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FORTNIGHTLY NEWSLETTER

202nd Edition 16th to 31st March 2024

Blog by Kuldeep Sharma Chief Editor Dairynews7x7.com

Unlocking Success: Your Guide to Dominating the Dairy Market in 2024

: Page 4



NCDFI

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Navigate the Latest NCDFI Rates and Dairy Market Trends.

: Page 7



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 202nd Edition (16th to 31st, March 2024)

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BLOG

“UNLOCKING SUCCESS: YOUR GUIDE TO DOMINATING THE DAIRY MARKET IN 2024”

<https://dairynews7x7.com/unlocking-success-your-guide-to-dominating-the-dairy-market-in-2024/>



I am sharing a part of the blog which I wrote last year on 31 March 2023. Please read it first.

Who is controlling the raw milk price in India?

The current dairy market situation in India is passing through an interesting phase. We asked 23 questions at the beginning of this year to forecast the dairy sector . One of the questions was to check if we would be requiring winter clothes on Holi in north India. We saw a drop in temperature during March and a surge in cough and cold cases validated the existence of cold-weather.

Unprecedented rains and hail storms damaged the Rabi crops and are still a big threat to unharvested wheat crops. The meteorological department was apprehensive about the loss of the Rabi crop due to the early onslaught of heat waves. The reality is just the reverse ; and there is more crop damage due to cold-weather and rains than the heat-wave .

This weather is supporting animal productivity and it is assumed that the delayed flush may get extended till late April. As per some of the experts the milk availability will remain sufficient to meet the market demand for fresh category of products. Rain and slightly cold weather has not yet helped the ice-cream and curd segment to gain sufficient traction as expected in this part of the year.

Surprise, Surprise, Surprise

This is not a time for huge ghee demand. Still the ghee prices have started to move up at this time. The bandwidth of ghee prices is from Rs 350 to Rs 650 per kg. The milk prices in India at Bulk supplier level is Rs 4-7 per liter lesser than that of our traditional VLC system. Paneer and cheese are available from Rs 180 to Rs 550 per kgs.

The market is flooded with all kinds of milks, Ghee and SMP. It is high time for the regulator to step in and take necessary steps. It is almost meaningless to mention about huge quantities of Paneer and khoa being sold which are made out of palm oil and plant based derivatives.

Nobody gave heed to our shouts last year

During the same time last year we were telling everyone that the stocks of SMP and ghee were enough and season was not favourable for summer specific products like ice cream, dahi, flavored milk and buttermilk , etc. We also got worried about the profitability of Indian dairy sector and shared a blog in July 2019 on “Dairy sector Show me the money”.. Read it here .. <https://dairynews7x7.com/dairy-sector-show-me-the-money/>

Finally we made our point around Diwali 2023 with the blog linked to dairy commodities status in India.. Read it here – <https://dairynews7x7.com/diwali-se-diwali-tak-where-did-the-dairy-commodities-money-go/>

“2023 is now history, so let’s not dwell on it. Instead, let’s focus on the financial year starting today, April 1st, 2024.”

The beginning of this year is somewhat similar to the beginning of last year. The industry had lots of stock of SMP however butter was comparatively short and thus government was considering imports of Butter and AMF at that time. If the government had imported substantial quantities of butter back then, the returns today would have been monumental. However, last year proved unfavorable for profiting from dairy commodity speculation. The prevailing prices of dairy commodities on April 1st 2023 were as follows : SMP at around 330/kg, Butter at 430/kg and Ghee at around 8300 per 15 Kg tin

The global prices of SMP were nearly identical to today’s, hovering around USD 2550. However, butter prices stood at least USD 2000 lower than the current level of USD 6500.

Everyone at that time was speculating higher prices of SMP and Ghee . Rains were doing their job, Milk availability remained consistent. This led to crash of commodities prices.

Today is the time to introspect and shoulder the responsibility of huge unsold inventories as closing stocks. For this year I would suggest one should find answers to the following questions before taking a call to further build stocks of inventories or focus on product/market diversification to make profits in FY 25.

a. Pay close attention to the weather forecast indicating a hot summer from March to May 2024. Avoid making immediate plans beyond that timeframe.

b. Monitor milk availability, which has not significantly decreased yet. Even a monthly reduction of 10% would be manageable as India continues to produce 8-10% more than the average.

c. Keep an eye on international butter markets, particularly any fluctuations in SMP prices. Focus on clearing old stocks of SmP first rather than accumulating new ones, despite bullish sentiments for July and August.

d. Note the decrease in weddings from April onwards, particularly in the South and to a lesser extent in the North, until July.

Please watch the next edition of our blog on April 16th in which we shall be showing you a possible dairy scenario in Summer of 24.

I wish a great financial year full of promises, purpose and Profits for all of you.

Dairy Market Prices

Prices of 500 ml
Standardised Pouch Milk
(4.5% Fat & 8.5% SNF)

As of March 15, 2024

*4.0% Fat



Dairy Commodities

Commodity	Qty. (MT)	(₹/Kg)*
SMP	4,517	225
Butter	3,861	324

*Weighted average prices on ex dairy basis concluded during March 2024

Source



Traded Brands



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Dairy Blogs



Dilemma: India's Milk Discrepancy

released the long-awaited Household Consumption Expenditure Survey...

Infant is a little bit of heaven sent down to earth. Let's save them.

Dairy News 7X7 - February 17, 2024

The Food Safety and Standards Authority of India (FSSAI) recently approved amendments to food safety regulations, aligning the code for Bureau of Indian Standards (BIS) or Agmark certification for food products. The move aligns with the "One Nation, One Community..."



30,000 liters of milk purchased from Terai in Nepal

Dairy News 7X7 - March 12, 2024

The National Milk Distribution Project is currently collecting about 20,000 liters of milk from three districts, accounting for 10% out of the national milk. 10,000 liters is being used for producing powder milk and 6,000 liters...



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INDIAN NEWS

SANCHI URGES MP GOVT TO INCLUDE MILK IN MID-DAY MEAL

March 31, 2024

<https://dairynews7x7.com/sanchi-urges-mp-govt-to-include-milk-in-mid-day-meal/>

Indore: Madhya Pradesh State Cooperative Dairy Federation has appealed state govt to include milk in its mid-day meal and aganwadi schemes since it is receiving more than 30 per cent surplus milk daily.

The federation assistant general manager Aseem Nigam said, “Milk supplies are high. We are collecting around 30 per cent more milk everyday. As against the daily sale of close to 7 lakh litre in the state, we are getting around 10 lakh litre.

This gap has resulted in mounting stocks. So, We have urged govt to include milk in the mid-day meal scheme.”

More than 2.5 lakh farmers across 10,000 villages in Madhya Pradesh are associated with the federation.



“We have tied up with Delhi Milk Scheme to supply some milk. Before this we also supplied to Kolhapur dairy but they have now stopped buying. We operate on very thin margins and such flush situations add additional burden on the federation,” said Nigam.

Surplus milk with the federation has resulted in a stock of around 4,000 tonne each of butter and powder in the state.

Milk collection at Indore Cooperative Dugdh Sangh has swelled to around 4 lakh litre and stocks of butter and powder have touched more than 1,000 tonne.

The federation is anticipating a jump in demand for packaged milk in summers and plans to utilize the stocks of butter and powder in the summer months.

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"?



DEMAND FOR NANDINI BUTTERMILK SKYROCKETS IN KALYANA KARNATAKA

March 26, 2024

<https://dairynews7x7.com/demand-for-nandini-buttermilk-skyrockets-in-kalyana-karnataka/>

As mercury rises, the demand for Nandini buttermilk is going up in Kalyana Karnataka districts as people drink it to beat the heat along with cold water, tender coconut and juices.

People have been opting for juice and cold drinks to keep themselves cool during daytime. Along with this, people are also buying butter-

Right now, 200 ml buttermilk packets have been flying off the shelves. A total of 6,215 packets per day used to be sold in February, which went up to 23,075 packets per day in March.

According to KMF data, the demand for buttermilk in March 2024 has increased up to 200% when compared to March 2023, and In March



milk, which is considered to be good for summer.

Demand for Nandini buttermilk skyrockets in Kalyana Karnataka

According to Karnataka Milk Federation data compiled from Kalaburagi, Bidar and Yadagir districts, there was 1,243 litres per day demand in the month of February but it increased to more than to 4,615 litres of buttermilk per day in the month of March. This may also increase in April and May.

2023, the demand for buttermilk was 2,830 litres per day.

Along with buttermilk, demand for curd has also increased this summer. The demand in February 2024 was 9,618 litres per day, which went up to 10,821 litres per day up to March 20, 2024.

Managing director of Kalaburagi, Bidar and Yadagir Milk Federation Pandurang Patil told TOI that the taste of Nandini buttermilk is like home-made buttermilk, which is why people are opting for it this summer.

MOTHER DAIRY EXPECTS 30 % DEMAND SURGE THIS SUMMER FOR MILK PRODUCTS

March 25, 2024

<https://dairynews7x7.com/mother-dairy-expects-30-demand-surge-this-summer-for-milk-products/>

Mother Dairy will launch this summer 30 new products, mainly in ice cream and yoghurt categories, as it

“As we get into the season, we are all geared up to excite consumers in our golden jubilee year with an array of over 30 new delightful



expects a 25-30 per cent increase in consumer demand, a top company official said.

Mother Dairy, a leading milk supplier in Delhi-NCR, has nine company-owned dairy processing plants with a total capacity of more than 50 lakh litres per day.

Mother Dairy Fruits and Vegetables Pvt Ltd MD Manish Bandlish said, “Summer is the most anticipated season for our business, especially for categories like ice creams, curd and beverages”.

“With the Indian Meteorological Department’s (IMD’s) prediction of above-normal temperatures and a hot summer this year, we are expecting a multi-fold surge in demand for these categories,” he added.

Already, Bandlish said there is an uptick in sales of ice creams compared to the previous year.

The company, he said, is fully prepared to match this growing demand and has invested up to ₹50 crore to augment capacities to ensure adequate availability of its products.

products. The upcoming range will feature around 20 new ice cream products, followed by Greek yoghurts and other dairy products,” Bandlish said.

Overall, he said the company is very optimistic about the season.

“We expect the demand towards our dairy products to strengthen by 25-30 per cent over the last season’s demand,” Bandlish said.

Mother Dairy has also announced its expansion plan for dairy and fruits and vegetables (F&V) businesses.

The company will invest ₹650 crore to set up two new plants for processing milk and fruits and vegetables.

It will also invest another ₹100 crore to expand the capacities of its existing plants, taking the total capex to ₹750 crore.

“In our endeavour to expand our distribution and reach to our consumers, we have earmarked a capital expenditure (capex) outlay of

over ₹750 crore to enhance our dairy and F&V processing capacities across key locations,” Bandlish said.

Mother Dairy is coming up with a big dairy plant in Nagpur with an investment of around ₹525 crore.

The greenfield plant will have a processing capacity of six lakh litres of milk per day.

“We also plan to commission a new fruit processing plant in Karnataka with an investment of over ₹125 crore under our Safal brand,” Bandlish said.

These two plants are likely to be completed in about two years.

For the horticulture (fruits and vegetables) segment, the company has its own four plants, while for edible oils it manufactures through fifteen associated plants.

Mother Dairy’s turnover in 2022-23 stood at around ₹14,500 crore.

On the expected turnover for this fiscal, Bandlish said, “Despite a challenging year and subdued summer season last year, deflation in the edible oil sector, the company is likely to

exit 2023-24 with a moderate growth rate of around 7-8 per cent in volume terms”.

Mother Dairy was commissioned in 1974. It is now a wholly-owned subsidiary of the National Dairy Development Board (NDDB).

Mother Dairy was established under the initiative of ‘Operation Flood’, the world’s biggest dairy development programme, launched to make India a milk-sufficient nation.

Mother Dairy, one of the leading dairy players in India, manufactures, markets and sells milk and milk products, including cultured products, ice creams, paneer, ghee, etc under the ‘Mother Dairy’ brand.

The company also has a diversified portfolio with products in edible oils under the ‘Dhara brand, fresh fruits and vegetables, frozen vegetables & snacks, unpolished pulses, pulps & concentrates, etc. under the ‘Safal brand.

It has hundreds of milk booths and Safal retail outlets in Delhi-NCR.

Mother Dairy sells more than 35 lakh litres of fresh milk (pouched and token milk) per day in Delhi-NCR.

MLA ROHIT PAWAR ALLEGES MAJOR MILK SCAM IN GOVERNMENT HOSTELS, DEMANDS PROBE

March 24, 2024

<https://dairynews7x7.com/mla-rohit-pawar-alleges-major-milk-scam-in-government-hostels-demands-probe/>

Serious allegations of a major milk scam have been made by Rohit Pawar, the MLA of the Nationalist Congress Party (led by Sharad Pawar), regarding government hostels in the state. This accusation was

milk daily. Contracts are awarded for the provision of this milk. Those who bid the lowest are awarded the contract. In the years 2018-19, bids were invited at rates of ₹46.49 and ₹49.75 per litre. However, in 2023-24, the gov-



brought forward by him during a press conference held this morning. He claimed that he was sent eleven files by an anonymous individual, alleging that this person is affiliated with the ruling party.

As a result, there is considerable uproar in the political arena. Rohit Pawar presented two of these files during the press conference.

Rohit Pawar has alleged that there are a total of 552 government hostels in the state with 1,87,392 students receiving education in them. As per government regulations, each student is supposed to be provided with 250 millilitres of

government purchased milk at ₹146 per litre. This discrepancy has led to an alleged scam of ₹80 crore. Rohit Pawar has alleged that the companies getting these contracts belong to the ruling party leaders in Ambegaon taluka and Kolhapur in Pune.

Speaking on this occasion, Rohit Pawar said that the milk taken from the farmers at the rate of Rs.30 is being given to the poor children at the rate of Rs.146 and will lodge complaints with the Prime Minister's Office, Chief Minister's Office, and the Anti-Corruption Bureau regarding this matter.

COW METHANE EMISSIONS ARE REDUCED BY 15% WITH BALANCED DIET -NDDDB REPORT

March 24, 2024

<https://dairynews7x7.com/cow-methane-emissions-are-reduced-by-15-with-balanced-diet-nddb-report/>

Abinaya Tamilarasu said her four cows are part of the family. She has a degree in commerce from a local college, but prefers being home milking cows and tending to her family’s land.

“Our family cannot let farming go, it’s a way of life for us,” said the 28-year-old, who lives on her family farm in India’s southern Tamil Nadu

Agency, and livestock are responsible for about 48% of all methane emissions in India, the vast majority from cattle. Methane is a potent planet-warming gas that can trap more than 80 times more heat in the atmosphere in the short term than carbon dioxide.

The Indian government has not joined any global pledges to cut methane emissions,



state. Even when she could be making more money elsewhere, she said she’s “still happy we have our cows.”

India is the world’s largest milk producer, and is home to 80 million dairy farmers who made 231 million tons of milk last year. Many farmers, like Tamilarasu, only have a few cows, but the industry as a whole has 303 million bovine cattle like cows and buffalo, making it the largest contributor to planet-warming methane emissions in the country. The federal government has made some positive steps to reduce methane, but wants to focus emissions cuts elsewhere, like by moving to renewable energy, saying most methane emissions are a fact of life. But experts say the industry can and should make more reductions that can quickly limit warming.

India is the third largest emitter of methane in the world, according to figures published earlier this month by the International Energy

Agency, which many see as low-hanging fruit for climate solutions, as methane emissions only last in the atmosphere for about a dozen years, compared to CO2 that can linger for a couple of hundred years.

But there’s some work on methane reduction in agriculture on the national level: The government’s National Dairy Development Board, which works with over 17 million farmers across the country, is looking into genetic improvement programs to provide more nutritious feed to livestock which would make cows more productive, meaning each farmer would need fewer cows to produce the same amount of milk. Studies by the NDDDB show that emissions are reduced by as much as 15% when a balanced diet is provided to the animals.

The board is also looking into reducing crop burning, a high-emitting practice that some farmers use to clear their lands, by feeding those crops to cows.

“Climate-smart dairying is the need of the hour,” said Meenesh Shah, the board’s chairman.

Vineet Kumar, from the New Delhi-based Centre for Science and Environment, agreed that good quality feed can help lower emissions. He also said encouraging more local breeds that emit less can help. “These solutions can be a win-win for everyone,” he said.

But Thanammal Ravichandran, a veterinarian based in the southern Indian city of Coimbatore, noted that there’s currently a shortage of feed in India, so farmers give their cattle whatever they can, which is mostly lower quality and higher emitting.

“Farmers are also not able to invest in better quality feed for their cattle,” she said. To get better, and more affordable feed, dairy farmers need more government support, she said.

Whatever measures are taken to reduce methane emissions, experts note that it should have minimal impact on farmers’ livelihoods, and should account for the ways people raise their livestock.

“Livestock have been closely integrated within the Indian farming system,” said Kumar, meaning any drastic changes to farming methods would have severe effects on farmers. He added that efforts to reduce emissions shouldn’t reduce the use of cow manure as fertilizer on India’s farms, as chemical fertilizers emit nitrous oxide, an even more potent greenhouse gas.

But looking at India’s methane emissions as a whole could provide some more obvious solutions to slashing the gas, said Bandish Patel, an energy analyst at the climate thinktank Ember. Focusing on the energy sector is an easy win for targeted reduction of methane emissions, he said.

“You look at agriculture, those emissions are very dispersed in nature, whereas, with oil, gas and coal mining, there are very pointed sources from which you can basically reduce methane going forward,” he said.

Shah from the NDDB added that India’s high agricultural emissions must be considered in the context of the country being home to the world’s largest cattle population, the largest producer of milk, and the largest rice exporter, as rice production also produces significant methane emissions.

“In this light, India’s agriculture sector emissions must be considered significantly low,” Shah said. Because of its large population, India’s per capita emissions are well below average.

For dairy farmers like Tamilarasu, better welfare for her cows and programs for farmers to have better practices are welcome, but she won’t be leaving her cows for the climate any time soon. She plans to continue dairy farming for the foreseeable future.

“The way we see it, our cows and us support each other. If we can make their lives better, they will make ours better too,” she said.

AMUL LAUNCHES FRESH MILK IN US FOLLOWING MODI'S GLOBAL AMBITION

March 23, 2024

<https://dairynews7x7.com/modis-call-spurs-amul-global-expansion-taste-of-india-fresh-milk-hits-us-shelves/>

A month after PM Narendra Modi asked Amul to emerge as world's largest dairy, 'The Taste of India' has taken a big leap by launching fresh milk in US.

On Feb 22, PM Modi had asked farmers of Gujarat to turn Amul into world's largest dairy while addressing a gathering at golden jubilee celebrations of GCMMF in Ahmedabad.



This is the first time that Amul's fresh milk range has been launched outside India.

Partnership of Gujarat Co-operative Milk Marketing Federation (GCMMF) and Michigan Milk Producers Association (MMPA), US's tenth-largest dairy cooperative, was announced at MMPA's 108th annual meeting at Novi, Michigan, on Thursday.

This is a continuation of Amul's relations with Michigan. Dr Verghese Kurien, founder-chairman of GCMMF, was an alumnus of Michigan State University.

"This will ensure all our American and Indian consumers are nourished and energised with the goodness of Amul milk," Jayen Mehta, managing director of GCMMF, told TOI.

Amul has launched its range of fresh milk in US in packs of one gallon and half a gallon under the same brand name and composition that is popular in India – Amul Gold (with 6% milk fat), Amul Shakti (with 4.5% milk fat), Amul Taaza (with 3% milk fat) and Amul Slim n Trim (with 2% milk fat). The variants will be available at leading Indian grocery stores throughout the East Coast and Midwest markets of US.

Amul plans to launch other dairy products, including curd, buttermilk and paneer in US markets to cater to growing demand of Indian diaspora there.

GCMMF will also launch mass media campaigns, including its popular TV commercial 'Doodh Doodh Piyo Glass Full Doodh' in US.

KEDAARA CAPITAL PICKS UP MAJORITY STAKE IN ICE CREAM MAKER DAIRY DAY

March 22, 2024

<https://dairynews7x7.com/kedaara-capital-picks-up-majority-stake-in-ice-cream-maker-dairy-day/>

Kedaara Capital has picked up the majority stake in Dairy Classic Ice Creams Private Ltd, known for its brand Dairy Day, for an undisclosed amount. The investment will also provide full exit to Motilal Oswal Private Equity and other angel investors.

Dairy Day, headquartered in Bengaluru, has a

Sunish Sharma, Founder and Managing Partner, and Anant Gupta, Managing Director of Kedaara Capital, said, “Ice Cream is one of the fastest growing categories within the entire food & beverage segment. Dairy Day’s dedication to quality, and its commitment to delivering ‘goodness’ has resonated deeply with consumers across its target markets, propelling



strong presence in states such as Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, and Maharashtra. It is sold at over 50,000 retailers.

The company is adding 1.5 lakh litres per day production capacity to its existing two lakh litres per day capacity. It has also been growing its revenue at 30 per cent compounded annual growth rate (CAGR) over the last decade.

Kedaara Capital said it will work closely with the promoters, M.N. Jaganath and A. Balaraju and the professional management team to unlock the company’s next phase of growth.

the brand to a market-leading position.”

In a joint statement, N. Jaganath, Managing Director and CEO, and A. Balaraju, Director – Technical, said “We are delighted to welcome Kedaara as our valued partner for the next phase of our growth. Given the convergence of values and aspirations, we are confident Kedaara will help us deliver on our vision to make Dairy Day one of India’s most loved ice-cream brands. Their wealth of expertise and in-depth retail and consumer experience will be invaluable as we expedite our growth.

EY acted as the exclusive investment banker on this transaction

ATTENTION DAIRY FBOs

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



Choose NABL accredited excellence for FSSAI compliant Dairy Testing Services.

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03

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CASH RESTRICTIONS FOR LS POLL HITS CENTURY-OLD CATTLE MARKET IN VELLORE

March 21, 2024

<https://dairynews7x7.com/cash-restrictions-for-ls-poll-hits-century-old-cattle-market-in-vellore/>

A century-old weekly cattle market in Vellore has been affected due to restrictions on carrying huge amount of cash during travel as part of the enforcement

The market, held every Tuesday, has spread over a vast open space near a lake in Poigai village near Vellore town on Chennai – Bengaluru Highway (NH 44) for many years. Dairy farmers



of moral code of conduct by the Election Commission of India (ECI) for Lok Sabha election on April 19.

As per norms for the elections, cash up to ₹50,000 has been allowed for people to carry during their travel.

“Most of the dairy farmers, who come to the weekly market, were not aware of the cash restrictions during election. Also, sellers, who are also poor farmers, always depend on cash transactions rather than online payment. A permanent solution should be found to ensure dairy farmers are not affected,” said K. Sethu, a dairy farmer at the market.

The election flying squad seized ₹5.89 lakh from S. Vijayan (33), a dairy farmer from Salem, at the toll gate in Pallikonda near Vellore on Tuesday. Initial inquiry revealed that he was on his way to the cattle market in Vellore in his maxi-cab to buy milch cows.

from various places like Tirupattur, Dharmapuri, Chengam, Anaicut, Gudiyatham and Krishnagiri through the market. Around 2,500 cattles are brought to the market for sale.

Majority of them are milch cows. The price of a milch cow is between ₹75,000 and ₹1.5 lakh in the market. “After Pollachi, Vellore’s Poigai is the second largest weekly market for cattle in the State. We have a veterinary clinic near the market where dairy farmers bring their cattle for routine check-ups. A similar market is held for goats and sheep at K.V. Kuppam in the diary every Monday and this has been going on for several years,” said G. Anduvan, Assistant Director, Department of Animal Husbandry (Vellore).

Officials of Animal Husbandry Department said that most of the dairy farmers at the market come mainly for milch cows. It will help them to earn additional income apart from farming activities. During festival season, especially Pongal, the market gets more cattle for sale as

farmers are eager to buy during such auspicious occasions. Most of the farmers usually prefer cash payments over online transactions as their digital knowledge is almost nil.

Collector V.R. Subbulaxmi told The Hindu that restrictions on carrying cash cannot be relaxed. At the same time, the weekly market cannot be

temporarily closed for the election as it affects the age-old trade in the town. Instead, the Collector said that people should carry valid documents to carry cash with them. Proper documents to prove the source of money should be produced to get the seized money from the monitoring team.

KARNATAKA MILK FEDERATION EYES CRICKET SPONSORSHIP AT T20 WORLD CUP, FLOATS TENDER

March 20, 2024

<https://dairynews7x7.com/karnataka-milk-federation-eyes-cricket-sponsorship-at-t20-world-cup-floats-tender/>

The Karnataka Milk Federation (KMF), known for its Nandini brand of dairy products, is vying for sponsorship opportunities for one or possibly multiple teams at the upcoming T20 Cricket World Cup in June.

As per reports, KMF has released a tender,

Looks like the Nandini- Amul is taking a new turn with Nandini debuting on the cricket pitch.

Gujarat Cooperative Milk Marketing Federation, known for its Amul brand of dairy products has been long in the game. In 2011, they



seeking proposals from companies interested in showcasing the Nandini logo on the primary arm sleeve of one or multiple teams participating in the ICC T20 World Cup 2024.

The tournament, set to be co-hosted by the West Indies and the United States between June 1 and June 29 will see 20 teams playing this season.

The brand has associated with other sports in the past. For instance, they have been associate sponsors of the Bengaluru Bulls at the Pro Kabaddi League. But not with cricket.

sponsored the Netherlands cricket team at that year's World Cup and ever since there has been no looking back. Amul has partnered and collaborated with various teams like New Zealand, South Africa, Sri Lanka, and Afghanistan. In 2019, Amul also became the principal sponsor of the Afghanistan cricket team.

KMF officials told Moneycontrol that they are looking for one or two teams including India, South Africa, West Indies, Sri Lanka, Nepal, Oman, Netherlands, Uganda and Namibia.

"We have issued a tender and are in the process of finalising it. We will award the work or-

der after receiving permission from the Election Commission.” This is because being a public sector undertaking, KMF is governed by the model code of conduct that kicked in when the dates for the 2024 Lok Sabha election was announced on March 16, and all major decisions have to be approved by the electoral body,” Moneycontrol quoted KMF managing director MK Jagadish.

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AGRI EXPORTS REBOUND ON MEAT AND F&V SHIPMENTS

March 20, 2024

<https://dairynews7x7.com/agri-exports-rebound-on-meat-and-fv-shipments/>

India's exports of agricultural and processed food products, after slowing down in the first three quarters of the current fiscal due to restriction on rice exports, have recovered, aided by a sharp spike in shipments of meat and dairy products, and fruits & vegetables.

February period of this fiscal, to \$ 4.1 billion compared to previous fiscal.

The exports of fresh fruits and vegetables have risen by 15% in the first eleven months of FY24 to \$3.22 billion on year.

The shipment of cereals preparations and pro-



Exports of these items under the Agricultural and Processed Food Products Export Development Authority (APEDA) basket were just above the previous year level at \$ 21.6 billion during the April-February period of the current fiscal year.

According to quick estimate by the Directorate General of Commercial Intelligence and Statistics, rice exports in the first eleven months of 2023-24 dropped 7% to \$9.32 billion on year because of the ban on white and broken rice exports, shipment duties on parboiled rice and the ban on wheat exports imposed in May last year.

Sources said that decline in the value of rice exports is attributed to decline in shipment of non-basmati rice due to several restrictions such as ban on white rice shipment and 20% export duty on part-boiled rice exports imposed last year.

However, livestock products – buffalo meat, dairy and poultry, a key item in the APEDA basket rose by close to 13% on year during April-

processed items, rose by 9% to 2.5 billion on year in the current fiscal.

Oil meals shipments in the current fiscal rose by 17% to 1.5 billion in April-February 2023-24 on year.

The rice exports in the last fiscal rose by more than 15% year-on-year to a record \$ 11.1 billion from \$9.6 billion in FY22. In terms of volume, rice shipment grew by 5% to a record 22.34 million tonne (MT) last fiscal. In the current fiscal, rice shipment is likely to be around 17 MT.

While cashew exports during April-February 2023-24 declined by 4% to 0.31 billion on year.

The exports of products under the APEDA basket grew by 9% to \$26.3 billion in 2022-23 compared to FY22, due to a spike in shipment of rice, fruits and vegetables, livestock and dairy products.

The share of exports of products under the APEDA basket is around 51% in the the total shipment of agri-produce.

Rest of the agricultural products exports include marine, tobacco, coffee and tea.

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INTRODUCTION OF MILK WITH LOW FAT CONTENT OPPOSED

March 20, 2024

<https://dairynews7x7.com/introduction-of-milk-with-low-fat-content-opposed/>

The Consumer Protection Council, Tamil Nadu, has opposed Aavin move to supply milk with reduced fat content in blue coloured sachets.

In a representation to Minister for Milk and Dairy Development Mano Thangaraj, S. Push-

But Aavin was not interested in tapping the potential to increase its sales and profit. The agents were allowed to charge more than the Maximum Retail Price. The supply was also often delayed or disrupted. The stakeholders were not consulted before dropping 4.5% fat content milk. If Aavin thought 3.5% fat content



pavanan, council secretary, said Aavin introduced 3.5% fat content milk by discontinuing 4.5% fat content milk in green packets. The move was dropped when the issue was flagged last month. Yet, Aavin had reintroduced it now. It was double whammy for consumers as they had to pay more for the milk with reduced fat content. While it cost ₹43 for a litre of milk with 4.5% fat, consumers had to pay ₹44 for a litre of milk with 3.5 % fat. Milk in 200ml pack also cost more.

Mr. Pushpavanam said there was a huge demand for Aavin milk as the quality was good.

milk was healthy, the prices should be reduced. Similarly, milk with 4.5% fat content should also be continued. It was for the consumers to buy milk of their choice.

The move would bring a bad name to the State Government at the time of elections. The Minister had earned the displeasure of consumers at a wrong time. Hence, the move should be dropped immediately. Aavin could be made profitable by reducing corruption and improving the overall efficiency, Mr. Pushpavanam added. .

FODDER IN PUNE CAN LAST FOR 2 MONTHS: ZILLA PARISHAD OFFICIALS

March 19, 2024

<https://dairynews7x7.com/fodder-in-pune-can-last-for-2-months-zilla-parishad-officials/>

A section of officials from the Pune zilla parishad (ZP) said depleting water levels in dams and lack of fodder have created a tough situation for the farmers in the rural area.

next two months. To tackle this impending situation, we distributed fodder seeds to the farmers where water is available to make available fodder in April and May,” a senior official from the animal husbandry division of the ZP said.



This prompted the authorities to prepare an action plan. As per their assessment, the current stock of fodder can last only for two months. “Thus, it would be difficult for the farmers to look after their cattle.

Dairy farmers in the district will face tougher times,” the official said.

“We have 3.8 tonne of fodder available in the district for 11.4 lakh cattle. Their daily consumption is 5.8 tonne and it will finish in the

Vishnu Garje, head of the animal husbandry division of the ZP, said, “The situation is grim in Purandar and Baramati tehsils. We took counter measures in the affected villages and expect to get new fodder supply in May.”

He added, “Besides, this year, the area under Jowar sowing in the district increased by 10,000 acres. The residue of jowar is used as fodder for the cattle. It will meet our requirements in the coming months.”

INFOCUS AGRICULTURE LIVESTOCK SECTOR: FOCUS ON BHADAWARI BUFFALO FOR CLIMATE-RESILIENT DAIRYING

March 19, 2024

<https://dairynews7x7.com/infocus-agriculture-livestock-sector-focus-on-bhadawari-buffalo-for-climate-resilient-dairying/>

BP Kushwaha and Bishwa Bhaskar Choudhary

INDIA, with its diverse climatic conditions and agricultural practices, has long relied on the livestock sector for sustenance and economic sta-

and economic benefits, farmers can be encouraged to actively participate in its conservation. Private dairy players need to be brought into the fold of the Bhadawari conservation efforts. Policies should be formulated to incentivise and promote the integration of this breed into

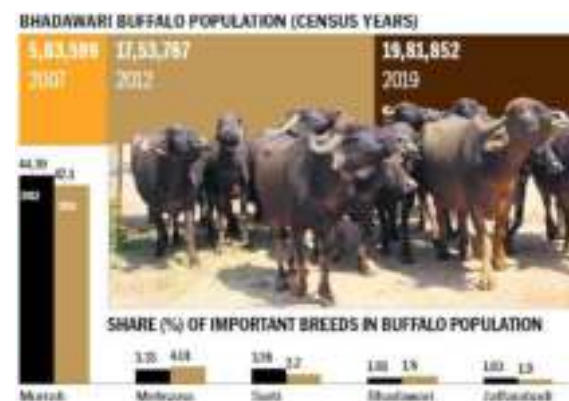


bility. However, around 70 per cent of the dairy animals are owned by marginal and small farmers. Buffalo farming is an important component of the sector, constituting around 21 per cent of the livestock population in the country and accounting for around 45 per cent of the national milk production. The Murrah breed has the highest share (42 per cent) in India's buffalo population. In order to increase milk production, indiscriminate crossbreeding of other buffalo breeds with Murrah in the past three to four decades has notably diminished significant breeds, particularly Bhadawari. According to government data, the national Bhadawari population was around 1.3 lakh in 1977. However, as per reports, it fell to around 50,000 by 1997.

By fostering deeper understanding of the Bhadawari buffalo's ecological adaptability

private dairy ventures. This can be achieved by highlighting its advantages, particularly its milk's suitability for various dairy products.

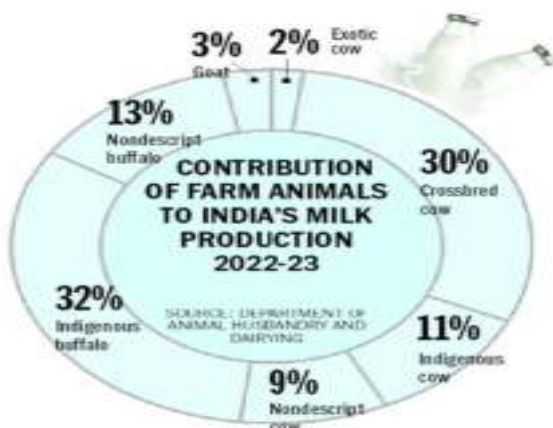
Fullscreen



This breed is renowned for its resilience to heatwaves and climatic stress, particularly in the arid and semi-arid regions of India. This variety has evolved efficient mechanisms for heat dissipation, ensuring the maintenance of

productivity levels even in the face of extreme weather events. Furthermore, its genetic composition equips it to cope with water scarcity, a common repercussion of climate change. Wallowing, especially during the summer, is vital for buffaloes to counteract heat stress. Bhadawari, in particular, can endure heat stress even without wallowing. Nevertheless, the water intake for drinking is contingent on the animal's body weight. Given that the Bhadawari has a lower body weight than the Murrah, its water requirement is correspondingly reduced. As climate change is going to be more pronounced in future, conserving and promoting domestication of Bhadawari is imperative for building resilience of dairy farmers and sustaining national milk production.

Bhadawari buffaloes also offer superior milk quality, further enhancing their role in sustaining livelihoods of dairy farmers. The milk produced by the Bhadawari is renowned for its high fat ranging from 7 per cent to 14 per cent, making it ideal for various dairy products. Moreover, the milk fatty acid profile of Bhadawari buffaloes is comparable with that of other breeds. The superior composition of their milk not only meets consumer preferences but also provides economic benefits to farmers.



The Bhadawari is a cost-effective option for farmers. The breed's lower body weight results in a decreased need for feed to sustain it on the farm. The capability of Bhadawari buffaloes to thrive on suboptimal and variable forage resources enhances their adaptability in the face

of fluctuating feed and fodder availability. Consequently, possessing a breed capable of efficiently converting diverse forage into high-quality milk becomes a strategic advantage, particularly for small dairy farmers who wield influence in the Indian dairy sector. This adaptability ensures that Bhadawari buffaloes continue to contribute to the productivity of the dairy sector, even when confronted with challenges arising from insufficient fodder availability.

The breed's appeal is heightened by its inherent disease resistance, a critical factor in the light of recent challenges like the lumpy skin disease in Indian cattle. This resilience reduces the need for frequent veterinary interventions, safeguarding the health of the farm animals and minimising economic losses tied to disease-related mortality and treatment costs. The breed's robust health also serves as a risk mitigation strategy for small dairy farmers with limited financial resources. Studies highlight a lower calf mortality rate in the Bhadawari compared to the Murrah; this is crucial for small dairy farmers as high calf mortality can impede growth. The Bhadawari's efficiency in rearing healthy calves ensures a steady supply of replacement animals, boosting overall productivity and profitability. This characteristic is particularly advantageous for small farmers relying on their cattle for both milk production and breeding, contributing to the long-term sustainability of their herds.

Recognising the critical importance of the Bhadawari buffalo, the Hisar-based ICAR-Central Institute for Research on Buffaloes (CIRB) has initiated efforts for its conservation. A network project on Bhadawari buffaloes was started at Jhansi-based Indian Grassland and Fodder Research Institute in 2001. The project aimed to address various facets of conservation, including enhancing the population of Bhadawari buffaloes, preserving the genetic purity of the breed and promoting sustainable breeding practices. Over the years, these initiatives have yielded tangible results, contributing to a noticeable increase in the Bhadawari

population. However, the conservation efforts must extend beyond mere numbers and encompass crucial aspects such as safeguarding the breeding tract.

This involves implementing rigorous policies to prevent indiscriminate crossbreeding with other breeds, particularly with the Murrah, ensuring the preservation of the Bhadawari's unique genetic traits. The breeding tract, often the epicentre of genetic purity, demands attention to prevent unintended dilution of desirable characteristics. In parallel, creating awareness among farmers assumes paramount importance in the conservation plan. Many farmers may not fully comprehend the distinctive attributes of the Bhadawari, including its low feed requirements and remarkable climate resilience. A targeted awareness campaign — educational programmes, workshops and outreach initiatives — can bridge this information gap, empowering farmers with

knowledge that emphasises the breed's advantages and the necessity of its conservation. By fostering a deeper understanding of the breed's ecological adaptability and economic benefits, farmers can be encouraged to actively participate in its conservation. Moreover, private dairy players, who play a pivotal role in the dairy industry, need to be brought into the fold of the Bhadawari conservation efforts. Policies should be formulated to incentivise and promote the integration of Bhadawari buffaloes into private dairy ventures. This can be achieved by highlighting the economic advantages associated with the breed, particularly its milk's suitability for various dairy products.

Kushwaha is a principal scientist at ICAR-Central Institute for Research on Buffaloes, Hisar; Choudhary is a scientist at ICAR- Indian Grassland and Fodder Research Institute, Jhansi. Views are personal

WEST BENGAL WITH ONLY 2% POWER CONSUMPTION CREATES 40% MORE AGRI-VALUE THAN PUNJAB

March 19, 2024

<https://dairynews7x7.com/west-bengal-with-only-2-power-consumption-creates-40-more-agri-value-than-punjab/>



Let us start with a simple question: which state do you think is most productive in terms of value creation in agriculture on per hectare (ha) basis? If Punjab comes to your mind, you could be very much off the mark. Punjab, known for its high physical productivity of rice and wheat, falls at number 13 amongst Indian states when it comes to agri-value created, i.e., agri-GDP on per ha basis. There could be at least two ways to estimate it. First, divide state agri-GDP by Net Sown Area (NSA); and second, divide agri-GDP by Gross Cropped Area (GCA), which encompasses the effect of cropping intensity. Here we use both indicators for the year 2021-22, for which the latest information is available.

When we look at agri-GDP/ha of NSA, Andhra Pradesh (AP) leads the pack with Rs 6.43 lakh/ha, followed closely by West Bengal (WB) with Rs 5.19 lakh/ha, Tamil Nadu (TN) with Rs 5.14 lakh/ha, and so on. In contrast, Punjab stands 13th in ranking with Rs 3.71 lakh/ha, trailing even behind Jharkhand (Rs 4.41 lakh/ha). The disparity becomes starker when we consider agri-GDP/ha of GCA. In this regard, even Bihar with Rs 2.18 lakh/ha, Odisha with Rs 2.57 lakh/ha, and Assam with Rs 2.34 lakh/ha

outpace Punjab with Rs 1.92 lakh/ha (see infographic).

Punjab, caught up in the rice-wheat system induced by the MSP regime and open-ended procurement, along with free power and highly subsidised fertilisers, failed to diversify to high value agriculture. This is despite repeated reminders by the Johl Committee report in 1986, and again in 2002. Today, 84% of Punjab's GCA is under wheat and rice, leading to 76% of its blocks over-exploited in terms of groundwater.

Punjab and Haryana desperately need a new deal to switch away from rice cultivation. Just to save these from ecological disaster, a minimum of 1.5 million hectare (Mha) of rice area (out of about 4.5 Mha) needs to be shifted to pulses, oilseeds, and even maize for poultry and ethanol, and fruits and vegetables. For this to happen, crop-neutral incentive structures need to be created. What this means is that the growers of these alternative crops must be rewarded about Rs 25,000/ha when they switch from paddy to these crops, as that is the minimum savings from power and fertiliser subsidy. This package towards sustainable cropping patterns needs to be devised by the Centre and states together.

But if farmers' incomes have to be augmented substantially, Punjab and Haryana have plenty of lessons to learn from states who have already diversified into high value agriculture. In this context, it is interesting to note that an Andhra farmer creates 74% more value in agriculture than a Punjabi farmer on per ha of NSA. How did that happen? The answer lies in high-value inland fisheries. With 24% of its agriculture value added (AGVA) attributed to fisheries, AP leads the nation in fish production, contributing 30% to its national output. It is this proficiency in cultivating high-value shrimp that boosts their profitability. This success story of AP serves as a compelling example for Punjab and Haryana, if they want to switch from rice-wheat rotation.

Tamil Nadu sets a high bar for fruit cultivation, with mangoes and bananas comprising over 80% of its fruit production in 2020-21. This success translates into a 39% higher value creation in agriculture compared to their counterparts in Punjab. It is a clear signpost for Punjabi farmers' higher income aspirations. But it is not just about diversifying into horticulture; it is also about embracing innovative agricultural practices. For example, TN farmers practice Ultra High-Density Plantation (UHDP) for mangoes. This method allows 674 mango trees per acre compared to the traditional method of 40. This translates to a significant increase in yield and profits. This technique of UHDP, being promoted by Jain Irrigation, leads to significant water savings (up to 50%) and fertiliser savings (up to 30%), further enhancing profitability.

West Bengal, a state with only 2% agriculture power consumption in 2021-22, creates 40%

more value than Punjab, which gets free power for agriculture. WB cultivates vegetables on 15% (1.5 Mha) of its GCA of 10.2 Mha. The central government's recognition of this success is evident in the establishment of an Agri-Export Zone (AEZ) dedicated to vegetables in WB, encompassing three key districts: Nadia, Murshidabad, and North 24 Parganas. Year-round production of a variety of vegetables makes cropping intensity so high (199%) in WB. The state has successfully transitioned from a "production-oriented" model to a more strategic "market-driven" system. This focus on market demands is reflected in their impressive production figures for vegetables like brinjal (2.9 MMT), cabbage (2.3 MMT), cauliflower (1.9 MMT), and potato (15.1 MMT) in 2020-21 (Horticulture Statistics). Emulating West Bengal's model necessitates identifying Punjab's own AEZs for horticulture.

Punjab's dairy sector, contributing 28% to its Gross Value agri-Output (GVO) in 2019-20, highlights its growth potential. This presents a golden opportunity for Punjab to capitalise on its existing dairy strength by venturing into value-added processing, from cheese to chocolates, for Indian and export markets.

The path towards revitalising Indian agriculture and boosting farmers' incomes requires moving beyond traditional staples. Punjab-Haryana need to embrace a demand-driven high value agricultural system, if they truly want their farmers to be prosperous. This would require shedding the mindset of an MSP-based cropping system.

TEMPERATURE INCREASE WILL AFFECT MILK PRODUCTION IN THE KERALA STATE: EXPERT

March 19, 2024

<https://dairynews7x7.com/temperature-increase-will-affect-milk-production-in-the-state-expert/>

Increasing atmospheric temperatures is affecting production and productivity in dairying. Substantial reductions in milk production affect sustainability of the sector, which has more than 70 % women involvement.

“On average, the temperature increase of one

degree Celsius will reduce milk production by 5–10 %.

directly to cooperatives. But those trying to market milk directly may get up to a 20% return on investment. But drastic reductions in production started affecting sustainable dairy production in the State. A 30% reduction in milk production may cause a monthly loss of ₹250 crore to the dairy sector in the State,” noted Dr. Sethumadhavan.

degree Celsius will reduce milk production by 5–10 %. It is estimated that milk production in the State has been reduced to 30 % when compared to the pre-summer period,” says Dr.T.P. Sethumadhavan, former Director, Kerala Veterinary and Animal Sciences University.

Scorching sunlight, climate change, increased land pressure, scarcity of water, etc. make the situation worse. Moreover, the cost of production is increasing day by day. The scarcity of fodder, including green fodder, and the increasing price of concentrates further precipitate the issues. Commercial dairy farms and entrepreneurial ventures are also in crisis.

“Usually, farmers get less than 10 % return on investment through dairying when compared to other enterprises if they are selling fluid milk

In order to address these issues, farmers need to follow scientific summer management practices. This includes the supply of ample water throughout the day, facilitating ventilation in the cattle shed, providing mist systems and fans, clean milk production practices, measures to sprinkle water over the animal 3–4 times daily, and provisions for making green fodder available or supplementing vitamin A regularly, he suggested.

“Concentrate feeds and water must be provided separately. Cattle should not be allowed to graze during the day, but they can be sheltered under trees. Scientific milking practices must be followed to reduce the incidence of mastitis. Vitamin and mineral supplementation is mandatory.”



NCP(SP) PROTESTS ALLEGED BARGAIN SALE OF ₹10,000 CRORE AAREY DAIRY LAND

March 19, 2024

<https://dairynews7x7.com/ncpsp-protests-alleged-bargain-sale-of-%e2%82%b910000-crore-aarey-dairy-land/>

Alleging that the state government is about to sell the 16-acre land of Aarey Milk Dairy at Wakadewadi in the city, worth ₹10,000 crore, at a bargain price, the NCP(SP), staged a strong protest in front of Aarey Milk Dairy on Monday in Pune.

Present on this occasion were Pune city president of the NCP Prashant Jagtap, Uday Mahale, Ganesh Nalavde, Raju Sane, Rameez Syed, Ro-

han Pygude, Prasad Gawde, Ashatai Sane, Kishore Kamble, Swapnil Joshi, Dilshad Atar, Hemant Badhe, and a large number of city office bearers and activists.

“The dairy was intended to provide a market for milk-producing farmers and to supply healthy milk to the people of Maharashtra, including Pune. However, the Aarey Dudh Sangh later fell into ruin due to the formation of separate dairies by political leaders. Now, the Shinde-Pawar-Fadnavis government is accused of selling government land at a strategic location in Wakadewadi at a bargain price,” he said.



han Pygude, Prasad Gawde, Ashatai Sane, Kishore Kamble, Swapnil Joshi, Dilshad Atar, Hemant Badhe, and a large number of city office bearers and activists.

Prashant Jagtap stated that the visionary leader, Yashwantrao Chavan, established government institutions, including Aarey Dairy at Wakadewadi, to secure the future of Maharashtra.

“The plan to sell 16 acres of Aarey Dairy’s land has been proposed by this tripartite government,” he added.

Jagtap emphasised that this land belongs to the people of Pune and questioned why such valuable land worth ₹10,000 crore is being sold for less than ₹400 crore. He alleged that this move is a government-sanctioned robbery against the common people of Pune.

UNLOCKING THE POWER OF WHEY PROTEINS: DR. T.N. TIWARI AT IMA UPHBICON 2024

March 18, 2024

<https://dairynews7x7.com/unlocking-the-power-of-whey-proteins-dr-t-n-tiwari-at-ima-uphbicon-2024/>

Dr. T.N. Tiwari, CEO of Nutrimed group, was honored by the Indian Medical Association (IMA) and invited as a keynote speaker at the prestigious IMA UPHBICON 2024 on Sunday, March 17th, 2024. Dr. Tiwari captivated the audience with his enlightening discourse on the pivotal role of dairy functional ingredients in the medical and pharmaceutical industries.

During his address, Dr. Tiwari delved into the

indigestion, and many other lifestyle-related disorders. Which makes we all look younger at least 10-20 years. Including enough quality whey/ milk protein sources in your diet strengthens your collagen levels and therefore makes your skin firmer and less prone to wrinkles. Proteins are rightly known as the building blocks of our body. They help build muscles and connective tissues in our bodies and aid in important metabolic pathways as well.



myriad benefits of milk and whey proteins, highlighting their profound impact on enhancing societal health and vitality. He elaborated on the advantages of dairy-based proteins across various life stages, elucidating their utility in diverse scenarios. Dr. Tiwari's insights offered a compelling perspective on the significant contribution of dairy products to overall well-being and vitality.

Dairy based Nutraceuticals play an important role in biological processes like cell proliferation, antioxidant defence, and gene expression. Nutraceuticals can delay the ageing process and decrease the risk of situations like cancer, heart disease, hypertension, excessive weight, high cholesterol, diabetes, osteoporosis, arthritis, insomnia, cataracts, constipation,

Whey is an important dietary source of these essential proteins and amino acids. Amino acids are the chemical units which are not produced naturally in our body. Whey protein is a good source of amino acids. They work together to repair our bones, muscles, organs and almost every part of the tissue in the human body. Specific amino acids are needed for specific purposes. Whey protein is high in Branched Chain Amino Acids [BCAA's]. They are useful for muscle repair and preservation. Leucine, another amino acid, stimulates protein synthesis and sends signals to the body to increase its storage of amino acid. Whey protein contains glutathione. This is an antioxidant which scavenges free radicals and delays the signs of aging. Glutathione is made from three main amino acids, cysteine, glutamic acid

and glycine. Whey protein also slows down the degeneration of muscles and keeps them strong during old age.

Whey protein for weight loss? Yes, according to a study, women who consumed a specialized form of whey protein lost more body fat. They also showed a greater preservation of lean muscle than those who didn't. Whey protein is low in carbohydrates and high in protein. These speeds up the metabolism to burn excess fat from the body. Researchers have concluded that whey protein can easily control appetite for up to two hours. It contains very little fat, low cholesterol and lactose. This makes it excellent for people on a low-carbohydrate diet. Cancer, mainly breast and cervical cancer, is the second leading cause of death in women. Whey concentrates and glutathione modulation is used in cancer treatment. Consumption of whey powder during

chemotherapy can help inhibit the growth of cancer cells. It is also an excellent meal for cancer patients as it is easy to digest. It provides energy and increases immunity.

Whey protein, when taken in moderate quantities, supports the functioning of the liver and when consumed in moderation, may have a protective effect on it. The liver carries about 500 functions in the body. This would be impossible without the presence of amino acids in it. The extension of the following health benefits to human beings due to the consumption of functional foods: Reduced risk of cardiovascular disease Reduced risk of cancer Improved health in general Improved memory Improved weight loss/management Reduced risk of other diseases Reduced osteoporosis Improved mental health Quicker reaction time Improved fatal health



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ONE STOP DAIRY TESTING SOLUTION

CURD, CHAAS, ICE CREAM, FLAVORED MILK DEMAND TO PICK UP WITH RISING MERCURY

March 18, 2024

<https://dairynews7x7.com/curd-chaas-ice-cream-flavored-milk-demand-to-pick-up-with-rising-mercury/>

Makers of beverages, ice-creams, air conditioners and coolers are anticipating strong demand for their products this summer season as mercury levels rise. The Indian Meteorological Department (IMD) recently said that the March-May period this year would be long and dry, with more days of heat waves and above-normal temperatures across the country.

This is good news for consumer firms, who are dependent on summers for sales, since it comes on the back of two years of unseasonal rains during the summer months. Most expect sales growth to be in the region of 30-50% across categories this summer season versus last year.

“We expect around 30% sales growth this summer for our brands versus last year. We are already seeing temperatures rise in the south and east markets, both in the day and night. Temperatures are rising in the west, like in Mumbai, but evenings are still pleasant. While the north should pick up in terms of temperature by early April,” Kamal Nandi, business head and executive vice-president, Godrej Appliances, said.

Jayen Mehta, managing director, Gujarat Co-operative Milk Marketing Federation (GCMMF), the maker of the Amul brand of ice-creams, beverages and dairy products, added

that he was anticipating a 50% year-on-year sales growth this summer for his products.

“Last year was a washout for summer products because of the unseasonal rains and overall fall in temperature during the period. Against that base, we expect a 50% sales growth in ice-creams, beverages and milk-based products such as butter milk (chaas) and lassi this year. We are already seeing demand pick up in some markets. This will steadily improve as the heat



grows between April-June,” he said.

Typically, categories such as ACs, ice-creams and beverages derive half of their annual sales in the period between April and June, when temperatures begin to peak, experts said. A prolonged summer will mean that companies will have to plan for both full production and distribution during the period.

“We have invested up to Rs 50 crore in augmenting capacities to ensure product availability across our markets of operations. As we get into the season, we have over 30 new products including a range of around 20 new ice cream products followed by Greek yoghurts and other dairy products,” Manish Bandlish, managing director, Mother Dairy Fruit and Vegetable, said.

ITC Foods is proposing to add more distribution outlets this year to take advantage of the anticipated growth within the category.

“We doubled our distribution numbers over the last two years when it comes to beverages. We are estimating an increase of 30% in the count of dealers for our juices this year over a significantly large base,” said Sanjay Singal, COO, ITC Foods’ dairy and beverages division.

Singal also added that the company was adding new flavours at multiple price points within its beverage portfolio to improve sampling and sales. This includes a new B Natural Gluco Orange variant, a Sunfeast Supermilk Vanilla Shake as well as an “access pack” of a B Natural Coconut Water at Rs 25. Currently, the company has 12 variants in B Natural juices across

tetrapack and PET formats. Five variants under Sunfeast milkshakes and four variants under Sunfeast smoothies.

Varun Beverages, which bottles PepsiCo products and counts India, Sri Lanka and Nepal among its top markets, said that it was growing its production capacity in juices and value-added dairy as well as strengthening its distribution and chilling infrastructure ahead of the crucial April-June period this year.

“The industry confronted unseasonal rains during the summer season in 2023, which impacted sales. While the sector has adjusted to evolving consumer preferences, summer 2024 should be better,” it said in its 2023 annual report released last week.

GANDERBAL: TRANSFER OF LAND FOR DAIRY PLANT APPROVED

March 18, 2024

<https://dairynews7x7.com/ganderbal-transfer-of-land-for-dairy-plant-approved/>

The Administrative Council (AC) has approved transfer of 22 kanals and two marlas of land situated in Estate Devipora, tehsil Tulumulla, district Ganderbal in favour of Animal Husbandry Department (AHD) for establishment of dairy plant.

be JKMPCL's share, for execution of the project" an official said.

The project is expected to provide employment and reduce agro-farm wastages and also enhance nutritional value of the produce.



"The Jammu and Kashmir Milk Producers Co-operative Limited (JKMPCL) shall be implementing agency for implementation of the Central Sector Scheme, National Programme for Dairy Development (NPDD) which shall be contributing 90% of the funding under the central sector component, and remaining 10% will

With the decision, approximately 1.5 lakh milk producers will be benefitted in the area and job opportunities for 400 to 500 people will be created.

NOVA DAIRY INTRODUCES A2 COW GHEE, A PREMIUM ADDITION TO ITS RANGE OF DAIRY PRODUCTS

March 18, 2024

<https://dairynews7x7.com/nova-dairy-introduces-a2-cow-ghee-a-premium-addition-to-its-range-of-dairy-products/>

One of the pioneers in the Dairy Industry in India serving purity, is thrilled to announce the launch of its latest product, A2 Cow Ghee. Crafted using the traditional bilona ghee curd churning method from A2 cow milk, this premium ghee promises to revolutionize the dairy industry with its exceptional quality and health benefits. The starting price for this A2 ghee is Rs 1500 onwards

– Contribution to glowing skin, thanks to its rich content of essential fatty acids and antioxidants.

– Support for better gut health, aiding digestion, and promoting a healthy microbiome.

“Nova Dairy is excited to introduce A2 Cow Ghee to our esteemed customers,” said Ravin Saluja, director with STERLING AGRO INDUSTRIES LIMITED at Nova Dairy. “Crafted with



A2 Cow Ghee is derived from the milk of indigenous Indian cows, known for producing A2 beta-casein protein. Utilizing the age-old bilona churning technique, Nova Dairy ensures that the ghee retains its natural aroma, flavor, and nutritional properties, making it an ideal choice for discerning consumers.

Unlike conventional ghee, A2 Cow Ghee offers a range of health benefits, including:

– Reduction in cholesterol levels, promoting heart health and overall well-being.

care and precision, our A2 Cow Ghee exemplifies our commitment to offering superior quality dairy products that enhance the lives of our consumers.”

With its rich flavor, nutritional benefits, and traditional craftsmanship, A2 Cow Ghee from Nova Dairy is set to become a staple in households across the country. This launch reinforces Nova Dairy’s dedication to innovation and excellence in the dairy industry.

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INDIA EXTENDS BAN ON DE-OILED RICE BRAN EXPORT BY FOUR MONTHS

March 18, 2024

<https://dairynews7x7.com/india-extends-ban-on-de-oiled-rice-bran-export-by-four-months/>



The central government has extended the ban on exports of de-oiled rice bran by another four months, according to an official notification put out by the Directorate General of Foreign Trade (DGFT) dated March 15.

The government had initially banned the export of the commodity derivative in July 2023 for four months and later extended it till March 2024.

The move was intended apparently to address inflation in milk prices. De-oiled rice bran, extracted from rice bran, is widely used as a nutrition product for feeding cattle, and other animals.

To be Published in the Gazette of India Extraordinary Part-II, Section - 3, Sub-Section (ii)
Ministry of Commerce & Industry
Department of Commerce
Directorate General of Foreign Trade
Vaniya Bhawan, New Delhi

Notification No. 76/2023
New Delhi, Dated: 15th March, 2024

Subject: Amendment in Policy condition of De-Oiled Rice Bran.

S.O. (E). — In exercise of powers conferred by Section 3 read with section 5 of the Foreign Trade (Development & Regulation) Act, 1992 (No. 22 of 1992), as amended, read with Para 1.02 and 2.01 of the Foreign Trade Policy, 2023, the Central Government hereby, in modification of Notification No. 51/2023 dt. 8th December, 2023, makes the following amendment related to policy condition of De-Oiled Rice Bran:

ITC HS code	Description	Export Policy	Present Policy condition	Revised Policy Condition
2306	OIL-CAKE AND OTHER SOLID RESIDUES, WHETHER OR NOT GROUND OR IN THE FORM OF PELLETS, RESULTING FROM THE EXTRACTION OF VEGETABLE OR MICROBIAL FATS OR OILS, OTHER THAN THOSE OF HEADING 2304 OR 2305	Free	However, export of De-Oiled Rice Bran under ITC HS code 2306 and under any other HS code is prohibited till 31.03, 2024.	However, export of De-Oiled Rice Bran under ITC HS code 2306 and under any other HS code is prohibited till 31 st July, 2024.

2. Effect of the Notification:

Export prohibition of De-Oiled Rice Bran is extended beyond 31st March, 2024 and till 31st July, 2024.

[Signature]
15.3.2024

Edible oil industry body The Solvent Extractors Association Of India (SEA) recently requested the government to lift the ban imposed on the export of the commodity derivative.

In a letter to the central government, it argued that the total export of DORB constitutes only around 6 per cent of the production, and its restriction has “adversely affected processors and exporters along with paddy farmers, hindering them from realizing better returns on their produce.”

According to the industry body, India, over the past 30 years, has successfully developed an export market for DORB, primarily serving Vietnam, Thailand, Bangladesh and other Asian countries.

“An abrupt change in export policy has given opportunity to our competing countries like Sri Lanka, Bangladesh to capture Vietnam market for de-oiled rice bran and will be lost in no time,” SEA argued in its letter.

“It is pertinent to mention here that this export restriction on DORB was imposed since July 2023 to ease the milk prices, however, we have seen almost no reduction in milk prices across the country since this ban. This is because the cost component of DORB in milk price is very nominal.” (ANI)

MOTHER DAIRY TO INVEST RS 750 CRORE TO SET UP 2 DAIRY, F&V PLANTS

March 18, 2024

<https://dairynews7x7.com/mother-dairy-to-invest-rs-750-crore-to-set-up-2-dairy-fv-plants/>

Mother Dairy will invest Rs 650 crore to set up two new plants for processing of milk as well as fruits and vegetables to expand its business amid rising consumer demand. Mother Dairy, which is a leading milk supplier in Delhi-NCR, will also invest another Rs 100 crore to expand capacities of its existing plants.

“In our endeavour to expand our distribution

“We also plan to commission a new fruit processing plant in Karnataka with an investment of over Rs 125 crore under our Safal brand,” Bandlish said.

These two plants are expected to be completed in about two years.

“In addition to these new greenfield plants, we are also strengthening our capacities in our ex-



and reach to our consumers, we have earmarked a capital expenditure (capex) outlay of over Rs 750 crore to enhance our dairy and F&V (fruits and vegetables) processing capacities across key locations,” Mother Dairy Fruits and Vegetables Pvt Ltd MD Manish Bandlish told PTI.

Mother Dairy is coming up with a big dairy plant in Nagpur, Maharashtra with an investment of around Rs 525 crore, he said.

The greenfield plant will have a processing capacity of 6 lakh litres of milk per day, which can be expanded up to 10 lakh litres a day.

This upcoming plant will serve the markets of central and southern regions.

isting facilities with an outlay of around Rs 100 crore,” Bandlish said.

At present, Mother Dairy has nine company-owned processing plants for dairy with a total total milk processing capacity of more than 50 lakh litres per day.

It also undertakes processing at third party facilities.

For the horticulture (fruits and vegetables) segment, the company has its own four plants, while for edible oils it manufactures through 15 associated plants.

Mother Dairy’s turnover in the 2022-23 fiscal stood at around Rs 14,500 crore.

On the expected turnover for this fiscal, Bandlish said, “despite a challenging year amid subdued summer season last year, deflation in the edible oil sector, the company is likely to exit 2023-24 with a moderate growth rate of around 7-8 per cent in volume terms.”

Mother Dairy was commissioned in 1974.

It is now a wholly-owned subsidiary of the National Dairy Development Board (NDDB).

Mother Dairy was established under the initiative of ‘Operation Flood’, world’s biggest dairy development program launched to make India a milk sufficient nation.

Mother Dairy, one of the leading dairy players in India, manufactures, markets and sells milk and milk products including cultured products, ice creams, paneer, ghee, etc. Under the ‘Mother Dairy’ brand.

The company also has a diversified portfolio with products in edible oils under the ‘Dhara’ brand and fresh fruits & vegetables, frozen vegetables & snacks, unpolished pulses, pulps & concentrates, etc. Under the ‘Safal’ brand.

In Delhi-NCR, it has hundreds of milk booths as well as Safal retail outlets.

Mother Dairy sells more than 35 lakh litres of fresh milk (pouched and token milk) per day in Delhi-NCR.



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HOW AMUL'S ENTRY INTO SOUTH INDIA IS CAUSING A CHURN IN THE COOPERATIVE INDUSTRY

March 18, 2024

<https://dairynews7x7.com/how-amuls-entry-into-south-india-is-causing-a-churn-in-the-cooperative-industry/>

State milk cooperatives have fostered a no-competition spirit among each other. Now, the Gujarat-based milk procurer has caused a stir as it enters the South

the south Indian markets with its brightly packaged products. At the heart of the discontent of Aavin, Nandini, Vijaya, and Kerala's Milma — the four regional milk marketing federations — is Amul's unfair pricing and procurement of



In the 1980s and the 1990s, the best suitor to the rich, brown Robusta from the blue Nilgiris was the creamy-complexioned Aavin from Tamil Nadu's plains. In neighbouring Karnataka and Andhra Pradesh too, similar alliances were nurtured: Coorg's Arabica was found to be most compatible with Nandini, and the crimson-red make from Andhra's Araku, considered limited edition, was matched with Vijaya, the whitecap from the state's sunny side. The coffee and cream duos grew to win the hearts of every south Indian whose mornings were unthinkable without Aavin, Nandini, and Vijaya — the homegrown cooperative milk federations' 6 am drop-offs.

Cut to 2020. Enter Amul, and a bitter battle ensued disrupting the long-standing relationship between dairy farmers, federations, and consumers across all southern states. Amul, or Anand Milk Union Limited, owned by the Gujarat Cooperative Milk Marketing Federation (GCMMF), is considered India's largest and most successful milk procurer and marketer. In the last two years, it has been repeatedly chastised for barging into territories alien to its jurisdiction, buying up liquid milk, and thronging

milk from dairy farmers.

Earlier this month, Tamil Nadu chief minister MK Stalin requested the urgent intervention of Union home minister Amit Shah to direct Amul to desist from milk procurement from Tamil Nadu's Aavin milk shed area. Stalin said that the entry of Amul into the market would create unhealthy competition with Aavin, the state's dairy cooperative federation functioning since 1981.

"Until now, Amul was just selling their products through their outlets in the state," Stalin said in his letter to Shah. "Recently, it has come to our notice that the Kaira District Cooperative Milk Producers' Union (one of the unions that forms Amul), has utilised their multi-state cooperative licence, to install chilling centres and a processing plant in Krishnagiri district and has planned to procure milk through FPOs and SHGs in and around Krishnagiri, Dharmapuri, Vellore, Ranipet, Tirupathur, Kanchipuram and Thiruvallur districts in our state," he wrote.

"This act of AMUL infringes on Aavin's milk shed area which has been nurtured in true cooperative spirit over decades," the TN CM wrote.

K Annamalai, the BJP state chief, however, refuted the allegations. Aavin's daily milk procurement is 35 LLPD against the total milk production of 244 LLPD in the state, he said.

Amul's procurement in the South

Southern milk federations are up in arms at the way Amul has bought liquid milk from dairy farmers through agents at higher rates than the local unions, enticing farmers with bonuses and spot payments.

In Andhra Pradesh for instance, the first state that Amul tried penetrating in late 2020, it collected milk through the Jagananna milk flood scheme, introduced by the state government. By 2022, farmers reported a fifth increase in the procurement price of both cow and buffalo milk. Subsequently, Amul also increased the collection price of butter by ₹32 in the Uttaran-dhra districts.

"Jagananna milk collection started in December 2020 in three districts, and within three months, Amul started expanding its procurement operations to 17 districts. From 100 villages and 27,300 farmers, the number has now risen to more than 2,50,000 farmers across nearly 2,900 villages in the state. This has helped us farmers tremendously," V Srinivasa Rao, the leader of the Krishna District Milk Producers Mutually Aided Cooperative Milk Union said.

After the state raised the procurement price of milk for the fifth time in one year, Amul was buying buffalo milk at ₹87.52, paying ₹16 higher than the state dairy, and cow milk at ₹42.46, paying ₹8.26 more than Vijaya Dairy's procurement price. By the end of 2022, Amul had compensated the farmers by paying ₹232 crore to buy more than five crore litres of milk from Kaira, Sabarkantha, and Banaskantha unions in the Rayalaseema, Coastandhra and Uttaran-dhra regions, respectively, according to Seediri Appalaraju, the minister for Animal Husbandry and Fisheries made at a press conference last year in November.

The milk procurement price is akin to the minimum support price (MSP), a baseline or floor price below which the market prices of commodities cannot fall even in case of a supply glut or a bumper crop. In the case of crops, while the Central government decides the MSP beforehand each year, the state cooperatives determine the procurement and sale price of milk and milk products in consultation with the state dairy federation and state government based on the availability of milk.

"Before winning the election, YS Jagan Mohan Reddy promised to pay the dairy farmers a higher procurement price than the private dairies if they were voted to power. The government is now enabling this through Amul. Government officials are holding camps to threaten farmers to supply milk to Amul and not to Visakha or Vijaya dairies," said former Communist Party of India (Marxist) parliamentarian P Madhu.

Vijay Mohan, a dairy expert from Andhra Pradesh said that private players too increased the procurement costs of raw milk because of a decline in milk output due to the Lumpy Skin Disease (LSD) outbreak in 2022-2023 and an increase in fodder prices. "Commensurate with the input costs, the dairy industry players took price hikes in cow and buffalo milk but once the threat and spread of the disease waned, they did not resort to additional price hikes. The health of Amul's balance sheet allows it to procure milk at higher costs even if they are not viable in the short term."

Last year, Amul also took over the assets of the defunct Chittoor Dairy, a unit of the Andhra Pradesh Dairy Development Cooperative Federation (APDDCF) investing ₹385 crore to create a new facility. In July 2023, chief minister YS Jagan Reddy laid the foundation for the Amul milk procurement and production facility. The Chittoor unit was shut down 20 years ago after incurring recurrent losses due to the advent of Heritage Dairy, a private firm owned by Nara Chandrababu Naidu's wife, N Bhuvanewari.

The Anand-based cooperative corners dairy unions by pumping in cash through agents, Madhu said. According to Srinivas Rao, who leads the Krishna District Milk Producers Mutually Aided Cooperative Milk Union, Amul paid a spot bonus per litre to farmers and unions through agents. Small district units of the state dairy are thus made part of the Gujarat cooperative's network, which also includes private players to supply milk for Amul. The three-tier system in the Dairy Cooperative structure consists of a Dairy Cooperative Society at the village (Primary Dairy Cooperative Society), district, and state levels.

"This is how the cooperative dairies are systematically dismantled in the state," the CPI (M) leader said.

Other states are feeling the pinch too

"As cooperatives, our aim is not to make profits. It is to support the farmers and uphold the cooperative movement. Amul is functioning like a Multinational Corporation and is violating the state's cooperative laws," KS Mani, chairman of Milma, the milk brand run by the Kerala Cooperative Milk Marketing Federation (KCMMF), said.

Mani, who is also on the board of the National Cooperative Dairy Federation of India, said he tabled the issue of Amul's encroachment amongst the NCDFI's members. "Amul, or any cooperative for that matter can sell all other products across India, but procurement and sale of liquid milk should be restricted within their jurisdiction. As a sister concern, I am proud that Amul is doing well. But we should not fight each other. Amul should share its best practices and help other federations to function better," he said.

In Karnataka, the issue turned into a political slugfest during the polls last year.

The Congress alleged that the Bharatiya Janata Party (BJP) was allowing the Gujarat-based Amul to "strangulate" Nandini, Karnataka's

milk cooperative — a charge vehemently denied by the BJP. Brand Nandini, run by the Karnataka Milk Federation (KMF), offers the cheapest milk in the state.

A dairy farmer in Karnataka's Mandya region who did not wish to be named said, "Amul is procuring milk through the India Tobacco Company-owned (ITC) Sunfeast's farmer producer organisations (FPO) network. Sunfeast is doing white-labelling for Amul, that is to say, it is packaging products for Amul, which will later be sold at Amul outlets."

The Karnataka government, now run by the Congress, has introduced a ₹5 subsidy for every litre of milk sold to state-run KMP.

No competition spirit

Mani cites examples of the cooperative spirit, which Amul is reportedly working against. The KMF, he said, desisted from opening additional outlets in Kerala — it not only operates only two, but upon the KCMMF's request (Karnataka's cooperative), it also refrained from marketing and selling Nandini-brand products and milk in Kerala.

According to Mani, Amul has doubled commissions for dealers and agents to sell its products to "cannibalise market share". This is against the very formative principles of cooperative unity and India's milk revolution pioneered by Dr Verghese Kurien, Mani said.

It was this that Stalin also pointed to in his letter to Shah last week when he sought the Union home minister's intervention in "keeping out unhealthy competition between cooperatives".

In Tamil Nadu too, Amul has a pricing system because it follows the ISO formula for computing fat percentage and Solid Non-Fat (SNF) percentage in milk — the key determinants of price. Aavin, the local dairy, uses a British-era Richmond formula to determine the fat and SNF percentage. Besides, Amul is also keen to install another plant in Sri City, Nellore, about

30 km from Chennai, besides the one it has in Krishnagiri district.

A general manager from Aavin who spoke on the condition of anonymity said Amul was slowly and steadily increasing its procurement. "As an institution, it has become more professional. It is trying all kinds of business models to succeed. No bureaucrats enter the system. The price is decided by the board, unlike other states where growth is hampered because of red-tapism and systemic indifference."

Siddharth Gautam, a small-scale dairy farmer who runs his farm in Telangana agrees with the Aavin official's inference.

"Amul has mastered the system. It assists the farmers by providing them with feed for the cattle, medicines for animals, cattle insurance, and even a doctor on call. It is this that the other state dairies have not been able to match," Siddharth said. As an owner of 50 buffaloes, Siddharth manages his own supply chain but compliments Amul for their timely payment to farmers and their genuine interest in farmer welfare.

A political fight

"Southern states have to up their game. Punjab and Haryana have contests and fairs for cattle because dairy is a big part of their life. Tamil Nadu, AP, Kerala, and Karnataka have to introduce innovative measures and campaigns for the local farmers and consumers to stay loyal to the homegrown brands. India is aiming to account for one-third of the global milk production by 2030, the National Dairy Development Board (NDDB) chairman Dr Meenesh

Shah said. India accounts for 24%, or a fourth of the total world milk production, according to the NDDB. For this to be achieved, the board must take along all the farmers, unions, cooperatives, and their federations.

At the height of the Amul controversy in July last year, a good number of policymakers and planners stood by Karnataka and Tamil Nadu's firm stance and called Amul's practices predatory.

In fact, Amul was set up as a response to Pestonjee Eduljee Polson, which flooded the market with its milk and butter by fleecing farmers. To counter its monopoly, Anand Cooperative was set up in 1946 in Gujarat. Dairy engineer and social entrepreneur Verghese Kurien's Operation Flood is well known for making India the milk capital of the world in 1970, by leading the country's dairies to extensively increase milk production through cooperative movements. India was eased out of a severe shortage of milk and its domestic milk production was more than sufficient to meet the country's demand. The genesis of the dairy cooperative movement was in Anand, Amul's headquarters.

Today, as Amul is dealing with allegations of overpricing and unfair trade practices, its patrons, however, say nothing sinister can be attributed to them. Amul declined to respond to the email sent by this journalist.

Deepika Amirapu is a freelance journalist based in Hyderabad. Each week, Southern Lights examines the big story from one of the five states of South India.

KOLKATA-BASED DAIRY KEVENTER, WHICH BOUGHT ELECTORAL BONDS WORTH RS 617 CR

March 17, 2024

<https://dairynews7x7.com/kolkata-based-dairy-keventer-which-bought-electoral-bonds-worth-rs-617-cr/>

At least four firms, which purchased electoral bonds between 2019 and 2024, are part of the Keventer conglomerate and have their registered offices in Kolkata.

website. His son Mayank is the chairman and managing director of Keventer Agro.

Of the four firms, Keventer Foodpark Infra Pvt Ltd donated the highest amount of Rs 195



Keventer Foodpark Infra Pvt Ltd, Madanlal Ltd, MKJ Enterprises Ltd and Sasmal Infrastructure Pvt Ltd figure in the list of donors by contributing over Rs 600 crore in electoral bonds, according to the Election Commission (EC) list released Thursday.

Overall, the Keventer group has emerged as the third highest corporate to purchase electoral bonds in the country.

Industrialist Mahendra Kumar Jalan is the Chairman Emeritus of the Keventer Group. An alumni of Kolkata's St Xavier's Collegiate School and Harvard Business School, Jalan has presence in dairy, food processing, real estate, port, steel, and other industrial sectors.

Jalan has served as the French Honorary Consul General and is currently the Honorary Consul of Ireland in Kolkata, according to the group's

crore between 16 April 2019 and 8 May 2019.

The Kolkata-headquartered conglomerate was in the news after the Enforcement Directorate (ED) began its preliminary enquiry after Congress MP Adhir Ranjan Chowdhury filed a PIL before the Calcutta High Court alleging the shares of Metro Dairy were sold at an undervalued price to Keventer Agro Pvt Ltd., leading to a loss of Rs 500 crore to the exchequer.

In 2017, the West Bengal government had sold its 47 percent stake in Metro Dairy, a public-private venture, to Keventer Agro Ltd — the sole bidder which already owned 43 percent stake — for Rs 85.5 crore. Subsequently, the firm sold nearly 15 percent of its shares to a Singapore-based equity firm at a higher price.

The ED raided the Keventer group in February 2021, and also issued summons to former

West Bengal chief secretary H.K. Dwivedi who was the finance secretary when the disinvestment.

A few other senior bureaucrats and political leaders were also examined during the enquiry. But in September 2022, the Supreme Court upheld the West Bengal government's disinvestment of Metro Dairy and dismissed Adhir's plea.

Keventers Agro Ltd produces dairy products, fresh and packaged food, and beverages. It is the leader in private dairy in Eastern and North Eastern India, and owns the popular ice-cream brand Keventer Metro. Former India cricket skipper Sourav Ganguly is its brand ambassador.

"The company is responsible for sourcing, manufacturing, distribution and selling of Parle Agro's products across West Bengal, Jharkhand, North-East, Bhutan and Sikkim," says the official website of Keventer Agro Ltd.

Established in 1986, Keventer Agro Ltd acquired the operation rights of Edward Keventer who was recruited by the British in 1890 to modernise the dairy industry in India, reads the website.

Another subsidiary Sasmal Infrastructure Pvt Ltd, whose directors are Mahendra Kumar Jalan and Bablu Hazra, was the latest entity to purchase electoral bonds in November last year. The value of electoral bonds purchased until January were Rs 44 crore, according to the EC data.

While MKJ Enterprises Ltd bought electoral bonds worth Rs 192 crore between 4 October 2019 and 18 November 2023, Madanlal Ltd's share stood at Rs 186 crore. The latter had purchased the bonds between 8 May 2019 and 10 May 2019.

All the four entities have their address in Kolkata's Clive Ghat Street and have Radhe Shyam Khetan as one of its directors.

ESSENTIALS MILK, RICE, SOAP, AND TURMERIC PRICES INCREASED BY 10-20% IN LAST YEAR

March 16, 2024

<https://dairynews7x7.com/essentials-milk-rice-soap-and-turmeric-prices-increased-by-10-20-in-last-year/>

Key essentials such as milk, rice, soap, detergent, turmeric and red chilli powder saw their prices increase by 10 – 20 per cent in the last year, revealed a survey by Kirana Club shared exclusively to

India’s retail food inflation in February rose to 8.66 per cent against 8.3 per cent in January. However, in categories such as spices, oil and milk continued to decline month-on-month, February data showed.



ETRetail.

The survey featured Kirana owners from Uttar Pradesh, Rajasthan, Madhya Pradesh, Bihar, Maharashtra and Chhattisgarh. The price corrections have been tracked from January 2023 to 2024.

According to the survey, for milk, about 49 per cent of Kirana owners said that the prices have increased by 10 – 20 per cent in the last year.

Similar to milk, the majority of respondents (between 40 – 46 per cent) indicated that prices for soap and detergents increased by 10 – 20 per cent. According to the recent pulse report released by Kantar, washing powders in 2023 lost 300 grams per household leading to a drop in consumption.

Commenting on the impact of upcoming elections on FMCG demand and prices, Anshul Gupta, founder, Kirana Club said, “Due to the upcoming general elections, Kiranas expect demand for FMCG products to see a jump, especially in rural areas. Additionally, store owners expect prices to remain stable during H1 this year on account of elections. ”

On the positives, the survey showed that the majority 61 per cent of Kirana owners said that the prices of edible oils decreased by 30 – 40 per cent when compared to the previous year. 2023 saw consistent pressure on edible oil prices. As per the Kantar report, the average spend in the cooking oils category rose by Rs 95.

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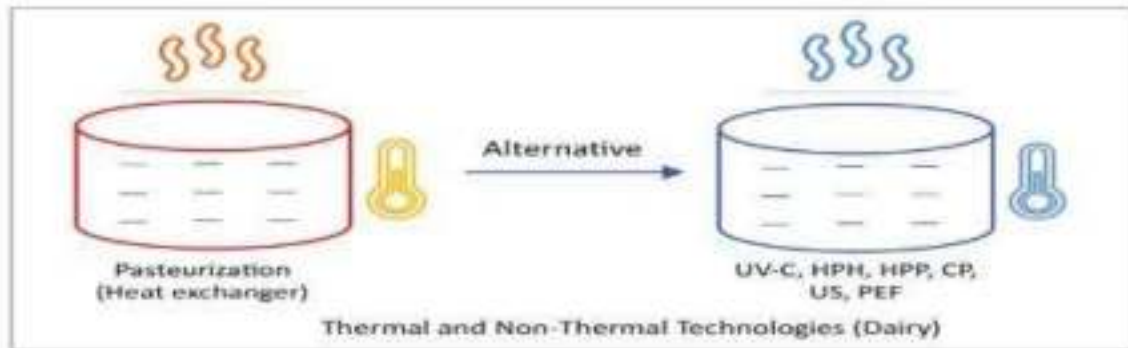
Global News



NON THERMAL PASTEURISATION IN DAIRY MARKET IS GROWING FAST

March 30, 2024

<https://dairynews7x7.com/non-thermal-pasteurisation-in-dairy-market-is-growing-fast/>



Non-thermal Pasteurization in Dairy Market Overview and Analysis:

The Non Thermal Pasteurization is currently valued at USD 1.43 billion in 2021 and is expected to register a CAGR of 19.3% during the forecast period, 2023-2030.

Global non-thermal pasteurization, also known as non-thermal processing, refers to a set of food preservation techniques that ensure the safety and shelf stability of food and beverages without relying on traditional heat-based pasteurization methods. Unlike thermal pasteurization, which involves heating foods to specific temperatures to kill or inactivate pathogens, non-thermal pasteurization methods use alternative processes to achieve the same objective without subjecting the product to high heat.

Non-thermal pasteurization techniques are applicable to a wide range of products, including dairy, juices, meat, and ready-to-eat meals. This versatility makes them attractive to a broad spectrum of food and beverage manufacturers. The continuous advancements in non-thermal pasteurization technology have improved efficiency, scalability, and affordability, making these methods more accessible to a broader range of companies.

Non-thermal Pasteurization in Dairy Market Latest Trends:

Partnerships and collaborations between equipment manufacturers, food processors, and research institutions are driving innovation and the development of new non-thermal pasteurization technologies. Moreover, the development of standardized regulatory guidelines and industry standards for non-thermal pasteurization methods is ensuring compliance and improving consumer confidence.

Segmentation:

The Global Non-Thermal Pasteurization Market is Segmented

By Techniques :

- High-Pressure Processing (HPP)
- Pulse Electric Field (PEF)
- Microwave Volumetric Heating (MVH)

Application :

- Food
- Beverages
- Pharmaceuticals & Cosmetics

Food Form :

- Solid Form
- Liquid Form

Geography :

- North America
- Europe
- Asia-Pacific
- Rest of the World

Drivers:

Shift in Consumer’s Lifestyle and Growing Demand from Various End Use Industries

The non-thermal pasteurization market is experiencing a significant shift driven by changes in consumer lifestyles and growing demand from various end-use industries. Consumers are increasingly health-conscious, seeking minimally processed and nutrient-dense foods. Non-thermal pasteurization methods, which retain the nutritional content and flavor of products, align with this lifestyle shift. The clean label movement, emphasizing simple and natural ingredients, is prompting manufacturers to use non-thermal pasteurization to achieve a cleaner ingredient list and meet consumer demands for transparency. Moreover, the demand for convenience foods and ready-to-eat meals is growing. Non-thermal pasteurization ensures the safety and shelf life of these products without compromising taste and texture. Thus, the market is expected to witness significant growth over the forecast period.

Ongoing Research and Development Activities and Growing Awareness of Food Safety

The non-thermal pasteurization market is experiencing a wave of transformation driven by a deepened understanding of food safety, innovation in technology, and a consumer base that seeks minimally processed, safe, and nutritious products. As research continues to advance and new technologies are developed, the non-thermal pasteurization market is poised to play an instrumental role in shaping the future of the food and beverage industry. Growing consumer education initiatives are shedding light on the advantages of non-thermal pasteurization in preserving the nutritional value and sensory quality of foods. Informed consumers are increasingly seeking products

processed with these methods. Thus, the market is expected to witness significant growth over the forecast period.

Restraints :

High Capital Investment and Misinformation Leading to Additional Regulatory Steps for Labelling Irradiated Food

Non-thermal pasteurization methods often require substantial capital investment in specialized equipment and technology. The high upfront costs associated with acquiring and implementing these technologies can deter some food and beverage manufacturers, particularly small and medium-sized enterprises (SMEs), from adopting non-thermal pasteurization solutions. This capital-intensive nature of the technology can be a significant barrier to entry and expansion. Thus, the growth of the market is expected to slow down over the forecast period.

Segmental Analysis :

High-Pressure Processing (HPP) is Expected to Witness Significant Growth Over the Forecast Period

High-pressure processing (HPP) is a notable non-thermal pasteurization method that has gained prominence in the food and beverage industry. Unlike traditional pasteurization methods that use heat to eliminate harmful microorganisms and enzymes, HPP employs pressure to achieve the same objectives. The high pressure used in HPP disrupts the cellular structures of microorganisms, including bacteria, molds, and yeasts, rendering them inactive. Enzyme activity is also inhibited, which extends the shelf life of products. HPP does not expose food to high temperatures, preserving the nutritional content, color, taste, and texture of products. This is especially important for heat-sensitive substances. Thus, the segment is expected to witness significant growth over the forecast period.

Food and Beverages is Expected to Witness Significant Growth Over the Forecast Period

High-pressure processing (HPP) has become a pivotal technology in the food and beverage industry due to its numerous advantages in preserving and enhancing the quality and safety of a wide range of products. : HPP effectively eliminates harmful microorganisms, making juices and beverages safer for consumption without the need for heat pasteurization, which can degrade flavor and nutritional content. Thus, the segment is expected to witness significant growth over the forecast period.

North America Region is Expected to Witness Significant Growth Over the Forecast Period

North America is a significant and dynamic market for non-thermal pasteurization, driven by several factors that are shaping the growth and adoption of these technologies in the region. North American consumers are increasingly seeking fresh and minimally processed foods with natural flavors and nutrients intact. Non-thermal pasteurization methods, such as high-pressure processing (HPP), enable food products to maintain their freshness and nutritional value, meeting consumer demands.

The region's stringent food safety regulations and the growing importance of clean label

products are driving the adoption of non-thermal pasteurization methods. Consumers are becoming more conscious of the ingredients in their food, leading to the demand for products processed with non-thermal techniques that do not involve chemical preservatives. Thus, the region is expected to witness significant growth over the forecast period.

Non-thermal Pasteurization in Dairy Market Competitive Landscape:

The nonthermal pasteurization market competitive landscape provides details by competitor. Some of the major players operating in the nonthermal pasteurization market are:

- Marel (Iceland)
- GEA Group (Germany)
- Bühler (Switzerland)
- JBT (U.S.)
- The Middleby Corporation (U.S.)
- Heat and Control, Inc. (U.S.)
- Alfa Laval (Sweden)
- TNA Australia Pty Ltd. (Australia)
- Bucher Industries (Switzerland)
- Equipamientos Cárnicos S.L (Spain)
- Cletral (France)
- SPX FLOW (U.S.)

DEPARTMENT OF ENERGY USA IS FUNDING PROJECTS TO SLASH GHG EMISSIONS FROM MAC AND CHEESE, ICE CREAM, AND MORE.

March 25, 2024

<https://dairynews7x7.com/department-of-energy-usa-is-funding-projects-to-slash-ghg-emissions-from-mac-and-cheese-ice-cream-and-more/>

The Biden administration today announced the largest investment in cleaning up industrial greenhouse gas emissions to date. The Department of Energy (DOE) selected 33 projects across more than 20 states to receive up to \$6 billion in federal funding for clean energy technologies. It's a diverse cohort spanning from mac-and-cheese maker Kraft Heinz to manufacturers of chemicals, paper, and construction materials.

Industrial emissions account for almost a quarter of the nation's planet-heating pollution. It's also widely considered the most difficult kind of climate pollution to prevent. Alternatives to fossil fuel-fired furnaces and industrial processes have lagged behind other clean energy technologies. The Biden administration thinks it can change that by funding these projects, with the hope that they'll become sustainable models for broader swaths of industry.

"The solutions that we are funding are replicable, and they're scalable, meaning they're going to set a new gold standard for clean manufacturing in the United States and around the world," Secretary of Energy Jennifer Granholm said in a Friday press call.

Kraft Heinz is eligible for up to \$170.9 million in funding under the program. It'll use the cash to update and electrify 10 facilities in nine states, including its plant in Holland, Michigan, where it produces those iconic blue packages of mac and cheese.

"It takes a whole lot of heat to dry all that macaroni which produces a whole lot of emissions. And so this project is going to deploy clean tech like heat pumps and electric heaters and electric boilers to slash those emissions 99 percent," Granholm said in the call with reporters.

Ice cream manufacturing in Vermont, Missouri, and Tennessee will also get an upgrade with up to \$20.9 million in funding. Unilever will use the money to replace gas boilers with el



ectric boilers and heat pumps. The goal is to reduce greenhouse gas emissions from producing Ben & Jerry's, Breyers, Klondike, Magnum, Popsicle, Talenti, and other packaged ice cream products.

Bulleit Whiskey maker Diageo Americas Supply will also replace gas-fired heat with cleaner alternatives thanks to up to \$75 million in funding. It plans to use electric boilers and new-fangled heat batteries powered by renewable energy generated on-site at its facilities in Kentucky and Illinois. Diageo is partnering with startup Rondo Energy, which developed the heat battery with funding from Bill Gates' climate investment fund, Breakthrough Energy Ventures.

Another 12 projects aim to slash carbon dioxide emissions from iron, steel, cement, and concrete production. Five aluminum and copper projects were also selected for funding. These are all materials vital to building out the infrastructure needed to decarbonize the US economy.

Electrifying buildings and machinery can prevent pollution from oil, coal, and gas — but only if the power grid is revamped to run on

clean energy. That means laying down many more power lines made up of aluminum and copper and reinforced with steel. Concrete, meanwhile, is the most widely used substance in the world after water and, on its own, generates 8 percent of global greenhouse gas emissions.

The DOE thinks the projects it selected can collectively prevent the equivalent of more than 14 million metric tons of carbon dioxide emissions annually. That would be like taking 3 million gas-powered cars off the road each year. The initiatives are also expected to reduce other kinds of pollution that come from burning fossil fuels, like soot and smog-forming nitrogen oxides. Close to eighty percent of the

projects are located in disadvantaged communities, according to the Biden administration. And awardees are required to craft a community benefits plan aimed at including residents and labor groups in the planning process.

Funding for these projects includes \$489 million from the Bipartisan Infrastructure Law and another \$5.47 billion from the Inflation Reduction Act. The projects selected so far will still have to go through a negotiation process with the DOE before receiving funds. Senior administration officials say the projects were selected based on assessments of their ability to reduce emissions, market viability, speed to deployment, and potential community benefits ranging from new jobs to a cleaner environment.

COWS ARE NOT THE PROBLEM, BUT THEY ARE PART OF THE SOLUTION IN GHG EMISSIONS.

March 23, 2024

<https://dairynews7x7.com/cows-are-not-the-problem-but-they-are-part-of-the-solution-in-ghg-emissions/>

Amidst the heightening concern with greenhouse gas emissions, the dairy industry has an important message they need to share: “Cows are not the problem, but they are part of the solution.”

Dr. Sara Kvidera made this statement during her presentation Feb. 27 at the 2024 Nebraska Dairy Convention in West Point. Her topic focused on how the dairy industry fits into the carbon market, as well as how dairy producers can reduce emissions while attributing value to their farms.



Kvidera is a dairy technical consultant for Elanco Animal Health, a pharmaceutical company for pets and livestock that has “committed to becoming a leading partner in animal protein sustainability and helping our customers

achieve climate neutrality.”

Climate neutrality is the same goal shared by the dairy industry, which announced its commitment

to achieve greenhouse gas (GHG) neutrality by 2050. The U.S. Dairy Net Zero Initiative is one of three industry-wide goals set by the Innovation Center for U.S. Dairy.

The Nature Conservancy organization praised the dairy industry for its “aggressive environmental stewardship goals” and expressed its commitment to working with the dairy industry and farmers to “find and implement climate solutions while improving the resilience of the farms, the livelihoods of producers, the lands and waters we all share.”

Achieving greenhouse gas neutrality by 2050 is one of three industry-wide goals set for the dairy industry. Image from Elanco Animal Health

Kvidera clarified during her presentation that climate neutrality does not mean zero emissions.

“Absolute emissions by the dairy industry have increased over time with growing demand for food, but emissions from cows are a part of a natural biogenic cycle,” she said. “We can potentially make enough reductions to keep us from having any climate impact at all.”

That means no additional contribution to global warming.

Subtle on-farm changes can help the dairy industry achieve its sustainability goal, she said.

Under the assumption that cow numbers do not change, Kvidera the dairy industry can achieve climate neutrality by reducing energy use 52%, reducing enteric methane 18% and reducing manure emissions 30%.

Simply making changes on the farm is not enough to change public perception, though. Dairy producers must also vocalize their side of the story about sustainability, she said.

Consumers are being told that cattle are responsible for increased greenhouse gas emissions because cows burp methane. Methane is a natural byproduct of the digestion process for all ruminants. While measures can be taken to reduce methane emissions, care must be taken to avoid interfering with the natural processes within the cow, Kvidera said.

Furthermore, cows are not the only contributor of greenhouse gas. A U.S. Department of Agriculture report shows that agriculture accounted for 10% of U.S. greenhouse gas emissions in 2021, with livestock being 4% of that total. The largest emitters by economic sector were transportation at 28%, electricity at 25% and industry at 23%.

Livestock account for 4% of the total greenhouse gas emissions in the U.S., according to the USDA. Image from Elanco Animal Health

Emissions intensity of milk production, which is calculated in million metric tons of carbon dioxide emissions per kilo of milk produced, has been decreasing thanks to changes in milk production practices. On the other hand, absolute emissions—what is emitted into the atmosphere—have risen 41% in the dairy sector since the mid-1990s. Increased dry matter intake by cows has influenced this increase. Another contributing factor is storing manure in aerobic lagoons instead of spreading manure daily onto fields.

“It’s a trade-off between nitrogen runoff and methane,” Kvidera said.

Equally important to note is that milk production has boosted 53% since 1990, despite the number of cows falling by 5%.

“The dairy industry is doing more with less,” Kvidera said.

In 1990, there were 9.9 million dairy cows producing 67 billion kg of milk in the U.S., according to the USDA. In 2021, 9.45 million cows produced 103 billion kg of milk.

Sustainability has always been part of the dairy industry’s narrative. Ruminants are involved in the biogenic carbon cycle, and dairy cows are net contributors to the human protein supply.

“The beauty of ruminants is that they basically make their own protein out of low-quality feed. They take protein we can’t eat and convert it into protein we can,” Kvidera said.

Moreover, milk has the highest ratio of nutrient density to GHG emissions of all beverages, double that of soy drinks and more than seven times that of oat drinks, Kvidera shared during her presentation.

The dairy industry can capitalize on these positive attributes, and through the carbon market, dairy producers may find partners in sharing their story of sustainability.

Milk is a nutrient-dense source of nutrition and has the highest ratio of nutrient density to greenhouse gas emission of beverages. Image from Elanco Animal Health

Similar to the dairy industry, manufacturing companies are pledging to achieve climate neutrality by 2050. In addition, companies are being incentivized for reducing emissions in all areas of production.

A company's "inventory of emissions" are classified by scopes, with Scope 1 and 2 directly under control of the organization and Scope 3 referring to those "emissions that an organization is indirectly responsible for in its value chain," according to a 2023 publication from The Climate Source.

For food companies, Scope 3 includes the farm where products originate. Numerous companies have set Scope 3 reduction targets to meet by 2030.

A proposed Climate Disclosure Rule by the Securities and Exchange Commission (SEC) would have required public companies to disclose Scope 3 emissions. The SEC voted on March 6 to remove Scope 3 emissions reporting.

The original proposal would have "likely forced many farms and ranches into onerous data-gathering and reporting requirements," Nebraska Farm Bureau President Mark McHargue said in a press release

"The SEC made the correction decision today, but we remain dedicated to ensuring Nebraska's farm and ranch families aren't hit with the regulatory burdens and legal liability for

similar rules in the future," McHargue said. "Nebraska farmers and ranchers know that 'sustainability' is more than just a trendy catchphrase, it is what they have been doing for decades in producing more food, fiber and fuel for the world using less land, water, fertilizer and other inputs."

The SEC decision is key to agriculture's resilience in the sustainability narrative. Likewise, the carbon market is at a pivotal moment, moving from an offset to an inset approach.

Kvidera explained how in the past, a company such as Delta Air Lines could buy a dairy farm's carbon credits from the offset market. Once these rights were sold, the farm could no longer claim that reduction.

Under the new inset market strategy, a company that is already involved in the supply chain, such as Hershey or Nestlé when referring to the dairy industry, would invest in inset carbon credits from a dairy farm. Since the end consumer is mutual, these companies have a vested interest in supporting the dairy industry to reduce its emissions.

"They can share in telling the story of their emission reductions," said Kvidera.

Following the inset approach could also solve the issue many producers are facing in the carbon market: being penalized for sustainable practices they are already doing. The offset market does not allow a producer to be paid for past practices.

"It's called additionality. They don't want to incentivize something that wouldn't have already happened or historically did," Kvidera said, adding that this can be challenged in an inset livestock carbon market because the investor is supporting its own supply chain.

Further research to reduce enteric methane production is being supported by both the dairy and beef industries. A research team from Nebraska recently received a \$5 million grant from USDA for a multi-year study of ru-

minant nutrition, the microbiome and genetics. Their goal is to develop management practices to lower methane emissions from livestock.

While research to reduce emission is underway, Kvidera suggests producers prepare for the changes ahead by taking action now.

First, producers need to educate themselves and learn the terminology—net zero, carbon neutral, climate neutral, scope, absolute emissions, emissions intensity, etc.

Next, determine the carbon footprint of the farm. Cornell University and Elanco both have models to input data to understand the carbon intensity of milk production.

Producers should also calculate the value of the carbon credits they have to offer.

“You should be quantifying what you’re doing to reduce emissions and evaluate what you can do with these assets,” Kvidera said.

Furthermore, read contracts closely. Kvidera warned of “sneaky clauses” slid undetected

into methane digester contracts that gave a company ownership of enteric reductions from the farm.

Finally, critically evaluate feed additives if they are part of the farm’s sustainability plan. Kvidera provided a checklist for producers to determine:

Safety for people and animals

Efficacy for reducing enteric methane backed by peer-reviewed scientific studies

Return on Investment (ROI) for the farm

“Improvements must create value at the farm. We can’t ask farmers to do things to reduce emissions that hurt profitability,” Kvidera said.

The carbon market is in a transitional phase. The future holds many opportunities, and unknowns, in the quest for sustainability. As the dairy industry works toward its goal for climate neutrality by 2050, they Kvidera encourages farmers to share the good work they are doing:

“Sustainability has always been a part of our culture, and we need to keep telling our story.”

WE HAVE TO EXPECT THE UNEXPECTED: ECONOMIST

March 22, 2024

<https://dairynews7x7.com/we-have-to-expect-the-unexpected-economist/>

New Zealand is not immune to geopolitical shocks and the dairy industry needs to establish how it will manage unpredictable disruptions in future, says economist Shamubeel Eaqub.

Speaking at the DairyNZ People Expo in Invercargill, Eaqub said an example of an unpredictable shock was the sharp increase in shipping costs during the pandemic.

“No one could predict costs would jump from



to a \$2000 mark to \$10,000 during the pandemic, but it did,” he said.

Tensions in the South China Sea, for example, are also something to keep an eye on.

“It really matters for you [farmers and industry]. What’s the most important fuel on farm? Diesel. How many weeks of diesel do we have on land in New Zealand? One. Where do we keep our inventory? On boats.

“What do you think will happen if there’s war in the South China Sea? New Zealand is the last stop [on a shipping route], we’re not going to get diesel first,” Eaqub said.

“We are not disconnected from geopolitics. It can have very direct implications for how we do business and the ability to run the economy.”

NZ perversely benefitted from the pandemic and even the invasion of Ukraine, as commodity prices were high. However, commodity

prices are now lower but the price of fuel, fertiliser and labour is still high, Eaqub said.

Many of the risks are not immediate but the industry has to have preparation plans in mind.

The dairy industry’s growth and growth in China go hand in hand, but there are limits to growth, he said.

“That insatiable demand that was coming from China has stopped.”

There are risks to not understanding what’s happening with our end consumers, he said.

Eaqub said insurance costs will be unpredictable in future, especially if natural disasters became more common.

The amount of insurance claims paid out in the past 12 months were unprecedented when compared to the previous 20 years. Insurance companies are in business to make money and have to transfer their risks to others.

“In New Zealand insurance premiums are roughly 40% cheaper than in Australia, I don’t think it’s going to be like that for much longer. Australia has experienced a lot more natural disasters in the last 20 years, they’re much further down the track of insurance.

“The more of these events happen, the less available and more expensive insurance will be. We can’t always transfer risk to somebody else, we have to think about what we can do in our businesses and on our farms to adapt. Insurance retreat will come,” Eaqub said.

“One important lesson out of Canterbury is that when a natural disaster strikes, New Zealand is very good at bailing people out for the first year, the second year we are still kind, the third year we’re like ‘bugger off, you’ve had enough’.”

“Every time there’s a natural disaster, we rely on the rest of New Zealanders to bail us out. It’ll probably happen once, twice, three times. But given where our debt is, we probably have three more natural disasters before the public [and government] would not step in,” he said.

“If insurance has retreated and the backstop of the public has retreated, what’s going to happen?”

“Regardless of the structure of government, the reality is that we are stuck at a level where we probably have run out of headroom [to cope with shocks],” he said.

IT'S IMPORTANT TO STRIKE A BALANCE BETWEEN “GOOD” AND “BAD” BACTERIA IN THE GUT.

March 21, 2024

<https://dairynews7x7.com/its-important-to-strike-a-balance-between-good-and-bad-bacteria-in-the-gut/>

Checkoff-led consumer research indicates that people believe the digestive system and microbiome are important not just for gut health but also for immunity, and mental and metabolic health. By simply typing “gut health” into a Google search, more than 1.7 billion results pop up, showing the desire to learn more. This is an area where consumer interest and scientific reality align. There’s a strong body of evidence on the wellness benefits of dairy foods on digestive health and newer, emerging evidence on how good gut health appears to be a gateway to better overall health.



The intestinal tract contains the body’s largest number of immune cells, which constantly interact with our gut microbiota to help maintain gut health. It is important to strike a balance between “good” and “bad” bacteria within our gut to reduce risk of a cascade of issues, so there’s growing interest in keeping the good bacteria well-nourished.

Information on how best to nourish gut bacteria needs to be accessible to consumers to help them understand how to keep their gut in optimal condition. Dairy foods, particularly fermented options such as yogurt and kefir, can help promote a healthy gut microbiome. The fermentation process transforms milk into popular dairy foods, such as yogurt, hard cheeses, and kefir.

Fermentation can impact the nutritional value of foods, producing additional bioactives, such as peptides and short-chain fatty acids, which can have a positive impact on digestion, absorption, and metabolism. This is likely a key reason fermented foods are linked to reduced inflammation and other health benefits. Fermented foods containing live cultures like yogurt and kefir can add beneficial bacteria to the digestive tract, helping maintain a healthy microbiota and gut barrier function.

A strong and growing body of evidence demonstrates fermented dairy foods support healthy digestion and reduce the risk of some diseases,

like metabolic disorders, cardiovascular disease, immune-related diseases, and cognitive decline.

Additionally, a recent systematic review assessed more than 100 studies over nearly 40 years and found that fermented dairy foods provide many health benefits. One such benefit was the direct, causal link found between yogurt consumption and improved lactose digestion and tolerance.

Lactose intolerance is one important aspect of gut health consumers care about, and this is an area where the bacteria used to make yogurt, *Lactobacillus bulgaricus*, and *Streptococcus thermophilus*, have been specifically studied for their ability to help people digest lactose (i.e., the sugar in milk). For people with lactose intolerance, yogurt, kefir, and hard cheeses can often be tolerated. There is minimal (less than 1 gram) lactose in hard cheeses (e.g., Cheddar, Parmesan, Gouda, etc.) and for yogurt and kefir, the live cultures help break

down the lactose into lactic acid, making it easier to digest. Fermented dairy foods are important options for culturally appropriate diets — meeting the needs of those who have difficulty digesting lactose.

Other beneficial associations were found between fermented dairy foods and reduced risk of breast and colorectal cancer, type 2 diabetes, cardiovascular disease, improved weight maintenance, bone health, and gut health.

Because fermented dairy foods remain popular among consumers, this is a viable area for further research and promotion led by National Dairy Council thanks to dairy checkoff investment. Looking ahead, our research efforts will include ongoing discovery to understand how fermented dairy foods impact the gut-brain axis and mental health.

Sharing this science-based information about how dairy foods can help supercharge digestive wellness and a broader connection to holistic health is important to meeting consumers' needs and active lifestyles.

GEA BOLSTERS DAIRY INDUSTRY WITH ACQUISITION OF AGRI-SOFTWARE COMPANY CATTLEEYE

March 21, 2024

<https://dairynews7x7.com/gea-bolsters-dairy-industry-with-acquisition-of-agri-software-company-cattleeye/>



Food processing and packaging technology manufacturer, GEA, has acquired CattleEye, a Northern Ireland-based agricultural software company known for its artificial intelligence (AI) system.

The acquisition underscores GEA’s dedication to advancing next-generation farming strategies, particularly in the dairy sector. While financial details remain undisclosed, the integration of CattleEye’s AI solution into GEA’s portfolio marks a milestone in the company’s efforts to enhance herd management practices.

CattleEye’s flagship product is an AI-driven system engineered to swiftly detect and forecast lameness in dairy cows, offering vital insights into the animals’ body condition scores. Lameness, alongside mastitis, poses a threat to dairy cow welfare and productivity, impacting fertility and milk yield. By leveraging CattleEye’s technology, farmers gain actionable intelligence to address issues affecting herd health and performance.

The CattleEye system uses a sophisticated combination of a 2D camera and specialised software to analyse cow movement and body score patterns. This integration provides farmers with unparalleled visibility into their herd’s

well-being, enabling timely interventions irrespective of the milking system employed.

Peter Lauwers, CEO of GEA farm technologies division, said: “With the trend towards larger and more automated dairy farms, the need to monitor and track animals and production is becoming increasingly important. By adding CattleEye’s advanced AI technology, we are expanding our DairyNet portfolio for modern herd management. This can be a game changer for farmers to improve herd health, farm productivity and financial stability.”

CattleEye was established in 2019 by AgTech entrepreneur Terry Canning and senior software architect Adam Askew. Leveraging deep learning image analytics, honed over a decade, CattleEye’s system has garnered widespread adoption, currently monitoring over 100,000 cows globally.

Terry Canning, CEO, and co-founder of CattleEye, added: “CattleEye was born out of a vision to harness the capabilities of advanced artificial intelligence in video analytics to revolutionise the dairy industry. After starting our partnership last year, we are thrilled that GEA will be using and developing this innovative solution with our team to improve animal welfare and drive positive change in the industry.”

UNILEVER TO SPIN OFF ICE CREAM BUSINESS, CUT 7,500 JOBS FOR COST SAVINGS

March 20, 2024

<https://dairynews7x7.com/unilever-to-spin-off-ice-cream-business-cut-7500-jobs-for-cost-savings/>

Unilever said on Tuesday it would spin off its ice cream unit, home to popular brands such as Magnum and Ben & Jerry's, and cut 7,500 jobs in a new cost-savings programme. Investors cheered the plan, sending shares in Unilever, one of the world's biggest consumer goods companies, up nearly 6 per cent at one point. The spinoff will begin immediately and is expected to complete by the end of 2025, London-listed Unilever said.



The ice cream business is "in the process of moving to a separate head office in Amsterdam" but CEO Hein Schumacher said on a call with journalists that he was "open to options" regarding where it could list.

The plan was welcomed by activist investor and board member Nelson Peltz's fund and by Unilever shareholder Aviva. Unilever said it aims to deliver mid-single-digit underlying sales growth and modest margin improvement after the split. The ice cream business accounts for about 16 per cent of Unilever's global sales, and in some countries contributes a third or 40 per cent.

The group, whose other brands include Dove soap, Marmite and Hellmann's condiments, also launched a programme to save costs of around 800 million euros (\$869 million) over the next three years. The proposed changes would impact around 7,500 jobs globally, mostly office-based, with total restructuring

costs anticipated to be around 1.2 per cent of overall turnover during the period.

The cuts will affect about 5.9 per cent of Unilever's workforce of about 128,000 people. "We are looking across the organization, so in our head office, corporate centre, as well as in business group coordination points, as well as

in business units in countries," Schumacher said, but did not elaborate on which regions would be hit hardest by job cuts.

The move is a big statement from Schumacher, who

became CEO in July and in October laid out plans to win back investor confidence by simplifying the business after admitting Unilever had underperformed in recent years. His predecessor Alan Jope was criticised for allowing the group's brand portfolio to grow to about 400, leaving management distracted from its best performers.

"The ice cream business for HUL is less than 3% of its India business. But for parent Unilever it is around 13-15%," said Abneesh Roy, analyst at Nuvama Securities. "Important to note that in the tea business, HUL chose to retain it while its parent sold off other countries' businesses. So we do see a low probability of any big change in HUL..."

HUL is the largest market for Unilever when it comes to the volume of products sold. In India, the packaged consumer goods company's ice cream business, which includes Kwality Wall's, Cornetto, and Magnum, falls under the foods

and refreshments segment, which reported segmental revenue of ₹14,876 crore in FY23.

Unilever has also announced plans to cut 7,500 jobs globally as part of a new programme that's expected to save it about €800 million over the next three years.

DAIRY INNOVATION HUB TO CONDUCT METHANE EMISSIONS REDUCTION RESEARCH

March 20, 2024

<https://dairynews7x7.com/dairy-innovation-hub-to-conduct-methane-emissions-reduction-research/>

It's easy to ruminate over methane when thinking about dairy and its challenges. Dairy cattle are an essential piece of Wisconsin's \$45.6 billion dairy community, but cattle have to eat — and when they eat, they produce the greenhouse gas methane during digestion.

ated to support research that seeks to minimize enteric methane production in dairy cattle. In September 2023, GCI awarded a \$3.3 million grant to Francisco Peñagaricano, UW–Madison assistant professor of animal and dairy sciences, for his project “Integrating genomics, milk spectrometry, and microbial ma-



This methane-producing process is natural, with individual cows emitting 150 to 260 pounds of the gas per year — primarily in the form of belches. Fortunately, there are ways to reduce the amount of methane that cattle burp up. Scientists from the University of Wisconsin–Madison recently received funding from the Greener Cattle Initiative to do exactly that, according to a news release from the University of Wisconsin-Madison.

The Greener Cattle Initiative (GCI), originally launched by the Foundation for Food & Agriculture Research (FFAR) and the Innovation Center for US Dairy in 2021, is an international multi-partner consortium of stakeholders cre-

nipulations to mitigate enteric methane emissions from dairy cattle.”

Peñagaricano's project takes a three-pronged approach to the challenge: using genetics to selectively breed cattle that produce lower methane emissions; developing a milk-based test that can predict a cow's methane emissions; and exploring the rumen microbiome for possible dietary or other interventions.

“The Greener Cattle Initiative was launched to address the many challenges that remain in identifying, developing, and validating effective enteric methane mitigation options... that meet farmers' and broad socioeconomic needs,” says Juan Tricarico, director of GCI and

senior vice president of environmental research and distinguished scientist at Dairy Management Inc. “The project awarded to Dr. Peñagaricano and his collaborators is important for long-term mitigation because selectively breeding low methane-producing dairy cattle is permanent and cumulative, and will probably also be cost-effective.”

Along with Peñagaricano, who is the project’s principal investigator (PI), three additional faculty members in the UW–Madison Department of Animal and Dairy Sciences are involved in the project: Hilario Mantovani, who specializes in rumen microbiology; Kent Weigel, who focuses on breeding and genetics; and Heather White, who studies nutritional physiology.

All four UW–Madison team members are associated with the UW Dairy Innovation Hub. The Hub, funded through a \$7.8 million per year investment by the state of Wisconsin, harnesses research and development across the UW–Madison, UW–Platteville and UW–River Falls campuses to ensure Wisconsin’s \$45.6 billion dairy community remains a global pacesetter in dairy innovation.

Through various funding awards, including one to Peñagaricano, the Hub has helped UW–Madison purchase two methane-measuring GreenFeed systems, bringing the university’s total to five. A GreenFeed device is a portable feeding bin that captures all the air exhaled by a cow while she is eating and delivers a reliable estimate of methane emissions for that individual cow.

“Thanks to the Dairy Innovation’s Hub contributions, we were able to begin work on this important topic at UW–Madison and attract a substantial grant award from GCI to expand it significantly,” says Peñagaricano.

A first step for the new GCI-funded project will be to develop a reference population of almost 4,000 dairy cows — and the first research prong will be to look at the genetics of these animals, focusing on the natural methane-burping variability found in the group.

All cows produce methane, but not every cow is alike. According to research previously conducted by Peñagaricano, some cows release around 600 grams of methane per day, while others average around 300 grams. For the GCI study, the cows in the reference population will undergo genomic evaluations for various methane emission traits, such as the quantity or frequency of production. Once these traits are better understood, the team can pursue selective breeding for cows that produce less methane.

“Variability is crucial, [and] part of that variability is due to genetics,” says Peñagaricano. “We can use that variation to improve cows in the next few generations through genetic selection.”

The second prong of the project explores milk testing. Generally, dairy farmers send monthly milk samples to a lab to monitor quality and to get an idea of protein and fat levels in the milk. Peñagaricano’s team envisions farmers also being able to receive a prediction of methane emissions from the herd. The new test would involve milk spectrometry, scanning milk samples with infrared light to identify specific chemical compounds. The goal is to develop a low cost, non-invasive tool that farmers could potentially use at the national level.

“Let’s say the federal government or milk buyers say [farmers] need to minimize methane emissions, but first the farmers need to have an idea of which cows are emitting more, and which are emitting less,” says Peñagaricano, “And if they know which ones are emitting more, they can target those cows with interventions, such as specific diets, to minimize that.”

The third prong of the project focuses on the rumen, where methane-producing bacteria are found. Not much is understood about the relationship between the rumen microbiome and methane production, or how cow diet or genetics impact the process. Using emissions data from the GreenFeed systems, the team

will identify the 10% highest methane-producing and the 10% lowest methane-producing cows in the reference population and sample their rumen microbiomes. The sampled microbiota will be evaluated for differences, ahead of testing the impact of microbial or dietary interventions.

“Being a part of a project this big is really challenging, but at the same time, really amazing,” says Mantovani, a Hub-funded faculty member who will lead the rumen microbiome studies. “It is an opportunity to have access to a very large number of animals and to do research that could have a real impact in changing management practices and developing new tools.”

Over the course of three years, Peñagaricano, Mantovani, and the rest of the multi-state team will tackle the expansive project and deliver solutions with both short- and long-term benefits for farmers, the broader dairy community, and the environment.

Other key institutions involved in the GCI-funded project include University of Florida, Iowa State University, Michigan State University, the United States Department of Agriculture–Agricultural Research Service Animal Genomics and Improvement Laboratory, and the United States Department of Agriculture

CADBURY UNVEILS TWO BRAND NEW DAIRY MILK CHOCOLATE BARS

March 20, 2024

<https://dairynews7x7.com/cadbury-unveils-two-brand-new-dairy-milk-chocolate-bars/>

Cadbury has unveiled two brand new Dairy Milk chocolate bars that are launching this week.

The confectionery giant announced Caramel Nut Crunch and Nutty Praline Crisp will be on sale from Monday.

It said the new chocolate bars will have 70 per cent bigger chunks compared with Dairy Milk 180g.

Cadbury's Caramel Nut Crunch bar combines layers of toffee with chopped hazelnut and caramel, wrapped in a thick "classic Dairy Milk" chocolate exterior.

The Nutty Praline Crisp is a classic Dairy Milk chocolate bar but with a "whole lot more going on", the chocolate company said.

The bar combines a layer of smooth almond and hazelnut praline with a light and crisp wafer base wrapped in a Dairy Milk exterior.

Both of the new 200g bars, which have a recommended retail price of £2.75, have been made with sustainably sourced cocoa and are vegetarian friendly, Cadbury said.

Maria Jackson, Cadbury Dairy Milk brand manager, said: "We're delighted to be launching

this innovative and exciting addition to our beloved Cadbury Dairy Milk range.

"With bigger chunks and more combinations of delicious flavours, every

bite of Cadbury Dairy Milk & More will reward you with precious moments of sheer indulgence."

Cadbury, formerly Cadbury's and Cadbury Schweppes, is a British multinational confectionery company owned by Mondelez International since 2010.

It is the second-largest confectionery brand in the world, after Mars, the US chocolate giant that owns other brands including Milky Way bars, M&Ms, Skittles, Snickers and Twix.



GLOBAL DAIRY TRADE EVENT 352 CONCLUDED WITH THE GDT PRICE INDEX DOWN 2.8%

March 19, 2024

<https://dairynews7x7.com/global-dairy-trade-event-352-concluded-with-the-gdt-price-index-down-2-8/>



Global Dairy Price index dropped by 2.8% in today's Global Dairy trade event. The index has reached to a level of USD 3497/MT. This is a second consecutive drop in the index since last month. One of the major reason behind this drop is the sluggish global demand .

From Indian market perspective it is not a good news. The index of SMP as well as Butter which are lying in huge stocks in the country have dropped down by 4.8% and 1.4% respectively. Indian dairy exporters were facing the challenge of cheaper SMP from countries like Belarus in neighbouring countries but with this drop their hopes have diminished further. The new global prices of AMF(ghee), Butter and SMP in Indian Rupees have become Rs 557, Rs 525 and Rs 206 respectively.

While Ghee and Butter are still at good price but SMP price may disheartened Indian SMP producers having huge stocks.

Key Results remain as follows:

- AMF index up 2.5%, average price US\$6,794/MT (€6,238/MT)
- Butter index down 1.4%, average price US\$6,408/MT (€5,883/MT)
- Ched index down 1.9%, average price US\$4,192/MT (€3,849/MT)
- LAC index down 4.4%, average price US\$778/MT (€714/MT)
- MOZZ index down 1.0%, average price US\$3,905/MT (€3,585/MT)
- SMP index down 4.8%, average price US\$2,517/MT (€2,311/MT)
- WMP index down 4.2%, average price US\$3,143/MT (€2,886/MT)

Summary of Results

Number of Winning Bidders	112
Number of Bidding Rounds	13
Duration of Trading Event (hours:mins)	1:51
Minimum Supply (MT)	19,005
Maximum Supply (MT)	22,910

Number of participating bidders 152

Quantity sold (MT) 19,655

Next GDT event will be on April 2nd 2024

DAIRY FIRM ALMARAI TO INVEST OVER \$4.8 BLN UNDER FIVE-YEAR PLAN

March 19, 2024

<https://dairynews7x7.com/dairy-firm-almarai-to-invest-over-4-8-bln-under-five-year-plan/>

The Middle East’s biggest dairy firm Almarai (2280.SE), plans to spend over 18 billion riyals (\$4.8 billion) through 2028 under a new plan aimed at boosting growth while focusing on areas including supply chain capabilities and food security.

region while adding value to shareholders,” Almarai said in a bourse filing.

The five-year plan, which envisions investments in areas including supply chain capabilities and technology, will be funded through the firm’s operational cash flows.



Saudi Arabia’s sovereign wealth fund, Public Investment Fund, owns a stake of around 16% in the firm through one of its subsidiaries.

Almarai said its strategy aligned with Saudi Arabia’s economic transformation plan, Vision 2030, which aims to diversify the economy away from oil by developing sectors such as tourism and industry, expand the private sector and create jobs.

“Investment in the food industry contributes to achieving food security in the kingdom and the

Under the strategy, nearly 7 billion riyals will be earmarked for poultry expansion, 5 billion riyals to bolster existing core product categories, while 4 billion riyals will be allocated to developing supply chain and sales capabilities for local and regional expansion plans.

Saudi Arabia’s largest food products company Savola (2050.SE), said last month it planned to distribute its entire 34.52% stake in Almarai to its eligible shareholders.

(\$1 = 3.7502 riyals)

IDF ANNOUNCES THE APPOINTMENT OF A NEW DIRECTOR GENERAL, MS LAURENCE RYCKEN

March 19, 2024

<https://dairynews7x7.com/idf-announces-the-appointment-of-a-new-director-general-ms-laurence-rycken/>

The Board of Directors of the International Dairy Federation (IDF) announces the appointment of brazzal as new Director General as of 1 April, 2024.

Ms Laurence Rycken has been serving IDF for the last 12 years as Science and Standards Programme Manager championing for the role of milk and dairy in nutrition security. Ms Rycken is thrilled to extend her contribution to the organisation as Director General. Already bringing with her an in-depth knowledge of the or-

organization, an active engagement with members and stakeholders, launching the IDF Dairy Innovation Awards and the Women in Dairy initiatives, as well as guiding and leading a dynamic and professional Head Office team. Ms Emond will remain in office until 31 March.

The Board of Directors wished Ms Laurence Rycken every success in her new position and all the best to Ms Caroline Emond in her future endeavours.

Piercristiano Brazzale



ganization, fostering connections with the IDF community and proficiency in dairy, she aims to leverage the current position of the federation as the leading source of expertise and scientific knowledge of the global dairy sector.

Her appointment follows the upcoming departure of the current Director General, Ms Caroline Emond, who is stepping down from the position after a successful 6-year tenure.

The Board of Directors wishes to thank Ms Caroline Emond for her outstanding performance in leading the International Dairy Federation from 2018 to 2024, and the General Assembly appointed her Honorary Member of IDF at its 2023 IDF World Dairy Summit.

Ms Emond's achievements include positioning IDF as a leading and influential international

IDF President

About IDF (International Dairy Federation)

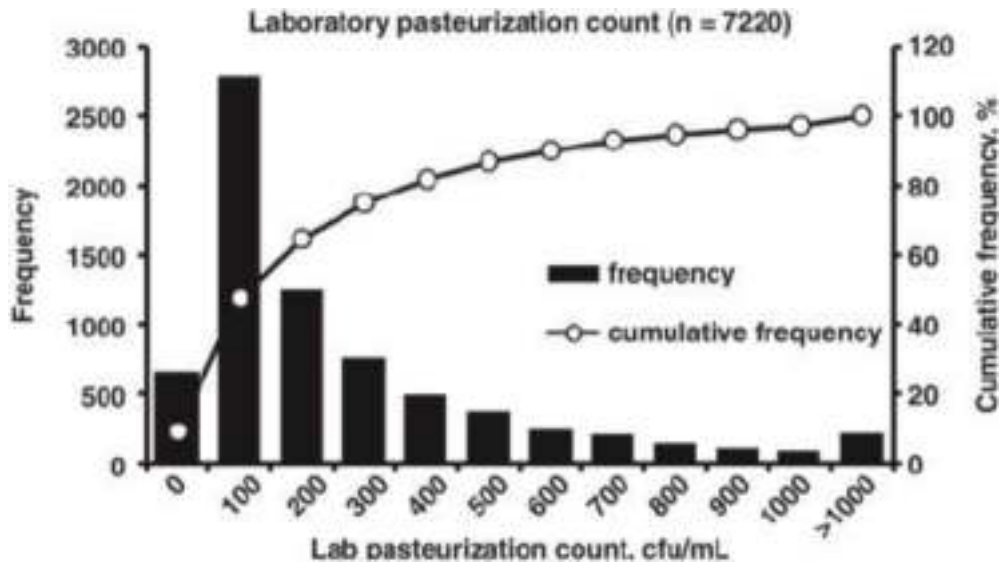
Helping nourish the world with safe and sustainable dairy.

The IDF is the leading source of scientific and technical expertise for all stakeholders of the dairy chain. Since 1903, IDF has provided a mechanism for the dairy sector to reach a global consensus on how to help feed the world with safe and sustainable dairy products. A recognized international authority in the development of science-based standards for the dairy sector, IDF has an important role to play in ensuring the right policies, standards, practices, and regulations are in place to ensure the world's dairy products are safe and sustainable.

COMMON BACTERIAL TEST USED BY DAIRY INDUSTRY INSUFFICIENT FOR RAW MILK, STUDY SUGGESTS

March 17, 2024

<https://dairynews7x7.com/common-bacterial-test-used-by-dairy-industry-insufficient-for-raw-milk-study-suggests/>



In a recent study published in the Journal of Dairy Science, researchers from Cornell University have demonstrated the inadequacy of an industry standard quality test for raw, organic milk, as it cannot sufficiently differentiate between groups of bacteria.

The test evaluated in the study is called Laboratory Pasteurization Count (LPC), which some dairy processors and cooperatives use to troubleshoot bacterial contamination issues and to designate premiums for high raw milk quality. Despite occasionally being used as a proxy for levels of bacterial spores in raw milk, there is limited knowledge of the types of organisms that are enumerated by LPC in contemporary raw milk supplies. Little research has been done on LPC in the past two decades.

To fill this data gap, the researchers used LPC to assess organic, raw milk samples from across the U.S., and then characterized the bacterial isolates with sequencing technology.

The researchers found that, although LPC enumerates thermophilic bacteria (bacteria that is resistant to high temperatures), it cannot differentiate spore-forming from non-spore-forming thermophilic bacteria.

The presence of spore-forming thermophilic bacteria greatly affects milk quality and the appropriate control methods. Spore-forming thermophilic bacteria can cause dairy products to spoil. Additionally, while some types of spore-forming thermophilic bacteria are inherent to farm environments—present in bedding, feed, and the air—non spore-formers are able to be controlled through proper sanitation and hygiene, as they mainly contaminate milk when they are present in improperly cleaned milking equipment. Therefore, differentiating between spore-forming and non-spore-forming thermophilic bacteria is important information to correctly identify the root cause of high LPC counts.

GENETICALLY MODIFIED COWS COULD BECOME INSULIN FACTORIES- BOON FOR DIABETICS

March 16, 2024

<https://dairynews7x7.com/genetically-modified-cows-could-become-insulin-factories-boon-for-diabetics/>

For millions of diabetics worldwide, access to insulin is a constant struggle. But what if the answer wasn't in a high-tech lab, but grazing away peacefully in a pasture? A new study suggests genetically modified cows could become insulin factories, producing a potentially cheaper and more accessible solution.

Researchers from the University of Illinois and the Universidade de São Paulo teamed up to create this bovine biofactory. They strategically inserted a snippet of human DNA coding

that can pass on the insulin-producing trait, allowing for a dedicated herd specifically designed for insulin production.

Here's the exciting part: a single cow, producing just a gram of insulin per litre of milk, could generate a staggering amount. "That's equivalent to tens of thousands of insulin units," says Wheeler. Imagine a small herd, the size of a typical dairy farm, churning out enough insulin to supply an entire country. Or perhaps, it could produce enough to cover almost eight years' worth of insulin for a type 1 diabetic!



for insulin into cow embryos. The result? One healthy calf with the remarkable ability to produce human proinsulin, the precursor to insulin, in her milk.

"Think of a cow's mammary gland as a protein production powerhouse," explains Matt Wheeler, lead author of the study. "We're essentially giving this natural system a nudge to create something that can benefit hundreds of millions of people."

This experiment is a significant leap forward, but the team is working on refining the process. They're aiming to create transgenic bulls

This approach offers several advantages. Unlike traditional methods that rely on complex machinery and bacteria, cow-based insulin production could leverage existing dairy infrastructure. "We already know how to care for cows," says Wheeler. "This could be a much more accessible way to produce insulin."

While there are still hurdles to overcome – like FDA approval and building an efficient purification system – Wheeler is optimistic. Compared to the high-tech facilities needed for traditional insulin production methods, this bovine approach could be a game-changer.

For now, this breakthrough allows us to bask in the marvellous possibility of a future where access to life-saving insulin is no longer a distant dream!

The findings of this research have been detailed in the Biotechnology Journal

HERE IS WHAT APPLE'S FORMULA COULD MEAN FOR DAIRY TECHNOLOGY

March 16, 2024

<https://dairynews7x7.com/here-is-what-apples-formula-could-mean-for-dairy-technology/>

Apple's unparalleled success has fundamentally transformed public expectations surrounding technology. Known for its user-friendly interfaces, robust data security, and unwavering commitment to sustainability, Apple has redefined the benchmarks for technological achievement. Even Ap-

and even variable voltage, and power outages are familiar challenges when installing agtech.

For example, I estimate 50% of U.S. cows are outfitted with some kind of technology device or wearable sensor. However, when you ask dairy farmers how they're utilizing this tech-



ple's packaging is designed to delight. This legacy of innovation and user accessibility hasn't just democratized technology for the average consumer; it has also elevated standards across various industries, including the dairy sector.

Technology Offers Solutions

Contrary to the perception that farmers are slow to adopt new technologies, the real barrier to the adoption on the dairy, in my opinion, is the complex realities we face. Finding solutions that are as intuitive and impactful as those brought to the mainstream by Apple is difficult. Dairy operations encounter specific challenges such as lack of internet connectivity, dust, moisture, temperature variations, which all impede technological performance

nology, they often say "heat detection," omitting any reference to the array of additional functionalities they could be using with these expensive devices.

Despite these challenges, there is a clear demand for agtech solutions that are not only technologically advanced, but also practical and straightforward. Already, there are dozens of options when it comes to wearable devices, such as collars and ear tags, and smart rumen boluses. While boluses are the latest of these technologies in the U.S. dairy market, they are also already used by hundreds of thousands of cows. Being able to monitor movement, productivity, rumen function and health of cows, before health issues arise, can save hundreds of dollars per year for each animal on the

average U.S. dairy farm and so will become indispensable.

Additionally, some companies are focusing on early disease detection and instant milk quality analysis, setting the stage for a new era in dairy farming where technology is not just advanced but also readily accessible.

Following Apple's Example

As dairy tech continues to mature, new solutions must be designed with a keen focus on user experience, taking cues from Apple's strategy. The future of dairy farming will be

driven by digital technologies, with pioneering companies leading the way towards more efficient, sustainable, and technologically driven operations.

Apple's success has set the expectations of consumers at a very high level and by extension those of farmers. Dairy tech must accomplish this while also emphasizing the ease of use, practicality, and resilience of its products against the unique challenges faced on the farm. Dairy tech needs to 'delight' the U.S. dairy user with their experience of technology. Not an easy task but that is the ask!

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