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## FORTNIGHTLY NEWSLETTER

203rd Edition 1st to 15th April 2024

### Lighthouse Funds invests ₹700 crore in Parsons Nutritionals

Blog by Kuldeep Sharma  
Chief Editor Dairynews7x7.com

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### Empowering Artisans: Imperative of GI Tagging for Boosting Indian Dairy Exports

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### Navigate the Latest NCDFI Rates and Dairy Market Trends.

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- ★ Indian News
  - Animal Health/Protection
  - Marketing
  - Dairy Policy
  - Regulatory/Legal
  - Survey/Report
- ★ Foreign News



## Dairy Pulse 203<sup>rd</sup> Edition (1<sup>st</sup> to 15<sup>th</sup>, April 2024)

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BLOG

**EMPOWERING ARTISANS: IMPERATIVE OF GI TAGGING FOR BOOSTING INDIAN DAIRY EXPORTS**

April 16, 2024

<https://dairynews7x7.com/empowering-artisans-imperative-of-gi-tagging-for-boosting-indian-dairy-exports/>



**D**airy Development in India

Since the inception of Operation Flood in the early 1970s, India has exhibited remarkable growth in milk production and per capita milk availability. Data reveals that milk production triples and per capita availability doubles approximately every 25 years. Following this trend, India is projected to produce over 600 million MT of milk by 2047, leaving the market with an excess of 100 million MT.

Given the current government initiatives, the growth trajectory of the Indian dairy sector seems assured. The government is diligently working towards making India free from Foot and Mouth Disease (FMD) and Brucellosis by 2030. This effort aims to ensure that Indian dairy products meet stringent market access requirements in developed countries. The tagging of 100% cattle and buffaloes under the Bharat PashuDhan initiative will further enhance the traceability of Indian milk products.

### Global Dairy Exports scenario

Global dairy markets are willing to pay a premium for products that demonstrate integrity, health, and nutritional value. Let us talk about global exports of a single product cheese. In 2022, globally, leading cheese exporters were Germany (\$6.23 billion), Netherlands (\$5.19 billion), Italy (\$4.66 billion), France (\$3.76 billion), and the United States (\$2.25 billion). In contrast, India's total dairy exports, including casein, amounted to USD 384 million in the same year.

The disparity in export values raises questions. Despite India's significantly larger landmass and producing 80 times more milk than France, why does France export cheese worth nearly ten times the total value of India's total dairy exports including casein? The discrepancy can be attributed to France's diverse range of high-quality cheeses, many of which have Geographical Indication (GI) tags, giving them a competitive advantage in global markets. France boasts over 25 varieties of cheese with Geographical Indication (GI) tags, out of a total of 55 tagged cheese types in the EU. This variety and quality give France a competitive edge in global dairy markets.

India's diversity is often celebrated as one of its greatest strengths, with cultural, culinary, linguistic, and sartorial variations changing every few kilometers. The rich tapestry of Indian cuisine alone reflects this diversity, with each region boasting its unique flavors, ingredients, and cooking techniques. From spicy curries of the south to the hearty breads of the north, India's food landscape is as varied as its people, offering a culinary journey that's unparalleled in its depth and diversity.

### GI tagging of Dairy products in India

When it comes to our dairy products then we also hold a legacy of dairy products and sweets from all parts of the country. We have a unique opportunity to identify these dairy products and get them GI tagged. Who has not heard about Bengali or Odiya Rasogolla and Sandesh, Alwar milk cake, Amritsari Lassi, Mathura and Baidyanth Pedha, kaladi kulcha with special paneer, Yak cheese, etc. But how many of our dairy products are GI tagged? Not even in double digits. Till now only 634 products in all categories have been given GI Tag and around 477 cases are pending out of which around 14 are under various dairy category from various states..

### The confirmed GI tagged dairy products till April 2024 may be listed as follows :

1. Dharwad Pedha in Karnataka
2. Banglar Rasogolla in West Bengal
3. Odisha Rasagola in Odisha
4. Srivilliputtur Palkova in Tamil Nadu
5. Arunachal Pradesh Yak Churpi
6. Kendrapara Rasabali in Odisha
7. Tripura Matabari Peda in Tripura
8. Banaras Lal Peda in Varanasi Uttar Pradesh
9. Udampur Kaladi in J&K

### Challenges in getting dairy and food products GI tagged

Back in 2008, I collaborated with NRDC ( National Research Development Corporation) on a study focusing on the sweet clusters of Mathura and Kalanaur near Rohtak. The outcome of the study was to secure a Geographical Indication (GI) tag for Mathura Peda, a symbol of the region's rich culinary heritage. Despite our efforts and the involvement of around 160 dedicated halwais, who were members of the local association crafting mawa and Peda, progress was halted. Some dominant players in the association seemed to stifle our initiative.

Fast forward to 2024, I notice a renewed application for the GI tag by a Mithai association of Mathura. I wonder if it's the same group of passionate halwais I met sixteen years ago. Often, the interests of influential players can obstruct the GI tagging process, which is vital for preserving the legacy and ensuring fair compensation for local artisans.

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It's crucial that the essence of Mathura Peda, and other such regional treasures, benefits those who've nurtured these traditions for generations. To boost dairy exports and add value to our products, GI tagging is paramount. Rather than expecting these dedicated artisans to navigate the complex GI application process alone, we should proactively identify and support such clusters. It's high time for policymakers to create an inventory of these unique products and foster cooperative efforts for GI tagging.

Isn't it astonishing that cities like Bikaner, famous for Rasogolla, and places like Varanasi or Amritsar with their iconic Doodh ka Taar and Lassi, aren't on the GI list? Let's champion these artisans, protect their interests, and celebrate our diverse culinary heritage through GI tagging.

# Dairy Market Prices

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

As of March 15, 2024

\*4.0% Fat

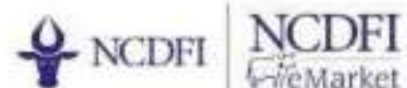


## Dairy Commodities

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



[www.NCDFI.coop](http://www.NCDFI.coop) | [www.NCDFIeMarket.com](http://www.NCDFIeMarket.com)

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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- Lets save them

Dairy News 7X7 - February 9, 2024

The Food Safety and Standards Authority of India (FSSAI) recently approved amendments to food safety regulations, addressing the need for Food of Indian Standards (FIS) or Agmark certifications for food products. The move aligns with the "One Nation, One Community..."



20,000 liters of milk purchased from Tamil Nadu

Dairy News 7X7 - March 15, 2024

The National Milk Distribution Project is currently underway, with 20,000 liters of milk from Tamil Nadu. According to...



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## INDIAN NEWS

## LIGHTHOUSE FUNDS INVESTS ₹700 CRORE IN PARSONS NUTRITIONALS

April 16, 2024

<https://dairynews7x7.com/lighthouse-funds-invests-700-crore-in-parsons-nutritionals/>

Private equity fund Lighthouse Funds has invested ₹700 crore in Parsons Nutritionals—a contract manufacturer specializing in packaged foods, beverages, and personal care products.

The round saw participation from co-investors of Lighthouse, including the International Finance Corporation (IFC), a member of the World Bank Group, Evolve India, HDFC AMC's Fund of Funds, and various family offices.

it has recently expanded into personal care products like shampoos and soaps.

The company operates multiple manufacturing facilities across five states, and this investment from Lighthouse marks Parsons' maiden round of external funding from a private equity investor. According to Lighthouse, the funds will be used to expand manufacturing capacities in both existing and new product categories to meet the needs of current and future clients.



Parsons represents Lighthouse's third investment from its \$425 million Lighthouse India Fund IV.

Founded in 2002 by S.S. Mann, Parsons serves as a third-party contract manufacturer for major fast-moving consumer goods (FMCG) companies, including Mondelez, Hindustan Unilever Ltd, Britannia Industries, and General Mills. The company's production lines extend to cookies, biscuits, chocolates, confectionery, malted beverages, and ready-drink mixes, and

"As we continue to evolve as an institution, it was the right time to have a partner in Lighthouse on our next journey of growth. Their long-term vision and familial values perfectly match the DNA we have at Parsons," said Mann, promoter and chairman, Parsons Nutritionals.

Many large consumer goods companies are increasingly outsourcing manufacturing to third-party producers, in addition to running their own facilities. This trend is growing as both Indian and international FMCG companies step

up their investments in India, driven by a rising demand for packaged goods.

Parsons is well-placed to benefit from increased consumption and outsourcing trends, said Sachin Bhartiya, co-founder and partner, Lighthouse Funds.

“This investment fits well into our long-term thesis of consumer products getting more organized, more branded, and more premium,” Bhartiya added.

Lighthouse, a mid-market private equity firm, focuses on investments in the consumer and

healthcare sectors. Since beginning its operations in India in 2007, Lighthouse has invested in over thirty companies across consumer brands, healthcare, and specialty manufacturing. Its investment portfolio includes companies such as Unibic, Bikaji, Wow! Momo, Kama Ayurveda, and Nykaa, among others. Recently, Lighthouse has also made new investments in Kushal’s Retail, a fashion jewelry retailer, and Safari, a luggage manufacturer.

The Rainmaker Group served as the exclusive financial adviser on this transaction.

## NEW NORMS TO REIN IN DEFAULTS IN AHIDF DAIRY SCHEME

April 15, 2024

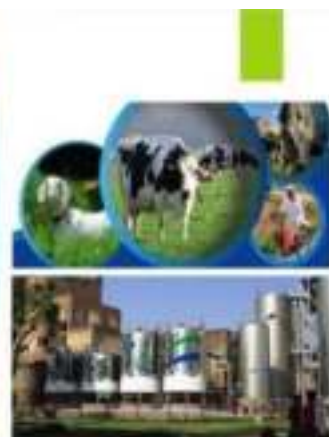
<https://dairynews7x7.com/new-norms-to-rein-in-defaults-in-ahidf-dairy-scheme/>

The central government has specified measures to disincentivize defaults in the guidelines for the realigned Animal Husbandry Infrastructure Development Fund (AHIDF) Scheme. Interest subvention, which is up to three per cent, will not be provided for defaulters at any point of time for repayment,

official sources told Bizz Buzz, adding that the lender is free to take actions as per their guidelines.

The guidelines, which were finalized

a few days ago, stipulate that no interest subvention will be provided for the duration an account is a non-performing assets (NPAs).



Initially, the Department of Animal Husbandry & Dairying, under the Ministry of Fisheries, Animal Husbandry & Dairying, will pay interest subvention amount upfront to the lending agency for the first year based on the demand from the lender. The guidelines have mandated that the banks concerned will transfer the funds received under the scheme to the loan account of the beneficiary within three days of receipt.

Interest subvention from the second year onwards would be released based on the non-NPA borrowers’ entitlement claimed by the lending agency every year in advance.

The Cabinet Committee on Economic Affairs (CCEA) approved the AHIDF Scheme worth

The Cabinet Committee on Economic Affairs (CCEA) approved the AHIDF Scheme worth

Rs15,000 crore in June 2020 to facilitate incentivization of investments in infrastructure for dairy, meat processing, value addition infrastructure, and animal feed plants in the private sector. The eligible beneficiaries were farmer producer organisations (FPOs), MSMEs, Section 8 companies, private companies, and individual entrepreneurs with a minimum 10 per cent margin money contribution by them.

Fisheries, Animal Husbandry & Dairying Minister Parshottam Rupala launched the rea-

igned AHIDF Scheme on February 14 for implementation for another three years. Dairy cooperatives were included in the list of beneficiaries.

According to the government, in the last three years, more than 5,000 project proposals were received under the scheme. Around 15 lakh jobs have been generated so far. The beneficiaries include small and marginal farmers as well as industries.

## WIDE RANGE, DISCERNING CONSUMER, BOOM TIME FOR RS 30,000-CR ICE-CREAM INDUSTRY

April 15, 2024

<https://dairynews7x7.com/wide-range-discerning-consumer-boom-time-for-rs-30000-cr-ice-cream-industry/>

**A**s 11-year-old Kyra Arora enters the newly opened 'ice-cream studio' near her home in Panchkula, her eyes light up. On offer is a mouthwatering range of bars, lollipop sundaes, popsicles, ice-cream sandwiches, gelatos and mini bites. The unending variety is no vanity enterprise. It's an indication of a booming ice-cream market and the exponential demand for new and sumptuous products.

Historically, higher temperatures correlate with an increased appetite for refreshing treats. The Rs 30,000-crore Indian ice-cream industry is predicted to grow by 13-15 per cent over the next few years. As the key players — like Amul, Vadilal, Kwality Walls, Havmor, Naturals, Mother Dairy, Baskin Robbins, Giani's, Basant

and Scoops — up their game, regional and artisanal brands are venturing into the market space with gusto. Supermarkets are flooded with international brands — Häagen-Dazs, Ben & Jerry's, Cold Stone, London Dairy and others — catering to the well-travelled customers who are ready to pay the high price these global brands command.

In keeping with the demands of the country, which is the diabetic capital of the world, a range of low-fat, low-sugar ice creams is replacing the high-sugar offerings that dominated the market till a few years ago. According to Ludhiana-based Charanjit Singh Basant, managing director of Basant Ice Creams, which started manufacturing in 1952, "Earlier, people enjoyed ice creams that were made from heavy fat and were full of sugar, but this trend has



fat and were full of sugar, but this trend has

changed post-Covid. Ice creams with lesser fat and sugar substitutes are high in demand now.”

“We have reduced the sugar content from 18 per cent to 16. Similarly, the fat content has been cut from 16 per cent to 11. Diabetic-friendly stevia-based low-calorie ice creams are very popular. We started with two sugar-free flavours. Today, we are offering more than 20 in the category. Our all-time bestsellers, however, are khoya kulfi stick and dry fruit varieties,” says Basant, who is also vice president of the Indian Ice Cream Manufacturers Association (IICMA).

Gurpreet Singh, managing director at Delhi’s legendary brand Giani’s, agrees, “Five years back, when we launched our sugarfree range, it hardly received any response. Today, our low-calorie, low-sugar ice creams are driving our growth.”

As the focus on health increases, there is also a high demand for ice creams fortified with vitamins, minerals and probiotics, says IICMA president Sudhir Shah. “There is a rising interest in options that cater to specific dietary preferences, including low-sugar, low-fat and dairy-free alternatives. Consumers are seeking transparency regarding ingredients and production processes. There is a heightened interest in natural and clean-label ice creams,” says Shah.

### **The forever go-to treat**

“From a category that was associated with sporadic celebrations, ice creams have now moved towards self-indulgence and are seen as treats,” says Mohit Khattar, CEO, Graviss Foods Pvt Ltd-Baskin Robbins. Lately, he adds, the company has observed a trend towards the snacking segment. Baskin Robbins, which entered the Indian market three decades back, has created a niche for itself. Says Khattar, “We have opened 125 new parlours over the past one year, several of them in Punjab and Haryana. This is in addition to our presence in leading trade outlets as well as availability on online platforms. Our offering include several

flavours and unique sundaes. Additionally, we have brought in fruity all-day mocktails called fruitinis, made with real fruit, milk and ice cream.”

A major share of the impulse category remains the go-to treats. More than 70 per cent of the overall sales is of impulse ice creams that come in the range of Rs 10-20. Though temptation ice creams available on streets are moving fast in smaller and remote areas, city-based parlours and startups are offering high-quality products.

“There is no one type of customer in India. There are some who value price over everything else, there are others who value quality over everything else, and then there are those who want the finest variety and range. There are also those who are indifferent to the controversy (health concerns) over frozen desserts and those who would like only dairy-based products. Baskin Robbins is, of course, a dairy-based ice-cream brand and our customers value us for the variety, quality and taste that we offer,” says Khattar.

Mintu Ansari and Pankaj Kumar from Chhapra in Bihar have been selling Kwaliti Walls and Amul ice creams in Chandigarh for many years. They usually park their pushcarts close to the paying-guest accommodations. Their major sale, they say, is from students, who go for cups, cones and ice candies. “Our daily sales are between Rs 1,500-2,200. Once the weather gets warmer, these will go up to Rs 3,000-5,000.”

Earlier, one flavour or product could satisfy the needs of the entire family but today, every member has a different preference. So, if older members are going in for nuts and fruit-based flavours, the young ones are experimenting with formats like rolls, sandwiches, mini bites, etc.

“While we enjoy the loyalty of elderly people, majority of our customers are youngsters. Our huge range of sundaes and toppings has re-

ceived much love from all age groups. Our recently launched unicorn cones have been a hit with children,” says Gurpreet Singh, whose Giani’s was established at Chandni Chowk in Delhi in 1956 by his grandfather, Giani Gurcharan Singh, after he migrated from Pakistan. The brand has a pan-India presence with close to 320 stores.

### Soaring growth

Charanjit Basant’s grandfather Lal Singh started making kulfi in 1952 from 20 litres of milk in Ludhiana. Today, the company’s flagship brand ‘Basant’ makes 30,000 litres of ice cream daily though the demand, says Charanjit, is 50,000 litres. “We are in the process of opening a plant with a production capacity of 1 lakh litres,” he says. The brand has 70 per cent penetration in Punjab.

Harinder Budhiraja of Chandigarh-based Lotus Ice Creams agrees, “The demand has increased manifold in the past few years, particularly in rural areas. Earlier, in villages, ice cream didn’t have much sales since many families made it at home. Today, impulse units have maximum sales here. For Baisakhi, we had advance bookings of 1,000-2,000 pieces, besides 10,000-15,000 litres in bulk orders.”

Post-Covid, the industry has also seen the entry of artisanal start-ups offering low calorie, vegan, keto-friendly options in flavours like jackfruit, kala jamun, imli, pina colada, palm jaggery, etc. “In the past two to three years, many new players have entered the market, some very experienced. This indicates that the industry as a whole is growing,” says Gurpreet. His company is expecting a growth of at least 30 per cent this year.

“With growth expectations of around 15 per cent this year, there’s a huge room for expansion across the country, though a very prickly summer or severe heatwave can disrupt this because customers don’t venture out,” says industry expert Firoz H Naqvi. “Many startups are coming up with a range of artisanal ice creams and frozen desserts. This could soon be

the fastest growing market globally.” Naqvi, who has been organising ice-cream expos for years, downplays health concerns regarding the ingredients in frozen desserts and ice creams. “Most manufacturers use skimmed milk powder. Both taste great, so it is all a matter of personal preference.”

Delhi-based nutritionist Shalini Chopra, however, disagrees. She says dairy-based ice creams are less harmful compared to frozen desserts, which mostly use low-cost oils like palm oil as the main ingredient. “In any case, people eat desserts for taste and not nutrition, so ideally, low-fat ice creams with low-sugar and plant-based (not chemical-based) sweeteners can be enjoyed once in a while,” she adds.

So, be it a frozen dessert or ice cream, take a lick, because the options are far too many.

### Cool facts

Japan leads the global market in revenue generation, boasting a staggering

### \$24,370 million

- The average consumption volume per person in the global ice-cream market is expected to be around 1.2 kg this year.
- Unlike dairy products, which come under the tax bracket of 5 per cent, ice creams and frozen desserts come under the luxury category and fall within the 18 per cent GST bracket.

### What FSSAI says

The Food Safety and Standards Authority of India classifies ice-creams under ‘dairy-based desserts and confections’. These are further categorised as plain, medium fat, and low fat depending on the percentage of total solids, milk fat and milk protein used. ‘Frozen desserts and confections’ have been defined as products obtained by freezing a pasteurised mix prepared with milk fat and/or edible vegetable oils and fat.

- Gujarat, Rajasthan, Maharashtra and Goa stand out as the hub of ice-cream aficionados, devouring almost 35 per cent of the nation's ice-cream delights. Ahmedabad is the undisputed leader in ice-cream consumption. When Delhi joins forces with Gujarat, their combined appetite claims about 30 per cent of the entire country's ice-cream consumption, say experts.
- "In coastal areas in South India where weather is humid, people prefer light natural flavours but in the North, they enjoy more rich and creamy ice

creams," observes Gurpreet Singh of Giani's.

***Why prices are on Higher side***

Consumers are increasingly willing to pay a premium for high-quality ingredients, unique flavours, and innovative formulations. This shift towards premiumisation allows manufacturers to command higher prices for their products, reflecting the perceived value and exclusivity of premium ice-creams — Sudhir Shah, President, Indian Ice Cream Manufacturers Association

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## AAVIN RECORDS INCREASE IN SALES OF DAIRY PRODUCTS AS MERCURY SOARS

April 14, 2024

<https://dairynews7x7.com/aavin-records-increase-in-sales-of-dairy-products-as-mercury-soars/>

**W**ith the mercury levels soaring in the city for the past two months, Aavin has clocked an increase in its sales of ice cream and buttermilk this summer.

Aavin, the popular brand of the Tamil Nadu Co-operative Milk Producers' Federation, offers a range of dairy products, including ice cream, cookies, ghee, butter, buttermilk and milk sweets.

An official said, "We have registered an uptick in the sale of curd, buttermilk and ice cream this year. The sale of curd has gone up to 1.85 lakh litres in March from 1.55 lakh litres in February, while the sale of buttermilk has shot up to 20,500 litres from 15,900 litres in the same period. This trend is continuing in April as well."

Pointing out that they were selling around 2,000 litres of ice cream in the city per month, the official said now the sale had skyrocketed

to 4,000 litres a month. "We are expecting ice cream sales to hit more than 5,000 litres this month. Similarly, the sale of curd and buttermilk are expected to exceed two lakh litres and 25,000 litres, respectively, this month."

He said the quality of Aavin products was exceptional, which was another reason for the

surge in sales during summer. "The sale of milkshake, which is available in various flavours like strawberry, apple, pista, cardamom, vanilla and chocolate, has also gone up. Now, we are selling around 30,000 packets of

milkshake, each containing 200ml, a month."

Aavin's kulfi also is one of the best-selling products in the city with the sales of around 6,000 pieces per month. Its small cup ice cream, which is priced at ₹10 and available in flavours like vanilla, strawberry, apple, pistachio and chocolate, has a huge market among school-children.





## OAT MILK MAY CREATE FASTER SPIKES IN GLUCOSE LEVELS

April 13, 2024

<https://dairynews7x7.com/oat-milk-may-create-faster-spikes-in-glucose-levels/>

**P**lant-based milk alternatives have become popular among health and diet-conscious consumers today. Among the several options available in the market today, many choose to buy oat milk for its great taste and creamy texture. However, despite its growing popularity, questions have emerged regarding its impact on blood glucose levels.

French influencer Jessie Inchauspé, also known as Glucose Goddess, explains this in Marie Talks, a podcast she spoke on, that went viral recently, “Oat milk comes from oats. Oats are grains and grains are starch. So when you’re drinking oat milk, you’re consuming starch juice. You’re having juice with a lot of glucose in it which leads to a glucose spike (sic).”

### How to foods effect blood sugar levels?

Dr Chaitanya HR, consultant physician at Athreya Hospital, Bangalore, explains, “The glycemic index (GI) is a measure that ranks foods on a scale from 0 to 100 based on how much they raise blood sugar levels after eating. Oat milk generally has a moderate GI compared to other plant-based milk alternatives.”

Unsweetened almond milk typically has a lower GI, he adds, largely because almonds are low in carbohydrates. Soy milk has a GI closer to oat milk but may vary based on processing and additives.

He agrees that whole milk’s GI can vary, but it’s usually lower in GI than oat milk because of its lactose content, a naturally occurring sugar that metabolises differently than the added

sugars or carbohydrates found in many commercial oat milk.

### Components in oat milk that could lead to a glucose spike

“Oat milk is made from oats, which are carbohydrates,” Dr Chaitanya confirms. While oats are whole grain and beneficial in many ways, he says, the process of making oat milk breaks down the starches, potentially making them quicker to digest and possibly leading to faster spikes in glucose levels.



Additionally, the presence of added sugars in some commercial oat milk brands can also contribute to higher glycemic re-

sponses. Consumers should check labels for added sugars, he recommends, which can significantly impact blood glucose levels.

### Impact of processing methods or additives

The processing of oats into milk involves enzymatic treatment that breaks down oat starches into simpler sugars, which can increase the GI of the resulting milk, informs Dr Chaitanya.

“Additives such as sugars, thickeners, and flavourings commonly found in commercial oat milk varieties can further elevate its glycemic impact,” he states. Unsweetened and unflavoured oat milk varieties usually have a lower glycemic effect than their flavoured and sweetened counterparts.

Recommended consumption practices for oat milk

Dr Chaitanya recommends the following consumption practices for individuals with concerns about glucose spikes related to oat milk consumption:

**Choose unsweetened varieties**

Opting for unsweetened oat milk can help minimise glucose spikes, as these options contain fewer simple sugars.

**Monitor portions**

Being mindful of portion sizes can help control the carbohydrate intake from oat milk, especially for individuals managing blood sugar levels.

**Balance with low-GI foods**

Consuming oat milk as part of a balanced meal that includes fibre, protein, and healthy fats can help mitigate rapid glucose spikes by slowing the overall digestion and absorption process.

**Individual monitoring**

Individuals with diabetes or concerns about blood sugar management should monitor their responses to oat milk and consult with a healthcare provider or dietitian for personalised advice.

**CEREALS, MILK, VEGETABLES TURN COSTLIER ON MONTH; POTATO PRICES ZOOM**

April 14, 2024

<https://dairynews7x7.com/cereals-milk-vegetables-turn-costlier-on-month-potato-prices-zoom/>

Retail food inflation softened marginally to 8.52% in March, 2024 from 8.66% in previous month due to sequential drop in prices of pulses an edible oils and spices, and a high base. The prices of key items like cereals, milk, meat and vegetables, however, saw a rise on a month-on-month basis.

The relevant consumer food price index (CFPI) last month recorded a sequential rise of 0.16% on months. Annual food inflation in March, 2023 was 4.73%.

Milk and products prices rose by 3.38% last month on year, a marginal decline of 3.86% in February, 2024 on year. Inflation in pulses declined marginally to 17.71% in March from 18.9% in February, 2024 while arhar variety of pulses reported a price rise of 33.54%.

Inflation in vegetables was 28.34% in March, while prices rose by 30.25% in February, 2024 on year. Annual rise in retail prices of potato last month was 41% against an increase of 12.38% in February, 2024. Inflation in potato had remained in negative zine between February, 2023 to January, 2024.



Retail inflation in onion rose to 36.88% last month, while price rose by 21.87% in February, 2024 on year. However tomato prices rose by 32.52% last

month against 41.83% rise in February, 2024 on year.

While projecting food and beverages inflation to remain above 7% mark in April, 2024, Aditi Nayar, chief economist, ICRA said an intensification of the impending heatwave may worsen the seasonal uptick in prices of perishables,

heightening the criticality of a favourable monsoon in 2024 to keep food inflation in check.

Overall cereals inflation last month rose to 8.37% from 7.6% on year in February, 2024 because of rise in wheat prices.

Inflation in wheat rose to 4.74% last month while price rise was only 2% in February, 2024 from 12% in July, 2023 on year because of improvement in supplies due to open market sale being carried out by the Food Corporation of India. The corporation has sold a record 9.6 MT wheat in the open market through weekly e-auction this fiscal.

Retail rice prices rose by 12.69% last month, marginally higher from the previous month. The government has banned exports of white rice and imposed 20% export duties on par-boiled rice to improve domestic supplies.

Inflation in the meat and fish category rose by 6.36% last month, while the rise in prices in February, 2024 was 5.24% on year. Chicken prices rose by 8.53% last month because of higher feed prices, while prices rose by 5.69% in February, 2024 on year.

Mustard oil and refined oil prices dropped sharply by 15.12% and 17.96% respectively last month on year while overall inflation in oils and fats category declined by 11.71%.

The inflation in 'spices' category was 11.4% last month on year, a decline from 13.51% in February, 2024. Jeera (cumin seeds) prices rose by 50% last month, while prices rose by 89.83% in January, 2024 on year. Experts say that inflation in jeera is expected to fall further with the arrival of robust crops.

## OAT MILK MAY CREATE FASTER SPIKES IN GLUCOSE LEVELS

April 13, 2024

<https://dairynews7x7.com/oat-milk-may-create-faster-spikes-in-glucose-levels/>

**P**lant-based milk alternatives have become popular among health and diet-conscious consumers today. Among the several options available in the market today, many choose to buy oat milk for its great taste and creamy texture. However, despite its growing popularity, questions have emerged regarding its impact on blood glucose levels.

French influencer Jessie Inchauspé, also known as Glucose Goddess, explains this in Marie Talks, a podcast she spoke on, that went viral recently, "Oat milk comes from oats. Oats are grains and grains are starch. So when you're drinking oat milk, you're consuming starch juice. You're having juice with a lot of glucose in it which leads to a glucose spike (sic)."



### How to foods effect blood sugar levels?

Dr Chaitanya HR, consultant physician at Athreya Hospital, Bangalore, explains, "The glycemic index (GI) is a measure that ranks foods on a scale from 0 to 100 based on how much they raise blood sugar levels after eating.

Oat milk generally has a moderate GI compared to other plant-based milk alternatives."

Unsweetened almond milk typically has a lower GI, he adds, largely because almonds are low in carbohydrates. Soy milk has a GI closer to oat

milk but may vary based on processing and additives.

He agrees that whole milk's GI can vary, but it's usually lower in GI than oat milk because of its lactose content, a naturally occurring sugar

that metabolises differently than the added sugars or carbohydrates found in many commercial oat milk.

Components in oat milk that could lead to a glucose spike

“Oat milk is made from oats, which are carbohydrates,” Dr Chaitanya confirms. While oats are whole grain and beneficial in many ways, he says, the process of making oat milk breaks down the starches, potentially making them quicker to digest and possibly leading to faster spikes in glucose levels.

Additionally, the presence of added sugars in some commercial oat milk brands can also contribute to higher glycemic responses. Consumers should check labels for added sugars, he recommends, which can significantly impact blood glucose levels.

Impact of processing methods or additives

The processing of oats into milk involves enzymatic treatment that breaks down oat starches into simpler sugars, which can increase the GI of the resulting milk, informs Dr Chaitanya.

“Additives such as sugars, thickeners, and flavourings commonly found in commercial oat milk varieties can further elevate its glycemic impact,” he states. Unsweetened and unflavoured oat milk varieties usually have a lower glycemic effect than their flavoured and sweetened counterparts.

### **Recommended consumption practices for oat milk**

Dr Chaitanya recommends the following consumption practices for individuals with concerns about glucose spikes related to oat milk consumption:

#### **Choose unsweetened varieties**

Opting for unsweetened oat milk can help minimise glucose spikes, as these options contain fewer simple sugars.

#### **Monitor portions**

Being mindful of portion sizes can help control the carbohydrate intake from oat milk, especially for individuals managing blood sugar levels.

#### **Balance with low-GI foods**

Consuming oat milk as part of a balanced meal that includes fibre, protein, and healthy fats can help mitigate rapid glucose spikes by slowing the overall digestion and absorption process.

#### **Individual monitoring**

Individuals with diabetes or concerns about blood sugar management should monitor their responses to oat milk and consult with a healthcare provider or dietitian for personalised advice.

# DECODING THE PRE-PACKAGED FOOD LABEL



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

## 70% MISLABELED AND 21% TOXIC AMONGST 36 POPULAR INDIAN PROTEIN SUPPLEMENTS

April 12, 2024

<https://dairynews7x7.com/70-mislabeled-and-21-toxic-amongst-36-popular-indian-protein-supplements/>

**C**itizens protein project: A self-funded, transparent, and concerning report on analysis of popular protein supplements sold in the Indian market

### Abstract

In this study, we analyzed popular protein supplements in India for potential health risks. Most products didn't match their labeled protein content, some even exceeded it, hinting at deceptive practices. Many contained fungal toxins, pesticides, and harmful heavy metals like lead and arsenic. Some also included hepatotoxic herbal extracts like green tea, turmeric, Garcinia cambogia, and Ashwagandha. Indian-made products fared worse than multinational ones. We found various potentially toxic compounds, urging for stricter regulation and safety studies in this industry. Manufacturers should simplify ingredients and avoid harmful substances to protect consumers' health.

### Introduction

Dietary supplements, especially protein formulations, are widely used by various groups, but concerns about their safety persist. Mislabeling and contamination are common issues, with evidence showing the presence of harmful substances like toxic metals. Regulation in India focuses on manufacturing practices, leaving content safety in the hands of manufacturers. Despite this, protein supplements often lack transparency and quality assurance. Our study fills this gap by analyzing popular protein

products rigorously, aiming to reveal any potential toxic ingredients. We employed standardized methods to ensure transparency and provide valuable insights into product safety.

### Results

We obtained and analyzed 36 protein supplements, maintaining seals and blinding until laboratory analysis. The products included blended, pure plant-based, and pure whey-based formulations, with some containing herbal extracts. Among them, 25 (69.4%) were mislabeled regarding protein content, with deficits ranging from <10% to over 50%.



Some products had higher than labeled protein content, possibly due to "protein or amino spiking." Five samples (13.9%) were contaminated with aflatoxins, and three (8.3%) showed trace pesticide residue contamination. Heavy metal analysis revealed trace levels of arsenic, cadmium, lead, and copper in various samples. Interestingly, heavily promoted brands often had the lowest protein content, and aflatoxins were mostly found in plant-based supplements. Pesticide residues were detected only in plant-based supplements.

The gas chromatography and mass spectrometry (GC-MS) analysis conducted on the protein supplements revealed a wide array of organic and inorganic compounds present in the products. Among these compounds, some were found in the majority of the analyzed samples, indicating their pervasive presence across different brands and formulations.

For instance, compounds like cycloheptatriene, spiroheptadiene, acetone, acetic acid, and dichloromethane were detected in a high percentage of the analyzed products, with percentages ranging from 72.2% to 83.3%. These compounds are commonly associated with industrial processes and are not typically expected to be present in dietary supplements.

Additionally, other substances like ammonium acetate, toluene, trichloromethane, isopropyl alcohol, and hydrogen isocyanate were also identified in a significant portion of the analyzed protein formulations, ranging from 50% to 75%. These compounds have various industrial applications and may indicate contamination or impurities in the supplements.

Notably, the absence of synthetic steroids or hormonal agents in the analyzed products is reassuring from a health perspective. However, the presence of natural phytosteroids in plant-based formulations highlights the complexity of these supplements and underscores the importance of thorough analysis to understand their composition accurately.

Overall, the GC-MS analysis provides valuable insights into the diverse range of compounds present in protein supplements, emphasizing the need for stringent quality control measures and regulatory oversight to ensure the safety and efficacy of these products.

### **Discussions**

The findings of our self-funded report on popular protein brands in the Indian market are

both eye-opening and concerning. Many supplements failed to meet their labeled protein content, with suspicions of protein spiking in some cases. Even reputable brands were found to contain fungal toxins, pesticide residues, and heavy metals such as lead and arsenic. Particularly alarming were the supplements manufactured by India-based companies, which often contained potentially hepatotoxic herbal ingredients like green tea extract, turmeric, *Garcinia cambogia*, and *Ashwagandha*.

Furthermore, our analysis identified various organic and inorganic compounds in the supplements, some of which have known negative health effects. For example, compounds like cycloheptatriene, benzene derivatives, toluene, and isopropyl alcohol were detected, raising concerns about their potential impact on consumer health.

These findings underscore the urgent need for better regulation and oversight of the protein supplement industry. Consumers deserve products that are accurately labeled and free from harmful contaminants. Additionally, further research is needed to understand the full extent of the health risks associated with these supplements, especially those containing herbal ingredients.

While our study has limitations, including the need for more comprehensive analysis and validation, its transparency and the concerning results it has revealed highlight the importance of ongoing scrutiny and vigilance in ensuring the safety and quality of dietary supplements.

## FTAS AND FARM EXPORTS: A MIXED BAG

April 12, 2024

<https://dairynews7x7.com/ftas-and-farm-exports-a-mixed-bag/>

**N**egotiating trade deals and concluding them with developed nations is challenging due to numerous complex clauses, conditions, and terms that need to be met and agreed upon. The government's efforts in finalising these agreements are commendable.

It has been over five years since the agri export policy was introduced with the aim to diversify our export basket destinations, boost high value- and value-added agricultural exports, and to strive to double India's share in the world's agri exports by integrating with global value chains. Surely, the route of trade agreements specially with developed nations will espouse the intentions of policy makers.



India's total merchandise exports to EFTA states for FY 2023 was \$1.9 billion out of which 70 per cent is shipped to Switzerland, followed by 25 per cent to Norway. Over the decade, the growth rate was near about 4 per cent per year including the peak pandemic years.

Top products exported by India to EFTA includes organic chemicals, value added gems and jewellery, electrical related appliances, flour of dried leguminous vegetables, and medical instruments.

India's agri exports in FY 23 stood at \$0.13 billion, which is just less than 7 per cent of India's total merchandise exports to EFTA. EFTA's imports of agriculture products from world are also quite substantial.

To highlight, their agri imports are around \$29 billion, growing by 10 per cent CAGR over last

three years. EFTA's top agriculture imports include spirited beverages (mainly wines), food residual for animal feed, coffee, fresh fruits and vegetables, edible oil and fats, and wafers, snacks, and biscuits. Indian agri products do not feature significantly, with only modest visibility for flour of dried leguminous vegetables.

With the trade agreement coming into existence, will the tariff reduction, if any, by EFTA provide hope for Indian agri exporters in the coming time frame? Interestingly, Switzerland

allows tariff-free entry for all industrial goods including chemicals, consumer goods, vehicles, clothing coming from all countries. This policy came into effect from January 1,

2024 and will anyway make the utilisation of India-EFTA trade agreement insignificant.

For agricultural goods (AG), tariff commitments of EFTA nations are not that lenient. We can understand this better by creating three categories.

### Three categories

One, for which no commitment have been made in the trade agreement and have been excluded (there are roughly 40 per cent of the tariff lines within agri chapters).

Second, these are a set of agri commodities with higher tariff rate commitments (from dairy, meat and vegetable chapters to list a few).

Third, with either zero or low import tariffs — these are the products for which the domestic production capacity in EFTA is not robust and demand has to be met by imports. For e.g. beer



made from malt, sweet wine, miscellaneous edible preparations.

For first and second category, this FTA offers minuscule relief, if any, in making Indian agri products competitive in their market. For the third category, where there is some relief, complementarity between Indian agri products with competitiveness and imported agri products by EFTA is limited. In this set, products such as coffee, cereals, sweet biscuits, residual/waste grains do feature.

The congruency is not comprehensive, thus limiting the scope of leveraging the opportunity for Indian agricultural exporters. In previous years, the story of import tariffs was similar. The simple average most-favoured nation (MFN) rate was 5.6 per cent in 2022 applied by the regional bloc. While non-agricultural goods from MFN countries only faced a simple average tariff rate of 1.3 per cent, duties of 32.4 per cent were applied to agricultural goods on average, and these rose to 137.7 per cent for dairy products.

Furthermore, the determination of product's competitiveness is not solely dependent on import tariff rates. Numerous non-tariff measures including sanitary and phytosanitary and technical barriers to trade, also influence exporters' abilities and capacities. Fulfilling the requirements of these measures, which are often intricate and challenging, significantly impacts market participation.

While trade agreements typically include provisions addressing trade facilitation aimed at streamlining the implementation of non-tariff measures, it remains uncertain whether these measures have been beneficial for Indian exporters, particularly those in the agricultural sector.

### **A comparison**

Now, let's compare some post-trade agreement figures for India-Australia and India-UAE. Both FTAs were signed in 2022. Encouragingly,

in both trade agreements, Indian agricultural exports have surged compared to the period before the agreements were signed. In the case of India-Australia, where the FTA took effect in December 2022, our agricultural exports increased by 23 per cent from April 2023 to January 2024 compared to the preceding period.

This growth is higher than the overall merchandise exports of India which grew by 16 per cent for the said period. Interestingly, our agriculture imports from Australia jumped by nearly 50 per cent during the same period. This includes massive boosts in products like sheep meat, seafood, broad beans, citrus and almonds.

For India-UAE as well, there has been a notable increase in India's agricultural and overall exports during the first year after signing the FTA in 2022-23. Now, the question arises: is this increase in agricultural exports solely attributable to the reduction in tariffs, or does it also reflect a positive impact from the facilitation of non-tariff measures?

If the rise in agricultural exports is solely due to lower tariff rates resulting from the FTA, then this growth may not be sustainable and could diminish once the benefits are exhausted. However, if exports are supported by both the reduction of tariffs and the streamlining of non-tariff measures, along with enhanced technical capacity to produce quality products, then the growth trajectory could be sustainable.

The government needs to evaluate whether the streamlining of non-tariff measures is effectively happening on the ground to facilitate agricultural exports or if it remains merely a provision in the text of the FTAs.

Kumar is a senior research fellow at International Food Policy Research Institute, New Delhi; and Jha is a research scholar in economics area at JNU, New Delhi.

## NATIONAL DIALOGUE AT DUVASU INSPIRES HOPE AND PROGRESS FOR DAIRY FARMERS

April 11, 2024

<https://dairynews7x7.com/national-dialogue-at-duvasu-inspires-hope-and-progress-for-dairy-farmers/>

On April 9th, 2024, the National Academy of Dairy Science (Indian) orchestrated a momentous gathering during the VIII Convocation at U.P. Pt. Deen Dayal Upadhyaya Pashu Chikitsa Vigyan Vishwa Vidhyalaya Evam Gau Anusandhan Sansthan, Mathura. The event, themed “Bringing Smiles to Dairy Farmers,” served as a platform for profound discussions and visionary insights aimed at uplifting the dairy farming community.



Dr. A K Srivastava, President of NADSI and VC of DUVASU, led the proceedings, accompanied by esteemed figures including Dr. Meenesh Shah, Chairman of the National Dairy Development Board, and Dr. R S Sodhi, President of the Indian Dairy Association. Noteworthy members of the NADSI governing council, such as Dr. M S Chauhan and Dr. J B Prajapati, lent their expertise to the dialogue.



The convocation ceremony saw the conferment of 18 NADSI fellowships and 22 Associate fellowships to exemplary practitioners and scientists in the field of Dairy Science. Dr. Meenesh Shah and Dr. R S Sodhi were honored with NADSI fellowships, highlighting their contributions to the sector.

Dr. Shah shared insights into NDDB's initiatives for farmer betterment, emphasizing seven key challenges that demand attention. Dr. Sodhi illuminated the significance of dairy sector growth, linking it

to women empowerment. Dr. Chauhan stressed the need for enhanced productivity and technological integration, while Dr. Prajapati advocated for holistic well-being through health and wealth.

Distinguished speakers illuminated the path forward, with Dr. Tarun Shridhar, former Secretary of Animal Husbandry, delivering a keynote address that chronicled India's dairy evolution and underscored global challenges. Mr. Kuldeep Sharma, founder of Suruchi Consultants, eloquently addressed the destiny orientation of farmers, weaving narratives of resilience and empowerment.

Dr. Srivastava's presidential address extolled the nutritional virtues of milk and its components, emphasizing its role as a superfood. He concluded by reaffirming the collective responsibility of stakeholders in bringing smiles to dairy farmers.

The event culminated with a resounding call to action, echoing the sentiment that the prosperity and happiness of dairy farmers are intertwined with the collective efforts of the dairy community. As attendees departed, they carried with them a renewed sense of purpose and a commitment to fostering sustainable growth in the dairy sector.

## NEW PRODUCT DEVELOPMENT

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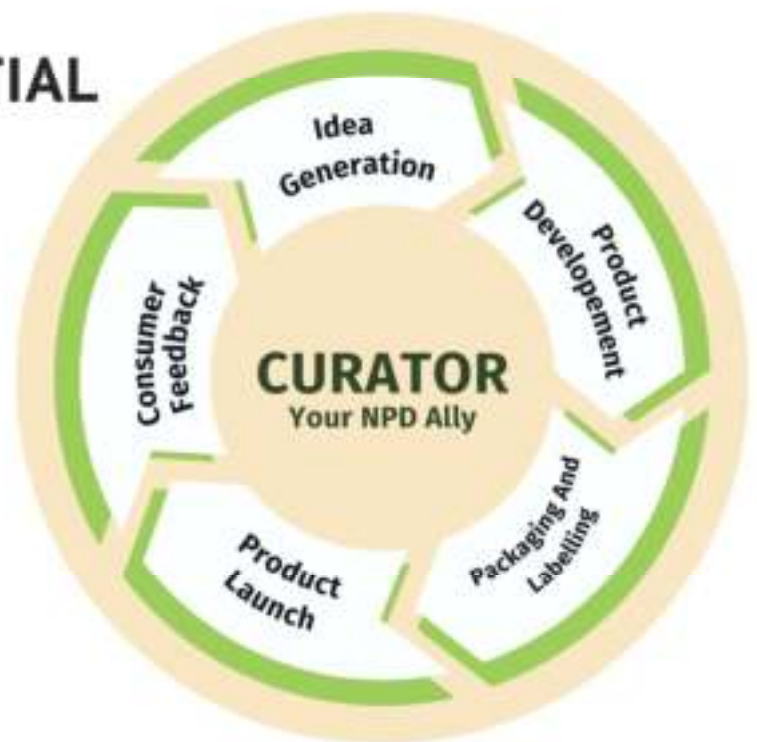
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## AMUL DAIRY COMMISSIONS TWO SIG LINES FOR ASEPTIC CARTON PACKS

April 10, 2024

<https://dairynews7x7.com/amul-dairy-commissions-two-sig-lines-for-aseptic-carton-packs/>

**A**mul Dairy has commissioned two advanced SIG filling machines for aseptic carton packs in its Kheda Satellite Dairy plant in Khatraj, Gujarat. With the commissioning of the two additional SIG filling machines, an SIG Slimline 12 Aseptic and an SIG XSlim 24 Aseptic, the total number of SIG filling lines at Amul has now reached five.



Dr Amit Vyas, Managing Director of Amul Dairy, said, "The dairy market is currently undergoing a massive transition. The emerging market trends and changing consumer needs make it essential to expand our offering and leverage excellent technologies. The flexibility offered by SIG's filling lines to fill packages of different volumes on the same filling line makes them an excellent choice for Amul Dairy to meet the growing market needs. The commissioning of two additional state-of-the-art SIG filling lines at Amul Dairy's Kheda Satellite Dairy plant will help to enhance our packaging capacity and tap into markets with different price points with new product lines."

The SIG Slimline 12 Aseptic can fill 12,000 SIG Slimline carton packs per hour and makes it possible to switch between four volumes (from 500ml to 1,100ml) on the same filling line. The aseptic cartons can be fitted with a closure, a perforation or, in the 500 ml version, a straw.

The SIG XSlim 24 Aseptic filling line offers the flexibility to fill nine different volumes (from 80ml to 200ml) on the same filling line. It can

fill 24,000 SIG XSlim carton packs per hour, which come with a straw opening.

Amul will fill white milk in 200 ml and 1,000 ml carton packs. Various flavors of its unique fruit and whey drink offered under the brand name Amul Tru, will be available in 150 ml aseptic carton packages.

Samuel Sigrist, CEO at SIG, said, "We continue to build a strong collaboration with Amul. The

commissioning of further SIG filling machines is another milestone in our partnership and a key enabler to drive Amul's vision of bringing a wide range of products to market and to best meet rapidly evolving market trends."

Abdelghany Eladib, President & General Manager IMEA at SIG, said, "The commencement of two new SIG filling lines at Amul Dairy's plant in Khatraj is a testament of our strengthening partnership and commitment to serving Indian consumers with high quality offerings. We are dedicated to providing cutting-edge technologies that will enable our partner Amul Dairy to reach more and more consumers in India."

Vandana Tandan, Head of Markets India and Bangladesh at SIG, said, "The partnership with Amul represents our shared commitment to excellence, innovation, sustainability, and convenience. Our advanced packaging solutions will put Amul in an excellent position to bring products to market in various volume sizes to meet different consumer and market needs. We look forward to working with Amul to provide quality products to Indian consumers."

## KEEP MILCH ANIMALS SAFE THIS SUMMER: AAVIN TO T.N. DAIRY FARMERS

April 8, 2024

<https://dairynews7x7.com/keep-milch-animals-safe-this-summer-aavin-to-t-n-dairy-farmers/>

**A**avin has asked dairy farmers in Tamil Nadu to take care of milch animals this summer. It has advised farmers to tie cattle under the shade of trees and provide them with additional water to drink, in view of the sweltering heat.

A dairy farmer said that water was scarce in villages at this time, with the temperature soaring. “We will provide double the quantum of water for the cattle to drink. In villages where water is available, people will take the cattle for a wash daily. That will keep them safe and help reduce their body temperature,” he said.



A water wash is necessary, especially for breeds like Jersey cattle. “They are prone to strokes, and if enough water is not given, they will start panting and it is very difficult to get them out of that condition. Since the ground is dry, we will not send the cattle to graze, but will provide straw, corn and other soft items. They prefer less feed at this point of time, with more liquids. Milk production too, will reduce in the summer,” the farmer said.

As of 2012, the State had 88 lakh milch animals. The government is at present taking steps to increase the number of cows by providing loans to farmers.

## INSIDE MILKY MIST'S PANEER REVOLUTION

April 8, 2024

<https://dairynews7x7.com/inside-milky-mists-paneer-revolution/>

**G**listening white blocks of fresh paneer (cottage cheese) come hurtling down a conveyor belt, met by robotic arms that slice the blocks precisely into half kg chunks. Another arm quickly pushes out the paneer slabs that are not the correct size and weight into a drum before the next right-sized chunk comes along — all at bewildering speeds — and is packaged in a Milky Mist branded tub. The tubs are then stacked in boxes ready to be sent out in refrigerated trucks to retail shelves. Elsewhere in the cavernous dairy floor, paneer is being sliced into small cubes to be packaged and sold as frozen paneer.



This sprawling, highly automated dairy of milk processing major Milky Mist is set amidst vast green fields in a verdant belt of Erode district in Tamil Nadu. Apart from humungous quantities of paneer, the dairy churns out a variety of over 20 products and over 350 SKUs, mostly under the Milky Mist brand. In different sections of the dairy, one can see ghee, cheese, fresh cream in cartons, buttermilk, milk shakes, Greek yoghurt, protein enriched curd under its Skyr brand, ice cream, chocolates under the Capella brand and more are being produced. “We process close to one million litres of milk per day sourced from around 70,000 farmers spread over 12 districts,” says T Satish Kumar, the self-effacing founder and managing director of Milky Mist and the ‘pioneer of paneer’ in the South. From producing 50-60 tonnes of paneer a day, the plant is scaling up to produce a whopping 100 tonnes of paneer a day!

### Farm to factory

The gleaming edifice of steel vats, miles of steel tubes, robots and a vast fleet of refrigerated trucks with Milky Mist emblazoned on them waiting for dispatches from the dairy, is a far cry from the humble beginnings of Satish Kumar. Hailing from an agriculturist family in Chithode, a neighbouring town, his father traded in milk, sending it to Bengaluru. In 1991, at the age of 17, Satish quit his studies to join the milk trading business.

One day, Satish took away large quantities of milk to try and make paneer. When his father returned in the evening, much to his horror, he found that

Satish had diverted some 400 litres of milk to make paneer in a rudimentary way. He thought Satish had spoilt all that milk. “No Google or YouTube videos those days to learn,” he says wryly. He had learnt that hotels in Bengaluru wanted good quality paneer and he saw in that a good market to value add to the milk they procured.

Today, paneer is ubiquitous in the South, but in the early 1990s, it was a low consumption and novelty product. Only some hotels and large department stores in Bengaluru stocked it. In 1997, when supplying the erstwhile Foodworld supermarket chain, the purchase manager asked him what his brand name was. “I had no idea what a brand name was. We went to a browsing centre and searched 10-15 names and selected Milky Mist. But at that time, I did not have any vision. We just gave a brand name for the market,” he explains.

For the next decade or so, Milky Mist trundled along supplying two to three tonnes of paneer

to the southern market but slowly local consumption picked up. "Like the white revolution, we created a paneer revolution in the South," says Satish Kumar proudly. But he was a single product company with a semi-automated plant. A visit in 2009 to a dairy trade fair in Hanover was a game changing moment for him as he saw the possibilities that automation offered. He later invested in a fully automated plant at the present site and expanded the Milky Mist offering to curd, yoghurt and cheese. "We realised we couldn't build a cold chain by being a single product company," he adds.

In 2013, with a turnover of ₹150 crore and a debt of less than ₹15 crore, Satish Kumar said he wanted to invest at least ₹500 crore for a mega, fully automated plant. While many private equity players have been beating a path to his doors, Milky Mist has primarily grown through debt with bank loans.

K Rathnam, the CEO, and a former MD of Amul, says the company focused on three areas: one is good quality of milk sourced, second, manufacturing in its own premises to ensure good process control and the third is cold chain distribution. "All the logistics is owned by the company and not outsourced. We burnt our fingers, as often the drivers would shut off the refrigeration of the reefer truck and switch on during the delivery time, and we got several complaints from the market of our products being spoiled," he explains. Also, he adds, "Milky Mist sells only value-added milk products and not fresh milk. It gives us greater pricing flexibility."

### **Milking profits**

The company today runs a fleet of 280 refrigerated trucks with its Milky Mist branding, motoring across the length and breadth of the

country. Around 60 per cent of its products are distributed in the South and the rest up country. The company claims running the fleet is profitable with some smart reverse logistics wherein the returning trucks bring back food products from those regions meant for the south. Bharat Benz has even set up a workshop on its premises to service this huge fleet.

Milky Mist expects to wrap up FY23-24 on a turnover of ₹2,000 crore with an EBITDA of 14 per cent. Satish Kumar says the company has been growing at a quick nick of 30 per cent annually and has sufficient cash accruals to plough back. It's pumping in ₹600 crore to expand dairy operations and raise paneer and cheese output.

An analyst points out that while P&L and operating metrics are in line or better than peers, there may be some risks in the event of any impact to business from pricing pressures at the topline or higher raw material costs, both of which can impact margins. "While the company's growth in recent years has been much better than that of larger peers like Hatsun, this growth appears to have been funded by heavy leverage," says this analyst. The balance sheet for FY23 indicates a debt of ₹800 crore on ₹181 crore of shareholder funds.

Asked about the high debt strategy, Satish Kumar says as the company's growth and revenues remain rapid, it can service the debt. "We want to freeze this investment and plan for an IPO in 2026," he says, adding he does not want to be drawn into the private equity route for which there are incessant callers. "Their perception is different from mine as an entrepreneur," he says. Ask him when his father became convinced about the paneer business after Satish first ventured into it, he laughs and says, "Very quickly he was convinced and he soon became my paneer 'master cutter'!"



## MILK PRICES TO SOAR AS WATER SCARCITY HITS PRODUCTION

April 8, 2024

<https://dairynews7x7.com/milk-prices-to-soar-as-water-scarcity-hits-production/>

**M**ilk prices tend to rise in summers as production falls, but this year may be worse.

As sweeping heatwaves and drying dams leave dairy animals thirsty, milk productivity will fall and prices will rise, agriculture experts said.

While spot traders said raw milk with 6.5% fat is currently being sold at ₹47-48 a litre against last year's ₹57-58, consumer affairs department data showed all-India

average retail and wholesale prices on Sunday were at ₹57.6 a litre and ₹5,420.7 per kilolitre compared to ₹56 and ₹5,233, respectively. India is estimated to have produced 240-245 million tonnes (mt) of milk in 2023-24, up 4-5% from a year earlier.

"As this summer is expected to see above-average temperatures with increased heat waves in Maharashtra, Odisha and the southern states and with falling water reservoir levels, water shortage is expected to be seen for animal consumption, which is expected to affect yields leading to lower milk production in Q1 FY25," Pushan Sharma, director-research of Crisil Market Intelligence and Analytics said. "However, a healthy monsoon is expected to compensate for the fall in production in summer season."

"In the past, it has been observed that higher temperatures in summer lead to animals falling sick more often and lower water intake due to water shortage further impacts their health. This leads to a fall in yields of about one litre



per day. Hence, if a greater number of animals fall sick, this would lead to a decline in milk yields in summers with above normal temperatures," Sharma added.

Water levels in India's 150 major reservoirs stood at 35% as of 4 April, Central Water Com-

mission data showed. The available water level was 61.8 billion cubic meter (BCM), 17% lower than a year ago, and 2% below the average of last 10 years. Meanwhile, the official weather fore-

cast said most regions will witness above-normal temperature in April-June, with central and western peninsular regions witnessing the worst of heat waves. However, southwest monsoon may be normal to above normal, it said.

"Commodity prices will not go down; fat prices will go up, skimmed milk power prices will stabilize around the current value for the time being, and MRPs of milk, butter etc. will remain stable at the present level as companies will have to get the volume growth," Sodhi added.

R.S. Sodhi, president of the Indian Dairy Association agreed that the organized sector will get less milk this year due to heat waves. Demand for paneer, curd, butter milk and ice cream during summer will be much higher than last year, he said, adding he doesn't expect their prices to rise.

"Raw milk prices will increase, but it will not have impact on fresh products because prices of these are lower compared to finished prod-

ucts. In contrast, fat prices in India will definitely go up because international prices of fat are around ₹150 per kg higher than in India,” he said. “If summer is very harsh, on one side, production or procurement reduces, and on the other side, demand increases. The situation may be cushioned by dairies holding good stock,” Sodhi added.

Queries sent to the department of animal husbandry & dairying, agriculture ministry and consumer affairs department remained unanswered.

## ENVIRONMENTAL ENRICHMENT IN DAIRY FARMING: ENHANCING EMOTIONAL LIVES OF COWS

April 8, 2024

<https://dairynews7x7.com/environmental-enrichment-in-dairy-farming-enhancing-emotional-lives-of-cows/>

**I**t is a well-known fact that emotions play a pivotal role in the lives of animals. Various studies and researches have shown that the influence of the environment on the emotions of dairy cows is significant enough, and can be thoroughly interpreted through its behaviour.

### The impact of environment on emotions

A fresh and verdurous environment with a daily access to pastures significantly allows them to remain calm. The scientific reason behind this states that green is a cool colour. When the cows are exposed to larger tracts of greenery, in a fresh and open environment, they infer that it is calmness — through the psychological manifestation of the colour green — that is surrounded everywhere. This becomes an important reason why access to an open environment proves to be helpful in the reduction of stress levels in dairy



cows. Not only this, but other environmental factors such as housing conditions, space, water and temperature, can cause an impact on the emotions of these cows. Overcrowded places, lack of ventilation, uncomfortable flooring and insufficiency of space causing reduced locomotion have all shown to increase the emotional disturbance in dairy cows.

Factors influencing the emotional health of dairy cows.

### 1. Human Behaviour

Animals perceive human behaviour towards them acutely. Some studies have convincingly shown that cows are counted in the category of the most sensitive animals. And because of this reason when the cows detect some cruelty in their handling, they get frightened and even reactive through which, their social lives get immensely hampered.

### 2. Inaccessibility to Open Environments

Inaccessibility to open fields and pastures also disturbs them emotionally. Studies have proved that through frequent cattle grazing, the cortisol levels remain greatly controlled, which eliminates stress from their lives, provides a good yield in terms of milk, and results in overall happiness.

### 3. Health Issues

Dairy cows like other animals can face a lot of health complications such as Mastitis, Lameness, Reproductive Issues, Respiratory Issues, Heat Stress and Nutritional Deficiencies. All of these can cause a disruption in their emotional state of mind. Through regular health check ups and the maintenance of proper health, cows can continue to have a normal life.

### 4. Lack of Social Communication

Cows are highly social animals. When they do not get to communicate with other members of their groups, a feeling of social isolation takes place, which causes a high disturbance in their emotional cycle. It is for this reason that the proper access to social communication too helps in the maintenance of the proper emotional lives of these animals.

### 5. Absence of Bubble

Another aspect in which social behaviour affects the emotional lives of cows is the absence of personal space called bubble in which animals avoid contact with other members of their group as well as with humans. When cows do not find their bubble accessible or available, a tendency of agitation develops in them. As a consequence, this agitation may hamper their emotional sphere significantly.

### Interpreting the psyche through behaviour

The emotional state of mind of cows can also be interpreted by their behaviour through different indicators such as, their positioning of ears and eyes; checking their cardiac rhythm; analysing their social behaviour; analysing health conditions and so on. If a cow aligns its ears backwards and shows a greater part of its

white eye, it means that it is in a calm and composed state of mind. The quotient for this is 77.3 per cent. Likewise, in its state of calmness, a cow happens to have a heart rate of 55-80 bpm indicating normalcy in every aspect – social and emotional. But suppose a cow turns hostile to other members of the group, and also to humans. In that case, the underlying cause of this hostility may be either a disturbance in its emotions, poor health, or an improper handling exhibited by the handler. This causes a detrimental effect on the health, emotions and productivity of cows.

Measures to establish emotional calm in dairy cows

**Establishing a normalcy of emotions in cows is something attainable through following different measures. Some of these include:**

#### 1. Taking them to grazing frequently

This allows them to explore an open environment, with green pastures which immensely helps in keeping them emotionally normal. It also keeps them physiologically healthy and active.

#### 2. Allowing them to communicate socially

Social interaction among other members of their group helps in better communication and through this it keeps the maintenance of emotional and social health in a better way.

#### 3. Handling them with care and compassion

Humans must handle these dairy cows with tenderness and compassion keeping in mind that they also understand emotions like us, and expect fair treatment towards them.

#### 4. Improving the standards of farm keeping

For a dairy cow, a farm happens to be its house. And if the conditions of the house aren't favourable, this may cause a disturbance in their quality of life. So, to keep the farm conditions favourable becomes indispensable.

#### 5. Stroking

Studies have shown that stroking is also a way to restore the emotional health in cows as this develops a bond of friendship between humans and animals, and eliminates the fear for the former, in the latter.

It must be remembered that even cows possess emotions like us human beings, and that even they understand what's bad and good like we do. For this reason, we must always ensure to have a bond of friendship and trust with the animals.

## IS YOUR MILK SAFE?: MANY SAMPLES IN PUNJAB FOUND ADULTERATED

April 7, 2024

<https://dairynews7x7.com/is-your-milk-safe-many-samples-in-punjab-found-adulterated/>

**D**espite having the highest per capita availability of milk in the country, the supply of milk unsafe for human consumption continues unabated in Punjab, posing health risks, especially to the children, reveals data available with the Punjab Food Safety Wing.

At least 15 per cent of milk samples collected between April 2023 and February 2024 failed the food safety test, which was nearly 35.5 per cent for the corresponding months in 2023-24, making it “unsafe for human consumption”, as per data available with the Punjab Food Safety Wing.

Out of 1,400 milk samples collected in 2022-23, 497 were found to be non-conforming for food safety, says data, adding that of the 497 samples, 10 were “unsafe” due to the presence of “foreign fat”.



For the same period, 38.9 per cent of milk product samples, too, failed the food safety test, meaning out of 1,478 milk product samples collected, 575 were found to be non-conforming for food safety. Out of 575 failed samples, 83 were found to be unsafe — either having foreign fat or substandard — due to failure

in quality parameters. The paneer (cottage cheese) was low in fat and high in moisture.

Inderjit Singh, former director of the Dairy Development, Punjab, said, “Foreign fat can make milk spurious. Foreign fat means the milk sample did not have the natural milk fats but foreign fats, which could be refined oil, vegetable oil, animal fat or any other adulteration, making it unsafe for human consumption.”

“This is happening, even as the per capita availability of milk in Punjab is 1,170 g, followed by Haryana at 970 g,” Singh added.

Between April 2023 and February 2024, out of 642 milk samples collected, 99 were found to be non-conforming to food safety. Out of these, two were found to be unsafe for human consumption.

For the same period, 30.26 per cent of milk product samples failed the food safety test — meaning out of 1,249 milk product samples, 378 were found to be non-conforming to food safety and as many as 79 were found to be unsafe for consumption. A Punjab Food Safety Wing official said these samples were “adulterated”.

“Not only these had impure milk, but several samples had dangerous chemicals, making the milk spurious, making the milk unsafe for human consumption. Some of these had water and some had lesser fat, too,” the official said.

The officials said, “Milk products like khoya and paneer had refined oil, detergent, urea and certain acids. In some samples, glucose was also added to give it a sweet taste. Last year, a racket was also busted in Punjab where detergent was found in milk, paneer and khoya samples, and the government initiated legal proceedings in such cases.”

The official said, “Adulterated milk and its products are hazardous for humans. The government started several campaigns to make people aware of it and get products tested at the food safety lab in Kharar for quality.”

Dr RS Sethi, Dean, College of Dairy Science and Technology, Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana, said, “Unsafe milk is worrisome. Our college had organised an awareness camp in Ludhiana a few months ago and encouraged people to get their milk samples tested. We found a considerable number of samples failing the test and informed them about the presence of chemicals and other impurities in their milk.”

Dr Sethi added, “Awareness is important. People should get their milk samples tested to ensure they are consuming milk safe for human consumption. GADVASU has developed a home-testing kit for milk. These kits are available at an affordable price at the university and are easy to use.”

Recently, a matter of “adulterated” milk being supplied to Verka Milk Plant in Mohali had come up for a hearing in the Punjab and Haryana High Court. As per the FIR registered on July 14, 2015, “adulterated” milk was being supplied to the Verka Milk Plant in Mohali and milk laced with chemicals was being supplied to the public.

The HC called it a “painful saga of unholy collusion between the police officers and a gang”, which laced milk with chemicals in Verka Milk Plant, Mohali, in 2015. The court directed the Punjab government to “place on record a copy of the status report indicating the investigation conducted so far and the action taken against the guilty police officials, as per the order passed in 2019 by the SDJM (Sub-Divisional Judicial Magistrate), Khamanon, district Fatehgarh Sahib”.

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## DR. MEENESH SHAH ELECTED AS THE CHAIRMAN OF NCDFI

April 5, 2024

<https://dairynews7x7.com/dr-meenesh-shah-elected-as-the-chairman-of-ncdfi/>

The apex body of dairy cooperatives, National Cooperative Dairy Federation of India Ltd. (NCDFI), in its Board elections held on April 5, 2024, unanimously elected Dr. Meenesh Shah as the Chairman. The election was conducted by Shri Praveen Chaudhary, IAS, District Collector/ Magistrate of Anand who served as the Returning Officer. Prior to this, NCDFI in its General Body meeting held on April 04, 2024 elected eight directors on the Board unopposed which include, Dr Meenesh Shah, Jharkhand Milk Federation; Dr. Mangal Jit Rai, Sikim Milk Union; Shri Shamalbhai B. Patel, Gujarat Milk Federation; Shri Randhir Singh, Haryana Milk Federation; Shri K. S. Mani, Kerala Milk Federation; Shri Balachandra L. Jarakiholi, Karnataka Milk Federation; Shri Narinder Singh Shergill, Punjab Milk Federation and Shri Sameer Kumar Parida, West Assam Milk Union. Apart from these elected directors, Shri S. Regupathi, Executive Director, NDDDB is the nominated director on the Board of NCDFI.

Subsequently, the newly formed Board met on April 05, 2024 and elected Dr. Meenesh Shah as the Chairman. Shri Srinivas Sajja, MD, NCDFI shared that the newly elected Chairman of NCDFI, Dr. Meenesh Shah brings with him a wide range of experience and expertise from his being Chairman of several esteemed Institutions such as National Dairy Development Board (NDDDB), Mother Dairy, IDMC, Indian Immunologicals Ltd (IIL), National Cooperative Organics Ltd (NCOL), NDDDB Dairy Services (NDS), Institute of Rural Management (IRMA),

NDDDB CALF, NDDDB MRIDA, Anandalaya, Jharkhand Milk Federation, West Assam Milk Union, etc.

Further, Dr. Meenesh Shah is also serving as Director on the Board of the International Dairy Federation (IDF). Dr. Meenesh Shah has long been acknowledged for his pivotal role and substantial contributions to the dairy cooperative sector, fostering growth and sustainability over the years. The appointment of Dr. Meenesh Shah will significantly contribute to-

wards enhancement of various initiatives of NCDFI aimed at addressing the evolving needs of dairy farmers and various stakeholders across the country. His leadership at NCDFI will definitely foster stronger collaborations within the dairy community to take forward the

dairy industry. Dr. Meenesh Shah expressed his gratitude for this opportunity and responsibility given and emphasised his commitment towards advancing the objectives of NCDFI and the broadening its activities and reach across the country reinforcing the centrality of cooperative framework in the dairy and allied sector.

About NCDFI National Cooperative Dairy Federation of India Ltd. (NCDFI) is a national-level apex dairy cooperative registered on December 07, 1970 and is governed under the provisions of the Multi State Cooperative Societies (Amendment) Act, 2023. It has 20 Regular Members, 14 Associate Members, and the National Dairy Development Board (NDDDB) as its Institutional Member.



NCDFI is a National Federation of cooperative dairies, acting as a collaborative consortium with the primary objective of facilitating the operations of dairy cooperatives through coordination, networking, and advocacy, with a distinguished history which was formed under the leadership of Dr. Verghese Kurien. NCDFI is part of a vertically integrated multi-tier structure, which encompasses 28 State Cooperative Dairy Federations/apex unions at the state/UT level, 240 District Cooperative Milk Producers' Unions, and 2.30 Lakh Village Cooperative Milk Producers' Societies at the grassroots level.

Collectively, these cooperatives have a membership exceeding 180 Lakh farmers, with approximately 60 Lakh being the women members. Core Activities of NCDFI Institutional Sale: NCDFI has been crucial in facilitating the supply of milk and milk products under its Institutional Sales category to over 400 different defence units of the Army, Air Force, and Navy under the Ministry of Defence and several units of ITBP under the Ministry of Home Affairs. NCDFI eMarket: Responding to the need for a transparent and efficient trading platform, NCDFI launched 'NCDFI eMarket,' a digital platform that facilitates dairy cooperatives and other organisations' efficient sale and purchase requirements of different dairy/agri commodities and services.

The platform has been designed to provide customised services and facilitate online transactions to streamline the procurement and sale of a wide range of commodities and services. By creating a transparent and efficient marketplace, it aims to improve farmers' profitability while ensuring that users have access

to high-quality products and services at affordable prices. In the financial year 2023-24, NCDFI eMarket facilitated trades worth of Rs.4,968 Crore. Genetic Improvement: Partnering with NDDDB Dairy Services (NDS), NCDFI contributes to genetic improvement in the dairy sector through the distribution of SAG brand Frozen Semen Doses. These doses, produced at leading semen stations across India, offer superior genetics at affordable rates, strengthening the nationwide artificial insemination program.

Smart Dairy Solutions: Recognising the importance of quality equipment, tools, consumables, services, etc., in dairy operations, NCDFI, in collaboration with NDS, has ventured into the supply of 'Smart Dairy Solutions' to various stakeholders across the dairy value chain. Developmental Activities: NCDFI utilises its surplus to conduct various training programmes, workshops, and management development programs aimed at enhancing the skills and knowledge of farmers, AI technicians, and dairy cooperative officials.

These initiatives cover topics such as clean milk production, animal productivity, and cooperative governance, contributing to the overall growth of the dairy industry. Through its commitment to promoting cooperative principles, facilitating fair trade practices, and fostering technological advancements, NCDFI continues to play a pivotal role in the growth and development of India's dairy industry. Its diverse range of activities and initiatives are dedicated to serving the interests of member cooperatives and stakeholders, ultimately contributing to the prosperity of dairy farmers and the sustainability of the dairy sector in the country.



## RISING TEMPERATURES AFFECT MILK PRODUCTION BY 20-30000 LPD

April 5, 2024

<https://dairynews7x7.com/rising-temperatures-affect-milk-production-by-20-30000-lpd/>

**R**ising temperatures have led to a decline in milk production in Mysuru and Chamarajanagar districts. Mysuru Milk Union (Mymul) and Chamarajanagar Milk Union (Chamul) have reported a decrease in daily milk procurement as compared to the winter season, which is attributed to scarcity of green fodder due to drought conditions and heatwaves.

maintain cows and other livestock due to scarcity of green fodder as agricultural activities took a beating without release of water for irrigation of summer crops this year in the twin districts.

“As farming activities are severely hit by prevailing drought from the last four months, dairy farmers like me are struggling to maintain milch animals without availability of green fod-



Dairy farmers note a significant 20-30% decrease in production this summer. Mymul which was procuring around 7.3 lakh litres of milk during winter season daily is now procuring 7.1 lakh litres daily this month, registering a decline of 20,000 litres.

Chamul is procuring 2.2 lakh litres of milk in the first week of April against 2.5 lakh litres during December 2023. Milk production, which is declining after the onset of drought, is likely to decline further during peak summer months of April and May, according to sources.

Farmers attribute the situation to scarcity of green fodder due to prevailing drought in the twin districts, heat and certain diseases affecting the milk production.

As inter-district, interstate fodder movement have been restricted by the state govt due to the drought, dairy farmers are struggling to

der which is essential for better milk yield,” Mahadeva Nayak, a dairy farmer from Kestur told TOI.

Chamarajanagar deputy director of animal husbandry and veterinary sciences Hanumegowda said maintaining milch animals as summer peaks is a challenge for dairy farmers.

“Extreme summer conditions create scarcity of green fodder, vitamin A deficiency and incidences of bovine mastitis (udder inflammation) among cattle. There will also be increased respiration rate and body temperature. Farmers must try to keep milch animals under shade without taking them to fields for grazing as much as possible when temperatures rise,” the official said.

“In order to sustain milk production, scientific interventions have to be followed during feed-

ing and management phases like creating adequate ventilation in the cattle shed. Fans and cooling systems, including sprinkling of water must be done thrice a day. Sufficient drinking water must be ensured to keep the animals hydrated. In case of non-availability of green fodder, he advised dairy farmers must keep their

milch cattle by giving vitamin mineral mixture or vitamin A can be supplemented orally at a rate of one ounce every 2-3 days. The cattle should not be allowed to graze during hot hours of the day,” he said.

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## STOCKS OF AC MAKERS, DAIRY FIRMS MAY SIZZLE AMIDST HEAT-WAVE WARNING

April 5, 2024

<https://dairynews7x7.com/stocks-of-ac-makers-dairy-firms-may-sizzle-amidst-heat-wave-warning/>

**W**ith the Met Department warning of an intense heatwave across the country for the next three months, brokerages and analysts are betting big on air-conditioner (AC) makers, dairy companies and consumer durables, especially fan manufacturers.

fan segment, are also likely to see an uptick in sales.”

Morgan Stanley has upgraded Voltas to equal-weight from underweight and raised target price to ₹1,160. Blue Star has moved up 39 per cent in the last three months.



Avinash Kumar, Research Analyst, LKP Securities, told businessline, “Demand for ACs seems good as the average temperature is moving up and expected to perform well, further backed by the IMD report, which predicted El Nino conditions to persist for most of this period.” According to Anil R, Research analyst, Geojit Financial Services, “Q4 usually marks a robust quarter for consumer durable companies. Given this scenario, we anticipate an exceptional year for cooling products, which may extend into Q1-FY25 as well. Among our consumer durable coverage universe, we are positive on Havells, Voltas, Symphony and V-Guard. “Havells, with its exposure in ACs, coolers, and fans portfolio, is expected to be the key beneficiary. Others such as Blue Star in ACs, and Crompton and Bajaj Electricals in the

Amber Enterprises India is a key OEM/ODM for major AC brands. Jeffries highlights it as a top pick in the small- and mid-cap sector due to its core strengths and diversification into components. CLSA upgraded the stock to ‘Buy’ with a target price of ₹4,300. The stock has gained 21 per cent over the last three months.

### Word of caution

However, Manoj Bahety, Founder and Fund Manager, Carnelian Asset Management & Advisors, was cautious as he said though the heatwave is sure to benefit AC stocks, the rural demand may not be very encouraging.

“Sales have been positive, but revenue-wise I see the next quarter to be a flat one. Also, with some of the commodity prices (raw materials)

increasing and elevated competition, margins of these companies may come under pressure,” he added.

#### **Ice-cream**

Harsh summer always bodes well for ice-cream makers and dairy companies such as Dodla Dairy Ltd and Modern Dairies .

Arpit Jain, Joint MD, Arihant Capital, said, “We’ve already seen a sharp rise in sales, particularly for beverages, ice-cream, and some

other products, rather than sugar itself. Therefore, we believe there’s a greater opportunity for investment in dairy companies that benefit from ice-cream sales or beverage companies like Varun Beverages (VBL), which will likely see a boost.”

In its March report, Axis Direct maintained a ‘Buy’ rating for the bottling major with a target price of ₹1,550 per share; while Motilal Oswal expects the company to maintain its earnings momentum and has retained ‘Buy’ rating with a target price of ₹1,600.

## ITC FOODS' DAIRY & BEVERAGE BIZ TO FOCUS ON VOLUME IN FY25: COO

April 5, 2024

<https://dairynews7x7.com/itc-foods-dairy-beverage-biz-to-focus-on-volume-in-fy25-coo/>

**D**airy and beverages maker ITC Foods is gearing up for volume-led growth in FY25 on the back of commodity pricing stabilising, an expanded summer portfolio, and enhanced reach in smaller geographies, COO Sanjay Singal told FE. "In the last few months, prices of milk have come down after going up by at least Rs 10 per litre. The retail prices won't go up any further since raw material prices have stabilised now," he said.

According to NielsenIQ, the volume growth in the food sector during the October-December quarter stood at 5.3%, down from 8.7% in the July-September quarter of 2023.

Although categories, including dairy and beverages faced inflationary headwinds last fiscal, Singal pointed out that there have hardly been any price increases. "We will focus on volumes this year. At the same time, managing our supply chain cost, we try to drive volume growth by going deeper into geographies," he said. For instance, in Bihar, the company was earlier present in all 29 districts but through district headquarters, and it is now trying to penetrate 10,000 population markets in the state.

The dairy and beverages cluster of ITC Foods has two parts in its summer portfolio, including the ambient portfolio which operates smoothies, natural juices, and coconut water, sold nationally across online commerce, modern trade, and general trade through 1.5 million

outlets. Then there is a separate summer portfolio for east India — Bihar, West Bengal and Jharkhand, under the brand Aashirvaad Svasti (dairy brand), which includes lassi.

"Given the last year was not a great year for beverages in north or east India, this year we have tried to start very early in terms of manufacturing, launching new products as well of having the supply chain ready for distribution," Singal said.



The array of its recently launched products includes an extended range of smoothies (has added berry smoothie) at a premium, a smaller SKU of its packaged premium coconut water (under the brand B Natural) at Rs 25 targeted towards the north of India, A2 cow milk-based milkshake in Tamil Nadu and lastly, new variants of lassi — rose and mango, and a premium variant of lassi — shahi lassi at Rs 12 — for the east.

The company expects to grow faster than each of the categories it operates in and gain a share. Singal said: "Last year, Q1 was a disaster, though given an extended summer this year, we should be able to grow in double digits." With the general election around the corner and expectedly hotter summers, the company is also planning to put up stalls for lassi and juices near the polling booths.

Further highlighting how smaller SKUs are helping certain businesses of the company like juices to expand, Singal pointed out that the entire category of fruit juices is sitting at some

10% penetration right now and it is largely 80%-85% urban and only 15% or 20% rural.

To enhance accessibility and availability and tackle the price point issues in smaller regions, the company is now looking at targeting rural geographies with a 5,000 or 10,000 population (where normally the beverage is a cola) through 25ml fruit juices (under B Natural) SKUs at Rs 10 and has expanded its reach in the rural markets of UP, Andhra Pradesh, and Rajasthan, among others.

Making note of how consumption habits are blurring between rural and urban consumers, he added: "The aspiration for nutrition and food safety is a constant, whether it be urban or rural. Even rural consumers need homogenised and pasteurised products, people are moving to packaged products across categories. For instance, the brand Aashirvaad Svasti

has been seeing good growth in rural Bihar," he said.

The company is also ramping up its premium portfolio and has recently added organic ghee to the list, apart from the premium Sunfeast Smoothies, and Fruits N Bits it offers. However, the premium segment will not be the dominant part of the portfolio. "The more you go up the ladder in terms of the pyramid, the lesser the number of people you are targeting. Our premium segment is acting as a growth driver and it's growing faster than our total portfolio, so it is gaining share," he added.

Today, its e-commerce business stands at around high double-digits. In Q3FY24, ITC's non-cigarette FMCG segment's revenue stood at Rs 5,218.25 crore compared with Rs 4,848.95 crore in the year-ago period.

## DAIRY BRANDS-IN SUMMERS AND STABLE MILK PRICES

April 4, 2024

<https://dairynews7x7.com/dairy-brands-shine-in-hot-summer-and-stable-milk-prices/>

**N**ew Delhi: Milk and milk product companies are expecting strong sales during the summer season owing to soaring high temperatures coupled with stability in input costs, industry executives told ETRetail.

"Last year, the summer was disturbed due to unseasonal rains, especially in South India. This year, the heat has come pretty well. Now, if summer comes out decent and strong, dairy categories will get a boost. Along with proper summer, if we get decent monsoon this year, there will be an uptick in rural demand," commented , Bhupendra Suri, CEO, Godrej Jersey.



Mohit Khattar, CEO, Graviss Foods, Baskin Robbins said that the next few months typically show an upward trend in sales starting from

February. Sharing a YoY growth outlook, he stated that the ice cream major is aiming for a minimum growth of 17 to 20 per cent for this summer.

"This projection is based on the assumption that the summer season will see a pickup activity. Despite the upcoming elections and the IPL starting soon, we anticipate that these events will positively impact our growth trajectory," Khattar added.

Mother Dairy, in a statement earlier had said that the brand is expecting the demand for its dairy products to strengthen by 25 – 30 per cent over the last season's demand. ally show

an upward trend in sales starting from February. Sharing a YoY growth outlook, he stated that the ice cream major is aiming for a minimum growth of 17 to 20 per cent for this summer.

Along with high predicted temperatures, stable raw material costs are contributing to the positive outlook of dairy companies. Last year, brands experienced significant pressure on raw material prices, primarily due to a shortage of cattle in the dairy industry. This year, the prices of dairy ingredients have remained relatively stable. However, rising cocoa prices, pose a considerable challenge for companies.

To tap into rising demand, brands have lined up summer-focused product launches and are gradually expanding their 'healthy dairy' portfolio.

"As we get into the season, we are all geared up to excite consumers with our delightful offerings of over 30 new products including a range of around 20 new ice cream products followed by Greek yoghurts and other dairy products," Manish Bandlish, MD, Mother Dairy Fruit and Vegetable had said in a prepared statement.

Sharing Godrej Jersey's expansion plans, Suri shared that the brand has launched products such as Milky Shots and Recharge. Further, the company is actively expanding its ice cream offerings and aims to become a Rs 100 crore brand in a couple of years.

On the healthier side, Suri shared that Godrej Jersey is planning to launch low-sugar variants. "However, for such niche categories, the order volume initially is so low that the whole supply chain cannot stand that," he opined.

Akshali Shah, ED, Parag Milk Foods commented that the milk major is working towards becoming a health and nutrition brand.

"Our goal is to transition into a health and nutrition company, providing innovative protein solutions across the spectrum. With this vision in mind, we're dedicated to delivering products that not only meet but exceed the expectations of health-conscious consumers, empowering them to lead healthier, happier lives," Shah said.

Jash Shah, co-founder and CEO, Get-A-Whey said, "For us, quick-commerce is emerging as one of the key channels of growth.

At an industry scale, q-commerce is driving almost about 8%, that is, Rs 1000-1200 crore of business annually for ice creams. We see a significant number of our orders via quick commerce platforms at late night hours."

He shared that overall the healthy dessert brand is expecting to grow its business from Rs 3- 3.5 crore monthly revenue to Rs 6 – 7 crore this summer season.



# 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"?



## CASE STUDY – DYNAMIC TRACEABILITY STORY OF MOOMARK

April 4, 2024

<https://dairynews7x7.com/moomark-transforming-the-dairy-supply-chain/>



### **C**ase Study: mooMark Private Limited – Transforming the Dairy Supply Chain

Introduction: mooMark, headquartered in Bengaluru, Karnataka, was founded in 2020 with a clear vision to revolutionize the dairy supply chain through technology-driven solutions. The company initially focused on B2B milk procurement but expanded its scope in 2023 to include value-added products and private labeling services. mooMark's mission is to support farmers, dairy, and FMCG brands by ensuring traceability and quality at every stage of the milk supply chain.

Challenges in the Milk Supply Chain: mooMark encountered several operational challenges hindering its digitization efforts across the dairy supply chain:

- Farm: Lack of proper farm records and unregistered cows made it difficult to trace milk back to its source.
- Collection Center: Manual record-keeping and outdated technology systems led to inefficiencies and errors in milk collection.
- Chilling Center: Resource-intensive chilling activities and inadequate monitoring increased the risk of contamination and pilferage.
- Transportation: Tracking the route and volume of milk during transportation posed logistical challenges.
- Processing: Capturing real-time data and ensuring quality control at processing units were major hurdles.

Table 1: Technologies deployed by mooMark

#	Technology/ Application	Stakeholder	Purpose
1	mooON	Farmers and Extension/ Intervention Agents	Herd management
2	ActiTrak	Farmer	Cattle activity monitoring
3	smartFarms	Farmer	Digital milk passbooks, financial services, and agricultural input services
4	smartAMCU mobile application	Collection Center	Automatic milk collection
5	smartCC	Chilling Center	Quality checks
6	ConTrak	Chilling	Monitoring milk chilling
7	AMCU Portal	Dairy	Tracks quality, quantity, and tanker movement.
8	Traceability Portal	Processing Plant	Mapping the milk procurement and batch processing data
9	Know Your Milk (KYC)	Customer	Trace the milk journey

Proposed Solutions: In response to these challenges, mooMark implemented various interventions tailored to the dairy industry:

**mooON and ActiTrak:** A herd management system for farm monitoring and cow health tracking.



**2. smartAMCU:** IoT-based automatic milk collection units for precise measurement and quality assessment.



**3. smartCC and ConTrak:** Real-time monitoring systems for chilling centers to ensure optimal storage conditions.

**4. AMCU Portal:** A digital platform for monitoring milk transportation and maintaining accurate records.

**5. Traceability Portal and Know Your Milk (KYM):** Systems for quality inspection, batch traceability, and consumer access to milk information.



# SAFE LABS

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## TESTING SERVICES

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



## NEW PRODUCT DEVELOPMENT

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



## CONSUMER INSIGHTS

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

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



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## AMUL DAIRY ACHIEVES HIGHEST EVER TURNOVER

April 4, 2024

<https://dairynews7x7.com/amul-dairy-achieves-highest-ever-turnover/>

Gujarat based Kaira District Co-operative Milk Producers' Union Ltd. (Amul Dairy) achieved the highest business turnover of Rs 12,880 crore in the 2023-24FY, making a whopping 9 percent increase compared to the previous financial year.

Announcing the figures, Amul Dairy Chairman Vipulbhai Patel said, "The remarkable growth reflects the strong performance and market position of Amul Dairy".

During the year, Amul Dairy procured a total of 173 crore kilograms of milk from milk producers, demonstrating a significant 15% increase compared to the previous year. Notably, the dairy has maintained its commitment to supporting milk producers by paying Rs 1000 per kilogram of fat, representing an 11% increase from the previous financial year.

The Chairman also highlighted Amul Dairy's efforts towards enhancing productivity in milk animals through the adoption of advanced technologies such as sex-sorted semen and embryo transfer.

Moreover, the installation of a Total Mixed Ration (TMR) plant at Sarsa farm aims to provide balanced nutrition to milch animals, further improving overall productivity and health.



He mentioned a decrease of 25,000 healthcare visits compared to the previous year, indicating improved health and welfare measures for dairy animals.

Amul Dairy is actively pursuing production expansion initiatives, including projects at the Khatraj cheese plant, ice cream plant at Pune, and Chittoor plant, in line with its strategic growth objectives.

While expanding its horizon across India, Amul Dairy is also committed towards sustainability through installing biogas across its operational areas and targeting to make all its DCS solar energy enabled in the year 2024-25.

The Chairman also hailed the exceptional support from Board members, the commitment of MD Amul Dairy Dr. Amit Vyas, officials working at Amul, and the trust displayed by millions of its milk producers, making this feat possible to attain.

The record-breaking turnover, increased milk procurement, enhanced support for milk producers, and initiatives towards productivity enhancement and expansion underscore Amul Dairy's continued commitment to excellence and innovation in the dairy industry.

## ENSURE PRE-MIXES NOT SOLD AS HEALTH OR ENERGY DRINKS: FSSAI TO E-COMMERCE FIRMS

April 3, 2024

<https://dairynews7x7.com/ensure-pre-mixes-not-sold-as-health-or-energy-drinks-fssai-to-e-firms/>

The Food Safety and Standards Authority of India (FSSAI) has asked all e-commerce food business operators (FBOs) to ensure appropriate categorization of food products being sold on their websites.

The country's apex food safety regulator has asked websites selling food products to ensure

drinks under the act that governs food products in the country.

"The FSSAI has noted instances of food products licensed under 'Proprietary Food' with the nearest category – Dairy Based Beverage Mix or Cereal Based Beverage Mix or Malt Based Beverage – being sold on e-commerce web-



that drinks or pre-mixes such as Bournvita, Complan and Horlicks are not available under the 'health drink' or 'energy drink' category.

The Food Safety and Standards Authority of India (FSSAI) said this will ensure that people are not misled.

This will be applicable to all websites and apps that sell food products such as food delivery applications like Swiggy or Zomato, grocery delivery apps such as Blinkit or Zepto, as well as general e-commerce websites such as Amazon.

"This corrective action aims to enhance clarity and transparency regarding the nature and functional properties of the products, ensuring that consumers can make well-informed choices without encountering misleading information," FSSAI said in a statement.

FSSAI said these are licensed as proprietary foods as there is no category called health

sites under the category 'Health Drink', 'Energy Drink' etc," the Ministry of Health and Family Welfare said on Tuesday.

FSSAI has clarified that the term 'health drink' is not defined or standardized anywhere under the FSS Act 2006 or rules/regulations made thereunder. Therefore, FSSAI has advised all e-commerce FBOs to promptly rectify this misclassification by removing or de-linking such drinks or beverages from the category of 'Health Drinks / Energy Drinks' on their websites and place such products in the appropriate category as provided under the extant law.

Proprietary Foods are items of food that are not standardized in Food Safety and Standards (Food Product Standards and Food Additives) Regulations and Food Safety and Standards (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose, Functional Food, and Novel Food)

Regulations but use standardised ingredients, the Ministry of Health and Family Welfare said.

The term – ‘Energy’ Drinks – is permitted to be used only on the products licensed under Food Category System (FCS) 14.1.4.1 and 14.1.4.2 (Carbonated and Non-carbonated water based flavoured drinks), standardized under sub-regulation 2.10.6 (2) of Food Product Standards and Food Additives Regulations 2011 (Caffeinated Beverage).

This corrective action aims to enhance clarity and transparency regarding the nature and

functional properties of the products, ensuring that consumers can make well-informed choices without encountering misleading information.

“Proprietary items are essentially those that use ingredients for which safety standards exist in the law, but not for the formulation as a whole. As there is no category called health drinks, the drinks should not be categorised as such on websites because it can mislead people,” said an official.

## FSSAI CHARTS ACTION PLAN ON AMR ISSUE

April 2, 2024

<https://dairynews7x7.com/fssai-charts-action-plan-on-amr-issue/>

In a series of directives, Food Safety and Standards Authority of India (FSSAI) has asked the Commissioners of Food Safety of States and Union Territories (UTs) to ensure the target of 100 healthy and hygienic food streets, the quality of edibles during the festive seasons like Navratri, and the purity of milk and milk products. The FSSAI’s Central

Advisory Committee (CAC) has prepared an action plan on anti-microbial resistance (AMR). As per the plan, official sources told Bizz Buzz, the Central Food Authority has directed the officers concerned in States and UTs to create awareness among farmers regarding the judicious use of antibiotics in livestock, aquaculture, poultry, etc.

The FSSAI has directed States to prepare their surveillance plans and conduct regular meetings with State labs and their officials for the target of 100 healthy and hygienic food streets. Clean marketplaces and health clubs in both State and Central government schools should

be established, it said, adding that there should be app-based models and literature in regional languages to encourage the younger generation. Also Read – CJ Chandrachud criticises ‘Unjustified’ seizure of personal devices The FSSAI has also directed States and UTs to make efforts to create awareness about the importance and benefits of fortified rice.

It has also directed them to ensure the quality of milk and milk products

like khoya and sweets is not compromised during the festive season. At this time, the demand for such products increases. Worse, there is an economic motivation for crooked producers to adulterate these products to meet the rising demands.

The FSSAI has recommended preventive measures like special surveillance and enforcement drives by the officers concerned, especially at hotspots of such practices. Further, there is the issue of edibles made and consumed during Navratri like buckwheat flour (kuttu ka atta), chestnut flour (singhara atta),





samvrat rice, makhana, and sabudana. There have been incidents of food poisoning because of poor storage and handling and sale of expired products. The FSSAI has directed States

and UTs to ensure the quality of edibles during Navratri.

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## TIME FOR CONSUMERS TO STAND IN SOLIDARITY WITH DAIRY FARMERS-DEVINDER SHARMA

April 2, 2024

<https://dairynews7x7.com/time-for-consumers-to-stand-in-solidarity-with-dairy-farmers-devinder-sharma/>



**W**HAT began as a small effort to help French dairy farmers overcome distress has galvanised into a unique consumer movement, slowly spreading its wings globally. While ensuring that the agri-food industry works towards a healthy transformation leading to sustainable and regenerative farming systems, French food cooperative brand C'est qui le Patron ('Who's the Boss?') has emerged as a lifeline for farmers.

For all those who believe that giving a higher price to farmers distorts markets, here is a great learning. Instead of always wanting food to be cheap, consumers are willing to pay more, provided they realise that the fair and remunerative price they pay supports farmers in earning a decent living. And if calibrated well, it can help provide them, in return, safe and healthy food. With consumers increasingly taking control over the food chain, this quid pro quo has only grown. This is reflected in the sales of its products, showing an average increase of 31 per cent. And if consumers are willing to pay extra, there is no reason why the

agribusiness industry cannot be made to pay the right price to growers.

This assumes importance at a time when the demand by protesting Indian farmers for legalising the minimum support price has drawn the ire of mainline economists, the media and the middle class, who fear that it will increase food inflation. But if consumers in France and elsewhere are voluntarily paying more, realising how the denial of a fair price kills farm livelihoods, instead of creating a fear psychosis, mainline economists in India must realise that the effort should be to educate consumers on how crucial it is to ensure decent prices for farmers. By and large, consumers are sensitive to farmers' plight. And with the right kind of awareness, they can easily change consumption behaviour that also makes market forces change.

It all began in 2016, when milk prices crashed in France amid surplus production. This resulted in the near collapse of the French dairy industry. As dairy farmers began to pull down shutters, the farm suicide rate in rural areas soared. It was during those difficult times that

Nicolas Chabanne met a dairy farmer, Martial Darbon, who was the president of a local dairy cooperative. As they discussed the plight of the farming community and the distress that prevailed all around, the idea of bringing together consumers to support farmers took shape. “I knew it was difficult, but it was worth a try,” Nicolas, who founded the initiative, had told me.

This is how ‘Who’s the Boss?’ was created. The objective was to support cultivators by paying them a fair price. “We need everyone who feeds us to be able to live with dignity,” he said. In October 2016, the blue carton design pack for milk was launched with the aim of ensuring the sale of 7 million litres of milk, helping 80 families in distress. Social media was used to help spread the message. All that the farmer had to do was pay an enrolment fee of one euro and demonstrate his commitment to good practices.

In a little over seven years since it began, the ‘Who’s the Boss?’ solidarity brand has sold more than 424 million litres of milk at a guaranteed fair price of €0.54 euro per litre, which is 25 per cent higher than the market price. This has emerged as the best-selling milk brand in France today and is supporting around 300 farm families (about 3,000 for various products). Unlike the price variations that markets operate under, farmers get a fixed price that does not fluctuate with market trends. Given that 38 per cent tillers earn less than the minimum wage and 26 per cent somehow survive below the poverty line in France, it is heartening to find 75 per cent of the people willing to add cents to their purchase, as per a survey, if it guarantees a fair price to producers.

It started with milk, but over time, the brand extended to nearly 18 products, including organic butter, organic cottage cheese, free-range eggs, yoghurt, apple juice, apple puree,

potatoes, crushed tomatoes, wheat flour, chocolate, honey and frozen ground steak. While the cooperative assures a fair price to growers, they also have to follow healthy, sustainable practices, such as no palm oil being used in the recipes or in the cattle feed, no genetically modified ingredients and the grazing of animals for at least four months a year.

The concept is now reaching out to consumers in nine countries — Germany, Belgium, Greece, Italy, Morocco, the Netherlands, Spain, UK and the US — where consumer structures have been set up with licensing agreement with the parent French company.

Considering that France imports 71 per cent of its fruit and vegetable requirements, hitting the livelihoods of local producers, Nicolas has launched a drive to help domestic farmers. “We don’t want to ship from the end of the world. We need to protect our local producers and the food they produce daily on our doorstep. This is a precious treasure that must not disappear,” he said. To help local producers, the cooperative brand recently introduced strawberry, asparagus and kiwi in its food basket.

At a time when the markets are trying to race to the bottom to stay competitive, ‘Who’s the Boss?’ is an idea whose time has come. In any case, with markets having failed cultivators across the globe in terms of enhancing farm incomes, a lot hinges on consumer support for farmers. If 16 million people in France have come forward to support farmers by making purchases at relatively higher prices, the initiative launched by Nicolas certainly has come a long way.

‘No farmer, no food’ is not an empty slogan. It needs consumers’ commitment to keep farming alive and kicking. It’s time for consumers to stand in solidarity with farmers.



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Global News



## DAIRY CONSUMPTION FALLS AGAIN IN GERMANY

April 14, 2024

<https://dairynews7x7.com/dairy-consumption-falls-again-in-germany/>

The consumption of milk in Germany declined again in 2023, government data shows.

According to preliminary figures published by the Bundesinformationszentrum Landwirtschaft (BZL), the per capita consumption of milk in Germany shrunk to less than 46kg in 2023, from 46.1kg in 2022, which had been a record low.



Meanwhile, the production of drinking milk fell by almost 1% to around 4.2m tons compared to the previous year.

Cheese consumption per person decreased from 24.6kg to 23.8kg, a fall of more than 3%.

However, production of cheese increased to 2.66m tons in 2023 from 2.64m tons in 2022 due to rising exports.

The amount of cheese Germany exported reached an all-time high in 2023 of 1.41m tons, a 6.6% rise on the previous year.

The number of dairy cows shrunk by 2.5% in 2023 to around 3.7m animals.

According to the BZL, people have also been using less butter in Germany.

The per capita consumption of butter, milk fat and milk fat products fell by 1.4% to 5.6kg in the country.

Butter production fell by almost 4% last year

but the overall production of the “butter, milk fat and milk fat products” category slightly increased overall by 1.8% to 481,000 tons.

Earlier this month, the BZL reported meat consumption in Germany also fell to a new record low in 2023.

Consumption declined 0.8% year-on-year to 51.6kg. This marked a new record low level for the country, after a drop to 52kg per person in 2022.

## DOES DRINKING YOUR BREAST MILK BOOST IMMUNITY? KARDASHIAN THINKS SO.

April 14, 2024

<https://dairynews7x7.com/does-drinking-your-breast-milk-boost-immunity-kardashian-thinks-so/>

In a recent Instagram story, Kourtney Kardashian Barker, who welcomed her first child with husband Travis Barker in November, said she “pounded a glass of breast milk” because she felt sick.

Although the 44-year-old reality TV star can certainly drink her own milk if she pleases, her post begs the question: Does drinking your own breast milk, or milk from another human, really boost immunity?



The question has been posed many a time, as the “liquid gold” has been touted by wellness gurus, foodies and fitness enthusiasts as the ultimate all-natural superfood that could improve recovery, build muscle, support the immune system and even help with conditions like erectile dysfunction, according to a 2015 editorial published in the Journal of the Royal Society of Medicine.

Several websites advertising breast milk for “adult buyers” often sell the liquid for quadruple the price of breast milk sold for infant consumption. One company even sells breast milk-flavored lollipops that don’t contain real breast milk.

The act of breastfeeding has well-known health benefits for babies and mothers, but much less is known about the potential benefits that parents derive from drinking their own milk.

“The main thing to remember anytime someone is wanting to drink human milk: Do the

risks outweigh the benefits?” says Sierra Woods, a registered nurse, lactation consultant and postpartum doula who founded Mela-Mama Maternal Wellness, a nonprofit that serves underrepresented mothers of color. “While human breast milk is nutritious and beneficial for infants, consuming it as an adult may not provide the same nutritional benefits and could potentially expose the consumer to health risks.”

### ***Does drinking your own breast milk boost immunity?***

No clinical trials to date have studied whether mothers gain immune-boosting benefits by drinking their breast milk, Woods said, and no other evidence supports the notion that adults benefit from consuming breast milk.

“This is because the nutritional benefits of breast milk are digested differently in infants’ guts compared to adults,” Woods said. Not to mention, the nutrient profile of a person’s breast milk changes over time depending on their baby’s needs.

However, it’s “perfectly fine for mothers to drink their own breast milk” as long as they follow the same precautions she takes to keep her baby’s milk safe, such as sterilizing breastfeeding equipment and storing milk properly.

Breast milk provides infants with nutrients that are necessary for healthy development and antibodies that can help protect them against some short- and long-term illnesses, such as asthma, obesity, Type 1 diabetes, ear infections and sudden infant death syndrome



(SIDS), according to the Centers for Disease Control and Prevention.

Breastfeeding can also reduce mothers' risks of breast and ovarian cancer, Type 2 diabetes and high blood pressure, the CDC says.

When applied topically, breast milk may ease irritating skin conditions, some data show.

***Is it safe or beneficial to drink other people's breast milk?***

You may want to avoid drinking other people's breast milk because it's not as clean as you might think, experts say.

Raw human milk sold online or even provided by a friendly neighbor poses similar risks of foodborne illness and infectious disease than other types of raw milk that have not undergone pasteurization.

Drinking someone else's breast milk can expose you to hepatitis B and C, HIV and syphilis, even if they claim to have been tested for viruses during pregnancy, according to the researchers who published the 2015 editorial. Tests can produce false negatives shortly after a person contracts a virus and sexual activity during the postpartum period could expose

mothers to viruses that they then unknowingly transfer to their breast milk.

Alcohol, drugs, tobacco and caffeine can transfer to breast milk too, similar to the food chain at large, researchers say.

Breast milk also contains less protein than other milks such as cow's milk, says Katie Clark, a board-certified lactation consultant, who, for this reason, advises against consuming breast milk solely for nutritional benefits.

"While personal experiences have their value in being shared, this hasn't been studied, and I wouldn't say there is a particular need for adults to drink breast milk," Clark said. "I wouldn't say it's harmful to drink, but I wouldn't say it's something you should use over other nutritional sources."

If you really want to drink breast milk, Clark says you should at least know where it's coming from and how it was handled, which will reduce — but not eliminate — your risks.

And if you have a surplus of breast milk, consider donating it to local milk banks or turning it into lotions, soaps or popsicles for your teething baby, Woods suggests.

## HOW THE DAIRY INDUSTRY IS OVERCOMING SUPPLY CHAIN DISRUPTION

April 13, 2024

<https://dairynews7x7.com/how-the-dairy-industry-is-overcoming-supply-chain-disruption/>

In the wake of COVID-19, industries worldwide faced unprecedented challenges, and the dairy sector was no exception. However, this industry's response showcases a remarkable journey of resilience, innovation, and strategic adaptation, particularly regarding supply chain management. The dairy industry is navigating its post-pandemic recovery, focusing on the critical aspects of supply chain adjustments, technological advancements, and sustainability efforts.

### Overcoming supply chain hurdles

The pandemic highlighted vulnerabilities in supply chains worldwide, and the dairy industry was at the forefront of feeling these impacts. Disruptions ranged from logistical bottlenecks to fluctuations in demand and supply imbalances. According to the "Dairy Industry Report" produced by PMMI, The Association for Packaging and Processing Technologies, dairy industry leaders quickly identified the need for more robust and flexible supply chain strategies. They emphasized diversification of suppliers, enhanced inventory management practices, and adopting more agile logistics solutions to mitigate future disruptions.

One of the key strategies has been the investment in technology to improve supply chain visibility. Advanced tracking systems, integrated software solutions, and data analytics

have become instrumental in predicting disruptions, optimizing inventory levels, and ensuring a smooth flow of materials and finished products. This technological leap addresses the immediate challenges and lays a foundation for long-term efficiency and resilience in the dairy supply chain.

### Embracing technological advancements

The PMMI report also sheds light on how the dairy industry leverages technology to enhance operational efficiencies. Automation in production processes has seen a significant uptick, driven by the need to reduce human contact and manage labor shortages.

Robotics, artificial intelligence, and machine learning applications are streamlining operations from packaging to quality control, thereby increasing productivity and reducing costs.

Digitalization extends beyond the factory floor. Ecommerce and online platforms have become increasingly crucial for the dairy industry, providing alternative channels to reach consumers directly. This shift responds to changing consumer behaviors and offers dairy producers more control over their supply chains, allowing for more direct feedback and faster adjustments to market demands.

### Sustainability and consumer preferences

Sustainability has become a critical focus area intertwined with supply chain management.



The dairy industry is under growing pressure to reduce its environmental footprint, prompting a reevaluation of packaging materials, energy consumption, and waste management practices. PMMI's report indicates a significant push toward eco-friendly packaging solutions, such as biodegradable materials and designs that minimize waste. These initiatives are environmentally responsible and resonate with the growing consumer demand for sustainable products.

Moreover, the industry is adapting to shifting consumer preferences toward health and wellness. The pandemic has heightened awareness around healthy eating, boosting demand for dairy products with added health benefits. This trend affects supply chain management as producers accelerate the introduction of new products and adjust their sourcing and distribution strategies to meet these evolving demands.

#### **Looking ahead**

The dairy industry's post-COVID recovery is a testament to its ability to adapt and innovate in the face of adversity. The challenges brought on by the pandemic have accelerated overdue changes, pushing the industry toward more sustainable, efficient, and resilient supply chain practices. As highlighted in the PMMI report, the focus on technology, sustainability, and responding to consumer preferences will continue to shape the industry's future.

The dairy sector's journey through the pandemic and beyond is one of strategic adaptation and forward-thinking. By embracing technological advancements, enhancing supply chain resilience, and prioritizing sustainability and consumer needs, the industry is recovering and setting new standards for efficiency and responsibility. The lessons learned and the strategies implemented offer valuable insights for the dairy industry and global supply chains across sectors, underscoring the importance of adaptability, innovation, and sustainability in navigating the post-pandemic world.

## CONSUMER PERCEPTION OF CHEDDAR CHEESE COLOR

April 11, 2024

<https://dairynews7x7.com/consumer-perception-of-cheddar-cheese-color/>

**A**bstract

The color of Cheddar cheese in the US is influenced by many factors, primarily the amount of annatto added as a colorant. The US FDA is currently reviewing its definition of the term “natural” on food labels, which may result in the use of colorants being restricted in natural cheeses. The objective of this study was to evaluate how consumers perceive Cheddar cheese color to better understand how changes to legislation surrounding colorants in natural Cheddar cheese may affect consumption. We were also interested in determining if a relationship exists between color and other perceived characteristics of Cheddar cheese.



Two online surveys on Cheddar cheese color and flavor attributes ( $n = 1226$  and  $n = 1183$ , respectively) were conducted, followed by a consumer acceptance test on 6 commercially available Cheddar cheeses ( $n = 196$ ). Overall, consumers preferred light orange color in Cheddar cheese over dark orange or white Cheddar cheese, but segmentation was observed for Cheddar color preference. Light orange Cheddar and white Cheddar were perceived as approximately equal in terms of “naturalness.” White and light orange Cheddars were perceived as more natural than dark orange Cheddars conceptually and in consumer acceptance testing.

White Cheddar was considered most natural by 50.3% of  $n = 1283$  survey participants and

43.4% of  $n = 196$  consumer acceptance test participants, while light orange Cheddar was perceived as most natural by 40.6% and 45.9% of these groups respectively. A bimodal distribution was observed in both the online survey and in consumer acceptance testing for “naturalness” of Cheddar cheese color, with a subset of consumers (31.4% of  $n = 1183$  survey participants and 30.6% of  $n = 196$  consumer testing participants) indicating that white Cheddar was the least natural option. Consumers associated orange color in Cheddar cheese with more “sharp” flavor both in an online survey format and consumer acceptance testing.

The growing demand for “natural” products has led to discussions surrounding its definition, with the FDA seeking input from consumers on the use of “natural” labels. This poses a challenge for Cheddar cheese makers, as traditional methods of coloring may not meet potential new criteria.

Cheddar cheese, a significant player in the natural cheese category, relies on annatto for its distinctive orange hue. However, if stricter “natural” definitions are enforced, Cheddar cheese with added annatto may lose its natural label.

Furthermore, while the FDA provides standards for Cheddar cheese production, it lacks guidelines for flavor intensity or labeling. This leaves sharpness labeling up to manufacturers, often based on aging, leading to varied flavor profiles.

Research on consumer preferences for Cheddar cheese color suggests a preference for moderate orange hues. Yet, little is known about how consumers perceive the “naturalness” of Cheddar cheese color or its relationship with flavor attributes.

This study aims to evaluate consumer perceptions of Cheddar cheese color to understand views on “naturalness” and cheese color, as well as perceptions of cheese sharpness and color interrelation.

## EU DAIRY PRODUCT AVAILABILITY: SUPPLIES TIGHTENED IN Q4

April 11, 2024

<https://dairynews7x7.com/eu-dairy-product-availability-supplies-tightened-in-q4/>

**K**ey points:

Lower production and improved exports drove available supplies lower

Exports to China improved for butter and cheese

Demand from MENA, US and China boosted EU exports

EU dairy product availability continued on a downward trajectory in Q4 2023 compared to

the same period in 2022. Declines in production and improved exports tightened supplies. EU milk deliveries eased by 1.7% in the fourth quarter 2023 year-on-year basis meaning less dairy products were made. In addition, lower prices made EU dairy products more competitive in the export market. However, demand on the continent and global market remains lack-lustre challenged by inflationary pressures on consumers.



Despite this, exports of butter and cheese to China have witnessed an uptick during Q4 compared to a year ago. The boost in Chinese cheese consumption is likely to keep the wheels rolling forward. However, demand for milk powders from China remains subdued. Along with China, exports to US have also grown during the period. Demand from the

Middle East,

Southeast Asia and Africa continues to be strong.

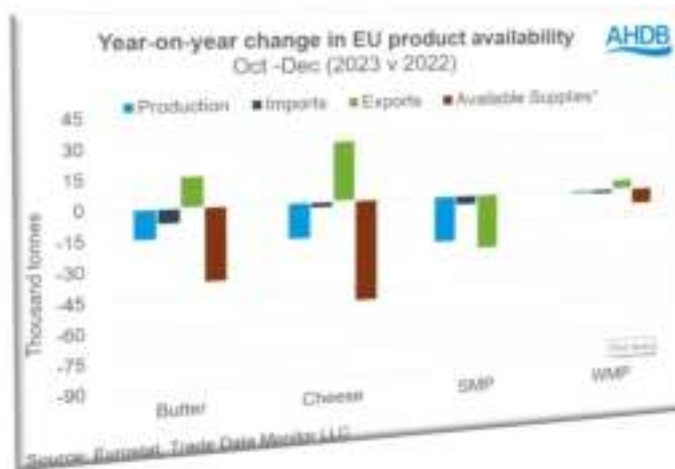
### Butter

The decline in available supplies of butter was driven by lower production, imports and higher exports in Q4. The decline in milk prices and unfavourable weather conditions impacted milk volumes which, in turn, affected

the availability of cream for butter production. Demand fulfilment during the Christmas season bolstered exports.

**Cheese**

Cheese supplies trended down in Q4 2023, driven by a reduction in production, relatively lower imports and robust growth in exports.



Demand for cheese has increased as economic conditions are improving. Demand from Australia, China, South Africa, U.A.E and US boosted exports.

**Powders**

SMP supplies declined by 0.3% year-on-year in Q4 2023. Declines in production and imports were largely offset by lower exports, which were reported to be lower by 15% year-on-year. Domestic buying was also reported to be sluggish.

Availability of WMP also tightened, with supplies declining by 9% year-on-year. Production fell by 1% due to lower milk deliveries. Most of

1Available supplies = production + imports – exports

the WMP was made to fulfil contracts. Lower imports and production, coupled with higher exports, tightened available supplies.

Exports picked up to countries in the Middle East (Yemen, Israel), Saudia Arabia and Africa (Algeria, Congo, Liberia, Morocco, Nigeria, Tunisia). However, hopes of increasing WMP exports to China stand unfulfilled.

Drivers on both the supply and demand side will impact product availability. According to the European Commission’s latest agricultural report, the EU dairy herd size will decline in the medium to long-term following stricter EU and national environment policies. This does not paint an encouraging panorama for milk production and would reduce EU milk production by 0.2% per year on average between 2024 and 2035. Demand also continues to be lack-lustre due to the squeeze on consumer wallets from rising costs and inflation.

## CONSUMER PERCEPTION OF CHEDDAR CHEESE COLOR

April 11, 2024

<https://dairynews7x7.com/consumer-perception-of-cheddar-cheese-color/>

**A**bstract

The color of Cheddar cheese in the US is influenced by many factors, primarily the amount of annatto added as a colorant. The US FDA is currently reviewing its definition of the term “natural” on food labels, which may result in the use of colorants being restricted in natural

cheeses. The objective of this study was to evaluate how consumers perceive Cheddar cheese color to better understand how

changes to legislation surrounding colorants in natural Cheddar cheese may affect consumption. We were also interested in determining if a relationship exists between color and other perceived characteristics of Cheddar cheese.

Two online surveys on Cheddar cheese color and flavor attributes (n = 1226 and n = 1183, respectively) were conducted, followed by a consumer acceptance test on 6 commercially available Cheddar cheeses (n = 196). Overall, consumers preferred light orange color in Cheddar cheese over dark orange or white Cheddar cheese, but segmentation was observed for Cheddar color preference. Light orange Cheddar and white Cheddar were perceived as approximately equal in terms of “naturalness.” White and light orange Cheddars were perceived as more natural than dark orange Cheddars conceptually and in consumer acceptance testing.

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The growing demand for “natural” products has led to discussions surrounding its definition, with the FDA seeking input from consumers on the use of “natural” labels. This poses a challenge for Cheddar cheese makers, as traditional methods of coloring may not meet potential new criteria.

Cheddar cheese, a significant player in the natural cheese category, relies on annatto for its distinctive orange hue. However, if stricter “natural” definitions are enforced, Cheddar cheese with added annatto may lose its natural label.

Furthermore, while the FDA provides standards for Cheddar cheese production, it lacks guidelines for flavor intensity or labeling. This leaves sharpness labeling up to manufacturers, often based on aging, leading to varied flavor profiles.

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moderate orange hues. Yet, little is known about how consumers perceive the “naturalness” of Cheddar cheese color or its relationship with flavor attributes.

This study aims to evaluate consumer perceptions of Cheddar cheese color to understand views on “naturalness” and cheese color, as well as perceptions of cheese sharpness and color interrelation.

## M&S INVESTS £1M TO TACKLE BY DAIRY COW METHANE EMISSIONS

April 10, 2024

<https://dairynews7x7.com/ms-invests-1m-to-tackle-by-dairy-cow-methane-emissions/>

**M**arks & Spencer (M&S) has announced a fresh £1m of funding to change the diet of pasture-grazed dairy cattle in its supply chain, as part efforts to reduce methane emissions by up to 11,000 tons of greenhouse gas emissions annually.

Working with all 40 M&S Select Dairy Farmers in its pool of milk suppliers, the new initiative is forecast to cut the carbon footprint of M&S’s RSPCA-assured fresh milk by 8.4 per cent.

The latest move comes after the retailer invested in an exclusive green fertiliser for all its M&S Select Dairy Farms and launched a Pathway Farming partnership with a number of M&S Select Beef Farmers to identify opportunities to reduce carbon emissions from beef rearing.

The announcement also represents a boost for the government’s net zero growth strategy, which forecast that “high-efficacy methane-suppressing products” would enter the market from 2025.

Globally, livestock are responsible for around 14 per cent of human-induced climate emissions, with methane from cattle burps and manure a significant contributor.

While methane has a far shorter atmospheric lifetime than CO<sub>2</sub>, it is claimed to be 80 times more potent at warming over a 20-year period.

As well as moving to tackle methane emissions, M&S also announced a string of new investments funded through its Plan A Accelerator Fund this week, which aim to help deliver on its goal of net zero emissions by 2040.



One of the first projects supported is a trial asking customers to donate “unwearable” clothes to Oxfam, alongside wearable clothing. These items will be cleaned and used to enable fibre to fibre recycling, where fibres are

re-used and turned into new material.

Elsewhere, a new trial will use AI to predict a store’s optimal heating, ventilation, and air conditioning controls to reduce energy consumption. Spanning six stores, its hoped the trial will reduce HVAC costs and emissions by up to 30 per cent. It is estimated that when rolled out across the M&S estate AI systems could save an estimated 2,000 tonnes of carbon and around £3m a year.

Further Plan A projects to be confirmed in the coming months will explore green hydrogen production through electrolysis powered by



wind and solar power generated on farms, pasteurisation using heat pumps and renewable electricity, the use of polytag technology to better understand how much branded single-use plastic is recycled, and the potential to provide shoe recycling services.

Moreover, M&S hopes to use new agricultural technology to produce a field of net zero emission root crops using a minimum till approach, low carbon fertilisers, biological controls, and autonomous farm vehicles and drones.

“I talk a lot about the ‘magic of M&S’ – and a key part of this is our commitment to innovation,” said M&S CEO Stuart Machin. “It’s in our

DNA and, along with our unique model of own brand, long term supplier partnerships, it’s how we deliver the quality and trust our customers expect from us.

“By turning our obsession with innovation towards climate change and tapping into the entrepreneurial spirit of our suppliers we can turbo charge our drive to be a Net Zero business across all our operations and entire supply chain by 2040.

“I’m excited by the big difference these small changes could make to some of the toughest climate challenges we face.”

## MORE PRODUCE, LESS DAIRY FOR LOW-INCOME FAMILIES UNDER US NUTRITION PROGRAM CHANGES

April 10, 2024

<https://dairynews7x7.com/more-produce-less-dairy-for-low-income-families-under-us-nutrition-program-changes/>

Nearly 7 million low-income women and children will be able to purchase more fruits and vegetables but less dairy after the U.S. Department of Agriculture finalized changes to a key federal nutrition program on Tuesday.

The updates to the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), the first since 2014, were made to better align the program’s food packages with the best dietary science, USDA said.

“These participant-centered changes will strengthen WIC by ensuring the foods participants receive reflect the latest nutrition science to support healthy eating and the brightest futures,” Agriculture Secretary Tom Vilsack said in a statement.



WIC participants receive benefits to purchase certain food items depending on age and dietary needs. The USDA proposed changes to the program in November 2022 and received over 17,000 comments, it said.

The final provision increases allowances for fruits, vegetables, and seafood, and decreases the amounts of juice, dairy and cheese. It also adds more non-dairy options like plant-based and lactose-free milk.

“The National WIC Association applauds

USDA for adhering to an independent, science-based review process that led to these stronger standards, and we urge swift implementation,” said Georgia Machell, interim president and CEO of the group, in a statement.

The changes were criticized by dairy promotion groups.

“(The National Milk Producers Federation) is disturbed by the decision to reduce access to the essential nutrients dairy adds to the diet,” said Gregg Doud, president and CEO of the group, in a statement.

A USDA spokesperson said that the agency expects dairy purchases through WIC to rise by as much as \$400 million by 2025 due to projected increased participation, and that WIC participants were typically not redeeming the full volume of milk provided under the earlier allowances.

## WILL GROWTH EVEN BE POSSIBLE FOR DAIRY PRODUCERS THIS YEAR?

April 10, 2024

<https://dairynews7x7.com/will-growth-even-be-possible-for-dairy-producers-this-year/>

With growth on the mindset of many producers, the question then turns to how quickly can cow numbers increase. Lucas Fuess, a senior dairy analyst for RaboResearch Food & Agribusiness, says we are now in a far different state as producers have kept fewer replacement heifers and the milking herd numbers are the lowest they’ve been in four-plus years.

“I think that there is very limited ability to increase cow numbers to kind of meet that,” he said to the attendees at the High Plains Dairy Conference in Amarillo, Texas. “Traditionally as profits go up, we would see cow numbers go up and we would see milk production respond to capitalize on that. We could be kind of working ourselves into a situation where it’s kind of bullish because prices are rising and we’re not able to improve supply that we traditionally have.”

Dan Basse, an economist with AgResource Company, doesn’t think heifer replacement numbers are going to change anytime soon.

“I’m still amazed at that [beef] cross calf that sells at \$700 or \$800, but \$300 for a Holstein bull calf,” he says, explaining that heifer numbers are going to stay tight, especially with strong cull and beef prices sticking around.

Michael Dykes, CEO of International Dairy Foods Association (IDFA), shared at the 2024 International Dairy Forum earlier this year that our industry has a growth mindset.

“Our farmers want to grow; our processors want to grow. And if we aren’t growing, if we aren’t looking toward the future, we’re going to get surpassed by others,” he says, sharing that he wholeheartedly believes U.S. producers will fill the upcoming processing needs.

Phil Plourd, president of Ever.Ag Insights, says that while there is growth in the pipeline for new processing capacity, some cheese plants are in the wrong place or not as efficient as they could be.



“They’re not making their best product in the best area,” he said.

Ultimately to know where the best sustainable production growth can occur requires one main ingredient—water. Basse says he believes that the plains area, like South Dakota, is going to continue to expand in terms of cow numbers.

“I think sustainability is more efficient here in the middle of the country”, he says.

Rick Naerebout, CEO of Idaho Dairymen’s Association Inc., shares that producers are facing

several pressure points operating their dairy business model and doesn’t believe growth can happen quickly.

“This is the first time in almost two decades that producers are trying to restructure debt,” he says. “When it comes to weathering storms, land is always appreciated. So, they’d get into a pinch, and they would go out and take out more loans to clean up the short-term debt with 3% and 4% interest. You cannot do that today without doubling your costs.”

## WOAH CAUTIONS AGAINST RESTRICTING MOVEMENT OF HEALTHY CATTLE, DAIRY PRODUCTS

April 9, 2024

<https://dairynews7x7.com/woah-cautions-against-restricting-movement-of-healthy-cattle-dairy-products/>

The recent detections of High Pathogenicity Avian Influenza (HPAI) in cattle, as well as its ongoing spread in various regions of the world, are raising international concerns.

Among those that is closely monitoring the situation to assess the risks to animals and humans is the World Organization for Animal Health (WOAH), which on April 5 reminded its 183 members that, based on the information currently available, restrictions on the movement of healthy cattle and their products are not recommended.

While HPAI primarily affects poultry and wild birds, avian influenza can occasionally be transmitted to mammals, including humans. In the last two years, an increasing number of H5N1 avian influenza cases have been reported in terrestrial and aquatic mammalian animals.

Clinical signs of recent detections of HPAI in U.S. dairy cattle have included decreased lactation, reduced appetite, lethargy, fever and dehydration. According to WOAH and others, the concerns is that such infections of cattle could indicate an increased risk of H5N1 viruses becoming better adapted to mammals, and potentially spilling over to humans and other livestock.



Initial investigations so far have revealed no specific adaptation to either humans or mammals. Regardless, several studies are being carried out to further explore the virulence and transmissibility of these viruses, including among cattle, and to assess the risk of transmission to

animals and humans, which is currently considered very low, stated WOAH.

In terms of guidance for its mem-

bers, WOAH is asking for all to:

- Maintain enhanced avian influenza surveillance in domestic and wild birds.
- Monitor and investigate the cases in non-avian species, including cattle and other livestock populations showing clinical signs compatible with avian influenza.
- Report cases of HPAI in all species, including unusual hosts, to WOAH through its World Animal Health Information System (WAHIS). Genetic sequences of avian influenza viruses should be shared in publicly available databases.
- Prevent the introduction and spread of the disease by implementing strict biosecurity measures in livestock holdings and employing good production

practices when handling animal products such as raw milk and meat from suspected or confirmed cases.

- Protect humans in close contact with or handling sick cattle or other sick livestock and their products. Exposed humans should always take precautionary measures, including wearing personal protective equipment and implementing standard food safety measures when handling animal products from exposed livestock.
- Avoid implementing unjustified trade restrictions. Import risk management

measures should be scientifically justified and in line with the WOAH International Standards.

WOAH noted that it is fully committed to supporting its members to mitigate risks against the impact of avian influenza. “We will continue to engage with our networks of experts as well as public and private partners, notably through the One Health Quadripartite and the Global Framework for Transboundary Animal Diseases (GF-TADs) to provide technical updates as more information becomes available,” said WOAH.

## PREBIOTICS, PROBIOTICS AND POSTBIOTICS TO GROW IN DAIRY

April 8, 2024

<https://dairynews7x7.com/prebiotics-probiotics-and-postbiotics-to-grow-in-dairy/>

**T**he need for prebiotics — as well as probiotics and postbiotics — continues to grow in the dairy marketplace.

Arizton’s latest research report shows that the global prebiotics market will grow at a compound annual growth rate (CAGR) of 11.37% from 2023 to 2029.



“The growing awareness of the health benefits of prebiotics, such as improved gut health and overall digestive function, and increased consumption of functional dairy products is anticipated to boost the growth of the global market,” stated Nexira. “There is a growing consumer focus on holistic health, particularly gut health, which aligns with the increasing interest in ‘biotics (probiotics, prebiotics, postbiotics, and Synbiotics). This interest is driven by the recognition of the role these ingredients play in improving gut health and the health of other body systems. Specifically, prebiotics,

which include certain dietary fibers and other non-fiber substances like polyphenols, are selectively utilized by host microorganisms to

confer health benefits. These benefits include improving calcium absorption, helping regulate blood sugar, nourishing beneficial gut bacteria, and aiding in laxation.”

‘Biotics may also receive a boost from research and may go beyond the gut health and immune health benefits discussed in-depth throughout this story. For example, a recent study, conducted by Jackson et al., demonstrates that the intake of the prebiotic dietary fiber oligofructose alone, or in combination with the human milk oligosaccharide 2’fucosyllactose, promotes a significant increase in Bifidobacteria in the gut and can result in substantial improvements in mood in healthy adults with mild to moderate feelings of anxiety and depression.

The results showed that at the end of the four-week intervention period, those participants

taking the prebiotic oligofructose on its own, or in combination with 2'fucosyllactose, experienced significant increases in beneficial gut bacteria, including *Bifidobacterium*, *Bacteroides*, *Roseburia* and *Faecalibacterium prausnitzii*, compared to the control group. Additionally, those taking oligofructose on its own or in combination with 2'fucosyllactose also significantly outperformed the control group in improvements in several mood state parameters.

In comments made to Dairy Foods, Denisse Colindres, nutrition communication manager North America at Parsippany, N.J.-based BENE0, called this study a "breakthrough."

"Two out of three consumers across the globe already see the importance of their gut on mood, saying that their digestive health influences their mental well-being and stress levels. Thanks to the gut-brain axis, important mood parameters can be influenced via microbiota modulation," Colindres explains. "With mental health disorders such as anxiety and depression an increasing burden on health systems globally, using a diet approach that positively influences microbiota using gut-friendly food is an attractive proposition for decreasing public health costs and supporting healthy living.

"In addition to the many benefits: digestive health, weight management, fiber enrichment, etc., these findings will further support manufacturers in their efforts to promote the health of their products containing the scientifically proven prebiotic fibers inulin and oligofructose," she continues.

Ingredients providers beyond BENE0 also stress the importance of these study results. "The study by Jackson et al. significantly advances our understanding of the relationship between dietary fibers, specifically prebiotics, and mood improvement," says Joe O'Neill, vice president of sales and business development, A&B Ingredients, Fairfield, N.J. "This research demonstrated a connection between the con-

sumption of prebiotic fibers and mood improvement in adults experiencing mild to moderate symptoms of anxiety and depression.

"Given the growing consumer interest in health and nutrition, effectively marketing these benefits will be crucial for food and beverage brands looking to differentiate their products," O'Neill adds. "Brands can effectively reach health-conscious consumers by marketing these benefits with science-backed claims, o-pack messaging, consumer education, and leveraging current trends towards natural and functional foods."

Jenn Adams, director of ingredient technology and applications for Fenton, Mo.-based IFPC, echoes similar sentiments: "By effectively communicating these mood-enhancing benefits, manufacturers can meet the rising demand for products promoting holistic well-being. Also, some recent product development trends support food as medicine versus taking supplements plus vitamins. Consumers want their food to provide benefits that go beyond nutrition, including mental well-being. Good examples have been the recent launch of products that feature botanicals plus adaptogens that are linked to reduction of stress."

### More research

Beyond stress relief, another study, released in February, concludes affordability and gut health are positioned to take center stage as leading drivers of consumer purchasing decisions in 2024, according to Today's Dietitian and Pollock Communications' "What's Trending in Nutrition" survey of 564 Registered Dietitian Nutritionists (RDNs).

As consumers navigate recent increases in grocery prices, RDNs predict that affordability will be an important driver of consumer purchases. Research into the benefits of a healthy microbiome, from mood to weight management, has sparked interest in foods that support gut health. RDNs predict the top purchase drivers in 2024 will be foods and beverages that:

1. Are affordable and value-based (65%)
2. Boost gut health (60.4%)
3. Are easily accessible and convenient (59.8%)
4. Support immunity (52.6%)

“The 2024 superfoods and top purchase drivers demonstrate that gut health, while long discussed, is officially making its way into the mainstream among consumers, with no sign of slowing down,” says Mara Honicker, publisher of Today’s Dietitian. “With the survey in its 12th year, we are excited to continue to share insights from experts in food and nutrition, at a time where immunity is strongly informing trends.”

#### **What’s the difference between the fibers?**

Before returning to the important role they play in gut and immune health, experts differentiate between prebiotics, probiotics and postbiotics. Although the names of all three ingredients sound similar, they are not the same. Prebiotics are non-digestible fibers that nourish beneficial gut bacteria, promoting digestive health and aiding mineral absorption, Adams explains.

“Probiotics are live beneficial bacteria that support gut microbiota balance, enhance immune function and alleviate digestive issues,” she continues. “Postbiotics are metabolic byproducts of probiotics, exerting immune-modulating and anti-inflammatory effects, contributing to overall health.

“Each component can be integrated into various product formulations, including dairy, supplements and functional foods, to enhance gut health and well-being,” Adams adds. “Synergistic combinations of prebiotics, probiotics and postbiotics cater to specific health needs and drive innovation in product development.”

“Biotics each play a distinct role in supporting gut health and immune function, O’Neill concurs. “In simple terms, prebiotics nourish beneficial bacteria, while probiotics are the bene-

ficial bacteria introduced into the gut. Postbiotics offer health benefits through their metabolic byproducts. Together, these components contribute to maintaining a healthy gut flora balance and supporting overall well-being,” he says.

#### **Growing demand**

Demand for all of these fibers is strong, based upon consumer desire to proactively manage and improve health, encompassing digestive health, immune support, weight management, and mental well-being, Adams notes, adding “as scientific research continues to uncover the multifaceted benefits of fibers, consumer interest and demand for these products are expected to continue to grow.”

Vaughn DuBow, global director of marketing for Microbiome Solutions at Chicago-based ADM, notes that research indicates that while more than 95% of consumers fall short of the recommended daily fiber intake, nearly 80% of consumers believe fiber is important and try to include it in their diet. “Plus, consumers look to dietary fiber solutions to support their different wellness goals, from digestion to weight management and satiety. Because of this, demand has increased for products containing high fiber content,” he maintains. “Consumers’ association with satiety and fiber solutions is worth noting, especially at a time when there’s growing focus on GLP-1, a hunger hormone.”

Consumers are becoming savvier about the science of the gut microbiome, and will be looking for ingredients that support the growth of beneficial bacteria linked to specific health benefits such as cognition or immunity, continues Hannah Ackermann, RD, director of marketing & communications, COMET, based in London, Ont., with its U.S. Headquarters in Schaumburg, Ill.

“This will have a positive impact on the prebiotic category as consumers better understand the ingredients’ efficacy and proven benefits,” she says. “The majority (85%) of consumers are now aware of prebiotics, and more than one-

fourth have purchased products containing prebiotics, according to the 2022 ITC Insights Consumer Supplement User Prebiotic Category report. The same report reveals that consumers perceive prebiotics as extremely effective. This positive perception demonstrates a robust opportunity for brands to highlight the diversity of prebiotics on the market and their specific benefits.”

### **Gut health equals immune health**

As mentioned previously, gut health can directly impact immune health. But this is perhaps not so obvious to those outside the dairy industry. How are the two connected?

“Did you know that the gut is the largest single immune organ in the body? So, a healthy gut promotes food and digestive health and supports a strong immune system,” stresses A&B Ingredients’ O’Neill. “Prebiotics, nondigestible oligosaccharides, essentially feed the probiotics, producing a range of short-chain fatty acids that nourish the digestive tract and support healthy immune function. ...Scientists continue to discover how immune and gut health are closely connected. The gut microbiome plays a critical role in regulating immune health.”

Dairy products can play a huge role in supporting both gut and immune health by delivering a combination of probiotics, prebiotics, and essential nutrients, O’Neill continues. “Yogurt and kefir are among the top dairy products for delivering probiotics. They naturally contain live and active cultures such as *Lactobacillus* and *Bifidobacterium*, which can help maintain a healthy gut microbiome balance,” he states.

Good bacteria plays a critical role in immune function, adds Thom King, CEO and chief food scientist at Portland, Ore.-based Icon Foods. “The metabolite butyrate that builds the mucosa on the inner lining of the gut has an anti-inflammatory effect, which supports the immune system,” he notes. “Butyrate, acetate, propionate: these have been shown in peer-reviewed studies to have an immune modulating

effect that helps the body regulate the responses and reduce inflammation.”

Approximately 70% of the immune system resides in the gastrointestinal tract, notes Robin Hesdahl, commercial director, NutriLeads BV, The Netherlands. “Armies of innate immune cells and lymphocytes line the mucosal surfaces throughout the mouth, esophagus and intestines. The gut is also home to trillions of microorganisms collectively known as the microbiome. These include bacteria, viruses, fungi and other microbes.”

Hesdahl also stresses how important dairy products are for supporting gut health and immunity. “However, there is an untapped opportunity for dairy products fortified with prebiotics. Because dairy is often consumed daily, products such as milk, yogurts and cheeses are wonderful for delivering functional ingredients that provide extra support immune and gut health,” Hesdahl suggests. “The key is finding the right functional ingredients: clinically proven, small daily serving requirements, and favorable formulation properties.”

As an example, Hesdahl mentions NutriLeads’ BeniCaros, which he suggests is a “game changer” because the precision prebiotic is dairy compatible. “Clinical research demonstrates the BeniCaros trains the innate immune system to respond smarter, faster and stronger,” he explains. “BeniCaros also promotes the growth of beneficial gut bacteria and production of short-chain fatty acids (e.g., acetate, propionate and butyrate) that play a crucial role in immune, gut and overall health.”

### **Ingredient introductions**

Ingredient suppliers clearly see the benefits of pre-, post- and probiotics and are launching several of these fibers.

For example, new research, which is currently being submitted for publication, demonstrates ADM’s ES1 postbiotic may support overall gut and digestive health, DuBow reveals.



“The new study was a randomized double-blind placebo-controlled human clinical trial, which included 200 adults with mild-moderate IBS-D, and a daily intake of the ES1 postbiotic was administered over a period of 84 days,” he explains. “The group taking the ES1 postbiotic led to a three times better IBS-SS score in participants compared to the placebo group. All secondary outcomes were also achieved. There was an improvement in the quality of life (based on the IBS-QoL) score compared to placebo, a significant reduction of occasional diarrhea versus placebo, a significant reduction of ‘mean APS score’ and significant reduction in stress versus placebo.”

Multi-strain supplementation and formulating different microbial strains together are unveiling opportunities for even greater specialized support, DuBow continues. “For instance, our recently introduced Active Lifestyle Formulation combines ES1 with BPL15 and BPL4 (*Lactobacillus casei* CECT9104). The formulation has clinically documented results showing that it supports certain biomarkers related to post-exercise oxidative stress, indicating its potential to support aspects of recovery.”

Nexira offers inavea PURE ACACIA, whose prebiotic effects are supported by more 40 published studies, highlighting their role in promoting gut health, immunity, and overall well-being, according to the company. “Nexira’s commitment to sustainability and quality ensures that it remains a premium organic ingredient with proven health benefits. By incorporating it into various applications like functional beverages, nutritional powders, and high-fiber snacks, companies can offer products that not only taste great but also support digestive health and immunity. Human studies have reported significant prebiotic activities from as little as 10g/day of it.”

Nexira’s inavea BAOBAB ACACIA not only supports digestive comfort but also aligns with the growing consumer demand for sustainable and ethically sourced products, the company

added. It is a “unique blend of two African botanicals, offering a synergistic prebiotic effect that contributes to the balance of microflora and overall gut health,” the company stated. “This ingredient is organic, FODMAP-friendly certified, and part of Nexira’s commitment to achieving a carbon-neutral footprint for the inavea brand.”

A&B recently added prebiotic fiber (inulin) to its portfolio. “Chicory fiber (inulin) is a non-GMO, all-natural prebiotic with digestive and functional benefits, like enhanced creaminess in applications where mouthfeel is important,” O’Neill relays. “Chicory fiber has a clean taste without offnotes and, therefore, doesn’t require masking solutions. Chicory fiber can be used to reduce the offnotes associated with high-intensity sweeteners in reduced-sugar formulations.”

Along with functional prebiotics, A&B Ingredients offers vegan probiotics, PA5051. “This plant-based probiotic is proven to reduce pro-inflammatory biomarkers, which could benefit people suffering from long COVID-19 symptoms,” he adds.

ICON Foods recently added several new options to its prebiotic fiber ingredient lineup: FibRefine and PreBiotica. PreBiotica Inulin (chicory root), PreBiotica JA Inulin (Jerusalem artichoke), PreBiotica AG Inulin (agave), PreBiotica P95 FOS (fructooligosaccharides) and FibRefine P90 Soluble Tapioca Fiber (a resistant dextrin from cassava root). “All have different functional benefits, depending on the application,” notes King. “For example, our PreBiotica Jerusalem Artichoke Inulin has excellent gelling properties and is well suited for cheeses and spreads. It also holds up well in high temperatures. Our FibRefine Soluble Tapioca Fiber (made from cassava root) is ideal in dense beverages like smoothies and shakes.”

However, if end users consume a prebiotic or high-fiber product with inulin and have a bad digestive experience, it will likely turn them off the product for life, stresses Ackermann. “The

phenomenon is widespread with sweet or savory items supplemented with inulin. Due to the products' likeability, consumers will indulge over the recommended serving size suggestion and experience bloating, pain and other negative symptoms.

"Fortunately, a new class of premium prebiotics is coming to market with better tolerability to address these concerns. For example, COMET's Arrabina is an Arabinoxylan prebiotic fiber upcycled from wheat crop leftovers. Arabinoxylan is a hemicellulose polysaccharide fiber with clinically proven prebiotic and blood glucose metabolism benefits," Ackermann reveals.

BENEO has added Orafiti Organic, an organic variant of its popular chicory root fiber. "Just like BENEO's conventional chicory fiber ingredients, Orafiti Organic enables manufacturers to add a source of a proven prebiotic fiber plus organic credentials," says Kyle Krause, BENEO's regional product manager for Functional Fibers and Carbohydrates, North America. "The organic variant can improve taste and texture, while also allowing for fat and sugar reduction in many applications, including dairy."

### Future formulations

The future holds tremendous promise for pre-, post- and probiotics. "We see postbiotics and spore-forming probiotics as the next frontier of personalized nutrition, particularly for supporting functional dairy foods and beverages," ADM's DuBow notes. "For instance, we tap the heat-treated postbiotic versions of our BPL1 and ES1, as well as our spore-forming probiotic DE111 to assist dairy brands in creating innovative offerings. These solutions are helping spearhead more development of foods and beverages that incorporate 'biotics and can easily work within consumers' everyday routines."

Probiotics and prebiotics are an excellent opportunity to create value-added products that can meet the needs of today's health-conscious consumers," states A&B Ingredients'

O'Neill. "Companies have started to market products containing both pre- and probiotics, known as SYNbiotics, capitalizing on the synergistic effect and supporting gut health and immune function," he says. "The health and nutrition trend is not going away. Consumers will maintain their interest in products that can satisfy their dietary needs. With continued scientific research and science-baked claims, there will be more opportunities to market nutritious and health-supporting dairy foods."

In the future, experts suggest many new formulations, particularly as food technologists and food scientists become more educated on how to use prebiotic fibers in conjunction with probiotics. According to King, "[A] lot of that has to do with fiber stacking and how to maximize the amount of fiber that you can drop into a formula without triggering a negative GI impact," he states. "The solution is to stack different types of fibers — inulin/FOS and soluble tapioca fiber (cassava root fiber) — to both enhance their prebiotic effect and achieve a higher fiber count on the NFP. This works as the former is a saccharide and the latter a maltodextrin, with different chain lengths and slightly different metabolic pathways within the microbiome."

Both IFPC's Adams and NutriLeads BV's Hesdahl note that changing formulations and consumer education are both vital for the future of 'biotics.

"In the future, formulations of pre-, pro-, and postbiotics may become more targeted, personalized, and innovative, with advanced delivery systems and combination products," Adams maintains. "To educate consumers effectively, clear labeling, consumer-friendly information, healthcare professional recommendations, scientific evidence, and consumer testimonials are crucial. These strategies help consumers understand the benefits of pre-, pro-, and postbiotics and make informed choices for their health."

Innovation with 'biotics will continue, and we will see more functional foods and beverages

offering immune, gut and other health benefits, Hesdahl predicts.

“Dairy is ideally suited for these added benefits because it is consumed on a daily or regular basis. The winning ingredients will be those that are backed by strong science and have the best formulation attributes,” Hesdahl relays. “Educating consumers about product benefits is vital for success. Overall consumer awareness of both probiotics and prebiotics is high at 84% and 57%, respectively, according to FMCG Gurus. Consumers may not understand the complexities of the gut microbiome, but they know that nourishing beneficial gut bacteria is essential to their overall health. Dairy companies can

drive home this point and highlight the added benefits of their products.”

“According to HealthFocus International global trends studies (from 2018, 2020, and 2022), in the Americas, interest in prebiotics grew from 43% in 2018 to 61% in 2022, a significant increase,” Krause states. “We can conclude that as even more information becomes available to consumers about the positive impacts of fiber on the gut microbiome, the interest in digestive health ingredients in beverages and other delivery mechanisms will continue to increase.”

## ELISA METHOD TO TEST ADULTERATED COW MILK IN CAMEL MILK

April 6, 2024

<https://dairynews7x7.com/elisa-method-to-test-adulterated-cow-milk-in-camel-milk/>

Camel milk might be adulterated with cheaper cow's milk because of its high price. The establishment of a rapid and reliable method for detecting cow milk in camel milk is a matter of great concern. In the study, the chromatogram of camel milk with different adulteration ratios was analyzed by High Performance Liquid Chromatography (HPLC). The peak area of liquid chromatography was analyzed by Principal Component Analysis (PCA).  $\beta$ -lactoglobulin ( $\beta$ -Lg) was screened as a characteristic protein. Enzyme-Linked Immunosorbent Assay (ELISA) was established selected  $\beta$ -Lg as the antigenic indicator. This study was aimed at developing an ELISA method that enabled rapid and highly sensitive detection of the proportion of adulterated milk in camel milk. The minimum detection limit was 1% of cow milk in camel milk, and the results were highly reproducible with no significant difference between true and measured values ( $P > 0.05$ ).



Camel milk has an important role in human nutrition in the arid and semi-arid regions of the world because it contains all the essential nutrients found in other milks (Devendra, 2016; Swelum et al., 2021). Camels are rich in nutrients such as bioactive peptides, lactoferrin, zinc, vitamins (Kaskous, 2016; Konuspayeva, Faye & Loiseau, 2009). The nutritional value of camel milk is better than cow milk, and its protein composition is quite close to breast milk. Therefore, camel milk is often used as a substitute for breastfeeding (Zou et al., 2022).

As is known to all, olive oil adulteration is the biggest adulteration problem in the world (Calvano, Ceglie, D Accolti, & Zambonin, 2012). The adulteration of dairy products has had a tendency to increase in recent years. Adulteration of camel milk not only occurs in the Chinese market, but also in the European Union and other countries were very common (Mabood et al., 2017).

Camel milk costs 2-10 times more than cow milk. Moreover, it is reported that camel milk was also used for other potential therapeutic purposes (DeshwalTi-

wari & Kadyan, 2021), such as anti-carcinogenic (Habib, Ibrahim, Schneider-Stock, & Hassan, 2013), anti-diabetic (Agrawal et al., 2007), anti-aging activities (HoZou & Bansal, 2022; Izadi, Khedmat & Mojtahedi, 2019), and anti-hypertensive (Quan, Tsuda & Miyamoto, 2008), Camel milk will not cause allergic issues for cow milk allergic children (Devendra, 2016). In this case, many merchants adulterate cow milk with camel milk to seek windfall profits (Merin et al., 2001). The effects of milk adulteration are not only economic but may even have serious health implications. (El-Sayed & El-Agamy, 2022). For this reason, it is very necessary to quickly detect whether there is cow milk in camel milk to ensure the quality and the legitimate rights and interests of consumers.

To date, a number of methods have been developed to detect adulteration in dairy products (El-Hatmi, 2015). A quantitative method was developed to detect the different kinds of milk by infrared spectroscopy (Nicolaou, Xu & Goodacre, 2010). Polypropylene gel electrophoresis was used to distinguish different

source milk(Sharma et al., 2021). The adulteration of dairy products and camel milk was measured by the low-field NMR method and liquid chromatography (Ribeiro et al., 2014). Although these methods have become quite sophisticated, there is still disadvantage, such as the expensive and heavy experimental equipment and high testing costs. ELISA was chosen in this study, which is a sensitive, rapid, and highly specific method widely used in the food industry. For low concentrations of biomarkers, ELISA typically has higher sensitivity than HPLC because it takes advantage of the amplification effect of the enzyme. ELISA is generally more economical and higher throughput than HPLC. It's necessary to screen for a signature protein to distinguish before developing an ELISA to detect camel milk adulterated with cow milk.

In the current study, the chromatogram of camel milk with different adulteration ratios was measured by HPLC analysis. Then the peak area of liquid chromatography was analyzed by Principal Component Analysis (PCA). After analysis,  $\beta$ -Lg was screened as a characteristic protein.  $\beta$ -Lg can be used as a key indicator to distinguish camel milk from cow milk because camel milk whey protein lacks  $\beta$ -Lg, (Han et al., 2022). In the present study, a highly specific and sensitive monoclonal antibody against  $\beta$ -Lg was prepared, and an ELISA method using  $\beta$ -Lg as a marker antigen was established to detect the adulteration of camel milk. This study provides a new method for quantitatively measuring camel milk adulterated with cow milk.

## FAO DAIRY PRICE INDEX ON THE UP IN MARCH 2024

April 5, 2024

<https://dairynews7x7.com/fao-dairy-price-index-on-the-up-in-march-2024/>

The FAO Dairy Price Index averaged 124.2 points in March, up 3.5 points (2.9 percent) from February, marking the second consecutive monthly increase, but remained 11.1 points (8.2 percent) below its value in the corresponding month last year.

Notwithstanding softer Asian demand, international butter prices increased further in March, mainly due to solid seasonal demand and somewhat tighter European stocks.

By contrast, after five months of consecutive



In March, world cheese prices increased the most, reflecting the steady import demand from Asia, higher internal sales in Western Europe leading to the spring holidays, and seasonally falling production in Oceania.

increases, international whole milk powder prices dropped as global import demand softened despite seasonally declining production in Oceania. Skim milk powder prices also fell, as markets remained quiet, with lower spot demand.

## US DAIRY INDUSTRY ON EDGE AS MORE CATTLE TEST POSITIVE FOR HPAI

April 4, 2024

<https://dairynews7x7.com/us-dairy-industry-on-edge-as-more-cattle-hpai/>

Cattle from dairy herds in Idaho, Kansas, Michigan, New Mexico and Texas have either exhibited symptoms associated with highly pathogenic avian influenza (HPAI) or received presumptive positive test results, according to the US Department of Agriculture's National Veterinary Services Laboratories (NVSL). The agency also confirmed the strain identified in Michigan is similar to the strain confirmed in Texas and Kansas that may have been introduced by wild birds.

Dairy cattle infected with HPAI suffer a loss of production, but the USDA said milk loss resulting from symptomatic cattle to date is too limited to have an impact on supply. Infected cattle also have recovered after isolation with no associated mortality reported.

There continues to be no concerns about the safety of the commercial milk supply and there is not a risk to con-

sumer health, according to the USDA. The Food and Drug Administration, however, recommended dairy processors should not manufacture or sell raw milk or raw/unpasteurized milk cheese products made with milk from cows showing symptoms of illness. The FDA also said it is not aware of any milk or food product from symptomatic cows entering the consumer market.

To protect dairy herds in Nebraska, the Nebraska Department of Agriculture (NDA) on

April 1 issued an importation order that will require all breeding female dairy cattle entering the state to obtain a permit issued by the agency prior to entry. The order is to remain in place for 30 days and will be re-evaluated at that time.

"Animal health and disease control are essential to the livestock industry and health of Nebraska's economy," said Sherry Vinton, director of the NDA. "NDA is closely monitoring this HPAI illness in livestock. We will do what's right to advocate for Nebraska producers, to protect the health of Nebraska livestock, and to minimize the impact HPAI will have on dairy producers in the state."



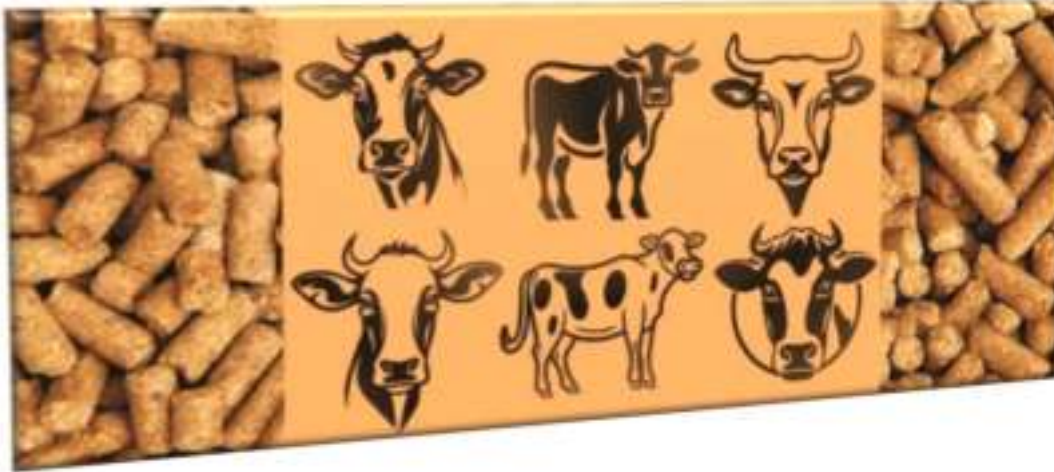
The National Milk Producers Federation said that as information related to HPAI in dairy cows in several states began to circulate, the USDA's Animal and Plant Health Inspection Service (APHIS)

worked with state veterinary authorities as well as federal partners including the FDA to identify and respond to detections and mitigate the virus' impact on US dairy production. Dairy farmers also have begun implementing enhanced biosecurity protocols on their farms, limiting the amount of traffic into and out of their properties and restricting visits to employees and essential personnel.

## GLOBAL DAIRY CATTLE FEED PRODUCTION REDUCED BY 2.3% IN 2023

April 4, 2024

<https://dairynews7x7.com/global-dairy-cattle-feed-production-reduced-by-2-3-in-2023/>



Global animal feed production remained steady in 2023 at 1.29 billion metric tons (BMT), a slight decrease of 2.6 million metric tons (MMT) — or 0.2% — from 2022's estimates, according to the 2024 Agri-Food Outlook, released today by Alltech. The annual survey, now in its 13th year, includes data from 142 countries and more than 27,000 feed mills.

The overall lower demand for feed was due, in part, to the more efficient use of feed made possible by intensive production systems that focus on using animal nutrition, farm management and other technologies to lower feed intake while producing the same amount of protein, or more. A slowdown in the overall production of animal protein, in response to tight margins experienced by many feed and animal protein companies, also contributed to lower feed demand. Changing consumption patterns caused by inflation and dietary trends, higher production costs and geopolitical tensions also influenced feed production in 2023.

### Top 10 countries:

The top 10 feed-producing countries are China (262.71 MMT, +0.76%), the U.S. (238.09 MMT, -1.13%), Brazil (83.32 MMT, +1.84%), India (52.83 MMT, +13.43%), Mexico (40.42 MMT, +0.02%), Russia (35.46 MMT, +3.83%), Spain (27.53 MMT, -11.88%), Vietnam (24.15 MMT, -9.63%), Japan (23.94 MMT, -1.15%) and Türkiye (23.37 MMT, -11.48%). Together, the top 10 countries produced 63.1% of the world's feed production (same as in 2022), and almost half of the world's global feed production is concentrated in four countries: China, the U.S., Brazil and India.

### Notable species results and outlook:

- Dairy feed tonnage decreased by 2.3% (126.23 MMT, -2.28%), primarily due to the high cost of feed combined with low milk prices, which led farmers to make strategic adjustments that included reducing their cow numbers and/or relying more on non-commercial feed sources.
  - In Europe, dairy producers will continue to grapple with stricter environmental policies in the years ahead, and they will need to find new ways to continue growing.



- Asia-Pacific managed to buck the downward trend and emerged as the only region that increased its dairy feed tonnage in 2023. This growth was fueled by a continued increase in the consumption of milk products there, as well as an expansion of feed production in co-operatives.
- This shift reflects the delicate balance between economic factors and the need to sustain dairy production. Lower feed costs and higher milk prices would help right the ship.
- Beef feed production decreased by 4.36% (117.49 MMT, -5.35 MMT) globally — the most pronounced downward change among all species sectors last year. Changes in cattle cycles in the United States and stricter sustainability policies in Europe had major impacts, with the Asia-Pacific beef sector notably surpassing Europe's in 2023.
  - The substantial decline in North America was the result of lingering droughts and high production costs, among other issues.
  - While the European and North American beef industries are expected to continue declining in 2024, growth is expected in China, Brazil and Australia — highlighting the complex dynamics and landscape of beef feed production around the world.
- The aquaculture sector experienced a decline of 4.4% (52.09 MMT, -2.42 MMT).
  - This decline was driven in part by a significant drop in China's supply of aqua feed due to lower fish prices, which had a far-reaching impact.
  - Latin America grew by 0.27 MMT (3.87%). Despite adverse weather conditions in that region, the demand for aqua products is still strong in Latin America, which helped aqua producers there remain resilient.
- Notable regional results:
  - North America saw a decrease of 2.8 MMT (259.26 MMT, -1.1%), with beef feed tonnage down significantly. The pig and dairy sectors also slipped slightly, but the broiler, layer and pet sectors more than made up the difference. Feed tonnage in the broiler sector was up nearly 2.9%.
- Latin America experienced growth in 2023 by 2.46 MMT (200.67 MMT, +1.24%). Despite high production costs, geopolitical tensions and changing consumer behavior due to economic reasons, the region continues to lead global growth, mainly because of its export-driven aquaculture, poultry and pork markets.
- Europe continued its downward trend in feed production, with a decrease of 10.07 MMT (253.19 MMT, -3.82%) due to issues that included the invasion in Ukraine and the spread of animal diseases such as African swine fever (ASF) and avian influenza (AI).
- Asia-Pacific led feed production growth in 2023, with an increase of 6.54 MMT (475.33 MMT, +1.4%). Feed production growth in the region's ruminant sectors offset a setback in the aqua sector. The region is home to several of the top 10 feed-producing countries, including China, India, Vietnam and Japan.
- Africa experienced continued but slower growth with an increase of 1.95%, nearly 1 MMT to total 51.42 MMT.
- The Middle East saw a slight decrease of 0.12 MMT (35.93 MMT, -0.32%).

- Oceania had the third-highest growth, 3.71% or 0.39 MMT to total 10.78 MMT.
- Poultry experienced an increase in broiler feed production (385.04 MMT, +13.10 MMT, +3.5%) and remained steady with a slight increase for layers (170.88 MMT, +0.01 MMT, 0%).
  - Broiler feed now accounts for 29.9% of the total feed tonnage in the world thanks to a 3.5% increase in overall tonnage in 2023. While this growth was not uniform across all regions, the poultry sector is poised to keep holding strong in 2024 thanks to a combination of regional successes and global market dynamics. Some of the biggest factors that will contribute to the resilience of the broiler sector include reduced costs for inputs, such as feed and energy, and increases in margins and profitability.
  - For layers, there are industry-wide efforts to optimize feed efficiency and to keep pace with changing dietary trends and new purchasing power. Some markets around the globe were significantly impacted by macroeconomic challenges and disease outbreaks, which can disrupt production cycles. Still, the general outlook for the layer industry remains positive thanks to its resilience in the face of difficult circumstances, when other protein sectors often struggle to adapt.
  - The poultry sector is poised for continued strength, driven by a blend of regional successes and global market dynamics. The broiler forecast remains optimistic thanks to lower input costs, increased industrial margins and shifting consumer behaviors. For layers, challenges persist, but there are pockets of resilience and growth.
- The global pig feed production sector faced many challenges in 2023, which led to an overall decrease in pig feed production of 1.23% (320.80 MMT, -4.01 MMT).
  - Latin America stood out as the only region that achieved an increase in pig feed production in 2023, while Europe, Asia-Pacific and North America — which have traditionally been the top pig feed-producing regions in the world — all faced challenges. African swine fever (ASF) continues to wreak havoc on pig production in China and Southeast Asia, where repopulation efforts are slowly proceeding.
  - The trends highlight the complex relationship between economic factors, supply dynamics and disease management in the global pig feed industry. Addressing these challenges will be crucial for sustaining animal agriculture and ensuring food security.
- The global pet feed industry continues to grow, albeit at a slower pace of 0.74% (34.96 MMT, +0.26 MMT) in 2023. Demand for high-quality pet products and services remains high from pet owners who want only the best for their animal companions.
  - The Latin American and North American markets were the primary drivers of this growth, with the pet food sector in North America surpassing Europe's this year.
  - Europe was the only market experiencing a decline in pet food production in 2023. Supply-chain disruptions and inflationary pressures were the key factors contributing to this decrease.
  - The equine feed industry experienced a decrease of 3.9% (7.98 MMT, -0.32 MMT) in 2023.
    - The top challenges in the equine sector include high labor and material prices.

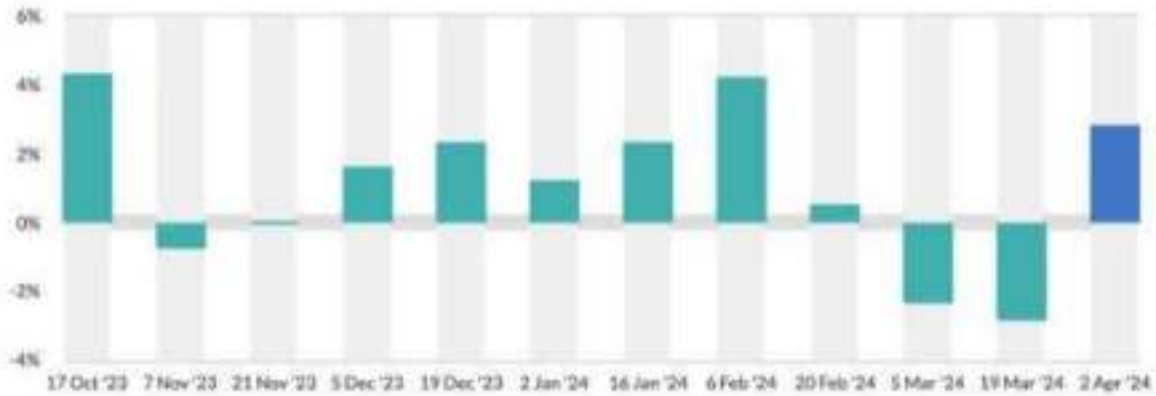
- The top technologies impacting the sector are biosecurity, microchipping, genetics and nutritional solutions.
  - Survey respondents said the biggest opportunities for nutritional solutions are gut health management and feed efficiency.
  - Equine feed is expected to decrease both in price and in volume during the coming year.
- Alltech works together with feed mills and industry and government entities around the world to compile data and insights to provide an assessment of feed production each year. Compound feed production and prices were collected by Alltech's global sales team and in partnership with local feed associations in the first quarter of 2024. These figures are estimates and are intended to serve as an information resource for industry stakeholders.

**GLOBAL DAIRY PRICE INDEX UP BY 2.8% ON APRIL 2ND 24**

April 2, 2024

<https://dairynews7x7.com/global-dairy-price-index-up-by-2-8-on-april-2nd-24/>

**Change in GDT Price Index**



**G**lobal Dairy Trade Event 353 concluded with the GDT Price Index up 2.8%. This rise has occurred after two consecutive drops.

While there has been an uptick in the GDT price index, it remains insufficient to address the substantial stockpiles of SMP in India. Presently, SMP prices in India hover around Rs 220-270 per kg, slightly higher than the global prices, which stand at approximately Rs 210. Conversely, international butter prices are notably robust at Rs 540 per kg, in stark contrast to Indian butter prices ranging from Rs 320 to Rs 360 per kg. Indian exporters should capitalize on this opportune moment to seek butter fat buyers for their produce. However, trading volumes in this regard have been relatively low, indicative of subdued global demand for dairy ingredients. A comparison of the weighted average winning prices in the USA and Oceania with the GDT price index reveals insights into potential price trends. Cheddar cheese, WMP, and butter spearheaded price increases during the current Gdt event.

Product	CURRENT PRICES US\$ / Ton		WEIGHTED AVERAGE WINNING PRICE - US\$ / Ton -								Average price
	Dominia 29 Mar 2024	USA 29 Mar 2024	02 Apr 2024 4th winning price: 3,558 US\$/Ton, change in price index: 2.8%						Average price	% price gain <sup>1)</sup>	
	CT May 24	CE Jun 24	CA Jul 24	C4 Aug 24	C3 Sep 24	C4 Oct 24					
AMP (Anhydrous Milk Fat)	-	-	6,045	6,930	6,931	6,997	6,881	6,934	+2.1%	6,754	
BMP (Butter Milk Powder)	-	-	2,550	2,449	2,545	2,675	2,699	n.a.	2,496	-0.1%	-
BUTTER 82%	6,413	6,267	6,408	6,571	6,535	6,502	6,581	n.a.	6,582	+1.7%	6,408
BENNET CASEIN	-	8,047	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	-	-
CHEDDAR	4,325	3,325	4,311	4,350	4,395	n.a.	4,315	4,275	4,340	+4.7%	4,192
LACTOSE	-	661	n.a.	677	n.a.	n.a.	n.a.	n.a.	753	-1.1%	778
MOZZARELLA	-	-	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	-	3,905
MPC (Milk Protein Concentrate)	-	-	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	-	-
SMP (Sweet Milk Powder)	2,513	2,568	2,546	2,487	2,598	2,674	n.a.	2,550	+1.4%	2,517	
SWP (Sweet Whey Powder)	-	-	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	-	-
WMP (Whey Milk Powder)	3,125	4,718	3,233	3,218	3,253	3,361	3,395	n.a.	3,346	+1.4%	3,143

n.a.: not available  
 For each product, the highlighted price is the highest of the last event.  
 Last update: 2024-04-02  
 Note: GDT prices are USD metric tonne (MT)  
 1) Change in % price from previous event (based on GDT Index Prices)  
 Source: GlobalDairyTrade, USDA

a table containing current market prices in Oceania, in USA, the latest auction results and historical weighted average prices of previous auctions (all prices are in US\$);Courtesy Clal

**Key Results\***

- AMF index up 2.3%, average price US\$6,934/MT (IRs 561/MT)
- Butter index up 3.1%, average price US\$6,592/MT (IRs 540/MT)
- BMP index down 0.5%, average price US\$2,496/MT (IRs 204/MT)
- Ched index up 4.1%, average price US\$4,340/MT (IRs 356/MT)
- LAC index down 3.1%, average price US\$753/MT (IRs 62/MT)
- SMP index up 1.4%, average price US\$2,550/MT (IRs 210/MT)
- WMP index up 3.4%, average price US\$3,246/MT (IRs 266/MT)

**Summary of Results**

Number of Winning Bidders	108
Number of Bidding Rounds	21
Duration of Trading Event (hours:mins)	2:45
Minimum Supply (MT)	17,630
Maximum Supply (MT)	21,750
Number of participating bidders	168
Quantity sold (MT)	18,737

## FIRST HUMAN CASE OF AVIAN FLU IN TEXAS RAISES ALARM

April 2, 2024

<https://dairynews7x7.com/first-human-case-of-avian-flu-in-texas-raises-alarm/>

**A** Texas dairy worker has tested positive for the avian flu, marking the first identified human case of an illness in the U.S. that has sickened cattle across several states over the past few weeks.

The infection, only the second human case of H5N1 ever recorded in the country, is worrying

“Every single time is a little bit of Russian roulette,” said veteran public health expert Ashish Jha, who led the Biden administration’s Covid-19 response. “You play that game long enough and one of these times it will become fit to spread among humans.”

The CDC, FDA and U.S. Department of Agricul-



public health experts who for decades have cautioned that avian flu could pose a serious threat.

The case is the only one state and federal officials have identified, and there is no evidence that it is being spread among humans. The illness is mild and the worker is expected to recover, said two people familiar with the matter, who were granted anonymity because the information has not yet been made public. While there have been confirmed avian flu fatalities in other parts of the world, the U.S. has only ever recorded a handful of mild cases, according to the CDC.

The new human case follows recent cow infections in Texas, Idaho, Michigan and New Mexico that have raised alarm among public health experts who worry the virus’ spread to mammals could make it easier for the virus to infect humans.

ture said the virus was found in a Michigan dairy herd that had recently received cows from herds in Texas. The USDA’s National Veterinary Services Laboratories said the Michigan strain is very similar to the cow infections in Texas and Kansas, which appear to have come from wild birds.

“Initial testing has not found changes to the virus that would make it more transmissible to humans,” the CDC, FDA and USDA said in a press release. “While cases among humans in direct contact with infected animals are possible, this indicates that the current risk to the public remains low.”

Still, senior White House officials are closely monitoring the evolving situation, with the Office of Pandemic Preparedness receiving regular updates from HHS and USDA. Jeff Zients, President Joe Biden’s chief of staff, was briefed last week, said one person familiar with the

matter, granted anonymity to discuss internal conversations.

The FDA's top vaccine regulator said Monday that the U.S. maintains a stockpile of vaccines targeting avian flu.

"There are actually vaccines licensed in the United States for H5N1, and there are stockpiles where we believe that, if we needed to, they would be reasonably good matches," Dr. Peter Marks said at the World Vaccine Congress in Washington.

Whether the federal government would activate more production of those countermeasures depends on how the situation unfolds, Marks indicated. "Just because of being on edge from Covid, there are a lot of people looking at what's going on here, and there's probably a pretty low threshold to pull the trigger here," he said. "This is one case we're a little luckier because it's a pathogen that we know. We know what this is and what we have in the freezer, so to speak. We have a little bit of a leg up on at least getting started."

But Dr. Luciana Borio, a former FDA official, questioned the vaccines' potency. The shots' two-dose regimen, which the FDA approved in 2007, produced antibody levels expected to reduce the risk of getting avian flu by 45 percent.

"I'm not as confident as Dr. Marks," she said after his remarks.

There is also concern about potential cow-to-cow spread in Idaho. State veterinarian Scott Leibsle told POLITICO that cows from an Idaho dairy tested positive for avian influenza a few weeks after a shipment of Texas cattle arrived in early March from a facility with avian influenza cases.

"The coincidence of timing is just too coincidental to say well, the shipment of cattle came up from an affected facility in Texas and then two weeks later we saw it in some other cattle," Leibsle said. "That just doesn't make any sense."

The FDA said it is not aware of milk or food products from symptomatic cows entering interstate commerce. The three government agencies said there is "no concern about the safety of the commercial milk supply" because of pasteurization — which heats milk to a temperature that would kill the virus.

But Rick Bright, who led the Biomedical Advanced Research and Development Authority and raised alarm about the Trump administration's early response to the Covid-19 pandemic, said he is not comforted by those assurances.

"They would have to do a lot of testing before I would drink milk from one of these farms at this point," Bright said.

Caitlin Rivers, an epidemiologist at the Johns Hopkins Center for Health Security, said it will be crucial to get a better understanding whether the virus is changing in a way that makes it more adaptable to spread among humans.

"I don't necessarily suspect that to be the case because I don't think cows are particularly like humans in that way," said Rivers, who was a founding associate director of the CDC's Center for Forecasting and Outbreak Analytics. "But any time the epidemiology of a virus changes it makes me listen more closely."

Bright cautioned that highly pathogenic avian influenza "does not always translate to the same level of disease" in people and mammals as birds, though he and other experts warn the potential impact is far from certain.

The increasing prevalence of avian influenza in cows means that human surveillance in farmworkers and dairy workers should be bolstered, according to Association of Public Health Laboratories CEO Scott Becker.

"The bigger picture is that this virus is not cooling off," said Jennifer Nuzzo, director of the Pandemic Center at the Brown University School of Public Health. "We've been worrying about this virus for 20 years, more than 20

years. And in the last year, it has really been remarkable in how far across the globe it has been spreading, and how many species it's been affecting."

Stacey Schultz-Cherry, an expert in animal influenza at St. Jude Children's Research Hospital, said the infections in cows are the first time avian influenza has been found in the animal.

"There does seem to be more spillover into these different animal species that we've never really thought about before, especially with avian influenza viruses," Schultz-Cherry said.

Lauren Gardner contributed to this report.

## CHINA'S DAIRY INDUSTRY HAS GROWN AT SPEED: IS NEW ZEALAND'S BIGGEST EXPORT IN FOR TROUBLE?

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<https://dairynews7x7.com/chinas-dairy-industry-has-grown-at-speed-is-new-zealands-biggest-export-in-for-trouble/>

China, New Zealand's biggest dairy export market, is on pace to become the world's third largest milk-producing country, something that could be expected to trouble the sleep of our exporters watching and waiting for China's dairy import appetite to recover.

Chinese net total dairy product import volumes fell 15.7 percent year on year in 2023, with imports of whole milk powder – a major New Zealand export product – down 39 percent, according to Rabobank.

Other visibly weaker imports included liquid milk and cream (-17 percent), yoghurt (-10 percent), butter (-9 percent) and infant milk formula (-16 percent). (On the brighter side, imports of skim milk powder and cheese, also strong New Zealand exports, and whey powder, had year-on-year growth of 3 percent, 22.5 percent and 9.5 percent respectively.)

While Rabobank is forecasting China's total net dairy imports to grow 1.1 percent this year, it

cautions that the country's property downturn and weaker economic growth could limit the recovery of dairy consumption, with the potential for Chinese people to choose to increase their savings as household wealth and consumer confidence fall.

In the background, China's domestic milk production and processing sophistication has been building.

Between 2019 and 2022, China's milk production showed a compound annual growth rate of 7.1 percent, reaching just under 40m metric tons in the 2022 year, data from China

official reports and Rabobank shows.

New Zealand produces around 21 million metric tons of milk a year, so "calm the farm" our dairy leaders could say.

Particularly as China's milk production growth slowed last year along with its economy, and leading dairy companies reported warnings of net profit loss or sharp declines in FY23 net profit.





Fewer dairy cattle imports also resulted in slower production growth, says Rabobank Research analyst Michelle Huang in a report. Cow imports from the Oceania region shrank 75 percent last year due to less favourable on-farm economics and New Zealand's ban on live cattle exports by sea.

Rabobank forecasts 2 percent growth in milk production this year and a further slowdown in the first half of next year.

All that said, New Zealand dairy leaders are keeping an eye on China's domestic milk-production growth, which has been supported by government incentives and encouragement for the development of large-scale dairy farms and cultivation of high-quality feed.

From 2015 to 2020 the percentage of dairy farms with more than 1000 cattle increased from 24 percent to 44 percent, says Rabobank. It expects large-scale dairy farms to account for 56 percent of China's herd by the end of next year.

This growth, and the general focus on building a domestic dairy industry, is being driven by Chinese government policies to ensure food security. China is the largest importer of dairy products in the world.

The value of New Zealand's dairy exports to China in the first 11 months of 2023 totalled \$6.1 billion, down 4.1 percent on the same period in 2022, according to the Ministry of Foreign Affairs and Trade.

In January, tariffs on milk powder were removed, meaning New Zealand dairy products can now enter China duty-free. The move was part of the New Zealand-China Free Trade Agreement, first negotiated in 2008.

New Zealand is the largest exporter of dairy product to China, with an estimated 42 percent market share in 2023. Other key importers include the US, Germany and Australia. China accounts for 35 percent of all New Zealand dairy exports, according to the Ministry for Primary

Industries. Just under half of New Zealand volume is made up of powders.

Dairy export leaders seem relaxed about the growth in China's domestic industry.

Processor and exporter Fonterra, New Zealand's biggest business, says its analysis suggests China will continue to need imported dairy products.

Greater China chief executive Teh-han Chow says modelling indicates that long-term China will continue to be a significant importer.

"We see imports remaining at about 30 percent through to 2030," he says.

"Even under an outlier scenario where milk production continues to grow at about 6 percent year on year and with consumption rates lower than expected, a sizable gap between domestic production and consumption would still remain, according to our analysis.

"Our product mix in China continues to evolve away from whole milk powder and into higher value ingredient portfolios, such as cheese and protein, and foodservice portfolios, such as UHT cream, butter and cream cheese, where demand continues to grow."

Chow says with FTA tariffs removed, it is likely Fonterra's skim milk powder market share will continue to increase because of the competitive advantage over US and European Union product.

"With respect to whole milk powder, Fonterra's exposure to China will evolve and market penetration will likely grow in other large dairy importing markets such as Algeria and the Southeast Asian markets, where demand continues to grow."

Mark deLautour, chief executive of New Zealand's second-largest processor and exporter Open Country Dairy, says China's domestic dairy growth "should highlight to us all that food security is paramount to Beijing".

“China will continue to be prosperous, continue to be socially stable and continue to improve the average standard of living for its 1.4 billion population only if it can ensure continuity of food and water,” deLautour says.

Food security is a critical variable and China cannot let environmental and carbon legislation in other countries risk its food security.

“That said, the current situation is a little bit of an exercise in mathematics. China is currently 65-70 percent self-sufficient. This is on the high side historically, mainly due to a reduction in consumer demand. When the economy picks up again then this will push them to the lower level of self-sufficiency.

“Even 70 percent, (which is) Beijing’s self-sufficiency target, still leaves New Zealand with the biggest dairy market to compete in,” says deLautour, noting China is culling dairy cows due to the low milk price there.

Westland Milk Products chief executive Richard Wyeth says dairy consumption in China is growing and New Zealand companies are pushing products up the value chain, taking more milk out of whole milk and skim milk powder production and putting it instead into foodservice ingredients products.

He says Westland, owned by Chinese giant Yili since 2019, will not be impacted as much by the growth in China’s domestic industry because it is not a whole milk powder producer, instead focusing on milk fat-based protein and skim milk products.

“Whole milk powder exports to China will reduce over time but there’s also the ability to move products into higher value markets – or other markets for that matter.”

Meanwhile, Wyeth says the economics of China’s milk production and the cost of its milk has to be considered.

“Yes, subsidies will help overcome that issue but if they’re still having to import feed out of

the US that could be challenging in the future. That’s where the geopolitical landscape gets quite interesting. You can grow the farms but you’ve still got to feed the cows,” he says, noting New Zealand has a low-cost, pastoral-based production system which maintains its competitiveness.

Wyeth says China’s industry growth is no surprise.

“Nothing should surprise us about how fast China can move ... most primary sector businesses have been told to diversify away from China. But when they are paying good money and taking products that others won’t it’s quite difficult.

“The position I take on it is we’ve been aware of this but it’s more about moving quickly when signals come to fruition, as opposed to trying to move before it’s happened.”

Wyeth says just 20 years ago China’s dairy industry was “very much in its infancy”.

“Now it’s world-class. I’ve been to their farms and factories and some of them are world-leading. The Chinese are amazing at being able to adapt and move quickly and learn .... at just about everything they do.”

Rabobank’s Huang concludes that as the world’s biggest dairy importer due to its large population, China offers “significant” opportunity to grow domestic per capita consumption further.

“For example, China’s current per capita consumption of dairy products is 35kg per person (liquid milk equivalent). This is one-third of the global average and half that of its Asian peers in South Korea and Japan. Per capita consumption has ample room to grow,” she says.

“Multiply the per capita consumption by 1.4 billion people, and the country’s pivotal role in global dairy markets becomes crystal clear.

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