



# Dairy Pulse

41<sup>st</sup> Edition



Think Dairy



Suruchi Consultants  
Delivering solutions with integrity

1<sup>st</sup> to 15<sup>th</sup> July, 2017

# Dairy Pulse 41<sup>st</sup> Edition (1<sup>st</sup> to 15<sup>th</sup>, July 2017)

## Contents

<b>Suruchi endeavor in Skill/ Entrepreneur Development Domain .....</b>	<b>4</b>
<b>Indian News</b>	
<b>Animal Health/Protection .....</b>	<b>6</b>
Unmake the rules.....	6
<b>Marketing .....</b>	<b>7</b>
“Hike procurement price of milk” .....	7
Hatsun partners GEA to set up milk plant in TN at Rs 120 crore .....	8
Aavin milk in 225 ml sachets.....	8
India seeks Japanese loan to fund ₹20,057-cr dairy development project.....	9
Govt looks to strengthen dairy infrastructure with estimated investment of over Rs 20,000 crores .....	10
Amul becomes 6th largest butter brand in the world .....	11
Hindustan Unilever moved the Bombay HC stating that Amul's ad "disparaged frozen desserts". .....	12
Amsterdam to host Dairy International Summit 2017 on October 26 and 27 .....	15
Hatsun partners GEA to set up milk plant in TN at Rs 120 crore .....	16
GST to benefit co-op sector in long run: Sodhi.....	17
Danone enters agreement to sell Stonyfield to Lactalis for \$875 million .....	18
Windfall for cos as consumers shift to branded dairy products.....	18
Vijaya Telangana hikes milk prices despite 0 per cent GST .....	19
Amul to procure milk from Nepal, Sri Lanka.....	20
Fitness enthusiast Bipasha Basu launches nutritional supplements series.....	20
<b>Health/Awareness .....</b>	<b>21</b>
Fermented Milk and Food Items May Help Cancer Survivors .....	22
Should you boil pasteurized milk?.....	22
E-way bill system in GST to come from October .....	23
घरों तक पहुंच रहा मिलावटो दूध, बढ़ रहा गंभीर बीमारियां.....	25
Will PM Modi bring from Israel a gift for India's distressed farmers?.....	27
GST impact: Dairy companies see no revenue change; say consumer will be the king .....	28
Nestle everyday dairy products going to be cheaper after GST .....	28

Ghee – A Healthy Option in Your Meals .....	30
<b>Regulatory/Legal .....</b>	<b>32</b>
Two held for selling adulterated milk .....	32
Chamber plea to clear the air on milk controversy .....	32
Minister told not to make remarks against pvt milk producers .....	33
GST: Penalty, including jail, for manufacturers for not reprinting revised MRP on unsold goods.....	34
<b>Survey/Report .....</b>	<b>35</b>
2017-2022 India Flavoured Milk Market .....	35
Dairy sector growth to stay high for now .....	37
India to become largest milk producer in 2026: Report.....	38
Vanilla favourite ice cream flavour in United States, says IDFA survey .....	39
<b>Foreign News</b>	
<b>Dairy meeting environmental demands – report .....</b>	<b>41</b>
<b>Glanbia latest processor to announce milk price hike .....</b>	<b>43</b>
<b>Children learn about dairy industry .....</b>	<b>44</b>
<b>DA to hike milk output via community farms.....</b>	<b>45</b>
<b>Milk jugs get new seals following safety recall .....</b>	<b>46</b>
<b>Dairy-free ice cream taps into 'healthy' treat trend.....</b>	<b>47</b>
<b>Taking cow feeding to the next level .....</b>	<b>49</b>
<b>Mixed returns for Australian farmers in latest ABS farm data.....</b>	<b>51</b>
<b>Island Farms milk gets new safety seal .....</b>	<b>55</b>
<b>Does milk come only from a dairy cow? .....</b>	<b>55</b>
<b>83% of dairy farmers now certified in Dairy Assurance Scheme .....</b>	<b>56</b>
<b>Want milk delivered to your door? These companies are vying for your business. ....</b>	<b>57</b>
<b>Milk more than just business for Ag-Industry Award winner .....</b>	<b>60</b>
<b>Farming with Innovation and Heart Earns National Award for Rickreall Dairy .....</b>	<b>62</b>

## Suruchi endeavor in Skill/ Entrepreneur Development Domain

### ➔ *Diploma in Dairy Technology (DDT) in alliance with IGNOU*

Study Center authorized by School of Agriculture Indira Gandhi National Open University (IGNOU) Details as below:

Academy of Dairy Skill Development (ADSkID)

Unit of Suruchi Consultants

C-49, Sector-65, Noida U.P – 201307

SC/PSC Code: 39018P

Prog. In-charge: Mr. Sanjay Singhal

Contact no. : +91-0120+4370845

Email: [39018P@gmail.com](mailto:39018P@gmail.com)

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 2<sup>nd</sup> and 4<sup>th</sup> Saturday of month from 2 PM to 5 PM, Prior registration is must and for that contact our office.**

For more information please email on [info@suruchiconsultants.com](mailto:info@suruchiconsultants.com) or contact at +91 0120 4320845

- ➔ **50<sup>th</sup> Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida 20<sup>th</sup>, 21<sup>st</sup> & 22<sup>nd</sup> Aug, 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](http://www.suruchiconsultants.com/pageDownloads/downloads/training/3_49th%20DEDP%20BROCHURE%20.pdf)

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

For more information please follow the

link: [http://www.suruchiconsultants.com/pageDownloads/downloads/training/1\\_4th%20RDEDP%20BROCHURE.pdf](http://www.suruchiconsultants.com/pageDownloads/downloads/training/1_4th%20RDEDP%20BROCHURE.pdf)

- ➔ **Suruchi is launching 2<sup>nd</sup> Second Level Dairy Entrepreneurship Development Program (DEDP-Level II) 2017 one week intensive hand on Dairy Palnt. To be held on 28<sup>th</sup> Aug to 2nd Sep, 2017.**

For more information please email on [info@suruchiconsultants.com](mailto:info@suruchiconsultants.com) or contact at +91 0120 4320845

➔ Suruchi is launching 1<sup>st</sup> Second Level Dairy Entrepreneurship Development Program (DEDP-Level II) 2017 one week intensive hand on Dairy Farm. To be held on 17<sup>th</sup> Sep to 23<sup>rd</sup>, 2017.

For more information please email on [info@suruchiconsultants.com](mailto:info@suruchiconsultants.com) or contact at +91 0120 4320845

➔ Suruchi is launching 1<sup>st</sup> 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](http://www.suruchiconsultants.com/pageDownloads/downloads/training/5_1st%20%20GDEDP%20BROCHURE.pdf)

➔ Suruchi is launching 1<sup>st</sup> 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](http://www.suruchiconsultants.com)

### Animal Health/Protection

#### Unmake the rules

The government must rethink the wisdom of its notification on the sale of cattle

Updated: July 15, 2017 12:11 am

<http://indianexpress.com/article/opinion/columns/unmake-the-rules-ban-on-cattle-trade-beef-farmers/>

The Centre has offered to “tweak” some of the provisions in its May 23 notification banning the sale of cattle and buffaloes meant for slaughter in animal markets, following the Supreme Court ordering a nationwide stay on its implementation. The notification, in fact, should be withdrawn because the logic on which it is based betrays ignorance of the way animal farming happens in India.

In the West, “beef cattle” farmers are distinct from “dairy cattle” farmers. The breeds are also different: The animals reared for meat are mostly Aberdeen-Angus, whereas dairy cows are Holstein-Friesian, Jersey and Brown Swiss. It may make sense in these countries, then, to have separate markets for dairy and meat animals. The Union Environment Ministry has projected its now-stayed rules on regulation of livestock markets as merely an attempt to bring about such segregation. Farmers can sell regular dairy or agricultural-use animals in markets. But those intended for slaughter will have to be taken straight from the farm to the abattoir and cannot be sold in the market.

The above reasoning is flawed because in India, the farmer who milks a buffalo till it is 8-9 years old sells the same animal for slaughter. A farmer who has 10 animals may sell one or two of them in a year. It would be too much to expect him to find a slaughterhouse, leave alone organise the supply of his spent bovines to it.

Nor would the slaughterhouse be in a position to directly source from hundreds of scattered individual farmers, each selling one or two animals a year (this is unlike in milk, where the same farmers may sell 5-10 litres each daily, making direct procurement a viable proposition for dairy plants). The institution that makes disposal of unproductive animals feasible in India is the market that brings together the sellers and the buyers. The sellers here are often traders who aggregate the animals from many farmers in a particular area, while the buyers are butchers or agents of slaughterhouses. If markets are not allowed to trade in spent cattle and buffaloes, the loss will not be just of slaughterhouses and livestock aggregators, but also of farmers.

In the absence of a mechanism for disposal of animals not yielding enough milk to justify their continued maintenance, farmers may simply let them loose. The end-result would be an increase in stray cattle populations across towns and cities; we are already seeing signs of that. Alternatively, farmers might resort to inflicting cruelty through starvation and other more explicit means — as a report in this newspaper from Punjab has captured. A worst-case scenario would be if the burden of having to maintain unproductive animals makes farmers lose interest in dairying. Surely, that’s not what this government would want.

## Marketing

### “Hike procurement price of milk”

[S. Ganesan](#)

TIRUCHI, JULY 14, 2017 07:40 IST

<http://www.thehindu.com/news/cities/Tiruchirapalli/hike-procurement-price-of-milk/article19276127.ece>

The Tamil Nadu Vivasayigal Sangam, affiliated to the Communist Party of India (CPI), has expressed disappointment over Dairy Development Minister's failure to announce a hike in the procurement price of milk in the Assembly.

“Farmers have been reeling under the impact of drought and have suffered heavy losses. There is also a severe shortage of fodder and the price of cattle feed have also gone up. Under these circumstances, farmers were looking up to the government to increase the procurement price of milk, which was a vital supplementary income for them, especially at this time of severe drought,” said Ayilai Siva.Suriyan, district secretary, Tamil Nadu Vivasayigal Sangam and State organiser, Tamil Nadu Milk Producers Sammelan.

Mr. Siva Suriyan said farmers have been demanding that the procurement price be hiked to ₹35 from ₹28 a litre for cow's milk and ₹45 from ₹35 for buffalo milk. But many farmers were not getting the full price as the milk supplied by them did not have the stipulated fat and SNF (solid non fat) content. On an average, farmers were able to get only ₹24 to ₹26 a litre, Mr. Siva Suriyan claimed.

Under the circumstances, it was essential to increase the procurement price of milk to provide livelihood support to dairy farmers, he argued.

He also expressed disappointment that the State government has failed to fulfil former Chief Minister Jayalalithaa's assurance that the infrastructure of Aavin for handling and processing of milk would be increased one crore litres a day from the present 30 lakh litres a day.

There has also been a long pending demand to supply milk to children in the noon meal scheme but there was no word on this too.

Besides, farmers were also demanding supply of cattle fodder at 50% subsidy in view of the drought, he pointed out.

N. Ganesan, joint secretary, Tamil Nadu Milk Producers' Welfare Association, however, suggested that rather than increasing the procurement price, the State government could provide a subsidy of ₹6 a litre directly to members of cooperative milk producers societies in view of the drought situation.

The Karnataka government is offering such a subsidy and the Tamil Nadu government should also follow suit.

“There is no field for the cattle to graze in the absence of rain. There is a steep hike in the prices of cattle feed and also hay,” he pointed out.

Some of the private milk producers, Mr. Ganesan said, have reduced the procurement price by about ₹2 a litre and consequently there is a hike in the quantum of milk supplied to the cooperative milk producers societies.

Given the situation, Aavin urgently needs to strengthen its marketing and increase sales and also its processing capacity, he said.

## Hatsun partners GEA to set up milk plant in TN at Rs 120 crore

Updated: Jul 12, 2017, 06.41 PM IST

[http://economictimes.indiatimes.com/industry/cons-products/food/hatsun-partners-gea-to-set-up-milk-plant-in-tn-at-rs-500-crore/articleshow/59562765.cms?utm\\_source=WAPusers&utm\\_medium=whatsappshare&utm\\_campaign=socialsharebutton&from=mdr](http://economictimes.indiatimes.com/industry/cons-products/food/hatsun-partners-gea-to-set-up-milk-plant-in-tn-at-rs-500-crore/articleshow/59562765.cms?utm_source=WAPusers&utm_medium=whatsappshare&utm_campaign=socialsharebutton&from=mdr)

India's largest private dairy player, HatsunBSE -3.00 % Agro, has tied up with Germany-based GEA to set up a 6.5 lakh litre capacity plant at Dharapuram in Tamil Nadu at an investment of Rs 120 crore.

GEA is a leading supplier of equipments to dairy and food processing industry and has helped companies like Amul to set up their largest processing plants in India. It is currently working with the Karnataka Milk federation to set up a milk powder plant.

The plant is designed to handle 6.5 lakh liters of milk per day to produce 3 lakh litres per day market milk in pouches and 1.5 liters per day of curd. It is expected to be the fourth largest plant and their sixteenth manufacturing unit. The plant is expected to be fully operational by early 2018.

RG Chandramogun, managing director, Hatsun Agro, said the latest project involves an investment of Rs 120 crore. Hatsun had earlier announced an investment of Rs 850 crore till 2018 in boosting capacities and other business segments.

Abhay Chaudhari, Country managing director, GEA India Cluster, said, "The plant is fully automated for processing and packaging of liquid milk and curd. MIS reports can be generated to capture data regarding process parameters, production and packaging making it highly responsive and efficient."

## Aavin milk in 225 ml sachets

TNN | Jul 12, 2017, 06.18 AM IST

<http://timesofindia.indiatimes.com/city/chennai/aavin-milk-in-225ml-sachets/articleshow/59551831.cms>

CHENNAI: Soon Aavin milk will be available in 225 ml sachets for Rs 10, said dairy minister [K T Rajenthra Bhalaji](#) in the assembly on Tuesday.

"Aavin milk will be available at Rs 10 in the form of sachet. This will help poor families to get nutritious milk with 4.5% fat and 8.5% of nutrients," said the minister. Similarly 115 automatic vending centres in Chennai city will be converted into parlours.

It was on October 2014, the government decided to close all automatic vending machines in Chennai city. "The vending centres will be used to sell Aavin milk, ice creams and other Aavin products. The department will spend Rs 5.70 crore towards this," said the minister. The minister said Rs 10 crore will be spent to set up an ice cream production centre in Salem.

Though Bhalaji made headlines recently, accusing private milk firms of using toxins in milk, neither did the opposition raise the issue nor did the ruling party offer any explanation. The minister replied to the debate for nearly an hour, but not once did he raise the controversial issue.

Even opposition MLAs stayed off the topic. On Monday, the Madras high court issued a gag order, prohibiting the minister from throwing accusations at milk companies of [using toxins](#).

Meanwhile, Aavin's milk procurement in 2016-17 fell slightly. While the total milk procurement in 2016-17 was 28.50 lakh litres per day, in 2015-16 the procurement was 28.97 lakh litres per day. The [dairy development](#) department blamed it on drought. "Necessary action is being taken to increase the procurement of milk during the year 2017-18," said the department in its policy note.

Even though the procurement has fallen, the [total milk sales](#) during 2016-17 was 9.54 lakh litres per day compared to 9.28 lakh litres per day in 2015-16.

## India seeks Japanese loan to fund ₹20,057-cr dairy development project

<http://www.thehindubusinessline.com/economy/agri-business/india-seeks-japanese-loan-to-fund-20057cr-dairy-development-project/article9758276.ece>

NEW DELHI, JULY 10:

India has sought a loan from the Japanese International Co-operation Agency to fund a dairy development project with an outlay of ₹20,057 crore.

The funds will be used to set up 1.05 lakh bulk milk coolers to store 524 lakh kg of milk per day in an additional 1.28 lakh villages. The funding will also be deployed to create milk and milk product processing infrastructure of 76.5 lakh kg per day, an official release from the Agriculture Ministry said on Monday. The move, it said, would benefit 122 lakh additional milk producers.

Part of the funds will also be used to upgrade and expand old milk and milk product processing plants set up in the past as part of Operation Flood, the release said.

The proposal for the funding, which will be routed through the National Dairy Development Board, was forwarded to JICA by the Department of Economic Affairs.

A JICA mission, which visited India in February, evinced interest in extending support to the dairy sector, which has grown nine-fold to 155 mt over the last 65 years.

According to the release, even though 54 per cent of the milk produced is surplus, the organised dairy sector, comprising both cooperative societies and private firms, has the capacity to process only 20.5 per cent.

The demand for milk in the country is projected to grow to 210 mt by 2021-22.

## Govt looks to strengthen dairy infrastructure with estimated investment of over Rs 20,000 crores

[Vishwa Mohan](#) | TNN | Jul 10, 2017, 07:05 PM IST

<http://timesofindia.indiatimes.com/india/govt-looks-to-strengthen-dairy-infrastructure-with-estimated-investment-of-over-rs-20000-crores/articleshow/59530294.cms>

NEW DELHI: Keeping in mind the growing demand of milk in India, the government has submitted a proposal for availing loan from the [Japan International Cooperation Agency \(JICA\)](#) for creating\strengthening dairy infrastructure across the country. The total outlay of the proposal is Rs 20,057 crores.

Besides meeting the growing demand of milk which is estimated to be in the range of 200-210 million metric tonnes (MMT) by 2021-22, the idea behind this proposal is also to help farmers double their income through allied activities like dairy farming in next five years.

The proposal primarily aims to cover additional 1.28 lakh villages and 121.83 lakh additional milk producers in the country. Under the proposal, the government will set up 1.05 Lakh bulk milk coolers at village level, create 524.20 lakh kg milk per day capacity of milk chilling facilities and create 76.5 lakh kg per day capacity of milk & milk product processing infrastructure.

"Besides, the programme will modify/expand old milk and milk product plants, created 20-30 years ago under Operation Flood. It will also create milk & milk products plants for value added products which will benefit 160 lakh existing farmers", said the Union agriculture ministry.

It said, "The fund will be routed through [National Dairy Development Board\(NDDB\)](#) for the development of dairy sector. The proposal has been forwarded by department of economic affairs to the JICA".

India, at present, ranks first among the world's milk producing nations and the country has the largest bovine population. Though the milk production in India has increased from 17 MMT in 1950-51 to 155.49 MMT in 2015-16, the per capital consumption remains quite low due to growing population.

To meet the demand of growing population, the country, however, needs to upgrade its infrastructure at the village level particularly for milk procurement and production of high valued milk products.

In order to provide rural milk producers with greater access to the organised milk processing sector, the department of animal husbandry, dairying & fisheries has formulated a draft national action plan for dairy development which includes creation of milk chilling facilities including bulk milk cooling and processing infrastructure, value added products, organisation of milk collection centers/dairy cooperative societies, milk transportation facility and marketing infrastructure to meet the requirement of increased milk handling.

"The government has therefore submitted a proposal for availing loan from JICA for 'Dairying through Cooperatives-National Dairy Infrastructure Plan' in line with the mandate to double farmers income in next five years", said the ministry.

## Amul becomes 6th largest butter brand in the world

Now, it is the 6th largest butter brand in the world with a share of 2.1%

Sohini Das | Ahmedabad July 10, 2017 Last Updated at 00:32 IST

[http://www.business-standard.com/article/companies/amul-butter-takes-taste-of-india-to-the-world-117071000028\\_1.html](http://www.business-standard.com/article/companies/amul-butter-takes-taste-of-india-to-the-world-117071000028_1.html)

'The Taste of India' is becoming a breakfast favourite around the world and how. Amul, India's leading [butter brand](#) owned by the Gujarat Cooperative Milk Marketing Federation (GCMMF), now ranks sixth in the global butter market, with a share of 2.1 per cent.

Data sourced from market research firm Euromonitor shows that [Amul](#) not only has a 2.1 per cent share of the over \$17-billion global butter market, it is also breathing down the neck of Irish dairy major Ornu Co-Op that enjoys a 2.2 per cent market share. Leading New Zealand-based dairy Fonterra Co-Op Group has a 3.3 per cent share. The market shares are in terms of retail sales value. [Amul](#) has consistently improved its share in the global butter market from 1.5 per cent in 2014 and 1.9 per cent in 2015 to 2.1 per cent in 2016. The global butter market, too, has grown from a size of \$16.04 billion in 2014 and \$16.52 billion in 2015 to the current size of over \$17 billion.

R S Sodhi, managing director of GCMMF, told Business Standard that [Amul](#) is the only international [butter brand](#) that makes butter from 70 per cent buffalo milk. "There are some small players in the sub-continent that make buffalo milk-based butter, but they are not global players. Buffalo milk alters the taste of butter significantly, and that becomes our unique selling point."

## GLOBAL DREAMS

Rank	Company	2016 market share (%)
1	Arla Foods	6.4
2	Lactalis Group	4.9
3	Land O' Lakes	4.9
4	Fonterra Co-Op Group	3.3
5	Ornu Co-Op	2.2
6	GCMMF	2.1

Source: Euromonitor International

Moreover, Sodhi pointed out that globally, in the past few years, there has been a shift towards higher adoption of butter. "There is an increase in demand for butter over other artificial items like margarine. People's perception towards dairy fat is changing, and consumers have realised that trans fat is more dangerous than saturated fat." [GCMMF](#) exports to 40-45 countries, but Sodhi felt that the brand as such is available for retail sales in around 100 countries. "This is because many merchants export or import the [Amul](#) brand of dairy products, and butter is a key item," he added. Of late [Amul](#) has been building an arsenal to establish itself as a global brand. Keen to position itself as a global player, [GCMMF](#) was the prime sponsor of the New Zealand cricket team in this year's ICC Champions Trophy held in England. It got high visibility as the prime sponsor of the Black Caps, besides, of course, aligning with a country known as the dairy capital of the world.

The Rs 27,085-crore dairy outfit, which ranks 13th in the world amongst dairies, is targeting to improve its position. "We aim to be amongst the top 10 dairies in the world within the next two years in terms of volumes," Sodhi said.

Back home, [Amul](#) butter enjoys a comfortable market leadership at a 79.1 per cent. The size of the Indian butter market is \$459 million.

## **Hindustan Unilever moved the Bombay HC stating that Amul's ad "disparaged frozen desserts".**

Saturday, July 08, 2017 - 16:16

<http://www.thenewsminute.com/article/cold-wars-amul-hindustan-unilever-battle-over-ice-cream-and-frozen-dessert-hots-64875>

By Porisma P Gogoi

What's the difference between an ice cream and a frozen dessert? And does it matter?

Yes, if the battle between giants is any indication.

India's largest fast moving consumer goods (FMCG) company, Hindustan Unilever, had last month filed a case against the country's largest ice-cream maker, Gujarat Cooperative Milk Marketing Federation, in the Bombay High Court, successfully obtaining an injunction against an advertisement for Amul ice cream which "disparaged frozen desserts".

Amul's ad had said that people should eat real ice cream made from milk, rather than frozen dessert made from "vanaspati". The court said the ad was "guilty of disparaging a rival product" -- Unilever's Kwality Walls, which is a leader in frozen desserts.

So what's the difference between the two? An ice-cream is made from milk fats while a frozen dessert is made from vegetable oil fats. Vanaspati is a hydrogenated vegetable oil used in cooking, a cheaper substitute for ghee or butter. But it's not used in frozen desserts, say manufacturers.

Every summer, a battle of sorts resumes between ice-cream and frozen dessert makers. Often, consumers are unaware about the difference.

"It becomes very difficult to convince people that we make ice-cream, and not frozen dessert. The approach that we have decided to undertake is to educate the consumers by pointing them to the differentiation which the government of India has made," Chaitanya Rele, Vice President and Head of Marketing at Havmor Ice Cream, told IANS.

Gujarat-based Havmor claims itself to be the second-largest dairy-based ice-cream maker, after Amul.



The Food Safety and Standards Authority of India (FSSAI) has categorised ice-creams under "dairy based desserts/confections", further categorised as plain, medium fat and low fat depending on the percentage of total solids, milk fat and milk protein used.

The food regulator defines "frozen dessert/frozen confection" as a product obtained by freezing a pasteurized mix prepared with milk fat and/or edible vegetable oils and fat. The milk fat is used in such dessert for freezing.

According to ice-cream manufacturers, frozen desserts have captured a market share of 40 per cent of the Rs 1,800 crore market with a growth of approximately 10-12 per cent every year.

"We have recently come out with a campaign on print and digital mediums talking only about the goodness of our product -- that they are made from rich, creamy milk," said Randhir Kumar, General Manager, Marketing (Dairy Products) of Mother Dairy.



But are both the products same from the health viewpoint?

Sunita Roy Chowdhury, Chief Dietician at BL Kapoor Hospital, said that frozen desserts have more trans-fat as compared to ice-creams. "Trans fatty acids are not good. I believe trans fatty acids are used in frozen desserts because the normal oil does not freeze. I would suggest ice-creams are better than frozen desserts," Chowdhury asserted.

Nitin Arora, Chief Executive Officer of Creambell -- which markets a combination of ice creams and frozen desserts -- said awareness should be raised on the virtues of vegetable oil compared to those of dairy fat.

"The cooking medium in our houses remains vegetable oil or mustard oil. This is the same ingredient that goes into the making of frozen dessert. The fact remains that nobody uses 'vanaspati' in frozen dessert," Arora told IANS.

He said that most of the single serves are ice creams, while for catering and banqueting packs they use frozen desserts. "If we sell a frozen dessert, it is very clearly labelled. We cannot camouflage a frozen dessert as ice-cream or vice versa," he said.

He said that 10 per cent fat that goes into ice-cream is dairy fat, whereas that 10 per cent going into frozen dessert is vegetable oil fat.

Havmor's Rele says it's a question of consumer awareness. "At the end of the day is frozen dessert a bad thing? No, it's not a bad thing, but there are differences. Importantly, a consumer has a right to know," he said.

How much will a cow cess of Re1 on petrol generate?

A cow cess of even Re1 per litre of petrol will be enough to generate funds that will exceed the entire annual budgets of several Union ministries

About two weeks ago, Subramanian Swamy, a Rajya Sabha member from the Bharatiya Janata Party (BJP) called for a cow cess of Re1 on petrol to fund gaushalas or cow shelters across the country. Swamy made the comment towards the end of his speech on the welfare of 'Bos Indicus', or the Indian cow, at an event organised by the [Virat Hindustan Sangam](#) (VHS) at the Bombay Stock Exchange.

In his speech, Swamy did not elaborate if the cess should be Re1 per litre of petrol. However, speaking over the phone, the secretary of VHS, Jagdish Shetty, confirmed that Swamy implied a cess of Re1 per litre. Later, over SMS, Swamy clarified that he stood by his demand for a cow cess, and added that the exact amount of cess, and whether it would be applicable to all refined petroleum products (which would include petrol, diesel, naphtha, LPG, aviation turbine fuel or ATF and bitumen) was open to debate.

How much money would be generated by a cow cess of Re1 on petrol? Data from the Petroleum Planning and Analysis Cell (PPAC) of the ministry of petroleum and natural gas puts the consumption of petrol alone at over 32 billion litres in the fiscal year ending March 2017. Consumption of diesel, both high speed and light oil varieties, amounted to a little over 86 billion litres over the same period. A cess of Re1 per litre on petrol alone will thus generate annual revenues of over Rs3,000 crore. As chart 1 shows, this amount is greater than the budgets of several Union ministries such as the Union ministry of environment and forests and the Union ministry of culture.

For the time being, let us assume that this cess will only be borne by those directly purchasing petrol from retail outlets. Data from the Household Survey on India's Citizen Environment & Consumer Economy (ICE 360° survey) put the share of car-owning households at 11%, more than double the 5% figure that was recorded in census 2011. The ICE 360° survey was conducted by the independent not-for-profit organization, People Research on India's Consumer Economy. Any cess on petrol would also affect two-wheeler owners. As of 2016, the share of households owning two-wheelers was 36%. Using the absolute numbers of households from census 2011, we find that close to 120 million households across the country would be directly affected by a cow cess on petrol.

The last quinquennial consumer expenditure survey conducted by the National Sample Survey Organisation (NSSO) in 2011-12 shows that the rich consume petrol much more than the poor, and they would bear the brunt of the proposed cess.

Bottom of Form

Estimates based on the NSSO survey suggest that the richest 10% of households in urban areas will pay a cess of Rs492 per household per annum, while the poorest will pay less than Rs6 per annum in the name of the holy cow, if the cess is implemented. These figures are likely to be under-estimates, as NSSO surveys

typically underestimate consumption, especially of the rich. The financial implications of the cess will be different if it is imposed on other petroleum products as well.

While this is the first time a politician has called for a cow cess on petrol, the idea of a tax to fund cow welfare is not new. Rajasthan levies a 10% surcharge on stamp duty to raise money for cow protection, a move that was announced in this year's budget. The state government has said that it needs anything between Rs200 crore and Rs500 crore to take care of its cattle population of above 5 lakh. The Punjab State Power Corporation imposes a cow cess on power bills, as do various municipal corporations across the state on different services and goods.

Given this reality, a central cow cess won't be very surprising in 'New India'.

Tadit Kundu contributed to this analysis.

## **Amsterdam to host Dairy International Summit 2017 on October 26 and 27**

Monday, 10 July, 2017, 08 : 00 AM [IST]

Our Bureau, Bengaluru

<http://www.fnbnews.com/Dairy-Products/amsterdam-to-host-dairy-international-summit-2017-on-october-26-and-27-40808>

The theme of the 2017 edition of the Dairy International Summit, which is a part of the Duxes Dairy series and slated to take place in Amsterdam on October 26 and 27, is Win-win cooperation between the European Union (EU) and the Emerging Markets.

Its objective is to provide an analysis of dairy market conditions in Europe and emerging markets around the world.

The event will focus on such topics as quality and safety [including testing, packaging and the digitisation of farm management policy updates, including the free trade agreements (FTAs) between the EU and the Association of South-east Asian Nations (ASEAN)].

It will focus on Russia's ban on western food imports, China's new e-commerce rules for dairy products and suggestions for how European exporters should react to them.

The emphasis will be on the liquid milk sector, in particular the research and development (R&D) trends for milk-based beverages and dairy alternatives.

The organisers stated that discussions would come forth from leading professionals on infant formula milk powder marketing in China and opportunities in the Asia Pacific cheese market.

An overview of the ultra-high processing (UHT) milk market in Europe will be provided along with the development trends, production risks and marketing strategies.

The participants will have an opportunity to hear from dairy producers in the emerging markets about farm management and the safety challenges they face.

Dairy producers who attended the previous essays of the event included Nestle, Lactalis, Danone, Fonterra, Dairy America, Arla, Saputo, Sodiaal, Murray, Leprino Foods, Vinamilk and Meiji. These companies represented countries like Switzerland, Denmark, Germany, Belgium, Turkey, Norway and Japan.

The EU is a major player in the world dairy market, as a lead exporter of many dairy products. Research has shown that nearly half of all revenue for some leading dairy companies in the EU comes from international business.

However, in recent years, the EU dairy market has become challenging due to several factors, including the abolition of the EU quota system, increased production from European farmers and the Russian ban on EU dairy products.

The rise of emerging markets has provided a great opportunity for EU dairy companies. At the same time, there is a growing need for information on conditions and government policies in emerging markets. Dairy companies that want to capitalise on a growing global market will need to tap into emerging markets.

The summit will gather industry leaders and experts to discuss a wide range of issues related to the dairy industry in Europe and emerging markets, including the dairy market conditions, R&D trends, innovations for milk-based beverages and milk alternatives, and quality and safety control for dairy products across the industry chain. Attendees will also be provided with a platform to share their experiences and opinions regarding the dairy industry.

## **Hatsun partners GEA to set up milk plant in TN at Rs 120 crore**

By Ashish Kulshrestha, ET Bureau |

Updated: Jul 12, 2017, 06.41 PM IST

<http://economictimes.indiatimes.com/industry/cons-products/food/hatsun-partners-gea-to-set-up-milk-plant-in-tn-at-rs-500-crore/articleshow/59562765.cms>

India's largest private dairy player, HatsunBSE -3.00 % Agro, has tied up with Germany-based GEA to set up a 6.5 lakh litre capacity plant at Dharapuram in Tamil Nadu at an investment of Rs 120 crore.

GEA is a leading supplier of equipments to dairy and food processing industry and has helped companies like Amul to set up their largest processing plants in India. It is currently working with the Karnataka Milk federation to set up a milk powder plant.

The plant is designed to handle 6.5 lakh liters of milk per day to produce 3 lakh litres per day market milk in pouches and 1.5 liters per day of curd. It is expected to be the fourth largest plant and their sixteenth manufacturing unit. The plant is expected to be fully operational by early 2018.

RG Chandramogun, managing director, Hatsun Agro, said the latest project involves an investment of Rs 120 crore. Hatsun had earlier announced an investment of Rs 850 crore till 2018 in boosting capacities and

other business segments.

Abhay Chaudhari, Country managing director, GEA India Cluster, said, “The plant is fully automated for processing and packaging of liquid milk and curd. MIS reports can be generated to capture data regarding process parameters, production and packaging making it highly responsive and efficient.”

## **GST to benefit co-op sector in long run: Sodhi**

Posted in [Dairy, Featured](#) on July 04, 2017 by [Ajay Jha](#)

<http://www.indiancooperative.com/dairy/gst-to-benefit-co-op-sector-in-long-run-sodhi/>

GST India is three days old and if R S Sodhi, MD of the biggest dairy player in the country GCMMF is to be believed, the experience has been good. Sodhi says the implementation of GST has been smooth so far, as Amul implemented it from the zero hour itself.

Calling GST a tax regime which would ultimately prove beneficial for the cooperative sector Sodhi says “ as cooperatives we had to shell out 2% CST which was not applicable to private players; now that is gone and co-ops may start on a level playing field vis a vis companies.”

Being one of the firsts to implement it from the Friday midnight, GCMMF followed GST call in all its 69 plants as well as with more than 5000 of its distributors. “There were some issues in downloading forms in our transportation wing but that was a minor issue”, Sodhi clarified.

GCMMF MD does not see much of a hassle in its implementation in future also in so far as dairy industry is concerned. Sodhi also said not much change is expected in the revenue of the cooperative behemoth in the wake of implementation of Goods and Services Tax.

If the prices of some items have been reduced, on others rates have gone up neutralizing the negative impact. But the rate of liquid milk post GST remains unquantified so far. The rate is being estimated in the light of GST and it may increase. “Calculations would be final by the month end”, said Sodhi hinting at the likely price-hike.

While Amul has reduced the prices of milk products by 6 to 7 per cent it has effected a similar increase in other categories as well. While prices of milk products such as paneer and baby food, dairy whitener, cream etc have been lowered, prices of ghee and other products falling into higher GST tax slab have been increased, underlined Sodhi.

Dairy products are being processed in Amul’s plant at new rates, MD clarified.

## Danone enters agreement to sell Stonyfield to Lactalis for \$875 million

Tuesday, 04 July, 2017, 08 : 00 AM [IST]

Paris

<http://www.fnbnnews.com/Dairy-Products/danone-enters-agreement-to-sell-stonyfield-to-lactalis-for-875-million-40781>

Danone has entered into a binding agreement with Lactalis to sell Stonyfield, one of its dairy subsidiaries in the United States, for a purchase price of \$875 million, representing 20 times its earnings before interest, taxes, depreciation and amortisation (EBITDA) in 2016. Stonyfield generated a turnover of approximately \$370 million in 2016.

The divestiture is part of the agreement reached on March 31, 2017 with the United States Department of Justice (DOJ) in connection with Danone's recently-closed acquisition of WhiteWave. The closing of the divestiture is subject to the customary conditions, including final approval by DOJ, and is expected in the third quarter of this year.

## Windfall for cos as consumers shift to branded dairy products

July 03, 2017 12:22 IST

<https://m.rediff.com/business/report/windfall-for-cos-as-consumers-shift-to-branded-dairy-products/20170703.htm>

Parag Milk Foods, Prabhat Dairy, Hatsun Agro and other dairy companies are sharpening their gaze on the retail space and buttering up their customers with new offerings be they butter, cheese, flavoured lassi or ice cream.



IMAGE: Consumption of dairy products is going up in India's urban areas. This Chandigarh farmer, while he waits to sell his wheat crop, enjoys his ice cream. Photograph: Ajay Verma/Reuters.

As customers across the country shift from unpackaged to packaged dairy products, be it butter, yoghurt, ghee or, ice-creams and consumption of value added dairy products such as cheese goes up in urban homes, private dairies are out to milk the phenomenon.

From being vendors to big brands like Amul, Mother Dairy, Nestle and others, more and more dairies are focusing on the business-to-consumer segment to improve margins and ride the rising consumer interest in branded dairy.

Luring companies in, is the promise of better margins. The business-to-consumer (B2C) segment accounts

for far better margins (around 20-25 per cent) compared to the business-to-business (B2B) segment (where margins are lower at 8-11 per cent although this varies widely among the players).



IMAGE: Customers across the country shift from unpackaged to packaged dairy products. Cans of evaporated milk are being packed in this Nestle plant at Moga, Punjab. Photograph: Munish Sharma/Reuters.

Companies are further encouraged by changing consumption habits. Consumers are switching from unbranded to branded ware in categories such as yoghurt and ghee.

## Vijaya Telangana hikes milk prices despite 0 per cent GST

By [J Deepthi Nandan Reddy](#) | Express News Service | Published: 02nd July 2017 10:22 AM |

Last Updated: 02nd July 2017 10:23 AM | A+A A- |

<http://www.newindianexpress.com/business/2017/jul/02/vijaya-telangana-hikes-milk-prices-despite-0-per-cent-gst-1623090.html>



HYDERABAD: At a time when milk has been exempted from GST and dairy brands are set to pass on benefit to consumers, Vijaya Telangana, a dairy brand owned and run by Telangana State Dairy Development Cooperative Federation (TSDDCF) has hiked the prices of milk from Saturday.

Vijaya Telangana dairy, with a processing capacity of about 4 lakh litres of milk, supplies about 4 lakh litres daily. But, the firm has increased the price by `3 on whole milk and `1 on toned milk, effective from Saturday.

TSDDCF procures about 3.2 lakh litres of milk daily and supplies about 3.5 litres in Hyderabad market alone. This is not the first time Vijaya Telangana has hiked prices this year.

“We have increased the milk procurement price for farmers earlier and also the operational expenses have risen. We have raised rates only to make it viable and it has nothing to do with GST,” said Praveen Kumar, a senior official from Vijaya Telangana.

Besides supplying milk, Vijaya Telangana also produces value added products like lassi, buttermilk, flavoured milk and others.

While still it hasn't changed the price of value added products, increasing milk prices is set to give other dairy players, both public and private, an opportunity to further penetrate the dairy market, which according to dairy sector insiders say sells 15 to 18 lakh litres daily. Amul, Mother Dairy, Jersey, Heritage and others are the market leaders in Hyderabad. Already home-grown dairy brand Heritage Foods has reduced the price of value added products like doodhpeda and milk cake by `30 per kg to pass on the GST benefits.

## Amul to procure milk from Nepal, Sri Lanka

[Prashant Rupera](#) | TNN | Updated: Jul 1, 2017, 06.23 AM IST

<http://timesofindia.indiatimes.com/city/vadodara/amul-to-procure-milk-from-nepal-sri-lanka/articleshow/59395000.cms>

VADODARA: After commencing operations in [United States](#)(US) about two years back, the Kaira District Co-operative Milk Producers Union Limited (KDCMPUL) popularly known as [Amul Dairy](#) will now start milk procurement in Nepal and Sri Lanka.

The dairy has received approval for starting procurement in these two neighbouring countries during its 71st annual general body meeting held in [Anand](#) on Friday.

"We are expanding our milk procurement and processing base in four states including [Assam](#), Bihar, Odisha and Tamil Nadu. To begin with we will start milk procurement in districts bordering the Indo-Nepal belt whereas we are in talks with the government of Sri Lanka to start procurement there," said [Amul](#) Dairy's managing director Dr K Rathnam.

"Both Nepal and Sri Lanka have huge potential in terms of dairy development," said Rathnam, adding that milk procured through village level societies in Nepal will be processed at Amul Dairy's plant in Sikkim, located 7 km from Nepal border.

## Fitness enthusiast Bipasha Basu launches nutritional supplements series

01 JULY 2017 Last Updated at 11:28 PM

<https://www.outlookindia.com/newscroll/fitness-enthusiast-bipasha-basu-launches-nutritional-supplements-series/1089750>

New Delhi [India], July 2 : Bollywood actor and fitness enthusiast Bipasha Basu unveiled a new brand of nutritional products 'Proquest Nutrition' from VRS Foods Ltd, a health and nutrition company that marks its entry into the sports nutrition segment with this brand

[New Delhi \[India\]](#), July 2 : Bollywood actor and fitness enthusiast [Bipasha Basu](#) unveiled a new brand of nutritional products 'Proquest Nutrition' from [VRS Foods Ltd.](#) a health and nutrition company that marks its entry into the sports nutrition segment with this brand.

In the lines of the 'Make in India' initiative of Prime Minister [Narendra Modi](#) to transform India into a manufacturing hub, VRS Foods Ltd has formulated a new range of milk whey protein supplements, which adhere to international standards of quality and offer unmatched benefits keeping up with the demand of increasingly fitness conscious consumers.

'Proquest Nutrition offers wide range of products in the category of whey protein isolate and concentrate, muscle builder, weight gainer and workout aids made with the finest and premium quality of milk whey protein that gives you the power to outshine.

Speaking on the product, Bipasha said, "It is extremely important for the young generation to realize that fitness is not just a goal for your body, rather it has to be a way of life. Essentially being healthy is at the root of fitness. An active body can successfully keep many diseases and ailments at bay. However, while being active and exercising it is equally important to fulfill the nutritional requirements of your body."

"At VRS Foods, we keep gauging the needs of our varied customers and constantly evolve ourselves to ensure that we meet their requirements. We are extremely happy to announce that we are now entering the workout nutrition segment with a series of products under the banner of Proquest Nutrition. We are sure fitness enthusiasts will love these products and use them to fulfill their different workout goals," says [Rajendra Singh](#), managing director at VRS Foods Ltd.

## Health/Awareness

## Fermented Milk and Food Items May Help Cancer Survivors

A recent study published in the journal Dairy Science suggests kefir - a type of fermented milk-based drink - to have benefits for cancer survivors.

[All India](#) | [NDTV Food Desk](#) | Updated: July 14, 2017 12:05 IST

<http://www.ndtv.com/india-news/fermented-milk-and-food-items-may-help-cancer-survivors-1724657>

Fermented foods have long been touted as some of the most beneficial food items for human health. According to Shilpa Arora, ND, a renowned Health Practitioner, Nutritionist and certified Macrobiotic Health Coach, "fermented foods are highly nutritious and easier to digest owing to the presence of the beneficial micro-organisms that are involved in the fermentation process". These are excellent for the gut, great for skin and hair health as well as for the overall health.

A recent study published in the journal Dairy Science, suggests kefir - a type of fermented milk-based drink - to have benefits for cancer survivors. Experts noted that people on cancer medication may often experience digestive issues. Fermented products soothe the digestive system and promote gut bacteria growth. Kefir consumption, in particular, was found to be beneficial in cancer survivors as it is a good source of protein and carbs and also facilitated the recovery process in patients. Some of the notable features of kefir consumption were found to be its anticarcinogenic properties and the ability to reduce or prevent intestinal infections and other gut-related issues.

### What is kefir?

"Kefir is made from gelatinous white and yellow particles called "grains". The grains contain the bacteria/yeast mixture clumped together with casein (milk protein) and polysaccharides (complex sugars)," noted Shilpa. There is nothing like kefir to restore the inner ecology of the body. It can aptly be called a natural antibiotic made from milk! Kefir can be likened to drinking some yogurt drink with a kick of tartness.

### Fermented foods

Addition of fermented foods in regular diet is highly recommended by health experts and fitness coaches all across. Some food items that can easily be a part of your daily meal plan can include, dhokla, idi, dosa (in moderation), miso, curd, lacto-fermented vegetables like kimchi, kanji, et cetera.

## Should you boil pasteurized milk?

Pragya Sood | TNN | Jul 11, 2017, 12.55 PM IST

<http://timesofindia.indiatimes.com/life-style/health-fitness/diet/should-you-boil-pasteurized-milk/articleshow/59541888.cms>

The dilemma of boiling or not boiling our favourite Indian drink, milk, has crossed many of us. With new technology coming in every second day, it is scary for us to let go of our ancient practices. It is this debate of what our parents followed and what we need to follow that let us to this pertinent question - Should we boil milk or not?

### What is pasteurization?

A method invented in the 19th century, pasteurization involves heating milk to an extremely high

temperature and then quickly cooling it before it goes for packaging or bottling. This helps keep the milk fresh. The method of pasteurization is best to kill bacteria present in milk which can be harmful for us. Dangerous bacteria such as salmonella can affect our health in more ways than one.

Milk is heated upto 161.6 Fahrenheit for 15 seconds and then immediately cooled. This process is known as high temperature short time pasteurization, which is the most common method used across India and many parts of the world.

### **Will boiling [pasteurized milk](#) help?**

While India is used to the tradition of boiling fresh dairy milk, experts feel that this practice has lingered on even with the newly packaged pasteurized milk. Professor Saurabh Gupta, Food Cooperation of India ([FCI](#)) says, "When we are heating milk to such a high temperature during pasteurization, we are increasing its shelf life. If we boil this milk further, we end up lessening its shelf life."

According to Dr Saurabh Arora, founder, food safety helpline.com, there is no need to boil pasteurized milk at all. "As it has already been given heat treatment during pasteurization, milk is microbe free. Therefore, there is no need to boil this milk further, which was ideally the reason why people started boiling dairy milk in the first place."

The newly packaged pasteurized milk is now fortified with the added benefits of many vitamins. If we boil pasteurized milk, we end up diminishing its nutritive value. "When it is done at an industrial level, the process is called flash pasteurization, which reduces the total degradation of milk. But when we boil the same milk at home, we end up wiping out its nutritive value because we do it at a lower temperature for a prolonged period of time. This causes a heat loss effect," says Dr Arora.

The common misconception of boiling even pasteurized milk is due to two reasons, firstly, since it is inbuilt in our system, consuming milk straight out of a tetra pack or plastic pack does not seem right to many and secondly, it is falsely believed that the shelf life of 'boiled' milk is more.

"Pasteurized milk can be stored at less than 4 degree Celsius for atleast seven days. If you boil this milk, you are only lessening this time period. The nutritive value of simple pasteurized packeted milk and tetra-pack milk is comparable. Boiling them will only damage their nutritive value," says Dr Anil Kumar, assistant professor, department of food science and technology, GB Pant university.

## **E-way bill system in GST to come from October**

Jul 09, 2017, 12.59 PM IST

[http://economictimes.indiatimes.com/news/economy/policy/e-way-bill-system-in-gst-to-come-from-october/articleshow/59512407.cms?utm\\_source=APPusers&utm\\_medium=whatsappshare&utm\\_campaign=socialsharebutton](http://economictimes.indiatimes.com/news/economy/policy/e-way-bill-system-in-gst-to-come-from-october/articleshow/59512407.cms?utm_source=APPusers&utm_medium=whatsappshare&utm_campaign=socialsharebutton)

NEW DELHI: The GST provision, requiring any good more than Rs 50,000 in value to be pre-registered online before it can be moved, is likely to kick in from October after a centralised software platform is ready, a top official said.

The provision, called the e-way bill, would be implemented after infrastructure for smooth generation of registration and its verification through hand-held devices with tax officials is ready.

The information technology platform for the e-way bill system is being developed by the National Informatics Centre (NIC) along with GST-Network -- the company which has developed the IT backbone for the new indirect tax regime.

The Centre has also decided to relax the timeline provision under which the e-way bill generated by GSTN for 20 days for goods travelling more than 1,000 km. Earlier, this was 15 days.

As per the provision, GSTN would generate e-way bills that will be valid for 1-20 days, depending on the distance to be travelled -- one day for 100 km, 3 days (100 to less than 300 km), 5 days (300-less than 500 km) and 10 days (500-less than 1,000 km).

The GST Commissioner may extend the validity period of the e-way bill for certain categories of goods.

"We hope the e-way bill can be implemented in three months time as by then, we hope to develop the infrastructure for the consolidated e-way bill," a top official said.

Although the Goods and Services Tax (GST) has been rolled out from July 1, a centralised e-way bill could not be implemented as the rules and forms were not ready.

"The e-way bill rules may be taken up at the next meeting of the GST Council on August 5. After the rules are in place, the NIC and GSTN would develop an all-India platform for a consolidated system," another official said.

Since states like West Bengal, Kerala, Bihar, Odisha and Andhra Pradesh already had a robust e-way bill system, the GST Council in its meeting last month has allowed the states having e-way bill rules to continue with the existing form till a central format is built.

Originally, GSTN was to develop the e-way bill platform, but last month only the GST Council decided to rope in NIC to develop it since it was felt that in the initial days of GST roll out, GSTN would be busy with other works like solving issues like registration and invoice generation.

The draft e-way bill rules, which was made public in April, provide that the person-in-charge of conveyance will be required to carry the invoice or bill of supply or delivery challan, and a copy of the e-way bill or the e-way bill number, either physically or mapped to a Radio Frequency Identification Device (RFID) embedded onto the conveyance.

The rules authorise the tax commissioner or an officer empowered by him on his behalf to intercept any conveyance to verify the e-way bill or the number in physical form for all interstate and intra-state movement of goods.

Physical verification of conveyances can be carried out on specific information of evasion of tax, as per the rules.

The officer will be required to submit a summary report of every inspection of goods in transit within 24 hours and the final report within three days of inspection.

## घरों तक पहुंच रहा मिलावटों दूध, बढ़ रहा गंभीर बीमारियां

By Prabhat Khabar | Updated Date: Jul 5 2017 8:11AM

<http://www.prabhatkhabar.com/news/patna/story/1016391.html>



अधिकारियों का लापरवाही : यूरिया, डिटजट पाउडर व शंपू से बन रहा है नकलौ दूध

पटना : राजधानी के बाजारों में नकलौ व मिलावटों दूध का व्यापार बढ़ गया है. सख्त कानून के बाद भी दूध बनाने के लिए खतरनाक केमिकल का इस्तेमाल किया जा रहा है. इस कारण हर उम्र के लोग गंभीर बीमारियां का चपेट में आ रहे हैं. शहरों में बच्चों का हार्मोनल ग्रोथ उम्र से अधिक हो रहा है. लोग पेट संबंधी बीमारियां का चपेट में भी आ रहे हैं. चिकित्सकों का मान, तो युवाओं में डिप्रेशन का बहुत बड़ा कारण बीमार गाय व भस का दूध का सेवन करना है. ऐसे जानवरों को ऑक्सीटॉक्सिन इंजेक्शन देकर दूध निकाला जा रहा है. लेकिन, स्वास्थ्य विभाग व खाद्य सुरक्षा के अधिकारों लापरवाह बने हुए हैं. नकलौ यानी सिंथेटिक दूध में यूरिया, डिटजट पाउडर व फैट के लिए वनस्पति मिलायी जाती है.

नकलौ दूध का पहचान का यह है तरीका

हो सकती है गंभीर बीमारी

स्लाइड टेस्ट : जब स्लाइड से दूध का पहचान करगे, तो दूध स्लाइड पर डालते ही उसका स्पीड कम हो जायेगी और वह जगह-जगह पर दाग छोड़ते आगे निकलेगा. लेकिन, नकलौ दूध रहेगा और इसमें पानी व यूरिया मिला होगा, तो वह स्लाइड पर तेजी से निकलेगा और दूध का दाग कहीं नहीं होगा.

सिंथेटिक दूध : सिंथेटिक दूध यूरिया, डिटजट पाउडर, सोडियम बाई कारबोनेट व फैट के लिये वनस्पति डाला जाता है. दूध को अगर पहचान करनी हो, तो झाग से पता चल जायेगा. क्योंकि, जब दूध को एक से दूसरे बरतन म डाला जाता है, तो झाग निकलता है, जो असली दूध से नहीं निकलता है.

खतरनाक है यह मिलावट

पटना : जीएसटी लागू होने से बीकॉम और एमकॉम के सिलेबस पर भी प्रभाव पड़ गया है. एमकॉम करने वाले स्टूडेंट्स खास कर अभी ज्यादा परेशान है. बीकॉम और एम कॉम के नये सत्र म एडमिशन लेने वाले स्टूडेंट्स कॉलेज और यूनिवर्सिटी से जानकारों जुटा रहे ह कि क्या सिलेबस चज होगा? क्या जीएसटी का पढ़ाई किस प्रकार होगी. इस सभी सवालों पर कुलपति ने पदा डाल दिया है.

पीयू कुलपति प्रो रास बिहारी प्रसाद सिंह ने कहा है कि जीएसटी का पढ़ाई कॉलेज व विभाग म होगी. कॉलेज व विभाग को अपने स्तर से तैयार करनी होगी., जो टांचर टैक्स पढ़ा रहे ह वहाँ जीएसटी भी स्टूडेंट्स को पढ़ायगे. कुलपति ने कहा कि सत्र शुरू हो गया है इस कारण अभी कुछ नहीं हो सकता. अगले सत्र से सिलेबस म एक पेपर जीएसटी भी जुड़ेगा. इसका प्रक्रिया विभाग को शुरू करनी होगी. वहाँ वाणिज्य महाविद्यालय के प्राचार्य प्रो बीएन पांडेय ने कहा है कि बीकॉम और एमकॉम म जीएसटी का पढ़ाई होगा. इसके साथ ही जीएसटी का अध्ययन भी होगा, क्योंकि अभी बहुत सारा बात जीएसटी म आयेगा और उसी के अनुरूप पेपर तैयार होगा. पेपर तैयार होने के बाद इसे एप्रूवल के लिए भेजा जायेगा.

ऑक्सीटॉक्सिन : डॉ राजीव रंजन के मुताबिक जो मिल्क मैन दूध निकालने के पहले गाय व भस म ऑक्सीटॉक्सिन का प्रयोग करते ह. उस दूध को पीनेवालों के शरीर पर जल्द ही असर दिखने लगता है. यह लड़कियाँ म हार्मनल क्षमता को बढ़ा देता है और उनका शारीरिक बनावट म तेजी से परिवर्तन होने लगता है.

लैब टेस्टिंग : जब लैब टेस्टिंग के लिए दूध को ले जाया जाता है, तो उसका सही जांच दो घंटे के भीतर कर लेनी चाहिए, वरना रिजल्ट सही नहीं आता है. दूध को जांच म भेजते समय ध्यान देना चाहिए कि दूध को ठंडा बरतन म लेकर जाएं, ताकि जांच के दौरान वह फटे नहीं, वरना उसका जांच नहीं हो पायेगी.

ये बीमारियाँ हो सकती ह : इस कारण से बच्चों का ग्रोथ तक कम होता है. उल्टा-दस्त भी होने लगता है. एलर्जी के साथ लिवर व किडनी तक डैमेज होने का खतरा बढ़ जाता है. डॉ सुधांशु सिंह ने कहा कि नकली दूध के कारण कई तरह का एलर्जी बच्चों म हो जाती है.

क्या है सजा

नकली दूध बेचने वालों के लिए आजीवन कारावास का सजा निर्धारित है, लेकिन जांच म देरों के कारण नकली दूध के खेल से जुड़े लोगों को पकड़ना मुश्किल हो जाता है.

दूध के संपल का जांच के लिए पहले मशीन व केमिकल का कमी थी. लेकिन, अब मशीन आने के बाद दूध का जांच लैब म शुरू हो गयी है. यहां पर लोग खुद भी जांच करा सकते ह, जिसके लिए सरकार का ओर से राशि तय है. डीओ का ओर से संपल आने पर उसका कोई कॉस्ट नहीं लगता है.

महद्र प्रताप सिंह, खाद्य विशेषज्ञ, अगमकुआं

मिलावटों दूध को लेकर पूव म छापेमारो हुई है. पटना जंकशन स्थित दूध बाजार से कई लोटर दूध बहाया भी गया था, लेकिन जांच म नकलौ दूध का बात सामने नहीं आयी. पिछले साल मिल्क मैन से भी दूध के संपल लेकर जांच करायी गयी थी, जिसम पानी का मात्रा अधिक पायी गयी थी.

सुदामा, डीओ, खाद्य सुरक्षा

## Will PM Modi bring from Israel a gift for India's distressed farmers?

BY ECONOMICTIMES.COM | JUL 04, 2017, 05.27 PM IST

<http://economictimes.indiatimes.com/news/politics-and-nation/will-pm-modi-bring-from-israel-a-gift-for-indias-distressed-farmers/articleshow/59440110.cms>

NEW DELHI: While on his three-day visit to Israel starting Today, Prime Minister Narendra Modi will remember a slogan he coined for Indian agriculture—'per drop, more crop'. An arid country that has managed to turn into a horticultural wonderland, Israel is known for its cutting-edge irrigation technology. And PM Modi is likely to bring that technology and expertise to India.

India and Israel are expected to sign an agreement to create a \$40 million research and development fund for joint innovation in agriculture and other areas. The fund will be used by industry in both the countries for developing collaborative R&D practices and joint product development.

Vagaries of monsoon have rendered agriculture into a highly risky enterprise in India. That's why PM Modi backed his slogan with an irrigation scheme, Pardhan Mantri Krishi Sinchai Yojna. Union budget 2017 proposed to create a micro-irrigation fund of Rs 5,000 crore with Nabard. The budget also provided an additional Rs 20,000 crore for the long-term irrigation fund under Nabard, which was allocated a similar amount last year when the fund was set up.

Successive governments have failed to increase the area under irrigation, which still stands at about 40% of the total cropped area of the country. Hence, micro irrigation systems play crucial role as drought mitigation tools.

Israel is already helping Indian farmers grow better produce with cost-efficient means. Under the India-Israel Agriculture Project, Israel has been setting up centres of excellence in agriculture since 2008. Out of the proposed 26 such centres, 15 have already been set up. The centres aim to help horticulture with crop diversity, productivity and recourse use efficiency by implementing Israeli technology and know-how. Apart from horticulture crops, centres for cut flower and seed production, bee keeping and dairy have also come up in the country.

In Israel, cutting-edge agricultural technology will be demonstrated to PM Modi. This will include a unique artificial intelligence system for plant irrigation.

## **GST impact: Dairy companies see no revenue change; say consumer will be the king**

By Madhvi Sally, ET Bureau |

Updated: Jul 03, 2017, 01.14 AM IST ..

<http://economictimes.indiatimes.com/industry/cons-products/food/gst-impact-dairy-companies-see-no-revenue-change-say-consumer-will-be-the-king/articleshow/59416212.cms>

NEW DELHI: Amul has reduced prices of cottage cheese, dairy whitener and baby food, increased the price of ghee and left cheese, butter and ice cream unchanged after the Goods and Services Tax regime kicked off on Saturday.

Producers of pickles, jam, tomato ketchup, however, complained that GST had raised the taxation level and said sales had slumped after the onset of the new regime, while sellers of branded rice and wheat flour said their distributors had issues with the new system. RS Sodhi, managing director, Amul said implementation of GST had been normal.

"We don't expect any major change in revenue with implementation of GST. The consumer gets to gain. As there was substantial increase in tax for ghee we have increased prices by Rs 25-30 a kg. Cheese, butter and ice cream prices have not been changed as increase was marginal. However, we reduced prices of milk products which came under a lower slab by 5% like dairy whitener, paneer, baby food and cream."

Nitin Seth, MD at GD Foods, the maker of Tops brand of food products, said there was a slump in demand on the first day with modern retail stores -Kendriya Bhandar, Easy Day and others not doing the billing as systems were being updated for GST, and they were only selling essential commodities with manual billing. "Everyone is trying to understand how things will work. We have not increased retail prices yet."

Rakesh Jain of Rajdhani Group said they have increased wheat flour (atta) prices by 5%. "Implementation is a challenge as 90% of bulk packing of 50 kg is being sold unbranded. No one (distributor or retailer) is buying as of now. The other challenge is that retailers have not registered for GST," he said.

Priyanka Mittal, director at KRBL, which owns India Gate basmati said the company was GST ready. "The shocker is distributors have not placed orders as they expect GST on branded basmati to be reversed from 5% to zero."

## **Nestle everyday dairy products going to be cheaper after GST**

<https://www.theindianwire.com/news/nestle-everyday-dairy-products-going-cheaper-gst-18159/>



After GST implementation, Nestle Everyday Dairy will become cheaper and company said that it will pass on the benefits to customers.

The hottest trending topic right now is the GST which will implement from July 1. Pre-GST implementation, Nestle India announces that it will pass on benefits of reduced tax under GST on products such as milk powder to customers.

After GST implementation, there will reduction in the rate on milk powders as well as on Nestle Everyday Dairy. While there will be no tax on fresh milk.

Nestle India announced that “In categories where there are reductions in taxes, appropriate price reductions would be put into effect for stocks manufactured from July”. It also added that there would be a transaction time before new price stocks are available in the market.

Suresh Narayan, Nestlé India Chairman & Managing Director said “We believe that over time, this (GST) will unleash economies of scale and economies of efficiencies that can be quite significant”.

In preparation for GST rollout, Nestle has engaged and trained over 3,500 suppliers, over 1,600 distributors covering the entire direct value chain of the company, with awareness programmes across India.

It helps farmers get real-time alerts on the actual water needs of plants in their fields.

This technology can help water-starved regions in India, especially Marathwada in Maharashtra and Bundelkhand in Uttar Pradesh.

Agro Web Lab, which has developed this technology, says they are working on a big-data solution that would allow even very small farmers to enjoy the benefits of the vast amount of data collected by the

growth-based irrigation systems.

The big-data irrigation solution can send accurate and dynamic irrigation regime to the cellular phone of a farmer who does not need to install any hardware in the field.

With its latest technology and advanced expertise in agriculture, Israel can surely help PM Modi fulfill a promise he repeats often in his rallies—to double farm income by 2022.

## Ghee – A Healthy Option in Your Meals

[http://www.consumer-voice.org/Product-Tested\\_Consumer-voice-report-ghee](http://www.consumer-voice.org/Product-Tested_Consumer-voice-report-ghee)



For most of the Indians, ghee is and has always been a part of everyday life. It is used generously on parathas, rotis and even in dal. Ghee is still much in demand in Indian kitchen even though olive oil, rice bran oil and refined oil has made inroads. However, ghee which is supposed to be pure form of fat is also adulterated these days. Many new players have entered the market and with it the tussle over which is the best! Consumer Voice therefore has decided to test 14 top ghee brands on parameters which include milk, fat, Vitamins A and E adulteration facts (with vegetable fats and animal body fats etc).

Brands Tested: Fourteen regular selling brands of Ghee (six brands of Desi Ghee & 8 brands of Cow Ghee) were selected for comparative testing are as follows:



Cow Ghee Brands: Anik, Amul, Paras, Patanjali, Ksheer, Gowardhan, Motehr Dairy, Navdanya

Desi Ghee Brands: Milkfood, Mother Dairy, Nestle Milkmaid, Ananda, Amul, Madhusudhan

Key Findings

In Desi ghee category Mother dairy performed on top and in Cow Ghee Patanjali performed on top. Desi Cow Ghee Navdanya which is costliest Rs. 2000 per kg scored over all the brands tested.

All brands were found safe to consume.

There was no adulteration of vegetable fat and animal fat.

Most of the brands passed the regulatory requirements.

BR reading of Anik and Paras and Amul were found to be lower than the specified value.

Polenske Value of Paras and mother dairy were found to be lower than the specified limit.

FSSAI number was not marked on madhusudan brand.

Highest vitamin A was found in Gowardhan cow ghee and lowest in Madhusudan desi ghee.

### Benefits of Ghee

Ghee has made a remarkable comeback in Indian homes after being relegated a few years back. Several researches have proved time and again that ghee has its own benefit and is now considered the new superfood.



Enhances physical and mental strength

Enhances eyesight and keeps muscles and tendons healthy

Improves digestion and strengthens immunity

Hydrates and brightens the skin

### CV Recommendation

Top Performer – Cow Ghee

Patanjali, Govardhan, Ksheer

Top Performer – Desi Ghee

Mother Dairy

Tip: While buying ghee remember to check the label. If it is written 'vegetable ghee' chances are this is

not traditional ghee and may contain trans fats.

How much ghee is healthy

People should have 3 teaspoons (15g / 1 tablespoon) of desi ghee per day to get all benefits. Preferably one teaspoon of pure ghee, three times a day will do the job.

## Regulatory/Legal

### Two held for selling adulterated milk

TNN | Jul 13, 2017, 08:10 AM IST

<http://timesofindia.indiatimes.com/city/rajkot/2-held-for-selling-adulterated-milk/articleshow/59565288.cms>

RAJKOT: Two brothers were booked in Kagvad village near Virpur town for [selling adulterated milk](#) on Wednesday.

Manoj Bharwad and his brother Ramji used to mix milk powder, vanaspati ghee, palmoline oil and glycerine in cow milk to increase its fat content. The [adulterated milk](#) was then sold in the local milk cooperatives, said [Kunal Patel](#), police sub-inspector of the rapid response cell that conducted the raid at their house.

The accused mixed 2 litre of all other ingredients in 70 litre cow milk, which resulted in increased fat content and fetched more price in the cooperatives.

"Earlier, the brothers had milch cattle at home. But since six months they did not have any animals and had started producing adulterated milk," said Patel

The RR cell team seized 210kg of milk power, 30 tins of vanaspati ghee, three tins of palmoline oil and 5 litre glycerine as well as their jeep which in total are worth Rs 7.13 lakh.

The [Food and Drugs Control](#) Authority (FDCA) has also taken samples for testing.

### Chamber plea to clear the air on milk controversy

<http://www.thehindubusinessline.com/news/national/chamber-plea-to-clear-the-air-on-milk-controversy/article9758325.ece>

COIMBATORE, JULY 10:

The Indian Chamber of Commerce and Industry, Coimbatore, has appealed to the TN government to put an end to the controversy over milk adulteration.

The farmers, milk industry and consumers are all under great pressure, said Vanitha Mohan, President, ICCIC.

"It is time to put an end to this controversy which has been going on for weeks now in the interest of all. The Food Safety and Standards Act, 2006 gives enough powers to the state government to set standards for various varieties of milk. It also has the machinery to enforce these standards and issue certificates of compliance," she said and pointed out that the recent videos on milk adulteration coupled with the Dairy

Development Minister's statement on the issue had increased the apprehensions in the minds of the public.

## Minister told not to make remarks against pvt milk producers

Mon, 10 Jul 2017-11:10pm , PTI

<http://www.dnaindia.com/business/report-minister-told-not-to-make-remarks-against-pvt-milk-producers-2497889>

The Madras High Court today ordered state Minister for Milk and Dairy Development Rajendra Balaji to give it the names of adulterated milk producers with proof, while barring him from making disparaging remarks against private milk producers in general.

Justice C V Kartikeyan passed the interim order on civil suits filed by three dairy and milk manufacturing companies, Hatsun Agro Product Limited, Dodla Dairy Limited and Vijay Dairy and Farm Products Private Limited.

"I would modify the relief sought for by the applicants by stating that the respondent minister should not issue any disparaging press statements or address reporters indirectly or directly disparaging privately manufactured dairy products or milk products," the judge said.

He said if there was substantial material to prove adulteration, the minister should specify the name of the private company which indulged in it and also produce necessary documents to substantiate his charge.

"This would allay the fear among the general public.

Damaging the reputation and goodwill of private manufacturers in general cannot be permitted. This direction would ensure that the minister makes statements which are substantiated and which can also be rebutted by the affected companies which may or may not include the applicants herein." The firms had approached the Madras High Court to direct the minister to pay Rs one crore each as damages for charging them with indulging in adulterating milk with noxious chemicals, including formaldehyde.

They had also sought to restrain the minister from making any statement or remark and insinuation directly disparaging the plaintiff's milk or milk products prepared and marketed by them, to the media.

Alleging that the Minister was making disparaging statements of adulteration of milk and milk products made and marketed by private companies, they submitted that his remarks were meant to create a sense of fear and panic in the minds of consumers, a sense of disgust and revulsion on milk and milk products manufactured by private dairies as a whole and their product in particular.

The petitioner companies while mentioning the statement by the Central Laboratories, said they had not received any test samples from Tamil Nadu Government.

The companies said it was relevant to note that the minister claimed to have sent milk samples to various lab, which, in fact, later turned out to be a false statement. He had alleged that private companies were influencing lab not to accept samples.

"This fear campaign of the minister stood exposed when the Central Lab at Pune admitted it had not received any sample from Tamil Nadu in the recent past," they said.

The petitioners submitted that they were yet to assess the exact business loss caused due to the campaign of the minister's 'baseless' statements, and added that his accusations have had and continue to have a grave impact on their products and credibility.

The judge, after recording the submissions of the counsel, issued notice to the minister returnable by July 28 and expressed the hope that he would strictly adhere to the observations made above till that date.

## **GST: Penalty, including jail, for manufacturers for not reprinting revised MRP on unsold goods**

Updated: Jul 07, 2017, 05.45 PM IST

[http://economictimes.indiatimes.com/news/economy/policy/gst-penalty-including-jail-for-manufacturers-for-not-reprinting-revised-mrp-on-unsold-goods/articleshow/59488015.cms?utm\\_source=AMPusers&utm\\_medium=whatsappshare&utm\\_campaign=socialsharebutton09/07/17&from=mdr](http://economictimes.indiatimes.com/news/economy/policy/gst-penalty-including-jail-for-manufacturers-for-not-reprinting-revised-mrp-on-unsold-goods/articleshow/59488015.cms?utm_source=AMPusers&utm_medium=whatsappshare&utm_campaign=socialsharebutton09/07/17&from=mdr)

NEW DELHI: Manufacturers will face penalty, including jail, for not printing revised price on unsold and new products under a new GST rule. The Centre on Friday amended consumer protection laws to ensure you are not shortchanged of the benefits manufacturers earn under GST.

Consumer Affairs Minister Ram Vilas Paswan today warned of a fine of up to Rs 1 lakh and a jail term if new post-GST rates are not printed on the inventory in the interest of consumers. A committee of the consumer affairs ministry has been set up to address consumer grievances on GST and even helplines have been increased to 60 from 14 to address tax related queries, he said.

It is mandatory to print revised MRP on the inventory, else stringent action will be taken for violation of the Packaged Commodities Rules, Paswan warned.

Manufacturers have been allowed to clear the unsold stocks by September with new MRP.

The move comes after the Centre allowed traders to sell pre-GST stock with new MRP stickers till September 30. The move to enforce the direction was taken after consumers complained of arbitrary taxes on MRP.

Non-compliance of this will attract a fine of Rs 25,000 for first time offence, Rs 50,000 for second time and up to Rs 1 lakh penalty for third offence onwards and even imprisonment of up to one year, he told PTI separately.

On Thursday, the consumer affairs ministry decided to ban the 'dual' MRP policy, a practice through which sellers charge a higher MRP for their products in certain spaces like malls, airports and hotels.

As per the order, which comes into force starting January 1, 2018, companies will not be allowed to charge

a different price for water, soft drinks or snacks at premium locations.

The decision was taken after an appeal made by the department of legal metrology of Maharashtra (LMO).

The LMO cracked the whip on high profile manufacturers for charging a higher MRP at malls, upmarket restaurants, hotels and airports.

It was observed that the quality, quantity and weight of these products were exactly the same as the ones sold by common kirana stores at a lower price.

In view of the new order, the LMO has now issued fresh notices to companies like Coca Cola, Pepsi, Red Bull, Eureka Forbes, Flipkart, Amazon to desist from the practice of dual MRP and follow mandatory declaration norms for packaged commodities.

Paswan also said the new rates to be printed on the inventory should be communicated to the consumer affairs ministry and advertised for better awareness of consumers.

## Survey/Report

### 2017-2022 India Flavoured Milk Market

[JULY 14, 2017](#)

<http://registrardaily.com/2017/07/13/2017-2022-india-flavoured-milk-market/>

The report description “India [Flavoured Milk](#) Market 2017” presents key sight into the India Flavoured Milk market along with the concept and estimates for the duration 2016 to 2022. The research study covers overall analysis of collective market sectors based on product type, application and study across different regions.

Report scope is as follows:

The Flavoured Milk report analyses numerous growth opportunities which might take this trade to the new level beside the danger factors that may forestall its growth. This report analyses the scope of Flavoured Milk market. This may be achieved by applying Flavoured Milk previous historical information, analysing qualitative insights well, demonstrable projections regarding India Flavoured Milk market size. The projections showed during this Flavoured Milk report are taken from antecedently tried analysis methodologies and hypothesis.

Do Inquiry Before Purchasing Report Here: <https://market.biz/report/india-flavoured-milk-market-2017-rn/108034/#inquiry>

#### Flavoured Milk Market: Overview

The flavored milk industry is one of the fastest growing dairy sectors in the country as the Indian consumers are gradually moving towards milk derivatives namely flavored milk, low fat yoghurt, and buttermilk owing to the health benefits. The report also studies the companies, who are experimenting right flavours, portion sizing and formulation, to make flavoured milk meet huge range of health, nutritional and lifestyle needs. Further in the competitor profile section, we have done a competitive analysis of key players namely Amul, Mother Dairy, Vadilal etc.

Targeted at the young generation and travellers; as well as increasing government initiatives to develop and enhance dairy products, the flavored milk segment is anticipated to grow at a CAGR of around 21% during 2014-2022.

Key elements of the India Flavoured Milk Market report:

1. Indian Milk Industry Overview
2. Indian Flavoured Milk Market Outlook to 2022
3. Flavoured Milk Processing Method
4. Distribution Channel
5. Market Drivers and Trends
6. Government Regulation
7. Competitive Analysis
8. Key Findings

#### Key Questions Answered

What will be the market growth till 2022 and what will be the resultant Flavoured Milk market forecast in the year?

What was the market size from 2016 to 2021?

What trends are affecting the India market?

What is the competitive viewpoint and market share of major players in the Flavoured Milk space in India?

What are the key, high growth markets that Flavoured Milk manufacturers should expand into? Which market segments are growing the fastest?

What are the unmet needs with the Flavoured Milk currently on the market? How will emerging technologies fulfil these unmet needs?

What is physician perception and market outlook of Flavoured Milk?

What are the challenges and barriers that have hindered widespread adoption of Flavoured Milk?

Get accurate market forecast and analysis on the Flavoured Milk Market. Request a sample to stay up-to-date on the main trends affecting this market <https://market.biz/report/india-flavoured-milk-market-2017-rn/108034/#requestforsample>

The Flavoured Milk report then studies the market based on the key manufacturers present in the main regions along with their company details. The Flavoured Milk report does a comprehensive study of the market based on the extensive and rational analysis. The top mergers and acquisitions of the Flavoured Milk market are also listed in the separate section. The strength and weakness of the key players are also mentioned in the report.

Overall the Flavoured Milk report offers complete substantial analysis of the parent market, key strategies followed by dominant industry players, forthcoming segments, former, current and forecast market analysis in terms of volume and value along with entire research conclusions.

## Dairy sector growth to stay high for now

July 12, 2017 Last Updated at 01:50 IST

[http://www.business-standard.com/article/markets/dairy-sector-growth-to-stay-high-for-now-117071200069\\_1.html](http://www.business-standard.com/article/markets/dairy-sector-growth-to-stay-high-for-now-117071200069_1.html)

A study by [ICICI Securities](#) estimates India's [dairy sector](#) to grow annually in low double-digits for the medium term. Triggered, it says, by an increase in per capita consumption of milk, with improving affordability, shift towards premium [milk](#) and an increase in consumption of value-added products. This has also prompted many global players to enter India, through the inorganic route, and commit to big investments in value-added products.

“[Milk](#) production in India has been growing at a four per cent compounded annual growth rate (CAGR) over 1991-92 and 2015-16. [Milk](#) price inflation averaged around seven per cent per annum over the same timeframe. Dairy exports from India are negligible, given that the country produces largely [buffalo milk](#) and that indigenous value-added products are considerably different from those in developed countries. Hence, the [milk](#) produced in India will be largely consumed in the domestic market and the sector would continue to grow in low double-digits,” said Aniruddha Joshi, analyst at [ICICI Securities](#).

Strengthening of direct [milk](#) procurement, the right product mix and distribution expansion would be key for revenue and profit growth. Indian consumption trends are still evolving and products such as cheese, spreads and premium [milk](#) will need investment, despite strong growth potential, in the foreseeable future. Companies focusing more on fresh [milk](#) products such as dahi (curd), buttermilk or paneer will enjoy healthy profitability and return on capital.

A [CARE Ratings](#) report showed global multinationals have invested immensely in Indian dairy over recent years. KKR India, local arm of the New York-based buyout entity, has invested Rs 600 crore in Kwality, producer of dairy products with the same brand name. The world's largest dairy product group, Lactalis, from France, has invested Rs 1,750 crore and Rs 470 crore in Tirumala [Milk](#) and Anik Industries, respectively. Cargill Ventures has invested Rs 110 crore in Dodla Dairy, a Hyderabad-based entity.

Following these moves of multinational companies, Indian private sector players and co-operatives have also changed their strategy, investing in brand building, expansion, direct procurement and distribution. [Heritage Foods](#) has spent Rs 70-75 crore. Gujarat Cooperative [Milk](#) Marketing Federation, producer of the [Amul](#) brand of dairy products, proposes to invest Rs 3,000 crore by 2020. Parag [Milk](#) Foods

and Prabhat Dairy have invested Rs 64 crore and Rs 40 crore, respectively, on strengthening their industry presence.

“The growth in the dairy industry, driven by value added products, largely from the organised players, will drive margin growth. In the medium term, the players will have to focus on improving their procurement strategy and initiate capital expenditure for enhancing capacities and investing in the supply chain. Post stabilisation of the capex, the return ratios and leverage ratios are expected to improve. We expect the credit profile of private dairy players to remain stable over the medium term, till the capex phase is complete,” said Milind Gadkari, senior director, [CARE Ratings](#).

[Amul](#) has increased [milk](#) procurement at a [CAGR](#) of 11.2 per cent in the past decade. It started collecting [milk](#) outside Gujarat from FY11 and this now accounts for 15 per cent of all the [milk](#) it collects.

## INVESTMENT CATCHING UP

Investor	Recipient/purpose	Amount (₹cr)
KKR India, local arm of New York-based buyout firm	Kwality	600
Lactalis	Tirumala Milk	1,750
Lactalis	Anik Industries	470
Cargill Ventures	Dodla Dairy	110

### DOMESTIC COMPANIES

Godrej Agrovet	Creamline Dairy	150
Heritage Foods	Brand expansion	70-75
Amul	Cheese and chocolates	3,000
Kwality	Dairy Best	520
Parag Milk Foods	Brand expansion	64.5
Prabhat Dairy	Upgradation	40

Source : Icra Ratings

## India to become largest milk producer in 2026: Report

PTI | Jul 11, 2017, 11.16 AM IST

[http://economictimes.indiatimes.com/news/economy/indicators/india-to-become-largest-milk-producer-in-2026-report/articleshow/59540321.cms?utm\\_source=AMPusers&utm\\_medium=whatsappshare&utm\\_campaign=socialsharebutton&from=mdr](http://economictimes.indiatimes.com/news/economy/indicators/india-to-become-largest-milk-producer-in-2026-report/articleshow/59540321.cms?utm_source=AMPusers&utm_medium=whatsappshare&utm_campaign=socialsharebutton&from=mdr)

UNITED NATIONS: India, projected to be the most populous country over the next decade, will be the world's largest milk producer by 2026 and will account for the biggest increase in wheat production globally, according to a report by the UN and OECD.

The OECD-FAO Agricultural Outlook 2017-2026 said the world's population will increase from 7.3 to 8.2 billion over the course of the next decade with India and Sub-Saharan Africa accounting for 56 per cent of total population growth.

India's population will grow from 1.3 billion to 1.5 billion, an increase of almost 150 million. India will overtake China and is projected to be the most populous country in the world by 2026.

The report said that given their strong population growth, India and Sub-Saharan Africa will also drive a large share of global demand.

It further said that over the first quarter of the 21st century, milk production in India will be nearly tripled.

"Over the course of the outlook period alone, milk production in India will grow 49 per cent; in 2026, India will be the world's largest milk producer, with an output one-third above that of the second largest producer, the European Union," said the report by the UN and Organisation for Economic Cooperation and Development.

Global production of wheat is projected to increase by 11 per cent over the outlook period of 2017-2026, while the wheat area increases by only 1.8 per cent.

The increase in wheat production is expected to occur through higher yields, most notably in Asia and Pacific, which will account for 46 per cent of additional wheat production.

Within the region and globally, India (15 Mt) will account for the biggest increase in production and Pakistan (6 Mt) and China (5.5 Mt) are also expected to have significant gains.

The European Union accounts for 13 per cent of the production increase. Rice production is expected to grow by 66 Mt and will be almost exclusively driven by yield growth, which accounts for 93 per cent of additional production.

The global area dedicated to rice is expected to increase by only a per cent from the base period, while global yields will increase by 12 per cent. Major production gains are projected for India, Indonesia, Myanmar, Thailand and Vietnam with yields in these countries are expected to increase by over 15 per cent.

The report said that global food commodity prices are projected to remain low over the next decade compared to previous peaks, as demand growth in a number of emerging economies is expected to slow down and biofuel policies have a diminished impact on markets.

## **Vanilla favourite ice cream flavour in United States, says IDFA survey**

Friday, 07 July, 2017, 08 : 00 AM [IST]

Washington, D C

<http://www.fnbnews.com/Dairy-Products/vanilla-favourite-ice-cream-flavour-in-united-states-says-idfa-survey-40795>

While vanilla ice cream continues to reign supreme as America's favourite, chocolate-filled flavours dominate the top five best-selling ice cream flavours. This was stated by a recent survey of ice cream makers and retailers across the United States, conducted by the International Dairy Foods Association (IDFA).

The respondents were the association's members, who make and market ice cream, as well as members of the National Ice Cream Retailers' Association, which includes operators of ice cream parlours in the United States. IDFA released the results to launch its celebration of National Ice Cream Month, which runs throughout July.

According to the survey, America's top five flavours are: vanilla, chocolate, Cookies N' Cream, Mint Chocolate Chip and Chocolate Chip Cookie Dough.

"Vanilla has long been the best-selling ice cream flavour, not only because it is creamy and delicious, but also because of its ability to enhance so many other desserts and treats," said Cary Frye, vice-president, regulatory and scientific affairs, IDFA, and expert on ice cream and frozen desserts.

"It tastes great topped with whipped cream and fudge sauce in a sundae, with root beer in a float or atop a warm slice of apple pie," she added.

When asked to name their most daring and creative flavours, the respondents listed less traditional options, including Lemon Poppyseed Muffin, Black Sesame and a bourbon- and caffeine-spiked concoction called Exhausted Parent.

Survey results also confirmed that many ice cream makers and retailers have family-owned businesses, have been in operation for over 50 years and primarily market their products locally and regionally.

Ice cream across America

From neighbourhood scoop shops to national brands, the ice cream industry in the United States contributes more than \$39 billion to the national economy and creates over 1,88,000 jobs nationally.

The Great Lakes region of the United States, which includes Illinois, Indiana, Michigan, Ohio and Wisconsin, is a hot spot for the chilled treat. For respondents who market their products regionally, the area earned the top spot for the most successful and the most served market.

Respondents also ranked the Southwest, Plains and the Mideast regions as their next most successful markets, helping to answer the often-asked question, "Which region consumes the most ice cream?"

À la mode

When asked about ingredients added to ice cream, the majority of those surveyed said that pecans were the most popular nut or nut flavouring, while strawberries were the most popular fruit added to their frozen treats.

Waffle cones and sugar cones were voted as equally popular containers with consumers, while ice cream sandwiches came out on top as America's favorite novelty product. Respondents voted the ice cream

sandwich as their best-selling novelty over ice cream cups, pops, cones and bars.

#### Celebrating National Ice Cream Month

In 1984, Ronald Reagan, the then president of the United States, designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day.

He recognised ice cream as a fun and nutritious food that is enjoyed by about 90 per cent of the nation's population.

In the proclamation, Reagan called for all people of the United States to observe these events with "appropriate ceremonies and activities."

IDFA, which is headquartered in Washington, D C, encourages retailers, scoop shops and consumers to celebrate National Ice Cream Day (which falls on Sunday, July 16, 2017).

The association represents the nation's dairy manufacturing and marketing industries and their suppliers, with a membership of 550 companies representing a \$110-billion-a-year industry.

IDFA's 220 dairy processing members run over 600 plant operations, and range from large multi-national organisations to single-plant companies. Together they represent over 85 per cent of the milk, cultured products, cheese and frozen desserts produced and marketed in the United States.

## Foreign News

### **Dairy meeting environmental demands – report**

Thursday, 13 July 2017 14:55

<http://www.ruralnewsgroup.co.nz/item/12187-dairy-meeting-environmental-demands-report>

The dairy industry is ready to tackle environmental concerns, including its contribution to greenhouse gasses, says an independent report.

International consultants Coutts J&R reviewed the impact on the pre-farmgate productivity and profit of the Transforming the Dairy Value Chain Primary Growth Partnership (PGP) scheme.

The seven-year, \$170 million scheme, led by DairyNZ, Fonterra and the Ministry for Primary Industries, supports the creation of new dairy products, increasing farm productivity, reducing environmental impacts and improving agricultural education.

Consultants ran the rule over dozens of projects to see whether they achieved what they set out to, the actual work done, the benefits and likely future successes.

They say they found “strong evidence that the PGP programme has enabled the dairy industry to lead [in carrying out] significant national environmental practices, targets and regulations”. This “would not have been possible without the PGP’s intervention”, the review said.

It noted a “proactive approach to addressing greenhouse gas concerns” and that the dairy industry was “ready to provide the resources and rapidly roll out training in dairy regions”.

Justine Gilliland, director of investment programmes at MPI, says the review showed the PGP scheme is good for the environment and for increasing sustainability.

“The PGP aims to drive the future success of our primary industries,” she says, “ensuring they have the necessary tools and support to improve environmental outcomes.”

“The dairy PGP programme has done a lot of work on projects making a tangible difference for the dairy industry”.

Progress included upskilling rural professionals, developing training and certification schemes, beefing up the role of universities and giving farmers more advice and resources.

The review noted the Nutrient Management Advisor Certification Programme (NMACP) fills “a critical need in the industry”, so do Sustainable Milk Plans (SMP).

The NMACP had certified about 140 rural professionals to advise farmers on how to use nutrients efficiently and minimise their impact on the environment. The advisors had helped 9500 farmers (83% of the industry) to produce a nutrient budget showing how much nitrogen may be lost into their soils and leached into waterways.

Dairy companies and regional councils were using these tools to monitor farmer inputs and keep them up to their environmental obligations.

About 640 Waikato farms are in the SMP scheme. Farmers worked with rural consultants on nutrient and effluent management, land and water use and their environmental impact. Nutrient loss was “reduced by 5% for nitrogen and 12% for phosphorous” through the SMP project.

“The PGP funding set the framework, processes and tools for extension to other catchment areas, and is now working to produce 3000 plans in seven regions,” the report said.

DairyNZ chief executive Tim Mackle says the report shows that farming will lower its environmental footprint by using science.

“We’re taking the first steps in understanding what dairy can do – with the wider agricultural sector, industry and [cities] – to help meet New Zealand’s Paris Agreement emissions reduction target.

“Reducing onfarm emissions is not going to be easy. It requires our Government and the agricultural sector to work together.”

## Glanbia latest processor to announce milk price hike

3:04 pm - July 13, 2017

<http://www.agriland.ie/farming-news/glanbia-the-latest-processor-to-announce-milk-price-increase/#>

Glanbia Ireland is the latest processor to announce a price increase for June milk, following a similar decision by Lakeland Dairies earlier this week.

Its suppliers will be paid a base price of 33c/L including VAT for milk produced during the month of June.

The processor has increased its base price for June by 1c/L for manufacturing milk at 3.6% butterfat and 3.3% protein.

This is the second consecutive monthly increase of 1c/L announced by Glanbia. Prior to increasing its May milk price, the processor had held its price at 31c/L for three months in a row.

The Chairman of Glanbia, Henry Corbally, said: “The market for butterfat in particular has been positive, helped by reduced milk supply from Europe’s largest producers – France and Germany – while in contrast, powder markets are more challenging.

“The board will continue to monitor market developments on a monthly basis,” he said.

### Joint Venture

Meanwhile, Corbally also described today, July 13, as a “historic occasion” in the evolution of the Glanbia organisation, with the first board meeting of the newly-formed entity, Glanbia Ireland.

Glanbia Ireland is a joint venture that is 60% owned by Glanbia Co-op and 40% owned by Glanbia plc. It combines Glanbia Ingredients Ireland, Glanbia Consumer Products and Glanbia Agribusiness.

It was established in July 2017, following the “[overwhelming support](#)” of Glanbia Co-op members at a Special General Meeting held in Puchestown in May.

“I want to thank our members who strongly endorsed the creation of Glanbia Ireland and I look forward to their support for the new organisation,” Corbally said.

In relation to Glanbia’s [Fixed Milk Price Scheme](#), Corbally confirmed that the scheme was over-subscribed when applications closed on Friday, July 7.

The scheme is set to pay a fixed price of 32c/L for the full year of 2018; allocation volumes are expected to be communicated to suppliers in the coming weeks.

## Other Processors

Lakeland Dairies was the first processor to announce its decision to increase its milk price for June supplies by 1c/L. Suppliers of the processor will receive a June milk price of 33c/L including VAT.

This is the second consecutive monthly increase announced by Lakeland Dairies; it also increased its May milk price by 1c/L last month.

Other processors are expected to announce their June milk prices in the coming weeks.

## Children learn about dairy industry

Jul 12, 2017

[http://www.heraldmillmedia.com/news/farm\\_news/children-learn-about-dairy-industry/article\\_973f27a7-e01b-581c-9ea2-3f6a8917032c.html](http://www.heraldmillmedia.com/news/farm_news/children-learn-about-dairy-industry/article_973f27a7-e01b-581c-9ea2-3f6a8917032c.html)

CHAMBERSBURG, Pa. — As the dairy industry faces public ignorance and misguided information, it becomes more important to take advantage of educational opportunities.

Penn State Extension Educators make it a priority to offer such programs. One of the most important groups of individuals who need education is our youth. Education about the dairy industry is one way to create a more positive future for everyone involved.

On June 13, Penn State Extension Youth Dairy Day was held at the Shippensburg (Pa.) Fairgrounds. An event created by the Penn State Extension Dairy Team, it is designed to offer educational activities that revolve around dairy cattle. The annual free event is for those ages 5 to 18 who have a desire to learn more about the dairy industry.

This year, 39 youth and 12 adults attended Youth Dairy Day. Ag Choice, Capital Region 4-H and Maryland/Virginia Milk Co-op helped sponsor the event. Those in attendance enjoyed a free lunch, which included potato chips donated by Utz in Hanover, Pa., and Domino's pizza.

There were four educational stations at Youth Dairy Day, as well as a demonstration that illustrated the importance of PTO safety and awareness. A veterinary station taught participants how to handle difficult calving situations and the various problems presented.

A second station offered taste-testing of various dairy products, where kids attempted to identify the various samples and learned the nutritional values associated with each.

At the third station, participants focused on feed commodities that are commonly included in a dairy cow's daily ration. The youth worked with a total mixed-ration sample and learned how to perform calculations associated with the shaker box. Youth also guessed the identity of various dairy feed samples and were introduced to the Penn State particle separator.

The final station was a dissection of cow udders. Participants were able to feel the various ligaments inside the udders and gain better understanding of a cow's mammary system.

Franklin County Dairy Princess Kelli Woodring and Franklin County Dairy Princess alternate Emily Wingert helped hand out milk and ice cream, and took time to educate the kids about the dairy-princess program.

For more information, email Cassie Yost at [clm275@psu.edu](mailto:clm275@psu.edu) or call 717-263-9226.

## DA to hike milk output via community farms

By [Jasper Y. Arcalas](#) JULY 9, 2017

<http://www.businessmirror.com.ph/da-to-hike-milk-output-via-community-farms/>

THE Department of Agriculture (DA) wants to ramp up local milk production to meet at least 10 percent of annual domestic requirement by 2022 and reduce the country's reliance on imports.

Agriculture Secretary Emmanuel F. Piñol said the DA is now crafting a five-year livestock and dairy road map that will increase the country's cattle population to 5 million heads, from the current 2.5 million heads, by the time President Duterte steps down from office.

"The long-neglected dairy and livestock sectors will receive a boost when the DA starts a five-year master plan to empower backyard hog raisers, increase the national cattle population and raise milk production from 1 percent to 10 percent of the national requirement starting 2018," Piñol said in a Facebook post over the weekend.

"The 5-Year Road Map for Livestock and Dairy, which is now being crafted by the DA, will bring together all of the agencies under the department and focus their resources on the declared targets," he added.

Under the road map, identified participating villages or towns will be designated as community multiplier farms, which will be owned and managed by a group of farmers, according to Piñol.

He said every community multiplier farm will have a minimum of 100 heifers and will serve as a breeding farm, a dairy-production area and a learning center.

"I have asked technical people to design a shed that will utilize solar technology to provide power and water," Piñol said.

"Under the scheme, whatever earnings are made will be shared among the members of the community multiplier farms and the income could be generated from the sale of the calves and the milk production," he added.

To jump-start the program, the DA chief said the government will establish community multiplier farms in at least 1,000 communities by 2019, particularly in areas where forage and feed materials, such as sugarcane and corn, are abundant.

"That would mean 100,000 heifers, which, at an average birthing rate of 70 percent, would produce about 70,000 calves, which would also be ready for breeding by 2021," Piñol said.

"The 70,000 heifers, which would produce calves, are estimated to produce an average of 5 liters of milk each every day for a national production of 350,000 liters," he added.

Piñol said the DA would set up an additional 1,000 community multiplier farms by 2020 and another 1,000 by 2021.

“To ensure market for the milk production, the DA will collaborate with the departments of Health, Social Welfare and Development and Education to start a milk-feeding program,” he said.

Piñol said the Brazilian government has pledged to support Manila’s goal of hiking cattle and dairy production. He said he met with his Brazilian counterparts in a bilateral meeting in Rome, Italy, on the sidelines of the 40th session of the United Nations’s Food and Agriculture Organization Conference last week.

“Brazilian State Minister for Agriculture Blairo Borges, in a bilateral meeting with the Philippine delegation, said his country is willing to share outstanding breeds of cattle, especially the proven Girolando, which is a cross-breed of the Brazilian Gyr and Holstein and is ideal both for milk and meat production in tropical climates,” Piñol said. “Minister Borges also pledged technical support for the Philippine livestock program, including the development of forage.”

This makes Brazil the fourth nation to manifest support for the country’s livestock and dairy program following New Zealand, Israel and Argentina, according to Piñol. He said the first batch of Brazilian Girolandos will arrive in 2019 and will be kept in the community multiplier farms established by the DA.

“The first batch of cattle from Brazil will be the ready-to-breed females or heifers and will be impregnated using fertilized embryos, which could come from Argentina and Brazil,” Piñol said.

Data from the Philippine Statistics Authority (PSA) showed that the country’s cattle population, as of January 1, was pegged at 2.553 million heads, slightly lower than the 2.547 million heads recorded a year ago.

Last year the country’s local milk production grew 3.78 percent to 21,160 metric tons (MT), from 20,390 MT recorded in 2015, according to the latest report of the National Dairy Administration (NDA).

The NDA, an attached agency of the DA, attributed the expansion to the increase in the number of the milk-producing herd.

Despite this, however, the share of local milk output to the country’s total supply shrank while that of imports went up. The Philippines bought a total of 65,600 MT of ready-to-drink liquid milk from abroad last year, 53.77 percent higher than the 42,660 MT imported in 2015.

On an annual basis, government data showed that Philippine dairy imports expanded by 54 percent to 2.77 million MT in 2016.

Dairy products are currently the Philippines’s third-largest agricultural import after wheat and soybean meal.

## **Milk jugs get new seals following safety recall**

[KATHERINE DEDYNA](#) / TIMES COLONIST

JULY 7, 2017 11:07 PM

<http://www.timescolonist.com/news/local/milk-jugs-get-new-seals-following-safety-recall-1.20997605>

While RCMP investigators, the Agropur dairy co-operative and a federal safety agency are saying little about the investigation into a massive milk recall from Victoria's Island Farms facility three weeks ago, a packaging seal has been added to jugged milk.

Ads published in the Times Colonist by Agropur, which owns Island Farms, show a photo of a milk jug with a "safety seal" to be peeled off when the lid is opened, which the company says provides "double the protection."

"From everyone at Island Farms, thank you for your trust," the ads state. "We'll keep working hard to improve ourselves."

Other brands of jugged milk involved in the voluntary recall included Natrell and Lucerne.

Island Farm's Dowler Place facility temporarily transferred production of the 19 varieties and sizes of jugged milk under recall to the co-operative's dairy in Burnaby.

"Never to our knowledge has Agropur experienced this type of situation in B.C.," said Diep Truong, a communications consultant working for Agropur, in an email to the Times Colonist in late June.

Complaints from consumers in Langford and Duncan were brought to police attention in June, but details of the contaminant and how it got into the milk have not been made public.

At the time of the recall, Canadian Food Inspection Agency said "harmful extraneous material in these particular products poses a risk to consumers," although no injuries or illnesses were reported.

The agency classified the recall as a "Class 1" hazard, which is defined as high risk.

The Gustavson Brand Trust Index compiled at the University of Victoria's school of business ranked Agropur as the top trusted dairy in Canada based on responses by 6,560 consumers about nearly 300 brands.

The index evaluates levels of trust and what prompts people to recommend a brand to their friends and family.

## **Dairy-free ice cream taps into 'healthy' treat trend**

By Lucy Hooker Business reporter, BBC News

7 July 2017

From the section [Business](#)

<http://www.bbc.com/news/business-40529482>

New launches of dairy-free varieties now make up 4% of all new ice cream launches, according to market research firm Mintel.

And major brands, including HaagenDazs and Ben and Jerry's have launched dairy-free varieties.

But they don't tend to market them as "vegan" said Mintel's analyst.

"There is consumer curiosity around dairy-free, particularly among younger people," said Alex Beckett, Global Food and Drink Analyst at Mintel.

"They perceive dairy-free ice cream to be a more permissible treat than regular ice cream."

#### Milking it

Amid rising numbers of people switching to a diet that eliminates or cuts down on dairy-based ingredients, ice cream makers have embraced the trend, particularly in the United States.

This week HaagenDazs launched four new flavours: chocolate salted fudge truffle, peanut butter chocolate fudge, mocha chocolate cookie and coconut caramel.

Ben and Jerry's uses almond milk for its dairy-free flavours and has recently added caramel almond brittle, cherry Garcia and coconut seven layer bar to its range.

In contrast to sorbets, these products aim to emulate the creamy textures and flavours of a dairy-based product, something that has proved a challenge for food scientists.

#### Growing appetite

They are not yet available in the UK but Mintel's report suggest there could be a market for them across Europe.

According to Mintel as many as three in 10 Italians and one in five French consumers say they are actively reducing their consumption or are avoiding dairy.



Image copyrightGETTY IMAGES

In the UK, 16% said that they, or a member of their household, avoided dairy.

Although dairy-free still represents a small slice of the overall range of new ice cream launches, at 4%, that proportion has already doubled since 2014.

## Vegan-free marketing

However, while a growing number of people are choosing to go vegan, firms are avoiding marketing new flavours with that label, said Mr Beckett, because vegan doesn't really equate with indulgence.

"They tend not to put vegan on the packaging, because for a lot of people that would be a deterrent," he said.

Instead they are exploiting the "health halo" of plant-based recipes and ingredients such as coconut, to come across as a treat "but one you don't feel too guilty eating".

## Spicing it up

The UK ice cream market lags behind the US, added Mintel's Mr Beckett.

"In the UK we tend to follow what happens in the US and we're a few years behind in terms of ice-cream innovation.

"In the States dairy-free is booming," he said.

On that basis Mr Beckett, is predicting UK consumers will soon be offered the kind of middle-eastern-spice-influenced flavours currently in fashion in the States.

"Saffron is an edgy flavour in US ice cream parlours," he said.

"What happens in Brooklyn and LA tends to emerge in retail in the States, and then in a few years that emerges in the UK.

## Taking cow feeding to the next level

7 Jul 2017

<http://www.allaboutfeed.net/Compound-Feed/Articles/2017/7/Taking-cow-feeding-to-the-next-level-156147E/>

The use of data and precision feeding was one of the focus topics at a recently held ruminant seminar, organised by the French CCPA Group.

Various speakers shed their light on new developments and insights for dairy cow nutrition. Mariska van der Voort, researcher at Wageningen University in the Netherlands updated the audience on the use of sensor systems in herd management. She gave two examples of sensor technologies:

automated oestrus detection

and a sensor to predict the moment of calving

“Automatic oestrus detection is proven successful for several reasons. The sensor can be attached to the leg, collar or to the ear and the technology is often associated with farm software modules, helping the farmer to adjust management when needed. In addition, the return on investment is good and the farmer can profit by € 2.827 more income per cow/ per year”, explained Ms van der Voort. She then went on to say that the potential of sensors in general is not always reached. Ms van der Voort: “The most important limiting factor for commercialisation is that sensors have an unfavourable/unknown cost-benefit ratio. But there's great untapped potential to using sensors to improve feed efficiency, animal health and welfare and product quality”. She also sees opportunities for sensors to predict the moment of calving and increased use of data, coming from automated milking systems to step up breeding, behaviour/health and feed efficiency.

Sensors and new feed formulation

Muriel Johan, ruminant specialist at CCPA Group delved deeper into digital innovation and the initiatives of CCPA Group regarding this topic. “Digital transformation in agriculture is a reality and around 67% of farmers use at least one tool, such as an automatic concentrate distributor or oestrus or calving detection. On top of that, 39% of them plan to invest in these data connecting tools, such as monitoring cameras, heat detectors and automated milking systems”, explained Ms Johan. She further explained that CCPA is actively focusing on sharing data to encourage innovation. “At CCPA we use existing databases (climate and weather data) or use data, coming from the herd in real time (e.g. feed consumption, environment, milk counters, welfare and behaviour of animals, all recorded via sensors). Last but not least, we also test the ‘new’ sensors of the future on our own reference farms”.

Fabrice Robert, R&D department manager at CCPA Group explained the developments in diet formulation and talked about ‘nutrition 2.0’. In other words, new ways to formulate feeds, above and beyond metabolic needs. “Nutrition 2.0 is based on the pharmacological effects of nutrients and their impact on immunity, reproduction. To apply this in practice we need new experimental tools, such as in vitro models (cells, explants) or biomarkers of inflammation or oxidative stress. And this was also the reason to create Feedscreen, a joint laboratory of INRA and Deltavit (the lab belonging to CCPA Group). With this lab we can identify new compounds with beneficial effects on animal health”, explained Mr Robert. Over the last 3 years, the lab has been looking at how the intestinal mucosa responds to different ingredients. Also in vitro tests are being performed to study the anti-inflammatory effects of ingredients on macrophages, the first sentinels of the immune system.

Preventing inflammation

Mr Robert also addressed the effects of inflammation on growing animals, which can lead to a suppression of growth between 10 to 15%. “The digestive tract is the organ most sensitive to inflammation. This is why

it is so important to prevent the onset of it”, concluded Mr Robert. Barry Bradford, Professor from Kansas State University also spoke about this topic and said: “The number of infections increase in the first 2 weeks after calving, with a greater incidence in the third lactation compared to the first lactation. We see that 60% of the diseases are the result of an infection and 40% of diseases is the result of metabolic misbalance”, Mr Bradford explained. The transition period from calving to lactation can be improved by using nutritional tools with anti-inflammatory potential, such as yeast, omega-3 fatty acids or plants containing polyphenol. The CCPA group for example launched a supplement, containing the plant *Scutellaria baicalensis*. This main ingredient consists of 4 main flavonoids that support dairy production while contributing to udder health.

The gross efficiency of the protein is the ratio between the dairy proteins produced and the ingested raw proteins. Photo: KoosGroenewold

### Improving protein efficiency

The improvement of protein efficiency was the topic of the Didier Andrieu and Cédric Faure, both ruminant specialists at CCPA. If you want to improve protein efficiency, you first need to know what protein efficiency is. MrAndrieu: “The gross efficiency of the protein is the ratio between the dairy proteins produced and the ingested raw proteins. Our goal is to improve the transformation of proteins into milk or meat”. This process comes with many challenges; social (competition with human food), environmental (reduction of nitrogen releases), nutritional (positive relationship between protein and energy efficiency), and economical (evolution of the soy proteins prices). “So why should we focus on the metabolism of nitrogen in the rumen”, said MrAndrieu. “This is because 40-98 % of the protein needs of the dairy cows is covered by microbial proteins (1,600-1,900 gr of microbial proteins are synthesised per day). In addition, there is a relation between microbial proteins and milk production and the microbial proteins are a source of amino acids. We should also focus on a better understanding of the advantages and the limits of the use of non-proteic nitrogen sources (such as urea, ammonium sulphate”. MrAndrieu also asked the audience about what the share of non-degradable nitrogen and non proteic nitrogen should be in the cow’s diet. “The diversity of nitrogen sources with different kinetics of degradation and the use of non-protein nitrogen help to optimise protein efficiency. At the same time, there are many factors of variation of the proteolytic activity, such as rumen pH, ingestion level, forage/concentrate ratio, type of proteins and technologic treatment applied. Hence, Cédric Faure presented the ONE concept: Objective Nitrogen Efficiency, which takes into account the kinetics of degradation of nitrogen in the rumen in order to better feed the flora of the rumen to optimise its growth, and finally choose the most suited nitrogen corrector to the diet. The ONE concept is a change in diet formulation (linked to the feed software developed by CCPA), with more focus on performance (energy and protein needs) and the need for ruminal proteins, non proteic nitrogen and quick and slow proteins, The model works with both nutrient references and field data. For energy, the concept takes into account the nature of energy (starch, sugars, fats, cellulosic fractions) and its kinetic of degradation. “A good rumen efficiency means digestive efficiency with an efficient synergy between energy and proteins”, concluded Mr Faure.

The Ruminant Seminar was organised by the French CCPA Group and took place in Paris, France June 1-2, 2017.

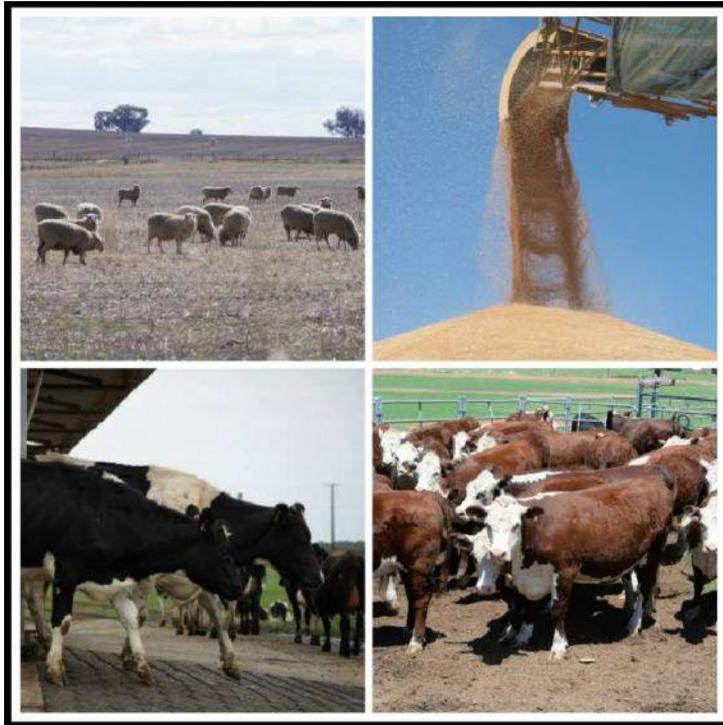
## Mixed returns for Australian farmers in latest ABS farm data



[Colin Bettles@ColinJBettles](mailto:ColinBettles@ColinJBettles)

7 Jul 2017, 11:30 a.m.

<http://www.queenslandcountrylife.com.au/story/4776977/mixed-returns-for-australian-farmers-in-latest-abs-ag-census/?cs=4698>



NEW data on Australian agricultural performance has been released today by the Australian Bureau of Statistics (ABS) showing a \$3.1 billion increase in the industry's gross value for 2015-16 to \$56b - despite a range of declines in the volume of production, for major commodities like wheat.

The five-yearly agricultural census is separate to the recently released population census and provides key statistics on the farm industry that also enhance forecasting by the Australian Bureau of Agricultural and Resource Economics and Sciences.

ABS Director of Environment and Agriculture Statistics Lauren Binns thanked farmers for their time and effort in contributing to the latest data collection exercise.

MsBinns said this year's agricultural census was different do previous ones because the minimum size for a farming business to be included in the data gathering was increased from those with an average annual turnover of \$5000 or more, to ones at \$40,000 or more.

She said the average age of farmers who conducted the survey was 56 years old with 78 per cent being male and 22pc female, while 35 years was the average time they'd been involved in farming.

The census showed that all states except the NT had experienced an increase in their total gross value of farm production for 2015-016 with Queensland being the highest with a 12pc increase, driven by livestock disposals (up 14pc) and crops (up 11pc).

Nationally, the gross value of livestock slaughterings and other disposals increased by \$1.9b to \$20.6bn in 2015-16.

The gross value of crop production also increased 5pc - from \$26b in 2014-15 to \$27.3b in 2015-16.

But increases were offset by a 3pc decrease to \$15.4b for total broadacre crops, reflecting poor cropping conditions prevailing during 2015-16, especially in southern Australia.

Data was collected from around 104,000 businesses ranging from beef cattle production to broadacre farming and vineyards in the ABS farm census.

MsBinns said while winter and spring rain in parts of NSW and Queensland had produced bumper crops in commodities like barley, a warm dry spring in southern Australia saw a decrease in other crops.

She said barley production increased by 6pc in 2015-16, driven by NSW farmers increasing their planting area with excellent yields.

But Australian wheat production fell by 5pc as a result of hot conditions in late spring in SA and Victoria, she said.

“Similarly, production of canola fell by 21pc with reductions in the area planted in WA, and poor conditions in SA and Victoria,” she said.

The Agricultural census showed the value of Australian wheat production in 2015-16 was \$6.17b – a 12.1pc decrease on 2014-15, while the production value of barley dropped 3.8pc in the same period to \$2.276b.

Oats experienced a near on 40pc increase in value to nearly \$400m but rice fell by about 56pc to about \$115m, sorghum dipped by 23.4pc to \$491m and canola’s value plunged by 16.7pc to \$1.475b.

Cotton’s production value was up by a whopping 41.7pc to \$1.34b and sugar cane for crushing experienced a 0.5pc increase to \$1.283b, while fruit and nuts climbed 25.3pc to \$4.2b.,

The \$20.6b gross value of livestock slaughterings and other disposals in 2015-16 comprised; a 13.5pc increase for cattle and calves to \$13b; a 17.8pc lift for pigs to \$1.35b; a rise of 5.3pc to \$2.75b for poultry; but a 1.7pc drop to \$3.24b for sheep and lambs.

For others; wool, the value of production lifted by 10.8pc to almost \$3b; eggs increased 7.9pc to \$782m; and milk fell by 9.3pc to \$4.3b.

MsBinns said the new data showed that the national meat cattle herd fell by 1pc to 22.3m with small falls across most states offset by increases in the NT.

She said dairy herds fell by 2pc to approximately 2.7m, while the sheep flock fell by 1 per cent to around 67.5m.

The ABS changed the scope of its survey from farm businesses with an annual turnover of \$5000 or more to those with a turnover of \$40,000 or more to bring the Agricultural census more in line with other statistical collections and to significantly reduce the survey burden on small farming operations.

#### Interesting stats

At 30 June 2016 there were 371m hectares of agricultural land in Australia - a 1pc increase compared with the previous year. Coinciding with this increase, there were 952 more agricultural businesses, representing a 1pc increase since 2014-15.

The average number of years respondents were involved in farming was 35. NSW, Queensland and Victoria had the highest average at 36 years and the NT the lowest at 24 years.

The majority of business income for agricultural producers in 2015-16 was from agricultural production (84pc), up from 83pc in 2014-15.

#### Broadacre crops

Nationally, wheat production fell by 5pc to 22mt in 2015-16. Warm, dry conditions in Southern Australia, particularly in South Australia (down 18pc), Victoria (down 29pc) and areas of WA (down 3pc), saw large decreases in production. The area planted to wheat nationally decreased by 8pc, down to 11m/ha.

Production of barley increased by 6pc to 9m/t. Timely rainfall and good conditions along with greater area planted (up 3pc) produced good yields and increased production in NSW (up by 39pc). Victoria experienced the lowest yield nationally, at 1.3t per hectare, predominantly driven by dry conditions.

#### Livestock

The national total stock of dairy cattle decreased by 2pc to 2.7m head with the change driven by a 6pc decline in Victorian stocks which has about two thirds of the country's dairy cattle.

Total meat cattle in Australia decreased by 302,000 head (1pc) with WA the main contributor with 12pc fewer head.

#### Horticulture

Mandarin production grew nationally by 24,100t (24pc) in 2014-15 driven by increases in production in all states, while avocado production reached record numbers - up 39pc to 67,600t due to increased production levels in all states, particularly WA and Queensland.

Apple production increased nationally by 5pc to 308,300 tonnes with increased production in all states, except NSW and Victoria.

#### Farming in the ACT

Approximately 11pc of the ACT's area (25,448ha) is managed by just 40 agricultural businesses operating in the region.

In 2015-16 the ACT accounted for .01pc of Australia's agricultural production by value in 2015-16, at \$8.3m.

## Island Farms milk gets new safety seal

A large product recall at the Victoria facility has led to more stringent safety measures.

[RAGNAR HAAGEN](#)

Wed Jul 5th, 2017 11:30am

<https://www.surreynowleader.com/news/island-farms-milk-gets-new-safety-seal/>

The company says they've put in place a new safety seal that will provide double the protection.

Various products were voluntarily recalled last month by Island Farms parent company Agropur, which also owns Lucerne and Natrel brands milk, due to the potential presence of harmful extraneous material.

Health Canada says there have been [no reported illnesses](#) associated with the consumption of these products, but did conduct a food safety investigation.

Last month the RCMP also said it was [launching an investigation](#) into the "extraneous" materials after a number of complaints around Vancouver Island.

## Does milk come only from a dairy cow?



Source: Pixabay / MGN

Posted: Mon 4:42 PM, Jul 03, 2017

<http://www.kalb.com/content/news/Does-milk-come-only-from-a-dairy-cow-432339393.html>

NEW YORK (AP) - Dairy farmers want regulators to banish the term "soy milk," but documents show even government agencies haven't always agreed on what to call such drinks.

The USDA "fervently" wanted to use the term "soy milk" in educational materials, according to emails released in response to a lawsuit. That irked the FDA, the agency that oversees the federal rule defining milk as coming from healthy cows.

The FDA warned in the 2011 spat that the USDA's intent to use the term was "not a trivial decision," but that apparently didn't suffice. The USDA's site currently says calcium-fortified "soymilk" is part of the dairy group.

Even now, the National Milk Producers Federation says it's working to build support in Congress for legislation directing the FDA to enforce the federal standard.

## 83% of dairy farmers now certified in Dairy Assurance Scheme

[Ciaran Moran](#)

July 3 2017 12:53 PM

<http://www.independent.ie/business/farming/dairy/83-of-dairy-farmers-now-certified-in-dairy-assurance-scheme-35886850.html>

Over 83pc of dairy farmers are now certified in the Sustainable Dairy Assurance scheme, according to latest figures provided by the Minister for Agriculture, Michael Creed.

Launched in December 2013, the Scheme was developed in cooperation with milk producers, processors and the regulatory authorities, including the Minister's Department.

Its aim is to give the dairy sector the capability to both benchmark Irish milk production internationally and to demonstrate the commitment of Irish dairy farms to sustainable farming practices.

The Scheme also allows the sector access to markets and buyers that demand on-farm certification and provide assurance for those customers regarding sustainable production of quality milk.

The Scheme is open to all milk producers with a valid herd registration who supply to milk processors in the Republic of Ireland.

Applications are processed by BordBia who then provide an information pack and assign the farm to an auditor.

A farm visit will be conducted by an independent auditor at 18-month intervals at a time and day that suits the farmer.

The purpose of these visits is to audit the farm against the quality assurance criteria and to collect data regarding the sustainability of the farm.

Responding to questioning from Fianna Fail's Charlie McConalogue last week, Minister Creed said there are approximately 17,800 dairy farmers in Ireland.

"To date over 17,000 applications to join the scheme have been received representing 96pc of all dairy farmers.

"In total over 83pc of all dairy farmers are now certified, meaning that their audit is completed and all corrective actions undertaken.

"This Scheme does not have an end date, as is common with all quality assurance schemes of this nature.

"It is a matter for processors as to how to deal with milk from suppliers who may choose not to join the scheme," he said.

The Minister's comments come as milk producers without BordBia Quality Assurance accreditation are facing total rejection by all dairy processors of milk supplies from their farms within months.

Processors are said to be intensifying pressure on "non-compliant" suppliers to obtain certification with warnings that non-certified milk will not be accepted by the end of the year.

Of the eight top processors in the country, it is understood that suppliers to four have achieved 100pc accreditation. Rejection of non-QA milk supplies has been introduced in some areas, while other processors are penalising non-compliant suppliers by at least 2c/L on milk price.

Recently, Arrabawn's Conor Ryan warned "the next six months will be critical" for full participation because it will no longer be acceptable that 1pc of non-compliant producers can effect the benefit of the scheme. He said 97.7pc of suppliers have QA.

"While we have not got to that point yet, other co-ops are now refusing to collect milk from farmers who are not involved in it," he said.

Mr Ryan said a small number not participating were generally older farmers that may not remain in milk production.

The co-op is working with them as within months the society will have to cease collection of milk from non-certified farms.

## **Want milk delivered to your door? These companies are vying for your business.**

JULY 03, 2017 6:57 AM

<http://www.newsobserver.com/news/business/article159383944.html>

EVIE FORDHAM

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It's been more than a few decades since the Pine State Creamery milkman dropped the day's supply of dairy at Raleigh homes. But there are still companies battling to deliver fresh milk and cheese to your doorstep.

The latest entrant in the competition: Illinois-based Oberweis Dairy.

Oberweis arrived in Morrisville to home deliver milk and other products to Triangle residents in mid-May, muscling into a market that includes Jackson Dairy Farm of Sampson County and Maple View Farm of Hillsborough.

Kevin Heilbronner of Wake Forest got a flyer in the mail from Oberweis offering new customers a free cooler and reduced delivery fee and decided to give it a try.



Milk, ice cream, and other products are delivered by milkman Ben Ridgeway to a customer's doorstep on June 22, 2017 as he makes his rounds in Cary and Apex. Oberweis Milk Home Delivery, based in the Chicago area, expanded to the Triangle in May, hoping to bring back a service that was commonplace years ago.

Chris Seward [cseward@newsobserver.com](mailto:cseward@newsobserver.com)

"I pay about 10 percent more than at the store, and I'm completely fine with that because it's delivered," Heilbronner said. "The only thing I have to do is put the cooler on the porch. ... If I need to fill in, I just go to the store."

Heilbronner's typical order is a half-gallon of whole milk (which costs \$3.99), two containers of yogurt and chocolate milk or cheese for an average of \$20 per week. He was surprised to learn that Oberweis doesn't just deliver milk — it offers ice cream, eggs, orange juice and more.

The milk's glass bottle fascinates Heilbronner's sons, 7 and 10, and the 7-year-old eats a tube of Oberweis squeezable yogurt for lunch every day.

Oberweis milk is not organic, but Heilbronner doesn't mind. He said after reading a Washington Post story about big organic milk companies not living up their promises, he decided he'd rather give his kids Oberweis milk, since its farmers pledge to provide antibiotic-free milk and not to use artificial growth hormones.

Oberweis milk is "gently" pasteurized so that it's safe but retains maximum taste and nutrients, said Oberweis CEO Joe Oberweis. The USDA has a range of pasteurization temperatures and times it allows, and Oberweis is at the lower end of the spectrum. Its milk has a shorter shelf life than ultra-pasteurized milk (heated to 280 degrees Fahrenheit), which loses flavor but can last a month or more.

The northern Illinois-based dairy has been in the Oberweis family since the 1920s, and most of its milk is from small farms in Wisconsin and is bottled in Illinois. North Carolina subscribers receive milk brought in from the Midwest to the company's Morrisville facility, just 20 minutes west of Raleigh.

Oberweis already spans much of the Midwest, from St. Louis to Milwaukee, its CEO said. Ice cream is a big part of its business in midwestern states. Oberweis has about 40 ice cream parlors and about 35 flavors, from plain vanilla to chocolate peanut butter.

Virginia Beach, Va., was Oberweis' only southern location for eight years, until this spring when it added Richmond, Va., and Morrisville, which has about 10 employees and could grow to 50, CEO Oberweis said.

The plan is to partner with local dairy farms in the Richmond and Raleigh areas eventually, CEO Oberweis said. However, after nearly a decade in Virginia Beach, Oberweis still ships in milk from the Midwest. Oberweis milk goes from farm to front porch in three to four days.

Oberweis' competitors in the Triangle point to that reliance on non-local cows as a tipping point in their favor.

"We're definitely local, and [Oberweis is] not," said Roger Nutter, owner of Maple View Farm, about 45 minutes northwest of Raleigh. "People will still buy local milk, whether it's ours or somebody else's."

Maple View has been in Hillsborough since 1963 and started supplying milk for home delivery around 2007. Fresh food delivery services like Cary-based Papa Spud's and Raleigh-based The Produce Box offer Maple View milk. Subscribers pay about \$4 for a half-gallon. (In local stores, like Harris Teeter, that half-gallon would cost about \$3.50, plus a "bottle charge" of \$1.50; customers must bring the bottles back to the store to get the fee refunded.

Maple View's cows are not given hormones and, like Oberweis milk, its milk is pasteurized at a lower temperature, but Nutter does not feel the need to tout his milk as "antibiotic-free."

According to FDA standards, any milk with traces of antibiotics cannot be processed, much less sold. Cows are given antibiotics when they're sick, Nutter said, and their milk isn't used until the medicine is out of their systems.

Fuquay-Varina resident Rebecca Cope gets a half-gallon of Maple View whole milk dropped off in a cooler on her porch once a week along with her Produce Box shipment. The milk reminds her of her childhood on a six-acre farm with goats, chickens and a Jersey cow in Savage, Md.

Cope and her husband make smoothies with the milk and blueberries, peaches and more that come in the weekly delivery.

"We're eating as local and as seasonal as we can," she said. "I'm avoiding the store, and I'm eating healthier because of it."

Cris Jackson, who owns Jackson Dairy Farm, said he doesn't plan on changing anything about his business because of Oberweis' arrival. He began delivering to Raleigh homes in the 1990s and, at 78, still makes deliveries himself.

The farm has been in Jackson's family since the 1800s, and he's got more than 10 grandchildren and great-grandchildren, many of whom help out around the dairy.

Jackson's milk is \$5 per half-gallon.

"Our milk will be fresh when it's delivered," he said. "It hasn't been pasteurized more than a day or two."

Oberweis customer Heilbronner said his wife and kids love Oberweis milk and yogurt, but he's never tasted any of their dairy products.

"I'm lactose intolerant," he said. "If they get lactose-free ice cream, I'll be adding that to my order."

## Milk more than just business for Ag-Industry Award winner

By Keith Gushard Meadville Tribune

Jul 3, 2017

[http://www.meadvilletribune.com/news/milk-more-than-just-business-for-ag-industry-award-winner/article\\_8a4f940a-5df5-11e7-8e29-0fb965d5ee6c.html](http://www.meadvilletribune.com/news/milk-more-than-just-business-for-ag-industry-award-winner/article_8a4f940a-5df5-11e7-8e29-0fb965d5ee6c.html)



Brothers Mike (left) and Greg Mitchell pose near one of their milk hauling truck at Mitchell's Milk Hauling in Saegertown. The business is a recipient of the 2017 Crawford County Ag-Industry Award.

SHANNON ROAE/Meadville Tribune

After six decades in operation, hauling milk is more than just a business — it's a way of life for the Mitchell family of Saegertown.

Mitchell Trucking, recipient of the 2017 Crawford County Ag-Industry Award, was started in 1958 by Loren (Pete) Mitchell and his son, Lonnie Mitchell. Today, Mitchell Trucking is in its third generation with brothers Greg Mitchell, 54, and Mike Mitchell, 50, as the owners. The two are grandsons of Pete Mitchell and sons of Lonnie Mitchell.

Mitchell Trucking remains a family-oriented operation with Mike's wife, Michele, managing the company's books. Monica Mitchell, the brothers' mother, who was instrumental in the growth and success of the business throughout the years, is still involved, too.

"She's about 75 and still active," Greg said. "She goes after a part we need (to repair a truck) or do anything we need."

The brothers said they are humbled at having the company receiving recognition from Crawford County's farming community. They'll receive an award that's administered by the Crawford County Pomona Grange during an open program at 2 p.m. Aug. 20 at the county fair's Youth Show Arena. Recipients are selected by agricultural organizations and previous Hall of Fame inductees.

"We just do what we do," Greg Mitchell said. "I never thought we'd receive an award."

Both men said they enjoy interacting with the region's farming community.

"I like the fact we're helping farmers," Mike said. "I like talking to them and driving the truck around the countryside."

"They're all good people," Greg said. "I like it because we're helping farmers get their milk to market, but it is a big responsibility."

Mitchell Trucking got its start when Pete and Lonnie began hauling large cans of milk from their Spring Terrace Farm near Saegertown as well as other area farms to the Erie-Crawford Cooperative in Saegertown. The Erie-Crawford Cooperative marketed milk for processing to dairies in western Pennsylvania, but in 1969 the cooperative stopped marketing milk as the number of dairies began to shrink.

The Mitchells then switched the firm's focus to hauling bulk milk to dairy processors mainly in Pennsylvania, Ohio and New York. By 1990, Mitchell Trucking was hauling for more than 200 farms. At one time, the company even hauled area goat milk for processing to Vermont Butter & Cheese Co., now known as Vermont Creamery, in Barre, Vt.

Today, Mitchell trucks transport raw milk for about 80 dairy farms in the region. While it's a much smaller number than about 25 years ago, there's not been a significant loss in total volume as milk production has increased while the total number of farms has decreased.

Each of the farms stores milk at 39 degrees Fahrenheit, or colder, for no more than 48 hours before it's picked up to be trucked to a processor.

With eight trucks in its fleet, Mitchell's has six of them on the road each day, 365 days a year, with two in reserve in case of a breakdown. Depending on the size of the dairy farm, a Mitchell truck arrives every day or every other day for a pickup. The milk then usually ends up at one of three processors — Dean Dairy Foods in Sharpsville, Dairy Farmers of America in New Wilmington or Middlefield Original Cheese Co. in Middlefield, Ohio.

Having grown up in the business, both Greg and Mike, said working every day is just part of their daily routine.

"I've never really thought of it as a job," Greg said. "The milk's got to go every day."

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Agricultural organizations and previous recipients of the Crawford County Agricultural Hall of Fame and Ag-Industry awards have selected the 2017 recipients of the awards. Nominations are solicited from interested ag-related organizations and businesses as well as former recipients of the awards. Each organization or individual may submit two nominees for Hall of Fame, which may include those who have retired from farming, are currently involved in farming, or from the service industry or organization. One ag-industry nomination may also be submitted.

#### 2017 AWARD WINNERS

SUNDAY: Jeff and Janet Peters

TODAY: Mitchell Milk Hauling

TUESDAY: Robert J. and Christine Waddell

## Farming with Innovation and Heart Earns National Award for Rickreall Dairy

By Oregon Dairy and Nutrition Council July 01, 2017 | 3:49 pm EDT

<http://www.dairyherd.com/news/industry/farming-innovation-and-heart-earns-national-award-rickreall-dairy>

A dedication to protecting the environment, maintaining good employee relations and preserving herd health has earned Louie Kazemier of Rickreall Dairy an Outstanding Dairy Farm Sustainability Award from the Innovation Center for U.S. Dairy.

The award, now in its sixth year, is awarded for a dairy's use of sustainable practices in areas of cow care, energy conservation, water conservation, nutrient management, and business and employee relations.

Rickreall is the first dairy from Oregon to win the award. It was one of only three such awards in the country this year, and the only one west of the Mississippi River.

Kazemier, who has managed Rickreall Dairy since 1991, summed up his commitment to sustainability as a constant effort "to do the right thing."

"I believe that if we know a better way to do stuff and don't do it, I don't think we are honoring our purpose here in life," he said.

His work on the dairy, more than defining him, he said is an extension of his philosophy on life.

Among reasons cited by the U.S. Dairy Innovation Center for Kazemier's award are his philanthropic efforts to help others.

Kazemier travels regularly to Uganda to instruct dairy farmers, build housing and mentor young men. In Oregon, Kazemier built Camp Attitude, a camp for families with special-needs children.

In Rickreall, residents know him for his open-door policy, and the steps he takes to be a good neighbor.

"We are ultra-sensitive to the public," Kazemier said. "We only irrigate certain fields, certain times of the day, because of wind direction and concerns with odor. And we have an open door policy, where anybody who wants to see the dairy can come in. We bring in a minimum of 2,000 school children a year at no cost to the schools."

When it comes to the environmental improvements, Kazemier worked with Energy Trust of Oregon and the U.S. Department of Agriculture to upgrade his barn lighting and parlor laundry systems, steps that have reduced his energy use by hundreds of thousands of kilowatts per year.

Kazemier's nutrient management plan involves applying only the amount of nutrients plants take up, so nutrients don't leave the soil profile. He conducts water-quality tests in a nearby creek on a quarterly basis, and takes soils tests on the farm's cropland on an annual basis, just to be sure.

Additionally, Kazemier provides neighboring farmer Scott Zeigler excess manure nutrients from Rickreall Dairy in exchange for feed, an arrangement that has proved beneficial to both parties.

Kazemier's father-in-law, Gus Wybenga, a third-generation dairy farmer who expanded and redesigned Rickreall Dairy when he purchased it in 1990, designed it with water conservation in mind. Kazemier has refined the system to capture and conserve water, and ensure that tap water is recycled at least three times before being used for irrigation.

And Kazemier has arranged with a local food processor to take excess waste water off the processor's hands, an arrangement that, again, benefits both parties.

When it comes to his 3,500 cows, Kazemier works closely with a nutritionist, a veterinarian and a herd manager to regulate and monitor herd health. And he uses computer software to track daily milk production and maintain health and treatment records.

Rickreall Dairy meets most of its feed needs through double-cropping ryegrass silage and corn silage and on the dairy's 1,100 acres of cropland. Kazemier supplements that with high-quality alfalfa hay, along with two byproducts from a local biofuel production plant, plus mineral supplements, beet pulp, cottonseed, hominy and corn grain, and the feed he gets from Zeigler Farms.

Kazemier uses composted manure solids for cow bedding, a practice that, in addition to providing a comfortable and sanitary bedding, also provides another beneficial use for dairy waste, and he has removed exterior walls to improve air circulation in the dairy's five free-stall barns.

According to John Rosecrans, the dairy's nutritionist, Rickreall Dairy cows consistently rank as an "A" herd, exhibiting high milk-production-to-feed rates, low cull rates and high pregnancy rates – all key elements in a dairy's success.

"This is one of those dairies where you can walk through the cow pens and they don't run from you, they follow you," Rosecrans said. "That tells you a lot about a farm."

Then there are the dairy's twenty-five year-round employees, workers with an average a tenure of twenty years.

"People don't quit very quickly here," Kazemier said, "and I take a lot of pride in that, because agriculture is a tough business, and my guys, they know that I've got their back if they put one-hundred percent into this job."

Indeed, cows, people, the community and the environment all seem to benefit from their association with Louie Kazemier and Rickreall Dairy.