



# Dairy Pulse

11<sup>th</sup> Edition



Think Dairy



Suruchi Consultants  
Delivering solutions with Integrity

1<sup>st</sup> - 15<sup>th</sup> April, 2016

# Dairy Pulse 11<sup>th</sup> Edition (1<sup>st</sup> to 15<sup>th</sup>, April 2016)

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## FSSAI to invest Rs500 crore to upgrade labs, will partner with private firms

<http://www.livemint.com/>

The Food Safety and Standards Authority of India is planning to partner with private companies to upgrade the infrastructure of its laboratories and run them

Fri, Apr 15 2016

**Sounak Mitra**



While two central laboratories in Kolkata and Ghaziabad are owned by FSSAI, state governments own 82 laboratories.

**New Delhi:** The Food Safety and Standards Authority of India (FSSAI) is planning to partner with private companies to upgrade the infrastructure of its laboratories and run them.

Besides, the country's food regulator has allocated Rs.500 crore for the upgradation and modernization of state government-owned laboratories over the next 2-3 years, FSSAI chief executive Pawan Kumar Agarwal said.

While two central laboratories in Kolkata and Ghaziabad are owned by FSSAI, state governments own 82 laboratories.

"We are now trying to revive our Ghaziabad laboratory, which is almost defunct, through a public-private partnership (PPP) arrangement," said Agarwal.

Under PPP, the government will provide the private companies full "capital support" to upgrade infrastructure and the private partner will be responsible for operations and maintenance, he added.

"We will ensure that the private partner gets business so that the lab is viable... we'll soon float an expression of interest," Agarwal said.

Initial estimates suggest that the regulator will have to spend about Rs.20-25 crore for each of its laboratories for upgradation of infrastructure. However, certain functions at these laboratories, such as food analysts, will continue to be handled by government-appointed people. These people will be paid by the government.

Barring critical functions, employees for the remaining tasks will be hired by private partners. The government has already relocated some of its employees from the Ghaziabad laboratory to other departments.

The sum of Rs.500 crore, which has been allocated to state government-owned laboratories, will be invested in their upgradation and modernization. "Building laboratory infrastructure is easy. Running them professionally is not," Agarwal said.

To make the laboratories viable, the regulator also recently revised the testing charges, which were "abysmally low". FSSAI formally notified the revised charges on 12 April.

Although the number of government-approved testing labs are limited, Agarwal said there was no need for more laboratories. "But we need to increase the number of tests we do. That's far from adequate in terms of enforcement, surveillance and risk assessment," he added.

A study by economic research organisation Research on Industry and Economic Fundamentals, released on 30 March, noted that the absence of FSSAI laboratories at ports is one of the major hurdles that has been affecting business by delaying entry and exit of products, besides increasing the cost of logistics.

According to Agarwal, the regulator undertakes 100% sampling of all food products that come in. "This is becoming a bottleneck. That causes delay. Therefore, we are trying to simplify that. We are trying to do inspections more on risk-based approach rather than doing 100% sampling of imported foods," he added.

Commenting on the financial aid from the government, Agarwal said the regulator will seek funds on a need basis. "There's no point in asking for money and waiting for it," he said.

FSSAI had, in April 2013, asked the government for about Rs.5,000 crore to scale up. In the 12th Five-year Plan (2012-17), the government allocated only Rs.2,350 crore to it.

**Sounak Mitra**

## **8,942 litre 'milk' destroyed**

April 15, 2016

<http://www.thenews.com.pk/>

LAHORE

Punjab Food Authority (PFA) continued checking of milk carrying vehicles entering the city as well as milk selling spots of the city here Thursday.

Officials said PFA's field teams checked 104 milk carrying vehicles at various entry points of Lahore out of which adulterated and spurious milk was found in 16 vehicles. Following this the teams confiscated a total of 8,942 litre milk and destroyed it. Samples were also sent for laboratory. Vehicles carrying spurious milk were also taken into custody.

On the other hand, a team of PFA's Ravi Town headed by Director Operations Ayesha Mumtaz raided on Sheikh Jamil Chakki in Akbari Mandi and sealed it for manufacturing adulterated red chillies. The team also confiscated 2,500kg red chillies and sent samples for testing.

Team of Nishtar Town sealed Subhan Milk Shop at Chungi Amar Sadhu while the team of Samanabad Town sealed Shaukat Bawarchi at Data Darbar for unhygienic conditions and using substandard cooking oil.

The team also sealed Lajpal Milk Shop at Fateh Sher Road for selling adulterated milk.

Team of Aziz Bhatti Town sealed Al-Madina Milk Shop near Rangers Headquarters while the team of Data Town issued warning notices to Ali Hajveri Sweets, Data Sweets, Data Tea Stall and Ali Bawarchi for unhygienic conditions in cooking areas.

overcharging: Price Control Magistrates of the City District Government Lahore (CDGL) continued action against profiteers and arrested 84 people for overcharging on Thursday.

Officials said total 736 raids were conducted across the city and 84 people were arrested. Twenty-two of them were sent to jail by the magistrates after hearing them on the spot. A fine of total of Rs 14,500 was also imposed on the profiteers.

Transfers: The Punjab government issued a notification regarding transfers and postings of the following officers on Thursday.

Farooq Sadiq, Assistant Commissioner, Rojhan, has been transferred and posted as General Assistant Revenue, Lodhran and Anwaar Ali, Deputy Director, Punjab Skill Development Programme, as Assistant Commissioner, Sumandri.

Manzar Javed Ali, Additional Collector, Multan, has been given the additional charge of the office of DCO, Multan, till further order.

## New UHT milk plant for Canterbury

Posted at 11:09am Friday 15 Apr, 2016

<http://www.sunlive.co.nz/>



**The official opening of Westland Milk Products' new UHT plant in Rolleston is a significant boost for the Canterbury dairy industry and is a sign of the continuing shift to value-added products, says Food Safety Minister Jo Goodhew.**

**“It is important to celebrate good news stories such as this new UHT facility, which combined with the strong medium to long-term outlook for the sector, gives dairy farmers confidence that the period of low prices they are currently experiencing is only temporary,” Mrs Goodhew says.**

The new plant can process 14,000 litres of milk per hour and has been constructed by Westland Milk Products, New Zealand's second biggest dairy cooperative and third biggest dairy company overall.

“Liquid UHT milk is a growing global market with huge opportunities, with exports to New Zealand's top Asian trading partners doubling between 2013 and 2015.



“Investments such as these help to deliver more jobs and add value and diversity to New Zealand's dairy exports. I'd like to congratulate Westland for reaching this milestone,” says Mrs Goodhew.

Source: Office of Jo Goodhew.

## Farmer's son propagating integrated farming model

By Jhimli M -

Apr 15, 2016

<http://dairynews.in/>

Source : [Timesofindia](http://timesofindia.com).

It took him some years to realize that his engineering education would not help solve the basic problems of farmers. But once it struck him, he took a management course in social sciences in the prestigious Tata Institute of Social Sciences (TISS), returned home and started integrated farming concept among farmers in Chandrapur district.

Chetan Raut, a farmer's son from a village in Yavatmal district, did his engineering from Nagpur's Yashvantrao Chavan College of Engineering. But immediately after completing his degree he realized that his education would not help him fulfill his and his father's dream of helping resolve farmers' crisis as much as they could. So he joined TISS. This led him into the incubation center for social entrepreneurship and he is now leading the Arunokalp Trust in Chandrapur where farmers are motivated and trained in integrated farming.

“We already have a network of 50 farmers who have accepted the concept willingly. I am convincing each of them to buy at least one indigenous breed of cow so that they can both sell milk to have an alternative income and use cow urine and cow dung in agriculture to switch completely to organic farming. Having a cow in each farm family helps reduce input cost and makes agriculture more profitable and sustainable,” said Raut.

The issue of farmers crisis cannot be resolved until farmers take up integrated farming which includes animal husbandry, poultry, fishery to make agriculture a sustainable venture, he says. “Hence, we are encouraging farmers to only rear indigenous breeds of cows through Arunokalp. The Trust is also

providing, albeit in a small way, organic inputs to farmers and also providing training, in addition to organizing farm visits and awareness campaigns for the small farmer fraternity.

***At TISS, we realized that farmers in western Maharashtra do not suffer huge losses in agriculture as they have other components of [farming](#) integrated in the system.***

We, too, need a local need-based model of integrated farming,” said Raut.

Being a TISS project, Arunokalp is being funded by Bank of Singapore. Under the Trust, volunteers are collecting milk from farmers rearing only indigenous cows. The unprocessed milk is packed in pouches and delivered door-to-door in Chandrapur and is getting good response. In addition, and as per requirement, milk is also processed into paneer, khoya, [shrikhand](#) and ghee.

Raut says he is considering Arunokalp as a start-up. “I will strive to make it a success although it is a long drawn and ambitious initiative and requires change in mindset of farmer fraternity,” he said. The trust is also working on creating model farms, increase milk production and collection, include processing of milk, conduct experiments for fodder management, soil improvement and land development. But as a pilot initiative, it is yielding good results.

### **Arunokalp’s Philosophy and Aims**

- As agriculture problems are region specific, they need region specific solutions
- Integrated farming using multiple cropping methods can make [farming](#) sustainable
- Arunokalp is creating a model farming system by minimizing input cost
- The Trust is also training farmers in scientific methods of cultivation
- The project is concentrating on rearing indigenous cow breeds and using all materials produced from cow in agriculture like cow dung, cow urine etc
- Core project is organic farming based on local resources

## Amul's take on Harsha Bhogle's contract termination by BCCI

By **Jhimli M** -  
Apr 15, 2016

<http://dairynews.in/Source : Cricketcountry>

Harsha Bhogle's commentary contract was terminated by BCCI just before the Indian Premier League (IPL) Season 9 began.

Recently the Board of Control for Cricket in India has been dealing with a number of controversies. Apart from the IPL match shifting issue, the BCCI was also in the news for terminating commentator [Harsha Bhogle](#)'s contract for the Indian Premier League which began on 9th April. After the news spread, his fans and well wishers had reached out to him on Twitter telling him that they were on his side. Bhogle had said that – "I still don't know why I am not doing the IPL.

*I HAVEN'T BEEN TOLD. I CAN ACCEPT THE FACT THAT PEOPLE DON'T LIKE ME." MEANWHILE AMUL, ONE OF INDIA'S TOP DAIRY BRANDS, SENT OUT A TWEET FROM ITS TWITTER HANDLE SHOWING ITS TAKE ON THE WHOLE ISSUE BUT ON A LIGHTER NOTE.*

Along with the tweet, came a picture which showed how the issue was – "Harsh on Bhogle" and a lady commentator taking his place in the commentary box.

***[Harsha Bhogle](#) is shown leaving the commentary box in the animated cartoon. Well, Amul certainly nailed this one.***

Bhogle had earlier written on Facebook, "I must confess I am a little uncomfortable with all the attention I have been getting recently. I am just a cricket commentator. I go to a cricket match, tell the story of what happened, look for joy within it if possible and come back feeling blessed to have had the opportunity.

*I TELL THE STORY, I AM NOT THE STORY."*

While the official statement from BCCI was – "When deciding the commentators, we take feedback from everyone. We monitor social media reactions on commentators, and also take inputs from players."

## USDA expands safety net for family operated dairy farms

<http://auburnpub.com/news>

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Dairy farms that bring more family members to the business will now have more protection under a voluntary program from the U.S. Department of Agriculture.

The Margin Protection Program was established in 2014 to protect participating dairy producers when the margin — the difference between the price of milk and feed costs — falls below selected levels of protection.

"This change not only helps to strengthen a family dairy operation, it also helps new dairy farmers get started in the family business, while ensuring that safety net coverage remains available for these growing farms," said Agriculture Secretary Tom Vilsack in a press release. "When children, grandchildren or their spouses become part of a dairy operation that is enrolled in MPP, the production from the dairy cows they bring with them into the business can now be protected."

For \$100 a year, dairy farms can receive basic catastrophic protection that covers 90 percent of milk production at a \$4 margin coverage level. Dairy producers can protect 25 to 90 percent of production history with margin coverage levels from \$4.50 to \$8, in 50 cent increments, for an additional premium.

Under the program, each participating dairy farm is authorized one intergenerational transfer at any time of its choosing until 2018. Any dairy operation already enrolled in MPP that had an intergenerational transfer will be allowed to increase the production history during the 2017 registration and annual coverage election period. The next election period begins July 1 and ends Sept. 30.

### *AG's help sought in sale of adulterated milk case*

April 14, 2016

Print : [Lahore](#)

<http://www.thenews.com.pk/>

LAHORE

The Lahore High Court Wednesday sought assistance from Punjab advocate general on a petition challenging sale of poor and adulterated milk in the province, causing fatal diseases to citizens.

A division bench headed by Justice Ayesha A Malik took up the petition filed by Barrister Zafarullah Khan of Watan Party.

Watan Party filed an inter court appeal for early hearing of the case pending already in the Lahore High Court. In its plea, the petitioner said the sale of adulterated milk continued unabated that was causing serious diseases to the citizens.

He said milk is essential food intergradient for the growth of children and adults and it provides calcium for the growth of bones while without necessary intake of calcium human bones become brittle and easily breakable. The petitioner further said poisonous ingredients like urea and hair removers are mixed with the milk and sold. According to doctors, he said, such crimes make people vulnerable to cancer, kidney failure and other fatal diseases.

He quoted a recent scientific report conducted by the University of Veterinary and Animal Sciences (UVAS) in which 665 milk adulterant tests from 41 samples (10 of 100 SE Milk, 28 packed milk and three powder milk samples) were conducted. According to UVAS research report, water in two out of 10 loose milk samples and 22 out of 28 packed sample, carbonate was found in two samples of loose milk and one in packed milk samples. The report said sugar was not detected in loose milk while it was detected in seven packed milk samples while quaternary ammonium compounds were found in two samples each of both loose and packed milk. The research said AFLATOXIN MI was found in two out of three commercial powder milk samples and also in two out of 10 loose samples which was dangerous to health. The petitioner submitted that the consumers were paying heavy prices against adulterated milk. The court adjourned hearing until May 18.

## **India: FSSAI Registration Must For Food E-Tailers Now**

Last Updated: 14 April 2016

Article by [Lucy Rana](#) and [Rupin Chopra](#)

[S.S. Rana & Co. Advocates](#)

<http://www.mondaq.com/>

All e-commerce entities selling food products or running a food business will now have to get themselves registered with the Indian food regulator, Food Safety and Standards Authority of India (hereinafter referred to as the 'FSSAI'). The regulatory authority has directed online retailers to register under the Food Safety and Standards Act, 2006, with the FSSAI. The FSSAI Chairman, Mr. Ashish Bahuguna, said that since the e-commerce players are selling food products or dealing in one or another form of food business at their platforms and since food and food businesses come under the ambit of FSSAI, so, they have register if they want to continue their food business operations. This would also allow FSSAI inspectors to do regular checks on the safety of the food products that the platforms deal with or store in their warehouses along with taking action in the cases of complaints. FSSAI has also asked e-commerce companies to display all details regarding food items on their portals clearly. This would include names and addresses of sellers, their license numbers, nutrition and ingredient information, food safety details and price parameters. This would ensure that the consumers are fully aware of what they are buying.

Without a registration, it would be 'illegal' for such companies to deal in food products or food businesses. As of now, there is no penalty for the non-compliance of the same but an appropriate action as per the food safety and standards law could be explored for violation.

Startups operating in food businesses like Zomato, Foodpanda and Swiggy, grocery delivery players like Grofers, Bigbasket and Peppertap and e-commerce giants like Flipkart and Snapdeal will now be required to register with the regulatory body. FSSAI CEO, Mr. Pawan Agarwal, justified this move by saying that this will be in the interest of the e-commerce players. "By following the regulations of the Food Safety Act, the e-commerce players can ensure the quality of food products or even services to their consumers which will help these companies also", he said. He added that their transactions are electronic but if they want to sell food products or dealing in the food business, then that will fall under ambit of the FSSAI. The FSSAI is not ready to accept that the e-commerce companies are only technology facilitators. The food regulator wants e-commerce entities to come under its purview just like state governments want them to take responsibility for the VAT payments.

The online distribution channel has been neglected with regard to food safety. In this regard, it has been noted that online shops are not necessarily subjected to inspection since sampling and analysis is often complicated as the provisions in FSS Act cannot be completely fulfilled in such business operations. FSSAI held a meeting with senior executives of the online companies in New Delhi on March 18, 2016, with respect to the new guidelines being planned.

FSSAI also plans to divide the online companies into two categories where the online marketplaces like Flipkart and Snapdeal were being asked to get licensed under FSSAI, while the second category is being formed to address online food delivery companies which are being advised to facilitate business of food business operations who are FSSAI registered and licensed. FSSAI Chairman also stated that the aim of the move is to provide uniform safety to consumers on both online and offline channels. He said that such companies already fall under the Food Safety Act and, thus, should follow the provisions immediately.

Over the previous few months, online marketplaces have started selling various food products on their platforms. The task of making sure all the sellers in the e-commerce market place are FSSAI registered and licensed will be a massive and complex process.

*The content of this article is intended to provide a general guide to the subject matter. Specialist advice should be sought about your specific circumstances.*

## Medium-scale farms could emerge as key growth driver in dairy sector

By **Jhimli M** -

Apr 14, 2016

<http://dairynews.in/>

Source : [prameyanews7](#)

Strong growth in India's organized dairy industry, due to the formalization of perishable milk products and the growth of value-added dairy products, brought the focus on to raw milk sourcing.

In the coming years, milk procurement could become the single most critical link in the dairy supply chain.

***Medium scale dairy farms (with 50 to 300 cattle) could emerge as one of the key growth drivers in the Indian dairy sector, reports Rabobank in its recent report, 'Emerging Dairy Farm Trends in India'.***

The report estimates that to keep pace with the strong growth in branded milk and [dairy](#) products, direct milk sourcing will gradually replace agent-based sourcing as a dominant model. This will help them secure consistent supply of superior-quality raw milk.

The share of milk procured from small and marginal farmers will decline; however, this segment will still stay relevant. Currently, 75%-80% of milk is procured from these farmers.

***[Large-scale-dairy farming](#) (where the cattle herd is less than 1,000) has proved difficult to establish in India due to factors such as land unavailability and paucity of professional labour, among others. Rabobank expects this segment to remain an initiative of a select few.***

## Russia says cheese, eases norms for India imports

By **Jhimli M** –

Apr 14, 2016

<http://dairynews.in/>

Source : [thehindubusinessline](http://thehindubusinessline)

After more than a year of negotiations, Russia has finally agreed to do away with a condition requiring Indian dairy companies to own captive cattle farms to export cheese to the country, making it easier for small companies and cooperatives, such as [Amul](#), to qualify as exporters.

***“The Russians have, however, stuck to their second condition, mandating dairy product exporters to collect milk directly from the farms and not from collection centers,” a government official told Business Line.***

This means that all dairy companies, big and small, can now export hard cheese to Russia, even if they don't own cattle, provided they send their own trucks to collect milk from the farms.

Technical issue The Commerce Ministry has sought inputs from the Department of Animal Husbandry on the technical aspects of the proposed protocol drafted by Russia. “There are a lot of technical issues involved, such as certification on vaccination programmes and disease profile surveys, which are part of the protocol. We want the Animal Husbandry Department to confirm that such certificates can be issued by the government, following which we will sign it,” the official said.

India has been trying to get a share of Russia's annual imports of food items, worth an estimated \$40 billion, from Western countries after it banned import of most food products from the West in retaliation for sanctions over the Ukraine crisis.

Last year, Moscow agreed to start importing dairy products from India, but put in place the tough condition that only dairies owning 1,000 or more cattle would be allowed to export. The Russian government wanted the dairies to have a certificate from an authorized veterinarian for the industry specifying that the cattle had been properly vaccinated and free of foot-and-mouth disease, tuberculosis, and leukemia.



India argued that this would lead to the qualification of only two companies, as most others did not own farms.

“After several rounds of discussions, we finally managed to convince the Russians that veterinary certification was possible even if dairy item producers did not own cattle,” the official said.

***On whether it would be possible for all companies to source directly from farms, the official said milk used to produce items for the [Russian](#) market could be sourced directly while the rest could be sourced from collection centers.***

## Ice Cream Can Betray Our Personality

By [Jhimli M](#) -

Apr 14, 2016

<http://dairynews.in/>

Source : [NDtv](#)

***Our favourite [ice cream](#) flavour can explain something important about us. A study has found it can reveal the kind of personality we have.***

The study found how the ones fond of vanilla flavour were more likely to be impulsive and idealist, while chocoholics were dramatic and flirtatious, while Rocky Road lovers were good listeners. Praline ‘n Cream fans are loving and supportive, Daily Mail reported.

In the study, conducted by Baskin Robbins ahead of the National [IceCream](#) Month, Alan Hirsh, founder of Smell & Taste Treatment and Research Foundation, tried to identify how some ice cream flavors may suggest about individual personalities.

Hirsch said that they uncovered quite a few surprising finds. “For instance, we found that people who prefer Rainbow Sherbet are more pessimistic than you would think, in spite of the flavour’s bright taste profile, and that those who prefer Rocky Road are actually very good listeners.”

And, the ones preferring Mint Chocolate Chip tend to be argumentative.

“National IceCream Month is the perfect time to enjoy your favourite icecream flavor, and this year we wanted our guests to have fun by learning what their favourite flavour says about them,” said Dan Wheeler, from the icecream chain.

***In 1984, president Ronald Reagan designated July as National IceCream Month and the third Sunday of the month as National Ice Cream Day.***

He recognized ***ice cream*** as a fun and nutritious food that is enjoyed by a full 90 per cent of the nation’s population.

## Mother Dairy Fruit & Vegetable Pvt.

By [Jhimli M -http://dairynews.in/](http://dairynews.in/)

Apr 13, 2016

Source : [Economictimes](#)

Mother Dairy Fruit & Vegetable Pvt., a major supplier of dairy products in the National Capital Region, will invest Rs 75.65 crore to set up its first integrated processing plant in eastern India. The 25,000 metric tonne per year plant will come up in Ranchi, Jharkhand.

The first phase consisting of the freezing line is expected to be ready by December, while the pulp and concentrate processing line will be operational a year later.

“Jharkhand has immense potential for processing of various fruits and vegetables,” said S Nagarajan, managing director of Mother Dairy. “Through this state-of-the-art facility, we will strive to explore better opportunities for almost 50,000 farmers and their produce.”

Mother Dairy, a wholly owned subsidiary of the National Dairy Development Board, currently operates a processing plant in Bengaluru with a capacity of up to 18,000 MT per year.

# Indian Consumers Now Prefer Domestic Packaged Food Brands Like Amul & Mother Dairy Over Multinationals Like Nestle

[www.hungryforever.com](http://www.hungryforever.com), April 13th, 2016

A couple of years ago, Indian consumers preferred foreign fast moving consumer foods as compared to domestic ones; for instance, chocolates manufactured by brands like Mondelez and Nestle were more popular than domestically manufactured brands. A recent report from Euromonitor has shown that the trend has reversed; consumers now prefer domestic brands like Amul, Britannia, Mother Dairy and Parle when it comes to FMCG goods.

## ABOUT EUROMONITOR

Euromonitor International is a global consulting and analytical organisation that conducts in-country research which it combines with specialist industry knowledge to understand markets and advise businesses.

Coca-Cola To Fight Against The Dairy Giants



It has an in-depth database that spans demographics, energy and infrastructure statistics, macro-economic data as well as inputs from secondary sources like the UN and the World Bank.

## INDIAN OVER FOREIGN

“Domestic manufacturers dominated packaged food in 2015, whereas international players still have to understand the dynamics of the Indian consumer mindset. Domestic manufacturers are al

so increasing their product portfolios,” said Euromonitor International research analyst Manjunath Reddy, as reported by the Economic Times.

According to the report, dairy brand Amul is at the head of the packaged food market in India with 7.2% retail value shares. Mother Dairy has a 3.70% retail value in the report, as does Britannia. Ruchi Soya

holds a 3.60% retail share value while Parle holds a 3.20% value. Meanwhile, Mondelez, Nestle and PepsiCo were the only global companies to feature in the report's top ten list of packaged foods in India.

### **WHY THE SHIFT?**

Why are Indian consumers leaning more towards domestic brands? A combination of factors, we suspect. For one, multinational brands have been in a bit of a soup over the past few months; Nestle's reputation suffered heavily after the Maggi fiasco while Mondelez was in the news in February for rumoured legal breaches in India.

Additionally, it can be said that domestic brands understand the needs and mentality of consumers better. Domestic brands like Amul and Britannia typically sell products that are priced lower than similar multinational products. They also sell the same products in a range of sizes, giving consumers more options when it comes to buying them, thereby increasing sales.



Amul is constantly releasing topical ads that resonate with the Indian public and create customer loyalty. Mother Dairy recently partnered with the Delhi Daredevils to become their principal sponsor, increasing their visibility among the Indian public.

What do you think; can you explain the change in trends?

## Mahindra & Mahindra enters dairy market, launches milk in Indore

Apr 12, 2016

Source : [Economicstimes](#)

Auto-to-aerospace conglomerate Mahindra & Mahindra has launched milk in Indore in Madhya Pradesh, expanding the offerings from its agricultural division that already sells pulses, fruits and oilseeds.

The company said on Tuesday that it will sell *milk* under its Saboro brand in Indore for some months, before launching the product in capital Bhopal and other big cities of the state. It will eventually enter other dairy products, a top executive said.

“Our Saboro milk, which comes in four variants, will be sold in the range of Rs 35-50 a litre,” said Ashok Sharma, CEO-Agri and Africa and South Asia Operations at M&M. “We will provide assurance of cream and nutrition, which came out as the two biggest requirements during our research with customers in Indore. Also, all our milk variants are specially fortified with Vitamin A and D.”

M&M’s agricultural division has seen sales of pulses and oilseeds grow 50% since launch in 2015. The division, which has also become one of India’s biggest grape exporters, expects to clock a turnover of Rs 900 crore in the current fiscal.

The company said it has put in place a technologically advanced [milk collection](#) supply chain around 70 villages near Indore where it is working directly with farmers. The milk will be processed in Indore. “To begin with, we will process 10,000 litre of milk a day and take it to 50,000 litre a day,” said Sharma

***India’s milk production is estimated to increase to 146.31 million tonne in 2015-16. The per capita availability of milk has increased to 302 gm, according to the agriculture ministry.***

***Unbranded milk and dairy segment accounts for 75-80% of India’s Rs 4-lakh crore dairy market, according to industry estimates.***

## MNCs like Nestle, Mondelez & PepsiCo a run for their money

Apr 12, 2016

### Home-grown Amul, Mother Dairy, Britannia giving MNCs like Nestle, Mondelez & PepsiCo a run for their money

Source : [Economicstimes.indiatimes](http://Economicstimes.indiatimes)

Homegrown firms such as [Amul](#), Mother [Dairy](#), Britannia [BSE 1.85 %], Ruchi Soya [BSE -0.83%] and Parle Products dominated the country's packaged foods sector in 2015 even as Swiss giant Nestle [BSE 4.48 %] slipped five places to seventh in overall ranking, says a new report.

The data from market researcher Euromonitor shows only three multinationals — [Mondelez](#), Nestle and PepsiCo — figured in the top 10 players by market share across packaged foods as domestic firms increased distribution, penetrated into rural India and launched smaller packs at lower price points.

According to Euro monitor, the Indian packaged foods market stood at Rs 2,572 billion last calendar, up about 15% from Rs 2,232 billion in 2014.

“Domestic manufacturers dominated packaged food in 2015, whereas international players still have to understand the dynamics of the Indian consumer mindset. Domestic manufacturers are also increasing their product portfolios,” said Euro-monitor International research analyst Manjunath Reddy.

The shares, by retail sales value, captures data which include sale of fresh, packaged and prepared foods for home preparation and consumption.

Amul continued to top the packaged foods market with 7.2% retail value share last calendar, while Nestle, which was the second largest player in 2014, saw its share drop almost a third to 2.9% in 2015 from 4.2% in the previous year due to the impact of a ban on its flagship brand Maggi that kept the popular instant noodle brand out of shop shelves for five months.

### **This helped dairy brand, dairy products and fruits and vegetables firm Mother Dairy to grab the second spot behind Amul.**

Last fortnight, Gujarat Cooperative Milk Marketing Federation ([GCMMF](#)), seller of Amul cheese, milk, ice-cream and butter, reported a turnover of Rs 23,000 crore for 2015-16, an increase of 11% over the previous year.

“We’ve followed an umbrella branding strategy, better prices, natural ingredients, and don’t spend much on marketing, celebrity associations, trade discounting, and so on. We don’t waste assets on building and maintaining too many brands,” GCMF managing director RS Sodhi said.

While each of the top five brands on the Euro monitor list were homegrown, only three of the top 10 were global foods brands.

“Responsiveness to changing consumer mindsets and focus on local tastes and flavours is what is helping us drive top lines,” said Mother Dairy Fruit & Vegetable managing director S Nagarajan.

Mother Dairy has now taken its localisation focus deeper with the launch of regional flavour ‘nolen gur’ (palm jaggery) flavored ice-cream in Kolkata. [Nolen gur flavoured](#) ice-creams so far have been restricted to unbranded players.

### **Like Amul, Mother Dairy, too, has steered clear of expensive celebrity endorsements.**

Nestle’s Maggi, which returned to market in November last year after a gap of five months due to a ban by food regulator Food Safety & Standards Authority of India (FSSAI), returned to leadership position last month with close to 50% share in the .`2,000 crore instant noodles category. Maggi’s market share, however, is significantly lower than what it was before the controversy.

## **New Norms Throw Water on Dairy Farmers' Trade**

<http://www.newindianexpress.com/>

By Express News Service

Published: 12th April 2016 05:31 AM

Last Updated: 12th April 2016 05:32 AM

[Email0](#)



The OMFED plant at Jeypore | Express Photo

JEYPORE: Dairy farmers of Southern Odisha are worried over new procurement norms set by the Orissa State Cooperative Milk Producers' Federation Limited (OMFED). For the last few days, OMFED has stopped procuring milk from certain milk societies in the region citing poor quality.

OMFED was procuring 20,500 litres of milk from 389 societies comprising 4,000 dairy farmers in Koraput, Rayagada, Malkangiri and Nabarangpur districts for the last several years. The procured milk was processed in Jeypore OMFED plant. OMFED purchased milk having density of 24-29 points in the lactometer test.

A week back, OMFED decided to procure milk having 29 point density. As a result, 3,000 litres of milk were rejected on a daily basis by procurement officials of OMFED who refused to accept average quality of milk from the farmers.

The farmers, on the other hand, said the officials should consider the ground realities before implementing the new procurement norm. They urged the officials to resort to the old procurement norm considering the economic condition of a large number of farmers depending on dairy farming.

In a memorandum to OMFED, the farmers reasoned that most of them live in tribal areas and are unable to provide good quality fodder to cattle due to poor financial condition. This is why, milk quality is not high. "It is practically impossible for us to sell only good quality milk under the new procurement norm," they wrote.

Officials said milk procurement from the region has gone down by approximately 3,000 litres per day. "We will stick to the new quality policy of OMFED," said a senior Dairy Development Officer here.

## **VITA milk booths at IOC fuel pumps in Haryana**

A proposal to this effect has been approved by Chief Minister Manohar Lal Khattar

Press Trust of India | Chandigarh April 11, 2016 Last Updated at 17:22 IST

Haryana's dairy cooperative federation will open milk booths under VITA brand at [fuel pumps](#) of Indian Oil Corporation in the state.

[Haryana](#) Dairy Development Cooperative Federation will sign a Memorandum of Understanding with the oil company for opening of [VITA milk](#) booths at viable locations of IOCL petrol pumps in Haryana, said an official spokesman.

***A proposal to this effect has been approved by Chief Minister Manohar Lal Khattar.***



He said as a result of this decision, not only the sale of milk and milk products of VITA would increase, but it would also enable the milk unions to get additional income from sale of every pack of milk and milk products at these outlets.

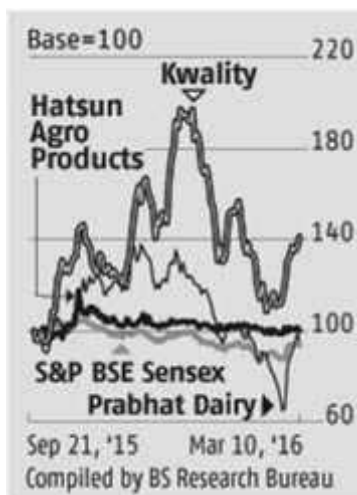
He said possibilities would also be explored to set up booths of VITA in Chandigarh Union Territory as Punjab's Milkfed has for Verka.

This would also generate employment opportunities and enable the people to buy VITA products at different locations.

## Dairy companies: Focus on premium products to boost earnings

Source : [business-standard](http://business-standard.com) Apr 11, 2016

Since the Budget announcement, shares of [Kwality](#) and [Prabhat Dairy](#) have run up 23 per cent and 47 per cent, respectively, compared to the Sensex's six per cent gain. However, Hatsun Agro Products hasn't seen much gains. These stocks cheered the government's allocation of Rs 850 crore to four dairy projects over the next three-five years. The allocation, which comes after a few years, is aimed at shoring up productivity of cows. Since most companies source milk directly from farmers or via vendors, they will benefit on sourcing front.



[Hatsun](#), [Kwality](#) and [Parag Dairy](#) have also stepped up focus on value-added higher-margin [dairy products](#) such as flavoured milk, paneer, curd, ghee, and butter, which will aid their revenue and

margins. Lower penetration of organised firms (only 20 per cent) is another positive. With more and more consumers becoming brand and health conscious, these firms will benefit.

***On business, both Kwality and Prabhat Dairy are focusing on increasing revenues from the retail or B2C (business to consumer) segment, against being largely B2B (business to business) firms historically.***

Kwality, which gets 31 per cent of its domestic revenues from the B2C segment, aims at launching more value-added products for this segment, and is investing Rs 525 crore in setting up a plant for this and growing its milk-procurement infrastructure. Prabhat Dairy is betting highly on the horeca (hotels, restaurants, and catering) segment and launching products such as matka dahi, cheese and shrikhand to drive growth in the B2C segment.

While the focus on B2C is positive, the B2B segment of these companies continues to witness healthy traction. Hatsun, too, is looking to launch premium products and further strengthen its market position in south India. Volatility in raw milk prices and competition are the key downside risks for these companies.

Most analysts are positive on these three companies due to their strong business prospects.

***While they expect returns of 20-22 per cent for Kwality and Hatsun, Prabhat Dairy's trailing 12-month PE (price-earnings ratio) at over 100 times indicates expensive valuations.***

## **Dairy sector to milk Rs 10k-cr investments in 5 years**

Source : [business-standard](http://business-standard.com) Apr 11, 2016

***As the Rs 4 lakh-crore Indian [dairy industry](#) catches the fancy of corporate giants, the sector is estimated to see investments worth Rs 9,000-10,000 crore over the next five years.***

Analysts feel the major share of investments would be for creating infrastructure at farm for collection and storage of milk.

Ashok Sharma, president and chief executive, agri and allied services, Mahindra and Mahindra, which has recently forayed into dairying with its Saboro brand, explained, "The value of dairy industry at the retail level is Rs 4 lakh crore. The share of the organised industry is approximately 30 per cent and is growing at a robust rate of 15 per cent per annum. The value added segment is the major driver of this

growth with around 18-20 per cent growth. Curd, lassi and butter milk are growing at around 18 per cent while the smaller categories like flavoured milk, yoghurt and cheese are growing upwards of 20 per cent per annum.”

This high rate of growth and increasing preference for branded products is what is drawing players like Mahindra and Mahindra. A Crisil ratings report said the share of value-added products in fiscal 2015 is estimated at 43 per cent, up from 35 per cent in fiscal 2010. Rising purchasing power and increasing health consciousness have spurred lifestyle changes in recent years because of which consumers have gravitated towards value-added products, Crisil felt.

Shiva Mudgil, vice-president, senior dairy analyst, food and agribusiness research and advisory at Rabobank, explained, “Increasing organised activity in Indian dairy and direct processor-farmer engagement will entail significant investments in creating capacities for milk procurement, milk handling and product manufacturing. Investments in the dairy business will broadly range between Rs 9,000 crore and Rs 10,000 crore in the next five years.” The major share of the investment will be for creating infrastructure at farm for collection and storage of milk.

Mudgil further added that a bulk of the investments would be made by private dairy companies, but sourcing quality milk could be a challenge.

“This segment will comprise domestic dairy, food-FMCG companies and international dairy companies. For them, sourcing quality milk will be the most critical challenge and this will force them to invest in milk procurement to increase direct farm engagement,” he said.

Analysts thus feel that these companies will also look to expand beyond their regional base. Innovation and technology focus will be important for them to cater to emerging consumer trends, either by developing new products or creating a unique positioning in existing product categories. “This will help them differentiate from the competition in the market with positive impact on the margins,” Mudgil added.

Mahindra, for example, has started with 2,000 farmers and claims that it ensures that the milk collected reaches the processing plant in the shortest possible time.

Sharma said, “We have forayed with liquid poly-pouch milk. We did a lot of market research and understood that the consumer in Indore demands fresh, thick milk.”

The company has thus taken care to differentiate its products from what is already available in the market. The milk is fortified with Vitamin A and D. In Sharma's words, "One of our variants, cream rich, is the thickest milk available in the market with 44 per cent higher cream content than standardised milk. Also, our protein-rich variant is specially fortified with extra protein. Thus, our products stand out in terms of quality and nutritional value."

Mahindra's poly-pack milk will be followed by value-added products like ghee, curd, lassi and butter milk.

FMCG major ITC, on the other hand, has forayed into dairy with Aashirvaad Svasti pure cow ghee. "The ghee was launched in select southern markets and we will look at expanding our footprint across the country. We are taking a regional approach and the ghee is customised to cater to local preferences," explained Sanjiv Puri, executive director, ITC Limited.

ITC has set up a dairy plant in Munger. "As we expand our portfolio and footprint, we will explore the possibility of setting up such facilities," Puri added.

According to the [National Dairy Development Board](#) and Crisil research estimates, India produces around 3.80 million litres per day (LPD) of milk, accounting for a fifth of global output. About 40 per cent of this is retained by producers (farmers) for household consumption. Another 41 per cent share is with the unorganised segment. The remaining 19 per cent is procured, processed and sold through organised dairies.

Given the rising demand for branded products and investments being made by organised sector players, Crisil believes the share of organized segment will increase to about 25 per cent by fiscal 2018. In volume terms, the dairy industry grew four per cent annually in the five years ended fiscal 2015, while the organised sector grew twice as fast.

***The volume of milk processed from the organized [sector](#) is expected to grow 13 per cent annually by FY2018, way ahead of a five per cent annual growth for the industry at large.***

Cooperatives, however, have a strong presence and hold over the Indian dairy market, and can pose a challenge for the growing corporate dairies when it comes to milk procurement.

While the [Gujarat Cooperative Milk Marketing Federation](#) (GCMMF), which markets the Amul brand of dairy products, took its turnover of Rs 8,000-23,000 crore (provisional figure of FY16) just about six years, its procurement too grew by 91 per cent in the last six years. GCMMF would invest Rs 5,000 crore

to set up 10 processing plants that would take its processing capacity to 3.2 million LPD from 2.3 million LPD.

## SWEET DEALS

(Private equity investments in dairy sector)

- 2015: TVS capital funds in Prabhat Dairy
- 2014: Growth Partners in Milk Mantra Dairy Pvt Ltd
- 2013: IFC in Parag Milk Foods Pvt Ltd
- IAF (Rabo PE) and Proparco in Prabhat Dairy
- Aavishkar India in Milk Manra Dairy Pvt Ltd
- 2012: Ambit Pragma in Neo Anurena Tristar
- IDFC and Motilal Oswal in Parag Milk Food Pvt Ltd
- Blackriver Investment (part of Cargil ventures) in Dolda Dairy Ltd
- 2010: Carlyle group in Tirumala Milk Products

Source: CRISIL research, industry, published sources

## ‘Medium-scale farms could emerge as key growth driver in dairy sector’

Published on 09 April 2016 By Prameya News7 (author)

<http://www.prameyanews7.com/>



**PUNE:** Strong growth in India’s organised dairy industry, due to the formalisation of perishable milk products and the growth of value-added dairy products, brought the focus on to raw milk sourcing.

In the coming years, milk procurement could become the single most critical link in the dairy supply chain.

Medium scale dairy farms (with 50 to 300 cattle) could emerge as one of the key growth drivers in the Indian dairy sector, reports Rabobank in its recent report, ‘Emerging Dairy Farm Trends in India’.

The report estimates that to keep pace with the strong growth in branded milk and dairy products, direct milk sourcing will gradually replace agent-based sourcing as a dominant model. This will help them secure consistent supply of superior-quality raw milk.

The share of milk procured from small and marginal farmers will decline; however, this segment will still stay relevant. Currently, 75%-80% of milk is procured from these farmers.

Large-scale-dairy farming (where the cattle herd is less than 1,000) has proved difficult to establish in India due to factors such as land unavailability and paucity of professional labour, among others. Rabobank expects this segment to remain an initiative of a select few.

## Erase 'Ice Cream' word from Kwality Walls advertisements

Apr 9, 2016

### Hindustan Unilever told to erase 'Ice Cream' word from Kwality Walls advertisements

Source : [Economic Times](#)

India's advertising regulator has told consumer goods major Hindustan Unilever to stop mentioning its Kwality Walls brand as 'ice cream' in certain advertisements following a complaint by top ice-cream brand Amul.

Kwality Walls is frozen dessert, which looks and tastes like ice cream but is made with vegetable fat and not milk fat. Hence, under Indian laws, it does not qualify as ice cream. "The consumer complaints council has concluded that the mention of Kwality Walls as an ice cream is misleading," said Alan Collaco, secretary general of Advertising Standards Council of India, the self-regulatory body of advertising industry.



***Kwality Walls is frozen dessert, which looks and tastes like ice cream but is made with vegetable fat and not milk fat***

The advertisements in question are in the form of advertorials, or advertisements designed in the style of editorial matter. HUL published three print advertorials, each featuring a celebrity talking about [Kwality Walls](#) brand, complete with heading, extensive text and photograph. They feature singer Shaan, chef Sanjeev Kapoor and TV actress Smita Bansal along with their families.

An HUL spokesman said the company will replace the word 'ice cream' with 'frozen dessert' in the ads. "We have agreed with ASCI that wherever the word ice-cream appears in the said advertorial, it should be considered as an expression of opinion of the celebrity featured in the advertisement. However, with a view to close the issue amicably, we agreed with ASCI to include the words '[Kwality Walls](#) frozen dessert,'" he said in an email response to ET's query.

***Gujarat Cooperative Milk Marketing Federation, which markets Amul, had complained to ASCI that the mention of Kwality Walls as ice cream was a deliberate attempt to mislead people.***

"The advertorial makes a clear mention to **Kwality Walls** Strawberry Cheesecake being an ice cream when in reality it is a frozen dessert," Nitin Karkare, COO of ad agency Draft FCB Ulka that represents Amul, wrote in a letter to the regulator soon after HUL released the first ad featuring Shaan.

"This is a case of a deliberate attempt at misleading the consumer, considering that the term has been strategically highlighted and hence cannot be a case of oversight," Karkare said. The ice cream-plus-frozen desserts market in India is estimated at about 1,700 crore, with market leader Amul holding about 40% share.

***Other big players include Kwality Walls, Ahmedabad-based Vadilal, NDDB's Mother Dairy and Ravi Jaipuria group's Cream Bell.***



## Dairy sector to milk Rs 10k-cr investments in 5 years

Analysts say the major share of the investments are likely to be for creating farm infrastructure for collection and storage of milk

Sohini Das | Ahmedabad April 9, 2016 Last Updated at 22:23 IST  
<http://www.business-standard.com/>



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As the Rs 4 lakh-crore Indian dairy industry catches the fancy of corporate giants, the sector is estimated to see investments worth Rs 9,000-10,000 crore over the next five years.

Analysts feel the major share of investments would be for creating infrastructure at farm for collection and storage of milk.

Ashok Sharma, president and chief executive, agri and allied services, Mahindra and Mahindra, which has recently forayed into dairying with its Saboro brand, explained, "The value of dairy industry at the retail level is Rs 4 lakh crore. The share of the organised industry is approximately 30 per cent and is growing at a robust rate of 15 per cent per annum. The value added segment is the major driver of this growth with around 18-20 per cent growth. Curd, lassi and butter milk are growing at around 18 per cent while the smaller categories like flavoured milk, yoghurt and cheese are growing upwards of 20 per cent per annum."

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## **The corporate ruled newsrooms in Kashmir**

Apr 9, 2016

### **Killing news: the corporate ruled newsrooms in Kashmir**

Source : [Kashmir Dispatch](#)

Five killed, two injured, three killed, five injured, sometime militants, sometime forces and sometime civilians fill up the numbers. The numbers of death continue to toll up in this Himalayan region. And, this is what you read or even hear about Kashmir from the journalists from the region.

***However, in the region where corporate media houses are nascent, the indictment of a milk major in a food adulteration scam and its coverage in the newspapers clearly shows that news has become a bigger “casualty” these days. Newsrooms are abuzz with the local disgraced firm– Khyber Agro Farms Ltd– found of “poisoning” Kashmir with its adulterated milk.***

Relevant tests have found harmful substances like detergents in the milk that over the past decade had become a popular choice for the masses. But the local media chose to shove the pressing public issue under the rugs. And, understandably so in this age of digital information overload, an outraged people have resorted to social networking sites to express their anger.

While some newspapers had earlier launched a scathing attack on the government for failing to provide safe and hygienic food, without mentioning any company, to the people, the court judgment against a big corporate house for selling contaminated milk didn't make it to the newspapers. Interestingly, many other newspapers have come out to boost about their special supplements about vital public issues, including health.

Importantly, a local court has convicted Khyber Agro Farms for selling substandard, unsafe and misbranded food to the customers across Jammu and Kashmir. Chief Judicial Magistrate in Central Kashmir's Budgam imposed a fine of 900 hundred thousand Indian rupees (\$USD 13637) on the fallen firm and six-month imprisonment to the accused company through its nominated officer.

The directions were passed after sample of toned milk (Khyber brand) collected by Food Safety Officer, Zeenat Ayoub, turned out to be substandard after analysis. However, ironically while this was the news for some handful of outside-Kashmir-based newspapers including,

***The Indian Express, The Tribune among others, the local media, especially some prominent local newspapers including, Greater Kashmir, Rising Kashmir, Kashmir Reader completely ignored the news.***

It wasn't a story for them. Read About Tulips You could read about how many tulips are in bloom at Asia's largest Tulip Garden in Srinagar, you could also read about the number of tourists flocking to [Kashmir](#), you could also read about some or many trivial issues in the mainstream media in the region, but not about a company which was found poisoning Kashmir people by supplying highly contaminated dairy products.

The stories of public importance, including this, were ignored, stalled and killed. "What if local newspapers didn't carry stories of adulteration in Khyber Milk because Khyber's advertisements are important for them than lives of common people," said senior national award-winning photojournalist of China based Xinhua, Javed Dar. "We as responsible citizens and we should launch a campaign against Khyber on social networking sites so that they get exposed and common people get awareness about their packaged poison," he said. Dar immediately took to social networking site, Facebook, sharing his views about Khyber and its malpractices with a hash-tag#ImPoisonImKhyber. The other citizens, following the trend, shared their views on the development and also lashed out at the local media for the complete blackout of the public importance news stories.

"Detergents are added to milk to increase the shelf life and it is a common practice with all milk plants. So why to single out Khyber? Spurious drugs, substandard food items, etc. manufactured/imported to kill people slowly and silently particularly in Kashmir is the outcome of materialistic race devoid of human values," a citizen said. "No difference between Saddam Hussain and Khyber Tramboos.

The former killed Kurds by poisoning them with harmful gases, and the latter are doing same with Kashmir people,” Javaid Trali, who works in ruling People Democratic Party’s media cell, said. “With due respect, most of the newspaper owners and editors, in Kashmir, are businessmen. No matter, we have extremely brilliant and honest reporters here. But, they are helpless.

They can’t help. Businessmen have their own interests to settle. Let Kashmiris die,” he said. He also took on Facebook, to express his anger, #KhyberWarOnKashmiris. Chief Judicial Magistrate, Budgam, Mr Imtiyaz Ahmad Lone directed the Commissioner Food and Safety Act to take immediate steps in ensuring that the company (Khyber Agro) products are closed or taken off from the market unless Referral Laboratory Kolkata declares that the product of the convicted company are safe to consume and products manufactured by the convicted company do not harm the nation as is proved by the medical report submitted by the SK Institute of Medical Sciences in region’s summer capital.

The Magistrate said it is the reason that ratio of cancer patients is increasing in valley and reasons for such diseases as disclosed by various newspapers as well as the medical research conducted by consuming adulterated food. The analysis conducted by a Referral Food Laboratory in Kolkata confirms the samples as substandard. The analysis report shows presence of detergent in the milk and also shows the milk fat lower than the prescribed limit.

According to the report, it also contravenes Food Safety and standards (packaging and labelling) Regulations for not mentioning best before date and symbol of veg. Food on the label. The report submitted shows that the sample is sub-standard and mis-branded under rules.

The court held the company guilty and convicted through its in-charge operations nominated person Mohammad Shafi Ganie and was convicted under sections 51, 52 and 59 of FSS Act -2006 943 of 2006). Under this act fine of rupees 5 lac was imposed for selling sub-standard food, Rs 3 lac for mis-branded item and Rs 1 lakh for selling unsafe food besides six months of imprisonment to the accused company through nominated person. The magistrate in Budgam said this was not the first case where it has come to the surface that the milk product manufactured by the accused company contains detergent urea and other dangerous chemicals not only in milk but other edible products.

***“I feel pained to describe how our society has been subjected to a silent injury by permitting convicted company to earn profits at the cost of lives of the nation. Only God knows how***

*many people might have died by consuming detergents in the Khyber toned milk,” Justice Imtiaz Ahmad Lone said in a court judgement.*

After local newspapers boycotted the news of the tainted company, there was an outcry on social networking sites like, Facebook, Twitter, Integram, among others. The bloggers came out heavily criticizing the company and the role of newspapers editors in blocking the news to the readers. “Khyber pays a good amount of money to local newspapers. Why would they (newspapers, with some exceptions) publish the news story...And my teachers were teaching me about ethics in journalism yesterday,” said a journalism teacher, Ishfaq Ahmad Shah. “It’s time to nail them,” Farhad Naik updated on Facebook.

*“This is not the first time that [Khyber Milk](#) has been found adulterated with dangerous chemicals including detergents and urea.*

But given that the product is manufactured and marketed by a very rich and influential business house – so far the government and its concerned agencies have done precious little to tame the beast. Instead the rules and laws have always been subverted to help the culprits,” he said. He shared the editorial of his newspaper, Kashmir Images, on its second day, which said

*“In this dirty game of “you scratch my back, I scratch yours” which has been going on unabated between the Khyber people and senior government functionaries here, it is the life and health of the ordinary people which had been dangerously compromised and put in sure harm’s way.”*

“Basically there can’t be worse indictment of the official complicity and patronage as far as food adulteration is concerned. Now that the judge has belled the cat, it is time for the government to do its bit. Just because someone is rich and powerful does not mean that he/she/they could play with the lives of the ordinary people and get away with it. Nor does it mean much to grow long beards to feign piety when in reality our actions are evil, mischievous and anti-people!”

The newspaper industry, which is witnessing a downfall elsewhere, is flourishing in Jammu and Kashmir with more and more youngsters coming forward with their new registered titles (newspapers). According to J&K Department of Information, around over 200 newspapers in different languages hit the stands every morning in Srinagar, while as the winter capital, Jammu too has over 200 newspapers coming out daily.

This is in addition to hundreds of 200 weekly newspapers and some one hundred fortnightly and monthly publications. A worker fills milk into a processing machine in a milk plant in Kashmir. “A good newspaper, I suppose, is a nation talking to itself,” Arthur Miller said in 1961. Undoubtedly, Kashmir has produced journalists of repute, who have proved their mettle on the international arena.

While being at their best, newspapers have been holding governments to account. They usually set the news agenda for the rest of the media. But keeping a lid on a vital public importance issues, including food adulteration by this company has raised serious concerns on the ethics of journalism in Kashmir.

Authint Mail, a New Delhi based online portal, broke the story in 2013 about milk contamination by Khyber. During that period also, the local media, especially newspapers didn't carry any news story on the issue. Ironically days after the news broke out, the whistle blower Srinagar Municipal Corporation Health Officer, Dr Shafqat Khan was shunted out from his post and transferred to south Kashmir.

The civic body officer was one of the main officials who had given details about the food adulteration to the media. The government said that it is mulling to close or take off the products of Khyber Agro Farms Company from the market till the Referral Laboratory in Kolkata declares the product (milk) of the company safe for consumption. Secretary Health and Medical Education Dr M.K. Bhandari said that that they have been examining the court judgment and the directions of the court will be implemented in letter and spirit.

“Within a day or two we will initiate action against the accused company. Either we will close the company or its product will be taken off from the market. A decision in this regard will be taken within a day or two,” Bhandari said. He added that government is bound to follow the directions of the court.

## **PFA drive against adulterated milk continues**

April 08, 2016

<http://www.thenews.com.pk/>  
LAHORE

Punjab Food Authority (PFA) continued its drive against adulterated and spurious milk on Thursday.

PFA's officials said field teams checked 124 milk carrying vehicles at various entry points of Lahore out of which adulterated and spurious milk was found in 13 vehicles. The teams confiscated 3,394-litre milk and destroyed it. Samples were sent for a laboratory test. Vehicles carrying spurious milk were taken in custody.

The teams issued improvement notices to Butt Sweet in Mughalpura and Mallow Bakery on Raiwind Road. Meanwhile, team of Nishtar Town sealed godown and manufacturing area of Pehalwan Sweets at Kahna Road. Unhygienic conditions and other violations of food laws were found on the premises, the officials added.

## **Mid-scale dairy farms to be key growth drivers for sector: report**

Source : [Dnaindia](#) Apr 8, 2016

***Medium-scale [dairy farms](#), having around 50 to 300 cattle, will be one of the key growth drivers for the domestic dairy sector while milk procurement is likely to become the critical link in the supply chain, a report said.***

***"In the coming years, milk procurement will become the single-most critical link in the dairy supply chain.***

"As procurement from small and marginal [dairy](#) farmers will increasingly become a challenge for milk processors, the industry will see the emergence of farmer-owned dairy farms, with herd sizes ranging from 50 to 300 cattle," according to a Rabobank report.

This will be more pronounced in some states, including Andhra Pradesh, Punjab, Haryana and Maharashtra, and will happen at a snail's pace in others like Madhya Pradesh, Uttar Pradesh and Bihar.

Even as the share of milk procured from small or marginal farmers will decline, this segment will still stay relevant, the report said.

Direct milk sourcing is increasing in order to improve control over supply, with more capital being invested in connecting directly to the farmers.



This is mainly to set up village collection points and bulk chilling centres, which ensure consistent supply of milk throughout the year, it added.

Currently, private dairy companies procure roughly 65-70% of raw milk from agents, with the rest coming directly from farmers.

About 75-80% of milk in the country now is procured from small and marginal farmers, who own up to two hectares of land and 2-3 cattle, producing a total of around five litres of milk a day.

The farmers use family labour for milking, which is not accounted for in the cost of production, it said.

This is expected to reverse by 2025, with direct farm sourcing contributing 60% or more of the milk procured by these companies.

For many farmers, dairy is still secondary to arable cropping as a source of income.

The share of milk procured from these farmers has been shrinking and it will continue to do so in the coming 10 years to about 50-60% by 2025, the report said.

## **Mother Dairy becomes principal sponsor of Delhi Daredevils**

Source : [business-standard](#) Apr 8, 2016

Food and dairy major Noida-based Mother Dairy Foods and Vegetables has become the principal sponsor of the Indian Premiere League (IPL) Delhi team Delhi Daredevils. The association is a first of its kind for Mother Dairy which is in contract with the IPL team for the 2016 edition.

The FMCG firm is planning activation drives involving farmers, consumers and fans to be rolled out during IPL this year. It is also coming up with consumer engagement programmes at select outlets in the capital.

“This association presents us with a fantastic platform to connect with our consumers and cricket fans. In India, sports is picking up as a genre and connects well especially with the younger age group who are

gradually shifting towards nutritious and healthy lifestyle, hence creating a perfect opportunity for us to bond with today's generation," S Nagarajan, Managing Director, [Mother Dairy](#) said.

GMR Sports backed Delhi Daredevils is mentored by the legendary Rahul Dravid and lead by pacer Zaheer Khan.

## Govt bans sale, production of 'unsafe' Khyber milk, products

<http://www.greaterkashmir.com/>

### ZEHRU NISSA

Srinagar, Publish Date: Apr 7 2016 12:43AM | Updated Date: Apr 7 2016 12:43AM



File Photo

In the wake of orders of a court in central Kashmir's Budgam district, the J&K government Wednesday ordered recall of milk and all milk products manufactured by Khyber Agro Farms and directed that these products should not be supplied till further directions.

The government has issued orders for implementing the judgment of Judicial Magistrate Budgam and ordered Controller Drug and Food Control Organisation to "remove milk and milk products manufactured by Khyber Agro Farms Private Limited 'immediately'."

The Health and Medical Education Department, in its order No HD/Legal/Drug/MR-56/2016 dated 06-04-2016 ordered that no milk or milk product of the company be available for human consumption till these products are declared safe by a referral laboratory in Kolkata.

The court had Monday directed Commissioner Food Safety to ensure that "the convicted company is closed and its products taken off from the market", unless certified to be safe by the food testing lab that had initially issued report that the milk samples of the company tested by it were 'unsafe' for human consumption.

The lab had found detergent in milk samples of the company, a chemical that medical report submitted by SKIMS had stated was carcinogenic in nature.

The government also issued ordered a 'detailed inquiry' into the 'conduct' of Hamidullah Dar, Assistant Controller Food Safety Kashmir and Zahoor Ahmed Beigh, Food Inspector Beerwah and attached the two officers with Deputy Controller DFCO. Irfana Ahmed, Deputy Controller DFCO has been appointed Enquiry Officer and directed to submit the report within 30 days.

The court had taken a serious note of the manner of conduct of the two officers and put on record appreciation for ZeenatAyoub, Food Safety Officer and the complainant of the case.

The DFCO has also been directed to ensure samples of all kinds of milk products by Khyber as well as other companies be sent for testing to Referral Lab Kolkata 'without any delay'.

Commissioner Food Safety, Dr MK Bhandari said that the order is in compliance with the court directions. "We will be taking a daily stock of the situation and progress on the case," he said.

Khyber Agro Farms was on Monday convicted of supplying detergent-laced milk. The court imposed a fine of Rs. 9 lakh on the company.

## 'India heading towards medium-scale dairy farms'

[JNU Distance Education](#) - Operation Management Courses Admissions Closing. Hurry Up. [jnujprdistance.com/Admissions-Open](http://jnujprdistance.com/Admissions-Open)

Updated: April 7, 2016 05:40 IST



LALATENDU MISHRA

[HTTP://WWW.THEHINDU.COM/NEWS](http://WWW.THEHINDU.COM/NEWS)



Milking profits:Medium-scale dairy farms with 50 to 300 cattle will be key growth drivers in Indian dairy—File photo

***Rabobank says milk procurement will become the single most critical link in the dairy supply chain in future***

India's dairy farming sector is headed for significant change, according to Rabobank, a major financier of agri- and dairy-related businesses. This will be, the bank said, due to the increasing demand for high-quality milk from the consumer side, and procurers as well as processors emphasising cost competitiveness from the manufacturing end.

A sector report published by Rabobank said: "Strong growth in India's organised dairy industry, due to formalisation of perishable milk products and the growth of value-added dairy products, has placed the focus on raw milk sourcing. In the coming years, milk procurement will become the single most critical link in the dairy supply chain." The report, 'Emerging Dairy Farm Trends in India', pointed out that "Medium-scale dairy farms with 50 to 300 cattle will be the one of the key growth drivers in Indian dairy."

The report estimates that to keep pace with the strong growth in branded milk and dairy products, direct milk sourcing will gradually replace agent-based sourcing as a dominant model. This will help them secure consistent supply of superior quality raw milk.

"The share of milk procured from small and marginal farmers will decline. However, this segment will still stay relevant," Rabobank said. At present, 75-80 per cent of milk is procured from these farmers. Large dairy farms with cattle herd of over 1,000 have faced issues such as the availability of land and fodder, a paucity of professional workers, and a ban on import of cattle. Rabobank expects this segment to remain with a select few. Therefore, for new dairy entrepreneurs, medium-scale farms are the emerging trend.

"As procurement from small and marginal dairy farmers will increasingly become a challenge for milk processors, the industry will see the emergence of farmer-owned dairy farms, with herd sizes ranging from 50 to 300 cattle," Shiva Mudgil, senior dairy analyst at Rabobank's Food and Agribusiness Research and Advisory told *The Hindu*. "Industry players, including milk processors, along with nutrition, genetics and equipment service providers will start to realise this emerging trend."

## **Dairy farming could help farmers lead better life Dairy Farming in India**

Apr 7, 2016

Source : [Timesofindia.indiatimes](http://Timesofindia.indiatimes)

Dairy farming could help farmers lead a better life at a time when some of them are committing suicide due to financial crisis, State Minister for Animal Husbandry and Sericulture, A Manju said here today.

***Speaking after inaugurating the new Nandini flexi pack milk at Karnataka Milk Federation dairy premises at nearby Kulshekar, he said it was the responsibility of the government to support Dairy Farming in India.***

He urged the people to buy Nandini milk products made from pure cow's milk and free from adulteration.

"The state government is providing milk to consumers at a lesser price as compared to other states, the minister said. The government had increased the price of Nandini milk by Rs four, of which Rs three would go to the farmers.

The animal husbandry department provides subsidy to farmers for [Dairy Farming in India](#).

***The Siddaramaiah government had given Rs 900 crore to support [dairy farming](#) in the entire state, he said.***

Dharmasthala Dharmadhikari Veerendra Heggade, who inaugurated the new production unit and cold storage of Dakshina Kannada Cooperative Milk Producers' Union, was felicitated on the occasion by Dakshina Kannada Cooperative Milk Producers Union.

The minister requested Veerendra Heggade to become the brand ambassador of KMF Nandini Milk and its products.

Dakshina Kannada district in-charge minister Ramanath Rai released Nandini flexi pack milk and state minister Abhayachandra Jain released 500 ml butter milk packets.

Health minister U T Khader, Nalin Kumar Kateel MP, J R Lobo MLA, Mohiuddin Bava MLA and KMF president P Nagaraj were among those present. MVG APR

## Dairy farms seen growing bigger: Rabobank

Source : [thehindubusinessline](http://thehindubusinessline.com) Apr 7, 2016



Dairy farms seen growing bigger

Rabobank expects sourcing of milk from dairy farmers is going to be the key challenge for processors in the coming days. Milk processors are strengthening their ties with farmers and encouraging them to grow their farm size to 50-300 cattle from the current level of 30-50 cattle.

With the strong growth in branded milk and dairy products, direct milk sourcing will gradually replace the agent-based sourcing and this will help them secure consistent supply of superior quality raw milk, said Rabobank's recent report on Emerging [Dairy Farm](#) Trends in India.

Though share of milk procured from small and marginal farmers will decline, this segment will still stay relevant as currently 75-80 per cent of milk is procured from these farmers.

Large-scale-dairy farming with over 1,000 cattle has proved difficult to establish due to factors such as land availability, paucity of professional labor, fodder availability, ban on import of cattle, it said. Shiva Mudgil, Senior Dairy Analyst, Rabobank's Food and Agribusiness Research, said procurement from small and marginal dairy farmers would increasingly become a challenge for milk processors and the industry will see the emergence of farmer owned dairy farms with herd sizes ranging from 50-300 cattle.

Rabobank believes that this farming trend will be driven by existing farmers upgrading to medium scale and fresh investment from private equity investors who will help the farmers in getting modern services and technologies to manage dairy farms efficiently.

## **'India heading towards medium-scale dairy farms'**

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## After 60 Years, India Will Change Its Milk Quality Standards To Fight Adulteration



Kunal Anand

April 7, 2016 <http://www.indiatimes.com/>

**After 60 years, India will establish new national milk safety standards to standardise benchmarks for determining adulteration. India currently follows guidelines set in 1954, which only recognise milk as "milk from cow, sheep, buffalo and goat".**



[livemint.com](http://livemint.com)

However, the rise of camel, yak milk, hybrid cattle, as well as incorporate flavoured and fortified milk has created a "need to revisit old standards to ensure people eat and drink quality food," Pawan Agarwal, CEO, Food Safety and Standards Authority of India, the country's food-safety regulator told [Hindustan Times](http://Hindustan Times).

[Today Morning, You Probably Drank Detergent, Caustic Soda, Paint and Oil With Your Daily Glass Of Milk](#)

Almost 70% of milk sold in India is "adulterated", because it doesn't confirm to fat and solid non-fat (SNF) content standards, especially with regard to vitamins and minerals. These standards vary from state to state.



via Thehindu



An FSSAI official said that: “Milk with water added is considered adulterated. It may be non-conforming to set standards but is essentially not unsafe to drink”. However, it lowers the percentage of fat, vitamins and minerals. Which is why the FSSAI seeks to create uniformity in the standards of milk imported from different states “We have adopted a three-pronged strategy, in which setting new standards is one component. The other two being commissioning a national-level survey to measure the quality of milk India is drinking and identify problem areas,” Agarwal said.

“We now have hybrid cattle and the quality of milk is changing naturally across country, which is why we need to revisit old standards,” the FSSAI official said. “Why should someone be persecuted if his or her cow or buffalo is producing milk with lower fat content than the permissible limit?” “Since camel milk is traded in some states, we have proposed 3% fat content and 6.5% SNF for camel milk. Yak milk is also being considered, though we are yet to set the criterion for it,” he said.

## **Danone India to invest Rs 150 crore to expand business**

Source : [Economicstimes.indiatimes.com](http://Economicstimes.indiatimes.com) Apr 6, 2016

CHANDIGARH: Food company Danone India will invest Rs 150 crore to expand its manufacturing facility at Lalru towm, about 35 km from here, in Punjab.

Elaborating on the plan, the company will set up a spray dryer unit at Lalru to manufacture global range of infant nutrition products, MD of Danone India Laurent Marcel in a statement today.

“India is a strategic market for us with immense potential in value added dairy, infant nutrition as well as medical nutrition. Over the last ..

Over the last five years, Danone has made significant investments in India to develop an innovative and quality driven product portfolio,” he said.

For Danone, ‘Make in India’ does not means to only manufacture in India, but to also innovate in India to develop best in class nutrition products tailored for the Indian market, the MD said.

***In last 3 years, [Danone](#) has initiated a programme called ‘Academilk’ under which more than 5,000 farmers have been trained on milk quality, he said.***

“New bulk milk coolers have been introduced to improve direct linkage with farmers in Punjab for procuring high quality milk.

“Apart from infrastructure support, continuous farmer education programmes are also carried out to ensure superior milk with better microbiological standards and control on antibiotics,” the company said. In India, [Danone](#) operates in dairy and Life nutrition segments. **Danone** Dairy has UHT and fresh dairy products such as mishtidoi, chaas, lassi, dahi, flavoured yoghurts and smoothies.

Danone’s life nutrition business (Nutricia), offers products for pregnant mothers, infants, young children as well as adults, under brands like Farex, Protinex, Dexolac and Nusobee, company release said.

## **Detergent in milk, J&K court fines company Rs 9 lakh**

*The Judicial Magistrate also sentenced the convicted company's head of operations to six months imprisonment for violating various sections of Food Safety and Standards Act, 2006.*

<http://indianexpress.com/article>

Written by Sofi Ahsan | Srinagar | Updated: April 5, 2016 9:11 pm

A J&K court on Monday fined Valley’s top milk manufacturing brand with Rs 9 lakh after the milk produced was found to be adulterated with detergent and blamed the company for the increased number of cancer patients in the Valley.

A lower court in central [Kashmir](#)’s Budgam district held – Khyber Agro Farms Private Limited guilty of selling sub-stranded, mis-branded and unsafe milk and asked the Commissioner of Food Safety to shut the company operation or to take its products off the market.

The Judicial Magistrate also sentenced the convicted company’s head of operations to six months imprisonment for violating various sections of Food Safety and Standards Act, 2006.

The court also criticised the Food Analyst for not discharging his duties and ordered his removal.

“Either Hamidullah Dar (Food Analyst Kashmir) is incapable to conduct the test and discharge his duties to the expectations of his assignment and job. Or he is dishonest to his job,” the court remarked in the judgment.

The court in its judgment said the officer Dar had time and again been given clean chit in favour of the accused company and it had forced Drugs & Food Control Organization to forward the samples to Referral Laboratory Kolkata for re-analysis. While the Food Analyst of the Kashmir Province in its report

in 2013 had declared the milk product safe for consumption, the same sample was found “sub-standard, un-safe and mis-branded” by a Kolkata laboratory.

“Person like Mr. Hamidullah Dar is more dangerous than a fatal disease like cancer for the entire nation and [his] incapacity or compromise with the nature of the job like Food Analyst Kashmir cannot be accepted by any standards of expectations where lives of the citizens are involved,” the court said.

The Judicial Magistrate in his judgment noted similar instances earlier and said that the milk manufactured by Khyber contains “detergent, urea and other dangerous chemicals not only in milk but other edible products.”

“The accused company is facing similar cases before various courts, therefore, the presumption of innocence in favour of the accused company is ruled out,” the judge said.

The court also directed the Station House Officer to collect the samples of all other products like milk, ghee, curd and cheese manufactured by the company and asked to send them to a referral laboratory in Kolkata for analysis.

## **Creambell forays into the Gujarat market**

Apr 5, 2016

***Ice cream brand [Creambell](#) which has a presence in northern, central and southern regions of the country on Wednesday announced its entry into the Gujarat market.***

Source : [EconomicTimes](#)

The [ice-cream](#) market in India is estimated at Rs 3,500 core and Gujarat is the largest market. Speaking about the development, Nitin Arora, CEO, Creambell said, “We will be focusing over the next five years to build a strong presence in Gujarat In the first phase, our focus would be on Ahmadabad, the key Ice cream market of Gujarat. Next year onward, we hope to expand our presence to Baroda, Rajkot and Surat and then rest of Gujarat.”

Creambell is expanding its footprint across the country. In a short span of 12 years, Creambell has notched up a 15% market share and emerged as one of the top 5 leading brands in the highly competitive ice cream segment in the country. This success is primarily driven on the back of a holistic approach adopted by the Company in pursuit of its endeavor to delight the consumer with its product offerings, time after time.

“We are aiming for an increased overall market share of 18% and for this the company has earmarked investments of Rs. 275 cores over the next 3 years in capacity expansion, research and development and market activation’s”, added Mr. Arora.

Creambell is also expanding beyond India, aiming for growing international presence. With major interests in the Africa dairy market, Creambell is introducing its [ice cream brand](#) in the continent gradually in countries like Uganda, Kenya, Zambia and Tanzania.

Creambell currently has a presence in over 70% of the overall ice cream retail segment and over 10,000 push carts across India in areas of presence. Cream-bell has wholly owned three state-of-the-art production facilities (Baddi, Kosi & Goa) Among the top 5 ice cream brands in the country, Creambell is well known for coming up with innovative products. It has to its credit several firsts in the Indian ice cream market and is a market leader in many segments such as ice cream cakes and desserts. Creambell is also known for its unique packaging of products.

## **Patanjali to set up 4 more plants in 2 years**

Source : [Times Of India](#), Apr 5, 2016

HARIDWAR: If the breakneck speed at which Patanjali Ayurved is growing is not enough of a bad news for established FMCG companies in the country, there is more in the pipeline. Baba Ramdev’s company is on course to set up four more manufacturing units across India within the next couple of years, giving every FMCG company in the country a run for their money.

In addition, it is also setting up a dairy facility for cow milk in Ahmednagar in Maharashtra to mark its foray into packaged milk. “We are in talks to set up a plant in Maharashtra. We are also in talks to set up units in Madhya Pradesh and Punjab. We are also planning (a manufacturing unit) in Andhra Pradesh,” said Acharya Balkrishna, MD, [Patanjali Ayurved](#). Speaking in chaste Hindi for over an hour and a half, the founder-director of Patanjali Ayurved discussed the company’s growth plans in detail with TOI.

The company has earmarked Rs 1,000 crore for its expansion projects in the next financial year. The funds, which will be used for the new units, are a mix of internal accruals and bank loans from SBI and Punjab National Bank. Patanjali Ayurved has already ordered machineries and is in the process of buying land in these states. During the ‘Make In India’ week in February, the company signed an agreement with Maharashtra to set up a unit in the state.

Patanjali Ayurved is expanding into these states so that it can easily source its raw materials. “In Maharashtra, we are particularly interested because Vidarbha and Marathwada are in our sights. We can source raw materials from the farmers directly,” Balkrishna said.

## **Food Safety Dept gears up to check milk adulteration**

<http://www.tribuneindia.com/news>

Charu Chhibber

Tribune News Service

**Chandigarh, April 5**

To tighten the noose around dairy farmers and vendors indulging in the adulteration of milk, the Department of Food Safety and Standards, Chandigarh, is all set to start the surveillance of the milk samples sent to Chandigarh from the surrounding areas. A consolidated report regarding it, along with the specified areas delivering the lowest quality or adulterated milk, will be sent to the Union Government.

For the purpose, the department will make the use of the advanced electronic milk adulteration tester (EMAT) received from the Union Government. The EMAT can test fat, protein content, SNF (solid not fat), water content, presence of glucose and electrodes in milk.

“The department has received the EMAT, costing Rs 3 lakh, as a gift for Chandigarh after it stood first in food safety awareness among states,” said Sukhwinder Singh, designated officer, Department of Food Safety and Standards, Chandigarh.

“We intend to utilise the machine to create awareness about milk safety. The idea is not to punish or snub each defaulter but to create so much awareness among the general public that the defaulters are pushed out of the market thereby forced to provide quality milk,” he added.

Singh said the Union Government will send officials to conduct trials of the machine. “Only after that it will be decided as to where the machine should be installed,” he said.

Significantly, the machine installed in the newly launched mobile food testing laboratory checks adulteration but the EDMAT will take the tests a notch higher with its advanced testing features.

“This initiative is part of our initiative to sensitise the public about adulteration. It will also act as warning for the suppliers and ensure that the product supplied by them confirms to the food safety standards,” Singh said.

He further said the samples that failed the test would be sent for further examination in food testing laboratories for confirmation.

Posted at: Apr 5, 2016, 2:10 AM; last updated: Apr 5, 2016, 2:10 AM (IST)

## **Milk samples pass mobile lab test**

<http://www.tribuneindia.com/>

**A Correspondent**

**Chandigarh, April 4**

The mobile food testing laboratory started its operations from the Civil Hospital, Sector 22, here today. The lab was launched last week.

In all, six samples of milk, brought by residents of nearby areas, were tested. However, no signs of adulteration were found. The results of the tests were made available to the residents within 20 minutes.

The mobile testing team comprised two lab technicians and a lab attendant.

“Most people want to get milk tested as it is the most commonly used commodity in households and often found to be adulterated,” said a lab technician, Jasbir Kaur.

Jasbir Kaur said in case the food was found adulterated, strict action would be taken against the suppliers of the product with the consent of the buyer.

The van will visit different civil dispensaries and hospitals in the city from Monday to Friday.

The mobile laboratory can be used for checking adulteration in food for just Rs 30. Several products such as milk, desi ghee, paneer, khoya, pulses, spices, heeng, sella rice, jaggery and edible mustard oil can be tested.

## Are you interested in starting a dairy farming business?

Source : [My Top Business Ideas](#) Apr 4, 2016

Do you want to venture into livestock farming? Are you a retiree and you are looking for the best business to start with your retirement funds? Then i advice you read on.

You don't necessarily need to have love for animals especially cows before recognizing their money-making capabilities. Most people are aware of the business of rearing cows for meat but they tend to forget that you can begin a dairy farm business.

In this case, you will be breeding cows for their milk and make quite a lot of money from milking cows and selling them off to big dairy companies, or even sell the product off as your own products if you can afford to buy the processing equipment. If you are interested in learning the pros and cons of how to go about starting a successful dairy farm business, then read on.

### How to Start a [Dairy](#) Farming Business – Sample Business Plan

#### 1. You need experience in this business

Bear in mind that you will be dealing cows in this business and it is quite risky as the cows can get aggressive without warning. So you need to be experienced in handling cows and understanding their mood. In order to acquire such knowledge and experience in the business, it is advisable that you work for a dairy farmer before you consider starting your own farm.

Many [dairy farmers](#) were brought up on dairy farming while some others inherited it from their parents and branched out on their own. If you were not born into it but rather you just want to give the business a trial, you will need to get your hands dirty and work on a farm before starting yours.

This is because the only way you will know if you truly enjoy dairy farming is from personally engaging yourself in it and secondly, the experience you gain while working as an employee in a dairy farm will help you in building your own business.

## **2. Start with the best breeds**

To start on a positive note, you should begin with 45 to 50 of the best cow breeds you can purchase. You can also reduce debt by renting land and buying used equipment; you can think of upgrading your business technology later. Never begin with poor producing cows because if you begin with poor-producing cows, you will always be struggling to rebuild your herd and you might never be able to catch up.

## **3. Keep cost as low as possible**

As a beginner, you have to try your possible best to keep cost at its lowest minimum. For example, you can make use of family labor. Talk to the people around you to help you work the farm, if you can. This is because the fewer people on the payroll at first, the better. Try and keep costs as low as possible.

## **4. Connect with other [dairy farmers](#)**

Of course you know that you are not the only dairy farming business owner in the area. If you are, then you have to go it all alone. but if you are not, then you have to connect with other farmers. Locate other dairy farmer with whom you can swap tips, share ideas, share equipment and grazing pastures.

## **5. Acquire more knowledge about dairy farming and the industry at large**

In business, knowledge is power and the application of knowledge is tremendous power. As a dairy farming entrepreneur, your cup must never be full. You must continually keep learning how to improve your business efficiency, technological improvements and industry development.

You can also consider acquiring a little formal education on the business. Look for a university with agriculture department because most universities with agriculture departments have dairy specialists on their faculties. You can learn a lot from their research works.



## **11 Challenges of Starting a Dairy Farming Business**

1. It is capital intensive
2. It is labor or management intensive
3. Outbreak of diseases
4. You need intensive and extensive knowledge of the business
5. The problem of quality of the milk produced
6. It is difficult to start a dairy business in an urban area or city because of the high cost of land.
7. The maturity period for the cows to start producing milk takes time thus leading to tight profit margin
8. Marketing your milk or dairy products is quite a challenge because your products are likely produced in the rural areas and the dairy processing companies are located in the urban areas.
9. Maintaining high production efficiency
10. Difficulty in increasing scale of operation
11. Weather or climatic conditions

## **‘Dairy farming VITA milk booths’**

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<http://www.thehindu.com/> Updated: April 4, 2016 05:49 IST

As part of the State government’s mission to achieve double-digit growth in GSDP, dairy farming is to be promoted on a large scale.

Annual milk production in the State is worth Rs. 34,000 crore which is much more than paddy in the Gross State Domestic Product.

The sector’s contribution can be hiked with minor interventions, Director Animal Husbandry V. Somasekhar said after officially inaugurating the building of the District Livestock Development Association along with AP Livestock Development Agency Chairman Y.V. Ramamohan Rao (Dorababu) here on Sunday.

## Amul reports 11% growth in FY16, turnover Rs 23,000 crore

Source : [Indianexpress](#) Apr 4, 2016

***The 17 member unions of GCMMF with farmer member strength of more than 36 lakh across 18600 villages of Gujarat are procuring on an average 180 lakh litres of milk per day.***

The Gujarat Cooperative Milk Marketing Federation (**GCMMF**) that sells Amul brand of milk and dairy products across the country has crossed a sales turnover of Rs 23,000 crore for the just ended financial year 2015-16. It clocked a 11 per cent growth compared to the previous fiscal when the turnover stood at Rs 20,733 crore.

Announcing the provisional figures Friday, RS Sodhi, the MD of [GCMMF](#) said, “Our turnover has been growing over 20 per cent since the last six years due to higher milk procurement, continuous expansion in terms of adding new markets, launching of new products and adding new milk processing capacities across India.”

“This year our rate of growth is on a lower side because we have not increased the prices of any [milk products](#) since the last 20-22 months. Though we had increased the prices of milk slightly in May last year in Gujarat, the prices of milk in Delhi, Mumbai and Kolkata have not been increased since 2014. In fact we are reduced the prices of some of products like buttermilk and curd,” Sodhi said.

“[Amul](#) plans to enhance its milk processing capacity from current 281 lakh litres per day to 380 lakh litres in next five years,” he said. The 17 member unions of GCMMF with farmer member strength of more than 36 lakh across 18600 villages of Gujarat are procuring on an average 180 lakh litres of milk per day. “Milk procurement of GCMMF has increased from 90 lakh litres per day in 2009-10 to 180 lakh litres per day. No state has seen such a growth,” Sodhi added.

## Resurgence of a White Revolution

By Siddhanta Mishra

Published: 02nd April 2016 10:00 PM

Last Updated: 02nd April 2016 10:03 AM



From left: Sukhwinder, Navani, Earl, Lewis and Tushir at Binsar Farms. | Shekhar Yadav

Amid reports of adulterated milk flooding the market, three computer engineers are providing fresh, unblended cow milk from their dairy farm to around 2,000 families in Delhi and adjoining areas.

Run by Pankaj Navani, Sukhwinder and Deepak Raj Tushir, the 10-acre Binsar Farms in Janti Khurd village in Haryana's Sonapat district, had a "dedication ceremony" on February 26.

**BOTTLED UP**

- A litre of the milk costs ₹65
- It is supplied to Rohini, Dwarka, Patparganj, Noida, Indirapuram and Vasundhara daily from Sonapat
- Binsar Farms has 300 mix-breed cows
- A smart-phone app will soon facilitate delivery of milk

A photograph of a glass bottle of milk and a glass of milk. The bottle has a label that reads "BINSA FARM'S" and "1 Litre". The glass is filled with milk.

The idea of the dairy farm came in 2009 when the three visited Navani's ancestral home in Uttarakhand. "When we asked two farmers in the village if they needed any help, they told us we were guests for a few days and should go back to our IT jobs as we can never understand their problems. That triggered all of us to get into farming," says Navani, 41, who worked for 16 years in the IT sector. He was then working with Dell in Bengaluru.

Tushir, 35, who comes from a farming family and owns the farm land, left his job at Wipro in 2009 to set it up. Earlier, he was engaged in IT projects for the State Bank of India and Airport Authority of India.

They started Binsar Farms with an investment of Rs 8 crore. Today, they have 300 mix-breed cows and 28 employees. The milk is sent to a cooling plant for storage, from where it is transferred to glass bottles. The bottled milk is then sent to the National Capital Region—Rohini, Dwarka, Patparganj, Noida, Indirapuram and Vasundhara. A litre of the milk costs Rs 65, higher than the usual packaged milk. It takes eight hours to transport it to the National Capital Region each morning.

“Our revenue is Rs.25 lakh per month. A lot of our money was spent in learning, but since the last two quarters, things have been positive,” says 36-year-old Sukhwinder, who still works in an MNC but dedicates his major time at the farm.

The trio is planning to come with a smartphone app for providing milk at doorsteps. The marketing is done through word of mouth. They are advised by Earl S Rattray, one of the founder-directors of Fonterra, New Zealand’s largest milk cooperative. “India’s dairy sector is one of the world’s heavyweights, along with the EU, the US and New Zealand, but it will always be adapting and evolving to stay vibrant and relevant,” Rattray says. His son Lewis is involved with the venture as the architect and designer of the farm.

## **Schemes of Department of Animal Husbandry, Dairying and Fisheries.**

Source : [Indiamicrofinance](#) Apr 3, 2016

**The Government of India operates the following subsidy, grant & aid schemes under the Department of Animal Husbandry, Dairying and Fisheries.**

### **ANIMAL HUSBANDRY**

1. Livestock Health
2. National Project for Cattle and Buffalo Breeding
3. Assistance to State Poultry/Duck Farms
4. Assistance for Modernization of Slaughter Houses and Carcass utilization plants
5. Assistance to States for Feed and Fodder Development
6. Conservation of Threatened Breeds of Small Ruminants, Rabbits, Pigs, Pack Animals and Equines
7. Livestock Insurance

- **Central Sector Schemes**

1. Livestock Census
2. Integrated Sample Survey Scheme for Estimation of Major Livestock Products
3. Directorate of Animal Health (National Programme for Prevention of Animal Diseases)
4. Central Cattle Breeding Farms
5. Central Minikit Testing Programme on Fodder Crops
6. Central Poultry Development Organization
7. Regional Stations For Forage Production & Demonstration
8. Central Herd Registration Scheme
9. Central Sheep Breeding Farm, Hissar Haryana
10. Central Fodder Seed Production Farm, Hesserghatta (Bangalore)
11. Central Frozen Semen Production & Training Institute

### **Dairy Development**

- **Centrally Sponsored Schemes**

1. Intensive Dairy Development Project (IDDP)
2. Strengthening infrastructure for quality & clean milk production

- **Central Sector**

1. Assistance to Cooperatives Dairy/Poultry venture capital funds
2. Milk and Milk product Order' 1992

### **FISHERIES**

- **Centrally Sponsored Schemes**

1. Development of Inland Fisheries and Aquaculture
2. Development of Marine Fisheries, Infrastructure and Post Harvest Operation
3. Welfare of Fishermen
4. Fisheries Training and Extension
5. Strengthening of Database and Information Networking for the Fisheries Sector

To apply for the above schemes and submit your project proposal requesting grants, aid or subsidy visit the link below : <http://dahd.nic.in>

[Animal Husbandry Schemes – Grant & Subsidy](#)

[Dairy Development Schemes – Grant & Subsidy](#)

[Fisheries Development Schemes – Aid & Subsidy](#)

## **Maker of Amul brand records turnover of 11% to Rs 23,000 crore in FY16**

Sat, 2 Apr 2016-01:14pm , Gandhinagar , PTI

<http://www.dnaindia.com/>

*The company named Gujarat Cooperative Milk Marketing Federation (GCMMF), which sells dairy products under Amul brand, had reported a turnover of Rs 20,733 crore in the 2014-15 fiscal.*

Gujarat Cooperative Milk Marketing Federation (GCMMF), which sells dairy products under the Amul brand, said its provisional turnover grew by 11% to Rs 23,005 crore in the just concluded fiscal.

The company had reported a turnover of Rs 20,733 crore in the 2014-15 fiscal.

"In spite of not increasing the prices of milk last year, we have achieved an increase in turnover by 11% which stands at Rs 23,005 crore this financial year in comparison to Rs 20,733 crore in the previous corresponding period," said R S Sodhi, Managing Director of GCMMF.

Sodhi further said the provisional unduplicated group turnover of member unions of Amul Group has crossed Rs 33,000 crore which is also higher by 14% compared with the last financial year.

This figure comes by adding up the turnover of some dairy union members who are part of the Amul Group but not part of GCMMF like Sumul dairy of Surat, Sodhi added.

"GCMMF has been achieving a value growth of more than 20% since last six years, but this time, it has clocked a growth of 11% as we have not increased the prices of milk products. The entire sales turnover growth has come because of volume," he added.

Turnover of GCMMF has increased by 187% during the last six years. GCMMF's milk procurement for the year 2015-16 stands at 186 lakh litre per day as against 148.50 lakh litre per day during last fiscal.

"Based on estimated growth in market demand for Amul products and our future marketing efforts, we anticipate at least 20% compounded annual growth rate (CAGR) growth in business of GCMMF during next five years," GCMMF Chairman Jethabhai Patel said.

Patel further said Amul is planning to enhance its milk processing capacity to 380 lakh litre per day in the next five years from the current level of 281 lakh litre per day.

Sodhi ruled out a decrease in the prices of milk this summer by GCMMF and said there is no chance of it as the cost of fodder, labour and upkeep of milk producing animals have increased.

## **MP lays foundation stone of dairy, ice cream plant**

Apr 2, 2016

Source:[tribuneindia.com](http://tribuneindia.com)

Union Minister for Food Processing Harsimrat Kaur Badal laid the foundation stone of modern dairy and ice cream unit at the Verka Milk Plant in Bathinda.

Giving information in this regard here today, the chairman of Milkfed, Amarjit Singh Sidhu said the new plant was being constructed at a cost of Rs 30 crore and it would be ready by November 2016.

Congratulating the milk producers at the event, the Union Minister announced that the Centre government would provide all possible help for the project.

She said the setting up of the plant would not only provide people with premium quality of ice cream but would also fetch handsome milk price to the dairy owners.



**Verka milk products**

The chairman said the present capacity of the plant was 1 lakh litre per day, which was being augmented to 2 lakh litre per day. Besides, 250 auto-milk collection centres will be put up in villages, wherein the milk producers will get result of milk testing on the spot, it will bring transparency to the system and all the cooperative societies will be linked together through internet.

In order to maintain the right quality of milk, 16 bulk milk cooling centres are being installed in cooperative societies so that the milk procured is cooled as soon as possible. Besides, 78 buildings are also being constructed for cooperative societies.

The chairman also formally launched 'jeera raita' and 'shahi dahi' products of the Milkfed.

CPS Sarup Chand Singla, Deputy Commissioner Dr Basant Garg and many senior officials of different departments were present on the occasion.

## **Amul launches pouch milk in Gandhinagar**

Apr 2, 2016

Source: [deshgujarat.com](http://deshgujarat.com)

Gujarat Co-operation Milk Marketing Federation (GCMMF), the leading producer of milk & milk products under the name of Amul Brand, announced the launch of Amul Milk in Gandhinagar. The affiliated member milk unions of GCMMF Ltd, in the year 2006, had decided to adopt umbrella branding of Amul for marketing pouch milk & fresh dairy products in local market within their district. Currently more than 120 lakh litres per day (LLPD) of pouch milk is sold under Amul brand across India.

Gandhinagar District Co-operative Milk Producers Union Ltd. (GDCMPU) has also decided to adopt Amul brand for marketing pouch milk & other fresh products in the district with effect from 01-Apr-2016.



The marketing of milk & entire fresh product range has been entrusted by the milk union to GCMMF which will gain synergy in marketing in the twin cities of Ahmedabad & Gandhinagar.

Currently GDCMPU is selling pouch milk, dahi & butter milk under Madhur brand through its distribution network in Gandhinagar district. The sale of pouch milk under the brand name 'Madhur' is approx. 1.0LLPD and it has almost 98% market share in Gandhinagar city.

Sh. Jethabhai Patel, Chairman, GCMMF said, "We have identified Gandhinagar as an opportune market for our Fresh Product offerings. We would be selling pouch milk and entire range of fresh products to the 6 lac consumers of Gandhinagar district who are brand conscious and are willing to associate themselves with the strong brand name of Amul. We would be offering our best quality fresh products at affordable prices to consumers in Gandhinagar. Amul is looking to garner a dominant market share in Gandhinagar milk market."



**RS Sodhi, Amul's MD**

The existing pouch milk variants Gold, Shakti, Taaza, T-special & Cow milk along with two more new milk variants namely Amul Diamond & Amul Slim n Trim will be made available to milk consumers of Gandhinagar. Besides butter milk and dahi, GCMMF Ltd. will also introduce a range of other probiotic products like Probiotic Lassi, flavoured yoghurt (Flaavyo) & fresh paneer.

The milk parlours run by Madhur dairy will now be converted to Amul Parlours by complete revamping of design and will now provide complete range of Amul products to local consumers.

The proposed arrangement will benefit 43000 members of 116 village co-operative milk producing societies of GDCMPU Ltd. and the consumers of Gandhinagar district due to availability of a reputed Amul brand with more range of product offerings.

The sale price of pouch milk & other fresh products under Amul brand will remain unchanged. The per liter sale price of Diamond milk will be Rs. 50/-, Gold milk Rs. 48/-, Shakti milk Rs. 44/-, Taaza milk Rs. 36/- & Slim N Trim milk 270 ml pack Rs 10/-. The sale price of Amul pouch Butter milk will be Rs. 20 for 1 lt pack and Rs. 10 for 500 ml pack. The sale price of Mastidahi in 200g pouch is Rs. 13/-, 400g pouch is 25/- & 1 kg pouch pack is Rs. 50/-. The sale price of Mastidahi in cup packs is 100g Rs. 10/-, 200g Rs. 20/- & 400g Rs. 36/-. The sale price of fresh paneer 200 g pack is Rs. 57/- and 1 kg pack is Rs. 270/-. The sale price of probiotic butter milk 1 liter bottle is Rs. 45/-.

## **Odisha Records 22 Per Cent Growth in Milk Output**

Apr 1, 2016

Source: [newindianexpress.com](http://newindianexpress.com)

Its milk procurement pegging at 19.25 crore kg, the State Government has recorded a whopping 22 per cent growth during the financial year 2015-16.

The per day average milk procurement during 2014-15, which was around 4.44 lakh kg, went up to 5.23 lakh kg during 2015-16, according to Fisheries and Animal Resources Development Department.

This was possible due to a rise in overall milk production in the State. From 1,784,000 tonne during 2013-14, total production rose to 1,903,000 tonne in 2014-15, approximately by six per cent.

Commissioner-cum-Secretary Bishnupada Sethi presented the facts at a review meeting chaired by Chief Secretary AP Padhi who directed that all veterinary services must reach the livestock farmers of the State. The Department has to proactively provide such services including appropriate animal feeding knowledge, he said.

The Department has been aggressively carrying out artificial insemination as well as infertility camps across the State. During 2015-16, 15 lakh artificial insemination was conducted which Sethi said, was more than the target. Similarly, around 10 lakh frozen semen doses are likely to be produced by end of this year. About 628 infertility camps have been organised by the Department too.

Sethi also informed the meeting that there has been no epidemic during the last three years as animal diseases have been controlled to a large extent. The Department has also made functional 27 district and three regional laboratories to provide expert services on animal rearing and care. That apart, around 1,456 diary co-operative societies have also been provided with artificial insemination facilities.



### Records

Prof of Odisha University of Agriculture and Technology Susant Das told the meeting that Odisha has been the first State to register cattle and buffalo species with National Bureau of Animal Genetic Resource (NBAGR). So far, Khariar, Ghumusari, Motou, Binjharpuri species and two buffalo species, Kalahandi and Chilika, have been registered with the agency because of their unique indigenous genetic character.

The committee also discussed the Bovine Breeding Policy which has identified establishment of embryo transfer technology laboratory, national bovine genomic centre, sex-sorted semen production technology and early pregnancy diagnosis as prioritised areas. An action plan of ₹32.36 crore for 2016-17 was discussed and approved in the meeting.

## India Seeks New Zealand's Cooperation for Dairy Industry

Apr 1, 2016

Source: [newindianexpress.com](http://newindianexpress.com)

Prime Minister Narendra Modi on Thursday sought New Zealand's cooperation in the dairy industry during a bilateral meeting with his New Zealand counterpart John Key here.

"The prime minister talked about our interest in having dairy technology from New Zealand," external affairs ministry spokesman Vikas Swarup said at a media briefing here.

Modi's meeting with Key was held on the sidelines of the fourth and final edition of the biennial Nuclear Security Summit, the first of which was held in 2010.

"As you know, New Zealand is one of the world leaders in food processing. Prime minister said that India is one of the world's largest producers of milk," Swarup said.

Modi said that when it came to processing milk, India was not too good and New Zealand could find a very good market in India since the food processing industry has been enabled to obtain 100 percent foreign direct investment (FDI).

Discussions between the Indian and New Zealand prime ministers also involved trade issues.



**Dairy Products**

"The New Zealand prime minister said that they had concluded a very successful FTA (free trade agreement) with China some years back and he was very keen on signing an FTA with India as well," Swarup said.

The two prime ministers also discussed the promotion of tourism between the two countries given Bollywood's interest in New Zealand.

Modi also told Key that more and more Indian students should be encouraged to study in New Zealand as they felt safe there.

The Indian prime minister said that New Zealand could follow Australia's example of attracting Indian students.

Modi arrived here on the second leg of his three-nation tour on Wednesday night from Brussels where he attended the 13th India-European Union (EU) Summit and held a bilateral meeting with Belgian Prime Minister Charles Michel.

Leaders of 53 nations and four international organisations are attending the Nuclear Security Summit.

## **MP lays foundation stone of dairy, ice cream plant**

Tribune News Service

Bathinda, April 1

<http://www.tribuneindia.com/>

Union Minister for Food Processing Harsimrat Kaur Badal laid the foundation stone of modern dairy and ice cream unit at the Verka Milk Plant in Bathinda.

Giving information in this regard here today, the chairman of Milkfed, Amarjit Singh Sidhu said the new plant was being constructed at a cost of Rs 30 crore and it would be ready by November 2016.

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CPS Sarup Chand Singla, Deputy Commissioner Dr Basant Garg and many senior officials of different departments were present on the occasion.

### Micro-dairies? What small-batch milk can teach major dairy producers

<http://www.fooddive.com/>

By [Carolyn Heneghan](#) | April 13, 2016



#### Dive Brief:

- Premium, small-batch milk could lead to growth potential for dairy manufacturers as the popularity of micro-dairies and locally produced foods and beverages increases.
- Milk has been a local product already, as most U.S. milk travels less than 100 miles from farm to bottling plant, according to Dairy Management Incorporated.
- Annual fluid milk consumption has fallen over the past several decades, but grass-fed cow's milk has seen double-digit growth in recent years and is expected to increase this year, Julie Blubaugh, manager of local products for Whole Foods' Midwest division, told The Wall Street Journal.

#### Dive Insight:

Dairy Management told The Wall Street Journal the dairy industry as a whole is missing opportunities by being late to adapt their marketing around the consumer trends of increased transparency and locally-produced foods and beverages.

Manufacturers could put more spotlight on the farms and farmers themselves, which lends authenticity to the product in the eyes of today's consumer.

For major dairy manufacturers, ranging from Dean Foods to WhiteWave Foods, providing more background on production and farmers is one place to start. Driving authenticity is key for larger manufacturers to win over skeptical consumers.

However, small batches may not be ruled out either, as both [Dean](#) and [WhiteWave](#) have looked to premium — and more profitable — dairy products as areas for growth.

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## Should You Start Drinking Whole Milk?

Get the facts before switching from skim.



*What type of milk suits you best depends on your taste, health conditions and overall diet.*

By Bonnie Taub-Dix April 13, 2016, at 11:03 a.m. <http://health.usnews.com/>

Remember when your mother sent you to the store to pick up a container of milk? These days, that errand wouldn't be so simple. As I'm sure you've noticed, the "milk" section of the supermarket is exploding with new products, so it can be confusing to know exactly what's in the products on the shelves. Buyer beware: Although many products use the word "milk" in their descriptions, [not all "milks" are alike](#). In fact, many of these items are not at all like the milk we grew up with.

Even dairy milk comes in many forms, including whole, 2 percent, 1 percent and skim. Our [Dietary Guidelines for Americans](#) have consistently suggested that we choose skim or 1 percent low-fat milk to help [prevent cardiovascular disease](#) and to keep body weight in check. But recent media headlines have highlighted the debate about how it might be smart to put [whole milk in your cart](#). Stories have surfaced questioning whether cardiovascular disease and Type 2 diabetes are linked with the saturated fat content of our diets. This controversy has spilled over into the milk industry, further confusing consumers. If you're among the 96 percent of Americans who have milk in their refrigerators, here's a few tips about how to decide which beverage to buy:

### 1. Know the difference.

The fundamental difference between skim and whole milk is that skim milk provides the same nutritional value as whole milk, just without the fat. Specially, an 8-ounce serving of skim milk contains 80 calories and 0.5 grams of fat, while a same-sized glass of whole milk contains 150 calories and 8

grams of fat, 5 of which are saturated. They both contain the same amount of carbohydrates, sugar, protein, calcium and vitamin D.

## **2. Understand whole milk's benefits.**

Science aside, [surveys](#) have shown that taste rules when it comes to why we choose the foods and beverages we consume. I have counseled countless people who say they don't drink milk because they don't like the taste, but when they try whole milk or full-fat [Greek yogurt](#), their palates enjoy the products' richness and their bodies benefit from the abundance of essential nutrients. If there are no health-related reasons why these people should be skimming the fat on their milk, then the addition of whole milk products to their diets could boost their nutrient intakes, particularly if they're growing children. Milk is a good source of protein, which helps you feel fuller longer, and it provides calcium, [vitamin D](#) and phosphorus to protect bones. As a well-rounded and satisfying beverage, it could also halt the temptation to reach for a less-healthy snack.

## **3. Look at the whole story.**

Recent research has shown that saturated fat may not be as harmful as believed in the past; however, that doesn't make it beneficial or a health food. Just because something isn't bad for you doesn't mean that it's good for you – especially if it's consumed in uncontrolled portion sizes.

## **4. Ditch fat phobia.**

We live in a nation that fears fat. In the 1980s, fat and cholesterol in food were treated as if they were toxic. This led to a surge in products wearing "fat-free" food labels and, even though these foods were often higher in sugar and similar in calories to the originals, they still flew off supermarket shelves. But [fat isn't a nutrient to be afraid of](#) – we just need to know where it resides and how to balance it. If you enjoy a handful of nuts for a snack, a sliced [avocado](#) on your salad and you grill your veggies in olive oil, then you may want to stick with skim or low-fat milk since you already have several sources of fat in your diet. Although the plant sources of fat mentioned are not high in saturated fat, they still contain fat that needs to be considered when evaluating your overall intake.

## **5. Know who you are.**

Again, skim milk has the same rich nutrient profile as whole milk with almost half the calories. If you have a family history of [heart disease](#), have been diagnosed with heart problems or are overweight or obese, you may benefit from choosing skim or low-fat versions of milk.

## **6. Know your sugars.**

Though cow's milk does contain sugar, it's not the same as added sugar that comes from a sugar bowl – milk sugar is from lactose, a natural source. Unfortunately, our [current food labels](#) don't distinguish between natural sources of sugar and those that are added by the manufacturers.



The bottom line? As with any nutrition news, don't make a hasty switch based upon several hot headlines. It's important to consider the color of your milk carton in the context of your own body type and assess your particular health profile and medical needs. In other words: Think before you drink.

## **NMPF, IDFA Urge Congress to Challenge WHO Proposal Prohibiting Promotion of Milk & Milk Products to Young Children**

<http://www.prnewswire.com/>

Apr 13, 2016, 11:34 ET from [International Dairy Foods Association](#)

WASHINGTON, April 13, 2016 /PRNewswire-USNewswire/ -- The National Milk Producers Federation and the International Dairy Foods Association urged members of Congress this week to insist that the United States request a more thorough analysis of a World Health Organization (WHO) proposal seeking to discourage parents from feeding toddlers milk and certain dairy products.

At the beginning of the year, the WHO issued "*Ending Inappropriate Marketing of Foods for Infants and Young Children*," a guidance document urging the prohibition of the promotion and marketing of various milk products for children up to age three.

"The WHO guidance document is a de facto criticism of all milk consumption by toddlers," said Jim Mulhern, president and CEO of NMPF. "This flies in the face of all credible, international nutrition research, and would confuse consumers across the globe."

"The WHO guidance should be focusing on how to encourage the serving of nutrient-dense foods to provide young children and toddlers with a nutritious basis for meals and snacks," said Connie Tipton, IDFA president and CEO. "It should not restrict the flow of important information regarding the nutritional benefits of dairy foods for young children to parents, caregivers and healthcare providers."

In a [letter](#) sent to members of the House and Senate, both organizations want the U.S. government to insist that the WHO revise this document to rectify the misleading suggestion that dairy is inappropriate for young children. The proposal was modified somewhat in late March, but the recent revisions still run counter to established science that highlights milk's unique nutritional attributes.

The groups ask Congress to insist that the WHO conduct "a much more thorough analysis of the scientific basis for and potential consequences of this proposal before the WHO pushes forward with further action in this area," the letter said. "Until that type of careful scrutiny and revision takes place, we urge the U.S. to insist on the importance of placing this proposal on hold."

If the guidance were adopted, it could have negative health effects on children worldwide. It also counters ample scientific evidence that dairy plays a significant and positive role in children's diets, as seen in the recently updated Dietary Guidelines for Americans and the inclusion of dairy foods in programs such as the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).

NMPF and IDFA are part of a coalition that objects to the WHO proposal. Among their efforts, NMPF and IDFA have met with numerous U.S. agencies and submitted detailed comments to the Department of Health and Human Services, the lead federal agency on the matter.

"This is of great concern to the U.S. dairy industry because the policies proposed contradict decades of federal nutrition policy, which recognizes dairy foods as safe, nutrient-rich foods to be encouraged for growing children under three years of age," the letter argued.

#### **About IDFA**

The International Dairy Foods Association (IDFA), Washington, D.C., represents the nation's dairy manufacturing and marketing industries and their suppliers, with a membership of 550 companies within a \$125-billion a year industry. IDFA is composed of three constituent organizations: the Milk Industry Foundation (MIF), the National Cheese Institute (NCI) and the International Ice Cream Association (IICA). IDFA's nearly 200 dairy processing members run nearly 600 plant operations, and range from large multi-national organizations to single-plant companies. Together they represent more than 85 percent of the milk, cultured products, cheese, ice cream and frozen desserts produced and marketed in the United States. IDFA can be found online at [www.idfa.org](http://www.idfa.org).

#### **About NMPF**

The National Milk Producers Federation, based in Arlington, VA, develops and carries out policies that advance the wellbeing of dairy producers and the cooperatives they own. The members of NMPF's cooperatives produce the majority of the U.S. milk supply, making NMPF the voice of dairy producers on Capitol Hill and with government agencies. Visit [www.nmpf.org](http://www.nmpf.org) for more information.

SOURCE International Dairy Foods Association

## Blackmores, Bellamy's Organic, a2 Milk shares plunge on China customs crackdown

<http://www.smh.com.au/business>

April 12, 2016

Investors have sent market darlings Blackmores, Bellamy's Organic and a2 Milk on a rollercoaster ride in early trade amid a Chinese crackdown on foreign food and other consumer goods.

Blackmores shares posted their biggest one-day fall, diving almost 20 per cent to \$144 in early trading, before recovering to \$168.11 at 11.50am AEDT.

Investors were rattled despite chief executive Christine Holgate saying that there was nothing in China's regulatory changes that gave her any concern and all of Blackmores key products had approval from Beijing.



Bellamy's, Blackmores and A2 Milk have all taken a hit since the start of the year.

The changes involve a 11.9 per cent tax on products bought from foreign websites in an effort to protect domestic Chinese retailers as well as the creation of a "positive list" of products allowed to enter the country via free trade zones.

Advertisement

Although infant formula is on the positive list, shares in popular brands including Bellamy's Organic and a2 Milk were swept up in the sell off.

Bellamy's plunged as low as 10.4 per cent to \$8.92, before recovering to \$9.25 at 11:50AM, while a2 shed as much as 6.9 per cent to \$1.59 in early trade, before gaining a bit to trade at \$1.65.

Morgans analyst Belinda Moore said: "concerns around a China slowdown and regulatory changes are clearly impacting the share prices of the agrifood stocks which sell into China, particularly those that sell through cross-border e-commerce channels".

"However, the ... outlook commentary from the respective companies demonstrated that there is no slowdown for quality and importantly safe Australian food in China.

"It's going to be volatile and there will be more changes. But the fact is China has signed an FTA [free trade agreement with Australia] and they have done that because they want more and more of our produce.

"So there is a big opportunity for Australian manufacturers to continue to win market share in this large market."

However, a key business leader has called for more intensity around Australia's engagement with China, warning other countries could snatch Australia's once unique advantage in the economic relationship.

Prime Minister Malcolm Turnbull and his Chinese counterpart Xi Jinping will host a roundtable with leading CEOs on Friday, billed as a chance to hear business perspectives on ties between the countries.

John Denton, chief executive of legal giant Corrs Chambers Westgarth, will participate in the roundtable and told Fairfax Media the mining boom helped ensure Australia and China had a "complementary relationship".

But Mr Denton said more work was needed to maintain ties as demand for resources eased and China transformed to a consumption-led economy.

"The challenge is this is a more competitive space we're moving into than the one we were probably in with the joy of the complementary relationship under the resources boom."

He said Britain and Canada - both with service driven economies - had taken strides in China.

Ties to Australia have come under continued strain amid domestic controversy over Chinese investment, such as the Darwin port saga, and international tension in the South China Sea.

Mr Denton said there will always be incidents in the relationship, but the underlying trend over many years had been strong.

He said the goal should be to ensure Australia has the right institutional relationships, links between people, and policy settings to preserve positive trends.

Catherine Livingstone will lead the Australian delegation to the roundtable, which also includes Shane Elliot from ANZ, Simon McKeon from AMP and Alison Watkins from Coca Cola.

Many other chief executives are in China this week in what the government has billed as the largest ever trade mission. Australia's biggest milk processor Murray Goulburn is seeking clarification about what the regulatory changes for cross border e-commerce sites mean.

Murray Goulburn confirmed its Devondale-branded milk powder and UHT milk products had been "temporarily removed from some" Chinese websites, including Alibaba's Tmall.

But the dairy co-operative didn't expect the regulatory changes to "materially" hit its overall business, and the new rules had been expected "for some time".

"In terms of the reaction from our commercial partners in China, MG cannot comment on their operations, except to say the regulation is very new and is likely to evolve," Murray Goulburn said in a statement to the ASX.

"Based on the information currently available to us we do not believe there will be any material impact to our business.

"MG's traditional import channels are already well developed, and currently distribute a significant volume of product."

Trade Minister Steven Ciobo is still digesting the Chinese changes, which are understood to affect sales of mainly vitamin supplements and milk powders.

"We are analysing the information currently available and will continue to seek clarification from officials as to the full nature of the changes, which relate primarily to sales through bonded warehouses in 13 cities in China," Mr Ciobo's spokesman said.

"Much of the detail on how this will affect sales of popular products like vitamin supplements and milk powders will become clearer as the implementation rolls out."

Mr Ciobo's spokesman stressed the changes only related to official cross border e-commerce channels, which he said was only "one pathway" for Australian companies to access the Chinese market.

"The new rules appear to seek a balance between different channels and many industry players anticipated changes," he said.

"Most Australian products can be imported conventionally by working with licensed importers and seeking necessary regulatory approvals. This will enable the sale both online and through regular retail outlets."

Mr Ciobo said Australia's free trade agreement with China would see Australian products imported into China under "lower tariffs than most competitors, improving our competitive position in this important market".

## **Full-Fat Milk Reduces Risk of Diabetes Mellitus by 50%**

<http://www.counselheal.com/articles>

Full-fat milk is found to cut the risk of diabetes mellitus down into half than its low-fat counterparts. People that consume skimmed milk to cut down on calories might have to reconsider using whole-fat milk in the diet.

Dairy fat has long been considered as one of the main contributors to obesity and there has been a drastic shift from whole-fat milk to skimmed ones among diet-conscious people recent years. But researchers have now come up with a breakthrough discovery that full-fat milk reduces the risk of diabetes mellitus up to 46 percent than skimmed milk, according to [Fox News](#).

Researchers from Tulane University studied data from 3,333 adults, aged between 30 and 75, that took part in Nurses' Health Study and Health Professionals Follow-Up Study for around 15 years. In the study focused on circulating biomarkers, it was found that individuals with high levels of dairy fat in blood were at 46 percent lower risk of developing diabetes mellitus than those that had low levels of dairy fat in the blood.

"I think these findings together with those from other studies do call for a change in the policy of recommending only low-fat dairy products," study author Dr. Dariush Mozaffarian told [Time](#). "There is no prospective human evidence that people who eat low-fat dairy do better than people who eat whole-fat dairy."

Diabetes and obesity are serious health threats recent years and people who are conscious about the issue give on high fat and carbohydrates in the diet. Dairy fat happens to be the important one among foods people tend to quit more often. The recent findings published in the journal *Circulation* shed light on health benefits of dairy products.

"In the absence of any evidence for the superior effects of low-fat dairy, and some evidence that there may be better benefits of whole fat dairy products for diabetes, why are we recommending only low-fat dairy? We should be telling people to eat a variety of dairy and remove the recommendation about fat content," added Mozaffarian.

While there is no evidence on health risks of whole-fat milk, there are a couple of studies that showcase the benefits of dairy fat. In a study conducted by Swedish researchers, it was observed that middle-aged men that consumed high-fat dairy for over 12 years were less likely to become obese than men that consumed few or no dairy products.

## AHDB launches 'Milk Price Calculator' to help farmers achieve top dollar for their milk

<http://www.farminguk.com/>

8 April 2016 16:22:34 | [Dairy, Finance, News](#)



**With milk prices at their lowest for over six years, it's more important than ever dairy farmers can achieve 'top dollar' for their milk.**

While the majority of dairy farmers are not able to change milk buyers at the moment, some may be able to achieve a higher price for their milk by better matching what is in the bulk tank to what buyers pay the most for.

The complexities of milk contracts can make this a daunting task.

To assist producers to do just that, AHDB Dairy has developed a new online tool, the Milk Price Calculator (MPC), [which has launched today.](#)

The MPC is a handy, user-friendly tool which allows dairy farmers to input the specific details of their milk, in terms of delivery profile and quality, and check if there is potential to increase the income available from their contract.

Its value lies in providing a quick and easy way to answer the 'what if' questions such as 'how would my milk price change if I managed to reduce my somatic cell counts or increase my butterfat?'

By entering the before and after farm data into the calculator, farmers will be able to get two sets of outputs, allowing them to compare the differences and clearly see how changes impact their milk price.

### **Dairy market to remain weak throughout 2016**

The global dairy market outlook will remain weak throughout 2016, but with more upward pressure on prices as we head into 2017, according to the Rabobank Global Dairy Quarterly Q1 2016 report.

In the face of a cripplingly long price trough entering 2016, production growth in the world's milk production regions has continued to slow.

Rabobank expects that, throughout 2016, slowing production growth will be matched by slow, but steady consumption growth in most main export regions.

## Milk products fail testing

Thu, Apr 07, 2016 - Page 3

<http://www.taipeitimes.com/>

By Lee I-chia / Staff reporter

Inspections of some brand-name milk and milk products failed to pass Hazard Analysis and Critical Control Points (HACCP), Good Hygienic Practices (GHP) and labeling requirements, the Food and Drug Administration (FDA) said yesterday.

The inspections conducted this month with 14 health departments on 20 dairy companies found that three failed to pass the HACCP, five failed to pass the GHP requirements, and 15 among 58 product labels did not meet legal requirements.

FDA section chief Jiang Bao-ren (姜寶仁) said mislabeling included nutritional facts written in the wrong format, lack of warning labels or incomplete disclosure of additives.

Kuang-chuan Dairy Farm (光泉牧場) in Chiayi did not disclose all the ingredients in a chocolate product and Chu-lu Ranch (初鹿牧場) and a factory of Uni-President Enterprises Corp (統一企業) were found to have inaccurate production records, Jiang said.

Top Goat Milk Corp (省都乳品) was fined NT\$240,000 over a chocolate product that claimed to contain goat milk powder when it actually only adds the powder in certain seasons, while another company was fined NT\$40,000 for extending its expiration date by one day, he said.

The FDA urged dairy companies to actively monitor their own products and conform to food safety regulations.



## Dairy sector will pick up, says minister

11:22 am on 6 April 2016

<http://www.radionz.co.nz/news>

Primary Industries Minister Nathan Guy has reassured the dairy sector the medium to long term outlook remains strong.



Primary Industries Minister Nathan Guy said global dairy demand would increase over the next 10 years. Photo: 123rf.com

New Zealand dairy interests are hoping European farmers will reduce production to stimulate depressed world dairy prices.

However, a spokesperson for the European Dairy Farmers organisation told RNZ Rurals that would not happen in the immediate future.

That was because dairy farmers were lifting production despite low milk prices to get a return on their investments.

New Zealand's special agricultural trade envoy Mike Petersen said increased production from Europe would restrain dairy payouts for another couple of years.

But Mr Guy is remaining positive, and said after this tough season it should pick up.



Nathan Guy Photo: RNZ / Alexander Robertson

"I'm very optimistic on the medium to long term outlook. So are the Bankers Association and so are Fonterra.

"In China, there is a softening on their one child policy, they're consuming more protein, they're predicted to increase their consumption of dairy by about 30 percent in the next 10 years.

"Some forecasters are also predicting that the global demand may increase by 40 to 45 percent in the next 10 years. We're looking at a period of volatility through a good period of 2016.

Launching a new support brochure for farmers, Mr Guy said MPI wanted to remind them they were not alone and would come out of the downturn more productive and successful than ever.

## Revealed: 10 weird things you didn't know about Irish dairy products



[Patricia Murphy Twitter](#)

[EMAIL](#)

PUBLISHED 05/04/2016 | 16:05

<http://www.independent.ie/>



5 Girl drinking glass of milk

A new programme which lays bare the truth about Irish food has revealed some eye-opening facts about the dairy products we are consuming each and every day.

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This week's episode of RTE's 'What Are You Eating' delves into the nation's love affair with milk, which sees us consume 500m litres each year.

The programme dished the dirt on some of the horrors that lurk in some of our favourite products, but also opened up the the issues that threaten our rich grass-fed dairy herds.

"Milk today is quite a different beast. What happens with the companies is that there's money for them in taking off the cream and making butter and taking off the fat and making a host of other products. There's no money in milk. The money is what you take out of milk and that's what the big companies are after," revealed food writer John McKenna.

*Read more: 10 disgusting things we learned about Hot Chicken Rolls on RTE*

## 10 Weird Things We Didn't Know About Irish Dairy

- Large companies have become experts in mining milk to create many different ingredients. One of the most advanced processes is called fractionation, which heats milk at such a high temperature that it turns to powder. This powder ends up in a number of surprising and unexpected products including shower gel and pharmaceuticals as a means to bulk them out.

- In China, one tin of premium Irish baby formula cost the equivalent of €43. Ireland's most lucrative dairy export is baby formula which poses a number of ethical issues according to Suzanne Campbell, an author who featured on the programme. "Is it ethical to sell baby powder into emerging countries where perhaps mothers should be more encouraged to breastfeed," she asked.



- Irish butter is yellow for a reason and that is because our cows are grass-fed. A dye present in the grass travels into the milk and impacts butter's flavour and colour. Real butter is made with just two ingredients, cream and salt.

- Irish people began to fear the impact of butter on their health after medical professionals began to warn the public about the risk of saturated fat on the body. As an alternative they began purchase butter alternatives, which mimicked butter. "The fat we were told to ignore for years, is actually a very very healthy fat for us. We were encouraged to eat fats that were in fact very unhealthy for us," said Joanna Blythman.



- Margarine and Dairy Spreads are made by getting oil and water to combine and emulsify. "This is a very unnatural process. In a factory setting these ingredients would be combined at a very high power which is difficult to replicate at home," said chef Hillary O'Hagan. Typical dairy spreads include palm oil,

vegetable oil, rapeseed oil which are combined with sodium alginate, citric acid, carotene, water and buttermilk powder. Folic acid, Vitamins A, E and B6 are also added.

-

- Lecithin, the ingredient which helps combine water with the oils used in margarine is also an ingredient in some paints and in some motor lubricants.

-

- 65pc of the world's population is lactose intolerant, which means that they have difficulty processing the sugars in milk. It's much less common amongst Caucasians. However it does not necessarily mean they are allergic. If they stay off milk altogether rather than drink small amounts, it's likely they will become even more intolerant. "It's good for people who are lactose intolerant to have some exposure," says Dr Mary Keogan.



- Commercial almond milk contains just 1-2pc almonds. The rest is water, stabilisers, salt, sugar and a whole variety of ingredients

-

- To give factory cheddar the taste of mature Irish artisan cheddar, certain starch cultures and enzymes are used. This can give a cheese a mature flavour in just a couple of days.



- Ireland's dairy future could be under threat with the government's Harvest 2020 scheme. The government envisions Ireland's milk production to double which would mean the introduction of 300,000 extra cattle. However food experts and farmers fear this will have a huge impact on Ireland's environment and ultimately might lead to our grass-fed culture becoming diminished.

"The expansion of the dairy herd as proposed over the next few years will make it almost impossible for us to meet our climate change obligations," revealed Fintan Kelly of An Taisce.

"You're looking at an intensification of all the negative environmental impacts that have happened to the landscape over the last 100 years or so. We're looking at environmental impacts, biodiversity impacts, water impacts," he said.

Food writer John McKenna said: "Every farmer knows that you can't manage that amount of livestock because what do you do with the s\*\*t? Is it going to keep going in rivers? Is it going to keep killing fish? Are we just going to multiply our problems?" he asked.

Former Minister for Agriculture Simon Coveney stressed that he continues to support the scheme.

"I think we'll see a lot of herds outside for longer periods as we look at better drainage systems and better grass management. We need to allow farming to modernise and allow farmers to make a profit," he said.

**Catch 'What Are You Eating' on RTE One on Wednesdays at 8.30PM**

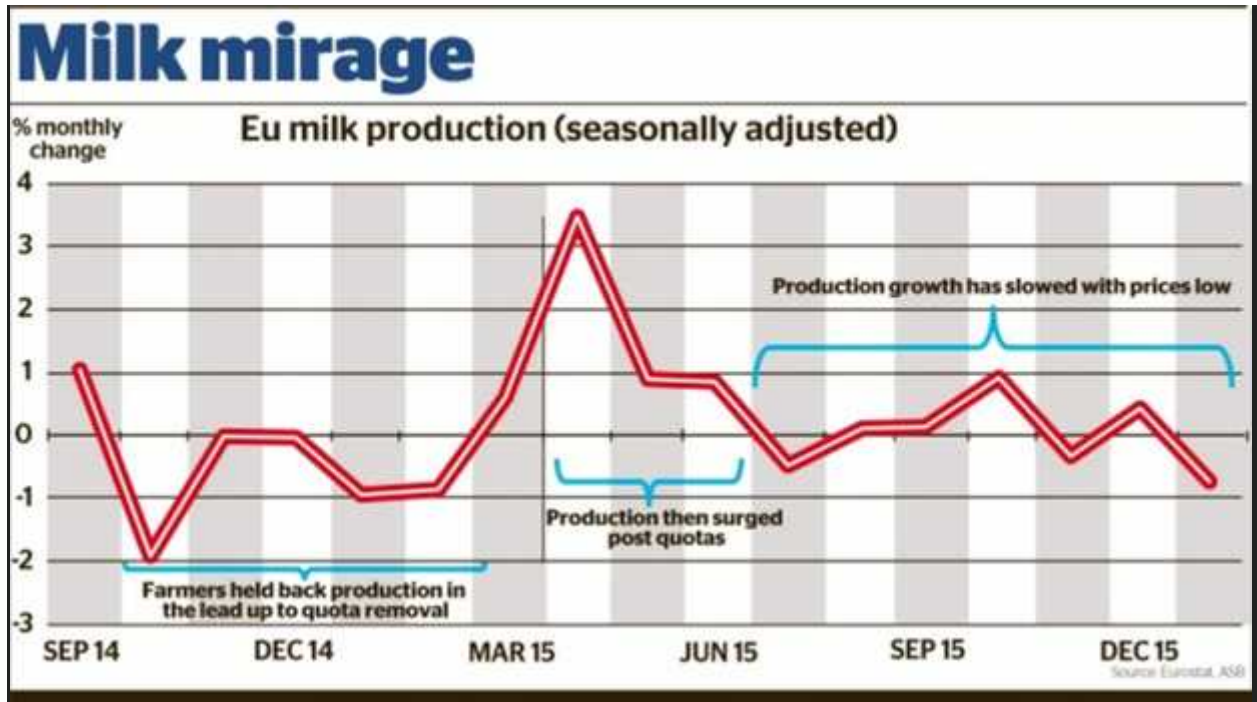


## European farmers dial back on milk production, says ASB

<http://www.stuff.co.nz/>

GERARD HUTCHING

Last updated 14:36, April 4 2016



Despite the fact EU dairy farmers initially produced at high volumes following the lifting of quotas in April 2015, they have since eased back.

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The ASB has described European dairy production as a "milk mirage", and predicted global prices should rise later this year.

ASB rural economist Nathan Penny said he was continuing to pick a \$6 per kilogram of milksolids payout for the 2016-17 season, partially based on production figures coming out of Europe.

Last week Westland Milk Products chief executive Rod Quin said that after a visit to Europe, he forecast prices would remain low for at least two years, and announced a payout prediction of \$3.90-4.00 for this season.



A French farmer feeds his cows on his farm in Saint-Hilaire-de-Chaleons, western France. French farmers have voluntarily lowered production but could increase it at a moment's notice.

He based that forecast on the global oversupply of milk, compounded by the aggressive approach of the European dairy market.

**READ MORE: Westland revises payment down, predicts two more seasons of pain**

**\* Dairy farmers under pressure from banks as prices fall**

Penny said it was true that production had increased over the past year, after EU quotas were lifted.

"That wasn't surprising, but if you are looking at annual change numbers they become meaningless because you are comparing a high number now to one that was being held back artificially.

"To get around that we've focused on the post-quota period. That shows a surge but it's really started to slow, then month to month it's really flat and even trending negative," Penny said.

Prices in Europe were very low and below break-even for farmers, so in this new environment they were doing what was expected and slowing growth.

Ad Feedback

Penny said when support for EU farmers was recently announced, New Zealand commentators were pessimistic because the moves would continue the price slump.

"What I said at the time was 'what is the rationale for the EU supporting farmers' - the rationale is because farmers are under the pump," he said.

Most dairy market buyers were unaware of this "data disconnect", and would be caught short of supply later this year, lifting prices.

"These data support our long-held view that the dairy cycle will turn this year. In particular, with New Zealand and EU production growth likely to further weaken this year and Chinese demand improving, the necessary conditions for the recovery in global dairy prices are gradually falling into place," Penny said.

Quin said he did not disagree that there might be a whole milk powder price rise in the next six months "but that will not deliver a payout with a 6 in front of it".

He stood by his view that it would take at least two seasons for better returns.

"What we haven't seen is milk production being turned off in Europe - in France they have put in a voluntary management of milk mechanism but they could easily dial up more milk if they chose to," Quin said.

He also repeated his observation that European farmers benefited from lower interest rates and that New Zealand farmers were under greater pressure to lift environmental standards.

"Environmental standards didn't measure up to what we would consider adequate in New Zealand," he said.

While some farmers had invested in environmental protection, he was surprised by some of what he saw, both on farms and in processing.

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## Ag industry still concerned despite lower minimum wage announcement

By [JOE LEATHERSICH](#)

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PUBLISHED: MONDAY, APRIL 4, 2016 AT 12:30 AM

<http://www.thedailynewsonline.com/>

WYOMING COUNTY — The minimum wage changes announced in Thursday's state budget is better, but still not preferred by farmers.

The budget announced that the minimum wage in Upstate will reach \$12.50 by 2021, not \$15 like originally planned.

Even given this, Governor Andrew Cuomo still hopes push for a \$15 minimum wage for not much after 2021.

Farmers and the agriculture industry could suffer the most from this hike and is widely unsupported across among farming circles.

"We're still very concerned about what it's going to do to the agriculture industry," said Wyoming County Farm Bureau President Pat McCormick. "Especially since we can't set our own prices."

He went on: "It's very hard to control costs when we can't control our price. With our labor costs that much over the course of the next couple of years without being able to control prices is going to be very difficult for the dairy industry."

Tonya Van Slyke, executive director of the North East Dairy Producers Association, echoed McCormick's thoughts:

"Obviously, we're still concerned. We still have to compete on a national and international basis. We're price takers, not price makers. It still puts us at a competitive disadvantage in agriculture."

The concern is so high in the industry that Cuomo has said he is going to approach the ag industry differently.



"I believe we have to make special modifications for the agricultural industry because the rules are different there and the employees work on a different basis," Cuomo said, according to an article in the Watertown Daily Times.

Beyond just farmers, there is concern for the minimum wage hike in other areas.

"We're also concerned for our partners in small businesses and what this will do to them as well," Van Slyke said. "So we still think it's going to have an impact on small business in New York State — the ability to attract or grow small businesses."

## State of Tennessee Says Don't Drink Raw Milk

Published: April 4, 2016



<http://wgnsradio.com/>

Milk, whether it comes from seemingly healthy cows, goats or any other animal, can cause serious health problems, including death, if it has not been pasteurized to kill harmful bacteria. This reminder from the Tennessee Department of Health comes following the Centers for Disease Control and Prevention's announcement regarding hospitalizations and a death from Listeria infections linked to people drinking raw milk from a Pennsylvania dairy.

Tennessee Department of Health Commissioner John Dreyzehner, MD, MPH, suggests those who perceive raw milk as having significant health benefits compared to pasteurized milk should understand the risks.

"Consuming raw milk believing it's healthier than pasteurized milk is a perilous risk that shakes off the possibility of a range of serious and occasionally fatal illnesses for the individuals and anyone they share it with," said TDH Commissioner John Dreyzehner, MD, MPH. "Our best choice for healthy, nutritious milk is the pasteurized kind. Even if one believes there are health benefits, an upside, is it worth taking a chance on the downside risk of a serious illness, especially in a child?"

In the last three years, Tennessee has experienced outbreaks associated with drinking raw milk that was not pasteurized. Notably, in 2013, nine residents under the age of nine years were sickened with E.coli O157 bacteria. Five required hospitalization for life-threatening kidney failure. Fortunately, none of the

children died.

"The most common arguments we hear about raw milk are 'pasteurization kills the good parts of milk' and 'people have been drinking milk for years without harm,'" said State Epidemiologist Tim Jones, MD. "In reality, the process of pasteurization is a simple heating process that destroys bacteria without causing significant change to the nutritional benefits of milk. No one really knows how many people may have been harmed by drinking raw milk because the effects can mimic other health issues, and illnesses and deaths in the past may not have been properly linked to the contaminated milk they consumed."

According to the CDC, the most common causes of milk contamination include getting animal feces directly in the milk. Pasteurization effectively kills these bad bacteria. Without this important step, raw milk from even the cleanest, most well-run dairy operations can contain harmful bacteria, viruses and parasites capable of causing serious illness. These germs do not affect the color, smell or taste of milk, but can cause days of diarrhea, stomach cramping and vomiting. In some cases, drinking contaminated milk can lead to kidney failure and death.

"The Tennessee Department of Agriculture inspects licensed farms, trucks and plants where raw milk for pasteurization is collected, handled and processed to make certain that safety standards are met and regulations are followed," said Tennessee Department of Agriculture Dairy Administrator Bill Thompson. "Pasteurization equipment is tested every three months to verify proper operation, and oversight even extends to the manufacture of packaging containers. Periodic testing of raw milk for pasteurization and finished milk and dairy products also helps ensure what you buy at the store is safe and wholesome for you and your family."

"If you think about where milk comes out of a cow or goat, you know it's not far where manure comes out," said John Dunn, DVM, who directs zoonotic disease outbreaks with TDH. "Even very conscientious cleaning of the udder and care while milking can't prevent all risks of contamination during the milking process. Pasteurization kills bad bacteria that inadvertently contaminate milk and makes it safe to drink."

While even the healthiest people can become ill from drinking contaminated raw milk, those at greatest risk for harm are the elderly, young children and people who have weak immune systems including those undergoing treatment for cancer, who have had an organ transplant or who have HIV/AIDS. Young children, who may be fed raw milk by well-intentioned family members, actually have the highest risk for harm and little ability to make a decision about the risk.