



Dairy Pulse

37th Edition



Think Dairy



Suruchi Consultants
Delivering solutions with integrity

1st to 15th May, 2017

Dairy Pulse 37th Edition (1st to 15th May, 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
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New admissions are open for July, 2017 for the DDT Course. For admission please follow the link:
<https://onlineadmission.ignou.ac.in/admission/>

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

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

➔ *49th Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida 18th, 19th & 20th June, 2017 with Guided Tour to a Dairy Farm plus a milk processing plant.*

For more information please follow the link:

http://www.suruchiconsultants.com/pageDownloads/downloads/training/3_49th%20DEDP%20BROCHURE%20.pdf

➔ *4th Regional Dairy Entrepreneurship Development Program (RDEDP) at Navi Mumbai, on 17th & 18th July, 2017.*

For more information please follow the link:

http://www.suruchiconsultants.com/pageDownloads/downloads/training/1_4th%20RDEDP%20BROCHURE.pdf

➔ *Suruchi is launching 2nd Second Level Dairy Entrepreneurship Development Program (DEDP- Level II) 2017 one week intensive hand on for indigenous milk products. To be held on 20th to 25th Nov, 2017.*

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

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

For more information please follow the link:

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

➔ Suruchi is launching 1st Online Dairy Entrepreneurship Development Program (ODEDP). It is 12 weeks program. Registrations are open. Watch Video:

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

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

Animal Health/Protection

Cow nationalism will drive farmers to buffaloes: Sodhi

(This article was published on May 3, 2017)

<http://www.thehindubusinessline.com/economy/agri-business/for-farmers-the-buffalo-is-more-lucrative-than-the-cow/article9678974.ece>

With cow nationalism taking centre-stage and several state governments banning cow slaughter, cattle breeding in India is set to see changes. The cost-benefit economics of cow breeding may prompt farmers to turn to the more financially viable option of buffalo breeding, explains R S Sodhi, Managing Director, Gujarat Cooperative Milk Marketing Federation-Amul. Edited Excerpts:

It is learnt that Amul is venturing into marketing of vegetables and fruits apart from milk. What is the plan?

In January we had signed a memorandum of understanding (MoU) with the State government to help vegetable farmers get remunerative prices for their produce. Currently, NDDB is preparing a roadmap for that. Nothing immediately planned as of now. We have to see all dimensions. We have all the logistics chain and retail outlets in place. But there shouldn't be wastage and damage that will result in a loss. We will work out a plan and then roll out.

Recently, there has been an uproar over cow nationalism with several states banning cow slaughter. As a dairy cooperative what do you think about the move and its implications?

This issue has multiple dimensions to it. First, the immediate impact is that people will keep these animals for more years and milk them for longer periods. Till now after fifth lactation or at around 8 years of the age, they sold the cows to a slaughterhouse because its milk production dropped significantly. But the animal still has 4-6 more productive years to its life after the fifth lactation — but at one-fourth the previous quantity. So, when you are forced to keep it, milk production will increase. This means you have a productive animal for more years. As a result, the total milk availability will increase in the country.

But the average cost of production of cow milk will increase. And the cost of breeding will have to be borne by the farmer and not by the dairies. This will prompt farmers to prefer the buffalo over the cow. This is a reverse of what we saw about 30 years ago, when there was 80 per cent buffalo milk and only 20 per cent cow milk. Now we have almost 50:50 contribution of buffalo and cow milk in the total milk production of about 160 million tonnes per annum.

The number of cows is 2/3rd of the total 300 million cattle, buffalo being the remaining 1/3rd. Why did farmers turn to cow? Because the realisation from cow milk was better than from buffalo.

So, we see the share of cow milk in the total milk getting reduced and that of buffalo increasing. About three years ago, fat prices and skimmed milk prices were same. But today fat prices are three times higher. So, there are obvious reasons for farmers to turn to buffalo as it is more lucrative than the cow.

Then why would milk producers turn to cow breeding at all, if that is going to be a costlier affair?

Ultimately it is the farmer and milk producers who will decide. But looking at the consumption pattern of dairy products, people have started consuming high-fat products like ghee, ice cream, cheese; this makes buffalo breeding more attractive.

We have seen only upward price movement in milk prices. Why don't demand-supply economics apply to milk prices?

Demand supply economics applies to commodities such as dals, where prices fluctuate based on the supply. They don't consider valuation of buffer stocking. Therefore, we see fluctuations of prices in such commodities. And as a result of such fluctuations the sowing pattern of those crops also gets affected.

In milk, in the world markets like New Zealand and Australia, the demand-supply mismatch does affect prices. But that isn't seen in Gujarat, where we have successfully pulled Amul out of the demand-supply cycle. We keep buffering and never let the pricing affect the buffering. Irrespective of pricing, the buffer keeps building up. Otherwise this whole sector will collapse.

In the commodity market, the middleman is the one who benefits out of the price fluctuation. The farmers don't get the benefit. And they get disinterested in the crop and switch to other crops. If we let the same happen to milk, the farmers will not produce milk. Then we will be dependent on imports. The day India goes into import of dairy products, the world markets will shoot up two-three times from current levels. The volatility or ups and downs in milk prices is not good for the producer nor for the consumer.

What is the Amul's milk pricing model?

We see that farmers get remunerative prices so that they are not at loss. Our objective is to encourage them to produce more and stay in dairy farming. For finished products, we price them in such a way that they are affordable to average consumers and we can reach the masses.

We don't believe in premiumising our products — not that we do not have premium ingredients; those are still affordable to mass consumers. And we pass on 80-85 per cent of the retail milk prices to the producer.

What is going to be the biggest challenge for Amul and cooperative dairies in coming times?

Our biggest challenge is to keep dairy farming lucrative, contemporary and what they say, cool and sexy, for the well-educated lot of the next generation. They don't want to do dairy farming the traditional way. So, we have to explore commercial dairy farming like a startup. Make in Rural India.

Modern techniques and fancy infrastructure with computerised systems to give the young generation a feel of doing something modern. To make this happen and make dairy farming commercially viable, you have to give them price.

The second biggest challenge is that we can't afford more animals; we already have 300 million milch animals. We now have to increase the productivity of these animals through better feeding practices and breed.

For breeding several initiatives have been taken, but much is required to be done for feeding practices. Also, the cooperative sector is an organisation For the farmers, by the farmers and to the farmers. The challenge is to ensure selfless political leaders and committed professional leadership with the highest level of integrity take charge of the sector so that the farmers' interests can be protected.

Lastly, a very big challenge is in the form of foreign dairy products and the threat of their dumping in India. MNCs are trying their tactics on the Indian government to allow free import of dairy products. If that happens, it will destroy our growing dairy industry. Till now we have been lucky that whichever governments have come, they have ensured the interests of the dairy farmers. But we have to be vigilant and ensure that our policy makers remain aware about the interests of Indian dairy farmers.

Are you concerned about the competition from MNCs and Indian players such as Patanjali?

In this sector, we have to compete with ourselves. The dairy industry is huge and has been growing over the years. It has a great potential in India. We are the largest producer in the dairy industry with about 37 per cent market share, but still only 1/3 rd of the sector is organised and 2/3 is unorganised.

...we welcome competition. It will only expand the pie. So, if somebody wants to come into the segment, there is enough market, but you have to collect milk. But most companies enter the dairy segment to make value-added products. They don't consider milk procurement, and that's why they can't compete with Amul.

Marketing

Amul to sponsor New Zealand cricket team

TNN | Updated: May 14, 2017, 07.16 AM IST

<http://timesofindia.indiatimes.com/city/vadodara/amul-to-sponsor-new-zealand-cricket-team/articleshow/58663723.cms>

VADODARA/ AHMEDABAD: After associating itself with the ICC Cricket World Cup, Formula 1, the London 2012 Olympic Games and the Rio 2016 Olympic Games, home grown dairy giant Amul will now associate itself with the upcoming ICC Champions Trophy.

Asia's largest milk brand will be prime sponsor of the New Zealand cricket team in the upcoming tournament that begins June 1 in England.

The logo of brand Amul that boasts of an annual sales turnover of Rs 27,000 crore (US \$ 4.2 billion) will appear on the sleeve of Blackcaps playing jerseys as well as on the training kits throughout the tournament. "We are excited about being associated with New Zealand cricket for the first time and Amul welcomes the

Blackcaps to the family," R S Sodhi, managing director of the Gujarat Co-operative Milk Marketing Federation (GCMMF) - the apex body of all district dairy unions of Gujarat that markets brand Amul said.

Amul a bigger brand than other FMCG companies: R.S. Sodhi

GCMMF MD Sodhi says the sales turnover of Amul is over Rs38,000 crore, including the firm revenue of Rs27,000 crore, which is the highest in the FMCG segment

Sat, May 13 2017. 11 35 PM IST

<http://www.livemint.com/Companies/826V5Yth3dmlU5slCGgh2I/Amul-a-bigger-brand-than-other-FMCG-companies-RS-Sodhi.html>



A file photo of Gujarat Cooperative Milk Marketing Federation (GCMMF) Ltd managing director R.S. Sodhi. Photo: Mint

Kolkata: Amul is a bigger brand than others in the fast moving consumer goods (FMCG) segment including transnationals, Gujarat Cooperative Milk Marketing Federation (GCMMF) Ltd managing director R.S. Sodhi claimed in Kolkata on Saturday.

Sodhi, who was in Kolkata to announce the official sponsorship of the New Zealand cricket team, said that Amul, a brand wholly owned by GCMMF, is also sold by 18,000 village cooperative societies outside the formal distribution channel in Gujarat.

"If that is taken into account, the sales turnover of Amul is over Rs 38,000 crore, including the GCMMF revenue of Rs 27,000 crore, which is the highest in the FMCG segment," Sodhi told reporters.

In its latest initiative Amul is planning to expand its chocolate production capacity by five times involving a cost of Rs150 crore, he said. GCMMF is also coming up with five new integrated plants in Gujarat, Mumbai, Pune and West Bengal, Sodhi said adding that the annual capital expenditure was Rs800 crore.

Sodhi said there were also plans to enter the markets of Tamil Nadu and Kerala. Setting a target of Rs 50,000 crore sales by 2021, Sodhi said that milk production volumes would be increased by 14 per cent yearly with a price increase of six to seven per cent.

Amul-Kwality Walls battle dividing ice cream & frozen dessert players

Thursday, 11 May, 2017, 08 : 00 AM [IST]

Ashwani Maindola, New Delhi, Shraddha Joshi & Harc

<http://www.fnbnews.com/Top-News/amulkwality-walls-battle-dividing-ice-cream--frozen-dessert-players-40546>

The ice cream vs frozen dessert battle fiercely fought by giants Amul and Kwality Walls has ended up dividing the industry making it look like a war between ice cream manufacturers and frozen dessert players. Interestingly, companies that make products under both the categories seem to be taking a cautious stand.

While ice cream manufacturers are keen to show that their products since made from milk fat are authentic, frozen dessert industry players insist that vegetable fat is leaner than milk fat, hence, healthier. Experts, however, feel that both the varieties are edible and have a place of their own.

Though the issue has been boiling for sometime, it graduated into a major row with Hindustan Unilever moving Bombay High Court over an advertisement by Gujarat Co-operative Milk Marketing Federation which owns Amul. The advertisement claims that ice cream made from milk fat is better than ice cream made from vegetable fat, which technically is called frozen dessert as per FSSAI norms.

In its plea, HUL stated that the advertisement by Amul was misleading. It demanded immediate withdrawal of the advertisement while Amul claimed that the advertisement was launched to educate the consumers.

Both HUL and Amul decline to comment over the issue, since the matter is sub judice.

Meanwhile, Sudhir Shah, director, Scoops Ice Cream, a chain down south, throws light on the factors that make the ad misleading. He said, "Ads were misleading because of three reasons, one that vanaspati term is used for vanaspati ghee which is not used in frozen desserts. Second, in frozen desserts the misleading ad says there is no milk, whereas frozen desserts are also made up of milk but for smoothness they use vegetable oil fat instead of milk fat. Third, frozen desserts are made of vegetable oil' fat hence they are lighter or we can say healthier."

However, Chaitanya Rele, vice-president, marketing, Havmor Ice Cream Ltd, counters him with, "I don't think Amul advertisement is misleading in any way. The whole idea of the advertisement is to inform its consumers', the difference between the frozen dessert and dairy ice creams. It is important to create consumer awareness about the products. Also, FSSAI themselves has classified the frozen dessert and milk ice cream in such a way. So advertisement was not at all misleading. It just says that Amul doesn't use vanaspati. There is no mention of name, any other brand or its product in advertisement."

He added, "Traditionally, even at homes, mothers emphasising ghee over oil while consuming with roti."

But the ad did put a question mark on frozen dessert manufacturers and the ingredients they use.

Rele explains, "For manufacturers, vegetable oil is available to consumer at cheaper cost as compared to milk. This price difference can be seen in Kwality Walls products range as well. In its premium products, Magnum made of dairy fat is costlier than its other regular range products. Why premium products are not made of vegetable oil? In fact oil has saturated fats whereas, in milk there is presence of naturally occurring fats."

But Shah of Scoops insists, "As I said above, both have their own USPs. Frozen desserts use vegetable oil's fat that's why they are considered lighter and healthier for fitness thinkers. Globally consumption of frozen desserts is much higher than ice cream which is made up of milk and milk fat. This is due to lightness of frozen desserts."

Though differing in their opinion, most industry players agreed that the consumers need to be educated about the products, their content and the goodness.

Shah states, "In my view, next step should be to educate the consumer about both products on realistic basis. Both are good, both are healthy but for different age groups and lifestyle people. Per capita consumption of ice cream category is way too low compared to USA or China in India. On the other hand, consumption of milk products and edible oils is also way too low. So I would suggest first bring the country to some level of consumption and then let the consumer decide good or bad for them but not by 'mispublicity.'"

Rele concludes, "Currently there is no significant effect of this on industry, as information is still reaching the consumers. I would say consumer awareness need to grow as much as possible. As far as the advertisement is concerned, it is duty of the Advertising Standards Council of India (ASCI) to monitor and regulate advertisement based on product information and facts. They need to scrutinise the advertisement by frozen dessert manufacturers."

Meanwhile, experts explain the key differences between the two fats.

Ashwin Bhadri, chief executive officer, Equinox Labs, states, a lot has been said about what kind of fat is better - animal origin fats like milk fats or vegetable fats. For over half a century, many research studies have told us to replace animal fats with vegetable fats which are high in Omega-6 and polyunsaturated variety.

"However, a study conducted on a group of 458 men claimed otherwise and doubted the connection of animal-origin fats to obesity and coronary disorders. Milk has 3.5% fat at the time the cow is milked, while low-fat milk has 2% fat, with a lower level of cholesterol and saturated fats. On a whole, milk has more than 350 different types of fats, out of which approximately 61% of them are saturated and 4% unsaturated ones."

According to him, if one compares both on a 100g basis, milk fat has around 42 calories while vegetable fats have 884 calories. The numbers might differ with types of milk and research studies. However, lactose-

and gluten-intolerant people have to be careful in terms of the consumption.

Further, the biggest difference in their usage for preparing desserts is that those prepared from milk are called ice creams which contain around 10-16% of milk fats, while those prepared from vegetable oils are called frozen desserts. These vegetable oils are generally coconut oil and palm oil which are advised by the doctors to avoid in the diet.

Bhadri states, “Many leading companies use dairy fats to prepare ‘ice creams’ while few others use vegetable oils to prepare ‘frozen desserts.’ Now the price of these two ingredients differs with a margin of at least Rs 200/kg (price of milk fat being on the higher end). Though the users of dairy fats have accused the latter half of cheating consumers and making profits, the ones using vegetable fats have claimed that people anyways use the same for cooking.

This speculation continues as Indians and many people over the world use vegetable oils for cooking. A different research will bring out different results and may be misleading for some. In such cases, it is advisable to ask your dietitian regarding this. Also, the best practice that any consumer should follow is to know what is right for yourself and read the label before buying. This will facilitate 'Informed Purchase' to the people.

Ten Amul adverts that have captivated India Popular campaigns imparting social messages

By [Shalini Dasgupta](#) Posted On : May 10, 2017 in [Freestyle](#) , Kolkata

<http://mediaindia.eu/freestyle/ten-amul-adverts-that-have-captivated-india/>



50 years of Amul Girl's witty one-liners

The Indian dairy giant, Amul, has long captured the envy of print and more recently social media by transforming product campaigns to works of art with socially relevant angles adeptly attached to them. The blue-haired, Amul girl has since been the darling of Indian press.

India has grown with the blue-haired, big-eyed mascot of Amul popping out generously from billboards and print adverts coupled with sardonic headlines and subtexts. The Amul girl, conceptualised originally in 1966 to contest the Polson girl of local rivals Polson Dairy in Anand, has become a historical mascot in the field of adverts and journalism. Sketched by Eustace Fernandes and seasoned by Sylvester daCunha , the then MD of the advertising agency that still handles Amul's campaigns, the Butter Girl stayed on, withstanding the test of time.

The cleverly crafted adverts are presently treated as relevant journalistic citations and are heralded as exemplary accounts of satirical cartoons with a socio-political message.

The adverts, however, have undergone a major change in terms of their appearance, inclusiveness and agenda. Here are 10 such adverts that beautifully showcase the Amul girl's journey from childhood to adolescence.

1. The Amul girl's first ever public appearance on billboards was back in 1966. The advert was direct and garnered immediate and positive response from the audience. The campaign witnessed a marked increase in butter sales the following week.



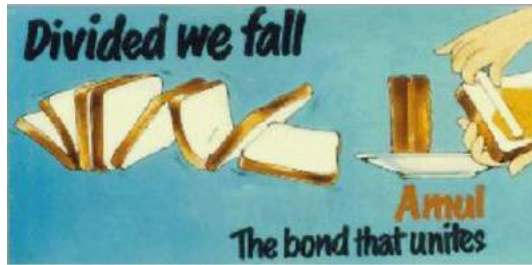
2. Amul congratulated the success of the first test-tube baby in 1978 through this advert that made a strong statement, both in terms of commercial success and social awareness.



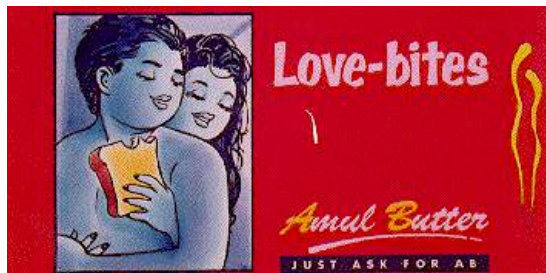
3. In 1980, when the Americans boycotted the Moscow Olympics, Amul seized the opportunity to release yet another reflective advert.



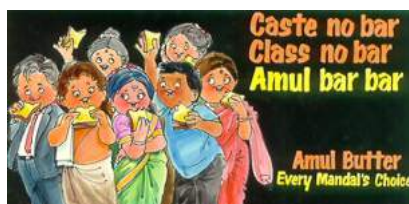
4. In 1986, Amul decided to take a nationalistic stand through this advert that preached unity. The country then plagued by communal divide and Hindu-Muslim riots, was threatening its integrity.



5. The 1990s marked the era of globalisation in the subcontinent and the Indian audience was just beginning to adjust to the global advertisement standards when Mr Coffee-Instant Coffee released their controversial print advertisement. With the tagline, 'Real pleasure can't come in an instant', beaming sexual undertones, the advert generated quite a stir among the masses. Amul quickly grabbed the opportunity as an inspiration for their upcoming ad.



6. This 1992 advert reflected on the debated Mandal report. On November 16, 1992, the Supreme Court upheld the Mandal Commission's 27 pc quota for backward classes, as well as the principle that the combined scheduled-caste, scheduled-tribe and backward-class beneficiaries should not exceed 50 pc of India's population.



7. In the early 2000s, the assumed nexus between Bollywood and the underworld was beautifully reflected in this clever advert by Amul. This was one of the firsts where Amul made a pun out of Bollywood.



8. International Pop icon, Michael Jackson was tried for child molestation on June 2005 and cleared after a tedious 14-day trial. This print advert marked one of Amul's first global mockeries.



9. Hollywood's futuristic science fiction film, Avatar, talked about for its hi-tech special effects, was crucially acclaimed and well-received by audience worldwide. Amul celebrated the same with this advert in 2009.



10. Amul celebrates France's youngest President, Emmanuel Macron's landslide victory in the 2017 French national elections with this artwork campaign trending in social media.



Below are the 'Amul Hits' that have enthralled people over the generations and created a social buzz. Truly, utterly butterly delicious showcasing the real taste of India!

Baroda Dairy raises milk procurement prices

This will benefit nearly 1.25 lakh milk producers in three districts of Vadodara and the tribal-dominated area of Chhotaudepur and Narmada, he said.

By: [PTI](#) | Vadodara | Published: May 9, 2017 2:28 pm

<http://indianexpress.com/article/india/baroda-dairy-raises-milk-procurement-prices-4647640/>

Vadodara District Cooperative Milk Producers Union (VDCMPUL) on Tuesday said it has decided to increase the milk procurement prices by Rs 70 per kg of fat. "We have decided to increase the milk procurement prices, with effect from May 11, from the current Rs 570 per kg fat to Rs 640 per kg fat," VDCMPUL Managing Director Jahangir Daruwala said.

This will benefit nearly 1.25 lakh milk producers in three districts of Vadodara and the tribal-dominated area of Chhotaudepur and Narmada, he said.

There are 1,267 milk producers' cooperatives in these three districts, of which VDCMPUL, commonly known as Baroda Dairy, collects around 6.30 lakh litres per day from them, he said. "We have revised the prices due to several factors, including demonetisation which had an impact on the cash availability. For most farmers, milk is the only regular source of income," he said.

Out of the daily collection of over 6 lakh litres, nearly 4 lakh litres is used for meeting the daily requirement of Vadodara city, while the surplus is used for making various milk products like sweets, cottage cheese among others. Daruwala said due to the summer season, the demand for butter milk has surged to 90,000 litres per day from an average of 60,000 litres per day.

PepsiCo moves into India's dairy market with Quaker drink launch

By [John Shepherd](#) | 8 May 2017

http://www.just-food.com/news/pepsico-moves-into-indias-dairy-market-with-quaker-drink-launch_id136589.aspx

[PepsiCo](#) is making its first move into India's growing dairy market with the launch of a ready-to-drink milk product under its Quaker Oats brand.

The US group said the new Quaker Oats plus Milk product aims to target the "breakfast nutrition" market.

The company said it will initially sell the product in two flavours - almond and mango - in 180ml cartons for drinking on-the-go.

According to PepsiCo, the new product is "a value-added, grain-based, fibre-fortified dairy beverage that is targeted to cater to the nutrition needs of breakfast". The company said it "leverages our patented SoluOatstechnology, that provide a great blend of the wholesomeness of oats and the goodness of milk".

In a posting on social media, PepsiCo said the product had been launched "in association" with former Indian cricketer Sachin Tendulkar. "He's the co-creator of this range, as it's with his insights that we have developed our products," PepsiCo said, without providing further details.

The launch comes hot on the heels of [PepsiCo's expansion of its portfolio in India, announced earlier this year](#), with a line of breakfast dishes under the Quaker brand based on local, traditional delicacies.

PepsiCo said the Quaker Nutri Foods line, including popular dishes such as Idli, Dosa, Upma, and Khichdi, represent "a healthier version of some of the most loved ready-to-cook Indian breakfast dishes".

Rajasthan dairy farmers sell cow dung cakes on Amazon

IANSMay, 07 2017 12:12:10 IST

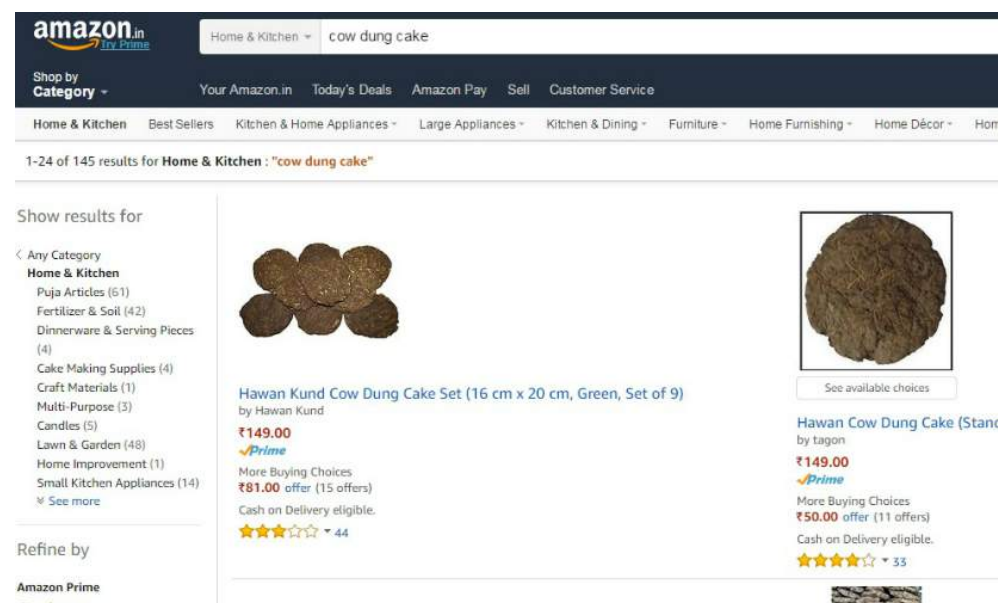
<http://www.firstpost.com/india/rajasthan-dairy-farmers-sell-cow-dung-cakes-on-amazon-3428576.html>

Jaipur: Three young entrepreneurs from Rajasthan's Kota city — otherwise known as an education hub — have taken their 15-year-old dairy farming family business to the next level and are now selling cow dung cakes on e-tailing site Amazon.

"We found potential in this business. For the last three months we have been selling cowdung cakes on Amazon," Amanpreet Singh, one of the three directors of APEI Organic Foods, told IANS.

These cakes, about the size of a quarter-plate, are priced at Rs 120 per dozen. They currently have an average sale of 15 consignments — each of 500-1,000 cakes — per week.

"We are getting a good response, mainly from Mumbai, Delhi and Pune," Singh said.



The screenshot shows the Amazon.in search results for 'cow dung cake'. The search bar at the top contains 'Home & Kitchen' and 'cow dung cake'. Below the search bar, there are navigation links for 'Shop by Category', 'Your Amazon.in', 'Today's Deals', 'Amazon Pay', 'Sell', and 'Customer Service'. The search results are displayed in a grid format. On the left, there is a sidebar with 'Show results for' and a list of categories under 'Home & Kitchen'. The main content area shows two product listings. The first listing is for 'Hawan Kund Cow Dung Cake Set (16 cm x 20 cm, Green, Set of 9)' by Hawan Kund, priced at ₹149.00 with a Prime badge and a rating of 4.4 stars. The second listing is for 'Hawan Cow Dung Cake (Stanc)' by tagon, also priced at ₹149.00 with a Prime badge and a rating of 3.5 stars. Both listings include a 'See available choices' button and a 'Cash on Delivery eligible' label.

Representational image.

The product is packaged in such a way that the cakes don't break.

For starters, the dung, which is a semi-liquid mixture, is first dried. It is then put into a circular die which goes through a heat shrinking process. The finished product is then packed in cardboard boxes and despatched.

Singh stated that the idea of reaching out to buyers online came due to the demand from Tier I cities, where there is lack of any livestock management and dairies. "People basically want it for religious purposes in these cities," Singh added.

The company's livestock farm is spread over 40 acres near Kota and has 120 cows. It is equipped with modern infrastructure, effective connectivity, skilled manpower and other amenities.

The family-owned organic dairy milk brand is aptly titled "GAU" — meaning cow — but has been derived from the initials of the three directors, Gagandeep Singh, Amanpreet Singh and Uttamjyot Singh.

The promoters are likely to be in great demand at the forthcoming Global Rajasthan Agritech Meet (GRAM) being held in Kota from 24-26 May .

Singh said that the fodder for the cows is grown organically in a healthy and well-nurtured environment. Waste from the dairy farm is utilised to produce electricity, gas, vermicompost and cow dung cakes.

The company has installed radio-frequency identification (RFID) on the livestock which helps them track the health and nutrition of the cattle from anywhere across the world.

The director claimed that this dairy farm also has Rajasthan's first biogas plant that generates electricity. This is the only source of electricity at the farm, producing 40 KW per day. This saves around Rs 24 lakh annually , he added.

Hyderabad based Dodla Dairy raises funds

The investment in Dodla, which is subject to regulatory approval, will be The Rise Fund's first in the food and agriculture sector, as well as its first in India.

By [TelanganaToday](#) | Published: 5th May 2017 2:16 pm
<https://telanganatoday.news/hyderabad-based-dodla-dairy-raises-funds>

Dodla procures and processes milk to sell dairy products in 66 regions in South India.

Hyderabad: Global fund The Rise Fund on Thursday announced that it has agreed to invest \$50 million (about Rs 320 crore) in Dodla Dairy Limited, a Hyderabad-based dairy product company offering milk products throughout South India.

The investment in Dodla, which is subject to regulatory approval, will be The Rise Fund's first in the food and agriculture sector, as well as its first in India.

The Rise Fund is managed by TPG Growth, the growth equity and middle market buyout fund of global alternative asset firm TPG. The Rise Fund focuses on investments education, energy, food and agriculture, financial services, growth infrastructure, healthcare, and technology, media, and telecommunications.

Founded in 1995 by D Sessa Reddy and D Sunil Reddy, Dodla procures and processes fresh milk to sell dairy products across 66 regions in South India. Dodla's offerings also include curd, butter, and ghee. Working with more than 3,000 distributors across 9 States, Dodla's products are sold by more than 50,000 retail outlets. Dodla sources milk from 2.5 lakh farmers across 7,000 villages everyday

The Rise Fund seeks to support the company in operating its procurement network fairly, transparently, and efficiently—supporting farmers' needs, as well as bolstering the company's success.

“Working closely with local farmers to bring our product to market has a positive impact on our local communities,” said Sunil Reddy, Founder of Dodla.

“India’s dairy consumption has been experiencing robust growth, fueled by urbanisation, increasing incomes, and health consciousness among consumers,” said Vish Narain, Partner at TPG Growth. “Dodla has an established presence in local markets and an expanding selection of products, he said in a statement.

TPG’s other investments in India include Cancer Treatment Services International, Lenskart, Rhea Healthcare. In 2014, TPG Capital Asia invested in Janalakshmi Financial Services, a microfinance institution.

Now, buy milk online through KMF's eDairy

[Aparajita Ray](#) | TNN | May 5, 2017, 06.39 PM IST

<http://timesofindia.indiatimes.com/city/bengaluru/now-buy-milk-online-through-kmfs-edairy/articleshow/58535808.cms>

BENGALURU: Now citizens can buy their daily stock of milk and dairy products from [Karnataka Milk Federation](#) (KMF's) [eDairy portal](#). KMF kickstarted its [eDairy portal](#) on Friday.

You can now get your [Nandini milk products](#) by choosing from the online store and paying online or through cash on delivery mode and the milk will be delivered at your doorstep at a convenient time.

However, [KMF officials](#) said that the delivery time is between 9 am and 12 pm and 4 pm and 8 pm daily. The minimum order has to be of Rs 250.

Parag Milk Foods expands product range in beverage segment

BY PTI | UPDATED: MAY 05, 2017, 03.15 PM IST

<http://economictimes.indiatimes.com/news/industry/cons-products/food/parag-milk-foods-expands-product-range-in-beverage-segment/articleshow/58516907.cms>

CHENNAI: Dairy products maker Parag Milk Foods today expanded its product range with the launch of "Slurp", a mango fruit milk juice, as part of plans to become one of the largest FMCG dairy organisations, a top official said.

The Mumbai-based company, which retails several dairy products including cheese, ghee, unveiled "Slurp" priced at Rs 20 for a 200ml pack.

"Slurp" is made from alphonso mangoes with milk and will be available in Mumbai, Kanpur and Chennai.

"Two years ago we launched butter milk (here). We are coming again with one of the best fruit juices, Alphonso mango based fruit juice Slurp", company chairman, Devendra Shah told reporters here after

unveiling the product.

"We want to become one of the largest FMCG Dairy organisations and will focus on health and nutrition (segments)," he said.

The company has two manufacturing facilities at Manchar, Pune and Palamaner in Chittoor district, Andhra Pradesh.

Parag Milk Foods Ltd., Chief Marketing Officer, Mahesh Israni said the company had "technology" at the Palamaner factory to manufacture the fruit juice drinks. "We are making fresh milk, yoghurt, UHT milk at Palamaner (factory)".

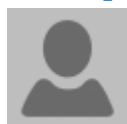
The domestic fruit drink market is valued at Rs 10,219 crore of which juice segment constitutes Rs 7,150 crore.

To a query, he said "Slurp" would be available in Chennai, Kanpur, Mumbai initially and would be expanded "nationally".

Asked whether the company would look at exporting the juice tetrapacks, Shah said they may look at launching in Singapore, Hong Kong, Middle East.

Parag Milk Foods already ships some products to countries including UAE, United States, Singapore, Japan and Mauritius among others.

Aavin products to be delivered at consumers' doorstep



SPECIAL CORRESPONDENT

CHENNAI, MAY 05, 2017 00:59 IST

<http://www.thehindu.com/news/cities/chennai/aavin-products-to-be-delivered-at-consumers-doorstep/article18386110.ece>

With the heat expected to shoot up in the coming days, Aavin has begun door delivery of its products including milk, ice creams, pizzas and veg rolls. On Thursday, Minister for Dairy Development Rajendra Balaji launched the scheme called 'Aavin at your Doorstep' in the SAF Games Village at Koyambedu.

Speaking on the occasion, he said it was former Chief Minister Jayalalithaa's dream to provide profits to farmers from the sale of milk and milk products. Residents of localities including Jai Nagar, Koyambedu and SAF Games Village can call 7358111222 and order these items between 9 a.m. and 6 p.m. on all days.

"The idea is to link our 17 hi-tech parlours with nearby residential localities so that products can reach homes quickly. In a month's time we will implement the system in other parlours and residents of areas including Anna Nagar, Besant Nagar, Thiruvanmiyur, T. Nagar and Adyar can call and order," said Aavin Managing Director C. Kamaraj.

Each parlour would have at least two persons (with insulated vehicles), who will deliver the items without any delivery charge. Training would also be provided to the delivery persons on how to interact with the consumers. Residents, however, were sceptical about the way the door delivery was to be implemented. V. Govindan of Virugambakkam said that one cannot expect a government body to function on a par with private companies.

Heritage Foods re-branded logo and products packaging

The company also plans to launch new products in the yogurt category through partnering with international brands.

[Sharmila Das](#) | ETRetail | Updated: May 04, 2017, 17:41 IST

<http://retail.economictimes.indiatimes.com/news/food-entertainment/food-services/heritage-foods-re-branded-logo-and-products-packaging/58516316>

New Delhi: Andhra Pradesh Chief Minister [Chandrababu Naidu](#) founded leading dairy company [Heritage Foods](#) has re-branded its logo and product packaging in a bid to be relevant to a wider customer base across India. For the re-branding exercise, the company said they are shelling out an investment of Rs 6-8 crore

“Through the re-branding activity we have changed our logo and also the packaging of all our products. We are hopeful that our new logo will resonate well with our customers and result in more repeat purchase. The investment for the re-branding activity is in the tune of Rs. 6-8 cr,” said Brahmani Nara, ED, Heritage Foods.

Heritage Foods which had crossed annual turnover of Rs 2380 crore in financial year 2015-2016, said to embrace the evolving element with its brand positioning, they are continuously working on adding new and high-end value added products to its portfolio.

Going in line with this objective, the company now plans to launch new products in the yogurt category through partnering with international brands.

“In continuation to this, we will also be foraying in beverages segment. This will further strengthen the current large portfolio of value added products,” Nara said.

Heritage said the key inspiration of the new packaging design comes from evolving elements of its old identity and visualising the brand’s promise of ‘Health & Happiness’.

The company sold its retail, bakery and agri business to Future Retail Limited to consolidate and focus on dairy as a single line business last year. Recently, they have entered the northern market with the launch of its [milk](#) and milk products in the national capital.

Heritage also aims to reach Rs.6000 crore revenues by end of 2022 and is going to start 5 more milk processing plants in the next 5 years. It has also recently acquired dairy business of Reliance Retail.

It produces and markets a line of dairy products including fresh milk, curd, butter milk, lassi, ice-cream,

panner, table butter, milk powder, flavored milk among other.

Headquartered in Hyderabad, the company has presence in 14 states of India.

TPG Growth puts \$50 million of Rise fund into Dodla dairy

BY

[SNEHA SHAH](#)

, ET BUREAU | UPDATED: MAY 04, 2017, 12.58 AM IST

<http://economictimes.indiatimes.com/small-biz/sme-sector/tpg-growth-puts-50-million-of-rise-fund-into-dodla-dairy/articleshow/58504912.cms>

MUMBAI: [TPG Growth](#), a private equity firm with stakes in [Uber and Airbnb](#), has invested \$50 million in [Dodla Dairy](#) through the [Rise Fund](#), its global social impact fund.

This is the \$2 billion Rise Fund's first investment in India after it was set up in December. "The deal involves largely a secondary component. We will own significant minority stake in the company post the deal," said VishNarain, a partner at TPG Growth.

US-based investment firm [Proterra Investment Partners](#) was looking at selling its 23 per cent stake in Dodla Dairy and had mandated investment bank Edelweiss to look for a buyer, ET was the first to report on November 29. Proterra, formerly Black River Asset Management, purchased the stake for Rs 110 crore in 2012.



Hyderabad-based Dodla Dairy, founded in 1998, procures, processes and sells milk and milk products across 66 regions in south India and Maharashtra, Madhya Pradesh, Rajasthan, Gujarat and West Bengal.

The company was founded by Sunil Reddy of the Dodla family of Nellore. According to the company website, it sells about 900,000 litres of milk and six tonnes of milk products every day through more than

50,000 outlets. Almost all of Dodla's milk is procured locally from smallholder farmers. The company sources milk from 250,000 farmer across 7,000 villages every day.

"The idea of delivering change, coupled with the mission of driving the business successfully, resonates with entrepreneurs. We are seeing even more inbound interest in the Rise Fund from entrepreneurs than we had expected," said Bill McGlashan, co-founder of the Rise Fund.

McGlashan, who is TPG Growth founder and managing partner, along with U2 lead singer Bono and Jeff Skoll, a global entrepreneur and film producer, co-founded the Rise Fund.

The founders board includes Richard Branson. India's dairy sector continues to attract private equity and strategic investors who see a huge opportunity in the growing milk and milk products market.

According to the National Dairy Development Board, demand for milk in India is expected to grow to 200 million tonnes in 2022. The Rise Fund is managed by TPG Growth, the growth equity and middle market buyout fund of global alternative asset firm TPG.

The fund focuses on investments in education, energy, food and agriculture, financial services, growth infrastructure, healthcare, and technology, media, and telecommunications.

"India has more dairy farmers than any other country and is the world's largest and fastest-growing producer of milk. Yet, many small farmers who produce that milk do not have access to the basic tools and networks necessary to sustainably and reliably generate profits. As a result, most of India's smallholders are only earning a few dollars a day, surviving on the brink of poverty," McGlashan added.

Karimnagar dairy unit to be set up in Sircilla soon



[K.M. Dayashankar](#)

RAJANNA-SIRCILLA, MAY 02, 2017 21:53 IST

<http://www.thehindu.com/news/national/telegana/karimnagar-dairy-unit-to-be-set-up-in-sircilla-soon/article18357782.ece>

To increase milk production to five lakh litres per day

The Karimnagar Milk Producer Company Limited albeit Karimnagar dairy is all set to expand its business and open another dairy in the neighbouring Rajanna-Sircilla district soon as part of its mission to handle five lakh litres of milk per day.

Accordingly, Minister for Municipal Administration and IT K.T. Rama Rao along with Karimnagar MP B. Vinod Kumar, TRS floor leader in Lok Sabha Jitender Reddy, Karimnagar dairy chairman Ch. Rajeshwara Rao met the Union Minister for Food Processing, Harsimrat Kaur Badal, in New Delhi on Monday and submitted a proposal for setting up of a dairy in Rajanna-Sircilla district at a cost of ₹42 crore. The Union Minister reportedly responded positively to the proposal and assured of sanctioning funds at the earliest.

The new dairy of five lakh-litres capacity would come up at Sardapur village on the outskirts of Sircilla textile town adjoining the Telangana State police battalion. The district administration has assured to allocate 50 acres of land at Sardapur to the Karimnagar dairy. Of the ₹42 crore assistance, which would be released under the Cold Chain Products Scheme of the Union Government, ₹10 crore would be granted and the remaining amount would be sanctioned as loan to the Karimnagar dairy.

The new dairy in Rajanna-Sircilla district would give a fillip to the white revolution in the upland mandals of the district. Mr. Rama Rao, who represents Sircilla Assembly segment, has been trying his best to ensure that the Karimnagar dairy sets up its unit in Sircilla soon and provide alternative source of income to the farming community.

Karimnagar dairy chairman Ch. Rajeshwara Rao said the new dairy would be set up to increase its capacity to five lakh litres from the exiting two lakh litres per day. This would also increase procurement as well as sales in the region and the adjoining districts such as Siddipet and Kamareddy.

He said they have decided to provide dairy units to the farmers by making tripartite agreement with the District Cooperative Central Bank (DCCB), Karimnagar dairy and farmers.

He hoped the new dairy unit would be completed within a year after it is grounded.

Health/Awareness

Mumbaiites, two minutes and ₹60 is all it takes to find out if the milk you bought is safe to drink

A milk adulteration test, set to enter the Mumbai market soon, will change colours depending on what adulterants it detects

[MUMBAI](#) Updated: May 12, 2017 18:47 IST

<http://www.hindustantimes.com/mumbai-news/mumbaiites-two-minutes-and-60-is-all-it-takes-to-find-out-if-the-milk-you-bought-is-safe-to-drink/story-o3ROxZUj0qn7NYcKEB46xO.html>

How can you be sure that the milk you have bought from a neighbourhood store is safe to drink? A small strip of paper, coated with chemicals, is all it takes.

The milk adulteration strip, developed by the state unit of Food and Drugs Administration (FDA), changes colour to indicate if the milk has been adulterated. It will be available in the market in the next three months. Each strip will cost anywhere between Rs50 to Rs60.

HOW WILL THIS HELP?

- “We don’t have enough food inspectors to check what millions of milk vendors are selling, so this milk tester will help empower residents and urge them to examine what they are drinking,” said FDA commissioner Dr Harshdeep Kamble.
- He added that it will act as a huge deterrent to miscreants who sell adulterated or synthetic milk. “Once residents are alert, such businesses won’t be able to survive,” he said.
- The product will also help milk collection centres that provide milk to chilling plants, where it is packed. “Milk collection centres will be able to check the quality of the milk easily before sending to be supplied. This will reduce the chances of adulterated milk being mixed with fresh and natural milk,” he added.

To test milk, just add two drops of it to the centre of the strip. It will change colour at both ends depending on the adulterant. The white strip, which resembles a litmus paper, will turn from yellow to red to indicate the presence of urea, while it will change from white to brown to show glucose. A change from yellow to brown indicates salt.

“This is a revolutionary answer to the problem of milk adulteration in our country. All those who want to ensure that the milk their family is consuming doesn’t have synthetic or hazardous elements, will be able to check the quality of milk in two minutes,” said FDA commissioner Dr Harshdeep Kamble, who worked with scientists to develop the tester.

Dr Kamble said the research process for research started six to seven months ago when the group of scientists working on cancer research came to meet him. “I asked them to come up with a scientific and affordable solution to the problem of milk adulteration,” he said.

FDA officials and scientists will demonstrate how the strip works to Girish Bapat, minister for food and civil supplies, next week. "When we informed the minister about the product, he was keen on it being introduced to the market," said Dr Kamble.

Dr Jayant Khandare, director and scientist, Right To Research, Pune, which developed the tester, told HT it was a challenge "to make something innovative at an affordable cost".

"We found that major milk adulterants were urea, salt, glucose, H2O2 (hydrogen peroxide) and starch. The group developed strips that could be used to detect adulterants in milk in multiple channels simultaneously," he said.

"The colour changes at both ends. We call this 'simultaneous detection'. This will give us a double confirmation that the test isn't false or negative," said Khandare.

Law against mislabeling...

भ्रामक लेबल पर जाना होगा जेल

मिलावट के खिलाफ
नई दिल्ली | सुहेल हागिट

उपभोक्ता मंत्रालय भ्रामक प्रचार के साथ भ्रामक लेबल को लेकर कानून बना रहा है। नए उपभोक्ता संरक्षण विधेयक में भ्रामक लेबल को लेकर भी प्रावधान किया गया है। इसका उल्लंघन किए जाने पर पांच साल तक की जेल या 50 लाख रुपये का जुर्माना भी लगाया जा सकता है।

नए कानून के तहत कंपनियों को सिर्फ उसी दूध, दही या घी के पैकेट पर गाय का फोटो लगाने की इजाजत होगी, जो गाय के दूध से बना हो। मंत्रालय का कहना है कि दूध उत्पाद के अलावा खाद्य तेल आदि के पैकेट पर भी भ्रामक लेबल लगे होते हैं।

मंत्रालय के एक वरिष्ठ अधिकारी ने बताया कि कई कंपनियां दूध व दही आदि के पैकेट पर फार्म फ्रेश मिल्क भी लिखती हैं। दूध कई प्रक्रियाओं से गुजरते हुए पैकेट में उपभोक्ता तक पहुंचता है। इसलिए, कंपनियों को उपभोक्ताओं को पैकेट में उत्पाद की सही जानकारी मुहैया करानी होगी नए विधेयक में भ्रामक प्रचार के साथ भ्रामक लेबल पर प्रोडक्ट निर्माता पर जुर्माने का प्रावधान है। निर्माता की पहली गलती पर 10 लाख जुर्माना और दो वर्ष की कैद हो सकती है। दूसरी गलती पर पचास लाख रुपये जुर्माना व 5 साल तक की कैद का प्रस्ताव है। इसके बाद गलती होने पर निर्माता पर प्रोडक्ट की कुल बिक्री के आधार पर जुर्माना व सजा का प्रावधान किया गया है। मंत्रालय के वरिष्ठ अधिकारी ने कहा नया उपभोक्ता संरक्षण विधेयक का मसौदा तैयार है।

हर उत्पाद पर गाय की फोटो नहीं

दूध, दही या देसी घी बेचने के लिए कंपनियां अब गाय की फोटो का इस्तेमाल नहीं कर पाएंगी। कंपनियों को सिर्फ उसी दूध, दही या घी के पैकेट पर गाय का फोटो लगाने की इजाजत होगी, जो गाय के दूध से बना हो। कंपनियां उल्लंघन करती हैं, तो भ्रामक लेबल को लेकर कार्रवाई हो सकती है।

तीन गलती पर खैर नहीं

भ्रामक लेबल के मामले में दूसरी गलती तक जुर्माना भले ही 50 लाख रुपये हो। लेकिन इसके बाद गलती होने पर निर्माता पर उत्पाद की कुल बिक्री के आधार पर जुर्माना और सजा का प्रावधान किया गया है।

कितना जुर्माना

10	लाख रुपये जुर्माना और दो वर्ष की कैद पहली गलती पर
50	लाख रुपये तक जुर्माना और पांच साल तक की कैद दूसरी गलती पर

Karnataka dairy co-ops go digital

Posted in [Co-op News Snippets](#) on May 08, 2017 by [parasnath](#)

<http://www.indiancooperative.com/co-op-news-snippets/karnataka-dairy-co-ops-go-digital/>



Following in the foot-steps of cooperatives elsewhere in the country dairy cooperatives of Karnataka have also decided to hop on the bandwagon of digital India, reports Hindu.

Two mega co-op bodies Horticultural Producers' Cooperative Marketing and Processing Society and the Karnataka Milk Federation (KMF) launched their e-commerce portal last week.

With the launch of eDairy, citizens can now get all their favourite "Nandini" milk products, barring milk and curd, delivered with just a click of a button.

Various products that will be delivered include ghee, butter, flavoured milk, sweets, cookies, milk powder, paneer and cheese.

Device to test for adulterated milk in two minutes

May 8, 2017, 10.04 PM IST

<http://timesofindia.indiatimes.com/city/dehradun/device-to-test-for-adulterated-milk-in-two-minutes/articleshow/58580351.cms>

Dehradun: The Centre has equipped the health department with Electronic Milk Adulteration Tester (EMAT) machine to check for adulteration in milk.

AnojThapliyal, designated officer of the Food Safety and Standards Authority of India in Dehradun district, said, "The EMAT will help us in mapping areas where milk adulteration rates are higher and according to it we will formulate a strategy to crack the whip on miscreants."

The test can detect presence of urea, detergent, ammonium sulphate, salt (sodium chloride), hydrogen peroxide, soda (sodium bicarbonate) and caustic soda. The results can be available as early as two minutes. The device can perform 100 tests per hour.

The health department will use the device in the state capital and later on in other districts. Experts in the food industry said that the state should purchase more such machines to ensure circulation of good quality of milk.

The state will also use a mobile food sampling laboratory to check the quality of food. “The mobile lab will assist us during peak festive season to save people from adulterated sweets and food items being served by eateries,” Thapliyal told TOI.

At present, Uttarakhand has only one food laboratory in Rudrapur. A report by the Comptroller and Auditor General (CAG) this year has pointed out that the state authorities have not checked the quality of food being served in 94% of the eateries in the state since 2011.

Boiling milk for 5 mins extra can make it safer

TNN | May 3, 2017, 12.13 PM IST

<http://timesofindia.indiatimes.com/city/hyderabad/boiling-milk-for-5-mins-extra-can-make-it-safer/articleshow/58491353.cms>

HYDERABAD: Fighting harmful chemicals in milk is now just an extended boil away .With most of the milk supplied in Hyderabad laced with harmful veterinary drugs and pesticides, researchers from the city-based [Telangana Veterinary University](#) have suggested that milk be boiled for a few more minutes. They found that boiling milk for five minutes more leads to breakdown of harmful chemicals, making it relatively safer.

The team comprising Sujatha Singh and [Krishnaiah Nelapati](#) from the Department of Veterinary Public Health and Epidemiology , College of Veterinary Science and PV [Narsimha Rao](#) of Telangana Veterinary University noticed that boiling milk for longer leads to degradation of harmful chemicals such as hexachlorocyclohexane (HCH) and its constituents. The finding was published in the recent issue of the scientific journal 'Veterinary World'. HCH (lindane) is used in agriculture and makes its way into milk through the food chain. Pesticide content up to 4mg per litre has been found in milk and milk products. Besides HCH isomers, even DDT residues have been found in milk. The researchers warned that these chemicals continue to build up in human bodies and at a certain stage can cause severe health complications. And the best way to remove these harmful chemicals in milk is to boil it for a few minutes more.

Pasteurisation removes harmful bacteria while boiling at home removes pesticide content. The team found that natural raw milk, which contained 0.0460 parts per million (ppm) of alpha-HCH, became relatively safer after boiling as the chemical content came down to 0.0150 ppm. This, in other words, means a reduction in chemical by 45.65%. As far as removal of chemical compounds is concerned, boiling worked better than pasteurisation and sterilisation. In case of beta-HCH, raw milk contained 0.0634 ppm. This chemical degraded after boiling to 0.0398 ppm (reduction by 37.22%). The content of gamma-HCH came down after boiling from 0.0158 ppm in raw milk to 0.0115 ppm (reduction of 27.21%). The delta-HCH content in raw milk was 0.4732 ppm, which came down by 34.06% to 0.312 ppm. All the HCH isomers put

together, the contamination in raw milk was 0.5984 ppm and it came down by 37.55% to 0.3737 ppm after extra boiling.

The researchers said that the HCH residues detected in milk samples in Hyderabad exceeded the maximum residue level limit of 0.001 ppm as recommended by the [World Health Organisation](#) (WHO) and the [Food and Agricultural Organisation](#)(FAO). As prolonged consumption of contaminated milk could lead to cancers and other diseases, boiling for a few extra minutes could provide a shield from chemical residues, the researchers said.

UP mulling policy to make dairy cow farming lucrative

Govt said benefits of cow milk need publicity to achieve target of making cow rearing lucrative

[Virendra Singh Rawat](#) | Lucknow May 4, 2017 Last Updated at 18:50 IST

http://www.business-standard.com/article/economy-policy/up-mulling-policy-to-make-dairy-cow-farming-lucrative-117050401006_1.html

In line with '[cow](#) protection' theme of Chief Minister [Yogi](#) Adityanath, the Uttar Pradesh (UP) government is mulling an exclusive policy to promote economic activities centred on [cow](#) milk.

The state government is taking a 360 degree approach towards making [cow](#) rearing lucrative for dairy owners through targeted policy intervention and relevant publicity.

In Lucknow, UP Dairy Development Minister [Lakshmi Narain Chaudhary](#) said production of [cow](#) milk would not increase merely by promoting [cow](#) milk and its fat. A new procurement policy for [cow](#) milk was the need of hour, so that it could be exclusively packed for consumption, he added.

The chief minister has stressed on numerous occasions that [cow](#) protection was among his top priorities and his government was committed to promote dairy and [animal husbandry](#) sectors. The state is also keen on taking the Centre's assistance in setting up cowsheds and dairies.

Besides, during a performance review meeting last month, CM [Yogi](#) had also ordered to set up an animal hospital in Gorakhpur, the parliamentary constituency he still represents in Lok Sabha.

The [Yogi](#) dispensation is aiming at boosting farm income and has identified [animal husbandry](#) as a key component of its ambitious goal.

Meanwhile, Chaudhary said the benefits of [cow](#) milk need ample publicity to achieve the target of making [cow](#) rearing profitable in long run. Some of the benefits noted by him viz. [cow](#) butter milk's benefits during summer months, and usage of [cow](#) milk and [cow](#) ghee in several Ayurvedic medicines and potions.

The state government has been running the [Kamdhenu Dairy Yojana](#) for increasing the dairy production and preserving the high yielding [cattle](#) varieties. At the same time, advanced dairies are also being set up based on modern technology for rearing high yielding mulching [cattle](#).

The main objective of the dairy units established under Kamdhenu scheme is to develop them as centres of excellence for high yielding varieties of [cattle](#).

At the same time, the government is also making efforts to develop independent milk cooperatives in the state and revive the defunct units.

Earlier, industry body ASSOCHAM had urged the [Yogi](#) government to formulate a strategy for unlocking the growth potential of the dairy sector 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 production, in 2015-16, UP was the top producer of milk contributing 17 per cent of the country's total output of over 155 MT, according to the analysis of National Dairy Development Board (NDDB) statistics conducted by ASSOCHAM Economic Research Bureau.

However, despite the highest share in the milk production, UP clocked a low annual growth of 4.7 per cent between 2014-15 and 2015-16. While the number of registered manufacturing units for dairy products in India increased by 26 per cent between 2010-11 and 2013-14, the number of such units in UP declined by 5 per cent during the same period.

Drought-affected dairy farmers in Karnataka have another worry: Aadhaar

The Karnataka govt declared that only farmers who have a fodder ration booklet will be given subsidised fodder, a lifeline for the dairy farmers battling a crippling shortage in cattle food.

[INDIA](#) Updated: May 04, 2017 11:32 IST

[VikramGopal](#)

Hindustan Times, Kolar

<http://www.hindustantimes.com/india-news/drought-affected-dairy-farmers-in-karnataka-have-another-worry-aadhaar/story-dK4m7dTqMasz3bYPfcLJLO.html>

In the hinterlands of Karnataka that is battling a third successive drought year and increasingly parched lands, farmers have a new worry: Aadhaar.

The state government has declared that only farmers who have a fodder ration booklet will be given subsidised fodder, a lifeline for tens of thousands of people in a region battling a crippling shortage in cattle food.

But to be issued the booklet, where details of rationed fodder is entered, one needs to have the 12-digit biometric identity number that has run into a storm of criticism across the nation.

“The local veterinary doctor certifies the number of cattle each farmer owns and we are then given a booklet that contains these details,” Narayanappa, an octogenarian farmer in the drought-ravaged Kolar district, said. On producing the booklets, farmers are eligible to buy 5kg of fodder per animal per day at Rs 2 per kg at makeshift fodder banks set up across the district.

But often that’s not enough. Demand for fodder outstrips supply by more than 80 times and on most occasions Narayanappa gets half the daily dose of fodder that he needs, that too only thrice a week. All his five cows are starving.

Chennakeshavaiah, deputy director of animal husbandry in the district, said Aadhaar authentication was made mandatory to check malpractice. “We had to authenticate the booklets and decided that Aadhaar was the best way.”

The biometric identification project has run into controversy with mounting data breaches and complaints of malfunctioning. But the government has continued to expand its usage, even making it mandatory for filing income tax and PAN.

The Supreme Court has repeatedly asked the government to not make Aadhaar mandatory for welfare schemes – this order, activists say, has been violated in Karnataka by making the 12-digit number necessary for subsidised fodder.

“The Supreme Court has unambiguously stated that Aadhaar cannot be made mandatory for any scheme till the Constitution Bench disposes off the petitions challenging Aadhaar,” said advocate Clifton Rosario.

A sweeping change in crop pattern and drying lakes and rivers has sent groundwater levels plunging, and cattle starving across the state – hurting the profitable dairy industry. Many farmers are hanging onto the subsidised fodder scheme for sustenance.

Other farmers say there was rampant corruption in the distribution of fodder, despite the Aadhaar authentication. “Each taluk has only one fodder bank and those who stay in villages near these banks have been able to corner most of the fodder that is sold,” Ram Reddy, who own 10 heads of cattle in Belamaranahalli village, said. “As it is, fodder is only available about three days a week,” he said.

The district has around 276,000 heads of cattle, of which around 165,000 are milch animals, Chennakeshavaiah said. Other attempts to help mitigate the situation, too, had fallen short, farmers said. The state government had built goshalas (shelters) across the state as a temporary measure to help dairy farmers. In Kolar, the goshala had to be closed because farmers did not want it.

“The goshala was not popular with farmers because we don’t want to leave our cattle there,” Reddy said.

KA Eeranna, another farmer in Belamaranahalli said, farmers demanded that the goshala be closed and the district administration sell fodder directly to farmers instead. “We wanted access to fodder and not a shelter for the cattle,” he said.

How to Milk a Cow in India

By [RADHIKA GOVINDRAJAN](#) -

Published at: May 02, 2017

<http://www.kashmirmonitor.in/Details/122905/how-to-milk-a-cow-in-india>

In 2011, I had a conversation with RajuArya, which got me thinking about what it means to love a cow – or any livestock animal – and how that bond is formed. Raju da was a Dalit man who lived in a village not far from Nainital, which I was visiting for my fieldwork on people’s relationships with animals in Uttarakhand’s mountain villages.

As we poured over the day’s newspaper in his courtyard, I spotted a report about the police intercepting three gau-taskars (cow smugglers) with the aid of a few young men who had tipped them off, and prevented a riot. Uttarakhand was an early adopter of legal cow-protection, having passed a law in 2007 that forbade the slaughter of cattle, the consumption or possession of beef, and the transportation of

cattle across state lines. Long before contemporary cow-protection came to occupy the national imagination, the news in Uttarakhand was rife with reports that Hindu youth were committing themselves to the task of protecting the gau-mata at any cost.

Raju da, however, was unimpressed by the description of how these young men – who were members of a Sanghparivarorganisation – had orchestrated the rescue.

“These laundas have too much empty time on their hands,” he grumbled. “I had an altercation with one of them once.”

“What happened?”

“We sold our Jersey to a man from the Bhabhar. And then suddenly this boy comes out of nowhere and starts shouting at us, saying that we are shameless because we sold Bindu to a taskar (smuggler).”

Rajuda’s eyes flashed as he recalled being berated by an upper-caste man half his age. The proto-gau-rakshak had accused Raju da not just of breaking the law, but also of flouting his dharam, his religious and moral code. “He said that those who serve the cow don’t sell her body. But what does he know about seva?” Raju da asked. “We served Bindu well for seven years. My wife neglected her own health as she raised our cows. All day was spent in cutting oak, cutting grass, removing gobar. We cared for these animals like our own children, and wohbhihameacchamaante the (they liked us too).”

Rajuda’s raises a difficult but important question: who decides what it means to serve and love a cow? The stakes of addressing this question cannot be overstated, at a time when accusations of inflicting harm upon cows – no matter how flimsy – can lead, at best, to flogging and arrest, or at worst, to murder. Recent commentaries on what some are calling gauntakwad (cow terrorism) have paid little attention to how gau-rakshaks are narrowing popular understandings of what acts of caring for, serving and loving cows should look like.

In public pronouncements, gau-rakshaks declare that one cannot both care for a cow and treat her as a material asset who can be sold for meat and leather once she has stopped giving milk. The historian TanujaKothiyal pointed out that contemporary gau-rakshaks have no stakes in the cattle-rearing economy, and produce an artificial separation between the sacred and economic. Gau-seva or cow-ethics are thus incompatible with cow-economics in the gau-rakshak’s worldview. For them, to protect and serve a cow is to reject the cow market.

The majoritarian violence at the heart of contemporary cow-protection increasingly relies upon a discourse of animal rights and nature conservation to legitimise itself in the public sphere. The recent celebration on social media of Yogi Adityanath’s vegetarianism and his proclaimed love of animals – ranging from tigers to dogs – is an apt example of the success (and dangers) of such projects of legitimisation. In a recent case in

Delhi, a group of men claiming to be animal-rights activists after beating up three Muslim youth for transporting buffaloes (the animal-rights organisation disowned any connection with them, saying they were “volunteers”) also reveals the complicated connections between Hindu nationalist cow-protection and global discourses of animal ethics. Reclaiming everyday acts of care and love for cows from the suffocating embrace of the Hindu Right is an urgent task if the ongoing violence in the name of gau-mata is to be challenged.

In my forthcoming book, I explain how the connections between labour, care and love for animals are at the heart of ongoing battles between gau-rakshaks and villagers in Uttarakhand. In the summer of 2016, I had a telephone conversation with Pratap Pant (pseudonym), who worked for the Uttarakhand branch of a national cow-protection organisation which is currently agitating for a national death penalty in criminal cases involving cattle slaughter. When I asked Pant why the organisation favored such severe punishment, he responded that love for animals, especially the cow, was enshrined in Hinduism. “Our Vedas tell us that serving a cow is an act of the greatest merit,” he said passionately. “Gau-seva is an act of greater merit than serving your own parents. Serving the cow is serving the nation.”

The organisation’s target, Pant went on to tell me, was people who did not love and care for cows – “those who sell her to butchers, those who cut and kill her, those who trade in her flesh and meat”. As far as Pant was concerned, Muslims, Dalits, and even upper-castes who traded in the cow, were incapable of caring for or loving the cow because they viewed her as an object of material gain.

Such claims were resisted by villagers who were often at the receiving end of violence by gau-rakshaks. The people I spoke with insisted that the labour they performed in caring for animals, and the labour these animals did in turn by providing milk and gobar, created ties that were powerful precisely because they emerged in the crucible of capitalism. Raju da and his wife Kamlabhabhi (pseudonym), for instance, said their decision to sell Bindu had not been easy, especially because she had nourished their family for so many years. Kamla mentioned repeatedly that she had devoted more time to her cows than her children, and that the cows were like her children because of the strength of her bonds with them. The deep affection they felt for Bindu was unmistakable. Caring for Bindu had clearly been a labour of love for this family.

Importantly, this love, which was rooted in a seva as devoted and careful as that of any gaurakshak (if not more), could only emerge in the daily context of a material economy in which the cow was a key asset for poor rural families. For people like Raju da, Kamlabhabhi, and many others, love, service and economics were inextricably bound up with one another. People’s experiences from other parts of India bear out this connection. In the wake of Pehlu Khan’s murder in Rajasthan, Muslim dairy farmers from the region are protesting gau-rakshaks’ claims that Muslims can only relate to the cow as smugglers and butchers. On the contrary, as a journalist recently reported, these farmers serve the cow better than most gaushalas precisely because she is such an important part of their sustenance.

The separation between ethics and economics is at the heart of two narratives of purity offered by the Hindu right. The first is that cow milk is a pure, uncommodified substance – given unconditionally by cows – that forms the basis of Hindu kinship with gau-mata, who is represented as akin to the human mother nourishing her children without expecting anything in return. The second, related narrative, is that a pure Hindu nation, united by its service and reverence for the cow as a mother, is one that excludes Muslims and Dalits.

These public narratives conceal the real tension between gau-rakshaks’ valorisation of the cow as

kamdhenu (giver) – as well as the associated push by the government for a White Revolution through dairy development – and their rejection of the beef and leather economies that, in large part, derive from the dairy industry in India. Gau-rakshaks pay little attention to the ethical and environmental critiques of dairy development that are forming across the world, and insist that dairy is an ethical industry while beef and leather are not. Indeed, the irony is that gau-rakshaks idealise the figure of the dairy farmer who in practice breeds cows repeatedly, often through unnatural means (artificial insemination), in order to ensure a steady stream of milk to sell to dairies. Despite these contradictions, gau-rakshaks frame their violence as an act of ethical intervention on behalf of cows.

At a time when the narrow framing of gau-seva legitimises majoritarian violence across the country, reclaiming the right to define animal ethics from gau-rakshaks is ever more urgent. Material economies that involve cattle – whether dairy, beef, or leather – have always been characterised by service, labor, love and violence. The false boundary gau-rakshaks construct between the material and the ethical is transgressed in the course of everyday relationships between people and the livestock animals they care for.

Regulatory/Legal

NDDB says its CALF got BIS recognition of milk and milk products

NDDB's CALF offers a range of reliable and accurate analytical services in the field of dairy products, food, fruit and vegetables, water, feed and animal genetics at an affordable cost.

By Franchise India Bureau

<https://news.franchiseindia.com/restaurant/NDDB-says-its-CALF-got-BIS-recognition-of-milk-and-milk-products.n14424>

National Dairy Development Board (NDDB) has said its Centre for Analysis and Learning in Livestock and Food (CALF) got Bureau of Indian Standards (BIS) recognition for analysis of milk and milk products.

The recognition is given for analysis of various milk and milk products, including packaged pasteurised milk, flavoured milk, sterilised milk, condensed milk, milk powder, cheese, shrikhand, paneer, skimmed milk powder (Grade I and II), pasteurised butter, butter oil, ghee, dahi, yogurt and ice-cream, NDDB said in a release.

Currently, CALF is the only laboratory in the country to receive BIS recognition.

CALF is a multi-disciplinary analytical laboratory of NDDB at Anand in Gujarat.

It offers a range of reliable and accurate analytical services in the field of dairy products, food, fruit and vegetables, water, feed and animal genetics at an affordable cost.

CALF is also a notified referral laboratory for Food Safety and Standards Authority of India (FSSAI) for milk and milk products.

FSSAI issues guidelines on quality of ice blocks used for food storage

Saturday, 06 May, 2017, 08 : 00 AM [IST]Shraddha Joshi, Mumbai

<http://www.fnbnnews.com/Top-News/fssai-issues-guidelines-on-quality-of-ice-blocks-used-for-food-storage-40525>

The Food Safety and Standard Authority of India (FSSAI) has issued an order giving guidelines on the quality of ice blocks used for preservation, storage or transportation of perishable food commodities. The order by the apex regulator dealt with the use of non-potable water, leading to the contamination of food commodities.

It stated, "Often the ice blocks used for preservation or storage or transportation of perishable food commodities are made from non-potable water and are handled unhygienically. This leads to the contamination of the food commodity stored, preserved or transported with such ice."

The order added that the standards for edible ice have been prescribed in the Food Products Standards and Additives Regulations. However, no standards have been mentioned for ice coming into contact with the food.

"Any ice or ice blocks coming into contact with food products shall conform to the microbiological requirements prescribed for edible ice in the Food Safety and Standards (FSS) Act, 2011" it stated.

A senior FSSAI official said, "It was noted that the water used for making ice blocks or big ice slabs was unhygienic. This was brought to our notice by traders. Currently, there are no standards prescribed for ice, but standards have been prescribed for edible ice, including ice candy."

"Therefore, FSSAI has raised concerns and passed the order to crack down on manufacturers using impure water in making ice blocks for the preservation of food commodities, including dairy products, poultry, meat and fish," he added.

"The technical officer at FSSAI agreed that unhygienic water, which was used for the preservation of food commodities, was unsafe," the official stated.

However, some traders defied the order, mentioning that they used pure and hygienic water in the process. Sanjay Saini, proprietor, Shri Shyam Trading Company, Rajasthan, said, "The order by the FSSAI for the use of hygienic water while making the ice blocks is valid. However, there are hardly any cases when such contamination is found. As the ice slabs are made in large quantities, manufacturers make it a point that the process is done under observation."

Change Goa Dairy administration, say farmers

TNN | May 6, 2017, 07.39 AM IST

<http://timesofindia.indiatimes.com/city/goa/change-go-dairy-admin-say-farmers/articleshow/58541881.cms>

PANAJI: Dairy farmers, associated with [Goa Dairy](#), on Friday, demanded for a change in administration owing to losses incurred by the company.

They said that the graph of Goa Dairy had been on a decline for the past five years and the loss kept increasing.

"Goa Dairy has a huge staff of nearly 400 persons, salaries of which amount to over Rs 1 crore per month. Maintaining the cattle feed plant is also a [loss-making venture](#) as it takes Rs 2.5 crores approximately per year for maintenance. Goa Dairy should hand it over to the government for maintenance." said dairy farmers.

Dairy farmers also condemned Goa Dairy's failure to control farmers' societies from joining their rival, Sumul. They pointed out that there aren't enough schemes running from Goa Dairy's end for the farmers and most of them are at the mercy of government's various schemes for their survival.

"Many customers have complained about the quality of Goa Dairy's milk and even the Food and [Drugs Administration](#) (FDA) has shown many shortfalls in Goa dairy's procurement and processing," they said.

Speaking on their behalf, dairy farmer [Shivanand Bakre](#) said that a change in the administration of Goa Dairy was the need of the hour.

FSSAI invites proposals for mobile testing labs to set up across India

Friday, 05 May, 2017, 08 : 00 AM [IST]

Ashwani Maindola, New Delhi

<http://www.fnbnews.com/Top-News/fssai-invites-proposals-for-mobile-testing-labs-to-set-up-across-india-40520>

The Food Safety and Standards Authority of India (FSSAI) has invited proposals for mobile testing laboratories to be setup across the country. The apex food regulator aims to launch at least one lab per state. A total of 62 such facilities are expected to be built in the country.

According to FSSAI, the food testing labs would be made on a turnkey basis, and the last date for depositing the bids is May 12, 2017. This decision, according to sources, was hastened due to the need for strengthening of testing infrastructure across India.

Several cases related to adulteration, particularly with respect to milk and daily staples, were reported from many places in the country, and even top courts have raised concerns about testing facilities.

This is part of the the central sector scheme for strengthening of the food testing system in the country, including provision for mobile food testing laboratories, approved by the ministry of health and family welfare.

“These mobile labs will be fully functional, equipped with all basic facilities and the required quick testing instruments and rapid diagnostic kits for detection of adulteration in various food samples, particularly milk and milk products, edible fats and oils, water and spices,” said the notice issued by the regulator.

FSSAI has stipulated a period of three months from the date of issue of the supply order for the completion of the project.

It is pertinent to mention here that recently, a parliamentary committee pulled up the regulator for underutilisation of funds, and asked it to strengthen the food testing system and laboratories in a time-bound manner.

The central sector scheme for strengthening of the food testing system in the country, which includes provision for mobile food testing labs at a cost of Rs 481.95 crore, was approved by the competent authority in September 2016.

Survey/Report

Dairies feel the heat with early summer

BY

ASHISH KULSHRESTHA

Updated: Mar 14, 2017, 11.23 AM IST

<http://economictimes.indiatimes.com/industry/cons-products/food/dairies-feel-the-heat-with-early-summer/articleshow/57626372.cms>

HYDERABAD: Indian dairies are experiencing pressure on their margins with early onset of summer in most parts of the country, leading to a sizeable fall in liquid milk production and a significant increase in milk procurement costs. Interestingly, the domestic dairies had witnessed similar situation of rising milk procurement costs and pressure on margins during the recent winter as well.

While the average milk procurement prices during the summer of 2016 were Rs 25-26 a litre, it went up to Rs 27-27.5 a litre in last winter, whereas the prices normally fall by Rs 1-2 a litre during winters. This unusual spurt in milk procurement prices was mainly due to high feed costs and low milk production, say industry players and experts. Liquid milk procurement prices this month have begun to rise with early bouts of summer, taking the prices to Rs 28-28.5 a litre and industry representatives predict the prices to move up further.

Dhaval Mehta, research analyst with Emkay Global, said: “The increase in milk procurement prices in 2016 winter, which is an abnormal event, coupled with summer setting in early in 2017, is expected to dent margins on liquid milk by 100-200 basis points.”

Liquid milk generally entails a margin of 6% and a fall of 1-2 percentage points is significant given its low-margin nature, said Mehta. Companies like Mother Dairy, Godrej Agrovetbacked Creamline Dairy and Andhra Pradesh chief minister N Chandrababu Naidu-founded Heritage Foods BSE 0.90 % are among the leading dairies that have admitted experiencing the brunt of high milk procurement prices.

“We are experiencing stress on our profitability from liquid milk segment as we are only partially passing on the price rise to the consumers as we want to move with the market in tandem with respect to rise in retail milk prices,” said Samba Murthy, head of dairy division at Heritage Foods. The rise in milk prices is being attributed to rise in cost of milk production mainly due to high fodder prices caused by draught in Maharashtra, Karnataka and Tamil Nadu and a sell off of milch animals by the farmers.

From Boston to the interiors of India, this initiative has come to rescue farmers straining to sustain the dairy industry

[SWATI SINHA](#)

[12 MAY 2017](#)

<https://yourstory.com/2017/05/promethean-power-systems-2/>

The present Indian agricultural situation is no secret to anyone. Agriculture, being the primary sector of occupation in the country, ensures economic sustenance of the majority of the population. It has undergone several technological advancements in the past in order to improve its functional efficiency; and with the onset of the 20th century, agriculture in India is no longer as strenuous and laborious as it used to be. This relative difference of labouring with continuous substitution of machinery has indeed added to the frequency with which the farmers breathe their sighs of relief. And it is nothing but a boon to our heroes for them to function as the backbone of our country

This article documents an initiative that does a similar job in terms of helping our farmers, in particular those in the dairy industry. Promethean Power Systems is a cold chain agtech that uses its insights in science and technology to provide the dairy industry an easier access to the milk chilling process, before their delivery into households all over. Being one of a kind, Promethean Power Systems has a unique journey from its conception to the success it enjoys now. Let us have a look at the journey and learn how we too can conceive something similar to help our farmers

From Boston to Pune

The idea to build and expand the company was born in Massachusetts Institute of Technology (MIT) in Boston. It was when a bunch of students including the CEO Jiten Ghelani decided to work on the conservation and utilisation of solar energy for a bigger cause that the future of this company formed its initial frame. The concept was to use solar power generator to construct a unit speeding up the chilling

process of milk and dairy products; though later it changed its mode of power generation to thermal power. Jiten says, “We thought India needed and could do with solar energy for agricultural advancements though we realised it wasn’t possible eventually due to a number of drawbacks. We then switched to thermal energy and built a storage set up backed by it.” He mentions the increase in efficiency was a significant add-on to the project post this power switch.



Milk cooling set up in Maharashtra along with farmers.

Thermal power storage system is relatively cleaner and cheaper, he says, and hence the preference.

How this initiative became a pillar of strength for many farmers

Set up in 2010 by Sam White and Sorin Grama, Pune-based Promethean Power Systems now is an organisation that plays a pivotal role in making sure the milk is chilled within the first three hours of its extraction. Undergoing a couple of challenges in the year 2012, it came back with better plausible working ideas which were based on constant customer feedbacks and suggestions in the next two years. Post meeting all the demands, it has helped pivotal dairy companies such as Hatsun, Heritage groups, Mother Dairy, and Amul India run their companies. They began their journey in Tamil Nadu with Hatsun being their first client. And within the next year, the company was covering multiple villages in states like Maharashtra, Tamil Nadu and other southern states. Apart from our county, the company also covers nations such as Bangladesh and Sri Lanka. Jiten mentions, “Fonterra in Sri Lanka and BRAC in Bangladesh procure milk from rural villages without the need for costly diesel generators. We have now installed over 600 systems in India which have helped improve incomes for over 25,000 farmers.” Now that’s quite an achievement!

Achievements



The success in terms of achieving goals conceptualised is also added by its recognition by NASA through the NASA LAUNCH energy innovator award in 2011. It was also with the victory in the competition conducted by USAID (United States Agency for International Development) called Feed the Future Partnering for Innovation with regard to economic provisions in agricultural fields all the over the world. It had a hundred applicants and the company outdid them all. Promethean Power Systems aims at helping 3,000 farmers of Bangladesh in the next 18 months.

A little something in return for the parent nation – a cause with history of emotions

This company might seem an example of a quintessential foreign investment in the Indian market – something almost every company is engaging in for monetary benefits – but it has a history too. The idea goes back to the root causes rather obstacles and struggles faced by Jiten’s own grandparents who were farmers in Gujarat back in the day. It was their experience in agriculture that helped Jiten realise the hardship of agriculture as an occupation for people in the country. He wanted to help his parent nation develop with the help of his knowledge gained in the west as in Boston. And hence the idea was born with a passion to provide in return to the nation he has his roots in advancement. This generosity now in the present is a helping hand to all our brothers keeping the primary sector of our country alive.



Milk cooling set up in Tamil Nadu, also their first venture in the country.

He says, “It’s a win–win situation for both the farmers and us as we’re able to ensure not only less spoilage of dairy produced but also regular income for the farmers which was the actual goal.” Indeed it is so!

Foreign News

Otago dairy cattle decline despite national trend

By Sally Rae

3:42 PM Thursday May 11, 2017

http://www.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=11854000

Otago saw the largest regional reduction of dairy cattle numbers last year, bucking the national trend.

Figures released by Stats NZ yesterday showed numbers increased 2% nationally, although not back to the 2014 level of 6.7million.

The North Island dairy herd increased by nearly 250,000 cows, led by a 5% increase in Waikato.

In contrast, the number of dairy cattle in the South Island fell more than 100,000 in the year to June 30. Otago's herd fell by 73,000, or 19%.

The increase in the national herd came at a time of subdued international milk prices and lower milk solid payouts.

In the year ended December 2016, exports of dairy products were worth \$12.8billion.

This was more than 26% of all exports and a value of almost \$2500 for every milking cow.

Even though there were four times as many sheep as dairy cattle in New Zealand, sheep-related exports were valued at \$3.6billion, just over one-quarter of dairy's total.

The results showed continuing declines for sheep and deer numbers, with beef cattle being relatively unchanged.

There were 27.6million sheep in 2016, a 5% decrease from 2015. Sheep numbers in the South Island dropped by 719,000 (5%) and by 818,000 (6%) in the North Island.

Dry conditions in the South Island and facial eczema in the North Island both contributed to the decreases, the report said.

Regions with the most significant decreases were Manawatu-Whanganui, with 479,000 fewer sheep and Southland, down 361,000.

Deer numbers continued to decrease to 835,000 at June 30 last year.

Numbers have been falling since 2004 when they peaked at 1.8million.

Otago had the second largest decrease in numbers, down 14,000 (11%), behind Manawatu-Whanganui at 15,000, or 24%.

- [Otago Daily Times](#)

Organic Dairy Industry Responds to WaPost Story on Certification Issues

[Martín Caballero](#) May. 10, 2017 at 5:40 pm

<https://www.bevnet.com/news/2017/organic-dairy-industry-responds-wapost-story-certification-issues>

For brands in the \$40 billion U.S. market for organic food and beverages, the U.S. Department of Agriculture (USDA) Certified Organic seal is more than just another call-out for product packaging — it defines their position in the retail landscape.

The integrity of the USDA Certified Organic seal is critical to the industry as a whole, and a reason why [a recent article in The Washington Post](#) is raising concerns from some members of the organic dairy community about how the practices of some large scale organic dairy operations may be affecting other brands and companies working within the space.

Nate Lewis, Farm Policy Director at the Organic Trade Association (OTA), told BevNET the group supports investigations into any allegations of wrongdoing across the supply chain, citing the need to assure the public trust in organic certified products.

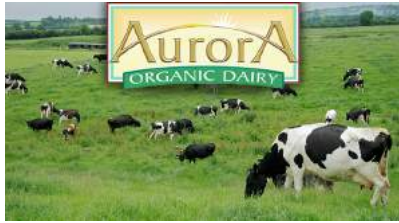
“The message we’re hearing from our members is sort of alleging that the whole system is broken because of the potential for or allegations of wrongdoing really does a disservice to the thousands of operations, inspectors and certifiers that are doing a really good job safeguarding the organic seal,” he said.

The allegations Lewis refers to originated in a May 1 article by Post reporter Peter Whorisky, titled “Why your ‘organic’ milk may not be organic,” which examined several large scale organic dairy operations and found “critical weaknesses in the unorthodox inspection system” used by the USDA.

The agency’s guidelines for organic certification of dairy livestock requires for cows to be grazed on pasture during grazing season and to be kept in healthy, low-stress environments, as well as other provisions. Any organic operation with sales in excess of \$5,000 per year, as well as companies that wish to sell products to be used as organic ingredients, need to be certified by a USDA-accredited agent.

In its reporting, The Post visited a facility run by Aurora Organic Dairy in High Plains, Colo. over eight days last year. Reporters at no point observed more than 10 percent of the herd, or a few hundred cows, grazing on pasture. In addition, tests conducted for The Post by scientists at Virginia Tech showed that Aurora’s milk matched conventional milk rather than organic when examined for a key indicator of grass-feeding.

A spokesperson for Aurora denied the accusations, telling The Post: “The requirements of the USDA National Organic Program allow for an extremely wide range of grazing practices that comply with the rule.



Discussions with people in the organic food and beverage community about the revelations detailed in The Post drew a range of responses.

In an e-mail to BevNET, Beth Unger, regulatory engagement manager at Organic Valley, an independent cooperative of organic farmers based in Wisconsin, echoed those feelings. “If a producer isn’t following the rules, there is a process for investigating and revoking their certificates, protecting those who are following the rules,” she said.

A spokesperson for Horizon Organic, which partners with over 600 family farms in 23 states to supply the majority of its milk, said in an e-mail that the company was focused on promoting the benefits of organic by building solidarity and collaboration in the industry.

“We rely on consumer confidence in the organic seal for its success in the marketplace, and this confidence is intrinsically linked to a rigorous system of audits, inspections, and monitoring of all certified operations to organic’s clear and strict standards,” said the spokesperson.

In an interview with BevNET, Errol Schweizer, a former vice president of grocery for Whole Foods and a board member for several companies in the natural food space, emphasized that the issues discussed in the Post article did not reflect a larger concern across the organic industry and that the operations highlighted in the story are the exception rather than the rule. Yet he noted that mass scaling in organic, which has brought lower prices and broadened consumer access to such products, may have enabled a looser interpretation of standards.

“I think there’s a problem with the scale creating a race to the bottom in terms of quality, unless there’s really strong check and balances in the system.” Schweizer said. “When you’re able to sell organic products cheaply, I think it’s important as a retailer or a customer that you have to scrutinize your supply chain. We have to appreciate that it is accessible and available and there’s many more people consuming organic, but I think there is some price to pay here because what you see probably doesn’t meet the expectations of what most consumers would consider organic.”

Expanding beyond individual operations, the Post story also detailed issues related to the organic certification process, in which USDA-accredited agents — private companies and organizations hired by individual farmers — make annual inspections. The USDA reviews the records of each inspector every 2.5 years.

In its review of Aurora’s practices, The Post found that staff from the Colorado Department of Agriculture, at an annual cost of \$13,000, conducted an inspection after the conclusion of grazing season in November. The USDA requires all inspections to take place during grazing season, which typically runs from spring until

the first frost. Sanctions can include financial penalties of up to \$11,000 per violation and potential revocation of the farm of business's organic certificate.

According to a list published on the USDA's website, the most recent U.S. accreditation firm to lose its accreditation was Organic National and International Certifiers in April 2014.

"I'm not a regulatory expert, but I do feel that there's probably a loose interpretation of the standards here and there's definitely some responsibility on the shoulder of the certifier," said Schweizer. "I have a hard time understanding how these types of farms are passing the audit, and then that the USDA is continuing to allow these farms to pass an audit based on their production methods. So I see it mostly from the retail point of view, but my gut says there's something wrong there."

Exerting influence over regulatory bodies is one way in which brands and trade organizations are taking action to safeguard and improve organic standards. Lewis said that the OTA seeks to influence regulatory guidelines through its involvement with the National Organic Standards Board, the body which advises the USDA on organic guidelines.

"I think our main objective [at OTA] in that realm is to ensure that the organic standards are scale neutral and consistently applied across the board regardless of size or location of operation," he said, adding that the organization advocates for strong funding of the National Organic Program as well as the USDA. "Having a level playing field for all types of producers is really the best way to ensure integrity, maintain public confidence and to allow all types of operations to succeed in the organic marketplace."

"We are on record supporting stricter standards especially for animal health and welfare, such as the Organic Livestock and Poultry Practices rule," said Unger, referring to a comprehensive set of federal standards for on-farm welfare currently being deliberated. "We believe the standards should optimize animal health and maximize their opportunities to express their natural behaviors."

While pushing for gradual improvements on a regulatory level, Schweizer said that the most immediate way of addressing issues related to organic certification was for the industry to scrutinize itself more closely.

"I just think that there needs to be an effort on the part of the organic community — and that includes both producers, consumers and retailers — to police their own," he said. "I think democracy in the marketplace and transparency and making sure that folks are all playing by the rules is as important as the enforcement on the regulatory side from certifiers as well as agencies. I want to emphasize that there needs to be scrutiny from the organic community and the organic industry on folks that are playing loose and fast with the regulation that we all have to follow to maintain the integrity of the marketplace."

Finally, some good news for dairy lovers

1Get the scoop of the best seasonal cheeses available ahead of Sheridan's Cheesemongers annual Food Festival

Rebecca Lumley

May 9 2017 3:44 PM

<http://www.independent.ie/life/food-drink/food-news/finally-some-good-news-for-dairy-lovers-35696777.html>

It's a good news day for dairy lovers.

A new study has found that eating cheese, milk or yoghurt does not increase the risk of heart attack or stroke, despite common conceptions about the fat rich foods.

The study's findings challenge the idea that foods with high levels of saturated fat are harmful and found that such products had a "neutral" impact on human health.

Full-fat versions of dairy products were also found to be no more harmful than those lower in fat, something to consider the next time you reach for the 'low fat' version of your favourite cheese.

While this may come as a surprise to many, Dr Eva Orsmond told Independent.ie that it is "totally incomprehensible that we still think saturated fat is dangerous."

A previous dietary expert on Operation Transformation and the owner of Orsmond Clinics, she has long believed that dairy is not the villain it is made out to be.

While milk, cheese and yoghurt are stigmatised by their saturated fat content, Dr Orsmond warns against their fat-free alternatives, which generally contain extra sugar and salt in place of fat.

"It is still so sad how we are still lingering on these old beliefs," she said. (Dairy) "is a great source of calcium. What you have to think about is what is okay, so that you're not eating too much. It's about balance."

According to the Food Safety Authority in Ireland, people should have no more than three servings of milk, cheese or yoghurt a day and recommend low fat products where possible. They note that children and teenagers require more.

Dr.Orsmond argues that such guidelines are sometimes misguided and said that nutritional knowledge is not where it needs to be due, due to a lack of funding.

"The problem with nutrition is, because there is no economic interest, the amount of money and time and effort that goes into the research of nutrition is much less," she said.

"It's quite sad that this is still the case."

The results come from a meta-analysis of 29 previous studies and were recently published in the European Journal of Epidemiology.

The study in question was part-funded by three pro-dairy groups- Global Dairy Platform, Dairy Research Institute and Dairy Australia- but had no influence over the findings, according to the paper.

Regulatory duty on skimmed milk may be raised further

[Mehtab Haider](#)

May 9, 2017

<https://www.thenews.com.pk/print/203355-Regulatory-duty-on-skimmed-milk-may-be-raised-further>

ISLAMABAD: The government is considering jacking up regulatory duty by 10 to 15 percent on skimmed milk, increasing the duty rate from 25 percent to 40 percent for the upcoming budget 2017-18.

If this raise in Regulatory Duty (RD) is made part of the upcoming Finance Bill 2017, the overall duty including Customs Duty (CD) and RD will go up to 55 to 60 percent in the next financial year 2017-18 from the existing rate of 45 percent on import of skimmed and powdered milk in outgoing fiscal year 2016-17.

According to the FBR's working paper comprising proposals which were being placed before Federal Finance Secretary Tariq Bajwa and Special Finance Secretary Shahid Mehmood, the government is actively considering for increasing Regulatory Duty (RD) on import of powdered milk or concentrated milk for the upcoming budget.

The analysis done for several years showed that the import of milk and dairy products were increasing manifold both in terms of quantity and value since the financial year 2012-13 to financial year 2015-16.

On import of milk and cream not containing added sugar, its import increased by 770 percent from financial year 2012-13 to financial year 2015-16. On imported milk and cream concentrated or containing added sugar, the value of imported these items increased from Rs 10 billion in 2012-13 to Rs 17.6 billion in 2015-16, registering an increase by 76 percent.

On butter milk, curdled milk and cream, yogurt etc, the imported value decreased from Rs 23 million in 2012-13 to Rs 20 million in 2015-16, registering negative growth by 13 percent. On whey & products consisting of natural milk, the imported value stood at Rs 1.8 billion in 2012-13 to Rs 2.26 billion in 2015-16, registering a growth by 26 percent. On butter and dairy spread, the imported value of these products stood at Rs 144 million in financial year 2012-13 to Rs 432 million in 2015-16, registering a growth by 200 percent. The imported cheese and curd has gone up from Rs 445 million in 2012-13 to Rs 823 million in 2015-16, registering a growth by 85 percent.

Total imported milk and dairy products had gone up from Rs 12.4 billion in 2012-13 to Rs 21.3 billion, registering a positive growth by 71 percent over these years.

In first nine months (July-March) periods of financial year 2015-16 to ongoing fiscal year 2016-17, on milk and cream not containing added sugar, its import in terms of both quantity and value decreased significantly to the tune of 79 percent during these two comparable periods.

On imported milk and cream concentrated or containing added sugar and other sweetening matter, the imported quantity and value decreased by 21 percent during these comparable periods. On butter milk, curdled milk and cream, yogurt, its import both in quantity and value decreased by 21 percent.

The imported whey & products consisting of natural milk has gone up in quantity by 15 percent and in value by 56 percent. The butter and dairy spread imports has increased by 432 percent in value terms while import of cheese and curd went up by 48 percent. Now the case has been built to increase the RD to discourage imports of powdered milk for the upcoming financial year 2017-18, concluded the sources.

Govt to boost milk formula options

[FACEBOOK](#)[75](#)[TWITTER](#)[EMAIL](#)

<http://www.straitstimes.com/singapore/boosting-infant-formula-options>

Govt will review import rules, so parents can have access to more affordable powder

[Tiffany Fumiko Tay](#)

Parents are hopeful that steps being taken by the Government to ensure access to affordable infant milk powder will put the brakes on rising prices.

The moves announced in Parliament yesterday include reviewing import requirements to facilitate more options on shelves here, and making more infant formula options available in hospitals.

The Agri-Food and Veterinary Authority will also strengthen restrictions on labelling and advertising of infant milk powder, said Senior Minister of State for Trade and Industry Koh Poh Koon.

While some infant formula companies give the impression that their particular brand of milk powder can do more for children, the scientific evidence for this is weak, he added.

He said all formula sold here, regardless of the price, meet food regulations and nutritional needs for infants to grow healthily.

"Parents should therefore be careful about relying on the claims made by infant formula companies, or be misled into using price as a proxy for quality of the product," he said. Cheaper options are no less nutritious, he stressed.

There is already a range of milk formula on the shelves, with prices for a 900g tin starting from about \$20 to \$30, up to about \$60, he said, and consumer awareness efforts will be enhanced.

Dr Koh was responding to Ms Tin Pei Ling (MacPherson) and other MPs on concerns over the rising cost of infant milk powder.

Ms Tin said this has led parents who rely on formula to feel that they are being held "ransom".

The Straits Times reported in March that the average price of a 900g tin has increased 120 per cent over the last decade to \$56.06, outstripping the increases for other dairy products and household staples.

Milk powder companies have told ST that the price hikes are due to research and development, and rising overhead costs.

Nestle said in response to queries that the price of the Nan formulation increased 7 per cent last month due to the significant rise in costs of raw materials.

While the Health Promotion Board encourages breastfeeding exclusively for at least six months owing to its health benefits, the Government recognises that, in some cases, infant formula is needed, said Dr Koh.

Children above 12 months old do not require formula, however, as cow's milk, together with a balanced diet, is adequate to meet their nutritional needs, he said.

Nestle, Abbott, Mead Johnson Nutrition, FrieslandCampina and Danone made up over 99 per cent of the fortified milk formula market share here last year, according to market research provider Euromonitor International.

Dr Koh said that to encourage more competition, the Government will simplify and streamline import requirements as well as remove unnecessary barriers to entry in order to bring in more options.

Supermarkets said they are supportive of the move and will work with suppliers and expand sourcing options to ensure greater variety of affordable options.

Parents said it is trial and error in finding a formula that babies will take to. Accountant Charlene Wong, 32, who spends over \$200 a month on formula for her six-month-old, said: "It leaves you locked in at that price. Hopefully having more low-cost brands will push down prices."

But Mr Melvin Wu, 34, who runs a local parenting portal, said parents need to be educated on finding the most suitable formula.

New mum and marketing manager Stacy Lee, 29, said the cost of formula is just one of the expenses that come with a baby.

"I don't feel like there's a lack of choices though, so I'm not sure how much relying on supply and demand will affect prices."

Milk producers association informs anti-trust agency on alleged collusion of milk processors in milk prices

<http://en.interfax.com.ua/news/economic/419759.html>

The association of milk producers has filed an application to the Antimonopoly Committee of Ukraine regarding the unjustifiable reduction of purchase prices of milk and the alleged collusion by milk processing plants.

The association said that on Thursday that in March 2017 the association urged representatives of processors who have been actively cutting purchase prices of raw milk since January 2017 to have dialog, while they did not react to calls to discuss the situation.

The association said that in the past three months purchase prices of milk decreased by over UAH 1, being UAH 7.80 per kilogram on average in Ukraine with the production cost of UAH 8.50 per kilogram. Prices of dairy products on shelves are growing.

"We believe that this is collusion. We use our constitutional right protecting the interests of milk producers and households who have to pay too high price for dairy products compared to the cost of raw milk," Vice President of the association Hanna Lavreniuk said.

A2 to launch powdered milk products in China

The Australian

12:00AM May 1, 2017

<http://www.theaustralian.com.au/business/companies/a2-to-launch-powdered-milk-products-in-china/news-story/946bb603802a68be557f09d7a93baffe>

[DAMON KITNEY](#)



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The a2 Milk Company will launch new product lines in the booming milk powder space to capitalise on soaring demand for its products in China as its share price climbs to record levels.

In the coming weeks a2 will roll out a new adult skim milk powder product for sale in Australia and through cross border e-commerce channels into China.

A2 currently only offers a whole milk powder product and Australia and New Zealand chief executive Peter Nathan said the milk powder segment was set to become a significant opportunity for the company.

“We are of the view that bringing the benefits of a2 Milk to Chinese consumers is strategically far easier using the powder form than the fresh milk form. It is far more in tune with logistics and consumer dynamics,” Mr Nathan said.

“One big benefit is transportation, milk powder is far more transportable via the diagou and CBE paths. Quite often Chinese consumers also prefer the taste of powdered milk as opposed to fresh milk.”

A2 last week upgraded its annual revenue forecasts due to soaring demand for its infant formula products in China.

It is now set to launch a variation of its flagship a2 Platinum infant formula product that will be pitched at children up to six rather just babies in the first quarter of the 2018 financial year. “This will meet the growing market demand for products for younger children. We have experienced significant growth already in this market segment. And the brand proposition resonates very well with older children as well as infants and babies.”