

DAIRY PULSE



Suruchi Consultants
Delivering solutions with integrity

KNOWLEDGE PARTNER

* INDIAN *

* GLOBAL *

Top Tags dairynews7x7 dairy news world dairy news Amul dairy farmers adfb weekly dairy news

Latest News

at 24-25 by Finance minister Dairy Tech Startup Stellapps In Talks To Raise \$20 Mn To Fuel Expansion Farmers in Coimbatore



DAIRY NEWS DAIRY POLICY

Whats for dairying in Budget 24-25 by Finance minister

Latest Popular Trending Blog

DAIRY NEWS
No milk payment, Jind co-op society operators on strike

BLOG
My smiles are as fake as your promises-Lakhpati Didi

DAIRY NEWS DAIRY POLICY
Whats for dairying in Budget 24-

FORTNIGHTLY NEWSLETTER

DAIRY PULSE 198th EDITION (16th to 31st January 2024)



My smiles are as fake as your promises-Lakhpati Didi

By dairynews7x7@gmail.com
Feb 1, 2024 Blog, Budget 2024, Dairy budget, dairy news, dairynews7x7, Kusdeep sharma, Lakhpati didi, Nirmala sitharaman, SHD, women suicide

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 198th Edition (15th to 31st, Jan 2024)

CONTENT

MY SMILES ARE AS FAKE AS YOUR PROMISES-LAKHPATI DIDI	4
INDIAN NEWS	8
Tripura govt to introduce subsidised milk products at ration shops	9
Good quality fodder crucial for dairy sector: PAU experts	10
₹4.5-crore incentive for dairy farmers, milk cooperatives	12
Dodla Dairy eyes 25% sales volume growth on VADPs.....	12
Centre will help to start Udgir milk scheme project in Maharashtra	13
After millets Brazilian markets are eyeing Indian dairy products.....	14
Heritage Foods Q3 results: Profit surges 96% on strong dairy demand	15
Swiss chocolatier Läderach eyes expansion in India.....	16
ITC leverages AI for spotting consumer trends & product development	17
Confluence of milk and code: How innovations in agtech can transform the future of Indian agriculture.....	20
Dodla Dairy impressive results in Q3	23
Sabar Dairy announces pay hike for milk producers	24
Anantnag Surpasses Pulwama in Milk production	24
Scheam India Signs Rs 73 Cr Investment Pact With JKDCF	25
World Co-op Monitor: Amul makes India proud; comes 2nd globally	26
ERCMPU to pay ₹7 extra to societies; farmers to get ₹5 more a litre	27
Tagging of animals important for disbursement of milk subsidy	28
Gut health under moonlight: How milk nourishes your digestive system overnight?	29
Livestock and dairying may get 20% hike in FY 25 budget	30
Women dairy farmers felicitated in Bengaluru by IDA South Zone.....	31
India imports Gir Bull semen from Brazil to improve productivity.....	32
Kupwara's Only Milk Plant Faces Closure Over Unsettled Payments.....	34
Dairy firm Hatsun Agro's Q3 profit rises 24%, slowest in 3 quarters.....	35
Farmers urge dairy officials to clear dues in Telangana	36
Dairy farmers panic as mysterious disease kills 62cattle at Bhatinda	36
Aavin pays out of pocket as TN govt yet to approve milk price hike.....	37
Madhya Pradesh govt in talks with Amul for selling the surplus milk.....	38
Mother Dairy launches pure buffalo milk variant.....	39
GLOBAL NEWS	41

China looks to improve dairy governance with specific standards 42

Mouthfeel and taste key for fortified beverages for elderly APAC 43

What’s in India New Zealand FTA with or without dairy- Guy Trafford 44

Things are looking up in global dairy trade..... 46

FSAI assesses official controls in the dairy sector in Ireland..... 47

Initiative launched to tackle aflatoxin threat in dairy industry 48

Almarai reported an increase of more than 4 % in Q4 net profit..... 50

Is that extra charge for non-dairy milk discrimination?..... 52

Plant-based beverages tumbled further in 2023 than real milk..... 53

Fonterra pioneers dairy protein innovation for holistic health 54

Imagindairy scales animal-free dairy manufacturing capabilities 56

MY SMILES ARE AS FAKE AS YOUR PROMISES-LAKHPATI DIDI

<https://dairynews7x7.com/my-smiles-are-as-fake-as-your-promises-lakhpati-didi/>



Today, on February 1, 2024, our country's budget has been announced. Given that 2024 is an election year, an interim budget has been presented, subject to review by the elected government in the latter half of the year. Recently, I came across news indicating that by December 2023, India might have only utilized 45% of the previous year's budget for the dairy sector. This news was disheartening, and my expectations for Budget 2024-25 diminished.

Upon reading the budget speech, I discovered a reference to the dairy sector in the 54th paragraph. This section distinctly reflects the government's commitment to the welfare of the dairy sector.

Paragraph 54

A comprehensive programme for supporting dairy farmers will be formulated. Efforts are already on to control foot and mouth disease. India is the world's largest milk producer but with low productivity of milch-animals. The programme will be built on the success of existing schemes such as Rashtriya Gokul Mission, National Livestock Mission, and Infrastructure Development Funds for dairy processing and animal husbandry.

Following this, paragraph 55 detailed government schemes for the fisheries sector with more precise announcements than dairying. However, the paragraph that particularly caught my attention was paragraph 56, introducing the concept of "Lakhpati Didi." Notably, the Rajasthan government has recently implemented this scheme at a significant scale. Now, let's delve into the benefits this initiative holds for economically disadvantaged women in India.

Paragraph 56

Eighty-three lakh SHGs with nine crore women are transforming rural socio-economic landscape with empowerment and self-reliance. Their success has assisted nearly one crore women to become Lakhpati Didi already. They are an inspiration to others. Their achievements will be recognized through honouring them. Buoyed by the success, it has been decided to enhance the target for Lakhpati Didi from 2 crore to 3 crore.

Women farmers constitute the backbone of Indian agriculture and related sectors like dairying. Unlike most males, for whom dairy is not a full-time vocation, women play a crucial role. According to the

NCUI report in 2018, approximately one-third of the total members in state-level dairy cooperative societies were women. In the NDDDB annual report 2022-23, among the 22 next-generation milk producer organizations developed by NDDDB dairy services, 15 were women cooperatives, boasting a commendable 71% women farmer membership.

While this is a noteworthy achievement, the low baseline of membership in these organization does not significantly alter the landscape of the disproportionately lower representation of women farmers in dairy cooperatives. The equity for women in this sector still falls far short of the hard work and dedication they contribute.

The challenges with a women dairy farmer were portrayed by me in one of my blog on the story of Laxmi ..PI read it here [I am Laxmi a woman dairy farmer from India and I need money in my hand](#)

The poor women

As per a Harvard study in 2016, Women in India accounted for 36% of global female suicide deaths in 2016, despite making up less than 18% of the world's female population. We always talk about farmer's suicide but what we miss is the state of the family which he leaves behind. Mahila Kisan Adhikaar Manch (MAKAAM) prepared a fact sheet in this regard. It referred to official data of National Crime Records Bureau (NCRB). The data revealed that about 3.82 lakh farm suicides have taken place in India between 1995 and 2021. With 87% of these being men it means that more than 3.2 lakh women in these households have been suddenly left to fend for themselves, and manage the home and the farm.

These official numbers are of course quite under-reported and conveniently-manipulated, compared to what might be the real situation out there. But for those who have been left behind, the struggle for survival and dignity continues..

Surviving stigma and debt:

Those left behind face stigma and debt, with the woman farmer often blamed for the spouse's suicide. Alongside personal loss, she grapples with financial liabilities and outstanding loans.

Poor social security support:

Women in these households report delays in receiving ex-gratia payments, widow pensions, food security benefits, and support for children's education and healthcare, highlighting inadequate state assistance.

Violence and sexual harassment:

Women consistently face sexual harassment and violence when accessing welfare benefits or claiming property rights.

Denial of land rights:

The slow transfer of land titles to widows, especially those without a male heir, is a significant issue. Families resist, and the state's lack of proactivity hinders the transfer, leaving women unable to support themselves.

Continuing unsustainable farming:

Many of these women work as wage laborers, unable to continue farming due to the absence of land in their names. The family persists with an unsustainable farming paradigm without state support.

NRLM monitoring

According to the latest monitoring report on Lakhpati Didi on the NRLM website, 90% of the 91 million household incomes were studied, and approximately 83% of them fell below an average salary of Rs 1 lakh. This implies a substantial population associated with around 70 million households earning below Rs 1 lakh per annum. The government is commendably monitoring this group closely.

However, it is perplexing why the government is not addressing the primary issues faced by women farmers in rural India, as highlighted earlier.

Inclusion the way forward for Lakhpati didi

I have few recommendations for the policy makers to address the above mentioned problems through inclusion. In the absence of such provisions the existing Lakhpati didi might lose their lakhpati status .

There may be a provision for waiving off the outstanding loan in case of death of a farmer.

The poor widow may get priority in getting linked to various schemes and a single window service may be provided to them for mainstreaming.

There may be suitable amendments in law for transferring the husband's land title to the widow. In the Indian scenario women do not have rights on husband's property. This way the heir from the joint families always create impediments in getting the property transferred. In most of the cases it leads to illegal land grabbing.

Widows belonging to landless status may be enrolled with MGNREGA and the civil society must ensure their well being.

The moment of truth- Something for Lakhpati Dadis too

Recently I interacted with a 62-year-young woman farmer. I learned about her struggle to secure a cattle-loan from banks, despite being the one responsible for all-cattle-rearing at home. To augment the family income, she wishes to purchase cattle. The bank showed its inability to process her loan application at this age. The old woman didn't want to depend upon her kids and thus wanted to get this loan to expand her herd strength. It would be beneficial if the government introduces gender-specific interventions to ease lending norms for such cases.

While I appreciate the government's narrative on Lakhpati Didi, I find it challenging to envision a clear path forward. Addressing visible challenges faced by women farmers could potentially help more individuals cross the Rs 1 lakh income threshold, rather than focusing on futuristic ideas like manufacturing drones through SHGs . Such ideas may seem less plausible in the current context.

The situation really reminded me of a quote which I read in some journal book – “My smiles are as fake as your promises”. Believe you me I am smiling.

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.



Choose NABL accredited excellence for FSSAI compliant Dairy Testing Services.

Protect your customer and your business's reputation with mandatory product testing benefits

SAFE LABS your trusted partner for compliance

Our Services

01

Regulatory testing of dairy products

02

Integrity testing A1A2 & Cow-Buffalo milk origin in dairy products

03

Get your label verified as per FSSAI Norms

04

Get Nutritional Information (NI) table with RDA for FSSAI compliance

Reach out us at

Address : Suruchi House, C-49 Sector 65 Noida, UP 201307
Phone : 78274 05029, 0120 4370845, 4320845
Mailbox : info@safemilklabs.com

INDIAN NEWS



TRIPURA GOVT TO INTRODUCE SUBSIDISED MILK PRODUCTS AT RATION SHOPS

<https://dairynews7x7.com/tripura-govt-to-introduce-subsidised-milk-products-at-ration-shops/>

JAN 31, 2024



The Food and Civil Supplies department of Tripura has announced plans to offer four selected milk products at subsidised rates in government-sponsored fair price shops.

The products, sourced from Gomati Dairy, a co-operative society-run agency, will be available in 15 fair price shops in and around Agartala city starting February 16.

Tripura's Food and Civil Supplies department Minister, Sushanta Chowdhury, shared details of this pilot project with the media, highlighting the inclusion of ice-cream, paneer, curd, and ghee in the fair price shops.

In this regard, an agreement was inked between the department and the Gomati Dairy. The success of this experimental initiative may lead to the incorporation of more such parlors with ration shops in the future.

Minister Chowdhury explained that the allocation of milk products to each ration shop would be based on demand, and necessary equipment, such as refrigerators, would be provided by Gomati Milk. Additionally, the department

has decided to offer an extra 5 kg of rice for each ration card at a flat rate of Rs 13 per kilogram. Tripura currently has 9.76 lakh ration cards.

"The existing benefits of the National Food Security Act will remain in force, and Above Poverty Line beneficiaries will be eligible to receive rice as per their previous entitlements for the next two months. The extra 5 kg of rice available in the ration shops is an additional benefit for all consumers at the fixed rate of Rs 13 per kg. A supplementary allocation of 10,000 Metric Tons of rice has been made for this purpose, and the benefit is applicable for the months of February and March," stated the Minister.

In a parallel decision, the department has increased the wages of women cleaners associated with the Food and Civil Supplies department. The daily wage, previously set at Rs 150, has been raised to Rs 306, incurring an additional expenditure of Rs 23 lakh 90 thousand on the state exchequer. Furthermore, plans are underway to establish 51 new ration shops across Tripura to enhance accessibility and outreach.

GOOD QUALITY FODDER CRUCIAL FOR DAIRY SECTOR: PAU EXPERTS

<https://dairynews7x7.com/good-quality-fodder-crucial-for-dairy-sector-pau-experts/>

JAN 31, 2024



The Directorate of Extension Education, Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), organised a training on 'Quality Fodder Production, Processing and Marketing' for officials of the dairy development department.

Dairy Development Department Joint Director Kashmir Singh said quality fodder was the foundation for the growth of the sector in the state. He said the department's field functionaries work in close association with dairy farmers in a variety of roles. It is therefore necessary for them to equip themselves with the knowledge of the latest technologies that are developed by the university.

Fodder research specialist Harinder Singh gave a detailed account of the process of selecting crop varieties, harvesting and then drying them

for the preparation of hay. Dr Navjot Singh Brar talked on the package of practices recommended for the production of fodder crops. He elaborated on the various methods of cultivation, irrigation, fertilisation and protection.

Dr Parminder Singh, underlining the importance of silage in milk production, explained techniques for production of good quality silage. He said anti-quality factors in silage were a major concern and farmers must be cautious.

Dr J S Lamba focused on alternate fodder for dairy animals. He talked about methods to increase the nutritious value of low-quality fodders for feeding dairy animals. A visit to the fodder and silage area of the university's dairy farm was also arranged

ENHANCE

BRAND

AWARENESS
AMONGST DAIRY FRATERNITY

ADVERTISE IN OUR



News Website
DAIRYNEWS7X7



Weekly News
DAIRYNEWS7X7



Fortnightly Newsletter
DAIRY PULSE



Scan to subscribe



CONTACT

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

₹4.5-CRORE INCENTIVE FOR DAIRY FARMERS, MILK COOPERATIVES

<https://dairynews7x7.com/%e2%82%b94-5-crore-incentive-for-dairy-farmers-milk-cooperatives/>

JAN 31, 2024

The Ernakulam Regional Cooperative Milk Producers' Union (ERCMPU) will disburse around ₹4.5 crore as incentive for milk production during the period between February 1 and March 31.



The money translates into ₹7 extra per litre of milk, of which ₹5 will go to the dairy farmer and ₹2 to the primary milk cooperative.

ERCMPU chairman M.T. Jayan said the incentive scheme would benefit 300 milk cooperatives, from whom one lakh litres of milk is collected a day. He termed it the highest incentive in the history of the milk union.

The Ernakulam region of the milk cooperative is also implementing an integrated insurance scheme for milch animals, holding medical camps and offering facilities for telemedicine, Mr. Jayan said. Milk cooperatives are also offered subsidies for increasing production. The union will spend around ₹25 crore on milk unions and facilities in Ernakulam, Idukki, Kottayam and Thrissur districts. The money will come from the working profit of the union.

DODLA DAIRY EYES 25% SALES VOLUME GROWTH ON VADPS

<https://dairynews7x7.com/dodla-dairy-eyes-25-sales-volume-growth-better-contribution-from-value-added-products/>

JAN 31, 2024



Hyderabad-based Dodla Dairy, a company specialising in processing and distributing milk and dairy products,

is targeting a 25% increase in sales volume to average 20 lakh litre per day from around 16 lakh litre currently.

In an interview with CNBC-TV18, Sunil Reddy Dodla, Managing Director said Dodla Dairy wants to go into growth mode and will begin by acquiring land to start a larger facility in Maharashtra. The plant will take about 12-18 months to come on stream, he added.

Dodla is confident of keeping revenue growth at 12-15% in the fourth quarter.

The company reported a healthy third quarter performance with gross margins expanding nearly 470 basis points year-on-year (YoY) to 30%. Revenue grew 10.6% YoY to around ₹747 crore and EBITDA (earnings before interest, tax, depreciation, and amortisation) margin expanded to 11.1% from 7.9% in the same quarter last year.

The contribution from value added products improved to 25.6% of overall dairy sales from 23.1% last year. Dodla expects this to further improve to 28% gradually.

The company is also focusing on overall brand improvement and procurement enhancement on the backend as part of its expansion strategy. The target is to increase advertising spends from 0.4% of sales to 1-1.2% over next one year, Dodla pointed out.

Talking about the expansion plans, Dodla said after acquiring Sri Krishna Dairy, the company has entered Goa. "Once the Maharashtra plant starts in the next 12-18 months, we may not cover the entire state initially. We will begin with areas surrounding Solapur as our marketing base and deepen our presence in Andhra and Telangana. In Telangana, we are currently the weakest, but we plan to concentrate on making it stronger," he said.

The company currently has a market capitalisation of ₹5,766.63 crore. The stock has gained 93% over the past year.

CENTRE WILL HELP TO START UDGIR MILK SCHEME PROJECT IN MAHARASHTRA

<https://dairynews7x7.com/centre-will-extend-all-possible-help-to-start-udgir-milk-scheme-project-in-maharashtra-rupala/>
JAN 31, 2024

The Centre will extend all possible help to restart the Udgir Milk Scheme Project in collaboration with the Maharashtra government, Union minister Parshottam Rupala said on Monday.

He said the National Dairy Development Board (NDDB) has been instructed to submit a report regarding the relaunch of this project in Latur district.

"Accordingly, a team of NDDB has inspected the project and collected the necessary information. As soon as the report is received, further action will be taken," Rupala added.

He said the resumption of the milk scheme project will help in the economic uplift of farmers.



“Considering the well-being of milk producers and small-scale farmers, all kinds of help will be provided by the Central government for the project,” the Animal Husbandry and Dairy Development Minister added.

The Union minister gave this assurance during an interaction with entrepreneurs, cattle breeders, and farmers on the premises of the Udgir Government Milk Scheme Project.

He said the milk business will be a good source of income for farmers in the Latur district

which experiences a drought-like situation every two to three years.

Rupala said the Narendra Modi government has launched various schemes for milk producers and animal husbandry farmers.

On the occasion, milk producers using new technology were felicitated by the Union minister with a cash prize and a trophy. PTI COR NSK

AFTER MILLETS BRAZILIAN MARKETS ARE EYEING INDIAN DAIRY PRODUCTS

<https://dairynews7x7.com/after-millets-brazilian-markets-are-eyeing-indian-camel-milk-and-cheese/>

JAN 30, 2024

India and Brazil are discussing a proposal to open the Brazilian market for Indian dairy products, including camel milk and special cheese, two senior officials from the two countries said.



Both governments are collaborating on this initiative, following the recent opening of Brazil to Indian millet exports.

The proposed partnership also involves plans to set up a centre of excellence in Amreli, Gujarat to boost milk production and improve herd quality.

“There is a sector in Brazil that wishes to import camel milk and we are discussing this trade from India to Brazil in terms of camel milk. Some people in Brazil want to import

other dairy products like Cazain and some special cheese, yellow cheese specifically,” Brazilian agricultural attache Angelo de Queiroz Mauricio told Mint in an interview.

“There is a discussion of making two sister cities. One is in Uberaba, Brazil, which is the very centre of dairy cytogenetics in Brazil and Amberli of Gujarat—a joint project for establishing Zebu Research Institute in both countries to promote the production of milk and enhance the quality of the herd,” Mauricio added.

Additional plans include the setting up of a research institute in India, with Brazilian cooperation. This project will involve the National Dairy Development Board (NDDB), the Indian Department of Animal Husbandry and Dairying (DAHD), and the embassy, with a committee overseeing its progress, he added.

Queries sent to the ministry of external affairs, departments of commerce, and animal husbandry and dairying remained unanswered at press time.

India and Brazil share a close and multifaceted relationship both at the bilateral level as well as in plurilateral fora such as Brics, BASIC, G-20, G-4, IBSA, International Solar Alliance, besides

the UN, WTO, and Unesco. Both countries have been strategic partners since 2006 with several MoUs, including an agreement on the development of animal husbandry, especially dairy.

Trade relations between the two have grown steadily with a target of increasing two-way trade to \$50 billion by 2030, commerce secretary Sunil Barthwal said last October.

In 2023, bilateral trade of major products, including agricultural goods, between India and Brazil was \$11.5 billion against \$15.1 billion a

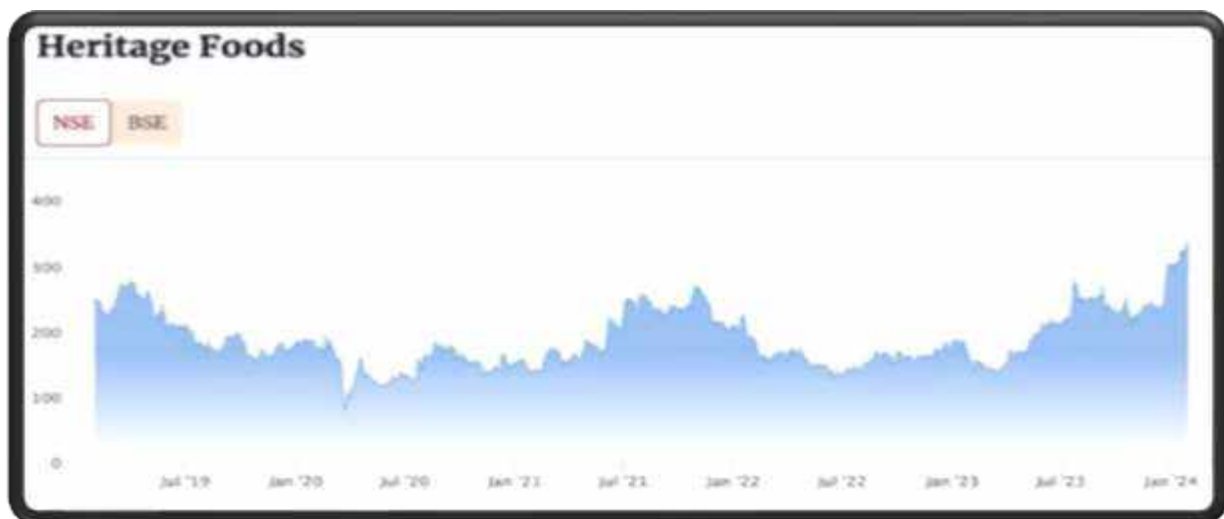
year ago, according to the data from the Brazilian embassy. In 2021-22, India imported close to \$1.5 billion in agricultural goods from Brazil but exported a mere \$71 million.

Indian imports of vegetable oil, sugar and pulses were major contributors to this trade imbalance. India exports spices and processed vegetables in far smaller quantities to Brazil. This proposed initiative in dairy trade is seen as a step towards rectifying this trade imbalance and enhancing bilateral cooperation.

HERITAGE FOODS Q3 RESULTS: PROFIT SURGES 96% ON STRONG DAIRY DEMAND

<https://dairynews7x7.com/heritage-foods-q3-results-profit-surges-96-on-strong-dairy-demand/>

JAN 30, 2024



India’s Heritage Foods reported a 96% jump in third-quarter profit on Monday, helped by strong demand for its dairy products.

The dairy producer’s consolidated profit rose to Rs 2.69 crore (\$3.2 million) for the quarter ended Dec. 31 from Rs 1.373 crore a year earlier.

The average selling price of milk rose 5.2% year-on-year, boosting the company’s revenue from the dairy business – its biggest segment – by nearly 19% to Rs 922 crore.

Earlier this month, analysts at HDFC Securities said the demand for organised dairy products in India is going up due to rising income and a preference for healthier options.

Heritage Foods fits well into this trend, offering products that meet such rules and standards and come in branded packaging.

The Hyderabad-based company's revenue from operations rose nearly 20% to Rs 941 crore.

Last week, peer Hatsun Agro Products reported a nearly 24% rise in third-quarter profit, its slowest quarterly profit growth in three quarters, hurt by heavy floods in home state Tamil Nadu.

Shares of Heritage Foods closed up 3.3% ahead of the results.

SWISS CHOCOLATIER LÄDERACH EYES EXPANSION IN INDIA

<https://dairynews7x7.com/swiss-chocolatier-laderach-eyes-expansion-in-india/>

JAN 29, 2024

India's burgeoning appetite for luxury, particularly Western-inspired trends, has caught the eye of Swiss chocolatier Läderach, which controls about 5% of the entire Swiss chocolate market. Landing in Delhi just eight months ago, the brand faces stiff competition and complex import duties, but still sees immense potential in the market and expects to open at least half a dozen stores in the next two years.



"India is a promising market and the reason we have come to India is because so many Indian consumers have discovered us in different parts of the world. There is immense opportunity in such markets." Johannes Läderach, CEO of the family run luxury chocolate business, on a recent visit to India, told Mint.

"Though there is a free-trade agreement being negotiated between India and Switzerland which could be very helpful. This is because India is at the highest end of customs duties across the 20 markets we operate in. The du-

ties are very complicated too based on varieties of chocolate being imported," he said.

After 16 years of talks, India and Switzerland have inked a deal for a free trade agreement this year at Davos. While the outline has been agreed upon, the details of the agreement are being finalized.

If the agreement comes through, it will be a breakthrough for the industry and a lot of progress has already been made on this front. It is likely to also reduce costs of imported luxury goods such as these, the CEO said.

India charges a basic duty of 30%, an IGST of 18% and an additional social welfare surcharge of 10% for items like imported chocolates. Läderach chocolates costs around ₹1,200 for 62g or about ₹2,000 per 100g in India.

The company started in 1962 in Switzerland but only became popular in the early 2000s when it expanded its business globally. It specialized in having created a manufacturing procedure for chocolate truffles and acquired a patent for the technology in the 1970s. These had always traditionally been made by hand.

In 2021, Läderach signed asset purchase agreements to buy 34 Godiva chocolate stores in the United States, following an announcement made by the latter that it would no longer want

to operate its close to 130 stores in the country. “This helped us to get a really good position there in the US,” he said.

In terms of its size, it has a total of 180 stores, of which close to 50 are in Switzerland, and therefore, has its largest presence in its home country, followed by the US.

Chocolate per capita consumption is highest in the central Europe and can go up to as much as 10 kilograms per year. In markets which are emerging like India and China, consumption is still lower, at about 300 grams. In Europe, the consumption is the highest in Germany and Switzerland. The US is a little behind at about 5 kilograms a year. But India functions quite differently. “Urban India consumption, if I was to look at the data for the last 8-months since we have been here, is heavily skewed towards western trends,” he said.

“India is a very promising market with a lot of potential driven by the wedding market here. Indians have been traditionally buying from us in other parts of the world too and even though Delhi is still a new market for us, we are likely to open 5-7 stores in the next two years,” he said.

The company will also look to expand in other markets in Europe, China and other parts of the world. “I have been similarly impressed with the India and China markets and so there is a lot of growth potential,” he added.

In August last year, tobacco-to-spices major Dharampal Satyapal Group Ltd (DS Group), had opened its first store as a franchise for the luxury Swiss chocolate brand Läderach in Delhi’s luxury mall, Emporio. The company also has an ecommerce presence in Mumbai.

According to industry data, the Indian confectionery market is valued at approximately ₹23,000 crore, out of which, chocolates as a category dominate with almost 60% share at ₹13,800 crore. However, the luxury segment is a very select niche segment of this chocolate category.

Läderach competes with brands like Godiva, Ghirardelli and La Maison du Chocolat. As per a 2020 report by the Swiss chocolate industry association, Läderach had a market share of around 5% in the Swiss chocolate market. While the company is privately held, media reports said its turnover was around CHF 100 million in 2019, or about \$104 million.

ITC LEVERAGES AI FOR SPOTTING CONSUMER TRENDS & PRODUCT DEVELOPMENT

<https://dairynews7x7.com/itc-leverages-ai-for-spotting-consumer-trends-product-development/>

JAN 29, 2024

Fast-Moving Consumer Goods (FMCG) major ITC Limited is leveraging Artificial Intelligence (AI) to strengthen its product portfolio by getting insights into new consumer trends. The company is also capitalising on technology throughout its product value chain.

Under pilot runs for its dairy business, the company is using AI tools to check the health of

cows and technologies to evaluate the authenticity of the products by providing consumers with product report cards.

“Our consumer data hub is powered by AI engines to segment consumers at scale and understand their needs. ITC’s Sixth Sense which is our sensing engine has a team that listens to social conversations and gathers insights for all our brands. They are using AI tools to generate

contextual communication for our brands. There are applications that we are yet to deploy that can provide the farmer with the health of the cows using simple AI tools. The farmer can take a picture of the cow, and scan it and it will provide information on any disease or malnutrition of the cow. We are yet to roll out the application. The company is utilizing digital technologies starting from the source,” said Sanjay Singal, Chief Operating Officer for the Dairy & Beverages cluster of ITC’s Foods to businessline.

The company that offers fresh milk and dairy



products under Aashirvaad Svasti follows stringent digital scrutiny to check the quality of the milk and adulteration.

“Our fresh dairy business is in East India including Bihar, West Bengal and Jharkhand. We do not have organised farms for milk and work with nearly 13,000 farmers from whom we buy milk twice daily. We use technology wherein when the farmer comes to the village procurement centre to sell milk, we use equipment to test the basic features of the milk. We track the

transport of the milk live by maintaining a temperature of four degrees throughout the supply chain from the village to the factory. To address the concern of adulteration, we have provided codes and a WhatsApp number on the milk packets wherein once entered the consumer can get the report card on the quality of the milk, he said.

Virtual farms

The Kolkata-based FMCG maker that offers organic Ghee under its Aashirvaad brand is providing consumers with a virtual tour of the farms to see the manufacturing process of their products.

“We introduced Aashirvaad Svasti’s Organic Ghee and were clear that organic is the way to go. We went across the country to get authentic organic butter and organic milk to make ghee. The consumers are provided with a QR code on the product which when scanned will give a virtual tour of the organic farm. The customers can see the health of the cows, and what the cows are fed. There are no fertilizers used in growing the fodder for the cows and no chemicals used in the cleaning process. The entire process can be seen through the virtual farms,” added Sanjay Singal.

The company also offers an organic range of Aashirvaad atta and provides consumers with the option to check the farm from which the batch of wheat was procured and then converted into atta.



safe  labs

SAFE LABS

NABL ACCREDITED TESTING LAB FOR MILK & MILK PRODUCTS



TESTING SERVICES

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



NEW PRODUCT DEVELOPMENT

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



CONSUMER INSIGHTS

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

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



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

NABL Accreditaion:

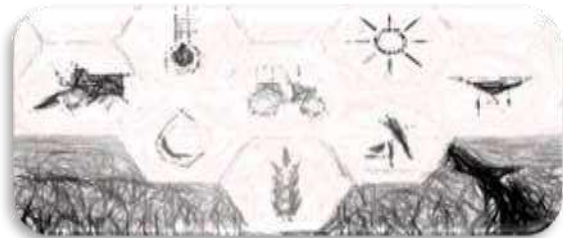


CONFLUENCE OF MILK AND CODE: HOW INNOVATIONS IN AG-TECH CAN TRANSFORM THE FUTURE OF INDIAN AGRICULTURE

<https://dairynews7x7.com/confluence-of-milk-and-code-how-innovations-in-agtech-can-transform-the-future-of-indian-agriculture/>

JAN 28, 2024

India's vast and diverse agricultural landscape, spanning 160 million hectares and sustained by the efforts of 151 million farmers, plays a substantial role, contributing five per cent to the nation's GDP (World Bank, 2023).



Despite its scale, challenges persist, including fragmented landholdings and susceptibility to unpredictable weather patterns, limiting its full potential. However, amidst these challenges lies a noteworthy segment—the Indian dairy sector, a global leader producing an impressive 230 million tonnes of milk annually (National Dairy Development Board, 2023). This sector, constituting 26 per cent of the agricultural GVA (gross value-added), not only nourishes millions but also supports the livelihoods of over 80 million people (Ministry of Agriculture & Farmers Welfare, 2023).

Similar to its agricultural counterpart, the dairy sector grapples with challenges such as insufficient cold chain infrastructure, varying milk quality, and income disparities among farmers. Enter agri-tech, a transformative force with a remarkable compound annual growth rate (CAGR) of 50 per cent (FICCI-KPMG Report, 2023). Sample this: Over 1,000 agri-tech startups have emerged in India recently. This digital wave can potentially revolutionize the lives of those dedicated to cattle care. This is possible though, for instance, smart sensors

optimising nutrition through monitoring feed intake for individual animals (Krishi Bhavan, 2023), blockchain tech ensuring milk traceability, fostering consumer trust, and ensuring fair pricing for farmers (Indian Council of Agricultural Research, 2023) or even telemedicine reaching remote villages, providing real-time veterinary consultation, and reducing animal mortality (ET Agro, 2023).

Integral to economy

The Indian dairy industry, integral to the economy and livelihoods, is incorporating various agri-tech interventions to enhance productivity. In the realm of smart feeding and herd management, IoT-based feeders use sensors to monitor individual animal feed intake, preventing overfeeding and optimising nutrition. Wearable devices track cows' activity and health, aiding in reproductive cycle management and early disease identification. Real-time milk analysers assess individual cow performance, adjusting feeding accordingly.

To improve milk quality and safety, cold chain infrastructure with smart milk collection systems ensures quality and minimises spoilage. Blockchain technology traces milk from farm to table, ensuring transparency and consumer trust. Portable adulteration detection devices swiftly identify milk adulteration, promoting fairness for genuine producers. Also, to boost farmer income and market access, online dairy platforms connect farmers directly to consumers, eliminating middlemen. Digital dairy cooperatives enable collective bargaining and information sharing among farmers, empowering them in the market. Mobile apps provide market information, best practices, and financial services.

Breeding programmes for high-yielding cows optimise genetic selection, improving milk production and quality. Telemedicine for livestock offers remote veterinary consultation, enhancing animal health and reducing mortality rates.

Govt initiatives aiding growth

The Indian agri-tech market, currently, valued at \$13.5 billion in 2023, anticipates a substantial leap to \$34 billion by 2027, boasting an impressive CAGR of 50 per cent. This remarkable growth is propelled by multiple factors, including the escalating demand for food amid a burgeoning population and rising incomes. Agtech solutions play a pivotal role in enhancing yields, minimising wastage, and fortifying food security. Further amplifying this growth trajectory are governmental initiatives like the Digital Agriculture Mission and the Agriculture Infrastructure Fund, which provide financial backing, infrastructure development, and technological access to farmers. Additionally, the increased internet penetration and widespread adoption of smartphones in rural India create a conducive environment for the seamless integration of digital solutions, opening new channels for agri-tech startups to directly engage with farmers.

The agriculture and allied areas in India stand to benefit from advantages such as precision agriculture practices, facilitated by sensors, drones, and AI analytics, optimising resource utilisation, resulting in heightened yields and reduced costs. Agtech platforms furnish farmers with weather data, market insights, and optimal farming methods, empowering informed decision-making and efficient farm management. Technologies like soil sensors and remote monitoring systems promote sustainable

farming by aiding water conservation, minimising fertilizer usage, and reducing environmental impact.

Issue posing hurdle

While the Indian agri-tech market holds substantial promise, it encounters notable challenges. The limited digital literacy among many dairy farmers necessitates concerted efforts to bridge the digital divide and provide essential training for widespread adoption. The issue of fragmented landholdings poses a hurdle, as small-scale farming makes it challenging for farmers to capitalise on economies of scale and invest in advanced technologies. Additionally, the lack of infrastructure, including restricted access to cold storage facilities, rural markets, and dependable internet connectivity, presents barriers to sector growth. Above all is the question of affordability for small-holding farmers.

Addressing these challenges requires collaborative initiatives from the government, private sector, and educational institutions. Only through such collective efforts can the full potential of the Indian agtech market be unlocked, ushering in transformative changes for the dairy sector, farmers, consumers, and the broader agricultural sector. The intersection of dairy and technology holds immense promise for farmers, promising increased yields, enhanced market access, and improved incomes. This digital transformation is not only beneficial for farmers but also for processors, consumers, and the nation at large. The ongoing digital evolution promises a brighter future for India's dairy sector, driven by data, fuelled by technology, and propelled by the resilience of its people.



SALES & PURCHASES OF EXISTING BUSINESS

Involves the process of combining two companies into one. The goal of combining two or more businesses is to try and achieve synergy



Financial Evaluation



Memorandum Formation & Documentation



Deal Finalization & Realisation



Registration
(Legal compliance)



Financial Viability



Financial Mobilization

STARTUPS

Emergence of new firms, resulting in long term economic growth and entrepreneurs to grow through innovation and design.



EXISTING BUSINESS

Existing business reaches its point of maximum growth and looks for additional revenue streams. All successful firms and startups eventually face the issue of expanding or developing their operation.



DUE Diligence



Financial Benchmarking



Expansion Planning

Contact Us:

Suruchi House, C-49, Sector-65, Noida, U.P. 201301

Ph.: +91-7827405029, 120-4320845 E-mail: info@suruchiconsultants.com

DODLA DAIRY IMPRESSIVE RESULTS IN Q3

<https://dairynews7x7.com/dodla-dairy-impressive-results-in-q3/>

JAN 27, 2024



Dodla Dairy Limited reported earnings results for the third quarter and nine months ended December 31, 2023. For the third quarter, the company reported sales was INR 7,468.41 million compared to INR 6,754.31 million a year ago.

Revenue was INR 7,525.45 million compared to INR 6,819.63 million a year ago. Net income was INR 413.32 million compared to INR 353.85 million a year ago. Basic earnings per share from continuing operations was INR 6.95 compared to INR 5.95 a year ago. Diluted earnings per share from continuing operations was INR 6.88 compared to INR 5.9 a year ago.

For the nine months, sales was INR 23,380.19 million compared to INR 20,877.47 million a year ago. Revenue was INR 23,576.34 million compared to INR 21,043.93 million a year ago. Net income was INR 1,199.05 million compared to INR 997.55 million a year ago. Basic earnings per share from continuing operations was INR 20.15 compared to INR 16.77 a year ago. Diluted earnings per share from continuing operations was INR 19.96 compared to INR 16.63 a year ago.

SABAR DAIRY ANNOUNCES PAY HIKE FOR MILK PRODUCERS

<https://dairynews7x7.com/sabar-dairy-announces-pay-hike-for-milk-producers/>

JAN 27, 2024

Sabar Dairy has increased the procurement price of milk by Rs. 10 per kilo fat. Previously, the price of milk per kilo fat was Rs. 840, and it will now be Rs. 850 per kilo fat. This adjustment will take effect from February 1st.



The board of Sabar Dairy decided to hike the procurement price today, taking into consideration the Pran Pratishtha of Lord Ram that took place on January 22nd in Ayodhya.

This decision is set to benefit around 3.5 lakh cattle breeders in Sabarkantha and Aravalli districts. The increase in the purchase price of milk marks the first such hike in the year 2024. With the rise in the purchase price, cattle breeders are likely to witness a profit of Rs. 6 crores per month. Desh Gujarat

ANANTNAG SURPASSES PULWAMA IN MILK PRODUCTION

<https://dairynews7x7.com/anantnag-surpasses-pulwama-in-milk-production/>

JAN 27, 2024

Anantnag district has surpassed Pulwama district in milk production, earning the title of the 'New Anand of Kashmir'.



Anantnag is presently producing 7.29 lakh litres of milk per day. Officials said the annual milk production in the district is approximately 266.35 thousand tonnes, surpassing Pulwama, which has an annual milk production of 262.95 thousand tonnes.

Other districts reported varying levels of milk production, with Budgam at 240.70 thousand tonnes, Baramulla at 199.85 thousand tonnes, Kulgam at 161 thousand tonnes, Kupwara at 153.95 thousand tonnes, Bandipora at 119.98 thousand tonnes and Srinagar at 100.410 thousand tonnes.

Ganderbal and Shopian recorded the lowest milk production, with 96.37 thousand tonnes and 72.96 thousand tonnes annually, respectively.

Chief Animal Husbandry Officer (CAHO), Anantnag, Javid Mohi ud Din Zargar, attributed the success to the Integrated Dairy Scheme (IDS), which has improved the economic conditions of livestock holders. He said a subsidy of Rs 1,17,00,000 was disbursed among 221 beneficiaries for the first three quarters of the current financial year.

“The new units not only contributed to increased milk production but also generated employment for local youth and promoted organic farming,” he said.

Officials from the animal husbandry department in the district said Anantnag’s farmers have adopted modern techniques, including advanced breeding methods and improved nutrition for dairy cattle.

These efforts have led to higher milk yields per cow, contributing to the overall growth in production, they said. “Government schemes supporting the dairy industry, such as subsidies on cattle feed, veterinary services and financial assistance for infrastructure development have played a pivotal role in encouraging farmers to invest in their dairy operations,” they added. (KNO)

SCHEAM INDIA SIGNS RS 73 CR INVESTMENT PACT WITH JKDCF

<https://dairynews7x7.com/scheam-india-signs-rs-73-cr-investment-pact-with-jkdcf/>

JAN 26, 2024

Scheam India has signed an agreement with the Jammu and Kashmir Dairy Cooperative Federation and agro cooperatives (FPOs) to invest Rs 73 crore to boost the dairy infrastructure and entrepreneurship in J&K and Ladakh.

paving the way for this transformative agreement.

“The MOU has been done while recognizing the importance of the dairy cooperative sector and FPO ecosystem, which has hugely flourished in union territory in the last 2-3 years,” he said.

The MOU aims to bring parity to cooperatives (FPOs), enabling them to compete in the open market and contributing to the development of rural areas in the Union territory, JKDCF Chairman Vikrant Dogra said. “The MOU will explore opportunities for creating dairy startups in areas like Rajouri-Poonch, Reasi-Udhampur, Kishtwar-doda, Baramulla-Kupwara and other distant locations and help encourage startup culture in rural parts of Union territory,” he said. The fund will be utilised by cooperatives (FPOs) to build projects for switching over from conventional methods of farming to smart farming by introducing Artificial Intelligence, Greenhouse farming, drone technology and solutions, he added. Scheam India Chairman Ajay Chowdhary emphasized that the current MOU will serve as a platform and hand-holding support for the emerging Farmer Producers Organizations (FPO) ecosystem in JKUT, fostering a robust rural economy.



The memorandum of understanding (MOU) was signed by Vikrant Dogra, Chairman of Jammu and Kashmir Dairy Coop Federation Limited (JKDCF), UNATI Multistate Cooperative and Nikhil Gowda Kedambadi of Scheam India. “The MoU has been signed to revolutionize the dairy infrastructure and entrepreneurship in Jammu, Kashmir and Ladakh, fostering a conducive environment for startups in the dairy cooperative sector,” an official said.

Kedambadi highlighted the significance of the recently held startup conclave Uhay in Jammu,

WORLD CO-OP MONITOR: AMUL MAKES INDIA PROUD; COMES 2ND GLOBALLY

<https://dairynews7x7.com/world-co-op-monitor-amul-makes-india-proud-comes-2nd-globally/>

JAN 26, 2024



Amul has made a remarkable achievement by securing the second position globally in the Co-op Monitor, showcasing the strength of India’s dairy cooperative sector.

The Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), operating under the renowned brand name Amul, clinched this prestigious spot among the world’s top 300 cooperatives.

The ranking is determined by the ratio of turnover to gross domestic product (GDP) per capita. The announcement was made during the launch of the 2023 edition of the World Cooperative Monitor by the International Cooperative Alliance (ICA) and the European Research Institute on Cooperative and Social Enterprises (Euricse).

TOP 300 TURNOVER/GDP PER CAPITA: TOP 10

Rank 2021	Organisation	Country	Economic Activity	Type	Turnover/GDP per capita 2021	Number of Employees 2021	FTE or Headcount
1	IFFCO	India	🇮🇳	Producer	3,321,512.57	4,362	Headcount
2	Gujarat Cooperative Milk Marketing Federation Ltd (AMUL)	India	🇮🇳	Producer	2,809,573.69	1,500/1,700	Not indicated
3	Groupe Cr�dit Agricole	France	🇫🇷	Consumer/ User	2,680,001.60	147,000	Headcount
4	Sistema Unimed	Brazil	🇧🇷	Worker	2,027,889.39	135,854	Headcount
5	Copersucar SA	Brazil	🇧🇷	Non Coop	1,803,571.29	637	Headcount
6	Nonghyup (National Agricultural Cooperative Federation - NACF)	Republic of Korea	🇰🇷	Producer	1,747,743.95	27,865	Headcount
7	REWE Group	Germany	🇩🇪	Producer	1,602,037.58	257,996	Headcount
8	Groupe BPCE	France	🇫🇷	Consumer/ User	1,467,379.98	99,900	Headcount
9	AGL�C Leclerc	France	🇫🇷	Producer	1,387,029.78	138,000	Not indicated
10	Nippon Life	Japan	🇯🇵	Mutual	1,232,156.79	92,737	Headcount

The report highlights the top 300 cooperatives and mutuals globally, with a special emphasis on member benefits. Notably, France’s Groupe Cr dit Agricole and the Groupe BPCE lead in the financial sector, while Germany’s REWE secured the second position in the retail trade sector.

The first place was claimed by India’s fertilizer cooperative giant IFFCO, with France’s Groupe Credit Agricole and Brazil’s Sistema Unimed securing the third and fourth positions, respectively. Brazil’s Copersucar SA secured the fifth position.

Amul, established in 1946 and managed by GCMMF, serves as a successful model for strengthening India’s dairy cooperative sector. Union Home and Cooperation Minister Amit

Shah often cites Amul’s success in bolstering the roots of the cooperative movement in India.

With over 16 million milk producers pour their milk in 185903 dairy cooperative societies across the country, Amul has played a pivotal role in making India the largest milk producer globally.

The World Cooperative Monitor, in its eleventh edition for 2022, is a significant project that gathers comprehensive economic, organizational, and social data on cooperatives worldwide. As the only report of its kind, it provides annual quantitative data on the global cooperative movement, reflecting the continued success and impact of cooperative enterprises.

ERCMPU TO PAY ₹7 EXTRA TO SOCIETIES; FARMERS TO GET ₹5 MORE A LITRE

<https://dairynews7x7.com/ercmpu-to-pay-%e2%82%b97-extra-to-societies-farmers-to-get-%e2%82%b95-more-a-litre/>

JAN 26, 2024



Milma’s Ernakulam Regional Cooperative Milk Producers’ Union (ERCMPU) will pay an extra ₹7 a litre to milk societies under it, with ₹5 a litre going to the farmers. The decision was taken at a meeting of the ERCMPU in Kochi on January 25. This is the biggest incentive by far in the

dairy sector in the country, claimed ERCMPU chairman M.T. Jayan.

The major beneficiaries of the ERCMPU decision will be its 1,000-plus cooperative societies and farmers for the next two months (February 1 to March 31). Of the amount, ₹2 will go to the cooperative society. The ₹2 per litre must be

used to pay employees' salary and meet office expenses, according to the ERCMPU.

The union envisages an annual extra expenditure of ₹13 crore on account of the decision. Milma collects three lakh litres of milk a day from farmers in Idukki, Kottayam, Thrissur and Ernakulam districts.

The union has kept apart ₹17 crore to clear the pay revision arrears over the past three years. The ERCMPU's pioneering comprehensive cattle insurance and animal welfare schemes worth ₹5 crore is "going ahead without any hiccups", Mr. Jayan said. The union will spend another ₹10 crore this financial year from its operating profit for the benefit of the farmers and societies in the four districts, he added.

TAGGING OF ANIMALS IMPORTANT FOR DISBURSEMENT OF MILK SUBSIDY

JAN 25, 2024

<https://dairynews7x7.com/tagging-of-animals-important-for-disbursement-of-milk-subsidy-in-maharashtra-vikhe-patil/>



Maharashtra animal husbandry and dairy development minister Radhakrishna Vikhe Patil said on Wednesday that tagging of cows and buffaloes was important to disburse the milk subsidy announced by the government in the state.

During the winter session of the state legislature last year, the government had announced to give a subsidy of Rs 5 per litre to milk producers who supply it to cooperative dairies. The scheme is valid only for January and February.

During a review meeting with officials, Vikhe Patil said tagging of bovine animals is crucial

for disbursing the subsidy amount. It will prevent misuse of the scheme, said officials.

The minister also asked officials to take extra care and ensure that no milk-producing farmer in the state is left out of the scheme.

"Once (the amount calculated on) Rs 29 per litre milk price is deposited in the bank accounts of milk producers, the government will transfer the subsidy amount to the same accounts," the minister had said in the assembly while announcing the scheme last month.

Currently, dairies procure milk at Rs 29 per litre.

GUT HEALTH UNDER MOONLIGHT: HOW MILK NOURISHES YOUR DIGESTIVE SYSTEM OVERNIGHT?

JAN 25, 2024

<https://dairynews7x7.com/gut-health-under-moonlight-how-milk-nourishes-your-digestive-system-overnight/>



Amidst our busy lives, the importance of a good night's sleep and the nutrition that our bodies receive throughout the night frequently go neglected. Milk, on the other hand, is a silent hero who works tirelessly under the moonlight to preserve our digestive health.

Milk, which has been a staple in many cultures for thousands of years, is more than simply a beverage; it is a rich source of nutrients that help the general health of our digestive system. The connection between milk and intestinal health is most visible at night, making it a healthy choice before bedtime. Here's Ravin Saluja, the director with Sterling Agro Industries Ltd (Nova Dairy Products) explaining how milk nourishes our digestive system overnight.

Digestive Restoration in the Moonlight: As we submit to the serenity of the night, our bodies go on a journey of restoration and repair. Milk, which is high in critical minerals like calcium and vitamin D, becomes a nocturnal solution, restoring our digestive system as we sleep. Milk's particular composition helps to soothe and repair the digestive system, ensuring optimal gut health.

Probiotics in Milk: Milk contains beneficial probiotics that contribute to the growth of

healthy bacteria in the stomach. These probiotics serve an important role in maintaining a healthy environment for microbes, promoting better digestion and nutrient absorption.

Melatonin and Milk: Milk is a natural source of tryptophan, an amino acid that aids in the creation of melatonin, the sleep hormone. Melatonin levels rise during the night, which not only improves sleep quality but also helps the digestive organs repair and rejuvenate. Melatonin and milk's perfect dance guarantees a healthy sleep at night, which also contributes to overall gut health.

The Power of Calcium: Calcium, a mineral abundant in milk, is not only important for bone health but also for regulating muscle contractions, particularly those in the digestive tract. Adequate calcium intake from milk promotes smooth and efficient digestive processes, hence reducing constipation.

A Bedtime Ritual for Gut Health: Including a warm glass of milk in your bedtime ritual is a simple yet powerful method to nourish your digestive tract. Milk's relaxing effects, along with its nutrient-rich contents, form a combination that aids the fragile process of digestion and restoration that occurs throughout the night.

In conclusion, the collaboration of milk and our digestive system beneath the moonlight attests to the wholesome nourishment this traditional beverage provides. Practicing this nightly routine not only improves intestinal health but also builds a stronger connection with the nightly symphony of restoration that

takes place within our bodies. So, while you sip that soothing glass of milk before bed, keep in mind that you are building a harmonious relationship between moonlight and your digestive health. Sweet dreams and a healthy stomach are in store.

LIVESTOCK AND DAIRYING MAY GET 20% HIKE IN FY 25 BUDGET

JAN 25, 2024

<https://dairynews7x7.com/livestock-and-dairying-may-get-20-hike-in-fy-25-budget/>



The animal husbandry and dairying department may get a 20% higher allocation of 5,193 crore in the FY25 interim budget, two senior officials said, reflecting a sharper focus on improving dairy and livestock health.

The increase is expected on account of a higher allocation for schemes targeted for dairy, livestock health and animal infrastructure—a sector that has been growing at around 8-10% annually.

Until the third quarter, the department had spent 45% of its budgeted estimate (BE) of 4,328 crore and expects to use up the rest of

the corpus in the last quarter of the ongoing financial year.

Schemes like the Rashtriya Gokul Mission (RGM), which aims to promote indigenous bovine breeds in order to increase milk production, have got a higher allocation of nearly 1870 crore in the revised estimate (RE) for FY24 from the BE of 1600 crore.

However, the overall RE has been trimmed to 4,184 crore, with the department confident of spending the entire allocation by the end of the ongoing financial year.

The Live mint Jan 24th 2024 by Puja Das.

WOMEN DAIRY FARMERS FELICITATED IN BENGALURU BY IDA SOUTH ZONE

JAN 25, 2024

<https://dairynews7x7.com/women-dairy-farmers-felicitated-in-bengaluru-by-ida-southern-zone/>



Five dairy women farmers from the states of Andhra Pradesh, Karnataka, Tamil Nadu, and Kerala were felicitated for their entrepreneurial zeal of producing milk ranging from 60 liters per day to 400 liters per day, at an event organised by the Southern Zone of the Indian Dairy Association at Bengaluru.

The awardees are: A.N. Rajeshwari from Karnataka, Aligeneni Sree Padma from Andhra Pradesh, Dabbu Padma from Telangana, Leema Roselein from Kerala and Parimala Vijayaramesh from Tamil Nadu. The award carried a certificate, memento, and cash award of ₹ 20,000, according to a release.

Satish Kulkarni, former Head of the National Dairy Research Institute, Bengaluru, and currently the Chairman of the Indian Dairy Association (South Zone), said that the current milk production is increasing by 4.5% annually compared to a 1.5% increase in agricultural production. More and more rural women need to be motivated to take up dairy farming as an entrepreneurial activity as the demand for milk-based proteins is increasing and the industry is well organised to take the output by paying remunerative prices to the farmers.

INDIA IMPORTS GIR BULL SEMEN FROM BRAZIL TO IMPROVE PRODUCTIVITY

JAN 24, 2024



<https://dairynews7x7.com/india-imports-gir-bull-semen-from-brazil-to-improve-productivity/>

India has imported 40,000 doses of bull semen from Brazil for the first time to boost milk output via artificial insemination, a top official at the Brazilian embassy said. The National Dairy Development Board (NDDB), which has imported the doses, aims to increase the number of Indian native breeds, Gir and Kankrej, and raise their milk production. NDDB is a government-owned cooperative that owns and operates the Mother Dairy brand. "The first imports of 40,000 semen doses just took place this month by India's NDDB. It's been a project for a long time. For three to four years, they have been discussing it. Though it was a tough discussion, we managed to solve it and now import has taken place," said Angelo de Queiroz Mauricio, agricultural attaché at Brazil's embassy in New Delhi. It is unclear if India will import more doses in future. The development comes at a time when the government is targeting to produce 330 million tonnes (mt) of milk per annum by FY34. India produced 230.6 mt of milk in FY23, a 3.8% increase from a year ago and a 22.8% rise from FY19, according to an Indian government statement. India is the world's largest milk producer, contributing 24% to global output, followed by the US and China. However, the country's current milk production is on par with its consumption and, therefore, it needs to find ways to increase

output as demand is expected to continue rising. "NDDB is going to use the doses in an existing research project to get animals that have Brazilian genetics with a capacity of producing more than 80 litres of milk per animal," said Mauricio. "The average here is eight litres. Some animals in Brazil can even produce up to 40 litres of milk. However, the average is 20-22 litres per animal." A senior official from the animal husbandry and dairying ministry confirmed that the import took place. NDDB's plan to import Brazilian bull semen faced strong resistance over the past four years from indigenous cow breeders over concerns about spoiling Indian breeds. In 2017, the government tried to import frozen semen from Brazil, but postponed the decision due to objections from cattle breeders. Gir or Gyr is one of the principal Zebu breeds that originated in India. (Zebu cattle originated in Southwest Asia and have evolved from three breeds of Indian cattle.) It was gifted by the Maharaja of Bhavnagar to Brazil in the 18th century, and Brazil has preserved the original breed of Gir cows. Over the years, Gir has become a high milk-producing breed and is quite popular in South American countries due to its ability to survive extreme weather. At the same time, India saw a constant decline in the number of indigenous varieties as farmers preferred breeds like Jersey,

which are of British origin and yield more milk. Jersey cows give about 20 litres per animal a day on average. Jerseys cross-bred with Indian breeds can give 8-10 litres, and the Indian breed of Gir cows can give 6-10 litres, as per the Indian Agriculture Research Institute. "We are also discussing embryo transfer. We are going to give it to living animals because there is a gradual increase in the success rate regarding genetic material," said Mauricio. "When you import semen, you still need to find the animals. When you import embryos, you don't need it. So, the chances of success are higher." India and Brazil share a close and multifaceted relationship both at the bilateral level as well as in plurilateral fora such as Brics, BASIC, G-20, G-4, IBSA, International Solar Alliance, as well as in the larger multilateral bodies such as the UN, WTO, Unesco, and WIPO. The two countries have been strategic partners since 2006. The bilateral trade relationship has grown steadily with a target of increasing two-way trade to \$50 billion by 2030, commerce secretary Sunil Barthwal had said last October. Trade was at \$15.2 billion in FY22, data from the ministry of external affairs shows. There has been an MoU between both governments since 2008, among others. One of the main areas of this MoU is the development of animal husbandry, especially dairy. Under the umbrella agreement, there is a joint declaration between MAPA (Ministry of Agriculture, Livestock and Food Supply of Brazil) and DAHD (Department of Animal Husbandry and Dairying, India) to streamline these things. Below this, there is a commercial contract between the Indian buyer and the Brazilian seller. It's no mean feat that India is the largest producer of milk in the world, especially when one considers the limited supply we had right after independence. Since the white revolution in subsequent decades, which saw rural dairy farms link up to form cooperative networks, our milk production has come a long way. In 2022-23, the country produced 230.6 million tonnes of it. But with all of it getting consumed within India, our dairy farming sector must scale up to meet rising domestic demand and serve overseas

markets. It is not a surprise then that the government is aiming for 330 million tonnes of annual milk output by 2033-34. That would be a jump of more than two-fifths in about a decade. Enlarging our bovine count is an option, as we are nowhere close to a methane crisis of the kind America has acquired from its out-sized cattle farms, but it would certainly be more efficient if we could increase the milk producing capacity of our existing livestock. In this context, the National Dairy Development Board's (NDDDB) latest initiative is noteworthy. This government-run overseer of cooperative farming has imported 40,000 doses of Gir bull semen from Brazil for domestic insemination to raise milk volumes. The Gir breed is claimed to be capable of producing as much as 40 litres of milk every day per animal. While this may be true of a few top specimen, even its reported average of 20-22 litres daily would exceed what Indian cattle farmers are accustomed to: an average estimated at 8 litres. Given this productivity gap, having the genes of Brazilian animals introduced in the local bovine population could boost milk supply without the need of cattle farm expansion. Sure, the complexities of genetics dictate that hybrids needn't acquire all the traits sought to be passed along, but it's likely that this experiment will yield results. In a way, it is a genetic reunion. Of the world's two broad types of cattle, the humped-back kind native to tropical zones and flat-backed animals found in cooler climes, the Gir breed belongs to the former. Not just that, it traces its lineage to Gujarat, as it descends from an 18th century gift to Brazil by the Maharaja of Bhavnagar, as the legend of its globalization goes. South America preserved the original breed it got, while Indian ranches began raising ever more flat-backed Jersey cows, which originate in Europe, on their reputation for producing more milk than local breeds. So, in that way, Gir's return is a homecoming to its original habitat. This does not mean that India is set to turn its back on any other breed. Just that the NDDDB spotted a worthy opportunity in importing what it needed to meet a goal. Source : Mint Jan 21st and 23rd 2024.

KUPWARA'S ONLY MILK PLANT FACES CLOSURE OVER UNSETTLED PAYMENTS

JAN 22, 2024

<https://dairynews7x7.com/kupwaras-only-milk-plant-faces-closure-over-unsettled-payments/>

The sole Farmer Producer Organization in North Kashmir's Kupwara district, is teetering on the brink of closure due to a substantial outstanding amount from dealers.



This organization, officially known as the 'Farmer Producer Organization' (FPO) Kupwara, was formed with the lofty goal of fostering employment opportunities and sustainable livelihoods by engaging in the purchase and sale of milk to generate income for farmers.

Initially, the company witnessed considerable success, expanding its membership from 5 to an impressive 500, operating across 85 units throughout Kupwara. Daily milk consumption soared from 3 to 20 quintals. However, the flourishing trajectory took an unfortunate turn as outstanding dues from dealers mounted, causing a drastic reduction in daily milk consumption from 20 to a mere 4 quintals.

War G M, the CEO and owner of the organization, expressed the founding vision of generating income for farmers and providing employment for locals. The company, now comprising over 500 members, including women, faced and overcame numerous challenges in its journey.

The severe blow came with an outstanding amount of approximately 10 lakh rupees from dealers, leading to a substantial setback. Consequently, the daily milk consumption plummeted, severely affecting the company's viability. War G M highlighted the issue with the district administration, which has assured both action and additional funding to address the crisis.

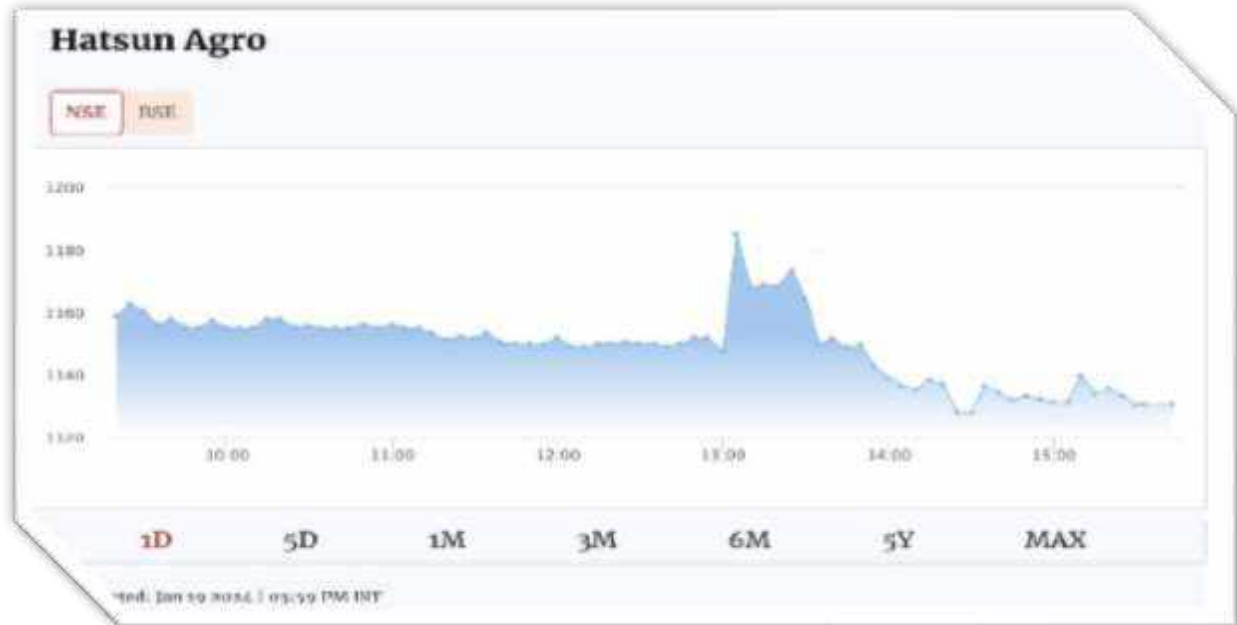
Chief Animal Husbandry Kupwara, Mohhamd Ashraf, acknowledged the delay in dues from dealers and affirmed the administration's guidance to help the organization navigate through these challenges.

However, he clarified that the administration cannot directly intervene in the organization's dealings with its dealers. Despite this limitation, ongoing support and efforts are being directed toward finding the best possible solutions to sustain the 'Bangus Valley Milk Producers Company.' (KNS).

DAIRY FIRM HATSUN AGRO'S Q3 PROFIT RISES 24%, SLOWEST IN 3 QUARTERS

JAN 19, 2024

<https://dairynews7x7.com/dairy-firm-hatsun-agros-q3-profit-rises-24-slowest-in-three-quarters/>



India's Hatsun Agro Product, which sells products under brands such as Arun IceCreams and Arokya Milk, reported its slowest quarterly profit growth in three quarters, hurt by heavy floods in its home state of Tamil Nadu.

Last month, cyclone Michaung flooded a large part of the southern Indian state, which is home to 13 of Hatsun's 20 milk processing plants and, according to ICICI Securities, accounts for over half of the company's revenue.

The Chennai-based company's profit after tax rose 23.6 per cent to 574 million rupees (\$6.91 million) in the three months ended December 31, its slowest since the 2023 March quarter.

Total expenses, led by raw material costs, rose 11.2 per cent. This offset Hatsun's 11.3 per cent rise in revenue – the highest revenue growth the company has recorded since the 2023 March quarter, coming on the back of a productive flush season.

The flush season runs from October to February, as lower temperatures lead to higher milk production, and is used by dairies to build supply for the lean season.

Rivals Heritage Foods and Dodla Dairy will report third-quarter results later this month.

Shares of Hatsun Agro rose as much as 3.7 per cent to hit a four-month high after the results, before giving up all the gains to trade 2.1 per cent lower.

FARMERS URGE DAIRY OFFICIALS TO CLEAR DUES IN TELANGANA

JAN 19, 2024

<https://dairynews7x7.com/farmers-urge-dairy-officials-to-clear-dues-in-telangana/>

Representatives of the Telangana Rythu Sangham briefed Telangana State Dairy Development Cooperative Federation officials about the challenges faced by dairy farmers. They sought clearance of pending bills and the incentive of Rs 5 per litre promised during the election campaign.

In a note to officials, the sangham expressed concern about the overdue bills from Vijaya Dairy for the last two to three phases, leading to a decline in milk collection as farmers turned to alternative private dairies. The sangham said the increase in prices by Rs 5 per litre was essential and pointed out that rising input costs, such as fodder, have added to the financial burden on farmers.



Among their key demands, the representatives sought insurance coverage for cattle, access to loans from banks, and sessions organised to enhance the knowledge and understanding of dairy farmers. T. Sagar, state general secretary, P. Janga Reddy, state president, and Mood Shoban, state joint secretary represented the sangham.

DAIRY FARMERS PANIC AS MYSTERIOUS DISEASE KILLS 62 CATTLE AT BHATINDA

JAN 19, 2024

<https://dairynews7x7.com/panic-among-dairy-farmers-as-mysterious-disease-kills-62-cattle-heads-in-2-villages-in-bathinda/>

Bathinda deputy director of animal husbandry Dr Rajdeep Singh said 40 cattle died at Raike Kalan while 22 dairy animals reportedly perished at Sooch village.

Sixty-two cattle have died due to a mysterious disease in two villages of Bathinda district in less than a month, creating panic among the dairy farmers.

“Nearly 70 cattle are under treatment at both the villages. The illness causes high fever and has affected cows and buffaloes of all age

groups. Teams have been deployed in the field, and the situation is under control,” he added.



Singh said nitrate toxicity has emerged as the cause of mortality in a few cases at Raike Kalan and Sooch villages, indicating the ruminants were fed green fodder with high levels of urea content.

Officials said it is premature to attribute deaths and illness to foot and mouth (FMD), a highly contagious viral infection.

Experts from the Jalandhar-based North regional disease diagnostic laboratory took samples, and detailed results are expected on Wednesday, officials said.

AAVIN PAYS OUT OF POCKET AS TN GOVT YET TO APPROVE MILK PRICE HIKE

JAN 19, 2024

<https://dairynews7x7.com/aavin-pays-out-of-pocket-as-tn-govt-yet-to-approve-procurement-price-hike/>

Citing fund crunch and escalating debts, the state government has asked Aavin to independently handle the additional expenses owing to a hike in milk procurement prices by Rs 3 per litre since December 18. Aavin, which has been grappling with fund shortage, requires Rs 27-Rs 28 crore a month (Rs 325 crore a year) to pay dairy farmers. The financial strain was blamed on its lower selling price, which is Rs 12-Rs 14 a litre cheaper than private brands.



According to highly placed sources, out of 30 lakh litres procured by village-level primary cooperative societies, four lakh litres were locally sold with instructions to collect the additional amount from buyers. Aavin has opted to cover the extra payment for the remaining 26 lakh, thereby reducing the federation's monthly expenses to Rs 23 crore.

Although the official announcement was made on December 13, a government order giving effect to this decision is still pending. The delay was attributed to the finance department,

which did not favour the proposal, citing a huge financial burden on the state exchequer, multiple sources told TNIE.

Aavin MD S Vineeth said that the government will reimburse the funds whenever the federation requires it, clarifying that they are currently managing expenses using their funds. "We have sufficient funds to effectively implement the price hike and the government will reimburse us whenever the federation requires it."

The payment for the enhanced rate will be disbursed to dairy farmers on a monthly basis and there is no delay in putting the price hike into effect, added Vineeth.

At present, dairy farmers delivering milk to village-level cooperative societies receive payment every 10 days. The Tamil Nadu Cooperative Milk Producers Federation, the owner of Aavin, has been reeling under financial crisis for the past two years. To cut expenses, Aavin reduced the supply of Green Magic milk (4.5% fat) by 70% in the retail market two months back and introduced Aavin Delite cow milk (3.5% fat), which has a lower production cost due to its reduced fat content.

A section of dairy farmers said the decision to hike the selling price of (unpackaged) milk sold in rural areas will render the cooperative societies unsustainable in the long term, making

them less appealing for milk suppliers due to the potential impact on their yearly bonuses and other benefits.

“The federation’s milk procurement is expected to rise in the coming months, leading to

increased expenses. The funds of Aavin belong to dairy farmers and societies, not the government. If the government does not provide compensation, the operation of the federation (Aavin) will face imminent collapse,” a Salem-based dairy farmer said.

MADHYA PRADESH GOVT IN TALKS WITH AMUL FOR SELLING THE SURPLUS MILK

JAN 17, 2024

<https://dairynews7x7.com/madhya-pradesh-govt-in-talks-with-amul-for-selling-the-surplus-milk/>



The Madhya Pradesh government is trying to reach an agreement with Amul on selling the surplus milk that gets wasted due to lack of demand.

Chief Minister Mohan Yadav recently addressed a joint meeting of Sanchi (MP’s cooperative dairy federation) and Amul officials in Ahmedabad.

Managing director of Sanchi Satish Kumar S told that an in-principle agreement has been virtually reached between the two to ensure that the milk producers get better prices and the cooperative sector will also be strengthened. The state is planning to sell surplus milk

to Amul to increase the income of its milk producers.

According to Sanchi officials, more milk is produced in villages in Madhya Pradesh during the ‘flush season’ (mainly from August to January when production goes up due to better availability of fodder and other inputs).

MP’s Animal Husbandry Minister, Lakhan Patel, said just as Amul works through cooperative societies in Gujarat, in the same way, Madhya Pradesh will increase cooperative societies in the gram panchayats.

MOTHER DAIRY LAUNCHES PURE BUFFALO MILK VARIANT

JAN 16, 2024

<https://dairynews7x7.com/mother-dairy-launches-pure-buffalo-milk-variant/>



It is being initially launched in the Delhi-NCR region and its distribution will be further expanded to Maharashtra, Uttar Pradesh and Haryana

Leading milk and milk products company, Mother Dairy on Tuesday announced the launch of its Pure Buffalo Milk variant for consumers. It is being initially launched in the Delhi-NCR region and its distribution will be further expanded to Maharashtra, Uttar Pradesh and Haryana.

The company said has been developed on deep consumer insights aiming to tap into the latent demand for need-specific milk variants in the country. The new variant will be made available in the NCR market within a week, the company added in a statement. "Mother Dairy Buffalo Milk offers 6.5 per cent fat content and 9 per cent SNF (Solid Not Fat), giving it a creamier texture and rich taste profile. The new variant will contain A2 protein. It has been priced

at ₹70 per litre and will also be available in 500 ml packs.

Manish Bandlish, Managing Director, Mother Dairy, said, "With evolving consumer preference for rich and creamy milk, that is also versatile in terms of its usage beyond plain drinking, Mother Dairy is introducing yet another species-specific Buffalo Milk after the great success of Cow Milk. "

The newly introduced Mother Dairy Buffalo Milk will be made available across the company's entire distribution network in a phased manner, including its booth network, general/modern trade, along-with e-commerce/q-commerce platforms. "Beginning with NCR, we will soon be expanding this offering in key markets of Maharashtra, Uttar Pradesh and Haryana. We are confident that the newly introduced variant will quickly become a household favourite, contributing to the brand's specialty and expertise of providing species-specific milk variants," Bandlish added.

ENHANCE

BRAND

AWARENESS
AMONGST DAIRY FRATERNITY

ADVERTISE IN OUR



News Website
DAIRYNEWS7X7



Weekly News
DAIRYNEWS7X7



Fortnightly Newsletter
DAIRY PULSE



Scan to subscribe



CONTACT

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

GLOBAL NEWS



CHINA LOOKS TO IMPROVE DAIRY GOVERNANCE WITH SPECIFIC STANDARDS

<https://dairynews7x7.com/milk-modifications-china-looks-to-improve-dairy-governance-with-specific-standards/>

JAN 29, 2024

China is seeking to tighten governance over the domestic dairy industry with specific standards to manage different types of milk available on supermarket shelves. China's dairy industry has been growing by leaps and bounds since receiving as an important part of regular diet, with major brands such as Yili and Mengniu leading the way. Alongside this industry growth has been closer government scrutiny on dairy products and relevant initiatives, with national projects such as the 'Excellent Milk' initiative closely monitoring quality and safety improvements.



Most recently, the local National Health Commission (NHC) has started inviting comments from the public to update specific standards and policies governing three types of milk available in local supermarkets: High temperature pasteurised milk, pasteurised milk and sterilised milk. "In accordance with the local Food Safety Law, we will be revising the local standards for 21 food and beverage items, [including the] updating of standards for pasteurised milk and sterilised milk," "In addition, we will be formulating new standards for the category of high temperature pasteurised milk [in lieu of the rising popularity] of these products in the China market." High temperature pasteurised milk or Extended Shelf Life (ESL) milk differs from pasteurised milk in terms of the

temperature and duration of pasteurisation where it tends to be heated to a higher temperature for a shorter time; and differs from UHT milk in that the latter is processed at an even higher temperature for an even shorter duration. According to definitions from food and healthcare hygiene firm Hygienea, regular pasteurised milk is heated at 63°C for 30 minutes or 70°C for 15 seconds; high temperature pasteurised milk is generally heated at between 120°C to 140°C for at least two to four seconds; whereas UHT milk is generally heated at 135°C to 154°C for one to two seconds. The national standards for pasteurised milk and sterilised milk will be seeing an update from the previous 2010 versions. "These standards will be open for public comment and opinions until February 10 2024 via the National Food Safety Standards Management Information System," "All members of the public including industry players and consumers are invited to submit their feedback to us." Under the new standards draft, manufacturers have been given an option of processing parameters to classify their products under the high temperature pasteurised milk category, which have been suggested as 115°C treatment for 20 seconds, 120°C treatment for 15 seconds or 130°C treatment for two seconds. Specific guidelines have also been given for various types of animal milks, with goat milk, camel milk, horse milk and donkey milk expected to have lower fat content than cow milk, but buffalo milk and yak milk expected to have higher content after processing. Other characteristics of interest included protein and non-fat milk solids and acidity. Each type of high temperature pasteurised milk will also need to adhere to strict testing methods and guidelines as specified in the new standards.

MOUTHFEEL AND TASTE KEY FOR FORTIFIED BEVERAGES FOR ELDERLY APAC

<https://dairynews7x7.com/sense-and-solubility-mouthfeel-and-taste-key-for-fortified-beverages-to-appeal-to-older-apac-consumer-base/>

JAN 29, 2024

Better-for-you beverages fortified with minerals such as calcium need to ensure a smooth mouthfeel and taste to meet rising demand from older consumers in APAC. According to palm oil giant Musim Mas, this is just as important as meeting health and wellness trends.



“We [see] a great demand for healthy, fortified beverages [especially] as older consumers become more educated and aware of what they are consuming,” Musim Mas Manager for Dairy and Frozen Desserts Cecilia Ng told “These older consumers are thinking more about health [and] basically trying to make better food and beverage choices for themselves to live longer and healthier [so] products fortified with calcium and minerals, or associated with certain health claims like immune health or gut health tend to appeal to this group of consumers. “One of the main issues that beverages fortified with minerals like calcium or even matcha powder can face is sedimentation, where insoluble particles will sink to the bottom of the drink [and make this] less palatable,” “[This would be a far cry] from the desired texture and appearance [to] appeal to consumers here in this region.” Many of these beverages are often plant-based drinks made

from bean or nut bases such as soy or oat, but these often face significant taste and mouthfeel challenges. “There is also a growing demand for plant-based beverages as some consumers face lactose intolerance and are now more aware of it,” “Other factors include environmental concerns over dairy consumption, as well as lifestyle choices for adopting plant-based diets – [but all consumers] expect beverages that meet certain taste, texture and appearance profiles. “We have a functional blend dubbed MASBLEN that supports fortified drinks to meet the desired characteristics, and is particularly

efficient for matcha and/or calcium fortifications.” Fortification to overcome plant-based fatigue While it is no secret that the plant-based meat sector has been facing a downturn in APAC, it appears that plant-based dairy is continuing to go from strength to strength due to its strong association with being better-for-you. ‘Plant-based dairy has the advantage [compared to plant-based meat] of transition being relatively easy or even unnecessary for consumers,” “Consumers in many Asian countries have been drinking soy or rice milk since young so they are no stranger to plant-based milks [and are now] looking for better-for-you options [instead of substitutes] so the sector is still primed for growth.” That said, with many such dairy alternative products still holding price tags higher than those of conventional dairy, there needs to be some sort of draw factor to attract consumers. “The major chal-

lenges associated with fortified beverages include instability, sedimentation and poor sensorial mouthfeel – [lacking any of these] can put consumers off,” “As such, it is crucial for

brands to choosing the right fortification [nutrient] and pair this with the right [solutions] to provide the sensorial attributes and stability required to make attractive fortified beverages.”

WHAT'S IN INDIA NEW ZEALAND FTA WITH OR WITHOUT DAIRY- GUY TRAFFORD

<https://dairynews7x7.com/whats-in-india-new-zealand-fta-with-or-without-dairy-guy-trafford/>

JAN 26, 2024

L eading into the 2023 elections one of the promising announcements that came from National was the intent to open negotiations with India and achieve a Free Trade Agreement (FTA) – and dairy was to be included. It was described by National as a “major strategic priority”.



At the time many (myself-included) poured cold water on the plan as a broad-based FTA was thought to be unlikely to succeed. Even the Australians who had just signed a reasonably broad-based FTA failed to get dairy included.

Since being elected the new New Zealand government has doubled down on its plan with Todd McClay suggesting that locking in a trade deal with India within three years was possible. While a FTA with India is a laudable goal many have seen that while some lesser agricultural goods may be seen as attractive to India, horticultural goods stand out as being the prime candidates, including dairy will be a major stumbling block.

So, with this as a backdrop, a closer look at the Indian dairy industry is due, if only to see how will it meets the requirements of the world's largest population.

India also has the world's largest dairy cow population. Last count cow numbers were 72 million to supply its 1.4 billion people. So, one cow supplies the milk to 19+ humans. So there are millions of [voting] dairy farmers.

New Zealand isn't unique being unable to get any volume of dairy products into India, and in fact in US\$ terms the value of what is imported has decreased in recent years going from a tiny US\$45.2 mln in 2021/22 down to a mere US\$19.4 mln in 2022/23. Its greatest imports came in 2021 at US\$ 252 mln (not inflation adjusted). So, as can be seen nobody is getting much dairy over its border.

Perhaps not surprisingly the price of dairy staples within India have leapt up there. The lack of imports is not the only factor leading to a recent reduction in available volume of dairy products in India. The Covid lockdowns led to a decline in demand and price which in turn led to some dairy farmers exiting the industry.

Climate conditions have also created poor growing seasons for cow feed crops pushing up costs and discouraging others to re-enter. A cattle disease “lumpy skin” is also said to have

created a higher cull rate of infected animals reducing the herd size.

Some sources have said that there was a jump in dairy imports in the early part of last year (2023) as import restrictions were temporarily lifted. These numbers do not yet appear to have flowed through to official published data as yet but would make sense, if it were not for the fact that India is also exporting large volumes of dairy products.

The latest numbers tell that US\$285 mln worth of products were exported mainly to Bangladesh and Middle Eastern countries – with some also going into the USA. Most exports are in the form of milk powder but a little as liquid milk. Part of the limitations of liquid milk volumes is due to the presence of foot and mouth disease (FMD) in the herd meaning it doesn't meet international protocols.

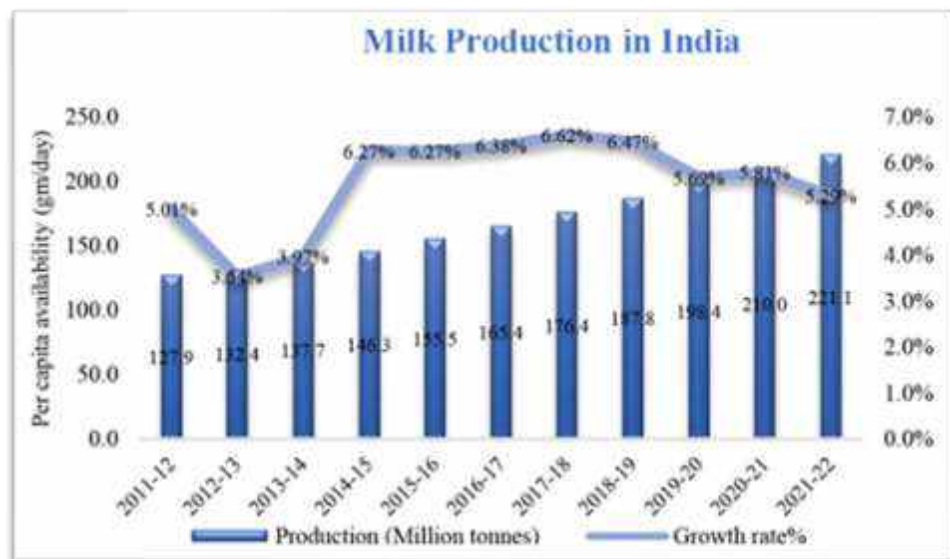
There is an aim to have India FMD free by 2030 through vaccination but with the average herd size around 2 cows (so 35 million 'herds') there are a lot of herds to get around.

So, like much to do with politics, India is full of contradictions. Regarding keeping dairy away from FTA's in general the Indian government's feeling appears to be that the dairy sector is "the most important sector to boost the Indian rural economy". So, the Indian government is keen to see milk prices rise. Presumably, if by market conditions then government doesn't have to get overly involved handing out cash. Having said this, at least in some provinces subsidies are available to boost production. In Uttar Pradesh, which is the highest milk producing state with 18% of total milk production, farms of over 25 cows can receive subsidies of up to

50% of the cost to increase investment resulting in greater production. India is quite unlike China (which was well behind the ball with dairy production and hence why they were likely keen to have it included in the FTA with New Zealand).

India has the world's largest herd, already Indian's consume about 25% per person above the world average amount of dairy products on a daily basis. This indicates that additional production is likely to end up on the international market.

As the graph below shows, there has been considerable increase in production with the recent downturn seen by India as a temporary situation, hence a temporary relaxing of some imports. The numbers and widespread integration of dairying into the rural landscape means



that with the right tools and incentives India has the potential to increase supply considerably.

So, I still haven't changed my opinion that we won't see any relaxing of potential FTA grounds with New Zealand (or Australia) any time soon.

Hanging our FTA negotiations hat onto dairying, especially when we don't (unlike Australia) have much of what India needs means to me

that including dairying will act as an obstacle to gaining benefits for other sectors.

Perhaps we should be more concerned about India increasing its role as an exporter.

THINGS ARE LOOKING UP IN GLOBAL DAIRY TRADE

<https://dairynews7x7.com/things-are-looking-up-in-global-dairy-trade/>

JAN 26, 2024

Whole milk powder prices are on the up since November. However, a weaker than expected Chinese economy and lower milk production are potential roadblocks for a decent farmgate milk price.

Fonterra's revised forecast Farmgate Milk Price midpoint for the 2023/24 season is \$7.50/kgMS, with a new forecast range of \$7-\$8/kgMS.



There's also some relief for dairy farmers with reducing feed and fertiliser costs. Overall, feed costs are projected to fall around 5% for the current season, driven by falling product prices.

According to DairyNZ, total farm working expenses have also seen an overall decrease, driven by feed and fertiliser prices this year, however, other costs continue to experience inflationary pressures.

DairyNZ's recently updated forecast data on the Econ Tracker, shows the national breakeven forecast currently sits at \$7.79/kgMS.

DairyNZ is forecasting an average payout received of \$8.06/kgMS, based on the estimated milk receipts for the 2023-24 season and dairy company dividends. This positive difference between the forecast breakeven and average payout will likely bring relief to some, particularly owner-operated farms.

While Fonterra's mid-point is still below the national breakeven forecast, the recent rises in global dairy prices augur well for farmers. But not everyone is optimistic about this season.

Ministry for Primary Industries (MPI) says dairy export revenue is forecast to decrease 7% to \$24.1 billion in the year to 30 June 2024. This decrease comes off the back of record high export revenue of \$26 billion in 2022/23.

With mixed messages from industry leaders, the onus will be on farmers to run a lean operation on farm.

With input costs on the decline and global dairy prices holding up, most farming businesses should end up in black.

FSAI ASSESSES OFFICIAL CONTROLS IN THE DAIRY SECTOR IN IRELAND

<https://dairynews7x7.com/fsai-assesses-official-controls-in-the-dairy-sector-in-ireland/>

JAN 26, 2024



An assessment of controls at companies in the dairy sector in Ireland has found the system works well overall but there are several areas that need improvement.

The audit covered official controls by a Department of Agriculture, Food and the Marine (DAFM) division in the dairy production chain. Eleven businesses were audited between August and November 2022.

The Food Safety Authority of Ireland (FSAI) audits the effectiveness and appropriateness of the controls implemented by other agencies.

Following onsite audits at two companies, one small scale and one very small, the audit team found that official controls were not effective and the assessment of compliance against food law was not adequate. Compliance notices were issued to both firms by the DAFM unit.

At one very small company, no food safety management system and associated records were available on the audit day. The business could partially demonstrate one-step forward traceability but not one-step-back traceability, as EU legislation requires.

Cheese issues

In one region, following an increase in controls, a series of non-compliances with food law had been identified by DAFM at one company between 2021 and 2022. Following these checks, compliance notices were issued. At the time of the audit, four such notices remained in place.

As a result of official controls carried out on downgraded cheese, a RASFF alert was made regarding the unauthorized placing on the market of cheese unfit for human consumption, which originated from this firm.

During an audit, non-compliance with food law was identified, resulting in almost 4.5 tons of cheese deemed unfit for consumption and disposed of as a Category 2 Animal By-Product (ABP). The cheese processor was also requested to review all stock within the establishment. This resulted in 42 tons of product disposed of as Category 2 ABP.

Subsequent audits in another region by FSAI identified more product being stored and or consolidated for this company, these products were also judged to be unfit to eat and were disposed of in the same way.

Official controls were effective in identifying non-compliance but actions taken to address the issues did not prevent further occurrences, said auditors.

Findings from 11 audits by the FSAI team resulted in enforcement action taken by the DAFM division on four firms and the continuation of pre-existing actions on a fifth.

Auditors found the trading activities of one large multi-site manufacturer were not registered or approved by the DAFM unit, so it was not subjected to official controls. DAFM had contacted the firm about registration at the time of the audit.

Assessing DAFM performance

The audit team reviewed the risk rating and official control program for 2021 and 2022. On numerous occasions, non-compliances were noted. Not all establishments under the remit and supervision of the DAFM division were risk-assessed in 2021, and eight controls were missed. The 2021 official control plan was outdated and did not identify all sites requiring planned checks.

Not all storage and distribution sites were risk-assessed or approved for the re-packaging of cheese in 2021 and 2022. Cheese re-packing has ceased in all three sites since September 2022.

There were three missed official controls in 2021 for the handling and re-packaging of

cheese, and three controls were not identified in the 2022 plan.

Auditors also found scores assigned to certain parameters were inaccurate, resulting in a change to the risk rating of three establishments.

In 2021, there were 241 planned controls and 537 reactive controls. Reactive checks were performed at four sites concerning the 11 missed planned official controls.

In one region, auditors noticed that one very small-scale plant did not receive the required frequency of food safety and process hygiene sampling controls as outlined in the 2021 sampling plan. DAFM explained that due to COVID-19 and reduced production, sampling frequency was halved for this firm. During an on-site inspection, the FSAI found that this company had not performed any product testing in line with EU regulations and relied on official control sampling to verify compliance with food safety requirements.

Concerns were raised by the audit team about the long periods, up to three years in one case, in which establishments remained approved or registered despite having either ceased operations or having approval or registration proposed for suspension or canceled. Since early 2022, additional resources have been allocated to improve the management and control of suspensions and revocations.

INITIATIVE LAUNCHED TO TACKLE AFLATOXIN THREAT IN DAIRY INDUSTRY

JAN 25, 2024

<https://dairynews7x7.com/initiative-launched-to-tackle-aflatoxin-threat-in-dairy-industry/>

Global statistics show that nearly one in 10 people fall ill from contaminated food annually, particularly due to dangerous mycotoxins like aflatoxin.

An initiative has been launched to fight aflatoxin in the dairy industry.

The initiative, the “Safe Milk Kenya” project, was launched by Bio Foods through a grant from USAID, last week.

Joachim Westerveld, Executive Chairman and CEO of Bio Food Products Ltd, emphasised the importance of creating a coalition to support

farmers in producing safer and more abundant milk.

“The primary goals of the project are to raise awareness among dairy farmers and consumers about aflatoxin and empower farmers to minimise aflatoxin levels in their milk,” said Westerveld.

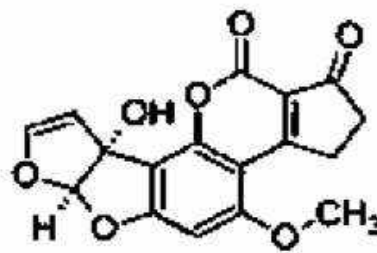
Aflatoxin contamination poses significant threats to both human and animal health, impacting animal productivity and exposing consumers to severe health risks, including cancer and, in some cases, death. The “Safe Milk Kenya” project aligns with Bio Foods’ mission of ensuring access to safe, healthy, and nutritious food.

value chain but also empowering Kenyan farmers. The more than half-million-dollar initiative is poised to make a substantial impact on aflatoxin management in Kenya.

Mary Muthoni Muriuki, the Principal Secretary of the State Department for Public Health and Professional Standards, praised the two-year project’s focus on increasing awareness of aflatoxin and its health effects among dairy farmers and consumers.

In a speech read by Dr Sultani Matendehero, Deputy Director General for Health, the PS commended local manufacturers for complementing the government’s efforts in aflatoxin management.

Muthoni highlighted major food safety concerns in Kenya, including aflatoxin contamination, pesticide residues, veterinary drug residues, food adulteration, and the use of trans-fats.



Aflatoxin M1

The project, funded by a \$240,000 commitment from the United States and nearly \$300,000 invested by Bio Foods, addresses critical challenges in the dairy industry. With Kenya having the highest per capita milk consumption in sub-Saharan Africa, the initiative aims to combat limited regulatory enforcement, high aflatoxin levels in dairy products, and their adverse health impacts.

Meg Whitman, the US Ambassador to Kenya, highlighted the holistic approach of the initiative, not only addressing toxins along the milk

In response to these concerns, the Ministry of Health has developed the Food and Feed Safety Control Coordination Bill 2023, aiming to reform food safety in Kenya. The bill seeks to establish the office of the food safety controller and address chronic weaknesses in existing regulatory and control systems, ultimately ensuring the health and safety of consumers.

ALMARAI REPORTED AN INCREASE OF MORE THAN 4 % IN Q4 NET PROFIT

JAN 22, 2024

<https://dairynews7x7.com/almarai-reported-an-increase-of-more-than-4-in-q4-net-profit/>



Net profit attributable to shareholders after zakat and tax for the three months ending December 31, rose to 370.72 million Saudi riyals (\$98.85 million), the company said in a bourse filing on Sunday to the Saudi stock exchange Tadawul, where its shares are traded.

Net profit increased mainly on a 5 per cent rise in operating profit “due to revenue growth, accompanied by stabilised commodity costs and well-managed operating costs”, it said.

“Despite higher funding costs, net profit for the fourth quarter of 2023 increased by 4 per cent mainly due to the higher operating profit and partly due to the synergies driven by 100 per cent acquisition of the Egypt and Jordan business earlier in the year,” it added.

Last year, Almarai Investment Holding completed the acquisition of International Dairy and Juice Limited, its former joint venture with PepsiCo in Egypt and Jordan, in a deal worth 255 million riyals.

Almarai’s revenue in the fourth quarter rose by about 2 per cent to 4.92 billion riyals annually.

The company recorded “positive” performance in its core GCC markets, led by Saudi Arabia.

However, challenges such as lower commodity sales in North America and reduced contribution from Egypt due to currency devaluation led to a slower overall revenue growth rate, it added.

Egypt has devalued its currency three times since 2022 but did not follow through on its commitment to adopt a permanently flexible exchange rate system, reverting to fixing or pegging the rate after each devaluation.

In terms of business divisions, Almarai’s dairy and juice business posted an increase in earnings in the fourth quarter due to improved sales in crucial markets in the Gulf countries and strict controls over costs.

Net profit from the company’s bakery segment also grew annually on higher sales of bread and single-serve products.

Meanwhile, increased production capacity led to a higher net profit in the poultry business.

For 2023, Almarai’s net profit increased by more than 16 per cent annually to 2.05 billion riyals. Revenue during the same period rose about 5 per cent to 19.58 billion riyals.

A stable market environment and strong trading performance supported its profit growth, Almarai said.

The rise in revenue was led by “cost control and stable commodity costs” as well as the expansion of its poultry business, the launch of several new products and “the effect of the increased direct marketing communication with consumers”.

Almarai, which previously revealed plans to enter the seafood and frozen bakery business, said it expects its core business to continue to gain market share in selected product categories and geographies.

The company also plans to “explore additional opportunities to grow inorganically and deploy capital in line with its five-year investment strategy”.

Saudi Arabia’s Almarai, the Middle East’s largest dairy company, reported an increase of more than 4 per cent in fourth-quarter net profit, boosted by higher revenue led by its poultry and dairy businesses.

Net profit attributable to shareholders after zakat and tax for the three months ending December 31, rose to 370.72 million Saudi riyals (\$98.85 million), the company said in a bourse filing on Sunday to the Saudi stock exchange Tadawul, where its shares are traded.

Net profit increased mainly on a 5 per cent rise in operating profit “due to revenue growth, accompanied by stabilised commodity costs and well-managed operating costs”, it said.

“Despite higher funding costs, net profit for the fourth quarter of 2023 increased by 4 per cent mainly due to the higher operating profit and partly due to the synergies driven by 100 per cent acquisition of the Egypt and Jordan business earlier in the year,” it added.

Last year, Almarai Investment Holding completed the acquisition of International Dairy and Juice Limited, its former joint venture with PepsiCo in Egypt and Jordan, in a deal worth 255 million riyals.

Almarai’s revenue in the fourth quarter rose by about 2 per cent to 4.92 billion riyals annually.

The company recorded “positive” performance in its core GCC markets, led by Saudi Arabia.

However, challenges such as lower commodity sales in North America and reduced contribution from Egypt due to currency devaluation led to a slower overall revenue growth rate, it added.

Egypt has devalued its currency three times since 2022 but did not follow through on its commitment to adopt a permanently flexible exchange rate system, reverting to fixing or pegging the rate after each devaluation.

In terms of business divisions, Almarai’s dairy and juice business posted an increase in earnings in the fourth quarter due to improved sales in crucial markets in the Gulf countries and strict controls over costs.

Net profit from the company’s bakery segment also grew annually on higher sales of bread and single-serve products.

Meanwhile, increased production capacity led to a higher net profit in the poultry business.

For 2023, Almarai’s net profit increased by more than 16 per cent annually to 2.05 billion riyals. Revenue during the same period rose about 5 per cent to 19.58 billion riyals.

A stable market environment and strong trading performance supported its profit growth, Almarai said.

The rise in revenue was led by “cost control and stable commodity costs” as well as the expansion of its poultry business, the launch of several new products and “the effect of the increased direct marketing communication with consumers”.

Almarai, which previously revealed plans to enter the seafood and frozen bakery business, said it expects its core business to continue to gain market share in selected product categories and geographies.

The company also plans to “explore additional opportunities to grow inorganically and deploy

capital in line with its five-year investment strategy”.

IS THAT EXTRA CHARGE FOR NON-DAIRY MILK DISCRIMINATION?

JAN 22, 2024

<https://dairynews7x7.com/is-that-extra-charge-for-non-dairy-milk-discrimination-a-lawsuit-challenges-dunkin-donuts-fees/>



Customers who are lactose-intolerant or have milk allergies may pay \$2 extra at Dunkin’ Donuts when substituting oat or almond milk for dairy in their beverages. That’s discrimination, according to a class-action lawsuit filed last month.

“Being able to drink milk is a choice for some people, but it’s not for others. Lactose intolerance is a disability under the Americans with Disabilities Act, as amended,” said Bogdan Enica, an attorney representing the 10 plaintiffs named in the legal complaint.

The complaint, filed in a district court in Northern California, follows a similar class-action lawsuit Enica’s law firm filed against Starbucks in 2022. Enica said Starbucks filed a motion to

dismiss the lawsuit, which is pending approval by the court.

Dunkin’ filed a waiver acknowledging the lawsuit Friday and has until March 4 to respond.

Starbucks and Dunkin’ Donuts could not be reached for comment.

The Americans with Disabilities Act (ADA) requires public entities to make “reasonable modifications” to their rules, policies or practices when they are necessary for individuals with disabilities to afford their goods, services, facilities, privileges or advantages — unless the entity can demonstrate that such modifications would fundamentally alter the nature of those goods, services, etc.

PLANT-BASED BEVERAGES TUMBLED FURTHER IN 2023 THAN REAL MILK

JAN 21, 2024

<https://dairynews7x7.com/dairy-data-plant-based-beverages-tumbled-further-in-2023-than-real-milk/>



Dairy leaders are celebrating the 2023 industry data that they say tracking firm Circana Inc. has just released. The numbers, as reviewed by the National Milk Producers Federation, show that plant-based beverage consumption last year fell 6.6 percent to 337.7 million gallons, marking the second straight year of declines and the lowest consumption in that category since 2019.

Looks like real fluid milk may have widened the lead in market share.

“The numbers give even more reason to put a stake in all that overprocessed hype — and to push even harder for integrity in labeling beverages that are being abandoned by consumers tired of inferior alternatives to dairy,” the NMPF said.

For years, we’ve seen the plant-based beverage market — including almond, coconut, cashew, and oat varieties — become leading players in this space. Much of the pushback from the dairy industry and dairy-friendly lawmakers has targeted the misleading nature of

plant-based labels, specifically the questionable use of the term “milk” to describe something that wasn’t an animal secretion.

I mean, do we need to re-watch the viral Nut Milking video to remind ourselves why it does seem kinda ridiculous to call the juice from an almond “milk”?

NMPF cited the Circana report to highlight that sales volumes for almond drinks, the biggest plant-based category, fell 10 percent, and that soy beverages declined 8 percent. “Even the once-Next-Big-Thing, oats, only rose 1.4 percent last year,” they said.

NMPF went on to flex some snark by saying, “To be fair, like plant-based, its consumption also declined, and like plant-based, its sales volume number starts with a 3. However, that 3.137 is followed by the word billion — not million, which is where plant-based is stuck — and the drop was 2.7 percent, less than half the rate of decline for plant-based beverages. That means fluid milk last year lengthened its lead over plant-based.

“In 2022, fluid milk had 89.9 percent of the pie. In 2023, it rose to 90.3 percent.”

Unfortunately, Circana’s 2023 wrapup doesn’t appear to be publicly available on the firm’s website.

Early in 2023, Circana offered this advice for the dairy industry to leverage: “In this environment, dairy brands should exploit several key levers for ongoing success. They can win with effective differentiation, innovation, clear benefit/claims communication and winning pricing and promotion strategies.”

Several things have made waves in recent years, helping to reshape consumer perceptions and market share in relation to real milk and their plant-based alternatives. For exam-

ple, plant-based beverages are becoming increasingly nutritious, particularly with better measures of protein and calcium. Also, late last year, Trader Joe’s grocery chain unveiled a product called “Non-Dairy Almond Beverage,” marking a rare instance in which a plant-based alternative was honest in labeling and didn’t try to co-op the term “milk.” Not to mention that once-powerful brand Oatly again struggled to keep pace with oat-beverage competitors throughout 2023, coming off allegations of phony marketing claims in the U.K. and a juvenile Super Bowl ad its CEO released that turned many people off from the brand.

With a new year, we will surely see new opportunities and an extended celebration from milk producers about their more solid market footing.

FONTERRA PIONEERS DAIRY PROTEIN INNOVATION FOR HOLISTIC HEALTH

JAN 19, 2024

<https://dairynews7x7.com/fonterra-pioneers-dairy-protein-innovation-for-holistic-health-and-well-being/>



The market for dairy proteins is diversifying and moving into the popular health and wellness categories, such as gut health and functional foods. Moreover, consumers and companies increasingly seek out offerings that address specific health needs

and that are obtained through sustainable practices.

At the same time, advancements in dairy protein technology, which previously focused on sports nutrition, enhance the nutritional benefits, taste, texture and ingredient variety, opening even more avenues for innovation.

Nutrition Insight sits down with Dr. Shakti Singh, the category and innovation manager for proteins at Fonterra, to better understand this growing space and how the company is meeting evolving customer demands.

“Protein is a macronutrient that has clinically proven health benefits and hence is of high interest across broad consumer groups, from the young to the elderly, for muscle recovery, weight management and general health and well-being for both physical well-being and immunity,” Singh explains. “The global consumer has started to put weight behind other well-being benefits, especially mental health.”

“We see a consumer need for nutritional solutions catering to holistic well-being — brain, body and inner — without compromising on the taste and texture of high protein products. These are key factors driving our product development and innovation in the protein area.”

Addressing the trends

Innova Market Insights’ data suggests a 13% annual growth in supplement and sports nutrition products featuring dairy-based proteins between July 2021 and June 2023. Over 50% of these were sports powders, with whey protein isolate (WPI) being the most used ingredient and casein protein leading in innovation.

Additionally, Fonterra highlights that its own consumer research reveals that time constraints are a major obstacle for consumers in meeting their nutrition objectives. Consequently, Singh states that consumers are open to incorporating ingredients like dairy proteins in a variety of forms to enhance and improve their overall health.

“Various consumer lifestyles, motivations and barriers should be incorporated into dairy protein innovation to effectively tailor their solutions and build deeper consumer relationships,” he emphasizes. “Protein consumption and the clinically proven health benefits of protein drives the need for more efficient delivery of protein or more protein per serving.”

“Taste and texture expectations also must be met for repeat purchase, especially for mainstream consumers. Hence many formulators turn to proteins with specialized functionalities, such as NZMP ProOptima WPC, to manage taste, texture and stability to enable everyday foods to be nutritionally enhanced with elevated protein.” Fonterra’s research shows time limitations hinder nutrition goals, leading consumers to seek multifunctional options.

Honing in on gut axes

Singh also spotlights that NZMP leverages the Nutiani by Fonterra brand to add more functional health benefits in convenient formats — expanding from just physical wellness to a comprehensive approach that includes brain and body health that encompasses mental well-being, digestive health, mood regulation, immune system support and sleep quality improvement.

Furthermore, in its recent Global State of Health and Wellbeing report, Nutiani revealed that a majority of global consumers feel that their mental health impacts their physical health. Singh says this is why the company sees such importance in leveraging ingredients like Nutiani’s phospholipids to address mental well-being and brain health claims.

For instance, Singh states that Fonterra’s Nutiani Broad Spectrum Phospholipids 70 — a whey protein concentrate (WPC) rich in fats — offers a high level of premium phospholipids, which contribute to improved mental focus and stress resilience.

“Nutiani Lactoferrin is also a fantastic ingredient for skin health,” he adds. “Clinical trials have shown benefits in people with acne.”

“Women are often diagnosed with iron deficiency, and poor skin appearance is one of its symptoms. Lactoferrin helps with iron absorption.”

He further points out that NZMP Pro-Optima WPC 567 boosts protein levels in yogurts while maintaining a smooth texture and pourability.

Meanwhile, he says that NZMP Functional Performer Milk Protein Concentrate 4887 offers enhanced beverage stability, allowing for clean label formulations and shorter ingredient lists, enhancing consumer trust and offering clean label confidence. Fonterra's Nutiani Broad Spectrum Phospholipids 70 have been shown to improve mental focus and stress resilience.

Seeking sustainability

Singh points out that sustainable practices in sourcing and production are no longer the concern of customers only but also the consumers as they become more knowledgeable of the products they use and the ingredients in their products.

Innova Market Insights' data suggest that the idea of "clean" eating remains primarily linked to the use of natural ingredients. Still, there is an increasing emphasis on "clear" labeling, which stresses transparency regarding food

production and its global impact. In supplements and sports nutrition, there is also a rising demand for natural and sustainable ingredients.

"Fonterra is actively addressing sustainability in dairy protein production, setting a 30% reduction target in on-farm emissions by 2030," Singh underscores. "This initiative focuses on decreasing emissions intensity per ton of FPCM (fat and protein corrected milk) collected."

"Methods include farming best practices, innovative technologies from collaborations like AgriZeroNZ, carbon removals from vegetation and historical land-use change conversions," he concludes. "Fonterra's commitment aligns with global climate targets, emphasizing a comprehensive approach to sustainability in dairy production, including refrigeration upgrades, net-zero carbon farm initiatives and research on methane reduction technologies."

IMAGINDAIRY SCALES ANIMAL-FREE DAIRY MANUFACTURING CAPABILITIES

JAN 19, 2024

<https://dairynews7x7.com/imagindairy-scales-animal-free-dairy-manufacturing-capabilities/>



HAIFA, ISRAEL — Israel-based animal-free dairy protein food tech startup Imagindairy has acquired and is operating its own industrial-scale precision fermentation production lines that are focused on the production of dairy ingredients.

With the facility, the company will now be able to produce more than 100,000 liters of fermentation capacity. It is currently producing industrial-scale batches. The company said it also is planning to expand its capacity to triple its current volume in the next one to two years.

"Having just entered the landscape three years ago, this achievement is a big step forward for

us,” said Eyal Afergan, PhD, co-founder and chief executive officer, Imagindairy. “We’ve overcome industry-wide hurdles that have previously been holding precision fermentation dairy back, including the production capacity bottleneck and ensuring that unit economics make sense across the supply chain. This will enable our customers to put animal-free dairy products on-shelf at cost parity to traditional dairy, without compromising on quality. It’s a substantial breakthrough and important step that will allow us to support mass-market adoption, transition to an industrial company, and speed up the development of other milk proteins.”

In November 2021, the company raised \$13 million in funding to expand its facilities, grow its team, and boost its R&D capacity. In May

2022, the company achieved \$28 million total in investment capital upon securing an additional \$15 million in an extended seed round. The company used this investment to accelerate its research and development efforts, to launch animal-free dairy products as well as hire new employees.

The company also recently received a “no questions” response letter from the US Food and Drug Administration for the Generally Recognized as Safe (GRAS) notice, which was submitted by the company. The GRAS notice means the company’s ingredient is safe for food and beverage use and manufacturing use, the company said. Imagindairy is planning to launch products using its animal-free dairy protein in the United States in the coming year.

Introducing

SURUCHI DAIRY DASHBOARD

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

70+

Dairy Plants & Integrated Dairy Farms.

115+

Detailed Project Reports & Market Research

2051+

Certified Dairy Entrepreneurs

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

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



Key Deliverables

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



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

Contact Us :

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

Ph.: +91 120-4370845, 4320845

E-mail: info@suruchiconsultants.com

www.suruchiconsultants.com

