



Dairy Pulse

32nd Edition



Think Dairy



Suruchi Consultants
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16th to 28th Feb, 2017

Dairy Pulse 32nd Edition (16th to 28th Feb, 2017)

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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
Unit of Suruchi Consultants
C-49, Sector-65, Noida U.P – 201307
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New admission will start in July, 2017 for the DDT Course. For more information visit IGNOU website www.ignou.ac.in

- ➔ 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.
- ➔ *48th Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sector-65, Noida 23rd, 24th & 25th April, 2017 with Guided Tour to a Dairy Farm plus a milk processing plant.*

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

- ➔ Suruchi is launching 1st Second Level Dairy Entrepreneurship Development Program (2nd Level DEDP) 2017 one week intensive hand on for indigenous milk products. The dates will announce soon.

For more information please email on shikha@suruchiconsultants.com or contact at +91 0120 4370845

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

Indian News

Britannia, Amul, Dabur to raise prices or cut quantities in packaged products

By [Ratna Bhushan](#) & [Richa Maheshwari](#), ET Bureau | Feb 27, 2017, 06.55 AM IST

NEW DELHI | BENGALURU: Get ready to pay more for biscuits, ice-creams and soaps this summer. Shopping for daily-consumption grocery products is set to get more expensive thanks to higher input costs.

Companies including [Britannia](#) [BSE -0.63 %](#), [Amul](#), [Dabur](#) [BSE 1.23 %](#) and [Parle](#) are either raising prices or cutting quantities in packaged products after the cost of ingredients such as sugar, milk powder and palm oil increased by 20-80% over the past year on account of fluctuating global commodity prices and lower production cycles.

Passing on the Burden 

Prices of essential daily-use items and groceries are set to rise after a two-year gap

Raw material costs from sugar to milk powder to palm oil are up anywhere between 20%-80% over the past year

The hikes come at a time when the consumer goods industry is still nursing wounds of demonetisation and at least four quarters of subdued growth

While some companies plan to hike prices, others are taking the indirect route – reducing weight or clamping down promotions

We will cover up the inflation hit and hike prices 6-7%
VARUN BERRY
MD, Britannia

We are curtailed consumer promotions... to offset inflation across various input costs. We will wait for volumes to stabilise this quarter before taking up pricing
SUNIL DUGGAL
CEO, Dabur



The price hikes come as the consumer goods industry still nurses the wounds of [demonetisation](#), which crippled demand, and endured at least four quarters of subdued growth as consumers cut back on

discretionary spending.

Biscuit maker Britannia said prices of its biscuits will go up by up to 7%, while [Wipro Consumer Care](#), the manufacturer of the country's third-largest soap brand Santoor, said prices will rise about 5%.

Amul, the nation's top ice-cream maker, said prices are up 5-8% after a two-year gap due to higher sugar and milk powder prices.

Others such as Parle and Dabur are either reducing quantities or clamping down on promotions, which indirectly amount to price increases. "We will cover up the inflation hit and hike prices 6-7%," said Varun Berry, managing director of Good Day biscuit maker Britannia.

Wipro Consumer Care & Lighting chief executive officer Vineet Agrawal said prices of soap will go up for the first time in three years.

The maker of [Santoor soap](#) said the hike is on account of increasing palm oil prices, a key ingredient. "Cost pressures are definitely more than what they were and it is starting to reflect on retail shelves now. Our focus is always topline growth," Agrawal said. Industry analysts said demand for palm oil from core importers such as India and China has resulted in stiffening of prices. Palm oil is also a key ingredient for detergents and cosmetics.

Religare Capital Markets wrote in a report earlier this month that gross margin pressures have been visible with players initiating selective pricing actions. "Poor demand has weighed on the Indian consumer sector over the last two years. Additional headwinds from demonetisation and [GST](#) (goods and services tax) could have a lasting disruptive impact," Religare wrote in the report.

Parle Products, which makes confectionery and salty snacks besides biscuits, said it has reduced the weight of its confectionery and snacks category after almost four years.

"The price hike is all indirect in the form of weight reduction and translates to anywhere between 8-12% of price hikes," said BK Rao, marketing manager at Parle Products. Confectionery and snacks account for 15% of the company's sales, he said.

Besides selling less quantity at the same price, some companies have scaled back freebies. "We are curtailing consumer promotions – which is a proxy for price hikes – to offset inflation across various input costs," said Sunil Duggal, CEO of Vatika shampoo and Real juices maker Dabur. "We will wait for volumes to stabilise this quarter before taking up pricing."

Ice-cream makers including category leader Amul have topped up prices 5%-8% ahead of the peak season, a move that has come after two years. Amul managing director RS Sodhi attributed the price hike to milk, sugar and skimmed milk, which have become 30-90% costlier.

Mother Dairy Fruit & Vegetable business head (dairy) Subhashis Basu said the company plans to revise prices. "Considering the increase in input costs, we are contemplating increase in prices for the season," Basu said.

<http://economictimes.indiatimes.com/industry/cons-products/britannia-amul-dabur-to-raise-prices-or-cut-quantities-in-packaged-products/articleshow/57362894.cms>

Vijaya Telangana plans Rs 300 crore expansion

By Express News Service | Published: 26th February 2017 06:17 AM |

HYDERABAD: Vijaya Telangana, a dairy brand owned and run by the Telangana State Dairy Development Cooperative Federation (TSDDCF), is planning modernisation and expansion works on a huge scale with an outlay of Rs 300 crore.

The dairy, which has a processing capacity of about 4 lakh litres of milk as of now, is planning to increase the capacity to about 8 lakh litres and also take up production of ice creams soon.

Marketed on the brand name of Vijaya Telangana, this public-sector dairy supplies milk of about 4 lakh litres daily, with about 3.6 lakh litres being supplied in the Hyderabad city alone.

Vijaya Telangana is a household name in Hyderabad and besides milk, the brand also offers products such as lassi, butter milk, milk powder and sweets like kova. Besides increasing its processing capacity, the dairy wants to expand its product base.

“We have already decided to increase the milk processing capacity from the present 4 lakh litres to 8 lakh litres. For this, we have to procure advanced automated milk processing plant equipment.

The requirements and estimates for procuring the new equipment is yet to be made, but it will need about Rs 300 crore to take up all the modernisation and capacity augmentation at the dairy,” said a senior official of TSDDCF.

While the estimates for procuring automated milk processing plant of 8 lakh litres capacity is in the process, the dairy officials have already called tenders for supply of ice cream manufacturing equipment. Officials told Express that about Rs 15 crore would be invested in setting up new ice cream manufacturing equipment, which will have a capacity of producing ice creams with about 2,000 litres of milk daily.

TSDDCF procures 3.2 lakh litres of milk daily from dairy farmers in Telangana. The procurement even goes up more than 4 lakh litres during winter and rainy season.

The toned milk of Vijaya Telangana is sold at Rs 40 per litre and has good brand loyalty among its consumers. With the market for milk and milk products in Hyderabad seeing good growth and players such as Amul, Heritage and others making aggressive moves, the Vijaya Telangana dairy brand is planning to cash in on the demand by increasing its product base and offerings.

<http://www.newindianexpress.com/business/2017/feb/26/vijaya-telangana-plans-rs-300-crore-expansion-1574778--2.html>

Post demonetisation, drought-hit dairies take up powder conversion in winter

By Ashish Kulshrestha & Neha Tyagi, ET Bureau | Updated: Feb 25, 2017, 11.12 AM IST

HYDERABAD | MUMBAI: Dozens of small Indian dairy firms that could not pay farmers to procure milk owing to cash crunch immediately after demonetisation in November first week, coupled with drought in some states, had resorted to buying skimmed milk powder (SMP) from large players to convert it into milk.

This phenomenon of using SMP to make milk in winter season -a first in India -has helped large dairies register abnormal growths in SMP sales, which was also aided by improved demand from institutional players, said analysts.

Usually, large dairies convert excess liquid milk production in winter seasons into SMP to be used for converting it into milk later during lean summer seasons.

According to Shiva Mudgil, senior analyst with Rabobank, it is the unorganised channel that accounts for more than a third of Indian milk production that suffered the impact of demonetisation and lower milk availability owing to drought in some states.

“We have experienced high consumption of SMP in the domestic market in Q3 of this financial year compared to previous years. SMP inventory has also come down this season unlike the excess inventory issues we faced in previous two years,” said Mudgil.

Amitabha Ray, managing director, Schreiber Dynamix, said, “The overall milk availability in the country has been hit by the droughts, which prompted smaller players to go for SMP purchase. Milk availability in Maharashtra has declined by 20%, leading to higher sales of SMP.”

D Sunil Reddy, managing director of Hyderabad-based Dodla Dairy, said, “While demonetisation could be one of the factors for improved sales of SMP, even the of SMP, even the smaller players tend to stock it when it is available at attractive prices, pushing up the sales for milk powder.”

Mumbai-based Parag Milk Foods registered a growth in SMP pping 273% year sales of a whopping 273% yearon-year, while Prabhat Dairy saw its SMP sales going up by 34.5% last quarter.

Lower international prices of SMP did not encourage exports, says RS Sodhi, managing director, Gujarat Co-operative Milk Marketing Federation (GCMMF), which sells its products under 'Amul' brand. “There is no scope or margin in exports market as of now be cause the price is way lower. Currently, the pri ce of SMP in export market is \$2,600 per metric tonne and Amul is at \$3,500 permetric tonne.”

Vivek Nirmal, ma naging director, Prabhat Dairy, said, “With good monsoon this time, there are expectations of the milk supply to be stable in the lean season (May-June period) and therefore, (large) dairies are op ting to lower their SMP stock. Due to the same reason, institutional players have also ramped up their SMP purchases.”

<http://economictimes.indiatimes.com/news/economy/agriculture/post-demonetisation-drought-hit-dairies-take-up-powder-conversion-in-winter/articleshow/57341299.cms>

With pastures for cattle shrinking, India may have to import milk by 2021

 Updated: Feb 25, 2017 10:51 IST

[Gangadhar S Patil](#), [IndiaSpend](#)



India may have to import milk in four years, if it cannot increase fodder supply for its 299 million cattle, as rising pressure on land reduces pastures nationwide.

Spurred by rising incomes, a growing population and changing food preferences, the demand for milk and milk products will grow to at least 210 million tonnes by 2021–22, a rise of 36% over five years, according to government estimates. To meet this demand, production must grow by 5.5% per annum, according to the State of India's Livelihood (SOIL) report. In 2014-15 and 2015-16, milk production grew at 6.2% and 6.3%, respectively.

To boost milk yield, India would need to generate 1,764 million tonnes of fodder by 2020, according to an IndiaSpend analysis of government data. But existing sources can only manage about 900 million tonnes of fodder—a shortage of 49%.

Demand for private consumption has risen from 5% per annum in the period 1998-2005 to 8.5% per annum between 2005 and 2012, according to an Indian Institute of Management, Bangalore, report.

This demand and supply gap has pushed up milk prices by an average of 16% per annum, according to the according to the 2015 SOIL report.

States with top milk yields have more pastures

In the decade to 2015, milk production went up 59% from 92 million tonnes to 146 million tonnes in 2015. But fodder shortages may knock India off its position as the world's top milk producer (it contributes nearly 17% of global production).

The milk productivity of India's livestock is less than half (48%) of the global average: 987 kg per lactation compared to the global average of 2,038 kg per lactation.

The availability and quality of fodder has a direct bearing on the quantity and quality of milk productivity, the data show. All the three states that topped milk productivity in terms of gram per day—Rajasthan (704), Haryana (877) and Punjab (1,032)—had earmarked more than 10% of their cultivable land for pastures, according to the 2015 SOIL report. The national average is 337.

Currently, all three types of fodder are in short supply—green (63%), dry (24%) and concentrates (76%). Only 4% of total cultivable land in India is used for fodder production, a proportion that has remained stagnant for the last four decades.

Demand And Supply Of Fodder: An Estimate

Considering the demand for milk, land under fodder production needs to be doubled, according to this December 2016 report of the Parliamentary Committee on Agriculture.

Shortages are forcing states to now source fodder from elsewhere. "The quality of fodder is a concern. We are now looking to source fodder from Varanasi (Uttar Pradesh)," said Sudhir Mishra, who runs a dairy farm in Ranchi (Jharkhand).

But major portions of grazing lands have either been degraded or encroached upon, according to the Parliamentary Committee report.

However, the availability of crop residues, the largest single source of fodder, has been impacted by increasing pressure on land and the replacement of traditional cereal crops, especially coarse ones. Crop residue includes coarse and fine straws, leguminous and pulses straws.

Given the importance of food and cash crops, it is very unlikely that the area under fodder cultivation will increase substantially, the parliamentary committee report said.

“If India fails to achieve substantial production growth, the country would need to resort to significant imports from the world market which has the potential to cause prices to spurt since India is a large consumer,” said 2015 SOIL report.

To cut costs, easy access to fodder is important for small farmers

Feed cost constitutes about 60-70% of operating expenses on dairy farms. Nearly 70% of India’s milk production comes from small and marginal farmers, who depend on homegrown fodder. Unlike big operators like Mishra, they cannot afford to buy fodder from other states.

Take the case of Dundappa Patil, a 10th-class pass from Belagavi in North Karnataka, who took a loan of Rs 35,000 for dairy farming eight years ago.

The process of applying and getting a loan for the enterprise was simple and quick because Patil was covered by a scheme for unemployed youth in Karnataka. He went through a crash course in dairy farming in Belagavi and in less than a month, set up business with four buffalo.

Patil’s target was to sell 20 litres of milk every day to a local co-operative society. But the yield per buffalo on Patil’s farm was less than 2 litres a day; his buffalo produced less than half the milk he hoped they would.

“I realised that just buying a good buffalo was not enough, quality and quantity of fodder too had to be good,” he said. “You have to be ready to spend a lot of time and money on sourcing fodder.”

Patil said he and other villagers were using a common pasture on a hill 5 km from the village. “But that is seasonal and not enough for the all the village cattle,” he said.

So, he tried buying the fodder, but then the business did not look viable.

The contribution of livestock to the incomes of landless and small farmers ranges between 20-50%, and the poorer the family, the greater the potential of dairy farming’s contribution to livelihood, according to the SOIL report.

Unlike agriculture, which tends to be seasonal, dairy farming provides returns through the year. It can minimise the risks agricultural households face when they run short of cash.

In Belgavi, that scenario did not work for Patil because he could not overcome the fodder shortage—an issue India must address if it is to be self-sufficient in milk and dairy farming is to succeed.

Eventually, after a year, Patil sold the buffalo and repaid half the loan. The bank waived the rest after failing to recover it. Today, he is a construction worker in Belagavi city.

(Patil is the founder of 101Reporters.com, a pan-India network of grassroots reporters.)

<http://www.hindustantimes.com/india-news/with-pastures-for-cattle-shrinking-india-may-have-to-import-milk-by-2021/story-No0fYJ4YcWsVRiZ4YreVcl.html>

Prabhat Dairy to expand exports to Gulf region

The Dollar Business Bureau - Feb 25, 2017 12:00 IST

Participation in Gulfood 2017, Dubai's annual food event, to kickstart trade

The Dollar Business Bureau

Prabhat Dairy, one of India's leading milk food processing brands, is planning to expand its supply operations in the Gulf region. Its participation in Gulfood 2017, held at the Dubai World Trade Centre, from February 26 – March 2, is key to the beginning of its exports to countries like UAE and Saudi Arabia.

The world's largest annual trade event in food industry is likely to help Prabhat Dairy rope in some international clients from Dubai and surrounding areas, kickstarting its operations in the Gulf region. The dairy giant with an elaborate distribution network across India sees immense potential in exports to Saudi Arabia, as the country imports close to 70% of its dairy needs. According to latest trade reports, in 2015, Saudi Arabia was the 10th largest importer of dairy products and UAE was the 15th largest, contributing 2.7% (\$2 billion) and 1.9% (\$1.4 billion) to net world milk product imports respectively.

Prabhat Dairy aims to become a leading supplier of premier cheese and other milk products in the region through effective marketing channels. "Last year, we exported our products to a few countries and we have been getting a good response," Vivek Nirmal, Joint Managing Director, Prabhat Dairy said.

With a strong ambition to establish itself as a dominant player in the food industry overseas, Nirmal said that the vast youthful population, robust purchasing power, and the rapidly expanding food retail and manufacturing sector presents a big opportunity. Gulfood 2017 is expected to be a big propelling force for Prabhat Dairy's international goals.

India accounts for merely 0.5% of the world dairy exports, which stood at \$346 million in 2015. Germany is the largest exporter of milk in the world with its milk shipping touching US\$1.3 billion in 2015, accounting for 17.4% of total milk exports.

<https://www.thedollarbusiness.com/news/prabhat-dairy-to-expand-exports-to-gulf-region/49545>

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(Gangadhar S Patil is the founder of 101Reporters.com, a pan-India network of grassroots reporters. This story has been published in an understanding with [IndiaSpend](#).)

<https://in.news.yahoo.com/pastures-shrinking-india-may-import-090049907.html>

Consumers anxious as milk comes without dates

BELAGAVI FEBRUARY 22, 2017 01:28 IST

Anxiety gripped a section of consumers who noticed that milk sachets with the brand name, Nandini, marketed by Karnataka Co-operative Milk Producers Federation Limited (KMF), were being supplied without due packaging dates for the past two days in Belagavi.

KMF's unit in the city, Belagavi District Co-operative Milk Producers Societies' Union Limited, has been supplying milk sachets with dates stamped on them. However, some of the consumers noticed that the sachets carried no date on Monday and Tuesday, and suddenly became apprehensive of its quality, thanks to reports in the social media about adulterated milk, using certain oils and chemical compounds, being sold in the market.

Taking cognisance of the matter, senior officials in the district administration immediately instructed the authorities concerned to check and take action if there was any foul play.

Technical snag

When asked, J.R. Manneri, Managing Director of KMF Union, Belagavi, admitted about the lapse stating that the stamping/printing machine developed a major technical snag two days ago. Therefore, the milk sachets carried no packaging dates. The dealers had been already informed about it but there seemed to be communication gap as far as consumers were concerned.

Help from Chennai

Technicians from Chennai had already rushed to the unit and taken up repairs. Hopefully, the faults would be set right by Wednesday or Thursday and the system of stamping packaging dates on the milk sachets would be restored.

He allayed apprehensions of the consumers saying that there was no need for worry about the quality of Nandini milk being supplied through the dealers.

<http://www.thehindu.com/news/national/karnataka/belagavi-milk-sachets-without-packaging-dates/article17343531.ece>

Bharat Financial begins Aadhaar-based cashless loan disbursal

G NAGA SRIDHAR



Kashanti Devi, who runs a dairy, availing an instant Aadhaar-based loan of Rs. 25,000 from Bharat Financial Inclusion to buy a cow in Devgaon village, 60 km from Jaipur, on Wednesday. -- G Naga Sridhar

First to use this process in the micro-fin sector

DEVGAON, FEB 22:

In a first of its kind move in the micro-finance and financial-inclusion space, Bharat Financial Inclusion on Wednesday launched Aadhaar-based instant and cashless loan disbursal.

It took less than seven minutes for 30-year-old Guddi Devi to apply and receive ₹29,565 loan for a new grocery shop she intends to set up.

Bharat Financial has commenced national roll-out of the process beginning with loans to members of joint liability groups in this village, which is about 60 km from Jaipur.

“This is based on a pilot we conducted in Odisha during September-December 2016. The complete roll-out across all our locations in the country will be over by June 2017,” KV Rao, Chief Operating Officer, Bharat Financial Inclusion, told *BusinessLine*.

This is expected to benefit 66 lakh MUDRA loan beneficiaries nationally. The new process is based on adoption of digital technology with combined use of a tablet and dongle by loan officers for applicants with Aadhaar cards.

After Aadhaar-based verification of identity, e-KYC norms and eligibility of the applicant, including credit bureau data, the loan was processed and transferred instantly to Guddi Devi’s bank account.

The new process benefits all stakeholders. “We are happy as we need not lose our work hours for availing a loan,” said Kali who took a loan of ₹25,000 for buying a cow.

“There will be no need for borrowers to go to the bank to deposit loan money for keeping it safe,” she added.

Operational costs will come down for the lender. “We expect the cost-to-income ratio to fall to much less than 40 per cent in a couple of years,” said Rao.

The risk of fake customers too can be eliminated.

The technology upgradation is in line with the Pradhan Mantri MUDRA Yojana, he added.

(This article was published on February 22, 2017)

<http://www.thehindubusinessline.com/money-and-banking/bharat-financial-inclusion-rolls-out-aadhaarbased-instant-cashless-loan-disbursal/article9554912.ece>

Oils surpass dairy as India's largest packaged food item, as consumers prioritise health over expenses

By Sagar Malviya & Madhvi Sally, ET Bureau | Updated: Feb 22, 2017, 12.15 AM IST

MUMBAI | NEW DELHI: Oils surpassed dairy as India's largest packaged food item, underpinned by increasing awareness among consumers who now prioritise health and hygiene over expenses on the staple cooking medium.

Sales of cooking oils increased 22 per cent at Rs. 1.05 lakh crore, outpacing dairy that was below Rs.1 lakh crore during 2016, according to Euromonitor International. Domestic companies harnessed their last-mile distribution network beyond metropolitan centers to dominate sales: The top five companies in the overall packaged foods industry worth Rs. 3.5 lakh crore were homegrown.

Angshu Mallick, chief operating officer at Adani Wilmar that sells the Fortune brand of cooking oils, said rural India was at the vanguard of sales growth. "People are becoming conscious of what they eat. The per capita consumption of edible oil too has increased from 8 kg per person annually to 16 kg in the past one decade," he added.

Sales are increasing by more than 25 per cent in rural India, where increasing farmgate prices of cereals and vegetables are helping broaden the consumer base. The introduction of smaller and more affordable pack sizes is also bringing more packaged food categories within the reach of price-sensitive consumers in semi-urban and rural India. By contrast, companies are stressing health and wellness through innovative marketing in urban India, helping shift value to the premium end of the spectrum.

Ruchi Soya, the third largest company within the foods segment, launched the "Kill lethargy with Sunrich Sunflower Oil" campaign as part of the strategy to focus on health and well-being: Similarly, Adani Wilmar sought to attack diabetes, a condition that affects millions of Indians, with the Fortune VIVO diabetes care oil.

In the Frying Pan

Edible oil sales grew **22%** to overtake dairy as the largest packaged food category in India in 2016

Category	2013	2014	2015	2016
Edible Oil	55,060	69,010	85,790	1,05,040
Dairy	65,390	75,730	87,630	99,090

All Amounts in ₹Crore: Source: Euromonitor International

DRIVING GROWTH

Dairy consumed largely by end consumers but oil finding takers in processed food industry

Oil comes with a higher price tag compared to dairy products on a similar pack size



Siraj Chaudhry, chairman, Cargill India said the efforts of the industry and the government to increase consumer awareness on food adulteration and safety have helped spur sales.

"Consumers believe it is convenient to buy packaged oil. The cost difference between the two is also not much," said Chaudhry, who believes that sales growth would get more companies to fortify oil with vitamins.

Experts, however, attribute higher sales in part to a wider category: Dairy is consumed largely by end-users, but cooking oils have consumers within the processed food industry.

"The growth in edible oils is driven more by out of home consumption by fast growing snacking companies and quick service restaurants. Also, oil comes with a higher price tag compared to dairy products on a similar pack size," said Devendra Chawla, group president at Future Group, adding that dairy will be the next big bet within foods as the economy matures.

Changing lifestyles are leading to strong growth in areas such as savoury snacks, and manufacturers remain sensitive to the peculiarities of the Indian palate.

By contrast, dairy has not innovated much and the industry is largely controlled by state-led co-operative producers that are beset with challenges of prompt logistics and preserving products that have short shelf lives. Amul and Mother Dairy, the state co-operatives that lead the dairy business, remained the two

largest food companies and accounts for about 10% of the entire packaged food market.

Dairy was the slowest-expanding category with 4% volume growth last calendar year due to its relative maturity in the food sector. India is the ninth-largest market for dairy products and the largest for milk, globally. "Dairy is still driven largely by loose or unbranded products even at urban centres. Hence, as a product category, it is way bigger than edible oil that is hardly being sold loose now," said RS Sodhi, managing director at Gujarat Co-operative Milk Marketing Federation that sells Amul.

<http://economictimes.indiatimes.com/industry/cons-products/food/oils-surpass-dairy-as-indias-largest-packaged-food-item-as-consumers-prioritise-health-over-expenses/articleshow/57280161.cms>

Easy availability of funds to farmers needs to be considered, explored

Monday, 20 February, 2017, 08 : 00 AM [IST]Shraddha Joshi, Mumbai

There are various issues which need to be explored and taken into consideration like easy availability of funds to farmers, proper utilisation of the budget allocated by the government for both private and co-operative dairy players and dairy-based functional foods.

This was stated by Satish Kulkarni, professor and senior scientist, ICAR-National Dairy Research Institute (NDRI), Karnal, at a session focusing on the issues faced by, the opportunities for and the challenges that needed to be tackled by the dairy industry, on the concluding day of the India International Dairy Expo (IIDE), organised by the India Dairy Association (IDA) - West Zone.

The three-day event, organised by Koelnmesse YA Tradefair Pvt Ltd, took place along side the 45th Dairy Industry Conference at Bombay Convention and Exhibition Centre. It focused on the complete requirements of the dairy industry, including dairy farming, veterinary, processing, packaging, quality and dairy products.

Two hundred exhibitors showcased their offerings at the event, which witnessed a footfall of about 10,000 visitors.

"During the conference, there were various technical sessions covering all aspects of dairy, from processing, innovation, supply chain and postal to industrial presentation," said Kulkarni.

He added, "Natural calamities are one of the most important issues to handle. Along with human loss, there is also cattle and livestock loss. The animals suffer and starve for feed and fodder. Functional food, value-added milk products, additive-based functional foods and milk with special nutritional properties need to be explored more."

On the third day of the event, whose theme for this year was climate change and dairying, there were presentations on enhancing animal productivity, climate change - human diet and animal feeding, quality aspects of milk and milk products and reducing carbon footprints. They were followed by a plenary session.

Global warming has been affecting land and directly impacting the productive and reproductive cycles of milch animals. By 2020, a reduction of three million tonnes per annum is likely to be witnessed due to

global warming.

Goma Engineering Pvt Ltd was one of the exhibitors. Amol Maind, its senior manager, marketing, said, "The event which happens once a year is a good gathering for existing players as well as new entrants in this segment."

"It is a good platform to share new technology, machinery and various new issues under one roof," he added.

"This year we have launched cheese stretching and cheese moulding machines and have got a good response from the visitors," Maind stated.

Kanta Yadav, who has been visiting the expo for the last five years and is pursuing her Ph D, said, "The event focuses on every aspect of the dairy segment and is for all, including industry experts, farmers, students, scientists and even those who wish to enter the segment."

"It has helped and encouraged the students to present their view at the industry level through this event," she added.

The 46th Dairy Industry Conference will be held in Kochi, Kerala in November 2018. The event concluded with IDA's AGBM.

<http://www.fnbnews.com/Dairy-Products/easy-availability-of-funds-to-farmers-needs-to-be-considered-explored-40204>

Tata fund in talks to buy 23% stake in Dodla Dairy

Tata Opportunities Fund may buy the Dodla Dairy stake worth Rs300 crore held by US-based Proterra

Dodla Dairy, which sells more than 900,000 litres of milk and six tonnes of milk products per day, posted a revenue of Rs1,182 crore in FY16.

Mumbai: Tata Opportunities Fund, a private equity (PE) fund owned by the Tata group, is in talks to buy a significant minority stake in Hyderabad-based Dodla Dairy Ltd, two people with knowledge of the matter said.

The fund is in talks to acquire an about 23% stake held by US-based investment firm Proterra Investment Partners (formerly Black River Asset Management) in a deal worth Rs300 crore, the people said, requesting anonymity.

Black River Capital Partners (Food) Fund had acquired the stake in Dodla Dairy for Rs110 crore in 2012.

Mint reported in May last year that Proterra had started discussions with PE firms to sell its stake in Dodla Dairy and appointed Edelweiss Financial Services to run the sale process.

D. Sunil Reddy, managing director of Dodla Dairy, declined to comment. Emails sent to spokespersons for Proterra and Tata Opportunities Fund did not elicit any response until press time.

Dodla Dairy was founded in 1998 by first-generation entrepreneur Sunil Reddy of the Dodla family of Nellore in Andhra Pradesh.

The dairy sells more than 900,000 litres of milk and six tonnes of milk products per day. It procures, processes and sells milk. Its milk products include butter, ghee, paneer, curd, flavoured milk, doodh peda, ice cream and skimmed milk powder, according to the company website.

In 2015-16, Dodla Dairy posted a revenue of Rs1,182 crore, up 16% from Rs1,018 crore the previous year.

Dodla Dairy has a strong presence in Africa, which it entered in 2014 by acquiring a milk processing asset in Uganda that at present sells around 15,000 litres of milk daily. The company plans to enter the US, where a production base is to be set up, and also expand into South-East Asia as a consumption market, according to company's annual report.

PE and strategic investment firms are keen to invest in Indian dairy firms to tap the rising demand for milk and milk products. Demand for milk is expected to grow at a compound annual growth rate of 5% to 200 million tonnes (mt) in 2022 from 138 mt in 2014, according to the National Dairy Development Board.

“There is a significant potential to grow the dairy business considering the continuing formalization of the market from loose to packed and the strong growth prospects in value-added dairy segment,” said Shiva Mudgil, senior dairy analyst and vice-president, food and agribusiness research and advisory at Rabobank.

There is a scope to improve the value of the firm by investing in supply-chain integration, expansion, consolidation and consumer brand creation which will keep up investors' interest in this sector, Mudgil added.

Last month, Milk Mantra Dairy Pvt. Ltd, an east India-focused dairy firm, had raised undisclosed series-D funding led by Neev Fund, along with co-investment from existing investors Eight Roads Ventures and Aavishkaar. Neev Fund is backed by the country's largest lender, State Bank of India (SBI).

A couple of initial public offerings (IPOs) floated by PE backed dairy firms have provided exits with good returns, making the sector attractive for more PE deals.

Last year, IDFC Alternatives and Motilal Oswal Private Equity (MOPE)-backed Parag Milk Foods raised around Rs750 crore through an IPO that was subscribed 1.82 times. IDFC and MOPE sold shares worth Rs307 crore through the IPO.

In 2015, Rabo Equity Advisors-backed Prabhat Dairy Ltd went public in an IPO that saw the dairy company raise Rs362 crore.

In the past couple of years, India has seen several inbound transactions in the dairy space, especially two transactions by French firm Lactalis. Last year Lactalis, the world's largest dairy group, acquired the dairy business of Indore-based Anik Industries for Rs470 crore. In January 2014, Lactalis bought Carlyle Group-backed Tirumala Milk Products Pvt. Ltd for \$270 million, the largest inbound acquisition in the Indian dairy segment.

The sector-agnostic Tata Opportunities Fund has investments in Roots Corp. Ltd (Ginger Hotels), automotive parts maker Varroc Engineering Pvt. Ltd, mid-market property developer Shriram Properties Pvt. Ltd, TVS Logistics Services Ltd, a third party logistics company, and Tata Projects, a pure-play engineering construction company (EPC services) of the Tata group. The fund had completed the final close of its latest fund in 2013 with commitments of \$600 million.

<http://www.livemint.com/Companies/hC1XepnawR6UTi9NPBAL2O/Tata-fund-in-talks-to-buy-23-stake-in-Dodla-Dairy.html>

FSSAI sets up panel to finalise laws on food fortification

PTI | Updated: Feb 20, 2017, 03.22 PM IST

New Delhi, Feb 12 () Food regulator FSSAI has set up a scientific panel to frame final regulations on fortification of foods and prepare strategies to address malnutrition problem.

The Food Safety and Standards Authority of India (FSSAI) has already issued the draft guidelines on fortification for five food items -- salt, milk, wheat flour, rice and edible oil -- to boost production and consumption of fortified foods.

The draft rules were operationalised in October even as FSSAI sought comments from stakeholders before finalising the final regulations

Fortification means deliberately adding or increasing the content of essential micro nutrients in food items to improve quality.

Standards have been set for fortification of salt with iodine and iron; of vegetable oil and milk with vitamin A and D; wheat flour and rice with iron, folic acid, zinc, vitamin B12, vitamin A and some other micro nutrients

"FSSAI has set up a new Scientific Panel on 'Food Fortification and Nutrition' to address issues related to fortification of food," the regulator said in a statement.

The panel has 11 experts and scientists -- Ambrish Mithal from Medanta; CS Pandav and R K Marwaha (Retd) from AIIMS; Anura Kurpad from St John's Medical College; Yogeshwar Shukla from CSIR - Indian Institute of Toxicology Research, HPS Sachdev from Sita Ram Bharatia Institute of Science and Research; KM Nair from NIN; P Ramachandran from Nutrition Foundation of India; Sumit Arora from NDRI; Sirimavo Nair from the MS University, Baroda, and Harsulkar from Bharati Vidyapeeth.

Members from Scientific Panels dealing with food fortifying vehicles such as wheat flour, refined flour, rice, milk, edible oil and salt will also be a part of this committee.

The Panel will identify critical nutritional gaps in the Indian diet in general as well as in specific target groups based on diet surveys and credible scientific evidence.

It will define strategies to address nutritional needs of the general population and vulnerable groups, besides reviewing the standards for all suitable food fortifying vehicles.

The panel will also address regulatory and related technological issues, review proposals from industry using modern risk assessment methods, and prescribe standard sampling and test methods for effective monitoring, surveillance and enforcement of the relevant regulations.

FSSAI had earlier brought out Draft Regulations for fortified food -- Food Safety and Standards (Fortification of Food) Regulations, 2016 which were operationalised in October, 2016.

"Based on the comments received on the draft Regulations, the Panel will finalise the Regulations," FSSAI said.

Apart from framing standards, FSSAI has launched the Food Fortification Resource Centre (FFRC) to promote large-scale fortification of food across India.

An online portal of FFRC to facilitate food businesses and bring fortified foods into government programmes was launched in November.

With an effective regulatory mechanism along with the continuous support of all the stakeholders, FSSAI expects that the problem of malnutrition in general and micronutrient malnutrition in particular would be overcome soon.

FSSAI has also unveiled a Logo for fortified foods which may be used by food companies. MJH SA

<http://timesofindia.indiatimes.com/business/india-business/fssai-sets-up-panel-to-finalise-laws-on-food-fortification/articleshow/57251024.cms>

Milkshake is not milk: Tax department denies exemption to federation

Rakesh Prakash | TNN | Updated: Feb 20, 2017, 08.36 AM IST

BENGALURU: The Karnataka Milk Federation's (KMF) attempt to boost revenue by seeking tax exemption for milkshake has been spiked by the department of commercial taxes. The department has categorically told KMF, which markets milk products under the brand name Nandini, that milkshake is not milk.

The debate on whether milkshake can be classified as milk went on for over six months in bureaucratic circles, before the commercial taxes department came out with the verdict which was notified by the Karnataka government on February 9.

It all started when KMF approached the department stating that milkshake falls under serial number 24 of the first schedule (which mentions the products eligible for tax exemption) of the Karnataka Value Added Tax Act-2003 (KVAT Act-2003). Serial no. 24 pertains to milk and pasteurized milk.

Citing a Madras High Court judgment in a similar case, the KMF had stated that milkshake prepared by sterilization of toned milk at high temperature by adding sugar, colour and flavour is capable of being classified under serial no. 24 of the first schedule of KVAT Act -- 2003.

However, the commercial tax department chose to apply Wikipedia's definition of milkshake as a "sweet, cold beverage which is usually made from milk, ice cream or iced milk and flavours or sweeteners such as butterscotch, caramel sauce, chocolate sauce or fruit syrup", and ruled: "Milkshake is not fresh milk or pasteurized milk per se, but is a different commodity made from milk. Hence, it cannot be classified as milk." The department ordered that milkshake manufactured and marketed by KMF is liable to tax at 14.5% as per the KVAT Act-2003.

Latest Comment

The milk of KMF is the most diluted one in the country. In a hurry to provide revenue to the government the milk is diluted maximum. **Vydhyaaraja**

The department also stated that if KMF were to sell pasteurized milk without any additives such as sugar, colour and flavour it could have been eligible for tax exemption. The other option was to coax the government to include milkshake in the list of products that have been extended tax exemption.

<http://timesofindia.indiatimes.com/city/bengaluru/milkshake-is-not-milk-says-commercial-tax-dept/articleshow/57239584.cms>

The Value-Added Market

THE VALUE-ADDED MARKET

The ₹80,000-crore branded value-added products market has exploded over the past few years

CATEGORY (PACKAGED BRANDED)	MARKET SIZE (₹crore)		GROWTH (% CAGR)
	2008	2015	
<i>Polypack milk</i>	12,862	35,996	16
<i>Ghee</i>	2,541	5,275	11
<i>Yogurt/Curd</i>	896	5,038	28
<i>Baby foods</i>	1,324	2,974	12
<i>UHT milk</i>	414	2,898	32
<i>Ice cream</i>	800	2,500	30
<i>Butter</i>	812	2,467	17
<i>Flavoured milk</i>	430	2,466	28
<i>Cream</i>	967	1,454	6
<i>Cheese (retail)</i>	253	997	22
<i>Dairy whitener</i>	350	600	8
<i>Cheese (institutional)</i>	87	416	25
<i>Paneer</i>	148	399	15
<i>Yogurt drinks</i>	29	179	32

Figures indicate market size of each category for leading players only; list does not include smaller companies' numbers
 UHT: Ultra high temperature pasteurised
 CAGR: Compounded annual growth rate
 Source: Alvarez and Marsal



Havmor Ice Cream bags two accolades at Times Food Awards' 2017 edition

Saturday, 18 February, 2017, 08 : 00 AM [IST]

Our Bureau, Mumbai

Havmor Ice Cream, a leading pure milk ice cream brand, has bagged two awards at the 2017 edition of the prestigious Times Food Awards, which took place in Ahmedabad recently.

While Havmor Ice Cream won the Best Ice Cream in the Casual Dining category, Huber & Holly, its new premium outlet in Ahmedabad, won the Best Ice Cream in the Fine Dining category.

Besides ice cream, Huber & Holly's menu comprises coffee, sandwiches and pizzas. Havmor's recognition at this year's Times Food Awards marks the ninth consecutive win for the brand.

The accolades were not only based on the flavours, but also on the service offered, sustainability and better quality offerings.

Ankit Chona, managing director, Havmor Ice Cream Ltd, said, "We have made it this time as well. For the past eight years, we have been bestowed with the award in the Best Ice Cream Brand category and this year, being an ice cream brand, it make us feel proud to win under the best ice cream dine categories – Causal and Fine Dine."

"This adds another feather in our cap and reaffirms our commitment towards innovative, best quality and hygienic product and service offerings," he added.

Havmor has over 200 exclusive ice cream parlours across the country and offers a wide range of over 160 ice creams.

<http://www.fnbnews.com/Dairy-Products/havmor-ice-cream-bags-two-accolades-at-times-food-awards-2017-edition-40196>

Global warming to hit Indian dairy sector hard: Experts

Mumbai, February 17

Global warming portends ill for India's flourishing dairy sector that stands to lose a whopping three million tonnes of milk in the next three years as average temperatures increase, with wide fluctuations in day and night temperatures, industry experts warned here on Friday.

Addressing the ongoing three-day "45th Dairy Industry Conference", themed "Climate Change and Dairying", several industry leaders and experts discussed how the gradually warming climate is adversely hitting the country's dairy industry that employs over 16 million farmers, including 4.60 million women.

President of Indian Dairy Association Arun D. Narke said today India is self-sufficient in milk and is ranked the world's largest producer with an annual production of 156 million tonne (2015-2016).

Citing the Ministry of Agriculture figures, he said Indian farmers are adding around 10 million tonnes of milk annually with a compounded annual growth of around 6.5 per cent in the sector, largely from farmers owning an average of one or two milch cows, to make the "White Revolution" a success.

However, this milk production could go down by three million tonne over the next three years as the average temperatures rise, creating problems of water and availability of green and dry fodder for the cattle, he said.

Indian Dairy Association (West Zone) Chairman Arun D. Patil said that Maharashtra has already undergone three consecutive years of drought till this year, which is set to affect the entire agriculture sector, including dairy.

Patil said most of India's water needs are met through monsoon rains, which remained deficient for three years in a row, resulting in rising prices of fodder and increased cost of milk production.

He urged the government to procure milk at a fixed price determined by the Centre as in the case of other agricultural commodities, like cotton or sugarcane, to enable the milk farmers get a minimum support price.

The industry has already initiated aggressive measures to deal with the upcoming crisis, farmers have started raising levels of animal shelters and scientists are researching on how to enhance the shelf-life of milk.

In this connection, A.K. Srivastava, Director and Vice-Chancellor, Indian Council of Agricultural Research-National Dairy Research Institute (ICAR-NDRI), said even if we can achieve an increase in shelf-life of milk by half an hour, it would lead to massive profits to the dairy sector.

"The biggest challenge to the global dairy industry is expected between 2070-2090 when the temperatures are expected to rise between 2 degrees and 7 degrees," predicted Srivastava grimly.

Additionally, he said, the Indian dairy sector faces huge shortage of skilled manpower with sound technical expertise in understanding the need for handling of milking cattle and related issues.

National Dairy Development Board (NDDDB) Chairman Dilip Rath said that India accounts for 18 per cent of the global milk production, which is growing at around 6.5 per cent annually as compared to 4.7 per cent over the previous 10-year period.

“Milk is India’s single-largest agricultural commodity in value terms and is more than the combined value of paddy and wheat put together. The per capita availability of milk has increased three-folds, from 112 gm per day in 1970-1971 to 337 gm per day in 2016-2016.” “The country’s milk demand is likely to increase by 190 million tonne by 2020 and catering to it poses a challenge with reducing farmlands and other issues,” Rath pointed out.

The conference welcomed the government’s initiative to allocate Rs 8,000 crore for three years for the growth and development of the dairy industry.

The three-day conference and exhibition, which got underway on February 16, has attracted 65 experts and 180 exhibitors from Indian, the USA, the UK, Germany, China, Bulgaria, Denmark, Finland, France, Italy, Lithuania, Malaysia, The Netherlands and Thailand, showcasing products, technologies and services. — IANS

<http://www.tribuneindia.com/news/nation/global-warming-to-hit-indian-dairy-sector-hard-experts/365524.html>

Livestock acts as insurance in adverse climatic conditions, says NDDDB chairman

Prashant Rupera | TNN | Feb 17, 2017, 05.11 PM IST

VADODARA: While delivering the keynote address at the 45th Dairy Industry Conference with the theme 'Climate change and dairying' organised by the Indian Dairy Association (IDA) on Thursday, chairman of the National Dairy Development Board (NDDDB) Dilip Rath said that animals are a regular source of cash income and an asset, which can act as an insurance against income shocks of crop failure and natural calamities.

Rath said that there are primarily three contributing factors which led to the remarkable growth of Indian dairy sector taking our country from a period of deficit four to five decades ago to one of self-sufficiency now.

First is the steady growth in agricultural production which made it possible to make available adequate feed and fodder to the animals. Second is cross breeding strategy which ensured retention of the climate resilient traits of our native breeds. And above all, thirdly the powerful role played by farmer owned and controlled institutions which provided market access to millions of small holders.

He said climate patterns and resource endowments have significant implications for agriculture and livestock since parameters such as temperature, humidity, rainfall affect water and other resources and thereby agriculture and livestock. The dairy sector is likely to be affected both directly and indirectly by climate change. While stress to animals caused by changes in temperature-humidity index would directly affect milk production and animal reproduction, indirect effects include feed and water availability being impacted by adverse climate events.

<http://timesofindia.indiatimes.com/city/vadodara/livestock-acts-as-insurance-in-adverse-climatic-conditions-says-nddb-chairman/articleshow/57206319.cms>

India: Showcase in Fast-Growing Dairy Industry

Amul Fed Dairy based in Gandhinagar in the western Indian state of Gujarat is one of the country's biggest milk-processing plants and is owned by Gujarat Cooperative Milk Marketing Federation. In October 2016, it had a 560 m² parabolic trough collector field installed to allow for the feed-in of solar steam into the factory grid. The INR 15.7 million (around EUR 220,000) system was set up by Thermax, an Indian manufacturer of solar heating and cooling technology. It was designed to reduce gas consumption by about 50,000 m³ each year – which barely meets 0.59 % of the energy demand for the entire facility. India is one of the world's largest producers of milk, with an annual output of 140 million tonnes, a figure that will probably rise to 200 million by 2022. Photo: Amul Fed Dairy

NewsProcess HeatIndiaDairy Sectorparabolic trough collectorsRenewable Purchase ObligationAmul Fed

DairyGujarat Cooperative Milk Marketing FederationThermaxSTFI

Published:2/18/2017

<http://www.environmentguru.com/pages/elements/element.aspx?id=4555239>

FSSAI framing organic food norms; APEDA to certify food meant for export

Friday, 17 February, 2017, 08 : 00 AM [IST]

Ashwani Maindola, New Delhi

The Food Safety and Standards Authority of India (FSSAI) is working on new norms for organic food. In the interim, the Agricultural and Processed Food Products Export Development Authority (APEDA) will certify foods meant for export.

Exporters require APEDA's approval, but in the absence of norms from the apex food regulator, APEDA's certificate would help organic food enter foreign territory.

A K Yadav, advisor, National Agricultural Board (NAB) (Organic), APEDA, stated, "From now onwards all food business operators (FBOs) who export organic food would require APEDA's approval, for which a certificate will be provided to the concerned FBO."

However, that is not the case with domestic sellers. Yadav added, "As of now, food businesses selling their organic food in the domestic market are not liable for certification, as the food regulator is working on regulations on organic food."

"Once regulations are issued in this regard, it may also direct domestic food businesses to seek certification, which will authenticate that the products are organic," he said.

FSSAI is expected to put forth the draft in the coming month. Sources said that the draft note for

consultation was ready.

It is estimated that the organic food market is worth approximately Rs 3,000 crore, and is growing in double digits.

<http://www.fnbnnews.com/Top-News/fssai-framing-organic-food-norms-apeda-to-certify-food-meant-for-export-40194>

Dairy brand Schreiber Dynamix aims to become a \$500 million company by 2021

Schreiber Dynamix currently has three manufacturing facilities in Baramati in Maharashtra, Fazilka in Punjab and Kuppam in Andhra Pradesh and deals with 1.6 million litres of milk on a daily basis. [Neha Tyagi](#) | ET Bureau | February 17, 2017, 17:55 IST

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MUMBAI: [Dairy](#) products manufacturer [Schreiber Dynamix](#) aims to become a \$500 million company by 2021 on the back of increasing demand for value added dairy products. Presently the company has a turnover of about Rs 1677 crores and is growing at an annual CAGR of 15%.

"With changing lifestyles particularly in the urban areas people prefer to buy products off the shelf, yoghurts and milk in tetrapacks for instance, which is more convenient. Value added products over the last few years has grown by 20-25% depending on the product, cheese for instance is growing phenomenally," said Amitabha Ray, MD, Schreiber Dynamix.

The per capita consumption of milk in India is 95 litres per year per person as compared to about 200 litres in US or Europe, explained Ray. "So you see the head space is huge and the potential to grow particularly in value added products is massive", he said.

Schreiber Dynamix currently has three manufacturing facilities in Baramati in Maharashtra, Fazilka in Punjab and Kuppam in Andhra Pradesh and deals with 1.6 million litres of milk on a daily basis.

It had recently set up a Rs 250 crore speciality ingredients plant for infant nutrition products in Baramati to monetise the growing demand for [infant food](#) in the country.

India is the 9th largest market for dairy products and the largest for milk in terms of volume, globally. According to Euromonitor, India's dairy market that includes milk and [milk products](#) like yoghurt, sour milk, cheese, coffee whiteners, condensed milk, cream etc stands at Rs 990.90 billion as of 2016 and is expected to reach Rs1,118.50 billion by 2017.

However, Ray believes [Indian dairy industry](#) needs to focus on increasing the efficiency and quality of milk production in India. "Our quality is a huge issue. Anything that is white is considered as milk. Our cows have the productivity of 10-15 litres of milk every day but they produce only 3-4 litres because they don't get quality feed," he said.

Schreiber Dynamix makes value added product including cheese, yoghurts, juices, powders for leading food and beverages players like Abbott, Britannia, Coca Cola, Danone, Domino's, McDonald's and Mother Dairy.

<http://retail.economictimes.indiatimes.com/news/food-entertainment/grocery/dairy-brand-schreiber-dynamix-aims-to-become-a-500-million-company-by-2021/57207116>

Dairy farmers seek MSP for milk

Cooperatives, private dairies now pay Rs 25-30/litre against production cost of Rs 20-25/litre

[Dilip Kumar Jha](#) | Mumbai February 17, 2017 Last Updated at 00:30 IST

Dairy farmers have urged the government to set a minimum support price (MSP) for milk.

Last year when markets were abundantly supplied, cooperative and private dairies paid Rs 19-20 for a litre of milk to farmers. This price resulted in a loss of Rs 2-5 a litre for farmers.

Cooperatives and private dairies are now paying Rs 25-30 for a litre of milk against a cost of production of Rs 20-25 a litre. But milk production has started falling with a gradual increase in temperature and farmers face an uncertain income.

Speaking on the sidelines of the 45th Dairy Industry Conference on climate change on Thursday, Arun Patil, chairman, Indian Dairy Association (west zone), said, "The government intervenes in pulses, onion and other commodities, then why not in dairy? Dairy farmers borrow from banks for purchase of high-yielding cows and buffaloes. In case of a sharp fall in milk prices, farmers sell their animals. When prices improve, they again borrow to buy animals. This cycle results in massive losses for farmers."

He added that the government should engage organisations like Central Warehousing Corporation (CWC) for procuring additional milk to produce skimmed milk. Despite India being the largest producer of milk, its share in the world market stands at less than 1 per cent.

Addressing the inaugural session, Arun D Narke, president, Indian Dairy Association, said, "To make the dairy business profitable, farmers need at least 50 per cent more than their cost of milk production. Also, cooperative and private dairies should pay farmers in time."

India is self-sufficient in milk with an estimated production of 156 million tonnes in 2015-16. The country's milk production has grown by around 10 million tonnes every year over the last five years. But India could lose 3 million tonnes of milk every year due to climate change because of a gradual rise in temperature and widening differences between day and night temperatures.

http://www.business-standard.com/article/markets/dairy-farmers-seek-msp-for-milk-117021601305_1.html

New scheme to boost milk production

Prasad Joshi | TNN | Feb 17, 2017, 06.15 AM IST

AURANGABAD: Farmers in parts of Marathwada will soon have visits of government veterinary doctors at their home for carrying out artificial insemination of their livestock, besides providing a range of other facilities to increase milk production.

These measures will be part of the dairy development programme proposed by the Centre for welfare of farmers in drought-prone areas and where farmer suicides are relatively more.

The semen collected from indigenous varieties of bulls would be preferred during artificial insemination. It would not only save time and energy, but also ensure desired traits appear in new born cattle and thereby increasing milk production, government authorities said. Devani and Lalkandhari varieties of bulls and Pandharpuri and Jafrabadi varieties of buffalos are likely to get priority for artificial insemination.

The dairy development programme, which has received in-principle approval from Union agriculture minister Radha Mohan Singh on Wednesday, also involves facilitating cold storages, offering nutritious diet to cattle, setting up milk processing facilities and other farmer-centric activities.

It will have a financial outlay of Rs 340 crore and will cover Osmanabad, Latur, Nanded and Jalna districts of Marathwada and six Vidarbha districts.

The programme will be launched under the National Agriculture Development Scheme. Agriculture minister Singh, Union transport minister Nitin Gadkari and officials from the Centre and the state were part of the meeting during which modalities of the programme were discussed, authorities from the Maharashtra Information Centre, New Delhi said.

B B Bhosale, director of extension education at Parbhani-based Vasantrao Naik Marathwada Agricultural University, said artificial insemination of livestock at the doorstep of farmers would ensure scientific breeding.

"The existing practice of inseminating cattle involves arranging mating of animals at village level. It can be termed unscientific as no attention is paid to traits in animals. Farmers have to incur transportation cost and other expenses. Artificial insemination at home would be therefore in the best interests of farmers," he said.

The farming community from the region has welcomed the move, but has raised objections over choice of the districts for implementing the development programme.

<http://timesofindia.indiatimes.com/city/aurangabad/new-scheme-to-boost-milk-production/articleshow/57192593.cms>

Dairies take baby steps into growing infant food products

By Ashish Kulshrestha, ET Bureau | Updated: Feb 17, 2017, 05.05 PM IST

HYDERABAD: Rising number of working women and increasing awareness are driving demand for infant foods Indian private dairy firms are increasingly looking at expanding capacities to produce infant food to serve clients in business-to-business segment, as the market for infant food is witnessing a healthy growth.

The primary factor that is helping buoyant demand for infant food primarily includes the rising number of working women across the country, apart from increasing awareness across the society to ensure that children get nutritious food.

Some private dairies like Schreiber Dynamix and Prabhat Dairy have already set up dedicated production facilities to make infant food, while other dairies are looking at adding production capacities in modular formats.

Anand Ranjan, analyst with IMARC, said that India currently has about 125-150 million children within the age of four, making it the largest market in Asia for milk-based infant food producers and allied industries.

Schreiber Dynamix recently inaugurated its `250 crore speciality ingredients plant for infant nutrition products. The company, which closed a deal with Abott India for infant food, is currently in talks with other firms like Nestle.

Managing director of Schreiber Dynamix Amitabha Ray said: "The market for infant nutrition powder has started maturing now with an increasing population of working women."

Mumbai-based Parag Milk Foods, which recently ventured into the nutrition foods market, plans to foray into infant nutrition as well.

"We are currently working on a plan to introduce infant nutrition as part of our mainstream dairy business, which also consists of four brands namely Gowardhan, Go, Pride of Cows and Topp Up," said Mahesh Israni, chief marketing officer, Parag Milk Foods.

French nutrition and dairy major Danone India in January launched its global flagship infant formula brand Apta mil and plans to launch 10 other brands this year.

Rodrigo Lima, managing director, Danone India, in an earlier interaction with ET had said that the company was looking at doubling its nutritional business in India by 2020 during which it would launch Neocate,

prescribed for nutritional management of infants. The other products that Danone India is looking to introduce include a malt-based drink and a range of products for children with inborn errors of metabolism.

According to Ranjan of research firm IMARC, "It is the high margins that are attracting these dairy giants to the infant food market, which is growing on the back of rapid urbanisation. The increasing population of working women is among the major factors."

According to IMARC, the approximate size of milk-based infant nutrition market was Rs 4,000 crore in 2016 and will touch nearly `7,000 crore by 2020, growing at the rate of around 10-15%.

Amal Kelshikar, country head and general manager, Abbott's nutrition business in India, said, "We're therefore seeing a good acceptance of our science-based products. Paediatricians who prescribe products that cater to specific nutrition needs, for example preterm or low-birth weight or lactose intolerant babies, have a wider choice than before."

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<http://economictimes.indiatimes.com/industry/cons-products/fmcs/dairies-take-baby-steps-into-growing-infant-food-products/articleshow/57200995.cms>

CLIMATE CHANGE MAY HIT MILK PRODUCTION BY 3 MILLION TONNES PER YEAR BY 2020

PTI | Feb 16, 2017, 05.47 PM IST

MUMBAI: India, world's largest milk producer, may see a loss of milk production by over 3 million tonnes (MT) per year by 2020 due to frequent climate change and it may also lead to a decline in per capita consumption, industry experts said.

The country's milk production has been steadily increasing with 2015-16 recording an output of 160 MT, the impact of rising temperatures, especially on cross-bred cows will make the task of meeting domestic demand difficult and could eventually lead to a decline in per capita consumption, industry experts said at the 45th Dairy Industry Conference, organised by Indian Dairy Association (West Zone) here.

"The dairy sector is likely to be affected both directly and indirectly by climate change. While stress to animals caused by changes in temperature-humidity index would directly affect milk production, indirect effects include feed and water availability being impacted by adverse climate events," National Dairy Development Board (NDDB) Chairman Dilip Rath said.

Heat stress also impacts animal reproduction adversely as levels of above the acceptable levels can impact conception rates.

Research indicates that stress from heat can cause decline in milk yield in the range of 10 to 30 per cent in first lactation and 5-20 per cent and second and third lactation and both the heat waves and cold waves can cause short to long term cumulative heat effect on milk production in cattle and buffaloes, he said.

"As climate change is a challenge that impacts all of us, our dairy sector must not only evolve adaptation

strategies but also help in mitigation by contributing to reduction in greenhouse gas emissions from the dairy sector," he added.

Milk is India's single largest agricultural commodity in value terms surpassing even the combined value of the two principal cereal crops and has helped million of rural households pursue livelihoods, Rath said, adding, "we need to proactively protect our milk producers from the adverse consequences of climate change."

India is self-sufficient in milk and world's largest milk producer accounting for about 18 per cent of the world's milk production. As per market research reports, the value of the Indian market for milk and milk products are expected to grow at 15 per cent annually, Rath said.

The three-day conference will have 23 technical and commercial sessions wherein the scientists and industry experts will present their research and findings.

Nearly 180 exhibitors from India, Bulgaria, China, Denmark, Finland, France, Germany, Italy, Luthuania, Malaysia, Neterland, UK, USA and Thailand are showcasing their products, technologies and services.

<http://mumbaimirror.indiatimes.com/news/india/climate-change-may-hit-milk-production-by-3-million-tonnes-per-year-by-2020/articleshow/57187980.cms>

India to meet its target of milk, meat and egg production this year

Vishwa Mohan | TNN | Feb 16, 2017, 09.24 PM IST

NEW DELHI: A day after coming out with an estimate of bumper foodgrain output, the agriculture ministry on Thursday released production figures of major livestock products, including milk and meat, for the July-October period of last year which indicate that the result so far has been on track to meet the overall yearly target of 2016-17.

It claimed that the total production of milk, egg and meat had increased during July-October last year as compared to the corresponding period of 2015. The production of wool, however, decreased in 2016 as compared to the previous year.

The ministry comes out with such figures based on an integrated sample survey, conducted by states and Union Territories during three seasons (summer, rainy and winter) every year. The estimate on Thursday was meant for the July-October (rainy) season.

"So far, we have come out results of summer (March-June) and rainy (July-October) seasons. Final performance of the 2016-17 year would be known only after the result of the winter (November-February) season's integrated survey", said an official.

He said the results of the first two seasons were quite encouraging, showing that the country may even cross its target of 2016-17 in terms milk, egg and meat production.

According to the estimate, India's milk production has touched 105.42 million tonnes (MT) so far (in eight months) this year as against the targeted production of 163.74 million tonnes in 2016-17.

"The total milk production has increased from 52.21 million tonnes during 2015-16 (rainy) to 54.50 million tonnes during 2016-17 (rainy) registering a growth of 4.38%", said the agriculture ministry in its estimate, released on Thursday.

It even claimed that the average milk yield per day has marginally improved for indigenous category of cows and buffaloes in 2016 as compared to 2015.

Total production of egg and meat has also shown similar results. The ministry said that the production of egg during the period was largely contributed by commercial poultry farms (75.75%) while remaining production was from household or backyard poultry.

The country, however, shown a decline in production of wool. The total wool production has decreased from 5.91 million kg during 2015-16 (rainy) to 5.78 million kg during 2016-17 (rainy), a decline of 2.16%. As against the targeted production of 44.07 million kg during 2016-17, the total estimated production in two seasons (summer and rainy) is 20.66 million kg.

<http://timesofindia.indiatimes.com/india/india-to-meet-its-target-of-milk-meat-and-egg-production-this-year/articleshow/57191398.cms>

Dairy maker Parag Milk Foods ventures into 100% vegetarian whey protein

Rs 110 crore invested in Maharashtra state manufacturing facility



PUBLISHED: FEB 15, 2017

Parag Milk Foods, India's leading manufacturer of dairy-based branded foods, has announced its expansion into making whey protein. The brand, called "Avvataar Absolute whey protein" will be 100 percent vegetarian, gluten, sugar and lactose-free, and will seek to take on some of the global imported whey isolate protein brands.

Parag Milk Foods has invested Rs 110 crore in its manufacturing facility at Manchar in Maharashtra. Protein-based foods are high in demand for Indians with a more active lifestyle, who are keen to build muscle mass and also lose weight. Data from the National Sample Survey Organization's (NSSO) household consumption expenditure survey indicates that the share of protein-rich items in overall food consumption has been on the rise in rural India.

“With changing life style there is growing interest of the younger generation towards sports and nutrition,” says Devendra Shah, Chairman, Parag Milk Foods, in a press statement, explaining the rationale to manufacture whey protein.

Parag Food’s chief marketing officer, Mahesh Israni, said: “Being a cheese player we always had whey as a by-product which we wanted to convert into powder for sportsmen and athletes.” He said that the market size as per Euro Monitor of sports nutrition is projected to be at Rs.1,000 crore and is growing at a CAGR of 15 percent.

“Our go-to market strategy is in place and is customized with an emphasis to reach out to nutrition supplement stores, pharmacies, modern retail stores and e-commerce portals,” Israni said. The company will also educate gym trainers and owners, about the product and its advantages.

The protein will be offered in three flavours-Double chocolate, Vanilla snow crème and Café Mocha in two sizes 2 lbs and 5 lbs.

Parag Milk Foods Limited, established in 1992, has its own dairy farm, Bhagyalaxmi dairy farm Pvt Ltd where they host over 2000 holstein breed cows, which has mechanized milking process. Under brand “Gowardhan” the company offers products such as ghee, dahi (yogurt), paneer (cottage cheese) and under brand name “Go” they offer products like cheese, UHT milk and yoghurt.

<http://www.forbesindia.com/article/special/dairy-maker-parag-milk-foods-ventures-into-100-vegetarian-whey-protein/45963/1>

Foreign News

Farmers seek sustainable dairy future

27 Feb, 2017 02:00 AM



WAFARMERS has called for the establishment of a task force to develop a long-term plan assessing the sustainability and profitability of WA's shrinking dairy industry.

It has been meeting with representatives of major parties, including Pauline Hanson's One Nation on Wednesday last week, seeking support for its March 11 State election policy wish list.

Last week WAFarmers added a dairy task force to the list.

President Tony York said a "round table of the whole industry, including processors" was needed to map out where investment could be best targeted to overcome pricing, inflexible contract and seasonal production spike problems which hit the industry last year.

"WAFarmers requests that the Department of Food and Agriculture WA (DAFWA) and the Minister for Agriculture and Food commit to working alongside other relevant departments and key industry stakeholders to agree to a long-term solution to enhance the profitability and sustainability of the WA dairy industry," Mr York said.

"We would certainly hope that the processors (Brownes Dairy, Harvey Fresh and Lion Dairy & Drinks) would be involved," he said.

"The key aim must be to achieve the sustained long-term growth of the industry, particularly to retain the younger people currently working in the industry, as well as those studying to enter the dairy industry at a later date."

Mr York said WA's dairy industry lacked critical secondary manufacturing capacity, with more than 90 per cent of the milk produced here being sold as fresh milk rather than being turned into products like butter or cheese, which could be processed when there was abundant milk and stockpiled until needed.

"The objective of the dairy task force must include proactive measures for investment into the establishment of a secondary value-added industry that can utilise high-end milk production, especially during peak seasonal output windows, to balance seasonal milk supply," he said.

"Western Australia must develop its capacity to manufacture products such as cheese, cream, butter, evaporated milks, and so on.

"WAFarmers will continue to advocate for investment in this space to foster growth, incentives and further export opportunities to balance seasonal milk supply."

Mr York said WAFarmers was involved in discussions last year regarding the future of the WA dairy industry and its producers, following a tumultuous year where four Brownes suppliers and two Harvey Fresh suppliers left the industry, with another Brownes supplier to go next month.

Last October WAFarmers funded milk being transported to the Eastern States from three out-of-contract Brownes suppliers as a transitional move aimed at delaying unwanted milk being tipped out.

It was funded from the sale of its own WAFarmersFirst product.

WAFarmers dairy council president Michael Partridge and chief executive officer Stephen Brown were involved in meetings with Agriculture and Food Minister Mark Lewis, dairy farmers, Harvey Fresh, DAFWA and Federal government and Department of Agriculture and Water Resources representatives.

"Throughout 2016, WAFarmers took every possible opportunity to support the dairy farmers affected by contract cuts, and offer potential solutions in collaborative and co-operative talks with the State and Federal governments, industry and other stakeholders," Mr York said.

"Given this deep involvement, having the establishment of a dairy task force as part of our wish list on the WAFarmers State election policy platform was a no-brainer.

"We look forward to being involved in these discussions and to doing our part to safeguard the future of the entire WA dairy industry."

Mr York said WAFarmers would be "knocking on doors" immediately after the election, reminding the new government and minister of its wish list and for the task force to be set up.

Most of the cheese and butter sold in WA supermarkets is from interstate.

According to Dairy Australia's 2016 Australian Dairy Industry In Focus publication, 344,256 tonnes of cheese was produced in Australia in 2015-16 of which WA contributed 2305 tonnes.

A further 89,300 tonnes of cheese – an estimated 28 per cent of the market and growing year-on-year by 8.4pc – was imported into Australia, mainly from New Zealand.

In 2015-16 Australia produced 99,015 tonnes of butter and butter blends plus 19,610 tonnes of anhydrous milkfat commonly known as butteroil, but Dairy Australia did not provide a breakdown of each State's production.

It did say 23,400 tonnes of butter and butteroil – almost 17 per cent by volume of the Australian market – was imported, with more than 90pc coming from New Zealand.

Of the three major WA milk processors only Harvey Fresh produces local cheese, marketed under its own brand and the Capel Valley brand.

It also produces a specialty line of Capel brand butter.

There are a number of local boutique cheese manufacturers who generally buy milk from the major processors because supply contracts between farmer and processor prohibit farmers selling fresh milk to a third party.

Early in his tenure as Brownes managing director Tony Girgis closed the company's Brunswick cheese factory in 2015 and shut down cheese processing.

He said while bulk block cheese production covered costs, the cheese division overall made a loss once bulk blocks were cut up and wrapped for retail sale.

Discussions between Brownes, State government and Department of Agriculture and Water Resources last year about approvals, funding and an export licence deemed necessary to reopen the mothballed plant to soak up some of the excess spring milk production were unfruitful.

The Australian Competition and Consumer Commission is conducting an inquiry into the Australian dairy industry, looking particularly at transparency of farmgate pricing, flexibility of contracts and unconscionable conduct.

It will hold a public forum Thursday, March 16, 12-2pm at the Mercure Sanctuary Golf Resort, Bunbury.

WAFarmers' dairy council has urged as many dairy farmers as possible to attend to put their case.

<http://www.farmweekly.com.au/news/agriculture/general/opinion/farmers-seek-sustainable-dairy-future/2754759.aspx?storypage=0>

Alternative Fats for Alternative Facts

Monday, 27 February 2017, 12:14 pm

Press Release: [Little Island](#)

Media release: Little Island
27 February, 2017
For Immediate Release

Alternative Fats for Alternative Facts

Last week, the National Government changed the goalposts for measuring water quality in our rivers and streams – and the outcry from both the public and experts was swift. One thing is for sure: we Kiwis love our waterways, and we want to see them protected for everyone to enjoy.

New Zealand is proud of its share of worldwide dairy export, accounting for 3.5% of our GDP. However, with more than 6 million dairy cows (271 million globally), the effects on our waterways and the environment should be of concern.

It's no surprise an increasing number of people here, and around the world, are looking to avoid dairy not only for dietary reasons but for the environment.

Plant based milks such as soy have been around for decades and, although acceptable to those who couldn't drink milk, were all too often unappealing to dairy drinkers who expected a creamier experience in their cereal, smoothie or morning coffee.

The past five years has seen a revolution in plant based milks, where dairy is the comparison and taste must stack up. Leading this charge has been almond milk, which in just a few short years has grown to an almost US\$1billion industry in the US.

The second largest, and fastest growing plant based milk, is coconut, and local coconut milk and ice cream business Little Island Coconut Creamery believes substituting just a portion of your daily dairy consumption can have positive effects on both your feeling of wellbeing and the environment.

“Even small steps toward an alternative to dairy can preserve water and other resources, and also reduce the effects of climate change, deforestation and pollution,” says co-founder of Little Island, James Crow.

With no concerns around water pollution or water use (an issue with almond) coconut is an easy answer for those who wish to do something that directly reduces their dependency on dairy.

Trading your daily dairy fix for a plant based milk is now simpler than ever. With so many options on the market it's easy to take your share of cow out of the system and leave the lobbyists and government to argue about who will actually start making our rivers truly safe to enjoy.

Did you know?

95% of our milk products are exported (accounting for a quarter of our annual merchandise exports), but 100% of the pollution stays in NZ.

[Fonterra](#)

We effectively subsidise farmers by having to pay for the cleanup of our environment.

[NZ Dairy Farming - Milking our Environment for all its worth.pdf](#)

Considering dairy accounts for only 3.5% of our GDP, perhaps we should be focusing more on cleaner exportable assets, such as intellectual property and ethical products and service industries.

[NBR: Dairy sector contributes \\$8 billion to GDP](#)

<http://www.scoop.co.nz/stories/BU1702/S00850/alternative-fats-for-alternative-facts.htm>

Plan to set up Dairy Science Park faces bureaucratic hurdles

[ALI HAZRAT BACHA](#) — PUBLISHED a day ago

PESHAWAR: Bureaucratic hurdles are likely to delay establishment of Dairy Science Park (DSP) planned by an academician for the development of livestock sector, achieving the goals of hygienic food for local consumption, boosting meat export and generating self-employment through entrepreneurship, by involving the academia and public and private sectors.

In order to regulate the livestock sector and exploit the potential of livestock resources in the war- and flood-hit zones of the country Dean Faculty of Animal Husbandry of Agriculture University, Peshawar, Dr Subhan Qureshi has prepared a plan to establish an economic powerhouse through an independent and

autonomous board of directors (BoD) to run the affairs of the park, but some officials are stated to be unwilling to cooperate in this regard.

Prof Qureshi has proposed a business incubation centre costing Rs250 million for infrastructure in addition to Rs250 million as an endowment fund.

The park is supposed to ensure availability of hygienic food, boost meat exports

In his plan, he has recommended development of quality control standards at farms, clinics and processing and market places. The endowment fund would be utilised for developing feasibility models and revitalising the underutilised assets in the public and private sectors. The fund will support industrial research projects under the business incubation centre.

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In this regard, the provincial secretary local government and rural development has appreciated the concept by writing a note to the chief secretary for establishment of the park.

According to the documents, the LG secretary while giving rationale in support of the scheme under the local government sector termed it justified under the Integrated Development Strategy 2014-18 of the provincial government.

However, the secretary agriculture and livestock is reluctant to give a go-ahead to the agriculture university to materialise the plan.

The secretary agriculture in his note for the chief secretary on the subject declined support to the proposal submitted by the LG department, saying that livestock development initiatives were their own mandate. He added that the department was already working on various initiatives for dairy development in the province.

According to the documents, Provincial Senior Minister Inyatullah Kahn has also endorsed the idea of establishment of autonomous DSP Board, which will be run by imminent scientists, industrialists and farmers' representatives.

Peshawar nazim Arbab Asim has also backed the idea for developing standard operating procedures for livestock farming, products processing and marketing for application in the field. He has desired training of butchers in hygienic meat production and marketing.

Furthermore, the secretary agriculture revealed that the provincial livestock policy had already been drafted and being reviewed for submission to the cabinet for approval.

Published in Dawn, February 26th, 2017

<https://www.dawn.com/news/1317070/plan-to-set-up-dairy-science-park-faces-bureaucratic-hurdles>

‘The Middle East is a key route to market for Irish dairy’

9:37 pm - February 26, 2017



Amy Forde

[Email](#)



(L-R) Tony Cotter, Irish Ambassador to Kingdom of Saudi Arabia, Saeed Bajwaber, Chairman of Al Wazeen, Minister for Agriculture, Food and the Marine, Michael Creed TD and Joe Collins, Managing Director of Ornuo Trading & Ingredients

With a rapidly growing population, and increasing demand for dairy products, the Middle East is a key route to market for Irish dairy, Joe Collins, Managing Director of Ornuo Trading and Ingredients has said.

Collins was speaking earlier today at Ornuo’s €20m white cheese facility in Riyadh, Saudi Arabia, which the Minister for Agriculture, Michael Creed, visited on the beginning of a Ministerial-led Trade Mission to the Gulf States.

“The Middle East offers a tremendous opportunity for Ornuo and the Irish dairy sector. Given the recent decision on Brexit, the importance of developing new markets cannot be overstated,” Collins said.

While Ireland's core markets continue to be important, Ornuia is **investing heavily** in strengthening its global footprint, by increasing scale with new facilities like the one in Riyadh, putting its 'feet on the street' in new markets, and investing in its brands and new dairy technologies, he said.

The 15,000t capacity facility uses pioneering technology, developed by Ornuia and Teagasc, to produce a range of bespoke fresh white cheeses for the **bakery sector, retail delis and Foodservice customers**. The technology allows milk ingredients to be recombined for fresh white cheese production, with white cheese being hugely popular in the MENA region.

At the Ornuia plant, Minister Creed stressed the importance of developments such as the Ornuia facility in Saudi Arabia.

"I am delighted to visit the Ornuia Saudi Arabia facility, to meet the team and to engage with some of their key customers."

"Ornuia and other Irish dairy companies are playing a key role in building the market for Irish dairy. In 2016, Ireland exported dairy products to over 130 countries.

"Against the backdrop of our efforts to significantly increase dairy output and grow the sector, export market diversification is obviously of the utmost importance, and this is particularly true in the context of a post-Brexit scenario."

Irish beef and dairy at top of trade mission agenda to Gulf States

In-line with increased affluence among the Gulf population, there has been a rapid rise in **demand for 'on the go' food solutions**. White cheese manufactured in Saudi Arabia by Ornuia, using Irish dairy, is a key filling in many savoury pastries that are increasingly consumed 'on the go' in the region.

Ornuia Saudi Arabia has a dedicated customer innovation centre where it co-develops these fillings for their customers, meeting diverse flavour and application requirements.

Ornua exports Irish dairy products to over 110 countries. The last two years has seen Ornua invest in acquisitions and significant infrastructure development in Africa, China, Germany, Ireland, Spain, the UK, and the US.

<http://www.agriland.ie/farming-news/the-middle-east-is-a-key-route-to-market-for-irish-dairy/#>

Is almond milk really milk?

Posted: 6:00 a.m. Friday, February 24, 2017

If milk comes from a plant, can you still call it milk?

Not according to the dairy industry. Facing growing competition from dairy alternatives like almond, soy and coconut milk, the nation's dairy farmers are fighting back, with an assist from Congress. Their goal: to stop companies from calling their plant-based products yogurt, milk or cheese. Dairy farmers say the practice misleads consumers into thinking that nondairy milk is nutritionally similar to cow's milk.

A bipartisan group of 32 members of Congress is asking the Food and Drug Administration to crack down on companies that call plant-based beverages "milk." They say FDA regulations define milk as a "lacteal secretion" obtained by milking "one or more healthy cows." Proposed legislation from Rep. Peter Welch, D-Vt., and Sen. Tammy Baldwin, D-Wis., a state known for its cheese, suggests a slightly broader definition. Their bill would require the FDA to target milk, yogurt and cheese products that do not contain milk from "hooved mammals."

"The bottom line for us is that milk is defined by the FDA, and we're saying to the FDA: Enforce your definition," Welch said.

But critics say consumers know exactly what they are buying when they choose almond or soy milk instead of dairy milk. "There's no cow on any of these containers of almond milk or soy milk," said Michele Simon, executive director of the Plant Based Foods Association, a trade group representing 70 companies. "No one is trying to fool consumers."

And what about other nondairy products with dairy names? Will milk of magnesia, cocoa butter, cream of wheat and peanut butter have to change their names as well?

Cow's milk was once one of America's most iconic beverages. But Americans drink 37 percent less of it today than they did in 1970, according to the Department of Agriculture. Mintel, a market research firm, found that negative health perceptions were driving the decline in sales of cow's milk

Meanwhile, dairy milk alternatives made from almonds, soy, cashews and coconuts have exploded in popularity in recent years. Plant-based milks, with brand names like Almond Breeze and Silk, are sold in the dairy aisle and still represent a fraction of the beverage market, but sales continue to grow.

Much of the growth in plant-based milk sales has come from the rising popularity of almond milk. Last year, Starbucks, the world's largest coffee chain, announced that it would begin offering almond milk to lighten its espresso drinks, to meet customer demand. The chain said it was one of the most-requested customer suggestions of all time.

Experts say sales of almond milk are surging for several reasons. The dairy industry has come under fire over concerns about animal welfare and the environmental impact of livestock, which contributes to air and water pollution. Almond production has an environmental impact as well: Most of the world's almonds come from drought-stricken California, and producing just 16 almonds requires an estimated 15.3 gallons of water. But ultimately the environmental impact of producing cow's milk in areas where almonds are grown would be far worse, said David Zetland, an assistant professor of economics at Leiden University College in the Netherlands and the author of "Living With Water Scarcity."

Many consumers also consider almond milk a healthier alternative to cow's milk. The dairy industry says that's not true. They point out that milk has nine essential nutrients that are necessary for good health, like calcium, vitamin D, vitamin B12 and potassium. The industry has also created ads claiming that milk has up to eight times as much protein as almond milk and fewer ingredients and additives. Some brands of soy and almond milk do contain large amounts of added sugar. But they also come in unsweetened varieties with zero sugar, and some are fortified with calcium, B12 and other nutrients.

There is also debate over the nutritional merits of cow's milk. In 2013, for example, two nutrition experts, Walter Willett and David Ludwig, both at Harvard, published an editorial in JAMA Pediatrics arguing that healthy adults who get plenty of vegetables, nuts and protein in their diets may not get any extra benefit from cow's milk. They also raised concerns about hormones in milk and the added sugar in the chocolate milk served in many schools.



+ JASON HENRY/NYT

Miyoko Schinner, the chief executive of Miyoko's Kitchen, makes nut-based cheeses and butters at her production facility in Fairfax, Calif., Feb. ... [Read More](#)

As the dairy industry continues to press its case, producers of nondairy milks are fighting back. The Plant Based Foods Association sent letters to the FDA stating that plant-based milks were properly labeled with their “common or usual” names.

“Don’t they have better things to do than to care about what a product is called?” asked Miyoko Schinner, chief executive of Miyoko’s Kitchen, which sells popular nut-based cheeses and butters at almost 2,000 stores nationwide. “The only reason they would care is because they’re protecting their special interests.”

Marsha Cohen, an expert on food and drug law at the University of California, Hastings College of the Law, said that the dairy industry faces an uphill battle. She said the government’s definitions for milk and other foods — known as “standards of identity” — are intended primarily to protect consumers from financial harm, such as being duped into buying cheap or imitation foods masquerading as more expensive ones. She noted that the FDA recently allowed the company Hampton Creek to call its vegan mayonnaise substitute “Just Mayo,” even though the agency’s legal definition of mayonnaise states that the condiment must contain eggs.

The debate over what can and can’t be called milk has played out in courts, with judges so far siding with the plant-based milk industry. In 2013, Judge Samuel Conti of U.S. District Court in San Francisco, dismissed a proposed class-action lawsuit that claimed that almond, coconut and soy milk were mislabeled because they do not come from cows. Conti said the claim “stretches the bounds of credulity,” and it was “simply implausible that a reasonable consumer would mistake a product like soy milk or almond milk with dairy milk from a cow.” He said the lawsuit was reminiscent of an earlier case in which a woman claimed she was misled by Cap’n Crunch’s Crunch Berries cereal because she thought it contained real fruit (that case was thrown out).

In another lawsuit in 2015, another U.S. District Court judge in California, Vince Chhabria, rejected a similar claim that consumers could be misled into thinking that soy milk and cow’s milk were nutritionally equivalent.

“A reasonable consumer,” he wrote, “would not assume that two distinct products have the same nutritional content; if the consumer cared about the nutritional content, she would consult the label.”

One place the dairy industry has always found support is in Washington. The industry has spent millions of dollars lobbying the federal government, which strongly encourages Americans to drink plenty of milk. The government’s dietary guidelines recommend that Americans consume up to three cups of low-fat milk or dairy products each day, saying it contains many essential nutrients such as protein, calcium, vitamin D and potassium.



BEN BREWER/NYT

Baldwin said that one of the reasons she introduced the Dairy Pride Act was that her dairy-farmer constituents wrote to her with their concerns. Among those was Janet Clark, a third-generation dairy farmer who runs Vision Aire Farms about 80 miles north of Milwaukee. Clark said that she and her family have struggled as milk prices have slumped and the costs of operating their farm have risen. She says that plant-based products are unfairly profiting from the name and reputation of cow's milk.

“We set a high standard for the milk we produce,” she said. “Milk has already been defined as coming from a dairy animal. We just want that to be enforced in the marketing in supermarkets — that what is being called milk comes from a dairy animal.”

<http://www.myajc.com/lifestyles/food--cooking/almond-milk-really-milk/2eoQC5zqclAMTza2NUAdrJ/>

Low Fat Dairy Product Market: Global Snapshot by 2024

FEBRUARY 25, 2017 BY PRESS RELEASE

New York, NY — (SBWIRE) — 02/24/2017 — The low-fat dairy products are as tasty as dairy products made with whole milk. Their flavor and texture are also similar to whole milk dairy products. There are various types of procedures to separate the fat from whole milk. Creaming is one of the types of separation, where milk is heated at a high temperature and allowed to stabilize for around half an hour to naturally separate the cream from the milk. Another technique followed to remove the fat from whole milk is through centrifugal separation. This is a commonly used procedure to separate fat from whole milk and turn it into skim milk by the use of the centrifuge which spins containers of milk at a high force. Centrifugal method of separation of fat can also remove bacteria and other harmful elements from milk. The low-fat dairy products are useful for weight loss for adults as well as in the case of obese children. Low-fat milk products can provide vital nutrients such as vitamins, proteins and calcium during pregnancy.

<http://www.satprnews.com/2017/02/25/low-fat-dairy-product-market-global-snapshot-by-2024/>

Research into Meat and Dairy Industries Reveal Climate Impact

Genetic Resources Action International (GRAIN) recently released a report outlining the connections between global climate change and industrial meat and dairy production. GRAIN is a small international nonprofit organization that supports the struggle of small farmers and social movements for community-controlled and biodiversity-based food systems. Their report outlines the significant impact of the meat and dairy industries on greenhouse gas emissions and recommends how to improve the industry.

Food Tank had the opportunity to discuss the publication with the GRAIN team.

Food Tank (FT): Your report discusses how greenhouse gas emissions from meat and dairy production are increasing and are already higher than all transportation emissions combined. However, you draw a distinction between industrial production and small stakeholders. Why is industrial meat worse for the environment and what are other practices that can help improve the environmental impacts of meat production?

Genetic Resources Action International Team (GRAIN): Most traditionally raised livestock in the world is integrated within mixed small-scale farming methods where the livestock is an essential and sustainable part of the system. Cattle often graze on land unsuitable for crop production, manure gets re-integrated into the soil, and produce is locally used. In contrast, in industrial production systems, livestock is often kept off the land, manure becomes a pollution problem, heavy fertilized feed crops are grown in far-away places causing deforestation, and a lot of its produce is traded internationally—all causing tremendous climate emissions and other forms of pollution. We have to re-integrate meat and dairy production into broader sustainable farming systems, promote sustainable grazing practices, and promote local markets as a way to reduce the impact of meat and dairy production on the environment and the climate. And we have to lower consumption in rich countries and by well-off people.

FT: The report quotes Rajendra Pachauri, a former chairman of the Intergovernmental Panel on Climate Change, as saying, “I was the target of several efforts to discredit me,” after he suggested people eat less meat. How powerful are the meat and dairy industries and what actions are they taking to protect and promote themselves?

GRAIN: As we show in our report, today’s meat and dairy industries form a highly concentrated global corporate sector that command international markets and are pushing the growth of consumption everywhere. Through their trade and industry lobby groups, they yield enormous influence on governmental policies and often block initiatives to lower consumption or regulate the market. They are also centrally involved in establishing standards and definitions at international regulatory bodies and the U.N., which end up defining industrial meat production as climate friendly and traditional livestock holders as climate culprits. The way to combat them is by boycotting their products, lowering meat and dairy consumption, denouncing their practices, raising consumer awareness, and supporting small-scale producers and distributors. We also need to support watchdog groups that make transparent who is pushing what information about emissions and their sources!

FT: The report reviews several government actions in spite of lobbyists, mostly involving taxes on red meats and new dietary guidelines to encourage lower consumption. How successful are these measures likely to be and what else should be pursued?

GRAIN: It's very important to get public policies in place to stop subsidizing the large-scale industrial meat and dairy sector and to promote short circuits and more decentralized markets gravitating around local produce from small integrated family farms instead. Markets are too biased right now in favor of the corporations. Fiscal policies have a role to play in achieving these shifts as do dietary guidelines, food councils, procurement programs, and trade policies. In many cases, this requires bottom-up action to get local governments (municipalities, cities, provinces or states) to adopt these kinds of measures. Of course, the hardest walls in all of this are trade and investment policies, which are crafted at the international level—to some extent at the World Trade Organisation but much more powerfully through so-called free trade agreements. Those trade deals are highly contested and in tremendous flux right now. So the time is right to bolster the campaigns to stop these trade deals and overhaul trade policy so that it supports rather than penalizes climate-friendly food systems. We participate in bilaterals.org, an open publishing website where you can find a lot more information about these campaigns.

FT: What are some ways that eaters can influence food production?

GRAIN: As consumers, people can form or join co-ops and community-supported agriculture schemes. Avoid supermarkets in favor of farmers' markets and generally make a conscientious effort to keep small retail alive. People can also participate in political and educational work by fostering conversations and activism around these issues, boycotting specific companies, and organizing collective campaigns to change what and how we consume, and who has power in the food sector.

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<https://foodtank.com/news/2017/02/new-report-reveals-climate-damage-from-the-meat-and-dairy-industries/>

COOPERATIVE MERGERS SHRINK WISCONSIN DAIRY FARMERS' OPTIONS

February 26, 2017 at 12:06 pm | The Associated Press

MILWAUKEE (AP) — The U.S. Department of Agriculture's most recent statistics reports show the number of dairy cooperatives in Wisconsin continues to shrink, leaving dairy farmers in the state with fewer options for selling their milk.

The number of agriculture cooperatives in Wisconsin dropped from 180 in 2000 to more than 110 in 2015, the Milwaukee Journal Sentinel (<http://bit.ly/2mdIE3Y>) reported. Of those, dairy cooperatives in Wisconsin dropped from 31 to 21 during that same period.

The explanation for the shrinkage is that cooperatives across the agricultural industry are consolidating, which is problematic for smaller dairy farms.

Darin Von Ruden, Westby dairy farmer and president of the Wisconsin Farmers Union, said he finds the increasing number of cooperative mergers worrisome.

"We have fewer and fewer places we can sell our products to," Von Ruden said. "We're lucky in southwest Wisconsin we have a few different places, but it's a different story in the northwest."

He said some cooperatives have become "marketing giants" in the southwest part of the U.S.

"If that's the way they're going to carry on their business around the rest of the country, that is a scary thought for the 50- to 100-cow operators," Von Ruden said.

Jim Wadsworth, agricultural economist of cooperative statistics in the Policy & Research Branch of USDA Cooperative Programs, said the cooperative consolidation trend is expected to continue when the 2016 and 2017 USADA reports come out.

A large portion of their members must vote in favor of the merger, sometimes up to 60 percent, before cooperatives merge. Such a large percentage is needed because producers lose local autonomy when cooperatives become bigger, Wadsworth said.

"In many cases, it's an emotional thing for farmers," Wadsworth said. "It goes back to their grandparents. They've always had this cooperative down the street, and all of the sudden it's headquartered somewhere else."

<http://www.beloitdailynews.com/article/20170226/AP/302269873>

Preventing Mastitis More Cost-Effective Than Treating

) Michael Short, Delmarva Correspondent

) Feb 25, 2017

HARRINGTON, Del. — A few simple steps can improve udder health and boost milk production in dairy herds.

That was the message from Julio Correal, animal productivity specialist with Arm & Hammer Animal Nutrition, one of four presenters at this year's University of Delaware Dairy Day at Hartly Fire Hall.

The audience of mostly farmers also learned about low-lignin alfalfa, fertility management for corn silage and transitioning to organic dairying.

Correal told the audience that mastitis is very expensive to treat, but prevention is cheap and relatively easy. His presentation was called "Milk Quality and Udder Health Workshop — Understanding Udder Physiology."

He said farmers should take a back-to-basics approach by not rushing stimulation and cleaning, and should take their time by making sure a pre-dip before milking lasts for at least 30 seconds.

A post-dip of the teats should cover at least three quarters of the teat, not just the tip end, he said.

Farmers should wear gloves when handling milk so they don't spread any contamination from one cow to the rest of the dairy herd. "Prevention" of mastitis or similar problems is cheap, he said. "Curing it is expensive."

"The ideal is to milk a nice, clean, dry teat," he said.

Not taking a few simple steps to prevent mastitis can mean thousands of dollars in lost milk.

"Maintain a clean environment," he said. "Do you know how much money goes down the drain?"

Correal said farmers should be careful to wipe down the teats in a more circular motion because just wiping down can move any dirt to the tip of the teat where it is more likely to end up in the cow's milk.

He said farmers should also be careful about spraying water haphazardly because it can easily splash urine or manure on the cow's udder, creating more problems.

Correal said cows should be led calmly to the milking parlor and should leave it calmly. A less agitated, less frightened cow will mean you don't lose milk because the agitated cow is now full of adrenaline.

He said that it's important to have clean water, good food, clean stalls, clean alleys, and cows that aren't rushed or frightened.

He said people tend to downplay the role of the "pusher" in the dairy, but he said that job is vital.

"The stimulation starts here," he said, pointing to a video of cows being led into the parlor. "He is just the cow pusher, we think sometimes ... I think it is a very important job."

Correal said farmowners should perform regular maintenance, probably at least every six months, on equipment in order to keep things running smoothly and efficiently.

He also urged farmowners to take a more hands-on approach and spend time in the milking parlor. That can help set the tone for the whole dairy operation, by making sure people realize how important it is to do things well and not rush things.

It's an opportunity to teach and to share potential concerns about the farm and herd, he said.

"Why are we doing this?" he asked. "Good habits pay off. ... Everybody will be on the same page. If the farm makes money, they will make money."

http://www.lancasterfarming.com/farming/dairy/preventing-mastitis-more-cost-effective-than-treating/article_59d48075-4127-5bf8-9551-f2e69e517bc6.html

Dairy farmers talk strategies for success

Published 2:18 p.m. ET Feb. 22, 2017 | Updated 2:30 p.m. ET Feb. 22, 2017

SOUTH BURLINGTON - Hundreds of dairy farmers and agricultural leaders from New England and New York gathered Tuesday at the 18th annual Vermont Dairy Producers Conference to hear from experts about strategies to ensure dairy farms continue to be a vibrant part of the local economy.

The annual event was held at the Burlington Hotel and Conference Center in South Burlington.

"Farmers continually look for innovative ways to be more efficient and sustainable – this conference delivered helpful new perspectives we can use to remain competitive," said Keith Lanphear, of the Lanphear Family Farm in Hyde Park and 2016 Vermont Dairy Farm of the Year.

Carrie Mess is a dairy farmer, blogger, speaker and advocate for agriculture from Lake Mills, Wisconsin. Mess said most people are two or more generations removed from the farm, and spoke to attendees about increasing their community outreach to share with people how dairy products are made.

"The conversations we have today with our customers will shape the future of our industry – we are responsible for our future by being proactive and reaching out," Mess said. "I challenge you to say thank you to the next person you see buying dairy products...share a little bit about your life in agriculture."

Vermont Secretary of Agriculture Anson Tebbetts thanked dairy farmers for their contributions to the state.

“I grew up in Cabot on the land – we had dairy cows, sheep, and maple sugaring – it’s a true honor to be in this field, it’s where my heart has always been, in agriculture and in farming,” Tebbetts said. “You should all be very proud of yourselves today – you’re working to make your industry better, and your Vermont economy better, thank you for doing that.”

Dr. Lance Baumgard of Iowa State University is the Norman Jacobson Professor of Nutritional Physiology in the Department of Animal Science. Baumgard spoke about his primary research on the consequences of heat stress on animals.

“As we’re seeing more hot days every year, farmers need to understand how to adapt to give the best care to their cows for the future of our farms and our food supply,” Baumgard said. “The primary strategy is for farms to work with their nutritionists to formulate their cows diet to make sure that cows stay healthy even when temperatures rise.”

A topic that every farm faces is how to stay positive despite the challenges facing the dairy industry today, said speaker Damian Mason, an Indiana dairy farmer and professional speaker, who had a positive and humor-filled message for farmers.

Kati Hale, a third generation dairy farmer at Gervais Family Farm in Enosburg, where she is the herd manager, said that the conference helped her to gain information she wouldn’t have otherwise been exposed to.

“It’s very important to our farm’s legacy to address the challenges we face every day – it’s a huge responsibility – coming to this conference gives you innovative ideas you can bring home and implement on your farm,” Hale said.

Conference organizer Reg Chaput, a dairy farmer from North Troy, said more than 300 dairy farmers and industry professionals attended the conference.

“From the seasoned dairy farmers to the next generation of agricultural students, we all have a shared goal to strengthen the dairy industry,” Chaput said. “Over 7,000 jobs in Vermont are created through dairy, and by working together we’re strengthening our future and the economy in Vermont.”

<http://www.burlingtonfreepress.com/story/news/2017/02/22/dairy-farmers-talk-strategies-success/98259658/>

Dairy Alternative Beverages Market Share by 2021

FEBRUARY 17, 2017 BY PERSISTENCE MARKET RESEARCH

Dairy alternative beverages are the plant-based milk that processes through nuts, cereals and seeds. Vegans, dairy intolerant and people with milk allergies primarily consume dairy alternative beverages. Dairy alternative beverages are plant-based beverage thus contain low cholesterol levels. The global dairy alternative beverages market is segmented into various divisions such as soya milk, almond milk, oat milk, coconut milk, hemp milk, hazelnut milk and rice milk. These are some of the major substitutes for milk, which are widely consumed by many individual across the globe. These dairy alternative beverages products are widely distributed through supermarkets, health food stores, pharmacy, convenience stores and e-retailers. Dairy alternative beverages are available in various formulations including flavored, plain,

fortified sweetened and unsweetened. The largest sales of dairy alternative beverages products were recorded from supermarkets in 2012.

Among the various alternative segment of dairy alternative beverage soya milk contributes the largest share in global dairy alternative beverages markets. The demand of almond milk is also gaining popularity due to its additional health benefits such as high content of vitamins and calcium. This helps in the growth of dairy alternative beverages markets worldwide. Now a days, many people are adopting vegan diet due to their ethical concerns about animal rights, protecting the environment, and help in saving the planet. Veganism has become a lifestyle choice among many individuals and this is gaining popularity day by day. According to People for the Ethical Treatment of Animals (PETA), about 2.5% of the U.S. population is vegan. Such trends would also help in the growth of global dairy alternative beverage market.

Increase in awareness level and rising health concerns issue are the two main issue which leads to drive the global dairy alternative beverages market. The threat of cross-contamination of raw materials is major challenge that limits the growth of dairy alternative beverage market. This acts as a restrain for global dairy alternative beverage market.

Asia Pacific region is the largest market for dairy alternative beverages and growing health concern issue, rising population, increase in disposable income level are some of the key issue which lead to boost the market in many Asia Pacific countries. Countries such as India and China with large population base become the prominent market for the growth of dairy alternative beverages. North America is the second largest market of dairy alternative beverage after Asia Pacific region. In North American countries, the U.S. holds the largest market share of dairy alternative beverage.

A sample of this report is available upon request @ <http://www.persistencemarketresearch.com/samples/3546>

After North America, Europe is one of the growing markets of dairy alternative beverage. The global dairy alternative beverage market is expected to witness double-digit growth during the forecasted period 2014-2020.

Request to view table of content @ <http://www.persistencemarketresearch.com/toc/3546>

Some of the major companies operating in global dairy alternative beverages market are Blue Diamond Growers Inc., Earth's Own Food Company Inc., Eden Foods Inc., Freedom Foods Group Ltd., Organic Valley Family of Farms, Grupo Leche Pascual Sa, Living Harvest Foods Inc., Nutriops S.L., OATLY AB, Pacific Natural Foods, Panos Brands LLC, Pureharvest, Sanitarium Health & Wellbeing Company, Stremicks Heritage Foods, Sunopta Inc., The Bridge S.R.L., The Hain Celestial Group Inc., The Whitewave Foods Company, Turtle Mountain Llc and Vitasoy International Holdings Limited.

CATEGORIES

[HTTP://WWW.SATPRNEWS.COM/2017/02/17/DAIRY-ALTERNATIVE-BEVERAGES-MARKET-SHARE-BY-2021/](http://www.satprnews.com/2017/02/17/dairy-alternative-beverages-market-share-by-2021/)

Dairy industry having a cow over plant-based ‘milks’

INDEX-TRIBUNE FOOD & WINE EDITOR | February 16, 2017

Lots of rain has brought rapidly growing bright green grass to Sonoma Valley hills and meadows, dotted with locally raised happy cows, goats and sheep – including some Woolly Weeders carefully trimming the grass in vineyards and at Sonoma Raceway. As with humans, milk comes out of these female animals. Leveroni, Stornetta, Bettinelli, Mertens, and Mulas are among our local cattle-growing families.

Currently there’s a big semantic struggle brewing between the dairy industry that milks cows and producers of plant-based “milk.”

Sen. Tammy Baldwin (D-Wisconsin) has introduced what she calls the “Dairy Pride Act” that would make it illegal to call plant-based soy beans, nuts, coconut or other plant beverages “milk.” Her bill would also pertain to yogurt and cheese made with nut “milks.”

According to the San Francisco Chronicle, the Food and Drug Administration defines milk as “lacteal secretion, practically free from colostrum, obtained by the complete milking of one or more healthy cows.” The Dairy Pride Act expands that definition slightly to include “one or more hooved animals,” which apparently would include milk from sheep and goats.

The Chronicle also quotes author William Shurtleff, a national expert on all matters soy, from his book, “History of Soy and Other Non-Dairy Milks,” as saying, “Almond milk has been mentioned in literature since 1226, soy milk since around 1365.”

Because of concerns over chemicals and antibiotics that may have gone into cattle feed, many consumers have veered toward plant-based “milks” and, subsequently, stories of unhealthily raised soy beans from China have turned some people toward rice, almond, coconut and other alternative plant-based “milks” or beverages.

As it happens, some markets may be way out in front on the dairy/plant semantic conflict – Lucky in Sonoma sells “Sunnyside Farms Organic Vanilla Soy Beverage.”

<http://www.sonomanews.com/home/6671125-181/dairy-industry-having-a-cow>