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## FORTNIGHTLY NEWSLETTER

DAIRY PULSE 195<sup>th</sup> EDITION (1<sup>st</sup> to 15<sup>th</sup> December 2023)



### CATEGORIES OF THE EDITION

- ★ Dairy News 7X7 Blog: Uncovering the Dairy Landscape
- ★ Indian News
  - Animal Health/Protection
  - Marketing
  - Dairy Policy
  - Regulatory/Legal
  - Survey/Report
- ★ Foreign News



## Dairy Pulse 195<sup>th</sup> Edition (1<sup>st</sup> to 15<sup>th</sup> Dec., 2023)

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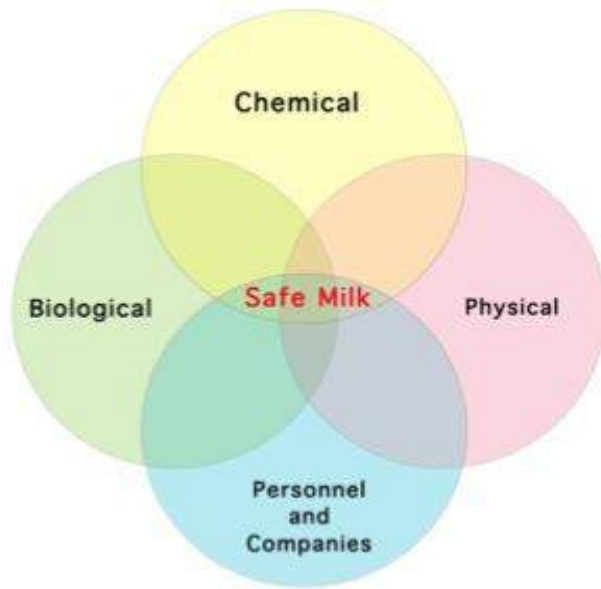
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## INDIAN NEWS

### FINGERPRINTING: TRACKING CHEMICALS AND COS BEHIND UNSAFE MILK

<https://dairynews7x7.com/fingerprinting-culprits-tracking-chemicals-and-companies-behind-unsafe-milk/>



Indian Dairy Association organized a Seminar on “Safer Dairy Products – Challenges for Industry and Administrators” in Delhi. The seminar featured two Panel discussions, the first focusing on nutrition and the other on the safety of milk. I am grateful to the Indian Dairy Association for providing me the opportunity to moderate the session on Safe Milk.

The panel on Safe Milk comprised Dr. Rajan Sharma (Jt Dir NDRI Karnal) and Dr. K.D. Aparnathi (Ex-SMC College) from academia . Mr Vijay Sardana (Renowned Food Expert) and Ms. Rajeshwari Sinha (CSE) represented practicing professionals.

#### **Nurturing Milk Safety: A Personal Commitment**

In 2016, I got involved in designing the framework for the National-Milk-Adulteration-survey, which expanded on a larger scale in 2018. The survey covered various chemicals and contaminants, including pesticidal residues. The results revealed around 7% of the milk as unsafe (1.2% with Antibiotic residue and 5.7% Aflatoxin M1). This transformative journey included crafting Schedule IV (GMP) and curriculum for the Dairy-Food-Safety-Supervisor program, uncovering my life’s true purpose and shedding light on factors contributing to unsafe milk.

#### **Safeguarding Our Fundamental Right to Safe Food**

Highlighting the constitutional perspective on the right to safe food, this section emphasizes that while food is essential for survival, unsafe-food-is-akin-to-a-slow poison. Safe food is not a luxury but a fundamental requirement, integral to the human right to access food. The World Health Organization’s definition of food safety is explored, noting its absence in the Constitution of India. Despite this, Entry 18 in List III empowers legislatures to enact laws on food adulteration.

Every citizen’s fundamental right to safe food is guaranteed by Article 2. With Article 47 imposing a duty on the State to enhance nutrition and public health. Post-Maneka Gandhi, the right to life has expanded to include living with human dignity. Ignoring unsafe practices in agriculture and animal husbandry jeopardizes food safety.

**Ensuring Safe Milk Delivery at Every Tier**

Dairy is a a three-tier activity involving production, collection and processing, and distribution and sales. It requires control at all levels to ensure safe milk delivery. Regulatory interventions, including capacity building, handholding, surveillance, and enforcement, are crucial at every stage.

The accompanying illustration identifies all areas of contamination in the primary and processing stages of a dairy value chain.

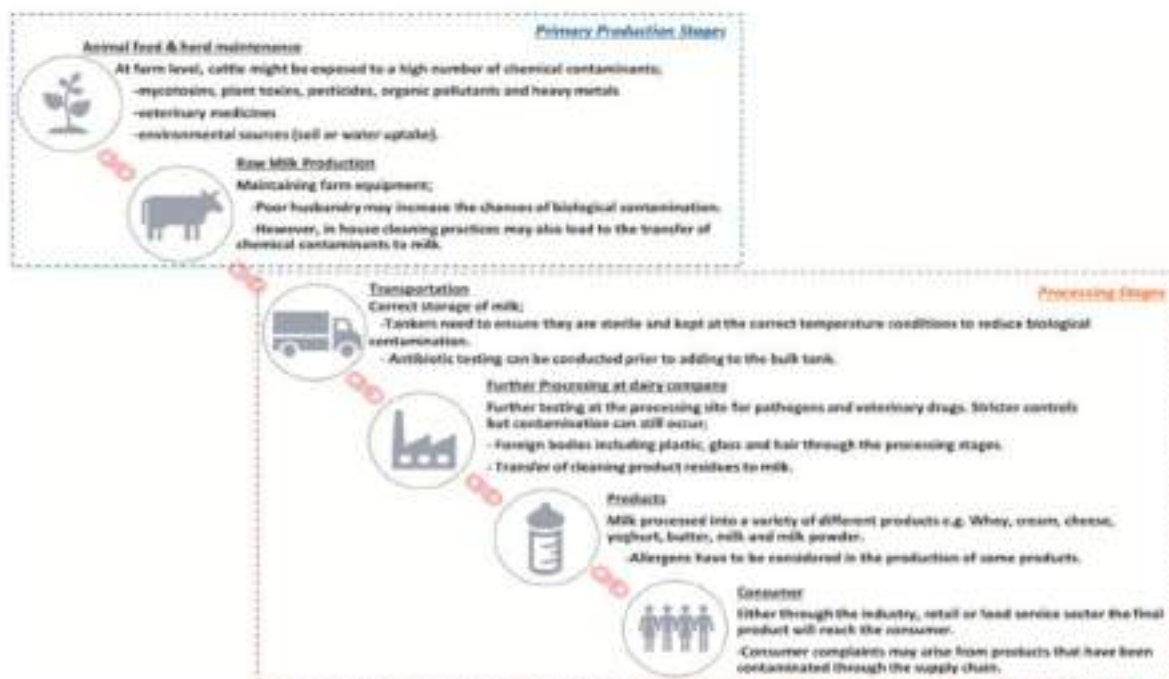


Fig. 1. Simplified dairy supply chain identifying areas of contamination in the primary and processing stages (based on information detailed in van Amerl *et al.*, 2017).

In the Indian context, our regulatory oversight is limited. It stretches from milk collection centers to the cold store of processing plants. All food safety measures operate within this framework. The 2018 Milk Adulteration survey revealed that major contaminants, such as antibiotics and aflatoxin, originated from outside the “Circle of Control” of Quality Assurance in milk processing companies.

India produces nearly 600 million liters of milk daily. With 7% of this milk found to be contaminated, approximately 42 million liters per day are unsafe for consumption. Considering an average household milk consumption of around 1 liter. This unsafe milk reaches approximately 42 million households, nearly one-sixth of India’s 300 million households.

**Inclusion of Farmers for Ensuring Safe Milk Production**

The latest report on Antimicrobial Resistance (AMR) by CSE and WHO recommends timely vaccination for all livestock, emphasizing a preventive approach. Integrating the One Health Program in the fight against AMR is a key objective.

Farmers often face challenges, including antibiotic misuse by unqualified individuals and issues like mastitis leading to drug residues in milk. Clean Milk Production (CMP) is essential to control microbial contamination, necessitating regular training for farmers with a simplified Standard Operating Procedure (SOP) during milking.

Training should extend to making and storing quality compound feed, considering that Aflatoxin M1 often results from fungus growth in stored feed. Regular water testing and preventing the mixing of animal waste into drinking water are crucial areas covered in a standard CMP checklist.

### Constitutional Provisions for Agricultural Upgradation

Article 48 of the constitution emphasizes organizing agriculture and animal husbandry on modern and scientific lines, while Article 48A focuses on environmental protection. Scientific methods can control livestock emissions and water pollution, ensuring responsible agricultural practices.

With the development of a national food regulation, the creation of a central food and feed regulatory body is anticipated. This evolution necessitates the inclusion of farmers, cattle feed manufacturers, and other stakeholders. Farmer inclusion is vital for extending the role of FSSAI in primary production.

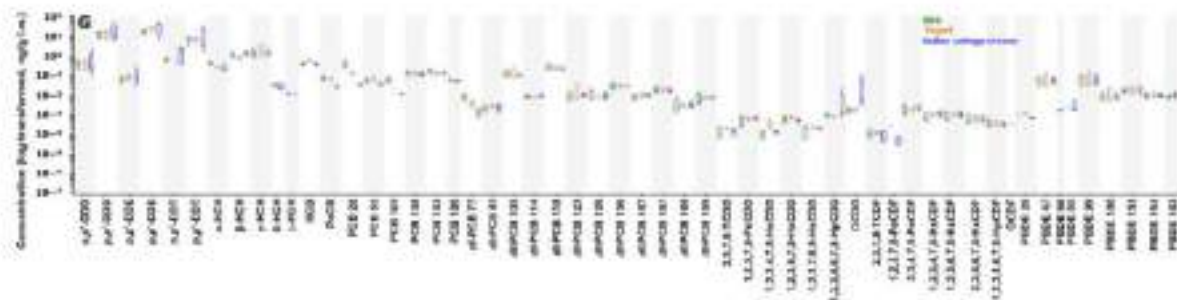
To avoid political considerations, the inclusion of farmers in the regulatory framework can begin through cattle registration with the farmer's name in a society. The existing Information Network for Animal Productivity & Health (INAPH) program, managed by NDDB, already provides unique identities for millions of cattle, facilitating vaccination and reducing the need for drugs.

This identity can be used to ensure that milk from animals under antibiotic treatment is not mixed at the society level. Proper farmer training with a clear SOP, checklist-based Clean Milk Production, and Ethno-veterinary treatment are essential components. Implementing a ration balancing program under the same initiative can contribute to achieving the One Health dream by controlling drug use in livestock.

### Addressing Endocrine-Disrupting Chemicals in Milk and Milk Products

Source : Environmental Pollution 288 (2021) 117750 <https://doi.org/10.1016/j.envpol.2021.117750>

One of the research in Delhi and NCR region found the following findings



*“Products of animal origin were higher than plant-based food items. In total, up to 55 compounds were detected in milk, yogurt, and Indian cottage cheese (Fig. 1G, Table S15) with similar levels and profiles among these products. DDT congeners had the highest levels with a prevalence of p, p’-DDE (up to 54.8 ng/g l.w. in cottage cheese). All isomers of HCH were detected in at least one type of dairy product. The highest concentration was observed for γ-HCH (3.6 ng/g l.w.) in yogurt. Among PCBs, the highest concentration was detected for PCB 28 in milk (0.6 ng/g l.w.).*

Among PBDEs, PBDE 99 was detected with the highest concentration of 0.2 ng/g l.w. in yogurt. PBDE 209 (typically the most abundant among PBDEs in other food items) could not be detected in any of the dairy products owing to the high detection limits achieved (i.e. 101–1830 pg/g l.w.). In addition to the detection limits, lower presence of PBDE 209 in dairy products can be due to its high molecular mass leading to its lower bioaccumulation compared to other PBDE congeners with lower molecular mass, moreover, PBDE 209 has the capacity to breakdown in more toxic and easily absorbed congeners such as those existing in penta- and octa-BDEs (McDonald, 2002; O’Driscoll et al., 2016).”

**Presence of Heavy metals in milk and milk products**

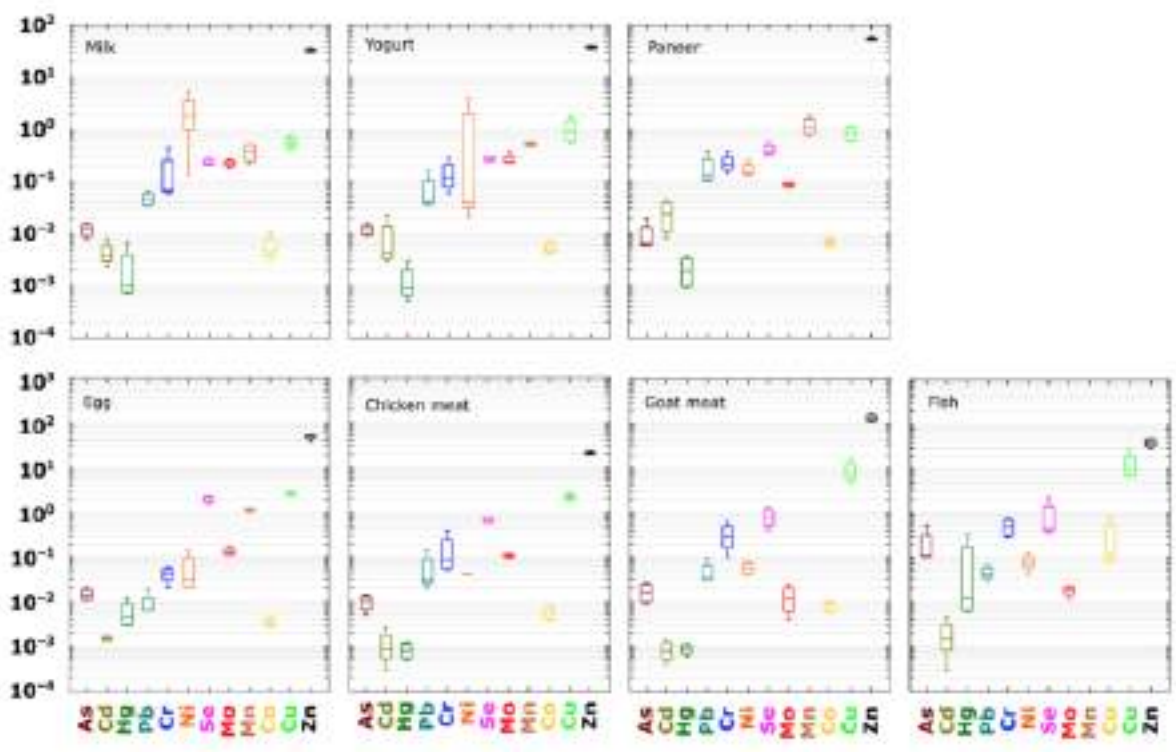
Source : Archives of Environmental Contamination and Toxicology- <https://doi.org/10.1007/s00244-023-01017-x>

Subsequent research revealed the following results.

$\Sigma$ tHM was the highest in milk (1.95 mg/kg) followed by cottage cheese (0.52 mg/kg) and yogurt (0.21 mg/kg), however in case of essential elements, the highest sum was observed in cottage cheese (56.41 mg/kg) followed by yogurt (40.46 mg/kg) and the least in milk (34.39 mg/kg).

The median concentrations of individual metals in milk ranged from 0.001 (Hg) to 33 (Zn) mg/kg, in yogurt from 0.001 to 38.5 mg/kg and in cottage cheese from 0.002 to 54.0 mg/kg. Usually, cottage cheese contained higher residues of the essential elements as compared to milk, which can be due to the selective binding of metals to proteins, which this product is enriched of (Witkowska et al., 2021).

Concentrations of Cr and Pb varied noticeably among different zones of Delhi, for example, Cr in milk from South zone (0.44 mg/kg) was 7 times higher than in the East zone (0.07 mg/kg); similar variations were observed for Cr in cottage cheese and yogurt. Pb in cottage cheese from the West zone (0.38 mg/kg) were 4 times higher than in samples from the East zone (0.1 mg/kg). Several distinct milk farms feed a few milk processing and distribution plants in Delhi.



### **An unending list of culprits**

While reviewing an analytical test report from a reputable milk supplier, I was astonished to discover a milk analysis report encompassing over 200 tests, including 13 for chemicals, 1 for mycotoxins, 4 for microbiological factors, 5 for heavy metals, 32 for drug residues, and an extensive range of 62-159 tests for pesticidal residues.

Are we genuinely discussing milk here? State-of-the-art FTIR machines now offer up to 30-35 tests for chemical adulterants, capable of identifying even unknown chemicals not typically found in milk. These machines, deployed in large dairies nationwide, play a pivotal role in enhancing testing capabilities. For instance, in drug residues, the number has been reduced from 92 to under 30, and the milk adulteration survey found minimal samples with pesticidal residue under 18 different categories.

Considering the presence of endocrine-disrupting chemicals and harmful heavy metals in common dairy products like Paneer and yogurt, isn't it time for a nationwide initiative against this menace? Shouldn't we label these toxic chemicals and contaminants as criminals and create a national database using cutting-edge testing and sensing technologies?

### **M-HIVE: Milk Hazard Inventory for Vigilant Evaluation**

To address these concerns, I propose establishing a dedicated desk at the Ministry of Dairying or FSSAI to implement M-HIVE (Milk Hazard Inventory for Vigilant Evaluation). This dairy-specific inventory should include fingerprints of all possible known and unknown chemicals, microbes, and contaminants across various categories. Additionally, it should encompass all individuals and companies involved in food adulteration cases, those failed at international destinations, and laboratories with compromised results after exports.

Let's not become complacent about milk safety. **"Just because something isn't happening for you right now doesn't mean that it will never happen."**

With 140 crores of people in India consuming 60 crores liters of milk daily, ensuring the safety of this essential commodity becomes a collective responsibility. I invite your comments and suggestions on how to achieve this goal at [dairynews7x7@gmail.com](mailto:dairynews7x7@gmail.com), a direct channel to connect with me.



## ATTENTION DAIRY FBOs

FSSAI has mandated all FBOs to upload the 6-monthly lab testing reports in the FoSCoS Portal, or link it through Infolnet Portal.



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## GYAN DAIRY RAISES ITS DAILY MILK PRODUCTION CAPACITY

DEC 15, 2023

<https://dairynews7x7.com/gyan-dairy-raises-its-daily-milk-production-capacity/>



**G**yan Dairy, a unit of CP Milk & Products Ltd, has increased its milk production capacity to 15 lakh litres a day from 11 lakh litres a day.

A media statement said the company has set up a plant in Gorakhpur with a capacity of 5 lakh litres a day, at a cost of approximately ₹120 crore. The plant is spread over 20,067 sq m. With the establishment of this plant, over 1,800 direct and indirect jobs have been generated. Over 1 lakh cattle-rearing families will be benefited, it said.

Quoting Jai Agarwal, Managing Director of CP Milk & Food Prod Pvt Ltd, the statement said: "We had started our journey in 2007 with just two products in our portfolio, namely Gyan Skimmed Milk Powder and Gyan Desi Ghee. Milk was procured from the market and transported to our plant. The income from the sale of milk had gone to middlemen, depriving dairy farmers of fair compensation for their produce."

### Supportive policies

Stating that the situation is different now and everything has changed considerably over the

last six-seven years, Agarwal said the company has plants in Lucknow, Barabanki, Varanasi and Gorakhpur with an increased capacity of processing 15 lakh a day and providing a range of packaged milk and other dairy products such as dahi, paneer, khoya, butter, ghee and dairy-based beverages such as lassi, chaach, etc. The company's products are available across the country via a network of over 50,000 retailers and over 50 'Gyan Fresh' stores.

Agarwal said the Uttar Pradesh dairy market is flourishing due to the State government's supportive policies. The government provides incentives and support for dairy development, including supporting milk cooperatives and rural milk producers, setting up greenfield dairies in cities such as Gorakhpur, Ayodhya, Kanpur, Lucknow and Bareilly.

"Technological advancements such as improved milk procurement networks are accelerating dairy product adoption. Road infrastructure improvements have facilitated direct milk transportation to dairy farmers, increasing income," Agarwal added.

## MILK MANTRA POSTS INR 12.3 CR LOSS IN FY23 AS SALES REMAIN FLAT

DEC 15, 2023

<https://dairynews7x7.com/milk-mantra-posts-inr-12-3-cr-loss-in-fy23-as-sales-remain-flat/>



### SUMMARY

Milk Mantra slipped into the red in FY23 after reporting a net profit of INR 13.6 Cr in FY22

The dairy tech startup's operating revenue rose a marginal 2% year-on-year (YoY) to INR 272.9 Cr in FY23 as sales of milk dipped 4.6% YoY

Total expenditure increased 13% to INR 289.4 Cr in FY23 from INR 256.6 Cr in the previous fiscal year

Bhubaneswar-based dairy tech startup Milk Mantra slipped into the red in the financial year ended March 31, 2023 after posting profits in two consecutive years. The Eight Road Ventures-backed startup reported a net loss of INR 12.3 Cr in FY23 compared to a net profit of INR 13.6 Cr in FY22 as its operating revenue remained flat.

Milk Mantra was founded in 2009 by Srikumar Misra and Rashima Misra but began operations in 2012. The startup sells products under two brands – Milky Moo and Moo Shake. It sells

packaged milk, curd, paneer, lassi, mishti dahi, and flavoured milkshakes.

Its operating revenue rose a marginal 2% to INR 272.9 Cr in FY23 from INR 267.1 Cr in the previous fiscal year, indicating that the company is facing difficulties in scaling up its business. Here is how it generated revenue during the year under review:

- **Pasteurised Milk:** Milk Mantra earned the highest amount of revenue by selling pasteurised milk. However, revenue from sales of milk dipped 4.6% to INR 162.5 Cr in FY23 from INR 170.5 Cr in the previous fiscal year.
- **Curd:** Curd sales saw a slight increase to INR 59.5 Cr during the year under review from INR 53 Cr in the previous fiscal year
- **Cottage Cheese & Lassi:** Milk Mantra earned INR 33 Cr from this, an increase of 17% from INR 28.2 Cr in FY22.

Including other income, the startup's total income rose 2.2% to INR 277.1 Cr in FY23 from INR 271.1 Cr in the previous fiscal year.



# DECODING THE PRE-PACKAGED FOOD LABEL



**Need help with labelling? Contact us for assistance.**

According to the Food Safety and Standards (Packaging and Labelling) Regulations, 2020, certain labelling requirements must be met before distributing food products.



## FAQs on Designing Food Labels !

- ✓ Are there any regulations on pre-packaged food labels?
- ✓ Do I need to place the symbol  /  on the front, back, or both sides of the package?
- ✓ What should be the serving size for my products?
- ✓ What parameters are mandatory for the nutritional information table?
- ✓ Are there any conditions attached to making health claims?
- ✓ Can I claim "My product is 100% natural" on the food label?
- ✓ Can I make claims about the health benefits of my product?
- ✓ Can I use testimonials or endorsements on my product label?
- ✓ Can I use imagery that suggests that "My product is healthier"?
- ✓ Do I need to include a disclaimer stating that "Images are for creative representation only"?





## HIMACHAL AGRICULTURE MINISTER BATS FOR SETTING UP MODERN MILK PLANT

DEC 15, 2023

<https://dairynews7x7.com/himachal-agriculture-minister-bats-for-setting-up-modern-milk-plant/>



**K**umar requested the Union minister to set up a modern milk plant and its by-products in Himachal Pradesh through National Dairy Development Board (NDDB) State agriculture minister Chander Kumar met Union animal husbandry and fisheries minister Parshottam Rupala at New Delhi on Thursday.

Kumar requested the Union minister to set up a modern milk plant and its by-products in Himachal Pradesh through National Dairy Development Board (NDDB).

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He said according to the project report of the NDDB, a target had been set for 1,415 village dairy cooperative societies (VDCS) in the area to make the new plant functional in Dhagwar.

Along with ensuring the milk quality, efforts were being made by the federation to increase its procurement rate, he added.

The state government has announced the launch of the 'Him Ganga Scheme' to strengthen the milk-based economy. Under this, a budgetary provision of ₹500 crore has been made. In the first phase, this scheme is being initiated on a pilot basis in Hamirpur and Kangra districts, he added.

He also detailed the activities of the Himachal Pradesh State Cooperative Milk Producers Federation (HP MILKFED) and added that the state government is keen on promoting animal husbandry and dairy activities in the state to strengthen the economy of farmers.

The agriculture minister said that HP MILKFED was running dairy development activities in 11 districts. As many as 1,107 societies have been formed by the federation through which 47,259 milk producer beneficiaries were being benefited.

The Union minister assured of all possible assistance and asked to submit a detailed project report soon to take further appropriate action in this respect.



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# WORLD FOOD INDIA 2023

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## DEVELOPMENT

DEC 15, 2023

<https://dairynews7x7.com/government-implements-national-programme-for-dairy-development-scheme/>



**D**evelopment of Animal Husbandry and Dairying, Government of India is implementing “National Programme for Dairy Development (NPDD)” scheme across the country since Feb-2014, with an objective of creating/strengthening of infrastructure for Production of quality milk, Procurement, Processing and Marketing of Milk & Milk Products. The scheme has been restructured/realigned in July 2021, for implementation from 2021-22 to 2025-26 with a total budgetary allocation of Rs1790 crore having two components:

Component ‘A’ focuses towards creating/strengthening of infrastructure for quality milk testing equipment as well as primary chilling facilities. Component ‘B’ (Dairying through Cooperatives) aims to increase sales of milk and milk products, upgrading dairy processing facilities and marketing infrastructure and enhancing the capacity of producer-owned institutions.

An amount of Rs 345.93 crore has been allocated (Budgetary Estimate) under both Component ‘A’ and Component ‘B’ (Dairying

through Cooperatives) of the scheme during 2023-24.

Under Component A of the scheme, 195 projects in 30 States/UTs have been approved with the total outlay of Rs 3311.10 crore (including Central Share Rs 2479.06 crore). A total amount of Rs.1824.60 crore has been released to States for the implementation of these projects against which Rs. 1429.62 crore has been utilised. Under Component B of the scheme, 22 projects in 8 States have been approved with a total outlay of Rs 1130.63 crore.

A total amount of Rs 84.02 crore has been released to National Dairy Development Board for the implementation of the projects. About 16,794 dairy cooperative societies have been organized/revived, 30,066 Automatic Milk Collection Unit have been installed and about 82 dairy plants have been strengthened with creation of 24.00 lakh litres per day additional/new milk processing capacity under the scheme.

## CM STALIN DIRECTS AAVIN TO HIKE PROCUREMENT PRICE OF MILK

DEC 14, 2023

<https://dairynews7x7.com/cm-stalin-directs-aavin-to-hike-procurement-price-of-milk/>



Chief Minister M.K. Stalin on Wednesday directed the Tamil Nadu Cooperative Milk Federation, Aavin, to hike the procurement price of milk by ₹3 per litre from December 18.

Farmers selling milk to Aavin's primary cooperative societies will now get ₹38 per litre for cow milk and ₹47 per litre for buffalo milk. The announcement comes when dairy farmers have been clamouring for an increase in procurement price due to a quantum leap in cost of farm inputs.

Minister for Dairy Development Mano Thangaraj told The Hindu that the expenditure incurred for the hike would not be passed on to the consumers. "We will retain the current prices of milk. The State government will bear the additional cost since the Chief Minister does not want consumers to be affected," he said.

At present, Aavin procures around 32.5 lakh litres of milk a day and sells a little over 14 lakh litres a day in Chennai and suburbs.

Elaborating on the steps being taken for the welfare of dairy farmers, the Minister said that the recently-introduced system of spot acknowledgement for milk at cooperative societies had been paying dividends.

"Farmers are getting better prices for good quality milk due to this. We hope that with this hike more farmers will provide milk to Aavin," he said.

On Aavin's efforts to increase milk procurement, he said that in the last two months, cattle loans worth ₹210 crore had been processed. "We will ensure availability of cattle too. A plan is being formulated to make societies economically viable," he said.

Meanwhile, M.G. Rajendran, general secretary, Tamil Nadu Milk Producers' Welfare Association, said the hike was not commensurate to the expenses incurred by farmers. "We had been demanding an increase of ₹15 per litre for cow milk and ₹20 per litre for buffalo milk. Many farmers have left the cooperative fold due to competitive prices being paid by private dairies. This increase, would at the most, prevent more people from moving..." he said.

Earlier in the day, on behalf of Uzhavar Perunthalaivar Narayanasamy Naidu's Tamil Nadu Vivasayigal Sangam, over 100 dairy farmers staged a protest demanding a hike in procurement prices before the Salem Aavin plant.

The government should also provide adequate loans to farmers for buying cattle and provide fodder at a subsidised rate, demanded R. Velusamy, president of the Sangam.



## NOURISH YOU ACQUIRES VEGAN DAIRY BRAND ONE GOOD

DEC 14, 2023

<https://dairynews7x7.com/nourish-you-acquires-vegan-dairy-brand-one-good/>



**S**uperfood brand Nourish You has acquired vegan dairy brand One Good. Following the acquisition, Nourish You and One Good products are available on the former's website.

Co-founded in 2016 under the name Goodmylk by Radhika Datt, Abhay Rangan and Veena Sudharshanchar, One Good offers a wide range of vegan dairy products like milks, cheese, chocolates, curd, ghee, butter and more. The company claims to offer vegan milk at a lesser cost as compared to cow's milk in select pockets of the country.

One Good team including Abhay Rangan, Radhika Datt and Dhivakar Sathyamurthy will join the leadership team at Nourish You. One Good has acquired 3 plant-based companies to date.

Co-founded in 2015 by Sowmya Reddy, Krishna Reddy, and Rakesh Kilaru, Nourish You offers superfoods such as quinoa and chia seeds to Indian consumers. According to its website, it manages 5,000 acres of Quinoa and Chia farms across Rajasthan, Karnataka and Madhya Pradesh. The company exports its portfolio spanning Quinoa, Chia, Millets, Edible Seeds (flax, pumpkin, sunflower, and watermelon), and breakfast cereals (muesli and fills) to countries including Singapore, Nepal, Kenya, Dubai, Mongolia, and Maldives.

Nourish You is backed by investors including Zerodha's Nikhil Kamath, Samantha Ruth Prabhu, Rohit Chennamaneni, Y Janardhana Rao, Abhijeet Pai, and Abhinay Bollineni among others.

It competes with True Elements, Slurrp Farms and Jiwa among several others.

## INDIRA DAIRY PROJECT TO BE LAUNCHED IN MADHIRA: DEPUTY CM BHATTI

DEC 12, 2023

<https://dairynews7x7.com/indira-dairy-project-to-be-launched-in-madhira-deputy-cm-bhatti/>

Steps were being taken to set up Indira Dairy enabling DWCRA group members to become entrepreneurs, informed Deputy CM Bhatti Vikramarka. Similarly, hundreds of unemployed youth who have knowledge of agriculture would also get direct and indirect employment through the dairy industry. The youth would be engaged to supply green grass, dry grass and fodder to cattle for milk production, he said.



Speaking to the media at Madhira in the district on Monday the Dy. CM said that the project would first be implemented in Madhira Assembly constituency on a pilot basis. It would be extended across the State later. Vikramarka revealed that in 2013-14 during Congress regime he took initiative to establish Indira Dairy Industrial Co-operative Society Limited and allotted the land required. After the reorganisation of State, the project was neglected.

Now it was decided to revive the dairy project aimed at helping 53, 000 women in the Development of Women and Children in Rural Areas (DWCRA) groups in the constituency become

dairy entrepreneurs. Apart from the income given to them from milk production, the women would also be made shareholders in the profits.

Indira Dairy would have production capacity of four lakh litres of milk every day. The project was being started with the determination to develop it bigger than Amul Dairy. A special officer would be appointed to monitor and review the progress every week.

Vikramarka held a review meeting with DRDO M Vidya Chandana, DPMs Srinivas, Dargaiah and others to discuss the dairy project. He told the officials to work sincerely with the aim of developing women in DWCRA groups in the constituency as entrepreneurs to create wealth. The women would be given dairy cattle and milk would be collected from them. Besides marketing the collected milk, milk products would be made. Each mandal would be divided into four blocks and loans would be given to the unemployed youth besides providing vehicles, machines for grass cutting and fodder mixing.

Similarly to take care of health of the cattle a veterinary ambulance in each mandal and doctors would be engaged to carry out regular vaccinations and medical examinations. The ambulance works on line lines of the 108 ambulance service.

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## **PUNJAB STARTS MASS IMMUNISATION OF LIVESTOCK AGAINST FMD**

DEC 11, 2023

<https://dairynews7x7.com/punjab-starts-mass-immunisation-of-livestock-against-foot-and-mouth-disease/>



**I**n order to prevent the occurrence of Foot & Mouth Disease (FMD) in the state, Punjab Animal Husbandry Department has started a mass immunisation drive of livestock.

Disclosing this here today, Punjab Animal Husbandry, Dairy Development and Fisheries Minister S. Gurmeet Singh Khuddian said that as many as 68,45,300 FMD vaccine doses have been procured under National Animal Disease Control Programme.

A total of 48,73,277 FMD vaccine doses have already been administered covering around 75% of the livestock population so far under this drive, S. Gurmeet Singh Khudian said while adding that 100% livestock population (around 65,03,505) will be vaccinated by December 20, 2023.

The Cabinet Minister informed that this vaccine is totally free and the service of administering it is being provided by the staff of Punjab Animal Husbandry Department at the doorstep of the livestock/ dairy farmers. The main objective of this immunisation drive is to protect our livestock from Foot & Mouth Disease, which has been recognized globally as a serious threat to the livestock population.

In order to save the dairy farmer from the severe milk production losses as the FMD is a highly contagious viral disease of livestock that has a significant economic impact, the Cabinet Minister said while urging the state dairy farmers to reach out to their nearest veterinary institutions to get vaccinated their livestock to eradicate this contagious disease.



## THE ISSUE OF MILK PRICE WILL BE SOLVED SOON: AJIT PAWAR

DEC 11, 2023

<https://dairynews7x7.com/the-issue-of-milk-price-in-maharashtra-will-be-solved-soon-ajit-pawar/>

**M**aharashtra deputy chief minister [Ajit Pawar](#) on Friday said in the state assembly that the problems faced by farmers, reservation of Marathas, and other important issues will be discussed and solutions will be found after due discussions with all stakeholders. "The state government is committed to discussing the issues and solving the problems. If needed we will discuss revoking the ban on onion export and producing ethanol from sugarcane will also be discussed with union home minister Amit Shah and commerce minister Piyush Goyal and a favourable way will be found," he said.



Pawar added that on the issue of milk price rise, a meeting will be presided over by chief minister Eknath Shinde and a solution will be found.

The deputy CM also assured the house that this government is very serious on the issue of Maratha reservation and committed to finding a favourable solution.

id.

On the first day of the winter session, the state government was targeted by the opposition over the alleged "photo opportunity" when the CM and his deputies met distressed farmers in their villages near Nagpur city.

Ajit Pawar also informed the house that farmers who have been affected due to unseasonal rains, including dairy farmers, orange, cotton and sugarcane growers, will be adequately compensated as a discussion has taken place between the chief minister and his deputies.

Pawar also said in the house that the ban on producing ethanol from sugarcane has affected the farmers and also the mills, and the issue has been discussed by the state government with union commerce and industry minister Piyush Goyal.

"Union minister Nitin Gadkari has also assured to find a favourable solution for the sugarcane growers, and a meeting will be held on Saturday or Sunday," added Pawar.

The dairy farmers need immediate financial help and compensation and this will be done in the meeting to be led by the chief minister, he sa

## INVESTIGATING VARIOUS PLANT-BASED BEVERAGE VARIETIES

DEC 11, 2023

<https://dairynews7x7.com/investigating-various-plant-based-beverage-varieties/>

The dairy industry has changed dramatically in recent years as more plant-based milk substitutes compete for shelf space with the well-known cartons of cow's milk. This trend reflects shifting consumer tastes, which are influenced by health concerns, environmental awareness, and ethical issues. We will examine the wide range of milk variations in this article, as well as the impact on customers and the dairy sector of the rise of plant-based alternatives.



Consumer awareness Plant-based substitutes are becoming increasingly popular as more individuals adopt a sustainable and healthy lifestyle. When compared to typical animal-based goods, these plant-based alternatives are cruelty-free and ecologically beneficial. From plant-based burgers to dairy-free milk, the market is flooded with creative replacements that mimic the flavor and feel of their animal-derived counterparts.

Health-related aspects A major factor contributing to the rise in the use of plant-based milk is consumers' increased awareness of its health benefits. When compared to cow's milk, plant-based substitutes have few calories and saturated fat content. People with dairy allergies or lactose intolerance use plant-based substitutes because they provide a workable option for people who would not otherwise be able to consume milk. Soy, oat, and almond

milk are some examples that are rich in vitamins and minerals, lactose-free, and other vital elements.

Environmental effects As the globe struggles with climate change, people are becoming more concerned about the environmental impact of their food choices. When compared to traditional dairy farming, the production of plant-based milk substitutes uses less natural resources and produces fewer greenhouse gas emissions. Almond milk, for example, has been demonstrated to have a much smaller carbon footprint than cow's milk. This ecologically beneficial component has helped to the appeal of plant-based alternatives among environmentally concerned customers looking for sustainable alternatives.

The rise of plant-based milk alternatives has altered not just consumer preferences, but also the economic dynamics of the dairy business. The worldwide plant-based milk industry is expected to develop significantly in the next years, providing both difficulties and possibilities for traditional dairy farmers, according to market research statistics. Dairy producers might need to change their practices to remain competitive in a changing market as customer's taste preferences diversify. Market innovations and trends The plant-based milk space is always changing, with firms investing in R&D to produce novel products that taste and feel like traditional dairy.

From almond and soy milk to oat and pea milk, the number of alternatives accessible is growing. Notably, some plant-based substitutes are enriched with vitamins and minerals to closely match the nutritional value of cow's milk. This invention intends to overcome the nutritional

gap and appeal to customers who prioritize health advantages in their milk choices. Marketing strategies and consumer behaviour Understanding consumer behavior is essential for successfully navigating the complex milk market. According to surveys, taste, nutritional content, and price are important variables affecting customer judgments when deciding between plant-based and cow's milk.

Marketing techniques are essential tools in forming perceptions and influencing customer choices. Advertisements emphasizing the health advantages, environmental sustainability, and adaptability of plant-based alternatives help to fuel their rising appeal. Controversies and challenges While plant-based milk replacements are gaining popularity, they are not without difficulties and controversy. Such

critics claim that the substitutes lack vital elements present in cow's milk, such as calcium and vitamin B12.

Furthermore, questions have been expressed concerning the environmental effect of large-scale almond and soy crop development. The merits and downsides of plant-based alternatives are still being debated and researched. In conclusion, the recent increase in plant-based milk substitutes demonstrates a dynamic movement in consumer preferences driven by health concerns, environmental awareness, and ethical issues.

The wide areas of milk varieties provide customers with various options, each with its own set of advantages and disadvantages. To stay competitive in this era of milk exploration, the dairy sector must adapt to shifting customer needs and embrace innovation.



## FROM FARM TO TABLE: TRACING GHEE ADULTERATION IN DAIRY PRODUCTION

DEC 11, 2023

[HTTPS://DAIRYNEWS7X7.COM/FROM-FARM-TO-TABLE-TRACING-GHEE-ADULTERATION-IN-DAIRY-PRODUCTION/](https://dairynews7x7.com/from-farm-to-table-tracing-ghee-adulteration-in-dairy-production/)



**T**he path of dairy products from farm to table is a complicated process which comprises several steps, each of which is crucial in assuring the end product's quality and safety. Ghee is a clarified butter with a rich, nutty flavour that is widely used in various cuisines across the world. However, the journey from farm to the consumer's table is not as straightforward as it seems. There have been recent reports of ghee adulteration in the dairy supply chain. This article goes into the complicated nature of ghee manufacturing, discusses impurity risks, and emphasises the significance of accountability in assuring a pure and authentic product.

### Production process

The ghee processing journey starts on a dairy farm, where cows or buffaloes are kept for milk production. The quality of milk is an important aspect in deciding the ultimate quality of ghee. Dairy farmers have an important role in ensuring the health and well-being of their animals, as the nutritional content of milk is directly determined by the animals' food and living conditions.

Once the milk is collected, it is put through several procedures to be converted into ghee. The initial procedure is to separate the cream from the milk, mainly done by a machine. Following

that, the cream is stirred to separate the butter from buttermilk. The collected butter is next clarified by heating, resulting in the creation of ghee. This approach has traditionally been straightforward and pure, but current industrial practices have included possible areas of adulteration.

Data from the Food Safety and Standards Authority of India (FSSAI) reveal that nearly 15 per cent of ghee samples collected from processing plants were found to be adulterated, with the addition of vegetable oils and fats being the most common form of adulteration.

### Risks of adulteration

One of the key challenges in ghee production is the adulteration of the product with low-quality oils or fats. Fraudulent manufacturers mix ghee with less expensive alternatives, such as vegetable oils or animal fats, to boost their profit margins. This not only reduces the nutritional content of the ghee but also puts customers' health in danger.

According to a recent survey conducted by the International Dairy Federation, approximately 10 per cent of dairy farmers engage in such adulteration practices, leading to a significant reduction in the quality of milk used for ghee production.

Substandard raw materials and bad manufacturing practices can introduce pollutants into the ghee, such as herbicides, antibiotics, and heavy metals. Furthermore, a lack of hygiene and quality control procedures in some manufacturing facilities might result in microbial contamination, putting the finished product's safety at risk.

### **Value of traceability**

To address these issues, traceability becomes an essential component in ensuring ghee's authenticity and quality. Traceability is the process of tracking a product's route from its origin to the end customer. Traceability in the context of ghee production begins at the dairy farm and continues through every level of the manufacturing process.

Traceability procedures enable companies and regulatory agencies to monitor and verify the provenance of raw materials, production methods, and distribution networks. Being transparent not only aids in the prevention of adulteration but also allows for the rapid detection and recall of tainted items, protecting consumer health.

### **Economic consequences**

Ghee adulteration has both health and economic repercussions. The dairy business is critical to the global economy, and any compromise in product quality can lead to a loss of customer trust. According to World Dairy Organisation research, the economic effect of ghee adulteration is estimated to be billions of dollars per year, taking into account both direct losses in the dairy sector and indirect losses in adjacent businesses.

Consumer awareness and regulatory measures

Governments and regulatory agencies have a critical role in reducing the hazards of ghee

adulteration. Establishing and implementing rigorous quality standards, inspecting manufacturing facilities regularly, and applying harsh fines for noncompliance are critical measures in preserving the dairy industry's integrity. The FSSAI in India, for instance, has implemented stringent regulations and increased surveillance to curb malpractices in the dairy industry.

Consumers can also avoid ghee adulteration by learning more and making informed decisions. An increased understanding of manufacturing methods, quality standards, and the need to purchase from the right sources helps customers make educated decisions that prioritise their health and support responsible producers. Educating consumers about the characteristics of pure ghee, such as its aroma, color, and consistency, can empower them to make informed choices. Furthermore, advocacy campaigns led by non-governmental organizations are playing a vital role in spreading awareness about the importance of supporting ethical and transparent dairy practices.

In conclusion, from farm to table, the journey of ghee involves multiple stages where adulteration can occur, posing risks to consumer health and economic stability. By understanding the challenges at each step and implementing effective regulatory measures, we can safeguard the integrity of this beloved dairy product. Consumer awareness is equally pivotal in ensuring that individuals make informed choices and support the production of pure, unadulterated ghee. As we navigate the complexities of the dairy industry, a collective effort is needed to preserve the authenticity of ghee and uphold the trust consumers place in this time-honored culinary treasure.

## NDDB PITCHES FOR BOOSTING DAIRY EXPORTS AS MILK OUTPUT IS SET TO RISE

DEC 10, 2023

<https://dairynews7x7.com/nddb-makes-a-pitch-for-boosting-dairy-exports-as-milk-output-is-set-to-rise/>



**W**ith India set to increase its share in the global milk production over the next decade, it is time to look at expanding the share in export market, said NDDB Chairman and Managing Director Meenesh Shah on Friday.

Addressing the 20th Convocation of The Indian Institute of Plantation Management, Bengaluru (IIPM-B), Shah said India currently accounts for 24 per cent of the world's milk production. India's milk production has been growing at a CAGR of 6 per cent, while the world average is at 2 per cent.

"If this growth trend continues, over the next 7-10 years, we will have a one-third share in the global output," Shah said adding that it is very important for India to look at enhancing its share in export market to sustain growth in milk production.

### Uniquely positioned

"Our share in the world dairy market is less than 0.5 per cent" Shah said, adding that the dairy exports are largely targetted to cater to the demand of our diaspora. India is uniquely positioned to cater to the world market, especially to the countries in South-East Asia,

neighbouring Sri Lanka, Bangladesh and also in West Asia which are import dependent for the milk products, Shah added.

The dairy value chain could be replicated in other food value chain segments to reduce wastage and improve supplies, he said

L Satya Srinivas, Chairman, IIPM, and Additional Secretary, Commerce Ministry, said: "IIPM plays a significant role in shaping the future of plantation sector in India by continuously investing in the development of skilled professionals and future leaders who can effectively drive the agri and allied sector growth.

About 293 graduating students were awarded diplomas at the convocation ceremony on Friday. Highlighting the achievements of IIPM-B, Director, Rakesh Mohan Joshi, said his institute playing a key role in making the students industry ready. Over 1622 students who have passed out of IIPM-B have been working across the country and also overseas. IIPM has been assigned a project by the Commerce Ministry to assess the impact of European Union De-forestation Free Regulation on key commodities such as coffee and rubber, crucial to India's international trade.



## JAPAN TO USE FUEL FROM COW DUNG TO POWER ITS ROCKETS!

DEC 9, 2023

<https://dairynews7x7.com/from-pasture-to-payload-japan-to-use-fuel-from-cow-dung-to-power-its-rockets-prototype-test-successful/>



In 2017, a Kolkata-based company launched extremely cheap and environment-friendly biogas-fuelled buses on the Indian streets. Five years later, such biogas-run buses were being deployed in Indore as well. Now, a Japanese space start-up has taken this a step further, by adopting a similar technology to power rockets!

Japan's space industry opened a new chapter on Thursday with the successful test of a prototype rocket engine powered by fuel derived entirely from cow dung. The experiment saw the engine blast out a blue-and-orange flame for around 10 seconds in the rural northern town of Taiki. The liquid "biomethane" used in the test was made entirely from gas derived from cow manure collected from two local dairy farms.

The general consensus about this moo-ve is that it could benefit both space travel and agriculture. Interstellar Technologies CEO Takahiro Inagawa explained that cow dung is not only environmentally friendly but also cost-effective and delivers high performance. "We are doing this not just because it is good for the environment but because it can be produced locally, it is very cost-effective, and it is a fuel with high performance and high purity," Inagawa told AFP.

Interstellar Technologies has teamed up with industrial gas producer firm Air Water to develop this innovative fuel. While the former

worked with local farmers who have equipment on their farms to process the manure into biogas, the latter collects the biogas and turns it into rocket fuel.

Eiji Mizushita, a local farmer participating in the initiative, contributed dung from his herd of 900 cows, which produce over 40 tons (about 36,000 kilograms) daily. His farm utilised an automated system to collect, ferment, and process the manure into biogas, fertiliser, and bedding materials.

While the income generated from biogas sales was minimal, Mizushita found the project rewarding. He believes that utilising cow dung for space exploration is exciting and emphasises the importance of proper manure disposal and the need for government and societal support for renewable energy production.

This renewable source of energy helps mitigate the enormous environmental footprint of agriculture, which Greenpeace says is responsible for 14% of greenhouse gas emissions worldwide.

Meanwhile, the "Moon Sniper" mission launched by Japan's space agency, JAXA, in September has suffered setbacks in recent years with several failed missions. But the successful test of this cow-dung-powered rocket engine now offers a promising new chapter for Japan's space program and a potential solution for the global energy crisis.

## PURABI DAIRY INTRODUCES INNOVATIVE PREFABRICATED MILK BOOTHS

DEC 9, 2023

<https://dairynews7x7.com/purabi-dairy-introduces-innovative-prefabricated-milk-booths-in-assam/>



Assam's largest dairy cooperative, Purabi Dairy, has introduced prefabricated 'milk booths' at various locations across the state. In the initial phase, multiple Purabi Milk Booths will be established in Guwahati, offering a wide range of Purabi and Mother Dairy products to consumers.

As part of this initiative, the first Purabi Milk Booth was unveiled at Guwahati Medical College and Hospital (GMCH) on December 6, by GMCH deputy medical superintendent Ujjal Sarma in presence of MD of WAMUL SB Bose and marketing head SM Hussain.

Addressing the gathering, GMCH deputy medical superintendent Ujjal Sarma said: "I express my gratitude to Purabi Dairy for spearheading this commendable initiative. With the establishment of this milk booth, the staff at Gauhati Medical College and Hospital, as well as patients and their attendants, can now access fresh and pure milk and milk products. This development is poised to significantly enhance the well-being of patients and visitors alike. I extend my best wishes to the dairy cooperative, anticipating the prosperity and success of this endeavor."

Speaking on the occasion, SB Bose, MD of WAMUL, highlighted the visionary Assam dairy development plan initiated by chief minister Himanta Biswa Sarma. "Under the guidance of

honourable chief minister... we are proud to introduce these modern milk booths, contributing to the growth of the dairy sector in Assam. Over the next 3-6 months, we plan to introduce approximately 18 such milk booths in various locations of Guwahati city and adjoining markets. These booths, operated by franchisees, will provide employment opportunities for two-three people per booth across channels," he said.

Earlier, two Purabi Parlours were inaugurated at Purabi Dairy premises in Panjabari and at the Purabi Cattle Feed Plant in Changsari, opposite AIIMS. These innovative parlours, designed in an Independent Self Service (ISS) format, cater to the evolving preferences of the new generation consumers. The parlours feature Purabi's entire product range, including various types of pouch milk (toned, standard, and full cream), curds, lassi, fresh cream, ghee, and honey. Additionally, consumers can explore complementary products from the Mother Dairy basket, such as butter, cheese, milkshakes, flavored milk, masala chaas, canned sweets, Mother Dairy ice cream, and Safal packed fresh vegetables and processed veggies.

In addition to Purabi Parlours, the cooperative is now installing Purabi Milk Booths across different towns in subsequent phases. These prefabricated booths, a first in the Northeast for milk distribution, are specifically designed to

maintain the cold chain for dairy products. The booths are insulated and capable of withstanding high temperatures, ensuring the quality of products stored in visi coolers, chest coolers, and deep freezers. Combining modern aesthetics with operational efficiency, these booths are introduced under the Company Owned Franchisee Operated (COFO) model,

presenting a unique business opportunity for aspiring entrepreneurs.

The key advantage of these pre-fabricated Purabi Milk Booths is the swift setup process, allowing franchisees to commence operations within two days of completing formalities. This significantly reduces the time required to establish a similar store.

## CYCLONE MICHAUNG: SHORTAGES OF DRINKING WATER, MILK, AND DIESEL

DEC 9, 2023

<https://dairynews7x7.com/cyclone-michaung-shortages-of-drinking-water-milk-and-diesel-in-chennai/>



**T**he devastating impact of Cyclone Michaung, which made landfall in Andhra Pradesh on December 5, has left parts of Chennai in a state of severe distress. Characterised by its super-cyclonic intensity, the cyclone unleashed a torrent of rain, leaving several localities in Chennai under water on Wednesday even about 30 hours after the rain stopped.

The shortage of essentials like drinking water and milk, besides diesel, has added to the growing desperation across the city. Power outages, too, have sparked protests, with residents taking to the streets after being without electricity for three days.

Tamil Nadu Chief Minister M K Stalin has sought Rs 5,060 crore from Prime Minister Narendra Modi as interim relief to address the damages. This request comes as the state

government begins a detailed assessment of the impact.

As the city has been struggling to return to normalcy with 17 deaths as per official estimates, the disparity in recovery efforts across different areas is stark. While main city areas have seen a restoration of traffic on major roads and a recession of floodwaters by Tuesday evening, several other localities remain submerged in water.

Busy middle-class neighbourhoods that emerged in the last two decades in South Chennai – Velachery, Ram Nagar, Kovilambakkam, Pallikaranai, Madipakkam, and Perungalathur are among the worst hit, with some streets still submerged under 7 to 8 feet of stagnant water. Houses on ground floors are completely inundated, and the situation in Vijayanagar, with over 4 feet of water, is no less severe.



Boats have become the only mode of transport in many submerged streets. Rajendran, a resident of Velachery said milk costs as much as Rs 50 to 100. "There's no power, and we're carrying children through these waters," he said.

In the flood-ravaged streets of Velachery and Kovilambakkam, the reality is grim as the Velachery Lake that reached full capacity wasn't helping the water to recede from surrounding areas.

### **Trapped Chennai residents**

As residents could not wade through the water with their belongings, Thoraipakkam also was a scene of desperation when The Indian Express visited on Wednesday morning. Residents found themselves trapped without access to food and clean drinking water from Monday. Families, stranded without necessities, have resorted to making frantic calls for rescue.

In Tambaram CTO Colony, the situation remains critical, while residents of Mudichur, one of the worst affected localities in the 2015 floods, reported a significant decline in water levels from Wednesday morning.

Jayachandran, a bank employee living in the area, said it remained submerged in over 5 feet of water. "There are pockets where the water level has reached 9 feet. We cannot even boil water for drinking, and using toilets is impossible for people even living on the first floor."

### **Protests, frustration**

The Old Washermenpet area, north of Chennai city, was another severely affected locality, seeing hundreds of families trapped in congested streets, wading through hip-deep water.

Protests erupted in the area on Wednesday morning demanding government assistance as

residents face escalating distress and the looming threat of waterborne diseases.

Vanitha, a resident, questioned the lack of government response. "Why is the water not receding? Why haven't pumps been brought in to remove the water?"

Her frustration is the same that is being shared by many across the flooded areas.

In areas like Semmencheri, Perumabakkam, and even Arumbakkam near Koyambedu within the city, residents are forced to navigate hip-deep water, and vehicle traffic was virtually impossible till Wednesday morning. Heavy vehicles like JCBs are repurposed to transport people.

Arumbakkam, near Koyambedu, within the city, is similarly submerged.

Many interiors are indistinguishable from a canal, and the power outage exacerbates the situation, leading to over 100 residents protesting on the streets. The cry for help is a recurring theme across these affected areas.

Poes Garden and Kasturi Rangan Road, despite being posh residential neighbourhoods in the heart of Chennai, have also been significantly impacted by the flooding and power cuts.

However, the Air Force Station in Tambaram is a hub of relief activities, with helicopters air-dropping supplies to the most affected areas. Approximately 400 kg of relief materials have been distributed, offering a lifeline to those cut off by the floodwaters.

The Indian Navy's involvement in evacuations in Madipakkam and Kolathur using inflatable boats has been a crucial element of the rescue operations. The Navy's efforts have ensured the safe evacuation of many, including vulnerable groups.

## NEOBANK DIGIVRIDDDHI BAGS \$6 MN FUNDING IN SERIES A FUNDING

DEC 5, 2023

<https://dairynews7x7.com/neobank-digivridddhi-bags-6-mn-funding-to-offer-financial-services-to-dairy-farmers/>



**D**igivridddhi will deploy the fresh proceeds to expand its footprint across Karnataka, Andhra Pradesh, Telangana, Madhya Pradesh and Maharashtra

The Bengaluru-based firm offers dairy farmers and microenterprises access to institutional credit while easing and digitising payments across the dairy value chain

In 2021, the startup bagged seed funding of \$3.1 Mn led by Omnivore and InfoEdge Ventures

Dairy-focussed neobanking startup Digivridddhi Technologies (DGV) has raised INR 50 Cr (\$6 Mn) as a part of its Series A funding round led by Omidyar Network India, with participation from existing investors, including Omnivore and InfoEdge Ventures, among others.

The Bengaluru-based firm will deploy the fresh proceeds to expand its footprint across Karnataka, Andhra Pradesh, Telangana, Madhya Pradesh and Maharashtra. It also plans to use the capital for tech innovation and growing its product portfolio.

Digivridddhi, launched by the founding member of IDFC Bank and its former business head

Ragavan Venkatesan in 2019, offers dairy farmers and microenterprises access to institutional credit while easing and digitising payments across the dairy value chain. It offers banking access, other financial services and insurance products.

“With DGV PAY, we simplified the payment value chain for dairy farmers and micro-enterprises, helping with their basic banking needs. Integrating ERP systems across the dairy value chain, we have built a unique underwriting mechanism that facilitates digital working capital and bovine loans through DGV MONEY,” said Venkatesan.

He further added that in India, the livestock management industry presents a \$70-\$80 Bn opportunity. DGV CONNECT aims to address these gaps with embedded financing options.

In 2021, Digivridddhi bagged seed funding of \$3.1 Mn led by Omnivore and InfoEdge Ventures.

According to an IMARC Group study, the dairy industry market size in India reached INR 16,792.1 Bn in 2023 which is expected to grow to INR 49,953.5 Bn by 2032, at a 13% compound annual growth rate (CAGR).

## MAHARASHTRA PLANS TO GIFT OVER 12L BOVINES TO FARMERS IN 5 YEARS

DEC 5, 2023

<https://dairynews7x7.com/maharashtra-plans-to-gift-over-12l-bovines-to-farmers-in-5-years/>



**N**agpur: Bullish on dairy industry, the state's animal husbandry department has drawn up plans for a big cattle drive in Vidarbha and Marathwada regions. A proposal to make available 12.5 lakh cattle for farmers of the two regions in five years may soon be put up before the state cabinet. It means that in one year, more than 2 lakh cattle will be distributed to farmers.

The animal husbandry department too has drawn plans to multiply the bovine population. Methods would include artificial breeding through sex-sorted semen to increase probability of female offspring, surrogate pregnancy of cattle, encouraging mini ranches through central subsidy among others. through sex-sorted semen to increase probability of female offspring, surrogate pregnancy of cattle, encouraging mini ranches through central subsidy among others.

Union minister Nitin Gadkari also spoke about the plan during the closing ceremony of Agrovision, a farmers' expo patronized by him. "The state does not have as many number of cattle. Like goat farms, entrepreneurs can now set up cattle farms too," said Gadkari. The plan also coincided with the ground-breaking ceremony of Mother Dairy's new plant during Agrovision.

### FOR MORE MILK

**12.5** lakh | The no. of cattle likely to be made available to farmers of Vidarbha & Marathwada in 5 years

#### ACTIONS FOR MORE BOVINES

- Artificial breeding for high probability of female offspring
- Surrogate pregnancy
- Setting up mini ranches
- Encouraging entrepreneurs to start cattle farm

#### INFERTILITY IN COWS

The animal husbandry department will take up a separate drive to address infertility in cows. Often, cows do not get pregnant after first delivery because of stress or poor diet. Experts will reach out to farmers and guide them. **TNN**



"We need to increase the number of high yielding cattle in less time. Apart from artificial insemination, embryo transplant will be employed, which is like surrogate motherhood in humans. The embryo generated out of the egg and sperm of a high-yielding variety will be



transplanted to the womb of another cow. This way, good breeds can be generated in quick succession,” said a source.

The embryo of a good Indian breed can be planted in the womb of a Jersey or the Holstein cow, and also the other way round. All breeds will be encouraged including buffaloes. “We will tie-up with Centre’s Rashtriya Gokul Mission for supply of animals,” the source.

The state will also encourage entrepreneurs to start cattle farms under the Centre’s breed multiplication programme. Under this pro-

gramme, 50% subsidy up to Rs 2 crore is available for setting up a farm with 200 cows. These farms can be centres from where cattle needed for the programme will be bred through modern techniques. Similar efforts will also be made in farms of Maharashtra State Livestock Board which has 8 facilities in the state, including 3 in Vidarbha.

Cattle will also be purchased from other states by floating tenders. The idea is to develop dairy farming on a larger scale in villages instead of giving away a single or two milch animal to farmers.

# ANDHRA PRADESH REGISTERS 26% INC IN MILK PRODUCTION IN 6 YEARS

DEC 5, 2023

<https://dairynews7x7.com/andhra-pradesh-registers-26-increase-in-milk-production-in-6-years/>




Andhra Pradesh recorded nearly 26% increase in milk production in the last six years — from 1.21 crore tonnes in 2016-17 to 1.54 crore tonnes in 2022-23 — as per the basic animal husbandry statistics released by the Union government a few days ago.

The state, which accounts for 6.7% of the country's total milk production, stood in fifth place among all states in 2022-23.

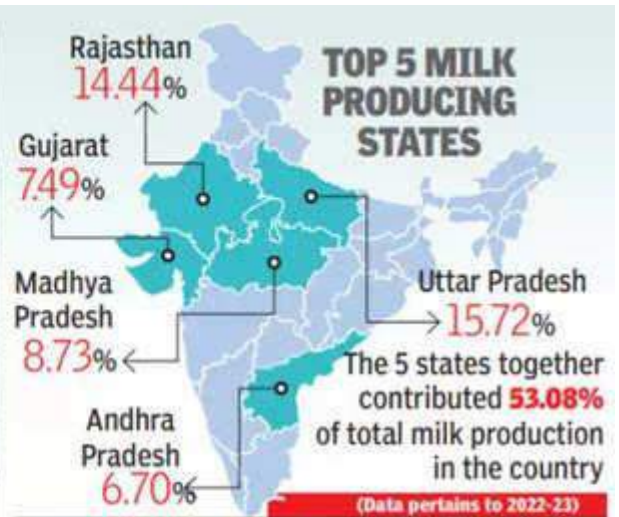
## AP TOPS IN EGG PRODUCTION

- Per-capita availability of milk in India was **459** gram/day
- It was **799** gram/day in Andhra Pradesh



- Nation's per-capita availability of egg was **101** per annum against AP's **526**
- Country's per-capita availability of meat was **7.1** kg/annum against AP's **20.66**
- AP topped country with over **20%** share in egg production

**9.3** million tonnes was total meat production in the country



Madhya Pradesh election results: How BJP's 'Ladli Behna' scheme trumped Congress's proposed guarantees

As always, AP occupied first place in egg production with over 20% share in the country's total production. Egg production is also going northwards with each passing year in AP. Neighbouring Telangana is the third largest egg producing state in the country with a share of 12.77%.

As per the data, AP was the fourth largest meat producing state in 2022-23. While 12.5 lakh buffaloes were slaughtered for meat, nearly 2 crore sheep met with the same fate in 2022-23. Similarly, 52 lakh goats were slaughtered in the last fiscal.

The state, however, did not produce any wool in 2022-23. This was mainly attributed to the state's shift to meat production-based cultivation. AP used to produce about 7-8 lakh kg of wool per annum until a few years ago. For instance, the state accounted for nearly 11% of the total wool production of the country in 2014. There has been a gradual decline over the years, and it has now come down to zero.

The total wool production in the country was 33.61 million kg during 2022-23. This registered a negative growth of 16.84% over the past five years as compared to the estimates of 40.42 million kg during 2018-19.

Of the 9.77 million tonnes of meat production, over 51% came from poultry. The top five meat producing states in 2023 were Uttar Pradesh (12.20%), West Bengal (11.93%), Maharashtra (11.50%), Andhra Pradesh (11.20%) and Telangana (11.06%). They together contributed 57.90% of total meat production in the country.

Andhra Pradesh has a per capita availability of 799 grams of milk a day, almost two times higher than the national average of 459 grams. Milk production from exotic/crossbred cattle increased by 3.75% and indigenous/non-descript cattle by 2.63% as compared to previous year. Milk production from buffaloes also increased by 3.69%.

The per capita availability of eggs in India reached 101 eggs per annum in 2022-23, a six-point jump from 95 eggs in 2021-22. AP's per capita availability of eggs stood at 526, six times higher than the national average.



## SIG SUPPLIES INDIAN DAIRY PRODUCER WITH ADVANCED FILLING TECHNOLOGY

DEC 5, 2023

<https://dairynews7x7.com/sig-supplies-indian-dairy-producer-with-advanced-filling-technology/>



**T**he installation of three high-speed SIG filling machines for aseptic carton packs will empower the firm to expand its offering, increase its output, and provide new packaging solutions to Indian consumers.

Milky Mist will utilize three SIG filling machines at its manufacturing plant near Erode, Tamil Nadu: an SIG SmileSmall 24 Aseptic, SIG Midi 12 Aseptic, and SIG XSlim 12 Aseptic.

Each of these filling machines will offer Milky Mist maximum flexibility, combined with speed, ensuring consumers get to enjoy its products in a large variety of packaging formats, volumes, and designs.

The packs can be combined with highly convenient opening solutions without complex setups. This will result in increased operational efficiency and cost savings.

Dr K. Rathnam, chief executive, Milky Mist Dairy, said: "With the help of sophisticated SIG filling technology, we will explore our packaging options to meet the diverse needs of our consumers. The flexibility offered by SIG in terms of formats, volumes and products can help us speed up our processes and reduce costs. We are also expanding the beverage categories to cover all consumer needs from basic to specific. This will help increase our presence and gain significant market share."

## MILK PRICES ARE FALLING BECAUSE OF ADULTERATION IN MAHARASHTRA?

DEC 3, 2023

[HTTPS://DAIRYNEWS7X7.COM/MILK-PRICES-ARE-FALLING-CAUSE-OF-ADULTERATION-IN-MAHARASHTRA/](https://dairynews7x7.com/milk-prices-are-falling-cause-of-adulteration-in-maharashtra/)



**D**istantmers who have been affected by climate change are now facing plummeting prices of agricultural produce. In addition, the main milk business for the farmers is also betrayed and the price of milk directly dropped from 34 rupees per liter to 25 to 26 rupees per liter. While there is a shortage of water and fodder in many areas, the price of milk has fallen and farmers are in a dilemma from everywhere.

What is the reason for the price drop?

Even six months ago, the same prices fell and milk farmers demanded agitation. After that the state government formed a committee of government officials, milk producers and milk producers union members to control the rate of private milk union and fixed the rate at Rs.34. But this rate did not last more than three months.

The reason given for this is that the price of milk powder has fallen in the international market. Distantmers and farmer leaders

stated that adulterated milk is actually coming to the market and honest farmers have been affected.

As extra milk is produced due to adulteration, the supply-demand balance is upset. As usual, Dudhsramrat is lowering the prices of international milk powder by claiming that the prices of milk powder have fallen and their stocks have increased.

– Satish DeshmukhB, President, Forum of Scholars

Focusing the attention of farmers on the issue of caste reservation, the private milk union has once again reduced the price of milk in Nagar, Nashik belt of connivance. In areas where there are cooperative milk unions, the price will be better but in areas where there are private milk unions, the price of milk will decrease.

– Ajit NavaleDistantmer Leader, Kisan Sabha

## DON'T TAKE COERCIVE ACTION ON JAIPUR DAIRY OFFICIALS: HC TO COPS

DEC 3, 2023

[HTTPS://DAIRYNEWS7X7.COM/DONT-TAKE-COERCIVE-ACTION-ON-DAIRY-OFFICIALS-HC-TO-COPS/](https://dairynews7x7.com/dont-take-coercive-action-on-dairy-officials-hc-to-cops/)



**A** single bench of Rajasthan High Court on Saturday directed the police not to take coercive action against the dairy officials in the FIR registered against them at Chaksu police station in a case related to the detection of unsafe milk from a collection centre at Kothun. The court has asked the state government to submit its reply by December 20.

A single bench of Justice Ashutosh Kumar gave

this order while hearing a petition of Jaipur Zila Dugdh Utpadak Sahkari Sangh limited, managing director of Sangh Chand Mal Verma and chairman Omprakash Poonia.

During the hearing, additional advocate general Ghanshyam Singh Rathore, on behalf of the state government, sought time to submit his reply. On this, the court gave relief to the petitioners and postponed the hearing till December 20.



## HIGHER PRODUCTION, SUSTAINABLE DEVELOPMENT MUST FOR DAIRY

DEC 2, 2023

<https://dairynews7x7.com/higher-production-sustainable-development-must-for-dairy/>



**T**he department of dairy science and food technology, of the Institute of Agricultural Sciences, Banaras Hindu University, along with the Indian Dairy Association (Eastern UP chapter), organised a national conference on Thursday to commemorate the 102nd birth anniversary of the 'milkman of India', Dr Verghese Kurien.

The theme of the conference was "Intensive integrated dairy development in eastern UP under globalised scenario" to address challenges and opportunities within the dairy sector, specifically in the eastern region of UP.

Addressing the inaugural function, the chancellor of Rani Lakshmi Bai Central Agricultural University, Jhansi and former vice chancellor of BHU, Prof. Panjab Singh shared valuable insights on the current state and prospects of the

dairy sector in India and highlighted the need for higher productivity and sustainable development in the dairy industry.

Addressing the event virtually, president of the Indian Dairy Association, R S Sodhi, highlighted the challenge faced by eastern Uttar Pradesh region in the dairy sector and encouraged participants as well as students to look for solutions.

The programme was attended by the BHU Rector, Prof V K Shukla, the secretary of the Indian Dairy Association, I K Gujaral, director of the Institute of Agriculture Sciences, Prof SVS Raju and others.

We also published the following articles recently.

## KATRAJ DAIRY SLASHES MILK PRICE BY RS 2/ LITRE FOR CONSUMERS

DEC 2, 2023

[HTTPS://DAIRYNEWS7X7.COM/KATRAJ-DAIRY-SLASHES-MILK-PRICE-BY-RS-2-LITRE-FOR-CONSUMERS/](https://dairynews7x7.com/katraj-dairy-slashes-milk-price-by-rs-2-litre-for-consumers/)



**T**he Pune District Cooperative Milk Producers Union – the owner of brand Katraj- has decided to reduce the price of its toned milk sold in pouches by Rs 2/ litre. A statement issued Thursday said that from December 1, 1 litre milk pouches will now be available at Rs 53. Also 250 gm packs of extra protein milk will now be priced at Rs 12.

Over the last few weeks, dairy farmers in Maharashtra are on the streets protesting against low procurement price for milk paid to them by dairies. At present milk with 3.5 per cent fat and 8.5 per cent SNF (Solid-Not-Fat) is being purchased at Rs 28-39/ litre as against the earlier rates which were above Rs 20. Farmers have asked for government intervention to ensure they get a proper price for their produce. The present rates, they said, were not tenable

for them to continue their procession. Dairy farmers in [Pune](#), Ahmednagar had agitated outside the office of the dairies as well as the tehsildars to ask for justice.

Dairies said they are unable to pay higher prices given the excess milk and low demand for dairy based products. Co-operative dairies said the excess milk is being converted into skimmed milk powder but the low prices of the commodity in the international market are a hindrance to exporting it.

Katraj's decision to slash its price for consumers is seen as an effect to pass on benefits to the end consumer. Also by lowering prices, the dairy hopes to increase sales and reduce collection of excess milk.

## Global News

### SPORTS NUTRITION INGREDIENTS MARKET TO DOUBLE

DEC 15, 2023

<https://dairynews7x7.com/sports-nutrition-ingredients-market-to-double/>



**I**n good and times and bad, it is difficult to match the excitement of sports.

Going hand-in-hand are sports nutrition products, which are difficult to top in the dairy industry regarding future growth. According to Global Market Insights, the sports nutrition ingredients market will hit a “grand slam” from 2023 to 2032. The market size reached \$3.5 billion in 2022, but will more than double to \$7.3 billion in 2032, growing at a 7.8% compound annual growth rate (CAGR).

North America will account for approximately one-third (\$2.5 billion) of the sports nutrition ingredient market in 2032, predicts the Selbyville, Del.-based research firm. “Growing prevalence of obesity across the globe is elevating consumer awareness about benefits of dietary supplements,” Global Market Insights maintains in its February report. “The dietary changes resulting from these factors are creating a strong demand for nutritional food and food ingredients, presenting a strong impetus for the industry growth.”

Gen Z could be a key to growth, with the demographic accounting for 7.5% CAGR, the research group hypothesizes. “The spending

power of Gen Z has increased, which when combined with their growing awareness about healthy eating makes them the leading market growth facilitator,” Global Market Insights suggests. “With more of the Gen Z (demographic) entering the employment market, the spending power is slated to go up and create new revenue prospects for the industry.”

#### Power of protein boosts nutrition

Non-dairy sports nutrition beverages have certainly made headlines this year, led by PRIME, a hydration drink founded by celebrities Logan Paul and KSI. It has been an anecdotal huge hit among teenagers and can now be found at many major retailers.

However, when it comes to protein-fortified products, which many consumers seek, dairy-based sports nutrition ready-to-drink (RTD) beverages and foods continue to lead the way, states Niki Kennedy, director, Insights and Content, Chicago-based Glanbia Nutritionals.

“Dairy-based sports nutrition RTDs continue to drive category growth while combination formulas (most commonly dairy and soy) are lagging. Based on some data we regularly review, consumers appear to be less brand oriented in



RTD versus RTM (ready to mix)," Kennedy says. "In RTMs, we see private label struggling and certain leading brands showing significant growth."

Wayzata, Minn.-based Cargill's Christine Addington adds the company is seeing three key themes as it relates to dairy-based sports nutrition beverages: higher protein inclusion levels, less sugar, and functional ingredients.

"Our experience aligns with research from Innova Market Insights, which found high source of protein (27%), low sugar (26%) and functional ingredients (23%) are the most influential claims for consumers who purchase sports nutrition products. ("Protein Power: Fueling the World with Global Sports Nutrition, Innova Market Insights, 2023)," relays Addington, Cargill's enterprise customer technical lead.

Protein remains the big driver, Addington adds, with 20 grams of protein now a common threshold, with some customers aiming for 30 or even 40 grams of protein in a single serving.

"At the same time, consumers of these products are closely watching their sugar intake, with many opting for products touting no added sugar," Addington explains. "Interest in health-promoting/functional ingredients continues to grow, especially after COVID. Anyway that customers can boost nutritionals, while also providing functionality, is a big unlock."

Protein is still top of mind for these consumers, and protein sourced from dairy in formats like milk protein drinks, protein ice cream and yogurt is gaining interest with North American active nutrition consumers, states Mike Medina, category marketing director, Specialized Nutrition and Dairy, Chicago-based ADM, adding the active nutrition arena is "ripe with opportunity."

"We're seeing the flexitarian movement converge with dairy-based offerings, opening the door for a wide range of innovative protein-forward dairy products that blend traditional and alternative protein options," he explains.

"We can see this in protein shakes that use plant protein sources like pea, chickpea, oat, almond, coconut, and even hemp blended with dairy proteins."

Protein continues to be key, but Fenton, Mo.-based IFPC is building awareness around how functional ingredients are used by the body. "Essentially, if you look at an ingredient like fiber, not all fibers are absorbed and used by the body in the same way," notes Jenn Adams, director of Ingredient Technology and Applications. "You may see added functionality by a certain type of product and less negative effects. In the case of fiber, you want to avoid gastrointestinal impact. This is true for many ingredients that support a specific health function. They are not all equal when it comes to functionality, bioavailability, and tolerance.

Sports nutrition formulations should focus on delivering health benefits such as protein, i.e., rice ingredients and even faba bean, adds Kyle Krause, product manager, Functional Fibers and Carbohydrates, North America, Parsippany, N.J.-based BENEEO.

"While protein has long been a predominant choice for competitive athletes like weightlifters, the range of sports nutrition consumers has grown beyond the extreme/competitive arenas. Protein still remains a plus for this widening market," he says. "Palatinose delivers sustainable energy over time. When it comes to nutritional properties, the ingredient delivers full carbohydrate energy (4 kcal/g) and is unique in its ability to deliver a slow release of glucose and thus allowing for a lower rise in blood glucose."

Another interesting trend to note is sports nutrition RTD beverages are going back to the basics of traditional milk. "Considering the trend of leisure athleticism, people are looking more to traditional and cost-efficient sports beverages to support their active lifestyle," maintains Shannon Fitzgerald, marketing manager for Montvale, N.J.-based Balchem. "Reminiscent of the 'Got Milk' campaign of the 1990s,

the ‘You’re Gonna Need Milk for That’ campaign connects traditional dairy milk as a ‘go-to’ beverage to fuel athletic performance,” Fitzgerald says.

### Going mainstream

There is no doubt protein is a key ingredient for sports performance and will be for the foreseeable future. This does not mean it is a stagnant market however. Sports nutrition products provide benefits beyond protein and the market continues to evolve.

Electrolytes, which help athletes maintain fluid balance, are one additional benefit, with brands also adding antioxidants, vitamins, and other ingredients.

“Another point of differentiation is the electrolyte source. Consumers are getting savvy that different salts might increase their hydration or cellular transport, ideas that were not mainstream or in consumer lingo a few years back,” says Dr. Janice Johnson, food technical advisor, Cargill. “The electrolyte source can also add to consumer perceptions in other ways. For example, both sea salt and Pink Himalayan Salt appeal to label-conscious consumers, as they are perceived to have more positive attributes than traditional salt.”

Sports and active nutrition categories are well positioned for significant expansion in the coming years, Joe O’Neill, vice president, Sales and Business Development, for Fairfield, N.J.-based A&B Ingredients suggests.

“One of the most notable drivers for this growth is the shift in consumer trends toward health and nutrition. Sports nutrition products are not exclusively geared toward athletes anymore. The sports nutrition category is morphing into a wider category of active and lifestyle nutrition as a response to the holistic health and well-being trend becoming more mainstream,” O’Neill asserts.

Even during the current times of financial challenges, consumers are committed to sustaining

their health habits, O’Neill continues. “According to a 2022 survey from Accenture, 80% of consumers said they intend to maintain or increase their spending on areas related to health and fitness.”

Kennedy concurs that the market for dairy-based sports nutrition RTDs and foods has become fully mainstream, expanding with interest going beyond the core of fitness fanatics to a much wider active lifestyle consumer. “We are seeing that products positioned toward children and young adults are growing. Convenience provided by RTDs, protein bars, and snacks has led to more use of these products outside of just exercise recovery. Additionally, the health halo of protein is now ubiquitous,” Kennedy suggests.

Krause refers to the sports nutrition becoming mainstream trend as the “sportification” of foods and beverages.

“For example, a health and wellness report by FMCG Gurus in 2022 indicated that 56% of global consumers say they research different ingredients that can improve their health,” he states. “Additionally, a 2022 Health Focus International Trends Study indicated that 79% of global consumers feel that overall physical health is very/extremely important in contributing to overall health,” says Krause. “The top five benefits respondents cited as important are physical energy, feeling good, mental energy, energy boost and sustained energy.”

A winning strategy is introducing RTD beverages with multiple functional benefits, such as a protein powder enriched with prebiotic dietary fiber for improved gut health, states Hannah Ackermann, registered dietitian and director of marketing at Schaumburg, Ill.-based COMET. “As inflation continues to rise, this approach presents a smart way to offer consumers added value precisely when they need it most,” she says. “If a customer has the choice between a basic protein powder and one with added gut health benefits, which do you think they will choose?”

## No sugar tonight

Years ago, a host of sports nutrition beverages provided desired protein, but also brought with it calories and/or sugar that many consumers do not seek. However, this has changed. Drinks branded with the claims “reduced sugar,” “no-sugar” and “zero-sugar” have filled the marketplace.

In North America, 65% of active nutrition consumers stated they are taking action to change their diet by reducing their sugar intake, Medina tells Dairy Foods. Plus, research shows eight in 10 U.S. adults are actively engaged in sugar reduction, and of those consumers, 69% find sugar reduction important in dairy.

“Our research also shows that sugar reduction becomes 56% more important for those purchasing functional foods and beverages,” Medina says. “Shoppers are also paying closer attention to the ingredient label during their trips down the grocery aisle, seeking ingredients they recognize. This carries over into active and sports nutrition, with 47% of consumers stating that the type of sweetener is important when choosing a new protein dairy beverage.”

Reduced or zero-sugar products can bring with them a change in taste, presenting a challenge for ingredient suppliers, however. “We support active nutrition consumers’ desire for reduced-sugar, dairy-based products that taste great. Through our vast library of sweetening solutions in combination with our comprehensive formulation approach — Replace Rebalance Rebuild — we replace sweetness, rebalance flavor, and rebuild functionality,” Medina notes. “Our portfolio is ever-expanding, providing exemplary sensory experiences, while reaching sugar reduction and clean-label targets.”

For example, ADM launched SweetRight Stevia Edge-M, offering improved sweetening, reduced bitterness and increased solubility compared to Rebaudioside (Reb) M, he continues.

Formulating without sugar or artificial sweeteners may sometimes mean a finished product that’s a little less sweet, but as long as developers manage any negative flavor attributes from other ingredients in the formula, brands can deliver on both label and taste expectations, Addington states.

“Cargill’s newest sweetening system, EverSweet stevia sweetener + ClearFlo natural flavor can help, offering a more sugar-like experience than other stevia options,” Addington maintains. “It delivers rounded sweetness while also managing many off flavors associated with other ingredients in the formula. Plus, EverSweet + ClearFlo can even enhance characterizing flavors like chocolate and fruit flavors.

“Formulators will likely need to balance sweetness/acidity changes as they move from full sugar to no-added-sugar systems, as high-intensity sweeteners can impact other flavors and tastes. Fortunately, ingredient suppliers like Cargill can help brands navigate these and other formulation considerations,” Addington continues. “While stevia does a good job of replacing sugar’s sweet taste, brands may also need to replace its bulk.”

Regarding lingering/bitter/metallic off-notes of single sweeteners, a blend of sweeteners can help. “Non-artificial sweeteners are a little more challenging, but new FDA-approved sweeteners make it easier to blend them for a true sugar taste,” relays An Ho, director of food science and innovation for IFPC. “Another challenge is the limitations of amounts per serving, so we must balance the sweet taste with other non-artificial sweeteners and their maximum limits to stay within approved ranges.”

Balchem has taken a one-stop-shop approach to meeting consumer needs, Fitzgerald reveals. “We are formulating ingredient systems that contain high-intensity sweeteners for lower or no added sugar,” she says. “We also are formulating with high quality proteins, such as whey, for added protein content that



can also deliver on desirable product attributes such as clear/ transparent beverages.”

BENEO’s chicory root prebiotic fibers, Orafit Inulin, and Oligofructose, are recognized by official bodies in Europe and the United States and they are on the list of approved dietary fibers published by the FDA, answers Krause.

A&B Ingredients’ offerings include chicory root fiber, or inulin, as a “healthy” solution for sugar and calorie reduction in dairy and non-dairy beverages and sports nutrition products.

“It’s highly soluble and offers enhanced creaminess where texture and mouthfeel are important,” O’Neill states. “In addition, the prebiotic effect of inulin supports digestive health and offers health benefits to consumers. The added fiber benefits of inulin support balanced nutrition in high-protein diets and help improve digestive function and regularity.”

COMET believes individuals on high-protein diets often fall short of their dietary fiber needs. Hence, as touched upon briefly earlier, its goal is to improve consumers’ gut health. “So rather than having to take another pill and create a new habit, consumers can swap out a food or drink they are already eating for one with more nutrient density,” Ackermann maintains. “We are able to produce multiple grades of our Arrabina fully-soluble powders that are heat and pH resistant. They can be used in not only powder supplements, but also shelf-stable RTD carbonated beverages, baked goods, and acidic beverages. The application opportunities are endless.”

### **Where do we go from here?**

As previously highlighted, the sports nutrition ingredients market will more than double to \$7.3 billion in 2032, according to Global Market Insights. “The future of the active nutrition arena is bright, with opportunities for new, innovative formats that meet consumers’ individual needs and routines,” ADM’s Medina suggests.

Exactly how the market doubles by 2032 should be fascinating. “Specifically, we expect that both dairy and non-dairy brands will put more emphasis on hydration, which is an important attribute for supporting physical and mental well-being,” Medina explains. “Additionally, as active nutrition consumers increasingly focus on recovery, brands may also begin to highlight how dairy and non-dairy products can aid in recovery and relaxation following exercise or at the end of an active day.”

ADM also sees dairy-based options extending beyond milks and RTD shakes in the future. “Think frozen dairy treats high in protein and fiber and low in sugar, RTD smoothies with fruits, grains, nuts, and spices, and dairy-based protein bars that deliver gut health support,” Medina says. “Tailored and functional dairy-based confections that provide various functional properties are also emerging, offering quick and delicious bursts of energy, protein content, and support for overall wellness needs.”

A&B Ingredients’ O’Neill sees the sports nutrition category evolving into a broader market that is becoming known as “fit lifestyle” products.

“Brands are adapting by adjusting their marketing to appeal not only to athletes but also to a broader consumer base, including women and older generations,” he notes. “This change reflects the fact that more people are recognizing the benefits of healthy living and staying active, whether they are maintaining their activity levels or rethinking their relationship with physical activity. This more inclusive approach is expected to allow the sports nutrition category to expand further, attracting active lifestyle and health-conscious consumers in the coming years.”

Look for more products with claims regarding sugar content, Cargill’s Addington predicts, adding protein will remain a priority.

“Plant-based products will likely continue to grow, as improvements on the ingredients side

enable formulators to increase grams of protein per serving without sacrificing taste and mouthfeel,” Addington states. “And in the not-so-distant future, watch for the ‘next world’ of alternative sports nutrition products, fueled by precision fermentation. This technology could further close the gap between dairy-based and alternative protein sports nutrition products, powering a new round of innovation.”

Future trends will also likely continue to see growth in convenience products like “single

serve packs or RTD bottles and in improved flavor for pre-workout (bitter caffeine sources cause a problem) and hydrolysates (very unfavorable flavor, but readily digestible),” IFPC’s Ho concludes. “The indulgent flavors will prevail, as most consumers do not want to ‘splurge’ on the real deal and can get some satisfaction from a nutritional drink/bar/powder that tastes like something that is counterproductive with their goals.”

## SCIENTISTS DISCOVER DAIRY COWS THAT PRODUCE LESS METHANE

DEC 15, 2023

<https://dairynews7x7.com/scientists-discover-dairy-cows-that-produce-less-methane/>



Scientists have discovered that some dairy cows produce significantly less methane than others.

While farming is vital for providing food and dairy to the world, it contributes a fair amount of greenhouse gas emissions, which leaders are looking to reduce as climate change worsens.

Agricultural activities accounted for 10.6 percent of all U.S. greenhouse gas emissions in 2021, according to the Environmental Protection Agency.

However, researchers from Massey University in New Zealand have now discovered that some cows actually produce 15 percent less methane emissions—and the good news is

that they still produce the same amount of milk.

The scientists’ findings were published on December 13 in the New Zealand Journal of Agricultural Research.

Cows naturally produce methane when they digest food as they have microbes in their stomach that produce methane from the fermentation of their feed. Scientists have previously found that higher quality feed produces less methane than those that are harder to digest.

Methane is the second largest contributor to climate change, behind only carbon dioxide. It is a powerful greenhouse gas that is produced

both naturally and as a by-product of human activities.

However, some natural methane sources like the ones that come from cows, are unavoidable.

In the new study, scientists ranked 45 Irish dairy cows by the amount of methane emissions they produced. Those that produced less were found to produce just as much milk.

Just why some cows have lower emissions than others remains uncertain—but the researchers reported that reducing methane emissions from cows could drastically reduce methane levels in the atmosphere, which could bring the world closer to greenhouse gas reduction targets.

“Residual methane emissions are calculated by the difference between the expected and measured enteric methane produced per kg dry matter eaten. Residual methane has previ-

ously been identified as a trait that is not related to animal productivity traits, such as milk production,” research lead author Katie Starsmore of Massey University, Teagasc and VistaMilk said in a statement. “The aim of this study was to investigate the ability of this trait to rank and select animals that are producing less methane per kg dry matter intake than expected, and hence more efficient.”

“The average dairy cow in this study was emitting 352g [12.4 ounces] enteric methane per day and eating 16.6 kg dry matter. Ranking animals based on their residual methane resulted in a reduction in daily methane output by 15 percent and no effect on productivity. There are animals that are producing less methane than expected, while producing the same milk solids and weight the same.”

Overall, the scientists represent an opportunity to, in future, only use cows that produce a lower amount of methane.



## FRIESLANDCAMPINA WOULD CUT 1,800 JOBS WORLDWIDE

DEC 13, 2023

[HTTPS://DAIRYNEWS7X7.COM/FRIESLANDCAMPINA-WOULD-CUT-1800-JOBS-WORLDWIDE/](https://dairynews7x7.com/frieslandcampina-would-cut-1800-jobs-worldwide/)



**1800 Jobs cut to reduce costs**

**FrieslandCampina** 

**D**utch dairy cooperative FrieslandCampina on Tuesday said it would cut 1,800 jobs worldwide in the next two years in a drive to reduce costs and improve profitability.

FrieslandCampina said the job cuts would result in up to 200 million euros (\$215 million) in savings, as part of a program to lower annual costs by 400 million to 500 million euros from 2026.

FrieslandCampina is one of the world's largest dairy cooperations, selling its milk, cheese and baby formula and ingredients for the food and pharmaceutical industries in more than 100 countries across the globe.

It employs around 22,000 people in 30 countries, and had a turnover of 14 billion euros in 2022.

(\$1 = 0.9281 euros)

## DECLINING MILK CONSUMPTION.CELEBRITY ADS WON'T CHANGE THAT.

DEC 12, 2023

<https://dairynews7x7.com/milk-consumption-is-down-celebrity-backed-ads-wont-change-that-declining/>

Last month, a new PSA-style ad dropped featuring Queen Latifah speaking out on the very serious subject of...people judging other people for drinking cow's milk. If it sounds like an SNL sketch, that might be because two of the creatives who worked on the campaign are actual alumni of the comedy show. It's not the first time in recent memory that Big Dairy has utilized accomplished writers and celebrity endorsements to try to salvage their public image. You may remember the satirical "Wood Milk" ads from earlier this year, starring fan-favorite Aubrey Plaza. In it, non-dairy milk alternatives are unflatteringly compared to literal wood, ending with some snappy copy that asserts "only real milk is real." Other celebrities, like Emma Roberts, have been enlisted by the dairy industry as well to sell cow's milk and disparage competing products. And though the ads tend to be glossy, well-written, and adeptly delivered by beloved comedians, there's one takeaway that I can't ignore: Big Dairy is getting desperate.

The Queen Latifah ad addresses the concept of "milk shaming," the practice of judging someone for drinking dairy milk instead of one of the many alternatives now widely available. The gag mission statement, as stated by Queen Latifah, is to "make milk-shaming a thing of the past." Sure, it's kind of funny — it touches on a mundane but apparently relatable experience: feeling judged for a slightly old fashioned or out-of-touch preference. It's a phenomenon that Winston Binch, chief brand and experience officer of the agency behind the campaign, calls "comically absurd." The corporation paying for both the Aubrey Plaza and Queen Latifah campaigns is MilkPEP, also known as the National Fluid Milk Processor

Promotion Program, a government-administered program within the USDA that seeks to promote the sale and consumption of dairy milk. So, yes, the U.S. government, working in the interests of the dairy industry, is spending a good deal of money to convince folks that drinking milk is totally fine — and maybe even cool, just like your favorite celebrities.



But while it may elicit a chuckle, any viewer with a modicum of media literacy could tell you that these ads offer no real evidence or reason to choose dairy. Consider that people are drinking less dairy milk — about 2 to 2.5% annually — while the non-dairy plant milk market, globally, is expected to triple in valuation by 2030. Neither the Wood Milk nor Milk Shaming ads address any of the reasons why people are switching to non-dairy milk, or why they may raise eyebrows at folks who haven't. Maybe they're not trying to make a serious case for drinking dairy because they know that there isn't one. And as fictional advertising mogul Don Draper taught us, "If you don't like what they're saying, change the conversation." So Big Dairy is trying to change the conversation: Celebrities! Don't judge us! ...Everything else tastes like wood? They're simply not addressing the reasons many people are cutting back or abstaining from dairy, ranging from personal health to animal ethics to environmental concerns.

It's fairly commonly understood nowadays that the milk most of us drink is not coming from an idyllic, family-owned farm where animals are loved and cared for. It's coming from an industry dominated by factory farms that are gradually gobbling up small competitors. According to USDA estimates, about 70% of American milk comes from farms with at least 500 cows. Many industrial dairy operations are much, much bigger than that, with populations running into the tens of thousands. These cows are kept perpetually impregnated so that they will consistently produce milk, though they don't get to care for their calves. They are generally kept inside for their entire lives, not permitted to graze, and forced to excrete waste right in their small, allotted living space. Their tails are docked without anesthetic, and they're killed after 4-6 years despite having a natural lifespan of closer to 20, largely due to

the squalid living conditions, arduous land travel, and the lack of ability to form normal social relationships with one another.

And even if you don't find animal cruelty a compelling reason to dump dairy, there's another big one that none of us can escape: environmental destruction. Factory farms are responsible for the emission of greenhouse gases hundreds of times more powerful than carbon dioxide, a major contributor to causes for climate change. They require massive amounts of land and water, not just for the dairy farms themselves, but for the farms growing soy and corn as cow feed. And they leach toxic pollutants like ammonia and hydrogen sulfide into the air and water, all of which not only destroys ecosystems and threatens biodiversity, but poses potential serious health effects to humans as well.



## LIVESTOCK AMONGST 10 PRIORITIES AREAS AT COP28 TO COMBAT HUNGER

DEC 11, 2023

<https://dairynews7x7.com/livestock-amongst-10-priorities-areas-at-cop28-to-combat-world-hunger/>



**T**he UN Food and Agriculture Organization (FAO) has identified 10 priority areas – such as livestock, soil and water, crops, diets and fisheries – where following the roadmap can help push the world closer to achieving ‘Zero Hunger’, the second of the 17 Sustainable Development Goals (SDGs)

The aim: to transform agrifood systems – which encompass how the food we eat is farmed or raised, how it is transported, and how and where we dispose of it – growing harvesting from net emitters to into a carbon sink by 2050, capturing 1.5 gigatons of greenhouse gas emissions annually.

The goal: To help to eliminate world hunger without driving the planet past the 1.5 degree limit for global warming as set by the Paris Agreement.

On the side lines of the UN climate conference in Dubai (COP28), UN News spoke to David Laborde, Director of the Agrifood Economics Division at FAO, who said that the roadmap is designed to avoid “doomism” and provides avenues to act today in a way that can benefit all now and in the future.

“We need policymakers to act. We need the civil society to be mobilized and the private sector to understand that making better choices today means making investments more sustainable and more profitable for tomorrow.”

While 120 action points may seem like a great deal, Mr. Laborde stressed that the end goal is to achieve “a system transformation where everyone has to play a role”.



FAO launches global roadmap process to eradicate hunger within 1.5°C limits

### **'A good starting point'**

Meanwhile, FAO's chief economist, Maximo Torero, told UN News that the goal of this roadmap is to transform agrifood systems through accelerated climate actions to "help achieve food security and nutrition for all, today and tomorrow."

With around 738 million chronically malnourished people around the world, Mr. Torero said food must be part of the discussion on climate and must attract climate investments, which currently sit at a meagre four percent.

According to a report released in connection to the roadmap, FAO said climate finance flowing to agrifood systems is strikingly low and continues to diminish compared to global climate finance flows, at a time when this type of financing is urgently needed.

[https://news.un.org/en/media/oembed?url=https%3A//www.youtube.com/watch%3Fv%3Dy5ux-YLIGw5k&max\\_width=0&max\\_height=0&hash=BJigqdlsw9fZT0JpAbPJQXySdj8KOxjf\\_J5hti1X6NA](https://news.un.org/en/media/oembed?url=https%3A//www.youtube.com/watch%3Fv%3Dy5ux-YLIGw5k&max_width=0&max_height=0&hash=BJigqdlsw9fZT0JpAbPJQXySdj8KOxjf_J5hti1X6NA)

He said the work being done at COP28 is "a good starting point", and this roadmap can provide guidance for implementing the Emirates Declaration on Sustainable Agriculture, Resilient Food Systems, and Climate Action, which was launched at the high-level opening of the conference.

### **Accelerating implementation**

The FAO initiative was launched on the day dedicated to food, agriculture and water at Dubai's Expo City, where ministers and other senior officials gathered to discuss pathways towards implementing the Emirates Declaration, now signed by over 150 member States.

In a message to the high-level event, UN Deputy Secretary-General Amina Mohammed said the Declaration is a "powerful statement of political will to drive the transitions we need" as the deadline to achieve the 2030 Agenda fast approaches.

"With seven years remaining to achieve our sustainable development and climate goals, we need to urgently strengthen our collective efforts using food systems as a lever to accelerate implementation."

Ms. Mohammed added that any path to fully realizing the long-term goals of the Paris Agreement must include agriculture and food systems, from which over one third of emissions emanate.

### **A 'seaweed revolution'**

One innovative solution to some of the most pressing global challenges humanity is facing today can be found in seaweed, "the greatest untapped resource we have on the planet".

That's according to Vincent Doumeizel, Senior Advisor on Oceans to the UN Global Compact, who told the UN News team at COP28 that he was leading the "seaweed revolution" which could help tackle not only the climate crisis, but also the food security and social crises.

Mr. Doumeizel highlighted the enormous ability of seaweed to absorb carbon and be a sustainable substitute for plastics, making it a great tool for climate mitigations and biodiversity restoration.

“Seaweed can grow very fast – up to 40 centimetres a day to reach 60 meters high. So, they are a real forest, and they absorb more carbon than the Amazon Forest.”



The Oceans expert said outdated food systems are among the biggest contributors to climate change, biodiversity loss, water scarcity, soil depletion and social injustice, “with a massive number of modern slave active in these food systems”.

He said seaweed farming in East Africa has already proven its ability to create jobs and empower women in East Africa where “80 percent of the revenues go to women”.

Mr. Doumeizel noted that despite being nutrient and protein-packed, almost all the very little seaweed we eat today is gathered on the beaches.

He stressed the need to “change the narrative” of fear and doom being presented to the future generations and to “feed them hope and optimism”.

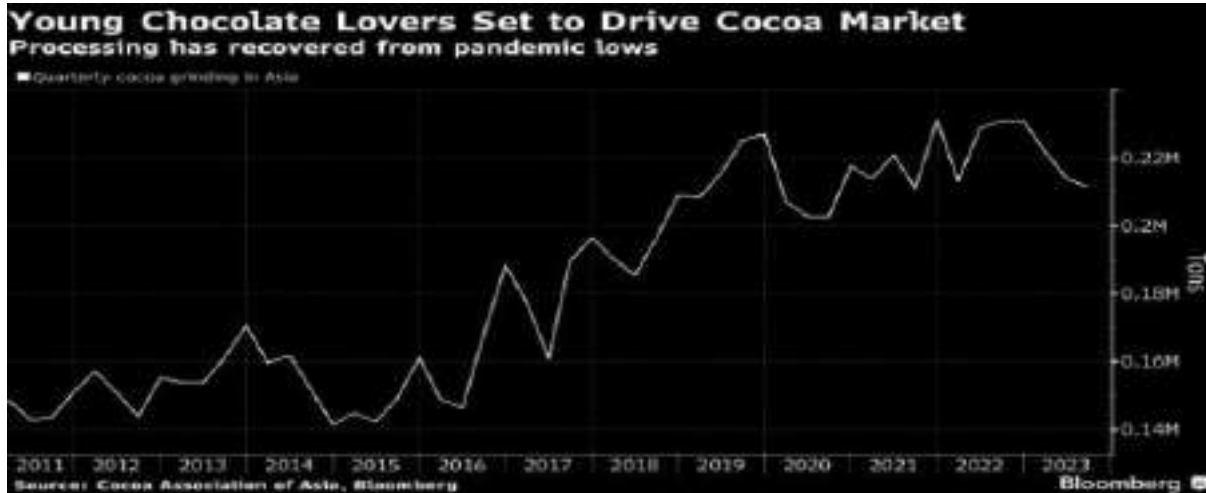
“I believe that if we learn to cultivate the ocean, we will be remembered as the first generation on the planet that will be able to feed the entire population while mitigating climate change, while restoring biodiversity and alleviating poverty. We can be remembered as such, but it needs to be altogether”.



## ASIA'S CHOCOHOLICS WILL INDULGE EVEN AS COCOA PRICES SOAR

DEC 11, 2023

<https://dairynews7x7.com/asias-chocoholics-will-indulge-even-as-cocoa-prices-soar-industry-says/>



Asia’s growing number of chocolate lovers will indulge their sweet tooth even as cocoa prices skyrocket to the highest level since the 1970s, a veteran of the industry says.

With more than half of the world’s people, Asia accounts for only roughly a quarter of cocoa consumption, making it a growth market for chocolate producers as populations — and disposable incomes — grow. Three years of pandemic restrictions dealt a severe blow, as entertaining, gifting and impulse purchases declined. Then the price of the key ingredient took off, thanks to punishing rains in West Africa.

“Cocoa and chocolate indulgences are still in demand,” said Elie Fouché, chairman of the Cocoa Association of Asia, who has worked in the industry for about 17 years. “Demand for cocoa and chocolate products has remained steady despite the price increases that we have observed already for quite a few months.”

Cocoa grinding in Asia Pacific, the best indicator of demand, has rebounded from Covid lows, Fouché said. While down from a year earlier as the industry finds its post-pandemic bal-

ance, the association said processing was “better than expected” in the three months through September.

“The dip is behind us,” Fouché said, speaking at Barry Callebaut AG’s factory in Malaysia’s southern state of Johor, one of the largest plants in Asia where beans are turned into cocoa mass, butter and powder — the key ingredients to make chocolate bars, cookies, ice cream and drinks.

The younger generation in Asia like to indulge, Fouché said. This, along with low per-capita consumption of chocolate compared with countries in Europe, will help the region remain a growth engine even at times of high prices. India, China and Southeast Asia especially have big potential.

The Asia Pacific chocolate market is projected to reach close to \$37 billion in revenue by the end of 2030, growing at a compound annual rate of 7% from now until the end of the decade, according to consulting firm Coherent Market Insights. That’s close to double the rate seen for the global market overall.

The catch, for now, is price. Cocoa futures traded in New York reached a 46-year high late

last month as bad weather and crop disease hurt production and delayed harvests in West Africa, the world's biggest-growing region. That prompted companies such as Mondelez International Inc., maker of Oreo cookies and Toblerone, as well as Nestle SA, to raise prices of products next year.

Inflated prices are likely to be sustained through 2024 as the market heads for its third consecutive supply deficit, Rabobank said in a report this month.

"When you look at official consumption data, grind data, they have been relatively resilient," Fouché said.

The good news for chocolatiers is that there are additional products to lure consumers. Young gourmets are drawn to healthier chocolate, including products with a higher content of cocoa and flavanols, said Fouché, as well as so-called functional foods, like high-protein chocolate. Flavanols are known for their antioxidant properties.

"I want to eat something good, I want to eat something good for me and I want to eat also something good for the planet or good for the farmers," he said. "These are trends which probably emerge first in the western world or developed world. Now they are finding their way also in Asia Pacific."

## CAMEL MILK SET TO PROVIDE SUSTENANCE FOR SAUDI ARABIA'S ECONOMIC TRANSFORMATION

DEC 11, 2023

<https://dairynews7x7.com/camel-milk-set-to-provide-sustenance-for-saudi-arabias-economic-transformation/>

Saudi Arabia is currently one of the biggest producers of camel milk and a host of new ventures are making the business a lucrative one in the transformation of the country's economy.



The Kingdom has an annual output of approximately 0.271 million tons of the product, and Saudi Arabia's sovereign wealth fund has set up a new firm, Sawani Co., to catalyze the growth of the sector as part of its efforts to transform the country's economy.

The move comes at a time when the Public Investment Fund's various investments in the Saudi food and agriculture sector to support its produce industries gain momentum.

"Saudi Arabia has extensive experience and knowledge of the camel dairy industry, and enormous potential to expand its operational capabilities and wider ecosystem," said Majed Al-Assaf, head of Consumer Goods and Retail in the Middle East and North Africa Investments Division at PIF, in a statement.

He added: "These factors represent a competitive advantage across the entire supply chain, which will enable significant growth of the industry, and eventually lead to the export of camel dairy products to regional and global markets."

Ahmed Gamaleldeen, CEO of Sawani, affirmed the company's position in its sector, telling Arab News: "Sawani Co. has an essential role to play in elevating standards within the camel dairy sector. Based in Saudi Arabia with a global reach, our organization seeks to actively contribute to the development of the sector, highlighting the merit of camel-based products from both a health and commercial standpoint."

He added: "We are committed to raising awareness of camel products through our operations and initiatives, helping to continue a longstanding tradition of sustainable camel milk production to serve Saudi Arabia, the region and other parts of the world."



While seeking to become a leading producer of camel dairy products, the company will also place sustainability at the center of all stages of production, distribution, and marketing as well as raise awareness of the health benefits of camel dairy products among consumers.

Sawani looks to work with the private sector to boost production capacity and drive sustainable growth of the camel dairy industry.

This includes raising the standards of the domestic production ecosystem through modernizing operations and introducing best scientific practices, improving knowledge localization and transfer and investing in the sector's latest manufacturing technologies.



Saudi Arabia has extensive experience and knowledge of the camel dairy industry, and enormous potential to expand its operational capabilities and wider ecosystem.

Majed Al-Assaf, head of Consumer Goods and Retail in the Middle East and North Africa Investments Division at PIF

Highlighting the company's aspirations within the camel dairy industry, Gamaleldeen said Sawani has both regional and international ambitions.

"With a myriad of health benefits associated with camel-based products, our aim is to showcase the product's commercial viability as a solution for consumers who are lactose intolerant, diabetic or seeking nutrient-dense dairy products," he said.

The CEO added that Sawani's long-term strategy is rooted in "Saudi Arabia's rich camel heritage and sustainable cohesion with one of nature's most loyal and giving creatures."

According to research company IMARC, the camel dairy market across the Gulf Corporate Council region reached a value of \$702.4 million in 2022, and is expected to see a compound annual growth rate of 4.51 percent from 2023 to 2028.

Camels have long served as a crucial food, natural and cultural resource of the Middle East region.

They provide meat and milk as well as play a role in heritage rituals throughout Saudi Arabia and the greater Middle East. It is estimated that there are around 1.6 million camels in the Kingdom, with over half residing in the provinces of Riyadh, Makkah and the Sharqiya or Eastern Province.

Compared to cow's milk, camel's milk has lower levels of fat – perfect for those who are wishing to maintain a healthier lifestyle.

Sawani looks to work with the private sector to boost production capacity and drive sustainable growth of the camel dairy industry. (Supplied)

It contains high amounts of vitamins A, B, E and C, and is also rich in calcium, iron, protein and antioxidants.

The UN Food and Agriculture Organization has endorsed products made from camel milk, saying such goods are greater in nutritional value than goat and cow's milk in terms of vitamins, minerals and protein.

The Kingdom's investment in the industry reflects Saudi Vision 2030 to diversify the economy away from its reliance on hydrocarbons.

In the Kingdom, three licensed projects are specializing in camel milk and its various uses, while three other initiatives have been granted preliminary licenses to manufacture consumable camel milk products.

We are committed to raising awareness of camel products through our operations and initiatives, helping to continue a longstanding tradition of sustainable camel milk production.

#### **Ahmed Gamaleldeen, CEO of Sawani**

According to Shujaa Al-Bogmi, an associate professor at Imam Mohammad Ibn Saud Islamic University, Sawani's investment in the camel industry will have a great impact on the growth of the market both locally and internationally.

It will not only raise the production standards for products made from camel milk, but also result in an increased demand for the products from the Gulf region.

An eagerness to make products from camel milk has already jump-started in the Kingdom.

In September, Sawani launched Noug, the first camel milk café opened in Riyadh, specializing in milk, cheese, butter and even gelato.

## HIGHLIGHT

The Kingdom has an annual output of approximately 0.271 million tons of the product, and Saudi Arabia's sovereign wealth fund has set up a new firm, Sawani Co., to catalyze the growth of the sector as part of its efforts to transform the country's economy.

As IMARC noted in its report, the increasing awareness of the health benefits of camel milk as well as the potential of the market for the product make it a favorable investment opportunity for government initiatives and a crucial catalyst for growth.

Investment in the market also has the potential to promote sustainable farming practices in the Kingdom.

To this end, Sawani is offering financial incentives and subsidies to encourage the growth of the camel dairy sector. Such support extends to both large-scale commercial farms and small-scale farmers, promoting inclusivity and sustainable growth in the industry.

As Gamaleldeen notes: "Sawani Company is dedicated to driving growth in Saudi Arabia's camel dairy sector. As consumers become aware of the health benefits of camel-based dairy products, we aim to amplify awareness of products, ethically sourced from an animal that has remained a source of pride for the people of the Kingdom."

## VIEWING LABOUR AS AN ASSET NOT A COST

DEC 11, 2023

<https://dairynews7x7.com/viewing-labour-as-an-asset-not-a-cost/>

**F**arming in Urlingford, Co. Kilkenny, Brendan and Fiona Joyce milk a herd of 150 high EBI cows under a spring-calving system. Their farm is very much grass focused; the herd produced 560kg of milk solids per cow last year, while concentrate input is targeted at 750kg/cow.

As part of the recent Teagasc National Dairy Conference, Brendan highlighted the importance of labour to his family's farm. Additionally, he outlined the steps that have been taken to streamline the system and make it a more attractive place for people to work.

Labour on the farm consists of Brendan, some family help from Brendan and Fiona's sons and two part-time employees – Michael and Maureen, with both starting on the Joyce's farm as students on placement from Kildalton Agricultural College in 2015 and 2017, respectively. Michael works on the farm five or six mornings a week from October through to the end of May, while Maureen returns to the farm

once the cows start calving in the spring and, on average, completes five or six milkings – mostly in the evening – each week.

"Labour is probably the next highest cost on the farm after feed and fertiliser, but I consider good labour a very important asset," Brendan told delegates. "I know the farm wouldn't be as productive as it is only for the two people I have with me."

### Facilities, breeding and calf management

Previously home to a dairy herd of 40 cows, a beef enterprise and a tillage enterprise, Brendan noted that the farm has always been busy. Over the years, the family's attention has turned to dairy and with this came a focus on the facilities to help with labour efficiency.

“Having good facilities on the farm is a big help,” Brendan explained. “Getting labour is one thing, but retaining labour is another and the easiest labour to get is the labour you already have.”

He added: “Good facilities take the physical labour out of dairy farming. I have no regrets with purchasing the automatic calf feeder, straw chopper and cubicle bedding machine. They all contribute to making the farm a nicer place to work in.”

Giving a brief overview of the working day, Brendan said: “Milking times are early at 6:30am and 3:15pm. A lot of that is to facilitate staff and it’s all about creating a routine.”

“I think the main thing with employees is to be flexible. If I need them for a specific day, I will tell them whatever days I need them and it’s the same with either Maureen or Michael. If they are busy themselves, once we know, we can plan around,” Brendan said.

In the spring, both Brendan and Michael milk in the morning for the first couple of months and then either one turn their attention to feeding calves, liming cubicles and bedding. Michael is also present on the farm for the first four weeks of breeding, which enables Brendan to focus on artificially inseminating the herd.

“I usually start breeding around April 20th and Michael is with me for the first four or five weeks of AI. That usually means most of the AI is out of the way by the time Michael leaves. I also try to keep the AI simple. Cows are bred in the morning, Michael milks and I AI. I haven’t gone down the sexed semen route yet for the simple reason that I don’t want to be breeding cows in the morning and the evening. I am just dead consistent with morning AI and it’s working for me. Friesian is used for the first 4-5 weeks, then three weeks of Angus AI, before Angus bulls are left out,” he said.

A compact breeding season results in a compact calving period and Brendan has focused



on the streamlining of calf rearing to help with labour efficiency. The first ~35 dairy females are kept. These being the oldest and strongest calves means that by the time the breeding season commences, these calves are usually weaned and out at grass. At that stage, the only calves that require feeding are those waiting to be sold.

Although an outbreak of TB on the farm did alter this process slightly one year, the resulting construction of a new calf shed – equipped with an automatic feeding and four stalls – has aided greatly in the management of calves and the labour required in calf rearing.

Brendan Joyce pictured with his wife Fiona and their sons Adam and Cormac at the Teagasc National Dairy Conference

Stocking the farm appropriately and contractors

Another area Brendan highlighted that was an aid to the labour efficiency on the farm was having an appropriate stocking rate to maximise grass utilisation and to minimise buffer feeding in the shoulders of the year.

“The sweet spot is probably at 160 cows on our farm. At that stocking rate, it usually means I don’t have to feed silage during a dry summer, as the farm is made up of mixed ground – 80% of it is good and dry and 20% would be wettish ground. Additionally, having an appropriate stocking rate means you can extend the grazing season both early and late in the year. If you are overly stocked, that is hard to do,” he said.

Over the years, the farm has undergone a level of consolidation with an out block being

switched for ground adjoining the milking platform. This, along with the construction of an underpass in 2008, has been another huge labour saving as the furthest cow paddocks are now within 1km of the parlour. Turning animals out to grass early is also employed and this provides a labour saving on feeding housed animals.

Additionally, Brendan uses the services of contractors to ease some of the labour demand. Contractors are hired to carry out ~90% of the slurry spreading and all pit silage harvesting. Any paddocks identified as being surplus are mown and tilled by Brendan before the contractor completes the task.

## UN: NEW MEAT, DAIRY ALTERNATIVES MAY REDUCE CLIMATE EMISSIONS

DEC 10, 2023

<https://dairynews7x7.com/un-new-meat-dairy-alternatives-may-reduce-climate-emissions/>



**E**merging novel alternatives to animal products such as meat and dairy may contribute to significantly reducing the environmental footprint of the current global food system, particularly in high- and middle-income countries, provided they use low-carbon energy. This is a key finding of a new UN Environment Programme (UNEP) assessment of such new alternatives to animal agriculture, a sector accounting for up to a fifth of planet-warming emissions, with meat consumption slated to grow by 50 per cent by 2050.

What's cooking? An assessment of the potential impact of select novel alternatives to conventional animal products focuses on three types of alternatives: 1) Novel plant-based meats, 2) Cultivated meat from animal cells, and 3) Protein-rich products derived through rapid fermentation by microorganisms. It is

part of UNEP's Frontiers series, which identifies and draws attention to emerging issues of environmental concern.

The report, produced with the support of the Government of Belgium, finds that these alternatives not only show significant potential for reducing greenhouse gas (GHG) emissions, but they can also contribute to reductions in land degradation and deforestation, water and soil pollution and loss of biodiversity, as well as to reducing the risks of zoonotic diseases and anti-microbial resistance. These novel alternatives could also help to significantly reduce animal welfare concerns, compared to their conventional counterparts.

The authors conclude that novel alternatives can likely play a role in supporting a more sustainable, healthier and more humane food system, with regional differences. It reviews poli-



cies decision makers may consider to safeguard food security, jobs, livelihoods, social and gender equity, and culture to help maximize the beneficial outcomes of novel meat and dairy alternatives, while avoiding potential negative health and social impacts.

“New food alternatives will offer a broader spectrum of consumer choices,” said Inger Andersen, Executive Director of UNEP. “Further, such alternatives can also lessen the pressures on agricultural lands and reduce emissions, thereby helping us address the triple planetary crisis – the crisis of climate change, the crisis of biodiversity and nature loss, the crisis of pollution and waste – as well as address the health and environmental consequences of the animal agriculture industry. More government support, as well as open and transparent research, can help unlock the potential of these new technologies for some countries.”

While conventional animal products are an important source of protein for many communities, particularly in developing countries, in many high- and middle-income countries, their production and consumption happen at a scale that negatively impacts people and the planet. The tens of billions of animals slaughtered annually are far from the only victims of a fast-growing animal agriculture industry. Producing and consuming animal-source foods, while offering important nutrients, has also been associated with significant challenges for public health: excess levels of red and processed meats consumption is associated with cardiovascular diseases, certain cancers, obesity, and diabetes. Animal agriculture is also associated with increased risks of anti-microbial resistance – 73 per cent of all antimicrobials sold are used in animal agriculture – and with the spread of zoonotic diseases such as COVID-19 or Avian Influenza.

The animal agriculture industry is a major driver of climate change: animal GHG emissions, feed production, changes in land use and energy-intensive global supply chains account for almost 60 per cent of food-related GHG

emissions and 14-20 per cent of global GHG emissions.

While novel alternative foods can reduce harm to farm animals and could contribute to improving public health, other health benefits aren't as evident: some novel plant-based products tend to be highly processed and have high amounts of salt and saturated fats. Evidence on the health impacts of using cultured meat from animal cells or fermentation remains limited. By closely mimicking or replicating the sensory experiences of meat and other animal products, novel alternatives may help consumers, particularly in high- and middle-income countries, shift away from unsustainably high levels of animal protein consumption. However, cost, taste, and social and cultural acceptability will strongly affect the trajectory of nascent alternatives to conventional animal products.

The report underlines the need to ensure a just transition through equitable and regionally appropriate approaches to food systems change. It reviews policy options to shift the food industry towards a healthier and more sustainable future: greater support for open access research and commercialization, shifting subsidies, tax rebates, direct financial investments, and loan guarantees to favor novel alternatives, as well as internationally agreed mechanisms on supportive trade policies and food safety standards.

The authors underscore the need for open and transparent research to understand the nutritional implications of regular consumption of alternatives, and to understand the socio-economic implications of their uptake in different regions, including for equity, food security, and livelihoods of smallholder farmers.

The report does not consider meat from wild animals, fish or other aquatic animals, though new technologies may also reshape the fishing sector. The report is not an assessment of other alternatives to the current food system: regenerative livestock farms, feed additives to reduce emissions from animal agriculture,

farming insects, reduced meat consumption in favor of whole plant protein sources like beans, vegan products like tofu, or taxing meat. Such alternatives are already being pursued along-

side the three alternatives examined in the report, but have struggled so far to win government support and achieve impacts at the desired scale or speed.

## USING THE LATEST USDA DAIRY PROJECTIONS TO PLAN FOR 2024

DEC 9, 2023

<https://dairynews7x7.com/using-the-latest-usda-dairy-projections-to-plan-for-2024/>



The latest U.S. Department of Agriculture Economic Research Service Livestock, Dairy and Poultry Outlook was released Nov. 16. This report, released monthly, summarizes production and economic data for livestock, dairy and poultry production. This article will highlight portions of the dairy section of the report.

The November report (linked here: [ers.usda.gov/webdocs/outlooks/107888/ldp-m-353.pdf?v=1274.1](https://ers.usda.gov/webdocs/outlooks/107888/ldp-m-353.pdf?v=1274.1)) showed that during the third quarter of 2023, milk production in the United States declined 0.7% when compared to the same time period in the previous year. The total number of milk cows in the U.S. decreased by 41,000 head from the prior quarter and 33,000 head lower than the same period a year prior.

The all-milk price in September was \$21 per cwt., an increase of \$1.30 from the prior month but \$3.10 lower than the same month in 2022. Fortunately, the report noted that dairy farmers' feed costs were lower in September when compared to September 2022. In September, the milk-feed ratio calculated by the

National Agricultural Statistics Service (NASS) was \$1.89, an increase from September 2022.

Based on the USDA Dairy Margin Coverage program, dairy farmers' milk margin above feed costs was \$8.44 cwt in September 2023, \$1.98 cwt above the previous month but \$0.18 cwt lower than September 2022.

### 2024 price projections

Contraction in the U.S. milking herd is projected to continue into early 2024, but expansion is expected for the remainder of the year. However, the number of milk cows is expected to be 10,000 less than the previous forecast. Milk per cow is also reduced from the previous forecast to 24,545 pounds. Continued contraction in the number of milk cows and projected reduced production results in milk production being 0.4 billion pounds lower than the previous estimate.

Given the data in the latest report, USDA ERS estimates Class III milk price in 2024 to be \$17.70 per cwt., Class IV at \$18.85 per cwt., and the all-milk price for 2024 at \$20.80 per cwt.

## Planning

Sure, much can change to alter these projections by USDA-ERS, but this information is useful as you plan for 2024. As 2023 is ending, now is an excellent time to get caught up on records, evaluate performance and use the price projections in the latest report to plan for the coming year.

There is a diverse amount of information available to help you, including resources from Ohio State University Extension. The OSU Extension Farm Business Profitability and Benchmarking Program ([farmprofitability.osu.edu/](http://farmprofitability.osu.edu/)) uses the FINPACK program to assist in assessing your present financial situation and can be very effective at evaluating alternative scenarios based on projected production, revenue and expenses.

FINBIN is a program from the University of Minnesota and part of the FINPACK farm financial database. This site provides benchmark fi-

nancial information for farm producers, educators, lenders, and other agricultural professionals. The database summarizes actual farm data from thousands of agricultural producers who use FINPACK for farm business analysis. Interested in seeing how you compare to your peers with similar farm size? This site allows you to summarize dairy production and financial information based on dairy farms of various sizes. Additional information is available here: [finbin.umn.edu/Home/AboutFinbin](http://finbin.umn.edu/Home/AboutFinbin).

## Summary

While there is no certainty in the projections provided in the latest Livestock, Dairy and Poultry Outlook, they do represent the best estimates for what can be expected in 2024. I encourage you to analyze your 2023 production and financial performance, use realistic production and cost values in your budget, evaluate multiple scenarios and work closely with your Extension educator or other trusted advisor to prepare for the new year.

## SLOW RECOVERY IN DAIRY COMMODITY PRICES EXPECTED

DEC 9, 2023

<https://dairynews7x7.com/slow-recovery-in-dairy-commodity-prices-expected/>

**T**here is growing evidence that the bottom in the dairy commodity markets has passed, but a “slow recovery” is likely as prices move back to long term averages, Rabobank warned today (Tuesday, December 5).



The bank’s latest Global Dairy Quarterly report highlights that limited milk supply growth and “lackluster” demand led to soft commodity

pricing this year but the bank expects prices to “move higher” next year.

EU dairy commodity prices have strengthened from mid-August to mid-November it also noted.

“The base case is for a slow recovery in commodity prices.

“However current fundamentals provide the perfect ingredients for price volatility and a possible market whiplash.

“A high degree of risk and uncertainty permeates all global markets include dairy,” the report outlined.

Rabobank said any recovery in commodity prices will be against a backdrop of “geopolitical instability risks, volatile energy markets and weak macroeconomic conditions”.

## Dairy demand

It also highlighted that demand will be a key factor to monitor next year with key challenges remaining on the horizon including high dairy inflation.

According to the latest Rabobank report China's import appetite for dairy commodities is expected to "flatline" in 2024 which it said would be a positive result because there has been a "withdrawal from the global markets" over the last two years.

Separately Rabobank's milk supply outlook for 2024 has "weakened" with sluggish growth expected across most export markets.

"It's a complex story of high dairy inflation, broader cost of living issues and weak consumer confidence remaining on the horizon," Rabobank detailed in its latest report.

In the EU it expects that milk supply is moving into a "year on year decline" on the back of weak farm margins, "high comparables" and unfavourable weather conditions.

## Milk prices

Rabobank expects milk prices to strengthen in quarter one next year due to recent improvements in underlying European dairy commodity prices.

A change in position from the trend over the last 12 months when EU milk prices fell back dramatically.

"For Germany, the Netherlands, Ireland and Denmark the year on year decline exceeded 30%," Rabobank highlighted.

However, Rabobank said that with the 2024 feed cost outlook looking "more favorable", some regional milk prices have recently increased, boosting farmgate margins.

"Several large dairy processors in northwest Europe have already announced higher milk prices for November and December," the report outlined.



## DAIRY GIANTS TAKE FIRST STEPS TO TACKLE PLANET-WARMING COW BURPS

DEC 9, 2023

<https://dairynews7x7.com/dairy-giants-take-first-steps-to-tackle-planet-warming-cow-burps/>



**S**ix of the world's biggest dairy producers pledged to publicly say how much methane they emit as part of efforts to address livestock's huge environmental footprint.

The Bel Group, Danone, General Mills, Kraft Heinz, Nestlé and a part of Lactalis have formed a group to commit to transparent accounting in their dairy supply chains, the Environmental Defense Fund announced this week during the COP28 climate summit. Each pledged to create and implement a comprehensive methane action plan, the advocacy group said.

Agriculture emits about 40% of all methane, a potent gas with 80 times the warming power of carbon dioxide. The majority of that comes from livestock, whether belched from the stomach or through manure. While the focus has been on tackling the problem in the energy sector — such as leaks from oil wells — addressing it in farming has so far proven elusive. Data reporting is scant and solutions are still largely under development.

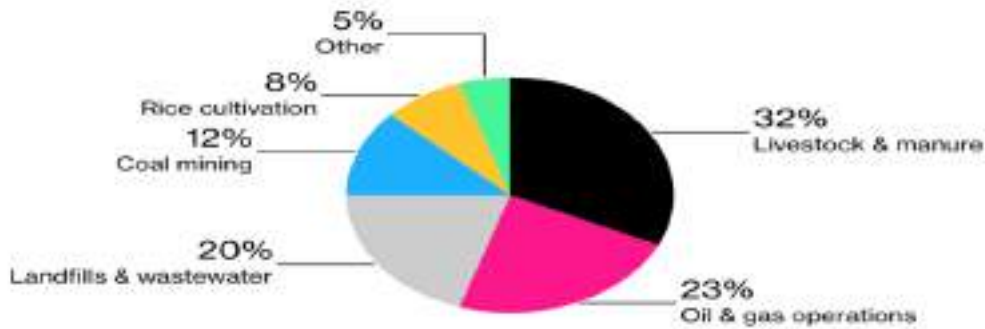
“Transforming how we produce food is essential to stabilizing the climate,” said EDF President Fred Krupp. “Dairy companies can be part of the fight against climate change by reducing methane pollution. It’s time for others in the dairy industry to join us.”

### Farming Is a Main Source of Methane

Livestock rearing, manure and rice output are the main emissions drivers

## Farming Is a Main Source of Methane

Livestock rearing, manure and rice output are the main emissions drivers



Sources: CCAC, UNEP, "Global Methane Assessment," 2021

Out of 11 top dairy producers, only Danone has set a target to reduce methane, according to the FAIRR investor network. Just five disclose their Scope 3 emissions created along their supply chains, while none have yet specified how much methane they produce.

Much more needs to be done, Changing Markets Foundation CEO Nusa Urbancic said.

While the alliance is a step in the right direction, it must be quickly followed with clear targets for methane reductions and a plan to deliver on them if it's to have an impact, she said. Urbancic called the absence of major companies like Arla, Fonterra and Dairy Farmers of America in the alliance a "big disappointment."

### Climate Summit

At this year's COP summit in Dubai, more money has been pledged for research and technologies to suppress methane in cattle, offering hope for faster action. More than \$200 million will go into a program to accelerate work on breeding low-methane livestock, feed additives and vaccines.

The Bezos Earth Fund, one of the initiative's backers, is also putting money into devices tracking cattle methane emissions, while supporting Brazil's state of Pará in plans to fully trace cattle supply chains and end deforestation.

COP has put food firmly on the agenda this year. It will hold a Food, Agriculture and Water Day this Sunday, while the United Nations' Food & Agriculture Organization is expected to publish the first comprehensive net-zero plan for the food sector.

"Mitigation strategies must both be tailored to local circumstances," the FAO said Friday. Demand for animal products is expected to rise 20% by 2050. Without improvements and action, global greenhouse gas emissions from livestock will grow roughly 47% by 2050 from 2015 levels, it said.

Ultimately, more effort is needed to drive a shift toward more sustainable diets, according to Dhanush Dinesh, the founder of food solutions think tank Clim-Eat.

"People will eat meat, but we need to also reduce our consumption while also improving ways in which we produce meat," Dinesh said in a recent conversation with Bloomberg News's Siobhan Wagner.

"We need a transformation in that sector," he said.

## HOW ANIMAL FOODS NOURISH THE WORLD IN TIMES OF CLIMATE CHANGE

DEC 5, 2023

<https://dairynews7x7.com/idf-and-eda-organized-an-official-side-event-at-cop28-on-how-animal-source-foods-nourish-the-world-in-times-of-climate-change/>



The International Dairy Federation (IDF) and the European Dairy Association (EDA) organized an official side event at COP28 on “How animal source foods nourish the world in times of climate change”, that took place on Tuesday, December 5 at the Side Event room 9 in the Blue Zone.

The aims of this event were to provide a holistic a balanced approach encompassing nutrition, economic and social sustainability, and climate action within agrifood systems, to highlight the importance of terrestrial animal source foods for healthy nutritious diets, to support sustainable aligned with climate action objectives and to emphasize the inclusion of dairy and terrestrial animal source foods in school meal programmes. It also aimed at recognising the proactive efforts of farmers in implementing sustainable and climate-friendly agricultural solutions and promote collaborative efforts between actors from the sector and key stakeholders.

### IDF

The panel included experts from 5 continents, including the Chair of the Subcommittee of Livestock at FAO, Ambassador Carlos Cherniak, the Director of the Food and nutrition division of FAO, Dr Lynnette Neufeld, ILRI Director General’s Representative to Ethiopia, Dr Namukolo

Covic, Deputy Director General, at the Interamerican Institute for Agricultural Cooperation (IICA), Mr Lloyd Day, the Manager of the National Dairy Development Board (NDDDB) Foundation, Ms Smriti Singh, Sustainability Advocacy Director at Danone, Ms Jeanette Coombs, Youth Farm Leader from the World Farmers Organization (WFO), Ms Evangelista Chekera, and IDF Director General, Ms Caroline Emond.

“It is important to recognize that the trade-offs between animal farming and sustainability should be further addressed to demonstrate how this critical sector is making efforts to adapt to climate change”, said Ambassador Cherniak in his opening remarks. “I am not saying that there is nothing to improve. On the contrary, I am just highlighting that responsible producers around the world are introducing technology, biotechnology, and holistic approaches to enhance the interface that links production, natural resources, and food security” he added, to finally conclude: “Livestock is part of the solution to climate change”.

FAO Director of the Food and nutrition division, Dr Lynnette Neufeld, explained: “There is substantial evidence that milk and dairy products have positive health outcomes across all life course stages. Animal source foods provide

important essential nutrients in highly bioavailable forms varying by livestock specie, feeding systems, breed and production environment”.

“Governments agreed to consider the impact of livestock policies, programmes, and legislative frameworks on nutrition outcomes”, Dr Neufeld concluded.

Ms Namukolo Covic, ILRI Director General’s Representative to Ethiopia, stated: “In many regions of Africa, Livestock is the base upon which livelihoods are built. Even grains cannot be obtained without the income that livestock provides”, she stressed. Ms Covic finalised her presentation with a strong call to action: “What I ask everybody in this room to do is to engage proactively with sustainable food systems transformation efforts”.

“Agriculture is a sector in which we can reduce emissions and capture carbon and a lot of that comes from livestock”, expressed IICA Deputy General, Mr Lloyd Day, and he focused on the role of Terrestrial Animal Source Foods (TASF) on School Meals programmes, particularly in Latin America: “The role of animal source foods in school feeding programmes is an irreplaceable way in which countries can ensure children’s nutrition and growth. A great number of children in impoverished regions get their only daily meal at school”, he highlighted. “It is really important to understand the role of dairy for health and nutrition at all ages, and the role that school feeding programmes play in that”.

At her turn, Ms Smriti Singh, Manager of the NDDDB Foundation, spoke about the relevance that dairy in general and school milk programmes in particular have in feeding a Billion people and providing livelihoods to a large percentage of families in India: “School milk programmes ensure assured markets for milk in otherwise distant geographies and steady income for local farmers”, she said, and she gave concrete figures: “7% decrease on stunted children, 24% increase in IQ results, 10% increase in school attendance”.

Ms Jeanette Coombs-Lanot, Sustainability Advocacy Director at Danone, spoke about the relation between nutrition and climate action and how dairy is part of the solutions. She focused her presentation on the company’s project to transform milk agriculture across the African north and how this led to the development of 5 initiatives, the empowerment of 13,000 smallholder dairy farmers and strengthening the milk supply chain. Danone’s project with local farmers in Algeria won the Innovation in Sustainable Farming Practices – Socio-Economic category at the IDF Dairy Innovation Awards 2023.

As a young farmer leader enrolled in the WFO, Ms Evangelista Chekera, highlighted that “farmers should use innovation to sustain themselves and also come up with sustainable solutions for the environment”, and she have a testimonial on her own example as a poultry farming innovator and entrepreneur.

As key takeaways of the session, IDF Director General, Caroline Emond, mentioned the need to keep a balanced strategy encompassing nutrition, economic and social sustainability, and climate action within agrifood systems, to acknowledge the importance of terrestrial animal source foods for healthy nutritious diets, and to focus on innovative methods that support sustainable production of animal source foods aligning with climate action objectives.

During her concluding remarks, Ms Emond also advocated for the indispensable inclusion of dairy and terrestrial animal source foods in school meal programs, especially in developing countries, due to their irreplaceable role in providing essential nutrients, particularly for children and adolescents, the need to recognize the proactive efforts of farmers in implementing sustainable and climate-friendly agricultural solutions and to promote collaborative between actors from the sector and key stakeholders to continue climate action within agrifood systems.



## ARE YOUR STANDARD OPERATING PROCEDURES FIT FOR PURPOSE?

DEC 5, 2023

<https://dairynews7x7.com/are-your-standard-operating-procedures-fit-for-purpose/>



**T**he next number of weeks might be a good time to review your Standard Operating Procedures (SOPs) on farm or even creating some new ones ahead of the new production year, explains Padraig O'Connor.

A SOP is a document consisting of step-by-step instructions on how to complete a particular task. SOPs can be created for tasks such as: milking routine; washing the milking machine; calf feeding; and many other tasks that dairy farmers perform daily.

### What are the benefits of a well written SOP?

SOPs are an excellent tool for dairy farmers and their employees to work towards common goals. A well written SOP will:

- Provide direction;
- Improve communication;
- Reduce training time;
- Improve consistency;

Allow somebody to help out in the case of an emergency;

**Support a more profitable business.**

### How to develop a SOP

Developing a SOP should be an inclusive process. Get the input of everyone involved in the

task. Dairy farmers/managers that consider the input from their employees will increase buy-in and produce a better SOP.

### There are seven steps to creating excellent SOPs:

- Planning;
- First draft;
- Internal review;
- External review;
- Testing;
- Display;
- Train.

#### 1. Planning

The first step is to link the SOP with the business goal or goals that it will help achieve. The SOP can then be shaped from the beginning with steps that lead to accomplish this goal. For example, a SOP on the milking routine should tie in measurements such as somatic cell count (SCC), total bacterial count (TBC) and thermophilic bacteria levels in milk.

#### 2. First draft

The next step is to make a detailed list of the steps in the order that they are done. Don't try to be perfect with the first draft because it is very likely that you will need to make changes.

Writing a first draft provides a good starting point for the review and discussion.

### 3. Internal review

Provide each employee who performs the task with a copy of the draft SOP. Ask them to review and trial it out and suggest changes if needed. They are likely to have good ideas. Assure employees that their input is important and will be considered. People are much more likely to accept and use the SOP if they are involved in creating it.

### 4. External review

Dairy farmers/managers should seek advice and ask for feedback from people, such as their advisor and vet, when creating a SOP. They can give advice that draws on their knowledge and experience from other dairy farmers. Revise the SOP as necessary to incorporate these changes.

### 5. Testing

Have a person (preferably someone unfamiliar with the task) test the SOP by performing each step exactly as it is described. Any step that causes confusion for the tester should be revised.

### 6. Display

Make a final draft of the SOP and display a laminated copy in the appropriate location. It is also essential to keep SOPs up to date.

### 7. Train

The last step in the SOP writing process is to train the workers to follow the steps exactly. Otherwise workers will interpret the steps in different ways, leading to inconsistency in work routine and performance. When training workers, share the reasons why procedures must be performed correctly – not just what to do or how to do it. Workers are much more

likely to follow the steps exactly when they understand why they are important.

### Key Messages when creating SOPs:

- Written in a clear and readable style;
- Need to be specific to the farm;
- Linked to business goals;
- Written in a logical manner;
- Located beside the workstation where they are needed;
- Laminated;
- Photos can be included;
- Keep to a single page;
- Break down the tasks. Milking can be broken into three SOPs for example – preparation for milking, milking routine and cleaning up after milking;
- Build on feedback from internal and external personnel;
- Get buy in from your employees by involving them in the process from the beginning;
- Measurable;
- Test the SOP – preferably somebody unfamiliar with the task;
- Train your employees to follow the steps of the SOP;
- Update and review regularly;
- Have a master copy of all SOPs in a central location;

Technology can be used, e.g. short videos to communicate SOPs to staff also.

SOPs are a great way of communicating with staff. Each of us may have a different way of performing tasks but when you are trying to produce a high-quality product, it is very important that each step is done in a specific manner. This is to ensure the task is carried out consistently and to a high standard by all people involved. Regardless of farm size, SOPs are an important tool to improve dairy production tasks.

## USDA DAIRY PARTNERSHIPS TACKLE METHANE EMISSIONS

DEC 5, 2023

<https://dairynews7x7.com/usda-dairy-partnerships-tackle-methane-emissions/>



**T**he USDA's Regional Conservation Partnership Program is investing more than \$18 million in efforts to reduce methane emissions on dairy farms through three projects with Newtrient.

Michigan Milk Producers Association chairman Doug Chapin tells Brownfield their cooperative has received \$6.2 million as part of the grant which should help accelerate methane-reduction efforts on about 20 farms throughout their footprint which also includes Indiana and Ohio.

"Any NRCS conservation practice standards that has a viable methane reduction, whether

it deals with waste separation, waste treatment, nutrient recovery, those things could be available," he shares.

Chapin says feed management and additives could also be included in the project with Newtrient providing technical assistance to farmers.

An additional \$9 million grant was awarded to farmers in Wisconsin, Michigan, and Indiana in partnership with Foremost Farms USA and others.

Idaho farmers received \$3.1 million for a project that also collaborates with McDonald's, Schreiber Foods, Glanbia Nutritionals, and Athian.

## SENSOR MEASURES COWS' NITROGEN IMPACT ON PASTURE BY URINATION

DEC 5, 2023

<https://dairynews7x7.com/sensor-measures-dairy-cows-nitrogen-impact-on-pasture-by-listening-to-urination/>

**A**gResearch scientists have developed a smartwatch-like sensor which listens to a cow urinate, measuring the amount of nitrogen hitting the pasture.



Livestock farming comes with several environmental challenges but one of the main ones is the contamination of waterways from nitrogen which comes from the urine of dairy cows.

Scientists at AgResearch wanted to measure the nitrogen impact on pasture and to see if it differs from cow to cow.

They developed acoustic urine sensors which are strapped to the back leg of a dairy cow – they record the sound every time the cow urinates.

AgResearch senior scientist Brendon Welten said typical dairy cows urinated 10-12 times a day, with an average volume of two litres each time.

“That’s an average equivalent urinary nitrogen application rate estimated to be approximately 600kg of nitrogen per hectare,” Welten said.

“But research has shown that there are some cows that urinate more frequently but in smaller volumes, so their nitrogen load is spread out more.”

When this happened, plants utilised more of the nitrogen rather than it going down through the soil and eventually ending up in the waterways, Welten said.

“This is a great farm management tool – once farmers have this farm-specific urinary nitrogen loss information of their dairy herd, this could be used in a decision support tool like Overseer to allow potential immediate benefits in reducing farm nitrogen loss relative to using a default model value.

“Furthermore, farmers can then use it to make farm management decisions, such as breeding and culling, to move their dairy herd towards lower nitrogen loss potential and thereby provides the opportunity to achieve sustained reductions (year on year) in farm nitrogen leaching loss.”

Welten said AgResearch was in contact with the dairy industry to roll the sensors out on farms around the country.



## WATCHDOG WILL 'REGRET' LETTING COLES BUY MILK PROCESSING PLANTS

DEC 5, 2023

<https://dairynews7x7.com/watchdog-will-regret-letting-coles-buy-milk-processing-plants-dairy-industry-representatives-say/>



The ACCC approved the supermarket's takeover of Saputo's two dairy processing facilities after a 'detailed review' but farmers fear the move will reduce competition in the market

Dairy industry representatives have said the Australian consumer watchdog will regret its decision to allow Coles to purchase two fresh milk processing facilities, making it the only supermarket in Australia to own and operate a milk processor.

The Australian Competition and Consumer Commission said it approved the takeover by Coles after months of "careful consideration" and "discussions" with farmers and industry bodies, and a "detailed review" of Saputo and Coles' internal documents.

In April, Coles announced it had bought the Erskine Park factory in New South Wales and the Laverton plant in Victoria from dairy processor Saputo for \$105m, subject to regulatory approval from the ACCC.

The president of advocacy body Australian Dairy Farmers (ADF), Rick Gladigau, said he opposed the decision.

"We hope that in 10 years' time we are not saying 'we told you so', like we have said about the impact of \$1 litre milk that Coles started in 2011," Gladigau said.



"We cannot see how this deal will result in anything but increasing Coles' already substantial market power, reducing market competition and market transparency, and increasing risk to farmers.

"[It] will be a key turning point that the industry and ACCC will look back upon and regret."

Before the takeover, Coles already acquired about 80% of milk processed at the facilities, buying raw milk from producers and processing it at the plants under an agreement with Saputo.

Farmers raised concerns that the acquisition would result in Saputo leaving the NSW fresh milk market entirely, reducing competition of raw milk buyers.

But the ACCC deputy chair, Mick Keogh, said Saputo's financial records suggest the company has the "commercial incentive" to continue operations in NSW, and therefore takeover is "unlikely" to significantly lessen competition in the market.

"We considered that the proposed acquisition would be unlikely to change Saputo's incentives to continue acquiring raw milk from farmers in NSW for at least the next five years," Keogh said.

Other dairy companies, including Lactalis and Bega, would also continue to provide competition in central NSW, Keogh said.

The chief executive of the Business Council of Co-operatives and Mutuals, Melina Morrison, said the organisation remains "concerned" about approval of the purchase.

"As processing facilities are further concentrated in the hands of a few investor-owned dairy processors and retailers, there is less and less pressure on these businesses to share profits with farmers," Morrison said.

## COP28 SUMMIT: COW BURPS, FOOD WASTE IN FOCUS ON AGRICULTURE DAY

DEC 4, 2023

<https://dairynews7x7.com/cop28-summit-cow-burps-food-waste-in-focus-on-agriculture-day/>



Climate advocacy groups are pressuring world governments gathered at this year's United Nation's COP28 climate conference in Dubai to commit to cutting global food sector emissions, as the conference host promises to put agriculture in the spotlight.

Global food systems— including farming and land use, livestock production, household food consumption and waste, and energy used in the farm and food retail sectors – account for 31% of human-made greenhouse gas (GHG)

emissions, according to the United Nations' Food and Agriculture Organization (FAO).

But few governments have ever published numeric targets for lowering those emissions, focusing instead mostly on the use of fossil fuels for power, transport and industry, according to climate advocates.

"Business as usual food systems would use nearly the whole carbon budget for a 2-degree Celsius world. We need to implement food systems approaches throughout COP28," said

Joao Campari, global leader of food practice at the World Wildlife Fund.

A full day of the 28th Conference of the Parties (COP), Dec. 10, will be dedicated to food and agriculture – a first for any COP – and the United Arab Emirates host has said the event will be a “game-changer for food systems.”

Advocacy groups say countries should take the opportunity to commit to stronger action on food system emissions in their national climate plans, called Nationally Determined Contributions (NDCs).

Many NDCs mention agriculture, but just 53 of 164 countries who had submitted NDCs to the U.N. as of September 2022 included quantified GHG goals for agricultural sub-sectors, according to CGIAR, a global food security research group.

The United States, India, China and Canada are among the countries that did not have quantified mitigation goals.

Advocates would see clearer accounting of food system emissions and targets to reduce them, as well as discussion of issues like biodiversity and healthy, sustainable diets.

“That’s a minimum baseline to understand the role of food systems and its connection [to climate change],” said Patty Fong, program director for climate, health and wellbeing at the Global Alliance for the Future of Food.

Doing so could also unlock financial investment in tackling food emissions, said Saswati Bora, global director for regenerative food systems at the Nature Conservancy.

Food systems received just 4.3% of global climate finance in 2019 and 2020, according to the Climate Policy Initiative.

“To have this increasing attention at the global level helps direct some of the support that’s needed for producers to transition food production to be more climate-friendly,” Bora said.

## TACKLING METHANE

A key goal for advocates is reducing methane emissions from food sectors like livestock production and food waste.

Methane is about 20 times more potent than carbon dioxide over a 100-year period. Food systems generate 53% of the world’s methane emissions and about two-thirds of agricultural methane is from livestock production, including cow burps and manure management, according to the FAO.

Heightened awareness of livestock methane emissions should lead to global commitments to cut them, much in the same way the Global Methane Pledge launched at COP26 commits countries to reduce their methane emissions 30% by 2030, said John Tauzel, senior director of global agricultural methane at the Environmental Defense Fund.

Wealthier countries should support farmers in implementing technology like biodigesters that capture manure emissions for energy production, while poorer countries should help farmers improve animal feed and livestock digestion, Tauzel said.

Countries should also make stronger commitments in NDCs ( Nationally Determined Contributions ) on food waste, said Liz Goodwin, director of food loss and waste at the World Resources Institute.

Food waste generates half of all global food system emissions according to a March study published in the journal Nature Food.

“That puts it clearly on their government agenda [and] it means they’ve got to actually do something about it,” Goodwin said.

The members of the U.N. pledged in 2015 to halve global food loss and waste by 2030, but the world has collectively made little progress towards the goal and some countries waste even more food now.

## PLANS TO PRESENT MEAT AS ‘SUSTAINABLE NUTRITION’ AT COP28 REVEALED

DEC 2, 2023

<https://dairynews7x7.com/plans-to-present-meat-as-sustainable-nutrition-at-cop28-revealed/>

**B**ig meat companies and lobby groups are planning a large presence at the Cop28 climate conference, equipped with a communications plan to get a pro-meat message heard by policymakers throughout the summit.



Documents seen by the Guardian and DeSmog show that the meat industry is poised to “tell its story and tell it well” at the Dubai conference.

The files show how the world’s largest meat company, JBS, is planning to come out in “full force” at the summit, along with other big industry hitters such as the Global Dairy Platform and the North American Meat Institute.

The documents, which were produced by the industry-funded Global Meat Alliance (GMA), emphasise the industry’s desire to promote “our scientific evidence” at the summit.

Members of the alliance have been asked to stick to key comms messages, which include the idea that meat is beneficial to the environment.

Meat and dairy companies are under increasing pressure over their large greenhouse gas footprints. The dairy industry is responsible for 3.4% of global human-induced emissions, a higher share than aviation.

Trade groups also give some indication in the documents of how they hope to shape conversations in Dubai. One said it will “push” the UN’s Food and Agriculture Organization to host “positive livestock content” at Cop28. The Guardian recently revealed that pressure from the industry led to censorship of FAO reports on the role of cattle in increasing greenhouse gas emissions.

Animal agriculture is the largest emitter of methane, a greenhouse gas 80 times more potent than carbon dioxide when measured over a 20-year period. Scientists said that unless swift action is taken, methane from agriculture alone will push the world beyond a 1.5C (2.7F) rise in temperature above preindustrial levels that risks tipping the world into irreversible climate breakdown.

“These companies are stepping up their game because the exposure they are facing is stepping up,” says Jennifer Jacquet, professor of environmental science and policy at the University of Miami. “It used to be that they were caught on the back foot, but now they’re completely prepared.”

“Any credible action to reduce emissions in the food sector will inevitably lead to a reduction in the total volume of meat and dairy products produced,” says Nusa Urbancic, CEO of campaign group the Changing Markets Foundation. “The industry is terrified of that and has been deploying multiple tactics to delay the inevitable.”

The meat sector’s largest emitters plan to be on the ground at Cop28 in large numbers, the documents show. At Cop27, JBS, the world’s most polluting meat company, gained access



to talks because it came as part of Brazil's national delegation.

Companies at the summit will be accompanied by lobby groups that represent them, some of which have a history of obstructive action. They include the North American Meat Institute (Nami), which represents large meat producers in the US and which in 2022 was still questioning on its website whether climate change was caused by humans.

While the leaked documents are aimed at the meat sector, they also show that dairy companies are planning on sending a "large delegation" to Cop28.

Earlier this year, backlash from several countries with interests in meat led to the watering down of the Intergovernmental Panel on Climate Change's recommendations on diets.

Companies and trade groups are told in the documents that one of the ways to "have the most influence" is to "equip delegates with your key messages and solutions", a list of which are provided in the pack.

The files also detail collaborations planned for the event itself, with meat lobbying groups hosting events at country pavilions, including those of the US and Australia.

Australia and the US are the second and third largest beef exporters globally after Brazil, and their governments have a strong economic interest in supporting the growth of these industries, as well as close political ties with them.

Researchers said government support is a significant factor in determining the continued power of the animal agriculture industry over alternatives. A study this year found that in the EU, meat and dairy farmers received 1,200 times more public funding than new alternative protein sources, while in the US, they received 800 times more support.

Jacquet said addressing the cosy relationship between governments and industry was crucial to changing diets to align with climate goals.

"Typically, the talk is about demand-side interventions, like you can get schools or individuals to give up meat," she said. "But I'm a little worried that some of this [meat] production is so baked into subsidies and policy, that even with decreased demand, this apparatus will just keep flowing."

In the documents, trade groups also reveal their plans to influence non-country pavilions via sponsorship, which can cost between \$10,000 and \$200,000. This is championed as a way to host sessions and bring guests along to receptions.

The documents also include a messaging summary with key talking points that present meat as "sustainable nutrition" and suggest that meat production can be beneficial to the environment.

In a four-page set of arguments, the Global Meat Alliance claims that producers can "play a key role in environmentally sustainable food systems" and that the sector is "continuously driving towards carbon-friendly farming".

Several of these arguments reference the idea that grazing livestock can help maintain healthy soils, which can store carbon. This is often described as "regenerative agriculture". It is a favoured line with many food companies, despite the fact that scientists have said that soils are not a reliable way to store carbon in the long term, and that removals can be easily undone.

In its messaging, the industry also heavily references the role of meat in relieving hunger in the global south, claiming that it "plays a key role in reducing food insecurity and malnutrition". However, the UN-linked Committee on World Food Security has repeatedly pointed out that hunger and malnutrition

are not caused by a lack of food, pointing instead to problems with access, distribution and power.

Meat eating worldwide is very unequal. Europeans eat more than twice the global average, and consumption levels in north America and Australia are even higher. One 2018 study found western countries would have to reduce their meat intake by 90% to limit global heating to acceptable levels.

The documents make passing reference to cutting methane, and encourage participation in events where this is discussed. This is despite the fact that emissions from beef production globally are roughly equal to the emissions of the entire nation of India, with science pointing to a shift in diets as the one surefire way to cut emissions.

The Food4Climate pavilion, which aims to promote plant-based food, is labelled in the documents as “extreme”, which also show displeasure at the Cop28 presidency’s choice of a mostly vegan menu.

While the Global Meat Alliance presents itself as supporting an “aligned global meat sector” the group’s membership is skewed heavily toward producers in the global north.

Fourteen of the group’s 16 partners come from the UK, Ireland, Australia, New Zealand or North America. The remaining two partners

are global lobby groups representing large companies and multiple countries.

This follows a wider trend in multi-stakeholder climate initiatives, where smallholder groups are sidelined. A recent report found that small-scale farmers, who produce a third of the world’s food, receive just 1% of climate finance.

A GMA spokesperson said: “The GMA is an international networking group with an aim to support a better connected, aligned global meat sector by providing industry with accumulated insights, best practice, and collaboration opportunities to address shared challenges such as sustainability in the pre-competitive space. This includes visibility on inter-governmental events which are often dominated by an anti-meat narrative. GMA works to simplify and distil public information around these events, which is largely complex, to ensure industry understand how and where to engage, having equal opportunity to be heard.”

Livestock experts with a focus on the global south have repeatedly stressed the importance of including a range of perspectives in discussions of livestock pollution. Ian Scoones, a researcher at the Institute of Development Studies, said: “My big fear in all of this debate is that the likes of pastoralists who we work with around the world will get stuffed because they don’t have a voice.”



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# 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

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