



Dairy Pulse

21st Edition



Think Dairy



Suruchi Consultants
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1st – 15th Sep, 2016

Dairy Pulse 21st Edition (1st to 15th, Sep 2016)

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Suruchi endeavor in Skill/ Entrepreneur Development Domain

➔ *Diploma in Dairy Technology (DDT) in alliance with IGNOU*

Study Center authorized by School of Agriculture Indira Gandhi National Open University (IGNOU)
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➔ *Suruchi is coming to Chandigarh with its third Regional Dairy Entrepreneurship Development Program in December 2016: Register soon*

For more information please visit on website www.suruchiconsultants.com

➔ *46th Dairy Entrepreneurship Development Program (DEDP) at Noida 13th to 14th to 15th November, 2016 with Guided Tour to a Dairy Farm plus a milk processing plant.*

For more information please visit on website www.suruchiconsultants.com

Delhi's new cowboys: Engineering a new milk revolution

Source: <http://www.hindustantimes.com/>

Updated: Sep 11, 2016 11:36 IST



Deepak, who runs a dairy farm in Haryana's Sonapat with his partners — Pankaj Navani and Sukhinder — says they started with 50 heifers instead of milk cows so that they could understand the animals' growth. (Raj K Raj/HT Photo)

Vaibhav Agarwal loves to talk about cows. He proudly says he can identify the breed of a cow, its age and lactation cycle from a distance. Agarwal is not a cowboy, or a cow vigilante. He is a management graduate who co-founded a dairy farm with his brother Chirag, a software engineer educated in the US. The Agarwal brothers belong to a new breed of milkmen — mostly management professionals and engineers — leading a new milk revolution in India. At their nine-acre farm, O' Leche, in Kuchesar, Uttar Pradesh, about an hour drive from Delhi, the brothers are often seen pampering their cows — about 200 of the Holstein Friesian breed. Vaibhav says he supplies milk 'as pure as organic' to 2,000 families in Delhi and its adjoining towns.

Delhi-NCR, which consumes 18 lakh litres of milk every day, is becoming a hub of modern, integrated dairy farms with their own cows, modern cowsheds with fans and sprinklers, milk parlours, vet clinic and milk-processing facilities.

"There is adulterated milk in the market. We wanted to provide people pure, farm-fresh milk. Besides, I get to spend time in a rural area, away from Delhi's pollution," says Vaibhav, 32, sitting at his farm, with cows mooing in the background.

The region has many other dairy farms run by engineers and management professionals, many of whom quit their plush jobs to become milkmen.

"Sixty per cent of people who approach me for setting up dairy farms are engineers and management professionals in their early and mid-thirties," says Kuldeep Sharma, who runs Suruchi Consultants, one of the oldest dairy farm consulting firms. He organises dairy entrepreneurship development programmes across the country.

Delhi-based IIM graduate Chakradhar Gade gave up his investment banking job in 2013 to start a dairy farm at Sabrana near Sultanpur with 50 cows. Two years ago, he tied up with local dairy farms in Bhiwani, Rajasthan, and installed cold chains, milk-testing machines and chilling equipment.

“I felt there was a big opportunity in this sector. I went door-to-door in Gurgaon to conduct a survey, and found a lot of residents complaining of adulterated or diluted milk. They were willing to pay more for premium milk,” says Gade, 32. His brand Country Delight caters to 3,500 families. “Most of our customers are young professionals.”

He sees a great future and rapid growth for his brand as people’s quest for pure milk is rising. According to a Food Safety and Standards Authority of India (FSSAI) survey, 68% of milk in India is adulterated. And 70% of the Capital’s milk samples were contaminated. Water was the most common adulterant.

Pankaj Navani, a computer engineer, set up Binsar farm in Janti Khurd village in Haryana’s Sonapat with his two engineer friends — Deepak and Sukhinder.

“We knew next to nothing about dairy farming. We had to learn about nutrition, how fodder and animal behaviour change through seasons. We started with 50 heifers instead of milk cow so that we could understand as much as possible about the animals’ growth,” says Deepak. He quit his job as an engineer with a multinational computer technology company.

“We learnt from our co-founder from New Zealand that green fodder is key to the good health of animals.”

Binsar harvests around 80 acres of land with fodder crops of maize, rye, grass, etc. “We wanted to feed more natural greens to our cattle,” says Deepak.



O’ Leche owner, Vaibhav Agarwal, says he supplies milk ‘as pure as organic’ to 2,000 families in Delhi and its adjoining towns. (Saumya Khandelwal/HT Photo)

The Binsar farm, spread over 10.5 acres, has over 300 cows in sheds that have huge fans and sprinklers to wash them. There is a milk-processing unit. The farm produces 3,500 litres supplied in areas such as Rohini, Pitampura, Patparganj and Indirapuram. The milk of these new integrated farms costs `65 per litre, while branded pouched full cream milk costs Rs 49 a litre.

Sharma says many of these young dairy entrepreneurs have lived abroad and exposed to dairy farming practices and they want to replicate them in India. “They are good at marketing and leveraging technology for their business,” says Sharma.

Country Fresh, for example, has an app to schedule delivery of milk and make payment. Fifty percent of Country Fresh’s orders come through the app and the age-group of its customers is 25 to 40 years. “The app makes managing your subscription quite convenient as an order can be placed, cancelled, and changed at the tap of your finger,” says Gade.

Those buying milk from these dairies say they do not know if the packaged milk they consumed earlier was of cow, buffalo, goat or mixed. “I prefer cow milk for my children. It is easy to digest and has more nutritive value. Packaged milk does not provide me that option,” says Aditya Gupta, who recently subscribed to one of the many new-age dairy farms.

Rekha Sharma, former chief nutritionist, AIIMS, says adulterated milk can lead to a host of health problems depending on the nature of impurities. “If milk is adulterated with contaminated water it can lead to many water-borne diseases... Water also reduces milk’s nutritional value. The government should spread awareness about adulteration. It is not enough to do so only during Diwali. It should strictly implement food adulteration laws,” she says.

The Liquid Alternative: The ultimate antidote to farmers’ debt woes – dairying

Again, going by NSSO data, while 11.9 per cent of an average Indian agricultural household’s monthly income comes from “farming of animals”, it is well over 24 per cent for Gujarat.

Source: <http://indianexpress.com/>

Written by [Harish Damodaran](#) | New Delhi | Updated: September 15, 2016 8:50 am



This couple is unlikely to be drowned in debt. (Express Photo: Bhupendra Rana)

Gujarat has a relatively low per agricultural household debt of Rs 38,100, as against the all-India average of Rs 47,000, according to the National Sample Survey Office’s (NSSO) data for 2012-13. Also, 79.2 per cent of the state’s average outstanding loan amount was owed to banks, cooperatives and other formal lending institutions, whereas the corresponding all-India figure was 59.6 per cent.

The Gujarat farmer, in other words, is not just comparatively less indebted, but also not as reliant as his counterparts in most other states on moneylenders, shopkeepers/ traders and other “non-institutional sources” who typically charge far higher interest rates. That better situation can be ascribed to two four-letter words: Milk and Amul.

Again, going by NSSO data, while 11.9 per cent of an average Indian agricultural household’s monthly income comes from “farming of animals”, it is well over 24 per cent for Gujarat. The ratio may be a tad higher for Jharkhand and Odisha, but in their case 94 per cent and 81 per cent of the respective average monthly receipts from this activity was derived from “sale of live animals”. In Gujarat, by contrast, production of milk constituted 94.6 per cent of the average receipts from farming of animals.

Milk is a ‘crop’ that is harvested and marketed daily, unlike wheat, cotton or sugarcane that take between four months to nearly a year for farmers to be able to sell. While the daily sale of milk may be

in litres — as opposed to quintals in most ‘regular’ crops — what it does, however, is provide liquidity which can take care of the household’s day-to-day expenses and reduce dependence on the moneylender to that extent.

The NSSO data, in fact, shows the contribution of “farming of animals” to the average monthly income of the bottom-five expenditure decile agricultural households in Gujarat, at 26.6 per cent, to be higher than the 23.1 per cent share for those belonging to the top five deciles. It only points to the inherently pro-poor character of dairying, whose potential hasn’t really been harnessed, more in regions with high incidence of farmer indebtedness or Maoist insurgency.

In 2015-16, the district dairy unions affiliated to Amul — the Gujarat Cooperative Milk Marketing Federation — procured about 144 lakh litres per day (LLPD) of milk from 34.5 lakh producers, who would have covered nearly 88 per cent of Gujarat’s estimated 39.3 lakh households. Farmers received an average purchase price of Rs 640 per kg fat. That would have translated into a rate of Rs 39.55/litre for full-cream milk containing 6 per cent fat and 9 per cent SNF (solids-not-fat) and Rs 28.58/litre for toned milk with 3 per cent fat and 8.5 per cent SNF. Taking an average of Rs 35/litre, the Amul unions would have pumped in roughly Rs 18,400 crore or Rs 50.40 crore daily to Gujarat’s milk producers in 2015-16.

The Amul unions currently follow a two-stage payment system. The first step involves the unions (there are 18 of them) making payments to the primary village cooperatives societies (18,545 in all) for the milk they deliver after collecting from farmers. These are made through RTGS (real time gross settlement) fund transfers to the concerned society’s account on the 11th, 21st and 31st of every month against the preceding ten days’ procurement. The village society, in turn, pays farmers directly in cash, with the secretary/manager withdrawing money from its account as and when required.

“We want to move to a system of direct payments into farmers’ bank accounts, as opposed to routing through the society. It will require integrating all the societies into a common AMCS (automatic milk collection system) application software that provides real-time information on the quantity of milk, along with fat and SNF content, poured by each producer-member. Our target is to finish this process by March 2017, so as to implement direct payments in the coming fiscal,” said K Rathnam, managing director of the Kaira District Cooperative Milk Producers’ Union.

% SHARE OF AVG FARMING HOUSEHOLD INCOME FROM ANIMAL HUSBANDRY	
Kerala	4.84
West Bengal	5.65
Telangana	5.93
Jammu & Kashmir	6.32
Karnataka	6.79
Maharashtra	7.30
Bihar	7.84
Punjab	9.18
Uttar Pradesh	11.03
Madhya Pradesh	11.79
INDIA	11.87
Assam	11.93
Rajasthan	13.16
Tamil Nadu	15.76
Haryana	18.32
Gujarat	24.35
Jharkhand	25.27
Odisha	26.41

Interestingly, the Chennai-based Hatsun Agro Product Ltd, India's largest private sector dairy firm, claims to have already introduced a system of direct payments to its 3.1 lakh-odd farmers who supply an average 27 LLPD of milk.

The Rs 3,444.59 crore-turnover company has installed 'Ekomilk' analysers at all its 8,880 purchase centres in Tamil Nadu, Andhra Pradesh, Telangana and Maharashtra. The person at the centre draws a 90-ml sample of the milk brought by each farmer and places it on the ultrasonic analyser, even as his/her producer code is entered on a keyboard. The analyser gives the fat and SNF content within a minute's time, after which the farmer's entire milk consignment is taken to a connected electronic weighing scale. At this point, the keyboard is punched again and the analyser display screen now indicates the total quantity poured, the rate corresponding to the fat/SNF content in the sample and the payment to be made, besides the date and time of supply.

"The entire system is transparent, as the farmer gets to see everything and obtain a print-out of whatever is displayed for every transaction. We transfer the money against all these invoices once in ten days. So, if a farmer is supplying, say, 9 litres daily at an average of Rs 26/litre, an amount of Rs 2,340 would reach his bank account on the tenth day," explained R G Chandramogan, managing director, Hatsun Agro.

The biggest advantage with milk, he pointed out, is that it ensures round-the-year cash flow for the farmer without price fluctuation of the sort witnessed in tomatoes, turmeric, cotton or coconut. And with direct payments, when real money starts coming into his account, the farmer's creditworthiness, too, goes up. For the bank, he then becomes a customer to be wooed rather than a social obligation burden (think zero-balance Jan-Dhan accounts). And access to formal bank finance also means not having to borrow at usurious rates, be it from the sahuakar or microfinance institutions.

Ultimately, there can be few better antidotes to farmers' debt than a crop that has a ready market in a country where people love to consume milk — and will increasingly do so with rising incomes. A farmer selling 14-15 litres daily throughout the year from three animals — one freshly-calved producing 10-12 litres; the second, 5-6 months pregnant giving 3-4 litres; and the third about eight months that's already gone dry and ready to calve just when the previous one stops lactating — to an Amul or Hatsun is unlikely to get drowned in debt.

Indian cow vigilantism gives Bangladesh opportunity to be self sufficient

Source: <http://www.hindustantimes.com/>

Updated: Sep 12, 2016 08:50 IST

Bangladesh sees an opportunity in cow vigilantism in India that has otherwise checked cattle smuggling to some extent to hit the neighboring country's meat and hide-based economy.

While Bangladeshi traders admit the check is a "crisis", economists and farm specialists say the crackdown will make space for the local cattle industry to expand and help the country be self-sufficient.

"We would rather prefer the Border Guards Bangladesh to stop smuggling of cattle from India. This will encourage Bangladeshi cattle farmers to cater to the local and international market," Dhaka-based researcher Sheikh Rokon said.

Cattle smuggling has not stopped along the 4,096 km India-Bangladesh border despite crackdowns by 'gau rakshaks' in the interiors and Border Security Force (BSF) personnel on the frontier.

But the illegal supply of cattle to Bangladesh, according to Rokon, has almost halved from 21 lakh heads in the 2013-14 fiscal. One of the reasons is the capture of more than 140 smugglers along with thousands of cattle heads in the Assam and Meghalaya sectors this year.

This has hit the cattle industry in Bangladesh, worth \$600 million last year and powered mostly by 2 million cows and bulls smuggled from India. The smuggling increases during Id-uz-Zuha when about 55 lakh cattle are sacrificed in Bangladesh.

Editorials in major Bangladeshi publications such as Daily Star lauded the 'Hindu nationalist' government in India, particularly home minister Rajnath Singh, for the crackdown on cattle smuggling though it has had an economic impact in the Muslim-majority Bangladesh.

According to the Bangladesh Tanners Association, close to 200 tanneries suspended work due to lack of hides and some 4,000 workers were jobless. Beef exporters in the country too have cut down exports by 75% with price of cows increasing by 40-50% because of India's move.

Until India's crackdown, cattle slaughterhouses, beef processing units, tanneries and bone crushing factories contributed substantially to Bangladesh's \$190 billion economy.

Security forces in Assam, meanwhile, sought Maharashtra-like laws to control large-scale transportation and

smuggling of cattle. “Existing laws in states like Maharashtra can be studied for similar rules in these parts,”

RM Singh, special director general (border) of Assam Police said.

Singh heads a newly-formed task force to assist BSF in checking border crimes including cattle smuggling.

Godrej Agrovat eyes diverse buys to milk dairy sector fully

Source: <http://www.thehindubusinessline.com/>

MUMBAI, SEPTEMBER 11:

Godrej Agrovat, the agri-business arm of the safes-to-soaps conglomerate, is looking at an integrated play in India’s ₹4.3-lakh crore dairy industry.

From cattle genetics to feed and milk procurement to processing, Agrovat is gearing up for a full play in the dairy chain in a country where demand for milk products is rising at about 22 per cent annually.

“We are looking at being an integrated player in the dairy segment in the long run,” Agrovat MD Balram SinghYadav told BusinessLine.

Agrovat already owns 52 per cent stake in Hyderabad-based Creamline Dairy, giving Godrej an access to the lucrative sector.

Upping the value chain

It is open to more acquisitions to boost presence in the dairy industry.

Currently, the dairy chain involves multiple players – those working on cattle genetics, enriched cattle feed, milk procurement and processing.

“The value chains will eventually become integrated. It could be closely knit integration, where one player will own everything, or loose integration where major players will work with other companies,” says Yadav.

Cattle feed biz Agrovat itself is India’s largest seller of [animal feed](#), through which it has forged connect with lakhs of dairy farmers.

The domestic market for cattle feed is pegged at 145 million tonnes of which only 7 million tonnes is in the organised sector.

“We have about 10 per cent of the organised market share and have been growing at 12-13 per cent annually for the last five years,” Yadav points out.

“We are growing at the pace of the market, but our effort is to grow at a faster pace. One of the key triggers today, we feel with cattle feed, is milk and that is our long-term story also,” he adds.

The key to success in the dairy segment is procurement and that is something Godrej seems to be comfortable with given its proximity to farmers through its cattle feed and allied services.

“A diverse sourcing network is crucial to the success of the industry given the short shelf life of milk. Direct procurement by farmers backed by infrastructure is thus an imperative,” research firm Crisil said in a report last December.

Creamline currently procures 6 lakh litres milk per day and has a dedicated cold chain.

“They have a robust system in place. We are not looking at upping the stake as Cremaline is cash rich and does not need any money,” Yadav clarifies.

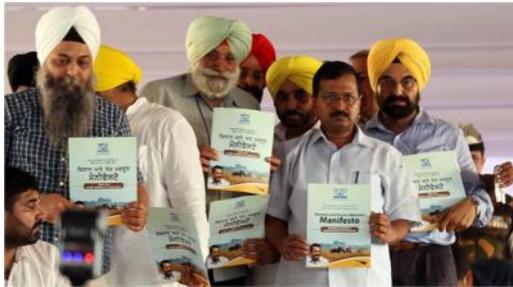
But for the success of Agrovat’s long-term milk story, Yadav is open to further acquisitions. “Inorganic growth is a possibility in about two to three years.”

AAP releases 'Kisan Manifesto' in Punjab

The Manifesto was released by Manifesto committee chairman Kanwar Sandhu at a party rally which was later addressed by AAP national convenor and Delhi chief minister Arvind Kejriwal.

By: [PTI](#) | Baghapurana | Updated: September 11, 2016 8:56 pm

Source: <http://indianexpress.com/>



Delhi CM Arvind Kejriwal with AAP leaders releasing "Farmers and Farm Labourers Manifesto" for Punjab elections at Baghapurana. (Source: Express photo by Gurmeet Singh)

Aam Aadmi Party eyeing to wrest power in Punjab in the 2017 assembly polls, on Sunday unveiled its 31-point 'Kisan Manifesto' with an action plan to prevent farmer and farm labourers suicides and make them debt free and prosperous by December 2018. The Manifesto was released by Manifesto committee chairman Kanwar Sandhu at a party rally in Baghapurana which was later addressed by AAP national convenor and Delhi chief minister [Arvind Kejriwal](#).

Sandhu said that the party will re-enact Sir Chhotu Ram Act of 1934 (Moneylenders' Debt) in which under no circumstances will the sum of interest payable exceed the principal amount. "All debts where a farmer has paid a sum twice the amount of the principal shall be deemed to be wholly discharged," he said addressing the gathering on the occasion.

Every property mortgaged by a debtor whose debt is deemed to be discharged shall stand released, Sandhu said adding that no indebted farmer shall be dispossessed of his land holdings and house. He said that loans of poor farmers and farm labourers will be waived off and loans of SCs and BCs will also be waived off.

"Interest on loans of other farmers will be waived off. Punjab farmers to be debt free by December 2018," he said. No coercive recovery proceedings against farmers will be launched till December 2018 when they will be debt free, Sandhu said.

To make up crop loss, compensation of Rs 20,000 per acre for crop loss due to drought, floods, pest attack, unseasonal rain, will be given, he said. In the event of crop failure, farm labourers shall be given a compensation of Rs 10,000 for every month of loss of work, the AAP leader said. Full implementation of Swaminathan Commission Report on crop pricing will be done by December 2020.

He said that re-registration of land acquired for the Sutlej Yamuna Link (SYL) Canal by [Congress](#) and Shiromani Akali Dal governments earlier, will be done in the name of original owners. It will be ensured that farmers get 12-hours of free electricity for farming, he said quoting the Manifesto. Shagan of Rs 51,000 within one week of wedding of the daughter of a farmer or farm labour will be given besides Shagan deposit of Rs 21,000 in a bank account in the name of a newly born daughter born to a farmer or farm labour will be made.

Free medical treatment in government hospitals and cashless treatment up to Rs 5 Lakh per year in private hospitals for every farmer, farm labourer and his family will be provided, he said. As per the Manifesto high-level and time-bound inquiries will be initiated against Agriculture Minister, Tota Singh, Food and Civil Supplies Minister, Adesh Pratap Singh Kairon, Revenue Minister, Bikram Singh Majithia, Rural Developments and Panchayats Minister, Sikandar Singh Maluka and others.

Provision of life imprisonment will be there for those involved in manufacture and sale of spurious pesticides, insecticides and spurious milk and their properties shall be confiscated, Sandhu said. On farmer suicide, Rs 5 lakh compensation and a Government job for every eligible adult member of the families affected by farmer suicides in the past 10 years will be given to the aggrieved party.

The old age pension shall be increased from Rs 500 to Rs 2000. Punjab will be declared a dairy state and 25,000 new dairy farms through various incentives like Interest free loans and subsidised electricity will be set up, he said.

Musthafa scripts a success story in dairy farming

Source: <http://timesofindia.indiatimes.com/>

Vinobha KT | TNN | Sep 11, 2016, 06.48 AM IST

MANGALURU: Against the backdrop of members of a minority community being targeted by 'gau rakshaks', 48-year-old Ahmed Musthafa stands as a symbol of love for cows among Muslims.

Musthafa started rearing cows 12 years ago, with three Jersey cows. Today, he is the owner of Hajaj Farm, which boasts 33 cows including the [Australian Holstein Friesian](#) (HF) breed. He supplies 250 litres of milk to the local market on a daily basis. Son of industrialist Abdul Khader, Musthafa was keen on taking up **dairy farming** ever since he was a child.

Speaking to STOI, Musthafa recalled helping his parents rear the two or three cows they had at their ancestral home. "I built a cowshed 12 years ago and started dairy farming with three Jersey breed milch cows. Today, there are 27 milch cows and six calves on my farm. I look after them like my children and I dedicate sufficient time every day to feed cows and maintain the cowshed," he added.

A volleyball and a kabaddi player, Musthafa is a member of various social organizations. He pointed out that he never viewed dairy farming as a profit making industry, but treated it as a passion. His passion for 'gau raksha' or cow protection has also earned him laurels from many social organizations. "I have spent a lot of money in this venture and also suffered losses. However, in recent years, it has become a profitable business as the subsidy rate that Karnataka Milk Factory (KMF) offers to farmers is a bonus," he said.

While Jersey cows produce about 8-15 liters per day, those belonging to Gir breed yield 10-23 liters. He is extremely cautious with regard to his HF cows, which produce 15-25 litres daily, since they are prone to diseases. He also rears cattle belonging to Sahiwal and Tharparkar breeds. "It is not easy to look after [cattle](#) as it involves feeding, washing, cleaning the cow sheds among other chores. Moreover, we also need to be cautious about diseases," he said.

He is assisted in at the dairy farm by three workers, and the hybrid hay fed to his cows is grown on the one and half acre land he owns.

Milk quality control drive runs out of steam

M. P. PRAVEEN

Source: <http://www.thehindu.com/> KOCHI, September 11, 2016



Private dairies remain outside the ambit of dairy development department

Stripped of statutory powers for sampling and reprisal against quality compromises, the week-long intensive quality control drive being undertaken by the district dairy development department during Onam, when demand for milk and milk products surges, seems to have run out of steam.

Despite their depleted authority, dairy development officials in the district continue to collect on an average 30 milk samples from the market daily, test them at the department's quality control lab at Kakkanad and sent the collated sample reports to the State Directorate of Dairy Development. These reports are in turn forwarded to the Commissionerate of Food Safety constituted under the Food Safety and Standards Act.

"Only food safety department is empowered to take action on those reports, which previously was the domain of dairy development department under the now defunct Milk and Milk Product Order and the Prevention of Food Adulteration Act. Now we can't even collect milk samples statutory, which helped us to hold those compromising on quality and adulteration accountable for their act," dairy department sources said.

Previously, multiple samples were collected with one sample kept sealed at the source and the second one sent for quality control tests. This way, if there were deviations from set standards, the violators could be taken to task as there was a sample of the same batch to prove it. With that authority taken away and given to food safety officials since 2011, dairy department officials now simply take samples from the market with no back up of sealed sample at source leaving room for those at fault to challenge the lab results easily.

Administration

The dairy department is now solely entrusted with the administration of primary milk cooperative societies registered under it and ensuring the quality of their milk which is collected and distributed by Milma. "Private dairies remain outside the ambit of the department as they cannot be visited by department officials," the sources said.

Officials bemoan that despite having trained staff qualified in dairy technology unlike food safety officials and full fledged quality control labs, the department has been left with little authority to act. Repeated pleas to restore the past authority of the department had fallen on deaf ears.

The intensive quality control drive in the district will last till September 13. The department has also opened an information centre in association with the District Panchayat at Kakkanad from where the public can get milk samples tested within 20 minutes. Milk samples are mostly tested for fat and sugar and presence of adulterants and preservatives.

Kerala Government Sets Up Milk Testing Facility To Curb Adulteration

Kerala | [Press Trust of India](#) | Updated: September 10, 2016 18:50 IST

Source: <http://www.ndtv.com/>



Kerala government has set up milk testing facility to prevent entry of adulterated milk into Kerala

COIMBATORE: To prevent the entry of adulterated milk into Kerala, the government there has set up a temporary milk testing facility at Meenakshipuram check post near neighbouring Pollachi at the Tamil Nadu-Kerala Border.

Being the Onam season, a large quantity of milk is being supplied to Kerala both from Tamil Nadu and Karnataka and the lab has been set up to test the milk and curd for adulteration, police said.

The facility takes about 200 ML of milk for testing, which consumes nearly 20 minutes, resulting in the loss of money and time for the vendors, as they check whether the milk contains urea, starch, or chemicals, to increase its thickness.

The tests will be done till September 13, they said.

Supreme Court asks PFA not to spare substandard milk producers

SOURCE: PUBLISHED SEP 10, 2016 07:27AM <http://www.dawn.com/>

LAHORE: The Supreme Court on Friday threw its weight behind the Punjab Food Authority (PFA) directing its Operations Director, Ayesha Mumtaz, not to spare manufacturers of substandard milk.

A two-judge bench headed by Justice Mian Saqib Nisar was hearing a petition challenging sale of substandard food, adulterated milk and bottled water in the market.

Ayesha Mumtaz told the bench the authority had been taking action against the companies involved in manufacturing substandard and hazardous food items. She said two of the milk manufacturing companies recently sealed by the authority had approached the Lahore High Court.

She further said at present there were two laboratories in the provincial capital to test quality of edible items. Two more of such labs being established with Rs100 million would be functional before 2018, she added.

Justice Nisar observed that people involved in illegal businesses did not deserve any concession. He said he will not tolerate even his own brother if found involved in or supporting such activities.

The bench lauded the performance of the food authority and ordered its director to speed up action against manufacturers of substandard milk. The bench also directed the high court to decide the petitions of sealed companies without a delay.

Cyber crime law: The Lahore High Court on Friday sought assistance from the attorney general of Pakistan and the advocate general of Punjab on a petition challenging the recently enacted "Cyber Crime Act 2016".

Pakistan Awami Tehreek Deputy Secretary Advocate Ishtiaq Chaudhry filed the petition contending that several provisions of the law were in violation of fundamental rights.

At the outset of the proceedings, the lawyer argued that there was a great likelihood that the government would use the controversial law for political victimisation and to curb freedom of expression.

He said the provisions of cyber-terrorism and defamation had made the impugned law parallel to the Anti-Terrorism Act and the Defamation Act. Two parallel laws could not be implemented in a country, he added.

The lawyer further argued that the law gave unbridled powers to the Federal Investigation Agency allowing it to seize data from mobile phone and computer of any citizen without prior investigation.

He asked the court to strike down the Cyber Crime Act 2016 for being in conflict with fundamental rights of citizens enshrined in the Constitution.

Justice Syed Mazhar Ali Naqvi issued notices to the federal and provincial government for Sept 26.

ISI mark on your milk powder may be a counterfeit

Source: <http://www.businesstoday.in/> September 9, 2016

Alarmed over fake baby milk powders circulating in the market, the Authentication Solution Providers' Association (ASPA) that works closely with global authorities such as Counterfeit Intelligence Bureau (CIB), Interpol and FICCI Committee against counterfeiting and smuggling, has written to Bureau of Indian Standards (BIS) to implement forensic features on products to ensure safety.

"As the recent scandal in China has shown, counterfeiters will go to any lengths for a quick profit, including putting babies at risk. To protect the 25 million babies born every year in India, it is essential to protect baby milk powders and other nutritional products from the scourge of counterfeiting," said Nakul Pasricha, Vice President, ASPA. "This can be achieved by securing supply chains through authentication, track-and-trace and other digital solutions, as well as by applying tamper-proof or tamper-evident physical solutions onto packaging, such as security labels and holograms," he added.

Incidents of adulterated milk are very common in India. Currently, BIS has a product certification scheme that allows more than 30,000 licensees to use the ISI mark as a symbol of quality product. However, experts say, it's easier for unscrupulous manufacturers to produce fake ISI mark with the advancement in digital technology.

The increasing number of counterfeit ISI mark products has become a menace for the Government authorities and legitimate brand owners affecting consumer's health and resulting in loss of revenue. The ASPA has proposed to the BIS for usage of high security Optically Variable Devices (OVD). OVD's technology has been used by more than 100 Government authorities worldwide for banknote and high security documents. "The OVD technology fully conforms to the recommendation and guidelines stipulated by ISO Standards 12931 in curbing the menace of product counterfeiting. OVD contains various 'overt' and 'covert' high security features," said U K Gupta, President, ASPA. It is impossible to duplicate with the Mirror effect.

Agri-food company Milk Mantra enters Raipur market with three products

Thursday, 08 September, 2016, 08 : 00 AM [IST]

Our Bureau, Mumbai

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

Agri-food company Milk Mantra forayed into the Raipur market with the launch of three products - Milky Moo Probiotic Dahi, Meethi Mishti Dahi and Soft and Creamy Paneer. The company is foraying into new geographies so that consumers in more Indian cities can enjoy healthy, fresh and pure dairy products every day.

Srikumar Misra, founder, managing director and chief executive officer, Milk Mantra, said, "Milky Moo is loved by 2,50,000 consumers across eastern India. Raipur is an underserved city for premium quality dairy products."

"Our launch in Raipur brings truly pure and innovative dairy products for the discerning consumers of Chhattisgarh. We are committed to nourishing a truly pure living for our consumers and our strong direct sourcing network ensures that our consumers have access to best-in-class dairy products," he added.

The Odisha-based company has leading global food technology companies like Tetrapak, DeLaval and Multivac as partners. It has two state-of-the-art plants with a production capacity of 2,25,000 litres per day in Puri and Sambalpur districts.

Mother Dairy launches dairy whitener brand Dailycious' Phase II with TVC

Thursday, 08 September, 2016, 08 : 00 AM [IST]

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

Our Bureau, Mumbai

Mother Dairy Fruit and Vegetable Pvt Ltd (MDFVPL) launched Phase II for its dairy whitener brand, Dailycious, with a new television commercial (TVC), which is specially targeted for consumers in the eastern states of West Bengal and Assam.

Speaking about the campaign, Subhashis Basu, business head, value added dairy products, Mother Dairy, said, "At Mother Dairy, we always endeavour to bring out products that offer a best in class experience with trust, quality and purity."

"As a part of our East India focus addressing specific needs of consumers, we introduced Dailycious, the dairy whitener brand offering solutions with the right mix of colour, taste, miscibility and cuppage," he added.

"Over the period, this connect has established our presence in the region, and to further strengthen the association, we are now launching a new phase of our Dailycious campaign, taking the thought forward," Basu said.

He added that he was confident that the new campaign would appeal to the masses and enhance the brand's engagement with consumers.

India will invest \$150 million in dairy farming

To increase production of livestock products India is planning to invest \$150 million in the sector

Source: <http://agro2b.ru/> 07 September 2016



Earlier, the government announced the investment of \$60 million in the development of fish production. More than \$15 million will be allocated for various programs on development of production of beef and poultry, a similar amount will be allocated to the vaccination and disease control of animals.

As stated by the Minister of agriculture of India, in the framework of the development of the dairy sector the site will be created for the processing of 278 thousand liters of milk daily in 977 cooperatives. The main goal of the program is the increase in farmers' income from agricultural production.

Global dairy price recovery to benefit Indian farmers

The uptrend in prices is good for India's dairy industry, which has seen exports plunge from a peak of 1.30 lakh tonnes (valued at Rs 2,717.56 crore) in 2013-14 to a mere 15,930 tonnes (Rs 293.01 crore) in 2015-16.

Source: <http://indianexpress.com/>

Written by [Harish Damodaran](#) | New Delhi | Published: September 8, 2016 3:26 am

Global skim milk powder (SMP) prices have hit a 11-month high, which is positive news for Indian dairies and farmers who have borne the brunt of an export market collapse in the last two years.

SMP rates at GlobalDairyTrade, the fortnightly online auction platform of New Zealand's milk processing giant Fonterra, averaged \$ 2,224 per tonne on September 6, up 9.7 per cent over the \$ 2,028 price in the previous auction on August 16 and marking a third consecutive round of increase. Prices have significantly recovered from their low of \$ 1,419 per tonne reached on August 4, 2015, though nowhere near the record \$ 5,142 per tonne of April 2, 2013.

The uptrend in prices is good for India's dairy industry, which has seen exports plunge from a peak of 1.30 lakh tonnes (valued at Rs 2,717.56 crore) in 2013-14 to a mere 15,930 tonnes (Rs 293.01 crore) in 2015-16. Lower export demand had led to domestic, especially private, dairies slashing milk procurement from farmers (About 11.5 kg of milk is needed to produce 1 kg of powder; a 1.1 lakh tonnes dip in powder exports would have, then, reduced milk purchases by some 35 lakh kg per day in

2015-16). As a result, farm-gate prices of cow milk fell to as low as Rs 15-16 per litre in states like Maharashtra, from Rs 25-26 during 2013-14.

That should change with international prices looking up on the back of production declines in New Zealand, Australia, Argentina and, of late, even Europe, coupled with apparently rising demand in China. SMP prices in India are currently ruling at Rs 140-150 per kg, which is on par with the latest GlobalDairyTrade quote of \$ 2,224/tonne or Rs 148/kg.

“If prices show further rise in the coming auction rounds, we can expect exports to really take off. Dairies will also be able to get rid of their surplus powder stocks ahead of the flush season from October-November, when animals start producing more milk. And farmers, too, will benefit from higher demand,” an industry source said.

Mother Dairy unveils new ‘Dailycious’ campaign

Source: <http://www.mxmindia.com/>

06 Sep,2016

By A Correspondent

Mother Dairy Fruit and Vegetable (MDFVPL) launched the second phase of its dairy whitener brand – Dailycious with a new television campaign. The new TVC is specially targeted for consumers across the regions of West Bengal and Assam. The TVC features Bollywood actor Radhika Apte as the leading lady in her new facet of life and has been conceptualised by Ogilvy.

The first TVC, released a few months ago, was centred on the couple as newly-weds beginning their journey together. The second TVC, which is in continuation of their life ahead, takes the plot further with an interesting new surprise. While the couple still remains central to the TVC’s theme, this time the audience will get to see a different facet of the couple’s life as the wife’s mother-in-law enters the picture.

Speaking on the campaign, Subhashis Basu, Business Head – Value Added Dairy Products, Mother Dairy, said, “At Mother Dairy, we always endeavour to bring out products that offer best in class experience with trust, quality and purity. As part of our East India focus addressing to specific needs of consumers, we introduced Dailycious, the dairy whitener brand offering solutions with right mix of colour, taste, miscibility and cuppage. Over the period, this connect has established our presence in the region and to further strengthen the association, we are now launching a new phase of our Dailycious campaign taking the thought forward. I am confident that the new campaign will appeal to masses and enhance brand’s engagement with consumers.”

The TVC opens on the couple at the dining table, with the wife serving morning tea to her husband and mother-in-law. While serving tea, the wife asks her husband to show the newly bought shoes to her mother-in-law, attracting a witty and muted response from husband, whereas mother-in-law is taken a back in surprise. The mother-in-law then tries to search the new shoes on her son’s feet under the table with a feeling of apprehension, but is unable to find them underneath. She then goes on to take a sip from her tea and finds an unexpected pair of red toddler shoes before her sight. Amazed by the little

pair of shoes, the mother-in-law then looks towards her son in-order to confirm the thought of becoming a grandmother. Her son in return confirms the same with a smile. She further looks towards her daughter-in-law to confirm the news, to which she happily nods in agreement. The entire moment becomes more cheerful when both hug each other celebrating the occasion. This exchange between them creates a special bonding moment, which only ends up becoming magical over a cup of tea made from the goodness of Mother Dairy Dailycious dairy whitener.

“The second TVC from the two ad film campaign takes the conversations and stories around the all-important cup of tea to a new dimension, reiterating our big idea that a well-made cup of tea can infuse magic into everyday moments. The goodness of Mother Dairy Dailycious Dairy Whitener enhances the tea experience, which has been captured in this endearing spot featuring the talented RadhikaApte.” added Ajay Gahlaut, Executive Creative Director, Ogilvy India.

The TVC went on air from September 5 and will also be available on YouTube and other digital channels. The campaign is Mother Dairy’s one of the leading initiatives towards developing a regional approach in Bengali and Assamese. The newly launched campaign will be supported by a series of initiatives involving a 360-degree approach spanning across print, radio, digital and BTL activities.

Mid-Sized Dairies Are Pumping More Funds Into Advertising

Source: <https://www.hungryforever.com>
September 06, 2016

According to Sagarika Mukherjee, analyst with Antique Stock Broking, with 18% of the global milk production flowing out of India, the country is easily the world’s largest milk producer followed by the US, China, Pakistan and Brazil.

While the existing large dairy cooperatives like Amul and Mother Dairy announce major expansions, the influx of international dairy magnates like ITC and PepsiCo into the domestic dairy sector has created a nervous wave amongst local mid-sized dairy firms. As a result, there has been a significant boost in the amount of money invested by the latter in advertising campaigns to pull up their reach and sales.

Roping In Numbers

Speaking in number, a bunch of these mid-sized private dairies are planning to double their expenditure on ads from 1% to almost 2% of their sales by FY18, according to analysts. “The average industry spend on marketing and advertisement would be around 1 per cent, which is likely to double in the next couple of years,” said Shradha Seth, analyst with Edelweiss Securities.

“As the market is growing, companies are also increasing their ad spend, majorly focusing on value-added products rather than commodities like ghee or skimmed milk powder, to boost sales and position themselves as a retail or FMCG player and not just a dairy player,” said an analyst with a Mumbai-based brokerage covering listed dairy firms.

In an attempt to increase their foothold, companies are stepping into major collaborations. Like Mumbai-based Parag Milk Foods tying up with schools by sponsoring musical shows and even hiring popular Chef Ranveer Brar to promote its brand. Medium dairy players like **Prabhat Dairy** have of late increased advertising on regional (Marathi) television channels. Hyderabad-based Dodla Dairy and Heritage Foods too were seen significantly mounting their presence offline and online.

Stepping Up The Sales

J. Sambamurthy, head, dairy division of Andhra Pradesh chief minister N Chandrababu Naidu-founded Heritage Foods, said, “We will be doubling our marketing and advertisement spend to 2 per cent this year given the intense competition. We also plan to constantly cultivate our brand to engage our customers to avoid consumer shift from one brand to another.”

“With dairy companies flushed with money raised from public offers and private equity players, it becomes imminent for them to grow rapidly and hence higher spending on marketing,” said Sunil Dodla, managing director, Dodla Dairy.

“We are promoting a mix of high margin value-added items along with other products so that our increased marketing spend doesn’t impact our revenues,” says Devendra Shah, Chairman and Managing Director of Parag Milk Foods.

“We are putting up small display kiosks at shops with our product samples to attract new dealers apart from reaching out to a large base of customers,” said Sambamurthy of Heritage Foods.

The thrive by small and mid-sized dairies to up their sales has inadvertently resulted in marketing agencies like J. Walter Thompson (JWT), Madison, Helios and Group M cashing in on the competition in the dairy sector.

Digital Age

Apart from making their presence felt on the market shelves, a sizeable number of mid-sized dairies are also increasing focus on digital advertising. People closer to the dairy industry have revealed that the reach of online media has surpassed all geographical boundaries, resulting companies to reach out to a huge user base in tier-II and tier-III cities and rural areas at comparatively lower costs.

And with the Government pushing for a modernized and “Digital India”, we don’t see why the companies’ online presence would not reap maximum sales benefits.

India Invests to Increase Livestock Production

Source: 06 September 2016 <http://www.thecattlesite.com/>

INDIA - In order to increase livestock and fishery production in the country while providing livelihood opportunities to farmers, India has earmarked over 1000 crore (10 billion) rupees to fund different projects under various programmes run by the union government, writes Basudev Mahapatra.

So far, proposals worth INR 436.52 crore (4.4 billion) under the blue revolution programme, envisioned for the growth of fisheries production and aquaculture, have been approved.

Central government has released 129.82 crore (1.3 billion) rupees to nine states for implementation of various poultry and livestock development programmes, and an amount of 164.88 crore (1.6 billion) rupees has been released for vaccination under the Livestock Health and Disease Control programme.

The government has released 17.31 crore (173 million) rupees to support programmes under the National Programme for Bovine Breeding and the Cattle Mission. For approved projects under the National Programme for Dairy Development, centre has released 239.95 crore (2.4 billion) rupees to 17 States.

Under the dairy projects, facilities for processing of 278.6 thousand litres per day (TLPD) and chilling of 93.5 TPLD of milk will be created and 977 Dairy Cooperative Societies formed, said a release issued by the Ministry of Agriculture.

The programmes are intended to double farmers' incomes.

Public money used in purchasing cows in Mizoram

Source: <http://www.theshillongtimes.com/> - SEPTEMBER 5, 2016

Aizawl: The Comptroller and Auditor General of India (CAG) detected huge loss of public money in Mizoram in purchase of cows allegedly disregarding recommendations of an expert committee, in its report tabled in state legislature.

The CAG report said that the Director of Mizoram's Animal Husbandry and Veterinary department failed to comply with the recommendations of an expert committee resulting in the death of 126 cows and monetary loss of Rs 68.04 lakh which could have been largely avoided.

Under the New Land Use Policy (NLUP), the flagship program of the present Congress government in the state, the Animal Husbandry and Veterinary department placed orders for supply of dairy cows at the rate of Rs 55,000 per cow from two firms – Kwality Dairy and Agro Sales, Karnal in Haryana (500 cows) and Model Diary Cattle Breeding Farm, Ludhiana in Punjab (300 cows).

The two firms were not among the four firms which made their bids in response to the tender floated by the Departmental Purchase Advisory Board, the report said.

The report said that the two firms together dispatched 788 cows, of which 43 died during transit and there was public protest when the supply and distribution of dairy cows was in full swing over the health conditions and quality of the cattle distributed to the NLUP beneficiaries.

Among others, the import of cows from outside the state, allegedly caused the death of many domestic cows due to outbreak of Foot and Mouth Disease (FMD) which prompted the state government to

constitute a three-member Enquiry Committee headed by Principal Secretary for Disaster Management and Rehabilitation on July 24, 2012.

The committee recommended procurement and transportation of diary cows from far-off places like Punjab and Haryana during the winter season before the end of February.

But, the CAG noted, the Director of AH and Veterinary department again placed orders for supply of 1,400 dairy cows from the same firms at the rate of Rs 54,000 each and, in blatant disregard to the recommendations of the committee, allowed the firms to supply 1,372 cows between March and May in 2013.

As a consequence, 16 cows died during transit while 110 cows died inside Mizoram while in transit camps and the failure of the state Veterinary department to comply with the recommendation of the expert committee resulted in the death of 126 dairy cows and the loss of public money to the tune of Rs 68.04 lakh, the CAG report said. (PTI)

FSSAI launches ‘Food Safety Concern’ to receive complaints about packed food

FSSAI has launched ‘Food Safety Concern’ on its website to receive complaints related to packed food or even food outlets including roadside eateries

Source: <http://www.livemint.com/> Sat, Sep 03 2016. 02 15 AM IST

New Delhi: Upset after finding an insect in your packed food? Or may be the absence of labelling to indicate whether the food is vegetarian or non-vegetarian?

You can do something about it—complain on the website of the food safety regulator, which will ensure swift action.

With a message that safe packed food is every consumer’s right, the Food Safety and Standards Authority of India (FSSAI) has launched a section, “Food Safety Concern,” on its website to receive complaints related to packed food or even food outlets including roadside eateries.

Under this section, a consumer can complain about a product if she finds that its shelf-life had expired, or that it had been adulterated, or didn’t contain vegetarian/non-vegetarian labelling. The presence of dust particles, insects or fungus can be grounds for a complaint too. Consumers can even post a picture of the product with the grievance.

Last week, FSSAI announced a “10@10” programme to promote safe food at all places including homes, schools, offices, eateries and even religious places while commemorating the 10th anniversary of the Food Safety and Standards Act 2006.

It announced that it will launch 10 new initiatives that seek to connect people of all age groups for ensuring safe food. Giving citizens a voice and a transparent system to register their complaints is part of that programme.

“This is among one of the 10 initiatives that we launched last week and herein our focus is consumer outreach. It’s a big step towards involving public at large and it is the first time that such a step is being taken,” said Pawan Agarwal, chief executive officer (CEO) at FSSAI.

Agarwal said the regulator would first forward the complaint to the restaurant or the company named in it and follow up by sending a food inspector to the premises of the alleged offender.

“Over the time with a large number of complaints, a database would be created and we would get a general trend about a particular place or kind of food. That trend will also help us in carrying out inspections. We will also note how restaurants and companies are responding to consumers’ concerns,” Agarwal added.

FSSAI has been actively trying to enforce food safety regulations in the past year or so. It started with a ban on Nestle India Ltd’s Maggi noodles in June 2015. It also said it was examining the possibility of **regulating** quality of water piped to household taps to hold municipal authorities and agencies such as state water supply boards accountable for the quality of water they supply.

In May, the food regulator **banned** a potentially cancer-causing chemical, potassium bromate, used widely as an additive in brands of packaged breads and the bread used in ready-to-eat burgers and pizzas. The FSSAI decision came after a study by the Centre for Science and Environment (CSE) named it as one of two chemicals that could cause cancer

Odisha’s Milk Mantra enters in Raipur Market

Source: <http://www.odishanewsinsight.com/>



Milk Mantra, India’s first VC-funded agri-food startup, announces its launch in the capital city of Chattisgarh, Raipur. It will mark its entry into the Raipur market with the roll-out of three products- Milky Moo Probiotic Dahi, Meethi Mishti Dahi, and Soft and Creamy Paneer.

Based out of Odisha, the company is foraying into new geographiesso that consumers in more Indian cities can enjoy healthy, fresh and pure dairy products every day. The engaging and exciting Milky Moo brand was launched in 2012 to tremendous consumer response and is one of the fastest growing food brands in India.

Commenting on the launch, Srikumar Misra, Founder, MD and CEO, Milk Mantra said, “Milky Moo is loved by 250,000 consumers across eastern India. Raipur is an under-served city for premium quality

dairy products and our launch in Raipur brings Truly Pure and innovative dairy products for the discerning consumers of Chhattisgarh. We are committed in nourishing a Truly Pure living for our consumers and our strong direct sourcing network ensures that our consumers have access to best-in-class dairy products.”

Milk Mantra is singular in terms of its Ethical Milk Sourcing program, which has a widespread network of over 40,000 farmers. The company considers itself responsible for ensuring that its farmers are provided sustainable livelihoods. The start-up believes in conscious capitalism, and has built a transparent and timely payment system, while also providing various extension services like artificial insemination, access to cattle loans from financial institutions, good quality cattle feed, health camps etcetera and believes that Happy Farmers = Happy Cows = Best Milk!

Incepted in 2009 and based out of Bhubaneswar, Milk Mantra has leading global food technology companies like Tetrapak, DeLaval and Multivac as partners. It has two state-of-the-art plants with production capacity of 225,000 liters per day at Puri and Sambalpur districts in Odisha. While most dairies would look at farmer development at a much later stage of profitability, Milk Mantra concentrated on inclusive growth from its foundation

FSSAI releases expression of interest in running Ghaziabad FRSL in PPP mode

Friday, 02 September, 2016, 08 : 00 AM [IST]

Ashwani Maindola, New Delhi

Source: <http://www.fnbnews.com/>

The Food Safety and Standards Authority of India (FSSAI) released an expression of interest (EOI) in running the Ghaziabad-based Food Research and Standardisation Laboratory (FRSL) in public-private partnership (PPP) mode.

“Companies having experience in running and maintaining a National Accreditation Board for Testing and Calibration Laboratories- (NABL) accredited laboratory can apply for that,” said the EOI.

This laboratory will act as a referral laboratory for appeals for pesticide residue, heavy metals, antibiotic residues and microbiological analysis. According to a senior FSSAI official, this is a part of FSSAI’s plan to upgrade and expand the lab facilities in the country.

Established in 1971, this lab has a status of referral lab for appeals by food business operators (FBO). The official said, “It has been done to give this lab a complete makeover in accordance to the requirement of the Food Safety and Standards Act, 2006. This would also help us get skilled manpower for the job.”

“The primary focus is on testing heavy metals, pesticide residue, antibiotic residue and microbiological analysis,” he added.

According to the EOI, the highest bidder will have to obtain NABL accreditation within a period of a

yeae and run the lab for five years and will be given an opportunity to run for another two years based on its performance.

It is pertinent to mention here that the apex food regulator had earlier decided to revamp the whole lab infrastructure in the country with a budget of close to Rs 500 crore. The project would involve running labs in PPP mode and creation of an NABL-accredited lab in each state (two in big states).

FSSAI commemorates decade of Food Safety & Stds Act with 10 initiatives

Thursday, 01 September, 2016, 08 : 00 AM [IST]

Ashwani Maindola, New Delhi

Source: <http://www.fnbnews.com/>

The Food Safety and Standards Authority of India (FSSAI) commemorated ten years of the Food Safety and Standards Act, 2006, and revealed its future plans with ten initiatives aimed at making the public and the food industry partners and an aware society.

The document released by FSSAI said, “The future of food safety and nutrition lies in an integrated approach, collaborations, engagement and surround impact.”

“These will be key dynamic to enable food safety in the country. And these initiatives are envision to connect people of all age groups across the spectrum with the simple intent of creating an aware community which is empowered to ensure food safety.”

Beginning from home, the dots connect workspace, schools, serving and corporate for food safety.

Initiatives

- Safe and nutritious food at home: FSSAI is bringing out a green book on safe food at home. It will assist homemakers in their routine dealing with the food
- Safe and nutritious food at school: This initiative is aimed at creating awareness about food safety among children and inculcating safe food habits that will last a lifetime
- Safe and nutritious food at workplace: This focuses on employees
- Safe food on the streets, at restaurants, railway stations and places of worship
- Working in close cooperating with corporates with a thought of food safety - a shared responsibility
- The apex regulator wants to connect with citizens by which public participation can be augmented to achieve the goal of food safety
- Diet for Life: This is aimed at the nutritional needs of children with metabolic disorders
- Food safety training and certification (FoSTaC): This aims at providing training to people involved in various food businesses
- IFS-Quickaccess: This initiative is aimed at integrated food standards for easy and effective implementation and monitoring
- Strengthening of food testing laboratories (SOFTel)

Dairy markets improve

CINDY SNYDER For the Times-News
Sep 12, 2016
Source: <http://magicvalley.com/>



Mozarella cheese blocks are packaged at Jerome Cheese on Jan. 19, 2016.

TWIN FALLS — Predictions that dairy prices would improve by fall seem to be holding true, giving dairy producers hope that margins will be in positive territory in 2017.

“Dairy farm profit margins are really looking good for 2017,” said Dave Kurzawski, a dairy analyst with FC Stone.

Stronger demand for cheese coupled with three straight months of price increases in the global dairy auctions are providing hope that the slump is finally nearing the end, though some analysts warn it could be Christmas before prices really begin to improve.

In the last two months the spread between the price of U.S. cheddar cheese compared to the global market has shrunk from a ghastly 50 cents per pound to 15 cents for blocks, Kurzawski said. Cheddar cheese was 9 percent higher to an average price of \$3,436 or \$1.5585 per pound.

That might open the door for increased exports into next year, which would provide additional price support. While Kurzawski says it’s too early to tell, American cheese is arguably more attractive to international buyers than it has been for the last year. If that is true, American buyers may find themselves bidding against international buyers just as the domestic cheese demand surges for the holidays.

Domestically, cheese barrels are trading at a 9-cent premium over cheese blocks. That spread is not expected to last for much longer. [Mute](#)

U.S. exporters shipped 23,969 metric tons of cheese in July this year, down 6 percent from July 2015. Year-to-date cheese exports are down roughly 18 percent with the biggest hits coming from lost market share in South Korea and Japan, Kurzawski said.

The U.S. Department of Agriculture has increased its all-milk price for 2016 to \$16.25 to \$16.45 per hundredweight and \$16.15 to \$17.15 for 2017 based largely on stronger cheese demand. Firmer demand for nonfat dry milk and whey demand is also providing support to milk prices. Break-even prices for southern Idaho dairies run between \$16 and \$17 per hundredweight.

Even as USDA forecasters are predicting stronger prices, they are also anticipating increased in dairy production for 2017. Lower feed costs, thanks primarily to a monster corn crop, will likely lead to a modest expansion in the cow inventory and more rapid growth in milk per cow.

FC Stone is expecting the U.S. corn crop to average around 176 bushels per acre. That's in-line with the USDA's August corn yield forecast of 175 bushels per acre. If that's realized, it would break the 2014 record of 171 bushels per acre and set a new production record of 15.2 billion bushels

USDA is now forecasting the 2016-17 average farm gate price for corn will be \$2.85 to \$3.45 per bushel, down about 45 cents from the range forecast for the current marketing year.

Testing for forage variability

By Sarah Mikesell September 12, 2016 | 11:33 am EDT

Source: <http://www.dairyherd.com/>



Randy Shaver, professor at the University of Wisconsin, reviewing silage quality

Forages comprise 35% to 70% of the dry matter (DM) in diets for lactating dairy cows. Upsetting a cow's diet consistency, variability in forage quality can impact DM intake, diet energy density, dietary grain and protein supplementation amounts, feed costs, lactation performance and cow health. It's critical for dairy producers to continually test their forage supply, so they can adjust for variability and maintain a consistent ration for peak production.

With alfalfa and grass silage, producers should expect to see high variability due to multiple cuttings being stored at different times during the growing season, not to mention that individual fields will vary greatly in quality. That means frequent sampling and testing are necessary.

"Most producers will test for DM content at least weekly as well as any time they sense moisture or DM content is changing," said Randy Shaver, professor and dairy nutritionist at the University of Wisconsin-Madison Extension. "Testing allows producers to adjust the feeding array of wet forages to keep a consistent amount of DM in the ration. Sending alfalfa and grass silage samples in for nutrient analysis every other week is a good practice, along with using a rolling average when reformulating rations."

Corn silage tends to be more consistent although there's more variation in DM (moisture) than neutral fiber detergent (NDF) and starch. Corn silage DM testing is usually needed every week, but NDF starch and crude protein may only need to be tested monthly.

Recent research at The Ohio State University indicates there's a lot of sampling error that can occur.

"To come onto a farm and only take one sample on one day can be somewhat inaccurate, particularly for NDF," Shaver said. "Ohio State's research suggests taking two samples on the same day to account for some of the sampling error. There is always day-to-day variation and analytical variation. However, when you take two separate samples, it takes out some of the inaccuracies."

When taking a sample from silage bags, 6" to 12" depth samples should be taken from around the 10' to 12' diameter opening.

"If producers are peeling it down with a skid steer, you can usually take several different grab samples, mix it together well into one sample and send that sample in to the lab," Shaver said.

For a silage bunker or pile, it's a little more difficult because there's variation across the face from the top, middle and bottom. It's also very unsafe to walk up to the face of a silo and take a sample. The current recommendation is to skim down the face with a face peeler or an end loader. Then from the pile that's been skimmed down, staying back from the face for safety, take several different grab samples and combine into a single, homogenized sample and send to the laboratory.

"The goal is to try to mimic what's actually being fed to the cows or what's going into the total mixed ration mixture, and it should be a blend across the full face. Only taking a grab sample can be very inaccurate and also very dangerous," he said.

Afimilk Introduces Automatic Calving Alert Service



AFIKIM, Israel, September 12, 2016 /PRNewswire/ --

Source: <http://www.prnewswire.co.in/>

Alerts farmers when labor starts, and again if labor is prolonged

Afimilk, Ltd., a global provider of dairy farm management solutions, has integrated a Calving Alert service, including a prolonged calving application, into its AfiAct II cow monitoring system. The new technology will help dairy farmers instantly identify and quickly assist cows experiencing difficult labor, also called dystocia.

"The new Calving Alert Service will help dairy farmers more accurately detect the onset of calving, and be better prepared for potentially costly events like dystocia," said Dr. Alon Arazi, DVM, a senior member of the Afimilk research team.

Difficult labor is associated with increased calf mortality and morbidity. Studies have shown that up to half of first-calf Holsteincows in the U.S. require intervention from a farmer or veterinarian during labor.*

"Monitoring cows for calving is very time-consuming, and highly dependent on observers' skills," said Dr. Arazi. "Automatic, continuous monitoring is more labor-efficient and allows for 24/7 control."

Edu Mesnik, a veteran farm manager, has experienced a dramatic reduction in calf mortality since installing the AfiAct II in his herd last year.

"We now have good control over the calving process, and dead calves in the morning are a rare sight," he said.

AfiAct II is the first leg-tag system programmed to issue notifications specifically for prolonged labor. Alerts are sent wirelessly from a leg-mounted sensor to a smartphone when calving begins, and again if calving is prolonged.

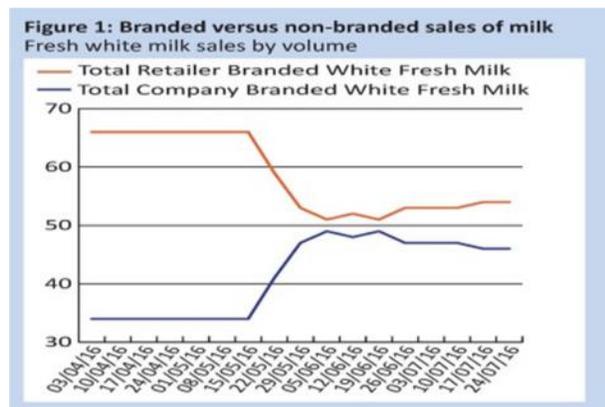
In addition to calving, AfiAct II detects other conditions based on activity and resting behavior, including estrus, abortion, cow comfort problems and illness.

Another monitoring system offered by Afimilk, Silent Herdsman, features a neck-mounted sensor that detects estrus, cyclic disorders and illness based on cow activity, rumination and eating patterns. Both monitoring systems will be on display at theSPACE International Livestock Trade Fair in Rennes, France, September 13-16, and at World Dairy Expo in Madison Wisconsin, October 4-8, 2016.

Afimilk is a global leader in farm management software, cow monitoring systems and milk analysis tools for dairy producers in 50 countries. For more information on the AfiAct II or Silent Herdsman cow monitoring systems, contact a local Afimilk dealer, or visit Afimilk.com.

Consumer response drives sales

12 Sep, 2016 10:47 AM



Consumers responded by buying branded milk, and leaving private label milk on the shelf.

Since the beginning of the 'Milk Wars' in 2011, aggressively priced private label milk has been a feature of the battle for market share between Coles and Woolworths. Following this, private label's share of the fresh white milk market in Australian supermarkets has increased considerably from about 58 per cent (2010) to about 66 per cent in the weeks before the events known as the 'Dairy Crisis'.

Since the sudden step-down in milk prices in April, the issue of private label milk has attracted significant public interest. This article looks at trends and recent developments in supermarket milk sales.

One of the less remarked upon effects has been how branded milk companies have responded to cheaper milk. To this end, the traditionally quite staid and reliable fresh white milk market has seen an explosion in milk varieties, including micro-filtered, vitamin-fortified and added-protein milks. In the current competitive dynamic, companies have steadily been pushing new rebranded and reformulated products, seeking to establish points of difference, rather than compete on price.

To convince consumers to pay extra, it is essential to establish that branded milk has special characteristics and is not a homogenous product. At times, some claims surrounding the special qualities of different milks have arguably created confusion among consumers. These trends have not been confined to the fresh white milk category. Within the UHT category, the proportion of milk sold under

private label (average price \$0.94/litre) has increased, relative to branded UHT milk (average price \$1.54/litre). For processors selling branded product, this has increased the importance of sales in alternative pack sizes other than 1L, such as 2L or multipacks.

Within the 1L segment, trends similar to those in the fresh white milk category are at work. This has meant that the contribution of higher-price, specialist products to sales value has increased. The Zymil and Liddells ranges are good examples of this.

However, developments in supermarket sales of milk have seen large changes in the past few months and may signal a change in these trends. In the wake of the sudden milk price step-downs, The Project ran a segment 'Milked Dry' on Tuesday, May 17, which concluded with an appeal for shoppers to buy branded, Australian-made dairy products.

Consumers responded by buying branded milk, and in many cases leaving private label milk on the shelf. Since May, the share by volume of milk sold has increased for company branded from a little more than 30 per cent in the week ending May 15 to a peak of 50 per cent before tapering off somewhat, as can be seen in Figure 1.

When measured by value, the share of branded milk sold in Australian supermarkets has grown to well over the initial 50 per cent of sales value.

Consumer tracking research commissioned in June 2016 by Dairy Australia of more than 1000 women across Australia provides confirmation of these trends, and the reach of conventional and newer-social media type campaigns. The polling saw a few key themes emerging from respondents:

1. The price of milk is too low (about 70 per cent agree that milk should cost more than \$1 a litre);
2. Farmers aren't being treated fairly by supermarkets (74 per cent felt that supermarkets were not treating farmers fairly); and
3. It's better for farmers if people buy Australian/branded milk (about 70 per cent).

Clearly, this is an issue consumers have strong views on, and the higher sales of branded milk have persisted long enough to suggest something more than an outrage-fed, overnight social media phenomenon is at work. At a time when there are real concerns about the future of the dairy industry, it is heartening to see that when the case is presented clearly and effectively through a powerful medium, consumers do care and respond conscientiously to support Australian farmers. The question for Australian dairy is: how permanent is this goodwill, and what to do with it?

*Industry analyst, Dairy Australia

Dairyman remembered

September 10, 2016

Source: <http://www.pntonline.com/>

By Eamon Scarbrough

A local workers' rights organization, hoping to spotlight dairy safety issues, remembered the life of Luis Almader on Monday outside the Roosevelt County Courthouse.

Almader, 47, was killed in an accident in July while working at J-Lu Dairy in Roosevelt County.

The vigil was hosted by Somos Un Pueblo Unido, which calls itself a "statewide immigrant-led civil and worker's rights organization." Marina Pina, a community organizer with



Staff photo: Eamon Scarbrough

Workers' rights advocates show their support for a Roosevelt County dairy worker killed in an accident in July.

SUPU, said the event was held on Labor Day to show support for dairy workers, who face rough working conditions.

"We are here today, because it's symbolic for us on Labor Day to be supporting Luis' family, who is part of our community, part of our group, but also in solidarity with all dairy workers because of the conditions that dairy workers face at their workplace. We don't want any other dairy worker to die because of an accident that could have been prevented."

Dairy officials say they, too, are concerned about worker safety and they are actively involved with programs that prove it.

Beverly Idsinga, executive director of Dairy Producers of New Mexico, said she believes safety practices in area dairies are some of the best in the country.

"We have one of the best safety programs and safety trainings in the nation here in New Mexico," she said.

Idsinga credits the safety standards of New Mexico dairies with free training programs that are voluntary for dairy owners and employees.

"They're not required to do it, but a lot of producers do get it for their employees, just so everybody knows the ins and outs so that their employees are safe and that the animals are well taken care of as well," she said.

Almader's daughter, Erika Navarrete, told those attending the vigil on Monday that her father's life could have been spared.

She said the accident happened on heavy equipment that Almader had been concerned about. He “mentioned it to the dairy two or three months before that the loader needed to be fixed but nothing happened,” Navarrete said.

J-Lu Dairy owner Jim Wagner declined to comment publicly on the accident.

Roosevelt County Sheriff Malin Parker said officials investigated the death but declined to release a report.

The Portales News-Tribune last week submitted a public information request for the report.

Robert Hagevoort is a New Mexico State University Extension dairy specialist. He has worked with New Mexico dairies for 10 years.

“The thing of it is, fatal accidents don’t happen very often, thankfully,” he said. “That’s not something that we’re sitting here waiting for, either.

Sometimes it’s been said, ‘You know, the measure of an effective safety program would result in the decrease in the number of fatalities or accidents.’ Well, that’s a really poor metric to kind of sit there and wait for these kinds of things to happen.”

Hagevoort said a dairy can go 10 years without an incident before something happens.

“Does that mean your safety program is failing? No. You had an accident. Those things happen; you can’t get completely around those.”

Dairy Central to Diversified Maine Farm

David Sargent, Maine Correspondent

Source: <http://www.lancasterfarming.com/>

Sep 10, 2016



EAST DIXFIELD, Maine — Rodney Hall, who runs the diversified Hall Farms LLC in partnership with his brother, Randy, and their father, Dick Hall, said he sees the dairy as the hub of a wheel. The spokes are

his brother's herd of beef cattle, an extensive firewood processing operation, and a large maple syrup business run by him and his wife, Joanne.

Hall Farms has been home to registered Holsteins since 1945. The milking herd consists of 55 certified organic cows, each producing about 65 pounds of milk and 4.4 percent butterfat per day.

The farm was recently named the Maine winner of the 2016 New England Green Pastures Award. Every year, one farm from each New England state is selected for a Green Pastures Award. These farms are chosen based on "pasture quality and forage management, production, herd/milk quality, financial stability, and community involvement."

Rodney Hall said the farm's organic milk has been sold to Organic Valley since transitioning to organic in 2002. Cows are fed a total mixed ration, and the higher producers receive nutritional supplements.

"I'm really happy with the organic milk market," Hall said.

Low rainfall this summer has presented challenges, but he said a high concentration of clay in the riverside soils aided in moisture retention.

"We hauled water about five miles from a lake for the cattle," he said. "The corn is looking pretty good."

Crops for this organic herd are produced on 265 acres with 75 acres in rotational pasture, 35 acres in corn silage, 18 acres in oats and barley, and the rest in hay. First-crop haylage amounting to 500 tons is harvested and all of the second-crop is cut as hay. Third-crop is harvested as round bale silage.

Nine generations of Halls have had a hand in the farm since the land was originally settled in 1816.

Rodney Hall said the farm's main business is the dairy, but the farm also manages 850 acres of woodlands, annually harvesting 300-400 cords of wood for paper mill and stove wood customers.

Randy Hall's 25 registered Belted Galloways are another business on the farm, with embryos and semen sold nationally as well as to Uruguay and Brazil.

The farm also manages 7,500 maple tree taps producing 1,200 gallons of maple syrup a year. Plans call for increasing the number of taps to 10,000, Rodney Hall said.

The ninth generation of Halls includes Caleb, a high school senior who is captain of his football team.

Rodney Hall said his son intends to continue the farming tradition and he is training as a paramedic as a fall-back plan.

Amanda, his 23-year-old daughter, is headed to Scotland to begin her doctoral program in political science after receiving her master's degree in Ireland and undergraduate degree from Yale University.

A niece, Meg, is studying veterinary science at Colorado State University.

The Hall family is heavily involved in Maine's agricultural fairs with Dick Hall and his sons serving in several top State Fair Association positions. Rodney Hall said his father and brother supervise horse and oxen pulling competitions while he stays in East Dixfield to keep the farm and other operations running, Fryeburg Fair, Maine's largest fair, opens Oct. 2, and Joanne Hall will be there to run the demonstration sugarhouse. About 120,000 visitors will pass through the display.

While the farm has seen many changes during the past 200 years, major enhancements have been completed on the farm in the past decade. A new milking parlor has been installed and a new barn for 60 cows has been added. A heifer barn and feed storage facility have also been added.

Hall said specific attention has been paid to environmental stewardship in consultation with the USDA's Natural Resources Conservation Service, or NRCS, including covered manure storage, river bank riprap, plans for high-use areas and forest management, and bridge construction.

David Sargent is a freelance writer in Maine.

'Slowdown in milk production to lift dairy prices later this year'

Amy Forde 6:00 am - September 8, 2016

Source: <http://www.agriland.ie/>



Following this week's positive Global Dairy Trade auction, Rural Economist with ASB Bank Nathan Penny has said that continued **milk production weaknesses are to lift dairy prices** again later in the season.

Dairy product prices rose 7.7% at this week's Global Dairy Trade, the third consecutive price rise this year.

Penny said that the bank expects prices to consolidate over coming auctions and that dairy markets will need time to digest the rapid price turnaround and assess where to next.

"From there, we expect prices to lift again later in the season. Indeed, while the **market now anticipates weak global production**, we see scope that the weakening in supply accelerates faster than most analysts expect.

Overall dairy prices were strong at this week's Global Dairy Trade for the third successive auction.

“However, WMP (up 3.7%) took a back seat to other products and, in particular, milk fats. Indeed, both AMF and butter surged by around the 15% mark.

“Meanwhile, laggard SMP made up some lost ground (at least to WMP), lifting 10%. At this juncture, the initial dairy price correction is largely complete.”

Penny said that dairy markets now share ASB’s view that the outlook for global production is weakening rapidly and that from here, it becomes a question of how weak.

The current relatively flat prices across the different WMP contracts hints that prices could be **consolidating over the coming auctions** as markets will need to take a breath.

“With that in mind, we look to New Zealand spring production data for a key test of our view.

“Also, with the EU’s production now also clearly on the wane, we expect the wedge between New Zealand dominated products (WMP) and EU-dominated ones (SMP) to narrow. For example, June EU production data showed a 1.6% fall compared to June 2015.”

NZTech and Precision Ag NZ helping agriculture grow faster

Thursday, 8 September 2016, 10:39 am

Press Release: [Make Lemonade](#)

Source: <http://www.scoop.co.nz/>

NZTech and Precision Ag NZ helping agriculture grow faster

September 8, 2016

New Zealand has an enormous opportunity to use technology as a means to support the economic growth of its agri sector and become a world leader in a fast growing agritech market, NZTech chief executive Graeme Muller says.

The country is achieving good agritech export growth rates relative to other nations. Global agritech investment is expanding rapidly, with VC investment in agritech firms in 2014 estimated at over \$US2.36 billion making investment in agritech higher than fintech.

“With our traditional strengths in agriculture and our growing strengths in tech, this is an opportunity we should pursue with vigour. Agriculture is a big user and creator of technology.

“Tech sector innovations are being adopted in many agricultural areas with examples such as the application of precision agriculture on-farm and industry-wide information capture and utilisation through activities such as the development of the Dairy Data Network.

“Reigniting productivity in the rural sector is critical for both farmer profitability and New Zealand’s global competitiveness. A trend of reducing agricultural productivity is typical across most other high-income nations, with one exception being the Netherlands. Despite being a third of the size of the

North Island and having 26 percent of the country below sea level, it is now the second largest exporter of agricultural products in the world by focusing on innovation and value-add.

“Production costs have placed pressure on the competitive position of New Zealand agriculture in world markets. Reversing a slowdown in productivity growth is critical given the challenges the sector faces with strengthening environmental regulation.

“Previously, productivity growth was driven by open market reforms in the 1980s and then changing land use, particularly conversions from sheep and beef farming into dairy production. Significant expansion of irrigated land, which has doubled every 12 years since 1970, has also contributed to land use change and increased productivity. Future expansion, particularly in dairy, is now challenged by the impact of land use on water quality.

“Digital agriculture, in the form of precision farming, big data, sensor technology and drones, delivers a new potential for productivity gains across rural New Zealand.

“To help New Zealand agriculture we have formed an alliance with Precision Agriculture Association NZ. We recognise the growing interest among stakeholders, from farmers, high tech firms and the government, to understand the scope of activities being undertaken by various organisations and individuals using tech to grow the agri sector,” Muller says.

Precision Agriculture NZ connects participants in the precision agriculture value chain to one common organisation; land users, researchers, commercial companies, regional councils, primary industry organisations, rural professionals and students.

The chair of Precision Agriculture NZ, Craig Mackenzie, says the focus is on increasing the uptake of technologies in land-based primary production systems, developing initiatives to promote and support the allocation of additional funding for research and the development of PA technologies, building capability within the sector and promoting adoption of precision agriculture through industry events, symposiums and field days.

Mackenzie recently travelled to St Louis, Missouri, to receive the award of Precision Agriculture Farmer of the Year from the United States-based PrecisionAg Institute.

“We believe both organisations working together will contribute to the future prosperity and success of the New Zealand economy and particularly with the profile and sustainability of NZ primary sector exports,” Mackenzie says.

The tech sector is the country's third largest and fastest growing export sector, worth over \$6.3 billion in 2015 and employing 5% of the New Zealand workforce.

For further information contact New Zealand Technology Industry Association chief executive Graeme Muller on 021 02520767, Precision Agriculture Association of New Zealand chair Craig Mackenzie on 0217 96092 or Make Lemonade editor-in-chief Kip Brook on 0275 030188.

World Dairy Expo announces special 50th anniversary events

By [World Dairy Expo](#) September 07, 2016 | 11:18 am EDT

Source: <http://www.dairyherd.com/>

World Dairy Expo (WDE) is excited to announce special events taking place during its 50th Anniversary show, Celebrate50!, Oct. 4-8. Expo invites all attendees and exhibitors to join in these special celebrations as we honor the past five decades.

WDE kicks off with an Opening Ceremony on Tuesday, Oct. 4, at 8 a.m. outside the northeast end of New Holland Pavilion 1. This ceremony symbolizes the start of the 50th World Dairy Expo; audience members will witness the unveiling of a special 50th Anniversary surprise.

The celebration continues on Wednesday, Oct. 5 for the 50th Anniversary Open House, Hosted by World Dairy Expo. Attendees are encouraged to join in this event any time between 5 p.m. and 9 p.m. in the Exhibition Hall. Guests will be treated to complimentary food, drinks, music and entertainment. Each guest will also receive a special, World Dairy Expo 50th Anniversary commemorative gift.

On Friday, Oct. 7, Expo attendees are invited to Expo in the Evening from 8 p.m. until 11 p.m. in the Estrumate Sale Pavilion. This evening will feature live music by Madison-based band, Wheelhouse, drinks and appetizers.

WDE welcomes attendees to enjoy its daily features as well. Dairy Happy Hours will take place each day at 10 a.m. and 3 p.m. in the CLARIFIDE Plus Attendee Lounge. These hours are free to the public and will offer treats compliments of Triolet, and a limited edition 50th Anniversary giveaway. Expo lovers are encouraged to talk a walk down memory lane in the World Dairy Expo Historical Display, in the Mezzanine level of Pavilion 1. The exhibit is open daily from 7 a.m. until 7 p.m. and features photos, memorabilia and a special video.

The week concludes with the Closing Ceremony on Saturday, Oct. 8, at 5 p.m. This ceremony is highlighted with the Parade of Champions and selection of Expo's 2016 Supreme Champion, making it the perfect way to cap off the historical week.

New milk brand will raise money to help fund struggling dairy farmers

Forty cents from every two-litre bottle of Farmers' Fund milk, co-produced by Coles, will go to grants for people hit by falling prices

Source: <https://www.theguardian.com>



Farmers' Fund milk will be produced by Murray Goulburn Co-operative and Coles under licence from the Victorian Farmers Federation. Photograph: Paul Miller/AAP

A new milk brand will launch this week in Victorian supermarkets to raise funds for struggling dairy farmers in south-eastern Australia, as pressure mounts on retailers and processors to pay more for milk.

Farmers' Fund milk will be produced by Murray Goulburn Co-operative and [Coles](#) under licence from the Victorian Farmers Federation. Forty cents from every two-litre bottle will go to a fund that supplies grants of up to \$20,000 to dairy farmers hit by falling milk prices.

Coles flagged the idea in June but the Victorian Farmers Federation's announcement is the first detailed information on how the milk will directly help farmers.



Milk-drinkers can get share of dairy price-fixing settlement

No proof of purchases needed to seek reimbursement

From KTVZ.COM news sources

Source: <http://www.ktvz.com/>

SAN FRANCISCO -

Consumers in 15 states, including Oregon, and the District of Columbia who purchased dairy products are now entitled to a portion of a \$52 million settlement, culminating a massive antitrust lawsuit filed against the nation's largest dairy producers who allegedly artificially inflated the price of milk and other dairy products by killing hundreds of thousands of cows.

The suit was originally filed in 2011 against big name food conglomerates, agribusinesses and the nation's largest dairy producers, including Land O' Lakes, as well as the National Milk Producers Federation, aka Cooperatives Working Together (CWT), Dairy Farmers of America Inc., Dairylea Cooperative Inc. and Agri-Mark Inc.

The class-action suit stated that defendants engaged in a nationwide conspiracy to limit the production of raw farm milk by prematurely slaughtering cows, illegally causing the price of milk and other fresh milk products to artificially inflate.

"The biggest dairy producers in the country, responsible for almost 70 percent of the nation's milk, conspired together in a classic price-fixing scheme, forcing higher prices for a basic food item onto honest consumers and families," said Steve Berman, managing partner of Hagens Berman. "We're pleased that this settlement will return some of what consumers lost due to this massive fraud perpetrated for ill-gotten gains."

"Compassion Over Killing is proud to have spearheaded the research that led to this class action suit brought by Hagens Berman on behalf of millions of consumers harmed by the dairy industry," says Cheryl Leahy, General Counsel for Compassion Over Killing. "Not only was the price of milk artificially inflated, but this scheme ultimately also cost 500,000 young cows their lives."

How to Claim Your Portion of the Settlement

If you purchased milk or other fresh milk products (cream, half and half, yogurt, cottage cheese, cream cheese, or sour cream) while a resident of Arizona, California, the District of Columbia, Kansas, Massachusetts, Michigan, Missouri, Nebraska, Nevada, New Hampshire, Oregon, South Dakota, Tennessee, Vermont, West Virginia or Wisconsin at any point between 2003 to the present, you may be eligible for reimbursement.

"With this settlement, we are happy to offer those affected an incredibly easy reimbursement process, with no proof of purchase required," Berman added. "After being duped by big dairy corporations, we wanted consumers to have a convenient method of payment."

Affected consumers may choose to:

- Submit a simple online claim form online or by mail by Jan. 31, 2017. **The simple online claim form usually takes only 3-5 minutes.** Claims may be submitted online at www.boughtmilk.com, or by mail to Fresh Milk Products Antitrust Litigation, PO Box 43430, Providence, RI 02940-3430,
- Exclude themselves,
- File an objection, or
- Attend the final approval hearing scheduled for Dec. 16, 2016.

Those who submit a claim may opt for cash, with no proof of purchase required. If final approval is granted to the settlement, class members who have filed valid and timely claims will receive cash payments distributed directly into an online account of their choosing, e.g., Amazon, PayPal or Google Wallet account.

There will be two different levels of fixed cash payments, based on class member's purchases and the total number of class members making claims. Any remaining funds may be distributed in a second round using grocery loyalty cards to be automatically loaded with a fixed dollar amount, based on triggering purchases of milk or fresh milk products in the relevant states, or, depending on the funds remaining, distributed to the Attorneys General for the class jurisdictions for use in prosecuting consumer antitrust claims.

August milk price highest in 20 months

Ray Mueller, Correspondent 1:18 p.m. CDT September 7, 2016

Source: <http://www.wisfarmer.com/>

Heavy trading volume for cheddar barrels



(Photo: Jan Shepel)

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CHICAGO, IL.

The Class III milk national base price of \$16.91 per hundred for August was the highest since the \$17.82 in December of 2014. It was an increase of \$1.67 per hundred from the July price and of 64 cents from the August 2015 Class III base price for milk with 3.5 percent butterfat.

For the milk they shipped in July, dairy farmers in Wisconsin received a weighted all-milk average price of \$16.60 per hundred, which was an increase of \$1.80 from June. The national average for July was \$16.10 per hundred.

In other top milk production states, the July all-milk average prices included \$16.90 per hundred in Pennsylvania, \$16.80 in Minnesota and New York, \$16.70 in Texas, \$16.20 in Idaho, \$14.94 in California, and \$14.80 in Michigan. Those prices are influenced somewhat by the average butterfat content in milk – 3.65 percent in Wisconsin for July, 3.72 in Idaho, 3.77 in Minnesota, and 3.78 in Texas.

Busy spot markets

Although the trading volumes slowed on Wednesday, the spot markets at the CME Group (formerly Chicago Mercantile Exchange) were busy in previous trading sessions. This included the spot market sale of 15 carloads of Cheddar cheese barrels on Friday, Sept. 2 to boost the week's total to 32 carloads. AA butter and Grade A non-fat dry milk both had 12 carload sales last week.

The pace continued on Tuesday of this week, following the Labor Day market holiday. Ten carloads of Cheddar barrels and 6 of Grade A non-fat dry milk were in the spot market on Tuesday.

One similarity in the spot market on Wednesday of this week was that Cheddar cheese blocks and barrels, AA butter, and Grade A non-fat all had an uncovered offer to sell one carload during the morning session.

Three carloads of Cheddar blocks were sold as the price enjoyed an uptick of 2 cents per pound to close at \$1.72. Cheddar barrels tacked on .75 cent to close at \$1.66 per pound as one carload was sold.

Continuing a one week trend, the AA butter slipped by .25 cent to close at \$2.0125 per pound as one carload was sold. Grade A non-fat dry milk retreated by 1.25 cents from a recent price high to close at 89.75 cents per pound as two carloads were sold.

Futures Markets Review

Despite the small gains in the Cheddar cheese spot market prices, the Class III milk futures prices for the upcoming six months were all in negative territory in trading early on Wednesday afternoon.

This put the prices at \$16.81 per hundred for September, \$17.24 for October, and \$17.03 for November. All other Class III milk monthly prices through August of 2018 remained in the \$16s per hundred.

With very little market activity, dry whey futures prices were at low of 30.9 cents per pound for September, at very close to 39 cents for most months in 2017, and at a high of 40 cents in the first quarter of 2018.

Beverage milk sales sink

A report by the U.S. Department of Agriculture indicated that the sale of 49.924 billion pounds of beverage or fluid milk in 2015 was the lowest annual total since 1963. The 2015 volume was down by 1.4 percent or 734 million pounds from 2014.

The record high of fluid milk sales was set in 2000 with 55.427 billion pounds. Within categories for 2015, the sale of 14.584 billion pounds of whole milk was an increase of 4.3 percent or 600 million pounds from 2014.

Monthly reports for 2016 have shown that this uptick in whole milk sales is continuing. Consumers are reducing their purchases of 2 percent butterfat milk and skim (fat-free) milk.

Dairy export report

On Tuesday of this week, Cooperatives Working Together announced the receipt of bids from Tillamook County Creamery of Oregon and the Northwest Dairy Association (Darigold) of Washington for financial assistance on nine contracts to export dairy products.

Those products are 1.296 million pounds of Cheddar and Monterey Jack cheese and 330,693 pounds of butter. They are going to buyers in Asia, the Middle East, and Oceania on deliveries scheduled until February of 2017.

Boost for dairy farmers as Global Dairy Trade index rises

6:25 AM Wednesday Sep 7, 2016

Source: <http://www.nzherald.co.nz/>



Jamie Gray

Jamie Gray is a business reporter for the NZ Herald

The New Zealand dollar rallied to its highest point in 12 months after world dairy prices put on their third significant gain in a row at the latest GlobalDairyTrade (GDT) auction overnight, the GDT price index gaining by 7.7 per cent since the last auction.

The strong result coincided with weak economic data out of the United States, which put downward pressure on greenback and upside pressure on the Kiwi dollar. By 7.10 am the Kiwi as at US74.12c, up from US73.10c late on Tuesday.

The US dollar had fallen sharply after economic data showed the US service sector grew at its slowest pace since early 2010, dimming expectations of an imminent rate rise from the the US Federal Reserve.

At this morning's auction, whole milk powder prices - which have the greatest bearing on Fonterra's farm gate milk price - rose by 3.7 per cent to US\$2793 a tonne - continuing a firming trend that started in early July. However, the gain was less than the 10 per cent increase that recent futures market trading had pointed to.

Nevertheless, price increases were across the board and skim milk powder, another important reference product for Fonterra, gained by 10 per cent to an average price of US\$2224 a tonne.

Dairy prices - aside from a brief spike higher around this time last year - have been depressed for the last two seasons but Jon Spainhour, a broker and partner at Chicago-based dairy specialist Rice Dairy, said the auction confirmed the market was going through a transition.

"I think that we have officially transitioned from the bottom right now," he said.

Whole milk powder prices have rallied by 35 per cent since July. Given the strength of the last few auctions, Spainhour said a pullback could have been on the cards. "But instead we are lumbering forwards," he said. Spainhour said the big gains in the Fonterra reference products of skim milk powder and anhydrous milk fat were important developments for the market.

"Fundamentals have clearly turned in favour of dairy producers over the last month or so, with improved demand coinciding with lower milk supply in key global exporters including Australia and, perhaps most importantly, the European Union," Westpac said in a commentary.

Among the other increases anhydrous milk fat prices rose by 15.4 per cent to US\$4769 a tonne, butter was up 14.9 per cent to price \$3764/tonne and butter milk powder was up 6.8 per cent to an average price of US\$2070/tonne.

Cheddar gained 9.0 per cent to US\$3,436 tonne, lactose by 2.0 per cent to US\$3436/tonne, lactose by 2.0 per cent to US\$787/tonne, rennet casein by 6.7 per cent to US\$6720/tonne.

I think that we have officially transitioned from the bottom right now.

Jon Spainhour, a broker and partner at Chicago-based dairy specialist Rice Dairy

"I think that we have officially transitioned from the bottom right now," Jon Spainhour, a broker and partner at Chicago-based dairy specialist Rice Dairy said.

Fonterra last month increased its 2016/17 forecast farmgate milk price by 50 cents to \$4.75 per kg of milk solids, reflecting higher GDT prices.

When combined with the forecast earnings per share range for the 2017 financial year of 50 to 60 cents, the total payout available to farmers in the current season is forecast to be \$5.25/kg to \$5.35 - just over DairyNZ's break even estimate of \$5.05 a kg.

Chairman John Wilson said at the time that prices had started to improve as global demand and supply continue to rebalance but that he expected the market to remain volatile.

Supply is in decline in New Zealand and Australia and the latest official data from the European Union shows that milk production there in June was down 1.5 per cent compared with June last year.

Impact

Movements in GlobalDairyTrade prices have no impact on the day-to-day price of dairy products on the supermarket shelves.

They do however feed into the Fonterra farmgate milk price, which is reviewed every three months.

Changes to the milk price - up or down - can take several months to show up in retail prices, which are also subject to other influences such as input costs, packaging, wages and varying supermarket margins.

Dairy is New Zealand's biggest export.

- [NZ Herald](#)

Prices of dairy products now at their highest levels in about a year-and-a-half, but the surging Kiwi dollar is taking some gloss off the gains

Posted in [Rural News](#) September 07, 2016 - 08:55am, [David Hargreaves](#)

<https://www.interest.co.nz>



By David Hargreaves

A third-straight strong gain in average returns at the overnight [GlobalDairyTrade](#) auction saw prices hit their highest levels since March 2015.

An average price of US\$2920 per metric tonne was achieved, with the GDT Index rising 7.7%. The index is now 25.2% higher than it was at the start of 2016 but, more impressively, has gained 29.6% in just the past three auctions.

The key Whole Milk Powder prices, which starred at the last auction, were more subdued this time around but still registered their fourth consecutive rise, with a 3.7% gain to an average price of US\$2793/MT. The WMP prices have surged 35.5% in the past four auctions and are currently up 21.2% since the start of 2016.

Less encouraging for farmers enduring their third season of below-par returns has been the strength of the New Zealand dollar, which had another big rise against the greenback overnight, to over US74c.

Since late January (after substantial falls in the Kiwi during that month) the New Zealand dollar has risen 16.5% against the American currency. And with a US interest rate hike now seen as most unlikely this month, there's nothing to stop the Kiwi galloping higher in the short term. This will keep the pressure on our Reserve Bank to follow through with interest rate cuts in an attempt to quell the flying Kiwi.

In a commentary on the overnight dairy auction results, ANZ agri economist Con Williams, said dairy prices had "continued their recent hot run".

"The star performer of the auction was the SMP/milkfat stream, with the likes of AMF & Butter both up 15%.

"WMP price rises were in line with expectations, but gains were a little softer for the January and February contract periods.

"This perhaps suggests prices are close to a peak until further information on supply dynamics become available."

Williams said global milk supply has been tightening more quickly in recent months, prompting buyers into action. Chinese demand has been stronger too for the free-trade window and reportedly due to lower domestic fresh milk supply.

"Where to from here will crucially depend on new season milk volumes from New Zealand and how demand holds up in the face of higher prices.

"A slower pace of improvement over coming auctions is likely to provide more sustainability, but often the dairy market doesn't work that way - leaping in one direction, or another."

On August 25 dairy co-operative Fonterra increased its 2016/17 forecast Farmgate Milk Price by 50 cents to \$4.75 per kgMS on the back of the recent global price gains. When combined with the forecast earnings per share range for the 2017 financial year of 50c to 60c, the total payout available to farmers in the current season is forecast to be \$5.25 to \$5.35 before retentions.

Dungannon man says business deal is good news for dairy sector

Source: <http://www.tyronetimes.co.uk/>

Dr Richard Kirkland, left, of Volac Wilmar Feed Ingredients and Devenish ruminant nutritionist Stephen Agnew are delighted to bring the new range of feed fat ingredients to NI livestock producers.

14:39Monday 05 September 2016

The recent formation of Volac Wilmar Feed Ingredients as a joint venture between long-established UK family firm Volac and Singapore-based vegetable oil processor Wilmar International is proving good news for the recovering dairy sector and other livestock enterprises. "The new business combines the nutritional and logistical expertise of two major players on a global scale and provides access to a sustainable source of feed fat supplements," explained Dungannon man Dr Richard Kirkland, Global Product Manager for Volac Wilmar. "This combined experience has enabled development of the existing Megalac product to encompass a complete range of feed fat supplements suitable for both ruminant and monogastric species. "Megalac rumen-protected fat, the world-leading brand manufactured by Volac has been popular with milk producers for over 30 years. A cost-effective means of improving milk yield and fertility, Megalac has now been joined by a range of additional feed fat products each with a specific role in animal production systems. "For example, the expanded Mega-Fat range now includes three products targeted to enhance milk fat levels while Mega-Energy rumen-protected fat is formulated to give more milk with higher milk solids." Continuing, Dr Kirkland affirmed that Volac Wilmar products will be marketed in Northern Ireland by Devenish Nutrition, thus continuing a relationship between Volac and the Belfast-based business going back over two decades. "What has changed is the sheer range of products now available and of great value right across the livestock sector. The focus had previously been primarily on ruminant nutrition, especially dairy cows, but with the formation of the Volac Wilmar feed fat business, products for the pig and poultry sectors are now a growing part of our portfolio. This includes the Mega-One supplement, an easy-to-handle, solid fat source targeted to increase energy supply for pigs and poultry and which can be used strategically to help improve meat quality in monogastrics. "Globally, nationally and back home in Northern Ireland the demand is for science-based,

sustainable products to help maximise livestock performance and margins. “Devenish and Volac are briefing farmers, dairy consultants, compounders and vets on the role of Volac Wilmar feed fat products.”

Irish dairy farmers 66% of the way to Food Harvest 2020 targets

Seán Cummins 5:30 am - September 3, 2016

Source: <http://www.agriland.ie/>



Irish dairy farms have hit a significant milestone in terms of the [Food Harvest 2020](#) milk production targets, according to Teagasc’s Pat Dillon.

The Teagasc Head of Moorepark said that **Irish farmers produced 6,399m litres of milk in 2015**, 66% of the target set out under the Department of Agriculture’s Food Harvest 2020 plan.

Milk production increased significantly between 2014 and 2015, he said, jumping by 748m, while cow numbers only increased by 100,000 head.

Along with an increase in litres, Dillon said that the volume of milk solids produced on Irish dairy farms has also increased.

Between 2014 and 2015, the Teagasc Head said that the milk fat percentage on Irish farmers increased by 0.04% while the protein percentage jumped by 0.07%.

Speaking at a joint Bank of Ireland and Teagasc Dairy Information Seminar on Thursday, the Teagasc representative said that the Food Harvest 2020 **target of producing 7,600m litres of milk by 2020** is achievable.

Already in 2016, he said, the volume of milk produced has increased by 5% compared to last year.

But to ensure that this target is achieved, Dillon said dairy farmers need to focus on improving the genetics of the national dairy herd.

Dillon cited independent research that showed that the EBI has delivered €631m of benefits to the Irish dairy industry up until 2015.

And, if farmers continue to use this breeding aid, the benefits from genetic improvement would be worth **€1.13 billion to Irish farmers**.

“The composition of milk is a critical point,” he said, with the 0.3% increase in milk protein seen on Irish farms between 2001 and 2013 **worth €107.7m to the farmers each year**.

He also advised farmers to try an increase the amount of grass utilised on their farms to 11t/ha as [each extra tonne of grass utilised is worth €161/ha farmed](#).

Cow Numbers Reach Nine-Year Peak, with Record High Output

by [Lee Mielke](#)

Published: Friday, September 2, 2016

Source: <http://www.farmers-exchange.net/>

The following is from Lee Mielke, author of a dairy market column known as "Mielke Market Weekly."

July milk production in the top 23 producing states hit 16.8 billion pounds, up 1.4 percent from July 2015, according to USDA preliminary data. The 50-state total, at 17.9 billion pounds, was also up 1.4 percent. Revisions raised the original June estimate 9 million pounds to 16.7 billion pounds, up 1.6 percent from 2015.

July cow numbers in the 23 states totaled 8.65 million head, up 2,000 from June, 19,000 more than a year ago, and a nine year high, according to the Dairy and Food Market Analyst. Output per cow was impacted by hot temperatures in the dairy regions but still averaged 1,946 pounds, up 24 pounds from a year ago and the highest for July since the series began in 2003.

California output, while below a year ago for the 20th consecutive month, is clawing its way back, down just .8 from 2015, despite 10,000 fewer cows and a 5-pound drop per cow. Wisconsin more than doubled California's shortfall but was only up 2.1 percent from a year ago, following a 3.5 percent gain in June. Output per cow was up 45 pounds, but cow numbers were down 2,000 head.

Idaho edged out New York in July for the No. 3 spot, up 3.7 percent from a year ago, thanks to a nice 45-pound gain per cow and 9,000 more cows. New York was up 4 percent, on a 75-pound per cow gain and a thousand more cows. Pennsylvania inched up .3 percent on a 5-pound gain per cow, and Minnesota was up 1.5 percent on a 20 pound gain per cow and 2,000 more cows. Michigan was up 4.5 percent, thanks to 11,000 more cows and 40 pounds more per cow.

The report is generally viewed as bearish. HighGround Dairy warned in its analysis that "if the heat and poor second quarter on-farm margins could not disrupt milk flows, then higher milk prices and cheaper feed, ultimately leading to a better on-farm margin outlook should accelerate, not diminish output in the coming months," adding that "while we fear the rosy margin outlook for dairy farmers will not last as fourth quarter approaches, today's snapshot of the market offers producers zero incentive to make less milk."

U.S. dairy farmers culled fewer cows in July than in June and compared to a year ago, according to USDA's latest Livestock Slaughter report. An estimated 213,300 head were slaughtered under federal inspection in the month, down 10,400 head from June and 25,300 head, or 10.6 percent, below July 2015. Culling in the January to July period totaled 1,662,600 head, down 32,700 head, or 1.9 percent, from 2015.

No Shortage of Milk

So, we have plenty of milk, plenty of cows and we have plenty of dairy products. The Agriculture Department's July Cold Storage report pegged U.S. butter stocks at 333.1 million pounds, up almost 5 million pounds, or 2 percent, from June, up 78.8 million pounds, or 31 percent, from July 2015, and the first time since 2004 that stocks were higher at the end of July than they were in June, according to FC Stone. Revisions added 2.1 million pounds to the June total.

American type cheese, at 769.98 million pounds, was up 13 million pounds, or 2 percent, from June and 71.95 million or 10 percent, from a year ago. The June estimate was lowered 1.6 million pounds.

July's total cheese inventory stood at 1.28 billion pounds, up 26 million pounds, or 2 percent, from June, and 11.5 million, or 10 percent, from July 2015. June's total was revised lower by 1.3 million pounds.

The Cold Storage data sent shivers into the markets, where cash block Cheddar cheese plunged to \$1.7375 per pound last Thursday. It inched back to \$1.74 last Friday, down 12½ cents on the week but 4 cents above a year ago. The barrels closed at \$1.68, down 18½ cents on the week and 8 cents above a year ago. Eighteen cars of block were traded at the CME and three of barrel.

Dairy Market News reports that Midwest cheese makers are "filling vats and running schedules as full as possible." "After several weeks of decreases in milk intakes, some manufacturers feel the fall in production has begun to level off. A few contacts report being short on milk but are able to find spot loads when needed. Demand is mixed. Some market participants feel sales slowed some last week following several weeks of active orders outside of contracts. Other manufacturers feel demand continues to grow ahead of the holidays."

Fairs Drive Cheese Sales

"Cheese curd sales continue to soar as the fair and carnival season continues. Inventories vary and widely depend on the variety of cheese. Cheddar and American cheese inventories are mostly long," says DMN. "International inquiries remain light, and the market undertone is steady to firming."

Western cheese makers are also trying to keep their production schedules full, according to DMN. "Although milk is generally available within the immediate area, a few processors have had to reach a little further."

"Cheese marketers continue to report U.S. cheese is facing strong competition in international markets, mostly based on pricing differences. Industry inventories remain long for many varieties of cheese. Some contacts suggest cheese market prices need to be reset lower in order for significant volumes of cheese to clear."

Cheese sales have been holding firm. The Aug. 19 DFMA reports that "During the four-week period ending July 10, retail natural cheese sales were up 3.4 percent (up 7.1 million pounds), according to scanner data. Since the start of the year, sales of natural cheese have increased 4.6 percent (up 69 million pounds)."

"Italian and American cheese varieties are performing particularly well," said the DFMA, "With sales of Mozzarella up 7.7 percent (up 12 million pounds) and Cheddar, up 4 percent (up 16 million pounds) year-to-date."

Sales of processed cheese continue to struggle, however, down 5 percent, from year-ago levels during the four-week period (down 2.6 million pounds) and are down 5.8 percent year-to-date (down 20 million pounds).

The DFMA adds, "Promotions appear to be assisting sales. The Bureau of Labor Statistics released data which showed retail Cheddar cheese prices at \$5.18 per pound during July, the lowest level in six and a half years. This is down 23 cents per pound since January and down 55 cents per pound from the highs experienced at retail in 2014."