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### Dairy Blogs



11 model for dairy development in India



Bharat Pashudhan App as conceived a decade back in our Vision at Dairy News 7X7 - March 15, 2024

about the launch of Bharat Pashudhan App by our Prime Minister Modi ji, I was asked, I from my recommendation of

#### Decoding the Dairy Dilemma: India's Milk Discrepancy

Dairy News 7X7 - March 1, 2024

This week the government of India has released the long-awaited Household Consumption Expenditure Survey (HCES) 2022-23. The survey has covered the whole of the Indian Union except a few insular islands in the Andaman and Nicobar Islands. Information in the...



#### 8000 liters of milk purchased from Thrissur in Kerala

Dairy News 7X7 - April 12, 2024

The Kerala Milk Distribution Project is to supply 20,000 litres of milk from four districts out of the notified milk. 10,000 litres of milk producing project.



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## FORTNIGHTLY NEWSLETTER

DAIRY PULSE 201<sup>th</sup> EDITION (01<sup>st</sup> to 15<sup>th</sup> March 2024)



### 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 201<sup>st</sup> Edition (1<sup>st</sup> to 15<sup>th</sup>, March 2024)

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**BLOG**

**BHARAT PASHUDHAN APP AS CONCEIVED A DECADE BACK IN OUR VISION 2030**

March 15, 2024

<https://dairynews7x7.com/bharat-pashudhan-app-as-conceived-a-decade-back-in-our-vision-2030/>



**W**hen I heard about the launch of Bharat Pashudhan App by our Prime Minister Modi ji, I was elated . The roots of this joy stemmed from my recommendation of the 5-I model, which I included in our Dairy Industry Vision 2030 document launched on February 20th, 2014.

The vision document could be downloaded from this link.. [https://www.suruchiconsultants.com/old/pageDownloads/downloads/whitepaper/2\\_Dairy%20Industry%20vision%202030\\_compressed.pdf](https://www.suruchiconsultants.com/old/pageDownloads/downloads/whitepaper/2_Dairy%20Industry%20vision%202030_compressed.pdf)

Ten years ago, the greatest obstacle to forecasting the future of the Indian dairy industry was the absence of linked data concerning farms, farmers, and livestock. Understanding milk production in India was exceedingly challenging without comprehensive knowledge of the country’s sustainable farm structure. It was over a decade ago that I conceived the 5-I model with the vision of catalyzing a dairy revolution in the nation.

The model established a seamless result chain by initially Identifying the farm, farmer, and animal. Subsequently, it required a comprehensive Inventory of diverse practices using a cluster approach. It then delved into understanding the Integrated value chains within those clusters, while concurrently mobilizing Institutions to bolster support for these value chains. This encompassed areas such as animal husbandry, breeding, market linkage, and value addition. The model ensured that the 5th I i.e Investments were channeled to the last mile, reaching identified stakeholders effectively.

We also created an overview on impact of existing Industry structure and policy implementation in 2014. A glimpse of that may be seen below and more could be read from page 16th of our Vision 2030 document.

STAGE	PRIORITY	AGENT	ISSUES	EXPECTED (2030)
<b>Policy environment</b>	Developing livestock policy feed development	Dept. of Animal Husbandry, Dairying and Fisheries	Lack of a coherent livestock development policy ineffective implementation of policy and projects due to lack of clarity in roles of different agencies Lack of resources Lack of clarity between roles of different departments Lack of regulation for quality of feed and medicines	Making registration of all animals, dairy farms mandatory through process of identification and linking these to better breeding facilities at their doorsteps. Proper linking of these stakeholders should be done with communities or associations or Cluster for real-time recording, evaluation and scaling up.
<b>Services</b>	Disease control/ health/breeding/extension services Support to dairy farmer organizations/ women's self-help groups	Dept. of Animal Husbandry, Dairying and Fisheries Cooperatives NGOs Private dairies	Inadequate coverage of veterinarian and breeding services Non-existent extension services Scope to enhance activities of NGOs in these areas Lack of private sector involvement in dairy development services and activities	Making registration of all animals, dairy farms mandatory through process of identification and linking these to better health facilities at their doorsteps. There should be proper inventory of local practices in animal rearing, animal health and nutrition and later to build capacity through communities for best practices.
<b>Inputs</b>	Feed supply Fodder/Medicines/ vaccine supply	Cooperative Feed companies Medicine companies Medicine store	Quality/cost of feed ineffective approach for management of common property resources Quality of medicines.	Inventorization of all kinds of feed and fodder with homemade compound feed to be developed and later evaluated from health and nutrition. A cluster-based approach should be adopted before developing fodder supply through communities in all parts of the country.
	Formal credit for animal purchase	Banks/financial institution Cooperatives Self-help group	Very poor access to formal credit at the farm level	Investments are required to be routed through specific institutions to the communities or associations. Finance and insurance should be made available at the interface of communities and members in an integrated dairy development model.
	Informal loans for animal purchase or other dairy needs	Trader Private company agent	Very high rate of interest; farmer has to sell milk at low price to the trader if he/she has borrowed money from the trader	Some institutions should be developed to regulate the funding from informal players so as to avoid exploitation. It would be a good idea to channelize all such financial dealing through communities or groups to which that individual farmer is associated with.

***I am delighted to witness how today's strategies are embracing the profound principles of the 5-Is that I defined a decade ago.***

You may also refer to these 5-I concepts as follows. ( These excerpts are taken directly from our vision 2030 document which got published on Feb 20th 2014).

### ***Identification***

Identifying and enrolling all dairy farmers, farms and animals all groups, communities, associations ,organizations working as actors in dairy value chain for milk production , collection, chilling ,processing ,logistics and marketing all actors in feed, fodder, silage, hydroponics, compound feed, oil cakes, by pass protein, research, urea molasses block and nutrients like mineral mixture all actors in breeding, AI, semen, ET, bulls, research, imports, sexed semen, animals trading all actors in farm and process equipment's, cold chain, technology, packing and packaging material all actors in quality control, food safety, certification, testing labs, calibration and training all research institutions, colleges, Universities, open Institutions in both private and public domain in dairy based knowledge dissemination all actors in modern trade and supply chain management for input as well as raw and finished dairy products

### ***Inventorization***

Developing inventory of Existing norms, standards, local practices, SOP, skill set at all levels of identified actors Matching the same with best manufacturing practices and standards/norms from developed world encompassing issues of people, planet along with profits Dividing all the groups on the basis of community at geo- demographic as well as standards/norms and developing a national inventory of clusters and placing them on national canvas Developing and implementing capacity building programs after identifying gaps at the cluster level through communities/relevant groups.

### ***Integration***

Integrating all the relevant actors for completing the value chains at cluster/state/regional level so as to develop a critical mass necessary for sustainability at people, profit and planet level for the dairy sector

### ***Institutionalisation***

It is high time for the industry to be patronised and run through highly fragmented institutions with very low level of alignment with the National dairy growth goal. Except for National dairy plan which has taken an integrated holistic approach, there is no other such scheme or networked program currently running in the country. We need to have a separate ministry for dairy development in the country .The ministry must control the dairy development through clear cut policies on milk production, breeding, fodder, vaccination programs, bio security, germ plasm/progeny protection, milk collection, food safety, certification and capacity building for dairy extension. The current size of the sector will not be possible by handling these issue at state and central level separately. It is high time and an alarming state of affairs as stated earlier in the report. The ministry should also look into ethics and governance in this sector.

### ***Investments***

The last step is to mobilise huge investment to develop industrial structure and necessary infrastructure for clean milk production, chilling, transportation, processing, fodder, breeding programs, feed and fodder. A large number of global MNCs are looking forward for FDI in Indian dairy sector but due to ethics and governance related issues they are still holding back. The government might bring in long term National Dairy Bonds for 1000 crores for developing infrastructure for milk collection and chilling at all district levels. Cess could be introduced on milk processing, cattle feed production, imported semen suppliers, dairy technology suppliers and all other relevant value added service provider to the

industry. Direct subsidies at state level to farmers creates an imbalance in the local dairy eco system. This populist measure could bring in interim relief to the farmers but not sustainability to the industry

Even a decade ago, we stood firmly against milk subsidies, and our stance remains unchanged. However, the implementation of subsidies through Direct Benefit Transfer (DBT) now presents an unprecedented opportunity for dairy farmers across all strata registered with the Bharat Pashudhan App to access these benefits.

Today, I see hope for our farmers on the horizon. In the upcoming articles, I'll take you through our long-held dreams for dairy farmers from the past decade. These dreams are now coming true, thanks to the efforts of our government and policymakers.

# Exciting News for Dairy Enthusiasts!

Our revamped dairy news portal is now **LIVE** and better than ever!



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## INDIAN NEWS

### INDIA HAS THIRD LARGEST POPULATION OF 'ZERO-FOOD CHILDREN' IN THE WORLD

March 15, 2024

<https://dairynews7x7.com/india-has-third-largest-population-of-zero-food-children-in-the-world/>

**A** recent study had ranked India as having the third-highest percentage of children who had not eaten any food for 24 hours; experts say rapid urbanisation is fuelling malnutrition in country.



Sunita Gautam, a 26-year-old domestic help, wonders if she will be able to provide her 11-month-old boy the nutrition he requires. "My child is mainly dependent on breastmilk. At times, I give him porridge, but that too not every day as he takes time to eat and is more habituated to breastmilk. I have a very busy daily routine. If I don't earn money, how can I provide a better life for my child?" Ms. Gautam, who works in Lucknow's Vishal Khand area, asked.

Ms. Gautam's baby is likely to be one of the millions of "zero-food children" aged six months to 23 months in Uttar Pradesh. These infants have not eaten any food of substantial calorific content — semi-solid, solid, soft, or mushy food, infant formula or fresh milk — for 24 hours.

A study published recently in the peer-reviewed JAMA Network Open journal found the prevalence of zero-food children in India at 19.3%, drawing attention to extreme food deprivation among children. The study ranks India as having the third-highest percentage of zero-

food children, above only Guinea (21.8%) and Mali (20.5%). In terms of numbers, India has the highest number of zero-food children at more than six million.

Uttar Pradesh's urban population is approximately 23%, according to the 2011 Census and had grown by more than 25% in 2011 when compared with 2001, signifying a large number of poor moving towards urban centres in search of a livelihood.

Another study published in 2023 in eClinical Medicine, part of the noted Lancet Discovery Science, found that Uttar Pradesh alone accounts for 28.4% of zero-food children in India.

"The States of Uttar Pradesh (28.4%), Bihar (14.2%), Maharashtra (7.1%), Rajasthan (6.5%), and Madhya Pradesh (6%) account for nearly two-thirds of the total zero-food children in India," the report said.

"My husband is an alcoholic. He spends most of his time at home but I cannot trust him to feed the child. He may harm the child as it takes time to feed him [the baby]," Ms. Gautam said.

Shalini Singh, a public health specialist, argues that alongside poverty and marginalisation in economic backgrounds, it is rapid urbanisation and nuclearised families that have contributed to such a large number of "zero food children" in India's most populous State.

She said lack of awareness about the nutritional needs of children, and misconceptions, also contribute to the numbers.

“Women from underprivileged economic backgrounds work to sustain their families, resulting in their having insufficient time to complement breastfeeding for children above six months of age. With rapid industrialisation, nuclear families have grown in both urban and rural areas, so there is no one to invest the time

and energy required to feed a child, apart from the mother,” she said, adding that lack of awareness about nutritional needs of children, and social misconceptions, also contribute to the likely numbers.

# DECODING THE PRE-PACKAGED FOOD LABEL



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

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



## FAQs on Designing Food Labels !

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



## CABINET CLEARS MAHANAND'S HANDOVER TO NDDDB FOR 5 YRS

March 14, 2024

<https://dairynews7x7.com/cabinet-clears-mahanands-handover-to-nddb-for-5-yrs/>



**I**n a major decision, state cabinet on Wednesday approved handover of the Mahanand Dairy management to National Dairy Development Board (NDDDB) for the next five years to strengthen the apex organisation in the cooperative milk sector.

Mahanand is a venture of Maharashtra State Cooperative Milk Federation Ltd (MSCMFL) and is one of the top cooperative dairies in the state.

It, though, has suffered heavy losses in recent past and hasn't been able to sustain the brand, officials said.

"Necessary agreement will be signed between govt and NDDDB for Mahanand's rehabilitation scheme. The brand Mahanand is an integral part of the lives of farmers and consumers in Maharashtra. Therefore, govt has taken the initiative for the revival of this institution. NDDDB is expected to revitalise and empower it

by adopting a commercial approach and cooperative principles," an official said.

"For Mahanand's professional development, decisions will be taken through the 'steering committee' headed by the animal husbandry and dairy development secretary. A total fund of almost Rs 253.6 crore will be made available to Mahanand in the form of equity capital for

its revival. While rehabilitating Mahanand, NDDDB will try to maintain a three-tier structure of cooperatives. For this, there will be "one village, one milk institution" at the village level. Milk-producing farmers will remain members of the union," said an official. Apart from the funds required for retirement benefits of Mahanand's employees, those for the remaining components will be made available with the approval of the animal husbandry and dairying secretary, officials said.

Last month, the board of loss-making Mahanand Dairy resigned, paving the way for it to be taken over by central govt's NDDDB. The board's resignation was one of the pre-conditions for NDDDB revival proposal, given to govt's dairy development department.

MVA had slammed the Shinde-Fadnavis govt for handover of Mahanand Dairy to Gujarat-based but Centre-run NDDDB. Officials said due to difficulties in milk collection and distribution, and mounting losses, the Mahanand Dairy board passed a resolution and had sent a proposal to state govt to hand over the management to NDDDB.

Shiv Sena (UBT) MP Sanjay Raut said Mahanand Dairy, once the state's glory, will be taken over by NDDDB. "Mahanand, Gokul, Varana, Chitale, we have many milk brands in Maharashtra. There is a very large network of milk production, milk dairies in rural areas of Maharashtra... Efforts are on to take Mahanand to Gujarat as well," he said.

## KUTCH – A HUB OF CAMEL MILK IN THE MAKING

March 14, 2024

<https://dairynews7x7.com/kutch-a-hub-of-camel-milk-in-the-making/>

The Kutch District Milk Producers Union Limited, popularly known as Sarhad Dairy, organised a symposium on Camel Milk, bringing together dairy cooperative leaders, academicians, researchers, camel rearers, and doctors, to discuss the therapeutic and other benefits of camel milk and how it can be popularised. The symposium was organised in Kutch as part of the International Year of Camelids celebrations by the United Nations.

In his remarks, Valamji Humbal, Sarhad Dairy Chairman, said they were fortunate to have taken up the task of organising camel milk producers at Prime Minister Narendra Modi's insistence in 2012.

"There were no takers of camel milk and the condition of camel milk farmers was very poor compared with dairy farmers. Producers were selling their herd as a result. With the support of Sahjeevan and

Maldhari organisations, we could organise them. We set up the country's first automated camel milk processing plant in 2019. Today, we collect around 5,000 litres of camel milk per day from 350 families, which is used to make a range of products including flavoured milk, spray-dried milk powder and chocolates. Work to develop cheese, fermented milk products, coffee mix and other powders based on camel milk is under progress," he said.

He proudly informed that the prime minister last month commissioned Sarhad Dairy's plant where ice cream is made using camel milk. He expressed his gratitude to the prime minister for his keen interest in the activities of Sarhad Dairy.

Addressing the symposium, Kutch District Collector Amit Arora expressed confidence that just as Anand is synonymous with cattle milk, Kutch would come to be known as the hub for camel milk. Citing camel milk's high nutritional value, he urged the medical fraternity and researchers to focus on positioning it as a healthy food supplement. He also called for research to enhance productivity and increase the earnings of camel milk producers.

Sameer Saxena (Head QA and NPD), GCMMF, recalled that when the camel milk project was first undertaken, producers used to get barely Rs. 20-25 per litre. However, Sarhad Dairy's efforts have resulted in a procurement price of Rs. 52 per litre, which has encouraged more

camel owners to take up camel milking.

Participants of the symposium undertook a visit to the camel milk bulk collection centre. They interacted with camel milk producers to get a first-hand account

of the positive impact on their lives after Sarhad Dairy's involvement.

Kutch DDO SK Prajapati, Kamdhenu University Vice Chancellor Dr NH Kelawala, Krantiguru Shyamji Krishna Verma Kachchh University VC Dr Mohan Patel, National Research Centre on Camel Director Dr Artabandhu Sahoo, Microbiologist and researcher from SMC Dairy Science College, Kamdhenu University, Dr Subrato Hati, Unt Uccherak Maldhari Sangathan President Ashabhai Rabari, directors of Sarhad Dairy, CDHO Dr Phoolmali, a team of animal husbandry and dairying department, as well as a large number of camel herd owners participated in the symposium.



The symposium concluded with Sarhad Dairy Chairman and GCMMF Vice Chairman Valamji

Humbal expressing his gratitude to all the participants.

## 26% MILK & DAIRY PRODUCT SAMPLES ADULTERATED IN CITY

March 14, 2024

<https://dairynews7x7.com/26-milk-dairy-product-samples-adulterated-in-city/>

**F**or the last three years, the state food safety laboratory has found more than 26% of the milk and milk product samples supplied by the unorganised sector in the city, posing serious threats to public health.

A senior official of the State Public Health Laboratory on Tuesday told TOI the reason behind most of the milk products being found adulterated is that a large segment of the businesses associated with milk runs in an unorganised way. The official said, “Although there are a few companies in the state who deal with packaged milk, which goes through different scientific stages to ensure zero adulteration, a large chunk of the milk sold in the state comes from the unorganised sector. Even the govt has no data at what extent the unorganised milkmen are operating in the state.

They run without having any certification from the authorities concerned, as a result the adulteration is witnessed more in milk and milk products compared to other food items.”

While some of the samples, which included milk from unorganised milkmen and some sweet shops, were tested in a routine manner

by “Food Safety on Wheels” (FSW), which are mobile food-testing laboratories of the state laboratory, some were done based on complaints received from citizens. FSWs have equipment to run basic tests mainly on milk and milk products, oil, and packaged fruit juices.



Once any sample is found adulterated in an FSW, a regulatory sample is sent to the state laboratory, and if found adulterated again, legal actions are taken against the perpetrators. The official

added that the main adulterant used in milk is water, to increase the volume of the milk in order to avail commercial gain. “The impact of adulterated milk on public health depends on the quality of water used in adulteration.

If common water is being used there might not be any adverse effect. However, if contaminated water is used, that might lead to food poisoning, gastro-intestinal diseases among others in the consumers,” the official said. At present, the state food laboratory has 23 FSWs across the state, 17 of which were newly added in February this year.

## PRIMARY MILK SOCIETIES HEADS TO ELECT MAIN BODY

March 13, 2024

<https://dairynews7x7.com/primary-milk-societies-heads-to-elect-main-body/>

The Uttarakhand high court on Monday ruled that the of chairman and other office bearers of Central Milk Society will now be done only by elected chairpersons of primary milk societies and delegates of primary societies will not be allowed in voting process.

Meanwhile, Mukesh Bohra took oath of office as new chairman of Nainital Dugdh Samiti on Monday, one of the societies in largest milk the state.

HC rejected a filed by delegate of society, election Uttarakhnd Societies Rules, now of primary societies can cast the vote to elect Central Milk Society.



special appeal Bharat Negi, a the primary challenging the process. As per Cooperative (Amendment) only chairpersons

Notably, HC dismissed a similar petition filed by another delegate of the primary society, Sanjay Singh Rana, challenging the elections process last Wednesday.

Earlier, the governing body of Central Milk Society was elected by delegates of all 385 primary milk societies across the state.

Most of these primary milk societies operated in remote rural areas with very few members and their representation at the time of Central Milk Society elections was nominal.



## BREASTFEEDING WOMEN'S NETWORK DONATES OVER 6,800 LITRES OF MILK TO T.N. GOVT. HOSPITALS IN THREE YEARS

March 13, 2024

<https://dairynews7x7.com/breastfeeding-womens-network-donates-over-6800-litres-of-milk-to-t-n-govt-hospitals-in-three-years/>

**A** network of breastfeeding mothers donated over 6,800 litres of milk to human milk banks functioning in government hospitals across Tamil Nadu from 2021 to

hails from Avinashi in Tiruppur and married to Senthil Nathan of Coimbatore.

According to her, breast milk stored in collection bags can be kept at room temperature for



2023. Amirtham Breast Milk Donation, a voluntary non-governmental organisation that had its humble beginning in 2017, has become the key donor to government-run human milk banks.

In 2023, members of the NGO donated 3,547.22 litres of milk. They donated 1,143 litres 2021 and 2,116 litres in 2022.

Roopa Selvanayaki, 32, founder of Amirtham Breastmilk Donation, said that around 400 breastfeeding mothers donate approximately 300 litres of milk to human milk banks every month.

“Over 30 volunteers are engaged in the collection of mother’s milk from the houses of donors and hand over them to the human milk banks in government hospitals in their respective districts. Breast milk collection bags are either purchased by donors themselves or supplied by the volunteers, when we get them through sponsors,” said Ms. Selvanayaki, who

four hours, two days in the refrigerator, one month in the freezer and six months in deep frozen condition, which is done in milk banks.

Mother’s milk stored in milk banks of government hospitals is largely used for feeding newborns who are admitted to Special Neonatal Care Units and Neonatal Intensive Care Units for conditions, including premature birth and low birth weight.

“Apart from organising voluntary mother’s milk donation, the network also engages in scientific parenting guidance, lactation education and awareness activities of breast milk donation,” added Ms. Selvanayaki, who herself donated milk for 27 months continuously and breastfed her daughter Ashvika for four-and-a-half years.

Started in Coimbatore, Amirtham Breastmilk Donation has extended services to Puducherry and parts of Kerala, Andhra Pradesh and Karnataka.

## CSR: MOU SIGNED WITH TAMIL NADU GOVERNMENT TO EXPAND 'BHARAT SANJEEVANI' INITIATIVE

March 12, 2024

<https://dairynews7x7.com/csr-mou-signed-with-tamil-nadu-government-to-expand-bharat-sanjeevani-initiative/>



**B**harat Financial Inclusion Limited (100% subsidiary of IndusInd Bank) and IndusInd Bank have signed a Memorandum of Understanding (MoU) with the State Government of Tamil Nadu for their Corporate Social Responsibility Programme, Bharat Sanjeevani. This initiative, in collaboration with AAVIN – Tamil Nadu Co-Operative Milk Producers' Federation Limited (TNCMPFL) under the Dairy Development Department, Government of Tamil Nadu, aims to provide essential veterinary services and animal husbandry information to livestock owners associated with the AAVIN milk federation in the state.

The collaboration will facilitate doorstep veterinary services, artificial insemination, and vital information in the milk collection and distribution routes of AAVIN through Emergency Response Centres (ERC), which will be operated, maintained and resourced by Bharat Financial Inclusion Limited (100% subsidiary of IndusInd Bank) and IndusInd Bank.

Dr S Vineeth, IAS, Managing Director, Tamil Nadu Co-Operative Milk Producer's Federation Limited stated during the media briefing, "This

collaboration represents a significant step towards improving veterinary services accessibility, ultimately benefiting Tamil Nadu's Dairy Farmers. Bharat Sanjeevani Programme aligns with our vision to enhance the welfare of dairy farmers and promote sustainable livestock management practices in Tamil Nadu. I extend my sincere appreciation to IndusInd Bank and Bharat Financial Inclusion Limited for their invaluable collaboration in supporting our vision of improving the lives and livelihoods of dairy farmers."

J Sridharan, Executive Vice Chairman, Bharat Financial Inclusion Limited, said, "Bharat Sanjeevani Programme draws its inspiration from our core business to provide quality service to excluded parts of the social strata and enhance their income generation capability. We believe in conducting all our CSR programmes with a rigorous focus to ensure the right outreach and impact. Our key strength lies in serving the rural underserved. I am confident that Bharat Sanjeevani programme with its innovative, sus-

tainable and impactful model will bring a remarkable improvement to the lives of dairy farmers in Tamil Nadu.”

Sumant Kathpalia, Managing Director & CEO, IndusInd Bank, said, “At IndusInd Bank, we are honoured to partner with the State Government of Tamil Nadu for the Bharat Sanjeevani Program to promote and boost livestock welfare and healthcare in the state. Through the collaboration with AAVIN, we aim to aid, support and uplift the lives of dairy farmers, thereby fostering the socio-economic development of several households. Our commitment to the cause reflects our continued endeavour to enhance the well-being of the communities

we serve by creating a positive impact in their lives.”

The Bharat Sanjeevani initiative, initially launched as a nutrition advisory in 2016, has evolved into a comprehensive IT and Tele-centre-supported doorstep delivery of veterinary services in remote rural areas of India. The project has benefitted more than 15 lakh farmers and treated over 2 million livestock in the states of Madhya Pradesh, Jharkhand, Rajasthan, Karnataka, Maharashtra and Telangana. BFIL received the maiden National CSR award from the Ministry of Corporate Affairs for this project in 2019.

## EFTA COUNTRIES FOCUS ON GREEN TECH IN TRADE DEAL WITH INDIA; DAIRY, AGRI OUT OF AMBIT

March 12, 2024

<https://dairynews7x7.com/efta-countries-focus-on-green-tech-in-trade-deal-with-india-dairy-agri-out-of-ambit/>

With a historic trade deal signed between India the European Free Trade Association (EFTA), all member countries are looking to deepen trade links and benefits for respective citizens and companies. India is expected to get \$100 billion in investment from the EFTA countries in the next 15 years under the Trade and Economic Partnership Agreement (TEPA). The EFTA grouping comprises of Switzerland, Iceland, Norway and Liechtenstein.

Norway’s Minister for Trade & Industry, Jan Christian Vestre, emphasised the mutual benefits of the agreement, noting that EFTA countries are poised to create one million new jobs in India. The agreement also entails significant investment growth in India, which will benefit companies in EFTA nations.

While Norway aims to eliminate 98-99% of customs duties on Indian exports and reduce tariffs on most products in the future, the Minister pointed out that trade between India and EFTA countries has doubled in the past 10 years, and the extends beyond trade.

Vestre highlighted the inclusion of a chapter on sustainable development in the deal, stating that India and EFTA countries can now work together on renewable energy, batteries, carbon capture & storage and all the new technology needed to combat climate change. With the Norwegian sovereignty fund and climate fund already invested in India, he made it clear that their mandates can’t be controlled by the country’s government or the EFTA grouping.



With both India and Switzerland having their respective sensitivities in the dairy and agriculture sectors, India had opposed any lowering of customs duty on import of Swiss cheese into India, eventually leaving the sectors out of the ambit of the trade deal. Being the 7th largest

investor in the US, Switzerland is looking to expand its investment footprint by reaching out to the 1.4 billion-strong Indian market and in turn has given 99% access given to Indian products under the EFTA.

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## KRISHNA MILK UNION GOES BIG WITH LAUNCH OF SECOND UNIT

March 12, 2024

<https://dairynews7x7.com/krishna-milk-union-goes-big-with-launch-of-second-unit/>

The Krishna Milk Union (KMU), popularly known for its brand Vijaya Dairy, has recently launched its second unit at Veeravalli village in Bapulapadu mandal of Krishna district. The new unit produces about 3 lakh litres of milk and 1 lakh litres of curd daily.

Speaking to The Hindu, KMU chairman Chalasani Anjaneyulu says that the KMU has set a target of procuring 10 lakh litres of milk from the farmers daily and has laid out steps in that direction.

### Fully automated unit

The estimated cost of the second unit was ₹180 crore. However, the construction cost was pegged at ₹158 crore. The production capacity was 4 lakh litres, and there was a scope for expansion up to 10 lakh litres a day. The KMU purchased 22.75 acres of land for the second unit, which is fully automated.

“We have invested in automation. All units can be controlled from a computer control room,” he says.

Mr. Anjaneyulu says the optimum utilisation of existing employees was done while launching the new unit. No fresh recruitments were taken up, thus cutting the expenditure. While the production cost was ₹2.5 per litre in the first unit, which is located in Vijayawada city, it

has come down to ₹1.25 per litre in the new unit for various reasons like automation.

“The KMU could create an asset worth ₹200 crore through the launch of the second unit,” he says.

Quoting the National Dairy Development Board’s (NDDB) report, Mr Anjaneyulu says that the country reported 8% and 4% milk shortages in 2019-20 and 2020-21 years, respectively. The KMU, however, managed to maintain the milk collection to

the required levels. In fact, the milk collection by the KMU rose by 17% in 2019-20, 14% in 2020-21 and 12% in 2021-22; it further grew by 15% in 2022-2023, despite the adverse conditions prevailing in the country, he says.

Mr. Anjaneyulu says that the KMU was paying more to the farmers than its competitors. The automation and other managerial practices adopted by the union helped pay bonuses to milk farmers. The KMU has been implementing various welfare schemes for the farmers by spending over ₹2 per litre of milk procured.

The welfare activities include ‘Krishna Ksheera Bandhu’, a compensation of ₹50,000 to family members in case of a farmer’s death, ‘Kalyanamasthu’, ₹20,000 worth of gold coin given during marriage in the family etc.

He adds that, in association with Varun Cardiac Centre, the KMU was helping the farmers undergo angioplasty, bypass surgery, stent implant, etc.



## KERALA LSG MINISTER URGES MILMA TO USE REUSABLE COVER

March 12, 2024

<https://dairynews7x7.com/kerala-lsg-minister-urges-milma-to-use-reusable-cover/>



**M**inister for Excise and Local Self-Governments (LSG) M.B. Rajesh has urged the Kerala Cooperative Milk Marketing Federation (Milma) to shift to reusable covers.

“Plastics that cannot be reused or recycled are the biggest challenge in environment conservation,” said Mr. Rajesh. “Milma can be a model. The responsibility of plastic waste is not with the consumer alone; it is with the manufacturer as well.”

Mr. Rajesh was addressing a function in which Milma grants to cooperative dairy societies and employees were distributed here on Saturday.

The Kerala State Beverages Corporation (BEVCO) has decided to collect and recycle the plastic liquor bottles it sells. Milma could cooperate with bodies like BEVCO and thus reduce the cost of recycling, said the Minister.

He said that local bodies in the State were making solid interventions for the development of dairy sector. The Minister urged Milma to convert its milk products into value-added products so that dairy farmers would get better benefits.

Milma chairman K.S. Mani presided over the function. N. Prabhakaran, MLA, gave away the insurance aids to dairy farmers. Marutharoad grama panchayat president P. Unnikrishnan distributed the relief aids to the farmers.

Mr. Mani said that in 2024, ₹16 crore was distributed to dairy farmers in addition to the milk price. Milma Malabar zonal union directors K. Chenthamara, V.V. Balachandran, and S. Sanoj, ward member A. Abu Thahir, and Milma Malabar zonal union managing director K.C. James spoke.

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## INCREASED MSP ON MILK: HIMACHAL GOVERNMENT PROMOTING ECONOMIC ACTIVITIES IN RURAL AREAS

March 12, 2024

<https://dairynews7x7.com/increased-msp-on-milk-himachal-government-promoting-economic-activities-in-rural-areas/>

**H**illy terrains of Himachal Pradesh present many restrictions on farming activities in the state as there is lesser availability of cultivable land. Agriculturists of the state fall in the category of small farmers because of availability of a handful of cultivable land, that too in distant area and in patches. Therefore, it becomes necessary for an agriculturist to adopt multiple other practices like animal husbandry, fish farming, cow rearing or poultry farming etc. as a source of additional income to take care of oneself and family.



Keeping this in view, the State Government has come up with various initiatives and schemes to promote animal husbandry, cattle farming in particular, as it is another important element in the shining and growing economy of Himachal. The upcoming fiscal budget consists of various measures to be undertaken by the government for the benefit of the farmers and substantially increase their income. With an aim of promoting milk production on a large scale across the state, the government has taken the historic decision of significantly raising the Minimum Support Price (MSP) of cow and buffalo milk to Rs. 45 and Rs. 55, respectively.

Himachal Pradesh has become the first state in the country to ensure the MSP on the purchase of milk, thereby strengthening the financial condition of the cattle rearers. The step will also motivate youth to adopt animal husbandry and farming as profitable ventures. The

State Government has also decided that the Agricultural Produce Marketing Committee would not levy 'Mandi Fee' on the milk production societies like Milkfed, Kamdhenu Hitkari Manch and others, beginning 1st April, 2024.

The government has also launched 'Him Ganga' scheme for the welfare of milk producers. Under the scheme, a milk processing plant, with a capacity of 1.5 lakh liters per day, would be established at Dhagwar in Kangra district.

The plant would be equipped with state-of-the-art facilities and processed products like curd, khoya, ghee, ice cream, cheese and milk powder will be prepared in the plant. The government has also decided that keeping in view the future needs and demands, the capacity of the milk processing plant would be raised to three lakh litres per day.

The government has also decided to start a plant of 50 thousand litres per day capacity at Dattanagar in Shimla district, and to set up modern milk processing plants in Hamirpur & Una districts with an investment of Rs. 50 crore. The establishment of these plants will boost the rural economy and earning prospects for villagers and the youth of the state. The people residing in rural areas will also get an opportunity to earn a decent sum by selling milk near their home while carrying out routine chores like farming etc.

Another commendable initiative of the State Government is the budgetary provision of

providing 200 refrigerated milk vans at 50 per cent subsidy to the local youth to transport milk to the processing plants or collection centres. Good breeds of cattle will also be provided which would on one hand increase milk output and on the other hand improve the quality of milk, thereby ensuring a decent rise in income of the cattle rearers. In order to fulfil this objective, the state government has decided to establish an 'Artificial Insemination Training Centre' at Darlaghat of Solan district.

The government's initiative will also ensure creation of ample employment and self-employment opportunities for the youth at their doorsteps. As economic activities in rural areas mark an increase, it would also allay the rising concern regarding migration of the youth from villages to urban areas in search of employment

## VARUN BEVERAGES TO EXPAND CAPACITIES OF JUICES, VALUE-ADDED DAIRY ITEMS IN 2024

March 12, 2024

<https://dairynews7x7.com/varun-beverages-to-expand-capacities-of-juices-value-added-dairy-items-in-2024/>



**V**arun Beverages, leading bottler of beverage major PepsiCo, is expanding its production capacities in the juices and value-added dairy products segments in 2024, according to the latest annual report of the company. Besides, Varun Beverages Ltd (VBL) is strengthening its distribution network and chilling infrastructure, which is essential to enhance presence in the existing and under-penetrated markets, its promoter & Non-Executive Chairman Ravi Jaipuria told shareholders.

“Central to our expansion strategy for CY 2024 is the further development of manufacturing facilities, with a focus on adapting to evolving consumer preferences and market trends. We are particularly concentrating on increasing our production capacities in the juices and

value-added dairy products segments,” he said. The company operates across six countries. Three markets of the Indian Sub-continent, India, Sri Lanka and Nepal, contributed 83 per cent of its net revenues, while three African countries, Morocco, Zambia and Zimbabwe, contributed to the remaining 17 per cent in 2023.

VBL accounts for more than 90 per cent of PepsiCo's beverage sales volume in India. It manufactures, markets and distributes a range of PepsiCo-owned products, which include carbonated soft drinks, carbonated juice-based beverages, juice-based beverages, energy drinks, sports drinks, and packaged drinking water.

According to VBL, the soft drinks market in India is poised for substantial growth, led by factors such as youthful demographics, accelerated urbanisation and rising incomes, increased household spending and rural advancements and enhanced electrification. “The sector adeptly adjusted to evolving consumer preferences and maintained a steady growth trajectory. This resilience was particularly evident in the energy drinks segment, which, after emerging as a growth category in 2022, continued its expansion through 2023,” the annual report said.

The broader soft drinks market encompassing carbonates, juices, and bottled water, also sustained growth in 2023, which was a “challenging yet progressive year” for the beverage industry. “Industry growth was fueled by expanding demographic profiles and burgeoning middle-class population. These demographic shifts, coupled with an increase in disposable income, spurred higher demand,” it said.

Urbanisation played a pivotal role as well, with more individuals relocating to urban areas, leading to greater exposure to and demand for diverse soft drink options. VBL, which follows the calendar as a financial year, had posted its net revenues of Rs 16,042.58 crore, up 21.8 per cent in 2023.

Its association with PepsiCo is over three decades old. It is increasing the number of licensed territories and sub-territories to expand its business. In December, the company announced the acquisition of South Africa-based Beverage Company (Bevco) along with its wholly-owned subsidiaries at an enterprise value of Rs 1,320 crore, which will help it expand its geographical footprint in the African market.

Bevco holds franchise rights of PepsiCo in South Africa, Lesotho and Eswatini. Currently, VBL is collectively serving over 1.4 billion customers. However, 79 per cent of its revenue, a substantial part originates from its India business.

## WHY IS AMUL BULLISH ABOUT ITS CHEESE OFFERINGS ALL OF A SUDDEN?

March 7, 2024

<https://dairynews7x7.com/why-is-amul-bullish-about-its-cheese-offerings-all-of-a-sudden/>

The brand has unveiled two ad films calling out companies that serve ‘fake cheese’, at a time when McDonald’s is dealing with a cheese controversy of its own.

[https://youtu.be/r\\_QSsUPphZA](https://youtu.be/r_QSsUPphZA)

Amul has embarked on an assertive advertising campaign aimed at highlighting the authenticity of its cheese offerings amidst conversations about counterfeit cheese products in the market.

The campaign, comprised of two similar ad

films, underscores Amul’s commitment to providing consumers with genuine cheese derived solely from milk, without any adulteration.

[https://www.instagram.com/amul\\_india/reel/C3985-MKtWk/](https://www.instagram.com/amul_india/reel/C3985-MKtWk/)



The latest ad film features a chef who vocally challenges other brands or companies accused of serving inauthentic cheese to consumers. Addressing viewers directly, the chef inquires

about instances where consumers have been

misled, such as receiving a paratha instead of a pizza. Drawing from personal experience, he shares an anecdote where he ordered cheese but was instead served a substitute devoid of milk content. The ad concludes with a call for companies to eschew such practices, emphasising that “Real cheese is made of milk, not vegetable oil.”

The previous ad depicted a betrayed mother narrative, tapping into universal sentiments of trust and authenticity. With a blend of empathy and indictment, the ad not only called out the alleged deceitful practices of competitors but also positioned itself as the trustworthy alternative, emphasising the purity and quality of its cheese offerings.

This aggressive promotion of its cheese offerings by Amul comes at a time when McDonald’s, a leading quick-service restaurant brand, faces consumer backlash over allegations of substituting cheese with cheaper alternatives, notably at one of its outlets in Maharashtra’s Ahmednagar district. The controversy prompted senior executives of McDonald’s India including its managing director, chief marketing officer, and chief legal officer, among others, to take to the brand’s social media channels to mitigate the ongoing conversations about the controversy.

Observers note the strategic timing of Amul’s campaign against the backdrop of the McDonald’s controversy. By positioning itself as a purveyor of authentic cheese, Amul aims to capitalise on consumer concerns regarding product integrity within the dairy industry.

<https://youtu.be/ZRBqaQJC3v4>

However, this marketing strategy by Amul echoes past controversies, particularly its legal skirmish with Hindustan Unilever Limited (HUL) in 2017. During that period, Amul aired television commercials that distinguished between ice creams and frozen desserts, claiming superiority for its “real ice cream” made from “real milk,” contrasting it with rivals’ products allegedly containing unhealthy vegetable oils.

HUL contested these claims, leading to a legal battle culminating in a ruling by the Bombay High Court. The court favoured HUL, directing Amul to withdraw the advertisements, citing concerns over misleading messaging and potential harm to competitor brands.

<https://youtu.be/3H744C10Mh0>

In light of this history, questions arise regarding the efficacy and ethical implications of Amul’s current advertising approach. While the brand seeks to position itself as a champion of authenticity and consumer trust, the potential legal ramifications and industry dynamics warrant careful scrutiny.

As the dairy industry grapples with issues of transparency and product integrity, the actions and messaging of key players like Amul carry significant implications for both consumers and competitors. Amidst the evolving discussions on food advertising and consumer advocacy, the pursuit of truth and fairness remains paramount.

## INDIA SIMPLY NOT OPEN TO A DAIRY DEAL, SAYS ANALYST

March 7, 2024

<https://dairynews7x7.com/india-simply-not-open-to-a-dairy-deal-says-analyst/>

A former Indian trade official has used a cricketing analogy to downplay New Zealand's chances of achieving dairy market access gains from free trade talks with his country.

"A good exchange would be if India opens dairy but Kane Williamson starts playing cricket for India," said Abhijit Das, a former trade negotiator and head of the Centre for World Trade Organisation Studies at the Indian Institute of Foreign Trade in New Delhi.

"India would find it very, very difficult to give market access in dairy," Das said from the sidelines of the recent meeting of WTO ministers in Abu Dhabi.

The [new National-led government has given top priority](#) to getting negotiations stalled under its Labour predecessor back on track but has been coy on whether it is prepared to do a deal without market access improvements for dairy exporters.

NZ is not the only major dairy producer currently in talks with India for a free trade deal. The United Kingdom, the European Union and Canada are all at various stages of negotiations.

Das said he did not have inside knowledge of any of those negotiations but the general attitude of the Indian government towards protecting its dairy farmers means the chances of any of those countries prising open the dairy market is low in the short term at least.

"It would be safe to presume that the Indian government would have been cautious before

offering any concessions in the dairy sector," Das said.

A lot of effort had gone into boosting dairy production in recent years and the Indian government would be reluctant to put those gains at risk by exposing its farmers to imported competition, Das said.

"India used to be hugely deficient in milk, particularly during the summer months.

"So small co-operatives have been formed in many provinces and that is a model that is working reasonably well.

"It assures a steady supply to the consumers as well as provides a decent income to very small dairy farmers who may only have three or four cows.

"That is the difference between these small dairy farmers and Fonterra in NZ."

India has in the past temporarily reduced dairy tariffs to encourage imports and ease supply shortages.

This occurred after a poor monsoon in 2008 and again in 2009/10, when NZ exported nearly a quarter of a billion dollars' worth of milk powders to India.

While NZ dairy exports have since tapered off dramatically, exporters here believe India will eventually have to open its dairy markets as its rapid economic growth pushes demand beyond the local industry's capacity to supply.

Das said such a scenario is possible but not one that is playing out just yet.

"We have a high level of bound duty but there is ample room to suitably modulate the tariff depending on the supply and demand gap.



“To give you an illustration, our bound rate for edible oil is 300% but seeing as we have such a huge gap between demand and supply the applied customs duties are fairly low.

“I have not seen those projections on dairy that you are talking about but what is very certain is if domestic demand far outstrips supply in the future then the government would certainly reduce the applied level of tariffs – but now is not the time to do it.”

## PM LAUNCHES ‘BHARAT PASHUDHAN’-FOR LIVESTOCK TRACEABILITY

March 7, 2024

<https://dairynews7x7.com/pm-launches-bharat-pashudhan-for-livestock-traceability/>



The Prime Minister dedicated to the nation ‘Bharat Pashudhan’ – a digital database for livestock animals in the country. Developed under the National Digital Livestock Mission (NDLM), ‘Bharat Pashudhan’ utilizes a unique 12-digit Tag ID allocated to each livestock animal. Under the project, out of an estimated 30.5 crore bovines, about 29.6 crore have already been tagged and their details are available in the database. ‘Bharat Pashudhan’ will empower the farmers by providing a traceability system for the bovines and also help in disease monitoring and control.

The Prime Minister also launched ‘1962 Farmers App’, an app which records all data and information present under the ‘Bharat Pashudhan’ database, which can be utilized by the farmers.

The Prime Minister, Shri Narendra Modi dedicated to the nation and laid the foundation stone for multiple oil and gas sector projects worth about Rs 1.48 lakh crore across the

country, and several development projects in Bihar worth more than Rs 13,400 crore in Begusarai, Bihar today.

Addressing the gathering, the Prime Minister said that he has arrived in Begusarai, Bihar today with the resolution of developing Bihar through the creation of Viksit Bharat. He acknowledged the large crowd and thanked his good fortunes for the love and blessings of the people.

The Prime Minister said that Begusarai is a land of talented youth and it has always strengthened the nation’s farmers and workers. He emphasized that the old glory of Begusarai is returning as today projects worth about Rs 1.50 lakh crore are being inaugurated or foundation stones of which are being laid. “Earlier such programmes were held in Delhi’s Vigyan Bhawan, but now, Modi has brought Delhi to Begusarai”, said the Prime Minister. Projects worth Rs 30,000 crore are related to Bihar alone, he added. This scale shows India’s capa-

bilities and will create new employment opportunities for the youth of Bihar. He underlined that the development projects of today will become a medium to make India the world's third-largest economic power in the world, while also paving the way for service and prosperity in Bihar. The Prime Minister also mentioned the inauguration of new train services for Bihar today.

The Prime Minister reiterated the government's priority for fast-paced development since coming to power in 2014. "History is proof that India has remained empowered when Bihar and Eastern India have been prosperous", the Prime Minister said, pointing out the negative impact of Bihar's deteriorating conditions on the nation. He assured the people of the state that the development of Bihar would make for Viksit Bharat. "This is not a promise, it is a mission, a resolution", the Prime Minister said, highlighting that the projects of today mainly relating to petroleum, fertilizers and railways are a huge step in this direction. "Energy, fertilizers and connectivity are the basis of development. Be it agriculture or industry, everything depends on them", the Prime Minister said, underlining the government's priority areas to boost employment and employment opportunities.

The Prime Minister reminded them about the starting of the Barauni fertilizer plant, a guarantee that was fulfilled today. "This is a huge achievement for the farmers of the country including those from Bihar", he said. He said that the plants of Gorakhpur, Ramagundam and Sindri were shut down but now they are becoming the mainstay of India's self-reliance in urea. "That is why the nation says, Modi's Guarantees means the guarantee of fulfillment of guarantee", he added.

Prime Minister Modi touched upon the expansion of the scope of work of Barauni Refinery today which had created employment for thousands of shramiks for months. He emphasized that the Barauni Refinery will give new energy to industrial development in Bihar and

play a crucial role in making India aatmanirbhar. The Prime Minister expressed delight in the completion of most of the development projects related to petroleum and natural gas worth more than Rs 65,000 crores in Bihar. He highlighted the convenience of supplying low-cost gas to women in Bihar with the expansion of gas pipeline networks, making it easier to set up industries in the region.

The Prime Minister said 'First Oil' from KG Basin to the nation, the first crude oil tanker from the ONGC Krishna Godavari deepwater project that was flagged off today, will help in improving self-reliance in this important sector. He said this is how the government is dedicated to national interest function and criticized the selfish dynasty politics. The Prime Minister said that, unlike earlier years, now India's railway modernization is being discussed globally. He mentioned electrification and station upgradation.

The Prime Minister highlighted the stark opposition between the dynasty politics and social justice. Dynasty politics is especially injurious for the talent and youth's welfare, he said.

"True social justice is achieved by 'santushtikaran', not 'tushtikaran', it is achieved by saturation", the Prime Minister remarked highlighting that he only recognizes secularism and social justice in such forms. He underlined that true social justice can be accomplished with the saturation and delivery of free ration, pucca homes, gas connections, tapped water supply, toilets, free health care services, and Kisan Samman Nidhi for farmers. In the last 10 years, the Prime Minister said that the biggest beneficiaries of government schemes have been dalit, backwards and extremely backward societies.

He said that social justice, for us, means empowerment of Nari Shakti. He repeated the achievement of making 1 crore women 'Lakhpati Didis' and his resolution to create 3 crore 'Lakhpati Didis', many of them are from Bihar, he informed. He also mentioned PM Suryaghar Muft Bijli Yojana that will

reduce electricity bills and provide extra income. He said that Bihar's NDA government is relentlessly working for the poor, women, farmers, artisans, backwards and deprived. "Bihar is bound to be Viksit with the double efforts of the double-engine government", the Prime Minister said.

Concluding the address, the Prime Minister expressed gratitude towards the people and congratulated them for the development projects worth thousands of crores. He also thanked the women for their participation in large numbers today.

Governor of Bihar, Shri Rajendra V Arlekar, Chief Minister of Bihar, Shri Nitish Kumar, Deputy Chief Ministers of Bihar, Shri Samrat Choudhary and Shri Vijay Kumar Sinha, Union Minister for Petroleum and Natural Gas, Shri Hardeep Puri, and Member of Parliament, Shri Giriraj Singh were present on the occasion among others.

#### Background

The Prime Minister inaugurated, dedicated to the nation, and laid the foundation stone for multiple oil and gas projects worth about Rs 1.48 lakh crore. The projects are spread across the country in various states like Bihar, Haryana, Andhra Pradesh, Maharashtra, Punjab and Karnataka along with KG Basin.

The Prime Minister dedicated 'First Oil' from KG Basin to the nation and flagged off the first crude oil tanker from the ONGC Krishna Godavari deepwater project. The extraction of 'First Oil' from KG Basin marks a historic achievement in India's energy sector, promising to significantly reduce our dependence on energy imports. The project also heralds a new era in India's energy sector, promising to bolster energy security and foster economic resilience.

The oil and gas sector projects worth about Rs 14,000 crore were taken up in Bihar. This includes the foundation stone laying of the expansion of the Barauni Refinery with a project

cost of more than Rs 11,400 crore and the inauguration of projects like Grid Infrastructure at Barauni Refinery; Paradip – Haldia – Durgapur LPG Pipeline's extension to Patna and Muzaffarpur, among others.

Other important oil and gas projects projects being taken up across the country include the expansion of the Panipat Refinery & Petrochemical Complex in Haryana; 3G ethanol plant and Catalyst Plant at Panipat Refinery; Visakh Refinery Modernization Project (VRMP) in Andhra Pradesh; City Gas Distribution Network project, encompassing Fazilka, Ganganagar, and Hanumangarh districts of Punjab; new POL Depot at Gulbarga Karnataka, Mumbai High North Redevelopment Phase -IV in Maharashtra, among others. The Prime Minister also laid the foundation stone of the Indian Institute of Petroleum and Energy (IPE), Visakhapatnam, Andhra Pradesh.

The Prime Minister inaugurated the Hindustan Urvarak & Rasayan Ltd (HURL) fertilizer plant in Barauni. Developed at more than Rs 9500 crore, the plant will provide affordable urea to farmers and lead to an increase in their productivity and financial stability. This will be the fourth fertilizer plant to be revived in the country.

The Prime Minister also inaugurated and laid the foundation stone of several railway projects worth about Rs 3917 crore. These include the project for Raghapur – Forbesganj Gauge Conversion; doubling of Mukuria-Katihar-Kumedpur rail line; project for Barauni-Bachhwara 3rd and 4th line, and Electrification of Katihar-Jogbani rail section among others. These projects will make travel more accessible and lead to the socio-economic development of the region. The Prime Minister flagged off four trains also including Danapur – Jogbani Express (via Darbhanga – Sakri); Jogbani-Saharsa Express; Sonpur-Vaishali Express; and Jogbani-Siliguri Express.



## HERITAGE FOODS BETS ON PREMIUM DAIRY PLAY

March 5, 2024

<https://dairynews7x7.com/heritage-foods-bets-on-premium-dairy-play/>



The second-largest FMCG firm on The Next 500 list focuses on value-added products such as curd, paneer, cheese and cold coffee to cash in on a growing industry.

INDIA IS THE WORLD'S largest milk producer, accounting for 24% of global production. The domestic dairy sector has seen a paradigm shift in recent times, with a surge in consumer demand for convenience and freshness prompting companies such as Heritage Foods to bet on value-added products such as curd, paneer, cheese and cold coffee for growth.

Sales from the company's value-added product portfolio grew 34% YoY in FY23, CEO Srideep Kesavan tells Fortune India. It launched 14 new value-added products across four categories, including new milkshake and ice cream flavours. "In FY24, we are tracking a growth of 18.7%, which will help us end the year with revenues upward of ₹3,800 crore. A large percentage of this growth is contributed by value-added products," he adds. Heritage Foods now ranks among the top 10 (from 13 in 2023 to 9 in 2024) in The Next 500 list.

Established by former Andhra Pradesh chief minister Chandrababu Naidu in 1992, Heritage Foods launched Heritage Happiness Centres — branded stores which act as sales and redistribution points as well as milk booths known as Heritage Parlours, and upped its presence on quick commerce channels such as Zepto, to foray deeper into the Indian market. There are currently 250 Heritage Happiness Centres and over 850 Heritage Parlours across the country. The dairy major has also tied up with 27 organised retail chains such as Reliance Retail, DMart and Big Basket and 16 e-commerce websites.

TOTAL INCOME	EBITDA margin	Profit margin
₹3,427 crore	4.06%	1.79%
YoY change	FCI	EBITDA margin
27.57%	₹58 crore	12.042 crore
EBITDA	YoY change	TQ
₹132 crore	-20.96%	109.89%

Besides betting on value-added products, Heritage Foods is strengthening its procurement and distribution capabilities. It also plans to expand deeper into metros and Tier-II cities to reach its milestone of ₹6,000 crore in revenues in the next three-four years, from ₹3,427 crore in FY23. With sales networks in 11 states, the company added 20,000 farmers to its network through 1,600 new procurement centres last fiscal. It also ensured that chilling centres are

located close to villages it procures from, to keep the milk fresh. “We make sure that our chilling centre is available within a 50 km radius of the farmer... on the other hand, our processing factories are (located) closest to the consumer, which ensures that when a product is delivered, it is not transported across hundreds of kilometres but delivered fresh,” says Kesavan. In FY23, the company expanded its chilling capacity to 2.2 million litres per day (215 chilling centres/bulk coolers), from 2.1 million litres per day in FY22 (187 bulk coolers, mini chilling and chilling centres).

Heritage Foods expects the shift in consumer behaviour and growing consciousness about health and nutrition to fuel the consumption of dairy products in the country. “We are seeing a significant shift in consumer awareness and attitude towards nutrition... Especially in urban areas, people are aware of high fat, high salt and high sugar products, and are switching to better products, which are high protein, high calcium, etc. It’s resulting in growth in (demand for) dairy products,” says Kesavan.

“If (people were) to increase their dairy intake that doesn’t mean they’re going to drink five cups of tea (with milk) in a day, instead of two... it is going to happen through new occasions. For example, instead of a low-protein meal, people might add paneer to their meal, or instead of a plain vegetable sandwich, they might go for a cheese vegetable sandwich,” he adds.



The domestic dairy industry is riding on value-added products for growth, agrees Shashi Kant Singh, partner, agriculture, PwC India. “Products such as probiotic yogurt, fortified milk and specialty cheeses will be market drivers in the future,” says Singh.

“For Indians, dairy is a big source of protein,” says Anand Ramanathan, partner and consumer industry leader, consulting, Deloitte India. “Secondly, profitability is a challenge in this business, because milk, per se, is not a profitability driver, it’s a volume driver. Profits come from value-added products,” he adds.

Other dairy companies, including Mother Dairy and Parag Foods, are also expanding their premium product portfolio. Mother Dairy, which plans to introduce over 100 new products in the next three years, launched its ready-to-consume custard, and multiple ice cream and cold coffee variants last year. Mumbai-based Parag Milk Foods’ revenue contribution from value-added products grew to 69.3% in FY23, from 66% in FY19.

Strengthening the farmer network will be another mainstay of Heritage Foods’ expansion plans. The company, which works with 2.5 lakh farmers across 11,000 villages in nine states, started registering them on its Vet+ app in FY23. The app provides farmers the latest on farming techniques, weather updates, or how much money the dairy firm owes them.

Dairy is a challenging business, with inadequate cold storage capacity in the country being a key hindrance to growth, says Kesavan. “If you’re an FMCG business, you can just go out and appoint distributors... We need distributors who have a cold room, refrigeration facilities, etc., so it’s not so easy to expand,” he concludes.

## HOW TO BRING ABOUT WHITE REVOLUTION 2.0

March 5, 2024

<https://dairynews7x7.com/how-to-bring-about-white-revolution-2-0/>

The new NSSO data reveals that milk is the food item Indians are spending the most on. To sustain high consumer demand and ensure a good income for farmers, focus needs to shift from hiking procurement prices to lowering production costs at the farm-gate.



- Based on the most recent **Household Consumption Expenditure Survey (HCES) for 2022-23**, milk has become the **leading food expenditure** item in both rural and urban areas of India.
- The monthly value of milk and dairy products consumed by an average person in rural India, at Rs 314, was ahead of vegetables (Rs 203), cereals (Rs 185) etc.

The HCES data reveals the same for urban India: Milk (Rs 466), fruits (Rs 246), vegetables (Rs 245) and cereals (Rs 235).

### PRICE OF FODDER, FEED AND INGREDIENTS

	2018-19	2023-24
Amul Dan*	1117@	1540@
Amul Power Dan**	1345@	1950@
De-oiled Rice Bran	8-11	16-19
Rice Bran	16-18	23-28
Maize	14-16	23-25
Rapeseed Extraction	18-19	23-29
Molasses	4-6	11-16
Dry fodder	5-7	8-14
Green fodder	3-4	5-7

Note: \*Type II cattle feed containing 20% crude protein and 3% crude fat;  
\*\*Type I feed with 22% protein and 4% fat;  
@Rs per 70-kg bag. Source: Amul.

### Challenges faced by the dairy sector:

- Indians spending more on **milk** – viewed as a **“superior” food** – is good news for the dairy industry, especially farmers.
- But this could face challenges from two sources.
  - The first relates to consumer demand itself from **inflation**.
    - The all-India **average price of milk has gone up** from Rs 42 to Rs 60 per litre in the last five years. Much of the increase – from Rs 52 to Rs 60 – has happened



- to make them release multiple ova (eggs) in a single estrous cycle.
  - These **ova** – numbering 4-6 in **Jersey**, 6-8 in **Holstein Friesian (HF)** and 10-15 in Gir cows – are fertilised by sperms from the semen of a proven genetically-superior bull.
  - The fertilised eggs (zygotes) are, then, collected from inside the donor cow and transferred for implanting in the uteruses of multiple recipient animals.
  - Multiple ovulation and ET, thus, enables production of several calves from a single HGM cow.
  - With 6 such procedures, each yielding 6 viable embryos, and 33-35% conception rate, it would result in some 12 calves being born from every donor cow per year.
- A more recent technology involves **extracting oocytes** or **immature ova** directly from the **cow's ovaries** using an **aspiration pump**.
  - Approximately 10-50 oocytes can be collected from each cow's ovary during this process.
  - The collected oocytes are **incubated for 24 hours** to develop into **mature ova**.
    - Fertilization of the mature ova occurs **in-vitro (outside the cow's body)** in a **petri dish** where **sperm is introduced**.
    - The resulting **zygotes** remain in the in vitro culture medium for six days before being ready for transfer to **recipient cows**.
    - With 20 procedures, yielding **5 viable embryos per procedure** and achieving a **conception rate of 33-35%**, there can be **33-35 calves per donor cow per year**.
    - This is in stark contrast to the 5-7 calves typically produced during a donor cow's entire lifetime through normal breeding.

#### Taking the technology to the farmer:

- **Amul**, in March 2020, opened a **Bovine Breeding Centre at Mogar in Gujarat's Anand district**.
  - The goal was to establish a **nucleus herd** comprising **HGM (High Genetic Merit)** bulls and cows.
  - This nucleus herd would produce **superior semen** and **in-vitro fertilized embryos**.
  - These products would be **cryogenically frozen** at -196 degrees Celsius.

- The frozen semen and embryos would then be utilized for **artificial insemination (AI)** or transferred into animals of farmers.
- The Centre, set up with an investment of Rs 15 crore, has so far produced 170 male and 180 female animals through in vitro fertilisation (IVF) and ET technology.
  - These include exotic (HF and Jersey giving 10,000-12,000 litres and 7,000-10,000 litres of milk respectively per year), HF-Gir and HF-Sahiwal cross-bred (5,000-7,000 litres) and indigenous Gir, Sahiwal and Murrah buffalo (3,000-4,000 litres) breeds.
- The Kaira union has already taken IVF-ET technology to its farmers' doorstep, with 63 pregnancies and 13 calvings recorded up till now.
- Other member unions of the Gujarat Co-operative Milk Marketing Federation have also followed suit.

**Animal nutrition:**

- Apart from genetics, intervention is needed to reduce **feeding costs** for animals.
  - Farmers should cultivate **high-yielding, protein-rich green fodder grasses** to decrease re-

liance on **expensive compound cattle feed and oil-meal concentrates.**

- Amul is establishing a 30-tonnes-per-day **Total Mixed Ration (TMR)** plant in Sarsa, Anand.
  - TMR will include **dry and green fodder, concentrates, vitamins, and mineral mixtures** in a ready-to-eat mashed form for animals.
  - This initiative will save farmers the expense of purchasing and storing fodder separately and administering it in addition to cattle feed.
  - The plan involves sourcing fodder from farmer producer organizations, whose members will exclusively grow **maize, jowar, hybrid napier, or oat grass and produce silage for use in the TMR plant.**
- The primary focus of White Revolution 2.0 should be on **reducing the cost of producing milk** at the farm-gate rather than continually increasing procurement prices.

**Way forward:**

The White Revolution 2.0 presents a transformative opportunity to revolutionize the dairy industry through modernization, innovation, and sustainability. Implementing the learnings from the Kaira union and adopting

newer technologies, stakeholders can work together to bring about White Revolution 2.0 and drive sustainable growth and development in the dairy industry.

**The Household Consumption Expenditure Survey (HCES):**HCES is conducted by the **The National Sample Survey Office (NSSO)**, Ministry of Statistics and Programme Implementation (**MOSPI**).The Household Consumption Expenditure Survey (HCES) is designed to **collect information on consumption of goods and**

**services by the households.** The survey also collects some auxiliary information on household characteristics and demographic particulars of the households. Information collected in HCES is useful for **understanding the consumption and expenditure pattern, standard of living and well-being of the households.** Besides, the data of HCES provides budget shares of different commodity groups that are used for preparation of the weighting diagram for **compilation of official Consumer Price Indices (CPIs).**The data collected in HCES is also utilized for deriving various other **macroeconomic indicators.**



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## 50TH DAIRY INDUSTRY CONFERENCE INAUGURATED AT HITEX HYDERABAD

March 5, 2024

<https://dairynews7x7.com/50th-dairy-industry-conference-inaugurated-at-hitex-hyderabad/>

The 50th Dairy Industry Conference the Golden Jubilee edition was inaugurated at the HiTex exhibition Centre, Hyderabad by the President of the Indian Dairy Association, Dr.RS Sodhi on 4th March 2024. The conference is being participated by 2500 delegates from all over India and nearly participants from 30 other countries.

The Hon'ble Deputy Chief Minister Shri. Mallu Bhatti Vikramarka in his inaugural address emphasized the importance of Dairy and Animal Husbandry in the overall contribution to the agrarian based rural economy. The role of Women in the dairy economy was emphasized and he expressed that the current Telangana Government under the leadership of the current Chief Minister Shri.Revanta Reddy is committed to support the growth of Dairy Economy with appropriate schemes. He listed the various schemes of the Government for the upliftment of the economic status of the farmers. In his address he fondly remembered the contributions of the former Prime Ministers Shri.Lal Bahadur Shastri, SMT.Indira Gandhi and their role in the White Revolution. Dr.V.Kurien the Milkman of India was remembered with gratitude.

The Hon'ble Agriculture Minister Shri. Tumala Nageshwara Rao declared the Dairy Expo open and visited the various stalls at the Expo. The Dairy Expo is one of the largest spread over 11000 sq.meters with more than 30 countries participating in the exhibition. The Agriculture Minister emphasized the importance of the Dairy Economy in supporting the overall Agriculture Economy and the flow of daily cash to the dairy farmers of the country.

The President of the association Dr.RS Sodhi during his Presidential address detailed contribution of Dairying not only to the rural economy but also the contribution of the sector in

ensuring nutritional security. He opined that with proper stimulus and encouragement India has potential to become the Milk Bowl of the World. India the largest Milk Producer in the World for the past two decades continues to grow at 4.5% compared to the growth in World milk production at 2%.

Shri.Meenesh Shah the Chairman of the National Dairy Development Board in his keynote address listed the various innovative approaches being initiated to improve the efficiency in the supply Chain. He emphasized on the steps being initiated to mitigate the negative impact on the environment due to the dairy development and the strategies to be adopted to grow without any deleterious effect on the environment.

Dr.Dheer Singh, Director & Vice Chancellor of the National Dairy Research Institute, Karnal listed the contribution of NDRI through its 100 years journey and appropriate technologies being developed at the Institute.

The Chairman of Indian Dairy Association Dr.Satish Kulkarni, welcomed the gathering and Dr.Subash, Secretary proposed the vote of thanks. Mr.CP Charles Secretary General of the 50th DIC explained the details of the Conference.

### AWARDS;

The following awards were given to select Dairymen across the country for their contributions to Indian Dairying.

Life Time Achievement Award; Shri. R.G. Chandramogan, Chairman of Hatsun Agro Private Limited was felicitated with the maiden Life Time Achievement Award for his contribution to the Dairy Industry.

Patron Awards; Shri. Ajay Khosla and Dr.C.S.Prasad, were decorated with the Patron Award of the association.

Fellow of IDA; Dr.K.S.Ramachandra, Mr.R.C.Chugh, Mr.Aditya Jain, Mr.Rakesh

Saxena were selected as Fellow of the Association.

Best Dairy Women Farmer Award; The following progressive Dairy Women Farmers were selected from the North, South, East and West Zones.

## ASSAM TO SET UP MILK PROCESSING UNITS IN SIX DISTRICTS

March 4, 2024

<https://dairynews7x7.com/assam-to-set-up-milk-processing-units-in-six-districts/>

**A**ssam Chief Minister, Himanta Biswa Sarma has announced a comprehensive strategy aimed at revolutionizing the dairy sector in the state. In a recent announcement made on March 3, Sarma outlined plans to establish milk processing units across various districts, signaling a significant leap towards achieving the goal of producing 10 lakh litres of milk and empowering dairy farmers with fair prices.



Earlier on March 2, the Chief Minister inaugurated the expanded dairy plant of West Assam Milk Producers' Cooperative Union Ltd., famously known as Purabi Dairy, where he emphasized the importance of supporting local dairy farmers. Sarma expressed pride in unveil-

ing the first batch of Purabi Ice Creams, highlighting its superior taste derived from locally sourced milk.

With the inauguration of the new plant, the state's milk processing capacity will increase to 1.5 lakh litres, promising a boon for thousands of dairy farmers who will gain improved market access. The Assam Government's joint venture with NDDDB has already launched its first commercial product, marking a significant milestone in the state's dairy industry.

Sarma also announced substantial support measures for dairy farmers, including an additional Rs 5 benefit per litre of milk provided by the state government, on top of existing rates offered by dairy cooperatives. Moreover, WAMUL (West Assam Milk Producers' Cooperative Union Ltd.) has increased the basic milk procurement price by Re 1 per liter, effective from March 1.

## FDA SAYS SELLING CHEESE ANALOGUES AS 'PANEER' ILLEGAL

March 3, 2024

<https://dairynews7x7.com/fda-says-selling-cheese-analogues-as-paneer-illegal/>

**A** Food and Drug Administration (FDA) team seized 442 kg consignment of 'cheese analogue' on Wednesday.

After collecting samples, the entire consignment was destroyed by the FDA team comprising food safety officers Raviraj Dabharde, Rajesh Yadav, assistant commissioner, vigilance, AS Mahajan, joint commissioner, vigilance, Rajendra Khade.

"While authentic paneer costs nearly 380/kg, 'cheese analogue' is pegged at 200/kg in the market," said Dabharde, adding the price difference is a point of contention along with packaging and labelling.

'Use only milk-based real cheese,' McDonald's says after Maharashtra FDA accuses fast food giant of using vegetable oil

Emergence and popularity of 'cheese analogues' as a cheaper alternative in the hotel industry has left the dairy sector fuming, while triggering a debate on legality of its use and supply.

FDA assistant commissioners Prashant Deshmukh and Rohan Shah stated distribution of 'cheese analogues' is not illegal, as per Food Safety and Standards Act, 2006 and Food Products, Standards and Food Additives Regulations 2011. "What's illegal is the absence of declaration and identification of material (cheese analogue) in the packaging along with batch number, expiry date, details of manufacturers, ingredients, and their values. Cheese analogues are being sold as 'paneer', which is unacceptable. An informative billing with details as per law is required for trade," said FDA officials.



Experts stated customers at hotels and the restaurants are victims of this double standard, when served with 'cheese analogues' as paneer and cheese. "Authentic paneer is made of milk and milk solids and easily melts in the mouth with a sublime milky taste. Cheese analogues are harder and tougher to chew. The chefs try to cover up the defect with spicy

gravy and decorations, which makes customers overlook the difference in the texture and taste," said Deshmukh.

FDA experts also stated 'cheese analogue' is prepared by vegetable oil and milk

powder or solids. "The Butyro refractometer or BR meter index for milk fats is between 40%-44%, but is above 44% for vegetable fats. If FDA analysts find the BR reading more than 44%, it's concluded as 'cheese analogue,'" said Deshmukh, adding FDA teams have kicked off a stringent drive against adulterated 'paneer'. "Already samples have been collected from two places during our ongoing drive against paneer," said Deshmukh.

The first microbiology laboratory of the state FDA will open at BKC, combating adulteration and contamination. It is part of India's food lab infrastructure, ensuring compliance with regulations. The FDA commissioner oversees the opening, adding to the 900 laboratories in India, with only 10% in the government sector. Maharashtra Food and Drug Administrations are pulling up McDonalds for serving non-milk-based cheese without adequate disclosure. Vegan cheese is made from vegetable oils or plant-based ingredients including nuts, soy, coconut oil, and root vegetables. It involves thickeners like agar or tapioca, nutritional yeast,

bacterial cultures, and acids. Amid allegations of using substitutes instead of real cheese, McDonald's India asserts using genuine cheese, collaborating with suppliers adhering to global standards, and emphasizing

their commitment to ingredient transparency and high-quality meals. The Maharashtra FDA has suspended a McDonald's outlet's license and urges for corrective measures. McDonald's addresses concerns on Twitter.

## MILK MAJOR AAVIN HIKES PRICES OF POPULAR ICE CREAMS IN T.N.

March 3, 2024

<https://dairynews7x7.com/milk-major-aavin-hikes-prices-of-popular-ice-creams-in-t-n/>

**F**our variants of Aavin ice cream that have chocolate as the main component, will cost a few rupees more from Sunday, March 3, 2024, onwards.

The Tamil Nadu Co-Operative Milk Producer's Federation Ltd. (Aavin) has increased the prices of the popular chocobar (65 ml) from ₹20 to ₹25; the vanilla ball (125ml) from ₹28 to ₹30; the classic vanilla cone (100 ml) from ₹30 to ₹35 and the classic chocolate cone (100 ml) from ₹30 to ₹35 each.

Sources in Aavin said that the prices of cocoa had increased in the international market, leading to the commensurate hike in ice cream prices. "We could not absorb the hike and could not replace quality chocolate with anything else. In other products like chocolate milk we use milk power and a milk and chocolate compound. Vanilla prices too, have gone up," explained the official.



Retailer commissions for these ice creams have also been hiked so that retailers will see additional benefits, and the products will not get spoiled by lack of proper cold storage.

Consumer activist T. Sadagopan said that it was not fair that ice cream prices have been hiked just before summer when demand is set to increase. A hike of ₹5 for 65 ml is a little too steep and it should be reconsidered, he said. "People

buy Aavin because it is nominally priced and is of good quality; such hikes will only drive consumers towards food items that are not of good quality," he said.

Chitra Devi, a resident of Perungudi, said that Aavin could perhaps offset this increase by giving offers on purchases to customers. "Children look forward to a summer vacation with ice creams and snacks. Sometimes we don't get enough ice creams, flavoured milk and even buttermilk. The cooperative should ensure their availability," she said.

## LAMIPAK TO SHOWCASE ASEPTIC PACKAGING SOLUTIONS AT THE 50TH DIC

March 3, 2024

<https://dairynews7x7.com/lamipak-to-showcase-aseptic-packaging-solutions-at-the-50th-dic/>

Lamipak, one of the industry leaders in providing high-quality aseptic packaging products and solutions, will be showcasing the diverse range of aseptic package shapes and formats specifically tailored for

engage with Lamipak's marketing team and gain insights into its comprehensive 360-degree marketing support service.

Lamipak's second world-class facility in Indonesia has been operational from January



the Indian Dairy market at the 50th Dairy Industry Conference in Hyderabad from 4th to 6th March 2024 in Hall No. 3, at Stand No- B 04.

Lamipak is all set to contribute significantly to the booming dairy sector in India by showcasing a diverse range of aseptic packages, varying in sizes from 65ml to 1000ml. While its U-shape paper straws are not new in the Indian market, Lamipak is now introducing custom-designed paper straw wrappers. This initiative presents an opportunity for brand owners to eliminate the use of plastic entirely from the straw landscape. Additionally, Lamipak's technical services will be highlighted, showcasing operational and technical support crafted to optimize production line efficiency and the technical team will be available at the booth for in-depth technical discussions and to address any inquiries. Visitors will also have the chance to

2024. This facility, positioned strategically near Cikande in the Serang district, just 65 km west of Jakarta, plays a crucial role in Lamipak's commitment to sustainability. The fully operational Indonesia facility, covering an expansive 165,200 square meters of land, is set to produce 18 billion packs in two phases. The strategic location near Jakarta, with easy access to the toll road for swift cargo transportation to the seaport, ensures streamlined logistics and expedites the delivery process to serve Lamipak's esteemed customers in India efficiently.

Lamipak team is looking forward to reuniting with the existing customers and meeting the prospects at its Stand No B 04 in Hall No 3 at the 50th Dairy Industry Conference 2023 from 4th March to 6th March, at HITEX Exhibition Center, Hyderabad.

## REVOLUTIONISING RAJASTHAN'S DAIRY : SUSHMA ARORA MD RCDF

March 2, 2024

<https://dairynews7x7.com/revolutionising-rajasthans-dairy-sushma-arora-md-rcdf/>



**T**he Rajasthan Cooperative Dairy Federation, renowned for marketing the Saras brand, stands proudly as one of the top 5 dairy cooperatives in India. Currently, Rajasthan holds the position of the second-highest milk-producing state in the country, contributing a substantial 14.44% to the total milk production in India. In an exclusive interview with Dairynews7x7, Smt. Sushma Arora, the Managing Director of RCDF, shared Saras's ambitious vision – to be recognized as the most trusted brand among both farmers and consumers, offering a comprehensive range of healthy and nutritious dairy products.

Adding to her accolades, Smt. Sushma Arora was recently conferred with an honorary doctorate degree by the prestigious Cambridge Digital University in the United States. This esteemed recognition was bestowed upon Arora in acknowledgment of her remarkable contributions to the field of dairy development in the state of Rajasthan.

**Que 1. How has been your experience being there at helm of Saras for last two years ?**

Ans. : Undoubtedly, it is a fantastic experience working as Managing Director of RCDF. When I had joined RCDF, milk procurement of RCDF was very low and we were facing hardship to meet out the market demand of milk & milk

products. Simultaneously, lumpy skin disease spread through out the country especially in cow belts further darken the situation. Our challenge to save our indigenous cow breed and help our milk producers by providing them a better treatment at their doorstep and in this way we have facilitated our milk producers by providing them vaccines with effective coordination with Govt. of Rajasthan.

**Que 2. In your short stint of two years Rajasthan became largest milk producer in 2022 and Saras collected highest quantity of milk in 2023 ? What could be strategy behind such achievements ?**

Rajasthan is among the biggest milk producing state in the country. When I had joined as MD, RCDF, the need of hour was to explore the reasons behind low milk procurement of Milk Unions and to overcome from them. We had not only increased the milk procurement price but also focused on field visits and personal interaction with milk producers by motivating them to join cooperative movement. I had personally visited milk-shed of almost all the Milk Unions and motivated large number of milk producers especially women pourers to pour their milk to Dairy Cooperative Societies. During my visits, I had generated trust amongst the milk producers that their milk will be fully procured

and this assurance helped them inducting more milch animals.

***Que 3. 2023 became a unique year with continuous milk production through out the nation. The weather also remained comparatively cooler this limiting demand of fermented milks, beverages and ice creams. This has led to a huge stock availability through out the country. How has Saras been tackling this situation of Plenty ?***

Undoubtedly, I am fortunate that government introduced Bal Gopal Yojna for school going children to improve their nutritional requirement by adding milk made by Skimmed Milk Powder in their meal. This has helped RCDF to timely liquidate stocks. Other than this, we are regularly selling bulk loose milk as well as milk products like SMP & White Butter.

***Que 4. There has been rampant adulteration of ghee through out the country thereby demand of high quality ghee has plummeted. What action have you planned in Rajasthan to counter these ?***

Surely, adulteration is a nationwide threat and it is to be addressed at different levels by all the stakeholders. We are in constant touch with Commissioner, Food Safety to direct concerned officials to take frequent samples of ghee from market. The campaign of Government of Rajasthan has also helped to control this situation. We have also upgraded our in-house laboratory facilities to ensure wholesome and safe milk products to the consumers.

At pilot level, we had introduced high quality QR code on our ghee packs and now we are extending it to our all Milk Unions.

Under Trade Mark Act, we have acted against many pseudo Saras brands.

***Que 5. Markets are demanding now and innovative dairy products are gaining traction. What are the future plans of Saras for their consumers ?***

We are in process for exploring the possibilities for in-house production of local sweets to preserve taste & flavour of that particular area. More products like Ice-cream in various flavours & pack size, Cheese, Butter Chipleets, Fermented products in Tetra Pak to be added to our product basket.

***Que 6. What do you have to say on direct subsidy to dairy farmers in Saras. Do you feel that there could be better ways of addressing their issues and helping them double their income ?***

The subsidy under Chief Minister Dugdha Sambal Yojna is being transferred through DBT to milk producers supplying milk to RCDF affiliated Milk Unions. This has helped the milk producers in manifolds by uplifting their socio-economic condition and better livelihood. RCDF is supplying high quality balanced feed and Mineral Mixture at reasonable rates to milk producers to reduce their milk production cost and improve milk production. Various social welfare schemes and insurance policies like Saras Samuhik Aarogya Bima Yojna (SSABY) and Raj Saras Surksha Kavach Yojna (RSSKY) are in force to protect the interest of milk producers.

## TETRA PAK UNLOCKS INNOVATION AT THE 50TH DAIRY INDUSTRY CONFERENCE

March 2, 2024

<https://dairynews7x7.com/tetra-pak-unlocks-innovation-at-the-50th-dairy-industry-conference/>



Reflecting on its 36-year legacy in India, Tetra Pak, a world-leading food processing and packaging solutions company, is set to showcase its innovative solutions at the golden jubilee edition of the Dairy Industry Conference. Themed ‘Indian Dairying: Innovation and Entrepreneurship’, the milestone conference will be held at the Hitex Exhibition Center in Hyderabad from March 4th to 6th.

For close to four decades, Tetra Pak has been a driving force in shaping India’s dairy industry by introducing global and local solutions that help the dairy industry innovate, enter new categories, bring new products to the market, improve operational efficiencies, and meet their environmental goals. At the event, the company will showcase many of its revolutionary solutions, including:

- \* A diverse range of 45 product categories, including White Milk, Chilled Milk, Cheese, Ice Cream, Yoghurt, Powder, Baby and Toddler Milk, Condensed Milk, and Value-Added Dairy products.
- \* Made-in-India processing equipment, including Tetra Pak® Freezer, Tetra Pak® High Shear Mixer, Tetra Pak® Homogenizer and Tetra Pak® Tipping Unit.

- \* A showcase of digital and automation capabilities such as Remote Support and Connected Workforce Solutions.

- \* A sustainability showcase to spark ideas on decarbonizing the value chain.

Pursuing the vision of ‘Make in India’, Tetra Pak aims to empower dairy entrepreneurship and new-age startups by championing innovative solutions and data-driven technologies, paving the way for a robust dairy infrastructure that fulfils the growing needs of consumers across the nation.

Visitors can explore Tetra Pak’s solutions at Booth No. 3, Hall 3, at the Hitex Exhibition Center in Hyderabad from March 4 – 6.

Tetra Pak is a world-leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative, and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business. Our promise, “PROTECTS WHAT’S GOOD™,” reflects our vision to commit to making food safe and available, everywhere.



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## KASHMIR'S MILK EXPORTS SURGE TO 5701.4 METRIC TONNES ANNUALLY

March 2, 2024

<https://dairynews7x7.com/kashmirs-milk-exports-surge-to-5701-4-metric-tonnes-annually/>

The Kashmir Valley annually export 5701 metric tonnes of milk to various states of India through the Jammu-Srinagar national highway, which is four times higher compared to the previous year, official figures have revealed.

According to official figures from LSCP-Zig Wangund, Qazigund, in eleven months, the valley has exported 5701 metric tonnes of milk to outside Kashmir in 319 milk-laden vehicles through the Jammu Srinagar national highway.

in the sector by providing support in terms of incentives/subsidies for various activities such as the establishment of dairy units (5 cows/buffaloes per unit; maximum 10 units), establishment of milk collection/chilling/processing units, establishment of market infrastructure including milk ATMs, and establishment of milk transportation systems. He said once the Kashmir Valley was dependent on milk being imported from outside, now the sector has grown, and it exports a huge quantity of milk to various states of the country.



“During 2022-23, 1569.71 metric tonnes of milk were exported in 88 milk-laden vehicles through the highway. This increased fourfold to 5701.4 metric tonnes in eleven months of 2023-2024 through 319 milk vehicles,” the figures reveal.

An official said that the government has taken a significant step towards boosting the agriculture and allied sectors with the launch of the Holistic Agriculture Development Program (HADP) and Dairy Development Scheme (IDDS). He said that the Integrated Dairy Development Scheme (IDDS) has played a major role

He said dairy farming serves as a major source of livelihood for numerous rural families and is currently experiencing rapid growth. It possesses immense potential for bolstering the economy of the Union Territory, offering employment opportunities, and enhancing the well-being of the local population, he added.

The dairy industry is being promoted, with the trend of dairy farming increasing over the past few years. Educated youth are also joining this industry. We expect a much higher increase in the export rate in the coming years,” the official added—(KNO)

## INDIA TO PRODUCE 30% OF WORLD'S MILK BY 2030 MEENESH SHAH

March 2, 2024

<https://dairynews7x7.com/india-to-produce-30-of-worlds-milk-by-2030-meenesh-shah/>

The Chairman and Managing Director of the National Dairy Development Board (NDDB), Meenesh Shah, said that India's milk production will increase to 30 per cent of the total production in the world by 2030 and that the country will be producing one third of the milk in the world.

While speaking to the media on Friday, Meenesh Shah said, "We are the largest milk producer in the world. Our production is 235 million metric tons per day. We are actually producing 24 per cent of the world's milk production—one-fourth. It is providing actually four to 5 per cent to our nation's GDP. Now, our plan is to increase this 24 per cent share in the world to 30 per cent by 2030. So from one-fourth, we will be producing one-third of the milk produced in the world in our country."

"For that to happen, we are working on increasing the productivity of our animals. So although we are the largest milk producer in the world, our animal productivity is not up to par as compared to developed countries. So we are working with the Government of India's Rashtriya Gokul Mission programme to improve the breeding of animals," added the NDDB chairman.

The NDDB head further said, "We are increasing the genetics of the animal, the genomic chip of the animal, and with our indigenous technology, the health of the animals. The Gov-

ernment of India has come out with a free vaccination programme for FMD and Brucellosis, which are the two most critical diseases for farmers. So breeding, nutrition and health—these are the three areas where we are working together."

Talking about the uses of renewable energy in the dairy sector, the Chairman and Managing Director of NDDB said that, the NDDB is trying to become a net-zero dairy by 2050 or 2070.

"Our Prime Minister has already given a vision that we will become a net-zero country by 2070. If that has to happen, dairy also has to contribute because the largest number of animals are emitting methane, which is polluting the environment.

"So we are trying to reduce the methane emissions through a ration balancing programme. The dung, which has methane, and we are trying to use it productively, as biogas, is provided to the farmers. We are working on solar rooftops in dairy cooperative societies in all the villages," he added.

We are also working on bulk milk coolers and the automatic milk collection system, which is fully powered by solar energy. These are various initiatives that we are taking forward," Dr Meenesh Shah said.

Shah also stated that the Government of India, NDDB, is actively involved in working with KfWor Kreditanstalt fur Wiederaufbau, which



is a German state-owned investment and development bank, who will provide grants and subsidised loans for promoting solar energy use in dairy plants.

“We hope that that scheme will be approved shortly and we will be able to cover more and more dairy plants using renewable energy,” Meenesh Shah said.

Talking about the joint venture company between the Assam government and NDDB, Meenesh Shah said, “We have formed a joint venture company with the Assam government and it is a 50-50 joint venture company between the Assam government and NDDB. This joint venture will work for the holistic development of the dairy sector in the state.”

“We have prepared an Assam dairy development plan for the next seven years, and the plan is now approved by the cabinet of Assam. Under that plan, over the next seven years, our target is to procure 10 lakh litres of milk in Assam and also process it. We are going to set up the infrastructure required to process 10 lakh

litres of milk and we will increase the coverage so that we can add more farmers. We will cover the entire Assam,” said Shah.

The NDDB head further said that the NDDB has been working with the West Assam Cooperative Milk Union (WAMUL) for the development of the dairy sector in the state since 2008.

Shah further mentioned that Assam Chief Minister Himanta Biswa Sarma is scheduled to launch a new dairy plant and said, “The Assam Chief Minister will inaugurate a new plant existing in Purabi Dairy on Saturday.”

“Our processing plan was 60,000 litres of milk per day, and we are increasing it to 1.5 lakh litres per day. The new plant will have the capacity to produce 10 MT of curd per day, 10,000 litres of lassi per day, and 2 tonnes of paneer per day. We will be able to meet the additional demand. We have also set up an ice cream plant in this new processing plant and 2000 litres of ice-cream will also be produced,” Meenesh Shah said.



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## NDDB TO PROVIDE CONSULTANCY TO SET UP 225 CRORE PLANT IN HIMACHAL

March 1, 2024

<https://dairynews7x7.com/nddb-to-provide-consultancy-to-set-up-225-crore-plant-in-himachal/>



Chief Minister Thakur Sukhvinder Singh Sukhu said here today that the State Government has signed a Memorandum of Understanding (MoU) with the National Dairy Development Board (NDDB) to provide consultancy services for the establishment of a state-of-the-art automated milk processing plant in Dhagwar, Kangra.

He said that the Dhagwar plant, with an initial capacity of 1.50 Lakh Litres Per Day (LLDP) and expandable up to 3 LLDP, would be a fully automatic facility. This ambitious project, set to be constructed with an investment of Rs. 225 crore in the first phase, aims to produce a diverse range of dairy products, including curd, lassi, butter, ghee, paneer, flavoured milk, khoya and mozzarella cheese.

Sh. Sukhu stated that as the project unfolds, it would bring prosperity to the dairy farming communities and contribute significantly to the overall growth of the State.

The plant would play a crucial role in bolstering the rural economy by directly purchasing milk from the farmers in Chamba, Hamirpur, Kangra and Una districts, remarked the Chief Minister. He further emphasized the importance of transparency in milk procurement to ensure that the farmers get good value for their hard work.

He added that an additional investment of Rs. 43 crore was earmarked for strengthening the milk procurement network with a target to purchase 2.74 LLPD for sustaining the plant's operations.

The initiative, aligned with the government's commitment to farmer welfare, also includes plans for the second phase, which would see the production of milk powder, ice cream and various types of cheese at the Dhagwar Plant.

Sh. Sukhu said that the government was committed to the welfare of the dairy farming community of the state and has recently announced an increase of Rs. 6 per litre in milk procurement rate, raising it from Rs. 32 to Rs. 38. He said that the state government was making earnest efforts to increase the income of farmers and new schemes would be introduced in the times to come.

Strengthening the rural economy was imperative for making Himachal Pradesh a self-reliant state, said the Chief Minister, adding that around 95 percent of the state's population resides in rural areas and therefore without achieving this goal, the vision of making Himachal the most progressive state remains unattainable.

## IS IT UNFAIR FOR FARMERS TO DEMAND A GUARANTEED HIGHER PRICE?

MAR 1, 2024

<https://dairynews7x7.site/is-it-unfair-for-farmers-to-demand-a-guaranteed-higher-price/>

**H**istoric fall in farm households' income in 2022-23 points to the agrarian crisis which calls for multipronged policy responses

For the first time in Indian history, farm households' monthly expenditure (MPCE) has fallen below non-farm (and average) rural households, a national daily has reported (MoSPI released only a three-page brief). The HCS/MPCE being the proxy for income (no income survey is done in India, unlike, say the US) it points to a dramatic fall in farm households' income.

This is not unexpected. Agrarian distress is chronic and well documented,

including by NITI Aayog member Ramesh Chand. As farmers' agitation on legal guarantee for higher MSP for 23 crops continues, a few other facts must be kept in mind to assess if the demand is warranted, or even sufficient.

- In 2022-23, agriculture provided maximum jobs, 45.8% (PLFS 2022-23) but earned the lowest, 15% of the GVA in FY23 (PE).
- "Agricultural labourers" (landless farmers) constituted 54.9% of total "agricultural workers" in 2011 (Census 2021 not yet initiated) – shooting up from 28.1% in 1951. They are not covered under the PM-Kisan (₹6,000 per year) while even rich farmers do.
- 86% of farmers were small and marginal (less than 2 ha landholding) in 2015-16 – up from 83.3% in a decade (after 2005-06). They are engaged in subsistence farming.



### Why demand for legalising Swaminathan formula?

Surely, demand for legal and higher MSP is very old.

In fact, back in 2002, the Abhijit Sen Committee had recommended "statutory" and higher MSP – "strictly on the basis of C2 cost of production (all cost including the imputed cost of family labour, owned capital and rental on land)". The 2006 Swaminathan formula of C2+50% profit

is, therefore, not new. All this had to do with prolonged agrarian crisis, manifested in distress migrations from rural areas in 1990s and 2000s and massive spike in farmers' suicide in 2000s. This was followed by the re-

verse migration of 2020.

Why did it provoke such strong protests in 2020-21 and 2024?

There are four proximate factors (the UPA didn't accept the C2+50% formula).

One, a series of promises to implement this formula and give it legal status were made. In the run-up to the 2014 general elections (a) then prime ministerial candidate Narendra Modi promised MSP on the similar lines (Swaminathan was conferred 'Bharat Ratna' posthumously recently); (b) the BJP's 2014 manifesto promised "a minimum of 50% profits over the cost of production", without mentioning the Swaminathan formula; (c) agitating farmers' leader Jagjit Singh Dallewal says, as Gujarat Chief Minister, Modi had supported legal status for C2+50% in 2011 (so also says the Congress) and the Centre assured of it during

the negotiations in 2020-21. None of these has been disputed.

Two, the Centre promised, in 2016, to double farmers' income by 2022 (more of it later).

Three, a far bigger factor was the three new farm laws of 2020 (without consultations with farmers, state governments or due diligence in the Parliament. One of those – Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, 2020 – sought to dismantle MSP through private unregulated markets without MSP, outside state-regulated APMCs and pitting farmers directly against private businesses without recourse to dispute resolution of trade through the courts of law. Before this law, multiple government reports had sought to review/restrict procurement of wheat and paddy at MSP in Punjab and Haryana.

Four, while withdrawing the farm laws in November 2021, the Centre set up a 26-member committee to look into MSP afresh (on July 18, 2022, seven months later) but nothing more has been heard of it. It was not given any deadline.

The current MSP formula is  $AF2+FL$  – "paid out" cost (A2) plus family labour (FL), excluding other "imputed" costs which C2 has, like rental value of owned land, rent paid for leased-in land, farm saved seeds, manure, owned machine labour etc.

### Have farmers' income doubled?

There is no data after 2018-19 to show the status of farmers' income.

The 2018-19 Situation Assessment of Agricultural Households and Land and Livestock Holdings of Households in Rural India, released in September 2021, said "total income" of farm households was ₹10,218 per month. This needs to be put in perspective:

- Of ₹10,218 per month, ₹5,514 came from farming and allied activities (land lease, crop and livestock); largest component was "wages" or labour (₹4,063

or 39.8%) – higher than from "crop production" (₹3,798).

- Previous estimate was in 2011-12, when total income was ₹6,427 (₹3,844 from farming and allied activities).
- During 2012-13 and 2018-19, maximum rise was seen in "wages" (labour), which nearly doubled (from ₹2,071 to ₹4,063).
- In 2018-19, 50.2% farm households were indebted with average debt of ₹74,121 – more than the average annual income from agriculture and allied activities (₹5,514×12).

In 2016, Aayog's Ramesh Chand had lamented: "It is ironic that estimates of farmers' income are not published by the CSO, though time series and year-wise estimates of sectoral income for agriculture are available in National Accounts Statistics." Chand became Aayog member in 2015. Nine years later, neither he nor the Aayog has done so.

It must be noted that after announcing the election-eve sop, PM-Kisan, in 2019, the Centre brought new farm laws in 2020 (later withdrawn) to leave farmers to market – private market for trade, contract farming outside state-control and higher stocking limits for private business.

This wasn't a good idea because markets across the world have failed farmers.

The best evidence of this is the current farmers' protests and agitations across Europe and the US. The other is continued subsidies to agriculture/farmers by these market-driven economies. An OECD report of 2023 says, government-support to agriculture "reached record levels" of \$851 billion per year during 2020-22 for 54 countries (OECD members plus 11 emerging economies like India) – a 2.5-fold rise over two decades.

### Does MSP help and is it a silver bullet?

The MSP regime, brought in 1965, made India food sufficient and raised incomes of Punjab and Haryana farmers (Green revolution states)



and later that of Madhya Pradesh farmers more than others. A 2020 study by the University of Pennsylvania found Punjab's completely regulated APMCs brought 30-35% higher income to farmers than Odisha's partly-regulated and Bihar's unregulated APMCs. It concluded: "...those who have access to the public procurement machinery unequivocally benefit both from a higher price and lower uncertainty in their income stream."

Evidence and logic dictate that procurement of pulses and edible oil at MSP would have made India self-sufficient in these areas too. A 2024 NITI Aayog report (formally unveiled on February 22, 2024 but not made public) warns India might fail to meet demand for pulses in edible oil even by 2047-48 – despite a 2016 report of then CEA Arvind Subramanian) – which pleaded for "higher" MSP for pulses with "effective procurement" on "war footing".

Procurement of crops other than wheat and paddy would have forced Punjab and Haryana to diversify, prevented groundwater depletion and eliminated stubble burning/air pollution (a big factor for it being Punjab and Haryana governments' orders to delay sowing of paddy by a month to time it to monsoon, but this leaves little time to prepare the field for wheat).

But many experts and industry estimate suggest otherwise due to the following concerns:

(a) Shifting to legal C2+50% for 23 crops would cost ₹13 lakh crore for 16 crops, although a differential payment system (gap between MSP and market price) would cost ₹21,000 crore (for 8 of 16 crops for which market price was lower than MSP in 2022-23 (MY23)).

(b) It would lead to 25-30% inflation.

(c) Sectors like horticulture, livestock, fisheries and milk have boomed without MSP.

Surely differential payment is better than MSP – but is fraught with high risks. Madhya Pradesh tried this (Bhavantar Bhugtan Yojana) in 2017 but withdrew it less than six months later

as traders gamed it and market prices of supported crops (mainly pulses and oil seeds) crashed, in some cases to less than one-fourth of MSP. Haryana has a variation of it (Bhavantar Bharpai Scheme) which gives "input costs" since 2018, but farmers demand MSP instead. Karnataka has another (Price Deficiency Payment Scheme) limited to potato, onion and tomato. Any attempt to adopt this would require study and pragmatic design/implementation mechanisms.

Concerns about inflation are misplaced because procurements at MSP is meant for PDS (subsidised for consumers) and buffer stocks (emergency use). Small amounts (excess in buffer) are sold in open market but to do the reverse – tame inflation. While farmers have been dumping their produces on streets for years due to low market price, the world learnt two new phrases in 2022 and 2023 – "sellers' inflation" and "greedflation" – high inflation caused by concentrated market power. Former RBI Deputy Governor Viral Acharya even called for "dismantling" India's Big 5 (Reliance, Tata, Birla, Adani, Bharti groups) to tame inflation caused by them.

As for high-flying sectors, the HCS data of 2022-23 shows animal and horticulture products overtook cereals and pulses for the first time since 1990-2000. As against 14.9% household expenses going to cereals and pulses, 28.6% went to animal products (milk, eggs, meat and fish) and 19.6% to horticulture (vegetables and fruits).

These are all secular trends since 1990-2000 – cereals and pulses going down while the latter two going up (normal in growing economy). Going by the high consumption demand for animal and horticulture products, these items don't even need MSP – but the reverse is true for crops. Don't forget the 1960s' food crisis and dependence on the US brought MSP and Green Revolution to Punjab and Haryana.

Milk production has grown not due to market but farmers' cooperatives like Amul. MD of the cooperative that runs Amul RS Sodhi said in

2018 that farmers get 80-82% of market realisation. The pandemic saw private businesses dumping milk suppliers while Amul and other cooperatives came to their rescue. Horticulture is fetching high market price but for traders/companies, not farmers. Farm gate prices routinely crash (capsicum crashed to ₹1 per kg in 2023, kinnow to ₹6-11 per kg in 2023-2024, apple prices down after corporate takeover of trade).

The solution lies in a mix of measures:

- MSP for bigger farmers producing surplus (only 7.2% farm households sold crops at APMCs in 2019 (NABARD 2023).
- Cash transfer for others – landless (not covered under the PM-Kisan), and small and marginal farmers. A study is needed to arrive at the right amount (₹6,000 was not decided on any study or evidence).
- Incentives for crop diversification outside Punjab. The Centre’s offer to procure five crops at MSP (cotton, maize, arhar/tur, masur and urad) on contract for five years is meant only for Punjab (which farmers dismissed) – is off-the-cuff and illogical given that three (cotton, maize and tur) fetched higher than MSP prices in market in MY23.
- Comprehensive policies on agriculture and jobs to address chronic (and worsening) crises.

### TELANGANA FOOD LAB CONFIRMS UNSAFE CADBURY CHOCOLATES

MAR 1, 2024

<https://dairynews7x7.site/telangana-food-lab-confirms-unsafe-cadbury-chocolates-hyderabad-activist-calls-for-accountability/>



**T**elangana State Food Laboratory has confirmed that Cadbury Chocolate (Roasted Almond) purchased at Ratnadeep Retail in Hyderabad was found to be unsafe for consumption due to the presence of white worms and webs inside. The incident came to light when activist Robin Zacheus, based in Hyderabad, discovered worms

in chocolates bought at Ratnadeep Metro Supermarket in Ameerpet on February 9.

Both Cadbury’s Dairy Milk (Roasted Almond) and Cadbury’s Dairy Milk (Fruit and Nut) were affected. Also Read – BJP leader arrested for orchestrating fake assassination attempt for publicity Taking to ‘X’ (Twitter), Robin Zacheus said, “Found a worm crawling in Cadbury chocolate purchased at Ratnadeep Metro

Ameerpet today. Is there a quality check for these nearby expiry products?

Who is responsible for public health hazards?" Robin demanded that Dairy Milk and Ratnadeep take responsibility for the negligence, emphasising the risk posed to public health. He also urged caution, particularly when giving these chocolates to children, and called for punishment and license cancellations for the culprits.

Mondelez India Spokesperson said, "We follow the internationally accepted HACCP (Hazard Analysis & Critical Control Points) programme, which is the most comprehensive food safety

system in the world, to ensure that our products are free from any physical, chemical and microbiological issues. Chocolate like any other food product requires specific care and attention in the distribution chain, retail environment and in storage.

Every Cadbury carries the label – 'Store in a cool, hygienic and dry place'. We have tested the samples of the same batch, as well as other batches manufactured around the same time and found no issues. We are confident that the product has not been affected during the manufacturing process. The quality of our products and safety of our consumers is our highest priority and we remain committed to ensuring our consumers continue to love our products".

## MILKSTATION IS INNOVATING TO MAKE RAJASTHAN A DAIRY HUB

MAR 1, 2024

<https://dairynews7x7.site/milkstation-is-innovating-to-make-rajasthan-a-diversified-dairy-hub/>



### The Origin Story

Rajasthan was India's second-best milk producer in FY23 (Uttar Pradesh topped the list). However, the state lagged in dairy processing due to a weak supply chain, adulteration issues and a lack of product innovation. Aware of this market gap and how it hurts consumers and the state's economy, Nirmal Choudhary, an engineer and a UPSC aspirant, and his brother

Manish launched MilkStation to make fresh and good quality dairy products.

### The Differentiator

The dairy brand has set up a processing unit in Pali (Rajasthan) with a capacity of 40 kilolitres per day, including pasteurisation, homogenisation and cream separation. The cream extracted is churned to produce pasteurised butter, and pure desi ghee is made from this but-

ter (a flagship product). MilkStation can produce 30 tonnes of ghee per month besides making paneer (cottage cheese), dahi (curd), chaas (buttermilk) and lassi. In addition, hand-made cookies and soap are made from camel milk (available in three flavours and five variants, respectively). It maintains stringent quality control throughout all production procedures and focusses on fresh delivery.

### **The Growth**

As MilkStation focusses on delivering fresh dairy products, items with a short shelf life are sold through retailers and distributors in Pali and Jodhpur. Products with a longer shelf life are sold through its distribution networks in Mumbai, Pune and Bengaluru. Customers can

also purchase MilkStation products on its website and ecommerce platforms. The brand claimed 3x revenue growth in FY23 and started processing 15K litres of milk per day within two years of operations. Its initial target of 5K litres a day in the first year was achieved within three months.

### **What's Next**

MilkStation plans to expand its product range in 2024 by setting up an ice cream factory. It will also open ice cream and dairy outlets in cities like Jaipur, Jodhpur, Udaipur and Pali to drive offline sales. By 2025, the brand intends to set up a large-scale cheese factory and introduce a B2B2C model.

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## Global News



## INNOVATING DAIRY PROTEINS: SPOTLIGHT ON PRODUCT DEVELOPMENTS AND NUTRITION NEEDS

March 14, 2024

<https://dairynews7x7.com/8831-2/>

Global product launches with dairy-based proteins increased by 5% from 2022 to 2023, according to Innova Market Insights data. Nearly half of last year's product launches were based on milk protein, followed by whey protein ingredients. Protein was the leading product claim.

Nutrition Insight catches up with Valio, Kerry Dairy Ireland and Ingredient to examine consumer demand and product innovations in dairy and plant-based proteins.

Emma Laivisto, head of distributor sales at Valio, and Dr. Anu Turpeinen, the company's nutrition research manager, highlight a growing focus on the quality of dietary proteins, as this determines the nutritional benefits proteins provide.

"As the ability of our body to utilize dietary protein decreases during aging, high-quality protein is essential for the elderly. Milk protein is an optimal choice during aging to support physical functioning, with its balanced composition of essential amino acids, efficient absorption and high bioavailability."

"Consumers are increasingly seeking snacks that offer specific nutritional benefits, with

claims such as 'low in sugar' and 'high in protein' being particularly desirable. Healthy snacking for active lifestyles, and natural food ingredients are a big trend at the moment. Through milk proteins, the food industry can design products that meet these consumers' preferences."

Meanwhile, Huey van Vliet, commercial director at Kerry Dairy Ireland, notes that dairy benefits from consumers' meat consumption reduction due to environmental sustainability or animal welfare reasons.

"Demand for dairy proteins is robust; customers see high protein yogurts, drinks and desserts as a convenient and accessible way for people to top up their daily protein consumption."

Dairy-based product range Valio has designed a new product portfolio for manufacturing to meet the growing consumer demand for high-protein, lactose-free and great-tasting snacking products.

Laivisto and Turpeinen note that consumers are becoming more demanding and want healthy and tasty products. Valio has developed a portfolio of milk-based ingredients that



meet consumer demands for healthy and tasty products, across all ages.

“We want to be able to offer our customers a comprehensive portfolio of high-quality milk-based ingredients that meet the demands for all life stages — from infants and kids throughout adulthood and healthy aging,” they reveal.

Looking to the future, Laivisto expects that sustainability will play an even more significant role and is also one of the critical topics in Valio’s customers’ roadmaps. “We aim for carbon-neutral dairy by 2035.”

“Digestive wellness continues to be one of the key topics worldwide, and dairy-based ingredients are becoming more popular in areas where milk products have not been commonly used before.”

Van Vliet highlights that Kerry supplies high-quality milk proteins for infant, medical and clinical nutrition applications to meet customers’ needs for low micro/spores limits, low lactose and lactose-free options, ensuring that proteins are heat stable for processing.

“However, our recent innovations have been in the protein-fortified and protein-enhanced food categories. Here, customers need increased protein but with good functionality in viscosity, solubility and taste. We have offerings specifically formulated for the high protein yogurts, drinks, desserts and bars segments.”

He suggests that brand owners expand their range to leverage the trend in high protein categories. At the same time, he cautions that consumer awareness of dairy-based protein needs to be built — educating that dairy proteins have a superior amino acid profile and are an excellent vehicle for protein intake.

#### Product innovations

Valio’s latest launch, Valio Eila MPC 65, includes milk’s natural whey and casein proteins and amino acids. Laivisto explains that this helps keep the ingredient lists short because the ingredient doesn’t require anything else to hide its natural, milky flavor.

“The result is a nutritious high-protein drink or pudding with an excellent taste, just like a regular snack. With Valio Eila MPC 65, you can diversify your protein product portfolio, such as ultra-high-temperature processed products such as ready-to-drink beverages and shakes.”

She adds that the new ingredient can also be used for fermented products such as spoonable and drinkable yogurts and neutral products like puddings, desserts or even ice cream. “The applications are endless.”

“Whey protein is widely used in sports nutrition and protein-rich applications. We wanted to launch an alternative product — milk protein concentrate — which contains casein in addition to whey protein and brings an excellent flavor profile to the end product that doesn’t need to be masked.” Kerry’s recent innovations focused on protein-fortified and protein-enhanced food categories.

#### Hydrolyzed milk protein

Valio’s Dr. Turpeinen explains that hydrolysis of milk protein enables Valio to produce products suitable for different consumer groups, with growing evidence of the benefits of hydrolyzed protein.

“Protein hydrolysis has been shown to enhance protein absorption, which is important for athletes and the elderly. We have shown that hydrolyzed protein causes less gastrointestinal problems than intact protein, enhancing gut comfort and making it possible for sensitive individuals to use high-protein dairy products.”

“Regarding infant formulas, our future aim is to bring infant formula protein composition again one step closer to breast milk with specific hydrolysis of cow’s milk proteins not found in breast milk. Protein hydrolysates for allergy prevention enable us to produce products suitable for infants with special nutritional needs.”

She further highlights a recent clinical study that found improved balance and physical performance in older women who consumed dairy



products rich in partially hydrolyzed protein and milk fat globule membrane.

“What was noteworthy is that benefits were seen without additional exercise,” she adds.

#### Dairy as the gold standard

Matt Yurgec, senior manager of plant-based protein applications at Ingredion, notes that dairy proteins are considered the “gold standard” for various categories, including nutritional beverages, snack bars and meal replacements. “This is in addition to being the gold standard in traditional food applications such as cheese, yogurt and milk.”

“Over the years, plant-based protein manufacturers have improved their products to deliver innovation similar to dairy proteins. For instance, pea proteins that are more soluble in beverages, provide a softer texture in nutritional bars, or provide better juiciness in plant-based meats,” he says.

“Additionally, there has been significant innovation in proteins derived via fermentation. These proteins have the potential to be functionally and nutritionally equivalent to animal proteins, such as whey protein or egg protein, but are produced via fermentation, rather than traditional animal agriculture practices.”

In addition, these products contribute to improved sustainability. Though Yurgec asserts that the technology is mainly in its infancy, it promises to make “significant gains in the coming years.”

#### The rise of plant-based

Tara Kozlowich, Ingredion’s director of global strategic marketing in plant-based proteins, tells us that plant-based dairy is a thriving category in the market as consumers increasingly reduce their meat and dairy intake.

“Such lifestyle choices are increasing the demand for dairy alternatives and raising product expectations. Consumers will no longer simply accept dairy mimicry; they’re looking for better variety and improved innovation.”

She explains that broader considerations around a product’s nutritional profile, sustainability credentials, taste, texture and price points impact purchasing behavior. Plant-based protein manufacturers have improved their products to deliver innovation similar to dairy proteins.

“Our proprietary global research shows that 36% of consumers are consuming some form of plant-based milk, making it an area of continued growth and opportunity. In addition, 23% of plant-based milk consumers were first-time consumers in the past month.”

According to Kozlowich, research indicates that consumers are willing to pay more for products with additional protein, while flexitarians perceive plant-based milk as a healthier alternative to animal dairy.

Ingredion’s Proprietary Consumer research suggests that 78% of consumers believe it is essential to have “high protein” claims in their plant-based dairy products and 78% of consumers are willing to pay more than 5% over retail value for “higher protein” claims in plant-based dairy.

#### Advancing innovation

Consumer demand for plant-based proteins is driving innovation, underscores Kozlowich. “For example, we’re seeing tremendous untapped potential for pulses. Keeping the naturally occurring carbohydrates and fats found in pulses and other plant-based proteins intact can aid in the functionality of the final product formulation.”

“There are new sources of proteins that have been discovered and used — such as proteins from plants that provide a more sustainable and nutritious alternative to animal-based proteins.”

She highlights that Ingredion’s Nutrition Deep Dive 2020 study determined the most critical health and nutrition benefits for plant-based dairy consumers as an “excellent source of protein, supporting overall health and digestive

health, made from all-natural ingredients, low in sugar, an excellent source of fiber and low in cholesterol.”

Kozlowich highlights the importance of plant-based protein, texture, and sugar reduction

tools to advance plant-based dairy. “Major dairy manufacturers are starting to play in the plant-based dairy market, and they have the scale to bring more innovation to the consumer base.”

## HOW RISING PRICES HAVE SHAPED DAIRY CONSUMPTION

March 12, 2024

<https://dairynews7x7.com/how-rising-prices-have-shaped-dairy-consumption/>



There is optimism that the global economic and financial conditions of high inflation and rising food and energy prices, which have impacted consumer confidence and post-pandemic spending, will improve in 2024. However, as dairy prices are still rising, consumers will still be on the hunt for value as they visit the dairy aisle.

It is, though, important to remember that there are opportunities for dairy brands away from price, with health and convenience still playing a role in purchasing decisions.

Shoppers are responding to the increasing prices of dairy products in different ways. Some opt to continue buying dairy products but are switching to cheaper options or private-label products. Others are reducing their spending in other grocery categories to offset the greater amount they are spending on dairy.

Overall, there are three trends set to shape the dairy market in 2024. Foremost among those is affordability but shoppers are also looking for products that offer nutritional benefits, while convenience will also be a factor in buying decisions.

While shoppers will always look for product quality, the pressure on consumer spending has put more emphasis on affordability. The cost inflation faced by dairy processors in recent quarters has led to companies pushing through price increases, which has weighed on demand and manufacturers’ sales volumes.

For example, Lurpak and Castello owner Arla Foods generated revenues of €13.7bn (\$14.99bn) in 2023, roughly the same level as its 2022 figure of €13.8bn. Sales were flat in the first half of the year as cash-strapped consumers opted for discounted products.

Top of Form

Bottom of Form

According to a consumer survey GlobalData, Just Food’s parent, conducted in the fourth quarter of 2023, almost two-thirds of consumers (64%) were switching to “own brand products” or “other cheaper brands”, a significant chunk of consumers that underlines the challenge faced by branded dairy businesses.

The survey showed there was some residual brand loyalty among some shoppers but, even among this smaller cohort of consumers, changes in shopper behaviour were clear. Seven per cent said they were looking for “cheaper alternatives” sold under the same brand. Meanwhile, 8% said they were staying with the same brand but shopping less often, with 9% responding that they are sticking to their usual brands “but buying fewer products or smaller packs”.

Private labels have become significant competitors to big brands as they can deliver greater affordability at – in the eyes of price-conscious consumers – a similar level of quality. Moreover, amid the debates over “greedflation” in the mainstream media, a switch to own-label alternatives or cheaper brands is likely among consumers who question a brand’s justification for higher prices.

Nonetheless, in a positive sign for brands, when Arla announced its 2023 results last month, the company said consumers were returning to its brands. Arla reported “strategic branded volume-driven revenue” fell 6% in the first half but grew 4.1% in the second six months of the year.

Away from price, there are signs of other factors shaping dairy consumption. The growing concerns over lifestyle-related health issues such as obesity, diabetes, and chronic heart disease are encouraging changes in buying behaviour across food.

In dairy, this trend has played out with the demand for products offering specialised and science-led health solutions or those highlighting specific health benefits to the consumer.

Within the category, products offering probiotics or benefits to gut health have stood out in recent quarters.

Convenience also features in purchasing decisions and younger consumers have a greater preference for small dairy portion sizes. In 2024, demand for snack-sized dairy products that offer greater nutritional value will increase.

The general “snackification” trend seen throughout the food industry has impacted the dairy sector as consumers seek convenient and portable options to satiate their appetites. Consequently, companies have diversified from conventional snacks and offered healthier alternatives like yogurt cups, cheese snacks, nutritious milkshakes, and protein-rich snacks to meet increasing demand.

In 2023, younger consumers, particularly Gen Z, were more inclined than other cohorts to opt for small packs and bottles when buying dairy. Furthermore, the typically tighter budgets of younger consumers may deter them from committing to higher-priced large packs. There are opportunities for dairy brands to target younger consumers with snacking products that deliver greater health and wellness benefits.

With Gen Z contributing 27% of the global workforce by 2025, their spending power will become increasingly important for dairy brands, as will the need for companies to increase their supply chain transparency as regulatory probes into pricing and upcoming laws on mandatory sustainability reporting come into effect.

## 20,000 LITERS OF MILK PURCHASED FROM TERAJ IN NEPAL

March 12, 2024

<https://dairynews7x7.com/20000-liters-of-milk-purchased-from-terai-in-nepal/>

**T**he Hetauda Milk Distribution Project is currently collecting about 20,000 liters of milk from Terai districts.

According to the project, out of the collected milk, 12,000 liters is sent to Biratnagar for producing powder milk and 6,000 liters to Hetauda

Hetauda markets has not increased, said Rajiv Khanal, head of the project.

As a result, the project will be deploying a technical team to discuss with public representatives of Birgunj, Bharatpur and Hetauda and local consumers to increase the demand for



Milk Development Board. The project has been selling 4,000 liters of milk daily to local consumers in Birgunj of Parsa, Bharatpur and Narayangadh of Chitwan and Hetauda of Makwanpur.

According to the project, milk is procured from 200 milk producer cooperatives in Sarlahi, Rautahat, Bara, Parsa of Madhes province, and Bagmati in Makwanpur. Although the farmers of the Terai district are now producing more than 200,000 liters of milk daily the demand of local consumers in Birgunj, Narayangadh and

more milk in those cities.

To consume more milk, the project is currently producing 700 liters of curd, 900 kg of ghee, 400 kg of paneer and 500 kg of butter. It has also been making various kinds of sweets.

Information officer of the project, Krishna Bahadur Shrestha, said that since the demand for milk in the local market is less the purchase of milk has been reduced by 2000 liters daily.

The project, which is fully owned by the Government of Nepal, employs 150 people.

## THE FAO DAIRY PRICE INDEX INCREASED BY 1.1 PERCENT

March 12, 2024

<https://dairynews7x7.com/the-fao-dairy-price-index-increased-by-1-1-percent/>

The benchmark for world food commodity prices declined for the seventh consecutive month in February, as lower international quotations for all major cereals more than offset rising prices of sugar and meat, the Food and Agriculture Organization of the United Nations (FAO) reported Friday.

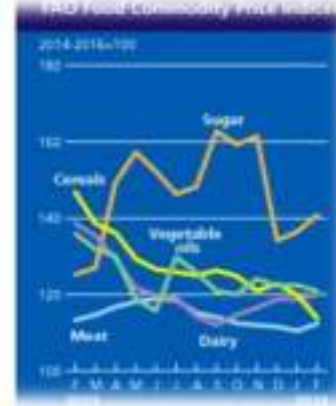
The FAO Food Price Index, which tracks monthly

changes in the international prices of a set of globally-traded food commodities, averaged 117.3 points in February, down 0.7 percent from January and 10.5 percent from the same month a year ago.

The FAO Dairy Price Index increased by 1.1 percent, led by higher import demand from Asian buyers for butter. Prices of milk powders and cheese also rose marginally.

The FAO Dairy Price Index averaged 120.0 points in February, up 1.3 points (1.1 percent) from January, but stood 18.6 points (13.4 percent) below its value in the corresponding month last year. In February, world butter prices rose the most, underpinned by higher import demand from Asian buyers and seasonally declining milk production in Oceania. Meanwhile, whole milk powder prices continued to rise, albeit slowly, principally due to increased import demand, especially from China, which was partially offset by a drop in the European Union prices. Skim milk powder prices remained stable, as an increase in Oceania prices was nearly offset by lower European Union prices, largely reflecting lower import demand from the region due to higher shipping

costs and transport delays stemming from the conflict in the Red Sea. International cheese prices also increased marginally, as buying interest from Asia turned positive amidst lower inventories in the European Union.



The FAO Cereal Price Index decreased by 5.0 percent in February to reach a level 22.4 percent below that of February 2023. Maize export prices

dropped the most amid expectations of large harvests in South America and competitive prices offered by Ukraine, while international wheat prices declined mostly due to a strong export pace from the Russian Federation. International rice prices also declined, by 1.6 percent in February.

The FAO Vegetable Oil Price Index decreased by 1.3 percent from January to stand 11 percent below its February 2023 value. International soybean prices dropped markedly, underpinned by prospects of abundant soybean outputs in South America, while ample global export availabilities of sunflower and rapeseed oils pushed their prices down. World palm oil prices rose marginally in February due to seasonally lower production.

FAO food price index						
	Food Price Index <sup>1</sup>	Meat <sup>2</sup>	Dairy <sup>3</sup>	Cereals <sup>4</sup>	Vegetables oils <sup>5</sup>	Sugar <sup>6</sup>
2006	122.6	78.0	75.1	71.2	78.8	81.4
2007	96.2	74.9	122.4	106.9	107.2	82.4
2008	117.5	89.2	122.3	127.4	141.1	79.2
2009	81.7	81.2	85.4	87.2	94.9	112.2
2010	144.7	91.9	111.4	107.5	122.8	121.7
2011	151.9	105.5	129.7	142.2	134.5	104.9
2012	122.8	105.4	111.7	127.4	136.5	123.2
2013	128.1	104.2	144.4	129.1	119.5	109.5
2014	119.4	112.2	136.2	110.8	114.4	105.2
2015	83.8	96.7	87.1	85.9	89.4	83.2
2016	91.9	91.0	82.4	82.7	86.4	87.4
2017	98.0	87.7	108.8	91.4	101.9	88.1
2018	95.9	94.5	107.3	100.9	87.8	87.4
2019	95.7	100.8	102.8	94.8	82.2	88.4
2020	96.7	95.5	141.8	103.1	89.4	89.5
2021	125.4	107.7	118.4	121.2	104.8	104.2
2022	144.7	118.8	109.3	124.7	107.8	114.5
2023	126.7	114.7	122.7	128.9	124.3	104.8
2024						
February	125.1	112.5	124.4	144.7	125.5	122.2
March	124.2	114.7	125.1	128.9	121.8	127.4
April	126.7	116.8	123.2	124.7	122.0	144.4
May	128.7	118.1	121.7	124.9	118.7	151.2
June	123.1	116.0	119.4	124.4	115.8	152.2
July	124.4	118.1	119.1	125.9	121.8	146.2
August	122.4	115.2	114.3	125.8	125.8	148.2
September	121.9	114.1	112.8	124.7	125.9	152.7
October	120.9	112.5	114.7	124.8	125.9	158.2
November	120.8	112.8	119.9	121.7	124.1	141.4
December	118.2	111.4	118.4	122.4	122.2	134.2
2024						
January	118.2	110.5	114.7	119.4	122.2	134.4
February	117.3	112.4	122.5	121.8	124.9	140.4

**1 Food Price Index:** Consists of an average of 5 commodity group price indexes mentioned above, weighted with the average export share of each of the groups for 2014-2016, on total 30 price quotations considered by FAO commodity operators as representing the international price of the food commodities are included in the overall index. Each sub-index is a weighted average of the price relations of the commodities included in the group, with the base period price consisting of the average for the years 2014-2016.

**2 Meat Price Index:** Based on 12 average export unit value/market price of four meat types (beef, pig, poultry, and veal) from 10 representative markets. Within each meat type, export unit values/prices are weighted by the trade share of their respective markets, while the meat types are weighted by their average global export trade share for 2014-2016. Quotations for the two main export markets may consist of quotations and be subject to revision.

**3 Dairy Price Index:** Computed using 8 price quotations of four dairy products (butter, cheese, WMP and WMP) from four representative markets. Within each dairy product, prices are weighted by the trade share of their respective markets, while the dairy products are weighted by their average export share for 2014-2016.

**4 Cereals Price Index:** Computed using the International Grains Council (IGC) wheat price index (an average of 10 different wheat price quotations), the IGC maize price index (an average of 8 different maize price quotations), the IGC barley price index (an average of 5 different barley price quotations), 1 composite export quotation and the FAO Rice Price Index. The FAO Rice Price Index is based on 21 rice export quotations, combined into four groups (consisting of Indica, Aromatic, Japonica and Glaberrima rice varieties). Within each variety group, a simple average of the relative prices of appropriate quotations is calculated. Then the average relative price of each of the four rice varieties are obtained by weighting them with their (global) trade shares for 2014-2016. The Cereals Price Index combines the relative prices of wheat, rice, maize and barley price indexes for Australia (2014-2016) and the FAO Rice Price Index by combining each commodity with its average export trade share for 2014-2016.

**5 Vegetable Oil Price Index:** Consists of an average of 10 different oils weighted with average export trade share of each of product for 2014-2016.

**6 Sugar Price Index:** Index form of the International Sugar Agreement prices with 2014-2016 as base.

The FAO Sugar Price Index, by contrast, rose 3.2 percent in February. The increase reflected persistent concerns over Brazil's upcoming output after a prolonged period of below-average rainfall as well as forecast production declines in Thailand and India, two leading exporting countries.

The FAO Meat Price Index rose by 1.8 percent from January, with poultry meat quotations rising the most, followed by those for bovine meat, impacted by heavy rains disrupting cattle transportation in Australia. Pig meat prices also rose slightly due to higher demand from China and a tight supply situation in Western Europe. International ovine meat prices declined due in part to record-breaking production following flock rebuilding in Australia.

## GLOBAL DAIRY INDUSTRY HOLDS THE KEY TO PRODUCING SUSTAINABLE FOOD

March 12, 2024

<https://dairynews7x7.com/global-dairy-industry-holds-the-key-to-producing-sustainable-food/>

**N**AIROBI, Kenya – Delegates attending the United Nations Environment Assembly in Nairobi, heard how the global dairy industry holds the key to producing sustainable food. The discussion was part of a side event regarding “Sustainable Dairy Ecosystems” delivered during the assembly, which was organized by the International Dairy Federation in collaboration with key partners. The theme of the event “Sustainable Dairy Ecosystems: Nutrition Security, Women’s Empowerment, Climate-Smart Agriculture, Action on Nature and Biodiversity Enhancement” guided discussions among expert panelists. They delved into the positive and negative impacts of ruminant production on various aspects of sustainability, with a specific focus on the environment.

The session was moderated by Shirley Tarawali, chair of the Global Agenda for Sustainable Livestock and assistant director general of the International Livestock Research Institute based in Nairobi.

Speaker Krysta Harden, president and CEO of the U.S. Dairy Export Council, emphasized the role of dairy in fostering sustainable food systems

“Dairy is a part of and a solution for sustainable food systems,” she said.

She highlighted the U.S. dairy sector’s commitment to biodiversity and soil-health strategies. “The U.S. dairy industry is actively engaged in research, monitoring and supporting farmers to enhance soil health,” she said.

John Walker Recha, member of the FAO LEAP Technical Advisory Group on Ecosystem Services at the International Livestock Research

Institute based in Nairobi, said, “(There’s an) overlooked potential of livestock-farming systems in providing diverse ecosystem services.” He called for a unified approach in mapping and assessing ecosystem services from livestock agroecosystems.

John R Tausel,

senior director at the Environmental Defense Fund headquartered in New York, said, “We need action now. We might not have all the answers but that should not stop us from improving.”

Lloyd Day, deputy director of the Inter-American Institute for Cooperation on Agriculture based in Costa Rica, highlighted the importance of supporting agriculture for economic development, food security, and sustainable land management.”

James Rao, senior scientist and agricultural economist at the International Livestock Research Institute, discussed “the market opportunities for livestock products and their impact on enhancing ground cover, carbon sequestration and pest control.”

Meenesh Shah, chairman and managing director of the National Dairy Development Board of India, highlighted dairying as “an insurance for farmers and an instrument for rural prosperity, with a key focus on gender inclusion.”

The event successfully shed light on the various ecosystem services provided by dairy animals and discussed strategies for building truly sustainable dairy-production systems. The dairy sector, facing the challenge of nourishing a growing global population sustainably, remains at the forefront of fostering resilient



food systems and aligning with global climate goals.

Along with the International Dairy Federation the other organizers were the International Livestock Research Institute, the U.S. Dairy Export Council, the National Dairy Development Board of India, the Inter-American Institute for Cooperation on Agriculture and the Environmental Defense Fund.

A joint statement from the organizers said, "Dairy animals are vital contributors to rural

livelihoods and economies, playing a pivotal role in ensuring nutritional security. Ruminant dairy systems, often underestimated, can positively influence climate and environmental conditions, supporting biodiversity and contributing to human health."

This is an original article written for Agri-View, a Lee Enterprises agricultural publication based in Madison, Wisconsin. Visit [AgriView.com](http://AgriView.com) for more information.

## GLOBAL DAIRY QUARTERLY Q1 2024: FINDING A NEW EQUILIBRIUM

March 12, 2024

<https://dairynews7x7.com/global-dairy-quarterly-q1-2024-finding-a-new-equilibrium/>



**S**low but steady dairy commodity price gains will materialize this year. Coupled with lower expected feed costs, an improved margin outlook will eventually drive milk production growth in the Big 7 by 2H 2024. It will likely not be a record price year by any measure, but farmers around the globe will welcome the return to profitability.

There are bright spots on the horizon for improved global dairy prices, but farmers around the world are not awash in profitability as margin challenges persist into the new year. Dairy product price forecasts in most key regions indicate a better year following a challenging 2023, with improved margins sorely needed at the farmgate level.

Milk supply growth continues to struggle, and a return to production expansion will take time. Rabobank forecasts lower year-over-year output for the first two quarters of this year before volume turns positive into the second half of 2024, partially helped by easier-to-overcome comparable data points.

In recent months, lower milk production has been relatively neutralized by sluggish global demand. Looking ahead, however, Rabobank sees increasing evidence that demand is on the upswing. The worst of the recessionary fears has passed in some countries, and while global economic growth will likely be subdued, the overall outlook is modestly improved. The low level of global dairy product stocks, though,



means any supply shock or demand event presents an upside price risk for dairy product end users.

Slow but steady dairy commodity price gains will materialize this year. Coupled with lower

expected feed costs, an improved margin outlook will eventually drive milk production growth in the Big 7 by 2H 2024. It will likely not be a record price year by any measure, but farmers around the globe will welcome the return to profitability.

**GLOBAL DAIRY TRADE INDEX FALLS 2.3%**

March 7, 2024

<https://dairynews7x7.com/global-dairy-trade-index-falls-2-3/>

**Change in GDT Price Index**



The Global Dairy Index fell 2.3% in Tuesday’s trading session.

Prices for Cheddar cheese, buttermilk powder, lactose, and anhydrous milk fat rose while prices for skim and whole milk powder, butter, and Mozzarella cheese went down.

Lactose prices rose 4.8% to \$818 per metric ton or \$0.37 per pound.

Cheddar cheese was up 4% to \$4,277 a metric ton, or \$1.94 per pound.

Buttermilk powder rose 3.7% to \$2,504 per metric ton or \$1.13 per pound.

Anhydrous milk fat was up 1.4% to \$6,637 per metric ton or \$3.01 per pound.



Mozzarella cheese prices were down four-tenths of a percent to \$3,945 per metric ton or \$1.78 per pound.

Butter fell 1% to \$6,461 per metric ton or \$2.93 per pound.

Whole milk powder prices dropped 2.8% to \$3,286 per metric ton or \$1.49 per pound.

Skim milk powder dropped 5.2% to \$2,640 per metric ton or \$1.19 per pound.

Tuesday’s trading event moved 21,235 metric tons of dairy products in fourteen rounds of bidding with 125 winning bidders.

## IN CHINA, YOGURT PRICES ARE DECREASING- COMPANIES PREPARING

March 7, 2024

<https://dairynews7x7.com/in-china-yogurt-prices-are-decreasing-companies-preparing/>



**Y**ogurt has always held a prominent place in the array of dairy products. A post-meal yogurt cup is a common habit for many consumers. Compared to the fresh milk market, where the main buyers are the elderly and children, yogurt boasts a broader consumer base.

This led to many yogurt brands enjoying premium prices in recent years. However, it seems these good days may be coming to an end.

As the consumer trend towards discounts and lower prices becomes increasingly evident, a reduction in yogurt prices appears imminent.

Looking back at the overall situation with low-temperature yogurt prices in 2023, we find that all three top SKUs among the ten largest brands have, to varying degrees, lowered their prices.

According to Maoying data, the most significant price reduction is observed in Tianyou yogurt, with a price decrease ranging from 14% to 22% off the label price.

Jane Eyre yogurt prices have also followed suit. Win Now statistics show that the most significant discount will be on the original family pack of Jane Eyre Hi yogurt, weighing 1.08 kg. Throughout 2023, its actual average retail price will remain 7-18% below the label price. Additionally, the price of the 450g original Jane Eyre

Super Bucket yogurt has seen reductions ranging from 3% to 12%.

Another brand experiencing a significant price drop is Custody. Data indicates that the premium yogurt representative, Cass 3.3 Original Fresh Buttermilk Triple Cup, evidently initiated the price war in 2023. Since the beginning of the year, the average retail price of this product has decreased by 9% – and by 13% in December. Promotions for Cass Yoghurt Fresh Buttermilk Fermented Milk Original 120g increased from 8% to 11%.

Popular brands are sequentially lowering prices, reflecting shifts in the market.

Nielsen IQ data shows that from January to September 2023, year-on-year cost sales of low-temperature yogurt in offline channels nationwide dropped by 8.7%, and sales volume declined by 10.2% year-on-year.

Sales during the Spring Festival (Chinese New Year) are also not optimistic. During the 2024 Spring Festival, categories such as powdered milk, fresh milk, yogurt, nuts, etc., containing certain gift attributes, demonstrated an average sales decrease of 10%, with some categories showing a growth trend. In particular, yogurt sales dropped by 21.01%.

The main reason for the widespread reduction in low-temperature yogurt prices is the ongoing sluggish market demand.

According to a research report published by GF Securities, due to increased health awareness among residents, demand for dairy products in recent years has gradually concentrated on fresh milk, while demand for yogurts and milk drinks with weak “Demand attributes” and stronger “Drink attributes” continues to decline. According to Bloomberg data, the average annual growth rate of white milk from 2018 to 2023 was +5.30%/+7.52%, and the average annual growth rate in 2023 was +4.89%/+0.23%.

According to Nielsen data, room-temperature white milk showed the best results from March 2022 to March 2023, with a year-on-year growth of +6.10%. Various milk drinks with lactic acid bacteria, as well as room-temperature and low-temperature yogurts, decreased compared to the previous year.

Weak demand and the previous high-price strategy have made price reductions the last resort.

Since 2015, major yogurt brands embarked on extensive brand modernization. According to the yogurt industry book published by Chuoshi Consulting, retail scales of the yogurt market increased from 104.6 billion yuan to 149.18 billion yuan from 2016 to 2019 but dropped to 145.55 billion yuan in 2020. Over the past three years, the Chinese low-temperature yogurt market has been stagnant, with a decrease of 11.4%.

As reported by the media, many yogurts priced in the double digits are revealed to cost no

more than five to six yuan. Despite certain premium yogurts opting for ingredients like cream and whey protein powder instead of gelatin to enhance taste, resulting in a notable price hike, the benefits accrued often surpass the associated costs. Experts have even calculated that yogurt’s gross profit margin ranges between 30% and 60%, nearly double that of regular milk.

Wang Zhezhi, the founder of Maoying, notes that despite the ongoing increase in yogurt prices, the actual quality of the products has not seen significant improvement. The cost disparity between so-called elite yogurt and regular variants is minimal, with many brands concentrating primarily on their marketing expenditures.

However, this costly and profitable model has proven short-lived. With the Chinese milk market continually expanding, major companies have initiated extensive plans to establish and tap into pasture resources and large-scale milk sources through independent construction or ownership. Despite contributing a substantial raw material supply, the construction of high-density and capital-intensive pastures inevitably leads to oversupply in the milk market, resulting in an overall decline in raw milk and milk product prices.

As the Chinese yogurt production network advances and matures, the approach of relying on sophisticated concepts and large-scale marketing strategies to captivate consumers has proven ineffective. Confronted with an increasingly pragmatic consumer base, both established and emerging brands must reassess the market landscape and consumer demands, identifying products that genuinely meet market needs.

## HEALTHY SNACKING AND VALUE FOR MONEY REMAIN CORE FACTORS FOR DAIRY

March 7, 2024

<https://dairynews7x7.com/healthy-snacking-and-value-for-money-remain-core-factors-for-dairy/>



**L**atest major research within the dairy sector has shown that strong value offerings and healthier snacking will form core elements of the market during 2024, writes Neill Barston.

A fresh study from Globaldata noted that consumers have been impacted by high inflation, as well as increasing energy and food costs, which in turn has impacted their spending patterns – but that there was greater optimism that this would improve this year.

Despite this, with dairy prices have continued to rise, the research group noted that consumers are looking for brands to deliver the best functional benefits and quality at the best value, says GlobalData, a leading data and analytics company.

Ana Purcaroiu, Senior Consultant and Food Analyst at Globaldata, comments: “Consumers are responding to increasing dairy product prices in different ways. Some opt to continue buying dairy products but are reducing their spending in other grocery categories to offset higher prices or switching to cheaper store-brand or private-label products. We are also witnessing

a rising interest in plant-based dairy alternatives to traditional dairy products, primarily in Western countries.”

As the group added, demand for dairy products is expected to increase rapidly over the next decade due to increasing per capita incomes – particularly in India, Pakistan, and Africa, growing concerns over lifestyle-related health issues, and changing consumer preferences.

According to Globaldata, international dairy and dairy alternative trends in 2024 that are set to shape the market reflect consumer interest in affordability, superior nutritional value, and convenient-sized products, and these are:

### 1. Value Skepticism

Good quality remains the top priority for consumers purchasing dairy, despite the cost-of-living crisis placing a growing emphasis on affordability. The dairy industry has been challenged by high retail pricing, which has put a strain on sales in 2023, and further geopolitical instability and adverse weather patterns could continue to drive pricing volatility in 2024. Consumers are responding to increasing dairy product prices in different ways.

Some are opting to continue buying dairy products but are reducing their spending in other grocery store areas or buying private labels to offset higher prices. According to GlobalData's Q4 2023 consumer survey, almost two-thirds of consumers are switching to "own brand products" or "other cheaper brands." However, consumers have also expressed an unwillingness to sacrifice quality in the face of high dairy prices, with many continuing to stay loyal to the brands they usually buy and buying luxury brands.

Private labels have become significant competitors to big brands as they are able to deliver greater affordability yet fairly equal product delivery. Consumers unaware of pricing structures in the dairy industry may also see private labels as better value and may assume that brands are using macroeconomic issues as an excuse to raise prices further simply for profit – sometimes referred to as "greedflation." For some consumers who question a brand's justification for higher prices, a switch to own-label alternatives or cheaper brands is a likely outcome.

## 2. Targeted Health

Growing concerns over lifestyle-related health issues such as obesity, diabetes, and chronic heart disease are encouraging consumers to shift towards healthy, fat-free, and low/no-sugar options in processed foods, which is boosting demand for products containing natural and organic ingredients that are high in nutrients with unique and appealing flavours.

The targeted health trend in dairy is catering to this demand in a more nuanced way by marketing more specialized and science-led health solutions and highlighting more specific health benefits to the consumer, which signals a more effective product. Probiotics have been a popular dairy example in 2023.

GlobalData's Q3 2023 consumer survey reveals that 24% of Millennials view "multi-benefit/multi-functional" as the third most popular meaning of "good value-for-money" in dairy

products. An example of innovation in this area includes the 'Australia's Own' milk brand, a low-fat dairy milk launched in Australia in 2023 that uses plant sterols to lower cholesterol. It is also high in calcium and protein.

## 3. Healthy Snacking

Health and convenience features are a high priority in consumer purchase decisions, and younger consumers have a greater preference for small dairy portion sizes. In 2024, demand for snack-sized dairy products that offer greater nutritional value will increase.

Healthy dairy options include plain, low-fat, gut-healthy, and fruit-on-the-bottom yoghurts, which provide essential nutrients such as calcium, protein, and probiotics. Cheese can also be consumed more healthily by choosing low-fat varieties or smaller portions to reduce saturated fat intake, which helps to support consumers' health goals on the go.

In addition, "snackification" has impacted the dairy industry and has gained popularity as people seek convenient and portable options to satiate their appetites. Consequently, companies have diversified from conventional snacks and offered healthier alternatives like yogurt cups, cheese snacks, nutritious milkshakes, and protein-rich snacks to meet increasing demand.

In 2023, younger consumers, particularly Gen Z, were more inclined than other cohorts to opt for small packs and bottles when buying dairy. Furthermore, the typically tighter budgets of younger consumers may deter them from committing to higher-priced large packs. This presents a real opportunity for dairy brands to target younger consumers with snacking products that deliver greater health and wellness benefits. The Biokul yogurt drink was launched in Indonesia in October 2023 in a convenient pouch format and claims to be the "right portion size (100kcal) for weight watchers", appealing to those consumers who want to regulate their calorie and snack intake.

Purcaroiu added: “The dairy sector will not only be shaped by trends such as targeted health, healthy snacking, and value skepticism in 2024 but also by the adoption of innovation and formulation development supported by AI’s analytical and search capabilities. With Gen Z contributing \*27% of the global work-

force by 2025, their spending power will become increasingly important for dairy brands, as will the need for companies to increase their supply chain transparency as regulatory probes into pricing and upcoming laws on mandatory sustainability reporting come into effect.”

## EMERGING SALMONELLA VARIETY IN DAIRY COWS WORSENS ANTIMICROBIAL RESISTANCE

March 7, 2024

<https://dairynews7x7.com/emerging-salmonella-variety-in-dairy-cows-worsens-antimicrobial-resistance/>



**A** study of more than 5,000 salmonella bacteria isolated over 15 years from dairy cattle samples in the Northeast reveals a significant increase in resistance to the antimicrobial medications ampicillin, florfenicol and ceftiofur.

Analyzing data derived from bovine samples submitted to Cornell’s Animal Health Diagnostic Center between 2007 and 2021, researchers also found that two salmonella serotypes, or varieties, called Dublin and Montevideo, significantly increased over time. Dublin is a serotype that tends to be resistant to multiple antimicrobials.

“Salmonella Dublin has really emerged in New York over the past decade, and it is almost al-

ways multidrug resistant,” said Kevin Cummings, professor in the Department of Public and Ecosystem Health and one of the lead authors of the paper. “A key take-home message is that the trend in antimicrobial resistance is driven by the sharp rise in salmonella Dublin over time.”

Maya Craig, a doctoral student who works in the Cummings lab, analyzed the data and was first author of the paper, published in the journal *Zoonoses Public Health*.

There are more than 2,600 serotypes of salmonella; of those, approximately 10 are responsible for most salmonella illnesses in humans. Salmonella Dublin is an important serotype to track because it typically leads to more severe

illness in humans, with a greater risk of hospitalization and death, Cummings said. Salmonella Dublin is also host-adapted to cattle, and can cause severe outbreaks with high mortality.

“Once a cow is infected, they can be long-term carriers and shed the bacteria for life,” Cummings said. “When people get infected, we can assume the infection originated from cattle.”

Cummings is working to better understand how to manage salmonella Dublin and minimize its spread among cattle.

“It would be very advantageous if we could diagnose it more effectively and determine the factors that promote introduction into dairy herds and subsequent transmission within and among farms,” he said.

In addition, Cummings’ laboratory is contributing to a universitywide project to promote antimicrobial stewardship more broadly. The Cornell Center for Antimicrobial Resistance Research and Education was established last year to unite experts in epidemiology, microbiology, sociology and other fields to address the growing problem of antimicrobial resistance. In the United States, antimicrobial-resistant pathogens lead to more than 2.8 million infections and 35,000 deaths in humans each year.

“Antimicrobials have saved the world since they were developed in the 1930s,” said Craig Altier, professor in the Department of Population Medicine and Diagnostic Sciences and a member of the new center. “People used to die of the most mundane injuries because they would become infected. But now we have this problem where the microbes have become resistant to the antimicrobial agents we have developed.”

Cornell is a perfect institution to address this problem, Altier said, because of the interdisciplinary nature of the university.

“Antimicrobial resistance involves both human and veterinary medicine,” he said. “You need basic scientists to learn how the bacteria live and survive, and what is the best way to attack them. You need engineers to come up with new diagnostic tools. And you need communication experts who can explain this problem to the public.”

Antimicrobial resistance is a “One Health” issue – an approach that balances the health of people, animals and the environment. Said Altier: “We have to attack it from a multidisciplinary perspective.”



## VEGAN PRODUCTS NOT ALWAYS SAFE FOR PEOPLE WITH DAIRY ALLERGY

March 7, 2024

<https://dairynews7x7.com/vegan-products-not-always-safe-for-people-with-dairy-allergy/>

People with dairy and fish allergies are being advised not to buy vegan products without checking the label carefully as they may contain animal products due to cross-contamination.

The Food Standards Agency (FSA) has launched a campaign to make consumers aware of the dangers after research released by the regulatory body showed 62% of people in England, Wales and Northern Ireland who have allergic reactions to animal-based products, or who buy for others who do, are confident that vegan products are always safe to eat.

The campaign encourages people with allergies to milk, eggs, fish and crustaceans to check for a precautionary statement such as “may contain” when there is a chance that a food allergen could be present.

“It’s concerning that so many people who are allergic to milk, eggs, fish and crustaceans or molluscs believe food labelled as vegan is safe for them to eat because they assume it doesn’t contain products of animal origin,” said Emily Miles, the chief executive of the FSA.

“Unfortunately, the reality of food production means there is still a risk of cross-contamination with animal-based allergens in vegan and plant-based products if produced in the same factory as animal-based products.”

Last year, scientists found almost two dozen foods labelled as vegan that contained animal products, prompting experts to warn consumers with severe allergies they faced potentially

“tragic consequences”. Trading standards bosses called for legal protection to stop consumers being “exploited by unethical food businesses”.

The FSA campaign explains how a free-from label, which is a food safety label, is different to a vegan or plant-based label. Vegan labels are used to support a dietary choice, and these products do not intentionally contain products of animal origin. Vegan food could still be prepared in areas alongside products such as egg

or milk, whereas free-from foods are not.

To use a free-from label, food businesses must follow strict processes to eliminate risks of cross-contamination so they do not contain

any of the allergen that they claim to be free from.

Three main UK allergy charities – Allergy UK, Anaphylaxis UK and the Natasha Allergy Research Foundation – issued a joint statement saying they heard every day from “people with food allergies, and their families, who face difficulties when choosing food that is safe for them to eat”.

They said: “This worrying research shows that many people with allergies to products of animal origin are buying vegan and plant-based food and assuming it is safe to eat, without taking further precautions to check the label.”

Claire Ogley, of the Vegan Society, said clear labelling was “very important to people who follow a vegan diet, and accurate labelling is especially vital for people with food allergies”.



She said: “Our vegan trademark shows products are vegan to our rigorous standards as far as is practical and possible, and that efforts have been made to avoid cross-contamination. However, it is essential that people understand that a vegan label does not necessarily mean the product is allergen-free.”

The FSA recently updated its food labelling technical guidance for food businesses. The update advises businesses to use a precautionary allergen label (PAL) alongside a vegan label if cross-contamination cannot be ruled out.

## INDIA SIMPLY NOT OPEN TO A DAIRY DEAL, SAYS ANALYST

March 7, 2024

<https://dairynews7x7.com/india-simply-not-open-to-a-dairy-deal-says-analyst/>

A former Indian trade official has used a crick-eting analogy to downplay New Zealand’s chances of achieving dairy market access gains from free trade talks with his country.

“A good exchange would be if India opens dairy but Kane Williamson starts playing cricket for India,” said Abhijit Das, a former trade negotiator and head of the Centre for World Trade Organisation Studies at the Indian Institute of Foreign Trade in New Delhi.

“India would find it very, very difficult to give market access in dairy,” Das said from the side-lines of the recent meeting of WTO ministers in Abu Dhabi.

The new Na-tional-led gov-ernment has given top prior-ity to getting ne-gotiations stalled under its Labour predecessor

back on track but has been coy on whether it is prepared to do a deal without market access improvements for dairy exporters.

NZ is not the only major dairy producer currently in talks with India for a free trade deal. The United Kingdom, the European Union and

Canada are all at various stages of negotia-tions.

Das said he did not have inside knowledge of any of those negotiations but the general atti-tude of the Indian government towards pro-protecting its dairy farmers means the chances of any of those countries prising open the dairy market is low in the short term at least.

“It would be safe to presume that the Indian government would have been cautious before offering any concessions in the dairy sector,” Das said.



A lot of effort had gone into boosting dairy production in recent years and the Indian gov-ernment would be reluctant to put those gains at risk by expos-ing its farmers to imported competition, Das said.

“India used to be hugely deficient in milk, particularly during the summer months.

“So small co-operatives have been formed in many provinces and that is a model that is working reasonably well.

“It assures a steady supply to the consumers as well as provides a decent income to very small dairy farmers who may only have three or four cows.

“That is the difference between these small dairy farmers and Fonterra in NZ.”

India has in the past temporarily reduced dairy tariffs to encourage imports and ease supply shortages.

This occurred after a poor monsoon in 2008 and again in 2009/10, when NZ exported nearly a quarter of a billion dollars’ worth of milk powders to India.

While NZ dairy exports have since tapered off dramatically, exporters here believe India will eventually have to open its dairy markets as its

rapid economic growth pushes demand beyond the local industry’s capacity to supply.

Das said such a scenario is possible but not one that is playing out just yet.

“We have a high level of bound duty but there is ample room to suitably modulate the tariff depending on the supply and demand gap.

“To give you an illustration, our bound rate for edible oil is 300% but seeing as we have such a huge gap between demand and supply the applied customs duties are fairly low.

“I have not seen those projections on dairy that you are talking about but what is very certain is if domestic demand far outstrips supply in the future then the government would certainly reduce the applied level of tariffs – but now is not the time to do it.”

## DAIRY NUTRITION EDUCATION CUES HELP INCREASE CONSUMPTION

March 2, 2024

<https://dairynews7x7.com/dairy-nutrition-education-cues-help-increase-consumption/>



To reverse the US trend of moving away from dairy consumption, the industry sector developed educational tools to enlighten consumers about dairy's health benefits. Concurrently, a research team set out to find out if these "learning" measures were useful and found they increased consumer spending and consumption of cheese, ice cream, milk and yogurt by more than 20%.

"Some consumers also have a misperception that dairy products are not as healthy as plant-based products. Hundreds of peer-reviewed scientific literature is available to the contrary. Some consumers also have a misperception that dairy products are not sustainable. At least 75% of what cows eat cannot be consumed by humans — they are great recyclers — and the dairy industry has been working towards net zero," Stephanie Clark, Ph.D., Iowa State University and lead investigator of the study, tells Nutrition Insight.

"Unfortunately, the dairy industry has not been as innovative with messaging as the plant-based industry."

While many US citizens consume dairy and dairy foods have grown in popularity, conventional milk consumption has significantly declined since the 1960s. The dairy sector tried to reach consumers through informational infographics, advertisements and social media.

The researchers conducted the study in three phases — a screening survey, nominal focus groups and a follow-up survey with voluntary adult participants. In the first phase, 4,542 adults completed the survey, which consisted of 15 questions.

"We set out to educate those who consume an inadequate amount of dairy — less than three servings of dairy a day, according to The Dietary Guidelines for Americans — about various topics related to dairy nutrition, test their retention of information and if increasing their knowledge around dairy motivates purchasing and consumption of dairy products," she says.

### Power of focus groups

The JDS Communications study, published by the American Dairy Science Association and Elsevier, demonstrates that attending nominal focus groups significantly and positively affected dairy product purchasing and consumption between the pre-survey and the one-month follow-up survey.

"Dairy contributes 13 essential nutrients to the human diet at "good" to "excellent" levels (at least 10% of the daily value we need). These nutrients are essential because our bodies need them from food (we cannot get them any other way). They do not need to be added to dairy products (they are natural components) and they are highly bioavailable (our bodies

can utilize the nutrients—they don't simply pass through us)," says Clark.

"After the initial screening survey was closed, we funneled out a group of 195 participants for the nominal focus groups based on their interest in participating, lack of any food allergies and the fact that they were reporting consuming less than three servings of dairy per day," Clark explained.

Four target infographics educated the research participants about food labels and dairy concepts, such as nutrition facts panels, lactose maldigestion, nine essential nutrients, prebiotics and probiotics. The researchers recommend further studies into the long-term effects of dairy education on the diet.

During the nominal focus groups phase, facilitators administered a pre-survey, followed by an infographics lesson and an ice cream acceptability test. Participants tasted three samples of ice cream while facilitators explained the nutritional facts and ingredient statements of each. Particular attention was given to the differences in lactose and added sugar.

"This was a key message since lactose is a natural component of dairy products (not an added sugar), the majority of the world's population (~85%) can comfortably consume lactose so it should not be removed from the diet of most people, and lactose is consumed by healthy (probiotic) lactic acid bacteria, so it is a prebiotic," Clark notes.

"Unlike traditional focus groups, where data are collected from interacting panelists, our goal with the nominal format was to deliver educational information to the participants efficiently," Clark says.

Meanwhile, the market for dairy proteins is diversifying and moving into the popular health and wellness categories, such as gut health and

functional foods. Consumers and companies increasingly seek offerings that address specific health needs obtained through sustainable practices.

#### Post-ice cream survey

Participants completed another survey after the ice cream test and another a month later. Overall dairy consumption among the participants rose to eight servings a week, roughly a 35% increase.

The study demonstrates that carefully constructed educational messages on dairy foods' benefits and nutritional attributes can positively influence consumer behavior, leading to increased purchasing and consumption of dairy foods.

"Average dairy product purchasing increased to 4.4 servings per week, a 26% increase. Average consumption of each dairy product also increased — 23% for cheese, 20% for ice cream, 26% for yogurt and a staggering 53% increase for milk," says Clark.

"The result for milk consumption was the stand-out in our results, with every focus group seeing milk consumption go up by at least one serving per week."

Despite the study findings, the participants still need to reach the recommended 21 servings of dairy a week. The researchers stressed the importance of additional research to understand the long-term impacts of education on dairy in the diet or whether improvements to the educational materials or its presentation might enhance their impact.

In addition, the dairy protein market evolves as the ingredients expand beyond the sports nutrition space. Currently, dairy proteins are trending as sought-after ingredients in the holistic health, gut health and functional and fortifying ingredients categories.

## BIG DAIRY IS DISTORTING THE MILK MARKET

March 1, 2024

<https://dairynews7x7.com/big-dairy-is-distorting-the-milk-market/>



Sticklers for spelling may wish to steer clear of supermarkets right now. New-fangled products with names like 'cheeze', 'm\*lk' and even 'cre&m' are increasingly prominent in vegan food aisles, with no punctuation marks left behind.

Other brands are finding further ways to wink at conventional dairy terms, branding their offerings as 'not milk', 'cheddar-type' or even 'Sheese'. But the war against linguistic innovation may be about to turn in the sticklers' favour, thanks to an unlikely intervention from Trading Standards officers.

Those responsible for protecting Brits from errant retailers and their suppliers are expected to soon issue guidance that plant-based dairy alternatives should be taken off shelves if they use playful names that reference standard dairy. Officials working at the Food Standards and Information Focus Group have been drawing up these rules since at least early 2022, with publication mooted this spring.

Most leading brands in dairy alternatives would be ensnared in these new guidelines, which are expected to ban most references to milk. Among the products potentially affected

are Alpro's 'This Is Not Milk', Violife's 'Dairy-Free Cream Cheese', and The Coconut Collab's 'Double Cre&m', as well as long-established brands like 'I Can't Believe It's Not Butter'.

As well as avoiding misspellings of cheese and milk, the brands may be expected to eschew terms like 'vegan cheese', 'plant-based yoghurt' and 'cheddar-type', according to an earlier version of the guidance seen last May by The Times. Companies offering a 'mozzarella alternative' might have to change to the clunky 'use as an alternative to mozzarella'.

Those who don't rename themselves would face removal from shelves on the orders of Trading Standards officers. And many of the smaller brands won't be able to stomach the rebranding costs after several years of pandemic and cost-of-living expenses.

If it seems like a peculiar decision, in some respects it is Trading Standards and the Government accepting changes to maintain the status quo. With dairy terms being protected under transposed EU law, one Trading Standards officer told Greenpeace that his organisation was merely aiming for 'a fair and balanced view' on

the legislation. That view is that altered spellings and words like ‘alternative’ are effectively using the terms reserved for the dairy industry, according to the draft guidance.

‘If certain parts of the market don’t like that it’s up to them to lobby the government to change the legislation,’ said David Pickering, Lead Officer for food standards at the Chartered Trading Standards Institute. But Government spokespeople have repeatedly said there are no plans to block this change.

That’s mostly to the benefit of trade association Dairy UK, which represents many big dairy companies. Speaking at the group’s annual dinner in September, chair Paul Vernon complained that many plant-based manufacturers ‘trade under dairy names and use dairy values to sell products that have very little in common with dairy’.

‘We believe that the legal protection of dairy terms offers much needed consumer protection,’ he added. ‘It also allows companies to describe their products in a way which is transparent, helpful to consumers, and which ensures fair conditions of competition’.

In a position statement from November 2022, Dairy UK pointed to a survey it had commissioned with YouGov that showed a lack of public awareness on the relative nutritional merits of cow’s milk compared to plant-based alternatives. The association argues that the use of dairy terms gives an impression that plant-based products are equivalent, comparable or substitutions to regular dairy.

In fairness, many plant-based brands have positioned themselves in exactly this way. Plant-based milk can be used in most contexts where cow’s milk might be used, including everything from morning cereal and a cup of coffee to white sauces and custard.

It’s not clear why that’s a problem, or that it is misleading or otherwise hurting consumers. Oat milk might have a different nutritional profile to cow’s milk, but most products in a given category vary in this respect. Consumers who want detailed information already expect to have to check the back of the packet.

This is part of a wider pattern of underestimating the public’s intelligence. Plant-based products are hardly shy in hiding that they are vegan – many of the brands affected are explicitly touting a more ethical, environmentally-friendly and healthy lifestyle to shoppers.

The argument can even be turned on its head. Consumers are actually better informed when products are pitched as alternatives to dairy or even meat products, because it gives them an expectation of what the products will taste like and in what contexts they can be used.

As the Plant-based Food Alliance UK CEO Marisa Heath has pointed out, the effect of the Trading Standards update will be to curb a growth industry for Britain. It is hard to see the dairy industry’s support for it as anything other than a cynical ploy to retain market share. The Government should intervene to stop it.

## CHINA'S DAIRY IMPORTS DOWN IN 2023: WHAT'S THE OUTLOOK FOR 2024?

March 1, 2024

<https://dairynews7x7.com/chinas-dairy-imports-down-in-2023-whats-the-outlook-for-2024/>

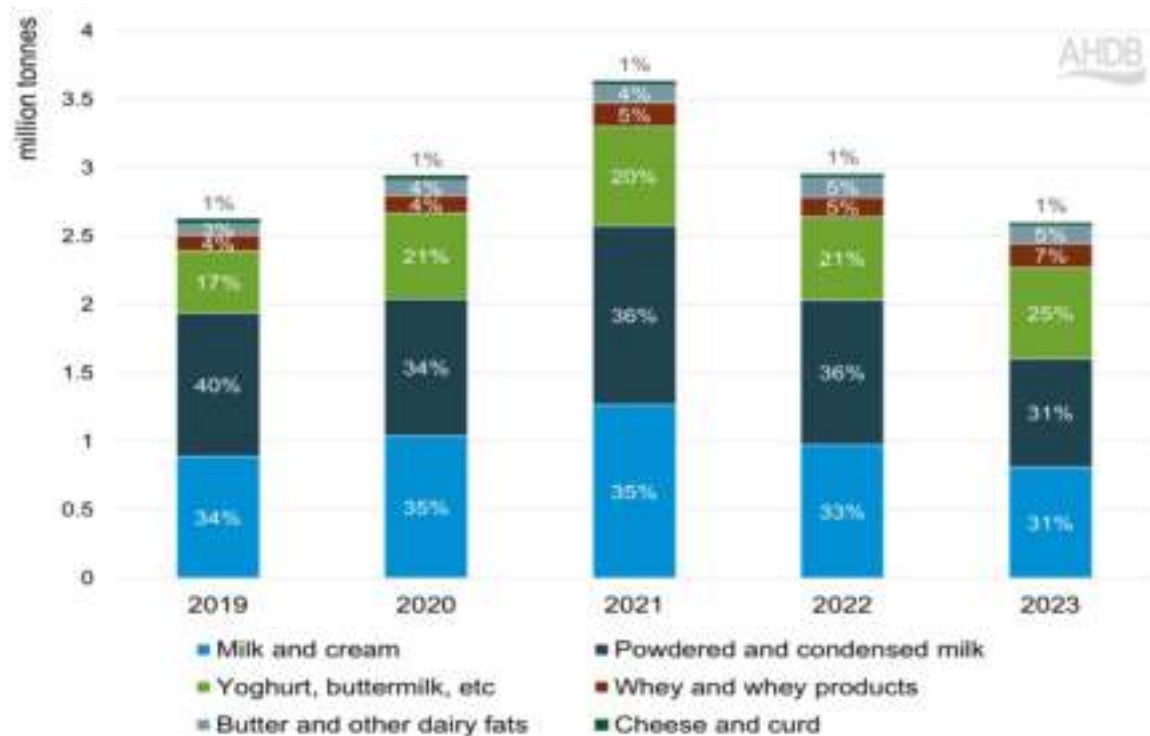


China is an important buyer on the world dairy markets, with a strong influence on global demand that plays into price dynamics. Imports of dairy products to China continued to decline in 2023, driven by increased domestic production and weaker consumer demand.

Imports of dairy products into China totalled 2.6 million tonnes in 2023, down 12% compared to the previous year. Looking across the different dairy products, we see that imports of milk powders and liquid milk and cream were both down year on year, while yogurts and whey products saw increased import volumes. The decrease in powder imports was driven by a significant reduction in WMP volume, down 38% year on year. In contrast, SMP imports saw mild growth, with volumes up by 3% in 2023 compared to 2022.

### Chinese imports of dairy products





Source: Trade Data Monitor LLC

### Increasing domestic production

These changing trends in product imports are, in part, driven by increased domestic production in China. USDA figures show Chinese milk production totalled 41 million tonnes in 2023 – up 4.6% from the previous year and a 28% increase compared to 2019.

The other major driver of this change is the Chinese economy and its influence on demand, particularly for dairy in foodservice and elsewhere. The economy has not recovered in the way many had hoped post-COVID, with a pessimistic outlook for 2024, which reduces demand as consumers tighten their purse strings. This is seen especially in foodservice, where dairy is often incorporated in treaty dishes such as pizza or baked goods.

As domestic milk production increases, the need to import liquid milk and powders reduces. This is a trend we are already seeing come into effect through 2023 and expect to continue into 2024 and beyond. As milk and powders make up a substantial proportion of the Chinese import portfolio, these reductions are likely to have knock-on effects on global dairy trade, reducing demand, which may in turn soften prices.

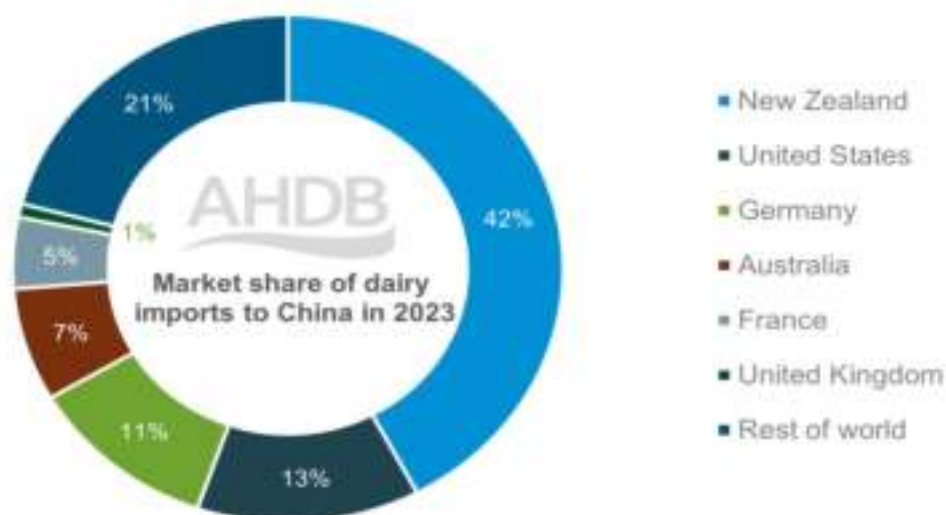
### Global trading dynamics

New Zealand remains the largest exporter of dairy product to China, with a 42% market share in 2023. Just under half (49%) of this volume is made up of powders, with milk and cream making up a further 30% in 2023. Other key importers include the United States, Germany and Australia, while the UK holds a market share of just below 1% in Chinese dairy imports.

Looking at products in these key importers, 90% of US product imported in 2023 was whey or whey products. Meanwhile, UK imports to China were made of 72% milk and cream in 2023, equating to 16,000 tonnes.

Exports to China accounted for only 0.6% of total dairy exports from the UK in 2023, with a volume of 7,300 tonnes. Although export volumes are low, the influence of China’s trading and demand on the global market and dairy prices are important factors in our UK market.

### Market share of dairy imports to China in 2023



Source: Trade Data Monitor LLC

Import volumes declined for all key regions into China, with New Zealand imports down nearly 183,000 tonnes in 2023 from the previous year. This may create a shift in global trading patterns, with New Zealand looking for alternative markets for products or diversifying production – for example, into cheese.

### Looking forward

Industry outlooks predict a slowing of the population growth in China, which in turn will slow the consumption growth that has been seen in dairy products over the past decade. Coupled with an increase in domestic production, supported by policy measures, it is likely that dairy import demand from China will soften, particularly for liquid milk and powders.

On the other hand, China’s domestic production of high-value products, such as butter and cheese, is limited by processing capacity, meaning there is potential for import demand growth in this area. This is hinged on the economic conditions in China, with heightened demand for butter in particular, for use in bakeries and foodservice, usually seen in times of economic growth.

Chinese cheese consumption has increased over the last few years, with a 16% compound annual growth rate between 2012 and 2022. In volume terms, Rabobank predicts that China’s cheese import demand will reach between 270,000 and 320,000 tonnes by 2030. This presents an opportunity for UK exports, particularly if catering to Chinese tastes in milder, creamy cheeses and cheese snacks.

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Contact Us :

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

Ph.: +91 120-4370845, 4320845

E-mail: info@suruchiconsultants.com

www.suruchiconsultants.com

