



# Dairy Pulse

34<sup>th</sup> Edition



Think Dairy



Suruchi Consultants  
Delivering solutions with integrity

16<sup>th</sup> to 31<sup>st</sup> March, 2017

## Dairy Pulse 34<sup>th</sup> Edition (16<sup>th</sup> to 31<sup>st</sup> March, 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  
SC/PSC Code: 39018P  
Prog. In-charge: Mr. Sanjay Singhal  
Contact no. : +91-0120+4370845  
Email: [39018P@gmail.com](mailto:39018P@gmail.com)

New admission will start soon for July, 2017 for the DDT Course. For more information visit IGNOU website [www.ignou.ac.in](http://www.ignou.ac.in)

➔ Aspiring entrepreneurs might attend our introductory session (Free) on how to set up dairy farm and plant on every 2<sup>nd</sup> and 4<sup>th</sup> 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, Sec-65, Noida 23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> April, 2017 with Guided Tour to a Dairy Farm plus a milk processing plant.*

For more information please visit on website [www.suruchiconsultants.com](http://www.suruchiconsultants.com)

➔ Suruchi is launching 1<sup>st</sup> Second Level Dairy Entrepreneurship Development Program (2<sup>nd</sup> Level DEDP) 2017 one week intensive hand on for indigenous milk products. To be held on 8<sup>th</sup> to 13<sup>th</sup> May, 2017.

For more information please email on [shikha@suruchiconsultants.com](mailto:shikha@suruchiconsultants.com) or contact at +91 0120 4370845

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

### Animal Health/Protection

## From plate to plough: Development with cow

Agricultural growth in Uttar Pradesh can be achieved by putting dairy in the lead role. State's new chief minister has his task cut out for him

<http://indianexpress.com/article/opinion/columns/yogi-adityanath-uttar-pradesh-chief-minister-gutka-paan-ban-abattoirs-slaughterhouses-shutdown-development-with-cow-dairy-farming-agricultural-products-4586830/>

Written by [Ashok Gulati](#), Smriti Verma | Updated: March 27, 2017 4:54 am



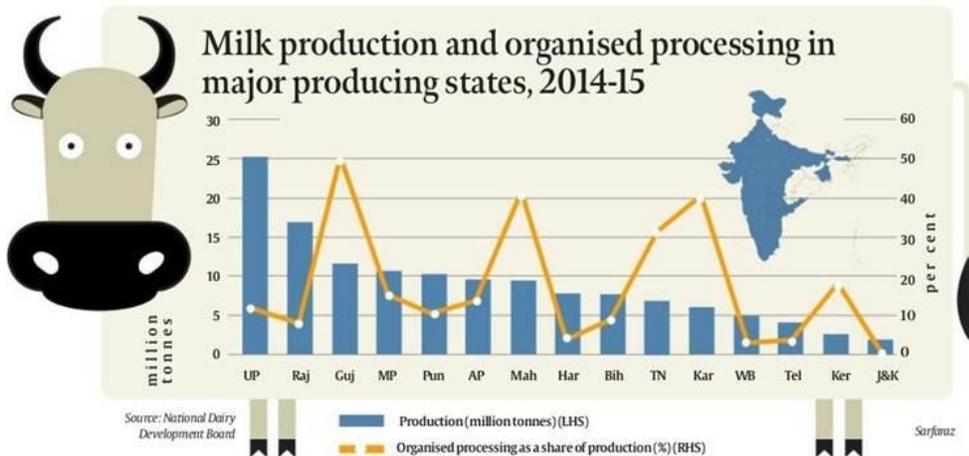
UP Chief Minister Yogi Adityanath

Yogi Adityanath's taking over as Uttar Pradesh chief minister has been criticised by several political pundits who say that Prime Minister [Narendra Modi](#) has picked "cow over development". They may soon have to bite the dust, like the economic pundits, who had predicted political and economic doom after the PM's demonetisation move. It would not be fair to pass judgment on Yogi Adityanath, based on preconceived notions.

Adityanath and his team have categorically stated that they intend to fulfil the PM's vision of "sabka saath, sabka vikas", with development and good governance being their focus areas. The new CM has ordered closure of illegal abattoirs, banned gutka-paan in government offices and cautioned against spit-painting office premises. There is nothing wrong in that. Announcing anti-Romeo squads and directing plainclothes women police officers to nab such "romeos" are also steps in the right direction. They will improve governance and change the culture of "goondagardi" in the state, which became the norm due to poor governance.

But here we focus on "sabka saath, sabka vikas", which we feel cannot be achieved unless agriculture is revved up in the state. Agriculture employs the largest proportion (47 per cent) of the workforce (in 2015-16, as per the Labour Bureau) in UP, and its growth rate has been just 2.5 per cent per annum during 2000-01 to 2014-15. This growth is lower than the all-India growth rate of agri-GDP of 2.9 per cent during the same period.

UP is located in the Gangetic plains that have one of the most fertile soils and the best water conditions in the country. Almost 78 per cent of the state's cropped area is irrigated as against the figure of 47 per cent for the country. Yet, the state's performance has been abysmal. Our research reveals that UP's agriculture has the potential to grow at a minimum of 5 per cent per annum, for at least a decade, if not more. And if Yogi Adityanath and his team make agricultural growth a high priority, it will be their biggest step towards achieving "sabka saath, sabka vikas". It will also give Adityanath rich political dividends.



Our research shows that this can be achieved by putting the cow (dairy) in the lead role; this will assure incomes to farmers and provide employment to 70 per cent or more of the female workforce. It can also cut down rural poverty very fast. So, we are looking at “development with the cow” — and not “cow over development”.

UP’s dairy sector requires more milk processing units, immediately. The state’s new chief minister should invite AMUL and private sector dairies, tap NABARD funds for dairy development and set up several medium-sized plants to process at least 30 per cent of UP’s milk production in the next five years. Current levels of processing through the organised sector are less than 12 per cent — Gujarat, in comparison, processes almost half of its milk through organised dairies (see graph). UP is the largest milk producer of the country; it produces 17 per cent (over 25 million tonnes annually, see graph). But it has lagged far behind in processing. As a result, farmers don’t get a good price for milk.

Ramping up milk processing with value-added products can be a game-changer. This should be followed by upgrading to pure cattle breeds for higher productivity. Several indigenous cows in Baba Ramdev’s farms yield 20 to 30 litres of milk per day; that is, at least four to five times what farmers get from their cows. Sex selection using artificial insemination can be the next step.

On the crop front, wheat and rice are the backbone of UP’s agriculture, occupying 61 per cent of the state’s cropped area. UP

accounts for about 30 per cent of the country’s total wheat production and 13 per cent of its rice production. But marketing of wheat and rice in UP is in very poor shape. In the absence of a robust procurement network, farmers sell their produce at prices that are 10-20 per cent below the MSP. Now that UP and the Centre have BJP-led governments, it should be much easier to create a sound procurement system along the lines of Madhya Pradesh, Chhattisgarh, Punjab and Haryana. One can imagine the change in the rural landscape once farmers start getting 10-20 per cent higher prices for wheat and rice.

Sugarcane is another crop where pricing needs to be rationalised. Sugarcane prices have to be linked to sugar prices. There should be a provision for a price stabilisation fund. But the first action should involve freeing up the molasses market. Currently, sugarcane farmers actually subsidise the liquor industry. Adityanath must break this nexus of liquor barons and politicians in order to get better prices for sugarcane farmers.

UP also has abundant vegetables and fruits, especially potatoes and mangoes. Solar-powered cold storages for potatoes and harnessing solar power in fields and solar-powered irrigation pumps can be sustainable

solutions to augment farmers' incomes. Innovative farming techniques, such as high-density mango orchards (350 trees per hectare) and even ultra-high-density orchards (1,675 trees per hectare) can increase yields and incomes of farmers.

These measures — cow/dairy-led agri-development, erecting a robust procurement system for wheat and rice in order to ensure MSP to farmers, rationalising sugarcane pricing and freeing up molasses, and making potatoes and mangoes more competitive for augmenting farmers' incomes — are all doable within the next five years. These are all low-hanging fruits, with rich economic and political dividends that the new CM can easily pluck. If Yogi hits the ground running on these lines, he can be assured of serving UP for at least a decade, if not more.

## **Will implement Gujarat model of dairy development: UP minister for Dairy Development Laxmi Narayan Chaudhary**

<http://www.indiafinancenews.com/will-implement-gujarat-model-of-dairy-development-up-minister-for-dairy-development-laxmi-narayan-chaudhary/>

"Our endeavour would be to give a boost to the dairy industry. We will become the number one state in the country in this field", he said.

By: [PTI](#) | Lucknow | Updated: March 26, 2017 7:17 PM



The BJP government in Uttar Pradesh is planning to implement an “improved version” of ‘Gujarat model’ for dairy development in the state. (Reuters)

The [BJP](#) government in Uttar Pradesh is planning to implement an “improved version” of ‘Gujarat model’ for dairy development in the state. Stating this, Cabinet Minister for Dairy Development Laxmi Narayan Chaudhary said that cooperatives will be strengthened and steps taken to check illegal slaughter of cattle. He also alleged that schemes like Kaamdhenu Yojana initiated by [Akhilesh Yadav](#) government for dairy development were misused.

Pointing to the crackdown on illegal abattoirs by the new government, he claimed, “There has been a decrease in the count of milch cattle especially due to operations of the illegal slaughter houses and abattoirs.

“Chief Minister Yogi Adityanath has already started acting against the illegal abattoirs.”

The government believes that dairy development would give a boost to the income of farmers, most of whom are solely dependent on agriculture for livelihood.

Speaking to PTI, Chaudhary said, “Gujarat has been at the forefront of dairy development. It witnessed the White Revolution and Operation Flood. “We would attempt to implement an improvised version of the Gujarat model of dairy development in UP. Our effort would be to directly link farmers’ prosperity with dairy industry,” Chaudhary said.

Also watch:

Exuding confidence that Uttar Pradesh would eventually occupy the top spot in the sector, the dairy development minister, said, “Streams of milk and ghee have been flowing in Braj (western UP concentrated around Mathura) region of the state. UP has been the birthplace of Lord Rama and Lord Krishna

“Our endeavour would be to give a boost to the dairy industry. We will become the number one state in the country in this field.” The minister made it clear that the policies of the previous governments would be reviewed and changed.

He also promised strict action against manufacturers of spurious milk. “Spurious milk is very harmful and it adversely affects the health of consumer,” he said. Chaudhary also took a jibe at Samajwadi Party president Akhilesh Yadav over his ‘kaam bolta he’ (work speaks for itself) poll slogan, saying results of his action are clearly visible.

“The results of Akhilesh’s action can be easily seen. In case of Kaamdhenu Yojana, loans were virtually distributed to Samajwadi Party workers as freebies,” the minister alleged, and asserted that things would soon change in this sector.

The minister also said that the co-operative societies would be strengthened in the state. “Steps would be taken to devise mechanism to ensure that cow dung is used as manure and the farmers get the right price for the milk, at the right time,” Chaudhary said. On March 22, the Uttar Pradesh government ordered immediate closure of all illegal slaughter houses.

UP Chief Secretary Rahul Bhatnagar, said, “The priority of the state government is to close the illegal slaughter houses in the state, and at the same time put a blanket ban on all the mechanised slaughter houses.”

He also directed the officials posted in various districts of the state to inspect the slaughter houses. “If any illegal slaughter house is found operating, then it must be closed immediately, and penal actions initiated against the guilty,” the chief secretary said.

## Modi Govt Announces 5 Lakh Cash Awards For Best Desi Cow Herds. Here's Why It Makes Sense

<https://www.scoopwhoop.com/modi-govt-announces-5-lakh-cash-awards-for-best-desi-cow-herds-heres-why-it-makes-sense/#.1drwjy9d1>

Mar 16, 2017 at 16:57

In another massive push to both dairy farming and cow protectionism in India, the Modi government has announced a Rs 5 lakh award for the best kept herds of indigenous or desi cow breeds in India.

According to a report in [Economic Times](#), there are a total of 30 prizes worth Rs 5 lakh, 3 lakh and 1 lakh, to be won by individual breeders, breeder groups and gaushalas (cow shelters). All states have been asked to send in their nominations by March 31.



The awards will be announced in November on National Cow Day, and are part of the government's overall effort to increase the number of indigenous milch cattle breeds in India. The wider focus is on increasing milk production and boosting the [dairy industry in India](#).

According to the Secretary of the Department of Animal Husbandry and Fisheries, 500 high quality bulls are being selected to produce 7,000 'super elite cows' using advanced breeding techniques. The superior cows are expected to lead to an increase of 5 million indigenous cattle each year.

This is not the first time Modi Government has moved to protect desi cows

Indigenous cow breeds have been declining in India before the steps by the Modi government. According to a 2013 [report in Tehelka](#), Indian cows were yielding an average of 3.23 kg of milk as opposed to the global average of 6.68 kg (in 2013).

Thus protecting the cow and its progeny became one of the poll promises that the BJP government made to people before getting elected to power in 2014. The Centre has since kept its word.



Starting with the [Rs 500 crRashtriyaGokul Mission](#) which aimed at reviving strains of indigenous Indian cows to boosting milk production, the recent moves to keep a count of cattle by [assigning them with Aadhaar-like serial numbers](#), the NDA government has shown that it is serious about expanding India's bovine husbandry sector.

The new awards are an addition to the already existing 'Gopal Ratna' and 'Kamdhenu' awards for individual farmers and breeder collectives respectively, which were [announced back in 2014](#).

[In 2016](#), the Department of Biotechnology also announced a year-long genome mapping program to analyze and study the genomes of the 40 local Indian cattle breeds.

The Centre has blamed the UPA government for not investing in programmes to develop and conserve India's own 39 cow breeds, causing over 70 percent of indigenous cow breeds to remain uncovered.

But why are indigenous breeds important?

India has always been one of the [largest producers and consumers of milk](#). Superior grade, high-yielding indigenous cows are important for the Indian dairy sector since these cows are more resistant to heat and extreme climatic conditions than foreign bovine strains.



The indigenous strains (both milch and draught categories) also exhibit tick-resistance and can survive on basic feed.

"Climate change will reduce productivity in all cattle. Drop in milk yield will be maximum in exotic breeds, not so in local Indian cattle." ET had reported Minister of Agriculture, Radha Mohan Singh, as saying.

These qualities have led to a demand for export of Indian milch cattle from countries such as Australia and Brazil among others, [ET reported in 2014](#).

According to the report in Tehelka, the 1960s-onwards trend of cross-breeding indigenous strains with foreign cows, especially European strains, led to mixed cow breeds which were sometimes high-yielding but often not good at surviving Indian climate.

Indigenous breeds such as Sahiwal in Punjab, Rathi and Tharparkar in Rajasthan and Gir and Kankrej in Gujarat are also seen as having the [potential to become high yielding](#).

As per data provided by the National Dairy Development Board (NDDB), India's milk production is projected suffer due to global warming and climate change, the [Times of India reported](#). Experts claim that milk production in India is likely to fall by 2021-22, despite the growth in output in 2015-16, since mixed or foreign cattle breeds are unlikely to survive increased temperatures.

According to the 2012 census, the number of indigenous cows in India had declined over 8 percent since 2007. The new measures are expected to inject some fresh energy into India's efforts to amp up its bovine husbandry sector.

## Marketing

### Difference between Real and Frozen: Amul explains

Posted in [Dairy](#) on March 28, 2017 by [Ajay Jha](#)

<http://www.indiancooperative.com/dairy/difference-between-real-and-frozen-amul-explains/>

India's leading multinational company HUL, which manufactures frozen desserts under its Kwality Walls brand name, has filed a case in the Bombay High Court against Amul's new TV campaign which educates the consumers to identify and differentiate between ice cream and frozen desserts. It may be noted that Kwality Walls brand name is neither mentioned or hinted at in the advertisement.

Amul has recently released a new TV campaign emphasizing on the need for awareness among the consumers of icecream so they can make an informed decision while purchasing Ice Cream.

The campaign reinforces the USP of the brand i.e. Amul ice creams are made from real milk as compared to frozen desserts that are made from vegetable oils.

This campaign highlights the mandate of checking the word 'Ice Cream' on the packs before buying them. Ice cream is mandatorily manufactured using only dairy ingredients as raw material as per the Food Safety and Standards Regulation, 2011.

The campaign film concludes with a voiceover emphasizing the difference between Amul Ice Creams which are made from 'Real Milk' as opposed to 'Frozen Desserts' which are made from 'Vegetable Oil', along with a visual imagery of the same.

Thus, Amul's new campaign is an effort to educate consumers to identify and differentiate between ice-cream and frozen desserts.

It may be noted that Kwality Walls have been masquerading their frozen desserts made from Vegetable Oils as Icecream for so many years.



R.S. Sodhi, Managing Director of GCMMF, said consumers are buying frozen dessert thinking it's ice cream. "Frozen desserts are masquerading as ice creams. By using low cost ingredients, they are misleading the consumers who are looking for real product. We are trying to make consumers aware of the difference," he said, referring to Amul's anti-frozen dessert campaign. He also added that Amul has always worked in interest of milk producers and consumers alike and is not going to be intimidated by the legal notice of HUL. It is unfortunate that Indian companies who genuinely work in interest of milk producers and consumers alike are being threatened with legal suits for saying the true facts.

It may be noted that the western world has now realised that dairy fat is better for health and butter and fat rich dairy products sales are climbing as compared to analogue products like margarines which are on the declining trend. Milk fat is characteristically different from vegetable fats due to the presence of

butyric (C4:0) and caproic (C6:0) acids in it, which are responsible for the rich buttery taste in milk and milk products. On the contrary, products which are void of milk fat often use vegetable oils and flavours to imitate the richness produced by the above-mentioned low chain fatty acids.

He added that ""It is our responsibility to educate customers about 'analogues' products so that consumers know what they are purchasing. However being a dairy cooperative, it is a part of our dairy industry mandate to promote the goodness of milk and milk products so that the future of millions of poor milk producers of our country is protected. Like Pure Ghee v/s Dalda campaign, similar ad campaign on butter v/s margarine is also on air and we are also planning to run a similar campaign of real cheese v/s cheese analogues which have recently entered into the market".

Amul is India's largest food brand with annual sales turnover exceeding Rs 27,000 crores. It is a cooperative federation owned by 36 lac milk producers of Gujarat with annual milk handling of 6.5 billion litres. The group turnover of GCMMF and its 18 member dairies is Rs 35,000 crores.

## **GCMMF to start selling frozen parathas, samosas**

TNN | Updated: Mar 26, 2017, 07.05 AM IST

<http://timesofindia.indiatimes.com/city/ahmedabad/gcmmf-to-start-selling-frozen-parathas-samosas/articleshow/57833106.cms>

AHMEDABAD: Having established a strong position in dairy business, Amul is now venturing into frozen snacks with the launch of frozen parathas, patties and samosas over the next two weeks. The dairy giant is also coming out with 3-4 types of sweets, which include milk cake, dodha barfi and pinni.

"We are venturing into the frozen snacks segment. Around 7-8 types of such frozen snacks will be launched in the next two weeks, including paneer and cheese parathas, patties and samosas. We are also looking at what other such snacks could be offered in future," said R S Sodhi, MD, Gujarat Co-operative Milk Marketing Federation (GCMMF), which markets milk and milk products under Amul brand.

"A robust cold chain is required for frozen products. Amul is the only player, which has well-established cold chain network with 66 depots and 2 lakh outlets from [Leh Ladakh](#) to Kanyakumari and from Jaisalmer to Shillong. Frozen food products are already being consumed in India. Hence, we thought of venturing into it," Sodhi explained.

As far as its core business of dairy is concerned, Amul plans to invest Rs 2,000 crore over the next two years for expansion including setting up of new plants. "We are in the process of setting up dairy plants in Kolkata and Vashi (Mumbai). Another plant with around 2 lakh litres per day capacity is planned at Varanasi (Uttar Pradesh)," Sodhi added.

GCMMF is putting up an ice-cream facility in Nagpur, while Pune will have Amul's dairy plant with ice-cream unit. Its new plants in Kanpur and Lucknow have also begun to operate. Back home in Gujarat, Amul is investing around Rs 600 crore for expanding the milk processing of its AmulFed Dairy at Bhat in Gandhinagar from 35 lakh litres per day (LPD) to 50 lakh LPD. It is also expanding ghee and butter manufacturing capacity at Bhat.

CBEC to be renamed as CBIC; to have 101 GST commissionerates

## Nestle launches Milo on-the-go milk drink for children in India

By [Dean Best](#) | 24 March 2017

[http://www.just-food.com/news/nestle-launches-milo-on-the-go-milk-drink-for-children-in-india\\_id136179.aspx](http://www.just-food.com/news/nestle-launches-milo-on-the-go-milk-drink-for-children-in-india_id136179.aspx)

[Nestle](#) is taking its cocoa-malt milk beverage Milo Ready To Drink to India, marketing the product as "the sports partner for kids".

Arvind Bhandari, the general manager of Nestle's dairy business in India, said: "The Milo brand encourages participation in sports from an early stage in life. Milo believes that sports help children imbibe life values that are critical for personality development and help set the foundation for a successful future."

Nestle touted the "less than 10 grams of added sugar" per 180ml pack. The beverage is priced at INR30 and will be available in "major urban centres, as well as select e-commerce platforms", the company said on Monday (20 March).

The world's largest food maker has launched other dairy-based products in recent months that target children in India.

## Mother Dairy to enter health foods segment

[http://www.thehindubusinessline.com/companies/mother-dairy-to-enter-health-foods-segment/article9598082.ece?utm\\_source=RSS\\_Feed&utm\\_medium=RSS&utm\\_campaign=RSS\\_Syndication](http://www.thehindubusinessline.com/companies/mother-dairy-to-enter-health-foods-segment/article9598082.ece?utm_source=RSS_Feed&utm_medium=RSS&utm_campaign=RSS_Syndication)

KOLKATA, MARCH 23:

Mother Dairy, a wholly-owned subsidiary of the National Dairy Development Board, is planning to enter the health foods segment. The company has neither finalised the time nor the probable areas that it will look into within the health foods segment.

According to S Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt Ltd, the company has already spent around Rs 15 crore to set up a research and development unit that includes new pilot lines and testing equipments.

"Entering into health food is a state objective for us. But, when and in what categories is something we cannot state just now. We are still testing things out," he said on the sidelines of the launch of the company's 'Dailycious' brand of packet milk in the state.

Mother Dairy cannot sell milk under the eponymous brand in the state as the rights for the brand name are still held by the West Bengal government.

According to Nagarajan, there are enough health food categories that the company can explore, targeting primarily women between the age groups of 11 and 59 and those suffering from calcium, iron and vitamin D deficiency. This apart, deficiencies caused by changing lifestyle issues too can be looked into through these offerings.

Incidentally, the company is already experimenting with different value adds in the milk category. For example, it is in the process of rolling out a 'low calorie' doi (yogurt) variant over the next two months.

This apart, it had previously rolled out low calorie packaged milk under the 'Mother Dairy' brand.

(This article was published on March 23, 2017)

## **'EAST INDIA FOCUS' FOR MOTHER DAIRY**

March 23, 2017

<http://www.financialsamachar.com/east-india-focus-for-mother-dairy/>

Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL), a wholly owned subsidiary of National Dairy Development Board (NDDB), today launched its milk portfolio in the city with 3 variants under the brand 'Dailycious'. The variants introduced include Cow Milk, Toned Milk and Double Toned Milk.

Introduction of milk in West Bengal is part of the Company's 'East India focus' under which it recently commissioned a first-of-its-kind integrated Fruit & Vegetable processing facility in Ranchi, Jharkhand. Mother Dairy, which already has Ice cream, milk products, Dhara edible oils and Safal Fruit & Vegetable products in the city, now completes its portfolio with the launch of milk under the brand 'Dailycious'.

Speaking on the occasion, Mr. S Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "Mother Dairy is known for its understanding of the Indian consumer and offering products that are best suited for their requirements. We have been instrumental in crafting traditional delicacies such as Mishti Doi, Aam Doi and Nolen Gur flavored ice cream for our fellow Kolkatians. The launch of milk in a new brand identity- 'Dailycious' is part of the strategic initiative to further strengthen our presence in the packed liquid milk space. The introduction is also in line with our endeavor of being present in all key metros. We are confident that the consumers will patronize our Vitamin A&D fortified milk, which will support their daily nutritional requirements."

As part of consumer outreach program, the Company is also working towards series of ATL & BTL initiatives aimed to create awareness about the brand and benefits associated with the newly launched range. The initiative will include a 360° approach including TV, newspapers, radio, digital, consumer activations etc.

According to Mr. Sandeep Ghosh, Business Head – Milk, Mother Dairy Fruit & Vegetable Pvt. Ltd., "The launch of our 'Dailycious' milk will further strengthen our consumer proposition in Kolkata. The entire product range has been specially crafted to address varied needs for daily consumption. Be it for the need of a growing child, or for making your favourite cup of tea, coffee or lip smacking desserts like nolen gurrer payesh, our milk will help you in complimenting the desired taste. Dailycious will be initially available across 3000 retail outlets in the city. In addition, we also plan to open 100 exclusive franchise stores offering Company's entire range in Kolkata under one roof."

# Indian exporters participate in the 22nd edition of Gulfood 2017 World's largest annual food and beverage exhibition

March 22, 2017 in [News - Biz@India](#), Kolkata

<http://mediaindia.eu/news-bizindia/indian-exporters-participate-in-the-22nd-edition-of-gulfood-2017/>

Spread across an area of one million square feet, Gulfood was held from February 26 to March 2 at Dubai World Trade Centre (DWTC), and showcased up to 90,000 food professionals from 150 countries, absorbing tens of thousands of products promoted by 5,000 exhibitors from 120 countries. With more than 2,000 exhibiting newcomers at the world-renowned exhibition, this year's event has served up a telling snapshot of innovative new products now impacting an industry striving to meet seismic shifts in consumer dietary and lifestyle preferences.

"Gulfood is the most dynamic sourcing platform for all those involved in the business of food. It is a weathervane to emerging trends and it enables suppliers and procurers to adapt their business plans to meet consumer-driven developments," said Trixie LohMirmand, Senior Vice President, Exhibitions & Events Management, DWTC.

Among the exhibitors, there are 64 Indian exporters dealing into range of agriculture and processed food products under the banner of APEDA (The Agricultural and Processed Food Products Export Development Authority). APEDA is an apex organisation under the Ministry of Commerce & Industry. Rita Teatota, Commerce Secretary, inaugurated the APEDA pavilion. APEDA is mandated with the responsibility of promotion and development of the export of various agro products.

India is one of the largest producers of food in the world. APEDA's export basket includes fresh and processed fruits and vegetables, alcoholic and non-alcoholic beverages, pickles, chutneys, guar gum, poultry, meat and dairy products, confectionery, cut flowers, food grains, aromatic plants, basmati rice and Indian long grain rice and other Indian delicacies. India exports agricultural products to more than 80 countries world over. The export of Agro products for the year 2015-16 was to the tune of USD 16195.61 million.

The UAE is a potential market for Indian food products i.e. Basmati Rice, Fresh Fruits & Vegetables, Non Basmati Rice, Buffalo Meat, alcoholic Beverages, Sheep & Goat Meat, Processed Fruits and Juices, Cereal Preparation, Misc Processed items, Dairy Products, Milled Products, Wheat, Cocoa Products, Pulses, Other Cereals, Groundnut, Processed Vegetables, Floriculture, Guar gum, etc. The export of APEDA scheduled products to UAE market for the year 2015-16 was USD 1371 million.

The awareness of different foods from around the world has increased dramatically as a result of globalisation, with global tourism to reach 1.5 billion by 2020 and 65 pc of households worldwide connected online. This rise in awareness has resulted in a strong response from eager exhibitors for the World Food – one of eight specialist sectors in the newly evolved format of Gulfood 2017.

Commenting on the latest positive market indicators alongside the growth of the event, Trixie LohMirmand explained, "Recent research is demonstrating that the UAE market remains resilient and there are strong fundamentals for long-term optimism in the F&B sector. Innovation is coming into its' own and the Gulfood exhibitor profile is awash with new and exciting concepts which are gradually transforming the end-user experience. This all holds out enormous opportunity for operators and suppliers who are looking to leverage the concepts and products within their own businesses and geographic footprints."

## Health/Awareness

### **HDFC Bank digitises dairy cooperatives and makes farmers smile**

<http://bwcio.businessworld.in/article/HDFC-Bank-digitises-dairy-cooperatives-and-makes-farmers-smile/31-03-2017-115547/>

**Over 3 lakhs farmers in 16 Indian states receive payment directly and instantaneously into their bank accounts. Become eligible for loans; digitisation grows farmers business**

Farmers in India usually transact against cash transactions. The easy liquidity, transparency and security of cash may be a reason for this. Most farmers have never seen a bank and do not have a bank account – not out of ignorance, but more so because of inaccessibility. It's a long walk to the nearest branch, that takes up the better part of the day; and then they would have to stand in long queues. But what if the bank comes to their doorstep? Over three lakh farmers in 16 Indian states are now realising the benefits of doorstep banking, and it is actually contributing to their wealth and prosperity. These are farmers from dairy co-operatives across India, and they have to thank the HDFC Bank for setting up the Milk to Money (M2M) programme. Under the aegis of M2M, HDFC Bank has digitised 1,200 dairy co-operatives in the country; 3.2 lakh farmers have benefited so far.

Launched in 2010, M2M is aimed at bringing dairy farmers into the organized banking system, digitising the entire dairy value chain, and bringing to them products that meet their banking and financial needs. The move improves cash flows for farmers besides bringing in greater efficiencies for all stakeholders.

The project was started in Gujarat and Rajasthan and is now running in 16 states, which include Maharashtra, Uttar Pradesh, Punjab, Haryana, Madhya Pradesh, Odisha, Jharkhand, Bihar, Assam, Meghalaya, Tamil Nadu, Kerala, Karnataka, and Andhra Pradesh. The programme has gained momentum post demonetisation with massive growth in the number of co-operatives after November 2016.

#### How M2M works

Here's how M2M works. The farmer brings his milk to the collection centre where it's tested and measured. This data is recorded in a PC terminal and is uploaded into the HDFC ENet system. From the ENet system, the money is transferred via straight through processing into the individual accounts.

Earlier, the money came to the co-operative, which pays cash to the farmer. Things have changed now with M2M -- with the click of a button the amount can be transferred to the farmer's bank account. The data captured at the terminal is uploaded to HDFC's system, without the need to do any additional data entry.

The ATMs and BC enabled Micro ATM's that enable the farmer to withdraw money are connected to a switch and to NPCI.

Michael Andrade, Head – Agri Business, HDFC Bank informs us that a straight through system for instantaneous credit to the farmers account at the time of pouring the milk has been demonstrated at some of the larger societies, however, for the moment the Societies stick to their usual weekly or ten day payment cycles for various reasons.

“As soon as the milk is accepted there is a facility for direct payment to the farmer’s account. This happens instantaneously,” said Andrade.

Farmers can access their bank accounts and withdraw cash whenever they want. Milk to Money ATMs at larger collection points have cash dispensers; smaller collection points are equipped with Business Correspondent (BC) operated Micro ATMs. These micro ATMs are Aadhaar enabled.

## Benefits

The transparency in the milk collection process benefits both farmers and the society, as payments are made quickly without the hassle of cash distribution. And since there is no middle man involved, there is no scope for short changing farmers.

Having a bank account brings many benefits to a farmer. The payment coming into the farmer’s bank account creates a credit history, which makes him eligible for various loans, with which he can buy more cattle, avail a vehicle loan , personal loan or a crop loan He can increase business and avail of other banking products. Farmers can also receive the direct benefit transfer from the government in the same account.

“When money came into the farmer’s account, he realised, for the first time, how remunerative this business was. Earlier, they’d receive cash and spend it. So they did not realise the potential of the dairy business. They got bulk money from their crops,” said Andrade.

HDFC Bank provides various kinds of loans to the farmers and the applications can be made through the BC.

For cattle loans, for instance, the farmer needs to provide his address proof and ID proof. A veterinarian examines the cattle and provides a report. The insurance company will then issue a health certificate and insurance policy. The loan is then disbursed and the process takes 2 – 3 days. The insurance company captures all data through an app on the phone, which is connected to the HDFC Ergo system.

The other banking products offered are tractor loans, two-wheeler loans, personal loans, gold loans, kisan credit cards, overdraft, and fixed deposits.

“We have seen even lady farmers taking loans from us to buy cattle. Some started with one or two cattle and today they own 10. Now they earn more from the dairy than from crops,” said Andrade.

The project has also resulted in benefits for HDFC Bank. Andrade informs that its business had grown substantially every year. “The aggregated liabilities from multiple small accounts (loan book) is more healthy now; we have significantly minimised the NPAs,” said Andrade. “It has also introduced certain corporate structures.”

Further, the collections cost has come down significantly since the need to follow up with the farmers for loan repayments is obviated. There is no cash collection as it is a straight debit transaction. So there is no longer a need to send a bank staff to the farmer to collect payments (cash). The cost of collection would often exceed the income generated from small value of the loans. Which is significant when we consider that a major portion of our farmers are small and marginal .

“This system brings down the cost and makes small loans viable,” said Andrade.

### Challenges

When the project was initiated the implementation partner faced some challenges that are typical to Indian rural environments – beehives forming on VSAT dishes and playful monkeys changing the orientation of the dish! Farmers also received static shocks on touching the machines as they are barefoot. There were also problems with connectivity. During the monsoon season the notes in the ATM would stick together.

There were security challenges too, with some incidents of ATM theft.

However, these were all resolved over time.

### Plans

HDFC Bank is now planning to take this project to the next level. It is exploring micro ATMs on an Android device. The device will also facilitate loan applications. This will introduce rapid scale for the Bank. Implementing Android devices will introduce more cost reductions, as the processes will be digitised. The Bank is also testing Aadhar Enabled Payment System transactions on the micro ATMs, which will allow for Aadhaar authentication.

HDFC Bank will also apply the M2M model (dairy system) on the warehouse receipt business that it is currently being piloted. This will allow small farmers to directly sell their produce to organized retailers.

## **Frozen vs Real: Now Amul plans to run campaign on real cheese soon**

<http://retail.economictimes.indiatimes.com/news/food-entertainment/personal-care-pet-supplies-liquor/frozen-vs-real-now-amul-plans-to-run-campaign-on-real-cheese-soon/57906352>

This statement has come at a time when the brand has been taken to court by the maker of Kwality Walls ice-cream brand HUL last week over a TV advertisement.

[Sharmila Das](#) | ETRetail | Updated: March 31, 2017, 17:46 IST

New Delhi: The Gujarat Co-operative Milk Marketing Federation Ltd (**GCMMF**) that owns and sells milk and dairy brand **Amul** plans to launch campaign to educate consumers on the difference between real cheese and cheese alternatives soon. This statement has come at a time when the brand has been taken to court by the maker of Kwality Walls ice-cream brand HUL last week over a TV advertisement.

“It is our responsibility to educate customers about ‘analogues’ products so that consumers know what they are purchasing. However being a dairy cooperative, it is a part of our dairy industry mandate to promote the goodness of milk and milk products so that the future of millions of poor milk producers of

our country is protected.

Like pure ghee v/s Dalda campaign, similar ad campaign on butter v/s margarine is also on air and we are also planning to run a similar campaign of real cheese v/s cheese analogues which have recently entered into the market," R. S. Sodhi, managing director, GCMMF said.

He said milk fat is characteristically different from vegetable fats due to the presence of butyric and caproic acids in it, which are responsible for the rich buttery taste in milk and milk products.

On the contrary, products which are void of milk fat often use vegetable oils and flavours to imitate the richness produced by the above-mentioned low chain fatty acids.

Amul claims that Western world has now realised that dairy fat is better for health and butter and fat rich dairy products sales are climbing as compared to analogue products like margarines which are on the declining trend.

In the last week, multinational company HUL that makes and retails ice-cream brand Kwality Walls filed a case against Amul, terming the latter's TV commercial 'misleading'. Amul's TV campaign emphasizes on the need for awareness among the consumers of ice cream so that they can make an informed decision while purchasing ice cream.

The campaign reinforces the USP of the brand i.e. Amul ice creams are made from real milk as compared to frozen desserts that are made from vegetable oils. This campaign highlights the mandate of checking the word 'Ice Cream' on the packs before buying them. Ice cream should be mandatorily manufactured using only dairy ingredients as raw material as per the Food Safety and Standards Regulation, 2011.

The commercial concludes with a voiceover emphasizing the difference between Amul Ice Creams which are made from 'Real Milk' as opposed to 'Frozen Desserts' which are made from 'Vegetable Oil', along with a visual imagery of the same.

This particular TV commercial led multinational company HUL to file a case in the Bombay High Court against Amul.

"It may be noted that Kwality Walls has been masquerading their frozen desserts made from vegetable oils as ice cream for so many years. On the contrary, Kwality Walls brand name is neither mentioned nor hinted at in the advertisement," Amul said.

Sodhi said consumers are buying frozen dessert thinking it's ice cream. "Frozen desserts are masquerading as ice creams. By using low cost ingredients, they are misleading the consumers who are looking for real product. We are trying to make consumers aware of the difference," he said, referring to Amul's anti-frozen dessert campaign.

He also added that Amul has always worked in interest of milk producers and consumers alike and is not going to be intimidated by the legal notice of HUL. It is unfortunate that Indian companies who genuinely work in interest of milk producers and consumers alike are being threatened with legal suits for saying the true facts.

In the organised ice cream market segment, Amul enjoys 42% market share.

## **Revolutionary idea: Solar plant in District Dairy Co-ops**

Posted in [Co-op News Snippets](#) on March 30, 2017 by [parasnath](#)

<http://www.indiancooperative.com/co-op-news-snippets/revolutionary-idea-solar-plant-in-district-dairy-co-ops/>



National Dairy Development Board (NDDB) Chairman, Dilip Rath mooted the idea of solar photovoltaic (PV) plant in each of the Dairy Cooperative Societies in the country for meeting their energy needs as well as earning extra money.

Speaking on the occasion of Mujkuva Dairy Cooperative Society's 60th anniversary, Rath said it will allow the society not only to meet its own electricity needs but will also earn profit by selling surplus electricity to the grid.

NDDB has made over Mujkuva Dairy Cooperative Society (DCS) at Anklav Taluka in Anand and equipped it with state of the art facilities to showcase it as the success story of the Amul model to those visiting Anand.

The dairy society at Mujkuva will cater to 1,800 milk producers. NDDB has gifted a solar photovoltaic (PV) plant to the Mujkuva Dairy Cooperative Society (DCS).

With the support of National Payment Corporation of India (NPCI), NDDB also intends promoting digital payments by dairy cooperatives across the country, claimed its Chairman Rath.

# EU and CNIEL host workshops for food bloggers in Mumbai and New Delhi

Thursday, 30 March, 2017, 08 : 00 AM [IST]Our Bureau, New Delhi

<http://www.fnbnews.com/Top-News/eu-and-cniel-host-workshops-for-food-bloggers-in-mumbai-and-new-delhi-40362>

The European Union (EU) and the National Inter-professional Centre of the Dairy Economy (CNIEL), a France-based private organisation whose main objectives are to promote dairy products, facilitate relations between dairy producers and processors and make cheese from Europe safe for consumers, hosted two workshops for food bloggers. Of these, one was at Artisan, Sofitel, Bandra Kurla Complex (BKC), Mumbai, and the other took place at Cherie, New Delhi.

The two events, intended at creating awareness about cheese in India and showcasing the diversity of French cheese, were preceded by a networking event in Mumbai (where vegetarian cheese was tasted). It was attended by food journalists, critics, bloggers, culinary specialists, food importers, chefs and restaurateurs. These will be followed by a consumer promotion campaign at Foodhall and Hypercity outlets in New Delhi with a series of cheese tasting sessions. These will conclude on April 23, 2017.

Europe, by far, is the producer of the world's best cheese. Artisans and big producers use their ancestral know-how to produce a wide variety of cheese, including Camembert (a French cheese) and Burrata (an Italian variant). The dairy industry in the EU is not just the most productive and most successful in the world, but has also laid down strict regulations.

Francois Robin, a French chef who has earned the honour of being the country's best cheese monger, demonstrated exclusive recipes based on the available cheese, which does not contain any animal rennet, and added an Indian touch to create fusion food, using it as the main ingredient. All the cheese available for tasting allow the Indian patrons to enjoy the best offerings of the European country.

## **Cheese consumption in India**

Positive trends indicated that sales of cheese in 2016 were estimated at Rs 23 billion with sales of 60,400 tons and are expected to almost double in value to Rs 40 billion with sales of 1,00,000 tons in 2021.

Although the consumption of cheese has increased by 15-20 per cent in India in recent years, the consumption of cheese in the country is quite low vis-a-vis the global consumption (200g versus 7kg). However, food habits are changing. This is largely due to the fact that disposable incomes are increasing, and Indian consumers are open to acquiring new tastes. Also traditionally, Indians are big consumers of dairy products, and cheese is consumed either as a part of meals or as a snack.

France ranks third as a supplier of cheese to India after Italy and Denmark, with a market share of around 13 per cent, and the consumption of French cheese has been steadily rising in India. Spreading awareness about the variety, textures and qualities of French cheese is very important and an adaptation to local

tastes is necessary to increase consumption, since cheese is not only tasty, but also an important source of protein.

The distribution of cheese and the regulatory environment are still challenges. However, the availability of imported cheese in gourmet stores across India and the innovations offered by companies are helping to develop the market.

Cheese is divided into four types - soft, semi-soft, hard and blue.

**Soft:** It is ripened from the outside in with a white rind, often runny at room temperature. Examples include Brie, Camembert, Reblochon and Mont d'Or.

**Semi-soft:** It has a smooth or creamy interior with little or no rind. The flavour ranges from mild to pungent. Examples include Raclette, Abondance, Morbier and Port Salut.

**Hard:** It has a firm texture with tastes ranging from mild to pungent and is easy to grate. Examples include Emmental, Beaufort, Mimolette and Tomme de Savoie.

**Blue:** Green or blue veining caused by the addition of the mould penicillium roqueforti during production. Examples include Saint Agur, Bleu de Auvergne and Bleu de Gex.

## **Formulate suitable strategy to unlock significant growth potential in UP's dairy industry: ASSOCHAM**

Kolkata | Monday, Mar 27 2017 IST

<http://news.webindia123.com/news/Articles/India/20170328/3081650.html>

Apex industry body ASSOCHAM today urged the BJP-led Uttar Pradesh (UP) government to formulate a suitable strategy for unlocking the significant growth potential of dairy sector in the state through productivity enhancement, strengthening and expanding village level infrastructure for milk procurement and providing producers with greater access to markets.

"With 26 million tonnes (MT) of milk production, UP is ranked on top with 17 per cent in India's total milk production of over 155 MT as of 2015-16," noted an analysis of National Dairy Development Board (NDDB) statistics conducted by ASSOCHAM Economic Research Bureau (AERB).

"However, despite commanding highest share in India's total milk production, the state has registered a meagre 4.7 per cent annual growth in this regard between 2014-15 and 2015-16," highlighted the ASSOCHAM sector-specific analysis.

Milk production across India has clocked over six per cent annual growth during this period.

While the number of registered units manufacturing dairy products in India has increased by 26 per cent between 2010-11 and 2013-14, while the number of such units in UP has declined by five per cent during this period.

Though the total output of dairy products manufactured by these units has increased by about 87 per cent and 96 per cent in India and in UP respectively.

Besides the number of people engaged in these dairy products manufacturing units have also increased considerably by about 29.5 per cent and 42 per cent in India and UP respectively.

"The dairy sector can play an important role in providing jobs for rural communities as dairy production and processing provide employment, not only to people who work on dairy farms or in dairy plants, but also to the whole sector, from upstream inputs and services providers to downstream marketing of finished products," said national secretary general of ASSOCHAM D S Rawat, while releasing the findings of the chamber's analysis.

"Dairying is an important secondary source of income for many of rural families and has assumed the most important role in providing employment and income generating opportunities particularly for marginal farmers and women," said Mr Rawat.

"There is a need to recognise the importance of small farm dairy units and opportunities for value chain development, which can lead to poverty reduction and rural development in UP," he added.

"Dairy-sector development can be a powerful tool for reducing poverty and creating wealth in the state," further said Mr Rawat.

The ASSOCHAM's analysis further highlighted that Jammu and Kashmir (16.5 per cent), Madhya Pradesh (13 per cent approx) and Andhra Pradesh (12 per cent) are top states in terms of annual growth in milk production.

It also noted that after Uttar Pradesh, it is the state of Rajasthan (12 per cent), Gujarat and Madhya Pradesh (about 8 per cent each) that have maximum share in milk production across India.

With growth of the economy a shift is seen from the regular diet of cereals to a more varied and nutritious diet of fruit and vegetables, milk, fish, meat and poultry products, all these aspects further highlight the need to build up a robust production as well as supply chain network of milk products.

"Thus, the domestic dairy market must become increasingly responsive to market signals and changing consumer preferences," the analysis noted.

For higher price realization, one needs to graduate from simple, low-value commodities to high-value added processed products. Marketing holds the key to ensuring that products are available at the right place, at the right time, at the right price.

Brand building is an essential exercise for all dairy companies to exploit the full potential of the dairy value-chain. Some of the processed tradable dairy products comprise condensed milk, cheese, dry milk products and butter/ghee. UNI BM PS AN2326

-- (UNI) -- C-1-1-DL0421-1205960.Xml

## For a milky moustache

Posted at: Mar 25, 2017, 2:12 AM; last updated: Mar 25, 2017, 2:12 AM (IST)

<http://www.tribuneindia.com/news/trends/for-a-milky-moustache/380675.html>

Jyoti Chawla

Does your child avoid milk? So how do you maintain her calcium levels? Calcium is the building block for strong healthy bones. Calcium also plays an important role in the proper functioning of nerves and muscles and also helps to release hormones and enzymes in the body. When calcium levels in the blood are low, the body uses up the calcium from the bones to help perform these functions, which results in weak bones. Bone calcium begins to decrease in young adulthood which progresses as we age.

When we get the right amount of calcium and physical activity during childhood and teenage years, we end up having the strongest bones in our adult lives. The Institute of Medicine (IOM) has laid down guidelines for optimal bone health:

1 to 3 years old — 700 mg (milligrams) of calcium daily

4 to 8 years old — 1,000 mg daily

9 to 18 years old — 1,300 mg daily

However, this recommended requirement is rarely met. Kids these days would rather drink a bottle of cola than a glass of milk, which is one of the best sources of calcium. Aerated and caffeinated drinks interfere in the absorption of calcium, further reducing body's calcium stocks. Children with calcium deficiency have weak bones and muscles; their teeth are brittle and yellowish. Rickets is another disorder caused due to calcium deficiency. This deficiency also causes an increase in the number of fractures in children.

Milk and other dairy products are a good source of calcium and vitamin D which is also important for good bone health. Many children don't like milk or other dairy products. There are also instances of children with lactose intolerance that doesn't allow them any milk intake. For such kids, calcium-fortified foods like orange juice, soy products and bread should be part of their daily meal.

Though it is best for kids to get the calcium through natural diet, it is not always possible. You can discuss calcium supplements with your doctor for your children who are not getting enough calcium.

Vitamin D is also essential for calcium absorption, so make sure your kids have enough sun exposure and eat foods like fish and egg yolks. In fact, latest paediatric guidelines recommend that all infants be supplemented by vitamin D till the age of one year.

However, for picky eaters, not fond of drinking milk, here are some tips to maintain their calcium levels.

Find smart means to add dairy products into their diet. Milk is not the only source. Other dairy products such as cheese and curd are also rich in calcium. Add cheese to their omelette, or grilled sandwiches. Or add fresh fruits to yogurt, and serve frozen yogurt for dessert or an evening snack.

Spruce up regular milk. Make milkshake by adding fruits, like strawberry or add chocolate syrup (be mindful in choosing ones with less sugar). Avoid store bought milkshakes that are full of sugar.

Serve calcium-rich non-dairy foods. Add white beans, which are rich in calcium, to their favourite soups. Or add almonds and chickpeas to salad. Increase their consumption of calcium-fortified juices. Include breads and cereal, which have high calcium, to their diet. Serve green leafy vegetables with all meals.

If your child is lactose intolerant, he/she will not be able to digest dairy products due to the lack of the intestinal enzyme, lactase. Eating dairy products or drinking milk causes cramps and diarrhoea in such kids. Fortunately, lactose-free dairy products are available. There are tablets for such kids that allow them to have dairy products but consult a doctor.

Hard-aged cheeses are lower in lactose. Yogurts that contain active cultures are also easier to digest and much less likely to cause lactose problems. Broccoli, dried fruits, sesame seeds, green leafy vegetables, almonds, tofu and soy beans are calcium-rich foods that are safe for lactose-intolerant children.

Motivate your kids to be involved in regular physical activities and exercise which are important for healthy bones. Running, walking, jumping rope, help in developing and maintaining strong bones. Most importantly, be a role model for your children by consuming dairy products and calcium-rich foods.

—The writer is a paediatrician, Paras Bliss Hospital, Panchkula.

## **NDDB ignited dairy co-op revolution: Singh**

Posted in [Co-op News Snippets](#) on March 24, 2017 by [parasnath](#)  
<http://www.indiancooperative.com/co-op-news-snippets/nddb-ignited-dairy-co-op-revolution-singh/>



Lauding National Dairy Development Board's (NDDB) role in bringing nutritional security to the country Union Agriculture Minister Radha Mohan said NDDB has adopted a scientific approach and systematic processes to create a favourable environment for the growth of the dairy sector.

Singh said this at the launch of Coffee Table Book titled "50 Years – The Great Indian Milk Revolution" commemorating National Dairy Development Board's (NDDB) Golden Jubilee year.

This book encapsulates NDDB's remarkable 50-year journey and the value it has created for millions of dairy farmers in this country. The book highlights NDDB's belief that cooperative principles are as relevant today as they were in the past and the institutions which follow these will form the structural framework for the growth of the dairy sector in the future.

Singh said that it is our collective responsibility to create awareness about the merits of cooperative dairy business. We should strive to reach out to the smallest and farthest milk producer so that they become self-sufficient.

About 1.7 lakh dairy cooperatives are serving almost 15.8 million milk producers, one-third of them being women, across the country by providing them market access and input services, thereby strengthening their livelihoods.

Singh also said that India's milk production has crossed 155 million tonnes mark. This has resulted in the rise of per capita milk availability to about 337 gm/day. In the last two years, milk production grew at 6.5 % annually as against 4.5 % per annum in the previous 10 years, which is almost double as compared to the growth in milk production in the world.

## **Agriculture Minister Radha Mohan Singh defends milk price hike, says move to benefit farmers**

Mar 23, 2017, 04.30 PM IST

<http://economictimes.indiatimes.com/news/economy/agriculture/agriculture-minister-radha-mohan-singh-defends-milk-price-hike-says-move-to-benefit-farmers/articleshow/57792573.cms>

NEW DELHI: Agriculture Minister Radha Mohan Singh today justified increase in the retail milk prices by up to Rs 3/litre by companies like Mother Dairy and Amul, saying that it will benefit farmers whose input cost has gone up

"There is no system to fix milk price in the country. But, the increase in rates will benefit farmers who are incurring high cost on inputs like feed and fodder," Singh said after the launch of a coffee table book on India's white revolution commemorating golden jubilee year of National Dairy Development Board (NDDB).

He also unveiled a mobile App to get update on progress made in artificial insemination of cattle in India.

Early this month, Mother Dairy and Amul had raised milk price by up to Rs 3 per litre in NCR-Delhi region and other cities, citing significant rise in procurement price.

The minister further said the government is taking steps to increase availability of fodder as well as milk yields, for which necessary infrastructure support is being provided through the NDDB.

"NDDB's efforts have contributed in bringing nutritional security in the country, attaining self-sufficiency in milk and delivering milk and dairy products to consumers at affordable prices," he said separately in a statement.

On fodder shortage, NDDB Chairman DilipRath said, "It is because there is scarcity of land for green fodder. Only way to increase production is by improving yields with use of better quality seeds. We are working on that".

He also mentioned that dairy farmers are being paid into their bank accounts after demonetisation. As many as 10 million bank accounts have been opened so far and the rest 5 million accounts will be done by end of this month.

Animal Husbandry Secretary Devendra Chaudhry noted that dairy sector has potential to double the income of farmers by 2022 and therefore much focus is being given to provide all kind of support via schemes to dairy firms and farmers.

The coffee table titled "50 years -- the Great Indian Milk Revolution" encapsulates NDDB's remarkable 50 year of journey and the value it has created for millions of dairy farmers

India's milk production has crossed 155 million tonnes mark. The per capital availability of milk is about 337 grams per day.

## **For consumers, milk could pinch further in the days ahead**

<http://indianexpress.com/article/india/for-consumers-milk-could-pinch-further-in-the-days-ahead-4581182/>

Maharashtra's dairies are experiencing the lagged effect of two years of drought now



Since September-end, skimmed milk powder prices have firmed up. (Source: Express Archive Photo)

Written by [Partha Sarathi Biswas](#) | Pune | Published: March 23, 2017 2:23 am

Dairies in Maharashtra have been witness to an unusual phenomenon of late. The winter months are when milk production and procurement rises, peaking in January. But this time round, shortages have developed precisely in the 'flush' period from September to March, when more milk naturally flows from the udders of animals. "We could procure only an average of 73,000 litres per day this January, as against 79,000 litres in the same month last year," says Mahavir Patil, chief executive officer (CEO) of the Kolhapur-based Swabhimani Agro Products Producer Company Ltd. But his worry is for the period ahead, when milk output drops in the natural course with the onset of the 'lean' summer season. Patil fears that his plant's daily procurement could dip to 50,000-52,000 litres by May.

As summer rolls in, dairies across Maharashtra are bracing up for serious shortages of their basic raw material. What is striking, though, is that the 'lean' has manifested itself right in the middle of the 'flush' season. This preponement of the lean season is the lagged effect of two successive drought years. Unlike other crops, the impact of drought on milk production is usually not visible in the same year. This has to do with farmers conserving fodder, reserving it for the cattle/buffaloes already in milk at the expense of calves and dry animals. That, however, has a bearing on milk production in the following year, even when the rains turn out normal.

But Maharashtra's current shortages have also been exacerbated by the low milk prices that farmers received right through the drought period. "The prices paid to farmers did not cover even fodder and feed costs. So, they started selling their animals. Cattle numbers have clearly fallen in the last two years," believes Vivek Hindurao Ksheersagar, managing director of Pune District Cooperative Milk Producers Union

that markets dairy products under the 'Katraj' brand. The Katraj dairy's own procurement in the current 'flush' has been 10 per cent below its normal level of 1.5 lakh litres per day (LLPD).

For Maharashtra as a whole, average procurement by dairies this February stood at only 117.40 LLPD, as against 161.82 LLPD in the same month last year. Procurement by both private as well as cooperative dairies have registered sharp dip, from 107.65 LLPD to 81 LLPD for the former and from 53.27 LLPD to 36.23 LLPD for the latter. This drop has been despite dairies now paying Rs 29-30 for a litre of cow milk with 3.5 per cent fat and 8.5 per cent SNF (solids-not-fat), as against Rs 16-17 only eight months back. "The present crisis is something Maharashtra's dairies have, to a great extent, brought upon themselves. They should have kept procurement prices during 2015 and much of 2016 at reasonably remunerative levels for farmers. Instead, they passed on their problems from low milk powder realisations entirely to the farmers and are paying the price for it now," an industry insider points out.

Even the Maharashtra government raised the official procurement price for 3.5 per cent fat and 8.5 per cent SNF content milk from Rs 19 to Rs 22 per litre only on June 28 last year. Private dairies continued to pay lower rates even after that. Only from January have they started paying more, waking up to the shortage suddenly seen in the midst of the so-called flush season. Indapur Dairy & Milk Products in Pune district and the Satara-based Govind Milk & Milk Products Ltd, for instance, declared procurement prices of Rs 29 per litre with effect from February. Before that, they were paying barely Rs 22 per litre. Since September-end, domestic skimmed milk powder prices have firmed up from Rs 150-160 to Rs 230-240 per kg. Prices of white butter (82 per cent fat) have also risen from around Rs 285 to Rs 330 per kg during this period.

R G Chandramogan, managing director of the Chennai-based Hatsun Agro Product Ltd — India's largest private sector dairy with procurement operations extending to Maharashtra — feels that the current tight supply situation should considerably ease after September. "The flush season in Tamil Nadu will commence in April, while starting from August in North India and towards September in Maharashtra. The worst will be over by then," he adds. However, for the consumer, the next few months could well pinch.

## Goa Dairy outlets get complaint registers

Mar 19, 2017, 12.52 PM IST

<http://timesofindia.indiatimes.com/city/goa/goa-dairy-outlets-get-complaint-registers/articleshow/57711357.cms>

PANAJI: In a bid to gain [feedback from its customers](#) regarding the quality of its [milk and milk-based products](#), [Goa Dairy](#) has made complaint registers available at all its outlets.

It has also initiated the process to obtain a [toll-free number](#). Until the number is finalized, [aggrieved customers](#) can call 9422059449, 9403966603 or 0832-2312521.

## Regulatory/Legal

### Ice cream vs frozen dessert battle gets hotter

<http://timesofindia.indiatimes.com/city/ahmedabad/ice-cream-vs-frozen-dessert-battle-gets-hotter/articleshow/57906084.cms>

TNN | Updated: Mar 30, 2017, 07.27 AM IST

VADODARA/ AHMEDABAD: The ice cream versus frozen desserts battle triggered by [Hindustan Unilever Ltd](#) (HUL) is getting hotter with rising mercury.

Even as the Bombay HC on Wednesday refused to grant an interim stay to Hindustan Unilever (HUL) against Amul real ice cream's TV campaign, more ice cream manufacturers have decided to support the home-grown dairy giant in its legal battle.

HUL, which markets Kwality Walls has filed the case in the [Bombay High Court](#) against the marketers of Amul brand - the [Gujarat Co-operative Marketing Federation](#) (GCMMF) -- terming the Amul TV campaign differentiating between ice cream and frozen desserts as "misleading". While Kolkata-based firm, Pabrai's Fresh & Naturelle Ice-Cream, is planning to join HUL to take on Amul, Ahmedabad-based Havmor and Mother Dairy, Delhi, decided to support Amul. "Both Havmor and Mother Dairy have consented to join Amul as respondent in this case," confirmed R S Sodhi, managing director of GCMMF , adding that since HUL has not been given any relief by the Bombay HC, Amul can continue with its current ice cream versus frozen dessert campaign.

"Being a 100% milk ice cream maker, we have agreed to join Amul in its legal battle," said Ankit Chona, managing director, [Havmor Ice-cream Ltd](#).

"From the beginning, we have been making only milk cream-based ice creams and we have never made frozen desserts. In one of our surveys, we found out that 92%-93% people did not know the difference between frozen desserts and ice-creams. We believe that consumers should know what they are eating," said Chona, commenting on the raging debate.

"What Amul has done (through its advertisement) is good for the ice-cream industry. It was actually required," he added.

HUL had sought immediate removal of the advertisement. The Bombay High Court will hear the case again on April 5.

Amul has argued that its advertisement neither names nor hints at Kwality Walls. Instead the campaign reinforces the USP of the brand i.e Amul ice creams are made from real milk as compared to frozen desserts that are made from vegetable oils.

Amul says the campaign highlights the mandate of checking the word 'ice cream' on the packs before it is bought by the consumers. Ice cream is mandatorily manufactured using only dairy ingredients as raw material as per the Food Safety and Standards Regulation, 201

## Ice cream ad: HUL takes Amul to court

[Namrata Singh](#) | TNN | Updated: Mar 25, 2017, 08.37 AM IST

<http://timesofindia.indiatimes.com/business/india-business/ice-cream-ad-hul-takes-amul-to-court/articleshow/57819599.cms>

Mumbai: At the onset of summer season, mercury levels are on the rise with ice cream and frozen dessert makers locked in a legal battle. [Hindustan Unilever](#) (HUL) and Vadilal Group have joined forces to take on "Amul" ice cream maker [Gujarat Cooperative Milk Marketing Federation](#) (GCMMF) over a television commercial, which allegedly belittles "frozen desserts".

HUL, which markets "Kwality Walls", has filed a case in the Bombay high court against GCMMF, terming the latter's recently launched TV advertisement as "misleading". Vadilal Industries and Vadilal Dairy International, which also manufacture frozen desserts, have a common interest in the matter and are supporting HUL in the suit.

HUL has sought immediate removal of the advertisement which, according to GCMMF, was launched to "educate consumers to identify and differentiate between ice-cream and frozen desserts". The advertisement talks about Amul ice creams being made from "real milk" as opposed to "frozen desserts" which are made from "vegetable oil". The advertisement, however, does not name any brand.

In response to TOI's query, an HUL company spokesperson, said: "Amul has been airing a misleading television commercial since March 2017. This advertisement makes factually incorrect statements creating apprehensions among consumers of frozen desserts. The advertisement makes incorrect claims about the usage of 'vanaspati/vanaspati-tel' in frozen dessert products. We wish to clarify that Kwality Wall's range of 'frozen desserts' do not contain Vanaspati. In fact, Kwality Wall's range of frozen desserts contain milk/milk solids like ice creams. The only difference is that frozen desserts use vegetable fat instead of dairy fat, which actually makes them healthier as they have lower saturated fat and do not have cholesterol." TOI's query did not elicit a response from Vadilal Group.

## FSSAI tells food sites to disclose manufacturing, expiry dates: LocalCircles

[IANS](#) | New Delhi March 24, 2017 Last Updated at 20:10 IST

[http://www.business-standard.com/article/news-ians/fssai-tells-food-sites-to-disclose-manufacturing-expiry-dates-localcircles-117032401167\\_1.html](http://www.business-standard.com/article/news-ians/fssai-tells-food-sites-to-disclose-manufacturing-expiry-dates-localcircles-117032401167_1.html)

The Food Safety and Standards Authority of [India](#) has taken action on consumer requests and told eCommerce sites selling packaged food products to disclose manufacturing and expiry dates and has announced that imported food items with less than 60 per cent of shelf life will not be allowed to enter the Indian market, an organisation that conducted a survey said on Friday.

The FSSAI has responded to consumer requests made in a survey conducted by citizen engagement platform LocalCircles demanding ecommerce sites mandatorily disclose the information on packaged food products sold on their sites.

LocalCircles has said that they have got a commitment from the Ministry of Consumer Affairs regarding the same.

FSSAI has now asked all the e-commerce companies including Flipkart, Snapdeal, Amazon, Grofers etc. to comply with this.

In a recent poll by LocalCircles that saw the participation of more than 10,000 people, 96 per cent had voted in the favour of mandating the disclosure of manufacturing and expiry dates of packaged food on e-commerce sites.

--IANS

mg/vm

(This story has not been edited by Business Standard staff and is auto-generated from a syndicated feed.)

## Industry-Railways interaction on improving food quality

<http://www.thehindubusinessline.com/economy/logistics/rlys-should-limit-menu-but-make-it-better-fssai/article9594852.ece>

NEW DELHI, MARCH 21:

While consumers may demand a wider variety of food, the Indian Railways would do better to limit the menu and serve them well, Ashish Bahuguna, Chairman of Food Safety and Standards Authority of India (FSSAI), said at an industry-Railway interaction on improving the quality of food served.

Companies such as Nestle and Haldiram that attended the interaction, pushed for the Railways to go in for ready-to-eat meals to improve food quality in the given constraints.

The interaction comes ahead of the Railways' public sector unit, Indian Railways Catering and Tourism Corporation (IRCTC), set to take over catering in several trains in a phased manner.

Hike in prices

To minimise wastage of food, Bahuguna also suggested that the Railways should provide good dustbins. "Trains in the US give you one sandwich or burger when you walk to the counter, and more only if you ask for it," he said.

Officials from catering and the food sector, including RK Caterers, pitched for hiking the price of food served to improve quality, adding that the Railways should not insist on fixing both the price and quantity of food.

Fares, politeness

Meanwhile, Railway officials asked the industry to take into account the paying capacity of its passengers while suggesting such measures. "Recently, we launched the Ernakulam-Howrah train with a base pricing of ₹450 with great difficulty. This, when the corresponding bus fare is about ₹1,850 after changing four buses, ₹4,000 if one were to take an AC Volvo bus. Even the ₹450 was decided with great difficulty," Mohd Jamshed, Member-Traffic, said.

A faculty from the Delhi Institute of Hotel Management called for providing better working conditions for the catering staff. It may be difficult for people working long hours, with little rest, to be polite, he said, referring to complaints of overcharging.

(This article was published on March 21, 2017)

## **Liquid food industry and beverage safety in India with special reference to dairy**

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

<http://www.fnbnews.com/Top-News/liquid-food-industry-and-beverage-safety-in-india-with-special-reference-to-dairy-40315>

Indian dairy industry today

Indian industry has a face of panoramic portfolio in terms of products and processes. The shift in consumer behaviour from spoon to slurp has revolutionised the band wagon of plush liquid products category. The never ending want of us to shift from tasty to heart-friendly nourishment somehow backs us as serotonin does compromise on nutrients alone, compelling dairy industry to strike a balance between health and taste. India proudly stands as the world's largest milk producer, producing 16% of the world's milk. It has been enjoying a minimum growth rate of 4% consistently. This has also increased the per capita milk consumption to 305 g per day (ICMR).

Milks and milk products have been important human food items for centuries. Milks are mostly obtained from buffaloes, cows, goats, sheep and lately camel in India. Milk is mainly an essential food during infancy. Milk is highly nutritious and is one of the few foods that can sustain a young one (both animals and humans) without supplementation. Being nutritious in nature, it also serves as an excellent medium for growth of micro-organisms. The procured milk is made safe by subjecting it to various unit operations of processing ranging anywhere from thermisation, pasteurisation, ultrahigh temperature to sterilisation.

The common liquid milk products available in the Indian market are pasteurised milk, UHT milk, cream, cultured milks, condensed milk, flavoured milk, smoothies, liquid yoghurt; however, the trend of reverse urbanisation does not exempt dairy too, hence traditional products are also gripping the market with advent of convenient products like basundi, kheer, and lassi.

The products available in India have compulsory regulations in existing laws such as FSS Act, 2006, which provides for processing and marketing standards that were ignored previously due to multiplicity of food laws. These constraints of law enforcement are covered under the umbrella of FSSA. The fact that some standards may not be practical from the point of view of market agents and consumers is not considered.

There are groups and associations that have organised themselves to influence the supply and demand of the dairy industry and this is the cooperative sector that undoubtedly handles all the ethical dairying. Organised groups influence standards as well as market conditions in terms of supply and demand for the products. However the milk and dairy products market in India has been liberalised since the early 1992, post-MMPO Act, 1992, whereby the price of both raw milk and its products are determined by market forces to a larger extent. This has led to free participation of the private sector and also increased informal marketing standards and regulations for dairy products. Unlike other regions, the Western part of India has sustained the cooperative movement; this has led to the formation of the cooperative unions with a membership of many district unions, primary societies, and 3.6 million dairy farmers.

The concept of milk quality refers to a combination of characteristics that enhance the acceptability of the milk product. Quality relates to chemical, physical, technological, bacteriological and aesthetic characteristics of milk and milk products. Milk safety refers to a condition in which the risk of milk to harm and damage is limited to an acceptable level. The nutritious nature of milk serves as an excellent medium for growth of micro-organisms. Some of these micro-organisms cause illness to humans and others cause spoilage in milk rendering it unfit (unsafe) for consumption.

#### Basic milk microbiology

Milk is virtually sterile when synthesised in a healthy cow. Cows, like humans, are natural reservoirs of bacteria, many of which are not harmful to humans, but some may be harmful to humans even though the cows are not affected and appear healthy. Milk may become contaminated with bacteria during or after milking. Contamination may occur in cases when the disease-causing organisms (pathogens) are shed through cow faeces contaminating the outside of the udder and teats, the farm environment (e.g. bedding) and the milking equipment.

Although optimal growth conditions for bacteria are different for different organisms, milk contains important nutritional components for mammal growth, and, therefore, it is also an ideal medium for the growth of different bacteria. Temperature plays an important role in bacterial growth. Many bacteria prefer to grow at body temperature (86-98°F, 30- 37°C), but will grow at lower temperatures (such as refrigerator temperature) at slower rates. The extent of the contamination that takes place, depends upon the hygienic measures taken before, during and after the milking process and storage. Therefore, it is essential to control these micro-organisms.

Milk safety and quality assurance has become an area of priority and necessity for consumers, retailers, manufacturers and regulators. Changing global patterns of food production, international trade and public expectations for health protection have created a huge demand for food safety. Globalisation of economy and trade has brought integration of domestic markets with the world economy and increasingly stringent food safety and quality standards. With the globalisation in the dairy industry shift in milk production strategies is necessary to ensure quality milk production. The quality of raw milk has a direct impact on the quality of product prepared from it.

#### Steps to Assure Safe Quality of Milk

- Promotion of chilling centres in consonance with the rise in production of milk

- Private participation to be encouraged by providing infrastructure such as land and interest-free loans
- In rural areas, propagating the identified village practices for enhancement of quality in outreach villages
- Village level quality assurance and control through strengthening of existing laboratories
- Establishment of certification laboratories
- Awareness capacity building
- Premium pricing policy. For a proper milk value chain, a systematic approach to quality care is needed, focussing on each individual link in the production chain. Every participant in the dairy supply chain must be responsible in developing this quality system.

Dairy technology offers promising options for value addition and resource recovery in terms of consumer food availability and simultaneously improved income-generation for farmers and industry level. There is large scope for the milk industry to grow in view of the globalisation and increasing purchasing power of consumers.

Quality Assurance and Certification Schemes (QAS) can generally be defined as any code of practice, standard or set of requisites, which enables stakeholders of the food supply chain to guarantee compliance. QAS are schemes implying a voluntary participation and enabling stakeholders involved in the food chain to claim that products or processes fulfil defined quality requirements. QAS objectives are to (1) Standardise and guarantee certain aspects or requirements of the company or production unit (QAS belonging to the family of ISO, BRC, IFS, etc.); QAS belonging to the first group are set up by ISO or by retailer consortia and are always multinational in scope (they are disseminated over several countries). Finally, they tend to certify compliance to legal requirements (rarely) or requirements that go beyond the law (more often) and are almost exclusively adopted in B2B (i.e. not used in communication campaigns for the user).

#### Contemporary 'from-farm-to-table' approaches in dairy planning and management

In India, milk production is confined to rural areas and the demand is mostly urban in nature. Hence the milk has to be collected and transported from the production points in the milk shed areas to processing and distribution points in city/towns. The infrastructure for the rural milk collection is not well developed in most parts of the country except the western region and to a lesser extent the northern central region. The eastern and northern regions lack functional rural milk collection centres with cooling equipment.

#### Water for dairy

Water dairy processing establishments should have potable water available, which prior to its first use, should meet the criteria specified by the competent authorities having jurisdiction and should be regularly monitored. Water recirculated for reuse should be treated and maintained in such a condition that no risk to the safety and suitability of food results from its use. Proper maintenance of water conditioning systems is critical to avoid the systems becoming sources of contamination. For example, filter systems can become sources of bacteria and their metabolites if bacteria are allowed to grow on the organic materials that have accumulated on the filter.

Appropriate safety and suitability criteria that meet the intended outcomes should be established for any water used in dairy processing. These criteria depend upon the origin and the intended use of the water. For example, reuse water intended for incorporation into a food product should at least meet the microbiological specifications for potable water.

Reconditioning of water for reuse and use of reclaimed, recirculated and recycled water should be managed in accordance with HACCP principles. Any reuse of water should be subject to a hazard analysis including assessment of whether it is appropriate for reconditioning. Critical control point(s) should be identified, as appropriate, and critical limit(s) established and monitored to verify compliance.

#### Establishment: Maintenance and sanitation

Maintenance and cleaning processing areas should be kept as dry as possible. Use of dry cleaning methods, and limiting the use of water in processing areas, helps to avoid the spread of contamination by water. Wet cleaning (other than cleaning-in-place) has been known to lead to milk product contamination due to the production of aerosols.

All food product contact surfaces in piping and equipment, including areas that are difficult to clean such as by-pass valves, sampling valves, and overflow siphons in fillers should be adequately cleaned.

#### Training

Training programmes have their own importance in assuring safety; it should for milk producers and personnel involved in the collection and transport and retail of milk should be trained as necessary and have appropriate skills in the areas listed below:

Health of animals and use of veterinary drugs; Manufacturing and use of feeds (more specifically fermented feeds); Herd management; hygienic milking; storage, handling, collection and transport of milk (cleaning of storage tanks, temperature requirements, sampling procedures, etc.); Microbiological, chemical and physical hazards and their control measures.

#### Key technology developments:

With the advent of the new technologies, the dairy sector would be able to add more value to the milk and milk products. Some of the dairy related technologies and the potential they bring in are highlighted below:

- Ultra High Temperature (UHT) processing and aseptic packaging: This technology has transformed dairy industry as it involves producing dairy products with longer shelf life by sterilising the product. As people become more and more health-conscious, UHT milk has gained popularity as it is safe, convenient and has a longer shelf life. Although in terms of percentage, UHT milk occupies a very small share in the dairy segment; it is growing at a rapid rate.

- Scraped surface heat exchangers and higher pasteurisation: With this technology along with higher pasteurisation and modernised mechanical systems, the Indian dairy industry can manufacture traditional sweets and cater to the ever increasing demand from the export markets of the US and UK, and South Asian and African countries.

- Membrane processing: This technology is gaining importance over conventional processes for its advantages and also new possibilities of producing newer intermediate dairy products.

- New whey products

#### Key opportunities

- The last few decades witnessed significant increase in per capita availability of milk. While it is the highest in Asia region, it is still lower than the global availability

- In order to keep pace with the demand for milk of the rising population, production has to increase at the

rate of 5.5% to 180 million tonne by 2020. If that does not happen, India will have to import milk

- Huge demand of milk and milk products is being catered by unorganised retail, so there is potential for organised players to expand
- Large dairies are feeling the need to invest in backward integration and also looking for developing large herd farms
- While new markets from South East Asia, Far East and North Africa are opening up for the Indian exporters, exports are not rising as the domestic market is absorbing the production and also due to ban on export of milk powder imposed by government to control inflation
- Considering the higher purchasing power, higher awareness and preference for tertiary processed milk products coupled with low availability, there is an opportunity to grow the spending on this category

#### Conclusion

The authorities are required to continuously monitor the quality of products and production processes to ensure compliance with applicable rules and regulations. Adoption of the latest and advanced dairy and value addition technology in milk processing can minimise losses; provide better quality, nutrition and more employment opportunities. Change in consumption pattern, which is driven by quality (freshness of product), variety (range of products) and convenience (access to product), posing further challenges like ambiguity in food laws also possess cardinal threats. Although the responsibility lies with the manufacturer for ensuring that the foods manufactured are safe and suitable, there is a continuum of effective effort or controls needed by other parties, including milk producers, to assure the safety and suitability of milk products. It is important to recognise that distributors, competent authorities and consumers also have a role in ensuring the safety and suitability of milk and milk products.

Although the responsibility lies with the manufacturer for ensuring that the foods manufactured are safe and suitable, there is a continuum of effective effort or controls needed by other parties, including milk producers, to assure the safety and suitability of milk products. It is important to recognise that distributors, competent authorities and consumers also have a role in ensuring the safety and suitability of milk and milk products.

# Investment-shy India Inc goes slow in raising funds abroad

<http://www.thehindubusinessline.com/economy/investmentshy-india-inc-goes-slow-in-raising-funds-abroad/article9598558.ece>

MUMBAI, MARCH 23:

India Inc has moved to the slow lane of raising funds from abroad and at home, in a reflection of the sluggish economy and corporates' reluctance to commit investments.

In the first 11 months of the current financial year, external commercial borrowings of Indian companies aggregated \$15.69 billion, about 31 per cent lower than the \$22.85 billion raised in the comparable year-ago period, according to Reserve Bank of India data.

ECBs are commercial loans raised by eligible resident entities from recognised non-resident entities. Forms of ECBs include bank loans, buyers'/suppliers' credit, and Foreign Currency Convertible Bonds.

Even adding the \$2.94 billion raised via rupee-denominated bonds issued to overseas investors, the funds raised by India Inc from the overseas markets is about 18 per cent lower than the year-ago period.

The lower demand for overseas resources comes in the backdrop of tepid demand for bank credit in the reporting period. Scheduled banks' reported cumulative credit de-growth of ₹3,417 crore in the April 1, 2016 to March 3, 2017 period. However, in the year-ago period (April 3, 2015 to March 4, 2016), the banks reported cumulative credit growth of ₹4,28,193 crore.

Madan Sabnavis, Chief Economist, CARE Ratings, observed that lower economic activity in the country is reflected not only in domestic credit not growing, but also the ECB numbers. "Now that they (the borrowers) expect the interest rate to go up in the US, automatically the cost of funding will go up," he said.

"The way the rupee is behaving today is fairly whimsical because we would have all expected it to depreciate. So, if you are talking in terms of the exchange rate risk, especially during the year, it would have been high and that is one of the reasons why it would have not made sense for one to borrow overseas," he explained.

He felt that tapping ECBs may no longer be attractive because there could be two more rate hikes by the US Fed this year.

## Dairy Blends Market is Expected to Grow at a CAGR of 6% by 2022

March 20, 2017

[http://www.einnews.com/pr\\_news/371903584/dairy-blends-market-is-expected-to-grow-at-a-cagr-of-6-by-2022](http://www.einnews.com/pr_news/371903584/dairy-blends-market-is-expected-to-grow-at-a-cagr-of-6-by-2022)

Global Dairy blends Market Information- by form, by type, by packaging, by application and by Region Forecast to 2022

Key Players: Cargill Inc., Fonterra Co-operative Group Limited, Dohler Group, FrieslandCampina, Kerry Group.”

— Market Research Future

PUNE, MAHARASHTRA , INDIA , March 20, 2017 /[EINPresswire.com/](http://EINPresswire.com/) -- Pune, India, / Market Research Future published a half cooked research report on global [dairy blends market](#) which is estimated to grow more than 6% after 2022.

Market Overview:

Dairy Blends are milk concentrates with low-fat content as compared to other dairy spreads. The emulsifying property makes it very convenient to get mixed with water and oil due to which its use in bakery and beverage industries is increasing. Different flavors of the blend make it suitable for the production of yoghurt, cakes and ice-creams. The low fat content makes the product potential replacer of low-fat dairy products. Dairy blends are also used in manufacturing of cheese and butter to enhance the consistency of the product.

Key Players of Dairy Blends Market:

- Fonterra Co-operative Group Limited (New Zealand)
- Cargill Inc. (U.S.)
- Dohler Group (Germany)
- FrieslandCampina (Netherlands)
- Kerry Group (Ireland)
- Galloway Company, Inc. (U.S.)
- Advanced Food Products LLC (U.S.)

Key players in dairy blends market are mainly located in Belarus, France, Germany and Ireland; and these countries are major producers of dairy blends. The presence of manufacturers is dependent on the demand of low-fat breakfast spreads and convenience food products. Key manufacturers are investing in innovating technologies to reduce the cost of production of the product and also increasing the nutritional value. In addition, based on the increasing demand of healthy dairy products and beverages, new players are expected to enter the global market.

Market Forecast:

The rise in demand of powdered blends for the production of infant formula, dairy based health drinks and frozen dairy products is driving the global market for dairy blends. Due to increasing adoption of technology, and application of dairy blends in various other industries, the consumption of dairy blends is increasing. Use of dairy blends minimizes the dough mixing time which is the major reason for the increased usage of the product in bakery industries. The low-fat content of the product also helps in raising its demand amongst the population. The convenient usage and storage is also driving the demand of dairy blends in the last few years.

These factors will play a key role in the growth of Dairy Blends market at the CAGR of 6% during 2016-2022.

#### Market Segmentation:

Global Dairy Blends market is segmented by form, type, packaging, applications and region.

#### Downstream Analysis:

Dairy Blends are used as a breakfast spreads and also in production of various other dairy based food and beverage products. Its low cost makes it more popular amongst the population. Powder form of the product has potential application in ice-cream and yoghurt industry due to its greater shelf life. The low-fat content of the product is increasing the demand amongst the health conscious people. The similar physical and chemical composition makes it a good replacer for butter. Dairy based health drinks containing dairy blends have unique taste due to the higher lactic acid content which supports the sale of the product.

#### Brief TOC for Dairy Blends Market:

- 1 Executive Summary
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      - 2.2.3 Limitations
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  - 3 Research Methodology
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- Continue...

#### Regional Analysis:

The global Dairy Blends market is segmented into North America, Europe, Asia Pacific, and rest of the world

(ROW). Among these Europe region has the major market share followed by North-America. Belgium is one of the major exporters of dairy blends exporting to countries like France, Portugal, U.S. and Germany. Germany is another major exporter of Dairy Blends which exports the products to Korea, Austria, Italy and Spain. Asia Pacific region is emerging market for dairy blends manufacturers as it has potential opportunities for dairy blends market to grow due to its changing consumer food pattern and increasing adoption of new dairy technologies.

#### About Market Research Future:

At Market Research Future (MRFR), we enable our customers to unravel the complexity of various industries through our Cooked Research Report (CRR), Half-Cooked Research Reports (HCRR), Raw Research Reports (3R), Continuous-Feed Research (CFR) and Market Research & Consulting Services.

MRFR team have the prime objective to provide optimum quality market research and intelligence services to our clients. Our market research studies depending on products, services, technologies, applications, end users, and market players for global, regional, and country level market segments enables our clients to know more consequently do more, which gives them answer for their each and every important question. In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meeting with industry experts and does industrial visits for its research analyst members.

### **Milky Poison (Part 1)**

March 26, 2017

STRAIGHT TALK

<http://nation.com.pk/karachi/26-Mar-2017/milky-poison-part-1>

An article in the daily Dawn ‘What are we drinking in the name of milk?’ by Faraz Khan (<https://www.dawn.com/news/1321371>) states that the problem of adulteration and contamination of milk begins at the stage of collection. But that is not the only issue in the dairy sector.

In reality, the basic purpose of a fat content test is to set the price of the milk supplied by the farmers according to the level of the fat content. To the disadvantage of the end-consumer, milk is poured into a chiller many times before any quality checks are run on it. Murtaza chooses not to reply when asked how milk with varying protein levels will get homogenized in the chiller.

At ‘immobile’ collection points, water is often available for the personal hygiene of any staff working in the establishment. But not at mobile chillers — here, hygiene and milk quality both take a beating. Such unhygienic conditions can be seen at almost all small milk collection points set up by middlemen who connect milk producers from rural areas with milk sellers (including corporate entities) or directly with consumers in cities and towns, particularly Lahore.

But the great public concern here is that almost 80 percent of the total milk procured from dairy farmers is collected by these middlemen. In other words, 80 percent of the milk collected is impure and unfit at its source.

To the misfortune of the dairy sector and the public at large, there are no national hygiene standards for the milk chain. As such, from milking an animal to the delivery of the produce to the end-consumers, there is no existing mechanism to implement and monitor standards adopted by private operators.

The milk extracted from diseased animals is neither spilt nor stored separately; rather it is mixed into the milk obtained from healthy animals. This contaminates the entire produce.

On December 27, 2016, a report was filed by the Punjab Food Authority in the Supreme Court’s Lahore registry, which claimed that the milk packaged by Haleeb, Accha Milk, Al-Fazl Food, Doce, Al-Fajr Food are all unfit for human consumption. The dossier submitted reported that Haleeb’s milk contained formalin, a chemical used to preserve dead bodies, as well as sugarcane juice.

Subsequently, on January 30, 2017, the science and technology minister revealed more details of the enquiry against adulterated milk. Six brands in the ultra-high temperature processing (UHT) category, including Olper’s, Nestlé MilkPak, Day Fresh, Good Milk, Nurpur Original and Haleeb Full Cream were examined.

Barring Haleeb, the others were found safe. Samples from 10 pasteurised milk brands were also examined, including Anhar Milk, Daily Dairy, Doce Milk, Gourmet Milk, Nurpur, Nutrivi, Al-Fajar, Accha Milk, Prema Milk and Adams. Of these, only Prema Milk was deemed safe for consumption.

While the PFA report presents a gloomy picture of the dairy industry, it is worth investigating why most of the milk that is collected by various companies and sellers is unhygienic or unfit for consumption.

The problem compounds at collection and transportation stages. Besides personal hygiene, the cleanliness of cans used to carry milk from dairy farms to collection point(s), as well as that of chillers used for hauling milk to end-consumers are also very important matters.

At this stage, preservatives and caustic soda etc are added to the milk in an attempt to enhance its shelf-life. "Urea and vegetable oil are used to improve gravity or protein level in milk. These additives become health hazards," says the professor.

Contamination at source is merely one part of adulteration in milk. More contamination is caused when this milk reaches towns, where dirty shops and lack of personal hygiene by those handling the milk for onward delivery add to the impurities being carried forward.

However, some private companies, including Nestlé, took the initiative on their own to mitigate the problems. Along with Engro Foods (Olper's), a major portion of the 20 percent market share in milk collection goes to Nestlé (MilkPak), which takes credit for conducting around 28 tests to check the quality of milk and various contaminants at each of their 3,200 chillers installed in villages, close to farmers/suppliers' doorstep, and at laboratories at their main plant in Okara.

Indeed, Nestlé has been the oldest corporate player in Punjab. Its move to enter villages is at least a decade old. As part of a layered strategy, Nestlé first involved local communities in milk collection, thereby gaining trust among dairy farmers and removing the need to sell to a middleman.

Nestlé gives competitive rates to dairy farmers and removes the hassle of taking the milk to a middleman who is often situated away from the village. The milk rejected by Nestlé often makes its way to middlemen accepting inferior-grade milk.

Dairy farmers bring milk in small quantities to Nestlé's milk collection points. Here it is tested for quality and various adulterants, measured, and chilled to a temperature where it can last longer than it otherwise would. It is then dispatched to the main factory for processing and packaging.

Nestlé's direct outreach to farmers has improved the quality of milk supplied and they have also been able to work with dairy farmers on building capacity, on animal surroundings and dietary needs.

Another issue, particularly significant at dairy farms around metropolises such as Lahore and Karachi, is the use of oxytocin injections to get higher yield from milch animals. In developed countries, only qualified and licenced veterinarians are allowed to use the injection. This is because trained professionals can maintain a proper ratio between the drug dosage and the health of the animal. But in Pakistan, the drug is available over-the-counter without any hindrance and the Milk Sellers and Suppliers Association Punjab admits to the use of the injection by its members presumably without any checks and controls.

The association chairman acknowledges that the drug causes premature menstruation in girls and also results in growth of facial hair. He demands the government put a ban on the import of oxytocin but would not go so far as to say if his organisation would also command its members to stop using the injection.

About the use of blue plastic cans for transporting milk, he says that association members across Punjab have been notified that these cans are injurious to health and that the body would not object to the government imposing penalties on milkmen using blue plastic cans.

But more on the Milky Poison next week.

(Email. [trust@helpline-trust.org.pk](mailto:trust@helpline-trust.org.pk))

## Good planning the key to success for Southland-Otago Dairy Industry award winners

STAFF REPORTER

Last updated 17:51, March 26 2017

<http://www.stuff.co.nz/southland-times/news/90858416/good-planning-the-key-to-success-for-southlandotago-dairy-industry-award-winners>

Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL), a wholly owned subsidiary of National Dairy Development Board (NDDDB), today launched its milk portfolio in the city with 3 variants under the brand 'Dailycious'. The variants introduced include Cow Milk, Toned Milk and Double Toned Milk.

Introduction of milk in West Bengal is part of the Company's 'East India focus' under which it recently commissioned a first-of-its-kind integrated Fruit & Vegetable processing facility in Ranchi, Jharkhand. Mother Dairy, which already has Ice cream, milk products, Dhara edible oils and Safal Fruit & Vegetable products in the city, now completes its portfolio with the launch of milk under the brand 'Dailycious'.

Speaking on the occasion, Mr. S Nagarajan, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "Mother Dairy is known for its understanding of the Indian consumer and offering products that are best suited for their requirements. We have been instrumental in crafting traditional delicacies such as Mishti Doi, Aam Doi and Nolen Gur flavored ice cream for our fellow Kolkatians. The launch of milk in a new brand identity- 'Dailycious' is part of the strategic initiative to further strengthen our presence in the packed liquid milk space. The introduction is also in line with our endeavor of being present in all key metros. We are confident that the consumers will patronize our Vitamin A&D fortified milk, which will support their daily nutritional requirements."

As part of consumer outreach program, the Company is also working towards series of ATL & BTL initiatives aimed to create awareness about the brand and benefits associated with the newly launched range. The initiative will include a 360° approach including TV, newspapers, radio, digital, consumer activations etc.

According to Mr. Sandeep Ghosh, Business Head – Milk, Mother Dairy Fruit & Vegetable Pvt. Ltd., "The launch of our 'Dailycious' milk will further strengthen our consumer proposition in Kolkata. The entire product range has been specially crafted to address varied needs for daily consumption. Be it for the need of a growing child, or for making your favourite cup of tea, coffee or lip smacking desserts like nolen gurrer payesh, our milk will help you in complimenting the desired taste. Dailycious will be initially available across 3000 retail outlets in the city. In addition, we also plan to open 100 exclusive franchise stores offering Company's entire range in Kolkata under one roof."

Farming excellence was on show in Invercargill on Saturday night at the Southland-Otago Dairy Industry Awards.

Held at Bill Richardson Transport World, sharemilkers Russell and Tracy Bouma were among the big winners, taking out the region's Share Farmer of the Year award.

The Boumas sharemilk over 1250 cows across two properties, 762 cows on a 270 hectare farm, and another farm "15 minutes down the road" with 500 cows in Clydevale.



## SUPPLIED

Tracy and Russell Bouma at the 2017 Southland-Otago Dairy Industry Awards.

Humbled by their win, they said they did not think they had stood out as clear winners, but rather felt their success at the awards was down to their staff management, which had earned them high staff retention.

Staff tended to stay with them for a long time and many had become contract and sharemilkers themselves, Russell said.

"Everyone understands what their role is ... we have plans and good policies in place," Tracy said.

Despite the challenges faced by the dairy industry, the Boumas felt it was their policies and planning which put them in good stead.

"Russell and I farm because we enjoy the job and the lifestyle it gives us," Tracy said.

"It's challenging, farming, looking for areas to make [the business] more profitable," Russell said.

Last season was extremely hard and having robust budgets to get them through was essential in their planning, he said.

Planning for the future, the couple hoped to achieve \$1 million equity growth within the next five years.

"We'd also like to maintain our good reputation whilst remaining in the top 25 per cent [operating profit] for 50/50 sharemilkers throughout New Zealand," Tracy said.

Also taking home awards were Ann Linton, for Southland-Otago Dairy Manager of the Year, and Ben McLean, for Southland-Otago Dairy Trainee of the Year.

Linton won \$8650 in prizes and is the assistant manager on a 265ha 800-cow farm in Gore.

The 25-year-old has been in the New Zealand dairying industry for five years, and had previously worked in Scotland.

Working on a large-scale farm, Linton said it was important everyone worked as a team because there were different areas of strengths and weaknesses spread among them.

"Working as a team helps achieve farm targets and goals," she said.

McLean said his main motivation for entering the awards was so he could gauge himself against others in the same position and give himself a challenge outside of his day-to-day work.

At 22 years old, this was his first full season of dairy farming, where he is a farm assistant for David Thomas on his 980-cow property in Lumsden.

McLean hoped to be contract milking within five years.

"I want to build a good reputation and solid relationships within the industry," he said.

**AWARD WINNERS:**

Southland-Otago Share Farmer of the Year: Russell and Tracy Bouma

Southland-Otago Dairy Manager of the Year: Ann Linton

Southland-Otago Dairy Trainee of the Year: Ben McLean

**Share Farmer Merit Awards:**

DairyNZ Human Resources Award – Jared and Sara Crawford

Ecolab Farm Dairy Hygiene Award – Russell and Tracy Bouma

Federated Farmers Leadership Award – Jared and Sara Crawford

Honda Farm Safety and Health Award – Russell and Tracy Bouma

LIC Recording and Productivity Award – Russell and Tracy Bouma

Meridian Energy Farm Environment Award – Russell and Tracy Bouma

Ravensdown Pasture Performance Award – Matthew van Hout

Westpac Business Performance Award – Jeremy Smith and Michelle Oldham-Smith

**Dairy Manager Merit Awards:**

Fonterra Farm Source Dairy Management Award – Ann Linton

Claude Wuest Memorial Trophy Encouragement Award - Fraser Anderson

McIntyre Dick & Partners Employee Engagement Award - Angela Nicholson

Malloch McClean Leadership Award – Randy Saldana

DeLaval Livestock Management Award – Ann Linton

Primary ITO Power Play Award – Matt McKenzie

Fonterra Farm Source Feed Management Award – Ann Linton

Westpac Financial Management and Planning Award – Randy Saldana

**Dairy Trainee Merit Awards:**

DairyNZ Practical Skills Award – Ben McLean

Vetsouth Most Promising Entrant Award – Tegan McLaughlan

FarmRight Farming Knowledge Award – Jase McNaught

Silver Fern Farms Communication and Engagement Award – Tane Boyce

Shand Thomson Community and Industry Involvement Award - Tane Boyce

- Stuff

## **Dairy owners 'constantly live in fear'**

11:57 am on 24 March 2017

<http://www.radionz.co.nz/news/national/327321/dairy-owners-%27constantly-live-in-fear%27>

A spate of recent violent robberies on Auckland dairies and liquor stores has sparked an outcry and led to the establishment of the Community Action Group in Mt Roskill.

About 70 concerned residents and shopkeepers turned out to its first meeting at the FicklingCommunitie Centre last night.

Six violent robberies in the past 10 days have left dairy and liquor store owners scared to turn up to work unarmed.

In the latest incident, on Wednesday night, three people armed with rods attacked a south Auckland Super Store Liquor owner.

Sunny Kaushal, who runs the action group, said the trio smashed bottles and fled with alcohol, leaving the owner with multiple injuries.

Enough was enough, he said.

"Every other day you're seeing people in broad daylight, especially the teenagers, armed teenagers... they're entering into the dairies and they are assaulting the shopkeepers. And they loot and go."

Mr Kaushal said people felt unsafe in their shops, at home and on the streets.

The group will take a petition to Parliament, seeking increased police patrols, re-opening closed police stations, giving shopkeepers the right to defend themselves and lowering the youth age to 11.

A protest is planned for next month.

Mr Kaushal said over the past 10 days, about 50 dairy and liquor store owners told him what they put up with.

"One of the shopkeepers said that 'we work 14 to 16 hours a day, and we constantly live in fear', Mr Kaushal said.

Another told him the offenders did not give damn about police and were "not afraid of anything. A third asked who would look after his children or pay his rent and mortgage if robbers seriously injured him.

Manukau Indian Association president Veer Kahr's suggestion that dairy owners worked fewer hours and stopped stocking cigarettes caused an uproar.

A person behind the counter, working long hours, "symbolises a weak person", he said. "He is already drained. So every 13-year-old thinks, 'Oh, I can take a shot at him'."

Ash Dardarji, a former Auckland Indian Association president, who worked for 30 years behind a dairy counter, rejected that idea, saying dairy owners could not afford to cut their hours.

He did question whether the small profit dairy owners made selling cigarettes was worth the risk.

Mr Dardarji said the three main cigarette companies who supplied the country's outlets made enough money to help with security.

"They are not looking at those who are selling the cigarettes for them...they're not getting hurt.

"It's the person who is selling it, he's the one getting hurt. His family is getting hurt. What I am asking is for the company to do something about."

British American Tobacco and Imperial Tobacco said the increase in government tax on cigarettes had made it lucrative for crime.

A British American Tobacco spokesperson said the company worked with retailers and local police to clamp down on crime and was happy to talk with the Action Group.

## Parents shocked by rising milk powder prices

Mar 24, 2017 06:00 am

<http://www.tnp.sg/news/singapore/parents-shocked-rising-milk-powder-prices>

After more than doubling between 2004 and 2014, the average price of a 900g tin has risen a further 10 per cent in the past two years, according to figures from the Singapore Department of Statistics.

Over the past decade, the average price of such a tin has gone from \$25.42 to \$56.06, a rise of about 120 per cent.

This outstrips the price increases of other dairy products and household staples over the same 10-year period.

The cost of fresh milk, for instance, went up 6.8 per cent to \$2.81, while the price of eggs climbed 28 per cent to \$2.17.

A baby can go through three to four 900g tins a month, which means families can easily spend around \$150 monthly on just milk for a child.

Mr Melvin Wu, 34, who runs local parenting portal Babymoment, told The Straits Times that he was shocked to discover this month that he was paying about 25 per cent more for Similac's Stage 3 milk powder for his two infants, compared with four years ago when he bought it for his eldest child, now five.

### Average retail prices of infant milk powder



Note:

Prices are per 900g tin.

Prices of items starting from January 2014 may not be strictly comparable with those published earlier due to changes in the sample of brands/varieties and outlets priced.

SOURCE: SINGAPORE DEPARTMENT OF STATISTICS TNP GRAPHICS

He went on to check prices of other popular brands Friso, Nan H.A., S26, Mamil and Enfamil and found similar price rises, he said.

Milk powder companies Abbott, Nestle, Mead Johnson and FrieslandCampina, when asked about the price jumps, said it was down to research and development to improve formulas, and rising overhead costs.

Dumex did not respond to queries.

To help offset rising prices, all five community development councils and the NTUC FairPrice Foundation banded together last month to fund a \$1.5 million milk scheme, giving 7,500 low-income families vouchers to buy milk powder.

Supermarket chains FairPrice, Giant and Sheng Siong said that they stock a range of milk formula, including cheaper options.

While the Health Promotion Board encourages breastfeeding exclusively for at least six months, this is not an option for some mothers.

As her five-month-old son Louis was losing weight on breast milk, medical doctor Gail Cross began to supplement his diet with formula.

A \$70-a-tin brand recommended by her paediatrician did not go down well with Louis, said Dr Cross, 36.

The family settled on a Bellamy's Organic brand. Going through three to four tins a month ran to more than \$200.

To save costs, she asked relatives visiting from Australia, where the powder is cheaper, to bring some over.

Administrative assistant Tanya Ong, 36, said she plans to start buying milk powder from Malaysia for her infant son as products there are cheaper.

CIMB Private Banking economist Song Seng Wun said that while there are many factors that go into pricing, milk formula is seen as a necessity.

He added: "But because it is a product that you buy only for a limited period of time, parents just bear with it."

## **New technology a game changer for dairy industry**

Last changed on March 24, 2017 1:25PM

<http://www.capitalpress.com/20170323/new-technology-a-game-changer-for-dairy-industry>



Washington legislators last week were asked to invest in revolutionary technology that could distill cow manure into dry fertilizer and clean water, making polluted runoff from dairies a problem of the past.

To quote two legislators who heard the presentation, "Wow." This could well be the innovation that takes care of huge physical and regulatory problems for the dairy industry.

Peter Janicki, CEO of Janicki Bioenergy in Sedro-Woolley, Wash., has worked with the Bill & Melinda Gates Foundation to convert sewage into drinking water in developing countries. That technology works.

The prototype of the Janicki [Omni Processor](#) was put in operation in Dakar, Senegal, in 2015. It is designed to process 4,000 tons of fecal waste a year. There's a YouTube video that shows Bill Gates drinking water from the machine extracted minutes earlier from sewage sludge.

Now, there are differences between a human waste stream and what's produced by the business end of a dairy cow. But Janicki says the basic technology can be adapted to the purpose.

"It makes the dairy farm a zero-discharge dairy," he said. "You take the water coming out of the back end of the cow and feed it back into the front end of the cow. So there is nothing that ever leaves the barn."

Janicki estimated that with \$2 million he could build and install equipment to showcase purifying the manure from a 1,000-cow dairy. He predicted the cost would quickly drop to as low as \$500,000 as the technology is developed.

It sounds like a game changer to us. Whether Washington taxpayers will or should provide the development funding is open to debate. But if they don't, someone will, eventually. Janicki's machine is a huge opportunity that someone will exploit.

Our larger concern is that regulators give the technology a fair examination.

This technology is good news for the commercial dairy industry, and bad news for special interests that have been trying to shut down large-scale animal agriculture on the grounds that it's bad for the environment. Taking waste management issues off the table makes that a harder case to argue.

## **Indian migrant Navdeep Kumar proves his worth on New Zealand dairy farms**

Anne Boswell talks to Indian migrants who are reaping the rewards of hard work.

<http://www.stuff.co.nz/business/farming/90627832/indian-migrant-navdeep-kumar-proves-his-worth-on-new-zealand-dairy-farms>



Ramandeep Kaur and Navdeep Kumar are managing a dairy farm at Reporoa and have high career hopes for the future.

We all have moments when achieving our dreams seems too farfetched, and for migrants working on New Zealand farms, they have the added challenge of working in a foreign country, far from home and family.

But Indian migrant and Reporoa dairy farm manager Navdeep Kumar says the key is to focus on moving forward one step at a time.

"My Dad said to me: don't look at where you want to reach. If you keep looking too far ahead, it's overwhelming and you'll never get there. Just put your foot on the ladder," he says.



Sharemilker Kane Stowie oversees farm manager Navdeep Kumar working on a tractor on his 348ha Reporoa dairy farm.

The sage advice came at a challenging time in Kumar's studies, when he doubted he had made the right career choice.

"After six months of study at Waiariki Polytechnic I was sent to Rerewhakaaitu for on-farm training, but it was really hard for me," he says. "It was a vastly different environment and weather conditions to what I was used to. So I left the farm.

"I came back to my tutor and my college principal and said, this is not what I'm going to do. And that's when I turned to my family."

Kumar's father's advice reassured him he could succeed as a dairy farmer in New Zealand.

"From there I never looked back," he says. "I went back to the same farm to do my training, I started again, and within nine months I went from a trainee to a capable herd manager.

"From there I just had in my mind, I want to get there - I want to be a farm manager and get my residency. Sharemilker Robert Heartley really helped me to develop and passed all his knowledge and skills to me."

Kumar was born in Punjab, India, and worked with his father collecting milk to sell in their town.

"It was like a tanker job," he laughs.

"Dairy farming in India is so different to New Zealand - here you have 500 cows, in India we have 10-20 cows. In New Zealand there is daily milking, grass management, fertiliser, maintenance, animal health issues, treatments and records, staff management, milk quality and feed budgeting - there is a lot!"

Kumar says one day he decided he wanted to go abroad and study dairy farming. He ultimately chose New Zealand because of its colossal dairy industry.

After his false start he never looked back, and within a year he got an opportunity to manage his current farm at Reporoa, but he passed the opportunity onto his superior.

"In my eyes I wasn't capable enough yet to take that opportunity," he says. "I didn't think one year was enough time to progress to farm manager. But I realised there are plenty of opportunities if you keep looking, and keep developing your skills."

He eventually progressed to herd manager on the Rerewhakaaitu farm, and later that year he joined the Reporoa farm as a herd manager for farm owner John van Goch.

"I worked for this farm continuously for three years as a herd manager," Kumar says.

"My wife, Ramandeep Kaur, and I were married in India in February 2013, and she moved to New Zealand six months later. In December 2014 I briefly moved next door as 2IC on Family Fields Farm, where Ramandeep got a job as a fulltime relief milker."

Kumar says he was warned by friends that Kaur wasn't going to find the job easy.

"They said, she'll quit within three months... well, it's been two-and-a-half years now and I am so proud of her," he says.

"Financially it's easier if she is working, but working closely together also helps build a stronger relationship."

Kumar moved back to the Reporoa farm on June 1, 2015, as farm manager under Stowie Farming Ltd. His employers, Kane and Kerrin Stowie, run a 3480-hectare operation, milking 10000 Friesian cows.

They split the herd after calving, and Kumar now manages his own 500-cow farm on 164ha.

"To be a manager performing those tasks is not easy if you haven't got a good environment. Kane is the best boss I've ever had, because he gives me a family environment. He gives me the freedom to complete my responsibilities while treating me like a family member. It's really amazing - it feels like my home now.

"Kane has helped me develop my skills, and I have heaps to learn from him still. He's not just a farmer; he could be an engineer with his ability to build and create things."

Kumar also appreciates the help Kane and Kerrin Stowie have given him on a personal basis.

"Kane also supported me and assisted me throughout the residency process," he says. "I can still see the smile on his face the day I got my residency - Valentine's Day, this year - and Kerrin hugged me just like my Mum, congratulating me on a huge achievement."

"All of our team works well together, and we are improving the farm piece by piece, getting the property to a high standard," he says. "We built a PK bunker, and a big calf shed, and are planning to renovate my house, build a new office and races."

The Stowies have loved having the couple on farm, saying they are a valuable part of the team.

"Our philosophy is pretty simple - treat others the way you wish to be treated," Kane Stowie says.

Kumar is not short on praise for farm owner van Goch either.

"John is also a very good boss," he says. "Kane and he have been working together for awhile and have really good working relationship. They bought another farm in Paeroa in June 2015 in a partnership."

Kumar says van Goch has a similar philosophy to both Stowie and Kumar in that he likes to fully feed the cows.

The farm has in-shed feeders from which tapioca, grain and PK are fed to cows. It is reflected in the farm's production figures: last year's target of 560,000kg/MS was surpassed, while this year the same target is also likely to be reached.

"We are still doing 2/kg/MS/cow and we don't dry off until May 24-25," Kumar says.

The farm is flat land with free-draining soil, and no drains required.

Kumar has high hopes for the future, with plenty of enthusiasm to reach his career goals.

"I'm looking forward to being a contract milker in the near future, and another goal is to become a sharemilker - but that might take another 3-4 years," he says.

"But I'll do everything I can to get there."

The couple are aware of the need to buckle down to achieve their goals, but not at the expense of living a good life.

"We like to go to town, play cricket with my friends, spend some time at the lake and the beach, and go shopping," Kumar says. "We are going back to India soon to visit my family - they will be so proud of my achievements, and hopefully they will visit me next year."

Kumar, who has completed Level 5 Production Management through Primary ITO, has hung a picture in his dining room - proclaiming 'Trust Your Journey', something he keeps in mind when the going gets rough.

"The residency process was really stressful and at one stage I thought, I'm not going to get through," he says. "But it finally paid off. For me, first impressions are not always last impressions. Because my first impression was a bad impression! But I proved myself.

"When you come from a different country you start from the bottom, but if you keep working hard with the right attitude you will definitely get there. It has been really hard, but it will be a great thing when we get there."

- Stuff

## Local creamery will soon be able to label its milk "skim milk"

Thu 8:22 PM, Mar 23, 2017

<http://www.wjhg.com/content/news/Local-creamery-will-soon-be-able-to-label-its-milk-skim-milk-416979973.html>

CALHOUN COUNTY, Fla. (WJHG/WECP) - A federal court recently ruled in favor of a small dairy farm's right to label its milk skim milk.



Ocheesee Creamery in Calhoun County is devoted to an all-natural product with no additives. The problem is Florida law requires dairies to replace the Vitamin A that is lost in skimming off the cream.

The State gave Ocheesee other options for labels, like "imitation milk," or a "milk product."

"We're very thankful that the court sided with us," Farm Manager Pierre Wesselhoeft said. "All we wanted to do was tell the people what we were selling, and I mean all it is is skim milk with no vitamins added."

The Wesselhoefts refused to call their skim milk anything other than what it is.

It's now been more than three years since the creamery has sold skim milk. Even though the federal courts ruled in Ocheesee's favor, it's going to be awhile before skim milk is back on the shelves.

"It has to go back to the state court and we have to sorta hash out the details," Wesselhoeft said.

He said they will likely choose between either "skim milk with no vitamins added," or simply, "skim milk."

"We're okay with either one of those, but we don't want to call it imitation milk," he said.

Pierre says the Wesselhoeft family simply wants to do what they've been doing best for three generations strong.

"We just want to sell a good product and be able to tell the customers what it is, exactly," he said

## **America's Farmers Say There's a Conspiracy to Steal Their Milk Money**

March 23, 2017, 2:30 PM GMT+5:30

<https://www.bloomberg.com/news/articles/2017-03-23/dairy-farmers-say-someone-is-stealing-their-milk-money>

As far as staples go, dairy is pretty central to the American diet. After all, knowing the cost of a gallon of milk remains a campaign-trail test for whether a politician is out of touch. Dairy farmers, though, have fallen on hard times, [as milk sales continue to decline](#).

But now, industry insiders in a long-running class action claim those farmers haven't been getting their fair share in this multi-billion dollar industry. The litigation, filed by dairy farmers in 2009, names DairyAmerica and its affiliate California Dairies as defendants. The plaintiffs allege that DairyAmerica and its members, cooperatives like California Dairies which acquire dairy products from farmers and sell them in bulk, have been actively misleading U.S. regulators about the price they charge for nonfat dry milk, which goes into everything from infant formula to candy bars. In doing so, the farmers claim, the cooperatives sought to boost profits at their expense—by millions of dollars.

The defendants deny the allegations, claiming honest mistakes were made in a complex calculus driven by century old laws. Indeed, the dairy market operates very differently from other segments of the U.S. economy. Statutes with names like the 1922 Capper-Volstead Act, which allows farmers to form cooperatives, and the 1937 Agricultural Marketing Agreement Act, authorizing pricing rules to keep milk prices stable, continue to hold sway. Cooperatives are required by these laws to report prices to the U.S. Department of Agriculture and state regulators, which use the data to decide how much money goes to back to the farmers.

That's where things got sticky, the farmers contend.

"I don't think there's another industry in the U.S. economy that is as heavily price regulated," explained Andrew Novakovic, a professor at Cornell University's Charles H. Dyson School of Applied Economics & Management. "Part of that arrangement is a level of trust that the USDA, which is largely responsible for that price regulation, will make sure that everything is on the up and up."

## Level playing fields

While the dairy industry's structure is unique, allegations of collusion in American agribusiness are not. In September, a [series of class actions](#) alleged companies producing 90 percent of the country's poultry, including Tyson Foods Inc. and Pilgrim's Pride Corp., were conspiring to restrict production and drive up prices. (They denied any wrongdoing.) Meanwhile, contract farmers who raise the birds are [waiting to see](#) if the Trump administration finalizes Obama-era rules that would create a more level playing field between poultry farmers and the companies that manage their production.

The circumstances facing poultry farmers and dairy farmers differ in many ways, but in both industries, profits seem to elude the people actually producing the food. Dairy farmers contend milk co-ops have sacrificed the interests of the farmers who created them. That's because the large dairy cooperatives that created and run DairyAmerica, which is really a marketing company, have competing interests. On the one hand, they sell milk on behalf of farmers and should therefore look for high prices. On the other, they process that milk into finished products and stand to benefit from a low price on their primary ingredient.

Novakovic cautions that, even if prices were misreported, "there's a plausible scenario that the board simply messed up and wasn't trying to do something wrong, but was just inept," he said. This is an overly forgiving view of a multinational business, though, argued George Farah, a partner at Cohen Milstein Sellers & Toll PLLC, who represents the farmers. "The notion that these large, for-profit corporations that have processing interests are merely democratic structures that are always attending to the interests of farmer members is naive," Farah said. "The reality is they have an interest in lower-priced raw milk because raw milk is often the largest cost input in making a finished dairy product."

Nonfat dry milk and skim milk powder appear in so many products that they make up a significant portion of the [\\$35 billion](#) U.S. dairy market. Americans consumed more than a billion pounds of the stuff last year, according to [USDA data](#). And that's only half the story, [since exports](#) account for 55 percent of U.S. production. In the fall of 2014, no fewer than 113,421 metric tons of nonfat dry milk and skim milk powder were sold abroad, beating out every other dairy category, according to a [January 2015 report](#) by Dairy Management Inc. and the National Milk Producers Federation. DairyAmerica sells [six different kinds](#) of dried milk products, including three nonfat dry milk powders.

## Ten-year saga

In March 2007, The Milkweed, a dairy industry publication in Wisconsin, reported that DairyAmerica had been misreporting the price it charged for some milk products. The Fresno, Calif.-based association of farmer-owned cooperatives sold \$1.6 billion in dairy items in 2013 [1](#). The USDA investigated and in February 2008 found that [milk prices had indeed been misrepresented](#), and that farmer paychecks were suffering as a result. The government pegged the amount at around \$50 million for the period from April 2006 to April 2007.

To set the prices dairy farmers must be paid for raw milk, the USDA's National Agricultural Statistics Service [NASS] and state agencies rely on the cooperatives to report the prices they charge retailers, foreign governments, food manufacturers, and other major dairy buyers. NASS then takes those prices—of cheese, butter, dry whey, and the nonfat dry milk that goes into processed foods—and puts them into formulas. They are "complex by design," says Pete Hardin, The Milkweed's editor, though ultimately, the higher the price of cheese, the more a farmer should make.

But something strange happened in the summer of 2006. The combination of a July heat wave and a constriction in global dairy production sent prices for nonfat dry milk through the roof on the spot market at the Chicago Mercantile Exchange. The Milkweed reported, however, that NASS prices weren't tracking the CME.

"Great puzzlement spread through the dairy industry," The Milkweed wrote. "Why was the NASS price for non-fat dry milk so low?" The publication's conclusion: "DairyAmerica was reporting low-ball figures to USDA."

The USDA agreed, calling DairyAmerica's misreporting a "significant lapse." (The company has repeatedly denied any wrongdoing.) So, in March 2009, a group of dairy farmers filed a proposed class-action lawsuit against DairyAmerica and California Dairies for negligence. The plaintiffs haven't made a damages claim, though The Milkweed [has estimated](#) the number to be as much as \$1 billion.

DairyAmerica has said in court filings that it was acting in the best interests of member farmers and that any mistakes were unintentional. Because of [a string lawsuit consolidations, a dismissal](#), reversal, and plenty of allegations of foot dragging, the plaintiffs didn't gain access to DairyAmerica documents until 2014 or begin taking testimony until 2015. As declarations have been made public, though, the farmers amended their complaint to include claims the defendants intentionally misrepresented prices and even violated the Racketeer Influenced & Corrupt Organizations Act, or RICO.

Fonterra deal revelation

The first DairyAmerica employee to provide testimony on behalf of the farmers was Ralph Douglas White, a former director of sales who reported to Chief Executive Officer Richard Lewis.

Between 2002 and 2007, the USDA said prices derived from long-term contracts including export agreements should be excluded from price submissions (with limited exception), according to a court-filed declaration by White. This made sense, since the USDA was trying to gauge current prices. In long-term contracts, sellers often agree to below-market rates in exchange for the certainty of sales over an extended period of time.

NASS rules specifically require the exclusion of prices set 30 or more days before a transaction is actually completed. In other words, if a buyer agrees to purchase milk at a set price 45 days from now, that price shouldn't be reported because it's likely to be lower than if the sale were completed today.

"NASS prices are designed to reflect current market prices," White stated, adding that he discussed these instructions with Lewis and other Dairy America employees and board members. He "suggested" to Lewis that DairyAmerica stop including prices tied to long-term contracts "because the figures reported to NASS were intended to reflect current market prices."

White said that, in response, Lewis told him that "sales data from exports should be reported to NASS regardless of whether they were part of long-term contracts and regardless of whether doing so contradicted the instructions from NASS."

White said DairyAmerica's misreporting was going on as early as 2002. But the practice as he described it may have gone unnoticed elsewhere had the cooperatives not entered into a long-term contract with New Zealand dairy giant Fonterra Cooperative Group Ltd. The 2006 deal came just as a dairy shortage was about to send prices skyward. By including the prices of the Fonterra contract, which would generally be lower, NASS prices remained noticeably depressed when compared with the market at large.

“If DairyAmerica had complied with NASS’s instructions,” White said, “then raw milk prices would have continued to climb unabated, and DairyAmerica would have incurred substantial losses for its cooperative members when it sold nonfat dry milk via Fonterra.”

The defendants argued that White’s allegations weren’t facts but opinions. They sought to throw out the racketeering claims and narrow their potential liability to the one-year period described by the USDA in 2008. DairyAmerica said in court filings that it “believed it was complying with the law” and that any errors were innocent accounting mistakes.

In late April 2016, the federal judge presiding over the case in California dismissed the primary RICO claim, but left untouched a claim of conspiracy to violate RICO against California Dairies. The judge wrote that while it may not have actually committed the acts required to violate RICO, California Dairies did agree “to further the endeavor which, when completed, would constitute a substantive RICO violation.” The court also allowed allegations of negligent and intentional misrepresentation to move forward.

Most importantly, though, he denied DairyAmerica’s attempt to limit claims to just those orders the USDA inspected. Instead of being on the hook for just one year, DairyAmerica is being sued for transactions from January 2002 through April 2007.



#### Two sets of books

With the motion to dismiss behind them, the plaintiffs obtained declarations from two additional witnesses. A former export documentation supervisor at DairyAmerica (whose name was redacted from court documents) and Candice Bimemiller, the company’s former credit manager. Both described how the cooperatives allegedly misreported prices to the USDA, the California Department of Food and Agriculture, and even the Mexican government.

The anonymized supervisor claimed she was instructed by Lewis, the DairyAmerica CEO, to create a database with two sets of figures. “The first set of figures would consist of accurate figures from the actual sales of nonfat dry milk in the export market to foreign customers. The second set of figures would consist of fabricated export sales figures that were created internally at DairyAmerica,” the supervisor alleged.

The second set were taken from fake invoices created internally with “lower prices than those contained in the contract signed by the foreign customer,” the supervisor claimed. Between 2001 and 2008, “DairyAmerica only reported fabricated, artificially-lower export sales figures” to both regulating agencies.

In doing so, the amount of money the cooperative was required by law to pay farmers for their milk was kept artificially low. (DairyAmerica rejected the supervisor’s allegations in court filings, but wouldn’t comment further. California Dairies didn’t respond to a request for comment.)

DairyAmerica went to great lengths to conceal the accurate numbers, the supervisor asserted. “Each month,” she said, employees “would gather boxes of accounting documents, including the invoices and contracts reflecting accurate export prices, and load them into a truck and drive them to an off-site storage

facility” a week before state auditors were scheduled to visit. The supervisor said employees were told not to speak with them.

The Mexican government was also hoodwinked in the scheme, the supervisor alleged in her declaration. A major purchaser of nonfat dry milk from DairyAmerica, Mexican officials “insisted” on an audit in 2003. Lewis then instructed her, she alleged, “to reconcile the two sets of figures in the export documentation database.”

“Specifically,” the supervisor said, “Richard Lewis instructed me to account for the discrepancy between the fabricated export sales figures and the accurate export sales figures by inventing and adding a non-existent ‘administrative fee’ to each export sale listed in the database.” Lewis then presented the doctored documentation to the auditors, according to her testimony. In 2009, about six months after the farmers’ lawsuit was filed, the supervisor said she was fired. “My termination was surprising to me, as I had consistently received very positive reviews for my work.” In the last review before her termination, she said she received a score of 56 out of 60.

Bimemiller, who said she met with Lewis weekly to discuss domestic sales, stated in her declaration that she was regularly told to defy NASS instructions and not reveal company practices to auditors.

“He would instruct me to delay, by a week, the reporting of particular nonfat dry milk sales that he selected,” Bimemiller stated in her declaration. “The sales prices that Mr. Lewis selected for delays in reporting were typically those priced above a specified value and, less frequently, those priced below a specified value.”

Suing themselves

The latest amended complaint in the lawsuit sought to add two defendants: Dairy Farmers of America and Land O’Lakes, two of the largest dairy cooperatives in the country and former members of DairyAmerica. The farmers alleged they were involved in a conspiracy to mislead California regulators. Dairy Farmers of America rejected the claims, saying it was “not involved in [its] management.” Land O’Lakes says it “vehemently oppose[s] any attempt” to be added to the litigation.

DairyAmerica, meanwhile, responded to the latest version of the lawsuit by saying in court papers that the anonymized supervisor was a “low level employee without a college degree” who “has a misunderstanding of the transactions.” It denied the existence of a second set of books and pointed instead to a forensic accounting analysis contending that the transactions at issue were all proper.

Despite years of tit-for-tat filings and courthouse vitriol, settlement talks between the farmers and the cooperatives have been under way for some time. In the end, those negotiations are likely to resolve the litigation instead of a trial, thanks to an ironic twist: Because dairy cooperatives run on the contributions of their members, when farmers sue them, they are in many ways suing themselves.

## **Dairy Industry Awards Winners Thrive on Challenges**

Thursday, 23 March 2017, 7:37 am

Press Release: [NZ Dairy Industry Awards](#)

<http://www.scoop.co.nz/stories/BU1703/S00731/dairy-industry-awards-winners-thrive-on-challenges.htm>

## 2017 Canterbury-North Otago Dairy Industry Awards Winners Thrive on Challenges

A former adventure tourism guide and former secondary school teacher have been named as major winners in the 2017 Canterbury-North Otago South Dairy Industry Awards and both say they thrive on a challenge.

Christopher and Siobhan O'Malley were announced winners of the region's Share Farmer of the Year competition at the Canterbury-North Otago Dairy Industry Awards annual awards dinner held at the Airforce Museum of New Zealand in Christchurch last night. The other big winners were Kerry Higgins, who was named the 2017 Canterbury-North Otago Dairy Manager of the Year, and Ben Haley, the 2017 Canterbury-North Otago Dairy Trainee of the Year.

The O'Malley's, both aged 34 years, are sharemilking 515 cows on Graham Brookers 138ha farm in Ashburton. They won \$12,607.86 in prizes.

They entered the Awards to give them an understanding of where they fit in the industry. "The competition process created a focus for parts of the farm and business that we may not have been as energetic towards," say the couple.

With eight seasons experience in the dairying industry, they see their partnership as a strong foundation on which to grow their business. "We have a common drive to succeed, we're on the same page in regards to risk and we understand when the other is under pressure, which helps to share the load," says Christopher. "It helps to have someone to enjoy the journey with."

"We are relentless," says Siobhan. "We are both willing to think outside the box and achieve more desirable results."

Prior to beginning his dairying career, Christopher worked as an adventure tourism guide in the Abel Tasman, Taupo and Ireland. He has previously sailed across the Pacific Ocean and was named the 2016 Mid-Canterbury Rugby Referee of the Year. Siobhan holds a Master of Arts in Classical Studies and a Diploma in Agribusiness Management, and was a secondary school teacher with a passion for English. The couple have three children aged five years, three and a half years and eight months .

Future farming goals include farm ownership. "Along the way to that goal, we are going to refine our systems so that our farm will be efficient and sustainable," say the O'Malley's. "We want to take every opportunity that comes our way."

The New Zealand Dairy Industry Awards are supported by national sponsors Westpac, DairyNZ, DeLaval, Ecolab, Federated Farmers, Fonterra, Honda Motorcycles, LIC, Meridian Energy, New Zealand Farm Source and Ravensdown, along with industry partner Primary ITO.

Runner-up in the Canterbury-North Otago competition went to Tania Riddington, aged 34 years, who won \$6,128.57 in prizes.

Tania sharemilks for Ken Riddington on his 450-cow, 130ha property in Culverden.

Tania holds a Bachelor of Science (Hons) from Otago University, and worked in microbiology before entering the dairy industry.

She sees her farm's low-input system, where the focus is on profit not production, as a strength in the business.

"I hold a passion for my animals and I know every cow in my herd," explains Tania.

Future farming goals include farm ownership by 2027, and the ability to run a sustainable farming business. "I would like to be good a role model to the industry by leading through my actions."

Third place went to Simon Clisby and Nadia Trowland, who entered the competition to meet others in the dairy industry and learn from them. "We wanted to examine our business and receive feedback on it, as a whole," say the couple. They won \$3,628.57 in prizes.

The couple are equity partners on James and Belinda McCone and Stuart Nattrass' 160ha farm at Culverden, where they milk 492 cows.

The couple see their attention to detail and rigorous recording and monitoring as one of their strengths. "We regularly update and reforecast budgets and targets and have the ability to change and adapt systems if necessary," they say.

Simon (37) and Nadia (36) hope to continue to grow their equity within their current farming operation, with the ultimate long-term goal of farm ownership.

The winner of the 2017 Canterbury- North Otago Dairy Manager of the Year competition has entered three times previously and believes being able to analyse the farm business has helped him learn more about his business and the dairy industry.

Kerry Higgins won \$6270.00 in prizes and is the farm manager for Leon and Bronwyn Mckavanagh on their 433ha, 1340-cow farm at Hororata.

"The Awards have pushed me outside my comfort zone and have made me take a long, hard look at the way in which I approach my business," he says. "This has helped me build a greater understanding of my strengths and weaknesses."

Kerry (32) grew up on a high country station in the McKenzie, and before entering the dairy industry in 2011 held a variety of roles in the Security industry, culminating as a Senior Parliamentary Security Officer. He is married to Anita and the couple have two children.

Kerry aims to continue to progress through the dairy industry, moving into a contract milking position in the 2017/18 season. "Farm ownership is the ultimate goal," he says.

Kerry believes working on an established farm gives him the strength and financial resilience to deal with hard times, and an understanding of balancing production with profitability.

"Being self-contained, the business is not at the whim of the market for silage, young stock or wintering costs."

Bankside farm manager Russ Young, aged 33 years, was second in the Dairy Manager competition, winning \$2,500 in prizes.

Russ sees the Awards experience as a great chance to self-evaluate and the business model. "It's a time to look at the opportunity for improvement and to celebrate what you are doing well," he says.

Currently working for Purata on their 402ha property, milking 1222 cows, Russ believes the strong team culture is a positive aspect of the business. "People are involved and there is mentorship provided along with goal-setting."

"The farm is quite large-scale, with two sheds we have the ability to move cows and use resources effectively," he says."

27-year-old Culverden farm manager Emma Gibb placed third and won \$2000 in prizes. Emma works on Hilary and Emlyn Francis Kenmare Dairy 630ha farm, milking 1485 cows.

Emma graduated with a Diploma of Interior Design in 2008, however had always wanted to enter the dairy industry, and whilst looking for design work, successfully applied for a calf-rearing position.

"Thankfully, I made an impression and I've never looked back since. It was the best decision I have ever made," she says.

Emma sees the focus on developing people and encouraging employees to learn and grow as a strength of the business she works for. "Whether it's through further study, short courses, discussion groups or field days, Kenmare staff will always be there," she explains. "I think this is great because not only are you upskilling staff and keeping them motivated, employees feel happier and more contented in their jobs, leading to a lower turnover of staff."

The 2017 Canterbury-North Otago Dairy Trainee of the Year, Ben Haley, thought entering the Awards would test his knowledge of dairy farming and push him in the right direction to further his career in the industry.

The 24-year-old has been in the industry for three seasons after spending 14 months as a station hand on a cattle station south of Alice Springs, in the Northern Territory of Australia.

He is currently farm assistant for the New Zealand Rural Property Trust on an 1100-cow, 300ha property at Ashburton. Ben won \$5,890 in prizes.

Future farming goals include a promotion to second-in-charge and securing a management position in the next five years.

Runner-up in the Dairy Trainee competition was 24-year-old Ashburton second-in-charge Cheyenne Wilson, who won \$1,475 in prizes. Cheyenne currently works for Craig and Grant Fleming on their 205ha, 780-cow farm.

"I enjoy challenging myself and the judge's feedback gave me things to work on and points to consider," says Cheyenne. "I also enjoyed the opportunity to speak with industry leaders and rural professionals that I wouldn't have met otherwise."

Cheyenne keeps busy outside of farming as co-convenor for the Dairy Women's Network Mid-Canterbury region and is secretary of the Hinds Young Farmers club.

"My ultimate goal is to own a farm which will give me the comfort of trialling new initiatives, while opening up an avenue to teach farming practices to younger generations," says Cheyenne. "I want to be fully involved in the dairy industry and be viewed as a Young Maori Female leader."

Third place in the Dairy Trainee competition went to 19-year-old farm assistant Luke Roberts who won \$1,250 in prizes. He works for Thomas and Paul Kerr on their 170ha, 500-cow farm in Selwyn.

The Canterbury-North Otago Dairy Industry Awards winners field day will be held on April 6 at 1847 Thompsons Track RD 2 Ashburton where Share Farmers of the Year, Christopher and Siobhan O'Malley, sharemilk. Also presenting at the field day will be the region's Dairy Manager of the Year, Kerry Higgins, and Dairy Trainee of the Year, Ben Haley. Further details on the winners and the field day can be found at [www.dairyindustryawards.co.nz](http://www.dairyindustryawards.co.nz).

#### Share Farmer Merit Awards:

- DairyNZ Human Resources Award – James Bawden
- Ecolab Farm Dairy Hygiene Award – Christopher & Siobhan O'Malley
- Federated Farmers Leadership Award – Simon Clisby & Nadia Trowland
- Honda Farm Safety and Health Award – Tania Riddington
- LIC Recording and Productivity Award – Tania Riddington
- Meridian Energy Farm Environment Award – Kieran & Erin McCall
- Ravensdown Pasture Performance Award – Tania Riddington
- Westpac Business Performance Award – Christopher & Siobhan O'Malley

#### Dairy Manager Merit Awards:

- NZ Funds Private Wealth Most Promising Entrant Award - Sheridan Beams
- ScanSouth Employee Engagement Award - Kerry Higgins
- TH Enterprises Ltd Leadership Award – Russ Young
- Fonterra Farm Source Dairy Management Award – Emma Gibb
- DeLaval Livestock Management Award – Kerry Higgins
- Primary ITO Power Play Award – Russ Young
- Fonterra Farm Source Feed Management Award – Paul Clement
- Westpac Financial Management & Planning Award – Kerry Higgins

#### Dairy Trainee Merit Awards:

- Environment Canterbury DIA Most Promising Entrant – Cam Monk
- Ngai Tahu Farming Farming Knowledge Award – Cheyenne Wilson
- Alexanders Communication & Engagement Award – Ben Haley
- FarmRight Community & Industry Involvement Award - Cheyenne Wilson
- DairyNZ Practical Skills Award – Ben Hayley

## Plans for Kauai Dairy Put on Hold for Environmental Review

March 22, 2017, at 8:56 a.m.

<https://www.usnews.com/news/best-states/hawaii/articles/2017-03-22/plans-for-kauai-dairy-put-on-hold-for-environmental-review>

LIHUE, Hawaii (AP) — A judge has ruled that Hawaii Dairy Farms must forego all permits and approvals for construction of a proposed 560-acre dairy in Kauai's Mahaulepu Valley pending an environmental assessment.

The Garden Island reports (<http://bit.ly/2mrGj8p>) that the judge ruled in favor of Kawaioloa Development LLP on Tuesday. The company, which owns a resort and golf course near the proposed dairy, filed a lawsuit against Hawaii Dairy Farms claiming its business and recreational interests would be adversely affected by the dairy's wastewater treatment unit.

Kawaioloa says the harm could be avoided with an environmental assessment to review the effects of discharge, odors and other pollution.

Hawaii Dairy Farms is looking to develop the site with at least 700 cows.

Spokeswoman Amy Hennessey says the company is disappointed with the ruling for putting the dairy in the same category as the wastewater treatment plant.

## PH, Thailand to collaborate on buffalo breeding, dairy production

Posted at Mar 22 2017 01:25 PM

<http://news.abs-cbn.com/news/03/22/17/ph-thailand-to-collaborate-on-buffalo-breeding-dairy-production>

BANGKOK - The Philippines and Thailand have inked a deal to collaborate on best practices in raising swamp and dairy buffaloes in a bid to strengthen the agricultural and dairy industries of the two Southeast Asian nations, an agriculture official said Tuesday.

The agreement between Thailand's Department of Livestock Development and the Philippine CarabaoCenter (PCC) will allow Filipino scientists to "visit Thailand to learn how they develop the dairy industry," PCC executive director Arnel del Barrio said in a press conference.

"We want to promote, exchange, and collaborate among scientists buffalo breeding, production, and nutrition management," del Barrio said.

The [agricultural deal](#) is one of the three major agreements forged between the two countries during President Rodrigo Duterte's two-day official visit to Bangkok.

Other government-to-government agreements were signed to boost tourism, science and technology.

The two countries also agreed to ensure security and stability in the region, and address issues particularly terrorism, sea piracy, and illegal trafficking of drugs and people.

## Sheep milk sector can be a winner for NZ

Wednesday, 22 March 2017 09:55

<http://www.ruralnewsgroup.co.nz/item/11629-sheep-milk-sector-can-be-a-winner-for-nz>

New Zealand's sheep milking industry plateaued a bit in the last year, says an organiser of last week's Sheep Milk NZ Conference 2017.

But this is good, says Craig Prichard, of Massey University's School of Management, because he would hate to see people get too excited, given that the industry still has a long road to travel.

The industry faces big challenges and its emphasis now is on improving the genetics of milking sheep in NZ and on developing new food products.

Farmers, scientists and agribusiness professionals attended the conference, as did people from Australia and France, including staff from a company supplying genetics to NZ farmers.

Prichard says some people think sheep milk is still novel, but he wants them to get over that novelty notion and focus on the great food dishes and other things the NZ industry is producing.

"NZ already produces some amazing sheep milk cheeses," he told Rural News. "Once we have worked out what their particular strengths are we'll find a cheese that will rival others around the world."

He says the tastes and styles of sheep milk products vary from region to region in NZ, as in Europe. He points to a sheep milk cheese maker in Nelson whose cheeses have a very distinctive flavour.

"And Kingsmeade Cheeses, in Wairarapa, and the new group emerging there, are working on a product range that is really exciting. Obviously you have three big producers all pushing hard to get their production up to get some return on their investment."

Prichard says soils and weather influence product style and taste, and regionality is important in developing high-value sheep milk products.

## Dairy committed to lowering environmental impact

Tuesday, 21 March 2017, 3:41 pm

Press Release: [Dairy NZ](#)

<http://www.scoop.co.nz/stories/BU1703/S00663/dairy-committed-to-lowering-environmental-impact.htm>

Commenting on today's OECD Environmental Performance Review announcement, DairyNZ's chief executive Dr Tim Mackle says the dairy sector is committed to lowering its environmental impact, while protecting the valuable contribution dairying makes to the economy.

"Dairy farming is a major driver in the New Zealand economy improving everyone's lifestyle in this country. This is both directly and indirectly, and in rural and urban communities," he says.

"New Zealand's agricultural output of greenhouse gas is accentuated because we have a relatively small population, and we are not heavily industrialised. In other countries where there are larger populations the greater contribution is from the transport, manufacturing, construction, and the energy sectors," Dr Mackle says.

“Our agricultural sector is a very efficient producer of high-quality food – food that feeds many millions, not only in our country, but also around the world.

“We’re the most efficient producer of milk on a greenhouse gas per unit of milk basis. This is because our animals are largely grass fed, unlike animals in many other agricultural countries which are fed grains and other supplements that must be harvested and transported – and their animals are often housed in barns, sometimes year around, not just over the harsh winter months.”

Dr Mackle says modern, science-based farming is the solution to finding systems that have a lower environmental imprint.

“DairyNZ is working closely with the Ministry for the Environment, Ministry for Primary Industries, AgResearch and dairy companies on a holistic, integrated approach to address climate change, the protection of waterways and animal welfare.”

He says the future of dairy farming in New Zealand will certainly see a lower environmental footprint. One option being fewer animals on-farm, but cows that have increased productivity – and that this requires continuing research and development.

“Through the genetic improvement of dairy animals, today’s cows are already more productive than in the past, and year-on-year there are gains. Exciting work is also being done to lower greenhouse gas emissions from animals, and on grasses that also assist in achieving further reductions.”

Dr Mackle says dairy farmers are also playing their part.

“They are putting their backs – and bank accounts – into significant environmental protection work on their farms, and their efforts are already showing results.

“Our dairy farmers are truly embracing environmental practices on their farms, having spent more than \$1 billion doing this over the past five years. The bulk of this expenditure – around \$750 million – has been spent on on-farm effluent management systems of the type used by urban communities,” he says.

“Farmers have constructed thousands of kilometres of fencing, and bridges where animals cross creeks with the result that dairy cows on more than 96 percent of farms no longer have access to waterways. They have also planted native sedges, flaxes, shrubs and trees along streams to ensure optimum levels of bacteria, nutrients and sediment are filtered.”

Dr Mackle says the dairy sector fully acknowledges there is considerable work to do to safeguard the environment while maintaining the economic benefits of dairying and other agricultural sectors.

“Equally, we acknowledge the collective challenge we all face in managing nutrient and contaminant loads on waterways. Land and water planning is underway across the country and DairyNZ, together with farmers, is working with regulators to accurately identify the issues and arrive at solutions that achieve results.”

He says as stewards of their land dairy farmers are well along the journey that will see them handover their farms to the next generations in a healthier environmental state.

## **Federal court says Florida creamery can call its product milk**

9:53 a.m. ET March 21, 2017

<http://www.news-press.com/story/news/2017/03/21/federal-court-says-florida-creamery-can-call-its-product-milk/99442502/>

Most shoppers in the dairy aisle probably never give it a lot of thought.

But a battle over the labeling of skim milk led Monday to a federal appeals court siding with a small Calhoun County creamery in a First Amendment fight with the Florida Department of Agriculture and Consumer Services.

The ruling by a panel of the 11th U.S. Circuit Court of Appeals stemmed from Ocheesee Creamery, LLC, which produces all-natural dairy products, wanting to sell additive-free skim milk.

The problem: Florida law bars selling milk products that are not "Grade A," which requires replacing Vitamin A that is lost in the process of skimming off cream --- a process that leaves skim milk, according to the ruling. Because it is an all-natural dairy, Ocheesee Creamery did not want to fortify its skim milk with Vitamin A.

The state in 2012 moved to block sales of skim milk from the creamery, leading to negotiations about getting a permit under a law dealing with imitation milk. The ruling said various alternatives were proposed, such as describing the skim milk as a "milk product."

The creamery filed a lawsuit in 2014, arguing that the state was violating its First Amendment rights by refusing to allow it to use the label "skim milk." A federal district court last year granted summary judgment to the state, finding that "it is inherently misleading to call a product 'skim milk' if that product does not have the same vitamin content as whole milk," the appeals court said.

But Monday's 22-page decision overturned the lower court, saying the record of the case "makes clear that numerous less burdensome alternatives existed and were discussed by the state and the creamery during negotiations that would have involved additional disclosure without banning the term 'skim milk.'" The ruling sent the case back to the district court.

"(The) state was unable to show that forbidding the creamery from using the term 'skim milk' was reasonable, and not more extensive than necessary to serve its interest. ... The state's mandate was clearly more extensive than necessary to serve its interest in preventing deception and ensuring adequate nutritional standards," said the ruling, written by Judge Robin Rosenbaum and joined by Senior Judge Susan Black and Judge David Bryan Sentelle.

In a brief filed in August, attorneys for the state argued that "misbranding" the milk could cause nutritional harm.

"Ocheesee wants to label its product 'skim milk' even though it undisputedly fails to meet the standard requiring skim milk to be nutritionally the same as milk," the state's brief said. "This is a problem because the state's unrefuted evidence shows that consumers expect skim milk to meet that standard of identity and would be nutritionally harmed and deceived if what they bought was an inferior product like Ocheesee's. Maintaining consumer expectations and preventing nutritional harm were exactly why standards of identity were created in the first place, and why courts continually upheld bans on inferior

milk products before there was a standard for milk."

But in a brief filed earlier, attorneys for the creamery wrote that "prohibiting truthful commercial speech and mandating misleading commercial speech violates the First Amendment."

"Under the First Amendment, the government has no power to require a company to call a product something that it is not," the brief said. "Just as war is not peace, and freedom is not slavery, pure skim milk is not 'imitation skim milk.' "

## Cooking up an interest in sheep milk

Tuesday, 21 March 2017 11:55

<http://www.ruralnewsgroup.co.nz/item/11626-cooking-up-an-interest-in-sheep-milk>

Marc Soper, executive chef at the prestigious Wharekauhu luxury lodge in Wairarapa, last week set up his demonstration kitchen at the annual sheep milk conference in Palmerston North, to show how he uses sheep milk products in meals he prepares for rich and famous guests.

About 150 people attended the three-day conference, which also included a day looking at Tararua and Wairarapa sheep milking and cheese making.

Soper says sheep milk's low lactose content is a huge advantage. This enables him to create a panna cotta dish – which he demonstrated – with properties you cannot get with cow's milk – a sweet, creamy, nutty after-taste.

Sheep milk products are versatile, said Soper, demonstrating this to attendees, a few of whom were lucky enough to taste his creations.

NZ-made sheep cheese, gelato and milk all featured in his recipes.

Soper mentioned his special relationship with Miles and Janet King of Kingsmeade Cheese, Wairarapa.

"I often drop into their shop and chat. I have been on the farm and see what they do and we talk about how we can improve the product for the benefit of the consumer, and I can use sheep milk products better as a chef. Collaboration works well."

Soper has used sheep milk products for some time at Wharekauhau and diners there are "over the moon" about what they see and taste. Other chefs are now catching on, he says.

"Chefs are slowly getting it: the gate-to-plate movement of the past four to five years is getting stronger and stronger. People want to know where their food is coming from – the story.

"If you can tell the grassroots story of where it comes from it lifts the value of the product to a much higher scale."

## Appeals court rules skim milk can be called 'skim milk'

By BRENDAN FARRINGTON, ASSOCIATED PRESS

TALLAHASSEE, Fla. —

<http://abcnews.go.com/Health/wireStory/court-florida-dairys-skim-milk-skim-milk-imitation-46263940>

A small, all-natural dairy isn't being deceptive when it calls its skim milk "skim milk," a federal appeals court has ruled — a victory for a [Florida](#) creamery that fought the state's demand to label the product "imitation" because vitamins aren't added to it.

The ruling overturns a decision last March when a federal judge sided with the Florida Department of Agriculture, which said the Ocheesee Creamery couldn't label its skim milk "skim milk" because the state defines the product as skim milk with Vitamin A added. The state instead said that if the creamery wanted to sell the product, it should label it as "imitation" skim milk.

That didn't sit well with a dairy whose whole philosophy is not to add ingredients to natural products. So instead of complying, the creamery has dumped thousands of gallons of skim milk down the drain rather than label it as an imitation milk product.

"The State was unable to show that forbidding the Creamery from using the term 'skim milk' was reasonable," the three-judge, Jacksonville-based panel wrote in its ruling.

The court said the state disregarded far less restrictive and more precise ways of labeling the product, "for example, allowing skim milk to be called what it is and merely requiring a disclosure that it lacks vitamin A."

The Institute for Justice is representing Ocheesee Creamery owner Mary Lou Wesselhoeft in the lawsuit against the state.

"All Mary Lou wants to do is sell skim milk that contains literally one ingredient — pasteurized skim milk — and label it as pasteurized skim milk," Institute for Justice lawyer Justin Pearson said in a press release.

The creamery, about 50 miles (80 kilometers) west of the state capital, has offered to put on its label that it doesn't add vitamins to the product, but the state hasn't accepted the compromise. It was selling between 100 and 300 gallons (380 to 1,140 liters) of skim milk a week for \$5 a gallon before the dispute. The product made up about 25 percent of its profits.

The dictionary definition of skim milk is simply milk with the cream removed. But the Department of Agriculture says under state and federal law, skim milk can't be sold as skim milk unless vitamins in the milk fat are replaced so it has the same nutritional value as whole milk.

## Federal court shuts down powdered milk producer

BY [NEWS DESK](#) | MARCH 20, 2017

<http://www.foodsafetynews.com/2017/03/federal-court-shuts-down-powder-milk-producer/#.WNoQkGiGOUk>

Additional U.S. Food and Drug Administration (FDA) enforcement against Valley Milk Products LLC was taken last week. In civil action, the government and Valley Milk Products LLC entered into a consent decree of condemnation, and U.S. District Court for the Western Division of Virginia issued an order for a permanent injunction against any distribution of adulterated milk powder products.

At FDA's request, the U.S. Department of Justice last Nov. 18 filed a seizure action to allow the food safety agency to take possession of certain milk powder products that Valley Milk Products had manufactured under insanitary conditions whereby they may have become contaminated with filth and been rendered injurious to health.

Earlier government action permitted the seizure and condemnation of powdered projects from the Valley Milk facility at Strasburg, VA. The company, along with employee defendants Michael W. Curtis, Robert D. Schroeder, and Jennifer J. Funkhouser are all prohibited from making any additional powdered milk without complying with "certain specified remedial provisions" set forth by FDA.

In a statement, a DOJ spokesman said the government attorneys will work with FDA to "ensure the food facilities employ proper precautions, so that our food is safe for consumption."

Valley Milk Productions LLC is a manufacturer of Grade A and non-Grade A milk product, including milk powder products, condensed milk, and butter.

FDA found Salmonella meleagridis in the Strasburg facility in 2016, 2013, 2011 and 2010. The discovery last year led to recalls by Valley Milk and others using their milk products as ingredients.

The permanent injunction further prohibits Valley Milk from disposing of any of the condemned food until FDA determines if it can be reconditioned. Only then can it be destroyed by a method approved by FDA.

Valley Milk cannot resume manufacturing unless correction actions are taken under FDA supervision. In addition to the presence of Salmonella inside the facility, FDA inspectors found insanitary conditions, including dripping brown fluids and old residue in the processing equipment.

## Japan's Docomo to help farmers increase milk production

March 20, 2017 2:15 am JST

<http://asia.nikkei.com/Tech-Science/Tech/Japan-s-Docomo-to-help-farmers-increase-milk-production>

TOKYO -- Japanese telecommunications giant [NTT Docomo](#) will launch an internet-linked monitoring service later this month that will help farmers better determine whether a cow is in heat.

Dairy cows are said to produce more milk when in estrus, and the innovation would also promote the efficient breeding of beef cattle.

Docomo's system will adopt devices developed by Hokkaido startup Farmnote. The plan is to market the product via regional agricultural associations and have 1,000 dairy farmers adopt the technology in two years.

Sensors placed on the cows' necks will monitor their movement, rumination times and other data. That information will be collected wirelessly to determine whether those activities have escalated -- a sign that a cow is in heat. This internet of things application is believed to be at least 90% accurate for free-range cattle.

Artificial intelligence programs will enable determinations based on individual differences. Prices for sensors and other devices come to 29,800 yen (\$264) per head, along with a monthly service fee of 200 yen a cow. Data-relaying equipment and placing the sensors on the cattle will cost extra.

Dairy farmers who own 50 cows stand to lose nearly 4 million yen annually in reduced milk volume if they miss estrus cycles. For that reason, producers are expected to recoup initial costs after using Docomo's system for a year.

The devices will also quickly detect signs of sickness or similar problems within cattle. Docomo is also looking at providing additional services, including those that would aid raising calves, monitor feed levels and support farm produce logistics.

Docomo aims to take in about 100 billion yen from its internet of things business in fiscal 2020, or triple fiscal 2016's estimate.

## **House to vote on \$2 million in dairy farm relief**

MARCH 19, 2017 10:40 AM

<http://www.newsobserver.com/news/business/article139491028.html>

CONCORD, N.H.

New Hampshire's dairy farmers will soon be one step closer to getting financial relief.

The House is taking up legislation Thursday to provide \$2 million in relief payments to dairy farmers strained by last year's drought.

The bill has already passed the Senate.

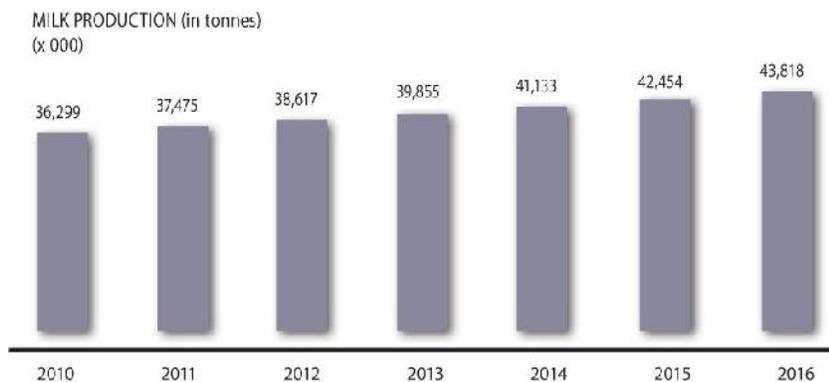
The \$2 million is less than farmers had initially hoped for and will come months after they first asked for relief. The drought forced many farmers to spend more on feed or reduce the size of their herds. Dairy farmers say they're already facing a financial strain due to low federal milk prices.

The bill will award the \$2 million in relief based on a calculation of how much farmers lost in feed and production from 2015 to 2016.

## **What are we drinking in the name of milk?**

PUBLISHED MAR 19, 2017 08:05AM

<https://www.dawn.com/news/1321371/what-are-we-drinking-in-the-name-of-milk>



Next to a filling station on a road leading to Haveli Lakha, Okara district, are two run-down shops that share a common wall. Each shop is about 10 x 14 feet in size but their purpose is remarkably different: while the first houses a motorcycle workshop and the grime and grease that comes with the territory, the second collects milk.

It is 11am and Ghulam Murtaza, an agent of a milk collector or a middleman, is visibly tetchy. A carrier vehicle to transport the “white gold” to Lahore should have made it to his shop by now. The room is cramped for space; it can barely accommodate a chiller that stores around 1,000 litres of milk. The tense air is briefly interrupted, thrice, as milkmen approach the middleman’s shop to sell their produce.

Clad in a soiled shalwarkameez, Murtaza collects samples in a vial to test the ‘quality’ of milk brought to the shop. With the help of the milkmen, he empties the brass and blue plastic cans — the latter banned for storing food — in which the milk has been brought into his chiller. There is no lid for the chiller; its mouth is covered with a piece of malmal cloth to ‘filter’ the milk for foreign particles such as dust, grass, flies, etc.

The problems of adulteration and contamination begin from collection. But they are not the only issue in the dairy sector ...

In reality, because the shop is constructed off a metalled but narrow single lane road meant for two-way traffic, a cloud of dust rises whenever a speeding vehicle passes by. Even though the chiller is pushed to the back of the shop, there is no arrangement to protect the milk from the dust particles that eventually settle down on to the surface.

The only test Murtaza conducts is to measure the ratio of fat in the milk. The “testing kit” comprises a white, powdery substance spread in a clay bowl and a couple of vials which lay on a slab under the small baikan tree in front of the brick-room. The vials containing the samples are plugged with corks, rolled into the white powder and shaken in a hand-driven vortex mixer standing next to the tree.

“Sadhaychaar [four-and-a-half],” Ghulam tells a milkman Rahim of the fat content in his milk. “Ajpunjlikh do [Please record it as five today],” pleads Rahim and Murtaza obliges while making an entry into his pocket diary. There are 45 litres of milk in two brass cans, goes the argument, and it would be criminal to let it all go to waste.

The basic purpose of this fat-content test, as Murtaza explains later, is to set the price of the milk supplied by the farmers. To the disadvantage of the end-consumer, milk is poured into a chiller many times before

any quality checks are run on it. Murtaza chooses not to reply when asked how milk with varying protein levels will get homogenised in the chiller.

Okara is one of the largest milk districts of Punjab. While shops such as Murtaza's (aarti or middleman) are more permanent establishments, milk is collected in many different ways. These days, vehicle-mounted chillers are often parked at deserted intersections off the highway enroute Okara. These chillers also collect milk but the hygiene situation at these 'mobile' centres is worse.

At 'immobile' collection points, water is often available for the personal hygiene of any staff working in the establishment. But not at mobile chillers — here, hygiene and milk quality both take a beating. As Mian Tariq Javed, an officer at the Okara Tehsil Municipal Administration, puts it, the reason to employ mobile chillers is to avert raids by food authorities against the collection of adulterated milk.

Such unhygienic conditions can be seen at almost all small milk collection points set up by middlemen who connect milk producers from rural areas with milk sellers (including corporate entities) or directly with consumers in cities and towns, particularly Lahore. But the great public concern here is that almost 80 percent of the total milk procured from dairy farmers is collected by these middlemen. In other words, 80 percent of the milk collected is impure and unfit at its source.

#### Hygiene starts at home

To the misfortune of the dairy sector, there are neither any national hygiene standards for the milk chain — from milking an animal to the delivery of the produce to the end-consumers — nor does any mechanism exist to implement and monitor standards adopted by private operators.

The milk extracted from diseased animals is neither spilt nor stored separately, rather it is mixed into the milk obtained from healthy animals. This contaminates the entire produce.”

On December 27, 2016, a report was filed by the Punjab Food Authority (PFA) Director-General Noorul Amin Mengal in the Supreme Court's Lahore registry, which claimed that the milk packaged by Haleeb, Acha Milk, Al-Fazl Food, Doce, Al-Fajr Food is all unfit for human consumption. The dossier submitted reported that Haleeb's milk contained formalin, a chemical used to preserve dead bodies, as well as sugarcane juice.

Al-Fazl Foods was checked on December 8, claimed the PFA chief, and fungus and dirt was found in their plant. Their license was subsequently suspended. Doce Milk's production was halted on December 16 while a fine of Rs500,000 was imposed on the company. Acha Milk was also fined Rs500,000 while its production was discontinued for a week. Al-Fajr's milk plant has also been sealed.

Subsequently, on January 30, 2017, Science and Technology Minister Rana Tanveer Hussein revealed more details of the enquiry against adulterated milk. Six brands in the Ultra-high temperature processing (UHT) category, including Olper's, Nestlé MilkPak, Day Fresh, Good Milk, Nurpur Original and Haleeb Full Cream. Barring Haleeb, the others were found safe. Samples from 10 pasteurised milk brands were also examined, including Anhar Milk, Daily Dairy, Doce Milk, Gourmet Milk, Nurpur, Nutrivi, Al-Fajar, Accha Milk, Prema Milk and Adams. Of these, only Prema Milk was deemed safe for consumption.

While the PFA reports presents a gloomy picture of the dairy industry, it is worth investigating why most of the milk that is collected by various companies and sellers is unhygienic or unfit for consumption.

80%

PERCENTAGE OF MILK  
COLLECTED THROUGH  
UNTRAINED MIDDLEMEN

Dr Muhammad Junaid from the Dairy Technology Department of the University of Veterinary Science Lahore argues that the hygiene issue starts right from the milking of animal. “When a farmer does not practice personal hygienic habits, and does not clean the udder of the animal(s), then he contaminates the milk with different kinds of harmful microbes,” he says. “The milk extracted from diseased animals is neither spilt nor stored separately, rather it is mixed into the milk obtained from healthy animals. This contaminates the entire produce.”

The problems compound at collection and transportation stages. Besides personal hygiene, the cleanliness of cans used to carry milk from dairy farms to collection point(s), as well as that of chillers used for hauling milk to end-consumers also matters. At this stage, says Dr Junaid, preservatives and caustic soda etc. are added to the milk in an attempt to enhance its shelf-life. “Urea and vegetable oil are used to improve gravity or protein level in milk. These additives become health hazards,” says the professor.

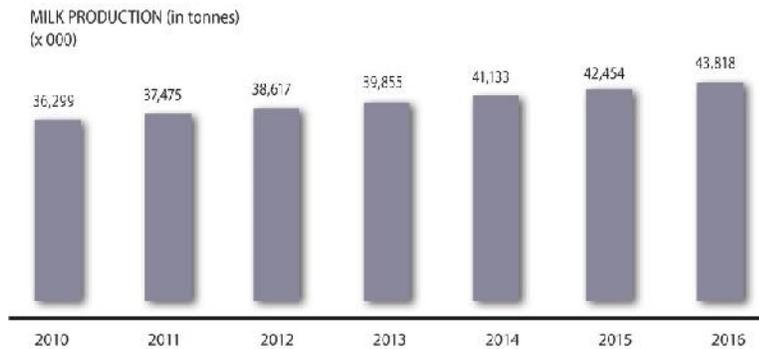
The story does not end here — contamination at source is merely one part of adulteration in milk. More contamination is caused when this milk reaches towns, where dirty shops and lack of personal hygiene by those handling the milk for onward delivery add to the impurities being carried forward.

#### Removing the middleman

Back in 2006, the Punjab government had initiated the idea of vaccinating all livestock and setting up milk collection centres on its own land and then offering the same to private companies to improve the quality of milk collection. Before the project could see the light of day, then Livestock Secretary Babar Yaqoob was transferred and the initiative was dumped with a change in command.

However, some private companies, including Nestlé, took the initiative on their own. Along with Engro Foods (Olper’s), a major portion of the 20 percent market share in milk collection goes to Nestlé (MilkPak), which takes credit for conducting around 28 tests to check the quality of milk and its various adulterations at each of its 3,200 chillers installed in villages, close to farmers/suppliers’ doorstep, and at laboratories at its main plant in Okara.

“We are now trying to eliminate the middleman altogether and simultaneously, to empower small dairy farmers and help them increase their herd size,” says Waqar Ahmed, Head of Corporate Affairs, Nestlé Pakistan.



Source: Pakistan Economic Survey, 2015-16

Indeed, Nestlé has been the oldest corporate player in Punjab. Its move to enter villages is at least a decade old. As part of a layered strategy, Nestlé first involved local communities in milk collection, thereby gathering trust among dairy farmers and removing the need to sell to a middleman. Rejected by Nestlé, this milk often makes its way to middlemen accepting inferior-grade milk. Although Nestlé gives competitive rates to dairy farmers, it removes the hassle of taking the milk to a middleman who is often situated away from the village.

What Nestlé put a premium on was quality — unlike Murtaza’s shop, any milk that does not meet the required standards is returned to the dairy farmer.

“We are at a stage where we can consolidate the gains and relationships made over the past decade or so,” says Ahmed. “From a larger number, we are now consistently working with approximately 100,000 dairy farmers to uplift their produce and processes. A farmer working with Nestlé normally returns 10-14 litres every day but those who aren’t tend to produce about 5-6 litres of milk.”

Veterinarian Dr Suhail Ahmad, associated with the company, says dairy farmers bring milk in small quantities to Nestlé’s milk collection points, where it is tested for quality and various adulterants, measured, and chilled to a temperature where it can last longer than it otherwise would. It is then dispatched to the main factory for processing and packaging.

“The tests that we conduct identify almost all adulterations in milk,” says Dr Ahmad. “The company adds no preservatives to the milk and simply gives it ultra-high temperature (UHT) treatment to increase its shelf-life to 84 days.”

According to him, his team and he frequently visit the dairy farms associated with collection centres to monitor the health of animals and advise farmer(s) if need be on how to treat the ailment. “We don’t accept milk from an animal that is untraceable,” chimes in Zonal Manager Muhammad Suleman. In other words, Nestlé claim to know each and every animal whose milk is supplied to them.

“Direct outreach to farmers has improved the quality of milk supplied to us,” says Waqar Ahmed. “We’ve been able to work with dairy farmers on building their capacity, on animal surroundings and dietary needs. Even simple measures such as untying an animal and letting them roam free, or keeping them in the shade while the sun beats down in the summer need to be taught.”

The results have been more than encouraging: with about 24 billion rupees earned in annual revenue, the move to take milk collection to villages is bearing fruit. Then there are the side benefits of creating employment: about 2,200 individuals are employed with Nestlé as milk supply agents. These factors underscore the academic argument that milk is no longer part of a subsistence economy but very much a commercial enterprise in Punjab.

The milk route

Yet another issue, particularly significant at dairy farms around metropolises such as Lahore and Karachi, is the use of oxytocin injections to get higher yield from milch animals. In developed countries, only qualified and licensed veterinarians are allowed to use the injection. This is because trained professionals can maintain a proper ratio between the drug dosage and the health of the animal. But in Pakistan, the drug is available over-the-counter without any hindrance.

The Milk Sellers and Suppliers Association Punjab — an organisation set up in the aftermath of recent amendments in the Punjab Pure Food Act, 2011 and which boasts of having achieved 1.15 million membership since its inception seven months ago, admits to the use of the injection by its members.

Association Chairman Rana Muhammad Irshad Khan acknowledges that the drug causes premature menstruation in girls and also results in growth of facial hair. He demands the government put a ban on the import of oxytocin but would not say if his organisation will also command its members to stop using the injection.

About the use of blue plastic cans for transporting milk, he says that association members across Punjab have been notified that these cans are injurious to health and that the body would not object to the government imposing penalties on milkmen using blue plastic cans.

Meanwhile, when asked about a workable starting point for setting and implementing hygiene standards for milk, Dr Junaid says the task should be begun from large companies and then gradually brought down to individual dairy farmers. According to him, the job so far done by the Punjab Food Authority under directions of the Supreme Court, by penalising the milk suppliers for various adulterations, has created fear among adulterators and to some extent laid foundations for adoption of standards.

## **New KCC takes on competition as it raises raw milk price to Sh43 a litre**

FRIDAY, MARCH 17, 2017 16:25

<http://www.businessdailyafrica.com/corporate/New-KCC-competition-raises-raw-milk-price-to-Sh43-a-litre/539550-3853718-jpafm0/>

Farmers supplying milk to the New KCC have a reason to smile after the processor increased its prices from Sh35 per litre to Sh43.

New KCC will become the highest paying milk processor surpassing Brookside Dairies, a private company offering Sh42 per litre.

The company's managing director Nixon Sigey said the firm had made the decision to cushion farmers from high cost of production due to the ongoing drought.

"Currently, milk farmers are facing feeds shortage and the board has made decision to increase the milk prices from Monday to cushion farmers," he said at Eldoret New KCC factory on Friday when Deputy President William Ruto visited to present cheques to farmers for decades-old debts owed by the firm.

This is the second increase in a month as the company goes toe-to-toe with the private companies for the milk.

Last month, the firm increased the prices to Sh35 for individual farmers and Sh40 per litre for farmers' groups.

New KCC chairman MatuWamae said they were ready to compete with other processors in the dairy sector.

This week, its main rival, Brookside firm announced that they had increased prices to Sh42 per litre from Sh35.

At Sh42, Brookside was the highest paying processor for raw milk with rival firms offering between Sh37 and Sh40 per litre.

Mr Ruto welcomed the move to adjust the milk prices noting that it will cushion farmers against high cost of production due to feed scarcity.

Better prices

"Yesterday (Thursday), I asked farmers if they wanted better prices and am happy that the management of New KCC has announced better prices," said the DP who was in Nyahururu to distribute similar cheques on Thursday.

He said that the government had allocated Sh700 million towards Strategic Foods Reserves to absorb excess milk and ensure milk producers are cushioned against effects of the commodity glut in the future.

"We want farmers to be assured of the milk prices and New KCC has requested Sh500 million. And by July this year we will factor in the funds . . . this will also ensure milk will not end up with the middlemen," said Mr Ruto.

Mr Ruto said the country currently has a shortage of 500,000 litres of milk every day despite the fact that dairy farming remains the most profitable within the agricultural sector.

He said the government was aware of the challenges facing dairy farmers that has led to low output of milk and that it was committed to solving them.

## **Ripple Non-Dairy Milk Company Promises as Much Protein as Cow's Milk**

Mar 17, 2017 1:09 AM IST

<http://www.cbs58.com/story/34932515/ripple-non-dairy-milk-company-promises-as-much-protein-as-cows-milk>

(CBS NEWS) Ripple is a newcomer to the non-dairy market, with the only line of "milk" made from yellow peas. The company claims it's also unique because it provides as much protein as dairy milk.

“So the current situation is that most [dairy alternatives](#) are really bad alternatives to dairy. So a glass of milk has 8 grams of protein in it. Almond milk, which is the most popular non-dairy milk, only has one. Most people think that nut milks would have proteins because they’re from nuts, but they don’t,” Ripple Foods co-founder and CEO Adam Lowry said Thursday on “CBS This Morning.”

Meanwhile, Lowry, who was also co-founder of Method home products, said Ripple has 8 grams of protein per 8 fluid ounces, comparable to milk.

“So we made Ripple to be dairy-free the way it should be, which is a great source of protein, a lot less sugar and really creamy and delicious the way milk should be,” Lowry said.

Alternatives to dairy milk have spiked in popularity over the last several years. U.S. sales of plant-based milks reached nearly \$2 billion in 2015. [Dairy milk sales have dropped](#) by more than 9 percent since 2011, and the dairy industry is demanding that the FDA define and enforce what is considered “milk.”

In a statement, Chris Galen, the National Milk Producers Federation’s senior vice president of communications, said: “Government standards defining milk are spelled out in the Code of Federal Regulations. Many other common foods also have specific standards that define their composition, to prevent creative marketers from misleading consumers with inferior copycat products. Consumers know that dairy products provide 9 essential nutrients necessary for healthy child development and for adult health. However, the labeling of plant-based alternatives as ‘milk’ conveys a nutritional equivalency that is not accurate.”

However, Lowry said the dairy industry is “playing defense because they’re losing a lot of customers.” He argued that with Ripple, there is nutritional equivalency.

“So on one hand I’m sympathetic to the cause of the dairy industry, which is you’ve got these almond milks out there that are harvesting the halo of that word ‘milk’ unfairly because it’s got one-eighth of the protein, the primary nutritional benefit of milk,” Lowry said.

But no plant-based milk product is calling itself milk without defining what type of plant-based product it is, he said.

“We think great, let’s define milk, but 36 percent of Americans prefer plant-based milks,” Lowry said. “So let’s define it in a way that everybody can enjoy it, whether you want it from the udder of the cow or whether you want it straight from the plants.”

Ripple is sold at Target, Whole Foods, Safeway, and Wegmans, among other stores.

## **Milk price cycles getting quicker: Dairy Australia**

17 Mar 2017, 5 p.m

<http://www.standard.net.au/story/4536594/riding-out-the-lows/>

The cycle between high and low global dairy prices has got quicker in recent years and dairy farmers need to set up their businesses to manage it, Dairy Australia (DA) farmer director Jeff Odgers says.

Speaking after a meeting in Warrnambool between DA and industry service providers, Mr Odgers said the cyclical periods during which global dairy prices had gone from highs to lows had reduced in recent times from seven years to about four years.

“There are lower troughs and higher peaks,” Mr Odgers said.

“In the past eight to 10 years, there has been much increased volatility in markets and it’s not going to go away,” he said.

Mr Odgers said a positive to come out of the tough times in the dairy industry over past 12 months had been an increased focus by dairy farmers on their costs of production.

Dairy farmers had to give more attention to their costs and profit margins rather than look at increasing their milk production, he said.

Another DA farmer director James Mann, of Mount Gambier, said DA and its south-west arm, WestVic Dairy, had provided programs during the past tough 12 months to help farmers understand their production costs.

DA managing director Ian Halliday said more than 200 dairy farmers in western Victoria had taken part in DA’s “Taking Stock” program that helped them better understand their business.

Mr Halliday said DA had received great feedback from participants about the relevance of the “Taking Stock” program.

On other matters, Mr Mann said the drop in farm gate milk prices and national milk production in the past 12 months had cut DA’s revenue by 15 per cent. DA is funded by levies paid by dairy farmers.

Mr Mann said the cut in revenue had meant DA had to reprioritise its activities and had reduced its marketing in the media of the dairy industry.

It had also tightened its overheads and wound down Dairy Innovation Australia Ltd, a collaboration between DA and dairy processors that aimed to develop efficiencies and innovation in dairy manufacturing.

## **Berks County Dairy Princess Committee seeks contestants for 2017 title**

03/16/17, 12:42 PM

<http://www.berksmontnews.com/general-news/20170316/berks-county-dairy-princess-committee-seeks-contestants-for-2017-title>

The Berks County Dairy Princess Committee is looking contestants to compete for the title of 2017-18 Berks County Dairy Princess as well as contestants for the Berks County Li'l Miss Dairy Princess.

Any girls interested in competing for the 2017-18 Berks County Dairy Princess title, must be between the age of 16 by July 1st and up to age 24. They must also be connected to the dairy industry in some way. For example, a daughter or granddaughter of a dairy farmer or someone who works in the dairy industry. She can also work for a dairy farm or own her own dairy cattle.

Contestants for the Li'l Miss Dairy Princess title must be between the ages of 4 and 6, with the same requirement as the Dairy Princess Contestants.

The Berks County Dairy Princess Contest will take place on Friday, May 12th at the Mohrsville Church of the Brethren. All Dairy Princess and Li'l Miss Contestants need to let Angela Werley know they are interested in running by Monday, April 3. You can contact Angela at mdavis114@aol.com or 610-926-6639.

## Dairy industry changes risk harming farmers – consultant

<http://www.radionz.co.nz/news/country/326853/dairy-industry-changes-risk-harming-farmers-consultant>

6:24 pm on 17 March 2017

Dairy farmers should be worried about proposed changes to the Dairy Industry Restructuring Act 2001, which unwind Fonterra's open entry and exit regime, a farm consultant says.

An amendment bill for the act, known as DIRA, was introduced to Parliament this week.

DIRA was created in 2001 to regulate the dairy industry when Fonterra was formed as the dominant market player. Last year, a [report from the Commerce Commission found competition was not yet sufficient to warrant deregulation](#).

The new amendment bill requires a review of the need for DIRA during 2020/21. It includes changes to allow Fonterra to accept shareholder applications from new dairy conversions from 2018/19 and make other technical changes unrelated to the review of the state of competition.

Independent dairy consultant Peter Fraser said giving Fonterra the power to decide who supplied it was a concern.

"At the moment it's premised on farmers choosing Fonterra, but once we start to go down this track, it's Fonterra choosing farmers... if I was a farmer I'd be pretty worried."

Mr Fraser said Fonterra had already shown that it could be difficult with suppliers when New Zealand Dairies Ltd went bankrupt and Fonterra bought the assets.

"When the farmers wanted to come back to Fonterra - they [Fonterra] let them in, but on rather onerous terms and conditions... to get fair terms and conditions those farmers had to take Fonterra to court and they had to win at court.

"If I was a farmer I wouldn't want to have to take Fonterra to court all the time to get a tanker to pick up my milk."

Regulated milk regime in 'long retreat'

When DIRA passed in 2001, it introduced rules such as Fonterra having to supply milk to other companies to ensure competitors could survive in a market heavily dominated by one company.

Under the amendment bill, the government has agreed to alter eligibility to buy regulated milk from Fonterra and the terms on which Fonterra supplies it.

This would mean that, from the start of the 2019/20 season, Fonterra would no longer be required to sell regulated milk to large, export-focused processors.

Mr Fraser said this was a kick in the guts for innovation. With a regulated milk regime there was a 365-day milk supply, which people could buy as a right off Fonterra.

"That right has been seriously eroded.

"This government has ... moved away from a milk market and just banned people from buying it."

Minister for Primary Industries Nathan Guy said the changes would reduce the flexibility for processors buying regulated milk to forecast volumes.

"These changes are to regulations which will be amended through the standard process, in parallel to the bill being progressed through the House. I expect a range of views will be expressed during the select committee process.

"The consultative process provided new information about risks of some of the originally proposed changes to regulated milk - particularly for downstream markets and consumers.

He said the government was deferring the consideration of those potential changes to regulated milk for Goodman Fielder and small or domestically-focused processors.

## **A change: Dairy Ambassador event is a luncheon this year**

[http://www.lyndentribune.com/news/a-change-dairy-ambassador-event-is-a-luncheon-this-year/article\\_23ba83e0-0a61-11e7-b1a7-3f4fb593df8f.html](http://www.lyndentribune.com/news/a-change-dairy-ambassador-event-is-a-luncheon-this-year/article_23ba83e0-0a61-11e7-b1a7-3f4fb593df8f.html)

Mar 16, 2017

WHATCOM — Dairy Women have made the annual Dairy Ambassador coronation event a luncheon this year, with a reception starting at 12:30 p.m. Saturday, March 25, in Fox Hall behind Hampton Inn, 3885 Bennett Dr., Bellingham.

The two candidates are Annika Asplund, a Ferndale High School junior active in FFA, and Emma Weg, 18, a recent Meridian High School graduate now attending Whatcom Community College, also active in FFA.

Event tickets are \$18 and can be reserved before March 22 by contacting Marlene Noteboom at 220-6426 or Jackie Blok at 815-3764. Seating is limited.