

DAIRY PULSE



Estd. 1990

Suruchi Consultants

Delivering solutions with integrity

KNOWLEDGE PARTNER

* INDIAN *

* GLOBAL *



WE ARE EXHIBITING AT

World Food India 2023

Hall: 2G Booth No: 75, Pragati Maidan, New Delhi

REGISTRATION



FORTNIGHTLY NEWSLETTER

Dairy Pulse 192nd Edition (16th to 31st, October 2023)

CATEGORIES OF THE EDITION

- * Suruchi Endeavor in Skill/ Entrepreneur Development Domain
- * Indian News
 - Animal Health/Protection
 - Marketing
 - Health/Awareness
 - Regulatory/Legal
 - Survey/Report
- * Foreign News



ENHANCE

BRAND

AWARENESS
AMONGST DAIRY FRATERNITY

ADVERTISE IN OUR



News Website
DAIRYNEWS7X7



Weekly News
DAIRYNEWS7X7



Fortnightly Newsletter
DAIRY PULSE



Scan to subscribe



CONTACT

+91-78274 05029, 0120-4320845 / editor@dairynews7x7.com



safe  labs

SAFE LABS

NABL ACCREDITED TESTING LAB FOR MILK & MILK PRODUCTS



TESTING SERVICES

- A. Satisfactory
- B. Adulterants
- C. Contaminants
- D. Microbial



NEW PRODUCT DEVELOPMENT

- A. Health & Nutrition
- B. Indulgence
- C. Convenience



CONSUMER INSIGHTS

- A. Focus Group Discussions
- B. Organoleptic Evaluation
- C. Competitor Benchmarking

Safe Labs conducts testing of Milk & Milk Products as per FSSAI & IS requirements in the field of Chemical, Microbial & Contaminants.



Add. : C-49, Sector-65, Noida, U.P.(201307),
E-mail : info@safemilklabs.com, Contact : 0120-4370845
Url. : www.safemilklabs.com

NABL Accreditation:



ISO-17025:2017

SURUCHI Since 1990
DAIRY ADVISORS

INVITE YOU TO VISIT

WORLD FOOD INDIA 2023

Processing for prosperity



A Global event to showcase, connect & Collaborate

3 - 5 November

**Pragati Maidan, Delhi India,
Hall No. 2, Stall no - 75G**

2023



Dairy Pulse 192nd Edition (16th to 31st 2023)

Content

Indian News.....	7
When the past becomes the present, You lose the future.....	7
Top 10 trends in food sector.....	7
Youth Holds the Key.....	8
Nature is Future.....	8
Tell the truth.....	8
What's in it for Indian dairy sector?.....	9
Dairy farmers fed up with ties to Guj, want a milk policy in Rajasthan.....	10
Farmers' gains hinge on curbing post-harvest losses.....	11
FSSAI asks States to stepup surveillance of sweets, during festival.....	13
Gujarat's maldharis demand marketing of goat milk to Amul.....	14
Reinventing AMUL- Moving uphill from Rs 55K Cr to Rs 1 Lakh Cr.....	15
Business strategy needs to factor in war impact'.....	20
Uttar Pradesh's first 'Mother's Milk Bank' opens in Agra.....	21
When roads and markets turn bullish: stray cattle harm people.....	22
Shreeja women FPO & Dr Meenesh shah earns global laurel.....	24
Uniform price of Aavin dairy products sought for Nilgiris residents.....	24
Cooperative export body NCEL gets ₹7,000 crore orders:Amit Shah.....	25
Purabi Dairy to release Rs 1.47 cr additional price to dairy farmers.....	26
Banas Dairy to invest Rs 2,100 crore in Gujarat, signs MoU.....	27
Dodla Dairy's Q2 Earnings: An Insight into India's Dairy Industry.....	27
Aavin to augment milk procurement, says Mano Thangaraj.....	28
Vinamilk Expands into the China's Thriving Dairy Market.....	29
Shastri-Kurien, and the White Revolution: Dairy-Efficient India.....	30
Parag Milk Foods appoints former Amul MD Rahul Kumar as COO.....	33
Yogi inaugurated Dairy Project of Gyan Dairy in Gorakhpur.....	34
Milk to Mastery: GK Dairy's Dedication to Premium Dairy Products.....	35
NANDINI FROM 1974 INCEPTION TO RS 14,018 CRORE IN 2023.....	37
India's Heritage Foods Q2 profit jumps on strong dairy demand.....	38
Women dairy farmers organisation Shreeja earns global laurels.....	39
Best Business Tips for FMCG Companies.....	40

NDDDB chairman Dr Meenesh Shah appointed on IDF Board	42
Wholesale prices stayed almost flat in September	43
Amul makes a splash in New York’s Times Square	44
MNS workers vandalize milk centre, assault three.....	45
Global News	46
Can You Eat Cheese When You Have High Cholesterol?	46
Shoppers in Spain are buying cheaper and less fresh produce	48
Inflation continues to curb global demand.....	50
Three issues arise in animal-free dairy	51
How far is China’s Slowdown is spreading ? Ask a dairy farmer.....	52
USDA plans to devote \$2.3 billion to fund DAiry exports.....	55
Milk production fell in the EU in 2022 – FAO.....	56
Investors: Dairy must communicate on ESG to win confidence	57
Dairy consumption in adults in China: a systematic review	57
Jeff Bezos’ old product review of milk makes headline.....	60
Vinamilk Expands into the China’s Thriving Dairy Market.....	61
Nestlé launched its first affordable and nutritious instant powder	62
Secretary Vilsack Shares Climate Smart Agriculture Creates Enormous Opportunity for Dairy	63
FrieslandCampina and McDonald’s -slash GHG emissions in dairy	64
GDT: Dairy prices rise for the fourth time in a row	67
Southeast Asia’s dairy industry attracts big private equity deals.....	69
World milk market analysis and its impact on UK dairy market.....	71

Indian News

When the past becomes the present, You lose the future

OCT 31, 2023.

<https://dairynews7x7.com/when-the-past-becomes-the-present-you-loose-the-future/>



India is celebrating festival season of 2023. The whole environment is filled with rituals, joy, shopping, fiesta and preparation for Diwali. Firstly accept a hearty Diwali greetings from Team Dairynews7x7. We are in 43rd week of the year and just two days back I was reviewing an article about top 10 trends of 2023 by Innova Market insights. I always like their approach towards the future.

From Indian context these trends have yet to come above threshold of most of the Food companies. Our spending on R&D is very low as compared to developed world. Still I believe in our youth who have been breaking ice with innovative ideas . These startups could be seen on popular shows like Shark Tank . They engage in constructive debate with the sharks and I feel proud of them when they defend their gut feel with conviction.

Top 10 trends in food sector

In the past year, more than half of global food and beverage consumers have prioritized cost and value. They're saving money by choosing cheaper options and cooking from scratch, while still seeking new experiences, personal well-being, and planetary health support. Brands face pressure to deliver value and meet these expectations.

Lu Ann Williams, Global Insights Director at Innova Market Insights, emphasizes consumers' desire for brands aligned with their values, offering quality, trust, and sustainability.

As the world copes with rising living costs, "Redefining Value" tops Innova Market Insights' 2023 trends. Brands must be flexible and embrace technology to connect with cost-conscious consumers.

Understanding where compromise is acceptable is key. Short-term strategies like modest price hikes and adaptable ingredients can work, but transparency and benefits are vital.

Consumers seek affordable ways to stay healthy, and the **“Affordable Nutrition”** trend encourages brands to push their limits to meet nutritional, environmental, and economic demands through innovative use of raw materials and production processes.

Youth Holds the Key

Younger consumers, Gen Z and Millennials, shape trends, valuing health and international flavors. They appreciate positive engagement from brands.

Younger consumers in the digital age shape trends and influence markets. Gen Z and Millennials view food and brands as expressions of their lifestyle and values.

They have a strong voice and embrace novelty and global flavors. The **“Generational Push”** trend shows that while health is crucial, these young consumers are highly receptive to positive engagement from brands.

Nature is Future

“Plant-Based: Unlocking a New Narrative” focuses on high-quality, flavorful plant-based products. Green gastronomy is set to expand.

“Farming the Future” emphasizes transparency, consumer curiosity, and innovative technologies. Brands should highlight how improved production benefits people and the planet.

“Quick Quality” meets the demand for convenient, fresh produce, elevating home cooking with meal kit guidance.

“Devouring Digital” taps into technology’s potential to enhance real life with immersive virtual experiences.

“Revenge Spending” reveals consumers’ pursuit of affordable, enjoyable experiences, even in tough times. Collaborations and limited editions bring novelty, changing brand perceptions.

Tell the truth

It’s essential to **“Unpuzzle Health,”** as trend number 9 suggests. Clear, certified communication that aligns with consumer experiences is key. On-pack messages are trusted sources for health and nutrition information. To build trust in health claims, information must be clear, concise, supported by respected organizations, and reflected in real experiences.

Despite economic concerns, planet health remains paramount. Consumers reduce waste and recycle more due to financial pressures. Brands can succeed by combining economic benefits with health and sustainability goals.

Innova’s 10th trend, **‘Positively Imperfect,’** acknowledges that consumers appreciate openness about sustainability complexities. Brands need not be perfect; they are forgiven for honest compromises on the path to long-term improvement.”

The food and beverage industry is adapting to meet consumer demands for redefined value, sustainability, and innovation in response to financial concerns. Brands are encouraged to be creative and flexible in their approach.

What's in it for Indian dairy sector ?

So finally what must be the strategies for the dairy sector to get maximum benefits from these trends

S No	Trend	Opportunity for Indian Dairy sector
1	Redefining Value	Companies may redesign their offerings in yogurts, flavored milk , paneer etc. by slightly reducing the fat but by maintaining the same levels of protein at the same value.
2	Affordable Nutrition	Companies may offer high perceived value nutritional products like Probiotics at the same rate as that of conventional products .
3	Generational Push	The younger generation may be tapped and engaged through social media in creating some cult around emerging dairy snacks like yogurt, protein shakes, ice creams etc.
4	Plant-Based: Unlocking a New Narrative	In this year Dairy could only defend it self by trying our fusion products wherein the customer gets the best of both the world. Oats with milk could make a cool breakfast beverage based snack.
5	Farming the Future	Fresh farm milk and milk products are gaining traction. Along with that Free grazing and Single origin milk is gaining traction.
6	Quick Quality	Ready to mix powders for Gulab Jamun, Make it yourself pizza kit, Ice cream and milk shakes mix powder for home made products like Kulfi and Lassi may be interesting areas to work on.
7	Devouring Digital	App based holistic engagement has no bounds. It could do wonders if the interface is robust. In Direct to home delivery few companies are creating wonders.

8	Revenge Spending”	Single use offerings for costlier sweets, chocolates etc may give opportunities for the burgeoning consuming class of around 487 millions to savor luxury brands and high end dairy products.
9	Unpuzzle Health,	Breaking the myths and developing clarity in the minds of the consumers must be the strategic intent. Making consumers aware of analogues and telling benefits of cholesterol (ghee) may be a few of the areas to be looked into.
10	Positively Im-perfect	Selling dairy products under the “natural” label is always better than writing Organic on it without any certification. Share with the consumer even the slightest of your efforts to give her healthy and nutritional dairy food, which is sustainable also.

@Suruchi Research

It is high time for Indian dairy sector to start thinking about innovation and focus on health and nutrition aspects with affordability.

We would like to invite you to World Food India a mega fair on food by Ministry of Food Processing and Govt of India from 3rd-5th Nov 2023 at Pragati Maidan. We will be more than happy in welcoming you at Stall No 75 in Hall no 2G and discuss these trends and a lot more about the dairy sector.

Once again a very Happy and prosperous Diwali to you all.

Dairy farmers fed up with ties to Guj, want a milk policy in Rajasthan

OCT 30, 2023

<https://dairynews7x7.com/dairy-farmers-fed-up-with-ties-to-guj-want-a-milk-policy-in-raiasthan/>

Dairy farmers in the Jalore and Sirohi districts of Rajasthan are unhappy with the BJP and Congress parties due to the lack of support for their industry. These farmers sell their cow milk to Banas Dairy in Gujarat and are demanding a similar setup within Rajasthan to get better prices. Currently, around 2 lakh litres of milk are collected daily by Banas Dairy from these districts. Dairy farmers are looking for candidates who promise a concrete policy for their industry in the upcoming elections.

Issues centred around cows have for long been crucial for political parties during elections, but dairy farmers in the assembly constituencies of Jalore and Sirohi districts are happy neither with BJP nor with Congress. The dairy farmers here sell cow milk to Banas Dairy of Gujarat, which has set up collection centres in every village in these two border districts.

Locals have been demanding a similar dairy set-up within Rajasthan so that they get a better price for their milk. TOI met dairy farmers in Pindwara, Raniwara, Pathmera, Sanchore and other areas in the two districts, who expressed

resentment over the current situation and said this time around they would vote for candidates who promise a concrete policy for dairy farmers in the region.

According to an estimate, nearly 2 lakh litres of milk is collected per day by Banas Dairy of Gujarat from villages in Jalore, Sanchore,, Rainwara, Pathmera, Ahor and other areas in the two districts. "Since Banas dairy is big and the only player here, it does whatever it wants. We are compelled to mould ourselves as per its policies.

Sometimes when the quantity of a cow's milk is less, it does not buy it. Both Jalore and Sirohi districts have thousands of dairy farmers, but neither BJP nor Congress has made a policy to

ensure the milk that goes to Gujarat is utilised within Rajasthan," said Rati Ram Garasia, a resident of Pathmeda near Sanchore. He has ten milch cows.

Otaram Dewasi, the BJP candidate from Sirohi constituency who was earlier minister of the cow department, admitted that a proper policy for cows is needed. "We should have some setup so that our dairy farmers get a fair price for milk within Rajasthan. If BJP comes to power, we will have insurance for cows so that farmers keep them even if they do not yield milk," said Dewasi.

He said farmers in Jalore, Sirohi, Dungarpur and Banswara districts currently have no option but to sell their milk to Gujarat.

Farmers' gains hinge on curbing post-harvest losses

OCT 30, 2023

<https://dairynews7x7.com/farmers-gains-hinge-on-curbing-post-harvest-losses/>

HORTICULTURE has been recognised as a sunrise sector due to its potential as an economically viable and sustainable alternative to agriculture. It not



only promotes efficiency in land use but also creates opportunities for employment, particularly for the youth in rural areas. Data published by the National Horticulture Board shows that India produced about 312 million metric tonnes (MT) of fruits and vegetables in 2021-22 and is ranked second overall in the world after China. The country is ranked first in the production of banana, mango, papaya and okra. In recent years, India has witnessed a shift in terms of the area from foodgrains to-

wards horticultural crops, which have outpaced the former in production. Better income for farmers due to urbanisation and higher consumption of fruits and vegetables are the driving force behind the increase in the output of horticultural crops.

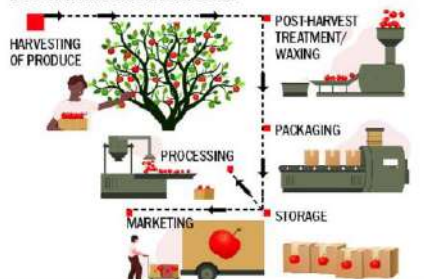
The farmer, who has been reduced to a producer, can be transformed into a producer-processor. Curbing post-harvest losses is increasingly being seen as a sustainable way to achieve global food and nutritional security. Keeping in view the potential of horticulture in India, a demand-driven cold chain, processing facility and market linkage needs to be created, connecting farmers to the consumers. This will not only cut down spoilage but also retain the quality of the harvested products, ensuring a better income for farmers and a cost-efficient delivery to the consumers.

POST-HARVEST LOSSES OF MAJOR CROPS/COMMODITIES

Crops/commodities	Post-harvest losses (%)	
	ICAR study (2015)	NABCONS study (2022)
■ Fruits	6.7-15.88	6.02-15.95
■ Vegetables	4.58-12.44	4.87-11.61
■ Cereals	4.65-5.99	4.87-11.61
■ Pulses	0.39-8.41	5.65-6.74
■ Oilseeds	3.08-9.99	2.87-7.51
■ Milk	0.92	0.87



POST-HARVEST MANAGEMENT PRACTICES FOR REDUCING LOSS OF HORTICULTURAL PRODUCE



However, post-harvest issues, particularly the development of cold chain and processing infrastructure, have not been strategically addressed for safe handling of the perishable produce. In India, the value addition is only 8-10% compared to 23% in China, 45% in the Philippines, 88% in the UK, 30% in Brazil, 70% in the US and 82% in Malaysia. On the one hand, India is the world's second-largest producer of vegetables and fruits, but on the other, substantial wastage (6-15%) of these crops is reported in the country. Many a time, a demand-supply mismatch for horticultural commodities contributes to widespread price fluctuations, inflation and ultimately huge post-harvest wastage.

Whenever there is overproduction of a crop, be it tomato, potato, peas or onion, it leads to protests against the crash in market prices; farmers incur both post-harvest and monetary losses. In India, as per a report of NABARD, food worth Rs 92,651 crore is lost during the post-harvest stage before it reaches the consumer. The major contributory factors for such losses of fruits and vegetables are:

Lack of awareness about post-harvest handling operations

Gaps in the cold chain or insufficient cold storage capacity

Poor processing and marketing infrastructure

Infrastructure gaps in the cold chain and processing facilities need immediate attention. Due to the demand-supply gap, seasonality and perishable nature of horticultural crops, storage plays an important role in regulating the prices. In India, there are over 7,000 cold stores to handle about 32 million MT of horticultural produce against the production of over 300 million MT (fruits and vegetables). This mismatch entails a huge investment by government agencies or private companies for the creation of cold chain infrastructure to tackle post-harvest losses.

The Ministry of Agriculture has initiated the Mission for Integrated Development of Horticulture, under which cold chain development is the thrust area. The Ministry of Food Processing Industries is running the 'Scheme on cold chain, value addition and preservation infrastructure'. Farmers or entrepreneurs need to contact the Departments of Horticulture or Agriculture for getting benefits from these schemes.

Cooperatives can play a key role in the post-harvest management and marketing of fresh produce. Himachal Pradesh Horticultural Produce Marketing and Processing Corporation Ltd (HPMC) has become a role model for the apple industry in India. The National Dairy Development Board has established outlets for fresh fruits and vegetables in New Delhi. Cooperatives such as Mahagrapes and Mahamango in Maharashtra are other instances of success stories. Apni mandi (farmers' market) is a good example of producers selling their produce directly to consumers. The formation of produce clusters is an important step to be considered for preventing a glut-like situation during the harvesting season of a particular commodity. Further, strengthening the clusters with pack-house, sorting & grading facilities, cold storage and refrigerated transportation for distant marketing of the produce would help in maintaining a regular supply chain of fresh produce.

The Punjab Government has established citrus, litchi and pear estates to boost the production

and marketing of these fruits to distant markets. For processing of the leftover produce, the medium-scale primary processing centre should be established in these clusters. For example, a freezing unit for peas, carrot, cauliflower, and capsicum; a dehydration unit for chilli, methi, mint and coriander; and a juicing-pulping unit for fruits as per norms of the Food Safety and Standards Authority of India (FSSAI). Creating awareness among farmers about packhouse operations such as grading, packaging, storage and processing will help in minimising the post-harvest losses and boosting the marketing of the perishable produce.

The farmer, who has been reduced to a producer, can be transformed into a producer-cum-processor. Curbing post-harvest losses is increasingly being seen as a sustainable way to achieve global food and nutritional security. Keeping in view the potential of horticulture in India and the significant volume of fruits and vegetables being transported between the states or exported, a demand-driven cold chain, processing facility and market linkage needs to be created, connecting farmers to the consumers. This will not only reduce spoilage but also retain the quality of the harvested products, giving the farmers a better income and guaranteeing a cost-efficient delivery to the consumers.

FSSAI asks States to step up surveillance of sweets, during festival

OCT 29, 2023

<https://dairynews7x7.com/fssai-asks-states-to-step-up-surveillance-of-sweets-milk-products-during-festival-season/>

The Food Safety and Standards Authority of India (FSSAI) has asked States and UTs to step up surveillance surveys on milk and milk products and sweets during the upcoming festival season. The food safety authority is already in the process of undertaking its annual pan-India milk survey across 766 districts.



The 42nd Central Advisory Committee (CAC) meeting was held on Saturday. In the meeting, FSSAI CEO G Kamala Vardhana Rao urged States and UT's to raise awareness about food safety in the ecosystem. He also directed them to step up surveillance efforts in milk and milk products and sweets segment keeping in mind higher demand during festival season.

During the meeting, he also directed the Commissioners of Food Safety of States and UTs to organise trainings for food handlers in the canteens of student hostels and universities to ensure safe and hygienic food for students, officials added.

More than 50 officials, including Commissioners of Food Safety (CFS), representatives from States and UTs, senior officials from FSSAI and nodal ministries and members representing the food industry, consumers, agriculture, laboratories and research bodies participated in the meeting.

Street food

Meanwhile, Rao also asked States to promote the modern food streets initiative .

Under this initiative , FSSAI is looking to modernise 100 existing street food hubs. The State of Madhya Pradesh is already taking the lead in implementing this initiative. Officials said that the State is close to modernising some of its street food hubs.

Under the Eat Right India initiative, FSSAI has been focusing on implementing the “Clean Street Food Hubs” plan to strengthen food safety and hygiene in street food vending in the country and has already certified 110 such hubs.

In the next leg, FSSAI is focusing on modernising street food hubs. The focus of this initiative will be to enable street vendors to serve healthy and hygienic recipes in a well-defined and organised geographical area with proper infrastructure and other supporting facilities. FSSAI is providing technical support and has set up benchmarks of modern food street hubs.

Gujarat’s maldharis demand marketing of goat milk to Amul

OCT 29, 2023

<https://dairynews7x7.com/gujarats-maldharis-demand-marketing-of-goat-milk-to-amul/>

After managing to persuade dairy giant Amul to procure and market camel milk, the maldharis (pastoralists) of Gujarat have now launched a bid for separate collection and marketing of goat milk and the state government has expressed its willingness to extend a helping hand.



Gujarat’s Agriculture Minister Raghavji Patel held a meeting with representatives of Surendranagar Jilla Ghetta-Bakra Uchherak Maldhari Sangathan (SJGBUMS), Gujarat State Cooperative Milk Marketing Federation (GCMMF), Surendranagar District Cooperative Milk Producers Union Limited (SDCMPUL) and director of animal husbandry of Gujarat in Gandhinagar on Thursday. An official release on Friday said that the minister assured the maldharis that a separate system for collecting goat milk and marketing it will be set up.

“Gujarat is making continuous progress in milk production and Amul’s cooperative architecture is successfully procuring and marketing cow and buffalo milk as well as camel milk from Kutch district. Under the guidance of Chief

Minister Bhupendra Patel and Agriculture Minister Raghavji Patel, the state government is actively holding deliberations over how to make maldharis, who are into herding of goats, financially strong and self-reliant like their cattle-herder counterparts by facilitating sale of goat milk,” the release said. “The minister said that just like Amul’s best cooperative network is available for cow, buffalo and camel milk, it is also possible to activate the best cooperative network of Amul for goat milk which is very nutritious,” it added.

GCMMF is the cooperative federation that markets milk and milk products under the brand name Amul. SDCMPUL, which is popularly known as Sursagar Dairy, is one of the 18 district-level member unions of GCMMF. SJGBUMS is an organisation of Surendranagar’s herdsmen who are herding goats and sheep.

The release said Raghavji Patel asked GCMMF and Sursagar Dairy “to come together for a detailed study in this respect and prepare a project proposal covering goat milk’s price, packaging, marketing etc” and also suggested that goat milk could be given to children under the Doodh Sanjeevani Yojana, the government scheme to give free milk to children in certain areas of the state to tackle malnourishment.

SJGBUMS president Naran Rabari said that a separate brand of goat milk is needed to keep the herds of goats and sheep sustainable.

“Presently, Amul is not accepting goat or sheep milk and therefore, we are forced to prepare mava from such milk or sell to hotels which offer only around Rs 20 to Rs 22 per litre. This, despite goat milk having many medicinal properties, as goats eat all types of vegetation. Even Mahatma Gandhi used to have goat milk. But due to the low price of milk and no demand for goat hair, maldharis are finding it increasingly difficult to maintain their herds. To save our goat herds, it is necessary to procure and market goat milk separately just like Amul did for camel milk,” Rabari said.

Pastoralists make strings and ropes from goat hair while sheep wool is used for making garments. But Rabari said that there is no market for strings and ropes made from goat hair now.

The government release said that as per the 20th Livestock Census conducted in 2019, the

goat population in Gujarat is estimated to be 48 lakh and goat milk accounts for 2 per cent of 167 lakh metric tonnes of milk produced in the state.

The release further stated that the Food Safety and Standards Authority of India (FSSAI) has notified revised specifications of goat milk early this year and the same came into force last month, paving the way for procurement of goat-sheep milk by organised dairy firms.

Incidentally, Amul had started procuring camel milk around six years ago after FSSAI notified standards for it. After making chocolate from it, Amul had started marketing camel milk in 2019. “There was a time when there were no takers for camel milk in Kutch. But thanks to Amul’s procurement, camel breeders there are today getting Rs 51 per litre of camel milk,” Rabari said.

Reinventing AMUL- Moving uphill from Rs 55K Cr to Rs 1 Lakh Cr

OCT 28, 2023

<https://dairynews7x7.com/reinventing-amul-journey-begins-from-rs-55k-crore-to-rs-1-lakh-crores/>

On a busy day, about half a million people pass through New York’s Times Square, a big tourist attraction known for its innovative advertising and digital billboards. On Sunday, October 8, a campaign titled ‘Be More Milk’ went live there.



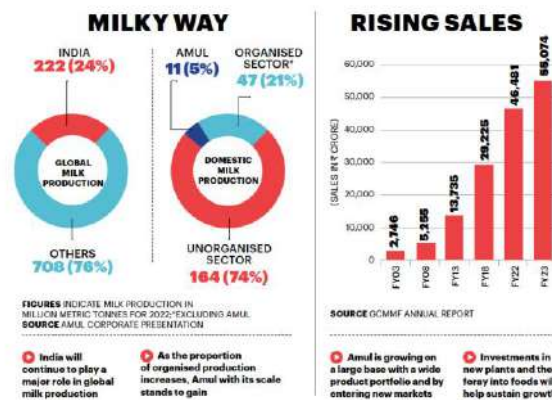
Targeted at youngsters, this 15-second message has been playing out 20 times an hour and 480 times daily. What’s cool is that it is an initiative run by Amul, one of India’s most well-known brands. The Amul advertisement is at the Nasdaq MarketSite.

It will run for four weeks and is expected to strengthen the base of the Indian dairy major’s journey into foreign markets, although it

pushes the cause of milk more than of Amul. The dairy major wants to go beyond the Indian diaspora. And it has the muscle: for FY23, Gujarat Co-operative Milk Marketing Federation (GCMMF), which owns the Amul brand name, reported a turnover of `55,070 crore, an increase of over 18 per cent on the previous year. The target for FY26 is `1 lakh crore. The group turnover, or the unduplicated sales (this includes those of member unions) of all products under the brand Amul, exceeded `72,000 crore last financial year. Milk and milk products still account for 96 per cent of GCMMF’s revenue. But it wants to change this by aiming for scale in new businesses that fit nicely into the Amul supply chain and its closeness to farmers. For one, the co-operative behemoth is hungry for organic food.

There is a smile on Jayen S. Mehta’s face as he pops in a gud kaju katli, a sweet made of jaggery, cashew and milk. “It is quite addictive,” says the 54-year-old Managing Director of Amul. Mehta joined in 1991 as a freshly minted graduate of the Institute of Rural Management Anand (Irma) and succeeded R.S. Sodhi this January. Amul’s decision to move beyond dairy into foods has been interesting and perplexing. The two are very different businesses with unique challenges. India is the world’s top producer of milk, which is also its largest agricultural product. “At 10 lakh crore, milk is larger than wheat, paddy, and oilseeds put together,” he says. Amul is a big brand, and the trust it enjoys “is our currency”. If the farmer-owned cooperative can churn a perishable product such as milk into a portfolio of products, it reckons it can do better with farm produce. “We can do it with wheat and potatoes, for instance.

Making a frozen potato snack is logical, but core agriculture was never a part of our thinking,” explains Mehta. Everything changed when the management began looking into the word “organic”. Amul told farmer-co-operatives: go organic, and we will find you the market. “To consumers, it is a product promise free of chemicals. If we get it right, we can be in every item of the kitchen,” he says confidently. In a moment, some staff members walk in with what is already there in the market—whole wheat atta, basmati rice, chana dal, toor dal, rajma—with the plan to be in turmeric, spices, sugar and jaggery. Amul will buy directly from farmer-producer companies or FPCs, farmer-run companies offering scale to buyers.



“This is the direction we are taking. It’s not as if organic has not been there but the trust is missing, and we have a right to win,” says Mehta. The question is, why didn’t Amul enter the business earlier? He says now is the time to build scale. Plus, things have changed after the Covid-19 pandemic. “Not many people know we are the largest probiotic brand in the world. We sell 3 million litres of pouched chaas every day, and a few months ago, we decided to go probiotic with the entire lot.” Even the Amul choco bar is probiotic. The success with probiotics—microbes added to enhance the nutritional value in dairy products—has made Amul more confident. This conversation with Mehta in his Anand office, a little over an hour from Ahmedabad, is not just about rice and pulses. It is around 7:30 p.m., and he asks if I would like to sample some of Amul’s new products. Soon, the table is filled with sweets, chocolates and a surprising array of beverages.

A DAIRY TALE

Quick facts on India's largest co-operative society GCMMF

1973

GCMMF formed; it is India's largest food products marketing organisation

₹55,074 CRORE

Revenue of GCMMF, Amul's parent, in FY23

₹72,000 CRORE

Group turnover of Amul + 18 member unions

3.6 MILLION

Number of farmers GCMMF procures milk from

18,565

Number of village dairy co-operative societies under GCMMF

98

Dairy plants

6

Plants with a capacity of over 1 million litres per day (MLPD)

41 MLPD

Total milk handling capacity

27 MLPD

Average milk procurement

1 MILLION+

Direct retail outlets

SOURCE: AMUL CORPORATE PRESENTATION, GUJARAT COOPERATIVE MILK MARKETING FEDERATION LTD (GCMMF)

Amul sells over 35 varieties of sweets (for a long time, it sold only shrikhand), and the team hands me a box of marzipan. At ₹250 for eight pieces, the almond and chocolate confectionery makes for a perfect combination before you are offered a frozen kheer. The festive season will see the launch of a dodha barfi. Mehta insists I try cold coffee in a glass bottle. At ₹100, it fills the premium space in coffee after the success of the more affordable Kool in a can.

"We source the ingredients and use filter processing at scale. If it works, we will move it across plants." Another initiative in the premium piece is Amul Ice Lounge, where Amul sells only 15 flavours of ice cream (no other Amul product will be visible here), and that includes English Apple, French Caramel, Italian Fudge and Butter Pecan. These are the most popular versions from each country, and there are five lounges across Ahmedabad, Pune and Jaipur. Sold by the scoop, each is priced at a competitive ₹200.

According to him, this is a complete reorientation of the dairy business with the limit "being only in our minds". Mehta pauses before getting back to organic. "It is not a rich man's game; we want to democratise it. Middlemen make the money, and my assurance to the farmers is on all crops, be it organic or inorganic," he explains. That means Amul will buy out the complete produce and can offer a large portfolio to consumers. "I can make a paneer paratha using my organic atta. It is about selling the concept of organic and not the range." Speaking of the link to farmers, Amul set up a plant in Gujarat to make French fries with a 100-tonne-a-day capacity. Today, it runs to full capacity and a large part is exported to Japan. Likewise, high peanut production saw Amul launch peanut butter variants.

"Amul's marketing has been down-to-earth, simple and focussed on the product. They have never used celebrities, and the quality value has spoken for itself," says D. Shivakumar, Operating Partner at global private equity firm Advent International. Amul's co-operative background has laid a strong foundation where farmers get the highest price, and consumers are charged the lowest. "MNCs have a year-on-year growth target on margin percentage plus absolute delivery, but Amul has worked on getting the right return," he explains. He says brand success in food categories comes from managing the supply chain apart from upholding product integrity and quality. "Amul does that better than the MNCs," he declares.

The dairy potential in India is unlimited. Both co-operative and private sector dairies have a role to play. According to Srideep Kesavan, CEO of the ₹3,250-crore Hyderabad-based Heritage Foods, there is a big opportunity since per capita consumption of milk products in India is around 350 gm, less than half of many Western countries. “Packaged milk consumption will continue to grow strong, driven by urbanisation,” he says. Regarding value-added dairy products, Keswan is clear that thanks to its versatility, the long tail of dairy products is seeing rapid penetration and sharp growth is inevitable. “We see it in the case of a range of dairy drinkables, ghee, paneer or sweets amid a clear shift towards a cleaner and packed option.”

Regional focus is a competitive moat in dairy, as Rashima Misra, co-founder of Bhubaneswar-based Milk Mantra recognised before starting-up in the east in 2010. “The market opportunity stood out—there was no large dairy player, consumers had limited options with almost no product, quality or functional differentiation with the available brands, and with an untapped farmer base, it made eminent sense to lay the foundation for something new,” she says. To her, a presence in pouched milk is important since it has a lot of stickiness with the consumer. “Sri (the other co-founder) and I chose to own and differentiate every aspect of the value chain, starting with the farmers to consumers.

Our strategy is to have a tight product portfolio to ensure focus on maintaining our mass premium pricing position with strong margins.” Amul has 122 products ready for launch and 50 at various stages of ideation. Mehta sees millet as a big opportunity. “We can do an organic version like a wafer chocolate made of millet and jaggery or an ice cream cone made of millet. It can easily be moved across the country,” he says. Taking a product category mass is not an unknown territory for Amul. Anand Kumar Jaiswal, Professor of Marketing at IIM Ahmedabad, picks out how Amul

democratised ice cream consumption and became the largest player. The current strategy, says Jaiswal, is to make Amul a food brand and not just a dairy brand. “They want to reduce their overdependence on dairy and look for ways to diversify their portfolio. Besides, it presents opportunities to use excess capacity across the value chain,” he explains. For instance, deep freezers where retailers store ice creams now have French fries and frozen parathas. “Amul can benefit from using the same vehicles and align its cost structure effectively. It also helps them beat seasonal fluctuation of a category like ice cream.” Amul has gone about foods in a calculated manner, with product launches spread over at least a decade before getting into top gear now.

The success of chocolates is another interesting example. Chocolates were seen as expensive, but Amul launched a 150-gm bar when the standard size was 40 gm or, at best, 80 gm. Then, Amul went for dark chocolates, which are viewed as a healthy option. Today, Amul has become a dominant player in chocolates with almost no advertising. Jaiswal believes the approach in organic foods will be similar to that in ice creams. He says the supply of organic foods in India is still limited with incumbents needing to invest a lot in developing the market. “For Amul, the connect with farmers plus the ability to produce at scale could lead to lower prices. Besides, there is no big player in organic today, presenting an opportunity to democratise it.” Per a report by research firm IMARC Group, the organic foods market in India was pegged at \$1.3 billion last year with the potential to reach \$4.6 billion in 2028. Shivakumar believes the expansion into foods will be difficult. “Milk is perishable and that led to the full ecosystem wanting Amul to succeed,” he says.

By contrast, pulses and grains are not perishable in the same way with established distribution channels built over the years. “Neither one farmer nor one region grows everything. For example, ITC buys tobacco in Guntur and

wheat from elsewhere. That means the backend synergies at the farmer's level are not obvious, though the capabilities are fungible in a sense," he says. The approach will be to take the Amul brand name and trust to the farmers. "It will be over a decade, and they will finally get it right, but one should not expect an overnight success." Milk is a good source of protein, but there is also a need for whey (the liquid that remains after milk has been curdled), which is a quality protein.

Many years ago, when Mehta was running Amul Dairy (the Kaira District Co-operative Milk Producers' Union), he spent time understanding whey but realised a lot of money was needed to reprocess it. But a solution was needed. Typically, the need for protein is a gm for each kilo you weigh or 60 gm daily for someone who stands at 60 kg. "With milk, dal and buttermilk, you will get a maximum of 30 gm," says Mehta. Since importing protein is arduous, Amul launched a high-protein lassi and buttermilk by dissolving whey powder. "The taste of the buttermilk is different but about conscious consumption.

Our lassi is sugar-free." K.S. Narayanan, an independent food advisor, says Amul's protein move "is an excellent initiative considering the way the markets are evolving". Indians, he says, have a diet deficient in protein. "With rising per capita income, the quality of food consumption has undergone a big change and additional protein in mass-consuming products like dahi (curd) or buttermilk is a good way for consumers to make it a part of their diet." Mehta shows the artwork for a protein shake lassi. "We can launch a protein ice cream or high-protein milk, cereals, snacks, yoghurt or chocolates. Even a protein choccos is possible, where it is an FMCG product, but I come with the ingredients," he says.

One challenge that Amul has faced is the availability of its products at retail outlets. Buying it in Anand is one thing, but that's not the case in other centres. This is where e-commerce has been a big help, and Amul, with its Shop Amul

online store, offers a substantial part of the range. "I do this with the existing ware-house system and sell at MRP." Nitin Karkare, Vice Chairman of FCB Ulka Advertising, which has handled a substantial part of the Amul account for over three decades, says they have got it right on the basics like superior product, better packaging, value for money, consistency in communication and smartly using social media. "There is the patience and staying power to build scale over time. As they transition from dairy, the playing field will not be restricted to just India, and the power of the Amul brand can be leveraged exponentially," he says. Rahul daCunha, MD of daCunha Communications, which created the iconic Amul girl and runs the funny topical ads, says, "Consistency is the heart of brand equity. Speaking of the girl, we keep her constant be it the polka dotted dress or the blue hair and that cannot change," he says. The girl never pokes fun but will only nudge you with a smile. "People see her as a symbol of continuity in the midst of so much change."

BEING SAVVY

Cricket continues to be the biggest event in India. Amul decided to be the official sponsor not for India but for Afghanistan, Sri Lanka and South Africa in the ongoing ICC Men's Cricket World Cup. "It does not have to be expensive if you are good at deal-making," says Mehta with a grin. Last year, they were the regional sponsors for the Portugal and Argentina football teams at the FIFA World Cup.

Again, given the vast base of users on social media, Amul operates in 14 languages, including Sanskrit, Sindhi and even Arabic for the Middle East, a key market. From a spend perspective, Amul's outgo on advertising is less than one per cent of its sales, while FMCG biggies easily spend upwards of 8-10 per cent.

Combine that with the part on doing good as a cooperative, and the model becomes formidable. Private sector rivals say Amul has no pressure to deliver profits as it is a co-operative.

But Shivakumar says, “Many food MNCs were unprofitable for the first two decades in India. Amul does not get enough credit for helping Indian farmers, and it is hard to think of many co-operatives as large as them worldwide.”

The plan is to invest `5,500 crore in new projects. Mehta says it will include a new AmulFed dairy (the manufacturing unit of GCMMF) in Rajkot, new plants across Pune, Ujjain, Kolkata,

and Goa, and the expansion of eight ice cream plants. Amul is also creating beachheads in south India. Referring to the controversy surrounding the Nandini brand, Mehta makes it clear that there is a good relationship, and Amul ice cream is manufactured at Nandini’s plants. Amul is getting into what could be the most critical phase of its growth. Normally, growth on a large base is difficult. Amul is pushing that mindset to the limit.

Business strategy needs to factor in war impact’

OCT 27, 2023

<https://dairynews7x7.com/business-strategy-needs-to-factor-in-war-impact/>

Nestle India’s CMD, Suresh Narayanan, has stated that the war in West Asia will bring challenges for businesses,



including the impact on commodity inflation. Narayanan also highlighted the importance of penetration-led volume growth and cost efficiency management as key strategies for the company. While inflation has decreased, Nestle does not see a strong case for rolling back price hikes. The company will focus on the growing Indian middle class, which is expected to reach 700 million people in the next few years.

The war in West Asia will bring its own set of challenges and businesses will have to factor in its impact as they chart their growth strategies, said [Nestle](#) India CMD Suresh Narayanan.

“The Russia-Ukraine one has now become a little bit old... it has been around for about two years. The latest conflagration in the [Middle East](#) and its manifestations... of what can happen to geopolitics is anybody’s guess.

All of this is clearly going to have its own challenges as far as the organisation and society and India is concerned, which is something, that we have to factor in as we look at the further course of our business,” Narayanan said at the company’s meeting with analysts and institutional investors on Wednesday.

The escalation of war, for instance, could have a bearing on commodity inflation, Narayanan indicated. For Nestle India, portions of the commodity basket in terms of pricing are still of concern.

“If you look at the pace-(in) 2020-2021, inflation put together was less than in 2022. The one concern today is really green coffee. Packaging is stable but it’s up in the air in terms of the Middle East issue and what happens to oil... it’s an oil derivative in any case. Wheat is so far stable, there’s been a 7% escalation in the minimum support price that has been announced, that will get factored in but hopefully that’s something that the company can absorb. It is not something that will kill us. Everything else seems to be otherwise okay,” Narayanan said, adding that penetration-led volume growth will continue to be the company’s core growth strategy.

“In all the turmoil that we are going through and that we will go through, penetration-led growth will not fall off even for a day. We all know that volumes lead to organic growth and

not the other way round. So, penetration-led volume growth, strong cost and efficiency management (will be the focus) because in the context in which we are, this is going to play an important role.”

Even as inflation has come down, the FMCG major does not see a strong case for a roll-back of the price hikes, which it undertook across large parts of its portfolio last year.

“The pace of increase in prices has come down but that doesn’t mean that it is a decrease. Milk prices are up but the pace of increase in milk prices has come down. While inflation has come down, prices of these commodities are already at a fairly high level. So, the differences

are purely marginal to be talking about any distinct roll back,” Narayanan said.

“If inflationary trends continue, discretionary budgets will be under pressure. Therefore, we are trying to put in bridging price packs to be able to take care of it.”

Going ahead, Nestle will sharpen its focus on the growing Indian middle class. The market opportunity is big and the addressable size of the cohort for the firm is some 487 million people. “This will go up to 700 million in the next couple of years and it might become the consuming class by 2030. This consuming class is our focus. The primary bread and butter of this company will come from this 487 million people.”

Uttar Pradesh’s first ‘Mother’s Milk Bank’ opens in Agra

OCT 26, 2023

<https://dairynews7x7.com/uttar-pradeshs-first-mothers-milk-bank-opens-in-agra/>



Aiming to ensure that every newborn receives breast milk, which is pivotal for immunity, Uttar Pradesh’s first ‘Mother’s Milk Bank’ was opened in Agra on Tuesday.

This facility will collect, screen, pasteurise and distribute human milk to needy mothers who are unable to lactate, which will help their children grow healthy and protect them from infection.

Senior health officials in Agra called upon lactating mothers to donate breast milk to the bank, in addition to breastfeeding their babies.

The officials stated that the lactarium would provide life support to children deprived of their mother’s milk.

Any lactating mother can contribute the remaining breast milk after feeding her baby to the Mother Milk Bank. The donors can fill the milk in a stainless steel container and keep it in the refrigerator. Then, it can be carried in a cool bag containing dry ice to bring it to the bank. The milk will be screened in the bank to ascertain whether the donor mother is suffering from any kind of disease. After testing, the milk will be cleared for distribution.

Chief Medical Officer Dr. Arun Srivastava said that the opening of the milk bank is a “significant achievement” toward ensuring the immunity and healthy upbringing of children.

Senior public health expert Deepak J Dawe, who was involved in the establishment of the human milk banks in India, said that mother’s

milk can be stored safely and used for a year when kept at minus 20 degrees in the freezer.

He, meanwhile, noted that women from the upper strata of society remain unwilling to donate breast milk compared to people from low-income groups.

Breast milk banks are viewed as a vital part of the healthcare system, and they play an important role in supporting the health and well-being of babies and families.

When roads and markets turn bullish: stray cattle harm people

OCT 26, 2023

<https://dairynews7x7.com/when-roads-and-markets-turn-bullish-stray-cattle-harm-people/>



Over the years, many people have been injured by cattle at Triplicane. The issue is not specific to one locality. Complaints have also come in from Koyambedu and surrounding areas like Arumbakkam, apart from Thiruvanmiyur, Mylapore, and Nungambakkam

In Triplicane, nearly every resident has a story to tell about nightmarish encounters with cattle on the streets. Even as the Greater Chennai Corporation claims to have intensified action to curb the menace, members of the public maintain that they can still see cows on the streets.

After an elderly person with disability was recently gored by a cow on Car Street (Theradi Veedhi) in Zone 9 in Triplicane, roughly 10 women of Brindaranya Kshethram Kuzhu and Sri Parthasarathy Adigalar Kuzhu wrote to the D3 Ice House police. They said, "Over the years, many people have been injured, especially on the four Mada Streets where more than 15 cows can be found loitering. The women are particularly worried because they often visit the Parthasarathy Temple, where many have been attacked. Many offer the cattle bunches of spinach. Those who feed the cows should go

to their premises instead of offering them food on the road."

As the women assembled close to the temple on Thursday, they pointed at the two-wheelers zooming past them while a Corporation vehicle meant for transporting stray cows and a Greater Chennai Police patrol entered the street. "Those are the cow-owners rushing to tie down or take away the cows. This is very common here," said Sudha, a member of the associations. Another resident claimed that seven deaths from cow attacks have happened in Triplicane. The very next day, a resident of Sunkuwar Street was injured in an incident involving a stray cow.

A tough task

A cow-catcher said that catching these animals was a tough task. But after they were caught, the owners often followed and blocked the vehicles going to the Corporation cow pound in Zone 6 in Perambur. "A few plead with us to free their cows, but most of them threaten and even abuse us," he said. According to the Corporation data, there are 25 cow-catchers employed in the city under the National Urban Livelihoods Mission (NULM).

Corporation Commissioner J. Radhakrishnan said the cow that attacked an octogenarian was sent to a depot at Kancheepuram the next day and a police case was booked against the owner. He said, "Recently, we caught over 10 more cows in Triplicane in both Zones 9 and 10. The exercise of removing cattle must be constantly followed up, but the civic body is also facing shortage of workers. The zonal council chairpersons and authorities have been instructed to monitor the situation."

The issue of stray cattle is not specific to Triplicane. Complaints have come in from Koyambedu and surrounding areas like Arumbakkam, apart from Thiruvanmiyur, Mylapore, Nungambakkam, St. Thomas Mount and Ambattur.

Jayanthi has been a resident of Valmiki Nagar at Thiruvanmiyur for 30 years. "This issue has been reported often. At peak hours, around 14 cows would stand in the middle of the road. Pedestrians, especially after the recent incidents, fear walking the streets. After Mr. Radhakrishnan took cognisance of the issue, the menace has come down, compared with last year. Residents have requested small-scale cow-breeders to have their cows roam on the beach at early hours. But large-scale breeders refuse to do so."

A resident of Mylapore said the problem plagued Mada Streets, near Chitra Kulam, and the markets around Sri Adi Kesavaperumal Temple and Sri Madhavaperumal Temple. "The main issue is that the animals defecate on the roads, which is a nuisance for two-wheeler drivers and pedestrians. The issue persists at

Koyambedu, too, where one can find buffaloes... Buffaloes move at their own pace and this causes traffic jam quite often," she said.

Plea for grazing space

Muthukrishnan, 40, a cow-owner in Koyambedu, said that roughly 400 people were rearing cattle in and around the market area. "We have to let the cows roam around, not keep them tethered all day long. I own 20 cows, which are tethered under the flyover at Kalliamman Koil Junction. Similarly, many tether their cattle near the Metro Rail station, Koyambedu Junction or even at a few places inside the market. We have requested the Corporation to allot us grazing space as we cannot afford to buy land; we can't give up our cows either because it is our livelihood. Of the ₹50,000 I earn a month, ₹30,000 goes towards maintenance. If they [the Corporation] seize our cattle, the families of those appointed for grazing and feeding our cows will also be affected."

"So far, we have also identified 227 repeat offenders who will be fined ₹10,000. The number will be more, but an audit has begun. Open grazing means the cows also consume plastics, besides the vegetable and fruit waste, which may affect the milk they yield," said Dr. Radhakrishnan.

"In 2019, surgeons of Tamil Nadu Veterinary and Animal Sciences University (TANUVAS) in Vepey removed 52 kg of plastics from the intestines of a stray cow brought from Thirumullaivoyal on the outskirts of Chennai. We also found untreated medical issues in the impounded cows at a recent inspection," he said.

Shreeja women FPO & Dr Meenesh shah earns global laurel

OCT 22, 2023

<https://dairynews7x7.com/shreeja-women-fpo-dr-meenesh-shah-earns-global-laurel-world-dairy-summit-chicago/>

This is the first channel dedicated to dairy-related news from India and abroad. It will cover top seven dairy news from last seven days. The news will be aired on every Sunday. The channel will have expert interviews, market and technical analysis and a lot more sections very soon. You may share in comments about the news on which you would like to have detailed information. We shall be creating detailed news feature on the same. Top seven news from the last week are as follows :

<https://youtu.be/qPPmHpgjEZ8>

1. Women dairy farmers organisation Shreeja earns global laurels

2. NDDB chairman Dr Meenesh Shah appointed on IDF Board

3. Amul makes a splash in New York's Times Square

4. Parag Milk Foods appoints former Amul MD Rahul Kumar as COO

5. Yogi inaugurated Dairy Project of Gyan Dairy in Gorakhpur

6. FrieslandCampina and McDonald's -slash GHG emissions in dairy

7. GDT: Dairy prices rise for the fourth time in a row

Uniform price of Aavin dairy products sought for Nilgiris residents

OCT 25, 2023

<https://dairynews7x7.com/uniform-price-of-aavin-dairy-products-sought-for-nilgiris-residents/>

The Coonoor Consumer Protection Association has appealed to the management of Aavin to sell milk and other dairy products in the Nilgiris district at prices affixed across Tamil Nadu.

S. Manogaran, president of the Coonoor Consumer Protection Association, said the dairy products in the Nilgiris, including milk and curd, were being sold at prices at a much higher cost than in the rest of the State. He said that when he contacted Aavin officials in the Nilgiris inquiring about the discrepancy, he was told that production costs of dairy products in the Nilgiris was higher due to the transportation costs associated with bringing milk to the Nilgiris from the surrounding districts.

He said that half a litre of curd, which costs ₹35 in Mettupalayam in Coimbatore, was being

sold at ₹43 in the Nilgiris. "The transportation costs do not necessitate such a huge disparity in prices, and there is no clarity as to whether the prices are fixed by Government Order," said Mr. Manogaran.

He added that the distance from Mettupalayam to the Nilgiris is only 30 kilometers and that the district's residents are having to suffer the effects of the unfair pricing system. Mr. Manogaran said that the government should immediately look into the pricing of dairy products in the Nilgiris and issue clarifications as to why Aavin is charging higher prices in the Nilgiris.

They should also ensure that prices fixed for products are uniform across the State, to ensure that one district's population is not unfairly treated, he said.

Cooperative export body NCEL gets ₹7,000 crore orders:Amit Shah

OCT 24, 2023

<https://dairynews7x7.com/cooperative-export-body-ncel-gets-%e2%82%b97000-crore-orders-so-far-to-share-profit-with-member-farmers-amit-shah/>

Cooperation Minister Amit Mr. Shah on October 23 said the newly established National Cooperative for Exports Ltd. (NCEL) has bagged orders of ₹7,000 crore so far.

Mr. Shah, who launched the new logo and website of NCEL in New Delhi, said the cooperative will ensure that benefits of exports reach member farmers of cooperatives and will share with them about 50% of the export profit over and above the minimum support price.

“Currently, NCEL is operating from a temporary office. We are recruiting staff. So far, we [NCEL] have received orders worth ₹7,000 crore...,” the Minister said addressing a national symposium.

NCEL will not only focus on making profits from exports but also handhold farmers to manufacture products for the export market. It will also share profit with the member farmers of cooperatives, he said.

NCEL will purchase the commodities to be exported from member farmers at the MSP. Out of the total profit the NCEL earns from the exports, about 50% of it will be transferred directly into the bank accounts of member farmers. The profit will be over and above the MSP, he said.

Mr. Shah also distributed membership certificates to five NCEL members at the symposium

being organised at the Pusa complex in New Delhi.

Speaking on the occasion, Union Commerce Minister Piyush Goyal said the creation of NCEL will give a fillip to exports and contribute to the country’s growth and rural transformation.

The cooperative sector can tap the export potential as there is a growing thrust on India at the global level, he said.

The Minister also added the cooperatives should focus on manufacturing quality products for the export market that comply with international standards.

Minister of State for Cooperation Minister B.L. Verma, Cooperation Secretary Gyanesh Kumar and NCEL chief Pankaj Kumar Bansal were also present at the event.

NCEL, which was registered under the Multi-State Co-operative Societies Act on January 25 this year, has an authorised share capital of ₹2,000 crore and those cooperative societies from the level of primary to apex interested in exports are eligible to become its members.

It aims to focus on exporting the surplus available in the Indian cooperative sector by accessing wider markets beyond the geographical contours of the country.

There are about 8 lakh cooperative societies in the country with over 29 crore members.

Purabi Dairy to release Rs 1.47 cr additional price to dairy farmers

OCT 23, 2023

<https://dairynews7x7.com/purabi-dairy-to-release-rs-1-47-crore-additional-procurement-price-to-dairy-farmers-of-assam/>

The North Eastern Region's largest dairy cooperative, Purabi Dairy, announced on Friday that it would release Rs 147.91 lakh as an additional milk procurement price to the farmers of the state.



West Assam Milk Producers' Co-operative Union Ltd (WAMUL), which operates the Purabi brand, informed that the decision will benefit thousands of dairy farmers as it will significantly boost their income.

“WAMUL is pleased to inform all its esteemed milk producers that an additional milk price amounting to Rs 41.29 lakh will be distributed to the milk producers who were associated with WAMUL for FY 2022-2023. Further, an additional milk price amounting to Rs 106.62 lakh will be distributed to the milk producers associated with WAMUL for the period of April to

August 2023,” the Guwahati-based dairy cooperative said.

The decision will go a long way in strengthening the rural economy, giving extra benefits to the 25,000-strong network of dairy farmers in the state.

The move, during the festive season, will encourage the farmers to adopt scientific dairying techniques, thus helping the mission of Aatmanirbhar Bharat, as envisioned by Prime Minister Narendra Modi.

Purabi Dairy has consistently played a pivotal role in the state's rural revolution, furthering the vision of Assam Chief Minister Himanta Biswa Sarma.

Alongside empowering the farming community, especially the women farmers, the cooperative has expanded its product range and ventured into new markets, ensuring sustainable growth and prosperity for both farmers and consumers alike.

As the cooperative continues to innovate and support the state's agricultural landscape, it stands as a beacon of progress, embodying the spirit of a thriving Aatmanirbhar Assam

Banas Dairy to invest Rs 2,100 crore in Gujarat, signs MoU

OCT 23, 2023

<https://dairynews7x7.com/banas-dairy-to-invest-rs-2100-crore-in-gujarat-signs-mou/>

Banas Dairy, the biggest dairy of Gujarat, Saturday said it planned to invest Rs 2,100 crore in the state, stated an official release.

A Memorandum of Understanding (MoU) in this regard will be signed by Banas during the Vibrant Gujarat summit held during January 10-12 next year. These investments are expected to create 1,094 new jobs, the release added.

Announcements in this regard were made at a pre-Vibrant Gujarat summit held in Banaskantha where Banas Dairy chairman and Gujarat Assembly Speaker Shankar Chaudhary was present.

At the pre-Vibrant Gujarat summit, 21 industrial units had pledged investments worth Rs 383 crore by signing MoUs with the state government.

Dodla Dairy's Q2 Earnings: An Insight into India's Dairy Industry

OCT 23, 2023

<https://dairynews7x7.com/dodla-dairys-q2-earnings-an-insight-into-indias-dairy-industry-and-economy/>

In the bustling chaos of India's dairy market, Dodla Dairy emerges as an exemplar of resilience, demonstrating a commendable financial performance in the second quarter of the fiscal year. In a country priding itself as the world's largest milk producer, Dodla Dairy's robust earnings resonate with the potential of India's dairy industry, an often-understated cornerstone of the nation's economy.



Dodla Dairy's Q2 report boasts an increase across all significant financial metrics. The company's net profit rose by 10.7% year-on-year to Rs 43.6 crore (\$5.8 million), while its revenue grew by 10.4% to Rs 767.7 crore (\$103 million). The Earnings Before Interest, Taxes,

Depreciation, and Amortization (EBITDA) also jumped by 19.2%, reaching Rs 70.1 crore (\$9.4 million), and its margin improved from 8.5% to 9.1%. This robust performance, achieved amidst the uncertainty of the COVID-19 pandemic, underscores Dodla Dairy's ability to adapt to shifting market dynamics and tap into the burgeoning consumer demand for dairy products. Despite the challenges, Dodla Dairy has held its growth trajectory, delivering strong results that resonate far beyond the financial spreadsheets.

A Strategy of Expansion and Efficiency

The increase in Dodla Dairy's net profit can be traced back to a two-pronged strategy: expansion and efficiency. The company has successfully broadened its customer base and increased its market share by nurturing relationships with retailers and distributors, allowing it to penetrate new markets. Simultaneously, Dodla Dairy has honed its cost management and operational efficiency. Through cost optimization measures, supply chain streamlining,

and technology investments, the company has increased productivity, thereby boosting its profit margin. Further fueling its revenue growth is Dodla Dairy's vast range of offerings. From milk, curd, butter, and ghee to ice cream, Dodla Dairy caters to the diverse needs and preferences of consumers. It has also capitalized on the growing trend of health and wellness, introducing low-fat and organic milk products to cater to health-conscious consumers. This strategic product diversification has helped the company stay ahead in the competitive market.

Significance Beyond the Numbers

While Dodla Dairy's Q2 performance is impressive in its own right, it also mirrors the potential of India's dairy industry. As the world's largest milk producer, India's demand for dairy products is set to surge, driven by increasing population, rising disposable income, and

evolving dietary preferences. Dodla Dairy, with its strong market position, is poised to capitalize on this growth. Moreover, Dodla Dairy's financial results coincide with the upcoming Q2 reports of several major players in India's banking and financial sector, including ICICI Bank, Kotak Mahindra Bank, Yes Bank, IDBI Bank, and RBL Bank. The combined insights from these reports will provide a comprehensive snapshot of the current state of the Indian economy, revealing the resilience of its key sectors and the potential for future growth. In conclusion, Dodla Dairy's Q2 performance offers more than just a testament to the company's resilience and strategic acumen. It also illuminates the potential of the Indian dairy industry and provides valuable insights into the broader economic landscape. As such, it serves as a beacon for investors and analysts alike, guiding their understanding of India's economy and informing their investment strategies.

Aavin to augment milk procurement, says Mano Thangaraj

OCT 21, 2023

Tamil Nadu dairy development minister Mano Thangaraj has said that the government has initiated a series of measures to augment milk procurement through Aavin. Speaking to reporters in Coimbatore after a meeting with dairy development department officials on Thursday, Mano Thangaraj said that as part of the measures to scale up procurement, Aavin was extending loans to more than two lakh dairy farmers. This would enable dairy farmers to increase milk production and in turn procurement by Aavin.

Denying reports that there was a fall in milk supply by Aavin, he said Aavin was ready to supply as much milk demanded by the market. He said the sale of milk through Aavin has increased by 8% this year, he said. "It's a blatant lie to say Aavin milk is in short supply," he said.

The government was meeting all the demands of dairy farmers one after the other. Dues are being settled to farmers once in 10 days, he said. Similarly, the procurement price has been fixed based on the quality of the milk unlike standardised procurement price paid in the past, he said.

He said efforts are also underway to encourage educated youth to foray into dairy business by providing them financial assistance to set up small cattle farms. They would be trained in dairy farming and marketing through Aavin officials. The department is also offering skill development training for Aavin personnel. To a query, he said the quality of Aavin milk packets was being improved after complaints from certain quarters that there were leakages. Even as Aavin was enhancing its sales and profit, the cooperative was also cutting cost by way of minimising electricity consumption, he said.

Vinamilk Expands into the China's Thriving Dairy Market

OCT 20, 2023

<https://dairynews7x7.com/vinamilk-expands-into-the-chinas-thriving-dairy-market-with-key-partnerships/>



Vietnam's leading dairy brand [Vinamilk](#) is making significant strides in China's dairy market. The company proudly announces a cooperation memorandum with leading Chinese partners during the Hanoi investment, trade, and tourism promotion conference in Guangzhou on September 26th, 2023.



Vinamilk's durian yogurt products are being researched and produced specifically for the Chinese market

Prior to this collaboration, the Chinese partners visited Vinamilk's facilities in Vietnam, and expressed trust in Vinamilk's capabilities after sampling Vinamilk's products tailored for the Chinese market. This remarkable partnership sees Vinamilk producing customized yogurt products, tailored to meet the Chinese market's quality standards and preferences. Concurrently, Chinese partners will oversee importation, distribution network, regulatory compliance, and trade promotions.

"Yogurt holds a vital place in the Chinese consumers' diet. Since the protocol allowing the export of Vietnamese dairy products

to China was established, I've been eager to collaborate with Vinamilk to introduce the brand's yogurt products to China," said Ye Canjiang, Chairman and General Manager of Guangzhou Jiangnan Fruit and Vegetable Wholesale Market Management Company Limited, the leading wholesale market management company in Guangdong. Another partner, who is expert in food import and distribution and plays a pivotal role in establishing the presence Ong Tho (Vinamilk's sweetened condensed milk) in China, also conveyed their trust in this collaboration.

"Yogurt has stringent storage requirements and short shelf-life," Vo Trung Hieu, Vinamilk's International Business Director, emphasized. "With this collaboration, we can significantly reduce the time it takes for Vinamilk's yogurt products to reach consumers while ensuring optimal preservation conditions. I firmly believe that Vinamilk's yogurt products will swiftly reach the world's most populous market and receive a positive reception."

China stands as the world's largest import market for dairy products, with 3.897 million tons valued at [USD13.36 billion](#) imported in 2021. Yogurt ranks among the fastest-growing segments in the Chinese dairy industry, expected to reach [USD73 billion](#) in sales by 2029 with annual growth of 15% from 2023 to 2029.

Vinamilk's yogurt products adhere to ISO 9001:2015 International Quality Management

System and FSSC 22000 standards. Produced through thermal pasteurization and natural fermentation, they contain no preservatives, and ensure safety and hygiene. Beyond traditional yogurt products, Vinamilk continuously launches innovative offerings and achieves prominence in the domestic market. All products conform to international standards such as ISO 9001:2015, FSSC 22000, BRC, ISO 17025, Halal, Organic EU, and Organic China. To date, Vinamilk's cumulative export turnover exceeds USD3 billion.

About Vinamilk

Founded in 1976 in Vietnam, Vietnam Dairy Products JSC (Vinamilk) is the leading national dairy company specializing in dairy and nutritious products. Vinamilk manages 15 farms and 17 factories supplying up to 250 SKUs in the product portfolio and has exported to nearly 60 countries and regions. The dairy brand is currently among the Top 40 largest dairy companies and the sixth most valuable dairy brand worldwide.

Shastri-Kurien, and the White Revolution: Dairy-Efficient India

OCT 20, 2023

<https://dairynews7x7.com/october-shastri-kurien-and-the-white-revolution-making-india-dairy-efficient/>

When people talk of profound change and transformation, they often associate it with big pronouncements, highly publicised policy decisions with all the bells and whistles, and the



usual dose of hype. But the transformation that enriches the lives and livelihoods of tens of millions of citizens often happens without fanfare.

An unpublicised and largely forgotten meeting held about 60 years ago is a classic example of this. [Lal Bahadur Shastri](#) was elected as the Prime Minister of India after the death of Jawaharlal Nehru in May 1964. Despite 17 years of independence, India continued to face chronic and persistent shortages of food and milk to feed its malnourished masses.

Belonging to a family of farmers, Shastri was keen to find solutions to resolve this perennial crisis. One initiative being pioneered in Anand in the Kheda district of Gujarat fascinated Shastri no end.

There, a farmer's milk cooperative managed by a technocrat V Kurien had miraculously transformed the lives of cattle farmers whose average incomes had multiplied. In the process, the region also saw milk shortages become a thing of the past.



When Shastri Met Kurien

So, when Shastri was invited to inaugurate a cattle feed plant at Anand in October 1964, he gladly accepted. His private request to the Gujarat Chief Minister Jivraj Mehta was: a night secretly spent with a farmer in Anand and a

one-on-one meeting with V Kurien, General Manager of the cooperative dairy.

Kurien accompanied Shastri as he quietly moved around villages in Kheda interacting with farmers. One farmer was astonished when he found that his “fellow farmer” PM Shastri would spend the night in his house. Locals in the village still talk of that night almost as if it is part of folklore.

In the one-on-one meeting with Kurien the next day, Shastri said he wanted Kurien to become the chairman of the National Dairy Development Board and replicate the Anand cooperative model across the country.

Kurien had two conditions: he would continue to be an employee of the Anand cooperative and the headquarters of NDDDB would have to be in Anand with no interference from Delhi bureaucrats.

Another former technocrat P S Deodhar has described the meeting in a write-up for the magazine MoneyLife: “Once in the privacy of his chamber, Shastriji expressed his surprise about what he had witnessed the previous night. He said, “I am wondering about your success in Anand. I met hundreds of your farmers and visited their homes...Kurien said: As a professional manager, my job is not to just deliver what they want, but also to bring in techniques and technology that help us to be efficient in what we do. We are still making efforts to improve our performance.” ...Shastriji said, “But in our milk co-operatives too, we have put competent and experienced officers from the IAS. In spite of this, nowhere do we see similar success. In what way are you different?”

Kurien was frank in saying, “Sir, in Kheda, I am the employee of the farmers. If I fail, they can fire me. In other cases, the farmers are the subjects of the government official controlling their society.” Shastri agreed to the conditions set by Kurien and the rest, as they say is history.

The Onset of the White Revolution

According to data released by the global body Food & Agriculture Organisation in early, India, accounting for 16% of the world population contributed 24% of the total global milk production. It also happens to be the largest producer of milk and dairy products in the world.

When Shastri had met Kurien about 60 years ago, India was dependent on milk powder delivered as aid by countries like Sweden. Back then, India produced about 20 million tons of milk. Today, it produces about 222 million tons of milk. The rise has been both steady and spectacular.

In that context, the White Revolution that transformed dairy farming in India owes its success to the pioneering technocrat V Kurien and the “humble” yet far-sighted prime minister Lal Bahadur Shastri who facilitated the formation and operations of NDDDB without bureaucratic interference from Delhi.

As the accompanying chart shows, the White Revolution started really taking off in the 1980s, just like the Green Revolution. Without a shadow of a doubt, the milk cooperative movement is one of the most successful cooperatives in India; perhaps even the world. Sugarcane is another agricultural crop with a large presence of cooperatives. But it is dominated by political lobbies and families and riddled with scams.

The Rise of Amul

The most telling testimony to the success of the Anand model of dairy cooperatives is the iconic brand Amul. The brand was actually “launched” even before independence in 1946. But it was after the formation of the NDDDB in 1965 and the Gujarat Cooperative Milk Marketing Federation that the brand really took off. In 2022-23, GCMMF Ltd that controls the Amul brand reported a sales turnover of Rs 72,000 crores which works to be about USD 9 billion.

Numerous analysts and commentators have studied the success story of Amul to find out

what makes it so enormously successful. The reasons are simple. The cattle and the milk are owned by farmers who sell it to the cooperative without any middlemen being involved. The farmers elect their representatives who run the cooperatives. But the key factor is that the commercial aspects of the dairy business are run independently by professional managers just like they do in any private sector entity.

There is a lot of traditional politics in elections in hundreds of cooperatives that contribute milk for Brand Amul. But mercifully, the “business’ is run by professional managers without interference from politicians or bureaucrats. The success of Amul has triggered similar success stories like Mother Dairy and many other state-level cooperatives.

The phenomenal success of the White Revolution also reveals a well-known secret that is not highlighted as much as it should be. It is about scientists and technocrats being given free rein without too much interference from Delhi. One classic example is ISRO. Scientists in the organisation have been facilitated by prime ministers since the times of Nehru. But they have mostly worked without having to follow the diktats of some “babu” sitting in Delhi. No wonder, it is hailed as a global success story even before the success of the Chandrayaan and Aditya missions.

Yet another example is the Delhi Metro. Technocrat E Sreedharan was given a free hand by the powers that be. Thanks to the passion and zeal of the team of technocrats and engineers led by him, Delhi Metro is now the largest metro service in India (not counting the old Mumbai local train services) with six million commuters using it every day.

When Technocracy Elevates Bureaucracy

Even in transformative programs completely controlled by the government, a touch of “technocratic” passion makes things happen.

Parameswaran Iyer was an IAS officer who was a tad different from his fellow bureaucrats. He

worked as a rural sanitation specialist for a global body in the first decade of this century, “ignoring” his duties as an IAS officer.

When he was served a notice by the then regime, Iyer resigned and joined the World Bank as a rural sanitation expert. After PM Narendra Modi launched the Swachh Bharat mission, he invited Iyer to lead the effort. Iyer decided to give up life and time spent with family in the United States and agreed. We all know what a phenomenal success he achieved.

There have been many more success stories. But if you want to single out the two most significant ones India has recorded since 1947 are the White and Green Revolutions. The latter was perhaps, more significant because it permanently erased famine. Incidentally, Lal Bahadur Shastri played a key role even in kick-starting it.

When he became PM in 1964, India was hopelessly dependent on food aid from the United States and other countries like Canada. That is because agricultural output, particularly rice and wheat, was so low that it simply wasn't enough to feed all Indians.

The last “famine” that tormented India was in 1965-66 when between 50,000 to 200,000 citizens died of starvation. Shastri had persuaded an old-school Congress leader C Subramaniam to handle the Agriculture Ministry and seek urgent solutions to the perennial food crisis. CS, as he was known, found out that a 40-year-old genetic scientist with a degree from Cambridge University had abandoned his “global dreams” and was working on new rice and wheat varieties as a scientist at the Indian Agricultural Research Centre. His name was MS Swaminathan, the miracle man of India who recently passed away.

MS convinced CS that India must import and cultivate new seed varieties of wheat that were developed by an American scientist Norman Borlaug. Shastri gave a green signal without any hesitation.

Luckily for India, this massive push to acquire new technology continued under Indira Gandhi as prime minister after Shastri died suddenly in January 1966. But the authors do have

an opinion. Shastri is just one of numerous towering Indians who have not been given due credit for their transformational impact on India.

Parag Milk Foods appoints former Amul MD Rahul Kumar as COO

OCT 19, 2023

<https://dairynews7x7.com/parag-milk-foods-appoints-former-amul-md-rahul-kumar-srivastava-as-coo/>

Parag Milk Foods Limited, a manufacturer and marketer of dairy-FMCG products, has announced the appointment of Rahul Kumar Srivastava as the Chief



Operating Officer of the organization. He served as the Managing Director of Lactalis India, a division of the world's largest dairy conglomerate, for over a decade. Additionally, he held the position of Managing Director at Amul for more than ten years. With over three decades of dairy experience, he is a well-known industry veteran who has made substantial contributions to the business.

“With extensive expertise in managing significant procurement operations and a deep understanding of innovative approaches to enhance yields through close collaboration with farmers, while ensuring sustained quality, Srivastava stands as an industry leader. His presence is poised to be instrumental in Parag Milk Foods’ journey toward a new era of leadership and growth. Having been a pioneering force in establishing and maintaining organized brands within a sector primarily dominated by regional and unorganized entities, he is well-po-

sitioned to unlock the vast potential of the organized Indian market demand for Parag Milk Foods,” stated a press release.

In his previous roles Srivastava has left a prominent mark with his unwavering commitment, strategic acumen, and innovative thinking. His keen insight and vast knowledge have consistently driven efficiency improvements, fortified brand sustainability, and elevated the consumer experience.

On this development, Devendra Shah, Chairman, Parag Milk Foods Ltd, said, “Rahul Kumar’s exceptional expertise and unparalleled proficiency in the Dairy realm align perfectly with Parag Milk Foods’s vision. His ability for blending traditional strategies with contemporary innovations is exactly what we need in these ever-evolving times. He will help in leading our strategy for profitable growth and also pursue the market opportunities associated with the dairy- FMCG sector and growing global nutrition demand. We are confident that with his leadership, the company will continue to deliver sustainable higher business growth.”

Srivastava’s educational background is equally impressive, having earned his engineering degree from the esteemed Indian Institute of Technology (IIT) in Roorkee. He continued his academic career after completing postgraduate studies at the Institute of Rural Management, Anand (IRMA).

Yogi inaugurated Dairy Project of Gyan Dairy in Gorakhpur

OCT 19, 2023

<https://dairynews7x7.com/yogi-inaugurated-dairy-project-of-gyan-dairy-in-gorakhpur/>

On October 16, 2023, Chief Minister Yogi Adityanath inaugurated the milk and milk products project of Gyan Dairy in Gida of Gorakhpur district. Along with this, the Chief Minister also honored 5 women associated with the dairy industry.

Key Points:

- This dairy plant of Gyan Dairy is being set up as CP Milk and Food Products Pvt. Ltd. The cost of this project, spread over an area of 20067 square meters, is Rs 114 crore.
- With this, 1 lakh cattle rearing families will get the benefit of direct connection. This will directly provide employment to 300 people. 1500 other people will get indirect employment.
- Various products will be made from this milk, which will provide direct employment to 1 lakh families. Along with this, crop residues, chaff, sugarcane, mustard etc. will also be sold to the farmers for nutritious food required for cows and buffaloes and they will get a fair price.
- Under this project, milk producer cooperative societies will be formed in Gorakhpur and Basti divisions.
- 5000 milk collection centers will be established in Gorakhpur, Deoria, Kushinagar, Basti, Sant Kabirnagar and Siddharthnagar districts. This will provide direct and indirect employment to 1800 people.
- 5 lakh liters of milk will be consumed daily in this project. Out of this, 3 lakh liters of milk will be packaged and various milk products will be prepared from 2 lakh liters of milk. For this, contracts will be signed with 1 lakh farmers and cattle herders for milk supply.
- Source : Drishti IAS Oct 18th 2023

Milk to Mastery: GK Dairy's Dedication to Premium Dairy Products

OCT 19, 2023

<https://dairynews7x7.com/from-milk-to-mastery-gk-dairys-dedication-to-premium-dairy-products/>

The GK Dairy Foundation has steadily focussed all its efforts on the noble goal of offering nutritious and nourishing milk since its inception. This renowned establishment is motivated by a shared objective to promote healthier living in every home it touches. When it first opened its doors as a cutting-edge dairy factory in the Thanjavur District, it sets out on a mission to provide its customers with pure, unprocessed whole milk. GK Dairy has steadily progressed since its start, establishing itself as a dependable supplier of not just milk but also a varied range of dairy products such as curd, butter, ghee, paneer, and milk-based sweets.

The Inception of Excellence:

A forefront dairy processing facility was established in 2001, laying the seeds of innovation. At this point, the renowned Tamil Milk brand also had its start and currently is considered a top supplier of cow milk in Kumbakonam, Tamil Nadu. Their position as a one-stop shop for dairy requirements was cemented by the brand's rapid popularity, which opened the door for a variety of dairy products including curd, butter, and ghee. As they headed along, a network of distributors was essential to maintaining the freshness that distinguishes the products and ensuring appropriate cooling methods.

K Thiyagarajan, Executive Director, G K Dairy: "In the last decade, the company has constantly been growing at about an average of 10 to 15 per cent and this has been possible because of the development of dairy farming and bringing in new entrepreneurs into the industry which has shown a significant growth of improved quality in milk and other dairy products. With the help of farmers and a peculiar procedure in every city we have a plant, we use

marked processing technique with special filters for our milk products, which enhances the shelf life of the milk with special aroma."

The Genesis and Growth:

What started as a simple door-to-door milk delivery service in the 1970s has evolved into a modern dairy empire. GK Dairy's unwavering commitment to quality and strong customer connections worked as its constant regard throughout all stages of development. The concept of the company is profoundly linked with the values of farming through the efforts of the founder and managing director of GK Dairy, Mr G Kannan, who comes from a long family of farmers. Growing up in an agricultural household, Mr G Kannan supported dreams of being a successful entrepreneur in a sector where he was already familiar with. In 1973, Mr G Kannan and his two brothers founded G K Paal Pannai with limited resources and limitless determination. Their business approach was straightforward but effective: buy fresh cow milk from nearby farms and distribute it to the nearby communities in old-fashioned milk cans. As demand increased, the business extended its reach to include the towns of Kumbakonam and Mayiladuthurai, continuing its increasing trend.

The Uniqueness of Tamil Milk:

At the heart of the enterprise lies an unwavering commitment to unparalleled quality. This commitment is shown in paying close attention to the partner cows' wellness, resulting in the highest-quality milk being produced. In order to guarantee the sanitary integrity and quality of the milk, a thorough inspection routine is used. Their sincere commitment is to provide their esteemed customers with milk that is as fresh as possible and priced reasonably. Tamil Milk distinguishes out as a unique product

since it is unadulterated, pure, organic, and free from any residual toxins. Regardless of whether milk products have flavour or not, they include an exceptional richness of 13 vital elements, including quality protein, calcium, potassium, and vitamin D. With all these nutritional benefits packed in every product, Tamil Milk offers a striking cost-effective proposition that defies resistance.

K Thiyagarajan, Executive Director, G K Dairy: "The main goal is to make dairy products available and affordable to the people of the South, and this is being made possible through the concept of franchising and new showrooms."

Evolving Dynamics of the Dairy Sector:

<https://youtu.be/VhEe3m1qvRY>

The dairy industry has gone through its own advances over the past 15 years, moving more and more towards industrial growth. The dairy product landscape has changed from one in which milk, curd, butter, and ghee were the main dairy products to one in which a wide variety of processed milk dairy goods are present. Rural as well as urban areas are also experiencing this shift. Beyond conventional dairy boundaries, a rise in the use of processed milk products has sparked a wave of change.

Within the scope of the sector, raw milk is being transformed into a variety of goods like butter, paneer, kova, sweet burfi and flavoured kova. In addition, it produces important by-products such as buttermilk and ghee. The problem of milk spoiling while being transported to far-off locations loomed big in its early phases. As a result, using Puff insulated trucks to transport milk became a strategic solution, along with thorough training for all dealers engaged in the supply chain.

K Thiyagarajan, Executive Director, G K Dairy: "The products are as fresh as they can be. The day we procure is the day we process and send it across as a packet product in the market. In

the future, our company is working towards introducing new products like flavored milk, milkshakes and icecreams."

Business Opportunities with GK Dairy:

<https://youtu.be/aEAQXr2AZps>

Today, GK Dairy has come a long way opening its doors to new distributors and franchisors. Within the realm of Tamil Milk distribution, it's time to discover exciting business opportunities with a chance to become a franchise partner in Trichy and delve into the thriving dairy industry. Join the Tamil Milk family and savour the benefits of a modest initial investment, a refundable deposit policy, branding, and marketing assistance, tempting profit margins, and an assured income ranging from 25,000 to 1.5 lakh rupees. An alternative is to become a Premium Dairy Product Distributorship. Connect with the brand and benefit from a variety of benefits to elevate your distribution business. Enjoy a no-security-deposit launch, use the brand identity for increased exposure, receive marketing assistance twice a month, and discover your position if you're an established food product distributor.

Benefits of Joining Tamil Milk Distribution

Tamil Milk Distribution Centre is your gateway to dairy success. These two business prospects are ready to be explored, giving both franchise partnership chances for individuals looking to start their own dairy business and customised distribution options for those wanting to market premium dairy goods. Dive into Tamil Milk's universe and reinvent your company's success in the ever-changing dairy industry. You'll have the opportunity to present a wide variety of dairy products, including milk, curd, butter, ghee, paneer, and sweets.

Since the organisation's founding in 2001, GK Dairy Foundation has been committed to offering dairy products of the highest possible quality. The dairy has developed into a beacon of excellence by blending innovation, integrity, and a commitment to nutrition, meeting the

varied palates and dietary requirements of its customers. The dairy industry's larger change towards industrialisation and development is symbolised by its history, which was propelled

by the vision of its founder and MD, Mr G Kannan. GK Dairy is prepared to add to the always changing story of dairy production and consumption as it forges its own path.

NANDINI FROM 1974 INCEPTION TO RS 14,018 CRORE IN 2023

OCT 19, 2023

<https://dairynews7x7.com/nandini-milk-from-1974-inception-to-rs-14018-crore-turnover-in-2023/>

Karnataka Milk Federation's Nandini is not just a brand; it's a legacy. Born as Karnataka Dairy Development Corporation (KDDC) in 1974, it began its journey with the support of the World Bank. Fast forward a decade, and KDDC transformed into Karnataka



Milk Federation (KMF). Over the years, the metamorphosis wasn't just in name but also in stature, outreach, and variety.

At the heart of KMF lie 14 milk unions dotting the expanse of Karnataka. These unions collectively source milk from Primary Dairy Cooperative Societies (DCS). The golden drop then reaches households under the name we all recognise – Nandini. Boasting of over 1,500 members, KMF has seamlessly woven itself into both rural and urban tapestries of Karnataka.

For any resident, Nandini's array of products is familiar and cherished. From the freshness of pasteurised and toned milk to the rich creaminess of ghee and paneer. For the sweet-

toothed, the delights of chocolates and the authentic Mysore Pak beckon. And if you seek refreshment, the buttermilk and curds offer a cool respite. Nandini's journey in the hearts of the people was championed by icons.

The legendary actor Rajkumar, Karnataka's very soul, was the face that told families to trust Nandini. This trust baton was then passed to his son, Puneeth Rajkumar. Beyond Karnataka, the elegance of actress Shriya Saran brought Nandini Good Life Products closer to the neighboring states' homes. Speaking of neighbors, Nandini's success wasn't confined to Karnataka. Maharashtra, Goa, Telangana, Andhra Pradesh, and Tamil Nadu now share the Nandini experience.

This growth story is underlined by numbers. From a humble turnover of Rs 8.82 crore in 1976-77, 2022-23 witnessed a jaw-dropping figure of Rs 14,018 crore. Today, with a net worth nearing Rs 21,000 crore, Nandini stands tall as the country's second-largest cooperative. Nandini is more than milk; it's the embodiment of Karnataka's pride. By prioritising quality and community upliftment, Nandini has not just built a brand but a legacy. As it continues to pour love in every glass, one can only see a shimmering future ahead.

India's Heritage Foods Q2 profit jumps on strong dairy demand

OCT 19, 2023

<https://dairynews7x7.com/indias-heritage-foods-q2-profit-jumps-on-strong-dairy-demand/>

India's Heritage Foods posted a more than 17% jump in its second-quarter profit on Wednesday on strong demand for its milk and dairy products. The dairy producer reported a consolidated net profit of 224.1 million rupees (\$2.69 million) for the quarter ended September 30, compared with 190.5 million rupees a year earlier.

Q2-FY24 Consolidated Financial Performance:

Revenue	EBITDA	EBITDA Margin	PAT
INR 9,786 Mn	INR 471 Mn	4.81%	INR 224 Mn
YoY Growth: 19.9%	YoY Growth: 18.1%	YoY Growth: (8) Bps	YoY Growth: 17.7%

H1-FY24 Consolidated Financial Performance:

Revenue	EBITDA	EBITDA Margin	PAT
INR 19,022 Mn	INR 873 Mn	4.59%	INR 392 Mn
YoY Growth: 16.2%	YoY Growth: 36.9 %	YoY Growth: 69 Bps	YoY Growth: 49.0%

The company's dairy segment, which includes both milk and milk-based products, contributed nearly 96% to the total revenue and rose 19% for the quarter. Earlier this month, analysts at Elara Capital said that they anticipate sustained sales growth in [India's dairy industry](#) as it continues to see an uptick, driven by increasing demand in urban centres.

Q2-FY24 Operational Highlights:

- Average milk procurement was at 1.48 Mn litres per day (LPD), registering a growth of 1% YoY
- Average milk procurement prices increased by Rs. 2.57/Ltr (6.3%) over Q2-FY23 to Rs. 43.22/Ltr
- Milk sales grew by 1% YoY to 1.13 Mn LPD, while average Milk selling prices increased by Rs. 3.90/Ltr (7.6%) YoY to Rs. 54.80/Ltr
- Continued strong momentum of revenue growth from Value added products (VAP) by registering a growth of 18% YoY to INR 2,579 Mn, with overall VAP contribution standing at 26.8%
- Growth in Revenues driven by business expansion in new geographies and channels as well as continued growth in VAP.
- Launched Premium Buffalo Milk with 7% fat in Hyderabad branded "Goodness from Village" celebrating farmers on the pack, and also launched Cow Ghee 50ml & 100ml Jars primarily as a pooja pack, gaining traction in temple markets and in e-Commerce.
- Enhanced distribution reach by adding 437 new distribution points.
- Commissioned processing and packing of Milk of 30KLPD, Curd of 20MTPD and Butter Milk of 5KLPD production facility at B Kothakota Plant in Chittoor district of Andhra Pradesh.

[Heritage Foods](#) reported a nearly 20% rise in revenue from operations to 9.79 billion rupees, which mitigated a 28.57% jump in total expenses to 9.48 billion rupees. Peer [Hatsun Agro Products](#) will report quarterly results on Thursday.

Women dairy farmers organisation Shreeja earns global laurels

OCT 19, 2023

<https://dairynews7x7.com/women-dairy-farmers-organisation-shreeja-earns-global-laurels/>



Women dairy farmers organisation Shreeja earns global laurels, wins award at World Dairy Summit in Chicago, US for Innovation in women empowerment in Dairy sector Indian women dairy farmers a role model for global dairy sector: NDDB Chairman

New Delhi, Oct 17, Keeping the Indian Tricolour high in the arena of World Dairy Summit currently underway at Chicago, Shreeja, an Indian Women Dairy Organisation at the foothills of Lord Balaji temple Tirupati, received the award for Innovation in women empowerment in the Dairy Sector at a grand ceremony in Chicago, the United States last night.

Receiving the award on behalf of an impressive over 120,000 women dairy farmers, Chief Executive Officer of Shreeja Mahila Milk Producer Company (SMMPCL) Jayatheertha Chary "It is the proudest movement for women dairy farmers of the country and the organisation to get the honour on a global platform for empowerment of women dairy farmers."

"It behoves the world's largest women base in the dairy industry for implementing several initiatives and programs aimed at enhancing women leadership and empowering them within the dairy sector," he said.

Currently the company spread across 11 districts of 3 states (Andhra Pradesh, Telangana & Tamil Nadu) with an average milk procurement of 6.5 LLPD and hoping to touch a turnover of

₹1,200 crores this fiscal, he said. "SMMPCL is eyeing at women membership of 2.0 lakh and milk procurement of 10.0 LLPD in the next three years to come," Mr Chary said. Secretary (AHD), Ministry of Fisheries, Animal Husbandry & Dairying, Govt of India, Ms. Alka Upadhyaya was present on the occasion. While expressing her happiness, she said this is the highest award in the world that is bestowed on Shreeja in Dairy sector. She congratulated Shreeja Milk for the achievement, encouraged NDDB and NDDB Dairy Services to continue with the path breaking efforts. Chairman NDDB & NDDB Dairy Services (NDS) Dr Meenesh Shah who got elected to the Board of International Dairy Federation (IDF) as a delegate of the General Assembly, said

"Women have played an integral part in the success of dairying in India and it was only a matter of time before their contributions get acknowledged in the global stage. This year, IDF released its first Women in Dairy report which features 15 case studies from across the globe, of which 4 case studies are of Shreeja, Sakhi, Asha and Paayas, the producer organizations technically supported by us."

NDS has helped facilitated formation of 22 Milk Producers' Organisations, including Shreeja, with focus on women empowerment in the dairy sector with infusion of latest technology, online payment mechanism and enhancing productivity of indigenous breeds of milch animals."

An exuberant Smt. K Sreedevi, Shreeja Chairperson said, “This global recognition and award at the international stage is enthusing and humbling for each of over 1.20 lakh women dairy farmer members and their families and we owe it also to the support provided by the NDDB Dairy Services for taking us where we are today. This will spur us to work harder and expand aggressively in the states where we are operating from.” Totally entities from

173 countries have sent nominations for this award. Shreeja was among the three entities nominated from India for the award besides another all women milk producer company supported by NDS, Asha Mahila Milk Producer Company Limited from Udaipur in Rajasthan and Gujarat Milk and Marketing Cooperative Federation.

Best Business Tips for FMCG Companies

OCT 18, 2023

<https://dairynews7x7.com/best-business-tips-for-fmcg-companies/>



Fast Moving Consumer Goods (FMCG) companies are typically involved in the production, distribution, and marketing of a wide range of consumer products that are sold quickly and at a relatively low cost. These products include items like food and beverages, personal care products, cleaning products, and more.

Running a successful Fast Moving Consumer Goods (FMCG) company involves numerous challenges and opportunities. Here are some key business tips for FMCG companies to consider:

Understand Your Target Market: FMCG products often cater to a broad consumer base. It's essential to thoroughly understand your target market's preferences, needs, and behaviors. Market research and consumer insights should

guide your product development and marketing strategies.

Product Quality is Paramount: FMCG companies thrive on consumer trust. Ensure the quality and consistency of your products. Regular quality checks and adherence to industry standards are critical.

Strong Branding and Packaging: Your product's packaging and branding play a significant role in consumer perception. Make sure your branding is clear and attractive, and your packaging is practical and appealing.

Distribution Network: An efficient distribution network is crucial for FMCG companies. Ensure your products are readily available to consumers through a well-managed distribution chain. Consider both traditional retail and e-commerce channels.

Effective Pricing Strategies: Pricing is a critical factor. Carefully set prices to remain competitive while maintaining profitability. Consider different pricing strategies, such as value-based pricing, penetration pricing, or premium pricing, depending on the product and market.

Marketing and Promotion: Invest in marketing and promotional activities to create brand awareness and engage consumers. Leverage digital marketing, social media, and traditional advertising channels to reach your target audience.

Innovation and New Product Development: Constantly innovate and develop new products to meet changing consumer preferences. Keep an eye on market trends and be ready to adapt and introduce new offerings.

Supply Chain Management: Efficient supply chain management is key to reducing costs and ensuring product availability. Streamline your supply chain, optimize inventory levels, and work closely with suppliers and distributors.

Inventory Management: Effective inventory management helps in reducing carrying costs and wastage. Implement just-in-time inventory practices and use inventory forecasting tools to maintain optimal stock levels.

Sustainability and Responsibility: Consumers increasingly prioritize ethical and sustainable products. Consider incorporating sustainable practices into your operations and marketing. Highlight environmentally friendly packaging and responsible sourcing.

Consumer Feedback and Adaptation: Listen to customer feedback and be willing to adapt. Act on complaints and suggestions to continuously improve your products and services.

Competitive Analysis: Keep a close eye on your competitors. Understand their strategies, strengths, and weaknesses. This knowledge can help you fine-tune your own strategies.

Talent and Team Development: Invest in a skilled workforce and provide training and opportunities for growth. A motivated and well-trained team can drive innovation and improve overall performance.

Regulatory Compliance: Stay up to date with local and international regulations related to your products. Compliance is not only a legal requirement but also crucial for maintaining consumer trust.

Data and Analytics: Utilize data analytics to gain insights into consumer behavior and market trends. This data can guide decision-making and marketing strategies.

Risk Management: Identify potential risks to your business and have contingency plans in place. This can include supply chain disruptions, economic downturns, and changes in consumer behavior.

Here are some of the top FMCG companies globally; this list is based on information available as of September 2021. It's advisable to check the latest information to determine the current top FMCG companies.

Procter & Gamble (P&G) – Known for brands like Pampers, Tide, Gillette, and Crest.

Nestlé – A Swiss multinational known for its wide range of food and beverage products, including Nestlé, Nescafé, Kit Kat, and Maggi.

Unilever – A British-Dutch company with well-known brands such as Dove, Lipton, Hellmann's, and Ben & Jerry's.

The Coca-Cola Company – Famous for its carbonated and non-carbonated beverage brands, including Coca-Cola, Sprite, and Dasani.

PepsiCo – Another major player in the beverage and snack industry, with brands like Pepsi, Lay's, Gatorade, and Tropicana.

Johnson & Johnson – Known for its healthcare and personal care products, including Johnson's Baby, Neutrogena, and Band-Aid.

Kimberly-Clark – Produces personal care and hygiene products, including Huggies, Kleenex, and Kotex.

Colgate-Palmolive – Renowned for oral care and personal care products such as Colgate toothpaste, Palmolive soap, and Speed Stick deodorant.

Danone – A multinational food-products corporation, famous for its dairy and health-focused products.

Mars, Incorporated – Known for a diverse range of products, including Mars, Snickers, M&M's, and Uncle Ben's.

Mondelez International – The company behind popular snack brands like Oreo, Cadbury, Ritz, and Nabisco.

Kellogg Company – Recognized for its breakfast cereals and snack products, including Kellogg's and Pringles.

Some of the best FMGC Companies in India are:

Hindustan Unilever Limited (HUL): HUL is a subsidiary of Unilever and one of the largest FMGC companies in India. It has a vast product portfolio, including brands like Surf Excel, Dove, Lifebuoy, and Knorr.

Nestlé India: Nestlé is known for its food and beverage products. Popular brands in India include Maggi, Nescafé, Kit Kat, and Nestlé Milkmaid.

ITC Limited: ITC is a diversified conglomerate with a significant presence in the FMGC sector. They produce products under various brands, such as Aashirvaad, Sunfeast, Bingo, and Classmate.

Patanjali Ayurved: Founded by Baba Ramdev, Patanjali has gained prominence for its range

of Ayurvedic and natural products, including Patanjali Dant Kanti, Patanjali Aloe Vera Gel, and Patanjali Atta.

Britannia Industries: Britannia is a leading company in the Indian bakery and dairy products market. Some of their popular brands include Britannia Good Day, Marie Gold, and NutriChoice.

Dabur India: Dabur specializes in health and wellness products, including Dabur Chyawanprash, Dabur Honey, and Vatika hair care products.

Marico: Marico focuses on hair and skincare products. Their well-known brands include Parachute, Saffola, and Livon.

Amul: Amul is a renowned brand in the dairy industry, offering a wide range of dairy products, including Amul Butter, Amul Milk, and Amul Ice Cream.

Coca-Cola India: As a part of The Coca-Cola Company, it is a major player in the Indian beverage market with products like Coca-Cola, Thums Up, and Minute Maid.

PepsiCo India: PepsiCo offers a variety of snacks and beverages, including Pepsi, Lay's, and Tropicana.

Godrej Consumer Products: Known for its personal care and household products, such as Godrej No. 1 soap, Cinthol, and Good Knight.

Colgate-Palmolive (India) Limited: Produces oral care and personal care products, including Colgate toothpaste, Palmolive soap, and Pro-tex.

We tried to get the information for our readers looking for FMGC companies. We would like to mention users to research about the companies and gather information prior investing or taking any sort financial decision.

[NDDB chairman Dr Meenesh Shah appointed on IDF Board](#)

OCT 18, 2023

<https://dairynews7x7.com/nddb-chairman-dr-meenesh-shah-appointed-on-idf-board/>

Dr Meenesh Shah, Chairman and Managing Director of National Dairy Development Board (NDDB), was elected to the Board of International Dairy Federation (IDF) during the General Assembly of IDF on October 15, an official release stated on Tuesday.

Accepting this responsibility and thanking the IDF delegates for the trust bestowed on him, Dr Shah mentioned that a representative from India, a country that contributes over 23 percent of the global milk production, is on the Board of IDF, which will ensure a more inclusive and better global dairying ecosystem. This

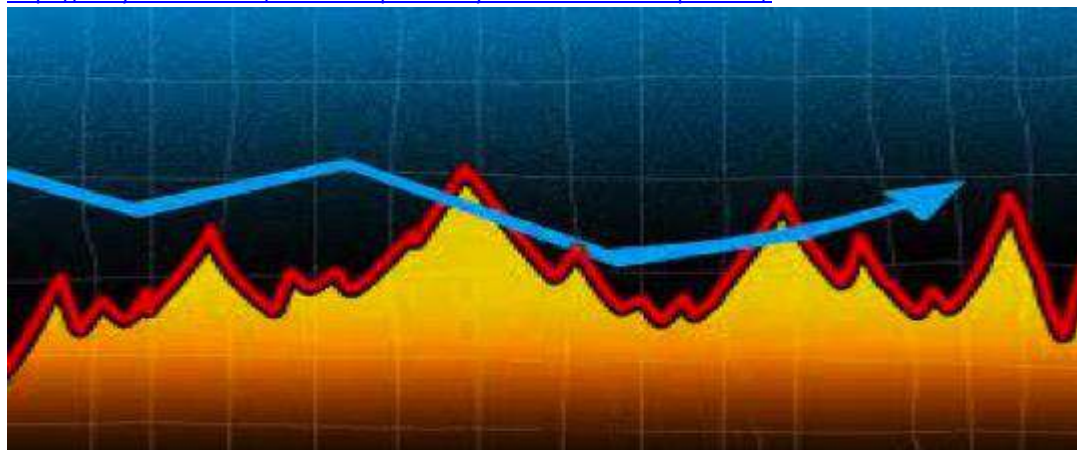
will also help putting forth the voice of millions of dairy farmers from the smallholder-based dairying system to the global forum and help design suitable policies, frameworks, systems and processes, the release stated.

Dr Shah has been associated with IDF since long in different capacities and has been instrumental in sensitising the world about the unique smallholder-based Indian dairying system in different international forums. He is also the Member Secretary of the Indian National Committee and also a member of the Standing Committee on Dairy Policy and Economics, the release added.

Wholesale prices stayed almost flat in September

OCT 18, 2023

<https://dairynews7x7.com/wholesale-prices-stayed-almost-flat-in-september/>



Cheaper vegetables helped ease food price rise to 1.5% despite accelerated uptick in pulses, wheat, cereals, fruits, milk prices; onion prices quickened to cross 55% in September from 31.4% in August

India's wholesale prices stayed in deflationary mode for the sixth month in a row this September, albeit only fractionally with inflation at -0.26% compared to -0.52% in August.

Wholesale price inflation had been 10.55% in September 2022, creating a high base effect. Price rise in primary articles and food items

eased sharply to 3.7% and 1.5%, respectively, from 6.34% and 5.62% in August. However, within food items, the price rise in onions accelerated to cross 55% from 31.4% in August, while inflation in pulses sped to 17.7% from 10.45% in the previous month.

Milk inflation hit a three-month high of 8.6%. Vegetables' prices, which had risen a sharp 67.6% and 48.4% in July and August, slid 15%, bringing some relief, but the price rise in cereals and wheat hardened to 7.3% and 6.3%, respectively.

The surge in global oil and gas prices led to a sharp rebound in crude petroleum and natural gas inflation which hit an 8-month high of 15.6% from -1.9% in August.

Despite a sequential rise in food prices so far this month, rating agency ICRA expects overall wholesale prices to remain in deflationary territory in October as well.

Amul makes a splash in New York's Times Square

OCT 17, 2023

<https://dairynews7x7.com/amul-makes-a-splash-in-new-yorks-times-square/>

Through a new campaign, the brand wants a larger slice of the global dairy market



Times Square is one of the most iconic places in New York City and is a huge tourist attraction. On a busy day, at least half a million cross the location. Housed in midtown Manhattan, it is a big attraction for advertisers just for the numbers of footfalls and eyeballs.

One of India's most well-known brands unfurled its latest campaign "Be More Milk" here on October 8. Amidst the plethora of billboards, this is visible at the Nasdaq MarketSite. This does not come cheap but Jayen Mehta, Amul's Managing Director (the brand is owned by Gujarat Cooperative Milk Marketing Federation), says it was "a deal that was negotiated smartly."

As a part of the arrangement, the 15-second campaign will be run 20 times an hour or 480

times a day—this is a 24-hour billboard. The plan is to be on Times Square for four weeks. "The objective of Be More Milk is to make it appealing to the young generation of users across the world," explains Mehta. To the vast Indian diaspora in North America, Amul's products are available and this is a way to strengthen the brand. "We celebrate the values appreciated by the young generation, which are embedded in Milk. It is pure, authentic, honest, natural, comfortable, refreshing and blends in with everyone." In India, Amul has a turnover of over Rs 55,000 crore and is the largest in the milk business. With its value-added portfolio cutting across the rest of the dairy sector, it is an entity that has scale and size. The next step is an ambitious foray into organic foods, a market with few players and one that is small and fragmented.

India is the largest producer of milk in the world and according to Mehta, this brings the opportunity to strengthen the positioning of milk on a global platform. Apart from the high-visible outdoor campaign, it also can be viewed on social media platforms (Facebook, Instagram, X and YouTube) coupled with a multimedia high frequency campaign using television, print and digital amongst others.

MNS workers vandalize milk centre, assault three

OCT 16, 2023

<https://dairynews7x7.com/mns-workers-vandalize-milk-centre-assault-three/>

Kolhapur: The workers of the Maharashtra Navnirman Sena, demanding a roll back of cow milk procurement price cut, vandalized Gokul Dairy's cooling centre at Bidri-Borawade, in Kolhapur's Kagal tehsil, on Saturday.



They broke the windows and damaged the table of the branch head. Three employees of Gokul were injured. A case has been registered with the Murgud police station.

Four days ago, MNS district president Yuvraj Yedure had given a written statement demanding that Gokul should increase the price

paid for cow milk. On Saturday morning, around 15 MNS activists came to Gokul's cooling centre for Bidri with a demand that the price cut should be revoked and the higher cow milk price should be restored.

Branch head Vijay Kadam called the party workers to his cabin for a discussion. While the discussion was going on, the workers got aggressive and broke the window. The branch head's table was also broken. Three employees who tried to stop the MNS workers were beaten up with flag sticks.

The injured Gokul employees have been admitted to the CPR hospital. Kadam has lodged a complaint with the Murgud police, and the police have detained the suspects.

Global News

Can You Eat Cheese When You Have High Cholesterol?

OCT 31, 2023

<https://dairynews7x7.com/can-you-eat-cheese-when-you-have-high-cholesterol/>

We love cheese. Cheese consumption has nearly doubled in the average American household over the past four decades, according to data from the [Department of Agriculture’s Economic Research Service](#).

But if you have high cholesterol, is cheese still on the table, so to speak?

We get it. It’s a valid concern, given that the [Centers for Disease Control and Prevention](#) notes that over 25 million adults in the United States have high cholesterol (defined as having total cholesterol numbers above 240 mg/dL). That’s why we talked to nutrition experts and looked at the latest science to arm you with the facts—not fears—when it comes to including cheese as part of your diet if you have high cholesterol.

What’s the Link Between Cheese and Cholesterol?

Let’s start with the basics. The [American Heart Association](#) describes cholesterol as a fat-like substance. Your body makes some cholesterol, while other cholesterol comes from food. Having too-high levels of cholesterol in your body increases your risk for atherosclerosis, a buildup of plaque in your arteries that makes these vessels harder and stiffer, increasing your risk for conditions like coronary heart disease, says the [AHA](#). Cholesterol is one substance that makes up this plaque.

Okay, now on to cheese specifically. Cheese is traditionally made from cow’s milk and contains a diverse profile of nutrients, including calcium and protein, as well as others like sodium, cholesterol and saturated fat.

Did your ears just perk up? Yes, cheese does contain some cholesterol, according to the [USDA](#), though research in the journal [Nutrients](#) in 2018 indicates that the cholesterol we eat does not affect blood cholesterol levels as much as was once assumed. Rather, it’s factors including genetics, lifestyle factors and intake of other nutrients, such as saturated fat, that have a greater effect on raising blood cholesterol levels.

Depending on the type of cheese you buy, it can contribute a significant amount of [saturated fat](#) to your diet. This is the artery-clogging type of fat that the [Dietary Guidelines for Americans 2020-2025](#) recommends limiting due to how it can affect your heart if you eat a diet high in saturated fat long-term.

A single 1-ounce slice of Cheddar cheese contains 6 grams of saturated fat, according to the [USDA](#). That’s just about half of the recommended daily limit of saturated fat, according to registered dietitian nutritionist and board-certified sports dietitian [Roxana Ehsani, M.S., RD](#). (The recommended limit of saturated fat is usually 11 to 13 grams per day, based on a 2,000-calorie diet.)

That said, we’re still uncovering how saturated fat from cheese specifically may affect your heart. Though most people should think about decreasing the amount of saturated fat in their diet, recent research has shown that not all saturated fatty acids in foods are equal, and some may not actually promote cardiovascular disease, says registered dietitian nutritionist and certified personal trainer [Jenna Braddock, RDN](#), creator of [Eating for Purpose](#).

A 2023 review in [Current Developments in Nutrition](#) explores the fatty acid makeup of dairy foods and how they may uniquely affect people depending on their individual health risks. These researchers are investigating if eating fermented full-fat dairy may actually be better than low- or fat-free alternatives when it comes to your cardiometabolic health. While it's too soon to say cheese, or other foods, offer positive benefits for our heart health or that you really should go for full-fat varieties, we can't write them off so easily.

Can You Eat Cheese If You Have High Cholesterol?

There's good news for cheese lovers. Both Ehsani and Braddock agree that cheese can be included as part of a healthy, balanced diet, even for those who have high cholesterol. There is evidence to say that even more than one serving a day of cheese does not increase blood cholesterol levels, Braddock says.

Ehsani recommends patients who have high cholesterol opt for cheeses that are reduced-fat, like reduced-fat Swiss or Cheddar, which are lower in saturated fat than their full-fat counterparts.

Braddock also suggests going for higher-calcium cheeses as well. Nearly 40% of people over age 4 don't get enough calcium, and groups at the highest risk for inadequacy include postmenopausal women and Black and Asian individuals, according to the [National Institutes of Health Office of Dietary Supplements](#). Since cheese is a source of calcium, opting for cheeses that contain more calcium, like part-skim mozzarella (1 ounce provides about 15% of the Daily Value), is a great choice.

With that said, we know nutrition is individualized, and what works for one person (or a group of participants in a study) may not work for you. Both Ehsani and Braddock recommend working with a registered dietitian nutritionist to evaluate your cholesterol levels and develop a meal plan that works best for you.

Tips to Include Cheese in a Healthy-Cholesterol Meal Plan

Looking to satisfy your cheese craving while still following a healthy-cholesterol meal plan? Then consider these tips:

Grate some reduced-fat Cheddar into fajita chicken and sautéed bell peppers and onions. Why? Small bits of cheese infuse cheesy flavor throughout. Top with fresh avocado and salsa.

Sprinkle Parmesan into egg batter as you prepare a frittata or quiche.

Pair a snack tray with reduced-fat Swiss wrapped around sliced apples and a smear of almond butter.

Make a savory snack kebab with part-skim mozzarella, tomatoes and cucumber slices.

Top a serving of part-skim ricotta with fresh berries, walnuts and a sprinkle of cinnamon.

Try our [Cheesy Portobello Chicken Cutlets with Broccoli](#) for dinner tonight.

Pair cheese with heart-healthy foods, like fiber-rich fruits, vegetables, legumes and whole grains, like in our [Sheet-Pan Balsamic-Parmesan Roasted Chickpeas & Vegetables](#)

Frequently Asked Questions

Does eating cheese increase your cholesterol?

It can—but not due to the cholesterol in cheese. Research, like that previously referenced study from [Nutrients](#), suggests that the cholesterol consumed from foods does not affect blood cholesterol as much as was once believed. The saturated fat found in cheese, however, can affect your blood cholesterol and contribute to increased heart risks over time. That said, moderate consumption of cheese can be included as part of a heart-healthy diet.

What are the best cheeses to buy if you have high cholesterol?

Choose cheeses that are lower in saturated fat and sodium. (Though sodium does not affect

your cholesterol levels, excess sodium can lead to high blood pressure, which is also a risk factor for cardiovascular disease.) Examples include reduced-fat Swiss, mozzarella and ricotta cheeses. In addition, adding cheeses that pack a lot of flavor, such as Swiss, Cheddar or pepper Jack, allows you to use a small amount for a big taste.

What is the serving size someone with high cholesterol should stick to when eating cheese?

Generally, a slice of cheese is about 1 ounce. The [AHA](#) recommends consuming two or three low-fat dairy sources a day as part of a heart-healthy diet, and this can include low-fat cheese with no more than 2 grams of saturated

fat per serving. With this said, Ehsani and Brad-dock recommend taking your personal health history and nutrient needs into consideration before going with a blanket recommendation. Work with a registered dietitian nutritionist to plan how you can incorporate your favorite foods and meet your nutrient needs.

The Bottom Line

You don't have to avoid cheese if you have high cholesterol. Though cheese does contain cholesterol, it's the saturated fat that will have more of an impact on your blood cholesterol levels. Go ahead and eat cheese in moderation and with other nutrient-rich foods as part of a balanced diet.

Shoppers in Spain are buying cheaper and less fresh produce

OCT 31, 2023

<https://dairynews7x7.com/shoppers-in-spain-are-filling-their-baskets-with-cheaper-and-less-fresh-produce-as-inflation-bites/>

The cost of inflation is pushing more people in Spain towards buying cheaper private label products instead



of better-quality and more expensive fresh produce.

Despite the rise in inflation starting to stabilise from the peak of 10.8% reached in July last year to the 3.5% in September this year, the advance CPI for October was released this Monday and it remained under pressure at 3.5% due to the rise in the price of energy. Food prices also remain high, following 17 consecutive months of double-digit year-on-year growth. It will force families to continue with the same shopping habits they've adopted in

the past year in a bid to avoid such a hit to the pocket.

Buying less

Oil has been one of the products people are buying less as it is rare to find a litre for under eight euros. "There has been a drop of more than 20% in oil consumption, but there is no transfer to other, cheaper products of a different quality," said Ignacio Silva, president of the oil company Deoleo. "What we are doing is consuming less," he said. Customers have also moved away from more expensive protein to chicken, "changing brands from manufacturer to distribution, with a lower price per kilo", added Javier Campo, president of Aecoc, Spain's national association of manufacturers and distributors.

The change in consumer habits pointed out during a conference the Aecoc association held in Zaragoza last week, which brings together more than 3,000 companies in the sector, re-

vealed shoppers will continue with these purchasing ways unless inflation decreases. But recent drought and crop devastations also threaten to keep food prices high.

Stopped eating certain foods

According to a recent study by Aegon, 45% of Spaniards say they have stopped eating certain foods due to price rises. Fish (52.5%) is in first place, followed by meat (34.9%) and fruit (18.1%). "Many people have eliminated basic foods from their shopping basket, full of nutrients that should be included in their daily diet and which, for this reason, are being replaced by processed and less fresh foods," the insurer warned.

Private labels are benefiting with such products occupying more space than ever in the shopping basket. It's now caused Spain to become the country in the Eurozone with the highest share of private labels, more than 43% of the total, overtaking Germany and the United Kingdom. "The white brand is accelerating because salaries are not keeping up and people are making this type of arbitrage with cheaper products," said Javier Roza, general manager of Mantequerías Arias. The company, which, like the rest of the industry, has been hit hard by the rise in milk prices, said: "The more expensive products are being bought more, although the reason may be that a family decides to stay at home instead of going out to a restaurant, opting for those premium products".

The challenge of adding value

Pilar Damborenea, general manager of General Mills Iberia agreed: "There is a gap for private labels, but we have to make the effort to get to know the consumer and explain to them the value we can provide". She told the Aecoc conference that "now there are consumers who are looking out for price, but there are also others who want to stay at home or get together with their friends and have a great time preparing a dinner with good products". "We talk a lot about price and what we have to do is to

encourage consumption of our brands; the important thing is to know what the consumer is willing to pay and give it to them," she said.

After some tough years with falling margins due to the decline in the purchasing power of their customers, the sector is confident that the Christmas campaign will help end the year on a high. "It is a time when people like to eat well," they pointed out. However, 76% of the companies that form part of Aecoc believe consumers will continue to suffer the "gnawing effect" of inflation on their pockets in the coming months.

The most expensive milk in Europe

The recent moderation in milk prices, which according to national statistic institute (INE) data have fallen since the beginning of the year by 0.5% for whole milk and 2% for skimmed milk, does not seem to be enough for the dairy industry, which has been complaining for some time about the loss of competitiveness as it continues to pay the highest prices for the raw material at source.

According to statistics, compared to September 2022, whole milk prices are still rising by 13%, while skimmed milk prices are up by 11.3%. This is a problem for manufacturers such as Javier Roza, general manager of one of the large national groups in the sector. He said 80% of their costs come from the raw material (milk), which then causes a rise in prices on the shelves.

The price of butter has risen by 11.1% in the past 12 months and the price of cheese and yoghurt has risen by 9.2% and 7.8%, respectively, according to INE data. "The price of cow's milk in Spain has traditionally been low; in 2019 it was paid on average at 32 cents per litre to the producer, compared to the European average of around 35," the sector pointed out. "Since the inflation crisis, it reached a maximum of 65 cents, and now it is paid around 52 cents in Spain; but in Europe it has fallen to 45", they added.

Spain has gone from one of the cheapest countries to one of the most expensive. “This is not good, because if manufacturing a product in

Germany is cheaper, a logical decision would be to move production to another country,” the industry warned.

Inflation continues to curb global demand

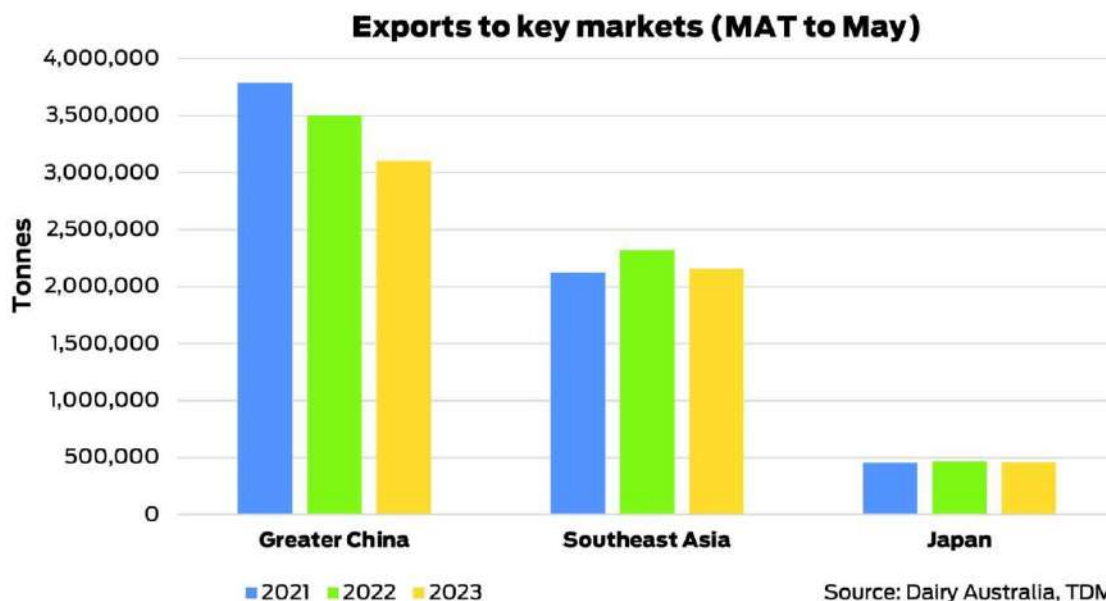
OCT 30, 2023

Slowing supply growth out of other major exporting regions has begun to shift the outlook within the global dairy market in recent weeks, as the impact of weaker commodity prices has flowed through to production responses.

While this changed dynamic is supportive of dairy commodity prices, the strength of this rebound really will be determined by demand recovery within key import markets.

Global demand for dairy remains constrained by inflation and low consumer confidence.

This is especially the case across the more price sensitive markets in South-East Asia, where Australian dairy exports fell 22 per cent between 2022-23 and 2021-22.



Despite expectations that the region’s post-pandemic economic recovery will continue at a faster pace than much of the developed world, persistent inflation continues to reduce domestic spending.

Persistent inflation is also a concern across Japan. Core inflation remains above the central bank’s long-term target of two per cent, which has been the case for more than 12 months now.

While the current inflation rate of around three per cent has slowed from a peak of 4.2 per cent in January, inflation is currently at the highest level in a decade and this slower-than-expected move back to target levels is being driven by steady rises in food prices.

The Chinese market is experiencing a different dynamic, with recovering demand offset by strong domestic milk production.

China's domestic milk market remains generally oversupplied, and output from dairy processors in August was higher in year-on-year terms, despite farm gate milk collections waning in recent months.

Milk production in China has declined consecutively over the past three months, as farm gate milk prices have eased and farms continue to face high costs of production.

Decreasing local production, whole milk powder (WMP) stockpiles falling for the first time in nine months, and the stronger presence of Chinese buyers at recent GDT events are positive signs.

However, there is some way to go for these to translate into a sustained impact on dairy commodity prices. The scale of the challenge is illustrated by dairy export volumes to China over the 2022-23 financial year, both globally and from Australia; falling nine per cent and 13 per cent respectively.

Inflation and the general oversupply of product in China are likely to remain significant headwinds for our key markets through to the end of this year.

Beyond that, weakening milk production forecasts of all seven major exporters hold potential for a rebalancing of the market, subject to the economic outlook and geopolitical disruptions of course.

Moving forward, this is likely to support commodity prices against further price declines, with many analysts holding the view that the bottom of the current price cycle has passed.

Three issues arise in animal-free dairy

OCT 29, 2023

<https://dairynews7x7.com/three-issues-arise-in-animal-free-dairy/>

Precision fermentation plays a vital role in the animal-free dairy category. Speakers at SupplySide West in Las Vegas talked about the technology's sustainability benefits, potential food safety issues and cost-reduction options.



Replacing one truckload of conventional whey protein isolate with Perfect Day's animal-free whey protein isolate could save 1,276 tonnes of carbon dioxide emissions and 92.3 million liters of water used, said Ty Wagoner, PhD, scientist for the Berkeley, Calif.-based company, in an Oct. 25 session.

The day before, John Fagan, PhD, chairman and chief scientist for the Health Research Institute (HRI), said 92 unknown compounds in what he called "synbio milk" needed to be studied for food safety reasons, including by the US Food and Drug Administration.

Exploring alternative substrates for use in precision fermentation in general, and not just in the dairy category, could bring down the costs, said Monica Bhatia, PhD, co-founder and co-chief executive officer of Equii, San Francisco, in the Oct. 25 session.

Reaching commercial scale

Perfect Day in April 2020 received a "no questions" letter from the FDA about the Generally Recognized As Safe (GRAS) status of its beta-lactoglobulin, a proprietary protein for its products. The company uses precision fermentation to create proteins found in nature but made without animals, which decreases land

use, water use and carbon dioxide emissions, Dr. Wagoner said.

Ty Wagoner, PhD, scientist for Perfect Day. Photo: Sosland Publishing Co.

Precision fermentation involves providing a microorganism with a genetic code to produce a protein of interest.

“Obviously, genetic engineering is a key part of that process,” he said.

Genetically modified organisms are the organisms that produce the protein.

“The end product is not a GMO,” Dr. Wagoner said.

Perfect Day is producing its ingredients at commercial scale. Products containing the ingredients are in over 5,000 stores, he said.

Precision fermentation makes it more efficient to produce lactoferrin, a whey protein that makes up 0.3% of the total protein in cow’s milk, Dr. Wagoner said.

“We just make that protein (lactoferrin),” he said. “You don’t worry about removing everything else from the milk. You just make lactoferrin.”

Perfect Day’s animal-free dairy protein is a dairy protein. Consumers allergic to conventional dairy protein still will be allergic to Perfect Day’s dairy protein, Dr. Wagoner said.

92 unknown compounds

Dr. Fagan said “synbio milk” involves genetically engineered whey genes and yeast/fungal compounds. Precision fermentation creates the milk. HRI, Fairfield, Iowa, found 92 unknown compounds in such milk through HRI’s full spectrum molecular analysis, which detects and quantifies every molecular species in samples.

“We say we make the invisible visible,” Dr. Fagan said.

None of the 92 novel yeast/fungal compounds are GRAS or have undergone any FDA testing, he said.

“Basically there are 92 compounds identified in synbio milk that are not named by scientists,” he said. “Nobody has looked at them for safety, nutrition, quality.”

He said the synbio milk products should have a risk warning on packaging or be taken off the market.

Consider protein yields

Sweeteners, because of costs, often are used as substrates in the precision fermentation process, Dr. Bhatia said. Corn syrups costs about 50¢ per kg, and sucrose costs 50¢ to 80¢ per kg, she said.

A substrate’s protein yield, which means protein recovered per kg of fermentation, will affect costs. A yield of 2% for a substrate could lead to \$25 to \$40 per kg added to a product’s total costs, Dr. Bhatia said. A yield of 5% could drop the added cost to \$10 to \$16 per kg, and a yield of 10% could drop the added cost to \$5 to \$8 per kg.

Potential substrate sources that possibly could offer higher yields include wheat, rice, millet, sorghum, peas, chickpeas, corn, cassava and bananas, Dr. Bhatia said. Upcycled substrates might be dried distillers’ grains, fruit pulp and whey.

Equii, a food technology startup, has a proprietary approach to discover microbial proteins that are used to ferment grains and produce high-protein grain flours.

How far is China's Slowdown is spreading ? Ask a dairy farmer

OCT 27, 2023

<https://dairynews7x7.com/how-far-is-chinas-slowdown-is-spreading-ask-a-dairy-farmer-6000-miles-away/>

OTOROHANGA, New Zealand—As the sunrise cast a pink glow around 6:30 a.m., Michael and Susie Woodward worked together to attach suction cups to the udders of dozens of cows in the milking shed of their New Zealand dairy farm.

When a tanker arrived to take the milk to a processor, Michael Woodward calculated the day's earnings—and figured he and his wife would lose about \$25 on the shipment.

"I try not to think about it, to be honest," Michael Woodward, 43 years old, said as nearly 1,400 gallons of unprofitable milk was transferred from a storage vat to the truck. "If you dwelled on it, you wouldn't be in a good space."

Their troubles show the global impact of a slowdown in the world's second-largest economy this year. China has been struggling to revive growth after an initial bounce from its Covid-19 reopening fizzled, as consumers who initially spent on traveling and dining out curtailed spending.

Its prolonged real-estate downturn has hit demand for iron ore, copper and other commodities, pressuring global prices and sapping export earnings for major producers in Latin America and Australia. The value of China's imports, including consumer products, fell 6.2% in September compared with the same month last year. Everything from cosmetics to cars to dairy has taken a hit.

In New Zealand, the world's biggest dairy exporter, farmers are now feeling the pain. As is the case with other countries, New Zealand's economy has become more intertwined with

China's because of the country's heft and strong growth in recent decades. To meet demand from its expanding middle class, China imports billions of dollars of dairy products each year, with New Zealand sending more than 30% of its dairy exports by value there.

But Chinese demand for milk, which historically has been viewed as a bit of a luxury, has also slumped amid the economic slowdown, as Chinese dairy companies have been ramping up production. The resulting supply glut has reduced China's need to get milk from overseas. One measure of New Zealand's dairy exports to China, which includes fresh milk, milk powder, butter and cheese, fell 31% by value in September compared with the same month last year.

The weak demand from China is driving dairy prices lower. They are now down nearly 40% compared with March last year. A few weeks ago, they were down nearly 50%.

"That's a big hit," said Jim van der Poel, chairman of DairyNZ, an industry group. "The milk that China is not buying is only finding a home at lower prices."

New Zealand dairy companies have exported more of certain products to other markets recently, including some countries in the Middle East and Southeast Asia. But China's continued role in driving global dairy prices is highlighting the economic pitfalls of being so closely tied to one big buyer—and how hard it can be to diversify.

Farmers in New Zealand are now cutting costs as they try to adjust. Those who took out hefty loans to buy their farms in recent years are

struggling the most—particularly as interest rates rise. Post-Covid inflationary pressures have increased the costs for labor, materials, spare parts and transport.

The Woodward family bought their farm, tucked in the rolling hills and green pastures of New Zealand's Waikato region, about four years ago. The family owes about \$2 million tied to the farm and equipment, and they are aiming to keep their overall losses this season to about \$30,000.

To do that, they have cut back on fertilizer and are using more of the milk they produce to sustain their calves instead of buying expensive feed. They are putting off big purchases, such as equipment to make the milking process more automated. The couple, who have four children, said their lender agreed to allow them to pay only interest on their loans for now.

"We want something here for generations," Susie Woodward said, as she stood on a hill looking across the farm. "But if it continues to be really tough and tight, then we have to start thinking about, 'What do we do?' We can't keep piling on debt and the banks are only going to carry on with you for so long."

One of New Zealand's big dairy exports is whole-milk powder, which is used in beverages, yogurts, ice cream and other food products. But with lackluster demand from consumers, China's domestic producers converted much of their surplus fresh milk into powder to give it an extended shelf life, reducing demand for imports. In the third quarter, the value of New Zealand whole-milk powder exports to China fell about 40% compared with the same quarter last year, government figures show.

"When we see any kind of changes to Chinese buying patterns, it impacts on New Zealand

farmers more dramatically," said Emma Higgins, senior agriculture analyst at Rabobank in New Zealand.

Northwest of Auckland, New Zealand's biggest city, David and Janine Kidd owe roughly \$1.6 million to the bank an additional \$300,000 to a family loan tied to their dairy farm and equipment. Janine Kidd went back to work full-time as an occupational therapist earlier this year so they could earn more cash to offset losses from the farm—which David Kidd said could hit around \$20,000 this season.

Repairs to pathways where the cows walk are nearly double what he expected, David Kidd said, but they need to be fixed. If dairy prices don't improve by this time next year, they may have to consider selling the farm.

"It's been a dream and a goal to get there to farm ownership. It would be a crushing blow to see it all disappear," he said. Even so, "there have been days where I question why on earth I bought it."

There are signs China's economy could be improving. Third-quarter economic growth recently came in at 4.9% compared with the previous year, faster than some economists had expected. It also showed strengthening retail sales, suggesting consumer sentiment may be picking up.

Dairy prices have bounced from their recent lows over the last couple of months, and some banks and dairy processors have recently lifted their milk-price forecasts—though payouts to farmers are still expected to be lower than last season.

One positive sign for New Zealand's farmers is that an increase in cull rates of Chinese herds could slow domestic milk production, said Tehhan Chow, the chief executive for China, Hong Kong, Macau and Taiwan at Fonterra, New Zealand's main dairy exporter. Consumer demand

is returning to some products, such as ice cream, he said.

For now, the impact of lower dairy prices is being felt throughout many rural towns in New Zealand. Norman Burmester, who owns a farm machinery store in Otorohanga, a town of about 3,000 people close to the Woodwards, said sales at his shop are down 40% this year, as farmers put off repairs, maintenance and

new purchases. The streets, he said, seem a little emptier during the day.

"I have never seen it so bad," he said about his business. When asked if his shop could stay viable, he said, "I'm hoping that we can. I'm just hoping. But I don't know."

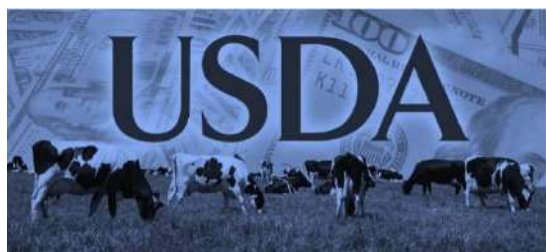
Source : The Mint /Wall street Journal Oct 24th 2023 by Mike Cherney

USDA plans to devote \$2.3 billion to fund DAiry exports

OCT 26, 2023

<https://dairynews7x7.com/usda-plans-to-devote-2-3-billion-to-fund-dairy-exports/>

The National Milk Producers Federation (NMPF) and U.S. Dairy Export Council (USDEC) praised today's announcement from the U.S. Department of Agriculture



that it plans to devote \$2.3 billion from the Commodity Credit Corporation to promoting better market opportunities for U.S. agricultural producers and expanding food aid to support communities in need around the world.

The expanded export support program and food aid were requested by Senate Agriculture Committee Chairwoman Debbie Stabenow, D-MI, and Ranking Member Sen. John Boozman, R-AR, in late August. USDA will devote \$1.3 billion to establishing a Regional Agricultural Trade Promotion Program, and \$1 billion to commodity-based international food aid.

"The U.S. dairy community is grateful for the USDA's decision to invest in supporting the cultivation of enhanced international market op-

portunities for America's dairy farmers and co-operatives. We thank Senators Stabenow and Boozman for their initiative in encouraging USDA to pursue this course of action," said NMPF president and CEO Jim Mulhern. "Now more than ever, the U.S. dairy industry relies on exports. If distributed to those sectors that are presently underfunded such as dairy, the new export promotion funding will put us in a better position to compete globally and grow our consumer base. NMPF encourages Congress to build on today's announcement by USDA to also deliver additional funding for the Market Access Program and Foreign Market Development Program in the development of the next Farm Bill."

NMPF, USDEC and other agricultural leaders are advocating for Congress to double funding for the Market Access Program and Foreign Market Development program – the two programs have not received a raise in over 16 years, despite offering consistent returns on investment.

"Farmers, manufacturers and workers up and down the dairy supply chain benefit from expanded trade opportunities that help the industry thrive in today's global economy," said USDEC president and CEO Krysta Harden.

“We’re thankful that USDA is taking this important step to support American Agriculture and appreciate Senators Stabenow and Boozman elevating the importance of using CCC resources to fund programs that will strengthen the U.S. dairy industry through the creation of

new markets and the promotion of nutritional dairy-containing products in food aid. We look forward to continuing to work together to level the playing field for America’s dairy farmers and producers.”

Milk production fell in the EU in 2022 – FAO

OCT 25, 2023

<https://dairynews7x7.com/milk-production-fell-in-the-eu-in-2022-fao/>

The continued decline in cow numbers combined with high temperatures last year resulted in a fractional fall in milk production in the EU during 2022, according to latest analysis.

The latest Dairy Market Review published by the Food And Agriculture Organisation of the United Nations ([FAO](#)) highlights that a lack of rain and inflationary pressures also impacted on milk production.

According to the FAO milk output was estimated at “232.6 million tonnes” in 2022 in Europe as a whole.

This represented a slight 0.6% year-on-year decline, mainly due to output drops in the Ukraine, the [EU](#), the UK and Norway.

The latest review shows that milk output in Ukraine fell back by as much as 16% on 2021 figures.

This, according to the FAO, reflected “the damages to the country’s farming infrastructure due to the war, limited logistical support such as transportation and cooling facilities, high input costs and labour shortages”.

The review also details that the international prices of most dairy products fell after hitting near-all-time highs in mid-2022.

World dairy prices rose steeply last year until June but since then have “trended downwards”.

“At its near all-time high, world dairy prices were only 4% below the record high value of the index reached in December 2013,” the report outlined.

Milk output

It also highlights that world milk output expanded last year but at the slowest pace during the last two decades and that international trade in dairy products contracted following nearly two decades of annual growth.

World milk production reached “around 937.3 million tonnes in 2022” according to the FAO report.

Production drops were noted in Europe, Oceania, and Africa, with similar slowdowns in milk production growth rates in Asia.

The only two regions to record an annual output growth were Central America and the Caribbean.

According to the latest report most world dairy product prices, that constitute the FAO Dairy Price Index (FDPI), increased in the first several months of 2022.

The steepest year-over-year increase was recorded in butter prices, followed by skim milk

powder and whole milk powder, but cheese prices continued to increase throughout the year.

According to the FAO Dairy Price Index (FDPI), international dairy product prices, averaged 142.4 points in 2022 for the whole year, an increase of 23.3 points (19.5%) from 2021.

Investors: Dairy must communicate on ESG to win confidence

OCT 24, 2023

<https://dairynews7x7.com/investors-dairy-must-communicate-on-esg-to-win-confidence/>

Dairy farmers must tell investors and consumers what they are doing on sustainability issues if they are to win the confidence of the investment community, a panel of investment advisers said here last week at the International Dairy Federation's World Dairy Summit.

Will Pomroy of Federated Hermes, a United Kingdom firm, said, "The investment industry is already committed to ESG [environmental, social and governance investing]. Investors are demanding it."

The dairy industry is high in greenhouse gas emissions, land use and water use, he noted. Reducing emissions and communicating that message are "the license" that the dairy industry needs "in order to tell the positive message," he said.

The U.S. dairy industry has 28,000 farms with 9 million cows and the Farm Credit System is the largest lender in U.S. dairy, Amanda Darow of CoBank said.

Methane digesters and more solar energy on farms and feed additives can "help dairy's green progress," she added, noting that California's low carbon fuel program has helped reduce the state's greenhouse gas emissions.

Investors see the advantage of the low carbon fuel standard in California, she said.

The discipline to analyze the risk of companies not being able to pay back loans "is developing very rapidly," Hans Helbekkmo, a partner in McKinsey and Company, said.

"Banks care about unwanted publicity," Helbekkmo added. Farmers should not think of the investment industry as just a source of money but a source of advice, he said.

Thomas Lee Bauer, a World Bank official who moderated the panel, noted that there are no farmers within the bank and said that dairy farmers must bring their message to the bank.

Bauer said he has pushed back against proposals to finance alternative proteins because "emerging markets don't want it" and "they haven't shown their actual life cycle analysis."

The failures of alternative proteins "have been taste, price point and nutrition," he added.

"The science community needs to talk to the banking community," Bauer said. "There needs to be a good advocate for the industry to make sure the right science is being discussed publicly."

At the end of the session, the panelists seemed to agree that the dairy industry would be considered medium risk but that alternative proteins would be considered higher risk because they are so new and it is unclear whether consumers will accept milk produced in laboratories

Dairy consumption in adults in China: a systematic review

OCT 23, 2023

Background

Research on dairy consumption in China is lacking, however, some evidence has demonstrated significant changes in recent years, with a reported increase in the overall consumption



of dairy products. To fully understand these changes, a systematic review was conducted to examine reported dairy intakes and differences between dairy consumption in different population groups in China. Methods: Web of Science, Embase, and PubMed databases were searched for studies published from January 2000 to September 2022. The China National Knowledge Infrastructure (CNKI) was used to retrieve papers available in Chinese. Papers reporting dietary intakes of dairy consumption across age, sex, and geographical location subgroups were considered for inclusion in this review. In addition, this review includes the consumption of different types of dairy foods and changes in dairy intake over time. Results: Forty-seven papers were included in the present study. Twelve papers examined dairy consumption across age groups, showing that middle-aged adults tend to consume less dairy than other age groups. Studies comparing across location-specific cohorts reported dairy intakes among urban populations were higher than rural, as well as being higher than the national average. Coastal, Northern and Eastern residents consumed more dairy products than

those living in other regions of China, and people in larger cities had higher reported intakes than smaller cities. Milk was the primary dairy product reportedly consumed by Chinese population, followed by yogurt. Concerning sex, evidence showed that females generally reported a greater daily dairy intake than males. Conclusions: This review shows that, in China, several different population groups displayed significant differences in the amount and type of dairy consumed. When considering the incorporation of dairy products into healthy eating guidelines or positioning specific dairy products on the market, it is important to consider the differences and variations in consumption patterns within population groups.

Introduction

Dairy foods such as milk, cheese and yogurt are recognized as important sources of beneficial nutrients, including vitamins D, B5 [1] and B12 [1, 2], and minerals such as calcium [3], phosphorus, and potassium [1]. Many health benefits of dairy products are acknowledged [4], such as an impact on anthropometric measurements (i.e. weight, and waist circumference) [5, 6]. Reduced risk of hypertension (HTN) linked to dairy consumption has also been reported, whereby peptides contained within milk have been shown to reduce blood pressure through inhibition of the angiotensin pathway [7]. One study, conducted in the USA, found that each additional serving of yogurt (227 g) was associated with a 6% reduced risk of incident HTN [8]. Similarly, in a large epidemiological study of Chinese adults, a significant association between a higher frequency of dairy consumption and reduced HTN was noted [9]. Higher intake of dairy was also reported to be associated with lower blood pressure levels in a sample of Chinese young

women [10]. In addition, a study in China found that regular dairy consumption (≥ 4 days/week) was associated with a lower risk of ischemic heart disease (IHD) in males [11]. Evidence has also shown that consumption of dairy may offer protection against risk of other diseases such as metabolic syndrome [12, 13], cardiovascular disease (CVD) [14,15,16], stroke [17], obesity [13, 18, 19], type 2 diabetes [20] and colorectal cancer [21]. However, although dairy products contain numerous beneficial nutrients, and their consumption may have a positive impact on health, there are still some concerns regarding the consumption of some dairy foods. Much of this concern is related to the saturated fatty acid (SFA) content, present in dairy products [22], known to be related to the risk of coronary heart disease (CHD) [23].

Recommendations concerning dairy consumption are given in many national nutrition and healthy eating guidelines [24,25,26,27]. In Ireland, as an example, the recommendation is 3 servings each day from the food group “milk, yoghurt and cheese” [24]. In the US, 3 daily servings of dairy products are recommended for US adults [25]. However, in Asian countries, recommendations for the consumption of dairy are lower than in western countries [28,29,30]. In China, a variety of dairy products, equivalent to 300ml of liquid milk per day, are recommended in the 2022 Chinese Dietary Guidelines CDGs [30].

Dietary patterns in China are known to differ quite significantly from those reported in other global regions including Europe and the US [31,32,33,34,35]. Traditional Chinese dietary patterns are represented by ‘Rice, vegetables, and meat’, while the ‘modern’ Chinese dietary pattern is represented by ‘fast food, milk and deep-fried food’ [34]. Similar differences are seen within the US, where two major dietary patterns has been identified from national surveys, one was ‘nonwhole grain, white potatoes, cheese, meat, discretionary oil and fat, and added sugar’, and another one was ‘whole grains, vegetable, fruits, fish, nuts and seeds’

[35]. Researchers in the US also compared Chinese dietary intakes to American diets, reporting that the Chinese diet had a lower daily intake of fiber, vitamins and some micronutrients than the American diet [33]. In China, whilst dairy products have been available and intakes of dairy have been rising in the past decades dairy consumption remains low compared to the recommended dietary guidelines for Chinese [36, 37]. This low consumption is attributed to several factors, such as lack of refrigeration, limited supply and high prices and a traditional plant-based diet [38, 39]. As a result of low intakes, in one study, dairy foods were found to contribute only 4.3% of calcium intake, with “vegetable, bean and bean products” as the main source of calcium [40]. This was relatively low compared to other countries. For instance, in Ireland, dairy contribute 38.8% of calcium to the total diet [41]. And in Poland, the contribution from dairy to total calcium intake was 54.7% in the average Polish diet [42]. However, another survey, conducted among an elderly cohort in Beijing, found that dairy products were the main contributor to calcium, contributing 34.5% among older adults aged 60 years and over [43], indicating that whilst overall consumption is low, considerable variance exists within the population.

In recent decades, the dairy industry in China has grown steadily, prompted by economic factors including the growth in household income, consumer preferences and the provision of financial support from the government [44]. However, due to existing eating habits, consumer preferences, and other historical factors such as traditional agricultural practices and dietary practices in different regions in China, variations in the consumption of dairy products exist in different sub-groups e.g. gender, location groups, which has been reported in several studies to date [45,46,47,48]. Understanding the variations in consumption may help to elucidate factors influencing intake, and support the development of strategies to increase consumption among specific popula-

tion groups, in accordance with dietary recommendations [49, 50]. For instance, in the US, food based recommendations have been developed for various age and gender groups providing food choices that will help the population group to meet nutritional recommendations [50].

The purpose of this paper was to systematically review existing literature reporting dairy consumption among the Chinese population, living

in mainland China. The objectives of the study were to summarise the available literature providing information on dairy intakes in the Chinese population, to examine the differences in the consumption of dairy across different population sub-groups and to further identify the factors which contribute to the differences in consumption.

Jeff Bezos' old product review of milk makes headline

OCT 23, 2023

<https://dairynews7x7.com/amazon-founder-jeff-bezos-old-product-review-of-milk-makes-headline-elon-musk-reacts/>

Amazon Founder Jeff Bezos, who used to write product reviews on the e-commerce website from 2000 to 2006, has recently made headlines on the internet over an old review of a Tuscan Dairy Whole Vitamin D Milk bottle in 2006.

The product review has caught the eye of Tesla chief Elon Musk. "I love milk so much that I've been drinking it since the day I was born. I don't think it was Tuscan though," Bezos wrote on the e-commerce website.

Trung Phan, an internet user took a screenshot of the product review and shared it on the microblogging site called X (formerly Twitter).

"Jeff Bezos has 9 product reviews on Amazon...including this gem on a jug of Tuscan milk," the user wrote in the caption.

Elon Musk reacted to the post with a laughing face emoji. The thread has gathered numerous reactions in the comment section since being posted.

One user wrote, "Legend. Oatly would pay him a lot of money to switch over lol." "Did he confirm if it was Tuscan yet?" another user commented.

"I saw Jeff the other day. His Yacht is parked outside Hobart at the minute," the third user said.

The fourth user said, "That product's review page was legendary, including an incredible version of The Raven."

"I actually kind of respect that he just decided to abandon doing reviews but still left his milk one up. Keep looking forward, never look back," another user added.

"Looks like Jeff Bezos knows his milk! Guess he can add 'dairy connoisseur' to his impressive resume now," one more reacted.

Another user said, "Haha, love it! Even with all his success, it's great to see Jeff Bezos take the time for a bit of review fun. Gotta appreciate the little things."

Vinamilk Expands into the China's Thriving Dairy Market

OCT 20, 2023

<https://dairynews7x7.com/vinamilk-expands-into-the-chinas-thriving-dairy-market-with-key-partnerships/>



Vietnam's leading dairy brand [Vinamilk](#) is making significant strides in China's dairy market. The company proudly announces a cooperation memorandum with leading Chinese partners during the Hanoi investment, trade, and tourism promotion conference in Guangzhou on September 26th, 2023.

Vinamilk's durian yogurt products are being researched and produced specifically for the Chinese market.

Prior to this collaboration, the Chinese partners visited Vinamilk's facilities in Vietnam, and expressed trust in Vinamilk's capabilities after sampling Vinamilk's products tailored for the Chinese market. This remarkable partnership sees Vinamilk producing customized yogurt products, tailored to meet the Chinese market's quality standards and preferences. Concurrently, Chinese partners will oversee importation, distribution network, regulatory compliance, and trade promotions.

"Yogurt holds a vital place in the Chinese consumers' diet. Since the protocol allowing the export of Vietnamese dairy products to China was established, I've been eager to collaborate with Vinamilk to introduce the brand's yogurt products to China," said Ye Canjiang, Chairman and General Manager of Guangzhou Jiangnan Fruit and Vegetable Wholesale Market Management Company

Limited, the leading wholesale market management company in Guangdong. Another partner, who is expert in food import and distribution and plays a pivotal role in establishing the presence Ong Tho (Vinamilk's sweetened condensed milk) in China, also conveyed their trust in this collaboration.

"Yogurt has stringent storage requirements and short shelf-life," Vo Trung Hieu, Vinamilk's International Business Director, emphasized. "With this collaboration, we can significantly reduce the time it takes for Vinamilk's yogurt products to reach consumers while ensuring optimal preservation conditions. I firmly believe that Vinamilk's yogurt products will swiftly reach the world's most populous market and receive a positive reception."

China stands as the world's largest import market for dairy products, with 3.897 million tons valued at [USD13.36 billion](#) imported in 2021. Yogurt ranks among the fastest-growing segments in the Chinese dairy industry, expected to reach [USD73 billion](#) in sales by 2029 with annual growth of 15% from 2023 to 2029.

Vinamilk's yogurt products adhere to ISO 9001:2015 International Quality Management System and FSSC 22000 standards. Produced through thermal pasteurization and natural fermentation, they contain no preservatives, and ensure safety and hygiene. Beyond traditional yogurt products, Vinamilk continuously

launches innovative offerings and achieves prominence in the domestic market. All products conform to international standards such as ISO 9001:2015, FSSC 22000, BRC, ISO 17025, Halal, Organic EU, and Organic China. To date, Vinamilk's cumulative export turnover exceeds USD3 billion.

About Vinamilk

Founded in 1976 in Vietnam, Vietnam Dairy Products JSC (Vinamilk) is the leading national dairy company specializing in dairy and nutritious products. Vinamilk manages 15 farms and 17 factories supplying up to 250 SKUs in the product portfolio and has exported to nearly 60 countries and regions. The dairy brand is currently among the Top 40 largest dairy companies and the sixth most valuable dairy brand worldwide.

Nestlé launched its first affordable and nutritious instant powder

OCT 19, 2023

<https://dairynews7x7.com/nestle-launched-its-first-affordable-and-nutritious-instant-powder/>

Developed locally by Nestlé experts at the regional R&D center in Abidjan, Côte d'Ivoire, the versatile product can be enjoyed with a variety of cereals, porridges, and drinks. Nido Milk & Soya is now available in Nigeria, the company said.

[Nestlé](#) launched the company's first affordable and nutritious instant powder in Central and West Africa that is made with a blend of milk and plant ingredients.

By combining the "double goodness" of milk and locally sourced soy, it contains essential nutrients such as protein and fiber and is a source of iron and calcium. Developed locally by Nestlé experts at the regional R&D center in Abidjan, Côte d'Ivoire, the versatile product can be enjoyed with a variety of cereals, porridges, and drinks. Nido Milk & Soya is now available in Nigeria, the company said.

"We used our local expertise in cereals and dairy innovation to combine milk powder with

a plant-based ingredient, while ensuring that the product had a good taste, texture, and solid nutritional credentials. This combined with the use of locally sourced soy enabled us to deliver a nutritious and affordable milk and plant-based beverage with sustainability benefits," Tesfalidet Haile, Head of Nestlé's R&D Center in Abidjan, said.

Additionally, through the R+D Accelerator located at the R&D center in Konolfingen, Switzerland, Nestlé teams leverage the center's expertise in dairy and dairy alternatives to rapidly develop and test new concepts that combine both milk and plant ingredients.

Last year the teams developed a nutritious powdered beverage made with a blend of milk and soy, and fruit that was first piloted in Asia. The beverage was tailored specifically to meet the nutritional and taste preferences of children, in an affordable and sustainable way.

Secretary Vilsack Shares Climate Smart Agriculture Creates Enormous Opportunity for Dairy

OCT 18, 2023

<https://dairynews7x7.com/secretary-vilsack-shares-climate-smart-agriculture-creates-enormous-opportunity-for-dairy/>

On World Food Day, Secretary of Agriculture, Tom Vilsack, joined the stage at the 2023 International Dairy Federation World Dairy Summit in Chicago, Ill.

Secretary Vilsack told the crowd that there are four areas impacting dairy – and agriculture in general – that keep him up at night.

“Obviously at the top of the list is the impact of climate,” he said in front of an international crowd from more than 50 countries. “The impact it is having on our ability to produce more, and the challenges climate presents in making sure we remain productive as our world population increases. I’m also concerned about the conversion and consolidation that’s taking place in American agriculture.”

Vilsack shared that since 1981, the U.S. has lost more than 438,000 farms and, a decline in 230,000 dairy operations in that same period.

The third area that concerns Vilsack regarding agriculture is the concentration of income that is taking place within agriculture.

“We had a record year in farm income last year in the United States, which is oftentimes good news for a Secretary of Agriculture to deliver,” he says. However, he shared that only 7.5% of farmers received 89% of that income. “This explains why so many farmers continue to struggle,” he adds.

Vilsack also pointed out that the international crisis has caused much disruption to our supply chain.

Collaborative Togetherness

“I think climate-smart agriculture creates an enormous opportunity,” he said, sharing that

U.S. farmers want a system that is both voluntary and incentive-based. We want a system that understands the market and encourages the market to recognize the contribution we’re making.”

Vilsack outlined that all in the dairy industry need to work collaboratively—from the farmers, environmental groups and conservations groups, to major food companies, retailers and universities. The effort starts with a \$3 billion commitment from the USDA with funding extended to 141 projects across 87 commodities. For dairy, this totals 18 projects, like:

- **The California Dairy Research Foundation**, \$85 million to work with farmers in California dairy farmers in California to look at methane reduction technologies.
- **Edge Dairy Cooperative**, \$50 million across 18 states to look at feedstock sustainability.
- **Dairy Farmers of America** in 14 states working to figure out a circular economy opportunity through climate-smart agriculture.

“The theory, and I believe it’s a good one, is that there are consumers in the U.S. who are interested and are willing to invest in sustainably produced products,” he said. “It’s critically important that we do the measuring, monitoring, verification and reporting of these results.”

Efforts are focused on helping farm operations regardless of their size.

“This is an exciting future for dairy and for U.S. agriculture and I think providing leadership globally,” Vilsack says.

Understanding the true volatility of the dairy economy, Vilsack underscores that nobody works harder than dairy farmers.

“And nobody cares more deeply about their farming operation, about the environment,

about their community than farmers,” he said. “We’re going to continue to need for strong production from American agriculture to feed the world. But we’re also going to make sure that we create that opportunity for small and mid-sized producers so that we can remain vibrant in our rural communities.”

FrieslandCampina and McDonald’s -slash GHG emissions in dairy

OCT 18, 2023

<https://dairynews7x7.com/frieslandcampina-partners-with-mcdonalds-to-slash-ghg-emissions-in-dairy/>



McDonald’s and FrieslandCampina have joined forces to reduce the greenhouse gas (GHG) emissions in dairy production supplied to the fast food giant in the Netherlands and Belgium by 14% by 2025. The partnership focuses on support and reward for dairy farmers amid the ongoing climate change impacts plaguing the F&B industry, particularly the dairy sector.

The collaboration “directly contributes to the reward of member dairy farms for their efforts,” by tracking their progress through an Annual Nutrient Cycling Assessment tool and offering financial incentives.

FrieslandCampina supplies key ingredients to McDonald’s for its product portfolio, including

McFlurry, sundaes, milkshakes and meat replacers like Vales.

A FrieslandCampina spokesperson tells Food Ingredients First:

“The 14% reduction of greenhouse gas emissions in 2025 is not the end goal, but a step in a longer journey. By working together to reduce greenhouse gas emissions in the dairy supply chain, both companies aim to inspire others within the industry to follow suit and contribute to a more sustainable future.”

“This fits into the ambition of both companies to achieve net zero carbon emissions worldwide (McDonald’s) and net climate neutral production (FrieslandCampina) by 2050.”

When asked about the role of policymakers in battling climate change, the spokesperson told us that promoting sustainable farming practices, providing support for climate-friendly technology, research and innovations and setting standards and regulations that apply to all players are some of the ways by which authorities can foster such efforts.

“Policymakers can also facilitate partnerships between the dairy industry, government agencies, universities, research institutes and other stakeholders to promote sustainable practices and find solutions to combat climate change. We call this kind of collaboration the golden triangle (industry – government – science).”

The spokesperson also said that it is important for policymakers to support the industry in transitioning to regenerative farming.

FrieslandCampina’s dairy farmers work towards reducing the carbon footprint in dairy farms, leading to eco-friendly ingredients formulation that are then supplied to McDonald’s (Image Credit: FrieslandCampina).

The role of dairy farmers

According to a [study](#) in the Journal of Dairy Science, understanding the source of emissions in dairy farms is essential in mitigating climate change. Inside dairy farms, emissions come in the form of methane from the animals, methane and nitrous oxide from manure in housing facilities during long-term storage and nitrous oxide again from nitrification and denitrification processes in the soil used to produce feed crops and pasture.

Further, in an evaluation of GHG emissions from the national fluid milk supply chain, scientists found that 72% of the emissions occurred in processes before the milk left the farm.

FrieslandCampina rewards dairy farmers financially to ensure outdoor grazing and better animal health. To contribute to climate change mitigation, FrieslandCampina’s member dairy

farmers use an Annual Nutrient Cycling Assessment tool to get farm-specific insights and results on climate and biodiversity.

Based on this data, the company rewards the farmers with “financial premiums” by tracking their progress. Further, it also remunerates them for their results on outdoor grazing and animal health and welfare via the Foqus planet sustainable development program.

Roger Loo, president of professional and trading at FrieslandCampina, says: “We measure and track our progress and drive improvement. Over the years, our efforts have resulted in a decrease in the carbon footprint of our dairy products.”

“Our dairy farmers have played a crucial role in this achievement through their commitment to making their dairy farms more and more sustainable.”

According to the company, some of the methods that farmers are adopting to reduce GHG emissions include “lengthening the grazing season,” using feed with a “lower footprint,” adding feed additives to “lower methane emissions,” and segregating “manure and urine” on the farm.

Moreover, dairy farmers also work to generate renewable energy, which is ultimately utilized by FrieslandCampina’s production sites.

The F&B industry as a whole is grappling with the huge challenges of reducing GHG emissions. Last month, DSM-Firmenich developed [methane-reducing feed supplements](#) called Bovaer for dairy cows that claim to cut enteric methane emissions by 44% to 50%.

The climate change blow to dairies

The FrieslandCampina spokesperson flags that climate change has significantly impacted the global dairy industry in various ways, such as changes in temperature and extreme weather events.

“Heat stress reduces milk production and increases the risk of diseases for cows.”

As climate change intensifies, lack of access to water for dairy farms may lead to higher costs and less milk production. Erratic temperature and precipitation patterns have burdened farmers with higher supplement costs since the quality and quantity of forage have declined, too.

“Climate change has led to the emergence of new diseases and parasites and the spread of existing ones. This has increased the health risks for dairy cows, leading to higher veterinary costs for farmers.”

The spokesperson further said that water scarcity is another hurdle in dairy production, which requires a significant amount of water for milk production and cow hydration.

“With droughts becoming more frequent and severe due to climate change, access to water for dairy farms may become limited, leading to higher costs and reduced milk production.”

Meanwhile, Joost Elshof, director of supply chain at McDonald’s Netherlands, also flags that climate change is a significant environmental issue facing the industry.

“McDonald’s wants to work with all its partners and suppliers throughout the chain on innovative solutions that limit the negative impact on the climate.”

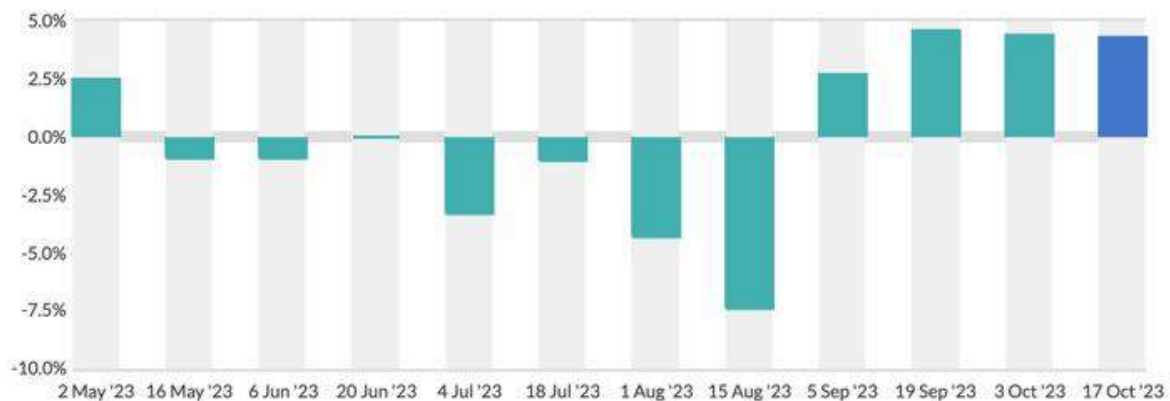
In another concerning climate change update, FAO’s new report titled “The impact of disasters on agriculture and food security” which we covered yesterday, says that climate change is one of the underlying risk factors behind natural disasters globally. Over the past three decades, it has amounted to an estimated [US\\$3.8 trillion](#) in crop losses.

Meanwhile, crops like [cocoa and coffee](#) are also bearing the brunt of climate change, with the heat and unpredictable rain leading to issues like pollinator loss and lowered hops quality for beer.

GDT: Dairy prices rise for the fourth time in a row

OCT 18, 2023

<https://dairynews7x7.com/gdt-dairy-prices-rise-for-the-fourth-time-in-a-row/>



Prices have risen for the fourth time in a row in the latest Global Dairy Trade auction, held overnight, with a 4.3 per cent increase across the board.

It follows similar lifts of 4.4 per cent on October 3 and 4.6 per cent on September 19, as well as a 2.7 per cent increase on September 5.

Encouragingly, whole milk powder has surpassed the US\$3000 “psychological threshold” again – reaching an average of US\$3059/MT, thanks to a 4.2 per cent increase.

Skim milk powder – Fonterra’s second-biggest reference product – gained 4.3 per cent and over US\$100/MT from two weeks ago, to command an average of US\$2659/MT, while butter firmed 2.9 per cent to an average of US\$4940/MT.

The biggest percentage hike came from anhydrous milk fat, which soared 7.1 per cent and over US\$330/MT to an average of US\$5310/MT.

Lactose – with a slight 0.2 per cent increase to an average of US\$5562/MT – and cheddar – also up 0.2 per cent to an average of US\$3858/MT – rounded out a clean sweep of positive results for all commodities on offer.

35,974 MT of product was purchased by 117 successful bidders, compared to 38,350 MT and 114 winning bidders last time.

On October 9, Fonterra raised its forecast farmgate milk price for 2023/24 – to a range of \$6.50–\$8.00 per kgMS, with a midpoint of \$7.25.



This followed downgrades on August 18 to between \$6.00 and \$7.50 per kgMS, with a midpoint of \$6.75, and August 4 of between \$6.25 to \$7.75 per kgMS.

On the strength of last night’s auction, ASB has added another 75c onto its milk price forecast, taking it to \$7.35 per kgMS.

Global Dairy Trade Event 342 concluded with the GDT Price Index up 4.3%

Key Results

AMF index up 7.1%, average price US\$5,310/MT

Butter index up 2.9%, average price US\$4,940/MT

BMP not offered

Ched index up 0.2%, average price US\$3,858/MT

LAC index up 0.2%, average price US\$599/MT

SMP index up 4.3%, average price US\$2,659/MT

WMP index up 4.2%, average price US\$3,059/MT

Jarden Head of Derivatives, Mike McIntyre said that while the economic situation in China remained difficult, the activity on the GDT platform was “encouraging.”

“[This] is forcing reticent participants into the game.”

He said the lift above US\$3000 for whole milk powder “highlights that if the price gets too cheap someone will eventually step in and find a home for the product.”

Southeast Asia's dairy industry attracts big private equity deals

OCT 18, 2023

<https://dairynews7x7.com/southeast-asias-dairy-industry-attracts-big-private-equity-deals/>

More emphasis on quality and growing consumption trends in Southeast Asia's dairy industry have attracted a bevy of private equity (PE) companies to the sector, many of whom are raising their bets in the hopes of reaping multiples in the years to come.

Dairy products, which were once considered good-to-have by Southeast Asian consumers, are today must-haves. Favorable demographics, a growing middle class and higher discretionary spending have propelled dairy consumption trends in emerging markets.

"As per capita income of the people grows, they will go toward healthier products to satisfy the energy needs," said Amit Kunal, managing partner of Growtheum Capital Partners, which has made two significant dairy sector investments in Vietnam and Indonesia this year alone.

In April, Growtheum announced an investment of \$100 million in Vietnam-based International Dairy Products (IDP). Last month, the PE firm injected \$70 million into Indonesia's KIN Dairy.

"While there has been a bit of slowdown in the other consumer categories, this segment continues to grow," Kunal said.

Dairy businesses have seen PE investments in the past as well. Dymon Asia Private Equity's funding in The Holstein Milk Company and Southern Capital Group's acquisition of F&B Nutrition in Malaysia in 2018 and 2019, respectively, were some prominent deals in the region. Meanwhile, TPG and Northstar bought agrifood company Japfa's consumer dairy business in Southeast Asia three years ago.

Today, PE players are bullish on the sector, predominantly on the back of Southeast Asia's growing population and increasing wealth.

Andy Ho, chief investment officer of VinaCapital, a past investor in Vietnam's Vinamilk and IDP, is particularly excited about the market of about 100 million people. "The [gross domestic product] per capita right now is about \$4,000. That's on the low side, so there's still a lot of room to grow," he said.

Demand has been met by a wide range of quality products, from ultra-high temperature milk to yogurt and cheese, which makes the sector more attractive, according to Martin Lemoine, head of the Asian Development Bank's (ADB) food and agribusiness investment team.

ADB acted as an anchor investor in Cimory's IPO on the local exchange in 2021. The bank is also a limited partner in Growtheum.

"As an investor, it's always a satisfying thing that the company you support uplifts the nutritional needs of the country," Kunal said.

Indonesia's dairy market revenues reached \$5.1 billion in 2021, representing a compound annual growth rate of 12.3% between 2016 and 2021. The market is expected to exceed \$7 billion by 2026, according to Market-research.com.

Cimory has been a beneficiary of this rapid growth, said Brahat Joshi, chief financial officer at the company. "Historically, Indonesia has lagged behind its ASEAN counterparts in terms of dairy consumption, but as income levels steadily rise, we are witnessing a notable uptick in the demand for dairy products."

In Vietnam, there were more than 200 dairy producers at the end of 2021, according to Research and Markets

The research platform estimated that the country's dairy revenue nearly doubled from \$4.4 billion in 2017 to \$8.4 billion in 2021. Milk consumption per capita in Vietnam was only 28

liters in 2021 — lower than Thailand’s 35 liters and Singapore’s 45 liters — but was anticipated to reach 40 liters by 2030.

There are multiple opportunities in the dairy sector in Southeast Asia and the wider Asia-Pacific region, and ADB is looking at several new investments, Lemoine said.

Despite the huge growth potential, supply chain issues continue to hinder dairy businesses in the region.

Farming practices in Indonesia are still fragmented, said Joshi. In addition, underdeveloped logistics infrastructure hampers nationwide product distribution.

“For setting up a farm, you need a vast tract of land, favorable weather conditions and a good water table. It also requires heavy capital investment and the expertise to manage the fund,” Kunal said. “Maybe that is [why] in the past decade, fewer investments in the sector have happened.”

Countries like Indonesia and Vietnam are also net importers of milk. In Vietnam, less than half of demand was met by domestic production.

“The [Vietnamese] dairy market has matured and is getting very big. Many want to invest,” said VinaCapital’s Ho. However, because of the heavy reliance on imports, he stressed the

question of the strategic value and growth over the next five to 10 years.

“When we invest, we need to deliver 15% to 25% return every year for the next three to five years. It’s hard to see these bigger companies growing at that profit,” he said.

VinaCapital first invested in Vinamilk nearly two decades ago when the dairy company was worth around \$400 million and exited about a decade later. Now, Vinamilk is a \$6.4 billion company by market capitalization.

VinaCapital also invested in IDP in 2014 and exited in 2019.

Growtheum’s Kunal said, “The sector is still very wide open. If someone comes with a good, interesting quality product, the demand will be there.”

Meanwhile, ADB’s Lemoine sees the bank’s role in helping dairy companies with sourcing quality raw milk and reducing the carbon footprint in dairy production, leveraging its investment experience in the sector in other countries such as China, Bangladesh, Azerbaijan and Mongolia.

The ADB has recently invested in convertible notes of a Vietnamese aquaculture company for the production of seaweed that can help decrease methane emissions of dairy cows.

World milk market analysis and its impact on UK dairy market

OCT 17, 2023

<https://dairynews7x7.com/world-milk-market-analysis-and-its-impact-on-uk-dairy-market/>

The latest official Defra milk price for August is 36.22ppl at 4.17% fat and 3.37% protein, or 35.4p on a standard 4% fat, 3.3% protein standard litre

Milk prices have continued to fall in October and November, with 10 processors reducing in October and another seven for November. Of those only Saputo has cut for both months.

The estimated non-aligned weighted average price for October is now estimated at 34.6p, with six processors paying 34-35p; 11 paying 35-36p and nine paying 36-37p. The average price for November is 34.4p. This is the lowest price since January 2022.

Commodity prices are, however, increasing, which should help stabilise the situation.

The latest AMPE figure for September is 28.82p, which is up 0.2p on August. After an allowance for a margin and additional supply chain costs a reasonable farmgate equivalent would be less than 25p. The gross MCVE figure is 33.39p before costs and a margin, which is a drop of 0.75p, with the net value being less than 30p now. This is the lowest level since August 2021.

Commodity prices lift as market sentiment improves

Commodity prices are increasing on the back of increasingly positive sentiment.

The GDT auction has increased for three consecutive auctions, and Fonterra has subsequently increased its milk price forecast for the season slightly.

At the time of writing the market making Dutch butter had just increased by €200 (£173) to €4,750 (£4,099), its highest price since June.

Dutch SMP was up by nearly €100 (£86) to €2,400 (£2,071), with food grade having risen for four consecutive weeks, and feed grade for six.

In milk price terms butter and SMP convert into an AMPE price of 29p now, which is up from a recent low of 25.7p in September.

Cream is also on a positive roll, with EU prices up €1,600/t (£1,381/t) over eight weeks to €6,650/t (£5,739/t), or equivalent to £2.30/kg in the UK. But it is not that here; loads in the week of going to press went from £1.83 mid-week, to as high as £1.91 by the end. And that was not even for the export market, which usually commands a premium. At these prices no processor is going to make butter, which will again help tighten stocks and firm prices.

Cheddar, though, is still very much in the doldrums. Prices now are back to where they were two years ago at £3,100 for Irish mild at the lowest level, and UK supplies only slightly higher.

Taking costs into account the effective price is actually nearer to £2,800, as estimates say the cost of making cheddar is up to £300 a tonne more than it was two years ago. It hasn't been as low as that since December 2019.

However, higher butter and SMP prices will also mean more milk will move out of cheese on the continent and back into butter, again tightening up the situation.

Gouda and curd prices are already increasing too, which will help cheddar as there is pretty much parity in price now.

Lloyd Fraser collapse results in 1.6m of dumped milk

Milk volumes over the last two weeks look as if they have plummeted significantly, but the reality is they have not.

The drop can be accounted for by the sudden [collapse of haulier Lloyd Fraser](#) on 22 September, which resulted in 1.6m litres to 1.8m litres of milk being dumped.

On the 21 September (the day before the administrators were called in) the daily volume in GB was 32.257m litres, and the following day volumes were 32.795m litres. Collections on the 22 September were 30.646m litres, down 1.6m litres.

With those Lloyd Fraser losses factored in production over the last two weeks averaged 37.96m litres per day, down 876,400 litres and 2.26% on last year, while GB volumes averaged 32.2m litres per day, down 809,300 litres and 2.45%.

Without those losses, GB milk volumes would have averaged 32.21m litres per day, some 196,505 litres and 0.61% more than last year.

Futures price lift steadily to return over 30p

EU and New Zealand futures prices have continued to increase steadily, with the average price for butter over the next six months being €4,950 (£4,271), and that for New Zealand being €4,800 (£4,142). SMP prices average €2,670 (£2,304) and €2,700 (£2,330) respectively.

When converted to a UK milk price the contracts equate to a price of 30ppl for October, rising to 34.5p for next March. These prices are

some 3ppl more than they were a month ago, and are now at their highest prices since the spring.

GDT posts hat trick of increases

There is a hat trick of gains for sellers to celebrate on the main auction at last. We have got to go back to early 2022 for the last time that happened.

The average price at the last main auction in early October crossed the \$3,100 (£2,523) threshold for the first since August, with WMP over \$2,900 (£2,360) and SMP over \$2,500 (£2,035) again, with Arla's over \$2,600 (£2,116) – the first time it has been over this level since June.

The second week of October then saw the first intermittent 'pulse' auction of both WMP and SMP, with both commodities increasing in price by a decent \$70/t (£57/t) or so.

The GDT commodities convert into an approximate UK milk price equivalent of 29p, which is up 1.67p on the previous auction. This includes a heavy weighting for WMP, though, which we do not produce in the UK. The AMPE equivalent price from butter and SMP is over 30p.

As a result of the improved auctions Fonterra has lifted its 2023/24 season forecast milk price by 50 cents to \$6.50 – \$8.00 (£3.19-3.92) per kg solids,, with a new midpoint of \$7.25 (£.55). This is equivalent to about 28p.

Fonterra CEO Miles Hurrell says the improved outlook reflects both supply and demand dynamics.

Introducing

SURUCHI DAIRY DASHBOARD

A periodic audit and monitoring service to enhance your dairy business competitiveness

70+

Dairy Plants & Integrated Dairy Farms.

115+

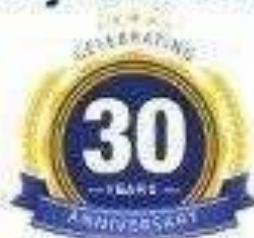
Detailed Project Reports & Market Research

2051+

Certified Dairy Entrepreneurs

Our data to solutions platform help you remove the barrier between data and action.

So you can turn real time data from all touch points from farm to table into purposeful outcome for your dairy and for yourself.



Key Deliverables

- Monthly Dashboard
- Quarterly Focus Reports
 - Quality • Costing • Productivity
 - Customer satisfaction
- Due Diligence
 - Expansion or Diversification



Suruchi Consultants
a Friend, Philosopher and Guide to
over 2000 Dairy aspirants since 1990

Contact Us :

C-49, Sector-65, Noida, Uttar Pradesh, 201307

Ph.: +91 120-4370845, 4320845

E-mail: info@suruchiconsultants.com

www.suruchiconsultants.com

