

DAIRY PULSE



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FORTNIGHT NEWSLETTER

Dairy Pulse 58th Edition (15th to 31st March, 2018)



CATEGORIES OF THE EDITION

- ★ Suruchi Endeavor in Skill/ Entrepreneur Development Domain
- ★ Indian News
 - Animal Health/Protection
 - Marketing
 - Health/Awareness
 - Regulatory/Legal
 - Survey/Report
- ★ Foreign News



Dairy Pulse 58th Edition (16th to 31st March, 2018)

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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)
Details as below:

Academy of Dairy Skill Development (ADSKiD)
Unit of Suruchi Consultants
C-49, Sector-65, Noida U.P – 201307
SC/PSC Code: 39018P
Prog. In-charge: Mr. Sanjay Singhal
Contact no. : +91-0120+4370845
Email: adskid39018p@gmail.com

New admissions are closed for July, 2017

➔ Indian Dairy Map 2017 launched on 27th October, at Pune.

➔ Aspiring entrepreneurs might attend our introductory session (Free) on how to set up dairy farm and plant on every 2nd and 4th Saturday of month from 2 PM to 5 PM, Prior registration is must and for that contact our office.

For more information please email on info@suruchiconsultants.com or contact at +91 0120 4320845

➔ *53rd Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida 22nd, 23rd, 24th April, 2018 with Guided Tour to a Dairy Farm plus a milk processing plant.*

For more information please follow the link:
http://www.suruchiconsultants.com/pageDownloads/downloads/training/3_49th%20DEDP%20BROCHURE%20.pdf

➔ Suruchi is launching 2nd Second Level Dairy Entrepreneurship Development Program (DEDP- Level II) 2017 one week intensive hand on Dairy Plant. Dates will be announced soon.

For more information please email on info@suruchiconsultants.com or contact at +91 0120 4320845

➔ Suruchi is launching 1st Second Level Dairy Entrepreneurship Development Program (DEDP- Level II) 2018 one week intensive hand on Dairy Farm. Dates will be announced soon.

For more information please email on info@suruchiconsultants.com or contact at +91 0120 4320845

➔ Suruchi is launching 1st Global Dairy Entrepreneurship Development Program (GDEDP) the dates will announce soon.

For more information please follow the link:

http://www.suruchiconsultants.com/pageDownloads/downloads/training/5_1st%20%20GDEDP%20BROCHURE.pdf

➔ Suruchi has launched Online Dairy Entrepreneurship Development Program (ODEDP). It is 12 weeks program. Registrations are open till 15th April, 2018 for 3rd batch.

WatchVideo:<https://www.youtube.com/watch?v=5iS432VIGc8&t=42s>

For more information please visit on website <http://skilldairy.com>

Animal Health/Protection

The Hindutva effect: Buffalo slaughter falls and milk prices cool

March 31, 2018 01:24 IST

http://www.business-standard.com/article/economy-policy/the-hindutva-effect-buffalo-slaughter-falls-and-milk-prices-cool-118032900281_1.html

Call it the butterfly effect. Rather, the buffalo effect. Even better, the Hindutva effect. The crackdown on indiscriminate slaughter of bovines has led to a decline in buffalo slaughter and carabeef (or buffalo meat) exports since the Modi government assumed power in 2014. Interestingly, retail prices of milk in the country, which had risen by more than 50 per cent between 2009 and 2014, have increased at a much slower pace since. The fall in exports is a curious phenomenon, since carabeef exports from India are primarily controlled by a few large slaughterhouses that produce this meat in registered abattoirs. This trend seems to suggest that at least a part of India's buffalo meat exports were being contributed by unauthorised abattoirs and that illegal slaughter of cattle might be on the decline.

Between 2014, when the Modi government came to power, and December 2017, the value and volume of beef exports have declined by as much as a third. In 2014-15, India was exporting 1.5 million tonnes of buffalo meat valued at \$4.8 billion. In 2017-18, till December, buffalo meat exports were down to 1.1 million tonnes valued at \$3.3 billion. During the erstwhile Manmohan Singh-led United Progressive Alliance (UPA-2) government, the value and volume of beef exports had risen almost three fold. (See Chart at the end).

The decline in buffalo meat exports can be explained by fewer of these animals being killed for meat in India. According to the Ministry of Agriculture, the number of buffaloes slaughtered between 2015 to 2017 fell by almost a million. There is no information available publically on the number slaughtered during the first year of

the Modi administration in 2014. During the erstwhile United Progressive Alliance (UPA-2) government, the number of buffaloes killed for meat had grown by almost 3.7 million.

The Modi government's crackdown on illegal cattle slaughter seems to have impacted other aspects of the cattle ecosystem in the country, apart from stimulating cultural repercussions in a nation where beef consumption is restricted to certain social and religious groups. One of the visible high impact areas has been milk production, which has increased at a much rapid pace since the Modi government came to power. The apparent consequence is that milk prices have increased at a considerably slower pace. Under the Manmohan Singh government, milk production had risen by almost 10 per cent and milk prices (in Delhi) were up 53 per cent.

Since 2014, milk output in India has increased at 13 per cent while milk prices have risen by 16 per cent as of January 2018.

The decline in buffalo slaughter and the consequent fall in meat exports can partly be explained by the changing socio-cultural climate in India, which is also being buttressed by active legislation. While there have been instances of free roaming vigilantes intercepting cattle transporters and, in some cases, physically assaulting them, the government through a gazette notification issued on May 23, 2017, restricted the sale of cattle at animal markets for slaughter. The rules state that local bureaucrats of the area need to ensure people who get cattle to animal markets give an undertaking in writing that the livestock wouldn't be sold for slaughter. Even cattle shelters that give animals for adoption need to sign an affidavit

stating that the animals being given away will not wind up in abattoirs. This rule is currently under review by the government, after it became clear that restrictions on sale of cattle at animal markets may adversely impact rural livelihoods. Many Bharatiya Janata Party-ruled states, such as Haryana, Rajasthan and Maharashtra, had also introduced their own laws since 2015, placing restrictions and imposing penalties on people accused of trading in cattle for slaughter. All of this has made a significant dent in the informal cattle slaughter ecosystem in India.

The Modi government's efforts at reigning in illegal slaughter has been complemented by favourable global trade conditions especially in South East Asia, which should be good news for the handful of big export houses that control the beef export trade in India. According to a report by Meat & Livestock Australia (MLA), in December 2017, India entered the Indonesian beef market with a bang after gaining access in August 2016. Indian buffalo meat was allowed into Indonesia by the Joko Widodo administration in a bid to control spiraling beef prices in the country. India continues to control half of

Vietnam's beef market despite the Australians aggressively trying to dent India's dominance. Meat & Livestock Australia further noted, "The Indian government's decision to ban the slaughter of bulls and bullocks in late 2015, in states where this practice was originally accepted, is considered to have only marginally affected exports." India's exporters could also get a major boost once China allows Indian beef into its country, negotiations for which are currently underway between New Delhi and Beijing.

But some others are not as optimistic about India's dominance in the world global beef export market. A December 2017 report by the United States Department of Agriculture estimates that Brazil will soon catch up with India by October 2018. Between October 2017 to 2018, Brazil's beef exports are expected to rise by almost four per cent, while India's global buffalo meat exports will grow by just about one per cent. If the existing buffalo meat slaughter and export scenario is anything to go by, the American prediction will hit the bulls eye sooner than expected.

Madhya Pradesh completes UID tagging of 2.5 lakh cattle

Updated: Mar 25, 2018 16:42 IST

<https://www.hindustantimes.com/india-news/madhya-pradesh-completes-uid-tagging-of-2-5-lakh-cattle/story-L4LFwVF04IAq61Gi2qJvaN.html>

Nearly 2.5 lakh cattle, out of around 90 lakh in Madhya Pradesh, have been stamped with unique identities, similar to the 12-digit Aadhaar number, to enhance their safety as well as increase milk production, officials said.

The ears of these bovines are being tagged with UID numbers as part of an ambitious scheme of the National Dairy Development Board (NDDB).

An official said that cows and buffaloes are being tagged in this manner to create a nationwide recording mechanism called the Information Network for Animal Productivity and Health (INAPH).

Madhya Pradesh Animal Husbandry Joint Director and INAPH state nodal officer Gulabsingh Davar said, "We have started tagging the bovines on a large scale this month. In the first phase, 40 lakh tags have been distributed and the ears of 2.5 lakh cattle have been tagged."

The plan, he said, was to complete the tagging of all the 90 lakh cattle in MP in the second phase.

"A cattle dossier, comprising the animal's age, breed and other characteristics, will be created which would be uploaded onto the INAPH's Information Technology Application so that each cow or buffalo's unique identity is available on gadgets," he explained.

The cattle UID would then be linked to the Aadhaar number of its owner which in turn would check the illegal sale and purchase, smuggling and abandoning of cattle, he added.

"With this, we can keep an eye on productivity of the animals which can be enhanced with improvement in its breed. This will also increase the income of the cattle owners. MP is the third largest producer of milk in India," Davar said.

Two-day Pashu Palan Mela concludes

Ludhiana, March 24

<http://www.tribuneindia.com/news/ludhiana/two-day-pashu-palan-mela-concludes/563191.html>

The 24th Pashu Palan Mela at the Guru Angad Dev Veterinary and Animal Sciences University (GADVASU) concluded on Saturday with a message to develop livestock farming as diversification.

GADVASU other than contributing in the field of education and research has been instrumental in developing livestock professions with its extension programmes.

Vice-Chancellor GADVASU Dr AS Nanda said, "The varsity besides delivering services to commercial farmers has been promoting latest techniques to small and marginal farmers. It helps them to earn profit with limited resources."

Dr Harish Kumar Verma, director of extension education said a book in Hindi language on "Zoonosis" (Diseases transferable from animals to humans) and folders on different topics published by the Krishi Vigyan Kendras (KVK) of varsity have been released. He said various departments at the GADVASU were providing services for rearing livestock and in the field of value addition of livestock products.

"These professions help farmers earn a handsome income. Women can also adopt this profession. Ornamentals fish, aquarium making, flavoured milk and lassi, cheese, meat pickle, meat kofta, meat patties, meat balls and a number of fish delicacies come under these professions," Dr Verma said. He said young entrepreneurs can earn good returns in goat and pig farming.

The College of Dairy Science and Technology displayed around 32 value added products of

milk. The Department of Livestock Products and Technology displayed nearly 36 value added products related to meat and eggs. The College of Fisheries displayed 10 value added products of fish meat and different varieties of fish including carp fish, cat fish and ornamental fishes.

Dr Verma said a large number of farmers showed keen interest in measures to be adopted for controlling parasitic diseases in livestock. The Department of Animal Nutrition has developed a number of nutritional technologies for dairy animals. Good quality mineral mixture and uromin lick prepared in GADVASU was sold at economical price at the mela.

The Department of Clinical Veterinary Medicine addressed concerns related to mastitis, mineral disorders, foot lameness among livestock.

Winners

The GADVASU's judgment committee ranked the Punjab Dairy Development Board stall first in industry category, Bani Milk Products and Godrej Agrovet were declared joint second, Goodwill Hybrid Seeds, Kansal Agro feed and Mankind Pharma ranked third.

In varsity category, the Department of Veterinary Pathology was adjudged first, the Teaching Veterinary Clinical Complex and College of Dairy Science and Technology were placed at second position, the RRTC, KVK Mohali and the Department of Veterinary Pharmacology were ranked third.

ARSHI first female calf from Made in India ABS Sexcel (Sexed Semen)

To see the video please follow the link below:

https://www.youtube.com/watch?v=GBUNg_heGzQ

Marketing

GSK may put Horlicks on the block to fund \$13-billion Novartis deal

Mumbai Last Updated at March 28, 2018 19:24 IST

http://www.business-standard.com/article/companies/gsk-may-put-horlicks-on-the-block-to-fund-13-billion-novartis-deal-118032800038_1.html

British pharmaceutical giant GlaxoSmithKline (GSK) is likely to sell its health food drink brand Horlicks to fund a buyout of the residual stake in its consumer healthcare joint venture (JV) with Novartis.

In a statement on Tuesday, the company said it was considering a strategic review of Horlicks and other consumer nutrition products to support funding of the stake purchase in the consumer healthcare JV with Novartis.

The review would also include an assessment of the company's 72.5 per cent shareholding in GlaxoSmithKline Consumer Healthcare India, the company said. A board meeting of the latter is slated for Wednesday. "It would be interesting to know the outcome of the board meeting in line with the global announcement today," said Abneesh Roy, senior vice-president, research, institutional equities, Edelweiss.

GlaxoSmithKline said on Tuesday it would buy Novartis' 36.5 per cent stake in their consumer healthcare JV for \$13 billion in cash. The deal with Novartis will give GSK full control of a portfolio of products, including pain reliever Voltaren (available in India) and nasal decongestant Otrivin, which are all part of the JV.

The British giant may let go of Horlicks, an 83-year old brand and leader in the Rs 60-billion domestic health food drink market.

Horlicks accounts for 75 per cent of GSK Consumer Healthcare's revenue in India. The company's net sales stood at Rs 44.21 billion in 2016-17. It has over 50 per cent market share in the domestic health food drink market. Other players include Bournvita from Mondelez and Complan from Kraft-Heinz.

India is also the largest market for Horlicks globally, followed by a smaller presence in West Asia, Pakistan and Malaysia.

It was still unclear who the buyers of the brand would be, but in an emailed statement the company said India remained a priority market for it. "The consumer healthcare business will continue to invest in growth opportunities for its over-the-counter and oral health brands such as Sensodyne and Eno (antacid). The group is also actively investing in its pharmaceutical and vaccine businesses, including building new manufacturing capacity at Vemgal, Karnataka and Nashik, Maharashtra," said Simon Steel, vice-president, global corporate media relations, GSK. The strategic review of Horlicks would be concluded by the end of 2018, he added.

ITC likely to be a strong contender to buy GSK's nutrition business including Horlicks

Updated: Mar 29, 2018, 08.38 AM IST

<https://economictimes.indiatimes.com/industry/cons-products/fmCG/nestle-unilever-in-list-of-suitors-for-gsk-horlicks/articleshow/63500343.cms?from=mdr>

Multinational food companies NestleBSE 1.46 %, UnileverBSE 0.26 %, Danone, PepsiCo, Abbot, Mondelez and India's ITC are likely contenders for GlaxoSmithKline's consumer nutrition business including Horlicks, a person with knowledge of the industry said.

they do not comment on market speculation.

AGSK spokesperson said: "At this stage, I can't comment further than what was announced on Tuesday." GSK said Tuesday it may sell its nutrition products business including Horlicks as it looks to fund a \$13 billion buyout of Novartis' stake in their global consumer

On the Block

UK firm said it was launching a strategic review of its nutrition business

ITC is most suited to buy the brands because it has interest in milk-based products

It wants to drive increased focus on OTC and oral health categories

GSK may sell nutrition products business to fund a \$13 billion buyout of Novartis' stake

Performance of GSK CH as of Oct-Dec 2017	Net Sales	Net Profit
	₹1,034.7 cr	₹163.7 cr

GlaxoSmithKline Consumer Healthcare, the Indian subsidiary, will lead the talks to sell Horlicks, given that the majority of the malt-based beverage category globally is driven by the country, the person said.

ITC, which launched its packaged milk processing facility recently, is a likely strong contender because malt-based brands could be a natural addition to its expanding food portfolio, the person added.

Spokespersons of ITC, Nestle, Hindustan Unilever, Mondelez, PepsiCo and Abbot said

healthcare joint venture. The UK firm said it was launching a "strategic review" of its nutrition business and its 145-year-old malted drink to support transaction funding and to drive increased focus on the over-the-counter and oral health categories.

"The strategic review will include an assessment of GSK's 72.5% shareholding in the Indian subsidiary. The majority of Horlicks and other nutrition products sales are generated in India, with the Horlicks range widely recognised as a portfolio of premium

Analysts pegged GSK's stake in the potential deal at \$3.1 billion at current market prices, although the company wanted a premium in any sale, according to a Reuters report. The analysts estimated the consumer health nutrition business, which also has smaller operations in Nigeria and Bangladesh, could fetch more than \$4 billion.

Nestle, the world's biggest packaged food company, which recently crossed Rs 10,000 crore in sales in India, owns malt drink Milo, which remains small. French firm Danone SA's Protinex and Abbot's Pediasure and Ensure are increasing spending in this category. In February last year, Danone said it planned to double India revenue by 2020 and that it would launch 10 products in the health and nutrition segment.

PepsiCo had held internal discussions on a potential buyout of Horlicks about three years ago, another official added.

Some analysts said acquisition of the brand by any large packaged foods player would help it only incrementally, given that growth for Horlicks has been sluggish over the past 2-3 years.

"Weak growth in the past three years notwithstanding, we believe milk-food-drink remains a growth category in India and we expect good level of interest in GSKCH's milk-food-drink brands from competitors (Mondelez, Kraft), other large food and beverage players or even private equity," wrote Rohit Chordia, Jaykumar Doshi and Aniket Sethi of Kotak Securities.

"GSK has strong brands which are likely to attract interest from potential buyers. Open offers may be triggered in case of a change in control, although a merger with another company may not result in an offer, in our view," wrote Vivek Maheshwari of CLSA.

Stating that India remains a priority market for GSK, the company had said its consumer healthcare business will continue to invest in growth opportunities for its OTC and oral health brands, such as Sensodyne and Eno. Horlicks accounts for three-fourth of GSK Consumer's India revenue.

"GSK expects the outcome of the strategic review to be concluded around the end of 2018. There can be no assurance that the review process will result in any transaction," the company added.

Doodhwala cuts out middlemen to boost incomes of India's small dairy producers

<https://news.impactalpha.com/doodhwala-cuts-out-middlemen-to-boost-incomes-of-indias-small-dairy-producers-afd0eb78ca2c>

Every morning in India, local milkmen deliver fresh milk to millions of household doorways. The predictable morning routine across the country provides a measure of financial security to India's tens of millions of tiny dairy farmers .

Delivery service Doodhwala is using that morning routine to help those farmers sell their milk at a better price. Bangalore-based Doodhwala buys small batches of milk each day directly from farms near India's sprawling cities and makes household deliveries itself. The arrangement offers farmers the security of a reliable and fair buyer and bypasses the chain of middlemen charging for transport and other services. Doodhwala makes 400,000 deliveries per month in Bangalore and Pune.

"What Doodhwala does is manage the customer end for them, so they can focus on their core job of making good milk," explains Jinesh Shah, co-founder of Omnivore Capital, a Mumbai-based agriculture impact investment firm. Omnivore recently invested \$2.2 million in Doodhwala as the first investment from its [second fund](#).

Without a buyer like Doodhwala, farmers sell their milk directly to nearby customers and local vendors. Those vendors, who aggregate supply from farmers and then sell it on for distribution, represent one link in India's complex, informal dairy value chain. By the time milk reaches the customer, it costs far more than what the farmer got paid for it. But because most of India's dairy farmers — more

than 80% — only have a few head of livestock, they have limited market access and even less negotiating power.

“Whereas farmers had to sell 100% of their supply to middlemen before, they now sell 30% to 40% to Doodhwala. Doodhwala cuts out a lot of the middle men that were eating farmers’ lunch. Farmers get paid better and have predictable demand,” adds Omnivore’s Mark Kahn. “The model makes farm businesses viable in a way that they weren’t before, and our impact mission of helping farmers make more money is achieved this way.”

Delivery service

That’s assuming the rest of Doodhwala’s model works. Doodhwala charges customers a subscription fee for their morning milk drop off. It also offers grocery delivery at the same time, a novelty for a population used to buying fresh vegetables daily from street vendors and other goods from small corner shops.

Doodhwala is just one of many newly funded delivery startups in India promising a new kind of convenience to the country’s swelling urban consumer class. Food and grocery delivery startups have had a rough go in India, however. After a surge in 2015, many were forced to scale back or went out of business.

Shah and Kahn attribute the delivery startup boom-bust cycle to two things: unrealistic expectations of consumer behavior change and costly logistics.

“Grocery delivery was dropped into the model of what was happening in the US,” where most shopping happens in large, chain supermarkets, and customers buy everything they need for a week from one place, explains Kahn. But that’s not how people shop in India. Khan estimates that grocery chains only account for 10% to 15% of the total grocery market.

“Most shopping happens at the local kirana, or corner store. It’s like New Yorkers and their bodegas,” he says. Fruits and vegetables are purchased fresh daily from men pushing vegetable carts through the streets.

When delivery startups launched in India modeled after on-demand services like Instacart or GoodEggs, they required too much behavior change to readily appeal to

consumers. Companies began offering discount codes to coax people to try them out, which started a damaging race to the bottom on prices.

“Discounting wars destroyed a lot of the [early delivery] businesses,” because once the introductory rates ended, consumers would sign up to try a new company or go back to their local kiranas, says Shah. “Subsidies that were meant to change consumer behavior became completely unsustainable. Startups couldn’t recover the costs.”

Doodhwala, on the other hand, seeks to capitalize on existing consumer shopping habits rather than changing them. The company doesn’t offer on-demand delivery; rather, all of its deliveries are scheduled between 4am and 8am, when households expect their regular morning milk deliveries.

“They are digitizing a consistent consumer habit and adding on by saying, “If you’re having someone come every morning with your milk, why not have them bring everything you need for breakfast? And a few other groceries too,” says Kahn.

By not offering on-demand services, Doodhwala also keeps its logistics costs low — and minimizes those costs for farmers too. Driving across India’s traffic-choked cities during the day can add hours to delivery schedules. Doodhwala aggregates its goods at collection centers at midnight each day, then sends its trucks into the cities before rush hour traffic.

“Doodhwala’s cost is about \$0.05 per delivery per day. It’s negligible,” says Kahn.

Urban-rural link

For farmers, most of whom are located on the outskirts of the cities Doodhwala serves, this model also saves them hours of driving time each day, because they make their milk drop-offs at night. “Farmers can get to the city in two hours instead of four or five,” Shah adds.

Finally, Doodhwala’s model doesn’t depend on dramatically changing India’s milk and produce supply. India is the largest dairy producer in the world, putting out more than 30 million tons per year. Almost all of the milk is consumed domestically, and about 85% of it comes from 75 million small farms, which have only a few head of cattle or buffalo each. Doodhwala works with the existing capacities

of these small farmers by aggregating their delivery stock daily.

“They’re low bulk, so farmers’ don’t have to grossly increase production,” Shah explains. Shah and Kahn expect the company’s ability to work with small farmers to serve it well as it scales beyond the 13,000 daily household deliveries it currently makes in Bangalore and Pune.

“Producers bring their product to Doodhwala’s distribution center. They will have to build multiple distribution centers [as they grow] but I don’t think the additional sourcing will increase their costs,” says Shah. “As demand grows, more farmers will want to sell their milk to them.”

Kahn adds: “Fundamentally, it’s the right model for the Indian consumer, and it’s an exciting opportunity to link rural farms to consumers in a way that is mutually beneficial.”

South India’s largest milk dairy set to begin production soon

March 27, 2018

<http://thedairytimes.com/south-indias-largest-milk-dairy-set-begin-production-soon/>

Expected to give a fillip to milk production and processing in Kolar and Chickballapur

From wine to milk, Nandi Cross, which is at the foothills of the serene Nandi Hills, will soon leave its footprint in the State’s White Revolution.

The largest milk dairy in south India is slated to commence production on a 14-acre plot at Nandi Cross. The ₹165-crore dairy of Kolar-Chickballapur Cooperative Milk Union Ltd. (Kochimul) will be inaugurated by Chief Minister Siddaramaiah on Thursday and is expected to give a fillip to milk production and processing in the drought-prone districts of Kolar and Chickballapur.

The dairy can process five lakh litres of milk per day — or, about half the daily procurement from Kochimul — using machinery from Japan, Sweden and Australia.

Kochimul president N.G. Byatappa said, “Just ₹32 crore was spent on civil works while the rest was invested in high-end machinery.”

The factory will start operating after inauguration, and will take at least 12 months to reach full capacity, officials said.

Packing on a large scale

The plant can prepare 6,000 units of 1-litre packaged milk per hour or 18,000 units of 500-ml packaged milk per hour, 1.8 lakh litres of Ultra High Temperature (UHT) milk and 1.5 lakh litres of Goodlife milk.

Apart from this, the dairy will be producing 10 tonnes each of butter and paneer, and four tonnes of ghee daily. Officials said more than 50 sweets, that use Nandini milk, can also be produced according to thehindu.com.

As value addition can yield better profit, the factory can lead to better prices for farmers.

“We are contemplating giving additional procurement price to farmers once the mega dairy becomes operational and starts earning a profit,” said Mr. Byatappa.

Kochimul has around 2.84 lakh members in 1,834 primary milk cooperative societies.

While the State government had given free land and ₹4 crore, the Centre had given ₹12 crore. Kochimul took a loan of ₹87 crore from the National Dairy Development Board (NDDB) to fund the construction of the factory.

Ananda Dairy launches 1.5-litre milk pack

New Delhi Last Updated at March 28, 2018 17:26 IST

http://www.business-standard.com/article/pti-stories/ananda-dairy-launches-1-5-litre-milk-pack-118032800793_1.html

Ananda Dairy today launched 1.5-litre milk pack at an introductory rate of Rs 67 for the next fifteen days and will sell it at Rs 80 thereafter.

The Noida-based company will sell the 1.5-litre milk pack at all of its Company Owned

Company Operated (COCO) stores, an official statement said.

Ananda Dairy's current production capacity is over 12 lakh litres of milk a day, of which, an average 8 lakh litres of milk is collected from dairy farmers.

Amul to roll-out 'haldi doodh', Irish mocktail

Updated: Mar 24, 2018, 09:18 IST

<https://timesofindia.indiatimes.com/city/vadodara/amul-to-roll-out-haldi-doodh-irish-mocktail/articleshow/63436303.cms>

The Gujarat Co-operative Milk Marketing Federation (GCMMF) seems to have taken a cue directly from the pearls of wisdom that usually grandparents share with their generation next.

GCMMF – the apex marketing body of all the district dairy unions of Gujarat that markets Asia's largest milk brand Amul, will soon launch 'Haldi doodh' (turmeric milk) nationally. And to satiate the taste buds of generation next, 'Haldi doodh' will be rolled out across the country with an 'Irish drink mocktail' – both being introduced for the first time in the country.

The Kaira District Co-operative Milk Producers Union Limited popularly known as Amul Dairy has started production of the two new varieties of milk which will be available to consumers in easy to open end (EoE) cans.

"We have capacity to manufacture 1.50 lakh units of each of this products," said Amul Dairy's managing director Dr K Rathnam, adding that the two new varieties are being manufactured at the Amul Dairy plant

in Anand by utilising the milk union's existing infrastructure.

"Haldi is already known as a superfood for its immunity boosting properties. Particularly with milk, it forms a centuries-old ayurvedic remedy for a host of ailments," said GCMMF's managing director R S Sodhi.

"Not just in India, 'Haldi doodh' is celebrated globally and is famously called 'turmeric latte'. At times, with a host of medicinal properties, it acts as a household remedy," he said.

The Irish drink mocktail (off course without its famous whiskey) on the other hand is inspired from the famous Irish coffee having its origins in Ireland.

With the launch of the new milk based beverages, the country's largest co-operative is targeting Rs 100 crore – nearly 5 % of the total milk based beverage market, said GCMMF officials.

"We are confident that Irish drink is bound to disrupt the beverage category and become the new high of 2018," said the official.

NDDB "milks" IT to improve operations, bring transparency

Bhopal Last Updated at March 21, 2018 15:25 IST

http://www.business-standard.com/article/pti-stories/nddb-milks-it-to-improve-operations-bring-transparency-118032100545_1.html

The National Dairy Development Board (NDDB) is using information technology to bring transparency in its operations and improve efficiency in milk collection, said an official.

The board has come out with a software to streamline milk collection and provide farmers and other stakeholders with latest information on real-time basis, said NDDB chairman Dilip Rath.

"The integrated Automatic Milk Collection System (AMCS) software has strengthened cooperative business through digital innovation.

"At present, 48 dairy cooperative societies (DCSs) affiliated to the Bhopal Milk Union are using the AMCS software," Rath told PTI over phone.

A team of media persons yesterday visited the Dugdha Utpadak Sahkari Samiti at Titora in Sehore district, around 40km from here, where the software has been installed.

"We are providing this software to the cooperatives free of cost," he said.

Apart from introducing transparency in operations, the software has improved

efficiency. It automates the entire milk collection process with just a click of a button, Rath said.

The automation avoids manual intervention and integrates with milk testing equipment. The application equips farmers and other stakeholders with relevant information to enforce accountability at every step, a senior NDDB official said.

Farmers get instant SMSes on their mobile phones for every transaction, ensuring complete transparency and avoiding data manipulation. Farmers also have access to all past transactions with the Android-operated application, he said.

Transparency and efficiency strengthen the milk producer's faith in the system and also reduce transaction cost for the cooperatives, the official said.

"The software is currently operational in Ujjain, Indore and Bhopal divisions, and we are planning to cover entire MP soon.

"We are also working on this technology in Jharkhand and Karnataka, and will soon introduce it in other states, including Punjab and Rajasthan," Rath added.

Recycling rule may increase milk prices

Abhijeet Patil | TNN | Mar 18, 2018, 05:49 IST

<https://timesofindia.indiatimes.com/city/mumbai/recycling-rule-may-increase-milk-prices/articleshow/63350188.cms>

The state's decision to initiate plastic ban may result in milk getting costlier and most dairy operators believe it will adversely affect their business.

According to the new policy, plastic pouches in which milk is sold will have to be over 50 microns and recyclable. Consumers will have to shell out 50 paise per pouch and the money will be refunded to them when they return the packets for recycling.

Dairy operators said retailers and vendors can be assigned the task to collect the pouches.

However, it will cost more to send the used pouches back to the manufacturers, who are supposed to establish recycling plants.

Some said that consumers may shift to local dairies due to the ban. Even milk sold in malls will require a separate system to collect pouches and refund the money.

Vishwas Patil, chairman of Gokul co-operative dairy, said, "The business will be adversely affected. Since the price of milk will go up, customers will have to shell extra money."

Uttar Pradesh govt to increase milk processing capacity of Parag dairy

: March 19, 2018 6:12 PM

<http://www.financialexpress.com/india-news/uttar-pradesh-govt-to-increase-milk-processing-capacity-of-parag-dairy/1102927/>

The Uttar Pradesh government is working on a war footing to increase the processing capacity of state's milk brand 'Parag' to at least eight lakh litres of milk per day, a state minister has said. Uttar Pradesh Minister for Dairy, Wakf, Minorities Welfare and Culture Laxmi Narain Chaudhary also said that to ensure round-the-year availability of fodder at a cheaper rate, a scheme to set up "Bhusa" Bank (fodder bank) is under consideration. Counting the achievements of his ministry, Chaudhary said that the existing capacity of Parag has been increased to six lakh litres per day from 1.75 lakh litres per day when the Yogi Adityanath-led government came to power in the state. "Either new dairies are being started or existing dairy plants are renovated to achieve the goal", Chaudhary said, touting the

achievements of his ministry over the last one year.

The Adityanath government completes one year in the office tomorrow. He said that new dairies are being made functional to increase the milk processing capacity. "While the trial run of one lakh litres per day milk capacity of Kannauj dairy, slated to start in full swing in April is on, new dairies at Noida, Meerut, Kanpur, would become functional by forthcoming June," he said. Chaudhary, who also holds portfolios of Wakf, Minorities Welfare and Culture, said subjects like science and Maths have also been introduced in Madarassa syllabus. He also said efforts are on to utilise funds to attract international tourists to UP. This, he said, would help open employment avenues for students in the state.

Health/Awareness

Successful Dairy Project by Women Entrepreneurs in India Breaks Barriers

To watch the video please follow the link below:

<https://nybulletins.com/2018/03/28/successful-dairy-project-by-women-entrepreneurs-in-india-breaks-barriers/>

Puducherry minister seeks Central aid for dairy programmes

[Press Trust of India](#) | Puducherry Last Updated at March 28, 2018 21:05 IST

http://www.business-standard.com/article/pti-stories/puducherry-minister-seeks-central-aid-for-dairy-programmes-118032801219_1.html

Puducherry Minister A Namassivayam today met the Secretary to the Union Animal Husbandry Ministry Tarun Sridhar in New Delhi and sought assistance to develop dairy programmes in the Union Territory.

In an official release, the PWD and Animal Husbandry minister said he sought the grants under the ministry's Dairy Entrepreneurship

Development Fund and also under the Dairy Products and Infrastructure Development Fund for Puducherry.

The release said the minister sought Rs five crore initially for the DIDF programme.

The secretary assured the minister that his request would be considered, the release added.

Rs 250 milk-testing kit launched

Mar 24, 2018, 1:51 AM; I

<http://www.tribuneindia.com/news/ludhiana/rs-250-milk-testing-kit-launched/562874.html>

Although India has emerged as the highest milk producing country in the world, however, the quality of milk and milk products produced were far from satisfactory.

The Guru Angad Dev Veterinary and Animal Sciences University has developed a kit to detect adulterated milk. The kit priced at Rs 250 can test sugar, starch, urea, neutralisers, hydrogen peroxide, formalin, ammonium compounds, pond water, glucose and salt levels in milk.

To check presence of urea in milk, one has to mix 1 ml of milk and 1 ml of urea detecting reagent. Dark yellow colour develops if there is presence of urea. For checking the presence of pond water, one has to rinse a tube with 1 ml of milk and add 2-3 drops of nitrate detecting reagent. Dark blue colour develops if pond water is present. Similarly, to detect sugar, one has to take 1 ml of milk and add 1 ml of sugar detecting reagent. Kit shows red colour if sugar is present.

According to the data, Punjab ranks number one in average milk yield of buffalos, cows

and goats. The state also has highest per capita availability of eggs annually and availability of green fodder in the country.

Can test presence of urea, sugar

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Frugal, yet high tech, innovations that can change your lives

<https://www.thehindubusinessline.com/news/science/frugal-yet-high-tech-innovations-that-can-change-your-lives/article23304234.ece>

NEW DELHI, MARCH 20

A multipurpose and low-cost biological air purifier, a smartphone-based system for detection of cardiac biomarkers, a window solar cooker, a rolling water carrier-cum- purifier, buzzing bands for speech and hearing impaired, an augmented rehabilitation system for stroke patients, an eco-friendly water retention natural polymer, a rapid cervix cancer detection system and a social search engine.

These are among winners of Gandhian Young Technological Innovation (GYTI) Awards for 2018. The innovations and prototypes are on display at the Festival of Innovation and Entrepreneurship inaugurated by the President at Rashtrapati Bhawan on Monday.

GYTI awards recognize technological excellence imbued with social relevance among students from all over the country. Out of over 2,900 entries in 54 technology domains received from over 300 universities and institutions, 51 have been awarded this year. And 15 of them have got a research grant of Rs 15 lakh each to pursue their projects. The award winners come from IITs, Indian Institute of Science, central and state universities and research institutions.

The innovations span a large number of sectors— water and sanitation, early detection of communicable and non-communicable diseases, air pollution, technologies for differently abled, engineering and digital technologies. For instance, a team led by Divya Beri at Indian Institute of Science, Bangalore has developed a new strategy to block transmission of malaria, while Brince Paul and team from IIT Hyderabad has come up with a low-cost, disposable microfluidic chip diagnosis of malaria.

Debasmita Mondal and Sourabh Agarwal from IIT Bombay have developed a smartphone-based system for detection of two common cardiac biomarkers – myoglobin and myeloperoxidase. Technological innovations in agriculture sector include a novel technique to replenish micronutrients in soil using iron-capped nanomaterials. It has been developed by Pallabi Das and Kasturib Sarmah of Tezpur University. Pavi Prakash of National Dairy

Research Institute, Karnal, has designed a low-cost milking and cooling plant based on Phase Change Material.

A few years back, a grassroots innovation of hippo roller – a rolling drum to transport water in rural area – had caught wide attention. Now Ramesh Kumar and Swathy Ravindran of IIT Madras have gone a step further – they have made the roller into a water purification system also. This means as water is transported in the roller, it will also get purified. The rolling water purifier designed by this team has an outer body to deal with mechanical forces and a polybag to store filled water which makes sure that even if barrel body is broken or cracked, there are no water leakages. It purifies water as it is transported, using novel nanomaterials without any power requirement.

Neeta Ganesh Waghle and Priti Prabhakar Yewale from D Y Patil Vidyapeeth, Pune, have designed a biological air purifier which has a compact carriage assembly containing replaceable adsorbent packed in biodegradable pouches or wrappers. The natural biomaterials used as solid porous material act like an adsorbent. Since the material is recyclable, it reduces the cost. The purifier, according to the students, can be installed at the mouth of automobile exhausts. In tests done by them, it has been found that it considerably reduces levels of carbon monoxide, nitric oxide and nitrogen dioxide.



Window solar cooker

The window solar cooker designed by Avinash Prabhune of IIT Bombay looks pretty much like a microwave oven and it can be fitted into a window like an air conditioner. Unlike old fashioned, box-type solar cooker, this one has

absorbs sunlight all through the day. It has a higher efficiency compared to box-type cookers and cooks faster. Prabhune says it can be idea for those living in multistoried buildings and those with a taste of 'slow food'.



Water absorbent polymer

The team of Narayan Lal Gurjar, Shashi Pratap Shekhawat and Ankit Jain of Maharana Pratap

University of Agriculture Technology, Udaipur, has identified a natural polymer for water retention. While superabsorbent polymers that can absorb and carry water about 300 times their weight are commercially available, they are very costly and are not biodegradable. The team has developed a super absorbing material using orange and avocado peels. The material can retain large amounts of water and keep soil moisture high for crop.

The GYTI awards are given by National Innovation Foundation (NIF), Society for Research and Initiatives for Sustainable Technologies and Institutions (SRISTI) and Biotechnology Industry Research Assistance Council (BIRAC).

5 Untold Things About Milk That We All Must Know!

March 20, 2018 14:32 IST

<https://food.ndtv.com/food-drinks/5-untold-things-about-milk-that-we-all-must-know-1824811>

India is known to be the largest milk producer in the world, especially buffalo milk. However, you can find other varieties of milk in Indian market like cow milk, goat milk and camel milk that are consumed in heavy quantity every day. The nutritional value of the milk is pretty much known to everyone. It's a proven fact that having a glass of milk everyday improves our immunity system and keeps the diseases at bay. But, if you don't fancy drinking plain milk, there are other ways to consume milk like curd, cheese, butter, ice cream, paneer, or flavoured milk. According to Consultant Nutritionist Dr. Rupali Datta, "Milk is a rich source of protein Tryptophan, which is known to boost sleep hormone Melatonin. This protein enhances our sleep cycle that keeps us healthy and active. Also, a consumption 500-600mls of milk every day can prevent gastric problems." With such great known qualities of milk, let's find out five untold things that we didn't know about milk.

Milk reduces stress and tiredness. It does help us to get rid of stress and fatigue. It produces

serotonin and melatonin in our body, known to enhance our goodnight's sleep.

Milk is mostly water and the creamy texture that we see comes from the vitamins, proteins and carbohydrates and fats.

Adding soya powder to milk, or having soya milk, will help you to stay fit. A glass of soya milk has fewer calories, less sodium, less sugar and less saturated fat than the same glass of cow milk.

Consumption of one glass of cold milk helps in preventing acidity. Better still; eat an ice cream only if you are not susceptible to cold

Presence of conjugated linoleic acid, which can be found in dairy products, is an effective supplement that may help in reducing body fat.

Well, now you know some of the hidden facts about milk so go and start sharing it with your friends!

Step into creamy, tasty world of cheese

Last Updated: 24th March 2018 06:48 AM |

<http://www.newindianexpress.com/lifestyle/food/2018/mar/23/step-into-creamy-tasty-world-of-cheese-1791560.html>

When we go a store to buy cheese for that fancy dinner party we're hosting, we rarely think about all the effort and time that goes into fermenting milk to get that perfect gouda, cheddar or parmesan. One man changing how we look at cheese is Aditya Raghavan, whose fascination for the dairy product has taken him on journeys of discovery, exploration and lots of cows! A former physicist, Aditya says that he has always had a love for food and cooking. Experimenting with making cheese, bread, beer and curing meat at home as hobbies, Aditya, who was a postdoctoral fellow in Canada, quit this and worked on cheese farms. "I lost interest in research and teaching, which is when I decided to do something in food.



Working on two different cheese farms in Canada helped hone my skills. I learnt so much about farming and about raising animals at these cheese farms, skills that are rare to acquire in India," he says.

What drew him towards cheese was the process of making it. He says that he was 'fascinated' by how milk could be kept away for months, after which it gives you something so different and unique. Talking about favourite cheeses to make and eat, Aditya chooses two French cheeses — Époisses to eat and Tomme to make. "Tomme is a French cheese that has simple, creamy flavours. And the natural flavour of the milk really comes out in it," he says.

Having journeyed to many places on cheese quest. Aditya says that one experience on a cheese farm in California will always be a fond one. "A Portugese family settled on the outskirts of San Francisco will always be one of my fondest cheese memories. I remember driving up to the rustic farm with the strong smell of manure everywhere. The cheese cellar there was filled with all these amazing aromas. Now, each time I visit California, I make it a point to go there."

While he says that cheese made in Himalayas is good, he says that India is not suited for making the Western style of cheeses. "Making cheese requires a cool environment for fermentation to happen. The ideal temperature inside a cheese cellar is 10-12 degrees. While the cheese you get in Kodaikanal, which is quite popular, isn't bad, there is nothing cutting edge about it. One can still find some good cheese being used in the northeast, as yak milk imparts a nice flavour to the product."

Aditya says that he has no plans on starting his own cheese farm, and wants to continue being a cheese consultant. Talking about what this entails, he says, "As a consultant, I go to farms that are engaged in selling dairy products such as milk and ghee, and are looking to add value to their products. I take them through the entire process of cheese making — from how to set up a cheese cellar, how fermentation and aging work to the actual business part of it where they have to sell their products."

In India, Aditya says, consumers are not very knowledgeable about cheese yet, but this is changing. "The most popular kinds of cheeses here remain gouda and cheddar, and fresh cheese such as mozzarella and feta. However, people are slowly starting to open up to various other kinds of cheeses now."

Aditya will be at Foodhall, 1MG Mall, on Sunday from 12 noon to 2pm, to take guests through platters of various cheeses and how best to pair them and with what.

Regulatory/Legal

Amid bitter politics, Amul Dairy board accepts MD's resignation

Prashant Rupera | TNN | Mar 31, 2018, 17:24 IST

https://timesofindia.indiatimes.com/business/amid-bitter-politics-amul-dairy-board-accepts-mds-resignation/articleshow/63557936.cms?utm_medium=referral&utm_campaign=iOSapp&utm_source=WhatsApp.com

Co-operative politics seems to be coming to a boil at Amul Dairy in milk city Anand – the cradle of India's White Revolution.

The board of the Kaira District Co-operative Milk Producers Union Limited (KDCMPUL) popularly known as Amul Dairy on Saturday accepted resignation of its managing director (MD) Dr K Rathnam during a special board meeting.

On the face of it, Rathnam, 55, who was elevated to the post of MD in June 2014, has resigned to pursue his personal interest and spent more time with his family based in United States (US). But his resignation comes in the backdrop of bitter internal politics that is being played out in the board of the iconic milk union for last couple of months.

"I have spent 22 years of my life in Amul. My family is in America and Tamil Nadu. I will start something of my own," Rathnam said, while talking to media persons after the board meeting, adding that there is no other reason behind his decision.

On being questioned on charges of corruption, Rathnam said that the person making such allegations should be asked to prove the same.

After the board meeting, Amul Dairy's chairman Ramsinh Parmar too stressed that the MD had put in his papers due to personal reasons.

"Time and again, he had discussed his

intentions to stay with his US-based family. We had convened the special board meeting to discuss his resignation and have unanimously accepted it," he said.

But Ramsinh got rattled when questioned about allegations of corruption. "The history of the person who is making such allegations should be investigated," he said.

Without naming anyone, Ramsinh said there is a single member in the board, who by making allegations of corruption, is damaging Amul's reputation.

"This institution is of farmers. He is trying to damage the very foundation of this institution by making baseless allegations and bad-mouthing Amul before the government and the press," he said.

Going a step further, Ramsinh said that as co-operative bye-laws, he will ensure that the said person is removed from the board for damaging the institution.

Ramsinh was referring to Tejas Patel, the chairman of Petlad APMC, who was one of the three BJP-backed candidates, who got elected to Amul Dairy's board in 2015 when the elections for the board of directors were held.

During the 2015 elections, it was for the first time that three BJP backed candidates had got elected to the board where Congress is enjoying majority. It was in August last year that Ramsinh, the veteran Congress leader, had joined the BJP. But he continued to face troubles from other board members who have their allegiance to the Congress.

Maharashtra: Dairies in a fix after plastic ban

Published: March 28, 2018 8:29 am

<http://indianexpress.com/article/cities/pune/maharashtra-dairies-in-a-fix-after-plastic-ban-5114008/>

The Maharashtra government's decision to ban plastic products has put dairies in a fix as most are unsure about the process of recycling of the milk pouches. While the state has asked retailers to collect and recycle the milk pouches, dairies fear this will directly affect their business and can also lead to a rise in the price of milk.

Last week, the state government announced that only 50 micron virgin plastic milk pouches will be permitted for distribution of milk but dairies have been asked to print a 0.50 paise buyback price on the same. The pouches are expected to be collected by the retailers, who will have to dispose them of scientifically. Dairies, retailers and others in the chain will be roped in for recycling with the government, urging the dairies to shift to glass bottle or other eco-friendly methods of milk distribution.

Dairies, on their part, are unclear about the exact implementation of the ban but many have expressed their reservations about it. Vishwas Patil, chairman of the Kolhapur-based cooperative dairy Gokul, said they lacked the

technical knowledge about recycling the pouches. "Storing such pouches will not be easy as they would start emitting foul odour soon enough," he said.

Patil's dairy supplies around 10 lakh-litre milk per day to Pune, Mumbai and other parts of Maharashtra. He said the dairy has sought an appointment with the environment minister. "Without a proper infrastructure, it will be difficult to implement the ban," he added. Given the extra labour and cost of storage this involves, some of the dairies have not ruled out a slight rise in the price of retail milk pouches.

Meanwhile, private dairies are testing the waters. Of the 1 crore-litre milk procured in Maharashtra, around 60 per cent is supplied by private dairies. A majority of their supply, however, is diverted towards making other dairy products than sale of liquid milk. Most of the private dairies are yet to take a stand or discuss the matter at length. Rajiv Mitra, managing director of Phaltan-based Govind dairies, admitted they were still discussing the matter internally to understand the total impact of the ban.

Maharashtra bans plastic: Beverage, dairy firms plan new packaging plans

Viveat Susan Pinto | Mumbai Last Updated at March 20, 2018 01:28 IST

http://www.business-standard.com/article/economy-policy/maharashtra-bans-plastic-beverage-dairy-firms-plan-new-packaging-plans-118032000053_1.html

In the wake of the recent ban on everyday use of plastic in Maharashtra, dairy and beverage companies are planning to formalise informal recycling initiatives, currently part of the firms' corporate social responsibility. On Sunday, Maharashtra became the 18th state to ban plastic. Stiff penalties will be introduced and violators will even face a jail term. The western state is among the largest generators of plastic waste in the country at 30 per cent. The use of plastic bags, single-use disposable items such as cups,

straws, plates, forks, spoons and spreadsheets is prohibited. As a result, retailers and consumers are feeling the heat of the move. Retailers across suburbs such as

Santacruz, [Khar and Bandra](#) and in central areas like Worli that Business Standard spoke to said they had stopped using plastic bags. They said they were asking customers to not use them as well. The dairy and beverage companies have been given around three months to come up with an alternative packaging plan or set up recycling plants to reduce plastic waste, the state government had indicated last week. "A notification on the said proposal is yet to be issued," R S Sodhi, managing director, Gujarat Co-operative Milk Marketing Federation, manufacturer and

marketer of the Amul brand of dairy products said. "In terms of thickness, our plastic pouches are of 60 microns and above.

This is higher than the 50-micron threshold limit set by the state government for thickness of plastic pouches. We are looking at the matter closely, since Maharashtra, and Mumbai, in particular, is an important market for us." Amul is ranked among the top pouch milk suppliers in Mumbai include Mother Dairy, Warana, Mahananda and Gokul. These

companies were not immediately available for any comment. In contrast, beverage firms such as Bisleri International have [polyethylene terephthalate](#) (PET) recycling initiatives running in Mumbai. These will be implemented on a wider scale, company officials said. Coca-Cola India said it was reviewing the matter, while PepsiCo said it was working with the Packaging Association of Clean Environment to promote recycling of [PET.PET](#) bottles are widely used in the domestic beverage industry. Health experts have often cautioned about the health risks attached with the excessive use of plastic, prompting the national as well as local governments here to take up the matter seriously.

KEY TAKEAWAYS

- Estimated plastic waste generated by Maharashtra: **469,098 tonnes per annum**

- No of registered plastic units in the state: **71**

- Compostable plastic units (those into recycling): **Nil**

- Multilayer plastic units (that is, those into manufacturing and

recycling): **46**

- What the current plastic ban entails:** No use of plastic carry bags and single-use items such as cups, straws, plates, forks, spoons and spreadsheets

- Penalty includes:** Three-month jail term and/or ₹5000-25,000 fine

Sources: Central Pollution Control Board; Industry

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running in Mumbai. These will be implemented on a wider scale, company officials said. Coca-Cola India said it was reviewing the matter, while PepsiCo said it was working with the Packaging Association of Clean Environment to promote recycling of [PET.PET](#) bottles are widely used in the domestic beverage industry. Health experts have often cautioned about the health risks attached with the excessive use of plastic, prompting the national as well as local governments here to take up the matter seriously.

Survey/Report

Cold Chain Market Worth 293.27 Billion USD by 2023

PUNE, India, March 23, 2018 /PRNewswire/ --

<http://www.prnewswire.co.in/news-releases/cold-chain-market-worth-29327-billion-usd-by-2023-677719653.html>

The report "Cold Chain Market by Type (Refrigerated Storage and Transport), Temperature Type (Chilled and Frozen), Application (Dairy & Frozen Desserts; Meat, Fish, and Seafood, Fruits & Vegetables, Bakery & Confectionery), and Region - Global Forecast to 2023", published by MarketsandMarkets™, the global market is estimated to account for USD 203.14 Billion in 2018 and is projected to reach USD 293.27 Billion by 2023, at a CAGR of 7.6%. The global Cold Chain Market is expanding with considerable growth potential for over the next five years. The growth of this market can be attributed to the growth of international trade of perishable foods, technological advancements in refrigerated storage & transport, government support for the infrastructural development of the cold chain industry and increase in consumer demand for perishable foods. Also, expansion of food retail chains by multinationals will enhance international trade and impact the growth of the Cold Chain Market.

(Logo: <http://photos.prnewswire.com/prnh/20160303/792302>)

Browse 83 market data Tables and 49 Figures spread through 175 Pages and in-depth TOC on "Cold Chain Market"

<https://www.marketsandmarkets.com/Market-Reports/cold-chains-frozen-food-market-811.html>

Early buyers will receive 10% customization on this report

Asia Pacific to be the largest market for refrigerated storage during the forecast period

The two main types of cold chain infrastructure are refrigerated transport and refrigerated storage. The refrigerated storage market is estimated to be dominated by the Asia Pacific region. Refrigerated storage capacities are growing in the Asia Pacific due to the increased need for reducing wastage of perishable foods. In North America and Europe, the refrigerated

transport industry is booming, mainly due to the advancement of technology in refrigerated trucks, vans, trailers, and maritime reefer containers.

Ask for PDF Brochure: <https://www.marketsandmarkets.com/pdfdownload.asp?id=811>

Dairy & frozen desserts segment estimated to be the largest in 2017

Dairy & frozen desserts are estimated to account for the largest market share in the frozen Cold Chain Market in 2018, due to their need for constant temperature control (being temperature-sensitive products), dust, and exposure to sunlight. Dairy & frozen desserts are witnessing high demand due to economic growth and rapid urbanization, along with sophisticated marketing channels, which have led to significant changes in dietary patterns. Government guidelines in China state that milk is a major source of calcium and protein, and recommend regular milk consumption, which has led to milk and dairy products being incorporated into the daily diet of consumers.

Frozen products: The most widely consumed type of products preferred in cold chain application

The frozen products segment accounted for the largest share in the Cold Chain Market, in terms of value in 2017. A wide variety of products such as ice cream, meat, and seafood are stored at freezing temperatures that range between -18 °C to -24 °C (-0.4 °F to -11.2 °F). Freezing preserves the taste, texture, and nutritional value of foods better than other preservation methods. Cold chain for frozen foods provides uninterrupted handling of the product within a low-temperature environment during the steps of the value chain, which include harvest, collection, packing, processing, storage, transport, and marketing until it reaches the final consumer.

This report includes a study of marketing and development strategies, along with the product portfolios of leading companies. It

includes the profiles of leading companies such as Americold Logistics (US), Preferred Freezer Services (US), Burris Logistics (US), Lineage Logistics (US), and Nichirei Logistics (Japan).

Know more about the Cold Chain Market:

<https://www.marketsandmarkets.com/Market-Reports/cold-chains-frozen-food-market-811.html>

About MarketsandMarkets™

MarketsandMarkets™ provides quantified B2B research on 30,000 high growth niche opportunities/threats which will impact 70% to 80% of worldwide companies' revenues. Currently servicing 5000 customers worldwide including 80% of global Fortune 1000 companies as clients. Almost 75,000 top officers across eight industries worldwide approach MarketsandMarkets™ for their painpoints around revenues decisions.

Our 850 fulltime analyst and SMEs at MarketsandMarkets™ are tracking global high growth markets following the "Growth

Engagement Model - GEM". The GEM aims at proactive collaboration with the clients to identify new opportunities, identify most important customers, write "Attack, avoid and defend" strategies, identify sources of incremental revenues for both the company and its competitors. MarketsandMarkets™ now coming up with 1,500 MicroQuadrants (Positioning top players across leaders, emerging companies, innovators, strategic players) annually in high growth emerging segments. MarketsandMarkets™ is determined to benefit more than 10,000 companies this year for their revenue planning and help them take their innovations/disruptions early to the market by providing them research ahead of the curve.

MarketsandMarkets's flagship competitive intelligence and market research platform, "RT" connects over 200,000 markets and entire value chains for deeper understanding of the unmet insights along with market sizing and forecasts of niche markets.

Goat Milk Infant Formula Market from 2018-2023: Growth Analysis by Manufacturers, Regions, Types and Applications

March 20, 2018 - by Sagar G

<https://www.satprnews.com/2018/03/20/goat-milk-infant-formula-market-from-2018-2023-growth-analysis-by-manufacturers-regions-types-and-applications/>

A [Asia-Pacific Goat Milk Infant Formula Market 2022](#) report provides extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The Goat Milk Infant Formula Market report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market.

Short Detail About Report: Goat Milk Infant Formula, also known as breast milk of goat milk formula. It is a manufactured food designed and marketed with fresh goat's milk as the main raw material for feeding to babies and infants, usually prepared for bottle-feeding or cup-feeding from goat milk powder

(mixed with water) or liquid (with or without additional water),.

Goat Milk Infant Formula market competition by top manufacturers/players, with Goat Milk Infant Formula sales volume, Price (USD/Unit), revenue (Million USD) and market share for each manufacturer/player; the top players including: DGC, Danone (Sutton Group), Ausnutria Dairy (Hyproca), Baiyue youlishi, YaTai-Precious, Red Star, Guanshan, MilkGoat, Herds, Fineboon, Jinniu, Shengfei, ShengTang, Holle, FIT, Vitagermine, Market Segment by Countries, covering, China, Japan, Korea, Taiwan, Southeast Asia, India, Australia, .

Target Audience of Goat Milk Infant Formula Market:

Manufacturer / Potential Investors

Traders, Distributors, Wholesalers, Retailers, Importers and Exporters.

Association and government bodies.

Request for sample copy of Goat Milk Infant Formula market report @ <http://www.360marketupdates.com/enquiry/request-sample/10890584>

Geographically, Goat Milk Infant Formula market report split Asia-Pacific into several key states, with sales (Units), revenue (Million USD), market share and growth rate of Goat Milk Infant Formula industry for these countries, from 2012 to 2022: China, Japan, Korea, Taiwan, Southeast Asia, India, Australia

On the basis of Product Type, Goat Milk Infant Formula market report displays the production, revenue, price, market share and growth rate of each type, covers: First Class

(0~6 months), Second Class (6~12 months), Third Class (1~3 years),

On the basis on the end users/applications, Goat Milk Infant Formula market report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, this can be divided into: Application 1, Application 2,

Scope of the Goat Milk Infant Formula Market Report: This report focuses on the Goat Milk Infant Formula in Asia-Pacific market, especially in United States, Canada and Mexico. This report categorizes the market based on manufacturers, countries, type and application.

Technological innovations in various sectors in India are changing lives: Report

<http://www.firstpost.com/tech/news-analysis/technological-innovations-in-various-sectors-in-india-are-changing-lives-4398551.html>

A multipurpose and low-cost biological air purifier, a smartphone-based system for detection of cardiac biomarkers, a window solar cooker, a rolling water carrier-cum-purifier, buzzing bands for speech and hearing impaired, an augmented rehabilitation system for stroke patients, an eco-friendly water retention natural polymer, a rapid cervix cancer detection system and a social search engine.

These are among the winners of the Gandhian Young Technological Innovation (GYTI) Awards for 2018. The [innovations](#) and prototypes are on display at the Festival of Innovation and Entrepreneurship inaugurated by the President of India at Rashtrapati Bhawan on 19 March.

GYTI awards recognise technological excellence imbued with social relevance among students from all over the country. Out of over 2,900 entries in 54 technology domains received from over 300 universities and institutions, 51 have been awarded this year. And 15 of them have got a research grant of Rs 15 lakh each to pursue their projects. The award winners come from IITs, Indian Institute of Science, central and state universities and research institutions.

The innovations span a large number of sectors – water and sanitation, early detection of communicable and non-communicable diseases, air pollution, technologies for differently abled, engineering and digital technologies. For instance, a team led by Divya Beri at Indian Institute of Science, Bangalore has developed a new strategy to block the transmission of malaria, while Brince Paul and the team from IIT Hyderabad has come up with a low-cost, disposable microfluidic chip diagnosis of malaria.

Debasmita Mondal and Sourabh Agarwal from [IIT Bombay](#) have developed a smartphone-based system for detection of two common cardiac biomarkers – myoglobin and myeloperoxidase. Technological innovations in agriculture sector include a novel technique to replenish micronutrients in soil using iron-capped nanomaterials. It has been developed by Pallabi Das and Kasturib Sarmah of Tezpur University. Ravi Prakash of National Dairy Research Institute, Karnal, has designed a low-cost milking and cooling plant based on Phase Change Material.

A few years back, a grassroots innovation of hippo roller – a rolling drum to transport water in rural areas – had caught wide attention. Now Ramesh Kumar and Swathy

Ravindran of IIT Madras have gone a step further – they have made the roller into a water purification system also. This means as water is transported in the roller, it will also get purified. The rolling water purifier designed by this team has an outer body to deal with mechanical forces and a polybag to store filled water which makes sure that even if the barrel body is broken or cracked, there are no water leakages. It purifies water as it is transported, using novel nanomaterials without any power requirement.

Neeta Ganesh Waghle and Priti Prabhakar Yewale from D Y Patil Vidyapeeth, Pune, have designed a biological air purifier which has a compact carriage assembly containing replaceable adsorbent packed in biodegradable pouches or wrappers. The natural biomaterials used as solid porous material act like an adsorbent. Since the material is recyclable, it reduces the cost. The purifier, according to the students, can be installed at the mouth of automobile exhausts. In tests done by them, it has been found that it considerably reduces levels of carbon monoxide, nitric oxide and nitrogen dioxide.

The window solar cooker designed by Avinash Prabhune of IIT Bombay looks pretty much

like a microwave oven and it can be fitted into a window like an air conditioner. Unlike old fashioned, box-type solar cooker, this one has a cylindrical chamber that makes sure that it absorbs sunlight all through the day. It has a higher efficiency compared to box-type cookers and cooks faster. Prabhune says it can be idea for those living in multistoried buildings and those with a taste of 'slow food'.

The team of Narayan Lal Gurjar, Shashi Pratap Shekhawat and Ankit Jain of Maharana Pratap University of Agriculture Technology, Udaipur, has identified a natural polymer for water retention. While superabsorbent polymers that can absorb and carry water about 300 times their weight are commercially available, they are very costly and are not biodegradable. The team has developed a super absorbing material using orange and avocado peels. The material can retain large amounts of water and keep soil moisture high for crop.

The GYTI awards are given by National Innovation Foundation (NIF), Society for Research and Initiatives for Sustainable Technologies and Institutions (SRISTI) and Biotechnology Industry Research Assistance Council (BIRAC).

Organic milk market sours for Sonoma County dairy farmers

<http://www.pressdemocrat.com/business/8144369-181/organic-milk-market-sours-for>

With gray skies drizzling upon him, Doug Beretta rode his all-terrain vehicle back to the milking barn after doctoring a downed cow.

The brown-faced Jersey had calved the day before and looked healthy that same night when Beretta checked on his animals. But the next morning the cow wouldn't stand and showed signs of milk fever, a potentially fatal malady caused by low calcium levels in the blood. So Beretta, whose green overalls quickly became streaked with manure, slowly injected a solution of calcium and phosphorous into one of the cow's veins. About an hour later the animal was back on its feet.

If only the third-generation farmer could find such effective medicine to turn around a struggling organic dairy industry.

Over the last 12 years, North Bay dairy farmers like Beretta have switched in droves from conventional milk production to certified organic operations. The conversions allowed them to earn a premium price for their milk and to gain more stability for their businesses as the market for conventional milk weakened.

But the U.S. today is awash in organic milk. Farmers have seen prices fall, and many worry whether their processors will keep taking their product.

"After Sept. 30, we have no idea if we will have a contract for our milk," said Beretta, 54, who works the family's Llano Road dairy west of Santa Rosa with his adult children.

11 solid years

Organic farming served the family well for 11 years, Beretta said. But since 2016 the farm's income has fallen by a third, substantially reducing the margins between revenue and expenses.

The North Bay's sweeping grasslands have been home to generations of dairy farmers.

More than 150 years ago California's first commercial dairy industry began in the headlands of Point Reyes.

For years milk was the region's premier crop. Even today it ranks second after wine grapes, with dairy farmers in 2016 receiving \$147 million for their milk in Sonoma County and \$43 million in Marin County.

However, the North Bay has long been a more expensive place to farm than regions like the Central Valley. So for such crops as beef, eggs and milk, local farmers often look for niche markets that allow them to gain a higher price for their products and to avoid selling them as mere commodities. That has meant selling grass-fed beef, free range eggs and organic milk.

Two years ago 80 percent of the North Bay's 90 dairies had been certified to sell organic milk. Beretta and others said today that figure is closer to 90 percent.

However, plenty of farmers around the U.S. also have gone organic in the last six years. The shift was prompted partly by tough times that conventional dairy farmers have experienced after the Great Recession.

In contrast, for most of that time organic farmers enjoyed profitable operations.

Many of the conventional farmers concluded "I've got to go organic or go out of business," said UC dairy economist Leslie Butler.

Even as those new entrants came on the scene, many existing farmers reacted to rising prices by increasing the size of their organic herds. Butler and others said dairy farmers generally have the same game plan whether prices rise or fall. They milk more cows.

As a result, said Butler, "the market got flooded with organic milk."

Income falling

Cuts in price and production quotas followed. In the last two years the income at many dairies has fallen by a third, said Richard Mathews, executive director of the Western Organic Dairy Producers Alliance.

“The farmers are really hurting,” he said.

Travis Forgues, vice president of farmer affairs for the Wisconsin-based Organic Valley cooperative and brand, said organic dairy prices can’t keep dropping and still provide a sustainable income for farmers. Nonetheless, the cooperative regularly hears from nonmembers in dire straits. Some tell of no longer having a place to sell their milk, not even for prices far below those paid on the organic market.

“They can’t even get on a conventional truck now,” Forgues said.

For the Beretta family, the oversupply comes at a time of change with their longtime organic dairy processor, Wallaby Yogurt of American Canyon.

Wallaby was sold two years ago for \$125 million to Denver-based WhiteWave Foods. Then last year French dairy giant Danone completed an acquisition of WhiteWave for \$12.5 billion.

Beretta, who began shipping to Wallaby when his farm switched to organic in 2007, recalled meetings at his kitchen table with the yogurt company’s owner. Now news about contracts and other matters comes from a Danone staff member based out of state.

Even as prices have dropped, the dairy faces other challenges. Among them, a recent California law requires state farmers by 2022 to start paying overtime when workers exceed 40 hours of work per week. And the city of Santa Rosa has told Beretta and other farmers along the Laguna de Santa Rosa that it wants them to start paying to receive treated wastewater, a product that for decades they’ve used for free to irrigate their pastures.

The family could build new milking facilities to reduce labor costs, as well as switch to automated systems that clean manure from barns. But such improvements require substantial investments and seem unlikely during a time of low milk prices and considerable uncertainty.

Nonetheless, Beretta, a county fair board director and a familiar face at the fair’s junior livestock auctions, said he expects to find a way to keep milking his 320 Holstein and Jersey cows.

Two adult children, daughter Jennifer and son Ryan, have joined him full time in the family business. His wife Sharon and a third daughter, Lisa, also help out with farm duties.

While he remains hopeful about staying in business, Beretta suggested the stability that organic production once provided seems to be slipping away.

“It’s not a niche market anymore,” he said.

A shared problem

That sense of change is shared by other farmers.

Sonoma dairy farmer Ray Mulas said organic farming for a time provided a better way to make a living “but then everyone got into it.”

Mulas, a third-generation farmer and fire chief for the Schell-Vista fire department, said his family milks about 800 cows, with roughly 600 of them at any one time certified for organic production. His brother, sister and he sell their milk to Petaluma-based Clover Sonoma, the Bay Area’s largest milk processor.

Longtime farmers all have gone through “a rough spell” or two, Mulas said. But if the outlook continues to darken, he suggested the family will carefully weigh whether it makes financial sense to keep farming.

“We’re not going to dig a hole,” Mulas said. “That much I know.”

Most expect the oversupply of organic milk to continue for at least the next year. Many predict that even when times get better, prices won’t be as lucrative as they once were.

“The margin to the farmers will never be like it was a few years ago,” said Marcus Benedetti, president and CEO of Clover Sonoma. A “massive number” of farms converted to organic production and brought “so much saturation” to the organic segment, he said.

Increased competition for conventional farmers also could continue to shake up the organic market.

“China is cranking up its own dairy industry,” said Butler, the UC dairy economist. India and South America also appear poised for expansion. Increases in the international milk supply likely will keep pressure on conventional U.S. dairy farmers and prompt more of them to consider switching to organic production.

In the grocery aisle, retail prices have started to soften, Benedetti said. But the declines lag the price drops for the farmers.

On Friday, a gallon of Clover organic whole milk cost \$7.49 a gallon at Oliver’s Market on Stony Point Road in Santa Rosa. The price for a gallon of conventional Clover whole milk was \$4.99.

The often double-digit growth of organic dairy products seems to have at least temporarily cooled. California organic milk sales increased 3.3 percent last year to 49 million gallons, according to the state Department of Food and Agriculture. Organic whole milk has shown steady growth for the last five years, but low-fat and non-fat categories declined in the same period.

Help from Clover

Clover plans to help its farmers weather this period of oversupply by paying an above-average price for organic milk, Benedetti said. The company currently is paying \$30.40 per hundred pounds of milk, or a hundredweight, a standard dairy measure, compared to an average of \$29.65 for six other local organic buyers, he said.

In contrast, California farmers this year on average are receiving less than \$16 per hundredweight for conventional milk, according to Western United Dairywomen, a Modesto-based dairy group. Part of that difference is the result of the greater costs associated with organic production, but the lower price also reflects the skimpier returns available in the conventional market.

Dairy processors generally expressed optimism that the local organic dairy farmers will survive the current downturn.

Before today’s consumers select a carton of organic milk, they want to know how the cow, the farmer and the land have been treated, said Benedetti. If processors take time to answer such questions about local farms, he said, “there will always be an organic dairy industry in Sonoma and Marin counties.”

The processors said the tough times have made clear the value of long-term relationships between farmers and milk buyers.

Forgues noted that Organic Valley was celebrating its 30th anniversary and has 2,000 farm families as members, with most of those in the dairy business. Nine members are North Bay dairy farmers. He said the cooperative doesn’t always pay the highest prices but seeks to offer stability for its members and works “to make sure the farmers are there today, tomorrow and in the future.”

Albert Straus, who in 1994 became the first certified organic dairy farmer west of the Mississippi and who went on to open the Petaluma-based Straus Family Creamery, said a risk today is that organic milk will become more of a commodity. He called it essential for processors and farmers to work together to create more stability regarding price and production levels.

He also said the two groups must keep educating consumers on the long-term benefits of organic production for the environment and for rural communities.

“I feel this is the way farming can be done and should be done,” Straus said.

Mathews of the Western Organic group said dairy farmers who sell to local processors like Straus and Clover likely have a good future. However, he expressed concern for those who have contracts with huge organic corporations.

“They’re going to have a tough time,” he said.

Whey Protein Market Growth Rate by Applications 2018 to 2025

March 28, 2018

<https://businessservices24.com/196245/whey-protein-market-growth-rate-by-applications-2018-to-2025/>

The global Whey Protein market was valued at USD xx million in 2018 and is forecasted to reach USD XX million by 2025, with a CAGR of xx% during the forecasting period (2018-2025).

The global Whey Protein market is segmented by type such as Whey Protein Concentrates(WPCs), Whey Protein Isolates(WPIs), Hydrolyzed Whey Protein, Demineralized Whey Protein. Based on applications, the market is segmented into Functional Foods (Dairy Products, Bakery & Confectionery, Frozen Foods, Infant Formula, Others), Functional Beverages (Wine Whey, Others), Dietary Supplements and Others.

The report profiles the following companies, which includes Agropur MSI LLC, American Dairy Products Institute, Arla Foods, Carbery, Champignon-Hofmeister Group, Huishan Dairy, Davisco Foods International Inc, DMK Group, Fonterra Co-operative Group, Friesland Campina, Glanbia Plc, Grande Cheese Company, Hilmar Cheese Company, Inc, Lactalis Ingredients, Land O'Lakes, Inc, Leprino Foods Co, Meggle Group, Milk Specialties Global, Murray Goulburn, SachsenMilch, Saputo Ingredients, VOLAC, Warrnambool Cheese & Butter Factory, Westland Milk Products and Leprino Foods Co.

For Sample Inquiry register here: <https://www.marketinsightsreports.com/reports/0301278852/global-whey-protein-market-2018-2025/inquiry>

Increasing demand for dairy protein products and pediatric foods, growing trend of ready-to-drink or eat products, and the innovations in technology are driving the global demand for Whey Protein. However, increasing lactose allergen population, high costs incurred in production, and regulatory guidelines are restraining the growth of the global Whey protein market.

The whey protein concentrate is the largest segment of global whey protein market due to several factors such as the increasing demand for whey protein concentrates in personal care industry owing to its characteristics of mass gain, improved immunity, increase in strength, and fat loss. The report covers the factors impacting the market, Porter 5 Forces, Market

Share Analysis, Price trend analysis, Product Benchmarking, and company profiles.

Whey Protein market report comprises key factor which can be useful for any new player in the industry. It is possible due to comparative analysis and overview that is provided in the report. By focusing on all the details in the report, it is more than enough for any newcomers entering the industry so that they can get a better knowledge and study the market before making any strategic decision. The report will provide answers to the queries regarding current market scope, developments, competition, opportunities, cost, revenue and estimations.

Regions Covered in this report are as Follows:

United States, North America (Canada and Mexico), Europe (Germany, France, UK, Russia and Italy), Asia-Pacific (China, Japan, Korea, India and Southeast Asia), South America (Brazil, Argentina, Columbia etc.), Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa), RoW (Rest of World).

Browse Full Report at: <https://www.marketinsightsreports.com/reports/0301278852/global-whey-protein-market-2018-2025>

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Target Audience:

- Raw Material Suppliers/ Buyers
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- Industry Investors/Investment Bankers
- Education & Research Institutes
- Research Professionals
- Emerging Companies
- Manufacturers

A batch pasteuriser can make more from milk for small farmers

http://www.smallholder.co.uk/news/16121116.Advertorial_Batch_pasteurising_can_make_more_from_milk/

"It used to be said that you never see a poor farmer and that perception still persists, especially amongst those who don't know much about the dairying industry.

"Here at GN Ltd., we get phone calls every week from dairy farmers struggling to make ends meet. The milk processing companies get squeezed hard by the supermarkets and this filters all the way down the chain. We hear stories of farmers getting less than 25p a litre for their milk, even below 15p in some cases! Usually it is costing them more to produce the milk than they are getting in return, which of course puts them in an unsustainable situation. In more than one case we've been told that the [smallholding](#) or farm is about to go broke and buying a pasteuriser represents the last roll of the dice for them.

"It is usually thought that the smallest herds have suffered the hardest financial hit, so let us consider one in this bracket.

"Our farmer has just a dozen milkers and each cow is producing on average just 18 litres of milk a day, (well below the 25 litres per day national average). This means our farmer has about 216 litres in the bulk tank every day, ready for collection by the milk tanker. For this quantity, the farmer is currently receiving say £54 - £64 per day, or typically about £400 - £450 per week and from this has to pay feed bills, vets bills, power, water, and everything else.

"Our farmer now buys a batch pasteuriser. Once pasteurised, the milk can now legally be sold directly to the public, using a vending machine, through a small farm shop, or supplying local retail outlets. In many cases it can be used for doorstep deliveries; either directly or indirectly. The average price for the first 2 retail options is about £1.30 a litre and whilst the farmer has all the work, pasteurising, bottling, transporting etc. as well as other expenses including the cost of the electricity, packaging, etc., our farmer should now receive about £1965 per week...and with careful management, half of that should be profit.

"However, our farmer is clever and wants to expand and widen the range, so on one day a week, the milk in the batch pasteuriser is allowed to cool to 40C, before the temperature is set to 42C; one heater element is then switched on to achieve this lower temperature and when it has stabilised, yogurt culture is added and the batch is left to incubate for 5 - 6 hours. Our farmer now has enough "artisan yogurt" to fill over 1400 x 150g (5 ounce) pots, adding strawberries, raspberries etc. grown in the greenhouse to make the final varieties. This yogurt will have a retail value of about £600.

"I now hear that he's/she's keen to start using their batch pasteuriser to produce soft cheese, kefir, clotted cream...

"So what does the batch pasteurisation process entail and what is the difference between a batch and a continuous-flow pasteuriser? A batch pasteuriser is basically a great big bains-marie, i.e. a simple jacketed vessel where there is water in the outside jacket and milk in the inner compartment. It is only the water in the jacket that is directly heated, usually by electric elements and this provides a very gentle transfer of heat through the walls and base of the vessel that warms and pasteurises the milk. The milk must be stirred at all times to transfer this heat in a steady sustained manner and ensure there are no cold spots. When the milk reaches the pre-set temperature, it is held at that temperature for a set time before being cooled and filled off.

"There must be a probe in the milk to measure its temperature and this temperature profile must be recorded to satisfy the appropriate authorities. These days it is usually recorded digitally and the latest data loggers will text your i-phone if anything is not quite right - e.g. if the temperature goes outside the prescribed limits or there is a power cut etc..

"That is basically the batch pasteurisation process. On the other hand continuous-flow pasteuriser does exactly that - i.e. it allows milk to pass through the masses of stainless steel heat-exchange plates in an extremely efficient manner so that the milk is pumped in at one end and basically comes out

pasteurised at the other, all within a very short time.

"Both systems have their advantages and disadvantages:

"For continuous-flow pasteurisers, these are brilliant at processing thousands of litres of milk efficiently on regular, daily basis. Some have unbelievably vast throughputs and the supermarkets depend upon them to supply more or less all of their milk.

On the negative side, by their very nature they can only operate using the HTST system: High Temperature Short Time method means that the milk is pasteurised by usually holding at around 72C for 15 seconds and there is no other option available. Other disadvantages are that they are very expensive to purchase and to maintain and they need regular servicing and changes of seals etc. to ensure they are operating at their optimum. The smallest continuous-flow pasteuriser I have come across will pasteurise 500 litres per hour and there is considerable wastage of milk during the priming of pipework and pumps and subsequent cleaning. Finally they can only be used to pasteurise milk and by their very design can have no other function.

"For the batch pasteuriser, these vessels are useless for processing large quantities of milk: the biggest ones we manufacture has a capacity of 500 litres although bigger ones do exist. They are also very slow, taking about 30 minutes just to heat up. On the other hand,

they are extremely versatile and can be used for pasteurising milk and colostrum as well as for the production of yogurt, cheese and many other dairy (and non-dairy) products. Once installed they are simple to run and we supply them in sizes right down to 35 litres capacity. However, the big advantage that they have over their continuous-flow counterparts is the fact that they can, if required, pasteurise the milk using the Low Temperature Long Time method. This means the milk is processed at the lowest acceptable temperature (about 63C) although it must be held at this point for at least 30 minutes before it can be legally classified as pasteurised.

The benefit of using this method is that the milk tastes unbelievably good and similar to raw milk - the cream still rises to the top and the milk will make the finest yogurts and cheeses (unlike the homogenised milk that is the only type usually available from supermarkets). In fact one of our pasteuriser customers has just won the prestigious Quality Food (Chilled Dairy) 2017 award in the West End, with his whole milk, beating Asda, Waitrose and many others.

"Pasteurising your own milk, cutting out the middle man and retailing milk and dairy products directly is, in effect, taking back control - this is how dairying always used to operate and returning to these methods means farming dairy cows can truly become viable once again."

Global Lactose-Free Milk Market Analysis 2018 Dairy Farmers of America, Arla Foods, DSM and Danone

<http://truthofbusiness.com/global-lactose-free-milk-market-analysis-2018-dairy/>

The research report on “Global Lactose-Free Milk Market” delivers detailed prognosis on current and forecast market situation of Lactose-Free Milk in the assessment period, 2018-2023. The report examines [Lactose-Free Milk market](#) growth history, sales channel, manufacturers profiled in Lactose-Free Milk industry, a market share of product type, application and scope of a region in detail. The Lactose-Free Milk report also consists key drivers and limiting factors affect the Lactose-Free Milk market growth, change in industry trends or challenges faced by Lactose-Free Milk manufacturers in forecast years.

The first section of the report contains Lactose-Free Milk market overview includes objectives of Lactose-Free Milk research, definition and specifications. This is followed by a detailed section on Lactose-Free Milk industry scope and size evaluation, which includes region-wise Lactose-Free Milk production value and the historical CAGR growth from 2013 to 2018. This exhaustive study gives Lactose-Free Milk market concentration ratio and capability of Lactose-Free Milk business. In addition, the report adds segments of Lactose-Free Milk market, a study of industry chain structure, global and regional Lactose-Free Milk market size and price analysis.

Sample PDF copy of Lactose-Free Milk report at <http://reporte.us/global-lactose-free-milk-market-2018-2022-by-manufacturers-product-types-application-and-region/#request-sample>

Competition Landscape of Global Lactose-Free Milk Market

The second part gives a competitive analysis of Lactose-Free Milk market and key market players operating in a market. Furthermore, Lactose-Free Milk report adds information about leading companies involved in Lactose-Free Milk market. The information is in the form of company description, Lactose-Free Milk product picture and specification, key financials details like (annual revenue, Lactose-Free Milk production and sales values), SWOT analysis of the companies,

Lactose-Free Milk business strategic overview and their key developments. It is most valuable part of Lactose-Free Milk report gives current market standings of leading companies.

Companies Involved Arla Foods, DSM, Liddells, Nestle SA, Valio, Danone, Dairy Farmers of America, Unilever, Dean Foods and Organic Valley.

Segmentation of Global Lactose-Free Milk Market

Key sections of the report provide Lactose-Free Milk market share and revenue comparison based on product type, applications and regions for the assessment period 2013 to 2018 and forecast Lactose-Free Milk market values up to 2022. The report provides insight study based on Lactose-Free Milk product types (Low-Fat Milk, Fat-Free Milk and Whole Milk). Likewise, applications that boost Lactose-Free Milk market share such as (Baby and Adult).

The subsequent part of the report explores Lactose-Free Milk market across key regions (considering the regions North America, Europe, Middle East & Africa, South America, China, Japan, India and Others.). Key points covered such as region-wise Lactose-Free Milk production techniques and value, consumption, export, import, growth rate from 2013 to 2018, Lactose-Free Milk market status and SWOT analysis.

Fill the inquiry details here to buy Lactose-Free Milk report <http://reporte.us/global-lactose-free-milk-market-2018-2022-by-manufacturers-product-types-application-and-region/#inquiry>

Toc Of report gives the overall structure of Lactose-Free Milk report

Chapter 1: Lactose-Free Milk Market Outline (key points covered objective study, definition, Lactose-Free Milk market size and growth rate estimation from 2012-2022, Lactose-Free Milk market concentration ratio, Lactose-Free Milk market segmentation by product types, applications and regions.)

Chapter 2: Lactose-Free Milk Market Dynamics (Study of Lactose-Free Milk market drivers, Lactose-Free Milk industry emerging countries, limitations, opportunities, Lactose-Free Milk industry news and policies by regions).

Chapter 3: Industry Chain Analysis (Lactose-Free Milk suppliers and buyers information, manufacturing base, Lactose-Free Milk production process and cost structure analysis, labor cost, Lactose-Free Milk market channel analysis).

Chapter 4, 5 and 6 describe Lactose-Free Milk market value (\$), production, consumption, price and gross margin, Lactose-Free Milk growth rate and market share by product type (2013-2018).

Chapter 7 and 8 describes Lactose-Free Milk production, consumption, export, import by regions, Lactose-Free Milk market status and SWOT analysis by regions(2013-2018).

Chapter 9: Competitive Landscape (Company product introduction, Company profile, value (\$), price, gross margin 2013-2018).

Chapter 10: Lactose-Free Milk market analysis and forecast by type of product, application and topographical regions from (2018-2023)

Chapter 11: Lactose-Free Milk market value (\$) and volume forecast (2018-2023)

That organic milk you're drinking in Wisconsin might just be from Texas

CT March 23, 2018

<https://www.jsonline.com/story/money/2018/03/23/wisconsin-organic-dairy-farms-getting-squeezed-mega-size-farms-texas/448679002/>

You're in the dairy state. You go to the store and buy some organic milk. You have this image of a small farm somewhere in rural Wisconsin, maybe one of those cool little towns in the Kickapoo Valley.

But it could be from a big farm. A really big farm. In Texas.

Yes, Texas.

Wisconsin's organic dairy farmers are getting squeezed by mega-sized farms that may have more than 100 times as many cows. And while some in Wisconsin claim their oversized brethren aren't playing by the rules, for the most part, government regulators have dismissed the complaints.

Think of this as the dairy industry version of small-town retailers having Walmart come in and push them to the edge.

For years, farmers have turned to organics to get paid more for their products without as many price fluctuations. But organic dairy has become big business, attracting mega-sized farms in places you wouldn't think of having them — like west Texas, which is more known for longhorn cattle than Holsteins.

The Texas farms can produce milk cheaper, partly because they buy cattle feed in large quantities grown on thousands of acres. They also can afford to ship milk longer distances, which is important because there aren't that many people living around cities like Amarillo.

"It's economies of scale. Your costs of production go down, and because you're so big, you're in a stronger (negotiating) position with processors and wholesalers," said Steven Deller, a University of Wisconsin-Madison agricultural economist.

Even with transportation costs, some dairy processing plants have switched from buying milk locally to getting it from Texas, according to the U.S. Department of Agriculture's Dairy Market News.

"The churning within the organic dairy sector continues," the Madison-based USDA publication says.

Dairy Market News says its information comes from USDA market surveys and other industry sources.

It doesn't disclose names of farms and processing plants but says six organic dairy farms in Texas produced 481.4 million pounds

of milk in 2016, about 23% more than all of Wisconsin's 453 organic dairy farms combined.

Some Texas dairies have more than 10,000 cows, while Wisconsin's herd size for organics is often fewer than 100 cows per farm. In average sales, Texas boasts \$27.4 million per farm while Wisconsin is just under \$278,000, according to USDA data.

Farm size is a "continuing source of friction within the organic dairy industry," Dairy Market News says.

Following the rules?

Overall, it's more expensive to produce milk under USDA organic rules which call for pesticide-free grain, at least 120 days of pasture access a year, and a significant amount of fresh grass in a cow's diet.

A sign alerts visitors that Kevin and Lynn Thull's farm is organic. (Photo: Mark Hoffman / Milwaukee Journal Sentinel)

Yet the amount that farmers are paid can be nearly double what they would get for nonorganic milk and they can make a living on fewer cows.

"I think it's still good," said organic dairy farmer Kevin Thull, who milks about 70 cows on his family farm in Kewaskum and sells the milk to Organic Valley Cooperative in LaFarge.

But as the organic market has become saturated, with milk from some very large farms flowing across state lines, some farmers say they've lost about 30% of the price they received a couple years ago.

"That's right off the top, even as our expenses continue to go up," said Jim Goodman, an organic dairy farmer in Wonewoc, about 70 miles northwest of Madison. "The growth is in the big farms, like in Texas. You don't see a lot of small organic dairy farms starting up these days."

He and other Wisconsin dairy farmers say the big operations aren't following the USDA rules that call for a minimum amount of grazing for organic cows and for the use of certified organic grain.

"We are required to have an acre of pasture per cow, and that's one of the standards some big farms totally bypass," said Carla

Kostka, owner of Castle Rock Organic Dairy in Osseo.

"If the (USDA) held everyone to the original organic standards, the huge farms couldn't do it," Kostka said.

The big farms say they've met the standards and that they shouldn't be criticized for their size.

"It is unfortunate that some activists continue to perpetuate the misguided belief that only small dairy farms can be organic," Aurora Dairy, which has thousands of cows in Texas and Colorado, said in a statement.

Last fall, the USDA closed complaints against Aurora brought by The Cornucopia Institute of Wisconsin and said the mega-sized farm complied with regulations.

Aurora says it manages nearly 12,000 organic pasture acres where its cows graze during the grazing season and that it gets organic grain from more than 100 farms.

"The truth is our size makes a positive difference. ... Our scale has also helped create markets for all organic milk producers," Aurora said.

Aurora spokeswoman Sonja Tuitele said the farm doesn't ship milk to Wisconsin and that she didn't know which Texas dairies could be doing that.

Pete Hardin, publisher of The Milkweed, a dairy publication based in Brooklyn, just south of Madison, is among those who remain unconvinced the Texas farms follow the rules.

You couldn't have thousands of cows grazing in the fields and still get them indoors twice a day for milking, according to Hardin.

"It's physically impossible for some of these big dairies to call themselves organic and meet the requirements," he said.

But it's not unusual for Texas farms to put their milk on trucks for hundreds of miles, said Donald De Jong, co-owner and CEO of Natural Prairie Dairy Farms, located north of Amarillo.

"There's a misalignment of where milk is and where it needs to be. I think there are a lot of growing pains in organics," De Jong said.

Natural Prairie has thousands of cows and ships milk about 700 miles south to Houston.

De Jong said Texas farms sending milk to Wisconsin are probably desperate to find a processing plant, given transportation that could add about 20% to the cost of their product.

"I think the market is very weak," he said, adding that years ago there was a similar situation when Texas dairy farms shipped nonorganic milk to Wisconsin.

'The clap of thunder'

In 2017, dozens of dairy farms lost their milk buyer and were nearly forced out of business when Grassland Dairy Products of Greenwood dropped them because it lost millions of dollars of business in Canada.

"Looking back, it was the clap of thunder before the storm really started," Carrie Mess, a dairy farmer from Watertown said Monday in her blog [Dairy Carrie](#).

If nothing changes, Mess said, "Farms are going to be selling cows and going out of the dairy business left and right in the coming months."

The price farmers have received for nonorganic milk in recent months has been poor, in many cases below the cost of producing it.

"Every day that farms keep the lights on, we go a little further in debt," Mess said.

In 2016, Wisconsin dairy farmers produced more than 30 billion pounds of milk for the first time, a new record. And while the number of Wisconsin dairy farms has been declining for years — to about 9,000 now from 14,265 in 2007 — milk production has increased as farms have become bigger and more efficient

The production milestone for nonorganic milk came even as the global market was awash in dairy products and prices paid to farmers were depressed from the oversupply.

Farmers "would rather shoot themselves in both feet" than scale back their operations and get a better milk price, Hardin said.

"It's a classic supply-and-demand squeeze where prices for farmers are collapsing and they are losing their markets because there's so darn much milk," he said.

Hardin said he's seen the price for organic milk drop more than 35% from an earlier high of about \$36 per hundred pounds, roughly 12 gallons.

"U.S. organic farmers are on the verge of ruin with these current prices," Hardin said.

Expo West 2018: Dairy Responds to Rise of Plant-Based

[Brad Avery](#) Mar. 23, 2018 at 3:34 pm

<https://www.bevnet.com/news/2018/expo-west-2018-dairy-responds-rise-plant-based>

Twenty-five years after the National Milk Processor Education Program (MilkPEP) launched the iconic "Got Milk?" advertising campaign, the dairy industry is finding that more than ever that the answer is "no."

Milk's declining popularity with U.S. consumers has gone from a dip to a sustained downward trend, and it's one that looks set to continue in the years ahead. Last year, market research group Mintel reported dairy milk sales were predicted to drop 11 percent from 2015 to 2020.

In response, major processors have moved to consolidate operations and control costs. This month, Dean Foods began cutting off partnerships with some dairy farms due to a

drop in demand. Price declines have become so severe that some smaller dairy farms are concerned that the risk for suicide among farmers is on the rise.

In response, dairy lobbyists have been looking to slow the decline by pressuring the U.S. Food and Drug Administration (FDA) to crack down on non-dairy products using terms like "milk" and "yogurt," as well as launching educational campaigns highlighting the nutritional value of dairy compared to alternatives.

But traditional dairy brands that have built companies through timeworn products like milk and cheese, are also taking on their new competition by fighting innovation with innovation.

Framing the Argument

Lewis Goldstein, VP of Brand Marketing for Organic Valley and a board member of MilkPEP, said he sees the situation for dairy differently than many others in the category. The “enemy” of milk is not plant-based alternatives, he said, but water. Goldstein said he believes in many cases parents are uninformed about dairy’s nutritional value and instead of milk, they are serving their children water that lacks the same vitamin and calcium content.

“The dairy industry hasn’t done a good enough job of reminding parents of the benefits of milk,” he said. “Our biggest challenge isn’t plant-based, it’s our own ability to communicate the benefits of our product in an industry that has traditionally been made up of regional brands that don’t

sugar reformulation this spring. Another brand, Fairlife, which markets RTD products made with ultra-filtered milk that contains more protein and less sugar than conventional milk, has similarly carved a path forward via strong distribution and placement thanks to its ownership by The Coca-Cola Company.

“We’ve seen the success of Fairlife, and their ability to connect with the consumer and that they could get distribution through their relationship with Coca-Cola, that shows that people want dairy to be unique and innovative and to change with them,” Goldstein said.

Isolating The Problem Protein

Meanwhile, other brands are trying to remove



do a lot of marketing.”

According to Goldstein, one way Organic Valley is innovating is via its Grassmilk line of 100 percent grass-fed dairy, which offers a higher ratio of healthy fats than conventional milk products. Other companies, including Horizon Organic and Maple Hill Creamery, have similarly seized on grass-fed as an easily communicated differentiator in the dairy set. Some brands, such as Maple Hill Creamery, which debuted a chocolate milk variety at Natural Products Expo West 2018, have committed to working exclusively in the grass-fed dairy space.

Over the past few years, Organic Valley has also begun focusing on grab-and-go RTD products, such as whey protein shake line Organic Fuel and breakfast replacement drink Organic Balance, which will launch a reduced

barriers to milk that exist for some consumers, like lactose intolerance. Australian brand The A2 Milk Company’s theory about lactose intolerant consumers is this, for example: lactose isn’t the problem.

While products such as Lactaid have given this set of consumers a digestible lactose-free dairy option for years, The A2 Milk Company, which launched in the U.S. in 2015, claims that very few people are actually lactose intolerant and that the discomfort many consumers feel after drinking cow’s milk is actually because of the presence of the A1 protein, one of two forms of beta-casein protein in milk. The company uses selective breeding of cows to create a product with sharply reduced levels of A1 while boosting the A2 protein, allowing for easier digestion.

“We’ve got 75 million people in the U.S. alone who self-diagnose as lactose intolerant, but research shows only about 4 to 5 percent of them are really lactose intolerant,” Blake Waltrip, CEO of The A2 Milk Company North America, told BevNET. “This has the ability to bring people back to milk. And if you think about how the \$15 billion dairy category has been declining double digits for a long time, it’s not just because of plant-based alternatives.”

Speaking at Expo West, Waltrip said the brand has focused on finding placement in natural retailers such as Whole Foods and Sprouts, and is now expanding in the Northeast. In the U.S., the portfolio includes standard milk varieties such as whole, reduced fat, low fat, and chocolate. According to Waltrip, infant formula has also been a top selling product in Australia and China and is in the pipeline for a U.S. launch.

This month, the company launched a nationwide television marketing campaign in the U.S. targeted at consumers who have over the years abandoned the category for dairy alternatives. The commercial features several narrators explaining that they had missed the taste of real milk and that A2 Milk allows them to once again enjoy drinking authentic dairy.

“Once people try the product and find that it works for them, it relieves the problems,” Waltrip said.

Also at Expo West was California-based Alexandre Family Farm, which premiered a line of multi-serve milks also promoting the A2 protein. The line included flavored varieties including vanilla, chocolate, and ginger turmeric.

If You Can’t Beat Them, Join Them

For some dairy companies, embracing plant-based alternatives is the way they are staying ahead of shifts in consumer behavior. According to Mintel, plant-based dairy alternatives are projected to reach nearly \$3 billion by 2020 — almost one-fifth of milk’s projected \$15.9 billion value.

Lifeway, best known for its kefirs, has expanded beyond drinkable products over the past several years with the launch of probiotic Farmer Cheese cups and skyr products. At Expo West, the company announced its first dairy-free offering: Plantiful, a line of

probiotic pea-protein based drinks featuring vegan kefir cultures. The line complements Lifeway’s current focus on gut health and probiotic products, which also includes an elixir line.

“It’s undeniable there is a shift in consumers and their desire to have dairy-free options,” Lifeway CEO Julie Smolyansky [told BevNET](#). “[...]So of course we want to be right there helping our consumers get what they are asking for.”

Almost a century old, Elmhurst Dairy took a more extreme turn away from the traditional dairy business. Founded in 1925, the company rebranded last year as Elmhurst Milked and pivoted entirely to plant-based milks, including cashew, peanut, and oat milk offerings. According to Cheryl Mitchell, who developed the proprietary technology Elmhurst uses to produce its nut milks, embracing a “plant-forward” approach can actually help traditional dairy brands to expand their reach.

“You look at the future of where we’re going and with the population growth we’re going to need to look for more plant-based sources, or ‘plant-forward,’” she said. “I like that term because it’s not to the exclusion of dairy milk. This is helping people to transition. Now, is dairy going to realize that they can go beyond dairy?”

Last summer, Comax Flavors conducted a consumer survey that found that 48 percent of plant-based milk drinkers opted for the category because of flavor. Thirty-six percent cited nutrition and 30 percent cited all-natural credentials. In [a response](#) sent to FoodNavigator-USA, the National Dairy Council urged consumers to double check labels and noted that “not all substitutes add up.”

‘Got Milk’ Redux?

Still, as Goldstein would know, there’s no substitute for good old marketing. And so he’s been advocating for the dairy industry to stop trying to position milk as a lifestyle brand and instead return to its traditional identity as a nutritious drink for kids.

“Water has done a good job of communicating the importance of hydration,” he said. “Water has done a better job than milk about talking to mothers. Water is important for kids, but the child still needs to

protein, calcium and vitamin D as part of their growing up. And that same quality can not be delivered in plant-based, and that is not being delivered in water.”

MilkPEP, Goldstein said, is currently testing messaging campaigns promoting milk as an valuable nutritional component for childhood

development. The early results have been positive.

“The primary time of drinking milk is when you’re a kid,” he said. “We can get to adults later, but you start with the biggest opportunity of who’s interested in your message and that’s mothers with young kids.”

Innovative food technology changing the way we eat

<https://www.wcpo.com/news/innovative-food-technology-changing-the-way-we-eat>

We all know processed foods can be bad for you, but with recent technology, some processed foods may be becoming the healthier alternative.

When it comes to living a healthier lifestyle, many of us are willing to jump on the bandwagon of trying healthier alternatives. Right now, there are plenty of options for different types of milk, such as almond milk, soy milk, cashew milk and coconut milk. But, none of those have the kind of protein as the real thing.

Innovative food technology is changing that. For example, there is now a milk made out of peas. The pea milk claims to have the same texture and same 9 grams of protein as the real stuff.

Adam Lowry, the founder of Ripple says, “I think that technology responsibly applied can be a great way of creating more delicious plant base foods.”

The plant-based milk that nutritionists say has the most similar benefits to the real deal is not meant for just vegans and vegetarians.

Lowry says, “What I think is a much broader trend is people just wanting to eat more plant base or to eat a little bit less animal protein.”

Jessica Crandall is a registered dietitian and says, there is a benefit to plant-based products. However, like any packaged food, she says you should still pay attention to the label.

Crandall says, “So it might be a plant-based product but are there any added oils to get that flavor. So, if you are using a chicken nugget product or plant-based protein product again just be aware of the nutrition you need or your child needs that’s important.”

Whether you want to live a healthier lifestyle, one thing we learned is that flavor matters. But, remember not to neglect the nutritional benefits food is meant to give us.

Is a Dairy and Plant-based Baby Formula Healthy for Babies?

March 18, 2018

<https://www.medicalnewsbulletin.com/dairy-plant-based-baby-formula/>

A group of Italian researchers compared the effects of a powdered baby formula containing plant oils and dairy fats in healthy babies.

The World Health Organization recommends breastfeeding as the ideal method of feeding babies. Human milk is vital for infants because it contains fats which provide 45-55% of energy consumed by the baby. Currently, many infant formulas contain plant oils, which serve as the main fat source. The fats present in plant oils are equivalent to those in human milk with regards to cholesterol and fat contents. The authors suggested that dairy fat could serve as a potentially effective alternative additive in baby formula –that closely resembles human milk in the structure of fats –to maximize infant growth and health.

To test this hypothesis, the researchers carried out a study that examined the effects of a baby formula containing a mixture of plant oils and dairy fats in a group of healthy babies. They specifically examined how that formula affected the babies' growth and digestive system and compared the results to babies who were breastfed. The results of this study were [published](#) in the BMC Pediatrics Journal.

A total of 29 breast-fed babies and 88 formula-fed babies were recruited for this study. The

researchers randomly allocated the participants into three different feeding groups. One group was fed a formula with plant oils only, the other a formula containing a mixture of dairy fat and plant oils, and the third was fed a formula containing plant oils enriched with fatty acids.

They measured weight gain, head size, length, and fat composition after two months, and again after four months. These researchers did not record any significant differences in weight gain, fat mass, and head size across babies in the different feeding groups. Additionally, the researchers did not document significant differences in the effects of the three feeding strategies on the babies' digestive systems, specifically regarding vomiting, abdominal pain, or stool consistency and color.

One important limitation of this study is that the researchers did not record information on ethnicity or race, therefore whether the benefits of this type of mixed formula are applicable to babies that are racially and ethnically diverse remains to be seen. It appears that a baby formula consisting of a mixture of plant oils and dairy does not negatively affect babies' digestive systems and leads to normal growth among healthy babies.