

DAIRY PULSE



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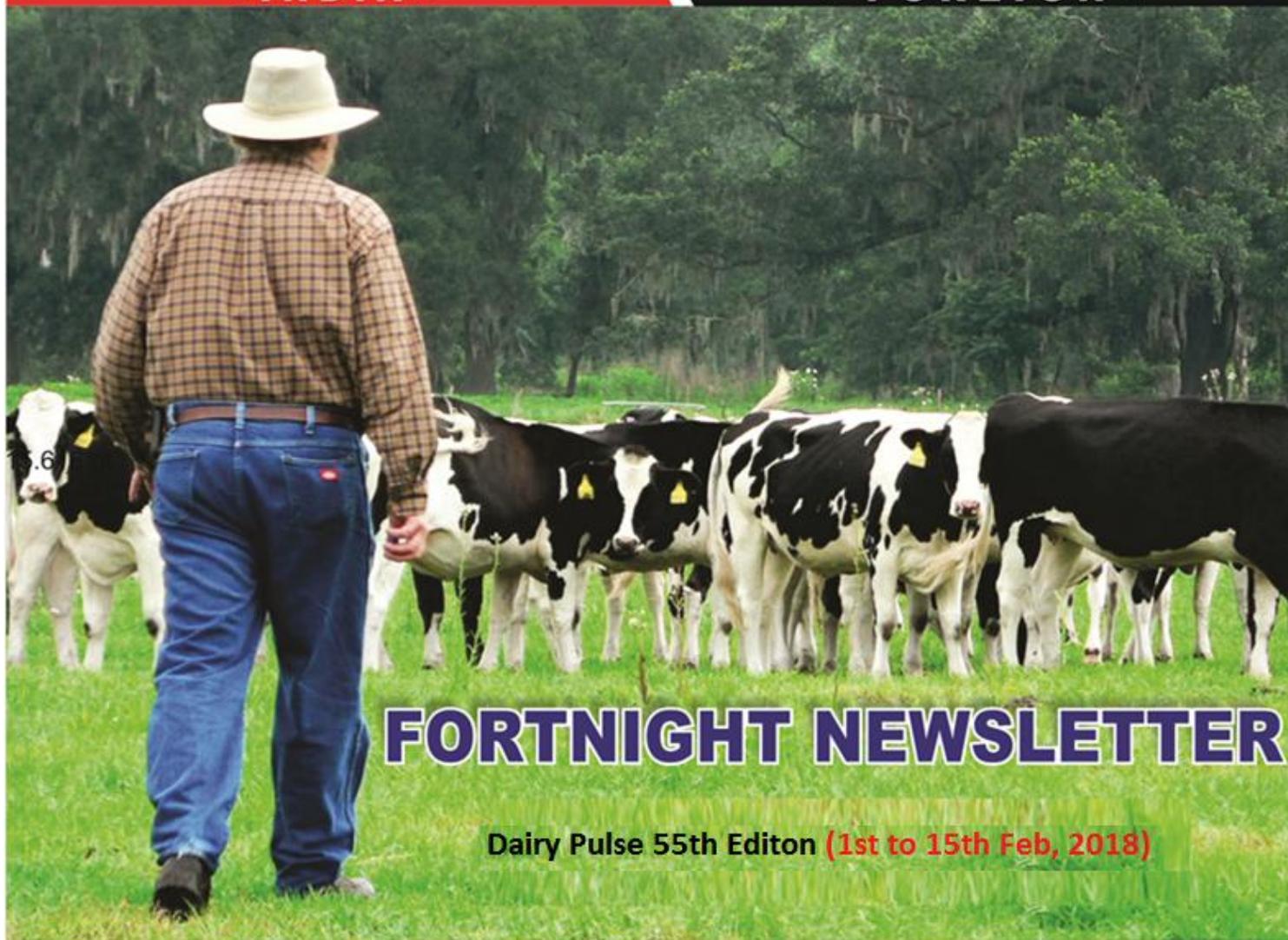
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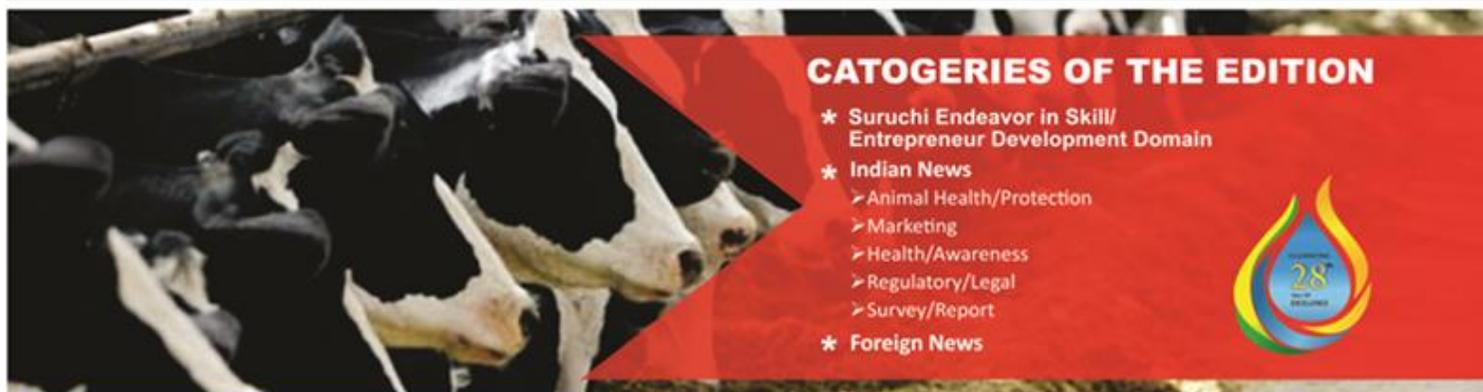
* INDIA *

* FOREIGN *



FORTNIGHT NEWSLETTER

Dairy Pulse 55th Edition (1st to 15th Feb, 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 55th Edition (1st to 15th Feb, 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 28 Feb, 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

Gaushalas set for a new lease of life

TNN | Updated: Feb 13, 2018, 08:52 IST

<https://timesofindia.indiatimes.com/city/jaipur/gaushalas-set-for-a-new-lease-of-life/articleshow/62892531.cms>

Registered gaushalas, which are eligible for grants from the government, will be immensely benefitted from the Budget announced on Monday.

Registered gaushalas are being provided with an aid of Rs16 per day per calf and Rs 32 per day for cows for three months — January, February and March (90days). But, chief minister Vasundhara Raje announced it to increase grant from 90 days to 180 days. The gopalan department issue grant to gaushalas that fulfil eligibility criteria issued by the department such as the gaushala should have at least 200 cows and all of them should be having a unique identify number (tagging).

According to gopalan department, they had issued grant form more than 4.75 cows and calves in 2017.

Raje has also announced Rs 50crore for registered gaushalas for setting up sheds, water tanks, fodder store and other such structures needed for gaushalas.

Moreover, for stray bulls (nandi gau-vansh), the state government will provide subsidy for nandi gaushala upto Rs50 lakh in each district. The farmers discard such nandi gau-vansh as they are less useful. Now, for such gauvansh, the state government will set up a nandi gaushala in each district.

The state government will encourage the gaushala owners to set up bio gas plant by providing them 50 per cent subsidy of total cost of the plant or maximum Rs40lakh. But, there are eligibility criteria for gaushalas to avail the benefit of the announcement.

Save cows and Ganga, save India, says Yogi in Vrindavan

TNN | Updated: Feb 12, 2018, 12:07 IST

<https://timesofindia.indiatimes.com/city/agra/-save-cows-and-ganga-save-india-says-yogi-in-vrindavan/articleshow/62875806.cms>

Chief minister [Yogi Adityanath](#), during his visit to Vrindavan on Sunday, said it was imperative to "save the cow and Ganga" in order to save the country. "We have treated our rivers poorly, just as we have treated our cows," he said, adding that both cows and Ganga were instrumental for the country's growth.

[Yogi](#) was in Vrindavan for the "bhoomi puja" ceremony of a cow shelter. Addressing a public gathering on the sidelines of the event, the chief minister said that his government was committed to protecting cows and promoting dairy farming.

Yogi said that farmers of 108 villages in Braj region would be provided with cows of Indian

breeds, which he said produced the best milk. "Indian cows produce A2 milk, which is preferable to the A1 milk that foreign breeds produce," he said. He added that the farmers would be trained in organic farming and would be taught to breed and protect cows better. Cow shelters will be set up in every district of the state to protect them, he said.

The CM also asked farmers to breed at least two cows on their farms. "We have been doing our part and now it's time for the public to come forward and join the government in our efforts. Since [BJP](#) came to power, cow smuggling and slaughter have been stopped. Now there is a need to popularise cow urine and cow dung as they are useful as fertilisers," he said.

Telangana government to give buffaloes at 50 per cent subsidy to farmers

09th February 2018

<http://www.newindianexpress.com/states/telegana/2018/feb/09/telegana-government-to-give-buffaloes-at-50-per-cent-subsidy-to-farmers-1770560.html>

After sheep, it is now the turn of buffaloes to be distributed by the state government.

The animal husbandry department, on the instructions of Chief Minister K Chandrasekhar Rao, prepared a draft note for distribution of buffaloes to dairy farmers across the state. The buffaloes would be distributed to around 2.17 lakh milk cooperative societies. "We have prepared the draft note and are waiting for the CM's nod for implementation of the scheme, which requires Rs 2,000 crore," sources in the department disclosed on Thursday.

According to sources, 2.17 lakh milk producers of the cooperative dairies would be given one buffalo each at 50 per cent subsidy. The Scheduled Caste, and Scheduled Tribe members of the cooperative dairies would, however, be given 75 per cent subsidy. The buffaloes costing anywhere between Rs 60,000-90,000, will be brought from Haryana and Punjab.



The local variety of buffaloes give only four to five litres of milk everyday. But, the Haryana and Punjab varieties will give around 10 litres per day. This will help farmers to earn more through agri-allied sector. The main idea behind this scheme is to double the income of the farmers by 2020, an official in the department said. Despite allegations of recycling of sheep under sheep distribution programme, the state government claimed that the Kuruma caste people had 50 lakh sheep with them now. In a similar manner, the state government is now trying to empower dairy farmers financially. It may be recalled that Rao held a meeting with farmers five months back and hinted at distributing buffaloes to them.

Against the requirement of about one crore litres of milk every day, production in the state was very limited with Vijaya Dairy Telangana unable to meet the demand. The state was also getting supplies from Karnataka, Andhra Pradesh and Gujarat every day to meet the demand. Milk production in the state is around 7 lakh litres per day by cooperative milk dairies now and it expected to increase to 10 lakh litres after distribution of buffaloes, sources said.

Centre to spend Rs 50 crore to tag four crore cows in Aadhaar-like system: Hindustan Times

<https://scroll.in/latest/867470/centre-to-spend-rs-50-crore-to-tag-four-crore-cows-in-aadhaar-like-system-hindustan-times>

Under the programme, milk-producing cows will get unique IDs and health cards in a bid to make dairy farming more remunerative.



AFP

The Indian government plans to spend Rs 50 crore to assign four crore milk-producing cows a unique identity number, the [Hindustan Times](#) reported on Sunday.

The programme, called Pashu Sanjivini, was [launched](#) in 2016 under the National Mission on Bovine Productivity. It aims to help farmers improve their cattle's milk productivity and make dairy farming more remunerative.

The Pashu Sanjivni programme under the national mission will work on identifying milch cattle using the unique ID, issuing them health cards and uploading the data online.

The Agriculture Ministry has acquired a unique ID technology that is cheap and tamper-proof, a Dairy Department official told the Hindustan Times. The government's expenditure on the first phase of this scheme is part of its plan to increase farmers' incomes by 2022, the report said.

In the [Union Budget](#) for 2018-'19, Finance Minister Arun Jaitley announced many farm-related funds to develop infrastructure for animal husbandry, fisheries and aquaculture, apart from an artificial insemination drive to improve cattle breeds, to "upgrade" the nation's cattle population.

No bull: PharmaSecure, NDDB arm in pact to crackdown on fake bovine semen

<http://www.thehindubusinessline.com/economy/agri-business/no-bull-pharmasecure-nddb-arm-in-pact-to-crackdown-on-fake-no20180208allan-f-a-lasradochennai0inno-bovine-semen/article22694069.ece>

BENGALURU, FEBRUARY 8

Counterfeiting is big business, not only in invaluable art pieces, but also in the semen of bulls used to give birth to highly productive cows. So, though India is the world's largest producer of milk, it is witnessing a steady fall in the number of such highly productive cows.

To stem this rot, PharmaSecure, a provider of brand protection, consumer loyalty and engagement solutions, has joined hands with NDDB Dairy Services (NDDB-DS), a wholly-owned subsidiary of the National Dairy Development Board (NDDB), to provide a tool to help safeguard this population of high-quality breeds of cow, both indigenous and mixed.

Artificial Insemination is widely used to raise the high-quality bovine population in the country. And in this process, cattle-owners use NDDB-DS' branded Superior Animal Genetics (SAG) AI straw containing the frozen semen of high-quality bulls.

Unique code

But with the demand for frozen semen of high-quality bulls outstripping the supply, it was a field day for counterfeiters in many States. Under the current initiative by PharmaSecure and NDDB-DS, each dose of semen supplied carries a unique alpha numeric code printed on the AI straw. Cattle owners, stockbreeders and

AI technicians can authenticate the dose by messaging the unique code to a pre-set phone number (9900399000).

“Counterfeit products cause great damage to brand reliability, and increase the risks to life and health of the consumers. Our partnership with NDDB-DS will empower the cattle-owners to instantly verify the authenticity of the product. This technology will help weed out spurious AI straws,” Nakul Pasricha, CEO, PharmaSecure, told BusinessLine.

PharmaSecure aims to protect medicines from counterfeiting by uniquely identifying each medicine pack sold. To date, it is estimated to have protected close to three billion packages.

Secure mechanism

According to researcher Srinivas Reddy, “This is one of the most progressive moves in recent times in the animal husbandry sector to ensure a secure breeding/insemination mechanism aimed at the conservation of the most productive cows in India.”

Omveer Singh, Managing Director, NDS, said the company is spreading awareness of the AI straw through a campaign. This will help weed out counterfeit AI straws, he said.

Currently, about 82 million AI straws are produced from graded semen stations and about seven million counterfeit AI straws are produced from non-graded semen stations in the country.

Marketing

Dairies Ramp Up Production As Indians Develop A Taste For Cheese

14 February 2018, 11:04 PM

<https://www.bloombergquint.com/business/2018/02/14/indians-are-moving-the-cheese-market>

Indians are not known to be big cheese eaters. The little they consume is on pizzas. Or as the vegetarian equivalent of butter chicken and chicken tikka—cubes of paneer dipped in curries or roasted on a grill.

That's slowly changing as demand for mostly the processed varieties like mozzarella grows in the world's biggest milk producing and consuming country. Moms in cities now pack grilled cheese sandwiches for schoolkids and cafes sprinkle handfuls on instant noodles. Even street vendors grate a decent helping on a dosa.

Swamy Gowda, who runs a roadside food stall in Lower Parel, Mumbai, uses at least four kilograms every day. "More than three-fourths of my customers opt for cheese in their sandwiches and dosas."

Cheese (excluding paneer or cottage cheese which is a separate category) contributes just 1 percent to the dairy consumption in India, according to a report by Edelweiss Securities. That compares with 36 percent in the biggest-consuming region—Europe. Yet, the Rs 2,900-crore market, according to Euromonitor International, is growing at an annualised rate of 13 percent. That's second only to yogurt, a traditional Indian favourite.

As consumption patterns change on rising incomes, Indian dairy products makers are stepping up to cater to the demand. Amul, the nation's largest dairy with a 40 percent share in the cheese market, tripled its capacity in the last two years. The milk cooperative plans to double it further in the next two years. That's part of its \$200 million (almost Rs 1,300 crore) capex.

Increasing urbanisation is changing consumption as people upgrade from a cereal or carb diet to protein-rich foods, RS Sodhi, managing director Gujarat Co-operative Milk Marketing Federation Ltd., the maker of Amul-branded products, told BloombergQuint.

People aspire to consume more value-added dairy products.

R S Sodhi, Managing Director, Amul

Fast-food chains like McDonald's, Pizza Hut and Domino's are also driving the demand for processed, cheddar and mozzarella cheese. Not surprising that Amul is also betting on hotels, restaurants and caterers to boost the demand for value-added products in Asia's third-largest economy.

Its peer Parag Milk Food, India's second-largest cheese maker that sells Go-branded products, too has seen demand grow from hotels-restaurants and retail stores alike. It sells cheese in 75 different pack sizes and flavours.

"Our focus is on growing the cheese business," Devendra Shah, chairman of Parag Milk Foods, told BloombergQuint. The company will add capacity in line with demand. Since its stock market debut in May last year, he said, the dairy increased its capacity from 40 tonnes a day to 60.



Different kinds of cheese placed for a photograph. (Photographer: Jason Alden/Bloomberg)

Brie, Fetta And More On The Table

As processed cheese consumption grows, there's also a tiny market for cured and fresh cheese, especially among urban consumers. From mascarpone, ricotta and cream cheese to fetta, parmesan and brie, hypermarkets and local retail stores are stocking up on different varieties.

Dairy Craft, a maker of a gourmet cheese, said demand is increasing by 25 percent every year. That's largely driven by hotels and cafes. Even the retail consumption is growing at a fast pace, though on a lower base.

"With more women working in big cities, they tend to either shop at modern retail outlets, or online, where gourmet cheese is sold," said Isha Juneja, head of strategy and business development at Dairy Craft. "Hence, the demand from retail consumers is growing."

Fortune Gourmet Specialities Pvt. Ltd., Himalayan Products, Acres Wild, ABC Farms, Exito Gourmet and La Ferme Cheese are some other makers of cured cheeses.

Even Amul now makes sour cream, gouda and emmental. The dairy maker has gone a step further with its ready-to-cook snacks – Amul cheese nuggets and cheese onion pockets.

'Allow farmers to sell milk, by-products at Uzhavar Santhais'

FEBRUARY 13, 2018

<http://www.thehindu.com/news/cities/Coimbatore/allow-farmers-to-sell-milk-by-products-at-uzhavar-santhais/article22737581.ece>

Vivasayigal sangam members submit petition at grievances redress meeting

The Tamizhaga Vivasayigal Sangam (apolitical forum) has urged the government to allow farmers to sell milk and its by-products directly at all the Uzhavar Santhais across the State.

After submitting a petition to the District Collector at the weekly grievances redress meeting here on Monday, district president of the forum Su. Palanisamy said that farmers, who were rearing cattle, couldn't get remunerative price for the milk.

Milk price

A litre of milk was procured by the co-operative institutions from ₹ 25 to ₹ 27, whereas the private vendors procured at a rate of ₹ 20 to ₹ 22 and the private dairies bought at a rate between ₹ 23 and ₹ 25. But the milk was sold in the market between ₹ 45 to ₹ 50 per litre.

Due to the increased costs of inputs such as oil cake, cattle feed and other nutrients, the production cost of a litre of milk came to ₹ 20. Hence, the farmers should be allowed to sell the milk directly at the Uzhavar Santhais (Farmers' Markets) to get maximum price, he added. The farmers should also be allowed to sell by-products of milk at Uzhavars Santhais.

The association also urged the government to market the milk by-products such as Panchakavyam, soaps and other items akin to the scheme launched by the Uttar Pradesh government.

The association urged not to commission HT Line towers in agricultural lands. If commissioned, they should be compensated properly, he said.

'Evict encroachers'

Residents of Sri Lakshmi Nagar in Kududamalayam panchayat appealed to the district administration to evict the 15 families

that had encroached upon the canal that led to Pudupalayam dam.

The encroachments affected free flow of rainwater to the dam and some time, the houses nearby were flooded in rainwater, they said.

‘Provide basic amenities’

Over 50 tribal people, most of them women, thronged the Collectorate to petition the

Collector for basic amenities at their habitations at Malasarpady in Nallattipalayam panchayat in Kinathukkadavu taluk.

They are living in the row houses allotted to them by the government nearly three decades ago without any basic amenities.

The houses too are in a dilapidated condition. They demanded immediate repair of the houses and protected drinking water and road facilities.

Ananda Dairy opens 105 stores in Delhi/NCR

New Delhi Last Updated at February 12, 2018 16:35 IST

http://www.business-standard.com/article/pti-stories/ananda-dairy-opens-105-stores-in-delhi-ncr-118021200718_1.html

Ananda Dairy today announced opening of 105 stores, owned and operated by itself, in Delhi and the NCR region, to expand its footprint in North India. The company has made an investment of Rs 5 crore for the launch of 105 COCO (company-owned and company-operated) stores in a single-day, it said. "...

By the end of 2018, we aim to expand to 500 Ananda stores across Northern India," Ananda Group Chairman R S Dixit said in a

statement. Ananda is targeting 30 per cent growth from its company outlets and achieve a turnover of Rs 1,500 crore by the end of this fiscal, the company added. The company will offer fresh and wide range of dairy products, including confectionery and bakery items. Also, well-trained professionals will guide consumers to the right products based on their unique dietary requirements. Set up in 1989 in Bulandshahr in Uttar Pradesh, Ananda has steadily grown its production capacity and today offers over 50 products in its portfolio.

Britannia seeks dairy venture partner; to foray into value-added segments

Nusli Wadia-promoted Britannia is also focussing on increasing its distribution footprint

Bengaluru Last Updated at February 13, 2018 21:11 IST

http://www.business-standard.com/article/companies/britannia-seeks-jv-with-global-player-to-expand-presence-in-dairy-segment-118021301437_1.html

Nusli Wadia-promoted [Britannia](#) Industries is looking to enter into a joint venture (JV) with a global player, to expand its presence in the dairy segment. At present, dairy is a Rs 4,000 million business for the food major.

Within dairy, Britannia's focus has been the cheese segment, which includes products like cheese slices, cheese cubes and blocks that have a longer shelf life. With this joint venture, the company is looking to take complete control of the entire process — from collection of fresh milk to processing and then to introduction of value-added products such as cheese deserts, cheese rolls and lollypops, Varun Berry, managing director, Britannia Industries, told Business Standard.

"We are also evaluating whether it makes sense to have a joint venture for some of these categories. Hopefully, in another 3-4 months, we will be ready with the answer," Berry added.

There is fierce competition in the dairy segment, with existing companies like Nestle, Amul, Mother Dairy and Danone, and new players like Patanjali, Coca-Cola and ITC jostling for space.

However, Britannia does not want to get into the commodity market, which includes fresh milk and where the competition is more, and instead focus on the premium segment, where there are hardly any international players, Berry said.

"If you are getting into value-added categories, then it's not that fierce. If you think about it, there are not many international players because it's a protected business; you can't import. If you are able to do international quality products with the right kind of taste, then the opportunities are huge," he added.

If the joint venture materialises, this would be Britannia's second operational JV focusing on the Indian market after the one with Chipita, the Greek baker, announced in February last year.

SNAPSHOT

CURRENT STATE

- Dairy is presently a ₹ 4,000 million business for the food major
- The company is mostly focused on the cheese segment, which has a higher shelf life
- The model so far has been third-party contract packaging

NEWER BETS

- The firm wants to have a fully-integrated dairy business
- To have a complete control, from collection to milk processing

Britannia holds a majority stake in the JV with Chipita. Together, both companies will infuse around Rs 1,000 million in the venture.

The JV will focus on macro snacking categories, including croissant, rolls and other dough products.

To make the dairy segment more effective, Britannia has started collecting fresh milk on a pilot basis in Maharashtra. It will go full scale once the proposed food park at Ranjangaon in Pune is operational. "We will have a fully integrated dairy business, starting from sourcing the milk to processing. We will be sourcing milk from almost 25,000 farmers," Berry said.

The Ranjangaon plant will be spread across 150 acres and will be fully integrated. It will house the dairy processing unit and plant for dairy based products, apart from units catering to the JV with Chipita and other segments such as

biscuits, rusk, flour mill and warehouse. The plant will be ready by the end of 2019

The company is also focussing on increasing its distribution footprint. According to Berry, Britannia has been able to reach 4.8 million outlets, which has given it a strong presence in the Hindi-speaking belt and led to

profit growth in the just ended quarter. For example, in the third quarter ended December 2017, Uttar Pradesh has, for the first time, shown a growth of close to 20 per cent. "It's all about distribution; about taking products to more outlets and making sure we do the merchandising. It's not about price cut, but hard work," Berry said.

Cheese up, butter down on dairy market

Published on February 13, 2018 11:12AM

<http://www.capitalpress.com/Dairy/20180213/cheese-up-butter-down-on-dairy-market>

Cash cheese prices strengthened last week. The Cheddar blocks closed Friday at \$1.51 per pound, up 4 3/4-cents, but 10 cents below a year ago. Barrels hit \$1.36, up 3 1/2-cents on the week, 29 cents below a year ago, and 15 cents below the blocks.

The blocks slipped three-quarter cents Monday but gained it back Tuesday, returning to \$1.51. The barrels were unchanged Monday but inched up a quarter-cent Tuesday, to \$1.3625.

Spot and contract milk offers are abundant for cheesemakers in the Midwest, Dairy Market News reports, and milk prices are nearing holiday level discounts, from \$1 over to \$4 under Class III. Cheese demand varies. Some pizza cheese producers report seasonally slow sales now that Super Bowl is history, but expect buyers to replenish stocks. The block to barrel price gap "remains a reminder of potential instability."

Western cheese output is ongoing with "bounteous supplies of milk available," although a number of Class II processors are clearing more milk, releasing some of the pressure on cheese producers. Overall, stocks of cheese in the West are balanced to down slightly but cheese is more than sufficient to meet end user needs. Some suggest that interest from international and domestic markets is trending up, possibly due to lower prices, others report sales have slowed.

FC Stone's Tuesday Early Morning Update stated, "The spread makes sense to us today. Fresh barrels appear more plentiful today than that of blocks, but there seems to be no material sign of the kind of buyer worry that boosts prices. Part of that may be freight considerations (increased costs), which continue to be a bit of a weight on bids. Meanwhile, there is some planning for Easter promotion going on right now, which may supply a willing bid for blocks around current levels this week."

Butter closed Friday at \$2.0275 per pound, down 8 3/4-cents on the week, lowest price since Nov. 21, 2016, and 7 1/2-cents below a year ago.

It regained a quarter-cent Monday and tacked on 3 1/4-cents Tuesday, hitting \$2.0625.

DMN says butter demand, in certain cases, has increased from last month. Other producers suggest sales continue to meet "seasonally downplayed expectations."

Western butter is at or near full capacity and ample cream is finding its way to the churn but butter demand is picking up ahead of the spring holidays.

Cash Grade A nonfat dry milk moved 1 1/4-cents higher on the week, closing at 73 1/2-cents per pound, 18 1/2-cents below a year ago.

The powder was unchanged Monday but inched back a half-cent Tuesday, to 73 cents per pound.

Milk pricing

In most of the U.S., milk prices are determined using complex formulas by the U.S. Agriculture Department but the system has evolved over the years from a simple volume/butterfat basis to the current multiple component pricing, which takes into consideration volume, butterfat, protein, and various other components of the milk, as well as where the milk is to be used.

There are four classes of milk: Class I is fluid in the bottle or jug and yields the highest rate of return to the farmer. Class II is milk used in ice cream, yogurt and cream cheese. Class III is milk that goes to cheese and dry whey, and Class IV is milk used in butter, nonfat and whole milk powder.

It takes 9.6 pounds of milk to produce 1 pound of cheese, so every penny movement in the cheese price is equivalent to about 10 cents on the Class III milk price.

Dry whey is a byproduct from making cheese. One hundred pounds of milk will yield about 10 pounds of cheese and about six pounds of dry whey. A 1 cent movement in the dry whey price equals about 5.9 cents on the Class III milk price.

The Class IV milk price is driven by powder and butter. One hundred pounds of milk yields about 8.6 pounds of nonfat dry milk and 4.2 pounds of butter. A penny movement on the nonfat dry milk price will mean about 8.6 cents on the Class IV milk price and a penny movement on butter results in a 4.2 cent impact on the Class IV price.

Farmers receive a uniform or blend price, which is determined by their region of the country, based upon how much of that farmer's milk went into the four different classes in his milk market order. California is not part of the

Federal order system, though efforts are underway to make that happen, so it currently has its own Classes of milk and pricing formulas.

Projection lowered

The Agriculture Department lowered its 2018 milk production forecast for the fourth month in a row in the latest World Agricultural Supply and Demand Estimates report, based on expectations of slower growth in milk per cow.

2018 production and marketings were projected at 218.7 and 217.7 billion pounds respectively, down 100 million pounds from last month. If realized, 2018 production would be up 3.3 billion pounds or just 1.5 percent from 2017.

The Class III price forecast was lowered, based on the cheese price projection while the Class IV price was down on a lower butter price forecast.

The 2018 Class III milk price forecast was projected to range from \$14.20 to \$14.90 per cwt., down a nickel on the low end from last month's estimate, and 15 cents lower on the high end. The Class III averaged \$16.17 in 2017 and \$14.87 in 2016.

The 2018 Class IV price is expected to range from \$13.35 to \$14.15 per cwt., down 20 cents on the low end and 30 cents lower on the high end, and compares to \$15.16 in 2017 and \$13.77 in 2016.

Fluid down

Just as Coke and Pepsi are battling falling consumption, so dairy industry woes continue regarding fluid milk, a beverage that once upon a time outsold soda.

USDA's latest data pegs December packaged fluid sales at 4.1 billion pounds, down a hefty 4.0 percent from December 2016.

Conventional product sales totaled 3.9 billion pounds, down 4.1 percent from a year ago; organic products, at 215 million pounds, were down 1.9 percent and represented about 5.2 percent of total sales for the month.

Whole milk sales totaled 1.3 billion pounds, down 0.4 percent from a year ago, but up 2.2 percent for the year, and made up 31.6 percent of total fluid sales in the month and 30.7 percent for the year. Skim milk sales fell to 338 million pounds, down 11.7 percent from

December 2016 and down 11.9 percent for all of 2017.

Total packaged fluid milk sales in 2017 slipped 48.1 billion pounds, down 2.2 percent from the same period a year ago. The 2017 total was just 0.7 percent below 2016.

Conventional products for 2017 totaled 45.5 billion pounds, down 2.3 percent; organic products, at 2.6 billion pounds, were virtually unchanged. Organic represented about 5.4 percent of total fluid milk sales in 2017.

Minister gifts his constituents their first dairy plant

on February 15, 2018 by [Staff Reporter](#)

<http://www.indiancooperative.com/agriculture-2/minister-gifts-constituents-first-dairy-plant/>

Union Minister for Agriculture and Farmers Welfare Radha Mohan Singh laid the foundation stone for the first dairy plant in Motihari stressing that dairy farming has become a source of livelihood and food security at the rural level, especially for landless and marginal farmers. Motihari is Singh's constituency.

The minister said that the growth in the dairy sector is a result of initiatives taken by the Government by implementing various schemes to increase productivity of milch animals. "India is the prime producer of milk and has been holding the number one position globally over the past two decades" he underlined.

Milk production has witnessed a phenomenal growth in recent years and the Per Capita availability of milk has also grown by 15.6% during the year 2016-17 taking it to 355 grams from 307 grams in 2013-14. "Likewise, the income of the dairy farmers grew by 23.77% during 2014-17 compared to 2011-14. In the last three years, milk production in India grew

by 6.3% every year thus surpassing the annual global growth rate of 2.1%, Singh stated.

The minister said India has reached a stage where it is capable of providing abundant opportunities for entrepreneurs at the international level. About 80 million farmers are connected with the dairy business and they rear 80% of the total milch cattle, he added.

It bears recall that more than agriculture it is the Animal Husbandry, Dairy and Fisheries which are being positioned to fulfill the Prime Minister's mission of doubling farmers' income by the 75th anniversary of India's independence.

On this occasion, Singh also mentioned about Rashtriya Gokul Mission for the conservation and promotion of indigenous breeds.

He also touched upon the National Mission on Bovine Productivity Scheme launched in 2016 with an allocation of Rs. 825 crore. The aim is to accelerate milk production and productivity and to also make milk production more profitable.

Prabhat Dairy had a muted show for the December quarter; revenue remained flat

India Infoline News Service | Mumbai | February 13, 2018 17:14 IST

https://www.indiaonline.com/article/news-top-story/prabhat-dairy-had-a-muted-show-for-the-december-quarter-revenue-remained-flat-118021300768_1.html

Revenue was flat on yoy basis to Rs403.9cr. Though the gross margin improved by ~380bps yoy, the same has been offset by a similar increase in the other expense (which we believe is due to increased advertisement expense). Thus, both EBITDA and EBITDA margin remained flat for the quarter at Rs37.5cr and 9.3% respectively.

The effective tax rate for the quarter was 13.1% against 57.1% in Q3FY17. Reported PAT declined by 56.2% yoy on account of Rs25.6cr of exceptional item in the base quarter (subsidiary Sunfresh Agro had received a refund of VAT and Central Sales Tax for nine months in Q3FY17). However, adjusting for the exceptional item, the PAT grew by 81% yoy to Rs14.8cr, supported by the lower tax outgo.

Recently, Parag Milk Foods has also reported its quarterly numbers. It has reported strong revenue growth of 16.4% yoy to Rs519.3cr with significant gross margin expansion (30.7% against 20% in Q3FY17). Further, PAT for the quarter stood at Rs25.5cr as compared to a loss of Rs41.1cr in Q3FY17.

Prabhat Dairy Ltd ended at Rs188.6, up by Rs2.1 or 1.13% from its previous closing of Rs186.5 on the BSE.

Ice creams may cost more this summer

Feb 09, 2018,

<https://economictimes.indiatimes.com/industry/cons-products/food/ice-creams-may-cost-more-this-summer/articleshow/62844610.cms?from=mdr>

Ice cream majors such as Vadilal and Creambell have or plan to increase prices by 5% for this summer season because of rise in price of dry fruits, overhead costs and increase in fuel prices.

But despite the rise in prices, the Rs 8,000-crore organised ice cream industry expects annual sales to grow by 15%-20%.

However, Amul said that they will not be increasing the price as of now while Mother Dairy said that they were evaluating the current situation. Kwality Walls declined to comment.

"In the past six months, diesel prices have increased by 23%, salary and wages by 10% and packaging material by 8-10%, thereby ensuring a price hike in ice creams," said Nitin Arora, CEO, Creambell. "At this juncture the endeavour is to keep price hike under 5% in 2018, which we will do ahead of the summer season," he added.

Some price points for ice creams have become sacrosanct over the last few years like paying Rs 5 for an orange bar, Rs 10 for a cup and Rs 20 for a cone, feels the industry. "We can't raise the price from Rs 20 to Rs 22, so if it has to be rounded up it will be ₹25. Now that raise will be too much, so we try to absorb it most of the

Not-so-sweet Treat
Ice-cream majors plan to increase prices by 5% this summer season



Decision comes because of rise in cost of dry fruits, overhead costs and increase in fuel prices

Some ice cream price points have become sacrosanct over the years

₹5 Orange bar
₹10 Cup
₹20 Cone

Despite the rise in prices, the ₹8,000 cr industry expects annual sales to grow 15%-20%

Vadilal group has raised prices by 2% to 5% largely in cones and candies, but not lowered the quantity in their packs

time and pass it over the years," added Arora.

Gujarat-based Vadilal group has raised prices by 2-5% largely in cones and candies, but not lowered the quantity in their packs, said the company's managing director Rajesh Gandhi. "Dry fruit prices have seen a hike apart from the increase in fuel and other overhead costs. Also, last year we didn't pass on the higher price of dairy products such as milk powder and butter, as it happened after we made the revision in February, so this year the raise has happened," said Gandhi.

But despite the rise in prices, the industry expects annual sales to grow by 15%-20%, with good growth coming from towns and cities with less than five lakh people.

Epigamia launches India's first lactose-free Artisanal Curd

Feb 07, 2018 ,

<http://www.thehansindia.com/posts/index/Life-Style/2018-02-07/Epigamia-launches-Indias-first-lactose-free-Artisanal-Curd/357327>

Launched in June 2015, Epigamia is India's first, all-natural Greek yogurt, which has rapidly gained traction with the Indian consumer. Epigamia encourages a healthy lifestyle, without sacrificing delicious taste. Epigamia Greek yogurt is thick and creamy in texture, low in fat, high in protein and is made with all-natural ingredients with zero preservatives.

Epigamia recently launched an all-new product- 'Epigamia Artisanal Curd', India's first lactose-free curd. This newest addition to the brand's product portfolio is aimed at improving gut-health and finally providing a cup of curd with "no consequences" to the Indian population that is lactose intolerant i.e. cannot digest dairy products.

Epigamia's ambition is to give curd a contemporary, healthy makeover that will improve immunity and ease digestion. Aside from being lactose-free, Artisanal Curd has more probiotics than any other curd and contains two strains of probiotics - Lactobacillus Acidophilus and Bifidobacteria that reduce abdominal discomfort.

"In a country that loves its milk, lactose intolerance is a highly underrated problem. What most consumers don't realize is that some of the digestion issues they face are caused because their bodies are simply unable to break down the lactose present in milk. At Epigamia, we set out to build a product that would solve this issue.

Hence the lactose-free, probiotic-enriched curd was created to cater to anyone seeking to foster a healthy digestive system," said Rohan Mirchandani, Co-founder, and CEO, Drums Food International.

Chef Ganesh Krishnamoorthy, Co-Founder, Epigamia said, "Creating a brand-new concept in something as age-old as curd was a unique challenge. Simply put, Epigamia Artisanal curd is designed to address contemporary health issues, while retaining its traditional function, taste, and texture. We've used pure cow's milk, added two types of probiotics and removed the lactose.

Odisha to set up fully automated 5 lakh liter capacity Dairy plant

Bhubaneswar, Feb 08 (UNI)

Odisha Cabinet today approved a proposal to set up a five lakh litre per day fully automated state of the art dairy and milk production plant at Arilo panchayat at Barang to handle increased milk processing.

Briefing news persons after the cabinet meeting Chief Secretary A P Padhi said the plant would be set up on 51 acres of land with funding by Rural Infrastructure Development Fund(RIDF) . The plant would be set up by the National Dairy Development Board on turn key basis.

The proposed plant will substantially help in reducing the present processing cost per litre of milk and help in establishing a leading role for the Dairy Federation in processing and marketing of quality milk and milk products, Mr.Padhi said.

UNI BD DP AND

Read more at <http://www.uniindia.com/odisha-to-set-up-fully-automated-5-lakh-liter-capacity-dairy-plant/states/news/1132459.html#C9wRTckaR1yyWOxM.99>

Dairy industry hails Budget 2018 provisions for the sector

Feb 01, 2018, 12.29 PM IST

https://economictimes.indiatimes.com/news/economy/agriculture/dairy-industry-hails-budget-2018-provisions-for-the-sector/articleshow/62737594.cms?utm_source=AMPusers&utm_medium=whatsappshare&utm_campaign=socialsharebutton&from=mdr

Dairy industry has hailed the 2018-19 budget provisions for the sector as first major boost after operation flood.

It is expected to help improve cash flows to the farmers besides improve their farming efficiency and credit worthiness, they said.

"Kisan credit card to Dairy farmers and fisheries will facilitate farmers to have better cash flow and improve credibility thus improving business growth," said Neeraj Kumar, managing director, Swedish MNC, DeLaval.

RS Sodhi, MD, Amul too thinks that the extension of KCC benefits to dairy farmers will be useful. "By extending the Kisan Credit Card to dairy and fisheries, the Union budget has treated milk as an agricultural crop. Dairy farmers is usually landless and the extension of KCC will help improve his credit worthiness."

According to Sodhi, the Rs 10,000 crore fund will help the dairy industry in upgrading and modernising the milk procurement, processing and marketing operation.

Kumar said that the Rs 2000 crore Infrastructure Fund for agricultural farm will bring possibility of better efficiency for agriculture.

He also expects that the budget provisions will help farmers scale up their business. "Allocation of Rs 10,000 crore to the dairy farming infrastructure and fisheries together will immensely help dairy farming to become more efficient by using technology. It will help farmers grow from holding 1-2 cows to 20-50 cows," said Kumar.

Health/Awareness

NDDB organises workshop on strengthening fodder seed production

13th February, 2018

<https://www.nyooz.com/news/vadodara/1032946/nddb-organises-workshop-on-strengthening-fodder-seed-production/>

A national workshop on green fodder production enhancement through strengthening fodder seed production and marketing was inaugurated by chairman of the Anand-headquartered National Dairy Development Board (NDDB) on Monday. Officials from milk unions/federations, seed processing plants of dairy cooperatives, IGFR, DADF and NDDB discussed on various issues to create a roadmap for increasing green fodder production at the workshop that was organised at the Dr Kurien Auditorium. Green fodder is an important and economic source of nutrient for livestock.

Directorate of Economics and Statistics of Ministry of Agriculture and Farmers Welfare, Government of India has reported 9 million hectares land under fodder cultivation and another 10 million hectare under permanent pasture and common grazing land. Therefore, there is a huge scope to increase yield and availability of green fodder significantly from

the existing land under fodder cultivation through improved fodder production technologies available in the country. One of the important reasons of low green fodder yield in the country is the non-availability of certified /quality seeds of newly notified varieties of fodder crops. NDDB has supported in creation of required infrastructure of fodder seed production, processing, storage and marketing at 15 locations including five under National Dairy Plan-I.

This infrastructure was established with dairy cooperatives in various parts of the country to produce different types of fodder seeds suiting to different agro-climatic conditions. The total production of fodder seeds by the dairy cooperatives is around 4000 metric tonnes and need to be up scaled to meet the growing requirement of quality fodder seeds, a critical input in increasing green fodder production and availability..

Before Holi, a drive against food adulteration

TNN | Feb 12, 2018, 11:53 IST

<https://timesofindia.indiatimes.com/city/jaipur/before-holi-a-drive-against-food-adulteration/articleshow/62881693.cms>

Before Holi, a drive against food adulteration: With Holi festival drawing nearer, health department officials are gearing up to prevent sale of adulterated food. The health directorate issued directions to all district officials to launch the statewide campaign against adulteration from February 14 to February 28.

However, health authorities will not check the quality of colour used for playing Holi as it does not fall in the food items category. A health department official said that they do not have the authority to prevent the sale of harmful colours.

Fifteen teams of food safety officials, including five from the state level, four from Jaipur city, two from Jaipur rural and three from the division level, will collect food samples from city and rural areas.

Officials said that each food safety team will collect five samples of food and send it to the laboratory for testing.

Besides, the health department has identified

Alwar, Bharatpur and [Dholpur](#) as sensitive places for food adulteration. In these three districts, the department has directed officials to collect at least six samples for testing.

Officials have also been directed to destroy foods items which are suspected to be adulterated.

Chief medical health officer Jaipur (I) Dr Narrotam Sharma said, "We will start taking samples of food samples from February 14. During festivals such as [Diwali](#) and Holi, chances of food adulteration increases with the rise in demand for food products."

Officials will keep a check on food made from milk. During festivals, the demand of milk and 'mawa' (milk product) used for making sweets increases.

Teams will also collect samples of edible oil and conduct sudden inspections on units making mawa and sweets.

CM reviews ongoing schemes and projects

<http://www.tribuneindia.com/news/haryana/cm-reviews-ongoing-schemes-and-projects/542411.html>

Chandigarh, February 11

Chief Minister Manohar Lal Khattar held a meeting with Chief Minister's Good Governance Associates (CMGGAs) to review and get feedback on various ongoing schemes and projects being implemented in the state.

While reviewing the Rural Work Monitoring System, the Chief Minister suggested that minimum educational qualification for appointment of Gram Sachiv should be raised from 10+2 to graduation. He said this would help in further improving functioning at village-level.

He said district-wise reward scheme would be started for Gram Panchayats for the best implementation of e-panchayat system in the state.

He asked the officers of the Development and Panchayats Department that sarpanches should work together with Gravit volunteers in each Gram Panchayat for monitoring and implementation of development works. It should also be made as a part of seven star rating under the rainbow scheme.

He said resource persons performing social audit should be engaged from other GPs rather than the same village. Similarly, 15-day period should be given to officials concerned for course correction about the findings identified by the resource persons during physical survey.

"A state-level workshop by social audit experts for stakeholders should be conducted in the coming one-month. Meanwhile, legal

framework and an independent director should be hired by the department," he said. He said the Development and Panchayats Department should also initiate study of devolution of powers.

He asked the officers to appoint an independent Director of HIPA, Gurugram, which should be a senior IAS officer.

Apart from this, HIPA should be made Nodal agency for all training institutes of the state.

The CMGGAs apprised the Chief Minister about the Dairy Data Management System which would not only maintain the transparency in the dairy sector, but also increases farmers income and maintain quality control as well.

The Chief Minister was also informed about works being carried out under Haryana State Livelihood Mission, sustainability of PDS system, improvement in tehsil services, menstrual hygiene programme, E-Upchar, CM window, Harpath, Swachh Map, Haryana Saksham, replacement of existing street lights with LEDs, Antodaya SARAL Kendra, Anemia free villages and Mitra kaksh of the Police Department.

Navraj Sandhu, Additional Chief Secretary, Cooperation, Ram Niwas, Additional Chief Secretary, Food Civil Supplies and Consumer Affairs, Anuraag Rastogi, Principal Secretary, Development and Panch-

ayats, Rakesh Gupta, Additional Principal Secretary to Chief Minister, and CMGGAs and other senior officers were also present in the meeting.

From inheritance of loss to Milky Way of success

Feb 9, 2018, 04:00 IST

<https://timesofindia.indiatimes.com/city/chennai/from-inheritance-of-loss-to-milky-way-of-success/articleshow/62842119.cms?from=mdr>

At a time when French giant Danone has decided to shut its dairy operations in India, a school dropout is setting up India's largest single-location cottage cheese (paneer) making unit in Perunthurai in Erode district, about 430km west of Chennai, with an investment of ₹450 crore.

Satish Kumar, CEO of [Milky Mist](#) — a dairy products company he started in the 1990s after his father's milk business floundered — is busy raising the massive plant on 30 acres of barren land. "This will be the largest plant in Asia in terms of volume and automation," said Kumar. "No single plant produces as much paneer as it will." The company clocked a turnover of ₹400 crore last year.

An efficient supply chain is crucial to the success of a [dairy business](#). "We have invested heavily in the supply chain to ensure we are self-sufficient. We handle the logistics ourselves, primary and secondary," said Kumar. To beat cold-chain issues, Kumar started supplying visi coolers to retail outlets to store his product. He made secondary reefer trucks mandatory to meet the demand. "We invest around ₹4 lakh per vehicle per distributor. It is a huge investment but it shows our commitment to the business."

This, he said, is where Danone failed. "Theirs (Danone) was a flawed strategy. They did not supply reefer trucks. Supply chain was not in order, leading to high return rates," said Kumar.

When Kumar dropped out of school in Class VIII, his father's milk business was on the verge of shutting down. After two years of losses, Kumar decided to try his hand at making paneer. He started supplying it to hotels near his house, and today Milky Mist has become a formidable player in the dairy products market. He is

backing his investment with upgrades to R&D, automation and strategy.

"In the early 1990s, paneer did not have an established market in south India. We also automated some parts of the process. It is tricky because the texture and taste cannot be altered. We took a chance and started with hotels," said Kumar. The first batch of 10kg of paneer was sent in a plastic bag to Bengaluru in 1993. In 1995, they wrapped up the milk business to focus on value-added products. In 1997, Milky Mist's products hit retail shelves. Today, the company offers more than 20 products, including paneer, cheese, ghee, cream and payasam.

In a market dominated by heavyweights like Amul, Milky Mist has carved a niche for itself. Strong focus on efficiency and reducing wastage have been the company's key to success, said Kumar. The company sources milk from 35,000 dairy farmers.

Since March 2016, Milky Mist's plant has been tapping solar energy and now generates more power than it consumes. A substantial byproduct of paneer and cheese processing is whey powder. "With whey powder, I incur zero material cost and sell it to biscuit manufacturers. However, you need to have machinery to leverage this at scale," he said.

According to analysts at Edelweiss, a domestic brokerage, the Indian dairy industry will grow rapidly at 20% per annum to become a ₹2.5 lakh crore market by 2020, led by increasing consumption of value-added products.

Milky Mist's upcoming plant will have the capacity to process 10 lakh litres of milk a day.

The existing plant is 70% automated. "A lot of processes are still done by hand. The new plant will be fully automated to take hygiene standards up several notches," said Kumar. With machinery designed specifically for production of paneer by German manufacturer, Alpma, Kumar has already kicked off some production of whey powder at the new plant.

For Kumar, building a brand as popular as Milky Mist is nothing short of a dream come true. "Education is important, but it's practical experience that teaches you to think on your feet, take risks and succeed," he said.

Kerala fears zero tariff under RCEP may hit domestic dairy industry

<http://www.thehindubusinessline.com/economy/agri-business/zero-tariff-under-rcep-feared-to-hit-domestic-dairy-industry/article22691754.ece>

KOCHI, FEBRUARY 8

Kerala has raised concern over the Regional Comprehensive Economic Partnership (RCEP) agreement between 16 Asian-Pacific countries on the ground that it would impact the country's dairy sector.

The RCEP agreement, which is expected to be signed in November, will pave the way for milk and milk products from other countries, affecting small and marginal farmers especially in Kerala, who are not ready to compete with their New Zealand and Australian counterparts, said K Raju, Minister for Forest, Animal Husbandry and Dairying.

A creamy deal for others

The milk products from these countries would be price competitive and the elimination of tariff lines potentially opens up much larger possibility of Indian milk producers facing pressure from countries like New Zealand and Australia, the Minister said, while addressing the 46th Dairy Industry Conference here on Thursday.

He pointed out that the inflow of cheaper raw materials for reconstituted milk might affect the market for the natural milk produced by our dairy farmers. A unique feature of the Indian dairy sector was the high share of the consumer rupee flowing into the hands of the primary milk producers, thanks to the operation flood programme. "It is feared that the opening up of

the dairy sector hastily to global competition will be a recipe for disaster unless the small producers are provided with appropriate policy support," Raju said.

Talks with States

The Minister urged the Centre to hold discussions and consultations with all State governments before finalising RCEP. "It is requested that the RCEP objectives may kindly be revisited and revised so that opening up of dairy sector in Kerala to external competition from developed countries can be prevented," he said.

Sangram Chaudhary, Executive Director, National Dairy Development Board, said that India's per capita consumption of milk is about 350 gms per day — lower than the developed countries. The growth in population and consumption would continue to stimulate demand for milk and milk products. Even though India is the largest milk producer, the average productivity of about 4.90 kg per day, which is also lower compared to other dairy developed countries.

Given the growing market for milk and milk products and the untapped potential in the dairy sector, Chaudhary emphasised the need to propagate modern dairying and livestock management practices, which are technology-driven and are efficient.

CULTURED MEAT & MILK SET TO BE NEXT FOOD REVOLUTION

Sunday, 04 February 2018

<http://www.dailypioneer.com/todays-newspaper/cultured-meat-and-milk-set-to-be-next-food-revolution.html>

Strange it may sound but milk can be produced without cow, eggs without hen, and meat without slaughtering animals. Welcome to the world of 'cellular agriculture' where products such as meat, milk, and eggs can be harvested from cell cultures instead of actual livestock.

Recognising it as a 'sunrise' technology that can cut down meat consumption, save cruelty on animals, and check climate change, the Narendra Modi Government will deliberate on the cellular agriculture at a workshop "Future of Life on Earth — Role of Disruptive Technologies" to be hosted by Technology Information Forecasting and Assessment Council (TIFAC) on its 31st Foundation Day on February 10. The TIFAC is autonomous body under the Union Science and Technology Ministry.

"The technical session planned for TIFAC Foundation Day aims to capture various aspects of the Cellular agriculture technology among others. This technology leads to animal-free, cultured and plant based versions of meat, milk, eggs and leather," TIFAC Executive Director Prabhat Ranjan told The Pioneer.

In India, where a good percentage of population is vegan, there's a huge potential for cellular agriculture.

"The aim of the session is to explore opportunities in the field here. If we focus on these alternate forms of animal products, we can save many resources detrimental to environment as well as create better acceptance by vegetarian segment of society from nutrition point of view and also reduction in cruelty towards animals," he said.

Explaining the process for developing cultured meat or animal product, Ranjan said, "In cellular agriculture, certain items, like meat and leather,

are produced by harvesting the cells themselves in their entirety. Animal products made of living or once-living cells can be made by growing large quantities of cells in a medium for them to grow in, and then putting those cells together to make food (for example, muscle and fat cells into meat) or materials (skin cells into leather)."

The culturing process occurs under desirable conditions inside a bioreactor designed specifically for the purpose and preservatives are added to prevent microbial growth. An alternative approach is to use artificial circulatory systems to distribute nutrients and oxygen, with the idea of producing cultured meat on a larger scale, he added.

The labs and petriplates may be involved in the initial stages but scaled production will happen in giant meat bioreactors or fermentors. It will be unjustified to call it as lab grown meat as well because there will be no labs involved during the commercial production, he pointed out.

Talking about the researches being undertaken, Ranjan said presently, US-based New Harvest is the only research institute in the world dedicating funds and efforts for the advancement of cellular agriculture.

"This donor funded organisation intends to solve major challenges coming on the road to commercialisation that include finding a cost-effective medium for cell nutrition and developing an optimised bioreactor design (the machines in which cultured meat will be grown in larger quantities once production moves from the R&D stage in labs)."

Some companies are competing and looking for avenues to launch their animal free products first in the market of meatless space. Start-up companies, such as US-based Hampton Creek and Memphis Meats from San Francisco, hope

to be the first ones to bring lab grown meat to store shelves in 2018 and 2021 respectively.

Benefits are immense. If monitored and managed appropriately, cellular agriculture could allow humans to produce more food on less land while simultaneously addressing environmental problems, said Ranjan.

Cellular agriculture can also be tailored for specific uses and preferences, for example: Meat with fewer saturated fats and more unsaturated fats, lactose-free milk, cholesterol-free eggs, or egg whites intended for different baked goods like meringues or fluffy angel food cakes.

However, the new technology comes with its own challenges. People may oppose them on different grounds - two most common grounds to oppose can be losing jobs and its acceptability, said Ranjan. However, he clarified that in reality, such inventions do not reduce the jobs, but merely change their pattern - conventional jobs are reduced, but new types of jobs are created.

Little wonder, after agricultural and industrial revolutions, cellular agriculture is all set to become the next revolution in food.

ICT Sector to Revolutionize Indian Agriculture in Line with Digital India Vision

2/8/2018

<http://www.menafn.com/1096444614/ICT-Sector-to-Revolutionize-Indian-Agriculture-in-Line-with-Digital-India-Vision>

ICT has the potential to revolutionize Indian agriculture in terms of raising crop productivity and profitability per unit area and resources-says RNCOS

Technology will be the main facilitator of access to livelihood services to empower people in rural areas. Given that 68% of India's population is rural and agriculture is the main source of livelihood for 58% of the population, Governments Digital India project, launched on 1st July 2015, is playing a major role in improving the agricultural economy and rural livelihood.

Highlighting the importance of the agriculture sector, the Government of India has taken several initiatives such as, farmer portal, mkisan portal and Kisan call center in villages which brings digital access to rural areas and can help them access information about weather and market price information for agricultural produce. Consequently, it can help farmers make informed decisions for efficient farming under varying agro-climatic conditions. National

Bank for Agriculture and Rural Development has also designed agricultural portals for farmers.

The Government has also introduced various App-based services. A few applications include: (i)Kisan Suvidha omnibus mobile app that gives access to relevant information in weather, market prices, agro advisory, plant protection, pest management practices, etc.; (ii)Pusa Krishi app that provides information related to farm machinery, resource conserving cultivation practices, and new varieties of crops developed by Indian Council of Agriculture Research; (iii)Crop insurance App that provides information related to Govt. crop insurance scheme; (iv)Agri Market App that provides market prices of crops in the markets within 50 km radius.

In addition to government initiatives, there are other commercial solutions from technology entrepreneurs aiming to address the challenges in improving agricultural productivity. One such example is an Internet of Things (IoT) based solution for the dairy industry from Stellapps40,

which uses sensors and machine-to-machine technology to monitor the health and productivity of cattle and ensure the quality of milk by tracking key quality parameters across the dairy supply chain. Therefore, the scenario of Indian agriculture is improving with the application of Information Technology in this sector.

Thoroughly analyzing the industry dynamics, Shushmul Maheshwari, Chief Executive, RNCOS

said, The productivity of farmers in India is low because of lack of knowledge about new technologies and government initiatives. Hence, we need to move with a sense of urgency to improve general and digital literacy and computer skill and digital infrastructure in rural India in line with digital India vision. We also need to apply new ICT tools to accelerate the pace of agriculture development and to facilitate the achievement of Sustainable Development Goals before 2030.

Dairy industry meet from today

09, 2018

<http://www.thehindu.com/news/cities/Kochi/dairy-industry-meet-from-today/article22683775.ece>

The 46th Dairy Industry Conference, the national-level flagship event for the industry, will be held at the Adlux Convention Centre, near Angamaly, from Thursday. It is for the first time in 30 years that Kerala is hosting the event. The event was last held in Kerala in Thiruvananthapuram in 1988.

More than 2,000 dairy industry representatives and participants are expected in the three-day event which will be inaugurated by Minister for Dairy Development K. Raju at 11 a.m. on Thursday, said the organisers. A dairy industry exhibition, presentation of papers on the industry and farmer-centric discussions are part of the conference. There will be more than 150 stalls by representatives from India and abroad.

The keynote address will be delivered by Dilip Rath, Chairman, National Dairy Development Board. Eminent personalities in the dairy field

will be honoured during the programme. The Dr. Varghese Kurien Award for the year 2017 will be presented to P. Gopala Kurup, Chairman, Kerala Cooperative Milk Marketing Federation.

The Indian Dairy Association, based in New Delhi, was established in 1948 and is the forum of the dairy industry in the country. Its members include farmers, professionals, students, institutions, companies, cooperatives, corporates, government bodies as well as public sector undertakings. The Association functions very closely with producers, professionals and planners, scientists and educators for the progress of the dairy sector.

The Kochi conference will address the issues facing the Indian dairy sector through technical papers to be presented by eminent scientists and researchers from India and abroad.

Skill India Mission should support Blue Revolution: Advisory Board

08th February 2018

<http://www.newindianexpress.com/states/kerala/2018/feb/08/skill-india-mission-should-support-blue-revolution-advisory-board-1770007.html>

Underlining the need to empower youth in the fishing sector and enhance employment opportunities, the second Fisheries Skill Advisory Board meeting recommended steps to enhance the skills of fishermen. Organised by the Agriculture Skill Council of India at the Central Institute of Fisheries Nautical and Engineering Training (CIFNET) the meeting observed the Skill India Mission should act as an enabler to Blue Revolution.

The meeting was held to suggest ideas that could provide relevant, effective and timely results through skill development in fisheries. India is the second largest producer of fish in the world after China. Besides being a major source of revenue, fisheries has been contributing to the nutritional security of India. With a coastline of 7,517 km, the fishing sector has emerged as a major industry, employing over 14 million people.

In the context of the myriad opportunities offered by the fisheries sector, the group deliberated on the need for enhancing the skills of people employed in the sector. The discussions focused on aspects crucial for successful skill development like prioritisation of job roles, mobilisation of resources, designing of training curriculum for skill development, selection of training partners and monitoring and course correction.

Senior officers from various Central Government institutes like National Fisheries

Development Board (NFDB), Department of Animal Husbandry, Dairy and Fisheries, Indian Council of Agricultural Research, Marine Products Export Development Authority, CIFNET, National Institute of Fisheries Post Harvest Technology and Training, Central Institute of Fisheries Technology, Central Institute of Brackishwater Aquaculture, Central Marine Fisheries Research Institute and Central Institute of Freshwater Aquaculture participated in the deliberations. Senior officers from the Fisheries Departments of Tamil Nadu and Odisha also attended.

Agriculture Skill Council of India CEO Satender Arya shared an overview of the skill development efforts taken by ASCI and the need to focus on youth. He emphasized on the commitment of ASCI in skill development. NFDB chief executive Rani Kumudini reflected on the need to enhance the employment opportunities and uplifting traditional fishermen, several of whom live below the poverty line. Kerala University of Fisheries and Ocean studies Vice-Chancellor A Ramachandra emphasised on the need to have skill programmes in deep sea fishing. The deliberations would help channelise efforts and resources to create more employment opportunities, enhance production and leverage the sector.

Farmers for additional subsidy on equipment

Feb 8, 2018, 11:18 IST

<https://timesofindia.indiatimes.com/city/patna/farmers-for-additional-subsidy-on-equipment/articleshow/62825535.cms>

Farmers participating in a pre-budget consultative meeting convened by deputy CM [Sushil Kumar Modi](#) on Wednesday demanded additional subsidy on farm equipment and inclusion of tractor in the category of agriculture equipment.

At the meeting, the farmers also insisted on freeing of 'jalkars (water bodies)' and ponds from encroachers and their digging to facilitate fishery activities. They said if the farmers were given training in modern agriculture practices, dairy, fishery and poultry activities, it would bring remarkable transformation in the agriculture sector. "We are ready to pay the required fee for getting the training," they said, adding properly improved seeds should be provided to them for cultivation.

[Modi](#), on his part, said the state government was concerned about the problems being faced

by farmers. He added the government was committed to doubling the income of farmers for which separate power feeder exclusively for the agriculture sector would be created in the next two years.

"The use of electricity for running pumps for irrigation purposes will drastically bring down the cost of production of the agriculture produces," Modi said, adding among other measures, the promotion of fishery and dairy as well as agriculture forestry is high on the government agenda.

He said July 10 would be celebrated as 'Machchhuara Diwas (fishermen's day)' in the state, while a mega meet on the promotion of agriculture forestry will be held at [Bapu Sabhagar](#) here February 13.

Amul ushers in 'dark revolution' with focus on health benefits of cocoa

<http://www.thehindubusinessline.com/companies/amul-ushers-in-dark-revolution-with-focus-on-health-benefits-of-cocoa/article22703604.ece>

Plans to expand dark chocolate variant with upto 100 per cent cocoa-content chocolates

It's a 'dark revolution' for the dairy cooperative major, Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF), as it aggressively expands its chocolate vertical by making high cocoa-content chocolate variants under its 'Single Origin Dark Chocolates'.

Having chocolates with upto 75 per cent cocoa content, Amul now plans to launch 100 per cent cocoa chocolate setting the new rules of the chocolate industry.

Cocoa, according to health professionals, is a rich source of anti-oxidants, iron, calcium and other minerals besides its 'bitter' taste.

"The aim is to upgrade the existing chocolate consumers from sugar-rich to cocoa-rich experience. We are the only player to have cocoa content of upto 75 per cent in our dark chocolates. Soon, we will be launching chocolates with 90 per cent cocoa-content and going upto 100 per cent. Amul chocolates have created a new niche in the chocolate industry," RS Sodhi, Managing Director, GCMMF, told BusinessLine.

Amul has invested Rs 300 crore to upgrade its chocolate facility at Mogar on National Highway-8 near Anand from 200 tonnes per month to 1000 tonnes with an excess room for doubling the capacity at the same premises. From the current turnover of barely Rs 150 crore from chocolates, Amul looks to touch Rs 1000 crore turnover by 2020 as awareness and acceptance rises for the dark-chocolates.

"This will mean more money to farmers. Higher earnings of GCMMF will be ultimately distributed among the farmers. This way, we are redefining the Amul brand with more

inclusive portfolio and premium offerings in line with the pure and natural image of the brand," Sodhi added.

In 1973, Amul forayed into chocolates to supply chocolate for its ice-cream variants. Later, Amul Chocolates were launched with tagline -

A gift for someone you love- to the consumers. For decades chocolates failed to get attention in the milk-dominated operations of the Federation.

But in mid-2016, Amul revamped its chocolate branding and introduced dark chocolate in different varieties. "The response is overwhelming from across the country. The cocoa that we source from different origin countries of equatorial region have different taste and aroma and gives a different connect with Brand Amul," said Sodhi.

However, noted brand consultant, Harish Bijoor looks at Amul's chocolate journey as a tiny step forward into the country's multi-layered chocolate market. "There are segments like upper-end, middle-end and lower-end. The volumes lie in the lower-end, where Amul stands. But as India's GDP grows at the current pace, urbanisation index climbs further and consumption expenditure grows, we see chocolate market growing further with many more people entering the market," said Bijoor.

But Bijoor has a word of caution for Amul, which sells its dark chocolates in 150 gram bars. "Amul's dispensation or unit size is very large and appears as an Industrial consumption chocolate. The chocolates are usually considered in bite size, either single-bite or 20-odd bites such as most of Cadbury variants. When it goes beyond that - like 60 bite size - the value of the chocolate is lost. The law of diminishing marginal utility aptly applies in chocolate," he added.

Amul is currently sourcing cocoa from seven countries including Tanzania, Venezuela, Peru, Madagascar, Ivory Coast, Ecuador and Columbia and offers a range of dark chocolates from these origins.

“We are currently procuring from the vendors in these countries but once we reach a large volumes we may explore looking at cooperatives of these respective countries to procure cocoa. This will benefit cocoa farmers in those countries,” said Sodhi.

Students to Get Daily Dose of Milk Nutrition

February 5, 2018

<http://indiacr.in/students-get-daily-dose-milk-nutrition-bokaro/>

National Dairy Development Board (NDDB) through its ‘NDDB Foundation for Nutrition’ (NFN) and Bokaro Power Supply Company (P) Ltd. recently launched the ‘Gift Milk’ programme in schools of Bokaro. Under the program Bokaro Power Supply Company Limited (BPSCL) will be the donor and JMF will be supplier.

Speaking about this initiative, K Harinarayana, Chief Executive Officer, BPSCL said, In spite of robust economic growth and being a major producer of food in the world, India is home to about 195 million undernourished persons, accounting for about 24% of the undernourished population in the world. As per the Hunger Index, Jharkhand ranks 16th, which means it is among the top states where hunger and Malnutrition is prevalent., where more than 37 % of children are undernourished.

As per studies, Under-nutrition can be addressed through milk, since a diet that contains milk or dairy products provides 25 to 33 per cent of the protein requirement which may have a positive effect on weight gain and linear growth in children aged six months to five years who are suffering from moderate malnutrition.

To address the issue of Malnutrition, BPSCL contacted NFN to supply /distribute flavoured milk covering around 3500 Government school children to eradicate malnutrition. 200 ml pasteurized fortified flavoured milk will be given to each child each day on all working days

during an entire academic session. BPSCL will be sponsoring the cost of the entire project and hope to continue this scheme in further years. We hope that BPSCL can make a small difference in a child’s life and be a small part in the nutrition needed by them.

BPSCL has been committed in its responsibility towards the Society and has been giving back in all the ways possible. We have been running a Mobile medical Unit with Piramal swasthya, since the last 2 years and have attended to almost 37000 patients till date. Various medical camps are being organised at various villages, to cater to the specific needs of the villagers. We have also recently sponsored the Solar Street Light project (30 KWp) at Chandankiari, Bokaro. We have donated water ATMs at hospitals, planted trees, sponsored students at Asha Lata Viklang centre, distributed artificial limbs to the physically impaired, sponsored tournaments for the visually impaired, etc. Our special focus has always been children, because we believe, that children today, future tomorrow. We have sponsored painting in schools, and as part of clean India mission, are constructing Toilets in another school. We hope to extend this to a few more schools, so that more and more children can have access to clean toilets.

For all the children present here, we at BPSCL present this ‘Giftmilk’ and hope to be a small part of your lives every day.

Speaking about the initiative, Shri Sangram Chaudhary, Board of Governor, NDDB

Foundation for Nutrition, said, “With its 2.5 trillion dollar growing economy and about 130 crore population, India is being recognized as an emerging global power. We have the youngest population in the world and their capabilities and dynamism can be leveraged to step up the pace of this growth for bringing prosperity to all Indians. However, before this can happen, we need to ensure that every child is well nourished, educated and enabled to become productive.”

Today, malnutrition among the children is the major cause for morbidity and mortality in our country. As per the National Health Survey, 2015-16, about 36% of our children are undernourished. Malnutrition can be addressed through milk as it is a wholesome food. Milk is a balanced source of macro and micro-nutrients. The nutrient profile of milk is an excellent source of calcium and protein as well as a good source of vitamins and other minerals. Regular consumption of milk by children improves their health and cognitive parameters as well reduces nutritional deficiencies.

Keeping the objective of improving the nutritional indices of school children in mind, NDDB during its Golden Jubilee year initiated a noble initiative called NDDB Foundation for Nutrition (NFN). Its mission is to provide glass of milk for every child to address malnutrition among children studying in government schools. To begin with (NFN) launched a “Giftmilk” programme to deliver 200 ml flavoured and fortified milk beverage free of cost to school children (preferably in government /municipal schools), with the help of donations. NFN strives to mobilise donations from various institutions under Corporate Social Responsibility (CSR) commitment to supply milk to the school children through the network of dairy cooperatives.

NFN has been registered as a Society under the Societies Registration Act 1860 and as a Trust under the Bombay Public Charitable Trust as applicable to the state of Gujarat on 9 October

2015. It has been granted approval for u/s 80G(5) of IT Act 1961 which provides 50% tax deduction for the individual donors. Apart donations received by NFN will be exempted under CSR.

NFN launched “Giftmilk” programme on 26th February 2016 in Z P High School, Lakshmapur, Telangana State with the support of Indian Immunological Limited, Hyderabad under their CSR funds.

Currently, NFN is supplying ‘Giftmilk’ to about 31,000 students in 7 schools of Delhi, 11 schools of Gujarat, 39 schools of Jharkhand, 3 schools of Noida (UP), 1 School of Tamil Nadu and 1 School in Telangana under the Corporate Social Responsibility of subsidiaries of NDDB and Rural Electrification Corporation Limited.

Apart, NFN also had an agreement with Oil & Natural Gas Corporation, Ahmedabad to launch the program in their respective areas of operation soon.

So far NFN has distributed about 16 lakh units of milk among Government school children. By 2020, NFN vision is to create 10 million Child Milk Days.

Dairy Development is a proven tool for economic prosperity in rural areas and with this aim NDDB is managing JMF. JMF is procuring around 1 Lakh Kg per day from 17,000 milk producers providing them a means of livelihood and marketing 75 thousand liter per day. All the milk and milk products currently being marketed by JMF are under ‘Mother Dairy-Medha’ brand.

Today, NFN will be adding four more Schools of Bokaro under its ‘Giftmilk’ programme covering about 3500 students. Bokaro Power Supply Corporation, Bokaro will be the donor for the programme and JMF – Medha will be the supplier. 200 ml flavoured milk will be distributed among the students on all working days.

To meet its vision of reaching out to as many children as possible, NFN has geared up to

spread its operations in different states. NFN has started approaching Public Sector

Undertaking for funding the programme under their CSR activities.

Rajasthan budget to focus on farmers, tribal welfare

Feb 4, 2018

<https://timesofindia.indiatimes.com/city/jaipur/budget-to-focus-on-farmers-tribal-welfare/articleshow/62773289.cms>

Chief minister [Vasundhara Raje](#) has hinted at focusing the election year budget on farmers and tribal welfare during a pre-budget meeting held on Saturday. Following Central government's budget, Raje asserted that the state budget will also aim to double the farmers' income by 2022. The Union government in the budget 2018 has announced to double the farmers income by 2022.

The defeat of [BJP](#) in two Lok Sabha bypolls—Ajmer and Alwar and one Vidhan Sabha seat in Mandalgarh has put the government on the back foot. And being the last budget of the incumbent government, Raje is under pressure to live up to the expectations of the people. The farmer suicides last year due to debt and unable to sell the produce especially in the Hadoti region has angered the farmers.

Raje met farmers, dairy sangh and cattle owners along with representatives of tribal leaders at the conference hall of the CMO before the pre-budget meeting. "I am happy that farmers have not asked for any extra help other than to continue the reforms in the farming sector. It shows that they are content with the efforts taken by the government. The suggestions given by the farmers will accelerate the efforts of the state in attaining the target of double income by 2022," said Raje.

She informed that state will accelerate efforts to encourage farmers for adopting technical intervention in their traditional farming practices. "The technological intervention will decrease the cost of production and increase the production. State is holding [Rajasthan Agritech Meet](#) at divisional headquarters to achieve the said aim," said Raje, who noted the recommendations and suggestions

Other than the technical intervention, Raje has plans to bring more land under the irrigation. She said that Eastern Rajasthan Canal project will bring a much greater relief to the 13 district frequent to droughts. Under this project the river water which goes waste will be used for irrigation," said Raje. The meeting was attended by the council of ministers, representatives of different boards and commissions, chief secretary NC Goyal and principal secretaries and secretaries of different departments.

Most of the departments urge to increase the budgetary allocation along with the submitted a list of election year sops to included in the budget. The date of budget is not yet announced.

Why Indian farmers are struggling to ensure stevia becomes a product for the masses

<https://economictimes.indiatimes.com/news/economy/agriculture/why-indian-farmers-are-struggling-to-ensure-stevia-becomes-a-product-for-the-masses/articleshow/62771916.cms>

Dharambir Kamboj from Haryana's Damla village is a celebrity farmer. The 54-year-old's is an amazing story of a rickshaw puller who succeeded in organic farming, invented a food processing machine, and has recently appeared as himself in the upcoming Akshay Kumar starrer Pad Man. But like all success stories, Kamboj's story hides failures too. Like, for instance, his attempts to cultivate the sugarsubstitute producing perennial shrub Stevia Rebaudiana Bertoni (of Paraguayan origin) in India. Kamboj had grown stevia for six years (2000-2005), made good money initially, and had started processing the leaves too. Then as he attempted to scale up in 2005, his stevia crop failed. Even today, Kamboj isn't sure what had gone wrong. He continues to grow it on a small part of his land. However, with no proper guidance, Kamboj focuses on more familiar stuff like tulsi and aloe vera.

Cultivating stevia represents a dilemma for Indian farmers like Kamboj who are ready to experiment. There is a growing market for the crop. The world is struggling with diabetes: At last count, India had over 7 crore diabetic people, second only to China's 11 crore. Add to that the new class of health-conscious people emerging out of every stratum of society. Artificial sweeteners — like aspartame, sucralose, and saccharin (85% of the global sugar substitute pie) — are being questioned possible traces of carcinogenicity.

However, there's no traditional knowhow for stevia plantation. Research by Indian agri-Universities on stevia is also at a nascent stage. On the other hand, there is an Indian association of 600 stevia proponents from small to large-scale firms, who are willing to push cultivators to grow it. Stevia extract is now imported roughly at the price of Rs 5.5-6.5 lakh for 100 kg consignments. A local produce would be a big help. One estimate puts the stevia

products market to grow to `500 crore by 2022. To help farmers, the National Medicinal Plants Board (NMPB) has also announced a 20% subsidy on the cost of production to farmers.

Two decades have passed since Indian farmers first got interested in stevia. The input costs are still high because the crop can only multiply through costly methods like stem cutting or tissue culture; but once planted, the returns accrue over a period of 2-3 years. Punjab's Rajpal Singh Gandhi, a farmer who also took to stevia early, sums it up when he says Indian farmers are using "hit and trial" to find their way out. There is no playbook.

Risk Takers' Crop

Stevia is sometimes referred to as meethi tulsi by Indian cultivators. Its sweetness, often 300 times more than sugar, comes from a class of compounds called steviol glycoside. Like sugar, it is a compound of carbon, oxygen, and hydrogen, but much more complex. The human body is unable to metabolise it. When added to food it does not add to the calories, while sweetening the taste.

Let us take a look at the economics of growing stevia. The good news: the plant needs little water (5% of sugarcane). The bad news: the initial investment is high. At Rs 3 per plant, and 40,000 plants per hectare, it would cost Rs 1.2 lakh per hectare at the outset. On the flip side, farmers like Kamboj believe that at the same level of gross income, a farmer can earn 40 times more profit on stevia than on sugarcane. Even a single dried leaf is worth \$2 per kg in the international market (Rs 125).

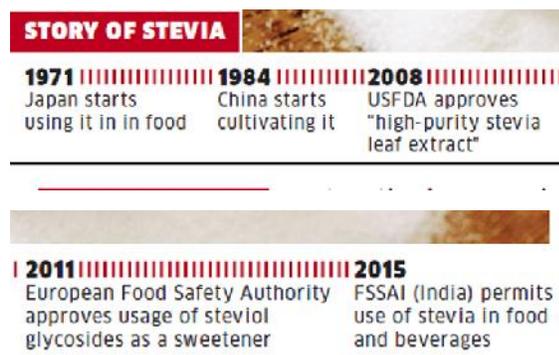
It takes an adventurer to make the first move. Kamboj had first heard about stevia at a seminar at Nauni University of Agriculture and Forestry, Himachal Pradesh. This was 1998, 10 years before the US Food and Drug

Administration approved stevia.

"Two years later, I bought a few stevia plants from a nursery in Kerala and started growing it myself," Kamboj told ET Magazine. Soon he wanted to value-add and started processing and packaging the powdered leaf extract: A 250gm pack of stevia tea sold for `1,000 with a 50% margin.

At the same time, Gandhi, a middle-aged former income tax consultant from Nawanshahr's Banga village in Punjab was trying his hand at it too. He was one of the first to set up a stevia processing unit in the country. But Gandhi and Kamboj were much ahead of their times. Consider this, the Indian Food Safety and Standards Authority of India, banned stevia in 2011, and then reversed its decision and approved it in 2015.

Gandhi's Green Valley Farms now sells stevia online and also supplies to marquee Indian brands like Fab India and Organic India. He had also set up a tissue culture lab to help improve the plant variety. He recounts how while travelling abroad, he learned that stevia tea is referred to as "Buddha's Favourite" in China, the country that produces 80% of stevia today. He has been roped in by the governments of Punjab, UP and Gujarat to develop the crop.



Demand Push

Meanwhile, over 100 stevia-based products are on Indian shop-shelves already. Brands like Amul, Mother Dairy, PepsiCo (7Up), Coca-Cola (Fanta) are also in the game as are a few stevia focused start-ups. Malaysia-based PureCircle, a stevia supplier, has pledged to invest `1,200 crore in India over five years and is working with Dabur, Frooti and Haldiram to create their stevia-based variants. It also supplies stevia for Zydus's steviabased sweetener SugarFree Green.

Ajay Chandran, head of South Asia at PureCircle, feels India has embraced stevia faster than many other nations. Tarun Arora, COO of Zydus Wellness, is another stevia enthusiast. Both Chandran and Arora have taken their pitch to Indian farmers, hoping that a local produce will help reduce costs.

Sourabh Agarwal, MD of Stevia Biotech and CEO of the 600-member strong India Stevia Association, laments the lack of research and points out that many private labels sprung up and failed due to the lack of proper R&D. He adds: "Some researchers published papers that were copied from other foreign papers."

A professor of Bengaluru's University of Agricultural Sciences, M Vasundhara says that Indian universities did not have any access to stevia for a long time and consequently have lagged behind. "It will take some time but the focus of state agriculture departments and universities will shift to stevia soon," she says.

One hopes that will help turn the tide for stevia farmers.

'Milk ATM' built by Gir-Somnath farmer goes cashless

Feb 1, 2018, 12:30 IST

<https://timesofindia.indiatimes.com/city/rajkot/milk-atm-built-by-gir-somnath-farmer-goes-cashless/articleshow/62729151.cms>

About a year after he devised an indigenous milk dispensing machine popularly called 'milk ATM', Nilesh Gussar a 28-year-old farmer from Talala in [Gir-Somnath](#) district has come up with a cashless version of the machine.

The newly-modified milk ATM gives users three options to dispense milk — biometric finger printing, username and password or through a prepaid card. The first version of the machine accepted only currency notes of Rs 20, Rs 50 and Rs 100 denominations to dispense milk.

Such milk ATMs are gaining popularity among farmers who don't want to sell milk to dairies. They can sell milk at their own rates rather than depending on middlemen or dairy cooperatives.

Gussar, a farmer of Khirdhar village about 7km from Talala, had first assembled the milk ATM for his own use a year ago. Since then, he has sold over 30 machines in Kutch, Devboomi-Dwarka, Jamnagar, Porbandar and outside [Gujarat](#) in Maharashtra, [Chhattisgarh](#) and [Tamil Nadu](#).

"I wanted to eliminate the middlemen that came between a farmer and the end customer. When I used to sell milk at a nearby dairy I was not getting competitive rates and that is why I developed this machine," Gussar a class XI dropout told TOI. He has no formal training in engineering but had a hobby of modifying machines since childhood.

According to Gussar, farmers can get one-and-half-times more price for their milk using the milk ATMs as they can fix the rate for the produce. "Farmers can recover cost of the

machine within a year. That is why farmers having more than three buffaloes or cows prefer this machine," claimed Nilesh.

"Now, I have modified the milk ATM and made a cashless version where customer does not have to insert cash. The machine works by registering customers first and using their finger print to dispense a fixed amount of milk. Customers can also opt for the username and password system or a radio frequency prepaid card. Customer has to wave the card at a mentioned area on the machine following which prefixed quantity of milk will be dispensed," he said.

Gussar has assembled five such cashless machines and dispatched it to his clients in Tamil Nadu, Orissa and Rajasthan. "The machines are on the way and within few days they will start using it," he added. The cost of the machine ranges from Rs 75,000 to Rs 1.5 lakh based on the milk storage capacity which is between 50 litre and 250 litre. Besides refrigeration, the milk ATMs have battery backup in case of power failure.

Gussar's first customer Velji Bhuidiya, a farmer from [Bhujodi](#) village, 9km far from [Bhuj](#) in Kutch, said, "I bought the milk ATM and have witnessed tremendous response. It is movable and I can carry it wherever I want. I had purchased it to sell cow milk."

Now, Bhuidiya wants to buy another milk ATM which can accept new Rs 50 and Rs 200 currency notes.

Regulatory/Legal

Stringent check on milk suppliers is required

Feb 12, 2018, 1:28 AM

<http://www.tribuneindia.com/news/ludhiana/stringent-check-on-milk-suppliers-is-required/542611.html>

Safe food is the basic right of all. But food adulteration, particularly adulteration in milk, is a common problem that the consumers face. Water, starch and detergents are commonly-used adulterants in milk. Worse still, in some cases, water mixed in milk is contaminated with pesticides, heavy metals, industrial effluents and human waste.

Milk, instead of providing any nutritional value, becomes a toxic drink that causes irreversible

damage to human organs. In the absence of strict checks, the culprits indulging in adulteration go scot-free while the consumers are exposed to serious health risks. Only a stringent check on the milk suppliers can help to ensure that the consumers get safe, unadulterated milk.

The enforcement agencies should make sure that there is a strict compliance with the Food Safety & Standards Act.

A person arrested by police for mixing milk with hydrogen peroxide

February 8, 2018

<http://www.gnsnews.co.in/a-person-arrested-by-police-for-mixing-milk-with-hydrogen-peroxide/>

Araid was conducted on a milk adulterating unit located at Srinivasa Colony, Hayathnagar, by sleuths of special operation team, LB Nagar zone, along with local police. The accused, Cheruku Lingam (40), was adulterating milk by mixing milk

powder and hydrogen peroxide. Police seized 450 litres of adulterated milk from his possession. The accused is a businessman and a native of Pochampally village in Yadadri Bhuvanagiri.

Mobile food testing laboratory launched in Hyderabad

The multipurpose lab will also be used to conduct certification programme for supervisors in food business

6th Feb 2018 12:16 am

<https://telanganatoday.com/mobile-food-testing-laboratory-launched-in-hyderabad>

A first-of-its kind mobile food testing laboratory 'Food Safety on Wheels', with an ability to detect adulterated food through laboratory tests, was inaugurated at Institute of Preventive Medicine (IPM) on Monday.

'Food Safety on Wheels', which was launched by Health Minister Dr C Laxma Reddy, will enable food laboratory technicians to perform tests for common adulterants in milk, water, edible oil and other items of food of daily consumption.

An initiative of Food Safety and Standards Authority of India (FSSAI), Ministry of Health and Family Welfare (MOHFW), New Delhi, the mobile testing lab is fabricated with fixtures, fittings and equipment which cost around Rs 30 lakh. The FSSAI will also provide an annual recurring grant of Rs 5 lakh towards fuel and other consumables.

In addition to conducting tests, the multipurpose mobile laboratory will also be used to conduct training and certification programme for food handlers and supervisors

in food business, particularly petty food business.

"We had requested the Ministry to provide us with two mobile laboratories for better regulation of eateries in Hyderabad and districts. Hopefully, we will get another mobile laboratory in the coming days. The lab will enable food inspectors to conduct spot analysis of food," said Dr Reddy during inauguration.

The mobile units would also be used for awareness building around food safety, hygiene and promoting healthy eating habits in citizens at large. In addition, the mobile food lab would help the field functionaries in the State to enhance their outreach and conduct surveillance activities even in far-flung areas.

The IPM staff deployed to look after the daily operations of the mobile laboratory has already undergone a series of training sessions. The mobile facility will be manned by a Technical Officer with a Master's Degree in Chemistry, qualified food technology analyst, assistants and drivers.

860 litre spurious milk seized; 3 held

Feb 1, 2018, 12:31 IST

<https://timesofindia.indiatimes.com/city/rajkot/860-litre-spurious-milk-seized-3-held/articleshow/62729134.cms>

A total of 860 litre of spurious milk was seized from Chhatargam village and Jasapar village of Kalavad taluka in Jamnagar district on Tuesday night. Three persons have been arrested for the crime.

According to officials of Jamnagar local crime branch (LCB), who effected the seizure and arrest, the cops raided the house of Jaisukh Tala alias Jeso (38) in Chhatargam village following a tip-off about him running a factory producing spurious milk in his house.

"A total of 360 litre spurious milk was impounded. Also seized were nine cans of milk, 185 kg milk powder, 15 kg soya bean oil, a grinder and empty vessels. Tala was nabbed from the spot," Jamnagar LCB inspector Rohitsinh Dodia said.

During his interrogation, Tala said he used to supply the spurious milk to Ramesh Faldu, who runs a dairy in Jesapar village of Kalavad taluka. Following this information, the cops raided Faldu's dairy in Jesapar village and arrested him.

"A total of 500 litre spurious milk and a mini tanker were seized from Faldu's dairy. Also arrested in the raid was Babu Bharwad (27), a resident of Kalavad, who was the tanker driver," Dodia said.

Tala used to mix milk powder, palmolein oil and soya bean oil in water, extract fat out of it and put it in a grinder to make milk out of it.

Police have seized goods and valuables worth Rs 6.67 lakh from both the places. Police have booked the accused trio under Sections 406, 272, 273, 120 (b) of the Indian Penal Code and 16-AB Section of the Prevention of Food Adulteration Act, 1954.

The accused told police that they used to supply the milk to different dairies in Rajkot. "The scope of the probe is likely to widen as we are going to investigate as to how many dairies in Rajkot have got the supply of spurious milk and how many of them have been involved in selling it," Dodia added.

Survey/Report

Indian Food Processing Sector Have Potential To Generate 9 Million Jobs By 2024: ASSOCHAM Grand Thornton Study

http://businessworld.in/article/Indian-Food-Processing-Sector-Have-Potential-To-Generate-9-Million-Jobs-By-2024-Assocham-Grand-Thorton-Study/08-02-2018-140018/#.Wn0Axk0me_o.whatsapp

A continuously growing food processing sector of India may be a key to make in India program in coming years. According to an 'Assocham Grand Thornton study', the Indian food processing sector has the potential to attract 33 billion USD in investment and generate employment for 9 million persons by 2024.

India's food processing sector continues to grow in response to changing demographics, evolving preferences for branded and convenient items, retail and food service sector modernization, and government efforts to develop food manufacturing. Increasing health consciousness is influencing the development and sales growth of packaged foods. Imports of non-standardized processed foods and ingredients remain a challenge, though regulatory reforms are supporting progress. Increasing urbanization, lifestyle changes, greater affluence, and increased rates of women working outside of the home are driving demand for processed foods. According to the India Brand Equity Foundation (IBEF) 2017 Indian Food Processing report, the Indian food processing industry accounts for 32 percent of the country's total food market. It contributes around 8.8 and 8.4 per cent of Gross Value Added (GVA) in Manufacturing and Agriculture, respectively. In addition, it accounts for 13 per cent of India's exports and six percent of the total industrial investment.

As per the 2016-2017 Annual Survey of Industries, there are 37,175 registered food processing units in the country that employ approximately 1.7 million people in food and beverage manufacturing. According to an

'Assocham Grand Thornton Study', the Indian food processing sector has the potential to attract 33 billion USD in investment and generate employment for Nine million persons by 2024.

The Growth Drivers

Demographic Changes have played a crucial role, India's current population is nearly 1.3 billion, up from 670 million in 1980. The pace of growth is slowing, but the country's age structure promises continued gains for some time. The median age is rising but is still relatively low – just 27.9 years in 2016. About 33.5 per cent of India's population is urban and nearly 61 per cent is under the age of 35. The Indian government projects that there will be 400-500 million people in the work force before 2025, but if female empowerment takes off that figure might increase to 600 or 700 million.

Rising Disposable Incomes that has generated Income growth, increased consumer appetites and discretionary spending. This shift in spending appears promising for manufacturers and service providers, especially in hotel, leisure, healthcare and household goods and service categories. According to the GOI, the per capita income during 2016-17 was USD 1,599 (INR 103,291); a rise of 9.7 per cent over the previous period. The per capita gross domestic product was USD 6,700.

Changing lifestyles and women in the workplace was one of the major driving factors of growth that may continue to shoot facets like Urbanization and the increasing number of working women. It pushed consumers to look for products offering convenience. This is

leading to trading up from unpackaged to packaged and unbranded to branded products. Additionally, consumers have gained some health consciousness, which has led them to choose packaged foods products more wisely. Given that the industry is underpenetrated, improved competition will create more awareness and better availability through stronger distribution and bolster volume growth.

Rising Organized Retail and E-Retail has also played a huge role. Although small in individual trade, traditional outlets dominate the food retail sector and account for 98 per cent of sales, modern retail chains offering a consumer-friendly shopping experience are emerging. Organized retail stores exceed 5,300 in 2016. India remains a growing market for consumer-ready food products. With a sharp rise in mobile penetration across India, online and e-commerce retail opportunities have opened up and afforded options to consumers on payment mechanisms as well as conveniences for time and cost savings.

Farmers now have negative perceptions of the economy, farm profitability, farm production and farm spending. Farm debt levels have increased and fewer farms are debt-free

Posted in [Rural News](#) February 15, 2018

<https://www.interest.co.nz/rural-news/92144/farmers-now-have%2%A0negative-perceptions-economy-farm-profitability-farm-production>

Content supplied by Federated Farmers

CA marked drop in farmer optimism and growing concern about the ability to recruit suitable staff are stand-out features of the Federated Farmers Mid-Season [Farm Confidence Survey](#).

For the first time in two years, farmer optimism has decreased, including negative perceptions of the economy, farm profitability, farm production and farm spending. Farm debt levels have also increased and fewer farms are now debt-free.

The Federated Farmers survey is conducted by Research First twice a year (January and July) and 1070 farmers responded to the questionnaire last month.

In terms of optimism about general economic conditions, there was a drop of 23 points compared to July last year and a 50 point drop when asked about the 12 months ahead.

"That's quite a hit, but it needs to be viewed in context," Andrew Hoggard, Federated Farmers Vice-President said.

"Pretty much all recent surveys of businesses have found a drop in confidence because of the disruption and uncertainty over October's general election. And in mid-January, when our survey was done, farmers in many regions had endured weeks and weeks of little or no rain."

Last month's survey found that optimism about future farm production fell for the first time since January 2016, with dairy farmers the most pessimistic. Andrew said it was telling that farmers in all regions expected production to decrease, but particularly those in Taranaki-Manawatu and Otago-Southland, the two areas most affected by drought.

Just over half of all farms are currently making a profit (53.6%), which is slightly lower than six months ago, but the proportion of farms making a loss has stabilised at 9.3%. However, optimism about future profitability has halved over the past six months and pessimistic perceptions have quadrupled.

Related Topics

[Rural News](#) [Federated Farmers](#) [Farmer confidence survey](#) [Andrew Hoggard](#)

"Again, some context. Dairy commodity prices were on a downward trajectory for the last half of 2017 and at the time of our survey were only just starting to go the other way," Andrew said.

"It was the dairy sector which suffered the biggest drops in production, farm spending and similar indicators. Meat & Fibre farmers weren't so bad."

Similar to the July 2017 survey, the greatest concern for farmers was regulation and compliance costs. The dry weather was also on their minds, and worry about climate change policy and the potential for livestock emissions to be included in the ETS showed a marked increase.

The ability to recruit staff is becoming increasingly hard - the hardest in the 18 surveys that have been carried out since 2009.

"Federated Farmers is trying to head this off with initiatives such as our new dairy apprenticeship but this trend is also a message to politicians that as they tinker with immigration settings, the needs of rural New Zealand are very different from what's going on in Auckland."



Biosecurity (21.3%) leap-frogged the economy and business environment (16.1%) as the issue that farmers wanted the Government to treat as the No. 1 priority - no doubt a reflection of worries over the spread of the cattle disease mycoplasma bovis.

The full report is [here](#).

We welcome your help to improve our coverage of this issue. Any examples or experiences to relate? Any links to other news, data or research to shed more light on this? Any insight or views on what might

happen next or what should happen next? Any errors to correct?

We welcome your comments below. If you are not already registered, please [register to comment](#) or click on the "Register" link below a comment.

Remember we welcome robust, respectful and insightful debate. We don't welcome abusive or defamatory comments and will de-register those repeatedly making such comments. Our current Comment policy is [here](#).

Learn how to milk more profit from your parlor

Wednesday, February 14, 2018

<https://www.michiganstumb.com/news/article/Learn-how-to-milk-more-profit-from-your-parlor-12610923.php>

As part of its annual winter program, Huron County MSU Extension Office dairy educators will be hosting "Making More Profit from the Parlor."

The program is set to take place from 9:30 a.m. to 3 p.m. Feb. 20 at the Franklin Inn.

Dairy farm owners and managers, and dairy industry professionals will learn about the latest research and strategies to improve parlor performance with employee education and animal behavior in mind.

"We want to make sure that everybody leaves that day with at least a few things they can

take home and either think about or change," said Marianne Buza, dairy educator for the county's MSU Extension Office.

Buza said the program evolved as a result of the office's summer research project last year.

Last summer, the office received a grant to study milking parlors across the state. During the study, educators collected data on a cow's milk flow. After spending the summer tracking the information, they decided to design their winter meeting around the concept.

"So that's kind of where the agenda from the meeting came from," Buza said.

During the program, dairy educators will discuss a handful of topics, including the impact of milking practices on bimodal and over-milking, developing milking protocols, employee training, animal handling, parlor efficiency, holding pen design/management, mastitis identification and milk culturing, and how these impact profit.

Buza said a goal of the meeting would be for farm owners to look at their parlor in a different way, to see where bottlenecks are and which area is going to be the easiest for them to improve with the least amount of input, and for the greatest amount of gain.

Huron County leads the state in milk production volume. There are around 80 dairy farms in the county.

“The Thumb area in general just has a lot of very good farmers and very strong farmers,” Buza said.

Cost to attend the program is \$35 for the first person and \$15 for each additional person from the same farm. The cost includes lunch and educational materials.

Minister lays stone for milk processing plant

Updated: Feb 14, 2018, 12:25 IST

<https://timesofindia.indiatimes.com/city/patna/minister-lays-stone-for-milk-processing-plant/articleshow/62906930.cms>

Union minister for agriculture & farmers' welfare Radha Mohan Singh on Tuesday said the department of animal husbandry, dairying & fisheries has initiated a number of schemes with the objective of doubling the dairy farmers' income by 2022. The government has also taken several initiatives to increase the milk production by raising the productivity of milch animals.

Addressing the farmers and locals after laying the foundation stone of the milk processing plant of Mother Dairy at Math Banawari village under Kotawa block of East Champaran district on Tuesday he said, “White revolution has made our country self-sufficient in milk production and we are the largest milk producer in the world. We have achieved this success through cooperative structure. Around 14 million farmers of the country through 260 dairy plants are providing around 22 million litres of milk a day. Now, Bihar too will take a giant stride in milk production with the support of National Dairy Development Board (NDDB) soon.”

Sources said the milk processing plant of Mother Dairy will be constructed at an estimated cost of around Rs 11 crore, which is a subsidiary of NDDB. Spread over an area of 4.5 acre, the plant will have a capacity to handle one lakh litres of milk a day and is expected to start operations within a year's time.

He further said that the new plant will fulfil the dual objective of bringing rural prosperity while enhancing milk productivity in north Bihar. “The Union government has done a lot for farmers. The government in its budget has assured that support prices for the coming kharif crops like paddy will be fixed at least 50% higher than the cost of production. It is a pro-farmer budget and the PM has given a call to double the farmers income by 2022,” said Singh.

Mother Dairy managing director Sanjeev Khanna said that over the years Bihar has witnessed a steady increase in milk production which has a tremendous potential in the dairy sector.

Milk Lab brings hand-rolled ice cream, tea bar to Cary

<http://www.wral.com/milk-lab-brings-hand-rolled-ice-cream-tea-bar-to-cary/17317473/>

Nestled in a corner of an ordinary-looking shopping center, Milk Lab blends in with the businesses surrounding it, but something original and creative is unfolding inside.

[Milk Lab](#) serves hand-rolled ice cream and organic milk tea beverages for a different kind of dessert experience. The chalkboard menu features more than a dozen homemade ice cream flavors and a large list of hot and cold tea beverages, including bubble or boba teas (made with chewy tapioca balls), green and strawberry Jasmine teas, classic black teas and oolong teas.

Co-owners Bin Chen and Sandy Lam met at N.C. State. Chen is a full-time systems engineer, and Lam works in fashion, but the pair quickly decided to take their creativity even further.

"Rolled ice cream comes from Thailand, so that's where the idea is from, but as for opening the store, I have always had a passion for ice cream." Chen said. "And Sandy loves tea."

"Bubble tea is really popular in Asia," Lam said. "You can find bubble tea in this area, but it's usually made with a powder base. We wanted to make a high-quality milk tea with real ingredients and organic milk."

At Milk Lab, dessert is an art. Customers can select their tea of choice and their level of sweetness. The "milk tea" part comes from a creamy milk foam cap, made from a mixture of milk and cream cheese, that can be added to the top of the drink.

"The tea and milk mix together when you drink from our specially designed cups," said Lam. "It's kind of like a sippy cup that makes the perfect drink."

Dozens of Asian markets around the Triangle serve bubble teas, but, according to Lam, this particular concept is one you won't find much of in North Carolina. "The tea is actually a big

seller," said Chen. "It started out slow but once people tried the tea, it really took off."

The tea leaves and flowers come from tea farms, and the milk used for the tea is 100 percent organic milk that comes from grass-fed cows. "It's the highest quality, the most expensive you can buy, because we want to make the best drink out there," said Chen. "It has a subtlety to it, but you really taste a difference in the final product."

The process of making the ice cream is important too. A liquid ice cream base is made in-house daily, and because it's a rolled ice cream, it's fresher and more natural than what you find in stores. "Since we make it here, freeze it here and serve it to you immediately, that eliminates the need for chemicals that preserve ice cream and hold it together," said Chen.

Each time a customer orders ice cream, their treat is made right in front of them with fresh ingredients like lime, honey, sweetened condensed milk, coffee and fruit. The milk base is poured on a frozen surface (about -4 degrees Fahrenheit), the toppings are added and then whole mixture is smoothed down and rolled into cups.

The process takes a minute, but watching it is part of the fun. "The slab is so cold that the cream freezes immediately," said Chen. "So we have to keep stirring it. It's a good workout!"

Included in the price is your choice of unlimited toppings -- like caramel, nuts, cereal, sprinkles and a toasted marshmallow that is warmed at the last minute with a crême brûlée torch.

Some of the most popular rolled ice cream combinations include Unicorn Poop (mixed with Fruity Pebbles and honey), Key Lime (made with a squeeze of fresh lime and graham crackers) and Campfire Delight (with graham crackers, Hershey's chocolate and marshmallow).

Jolly demands hike in milk procurement

<http://echoofindia.com/port-blair-jolly-demands-hike-milk-procurement-137671>

12 Feb 2018

Mr. Vishal Jolly, State President A&N BJP urged The Chairman, ANIIDCO to hike the Milk procuring price from Rs. 40 to Rs. 50 per Liter for small farmers in a letter. Due to the impact of rush for good income from white collar jobs and western culture, Indian agriculture and its allied sectors have slid down and Dairy Farms and Milk production has also decreased in A&N Islands. The Prime Minister, Mr. Narendra Modi promoted White Revolution Mission with various Schemes to create opportunity to rural population and to bring socio-economic reform on Agriculture and its Allied Sectors encouraging farmers and rural youth to refocus on Agri-based sector like dairy farms. The milk supply to Port Blair and

inter Islands is increasing day-by-day. Consumers are ready to pay Rs. 70 per liter for fresh cow milk at their door, but ANIIDCO is only paying Rs. 40 per liter to the farmers and selling the same at Rs. 60 per liter with a margin of Rs. 20. His letter also states that low income yield will deter farmers to continue the business and bring down the White Revolution Mission in A&N Islands. To protect the interest of the small farmers and unemployed youth of rural areas (Milk producers), he urged the Chairman, ANIIDCO to hike the Milk procuring price from Rs. 40 to at least Rs. 50 to help the Milk producer to continue their business and encourage further production.

Is dairy the new tobacco?

BY GENE BAUR, OPINION CONTRIBUTOR — 02/10/18

<http://thehill.com/opinion/energy-environment/373235-is-dairy-the-new-tobacco>

As the Congress scrambled to pass a funding bill to prevent another government shutdown, a well-heeled set of operatives was hard at work behind the scenes, ensuring that our government ramps up subsidies for a cruel, wasteful and irresponsible industry: factory-farming dairy production.

This is not something you're likely to read in the news — because, frankly, it's nothing new. For decades, agribusiness has been pulling levers in the U.S. Capitol, and billions of our tax dollars have been wasted in propping up our antiquated dairy industry, one of the most deeply entrenched interests in Washington, D.C.

These days, its cadre of lobbyists, bolstered by campaign contributions to politicians, is seeking to appropriate and misuse government resources to keep dairy farmers in business even as the demand for dairy products has dropped. Hundreds of millions of pounds of cheese and butter sit in reserve, millions of pounds of excess milk are being spilled out onto fields, and yet our

government continues to invest in a broken system. It is time for the government to stop supporting this harmful and abusive industry.

These dairy pushers aren't just encouraging wastefulness, they're also misleading American families, who are led to believe that cows' milk is actually good for us. In fact, cows' milk is for baby calves, not humans — and we can live well and obtain all the nutrients we need, including calcium, without consuming dairy or other animal products.

Exploiting animals for food is inherently inefficient, and requires that we grow vast quantities of corn, soy, and other crops to feed them. Animal agriculture is a leading cause of our planet's most significant environmental threats, including the depletion of water and other precious resources and the destruction of rainforests and natural ecosystems. It is a primary cause of the earth's loss of biodiversity, and is a leading contributor to climate change rivaling the entire transportation industry. [More than a quarter of all greenhouse gas](#) are a direct result of the food system.

Large-scale factory-farm operations (also known as confined animal feed operations) produce enormous quantities of manure which is stored in lagoons and spread on fields, contaminating the land, water, and air.

The health and quality of life of the people living nearby is diminished and their property values drop because of the foul odors and toxic emissions. Sullied groundwater leaches into streams, polluting drinking water and contributes to fish kills. Rather than requiring that industrial farms act as responsible stewards, federal tax dollars are used to enable and support their irresponsible practices.

Environmental and human health risks are exacerbated by the indiscriminate use of antibiotics on factory farms, which has led to the development of antibiotic-resistant pathogens. These present risks to consumers who eat contaminated food, and they also pose risks in the environment, where antibiotic-resistant bacteria have been found in groundwater. When people are sickened, formerly life-saving drugs can be rendered useless.

For decades, American schoolchildren have had cows' milk foisted on them, along with artery-clogging cheese and other fat-laden animal products. Obesity and heart disease have become too common. Lawmakers are quick to speak against tobacco subsidies, and yet they overlook the fact that billions of taxpayer dollars are used to support and boost an industry that costs us billions of dollars in health problems.

Consumers are getting the message, and the marketplace is adjusting. Demand for plant-based milks is expanding, and the consumption of cows' milk is decreasing. Federal food policy should support and encourage this trend.

Just as the tobacco industry had to make adjustments, so too should the dairy industry. With the 2018 farm bill just around the corner, the time is right to decry spilled milk.

Gene Baur is the president and co-founder of [Farm Sanctuary](#), a national farm animal protection organization.

Plant-based milk vs. cow's milk: What's the difference?

What a registered dietitian wants you to know about all those "milks" in the grocery store.

Feb.09.2018

<https://www.nbcnews.com/better/health/plant-based-milk-vs-cow-s-milk-what-s-difference-ncna845271>

Though non-dairy milks have been around for a while, they've recently experienced soaring sales and enormous popularity — due, in part, to environmental concerns, dairy issues (from allergies to [lactose intolerance](#)), and just general interest in dairy alternatives.

From the variety of base ingredients to the assortment of flavors, there have never been more knock-offs to choose from. But if the number of choices has left you udderly confused (see what I did there?), here's a quick guide to help you navigate the dairy and non-dairy aisle.

DAIRY MILK

Most non-dairy milks are compared to cow's milk, which has a strong nutritional package. Cow's milk contains [8 g of protein](#) — more

than a hard boiled egg — along with 300 mg of bone-building calcium and 400 mg of potassium, a nutrient that's lacking in most Americans' diets.

It's hard to argue with the spectrum of nutrients in milk, unless of course, you have lactose intolerance (which causes troubling symptoms, such as gas and bloating) or a milk protein allergy. Speaking of lactose, the 12 g of sugar listed on a milk label are all from this natural sugar.

Cow's milk contains 8 g of protein— more than a hard boiled egg. Blaine Shahan / LNP Via AP

Milk itself comes in many varieties, from fat-free (skim) to whole, organic and lactose free. I generally recommend 1% milk since as the

percentage goes up, so does that saturated fat. That said, if you're otherwise healthy and consuming mostly [good fats from foods like avocados](#), nuts, olives, and oily fish, I'm less concerned about 2% milk.

As far as organic goes, it's a term that refers to the farm's sustainability and management practices. Though I choose organic milk for my home, organic and conventional milk have the same nutrition and safety profile, so deciding between the two comes down to a personal choice.

NUTRITIONAL NOTES (PER CUP; BASED ON 1% MILK): 110 calories; 2.5g fat (1.5g sat fat); 8g protein; 12g carbohydrate; 12g sugar; 0g fiber

TASTING NOTES: Ranges from a little thin and watery (fat free) to luscious and rich (whole).

SOY MILK

In the non-dairy milk wars, soy milk was just declared the winner, according to a new [scientific review](#) of four plant-based milks. Unlike its competitors (almond milk, coconut milk, and rice milk), soy packs the same amount of protein as cow's milk, giving it the edge. Newer plant protein milks (made with pea protein) weren't included in the study. For those allergic to soy or who have other soy-related concerns, these milks are a good, protein-rich option. Though there was once a worry that soy foods raise the risk of certain cancers, the most recent [evidence](#) doesn't support the association.

NUTRITIONAL NOTES (PER CUP; BASED ON SILK ORIGINAL): 110 calories; 4.5g fat (0.5g sat fat); 8g protein; 9g carbohydrate; 6g sugar; 2g fiber

TASTING NOTES: The 6 g of added sugar masks the slightly beany flavor. Overall, the creaminess is in line with low-fat milk.

Unlike its competitors (almond milk, coconut milk, and rice milk), soy packs the same amount of protein as cow's milk, giving it the edge.

Unlike its competitors (almond milk, coconut milk, and rice milk), soy packs the same amount of protein as cow's milk, giving it the edge.

PEA PROTEIN MILK

With less impact on the land than almond milk and more protein than soy or cow's milk, milks made from pea protein have a lot to love. For those seeking the [hunger-busting power of protein](#), this drink has 10 grams per cup.

NUTRITIONAL NOTES (PER CUP; BASED ON UNSWEETENED BOLTHOUSE FARMS): 90 calories; 5g fat (0.5g sat fat); 10g protein; 1g carbohydrate; 0g sugar; 0g fiber

TASTING NOTES: Creamy, smooth, and clean tasting.

RICE MILK

Unlike soy, milk, and nuts, which are among the top eight food allergens, rice is very well tolerated, making rice milk a great option for those whose choices are limited. My family turned to rice milk when my son's food allergies necessitated it, and I'm thankful products like this exist. That said, though it's made with brown rice, it's actually quite weak on nutrition, with nearly twice as many carbs as milk yet hardly any protein.

I'm also concerned about arsenic in rice, particularly for infants and pregnant women. Though I still enjoy rice and rice products, the [FDA](#) advises varying your grains to limit arsenic exposure. That means if you're drinking rice milk exclusively, look for crackers, cereals, and side dishes that have other grains, such as quinoa, oats, or sorghum.

NUTRITIONAL NOTES (PER CUP; BASED ON ORIGINAL ENRICHED RICE DREAM): 120 calories; 2.5g fat (0g sat fat); 1g protein; 23g carbohydrate; 10g sugar; 0g fiber

TASTING NOTES: Watery and somewhat sweet.

OAT MILK

Like rice milk, oat milk is generally well tolerated, making it suitable for people with food allergies and intolerances. Unlike other non-dairy contenders, this beverage boasts soluble fiber — the kind that helps lower cholesterol. Still, you get more of these beta glucans in a cup of oats than you do in oat milk.

NUTRITIONAL NOTES (PER CUP; BASED ON ORIGINAL OATLY): 120 calories; 5g fat (0.5g

sat fat); 2g protein; 6g carbohydrate; 5g sugar; 2g fiber

TASTING NOTES: Similar to the milk left over after a bowl of Cheerios—in a good way!

ALMOND MILK

Almond milk is the darling of the non-dairy milk world, probably because almonds themselves are deserving of nutritional praise. With protein, fiber, calcium, vitamin E, and healthy monounsaturated fats (MUFAs), almonds have a lot going for them. But the milling and processing means that a lot of that goodness doesn't end up in the drinkable version. Almond milk does not have the healthy fats, protein, and fiber that you'd expect from this nut-based beverage. Plus, it isn't appropriate for those with nut allergies.

NUTRITIONAL NOTES (PER CUP; BASED ON ORIGINAL BLUE DIAMOND): 30 calories; 0g fat (0g sat fat); 1g protein; 1g carbohydrate; 0g sugar; 1g fiber

TASTING NOTES: Lightly sweet with a very slight nutty flavor.

COCONUT MILK

You may hear mixed messages about coconut milk because of its high saturated fat content. Cardiologists generally recommend [avoiding saturated fat in favor of monounsaturated fats](#) from foods like almonds and olive oil. However, the type of saturated fat in coconut milk is probably more neutral than harmful so if you're avoiding other prime sources of saturated fat (such as whole milk, cream, cheeses, and fatty cuts of red meat), and are eating lots of produce, adding coconut milk to coffee and other foods is probably OK.

NUTRITIONAL NOTES (PER CUP; BASED ON UNSWEETENED SO DELICIOUS): 45 calories; 4.5g fat (4g sat fat); 0g protein; 1g carbohydrate; <1g sugar; 0g fiber

TASTING NOTES: A definite hint of tropical coconut flavor.

PEANUT MILK

The latest nut-based milk is made from peanuts and is in fact labeled "milked peanuts." According to the manufacturer, the distinction is in the minimal processing, a fact that allows this beverage to keep its creamy consistency without added thickeners and

stabilizers. It's been [reported](#) that almond milk is made with very few almonds, but the newest nut milk boasts 31 peanuts per cup. These sips are obviously not suitable for anyone with a peanut allergy.

NUTRITIONAL NOTES (PER CUP; BASED ON ELMHURST MILKED PEANUTS): 150 calories; 11g fat (1.5g sat fat); 6g protein; 16g carbohydrate; 7g sugar; 2g fiber

TASTING NOTES: Creamy and very peanutty.

HOW TO SHOP FOR NON-DAIRY MILK

You may find that different needs and eating occasions call for different varieties of milk. Just as I stock quinoa, brown rice and other wholesome grains, I stock dairy milk, almond milk and pea protein milk at home. Whether I'm lightening my coffee, making overnight oats or adding creamy texture to soups and sauces, each serves a different purpose. Overall, there are a few things to keep in mind when buying a milk alternative.

Watch out for added sweeteners in flavored varieties. Even original varieties may be sweetened so it's important to read labels.

Be sure to shake it. Calcium may settle to the bottom, so give it a quick shake to ensure your pour provides this mineral. Also note that the calcium added to foods is different from the calcium that is naturally occurring. There may be differences in how your body absorbs it, and it may not have the same health impact as the mineral found naturally in whole foods. Research is still underway, so be sure to also include foods, such as yogurt and cheese (if dairy isn't an issue), broccoli, and almonds, that are natural sources of calcium.

Non-dairy milk does contain additives. Additives like guar gum and tapioca starch are ingredients often added to plant-based milks to give them the creamy body that milk has. These thickening agents are generally recognized as safe, but another thickener, carageenan, may be linked to inflammation according to some research.

When it comes to recipes, all milks are not created equal. You can cook and bake with non-dairy milks but the results may vary. Manufacturers often give cooking tips and recipes on their websites so check there ahead of time.

Report Outlines U.S. Subsidies

FEBRUARY 9, 2018 10:21AM

<http://blackburnnews.com/agrimedia/agrimedia-news/2018/02/09/report-outlines-u-s-subsidies/>

A new report outlines the government subsidies in the U.S. dairy industry.

The report comes out at a time when three governments, the U.S., Canada and Mexico, are re-negotiating NAFTA.

It was released by Grey, Clark, Shih and Associates, an international trade and public affairs consulting firm.

The study looks at the support at the federal, state, and local levels and focuses on changes introduced by the 2014 Farm Bill.

It shows that in 2015, the American government doled out approximately \$22.2 billion dollars in direct and indirect subsidies to the U.S dairy sector. The report estimates

that in 2015, the support granted to U.S dairy producers represented approximately C\$35.02/hectolitre – the equivalent of 73% of the farmers' marketplace revenue.

USDA data also reveals that US dairy farmers operate at a loss, and have a cost of production that is higher than what they earn from the marketplace.

The difference between the U.S national average farm-gate price received by farmers, and the U.S. national average costs of production, in every year from 2005-2016, represents a loss to the farmer.

Representatives from the firm released the report at the Annual Policy Conference of Dairy Farmers of Canada.

Dairy calves are natural optimists or pessimists, just like us

February 8, 2018

Some calves are inherently optimistic or pessimistic, just as humans are, a new study has found. The study also assessed fearfulness through standard personality tests, and found that fearfulness and pessimism are closely related.

<https://www.sciencedaily.com/releases/2018/02/180208120928.htm>

Recognizing these individual personality differences is important to ensure animals are treated well, says professor Marina von Keyserlingk, who led the research team from UBC's animal welfare program in the faculty of land and food systems.

"Sometimes we are tempted to see only the herd, even though this herd consists of different individuals who cope differently with

stressful events," said von Keyserlingk. "It's important to consider the individual's perspective, because even if conditions are good, on average, some animals may still suffer."

To gauge optimism and pessimism, the researchers set up an experiment involving 22 calves. Before they started the experiment, they trained the calves to understand which of their choices would lead to a reward. In the training, each calf entered a small pen and found a wall with five holes arranged in a horizontal line, two-and-a-half feet apart. The hole at one end contained milk from a bottle, while the hole at the opposite end contained only an empty bottle and delivered a puff of air in calves' faces. The calves learned quickly which side of the pen held the milk reward.

Once calves were trained, researchers presented bottles in one of the three intermediate holes, so that calves couldn't be sure if they would be rewarded with milk. The researchers predicted that the most optimistic calves would approach the bottle even if it were positioned close to the location that earlier gave them an empty bottle and puff of air. In contrast, the most pessimistic calves would avoid approaching a bottle in the intermediate holes, even if it were close to the rewarded location.

The calves varied in their responses, but individual calves remained consistent in their outlook and made similar choices three weeks apart. Researchers concluded that pessimism was a consistent individual trait, not just the result of temporary moods or emotions.

The study also assessed fearfulness through standard personality tests that monitor how

calves react to unfamiliar situations, such as the presence of a stranger or a foreign object. Fearfulness and pessimism turned out to be closely related.

"Calves that were more fearful were also more likely to view the glass as half empty," said von Keyserlingk.

Research has shown that optimism and pessimism are also personality traits in humans, but little work has been done to investigate such personality differences in farm animals.

"The next step in our research will be to understand what type of rearing conditions help ensure that an individual animal has a good life," added von Keyserlingk. "For example, more pessimistic calves may require different types of housing and management than we currently provide."

Dairy co-op sends struggling farmers mental health info

Updated: Feb 8, 2018 - 2:59 PM

http://www.fox25boston.com/news/massachusetts/dairy-coop-sends-struggling-farmers-mental-health-info/696552447?utm_source=homestream&utm_medium=site_navigation&utm_campaign=homestream_click

A New England dairy cooperative sent its farmers information on mental health services in response to plummeting dairy prices.

Valley News reports Agri-Mark vice president Bob Wellington sent a letter to the cooperative's farmers last week concerning falling milk prices. The letter included information about mental health support and suicide prevention hotlines.

Paul Doton, who serves on Agri-Mark's board of directors, acknowledges the letter was

"strongly worded" but says the cooperative wanted to make sure members knew there were resources for stress. According to a study by the Centers for Disease Control and Prevention, agriculture workers die by suicide at higher rates than people in other industries.

Milk prices are predicted to fall for the third year in a row. Doton says pricing will be below the cost of production for most farmers in the region.

Why You Should Eat Cheeseburgers Made from Dairy Cattle

<http://www.foodandwine.com/news/dairy-cattle-cheeseburgers>

February 08, 2018

In Portland, Oregon at chef Chris Cosentino's meat- and offal-centric restaurant Jackrabbit, where trotters are prepared three ways and the pigs' heads are served whole, the cheeseburger is otherworldly. It's like a meat angel sent from heaven, only heaven is a cow and angels are edible. Topped with melty cheddar, dripping with a bacon-and-tomato jam and served with the option of a sizzled egg or foie gras, the burger is made with meat from dairy cattle, and all in the name of sustainability (but also in the name of a damn delicious burger). In my thirty-something years of life, I have consumed countless cheeseburgers, but have never knowingly consumed one made from the meat of dairy cattle. Dairy cattle. It's not only a sustainable practice that helps eliminate food waste, but Cosentino's robust burger proves the beef's elevated flavor.

In case it isn't clear, the difference between dairy cattle and beef cattle is pretty straightforward: dairy cattle are bred to produce dairy, and beef cattle are bred to be slaughtered and processed for beef. Now that we've unearthed this complicated distinction, let's move on to the real meat (sorry) of the conversation. Dairy cattle can only produce so much dairy, and once they've maxed out, they're, well, sent to that special farm with your childhood pet. Cosentino, among a few other prominent meat mongers in the culinary industry, have found a sustainable solution to the inevitable food waste we face when the milk runs dry. "We talk in this country about food waste, but nobody really thinks it through anymore," says Cosentino. "There were a couple guys in the Bay Area who started taking retired dairy cattle and putting them out to pasture, letting them graze and roam. What you end up with is a cow that's more mature, with more structure, more muscle, more myoglobin ... so why not put them back into the food system?" (Myoglobin is the protein that delivers oxygen to muscle tissue and gives meat its color.)

In 2015, Business Insider reported on Mindful Meats, a groundbreaking beef purveyor that processes only mature, dual-purpose, grass-fed cattle from organic dairy farms in hopes of ultimately changing the way our meat-loving country views, sources and consumes meat. Today, you can buy dairy cattle meat in grocery stores, butcher shops and online.

"Back in the day, cattle weren't raised for meat; they were raised as working animals," says Cosentino. Letting the older, retired dairy cattle graze and roam about after they've ceased to produce milk—at about five years—keeps their muscles working, producing naturally aged, super tender and myoglobin-y meat. Beef cattle, on the other hand, are typically slaughtered at right around a year and a half. Cosentino likened the difference to chicken breast. "What does chicken breast taste like?" he asked. "Nothing," I said. "Okay, and what does a chicken thigh taste like? Something," he said, "because it's the part of the animal that's being worked. We call dairy cattle 'antique' because it's got age on it and it's been worked, and we make a burger with it because it's got depth and character—it's not one dimensional."

Cosentino cooks with a nose-to-tail ethos—the epitome of sustainable cooking—and his menus are like pedestals for organ meats and odd bits (this is a strong argument in favor of adding that foie to your burger, in case you were wavering). His re-implementation of dairy cattle into the food system just takes this mindset one step further. "We've gotten in a couple different [dairy cattle] cuts for steak, those work really well. We do the burger at The Acacia House in Napa, too," says Cosentino. "It's a different thought process; it's about flavor and sustainability, it's about being bigger." It's also about burger perfection. I wouldn't steer you wrong ... sorry, I'll see myself out.

American dairy farmers depend on government subsidies

Feb. 8, 2018, 09:47 AM

<http://markets.businessinsider.com/news/stocks/American-dairy-farmers-depend-on-government-subsidies-1015126442>

Grey, Clark, Shih and Associates, Limited (GCS) released an updated report detailing how the American government continues to provide massive levels of support to its agri-food sector at federal, state, and local levels. The study, which focuses on changes introduced by the 2014 Farm Bill, shows that in 2015, the American government doled out approximately \$22.2 billion dollars in direct and indirect subsidies to the U.S dairy sector. Peter Clark, from GCS, spoke about his findings at the Annual Policy Conference of Dairy Farmers of Canada, who provided him with an unconditional grant for this research.

"The support is completely ignored," said Mr. Clark. "When it comes to farm support, the U.S. has the deepest pockets; deeper even than the European Union. Our study provides detail nationally, and on a state basis, the losses to U.S. dairy farmers. USDA data reveals that for more than a decade, U.S. farm gate prices for milk fail to cover costs of production. Some of the billions spent on support programs that benefit the U.S. agri-food sector does not necessarily end up in the farmers' pockets, either."

The report estimates that in 2015, the support granted to U.S dairy producers represented approximately C\$35.02/hectolitre - the equivalent of 73% of the farmers' marketplace revenue. USDA data also reveals that US dairy farmers operate at a loss, and have a cost of production that is higher than what they earn from the marketplace. In fact, the difference between the U.S national average farm-gate price received by farmers, and the U.S. national average costs of production, in every

year from 2005-2016, represents a loss to the farmer. Clearly, the ability of processors to purchase milk at prices below the costs of production offers a significant competitive advantage to the American dairy industry.

While the American dairy industry has repeatedly pointed fingers and demanded increased access to Canada's dairy market, the extent of subsidies to the U.S. dairy industry is an 800-pound gorilla in the room.

"U.S. politicians have been quick to demonize Canada for its different system. Fair trade is in the eye of the beholder. For example, some 41 countries, including the U.S., has WTO approved tariff-rate quotas. The U.S. challenged Canada's rights to use their quotas within NAFTA over 20 years ago. The U.S. lost. But the U.S. does tend to cast a very broad net when they complain about trade," concluded Clark.

About Dairy Farmers of Canada

Founded in 1934, DFC is the national organization representing Canadian dairy farmers and striving to create favourable conditions for the Canadian dairy industry. Working within supply management, DFC promotes, as part of a healthy diet, safe, high-quality, sustainable, and nutritious Canadian dairy products made from 100% Canadian milk through various marketing, nutrition, policy, and lobbying initiatives. Driven by a strong sense of community, pride, and a commitment to improve Canadians' health, DFC and Canadian dairy farmers actively support a number of local and national initiatives.

Don't call it milk

Feb 8, 2018

http://www.cadillacnews.com/news/don-t-call-it-milk/article_b973bf12-d9d7-5a4f-ae54-dcfc7df3cbcf.html

In the dairy case at most supermarkets, there is a wide range of products calling themselves milk that don't actually contain dairy. Some of these beverages, which are often made from soy, almonds, rice or coconuts, promise similar or better nutritional content than conventional milk, but dairy experts said calling the beverages "milk" is both misleading and illegal.

The Food and Drug Administration has clear legal definitions for dairy products, including milk.

According to FDA regulations, milk is "the lacteal secretion ... obtained by the complete milking of one or more healthy cows."

Despite these regulations, many products in the U.S. continue to be marketed as milk without being derived from dairy.

However, other products — even other dairy products — are required to follow strict packaging requirements. For instance, many kinds of oil-based and processed cheeses can't be legally sold under the name "cheese."

The reason for this is because many of these "imitation" dairy products are often nutritionally deficient.

"It's important because the name truly represents the product," Michigan State University Extension Educator Katherine Lee said.

Lee said the nutrient content of these imitations products is different and using the term "milk" implies similar nutritional composition or content.

"The reality is that it's not milk," Jill Benson, co-owner of Benson Dairy Farm in Cadillac. "But the labeling on plant-based products makes it seem as though it is, but it's an imitation product. How it came to be called milk, I don't know. You wouldn't think of

calling a product 'cranberry milk' or 'orange milk.'"

But according to experts, that's exactly what has happened.

Chris Galen, senior vice president of communications for the National Milk Producers Federation, a dairy advocacy group located in Arlington, Virginia, said companies making plant-based milk products have piggybacked on the term as a marketing tactic.

"You have to think about when you take a handful of pulverized nuts or plant material and add sweeteners and whitener, the word 'juice' doesn't have the same halo as milk does," Galen said. "I think that goes to show you how powerful the milk halo is. Imitation is the sincerest form of flattery, but it's still illegal."

Dairy prices are set by various state and federal agencies and don't directly affect the industry, but concern remains because it represents a public health risk.

"Families are buying these products for their kids and they're consuming them," Galen said.

Many of these "milk imitators" lack the nutritional integrity as their dairy counterparts, and using the word "milk" may give the impression these products are healthier than they actually are.

Dairy experts say to look for the protein, vitamin and mineral content of plant-based milk and compare with dairy products.

In some cases, supplements have to be added to plant-based milk. For example, calcium, which experts said is better absorbed by the body in milk with its entire nutritional context than by supplements added to plant-based milk.

"And in the other (nutritional) areas, you'll find similar deficiencies," Galen said.

"Milk is nutritionally sound," Benson said. "Stuff has to be added in (to these plant-

based products) because it's not coming out of plants. (These products are) not as nutritionally available when you have to add the nutrients artificially back into the body."

In other instances, in the case of workout recovery beverages, sugar and other substances are added to improve taste.

So, if the nutritional basis of the term "milk" has a clear definition at the federal level and it's made clear where products can and can't use it on packaging, why do products continue to use it incorrectly?

The reason, Galen said, is a lack of interest.

"I wish there was some smoking gun, but it's just the FDA has claimed this isn't high enough priority have to divert limited resources," Galen said. "We would like to remind them that they don't get to choose which regulations they get to enforce."

Canada has the same regulations for dairy products as the U.S., Galen said, and products sold there must deemphasize the word "milk" in their brand's name. For example, Muscle Milk in the U.S. is called Muscle MLK in Canada. Similarly, almond milk in the U.S. is called "almond beverage" in Canada. The same applies for other dairy products like yogurt and cheese.

Similar regulations are in place in the United Kingdom and the rest of Europe, so non-dairy U.S. products crossing the Atlantic must also remove the word "milk" from their packaging.

"That's because they're regulatory agencies are more diligent," Galen said. "The point is these alternative products should need to play by the rules."

For dairy farmers, they just want a clarification of the law to prevent the spread of information that may be misleading to consumers.

"As a farmer and a person interested in the industry, I want to get proper information out there so people don't just go to Google and read the first thing they see," Benson said.

Dairy industry representatives have been working to introduce legislation in the House and Senate to require the FDA to take action.

The Dairy Pride Act would require the FDA to take action. The legislation would not establish new standards but mandates the FDA to enforce existing packaging regulations.

However, due to gridlock in Congress, the issue won't be resolved quickly, but Galen hopes to see the motion passed in the next year.

Painting the Big Picture Can Benefit Dairy Farmers

Feb 3, 2018

http://www.lancasterfarming.com/farming/dairy/painting-the-big-picture-can-benefit-dairy-farmers/article_bf6c1e5f-ed7-56b5-a0e6-2e8e5199b4cc.html

Many approaches in today's environment require a big-picture assessment. Many people, however, tend to focus on a single area or think the short term rather than the long term.

One thing that financial and nutrient management have in common is that examining the big picture is usually the best approach to finding and solving problems.

This can begin with taking a snapshot in time to see what is happening with the nutrient efficiency of the dairy operation.

The U.S. Dairy Forage Research Center and the University of Wisconsin have worked on a tool that provides a rapid overview of feed, fertilizer and manure use.

The premise was — if you can't measure it, you can't manage it. The tool was used on 54 Wisconsin dairy farms to test the process from 2002 through 2005.

The words "snapshot" and "rapid" are relative as this process occurred over many months.

The first step was the producer answering a questionnaire on the dynamics of the farm in terms of animals, facilities, land use, management and goals.

Additional inquiries were made to capture timelines on feed changes, manure spreading, crop rotations and other practices that are seasonal or subject to change.

After the initial questionnaire was completed, follow-up farm visits were conducted to collect feed and manure samples to provide an accurate assessment of the reported practices.

The researchers' approach to feed management is similar to how Pennsylvania has been working with producers. The emphasis is on nitrogen and phosphorus

efficiency to minimize excretion of excess nutrients in manure.

Based on the dataset, the most nitrogen-efficient farms fed a total mixed ration, implemented precision feeding, used bST hormones and milked three times per day to achieve higher levels of milk production and feed efficiency.

For Pennsylvania producers, bST is no longer an option, three times a day milking is not feasible for the state's average herd size and component feeding — rather than total mixed ration — is common.

The one critical piece that is missing is the financial side to provide balance to the production practices.

The focus of the manure management aspect was to capture the amount of manure collected and applied.

From their farm assessment, the researchers found that less manure was collected from tie-stall barns and herds with fewer than 50 cows than from freestall barns and herds with more than 200 cows.

A comparison was also made of nitrogen flow and crop phosphorus removal. The ultimate goal was to validate the producers' information by comparing their numbers with other study farms and with other published work.

This process for measuring on-farm nutrient efficiency reminded me of the amount of data the Penn State Extension Dairy Business Management Team collects with cash flow plans.

The results from working one-on-one with producers are invaluable, but it takes a lot of time and commitment from the producers and Extension specialists.

What also hits home is the fact that controlled research studies that are nicely packaged do

not always reflect what is happening in the real world.

Even the researchers from Wisconsin acknowledge the need for someone to meet regularly with each producer to collect all the pertinent feed and manure information to make the snapshot assessments work.

Dairy farms are complex operations generating a lot of data. But taking the time to interpret all the data can help producers make better decisions, both with finances and nutrient management.

Nestle to respond to baby milk criticism in coming days

FEBRUARY 2, 2018

<https://uk.reuters.com/article/us-nestle-babymilk/nestle-to-respond-to-baby-milk-criticism-in-coming-days-idUKKBN1FM18F>

Nestle will respond in the coming days to a research report into its baby formula that accused the world's largest packaged food company of putting profit before science.

The report by the Changing Markets Foundation said Nestle has many inconsistencies across its world-leading range of formula products and casts doubt on the credibility of some of its health claims.

"The report raises important points, which we want to assess in detail," a Nestle spokesman said. "We will respond to the concerns and recommendations of the report in the coming days."

Nestle's baby formula marketing practices first came under fire in the 1970s over accusations it was discouraging mothers, especially in developing countries, from breast-feeding, which is cheaper and healthier than using formula.

One group launched a Nestle boycott that lasted seven years until 1984.

The report, released on Thursday, said it looked at the infant milk products Nestle sells for babies under 12 months old in 40 different countries, comparing the marketing claims and ingredients in more than 70 products.

It comes against the backdrop of an unrelated baby milk health scare involving France's Lactalis.

The report said that sometimes Nestle's products contradict its own health advice. For example, it said some Nestle formulas sold in

Hong Kong are marketed as healthier for not having any added vanilla flavouring, while vanillin compounds were found in several other products in Hong Kong, mainland China and South Africa.

It also calls out Nestle for using health claims, such as for probiotics and prebiotics, around the world that were prohibited by European health regulators for lacking sufficient scientific evidence. It said several products claim to be "the closest to breastmilk" yet each have different ingredients.

"The report concludes that Nestle is not driven by nutritional science but instead by a sharp and prioritised focus on profit and growth at the expense of infants and their parents," the report said.

It called on Nestle to conduct an independent review of its global product range, which includes brands such as S-26 Gold, Nan, Illuma, Nido and Gerber.

Nestle said it provides "products that are safe and as nutritionally complete as possible, and ensure the composition is informed by the best available science".

The company, which also makes KitKat bars and Nespresso coffee, is trying to remake itself as a "nutrition, health and wellness" company.

The Changing Markets Foundation is a Dutch group that says it promotes campaigns to address sustainability challenges by trying to shift business away from companies with unsustainable products.

The World's Largest Dairy Company May Have Been Selling Contaminated Baby Milk Since 2005

<http://fortune.com/2018/02/01/lactalis-dairy-company-contaminated-baby-milk-salmonella-2005/>

French dairy group Lactalis could have been producing salmonella-tainted baby milk since 2005, its chief executive was quoted as saying on Thursday, adding the growing crisis was likely to cost the company hundreds of millions of euros.

[Lactalis has recalled 12 million tins in France and around the world](#) after several babies were taken ill last year after drinking salmonella-contaminated milk produced at a factory in western France.

French authorities have said there were 38 “Salmonella Agona” infections reported between mid-August and December last year, 36 of them clearly linked to Lactalis milk. A group representing victims’ families say at least 10 more cases are unaccounted for.

The same strain of salmonella was also responsible for some infections in 2005, Lactalis Chief Executive Emmanuel Besnier told French business paper Les Echos, adding it was possible other infections had occurred since then.

“It can not be excluded that babies have consumed contaminated milk over this period,” Besnier said, questioning the effectiveness of 16,000 tests performed by an unidentified private laboratory that had revealed nothing.

Read: [Why Big Food Is Having a Mass CEO Exodus](#)

Besnier said Lactalis was stopping production at one of its facilities at the factory in Craon due to the outbreak. In 2005, the plant was owned by Celia, a company taken over by Lactalis in 2006.

“If the analysis of end-products had revealed the presence of Salmonella Agona, we would of course not have marketed the products

and we would have avoided the crisis,” Lactalis said in a statement.

The victims’ association said it had read Besnier’s comments with “dismay.”

“These are several hundred million boxes concerned and several hundred thousand tonnes of products sent to more than 80 countries. This is a health scandal of unprecedented scale,” it said in a statement.

“This implies that the victims could have been much more numerous.”

Read: [Tyson Foods Has Invested in a Startup That Aims to Eradicate Meat from Live Animals](#)

Besnier said the scandal was “the biggest crisis I’ve ever had to face as a boss.”

“We can’t say definitively but (the cost) will be very high, several hundred million euros,” he told Les Echos.

“This case could cost us our export license for a still undetermined period,” he added.

Besnier did not give details of what the costs would be.

He said a lot of the milk recalled since early December had been consumed and that returns were likely to amount to less than half of total volumes.

French supermarket chains Leclerc, Auchan, Carrefour and Systeme U have all acknowledged that some of the baby milk remained on their shelves after the recall.

The victims’ association’s lawyer said families intended to file lawsuits against Auchan and Leclerc. Besnier said Lactalis was the target of multiple legal complaints.