to-endorse-cattle-feed/>

Godrej Agrovet Limited (GAVL), a leading player in the animal feed industry, yesterday launched its new campaign. Featuring Bollywood actor Jimmy Shergill, the campaign aims to raise awareness around the importance of quality cattle feed from a trusted brand like Godrej. Being one of the first BIS certified companies for cattle feed products in India, it offers products across the lifecycle of cattle for better prosperity of farming families.

The profitability of a dairy farmer depends upon the output price of milk, cost of input feed and expense on livestock health. Hence,

with 70% of total cost of milk production dependent on feed, livestock that is well cared for not only produces more milk of a better quality but also enhances the reproductive efficiency of the cattle thereby uplifting the farmers.

Sandeep Singh, CEO, Animal Feed Business, GAVL, said, "Traditionally, Indian farmers have focused on enhancing milk production with less priority to cattle health. Recognizing this oversight, our campaign aims shift the perspective by highlighting the significance of prioritizing cattle well-being and thinking of the long-term. The same will ensure the well-being and reproductive health of cattle, optimize milk yield, and enable farmer to sustain dairy farming."

To run across television and social channels, the campaign strives to create a paradigm shift where the health and welfare of cattle become the centre.



GAVL's state-of-the-art R&D unit has a strong focus on enhancing animal health, productivity, and milk quality. To ensure Indian farmers get best of everything and prosper, GAVL's Cattle Feed products are crafted with a deep understanding of Indian feeding practices, taking into account the diverse breeds and milk pro-

duction levels of cows and buffaloes. The diverse range of products are formulated to provide essential proteins, energy, minerals, and vitamins to meet the nutritional requirements of dairy animals across their lifecycle. This in turn enables enhance milk production, reproductive ability, and overall health of the animal.

TN Govt hikes procurement price for high fat milk

OCT 6, 2023

<https://dairynews7x7.com/tn-govt-hikes-procurement-price-for-high-fat-milk/>

In a significant move, the Tamil Nadu government on Wednesday announced that it has decided to increase the procurement price for the maximum fat content of milk

which is sold by the Tamil Nadu Cooperative



Milk Producers Federation Limited (TNCMPFL) under the brand name of Aavin.

“Testing of milk samples from some of the TNCMPFL members found that the milk contained more than 6 per cent fat. Realising that the procurement price should be raised for high fat milk, the maximum price offered at present has been increased according to the grade and the grade list has been raised to 6.0, 6.1, 6.2.....7.5 percent respectively. The price list of milk procurement has been expanded up to a maximum of 7.5 per cent, ” said T Mano Thangaraj, state minister for Milk and Dairy Development in a statement.

Further, the minister directed all unions across the state to ensure that the high fat milk procured from the farmers is paid a fair price.

This will get the maximum amount for the producers of high fat milk, he added.

Dairy Development Minister T. Mano Thangaraj on Wednesday announced that farmers who consistently supply milk having high levels of fat and solids- non-fat (SNF) will soon get an incentive of ₹1 per litre of milk. The farmers will have to supply milk with 4.3% fat and 8.2% SNF. Cow milk has total fat and SNF of 12.5%.

“An incentive of Rs 1 per litre will be given to producers who produce and supply quality milk. A scheme to provide a dividend on net profit to milk producers will be implemented this year. Spot Acknowledgement has been implemented to fulfil the long-standing demand of farmers to provide milk price according to the quality of milk and has been welcomed by the farmers. Through this, milk producers who provide quality milk get a maximum of Rs 1 to Rs 2 per litre, ” detailed the minister.

Services such as insurance schemes for livestock, medical assistance for livestock and artificial insemination are being implemented well and due to this, the production of milk has increased significantly in the coming days, he noted.

Protein binders cannot be added to milk, products : FSSAI

OCT 6, 2023

<https://dairynews7x7.com/protein-binders-cannot-be-added-to-milk-products-as-they-affect-nutritive-value-fssai/>

The Food Safety and Standards Authority of India (FSSAI) on Thursday clarified that addition of protein binders in milk and milk products is not permitted. Additives not specified in the Food Safety and Standards (Food Products Standards and Food Additives) Regulation, 2011, cannot be added, a release said.

Sources said this clarification comes at a time when certain players are adding protein binders to offer thicker texture in dairy products such as curd.

FSSAI advisory

“Binding agents have emerged as an important



and required class of ingredients to manufacture a wide range of new food products, especially semi-solid or solid foods. However, such application is known to affect the digestibility of the protein bound and thus can affect the biological and nutritive value of milk proteins. Protein binding also influences the bioavailability and distribution of active compounds,” the FSSAI noted in an advisory. The food safety authority added that every dairy product has its unique and “well-accepted” textural and other sensory characteristics. “Hence, addition of any binding material like protein binders to milk and milk products is not warranted to modify the textural or sensory parameters,” it added.

Good protein source

The food safety authority pointed out that milk protein on its own is a good source of essential amino acids; they are easily digestible and do

not contain any anti-nutritional factors like many plant-based proteins. “In addition, milk and milk products contain a wide array of proteins with biological activities ranging from antimicrobial ones to those facilitating absorption of nutrients, as well as acting as growth factors, hormones, antibodies and immune stimulants,” it added. FSSAI said it remains “dedicated” to maintaining “natural integrity and quality” of food and will continue to prioritise the health and well-being of consumers.

Binding agents have emerged as an important and required class of ingredients to manufacture a wide range of new food products, especially semi-solid or solid foods.

Milk protein has a high biological value as it is a good source of essential amino acids. Moreover, milk proteins are easily digestible and do not contain any anti-nutritional factors, unlike many plant-based proteins.

In addition, milk and milk products contain an array of proteins with biological activities ranging from antimicrobial to those facilitating the absorption of nutrients as well as acting as growth factors, hormones, enzymes, antibodies, and immune stimulants.

Jayen Mehta, managing director of dairy brand Amul, told Business Standard the company uses only pure cheese whey for its range of recently launched protein products that include lassi and buttermilk.

“The clarification is a welcome step, which will ensure that only pure products are sold in the market. The dairy industry uses only FSSAI-specified emulsifiers. This will, however, impact the nutraceuticals industry that has been promoting the use of alternative protein,” said R S Sodhi, president, Indian Dairy Association.

Best Schemes for Farmers in Different Agricultural Sector

OCT 5, 2023

<https://dairynews7x7.com/best-schemes-for-farmers-in-different-agricultural-sector/>

The demand for agriculture in India remains high due to its crucial role in the country's economy and the sustenance of its large population. With [agriculture](#) contributing significantly to food production, employment, and rural livelihoods, the demand for agricultural products, technology, and modernization continues to be a priority for India's growth and development. Schemes help farmers in several ways such as [technology adoption](#), risk mitigation, market access, sustainable agriculture, and more.

Top 10 Schemes For Farmers In India

So, let's discover the top schemes tailored for farmers across diverse agricultural sectors. Explore initiatives that empower and support farmers in hor-



ticul-

ture, [livestock](#), fisheries, and more, providing essential insights into the best programs aimed at enhancing their livelihoods and agricultural practices.

Crop Insurance Schemes

The government has introduced four distinct insurance schemes aimed at providing support to farmers. These schemes include the [Pradhan Mantri Fasal Bima Yojana](#) (PMFBY), the Weather-based Crop Insurance Scheme (WBCIS), the Coconut Palm Insurance Scheme (CPIS), and the Pilot Unified Package Insurance Scheme (UPIS), which is currently operational in 45 districts. For farmers who have obtained crop loans for specified crops, it is mandatory to be covered under PMFBY, WBCIS, CPIS, or UPIS. However, for those farmers who do not have crop loans, the decision to enroll in these insurance schemes is voluntary.

Interest Subvention For Dairy Sector

The Indian Ministry of Fisheries, Animal Husbandry, and Dairying has introduced the "Interest Subvention on Working Capital Loans for Dairy Sector" initiative to combat the economic impact of Covid-19 on the dairy sector. Administered by the National Dairy Development Board, this scheme, originally launched in 2020-21 and extended until 2025-26 with a budget of Rs. 500 Crore, benefits Dairy Cooperatives and farmer-owned milk producer organizations. It provides a 2% per annum interest subvention on working capital loans from various financial institutions to support milk processing activities. Additionally, there's an extra 2% interest subvention as an incentive for prompt loan repayment and interest servicing.

KCC For Animal Husbandry And Fisheries

The initiative aims to provide prompt and adequate credit support to farmers in Animal Husbandry and Fisheries. Eligible beneficiaries include various categories of [farmers](#), fishers, and groups involved in livestock and fisheries activities. Loan amounts vary, with farmers having Kisan Credit Cards (KCC) seeing potential credit limit increases, especially those supplying milk directly to Milk Unions. KCC holders can receive a 2% per annum interest subvention at loan disbursement and an additional 3% per annum incentive for timely repayment for Animal Husbandry activities. The goal is to support these sectors and encourage prompt loan repayment to enhance financial stability for farmers.

Krishi UDAN Scheme

The [Krishi UDAN Scheme](#) was introduced in August 2020 with the goal of aiding farmers in transporting agricultural goods, both domestically and internationally, to enhance their

earnings. The primary objective of this initiative is to ensure efficient, affordable, and timely air transportation services, along with related logistics support, specifically for agricultural products originating from regions like the Northeast, hilly areas, and tribal areas within the country.

Key Objectives of the Krishi UDAN Scheme

Increase the use of air transportation for agricultural products like horticulture, fisheries, livestock, and processed items.

Promote better coordination among stakeholders to develop sustainable agricultural value chains by:

Expanding domestic and international air connectivity between origin and destination airports.

Improving infrastructure and cargo handling for agricultural products at airports.

Focus on air transport of organic and natural products from specific regions.

Enhancing mapping of production centers to match market demand.

Ensure smooth export supply chains through quarantine procedures.

Enable paperless and contactless interactions through digital integration.

Mission Amrit Sarovar

The Mission Amrit Sarovar initiative, launched on April 24, 2022, aims to preserve water resources for the future. It focuses on revitalizing and developing 75 water bodies in every rural district across India, totalling approximately 50,000 such water bodies nationwide. The mission has set a deadline for completion by August 15, 2023, as part of the Azadi Ka Amrit Mahotsav celebration.

The key benefits of this initiative include:

The construction of Amrit Sarovars, each occupying at least 1 acre of land and having a water

capacity of approximately 10,000 cubic meters.

In cases where a district cannot create new Amrit Sarovars, they have the option to focus on the restoration and rejuvenation of existing water structures, thereby enhancing their ecological and functional value.

The selection of Amrit Sarovar sites will be determined by a special Gram Sabha, which will also appoint Panchayat Partinidhi to oversee the development of these water bodies.

Funding for this endeavour can be sourced from various channels, including [Mahatma Gandhi National Rural Employment Guarantee Scheme](#) (NREGS), XV Finance Commission Grants, PMKSY-WDC, PMKSY-HKRP-RRR, or similar schemes provided by the State or Central Government, either individually or in combination.

National Beekeeping and Honey Mission

In 2019-20, India's Ministry of Agriculture and Farmers Welfare launched the National Beekeeping and Honey Mission (NBHM), a centrally funded initiative. Administered by the National Bee Board, it aims to promote scientific beekeeping and entrepreneurship among small farmers, improve post-harvest management, and support research and development. The NBHM covers various activities, including capacity building, training (with a focus on women), input assistance, establishing Integrated Beekeeping Development Centers (IBDCs), digitization, processing, value addition, market support, and research. Beneficiaries include individuals, groups, cooperatives, and governmental organizations, all contributing to achieving the "[Sweet Revolution](#)" goal in beekeeping and honey production.

PM Kisan Maan Dhan Yojana

The government introduced the Pradhan Mantri Kisan Maan Dhan Yojana (PM-KMY) on September 12, 2019, with the aim of offering financial security to small and marginal farmers during their old age when they may lack a

source of income and have minimal or no savings to cover their expenses.

Benefits:

Through this program, small and marginal farmers are entitled to a fixed pension of at least Rs. 3,000 per month when they reach the age of 60, with certain exclusion criteria in place. This pension scheme operates on a voluntary and contributory basis, where eligible farmers are required to make monthly contributions to a Pension Fund, ranging from Rs. 55 to Rs. 200, depending on their age at enrollment. The Central Government also matches the farmer's contribution to the Pension Fund.

Eligibility:

Small and Marginal Farmer (SMF): Farmers who own cultivable land up to 2 hectares, as per the land records of their respective State/UT.

Age between 18 and 40 years.

Pradhan Mantri Kisan Samman Nidhi

The Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) is a fresh Central Sector Initiative designed to offer income assistance to every landholding farmer family across the nation. This support aims to bolster their financial resources for acquiring agricultural inputs, engaging in allied activities, and fulfilling domestic requirements. Through the PM-KISAN scheme, all eligible farmer families will receive an annual financial benefit of Rs. 6,000 per family, disbursed in three equal installments of Rs. 2,000 each, distributed every four months.

How to Apply For PM-Kisan?

Eligible farmers have the option to submit their necessary information to village Patwaris, revenue officials, or designated officers/agencies for application.

Farmers can alternatively register for the scheme by visiting their nearest Common Service Centres (CSCs) and paying the requisite fees.

Farmers also have the option of self-registration through the Farmers Corner on the PM KISAN portal. To check the status of their registration, they can click [here](#).

The required details for registration include Name, Age, Gender, Category (SC/ST), Aadhaar Number (or Aadhaar Enrollment Number in case an Aadhaar Number hasn't been issued yet), along with any other prescribed identification documents for verification, such as a Driving Licence, Voters' ID Card, NREGA Job Card, or any other identification documents issued by Central/State/UT Governments or their authorities, etc. Additionally, beneficiaries should provide their Bank Account Number and Mobile Number during the registration process.

Vibrant Villages Programme

In February 2023, the Union Cabinet granted approval for the "Vibrant Villages Programme" (VVP), a Centrally Sponsored Scheme spanning from the financial years 2022-23 to 2025-26, with a budget allocation of Rs. 4800 Crore. The program's primary objective is to comprehensively develop villages located in northern border areas, thereby enhancing the quality of life for the residents of these identified border villages.

What is the aim of Vibrant Villages Programme?

The scheme's execution involves identifying and nurturing economic drivers based on local resources, adopting a "Hub and Spoke Model" for growth centers, promoting social entrepreneurship, empowering youth and women through skill development, harnessing tourism potential by highlighting local culture and heritage, and fostering sustainable eco-agribusinesses through community-based organizations, cooperatives, self-help groups, and NGOs. Vibrant Village Action Plans will be formulated by district administrations in collaboration with Gram Panchayats, ensuring full coverage of central and state schemes.

What is the expected Outcome of Vibrant Villages Programme?

The expected outcomes encompass improved all-weather road connectivity, access to clean drinking water, 24x7 electricity with a focus on solar and wind energy, as well as enhanced mobile and internet connectivity. Additionally, the program will establish tourist centers, multipurpose facilities, and health and wellness centers, with a significant portion of the allocated funds, amounting to Rs. 2500 Crore, designated for road infrastructure development.

Pradhan Mantri Krishi Sinchai Yojana

On July 1, 2015, the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) was initiated with the objective of 'Har Khet ko Pani,' aiming to offer comprehensive solutions for the entire irrigation supply chain, encompassing water resources, distribution networks, farm-level applications, and the enhancement of water usage efficiency. The program promotes micro irrigation (MI) to ensure the maximization of crop yield with minimal water consumption, adhering to the principle of 'Per Drop – More Crop' (PDMC).

NDDB plans to develop dairy value chain in Ladakh

OCT 5, 2023

[HTTPS://DAIRYNEWS7X7.COM/NDDB-PLANS-TO-DEVELOP-DAIRY-VALUE-CHAIN-IN-LADAKH/](https://dairynews7x7.com/nddb-plans-to-develop-dairy-value-chain-in-ladakh/)

National Dairy Development Board chairman Dr Meenesh Shah has said that the NDDB intends to develop a dairy value chain in Ladakh that would provide profitable returns to the producers from milk business.

He was speaking at the inauguration of the newly refurbished dairy plant of Ladakh Dairy Cooperative Federation in Leh on Wednesday.

Dr D.B. Mishra, LG of the Union Territory of Ladakh, inaugurated the plant that was refurbished by the NDDB.

He said that an integrated approach involving



creation of an organized milk procurement, processing and marketing system will strengthen dairying and augment rural income.

Till now the procurement and distribution in the region was in the unorganized sector.

A spokesperson of the NDDB said that it has entered into a tripartite MoU with the Union Territory of Ladakh and the Ladakh Autonomous Hill Development Council for managerial and technical support to Ladakh Dairy Cooperative Federation for five years. The Federation will work towards establishing a transparent and remunerative milk procurement system for the dairy farmers.

Dr Shah informed that a grant of Rs 40 lakh has been sanctioned to the Federation to start and smoothly run the operations.

The milk procured will be processed and sold under Oma brand. Ladakh Federation will also supply fresh pasteurised milk to Indian Army base in Ladakh.

Dodla dairy stock jumps 7% in a weak market; here's why

OCT 5, 2023

<https://dairynews7x7.com/this-smallcap-dairy-focused-stock-jumps-7-in-a-weak-market-heres-why/>

Shares of [Dodla Dairy](#) jumped 7 percent to Rs 726 per share on the BSE on October 4 after the company's wholly-owned subsidiary, Orgafeed, started a new manufacturing cattle feed plant at Kuppam, Andhra Pradesh. The S&P BSE Sensex was down 364 points or 0.5 percent to 65,147 levels, as of 11:00 am. On a year-to-date (YTD) basis, the stock of this smallcap company has surged 44 percent as against an 8-percent rise in the Sensex benchmark.

Earlier, the stock had touched a 52-week high of Rs 908 per share on July 24, 2023 and sunk to a 52-week low of Rs 417 apiece on March 13, 2023.



In an exchange filing dated October 4, the company said the capacity of the new plant would be 12,000 tonnes per month. While the overall

capacity of Orgafeed is 14,400 tonnes per month, the Kadapa plant capacity stands at 2,400 tonnes per month.

Earlier, credit rating agency ICRA had rated long-term and short-term bank facilities of Dodla Dairy as stable. "Securities with this rating are considered to have a high degree of safety regarding timely servicing of financial obligations. Such securities carry very low credit risk," the agency had said.

In the June-ended quarter (Q1FY24), the company's consolidated revenue rose 15 percent year-on-year (YoY), while earnings before interest, tax, depreciation, and amortisation (Ebitda) surged 34 percent YoY to Rs 60.3 crore.

The Telangana-based company offers a wide range of milk products such as fresh milk, butter, ghee, paneer, curd, ice-cream, among other items. The company has procurement centers across 5 states and products are available for purchase in 11.

Amul to buy Sri Lankan dairy farms?

OCT 4, 2023

<https://dairynews7x7.com/amul-to-buy-sri-lankan-dairy-farms/>



Plans are afoot to sell Milco, Highland and 31 dairy farms owned by the National Livestock Development Board (NLDB) to India's Amul Dairy Company, NPP leader Anura Kumara Disanayake said.

He said Cabinet approval has already been granted to sell Milco while another Cabinet Paper has been finalised to sell off 'Highland' to India's Amul Dairy Company.

Addressing the NPP Mawanella Electoral Convention, Disanayake said 21 dairy farms including Adigama, Ridiyagama, Narammala and Polonnaruwa dairy farms belonging to the NLDB will be sold according to the plan.

He said two committees have been appointed in this regard and added that one committee has been tasked to value the land, trees and plantation in the farms while the second committee headed by NLDB Director General has been tasked to value the animals and equipment in the farms.

"We know the condition of our 31 dairy farms. We can't be satisfied about their conditions. We must be able to get the maximum benefits from the resources there. The rulers are not interested in doing so. They should have used the best technology and develop them. They are loss-making due to the actions of the rulers," he said. (Ajith Siriwardana)

AniMeta AgriTech improves the dairy farming community

OCT 4, 2023

<https://dairynews7x7.com/animeta-agritech-improves-the-dairy-farming-community-through-its-digital-solutions/>



Listed among seven in-revenue start-ups in agriculture and allied livelihoods under Cisco and Social Alpha's Krishi Mangal second edition cohort, AniMeta AgriTech was selected due to its unique appeal. Cisco's Krishi Mangal is a scale-up accelerator program which supports agritech start-ups to design solutions for and support small-holder farmers and was launched in 2021.

AniMeta AgriTech is a phygital platform that offers dairy farmers with 'end-to-end solution to enhance dairy farm productivity'. Founded in April 2022 by Dr. Vijayakumar Ramalingam, Dr. N Punniamurthy, techie Shenbaga Kannan & Janani Santhamoorthy in Coimbatore, AniMeta AgriTech has established its operational footprint across the fertile landscapes of Tamil Nadu and Puducherry. Offering animal healthcare services to dairy farmers, it connects farmers with veterinary healthcare professionals through an innovative disease-diagnosis platform and solve cattle health issues recommending ethnoveterinary products. This technology interface enables seamless interaction and knowledge exchange while addressing the needs of dairy farmers.

Based on International Dairy Journal the Indian dairy industry is flourishing globally, with the

country ranking first in milk production, contributing a whopping 22% of global milk production. Indian subcontinent contributes 5% to the national economy, employing approximately 80 million people in the dairy industry, directly or indirectly. According to a report by the Ministry of Fisheries, Animal Husbandry, and Dairying, milk production in the country has grown at a compound annual growth rate of about 6.2 % to reach 210 million tonnes in 2020-21 from 146.31 million tonnes in 2014-15. With the growing industry AniMeta leads with the vision of helping the country's dairy farmers rear animals, produce milk, and live better.

At its core, AniMeta AgriTech is an ethnoveterinary animal healthcare service company, which has bespoke solutions uniquely tailored to suit each farmer and their requirements. Their unique approach towards cattle health includes educating its customers with informative videos on rearing practices and effective feeding techniques. The doctors onboarded on AniMeta's platform recommends ready to use ethnoveterinary medicines products available under the brand name of YourFarm. Their products treat more than 35 diseases like mas-

titis, diarrhoea, fever, worms, digestive disorders, etc., which eventually helps in improving animal health and thereafter productivity.

Talking about some of their products like 'Herbolact' which is used to address mastitis inflammation in the udder tissue of cattle's mammary glands, Surender, a dairy farmer from Ganeshpuram, Coimbatore said, "After using Herbolact from YourFarm, we have seen a visible difference in our cow that was affected with mastitis. The community resource person from the company educated us on its know hows. We also watch their videos on YouTube through the app."

Among the various challenges that AniMeta addresses, lack of awareness of scientific feeding and health management in animal husbandry practices tops the list. Talking about their experiences, dairy farmers Jeevanandam & Tamilselvi from Annur block, Coimbatore, said, "We have lost two cows due to untimely assistance of veterinary services during the time of delivery of calf and some unknown disease. Sometimes we don't have any option but to depend on unqualified health care provider or chemists for treating the animal, and this increases our expenses towards their healthcare. Cattle are a very important part of our lives."



Pic : Left to Right: Jeevanandam, his wife Tamilselvi, calf affected with worm disease and Vijayakumar Ramalingam

Many farmers have limited knowledge of appropriate feeding practices as well as find it difficult to provide right type of concentrated feed for their cattle because of unavailability. Hence, they rely on feeding practices that is widespread among their peers locally. AniMeta provides easily accessible information of right feeding practices that improves cattle health and hence productivity.

Secondly, it plays an important role in educating dairy farmers about scientific management methods and best practices in farms to reduce disease incidence. Due to the lack of timely veterinary services at the farm gate level, farmers either prefer self-medication or rely on unqualified health care provider for their cattle. These not only increase animal healthcare costs but also leads to indiscriminate usage of antimicrobials in food-producing animals. AniMeta provides solutions to reduce such issues.

AniMeta helps dairy farmers accessing the knowledge of best practices in animal-rearing and milk-production. They aid dairy farmers by reducing veterinary costs by 70% and increasing the cure rate in animals by 82% with indigenous solutions, which enables increased milk production by up to 20%, and decreased usage of antibiotics in animals.

The second edition of Cisco's Krishi Mangal in partnership with Social Alpha, is an 18-month market access and scale-up accelerator program which will support seven in-revenue start-ups in agriculture & allied livelihoods. With assistance from the program, AniMeta plans to serve at least 20,000 farmers over the next year and scale its operations in six districts of Tamil Nadu. They plan to use at least 65% of the grant money for sales, marketing, and business development activities. AniMeta AgriTech pioneers end-to-end health and consultation services driven by a commitment to farmers' welfare, combining technology and expertise to propel dairy farming to new horizons.

Aavin directed to submit action plan on recycling used milk sachets

OCT 4, 2023

<https://dairynews7x7.com/aavin-directed-to-submit-action-plan-on-recycling-used-milk-sachets/>



The Southern Bench of the National Green Tribunal (NGT) has directed milk major Aavin, to file an action plan to handle empty milk sachets and recycle them, as per the Extended Producer Responsibility (EPR) regulation.

During [an inspection by the Tamil Nadu Pollution Control Board \(TNPCB\)](#), following a direction by the NGT, it was found that a total of 150MT of waste comprising used crates, butter cartons, milk sachets, damaged pet bottles and ice cream containers were stored in four locations inside the Ambattur factory of Aavin, which is owned by the Tamil Nadu Cooperative Milk Producers Federation Ltd.

Subsequently, Aavin informed the NGT that all the waste stored within their premises had been removed and sent to recycling units. The

Bench comprising Justice Pushpa Sathyarayana and expert member Satyagopal Korlapati, in a hearing on September 26, noted that the TNPCB is yet to file a report on Aavin's clean-up.

Further, the Bench ordered: "Let M/s. Aavin (1st Respondent) file its report and also their plan of action for the future in handling the empty sachets in which they supply the milk and recycling as per the EPR."

Notably, [another recent petition filed](#) in the NGT by Ayya, a Chennai resident, has sought the restriction of milk pouches used by Aavin citing health and environment concerns. "The onus of plastic waste management continues to be placed on the shoulders of consumers, followed by local government bodies, neither of whom are equipped to deal with this appropriately," the petition said.

FIR against Prasad supplier over duplicate Amul ghee labels

OCT 4, 2023

<https://dairynews7x7.com/sabar-dairy-files-fir-against-prasad-supplier-over-duplicate-amul-ghee-labels/>

The FIR comes in the wake of Food and Drug Control Administration finding that the prasad served by Mohini caterers at the Ambaji temple in Gujarat's Banaskantha district had failed to meet the required quality standards

Sabarkantha District Milk Producers Union Ltd, commonly referred to as Sabar Dairy, has filed a first information report (FIR) against Mohini Caterers, the supplier of Mohanthal sweets, alleging that the agency had been using sub-standard ghee and falsely labelling its products as 'Amul'.

Sabar Dairy is one of the milk unions under Gujarat Co-operative Milk Marketing Federation



(GCMMF) that markets dairy products under the brand name of Amul. The FIR comes in the wake of the Shree Arasuri Ambaji Mata Devasathan Trust (SAAMDT), the governing body of the Ambaji temple in Gujarat's Banaskantha district, terminating its contract with Mohini Caterers, after the Food and Drug Control Administration (FDCA) found that the prasad served by Mohini caterers at the temple had failed to meet the required quality standards during laboratory testing.

The FDCA had collected samples from the temple ahead of the Bhadarwi Poonam festival, an annual traditional fair that draws over 40 lakh pilgrims, which was held from September 23 to 29. As a result, the 180 ghee tins supplied by Mohini Caterers were sealed.

Sabar Dairy lodged a complaint against Mohini Caterers and other unidentified individuals

linked to the distribution of substandard ghee at the Ambaji Police Station on September 30.

"The ghee tins bore the Amul labels and mentioned that they were packed by Sabar Dairy. However, Sabar Dairy has categorically and vehemently denied the same. Investigations have revealed that the ghee tins supplied by Mohini Caterers to the temple trust bore duplicate labels of Sabar Dairy," said the FIR.

Mohanthal, a delectable sweet, holds significant cultural importance in many western states of India, often offered to deities and savored during special occasions like weddings.

The FIR mentions that the batch numbers, tin specifications, and labels on the sealed ghee tins do not conform to the quality standards established by the Amul Federation. "The evidence clearly shows that Mohini Caterers knowingly supplied substandard ghee to the temple trust and tried to malign Amul's reputation," the milk union has alleged.

"The preparations at Ambaji temple for Bhadarwi Poonam commence three months ahead of time. As of August 28, the Food and Drug Control Administration (FDCA) had already collected samples for the prasad. Even before the results were in, concerns had arisen regarding the quality of the ghee. As a precautionary measure, the existing stock was sealed following failed sample tests. In response, the temple authorities swiftly arranged for ingredients from Banas Dairy as a temporary solution to ensure the smooth progress of the festival," said Varunkumar Baranwal, the district collector for Banaskantha and Chairman of SAAMDT, the Ambaji temple trust.

Given the significance of the occasion and the temple's immense footfall of approximately 48 lakh visitors, stringent quality checks were enforced, and about 2 lakh kgs of prasad were

prepared under rigorous supervision, he added.

“On September 30, the contract with Mohini Caterers was terminated due to these quality concerns. It’s worth noting that the temple staff is also part of the FIR application,” said the collector.

GCMMF managing director Jayen Mehta, in a statement on Tuesday, said that no dairy union affiliated with the federation is engaged in such activities. He reiterated that the Amul ghee available in the market is authentic and of high quality.

Mega Telangana Vijaya Dairy Plant To Open On Oct. 5

OCT 3, 2023

<https://dairynews7x7.com/mega-telangana-vijaya-dairy-plant-to-open-on-oct-5/>

The much anticipated mega dairy plant of Telangana Vijaya Dairy is set to be inaugurated on October 5. The announcement was made by the Minister for Animal Husbandry Talasani Srinivas Yadav, who instructed officials to expedite arrangements for the grand inauguration.



The board meeting of Telangana Vijaya Dairy was convened at the Minister’s chambers in Dr B.R Ambedkar Telangana State Secretariat with various key stakeholders including Telangana State Dairy Development Cooperative Federation (TSDDCF) Chairman Soma Bharat Kumar, Special Chief Secretary for Animal Husbandry Aadhaar Sinha and other officials here on Friday.

Speaking on the occasion, the Minister said the construction of a state-of-the-art mega dairy facility in Raviryala village of Rangareddy district, was taken up at a cost of Rs. 250 crore. The dairy plant boasts a production ca-

capacity of 5 to 8 lakh litres, promising a significant boost to Vijaya Dairy’s production capabilities and also expediting expansion plans.

Srinivas Yadav directed the officials to strengthen the marketing system and chalk out plans for establishing additional successful production centres. Further, instructions were issued to conduct a comprehensive study on creating six zones across the state to facilitate milk collection, transportation and product marketing, all aimed at benefiting farmers. The Minister stressed the importance of coordinating with the departmental officials concerned to facilitate the supply of Vijaya milk to Anganwadi centres across the State.

The Minister recalled the remarkable transformation of Telangana Vijaya Dairy, evolving from financial turmoil in undivided Andhra Pradesh to achieving a turnover exceeding Rs. 800 crore after the formation of Telangana State. He reiterated the State government’s commitment to the dairy industry, which is providing a livelihood for scores of dairy farmers and others. He asked the authorities to initiate legal action against those marketing counterfeit products bearing the Telangana Vijaya Dairy brand. (Maxim News)

Global News

Butter Climbs to a Record High, Possibly Due to an Overcorrection

OCT 15, 2023

<https://dairynews7x7.com/butter-climbs-to-a-record-high-possibly-due-to-an-overcorrection/>

The following is from Lee Mielke, author of a dairy market column known as “Mielke Market Weekly.”

Butter set a new record high to start October and cheese was mixed. The CME Cheddar blocks fell to \$1.68 per pound last Wednesday, lowest since July 19, but closed last Friday at \$1.7025, 1.75 cents lower on the week, fifth week of loss, and 32 cents below a year ago. The barrels finished at \$1.5775, up 9.75 cents on the week, 64.75 cents below a year ago, and 12.50 cents below the blocks. There were 24 sales of block and 20 of barrel.



Midwestern cheesemakers continue to report limited milk offers, according to Dairy Market News. Loads did change hands at lower prices than in previous weeks but at mid-week were at least slightly higher than Class III.

Retail and food service cheese demand in the West is steady. However, sources indicate September was lighter for restaurant traffic compared to prior months, making that destination for cheese lighter. Export demand is moderate to light. Cheese production is steady and Class III milk demand is strong, says DMN.

CME butter set new records daily, mainly on unfilled bids, peaking at the all-time high of \$3.5025 per pound, up 20.25 cents on the week, up 84.25 cents in the last five weeks, and 28.50 cents above a year ago, with only one sale all week.

Speaking in the Oct. 9 “Dairy Radio Now” broadcast, HighGround Dairy economist Betty Berning cited data from the Dairy Products report and Cold Storage report to justify what has happened to the butter price and blamed a slippage in cheese demand for the fall in cheese prices, adding that they “may have overcorrected.” She also pointed to the comparison between Class III and Class IV prices, noting that last week saw the butter price at twice the price of cheese, “something we may not have ever seen before.”

Butter makers told DMN that demand remained intact despite the prices and churning rates were not moving higher. “Bulls are clearly overwhelming any bears,” said DMN, but contacts expect downward correction near-term, though “markets have yet to get that memo.”

Spot cream was slightly more available last week in northern parts of the West but overall, is tight. Most of it is committed to contract obligations. Retail and food service demand is strong to steady. Exports are moderate to light, according to DMN, but then, it is the most expensive butter in the world.

Grade A nonfat dry milk saw its Friday finish at \$1.18 per pound, down a half-cent on the week and 36 cents below a year ago, with 10 loads trading hands.

Dry whey oscillated some but closed the week .75 cents higher, at 29.75 cents per pound, 12.50 cents below a year ago, on 55 CME sales for the week.

Speaking of the powder, StoneX reports that the U.S.-Mexican border headed into week 3 of “more stringent efforts by the Texas governor to slow down immigration, which has slowed

down inspections of trucks, causing congestion of trade flow at El Paso. This is starting to affect Mexican nonfat buyers who are beginning to get more concerned above the availability of product.”

We see how big an issue this is in August data. Milk powder exports totaled 150.6 million pounds, up 4.2% from August 2022 and topped a year ago for the third consecutive month, mainly due to Mexico, which set an August record, according to HighGround Dairy. Year-to-date, Mexico holds slightly more than a 50% market share, against weaker demand from Southeast Asia and China.

Cheese exports unfortunately totaled only 82.1 million pounds, down 2.9% and the fifth consecutive month to be below a year ago. Shipments to South Korea were down 50%, according to HGD, with notable losses to Saudi Arabia, Indonesia and Chile. Gains into other regions helped offset some of that, with sales to Mexico up 14%, Japan, up 37%, and Australia, up 86%.

Butter exports were down 62.7% and have been down every month of 2023, except January, says HGD, who blamed high prices, which will price the U.S. out of the export market for the foreseeable future. Shipments to Canada, the U.S.’ No. 1 export market for butter, up 32.7%.

Dry whey exports were down 38.3%, down for the fifth month in a row. HGD says volumes to China improved slightly, to five-month highs, but remain well below last year, down 45%.

The bulls got a little more fodder in last Tuesday’s Global Dairy Trade auction where the weighted average headed higher for the third session in a row, up 4.4%, following the 4.6% rise on Sept. 19, and 2.7% on Sept. 5. Traders brought 84.5 million pounds of product to the market, up from 82.4 million on Sept. 19. The average metric ton price climbed to \$3,104, up from \$2,957 on Sept. 19, and highest since July 18.

Skim milk powder again led the gains, up 6.6%, following a 5.4% rise on Sept. 19. Whole milk powder was up 4.8%, following a 4.6% gain. Anhydrous milkfat was up 3.7% after gaining 5.3%. Butter was up 1.3%, which followed a 3.8% gain on Sept. 19. Buttermilk powder was up .6%. GDT Cheddar was down again, falling 4.8%, after slipping 1.7% on Sept. 19, and lactose was off 1.3%. It did not trade last time.

StoneX says the GDT 80% butterfat butter price equates to \$2.1267 per pound, up 3.7 cents from the Sept. 19 event, and compares to CME butter which closed last Friday at a world high \$3.5025. GDT Cheddar, at \$1.7479, was down 8.6 cents, and compares to last Friday’s CME block Cheddar at \$1.7025. GDT skim milk powder averaged \$1.1604 per pound, up from \$1.0887, and whole milk powder averaged \$1.3296 per pound, up from \$1.2694. CME Grade A nonfat dry milk closed last Friday at \$1.18 per pound.

Volume purchased by North Asia, which includes China, fell from the previous event but was up from last year, according to analyst Dustin Winston. “The aggressive buyers at this event were Southeast Asia and the Middle East, who both bought significantly more than the previous event, although SEA purchases were down slightly from last year,” according to Winston.

Back on the farm, significant drops in feed, plus a hefty increase in the All-Milk Price, moved the milk feed ratio higher. The USDA’s Ag Prices report shows the August ratio at 1.67, up from 1.38 in July, and compares to 1.69 in August 2022.

The All-Milk Price average saw its first advance in 10 months, jumping to \$19.70 per hundred-weight, up \$2.30 from July but \$4.40 below August 2022.

The national corn price averaged \$5.73 per bushel, down 49 cents from July, after falling 27 cents the previous month, and was \$1.51 per below August 2022. Soybeans averaged \$14.10 per bushel, down 60 cents, after rising

20 cents the previous month, and is \$1.20 per bushel below a year ago. Alfalfa hay dropped to \$230 per ton, down \$14 per ton from July and \$46 per ton below a year ago.

The August cull price for beef and dairy combined climbed to an average \$115 per hundredweight, up \$4 from July, \$24.90 above August 2022, and \$43.40 above the 2011 base average.

Income-over-feed costs in August were below the \$8 per hundredweight level needed for steady to higher milk production for the seventh month in a row, according to dairy economist Bill Brooks, of Stoneheart Consulting in Dearborn, Mo. Input prices were lower, he said, but all three commodities were in the top five for August all time. Feed costs were the fifth highest ever for the month and the 37th highest of all time. The ratio was below the

five-year average for the 15th month running, as the average ratio for August is 2.00, says Brooks.

“For 2023, milk income over feed costs (using Sept. 29 CME settling futures prices for Class III milk, corn and soybeans plus the Stoneheart forecast for alfalfa hay) are expected to be \$7.86 per hundredweight, a loss of 40 cents per hundredweight versus last month’s estimate. 2023 income-over-feed would be below the level needed to maintain or grow milk production, and down \$4.05 from 2022’s level.”

Meanwhile, dairy margins continued to decline the second half of September despite lower projected feed costs, although price movement between Class III and Class IV milk has deviated drastically, according to the latest Margin Watch from Chicago-based Commodity and Ingredient Hedging LLC.

BLOCKCHAIN APPLICATIONS IN THE DAIRY INDUSTRY: BEACON OF HOPE FOR RESOLVING ISSUES

OCT 15, 2023

<https://dairynews7x7.com/blockchain-applications-in-the-dairy-industry-beacon-of-hope-for-resolving-issues/>

The dairy industry has grappled with numerous challenges over the years, leading to significant distrust. Prominent examples include the salmonella-contaminated milk incident in France and the adulterated milk case in China. Both incidents eroded consumer faith in dairy products. Moreover, there’s a growing concern over ethical issues such as fair compensation for producers and the welfare of animals, challenging conventional milk production practices.



In response to these challenges, the use of [blockchain](#) technology in the dairy sector

has surged, offering a beacon of hope. Recognized for its potential, blockchain has become the favored choice for dairy stakeholders aiming to enhance transparency and traceability in their operations.

Enhancing Traceability from Farm to Table

Utilizing blockchain in the dairy sector facilitates monitoring dairy products throughout their lifecycle – from origin at the farm to the consumer’s table. This creates an unalterable record of a product’s path, ensuring greater food safety and minimizing waste. By swiftly pinpointing and recalling compromised products, risks can be mitigated. Furthermore, blockchain provides a platform for logging and monitoring data about dairy product quality

and safety, ensuring they align with both regulatory mandates and the anticipations of consumers.

Key Focus Areas for Blockchain in the Dairy Industry

Ensuring Nutritional and Food Safety

Blockchain technology has revolutionized the way every milk batch within the supply chain is tracked. If a food-borne illness emerges, pinpointing the compromised source becomes straightforward with blockchain, allowing for swift isolation and rejection of the affected batches.

Mitigating the Impact of Spoilage

In cases of product recalls, blockchain's precision plays a vital role. Instead of resorting to widespread recalls that could involve unaffected products, blockchain allows for targeted actions. This precision not only reduces food wastage and associated costs but also safeguards a brand's reputation.

Strengthening Collaborations

As a decentralized and distributed ledger, blockchain acts as a reliable intermediary, ensuring trust among stakeholders. From feed mills and farmers to brands and retailers, every participant in the dairy supply chain can securely share information. This interconnectedness guarantees that a product's entire lifecycle can be traced, ensuring all parties are compliant.

Prioritizing Transparency

Distinguishing oneself in the market can be achieved by ensuring a product's journey is transparent. Blockchain empowers consumers by providing insights into a product's comprehensive history and quality checks. Research indicates that consumers value this transparency, often willing to pay a premium for products that resonate with their values and beliefs, especially when ample information is provided.

Validating Credentials

Blockchain aids in bolstering trust by providing verifiable proof of product claims and certifications. For instance, when essential data is shared with independent certifying bodies, blockchain facilitates the verification of certificates, whether they pertain to origin, environmental impact, or animal welfare. This not only streamlines the certification process but also makes the information more relevant and valuable to the consumer.

Here's how blockchain can be applied to the dairy industry

Incorporating blockchain technology into the dairy supply chain means registering all stakeholders in the system. Each participant receives a unique digital identity and profile. One of the primary advantages of coupling blockchain with Radio Frequency Identification (RFID) and cloud storage is the ability to store critical data in the cloud while ensuring secure access to authenticated farm members.

Safeguarding the data's integrity and reliability is paramount, and blockchain excels here by utilizing data hashes for this very purpose. Dairy farmers can provide updates encompassing details such as location, breed specifics, age, weight, milk quantity per animal, medicinal records, and other pertinent treatments. This comprehensive data about milk quality can be relayed to chilling or milk collection centers.

Here's a snapshot of how blockchain would be integrated with RFID tags on dairy farms:

1. Upon ID input, the system archives the user's details and access date.
2. Post data entry, an RFID ear tag scan helps identify the animal.
3. After identifying the user, date, and animal, updates on weight, age, and herd details, among others, can be made.
4. The system then forms a data block, verifying its hash code.

5. Once validated, this hash finds its storage space on a cloud server.
6. Subsequently, the blockchain communicates this hash code to a localized server.
7. With the right access code, previously local server-held data gets transferred to the cloud, becoming accessible to other network members.

Given the expansive nature of farms, it might not always be cost-effective to establish blockchain and RFID systems across vast stretches. Here, an offline synchronization feature proves advantageous, allowing for data modifications offline that can later sync with the cloud when online.

Ensuring milk remains in optimal condition during transport is critical. This is where various sensors come into play, monitoring the milk under ideal environmental conditions such as temperature and humidity. IoT-enabled trucks and storage solutions ensure product safety during transport. Real-time tracking is made possible with GPS, with the entire journey's data recorded on the ledger.

Certification agencies, too, can join this blockchain network. Armed with digital profiles, they can supervise the plethora of data supplied by farmers and dairy processors. This data allows them to perform audits, verifying if certain standards, such as organic certification or working conditions, are met. Not only does this streamline the certification process, but it also allows dairy businesses to highlight these certifications, bolstering consumer trust.

Blockchain can further be used to encode product details, like nutritional value and genuineness, ensuring the supply chain remains transparent and secure. While QR codes represent an advancement over traditional barcodes in terms of data storage capacity, they have their limitations. In contrast, blockchain equips both companies and farmers with a mechanism to validate specific quality markers and the product's origin. Especially for high-end products that are often susceptible to

counterfeiting, this helps mitigate potential economic setbacks.

Is blockchain already being used in the dairy and food sector?

Prominent tech corporations such as IBM, Infosys, and Windows have recognized the expansive potential of blockchain in the food supply chain and are actively developing tailored solutions. IBM has introduced the Food Trust, a modular approach aimed at catering to the diverse needs of participants within the food ecosystem. Simultaneously, Windows' Azure Workbench serves as the nexus, bridging enterprise ledger technologies in various industries, IoT devices, and broad-scale SaaS with adapters.

Take the example of Prospérité Milk, which has pioneered a digital milk system that is both traceable via blockchain and verified with continuous audits. This initiative, developed in collaboration with Connecting Food, empowers consumers by enabling them to authenticate the product's claims, such as its origin from "Hauts-de-France," commitment to "animal welfare," or a "GMO-free" diet for the livestock. Remarkably, the entire process of uploading data to the blockchain bypasses any human intervention, ensuring a seamless flow of information.

In another stride toward transparency, Nestle collaborated with Microsoft Digital to pilot a system, fortified with IoT, that meticulously tracks the journey of its iconic Bacio Perugina chocolate throughout its supply chain.

Shifting the focus to seafood, top-tier shrimp growers in Ecuador have embarked on the Sustainable Shrimp Partnership. By allying with IBM's Food Trust blockchain infrastructure, they've laid the foundation for a robust platform dedicated to data sharing. This platform not only allows stakeholders to monitor the shrimp's journey but also confirms the shrimp's adherence to standards set by entities such as the Aquaculture Stewardship Council.

[Walmart](#), a major retail chain, ventured into blockchain quite early on. In collaboration with IBM, they've implemented a system to trace a spectrum of products ranging from dairy and meat to fresh fruits and greens. Beyond mere tracking, their ambition also encompasses addressing pressing concerns related to food safety, like swiftly pinpointing the origins of food-borne outbreaks and streamlining the recall of compromised products.

Similarly, The World Wildlife Fund (WWF) rolled out a project called "Bait-to-Plate." Utilizing RFID tags and an [Ethereum](#)-based blockchain, they devised a traceability mechanism for tuna in New Zealand, aiming to curb illicit fishing activities.

Challenges and Limitations of Blockchain in the Dairy Industry

While the dairy industry stands to gain considerably from the integration of blockchain technology, it is essential to consider the potential obstacles and limitations inherent in such an adoption.

Technological Barriers

Adopting blockchain requires significant technological infrastructure. Not all dairy producers, especially smaller entities, possess the requisite resources or expertise. Implementing blockchain may necessitate upgrading existing systems or even a complete overhaul, which can be both time-consuming and financially demanding.

Standardization Needs

For blockchain to be truly effective, there must be a consensus on the protocols and standards used across the industry. Achieving this uniformity is a substantial challenge, given the diverse practices and processes among different dairy producers and stakeholders.

Financial Impediments

The initial cost of integrating blockchain can be high. From procuring the necessary hardware

and software to training personnel, these expenses can pose a deterrent, especially for smaller businesses with limited financial resources.

Training and Adaptation

Blockchain's introduction requires stakeholders at all levels to understand and adapt to this new system. This means comprehensive training for employees, which further adds to the implementation costs and time.

Data Privacy Concerns

Storing information on a blockchain, especially if it is a public one, raises concerns about data privacy. While blockchain records are secure and immutable, ensuring that private data remains confidential is paramount. This necessitates rigorous encryption methods and often demands expertise.

Potential for Misinformation

While blockchain ensures that records, once entered, cannot be tampered with, there is no guarantee that the initial data input is accurate. Misinformation at the entry point can compromise the integrity of the entire chain.

Scalability Issues

As the volume of transactions and data grows, ensuring that the blockchain system remains efficient and scalable becomes a significant concern. Addressing scalability without compromising on speed and security remains a prevalent challenge in the blockchain community.

Regulatory Uncertainty

The rapid evolution of blockchain technology often outpaces regulatory frameworks. Navigating this uncertain landscape, where rules and guidelines are still in flux, can be daunting for dairy industry players.

Conclusion

Blockchain technology is ushering in a new era of transparency and efficiency in the dairy industry. By providing secure and traceable supply chains, it not only enhances food safety but also empowers consumers with more information about the products they choose. With case studies showcasing its real-world applications in the food sector, it's evident that blockchain's potential is boundless. However, challenges such as technological barriers and data accuracy must be addressed as this transformative technology continues to evolve.

How does blockchain enhance dairy product transparency?

Blockchain offers a tamper-proof record of a product's journey from farm to table, enabling consumers to access comprehensive information about its origin and quality.

What role does IoT play in blockchain applications for dairy?

IoT devices help monitor and maintain product quality during transportation, ensuring that dairy products remain in optimal condition.

Can small dairy farmers afford to implement blockchain systems?

Implementing blockchain can be costly, especially for small-scale farmers. Some solutions include offline synchronization to reduce expenses.

How do certification agencies benefit from blockchain in the dairy industry?

Certification agencies can use blockchain to verify claims made by farmers and processors, enhancing trust and transparency.

How does blockchain help reduce food waste in the dairy industry?

By providing transparency and traceability, blockchain encourages users to assess the ecological impact of their food choices, potentially reducing waste.

How does blockchain benefit premium or high-value dairy products?

Blockchain helps authenticate and validate the quality attributes and origins of premium dairy products, mitigating the risk of fraud.

What is the role of major tech companies like IBM in blockchain adoption for dairy?

Tech giants like IBM are creating blockchain solutions tailored for the dairy sector, promoting transparency and efficiency in the supply chain.

What is the potential for blockchain to revolutionize food safety in dairy?

Blockchain can swiftly trace the origins of food-borne diseases, aiding in effective recalls of tainted products and enhancing overall food safety in dairy.

Say 'Cheese!': PETA to Dairy Summit With Vegan Cheese Giveaway

OCT 14, 2023

<https://dairynews7x7.com/say-cheese-peta-to-dairy-summit-with-vegan-cheese-giveaway/>

Attendees and passersby at the International Dairy Federation World Dairy Summit will get a tasty vegan treat courtesy of PETA on Monday, when supporters armed with signs that read, “Not Your Mom, Not Your Milk,” will hand out free [Babel Plant-Based](#) cheese snacks and remind people that loving milk, cheese, and yogurt can go hand in hand with being kind to cows.

When: Monday, October 16, 12 noon

Where: Outside Hyatt Regency McCormick Place, 2233 S. Martin Luther King Dr., Chicago

The giveaway is part of a three-pronged campaign that includes a new [sky-high appeal](#) lo-



cated a stone's throw from the summit at 46 E. Cermak Rd. featuring a cow mired in manure with a swollen udder, who urges everyone to help spare cows' suffering by dumping dairy, and a second [message](#) located in Concourse B

of Chicago Midway International Airport, where it's sure to catch the eye of travelers arriving for the summit—reminding viewers that cow's milk is for calves.

“Cows love their calves, and cow's milk is meant for baby cows, not humans,” says PETA Executive Vice President Tracy Reiman. “PETA urges everyone to ditch dairy and leave cows in peace by opting for readily available, affordable, and delicious vegan milks, cheeses, and yogurts.”

In the [dairy industry](#), calves are torn away from their mothers, often within a day of birth, so that the milk meant to nourish them can be stolen and sold to humans. PETA's [investigations](#) into dairy facilities have found workers electroshocking cows in the face, hitting them with poles and a cane, and abusing them in other ways. Once their bodies wear out from repeated pregnancies, they're sent to slaughter.

PETA—whose motto reads, in part, that “animals are not ours to eat or abuse in any other way”—opposes speciesism, a human-supremacist worldview, and offers a free [vegan starter kit](#) on its website.

Wiltshire dairy launches UK's first plastic refillable milk bottle

OCT 14, 2023

<https://dairynews7x7.com/wiltshire-dairy-launches-uks-first-plastic-refillable-milk-bottle/>

A dairy company has created what it claims is the UK's first washable and refillable plastic milk bottle.

Abel & Cole, which has a dairy at Wroughton, Wiltshire, says the bottle can be refilled multiple times and won't cost the consumer any more.

"They weigh 40g on average, compared to 200g for glass so there's less fuel used to transport them," said Ed Gosling, a Wroughton dairy farmer.



"We've tested it for about 16 uses with washing," he said.

Abel & Cole says 300,000 tonnes of carbon could be saved each year if the dairy industry switched to reusable plastic.

Polypropylene is a hard-wearing plastic used in baby bottles

"The customers will be positive about this because there's no loss in convenience," Mr Gosling said.

"This bottle has been three years in the making, we've changed so much, and now it's signed off with the Food Standards Agency."

Hugo Lynch, Sustainability Lead at Abel & Cole said: "Plastic is often seen as the enemy.

"But we asked if it was better to use glass, which is heavier and more energy-intensive to make, or to go against the grain.

"This is a more sustainable way to deliver and refill milk," he said.

Taste of future: crafting new dairy products

OCT 14, 2023

<https://dairynews7x7.com/taste-of-future-crafting-new-dairy-products/>



Next-generation milk, cheese and yoghurt ingredients produced using precision fermentation will be among the first developed by Australia's [Food and Beverage Accelerator](#) (FaBA).

A team led by [Associate Professor Esteban Marcellin](#) from The University of Queensland's [Australian Institute for Bioengineering and Nanotechnology](#) (AIBN) will work with industry partner All G Foods developing nature-identical proteins for dairy ingredients and products.

FaBA Director [Dr Chris Downs](#) said the four-year project represents the future of food and beverage manufacturing.

"Nature-identical dairy proteins allow us to replicate the ingredients for our favourite foods," Dr Downs said.

"Australia's fresh produce is very well regarded internationally – and this is an opportunity to add value to food and beverage products and position us as a global leader in an emerging area.

"FaBA is delighted to be working with industry partners to develop ingredients and products that will make their way into pantries and fridges across Australia and be exported to major international markets.

"In turn, it can help generate jobs for Australians."

CEO of All G Foods, Jan Pacas said the FaBA project would develop high-value dairy ingredients such as Lactoferrin, as well as products that consumers expect.

"We anticipate the precision fermentation process to yield highly efficient microbial strains capable of producing nature-identical dairy proteins," Mr Pacas said.

"These proteins will enable us to craft dairy products that mirror the functionality of traditional dairy.

"This technology offers Australia a unique market opportunity in an emerging industry with the potential for a substantial commercial impact, especially the ability to supply the Asia-Pacific region."

Dr Downs said the project was the first of many to be supported by FaBA, which has \$50 million in federal investment and an additional \$100 million being secured from industry and research participants.

"To allow the industry-led Food and Beverage Accelerator to address the challenges business face today, we need to listen and respond so we can help build the industry of tomorrow," Dr Downs said.

FaBA is proudly hosted by The University of Queensland, with university partners QUT and the University of Southern Queensland.

It is supported by the Australian Government Department of Education through the [Trailblazer Universities Program](#).

Bon Vivant Raises €15M to “Transform the Dairy Sector”

OCT 13, 2023

<https://dairynews7x7.com/bon-vivant-raises-e15m-to-transform-the-dairy-sector-through-industrial-scale-production-of-animal-free-milk-proteins/>



French Biotech [Bon Vivant](#) announces it has secured €15 million in an oversubscribed equity finance round led by Sofinnova Partners, Sparkfood, and Captech, for precision fermentation-derived whey and casein proteins for the B2B dairy alternative market. The company also states today its intention to commercialize in the US by 2025.

Claiming to be one of the world’s only biotech companies developing both whey and casein proteins, Bon Vivant states this “unique capability” allows it to respond to specific requirements from the food industry, namely those of functionality and nutrition.

A French world leader

Stéphane MacMillan, CEO and founder of Bon Vivant, comments today, “We are very proud of this new stage in the development of Bon Vivant, which enables us to welcome leading investors from the biotechnology and agri-food industries to our capital. This round of financing confirms the growing demand for pre-

cision fermentation as a solution to the tremendous challenges the agri-food industry, particularly the dairy industry, is facing. The aim is threefold: to increase the number of developments with our customers, to produce on an industrial scale and to prepare for commercialization by 2025. It should also enable us to grow as the French world leader.”

Following [last year’s €4 million raise](#), this recently closed round brings Bon Vivant’s total funding to €19 million. With the fresh capital, the company intends to bolster its R&D team in order to remain at the cutting edge of innovation in the field and lead the way in supplying animal-free milk proteins to key players in the market, helping the industry to “meet the dual challenge of growing demand while limiting the environmental impact of its products.”

Funds will be allocated to accelerate its path to regulatory approval with a focus on the USA ahead of its intended 2025 launch. Additionally, the team will invest in its new lab in the Lyon region where it will mass-produce samples to meet demand from B2B partners. Its

partners include European biotech leader [Abolis](#), with which BV [formed a strategic partnership](#) this June to mass-produce milk proteins with the aim of becoming European leaders in animal-free dairy production.

Sustainable solutions for a healthier planet

Notably, the company carried out a [life cycle assessment](#) earlier this year which demonstrated that its precision fermentation process reduces greenhouse gas emissions by 97%, drinking water consumption by 99%, and energy usage by 50% when compared with the production of conventional dairy milk. Speaking at the time, H el ene Briand noted, “This marks not only a crucial milestone for Bon Vivant and its position as a European leader, but also for all stakeholders in our industry. It is a

great opportunity to demonstrate the power of the micro-organisms to produce animal-free dairy proteins more efficiently than a dairy cow, by using a single source of feed: the sugar. Thus, animal-free dairy proteins can be an excellent complementary source of proteins with low carbon emission, without compromise on taste, nutrition.”

Michael Krel, Partner at Sofinnova Partners, comments, “Bon Vivant’s pioneering work in animal-free dairy proteins through precision fermentation aligns perfectly with Sofinnova’s mission to promote sustainable solutions for a healthier planet. We are delighted to support St ephane, H el ene and the team as they continue to transform the dairy sector and contribute to a more sustainable agri-food era.”

Walmart Announces Plans to Build \$350 Million Dairy Plant in USA

OCT 13, 2023

<https://dairynews7x7.com/walmart-announces-plans-to-build-350-million-milk-processing-plant-in-southern-georgia/>

America’s largest retail store has announced its plans to build a \$350 million milk processing plant in Valdosta, Ga. With more than 4,600 stores located throughout the U.S., the Arkansas-based company says the new plant will provide milk to more than 750 Walmart and Sam’s Club stores in Georgia along with neighboring states.

Bruce Heckman, Walmart’s vice president of manufacturing, said in a statement that the company wants to do more to ensure its milk supply, saying the company wants to provide “high-quality milk for our customers that we can offer at the everyday low prices they rely on.”



In the past, Walmart has purchased its great-value branded milk from other dairy cooperatives. However, over the last decade, the retail giant has built a series of milk processing plants to control production of one of the most price-sensitive grocery commodities. Walmart opened its first fluid milk processing facility in 2018 in Fort Wayne, Ind.



The new facility will process and bottle a variety of milk options including gallon, half gallon, whole, 2%, 1%, skim and 1% chocolate milk for Walmart’s Great Value and Sam’s Club’s Member’s Mark brands. The products from the facility will serve more than 750 Walmart stores and Sam’s Clubs in the Southeast.

According to the [Associated Press](#), the retail giant is following the lead of other large grocers such as Kroger, which has long run its own dairy processing facilities. But some critics have warned Walmart buys milk from only a handful of large farms, putting smaller farms under further pressure.

Georgia Milk Producers, a dairy farmer trade group, reports Georgia currently has 89 dairy farms, with 92,000 dairy cows, more than 1,000 cows per farm. Georgia produced 235 million gallons of milk in 2022, the largest of

any southern state. Currently, the peach state only has two commercial milk processing plants located in Atlanta and Lawrenceville.

The new fluid milk processing facility is scheduled to begin operations in Valdosta in late 2025 and could employ up to 400 people. [In a statement made by the retailer](#), the facility will create milk products using ingredients sourced from local farmers throughout the Southeast region under Walmart's Great Value and Members Mark brands.

EU milk makers eye Thailand exit over Oceania rivals'

OCT 11, 2023

<https://dairynews7x7.com/eu-milk-makers-eye-thailand-exit-over-oceania-rivals-tariff-advantages/>



- European milk producers have called on the Thai government to cut tariffs on dairy imports or face job losses and an exodus of operations
- Some have already called it quits and shut down long-established factories, while others are considering a move elsewhere in Asean
-

European milk producers based in [Thailand](#) have called on Bangkok to cut its tariffs on dairy imports or face an exodus of their operations to other Asean member states and job losses in the domestic sector.

Thailand is the world's second-largest exporter of flavoured UHT milk-based drinks by volume, but its dairy production could come under threat as European producers consider moving elsewhere in the region, according to a report

to the government by major Thai milk producers obtained by This Week in Asia.

Producers in Thailand such as Switzerland's Nestle and the Netherlands' FrieslandCampina have long relied on imported dairy ingredients from the [European Union](#), the [United States](#), [Australia](#) and [New Zealand](#), as Thai domestic production is insufficient for their needs.

According to the report, this will result in producers from nations that cannot access zero-tariff New Zealand or Australian milk ingredients paying as much as 214 per cent more for these essential factors of production.

Oliver Fall, vice-president of consultancy Edelman Global Advisory who is familiar with the negotiations between the Thai dairy industry and the government, told *This Week in Asia* that some European milk producers' operations in the kingdom had already ceased while others could soon be moving to Indonesia, Malaysia or Vietnam.

FrieslandCampina, which had been operating in Thailand for about 67 years, announced in July last year that it was exiting the pasteurised milk business in the country and closed the factory at Lak Si it had operated for decades saying it was necessary for its "long-term strategy".

To level the playing field with companies from New Zealand and Australia, producers that import from the US and Europe in particular are now asking the Thai government to consider lowering tariffs or look into pursuing fresh free-trade agreements.

"Tariff imbalances are creating destabilising and compounding vulnerabilities in the Thai dairy sector ... this may encourage an assessed 40 per cent of the largest producers to reduce investments or exit the market," according to the industry report, "Critical Requirement For MFN Tariff Revisions To Support The Thai Dairy Industry".

'They're all dead': Severe plankton bloom in Thailand killing marine life and people's livelihood

"International food and drink producers are showing a preference to close and reduce operations in Thailand ... compounded by the global inflationary environment, the situation has deteriorated substantively in the past 12 months," it said.

Ultimately, Thailand's growing number of milk consumers would suffer due to fewer choices and higher prices, said Chris Humphrey, executive director at the EU-Asean Business Council.

"The higher costs will get passed onto consumers. It will also perhaps hold back the local industry because they will not be able to innovate and grow," Humphrey said.

Growing dairy demand

Milk consumption in Thailand and elsewhere in Southeast Asia has risen in recent years as a result of growing wealth and a rising middle class.

China will remain the region's most important importer of milk products, followed closely by Southeast Asia, according to the Un-backed OECD-FAO Agricultural Outlook for 2023-32.

Research groups have forecast Southeast Asia's dairy industry to grow by up to 7 per cent a year for the next five years, while Rabobank's agri-research team has forecast a regional boom in demand over the next decade.

By 2030, the Dutch bank estimates that there will be a dairy import deficit for Singapore, Malaysia, Indonesia, Thailand, Vietnam and the Philippines, the six largest economies of the Association of Southeast Asian Nations, of almost 19 billion litres, up from about 13 billion litres just three years ago.

"This would see growth in demand for dairy imports in the region well and truly eclipsing that of China, where the annual milk deficit is forecast to reach 15 billion litres in 2030," Rabobank said.

In Thailand, imports of products such as whole and skimmed-milk powder grew 44 per cent in the decade between 2013 and 2022, according to the industry report to the government, highlighting Southeast Asia's growing appetite for dairy.

Yet despite the huge demand, European and other milk producers have faced many operational challenges in the Thai market for years.

Olarn Chowiwattana, FrieslandCampina's director of corporate affairs in Thailand, said producers have had to "navigate" a complex purchase quota-and-tariff system to figure out the best price they can get on imports. Manufacturers can qualify for a tariff reduction if they buy a certain quota of locally produced milk.

New Zealand and Australian manufacturers, by contrast, can skip this process when zero-tariff dairy products from the two countries hit the Thai market in January 2025, Chowiwattana said, giving them first dibs on imports and potentially reducing their operating costs by 50 per cent.

"If cheap Australia or New Zealand milk comes in and everybody has the same access, then I suppose that can be somewhat of a level playing field, but I am afraid Australian and New Zealand companies already have the advantage of having control over that supply. That's the first danger," he said. "Secondly, we don't actually want to rely on just Australian and New Zealand milk."

Thailand relies heavily on milk supplies from New Zealand, which exports more to the kingdom than Australia. Since 2015, growth in New Zealand's milk production has slowed and it is expected to stay flat as dairy cattle numbers have declined due to tougher environmental rules.

Frozen free-trade negotiations

Chowiwattana said Thailand would probably be "better off signing some new free-trade

agreements" with European and other countries whose milk producers are already based in the Southeast Asian country.

Edelman's Fall said the government could consider issuing temporary tariff reductions for a set period to European and other milk producers while it negotiated new trade agreements.

The EU's lack of free-trade deals with Thailand was a result of "frozen" negotiations after the 2006 coup against the now-resurfaced former prime minister Thaksin Shinawatra, Fall said. New Zealand and Australia signed their agreements in 2005.

Free-trade pacts are usually the way countries create better trading conditions for their exporters.

Instead of short-term tariff reductions, Han-Koo Yeo, a senior fellow at the Peterson Institute for International Economics based in Washington, said international milk producers should be prepared for Bangkok to opt for the longer route of negotiating new trade agreements, as domestic milk producers would likely oppose the Thai government tweaking tariffs.

The government may also have to seek parliament's approval before making such a move.

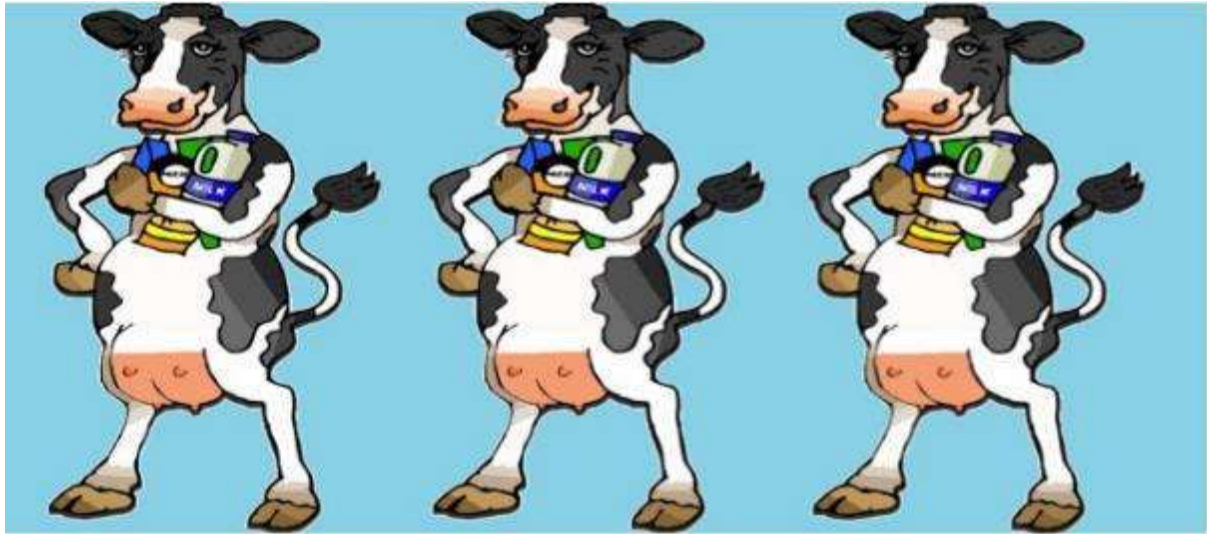
Chowiwattana warned that if milk producers from Australia and New Zealand were to enjoy continued tariff advantages, the Thai dairy industry could face further risks and job losses.

"If we go somewhere else, or if Australia and New Zealand firms can produce [Thailand's milk] and we can just outsource it to them, then we have to cut the jobs, which is the last thing we want to do," Chowiwattana said.

Fonterra increased dairy farmers milk price by 50c

OCT 11, 2023

<https://dairynews7x7.com/fonterra-increased-dairy-farmers-milk-price-by-50c-on-its-previous-forecast/>



Dairy giant Fonterra has raised its forecast milk price for farmer suppliers by 50 cents to an effective \$7.25 per kilogram of milk solids.

It's the latest twist in what's looking like a very up and down season for farmers.

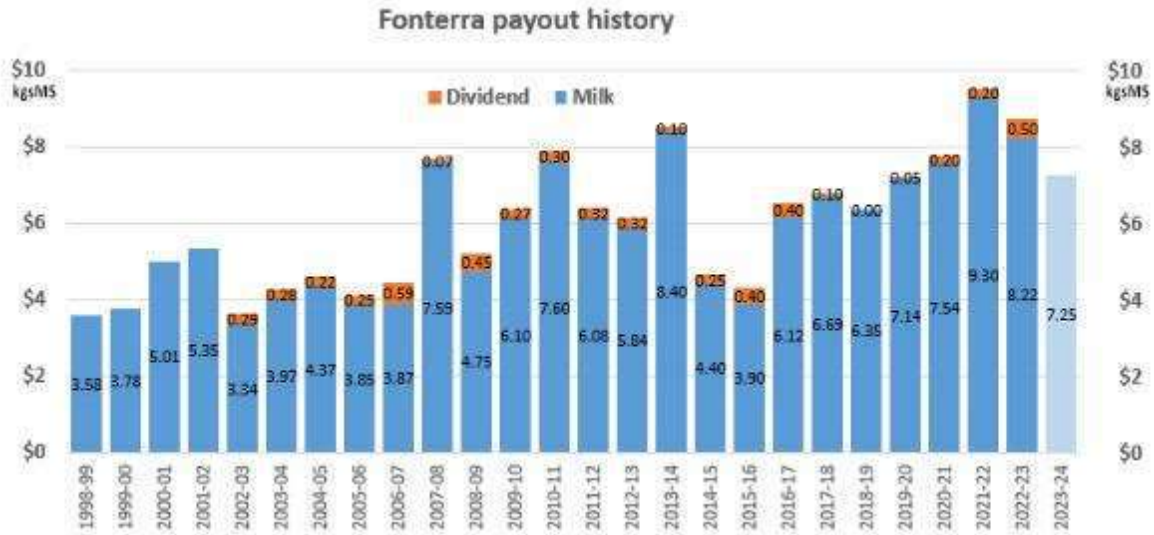
Just before the latest season started in June Fonterra gave an initial forecast of, in effect \$8 per kgMS, but then ended up cutting that all the way back to \$6.75 in the face of flagging global dairy prices.

Auction prices at the [GlobalDairyTrade](#) events slumped by some 16% from the beginning of the season through till mid August.

However, since then there's been three successive auctions of gains, collectively sending overall dairy prices up again by 12%.

Fonterra's practice these days is to forecast its milk price in a range. At the beginning of the season this is a wide range and as the season progresses the range is narrowed.

The new forecast issued on Monday for the 2023-24 season is for a range of \$6.50 – \$8.00 per kgMS, with a new midpoint of \$7.25 per kgMS, up 50 cents. The last forecast, issued in mid August was for a range of \$6 to \$7.50.



Fonterra chief executive Miles Hurrell says the improved outlook reflected “both supply and demand dynamics”.

“Here in New Zealand we’re forecasting collections to be slightly below last season, while aggregate milk growth in key export countries is expected to be below average for FY24. The El Niño weather pattern may have further impacts on supply, and this could be driving recent buyer sentiment.

“On the demand side, we have seen increases in recent Global Dairy Trade events. While this has been encouraging, it is not yet clear whether the stronger demand from China will be sustained. For other key regions, customers remain relatively cautious in terms of their forward purchases.

“It’s still early days in terms of the proportion of our FY24 sales book that we’ve contracted, so we still face significant exposure to volatility in commodity prices. Exchange rate volatility is another factor to keep in mind. Our foreign exchange hedging strategy is designed to help lessen the impact of this, and also supports a higher Advance Rate level than would be possible without hedging.

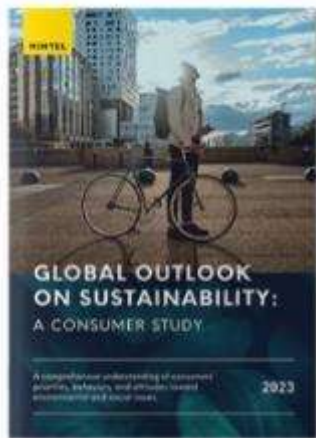
“We’ll continue to let our farmers and the market know as soon as we can when we think things have materially shifted,” Hurrell said.

Fonterra paid a price of \$8.22 to its farmers in the 2022-23 season.

Sustainability – How are consumers taking action?

OCT 8, 2023

<https://dairynews7x7.com/sustainability-how-are-consumers-taking-action/>



It's becoming increasingly important for companies and businesses to address people's anxieties and take the lead in creating a sustainable future. Consumers still feel like they can make a difference, but Mintel's analysis of global trends found that they expect businesses to take responsibility for preventing further environmental damage. As consumers become savvier and aware of 'greenwashing', companies must demonstrate commitment to sustainability by making real changes within their industries to make a genuine impact and engage with their customers' sustainability priorities. 66% of global consumers agree that they "would prefer for companies to reduce their own carbon emissions rather than use 'Carbon Offsetting' programs outside of their own area of business".

Despite consumers' awareness of environmental issues and the need for a more sustainable lifestyle, this has not necessarily translated into actionable behaviours. Although the majority of consumers in India claimed that living sustainably was their top priority, less than a third of Indians regularly practiced green behaviours in 2022. Only 15% of them were recycling waste, and only 17% were regularly commuting in an eco-friendly manner. This trend is seen globally, as only four in 10 Americans considered living sustainably to be a top personal

priority, despite two-thirds of them having concerns about the climate crisis.

Mintel's consumer analysis uncovered a range of factors behind consumers' inactivity. Recent global economic crises have impacted consumer attitudes towards sustainability. In India, 68% of consumers reported that when choosing a product, an affordable price is more important than sustainability claims. In addition, 42% of Argentine consumers reported that cost was the biggest barrier to regularly using eco-friendly products.

In many cases, consumers are more likely to engage with small-scale lifestyle changes and easily actioned sustainable practices. Generally, consumers tend to make changes that do not significantly affect their daily lives or consumption habits. In Ireland, 76% of consumers regularly recycle, and the same number of consumers in the UK take reusable bags when they go shopping to reduce waste. Inflationary pressures in Europe and North America will sustain these trends, and processes that are simple or frugal are likely to dominate going forward.

For businesses, the importance of sustainability is always increasing. But, with consumers' priorities and expectations constantly changing, creating convincing sustainability messaging that appeals to audiences is an ongoing challenge. Our Global Outlook on Sustainability

gives you the advantage of knowing what a wide range of consumers want, and how you can foster engagement. To receive the data and [analysis you need to build a sustainable future](#).

Sustainability – What are the biggest challenges for businesses?

Over the last few years, there has been a growing expectation for businesses to uphold tangible sustainable practices, and help make living sustainably an easy option for consumers. Now more than ever, it is vitally important for companies and brands to actively engage with consumers on sustainability issues. Almost half of Germans aged 16-24 say that showing that you care about the environment makes you look good, clearly indicating the strength an eco-friendly brand image.

Consumers are looking to brands to be the authority on environmental issues and to guide them on sustainable matters. There is a huge opportunity here for businesses to educate consumers on various sustainability concepts. In doing this, not only will they increase engagement, but also bridge knowledge gaps and make sustainable living a more attainable goal.

However, there are numerous challenges for businesses surrounding sustainability messaging. Mintel's research found that a vast majority of UK consumers don't trust retailers when they make sustainability claims. With so many retailers claiming to be sustainable, it is difficult for consumers to know who they can trust. Similarly, over half of Indian consumers believe that the majority of sustainability claims made by brands are false. To overcome these issues and build trust, businesses will need to be clear, honest, and transparent about their sustainability practices.

Mintel's expert market analysts have helped businesses across the globe overcome challenges and grow through times of uncertainty. This instance is no different.

Featuring fortified data from sources such as the International Energy Agency (IEA) and the Intergovernmental Panel on Climate Change (IPCC), our global study provides the intelligence and tools you need to make informed, strategic decisions that will help you resonate with consumers. If you have specific questions about how sustainability will shape the future, [we're here to take the guesswork out of your process](#), solve your business challenges and help you move forward, faster and with confidence.

Global Dairy Quarterly Q3 2023: Progressing Past the Pain

OCT 8, 2023

<https://dairynews7x7.com/global-dairy-quarterly-q3-2023-progressing-past-the-pain/>



Rabobank lowers its 2023 milk production forecast. Milk production from the Big 7 export regions is anticipated to grow by 0.3% YOY in 2023. The downgrade from last quarter's estimate of 0.5% is driven by reductions in most key global regions, including the US, EU, and New Zealand. Into 2024, output is expected to climb by 0.4%, far less than the 1.6% annual average gain from 2010-2020.

Milk production is quickly increasing towards the seasonal peak in Oceania, with a keen focus on milksolids output in New Zealand. Farmers in the region are stressed following significant milk price forecast reductions from Fonterra and other processors, pressuring margins as production costs remain elevated. Total season output is expected to be lower, driven by the weak milk price, with the October peak watched closely in the market.

In the Northern Hemisphere, fewer cows and lower yield mean US output will struggle to achieve gains throughout the second half. Flat-to-lower EU volume is expected in upcoming months against strong prior-year comparables.

China's dairy demand recovery has not, to date, offset strong domestic milk production growth. Milk production growth will slow into

2H 2023 and 2024, but a complete market rebalance is not expected in the near term.

New Zealand's search for markets outside of China, has a domino impact. EU WMP has not been price competitive in global markets for some time. More recently, EU SMP (and FFMP) exports have faced more competition in markets that traditionally lean more towards European suppliers, especially during New Zealand's low season. This could result in more milk being allocated to cheese, away from SMP and butter.

The domino impact continues to South America. Lower Oceania dairy product prices have made Argentina- and Uruguay-sourced product less competitive in North Africa and other regions. Shipments to Brazil, where they have a competitive advantage as part of Mercosur, have increased. However, lower milk prices in Brazil are adding political pressure for Brasilia to consider import restrictions from its southern neighbors.

With a full rebalance of the Chinese dairy market not expected in the near term, dairy farmers in New Zealand and around the globe will need to manage through more financial pain in the months ahead, according to Rabobank's latest Global Dairy Quarterly report.

But the storm won't last forever, the report says, and, with lower global prices stemming supply growth in key dairy production regions, there is an increasing possibility a demand resurgence could emerge well before milk output can recover, creating a whiplash effect in global markets and a bullish run in to 2024.

In the Q3 report, titled *Progressing Past the Pain*, Rabobank says a myriad of factors has converged to drive the longed-for dairy demand recovery in China – the world's largest dairy importer – even further into the future.

"The severity of the economic headwinds and the duration of the lull in economic growth in China are shrouded in uncertainty, and this reduces the likelihood of a strong demand recovery that would provide a solid footing for global dairy markets," report co-author Rabobank senior agricultural analyst, Emma Higgins said.

"On the supply side, we are now starting to see Chinese milk production begin to slow, and we do expect this trend to continue in the remainder of 2023 and into 2024, but a complete market rebalance in China is still a way off."

The report says lower demand for dairy imports in China has reduced global dairy prices, and, in turn, flowed through to reduced global dairy production.

"Milk production from the Big 7 export regions – New Zealand, Australia, the EU, the US, Uruguay, Brazil and Argentina – is now anticipated to grow by 0.3 per cent year-on-year in 2023, downgraded from last quarter's estimate of 0.7 per cent, with this driven by reductions in most key global regions, including the US, EU, and New Zealand," Ms Higgins said.

"Into 2024, output is expected to climb by 0.4 per cent, far less than the 1.6 per cent annual average gain from 2010-2020."

The report says slowing global milk production will eventually match the tepid demand growth noted in most regions, preventing further significant price declines.

While the immediate outlook for dairy prices remains challenging, Ms Higgins said, there is a ray of optimism for the months ahead.

"The US Class III milk price and the GDT-weighted average price both fell to Covid-level lows in recent weeks, allowing buyers to replenish stocks at bargain prices," she said.

Demand from Mexico, the second-largest dairy importer, has also been robust, supported by a stronger peso. And, even though the Global Dairy Trade (GDT) index has weakened, demand has not entirely evaporated from China, which has accounted for roughly 30 per cent to 40 per cent of the sales on the GDT since Q2."

The reports say these factors make a demanded resurgence in global dairy markets in the months ahead a growing possibility.

"If buyers become increasingly confident that prices have hit a low for this cycle and flock back to procure products en masse, the world may be short on milk," she said.

"And this could create a whiplash-like effect for global dairy prices, with the possibility that the weak global supply situation is faced with stronger demand.

"This does provide some reason for optimism over the coming months, but dairy farmers will need to manage through the current financial pain first."

Rabobank milk price forecast

Due largely to lower Chinese import demand, the report says Fonterra's opening farmgate milk price was reduced twice in August, dropping by \$1.25/kgMS to a mid-point of \$6.75/kgMS for the current 2023/24 season.

"Weaker Chinese import demand has also prompted a downwards revision of Rabobank's milk price forecast from our initial forecast published in June," Ms Higgins said.

"And Rabobank is now anticipating NZD6.75/kgMS for this season, in line with Fonterra's latest forecast."

Upside and downside price risks

The Q3 Global Dairy Quarterly report outlines several watch factors for the coming months which hold both 'upside' and 'downside' risks for global milk prices.

"Markets are bristling with risk right now and there are several factors that we are watching that would move the milk price needle here at home either way," Ms Higgins said.

"Chinese import demand remains the most influential of these, given the changes in volumes we've seen over the last year," Ms Higgins said. "On a year-to-date basis (January-July), China's whole milk powder (WMP) imports are down 40 per cent versus the prior year. During the same period, skim milk powder, whey, and cheese imports have increased by 21 per cent, 25 per cent and 18 per cent, respectively, but these do account for much lower volume than WMP.

"So any signals of increased Chinese buying will be monitored closely, especially due to weaker forecasted milk production growth in dairy export regions."

Ms Higgins said New Zealand milk output into the peak of the season will also be watched closely as global buyers estimate product availability into 2024.

"Any signs of significant weakness could send buyers back to the market, pushing prices higher," she said.

"Our own expectation for the full 23/24 season is that New Zealand production will fall by -0.7 per cent year-on-year, driven by the lower milk price forecast."

The report identifies El Nino, and dairy production in India as further watch factors.

"El Nino's wrath, or lack thereof, could upend milk production in key parts of the world, with a meaningful departure from normal weather patterns holding the potential to shift production expectations," Ms Higgins said.

"Production in India – the world's largest dairy production and consuming country – will also be of interest. India is currently experiencing dryness and has limited exports of certain products like wheat, rice, and sugar, while disease has shrunk cow numbers, and milk prices are climbing quickly. And any reduction in production from India, could provide an unexpected demand boost for other dairy exporting nations."

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Netstal produces thin-wall dairy cup with injection moulding

OCT 8, 2023

[HTTPS://DAIRYNEWS7X7.COM/NETSTAL-PRODUCES-THIN-WALL-DAIRY-CUP-WITH-INJECTION-COMPRESSION-MOULDING/](https://dairynews7x7.com/netstal-produces-thin-wall-dairy-cup-with-injection-compression-moulding/)



Reportedly, the filling volume of the cup is 200g, its part weight 5.4g, and its wall thickness 0.3mm. Injection compression moulding, or ICM, claims to reduce the cup's weight by 34% and, when combined with product optimization, lowers packaging volume by 27%.

Due to its mono-material design, it is said to be easy to recycle. The label apparently comes apart from the rest of the pack during the recycling process – unlike a conventional in-mould label – and the printing ink particles are separated from the pure polypropylene to keep the recycling stream from becoming contaminated.

The thin wall is manufactured in four cavities at a cycle time of 2.7 seconds in an Elion 1750 injection moulding machine with a hybrid injection unit. Adaptive system pressure reduction has also been applied in an effort to increase the efficiency of its hybrid machines.

When operating in automatic mode, the control system identifies the optimum point at any time and adjusts the pressure in the hydraulic system. Netstal states that, depending on the application, this adjustment can minimize the

energy consumption required to reach the appropriate system pressure.

[Glaroform](#), [Beck Automation](#), [SABIC](#), [IPB Printing](#), [motan](#), [Regloplas](#), and [Uniform Color](#) also contributed to the creation of the pack, with dairy product bottler [Emmi AG](#) also serving as a development partner. The cup's previous appearance has been maintained while its specifications have been tailored to Emmi's requirements.

Additionally, Netstal is showcasing Axos 9, the newest generation of its control technology. Set to be applied to the Elion and Elios series machines, the technology comes with an operating concept expected to maximise performance.

Smart Operation, only available as a paid option in past models, has been implemented into the scope of delivery from Axos 9. It claims to facilitate the fast, safe, and effective operation of Elion and Elios machinery.

Netstal will also provide mould partner [Ceylan](#) with an all-electric Elion 2200, which will produce 150g margarine trays with IML decoration in four cavities. [Eurasia Robotics](#) created the IML system with side removal, camera control, and packaging unit.

It offers a show weight of 42g and a cycle time of 3.8 seconds, and the turnkey production line will run at Ceylan's booth at Fakuma.

Previously, [ENGEL](#), [ALPLA Group](#), [Brink](#) and [IPB Printing](#) collectively produced [thin-walled containers](#) made of PET and rPET in a single injection moulding process step; and [Sumitomo \(SHI\) Demag](#) expanded its IntElect S all-electric high-performance [injection moulding machine](#)

[range](#) to explore low part weights, narrow tolerance components, and other product applications.

A collaboration between [Plastiques Venthenat](#), [Amcor](#), [Olga](#), [Cedap](#), and [Arcil-Syn-erlink](#) has also resulted in a [form-fill-seal yogurt pot](#) that claims to be fully recycle-ready. Its 98.5% polystyrene content is expected to smoothen the sorting and recycling processes.

Less Dairy Leads to Decline in Iodine Concentrations

OCT 7, 2023

<https://dairynews7x7.com/less-dairy-leads-to-decline-in-iodine-concentrations/>



Median levels of iodine among women of reproductive age in the United States have declined significantly in the past two decades, while levels among pregnant women have remained below those recommended to maintain healthy thyroid hormone status during pregnancy and prevent adverse outcomes.

“The study uncovered a worrying decline in urinary iodine concentration levels in reproductive age women in the US over the last two decades,” report the authors in research presented at the American Thyroid Association (ATA) Annual Meeting and Centennial Celebration.

The declines underscore “a lack of awareness about the importance of iodine nutrition among both medical providers and the general public,” senior author Elizabeth Pearce, MD, a professor of medicine at Boston University

Chobanian & Avedisian School of Medicine, told Medscape Medical News.

A drop in dairy consumption is directly linked to the decline in iodine concentrations and inversely associated with education level and socioeconomic status among women of reproductive age.

Among pregnant women, the only factor found to be significantly associated with urinary iodine concentration was dairy consumption.

The data detail the significant trends of reduced dairy consumption, with the percentages of reproductive aged women reporting “rare” frequency of dairy consumption significantly increasing over the study period, while those reporting “often” consuming dairy products dropped from more than 50% in 2001-2004 to less than half that by 2017-2020 — and patterns were similar for pregnant women ($P < .01$ in both groups).

Changes in dietary trends linked to the decline in dairy consumption include increased consumption of cow's milk substitutes such as almond milk and soy milk, which do not contain iodine.

Those reporting higher consumption of soy milk or plant-based substitutes indeed showed trends of lower median urine iodine concentrations compared with those consuming more dairy products among reproductive aged women (P for trend < .001) as well as pregnant women (P for trend = .019).

"The median urinary iodine levels of women consuming plant-based milk substitutes are lower than those in women consuming cow's milk," first author Cheng Han, MD, also from Boston University, said in presenting the findings.

Misconceptions About Need for Iodine

Commenting on the study, Whitney Goldner, MD, a professor of medicine and director of the Thyroid and Endocrine Tumor Program at the University of Nebraska Medical Center in Omaha, agreed there may be misconceptions about the need for sufficient iodine intake.

"Even though many foods in the US are fortified with iodine, that does not mean all persons are iodine sufficient," she told Medscape Medical News.

"Iodine sufficiency is diet-dependent and women of childbearing age should be aware of the recommended daily intake and try to fortify their diet if necessary."

Future of alt-dairy: Givaudan highlights drivers of booming category

OCT 5, 2023

<https://dairynews7x7.com/the-future-of-alt-dairy-givaudan-highlights-drivers-scalability-implementation-of-booming-category/>



Givaudan continues to enable sustainable alt-proteins with its flavor and ingredients for future generations. The company is delving into the challenges of this sector and developing solutions for its customers that tick all the boxes of diversity, growth and commercialization.

Food Ingredients First speaks with Catherine Bayard, global product manager, who shares her experiences in driving the transition to a more sustainable and diverse food diet.

"Givaudan started the journey of alternative protein even before it was trendy because we

started in 2015, trying to understand the requirements and challenges in this space. Since then, we have worked extensively on protein diversification and its taste challenges."

"Currently, this category is growing and being sustained by a strong desire by consumers to have more ethical choices, but also for personal and planetary health. We also see signs for the choice of novelty in this space."

As part of its ongoing research, Givaudan is working with partners, such as Synthesis, to predict future trends in the alt-dairy market.

“With Synthesis, we are discovering and exploring the future of dairy alternatives and cheese analogs in 2030. We began by understanding that although we cannot make solid predictions about what will be trending in 2030, we can select the best drivers and scenarios to prepare ourselves for the future,” she explains.

Givaudan is exploring future trends in the alt-dairy market. Bayard and her team found that some categories were more disruptive than others.

“The development of new products mimicking dairy are gaining further importance,” she notes, adding that “four out of ten consumers in Europe want to reduce their consumption of animal proteins.”

Options for flexitarians

Flexitarians have a “willingness to reduce, not entirely remove all animal-derived foods from their diets,” explains Bayard. “So, they need something that they can recognize. Flexitarians need something they can consume as if they are using the traditional dairy product they already know.”

It’s about having different options as part of their diet, she underscores, so that these consumers can “embrace this movement.”

For Givaudan, what the industry has seen in the past few years is likely to accelerate in the next few years as the market for plant-based alternatives gets more focussed on new applications, such as plant-based cheese, Bayard tells us.

“It’s already a dynamic category today, and this will continue. The area is very nascent and has had quite some challenges,” she notes.

“It is difficult for consumers to find something that matches their expectations. So, we’re looking at it holistically and tailoring what can drive the whole consumer experience to this category. In the future, consumers might look for something that has functionality, can melt in a certain way and has the right taste.”

In other moves in alt-dairy developments, Givaudan sees scope for improving/tailoring protein levels, particularly food and drink applications. “This is quite trendy,” adds Bayard. “Ensuring different levels or enhancing the level of proteins in yogurt formulations is a selling point. Consumers want to feel healthier; therefore, products with improved protein levels have a better ‘unofficial’ selling point and a more focused target audience.”

The right partnerships & tech

Givaudan is exploring capabilities with its partners in the F&B industry, ranging from academics to start-ups and incubators, as well as recognized ingredients and equipment suppliers.

“Together, we have the right knowledge and experience, which can help accelerate and drive the right consumer experience,” says Bayard.

“New technologies are also entering the game, such as precision fermentation. We’re also seeing advancements in protein, fat, texture and color because all these contribute to the consumer’s overall experience.”

Food producers are still experiencing some challenges regarding off-notes in various plant proteins. “We are also exploring improving mouthfeel to drive indulgence and creaminess of yogurt, for example, and reproduce the right texture experience for the consumer.”

Bayard also stresses the importance of understanding the application, for instance, with dairy yogurt and plant-based yogurt. “It’s paramount to understand all the ingredients’ interaction, we often question: What does that do? And what happens when these ingredients are in formulation together?” New technologies are also entering the plant-based scene, such as precision fermentation which can boost growth in alt-dairy applications.

She says these questions can often be hard to answer by the producers, and it often comes down to the protein individuality. “There are

several factors we have to consider in the plant-based market because the possibilities are endless,” comments Bayard.

Securing a smooth scale-up

The scale-up of ingredients is also crucial for long-term success in supply chain systems.

“We need to ensure that there will be enough protein for the world’s populations. For alternative and more local sources of protein, there is a need to secure. Specifically looking at local or regional levels, some plants and crops are more resistant to climate change, so we must consider many factors when highlighting various supply chains and scale-ups.”

“But by utilizing technologies like precision fermentation, securing plant-based and alternative dairy ingredients is more fruitful, as these

ingredients can technically be produced anywhere,” remarks Bayard.

“This is what we need more of in the future: to ensure the security of those raw materials.”

“Moreover, diversifying the proteins we are working with allows us to play around and elevate our offerings for our customers and consumers. Ultimately, this leads to better and improved food experiences with the resources we have in our toolkits,” Bayard continues.

“The key is ensuring consumers repurchase a product.”

“For Givaudan, it is clear that the future is bright. Using all our knowledge and expertise collaboratively with our partners is key to the success of the future,” she concludes.

Commentary: How USDA policy damages dairy farmers

OCT 4, 2023

<https://dairynews7x7.com/commentary-how-usda-policy-damages-dairy-farmers/>

The national federal milk marketing order pricing formula hearing, held in Carmel, Ind., commenced on Aug. 23. If the goal of the federal government and the USDA in particular is to destroy the family dairy farm, U.S. dairy policy should continue on its current course, as it has been very effective in destroying the traditional dairy farm.



The number of dairy farms in the U.S. has declined by 90% since 1980. The decline continues, taking with it dairy support businesses, which are no longer viable in many areas since there are too few farms to serve.

In fact, a June 2023 edition of a prominent farm paper, featuring ads “honoring” dairy farmers,

had 29 ads, 28 of which were placed by auction services, cattle dealers and real-estate agencies. This is quite telling of the current situation.

If the goal of the USDA is to preserve the traditional dairy farm, dairy policy must make a 180-degree change to make dairy farmers’ cost of production the foundation of future milk pricing.

The Federal Milk Market Improvement Act (FMMIA) of 2007, 2009 and 2011, authored by dairy farmers Arden Tewksbury and Gerald Carlin, and introduced in the U.S. Senate by the late Sen. Arlen Specter and Sen. Robert Casey, addressed the cost of production in milk pricing.

The FMMIA was recently revised by Mr. Tewksbury and Mr. Carlin to address excessive milk check deductions by dairy cooperatives, forcing them to pay the full announced FMMO minimum price without deductions.

Clearly, small and mid-size dairy farms are being abused by large dairy cooperatives, while USDA runs cover for corrupt dairy cooperatives, as evidenced by USDA's stonewalling of the GAO's efforts to find information on the impacts of market concentration.

On April 5, 2023, American Farm Bureau Federation stated in a letter to Secretary of Agriculture Tom Vilsack that the average dairy farmer in the U.S. lost \$6.27 per cwt. in 2021. This figure was taken directly from the most current "USDA ERS Milk Production Costs and Returns per cwt. sold."

On May 1, 2023, USDA ERS "erased and replaced" the figures for 2021 by dramatically lowering cost estimates from \$27.50 per cwt. to \$23.04 per cwt. with no explanation given. This was not the first time USDA ERS played the "erase and replace" card. In 2018, they lowered 2013 to 2016 cost of production figures.

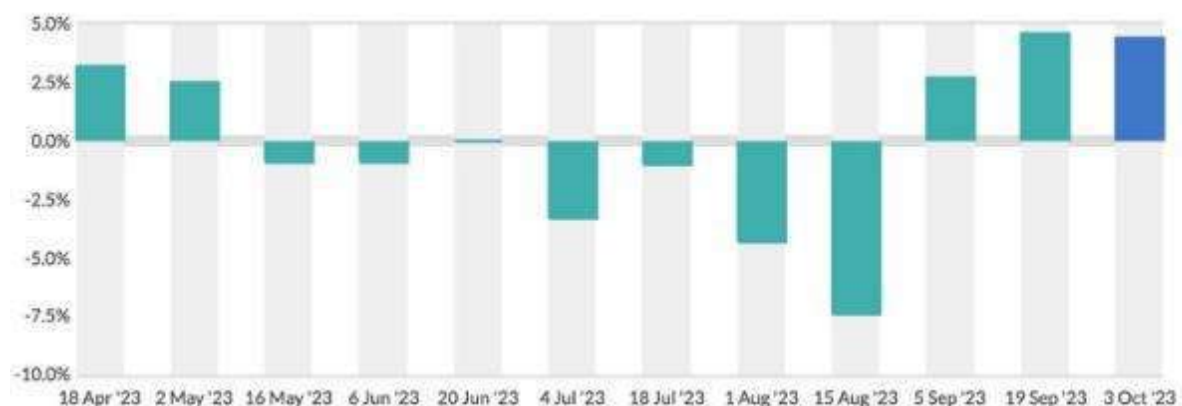
Since USDA allegedly tracks farm milk price data, how did they supposedly misreport the gross value of milk sold in 2021 by \$0.67 per cwt.? The new figures show gross value of milk sold in 2021 at \$18.49 per cwt. compared to the original value of \$19.16 per cwt. Total gross value of production for 2021 dropped from \$21.23 per cwt. pre-May 1, 2023, figures to \$20.11 per cwt. post-May 1, 2023, figures. Value of production less cost listed for 2021 "improved" from -\$6.27 per cwt. to -\$2.93 per cwt.

Dairy farmers' costs and returns are not the only areas where the federal government is playing the "erase and replace" game. Behavior like this, at the very least, calls ERS figures into question, and, at worst, renders them totally unreliable. Parity is the best economic indicator of a dairy farmer's ability to participate in the real economy.

Global Dairy Trade auction: Third rise in a row lifts farmers' spirits

OCT 4, 2023

<https://dairynews7x7.com/global-dairy-trade-auction-third-rise-in-a-row-lifts-farmers-spirits/>



Global Dairy Trade Event 341 concluded with the GDT Price Index up 4.4%

Prices have risen yet again in the latest Global Dairy Trade auction held overnight, with a 4.4 per cent lift across the board – which will be well-received on farms across New Zealand as the season nears its peak.

It is the third significant increase in a row, with the index gaining 2.7 per cent on September 5 and 4.6 per cent on September 19.

Whole milk powder rose 4.8 per cent to an average of US\$2931/MT – over US\$130 more than two weeks ago.



Skim milk powder – Fonterra's second-biggest reference product – experienced the biggest increase, up 6.6 per cent to an average of US\$2558/MT.

This is on the back of a 5.4 per cent increase two weeks ago.

The biggest percentage fall came from cheddar, which plunged 4.8 per cent to an average of US\$3853/MT, after a 1.4 per cent drop last time.

Anhydrous milk fat lifted 3.7 per cent with an average of US\$4979/MT.

Butter followed suit with a 1.3 per cent increase, to an average of US\$4806/MT.

Butter milk powder finished up a slight 0.6 per cent to an average of US\$2245/MT, while lactose dropped 1.3 per cent to an average of US\$594/MT.

38,350MT of product was purchased by 114 successful bidders, compared to 37,366MT and 121 winning bidders last time.

Key Results

AMF index up 3.7%, average price US\$4,979/MT

Butter index up 1.3%, average price US\$4,806/MT

BMP index up 0.6%, average price US\$2,245/MT

Ched index down 4.8%, average price US\$3,853/MT

LAC index down 1.3%, average price US\$594/MT

SMP index up 6.6%, average price US\$2,558/MT

WMP index up 4.8%, average price US\$2,931/MT

On August 18, Fonterra announced it expected to pay farmers between \$6 and \$7.50/kg milk solids in the 2023-2024 season, with a midpoint of \$6.75.

That was a downgrade on an already revised forecast announced two weeks previously of \$6.25 to \$7.75 a kilogram.

NZX dairy analyst Alex Winning said that futures market pricing had pointed to lifts for both powders and both milkfats, all of which eventuated.

“With US, EU, New Zealand, and South American milk production all beginning to feel the effects of increased costs and extreme weather patterns, supply is beginning to tighten on a number of commodities,” Winning said in a commentary.

European buyers are increasingly purchasing skim milk powder on the GDT platform.

“Cheddar continues to prove its volatility. However, with the direction of EU cheese prices, particularly out of Ireland, it is no shock that NZ cheddar prices are taking a hit,” she said.

“Overall, however, New Zealand farmers will be happy with this result, with large volumes of the milk price affecting commodities all increasing overnight,” Winning said.

ANZ, in a commentary, said the results were slightly softer than signalled by futures pricing, but indicated that there was sufficient demand to accommodate the volume of product on offer as the season approaches its peak.

Dairy's role in nourishing older adults

OCT 3, 2023

<https://dairynews7x7.com/dairys-role-in-nourishing-older-adults/>

97% of older Australians are not getting enough dairy in their diet* – and that means they may eventually experience poor bone health and osteoporosis. This is where dairy can help.

Dairy foods, such as milk, cheese and yoghurt, are naturally rich in calcium and protein – two essential nutrients that build and maintain healthy bones and muscles.

Older Australians who increase their dairy intake, along with safe sun exposure and physical activity, will prevent osteoporosis and serious bone fractures, which can cause chronic pain, disability and loss of independence.



The European Milk Forum further explain dairy's role in healthy ageing with these helpful resources on maintaining [healthy bones](#) and [muscles](#).

The Fractures Trial

<https://youtu.be/WP86hk4x7sA>

A first of its kind, the University of Melbourne and Austin Health's Fractures Trial looked at how more dairy in the diet of elderly aged care residents improved their bone, heart and muscle health.

The trial's most [recent paper](#) showed that increasing serves of dairy – milk, cheese, yoghurt, and skim milk powder – from an average of 2 to 3.5 serves resulted in a 33% reduction in all fractures, 46% reduction in hip fractures, 11% reduction in falls, and improved calcium and protein intakes.

The trial demonstrated how adequate dairy intake reduced the risk of fractures and falls in elderly people – providing compelling evidence that provision of dairy foods is a safe, low cost, palatable, widely available approach to reduce the burden of fractures and falls in the community.

Dr Sandra Iuliano, healthy ageing expert and principal investigator of the fractures trial talks through this exciting research: <https://www.youtube.com/embed/WP86hk4x7sA>

Why dairy matters

Part of the reason why this trial was so successful in improving the health of elderly aged care residents is because of [the dairy matrix](#).

Milk, cheese and yoghurt contain a unique mix of nutrients housed in complex physical structures, which cannot be replicated in any other food or supplement.

Dairy foods are natural sources of bone and muscle building nutrients, which are highly important in healthy ageing. Older Australians (women aged 50+ and men aged 70+) need four serves of dairy per day to offset muscle wasting and brittle bones associated with older age.

China's ageing population is an opportunity for Irish dairy industry

OCT 3, 2023

<https://dairynews7x7.com/chinas-ageing-population-is-an-opportunity-for-irish-dairy-industry-says-ambassador/>



The Chinese ambassador to Ireland has said there is a financial opportunity for the Irish dairy industry with milk products aimed at China's ageing population.

In a wide-ranging interview with the Irish Examiner, Mr He Xiangdong hit back at [comments made by Tánaiste Micheál Martin](#), and described how the [housing crisis here](#) is impacting Chinese students and trade between both countries.

Mr He said due to various issues including a low birth rate in China — as well as a more saturated market — exports of baby formula have dropped.

Irish exports of infant formula to China accounted for €266m of the country's €722m exports in total to the country last year.

However, this is down from a peak in 2017 at €618m.

Mr He said there is an opportunity for Ireland to produce specialised nutrition products aimed at its ageing population. He urged [the Irish dairy industry](#) to examine and adapt to changes in the Chinese market.

"I strongly recommend [the dairy industry] to read the change of China's market more

closely because the baby formula is just one dairy product.

For adults, for senior citizens, they need other formulas with nutrition, so maybe I think the dairy producers here in Ireland will adapt to the change of the market in China which I think will also promote more Irish dairy products to export into China's market," he said.

Mr He gifted the Irish Examiner a copy of the 2019 autobiography by whistleblower Edward Snowden.

Mr He said China is exploring ways with the Irish Government and businesses to further promote bilateral trade and its economic cooperation. Ireland is one of the major trading partners for China in the EU and China is Ireland's fourth-largest trading partner.

Over 40 Chinese companies are operating in Ireland and the total Chinese direct investment here is over €9.2bn, the ambassador said. The total Irish investment in China is €2bn.

The ambassador dismissed reports of a downturn in beef exports into the Chinese market this year after exportation was [suspended in 2020 due to a case of atypical BSE](#).

He said between April and June this year, almost 2,000 tonnes of beef was delivered into the Chinese market from Ireland and it will increase in the coming months.

Speaking at his residence on Raglan Road in Ballsbridge, Dublin, Mr He told how Chinese students in Ireland are being hit by the housing crisis.

He said Chinese students are the “best seller” to attract Chinese tourism to Ireland as the majority return home once they complete their studies. However, he said a number of pupils have been in contact with the embassy over the lack of affordable housing and issues with landlords.

“I do hear some Chinese students complaining that they are facing housing problems because it is quite difficult for them to find housing, and especially affordable prices in the convenient communities and from time to time, my embassy has received some complaints from Chinese students about the relationship between the owner of the house.

I think this is a problem for some of the Chinese students because not all of them are from a rich family, so affordable housing is important for them.

“Affordable housing is an important factor to attract more Chinese students coming to study in Ireland,” he said.

However, he noted that Chinese students are facing similar issues in other countries such as Australia and the UK.

He said 5,000 Chinese people are studying here, contributing €40,000 per head annually to the Irish economy.

He said students strengthen the “mutual communication and understanding” between Chinese and Irish people and learn about Irish culture and history which they take back to China.

This is why he is “confused” about Tánaiste Micheál Martin’s comments urging Government agencies and the private sector to be

“clear-eyed” about China’s intentions in Ireland as well as the need to assess their relationship with the country and examine areas where they need [to “de-risk”](#).

“When we talk about de-risking, [the] first thing we need to know, to understand, to figure out is what are those risks?

“Where are those risks? So I don’t think there’s any fundamental risk from the economic and trade between China and Ireland,” he said.

When asked if he was insulted by Mr Martin’s comments, the ambassador said he wouldn’t use the word insulted, adding: “But I do hope the Irish Government and Irish politicians will look into the bilateral relationship between China and Ireland in the more objective way.”

On a number of occasions during the interview, Mr He blamed “American or European fever” for decisions made by governments including Ireland in taking action to remove [TikTok from Government officials’ phones](#) following security advice.

Mr He said that the Chinese government has never spied on other countries.

“The secret of that [is] somebody is trying to cast their own shadow over the others because they are spying so they think everybody else is also spying,” he said while “gifting” this journalist the 2019 autobiography by whistleblower Edward Snowden.

“So it tells a story of certain countries spying [on] the world. I would say that [the] Chinese company or Chinese government has never spied [on] other countries, say to monitor the telephone conversation of the heads of the other government’s here in Europe and we never use the Chinese telecommunication equipment to spy on other countries,” the ambassador said.

He blames “misinformation” for the reason why he thinks some members of Government think the Chinese Government is involved in

espionage. “Some people are getting American or Europe-fever,” he added.

“I do hope that, with communication, we can have a better mutual understanding on a lot of issues including this issue.” Mr He said “broadly” the relationship between the two governments is good and he’s “satisfied” currently.

“But we can do much more and we can do a better job to further promote that good relationship to a higher level because I think that progress will benefit our two countries and two people,” he said.

When asked if there was anything he’d like to raise, Mr He again returned to remarks made by the Tánaiste in which he said China and Ireland’s different world views, values, and interests will inevitably shape how we engage with one another.

“I think that nowadays people are talking about the polarisation of the world in the past few years,” Mr He said.

Mr He encourages the Irish dairy industry to investigate specialised nutrition products for China’s ageing population.

“People are focused more on differences among countries and, take an example as China and Ireland’s relationship.

“Some people are talking about the differences between our two countries will inevitably shape our relationship so I would say that differences make the world a better place, a more interesting place to live,” he said, before reciting a quote from the speech former SDLP leader and peace campaigner John Hume gave in Oslo in 1998 while delivering his Nobel Peace Prize lecture.

“Difference is of the essence of humanity. Difference is an accident of birth and it should therefore never be the source of hatred or conflict. The answer to difference is to respect it. Therein lies a most fundamental principle of peace — respect for diversity.”

Is it Time to Rethink Dairy Cow Lifespan?

OCT 1, 2023

<https://dairynews7x7.com/is-it-time-to-rethink-dairy-cow-lifespan/>

A cow has a natural life expectancy of up to 20 years. Today, the average productive lifespan of a U.S. dairy cow is about 3 years.

“Productive” lifespan is defined as the length of time cows live after they have their first calf and start producing milk. Because most cows calve in for the first time at about 2 years of age, that means, on average, cows are living a total of about 5 years.

A few years ago, University of Florida Professor of Dairy Science Dr. Albert DeVries published an article in the [Journal of Dairy Science](#) examining the issue of productive lifespan. DeVries



noted that dairy cow productive lifespan is a complicated and evolving issue, and one that can vary significantly based on conditions and priorities of individual herds.

Cows used to live longer in U.S. herds. In the 1930s, a productive life of 5 to 10 years after calving (7-12 years total) was common. That age has been going down since at least the 1960s, with assessments showing an average length in the herd after calving of 38 months around 2000, and 35.3 months – or fewer than 3 lactations – in 2018.

Have we hit the “nadir” of average productive lifespan for dairy cows? Possibly, considering a number of new factors DeVries discussed that are influencing mating, management, and culling decisions. They include:

1. Reproductive efficiency changes – “Failure to conceive” has historically been a top criteria for culling lactating cows. After several decades of flat-to-declining reproductive efficiency, the last 2 decades have seen healthy improvements in breeding success. DeVries credited changes in management and genetic selection for improved fertility for the positive change. The upward trend could theoretically keep cows in milking herds longer.
2. Sexed semen – Commercially available now for more than 20 years, female sexed semen has led to the ability to produce an abundance of heifer calves. For herds of a fixed size, that has meant more aggressive culling of older cows to make room for the more genetically advanced replacement heifers.
3. Beef crossbreeding – Breeding to create higher-value surplus calves with beef semen – usually accompanied by genomic and/or dam-parity selection – has emerged in about the same timeframe as sexed semen. In some herds, this strategy may offset the production of excess heifers and thus reduce culling pressure.
4. Genetic progress – DeVries cited predictions by Dr. Jack Britt, longtime dairy researcher and agricultural futurist. Britt speculated that the total genetic merit of dairy cattle, as a sum of all desirable traits, will continue to increase for at least the next 40 years, resulting in a doubling of milk production per cow. Britt predicted those cows also will have improved health and greater capacity for a longer productive life.

5. Longer lactations – With fewer replacements potentially needed, does it really make sense to dry off cows milking 100+ pounds per day? Researchers are exploring the potential for using longer voluntary waiting periods before rebreeding to lengthen lactations. One advantage of this approach is reducing the frequency of risk surrounding the transition period.
6. Social and environmental issues – Public concerns have been voiced about the perceived short lifespans of dairy cows, citing early culling as a symptom of poor animal welfare. High prevalence of lameness and failure to conceive have been noted as specific welfare issues. The environmental footprint of dairy products is also an issue of public concern. Researchers have found that increasing productive lifespan has been shown to reduce the environmental impact of dairy production, as herds with younger animals emit more greenhouse gases. DeVries said it is conceivable that the public

will demand longer productive lifespans in the future.

A challenge in determining the ideal productive lifespan is that these and other factors – especially prices of milk, feed, and beef – are relatively fluid and ever-changing. “Consequently, optimal replacement decisions and optimal annual cow replacement rates are dynamic and change over time,” said DeVries.

He pointed out that longer productive lifespans for healthy dairy cows are not necessarily profitable. Using a simple economic model, he arrived at an “ideal” productive lifespan of about 5 years.

The issue will be discussed in great depth at the 45th Discover Conference presented by the American Dairy Science Association (ADSA). [“Dairy Cattle Lifespans: New Perspectives”](#) will explore current data, future trends, and potentially out-of-the-box scenarios related to the way we approach productive lifespans in dairy cows – in both individual herds, and industry-wide.

Dairy Product Innovations in Trendy Attributes, E-Commerce, and More

OCT 1, 2023

<https://dairynews7x7.com/dairy-product-innovations-in-trendy-attributes-e-commerce-and-more/>

The dairy industry is milking consumer trends with a slate of product innovations.

Consumers are showing increased preference toward dairy products with more protein, less sugar, more convenience, and without lactose, according to PMMI Business Intelligence's "2023 Dairy Industry Report: Innovation, Adaptation, Transformation." The industry is capitalizing on these trends with new products that meet demand.

Trendy Product Attributes

Liquid milk can be made more attractive through trendy additives, such as probiotics.



Dairy producers can tout the extra benefits of probiotic-infused milk over simple probiotic supplements by emphasizing the naturally healthy characteristics of liquid milk like vitamins A and D.

A recently released line of cottage cheese fortified with probiotics aligns with consumer preferences. The product also promises itself as having twice the protein content of yogurt, contains real fruit, and is high-fructose corn syrup free, covering a wide range of consumer concerns.

Another novel product in development that is expected to hit the market is animal-free dairy milk. Produced from strains of whey protein through cellular agriculture, this "lab-grown" milk boasts a significantly smaller carbon footprint. It can also easily be manipulated into formulations like lactose-free.

While lactose sensitivity is well known, recent research suggests that some individuals are actually sensitive to one of the casein (protein) compounds in milk, specifically the A1 beta casein. To address this, dairy producers are introducing products that contain only the A2 beta casein, giving consumers with the A1 sensitivity a healthier and more approachable option.

Advanced processing technology is also allowing for an extended shelf-life of fluid milk.

ESL, or extended shelf-life processing, utilizes high temperatures to produce milk that has lower microbial counts than pasteurized milk, extending the refrigerated shelf life by up to four months.

UHT, or ultra-high temperature processing, takes this concept a step further but utilizes additional heat and aseptic filling techniques to produce a fluid milk product that is fully shelf-stable at ambient temperatures for up to a year.

These two technologies are helping fluid milk producers drive their products into new channels and improve the convenience of fluid milk, especially in developing countries with less refrigerated distribution infrastructure.

Healthier Products Through Sugar Reduction

Reducing or eliminating sugar is an excellent way for dairy producers to cater directly to consumer requests.

However, sugar is also an important texture-improving ingredient, meaning dairy producers must rely on other bulking agents, fiber, or other texturizers to replicate the mouthfeel of sugar.

It is important for dairy producers to explain what these additives are and why they are

used. Label-savvy consumers often don't recognize these ingredients and don't realize they are texture additives.

E-Commerce Dairy

With the advent of more advanced shelf-stable technology and (crucially) growing consumer interest, dairy companies have expanded DTC shipping beyond liquid milk.

Dairy producers can stand out by catering to DTC channels, but they must ensure their packaging can withstand the rigors of rougher handling.

Convenient Packaging and Portions

One producer recently launched a new butter product that is portioned into individual, uniform balls to facilitate easy home cooking and measurement.

The product addresses the needs of consumers by making it more convenient and usable since cooking at home increased during the pandemic and has endured into recovery.

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