



# Dairy Pulse

42<sup>nd</sup> Edition



Think Dairy



Suruchi Consultants  
Delivering solutions with integrity

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

# Dairy Pulse 42<sup>nd</sup> Edition (16<sup>th</sup> to 31<sup>st</sup>, July 2017)

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## Suruchi endeavor in Skill/ Entrepreneur Development Domain

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

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

Academy of Dairy Skill Development (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)

- ➔ **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

#### Bar entry of Indian cattle: dairy farmers

<http://www.thedailystar.net/business/bar-entry-indian-cattle-dairy-farmers-1440892>

Dairy farmers yesterday urged the government to bar the entry of cattle from neighbouring countries, mainly from India, ahead of Eid-ul-Azha, reasoning that there was enough locally reared and fattened cattle to meet the demand.

"We are better prepared this year to meet the demand," Bangladesh Dairy Farmers' Association (BDFA) President Mohammad Imran Hossain told a press conference at National Press Club in the capital.

Citing data of the Department of Livestock Services (DLS), he said there were 19 lakh farms where cows were being fattened to meet the Eid demand, which accounts for some 50 percent of the around 88 lakh cattle slaughtered yearly in Bangladesh.

"Many poor families fatten cows to cash in on increased demand for animals during Eid-ul-Azha. But their dreams are shattered if prices plunge for an influx of cattle from India just ahead of Eid," said Hossain. BDFA, formed early this year, said there were around 1.15 crore animals -- some 40 lakh bulls and buffalos while the rest are goats and lambs -- available for Eid this year.

Hossain said locally reared and fattened animals comprised 90 percent of those sacrificed last Eid.

Some 55-57 lakh cattle were slaughtered last Eid, according to a previous estimate of Bangladesh Meat Merchants' Association.

The BDFA also demanded that the government refrain from allowing beef import to protect the interests of farmers.

This was the first time dairy and meat producers voiced their concerns collectively on the risk of their losses for an influx of cattle from India, mainly through smuggling.

In recent years, many people, including young men, have set up farms to boost meat and milk production, encouraged by increased prices for reduced supply owing to an Indian crackdown on cattle flow to Bangladesh.

Over 11.5 lakh cattle entered Bangladesh from neighbouring countries, mainly from India, in fiscal 2015-16, down from 14 lakh the previous year, according to the National Board of Revenue data.

In the past, over 20 lakh cattle were informally traded every year over the borders of Bangladesh and India due to lax monitoring. It accounted for nearly \$1 billion in annual business, according to estimates.

At that time, local farmers used to be less enthusiastic about cattle farming, fearing losses due to the huge influx of Indian cattle. Prices of sacrificial cattle remain low if the supply is high, stakeholders had stated earlier.

“We will be self-sufficient in meat and milk production if the government supports us,” said Hossain, asking for subsidies and interest-free loans for the modernisation and expansion of their farms.

The BDFA also wanted the government to ensure fair prices of milk. The number of registered milk producers rose to 12.01 lakh in fiscal 2015-16 from 79,942 in fiscal 2010-11. Milk production increased to 7.27 million tonnes in fiscal 2015-16 from 2.95 million tonnes in fiscal 2010-11, said the BDFA.

However, the price of milk has remained almost the same for the past 10 to 15 years although the cost of production has risen for soaring prices of cattle feed as well as inflation.

The BDFA appealed for framing a policy so that processors buy milk at fair prices from producers.

Hossain said dairy farmers have to pay electricity bills for farms at commercial rates. Electricity tariffs on dairy farms should be set in line with rates fixed for agriculture, he said.

The BDFA also demanded the government take steps to reduce cattle feed prices. “We have to buy feed at abnormally high prices,” said BDFA Vice President Malik Md Omar.

## Marketing

### Milk prices likely to soar by Rs 3 across Maharashtra in coming days

While announcing the hike in the procurement price on June 19, dairy development minister Mahadeve Jankarhad had said action would be taken against brands if they increased their retail prices

[MUMBAI](#) Updated: Jul 31, 2017 07:42 IST

<http://www.hindustantimes.com/mumbai-news/milk-prices-likely-to-soar-by-rs3-across-maharashtra-in-coming-days/story-bCRBl0vk8Zcmml0az0zW5O.html>

A month after the state rose the procurement price (paid to farmers) by Rs3 for cow milk and announced there would be no rise in the retail price of milk, a key player in market, Gokul, has increased retail price by Rs2 per litre. Other private brands, which together hold 58% of the market share of packaged milk, are likely to do the same in the next few days.

Gokul, which supplies about 10 lakh litre milk a day across Maharashtra, said the new price will be applicable from August 1. The company has said it was forced to hike its prices after the upped the procurement price last month.

“After the rise in the procurement price, we incurred a loss of Rs3 crore in just five weeks. It is difficult to sustain the loss and had to resort to price hike,” Dattatray Ghanekar, managing director, Gokul told HT.

While announcing the hike in the procurement price on June 19, dairy development minister Mahadeve Jankarhad ha said action would be taken against brands if they increased their retail prices. However,

the private and cooperative brand owners claimed that the government has no right to take any action against them for increasing prices.

“The rise in the procurement price was applicable to the government and cooperative brands and we have ensured that all of them abide by the notification. We had to initiate action against six cooperative milk unions a few weeks ago,” said Vikas Deshmukh, secretary, dairy development department. “There would be not control over the prices of the private brands, but with the 70:30 formula of profit sharing on our card, the retail prices may be brought under control in the future.”

While 58% market share is with private players such as Amul, Gokul and Krishna, 40% share is with the cooperative brand such as Mahananda. The remaining 2% is Aarey, owned by the government. The retail price for cow milk ranges between Rs42 and Rs45 a litre.

Like Gokul, other private dairies too are set to increase their prices. “We have been sustaining a loss of Rs 1.5 to Rs 2 a litre after the rise in the procurement price. Though the state government warned us to not increase the retail prices, it is very difficult to survive without rise as the overheads are no more sustainable. We will also take a call on the price rise very soon,” Vinayak Patil, chairperson of Rajarambapu Patil Sahakari Dudh Sangh, which owns the brand Krushna, said.

## Drop in bulk milk sale to Kerala, Puducherry worries Kochimul

KOLAR, JULY 30, 2017 23:29 IST

<http://www.thehindu.com/news/national/karnataka/drop-in-bulk-milk-sale-to-kerala-puducherry-worries-kochimul/article19392035.ece>

A healthy monsoon in Karnataka’s neighbouring States has wreaked havoc on the export of milk from Kolar. Kolar and Chickballapur Milk Union Ltd. (Kochimul) is struggling to cope with a massive drop in bulk sale of milk to Kerala and Puducherry, which have not been purchasing the essential commodity since May.

Kerala used to purchase about 40,000 litres of milk a day from Kochimul, and Puducherry 20,000 litres. But this has come to a standstill as good rain in those places has translates into increased milk production. “As their needs were fulfilled by their own dairies, they have stopped bulk purchase,” said a Kochimul official.

Kochimul is now relying on bulk supply only to Andhra Pradesh and Maharashtra. In all, Kochimul used to send 1.2 lakh litres of milk daily to these States and the Union Territory. But it has lost almost half the market now.

“The reduction in bulk sales has forced us to divert the excess milk for powder production,” said Kochimul president N.G. Byatappa. To balance the loss incurred owing to this, Kochimul has reduced the procurement rate by ₹1 a litre. “We are now paying farmers ₹24 a litre in place of ₹25 in the past,” he added.

Powder stock on the rise

As much as 2.84 lakh litres of milk is being sent for powder making. Since the shelf life of the milk powder is one year, the anxiety of the union has increased on the piling up of powder stock.

## High-yielding cows to be brought from Gujarat: Min

By Express News Service | Published: 30th July 2017 10:22 AM |

Last Updated: 30th July 2017 10:22 AM |

<http://www.newindianexpress.com/states/kerala/2017/jul/30/high-yielding-cows-to-be-brought-from-gujarat--min-1635567.html>

THIRUVANANTHAPURAM: Dairy Development Minister K Raju has said highly productive native cow breeds from Gujarat will be brought to the state. He said this after holding talks with Gujarat Animal Husbandry Minister Babubhai Bokhiria. The Gujarat Government will provide technical assistance to bring to the state Gir and Kankrej, which are good milk yielders. The minister had also held talks with National Dairy Development Board chairman Dileep Rathu.

The board will provide assistance to start various dairy development projects. Quality germplasm and pedigree bulls will be supplied to the state as part of the scheme, apart from providing quality cattle feed. The Dairy Development Board chairman also hailed the state government's efforts in the dairy sector.

## Will Amazon's Entry Disrupt the Food Retail Market in India

Around 40 medium to large scaled startups are catering to online groceries and food products market in India.

[Little India Desk](#) POSTED ON JULY 28, 2017

<http://littleindia.com/will-amazons-entry-disrupt-the-food-retail-market-in-india/>

Expanding its business in India, Amazon recently secured an approval to stock and sell food and groceries in India. The online retail giant is in a pitched battle with home-grown rival Flipkart and the approval to sell food products is expected to disrupt the food retail market in India.

According to [media](#) reports, Amazon is planning to invest \$500m (approximately Rs 3,370 crore) in the food segment. The e-commerce company has already committed to invest over \$5bn (approximately Rs 32,263 crore) in India. The company will open 'wholly-owned' subsidiaries in India that will stock and sell food products online.

### Grocery Market in India

While the online shopping for gadgets and clothing has penetrated the tier two and tier three cities, the grocery market in India is still dominated by the brick-and-mortar stores. However, looking at the market trends and gauging the potential of a bigger market, e-commerce companies and food start-ups started making a move. The food retail market in India is currently worth [Rs 25 lakh crore](#). It is expected to cross Rs 61 lakh crore by 2020.

As per the proposal, the company will open a wholly-owned subsidiary in India to carry out the business. It will stock food products and sell online. According to PTI dry food grocery that includes, cereals, grains,

grams, pulses, sugar, edible oil and dry fruits constitutes 34.7 per cent while milk and dairy products account for 16 per cent of the food market. Spices at Rs 1,50,000 crore, fresh produce at Rs 3,90,000 crore and perishables like fish, poultry and sea food at Rs 2,00,000 crore are the other food categories other than the processed foods.

#### Online Grocery Startups

As Indians are welcoming the processed and western food options, the government wants to expand the market and business opportunities. At the India Food Forum 2016 in Mumbai, Minister for Statistics and Programme Implementation (Independent Charge) V K Singh, [requested](#) the entrepreneurs, “to move beyond the urban market and spread to the semi-urban and rural markets.”

Around 40 medium to large scaled startups are catering to online groceries and food products market in India. BigBasket, Grofers, ZopNow, NatureBasket to name a few have managed to penetrate metros and tier one cities. The biggest challenge facing the online grocery startups is last-mile logistics and procurement. They complicate the operations and each startup is tackling these challenges differently [reported](#) YourStory.

According to the news agency [Reuters](#), Flipkart, also plans to move into the groceries space. In June this year Amazon announced its plans to take over organic food specialist Whole Foods Market Inc for \$13.7 billion (Rs 883.6 billion) in United States.

#### Regulating the Market

The rise in the number of food e-commerce companies and a surge in food products being sold online has meant that the sector needs some regulation. In June this year, Ministry of Consumer Affairs, issued a notification to bring ecommerce companies and online marketplaces under its purview. Under new rules, e-commerce companies will have to display online, the expiry dates, maximum retail prices and country of origin of the packaged consumer products.

## Project Moo: supporting India's dairy farmers with sustainable technology

[JOANNA KURIAN 28 JULY 2017](#)

With UDAY launching its recent initiative, Project Moo, dairy farmers can breathe a sigh of relief as their troublesome days of dairy deficits and low income are finally over.

<https://yourstory.com/2017/07/project-moo-supporting-indias-dairy-farmers-sustainable-technology/>

### How it all began

Six years back when Param Singh, 29, was on a visit to the Asian Development Bank in the Philippines, he learned about the poverty and unemployment milieu in India. Coming from an agricultural background, he aspired to create a sustainable change for rural farmers, women, and youth. That's how [UDAY](#) came into being, harbouring a single, mind-blowing vision of his – enhancing a hundred million lives by 2030.

Our Managing Director is a very passionate person who wanted to give back to his country, that's why he sold his International College in Australia and founded UDAY to help Indian youth acquire skills and gainful employment. The passion turned into a profession and he invested 50 percent of the proceeds from the sale of International College and invested it in UDAY, "says Aashna Singh, Business Head, Rural Prosperity, UDAY.

His efforts have paid off, and since then, UDAY has touched the lives of a large number of rural women, youth, and farmers.

### What Project Moo is all about

Though India is all set to become the largest milk producer the world accounting for 18.5 percent of global milk production, it still faces a huge crisis due to low milk yield per cow. India's estimated demand for milk by 2020-21 is supposed to be 210 million litres and if it cannot meet its demands then, importing is the only solution.

Taking UDAY's vision a step further, Project Moo was ideated. This project holds the potential to change the present scenario of dairy deficit in India by providing solutions which will not only increase the milk output from milch animals but will also double the income of small marginalised farmers through an enterprise model.

For its pilot, UDAY has signed a contract with a Large milk producer in Punjab to train 10,000 of their dairy farmers covering three districts and 337 villages. It envisions to scale the project and have over one million farmers and three million cattle on the Moo App by 2021.

"This is a unique approach which is the result of extensive on-ground done on the challenges faced by dairy farmers and how we can use our core capability to overcome these. We are targeting major problems like dairy deficit, milk traceability and lack of extension,"- says Aashna.

The devastating plight of farmers

Farmers across India struggle to earn a livelihood and often surrender to their frustrations by migrating to cities. Many farmers acquire cattle in order to increase their livelihood, hoping that the dairy sector would provide them with some relief.

According to a recent [NSSO survey](#), as many as 69 per cent of agricultural households own less than a hectare of farmland each, making it unviable and forcing migration to urban areas.

India ranks in the top 38 percent of countries worldwide, most vulnerable to climate change and least ready to adapt.

Headed by Aashna, this project seeks to transform the lives of dairy farmers as well as increase the quality and production of milk in India.

Hailing from Amritsar, Punjab, Aashna wanted to work in a startup as she wanted to experience a steep learning curve that would teach her a lot in a year.

The challenges faced by dairy farmers are quite varied, such as low market price, low extension services, and low milk production. Low milk output was found to be the main cause for India's dairy deficit. Animal health, nutrition, and breeding are the main reasons for low production of milk.

A one-of-a-kind initiative, Project Mooo pursues its goal, using a unique, user-friendly approach. It comprises three techniques – visiting communities using a technologically advanced mobile van, providing hands-on skills via Boot Camps and creating rural start-ups headed by village entrepreneurs.

“We are developing an app for farmers so that dairy management practices will become more efficient in terms of getting regular alerts, from when a cow is in heat to mapping the entire life cycle of the dairy animal,” adds Aashna.

A handful of rural youth and women will act as “village entrepreneurs” touring various villages in a technologically advanced mobile dairy van and provide hands on skills using the Boot Camp approach to the dairy farmers. A chain of these project Mooo start-ups led by ‘village entrepreneurs’ will help outreach and sustainability of training by helping local farmers with improved sourcing for backward linkages (veterinary services, seeds, credit, insurance) and forward linkages (fair price for output and on time payments).

### **A brighter future**

“If the rural youth are skilled, self- sustained and employed, India will soon be the skill capital of the world,”- Aashna says.

Imagine if you knew where the milk you're drinking is coming from, the dairy farmer, the source and the inputs in the milk. Milk traceability can be taken to a whole new level with the Mooo app.

Currently, the average yield of milk of an Indian cow is 3 litres per day as compared to cows in Israel and USA which yield 25 litres per day. Project Mooo aims to increase milk output, increase private extensions to the farmer and double the income of dairy farmers. By tapping into CSR budgets, this project will move forward.

## Amul look to aggressively step up play in the B2B segment: Sources

Sources privy to the development have told CNBC-TV18 that Amul is looking to double its revenue from the B2B space in the next 1-2 years

Jul 26, 2017 10:36 PM IST | Source: CNBC-TV18

<http://www.moneycontrol.com/news/business/cnbc-tv18-comments/amul-look-to-aggressively-step-up-play-in-the-b2b-segment-sources-2336947.html>

India's dairy giant Amul is working on a large scale plan to further capture market share in the business-to-business (B2B) segment.

Sources privy to the development have told CNBC-TV18 that Amul is looking to double its revenue from the B2B space, including hotels, restaurants and caterers, in the next 1-2 years.

The company is targeting around 10-12 percent of its sales to come from the B2B segment, the source said. Cheese, butter, dairy creamer and cream are likely to be the biggest categories in this space.

The sources further add that Amul is in talks with large restaurant chains and hotels for supplying its products.

At present, Amul gets around 6 percent of its revenue from the hotel/restaurant/caterers (HoReCa) segment, while its close rival Parag Milk Foods earns about 5 percent of its revenues from the segment.

Amul had garnered revenues of over Rs 28,000 crore at the end of FY17.

Responding to the channel's query, Amul said that it plans for an aggressive outreach in the HoReCa segment.

## Zero duty to hit Indian dairy industry: Amul

[Arun S](#)

HYDERABAD, JULY 26, 2017 04:00 IS

<http://www.thehindu.com/business/zero-duty-to-hit-indian-dairy-industry-amul/article19359886.ece>

'15 cr. farmers will be impacted by FTA'

The Indian dairy sector, providing livelihood to 15 crore farmers, would be severely hit if import duties on milk and milk products were eliminated under any Free Trade Agreement (FTA) including the Regional Comprehensive Economic Partnership (RCEP), according to the local dairy cooperative Amul.

Separately, farmers' organisations have threatened to hold nationwide protests if the dairy sector is opened up under the RCEP — the proposed mega-regional FTA involving 16 Asia Pacific nations including India — or any other FTA including those proposed separately with Australia and New Zealand.

Risk of cheaper imports

Jayen Mehta, senior general manager, GCMMF Ltd. (Amul), who participated in a stakeholders meeting with officials negotiating the RCEP agreement here, told The Hindu that it was important for India to ensure

that duties on all Indian dairy products were not eliminated or reduced under the FTA, as cheaper imports risked threatening local farmers' incomes from dairy.

Significantly, Mr. Mehta pointed out that as against 15 crore dairy farmers in India, there were only 12,000 of them in New Zealand and 6,300 in Australia.

'Duty offers protection'

Currently, the duty on milk and milk products ranges from 40% to 60%, which gives the local industry enough protection to build its competitiveness.

However, if the duty is drastically reduced or eliminated under any FTA, the local industry would find it difficult to compete against producers, particularly from RCEP members like Australia and New Zealand — which control more than 35% of the global dairy trade and in excess of 50% of the intra-RCEP trade, Mr. Mehta said.

Yogendra Yadav of Swaraj Abhiyan and All India Kisan Sangharsh Coordination Committee, said, "Any attempt to open up our milk market to international trade under an FTA shall be resisted by all farmers' organisations, and we will hold nationwide protests."

However, New Zealand, out of its annual milk production of 22 million metric tonnes (MMT), exports 19 MMT (or 86% of the produce). Similarly, Australia, of its production of 15 MMT, exports four MMT (or 26% of the production).

Mr. Mehta said India, on the other hand, is the world's largest milk producer with 156 MMT of the item produced annually. However, since there is a huge domestic demand for milk and milk products, exports of these items from India is negligible (about 0.5 MMT or 0.3% of the production), he said. While New Zealand controls 25% of the global dairy trade and Australia around 5%, India's share is negligible, he added.

However, the Indian farmer has the highest share of consumer price (around 71%) — or, what the farmer gets as percentage of what consumers spend on milk and milk products — as against Australia (25%) and New Zealand (33%), Mr. Mehta said. He said Amul -- owned by farmers and managed by professionals -- ensures that 80-86% of the consumer-spend goes back to its dairy farmers.

Further, most RCEP countries have a highly restrictive regime on dairy products — either high import duties or cumbersome procedures with certification and inspection requirements. He said though China is the world's largest dairy importer, it does not allow Indian dairy imports. Similarly, Indonesia, another RCEP member, does not allow Indian dairy imports stating that India is a Foot and Mouth Disease (FMD)-affected country, he pointed out, adding that Australia too classifies India as an FMD-hit nation and restricts Indian dairy imports. New Zealand's requirement of several veterinary documentation on dairy products also prevents Indian exports to that nation, he said.

## "To Build A Brand, Go Beyond The Books And Look At The People"

JUL 25 , 2017

<https://www.outlookbusiness.com/enterprise/feature/to-build-a-brand-go-beyond-the-books-and-look-at-the-people-3723>

Gujarat is a land of food brands. When I see Parag Desai from Wagh Bakri, Firoz Khambhata from Rasna, other brands like Balaji and Vadilal — which are national brands — I can say with confidence that people here know the pulse of consumers and this land has the ability to give best of the brands to India. I think Amul is one of them.

I would take milk — the most commonly used product in any household as an example, when talking about branding in the food industry. Around 20-30% is spent on milk; as income level reduces, the percentage spent on milk increases: rural is 30%, urban is 20% and higher income brackets are only 10-20%. India has various industries — capital goods, power, infrastructure etc., but the one industry that has a maximum potentiality is food since there are 1.3 billion stomachs that need to be filled in our country.

The food consumption is growing, because the prosperity level in India is growing. Secondly, there is a shift from unbranded to branded products. For example, in India, dairy consumption is growing by 4.5-5% per annum, which is the highest growth rate in the world. Already India is the world's largest market and also largest production country. For any country, especially food, if you are self-sufficient you are secure. So, in dairy, if consumption is growing at 5%, branded food is growing at more than 10-12%. This is because rest of the growth is due to the increase in consumption, and the remaining half comes from the shift to unbranded food. The same goes for any other food category where the growth level maybe 20-30%, whether you take branded rice, dal, sugar, mixes or any other category. They say by 2025 we will be crossing China in terms of population and by 2050 our population will be 1.7 billion. Today 70% of 1.25-3 billion people are in rural India and 30% is in urban India. There is limited opportunity in rural India and today's youth is attracted towards the urban lifestyle. It is expected that by 2050, 50% people will be staying in villages and the rest in urban India. So how will this impact the food industry?

Food is grown in villages, by rural India and consumed by not only rural but also the urban areas. So by 2050, comparatively we will have more mouths to feed and less hands to produce. But how do we ensure that people or the farmers continue to grow food? They will not continue to grow just because they are in the profession — they will continue to grow only if they find that it is remunerative. And it will be remunerative only if urban consumers are ready to pay a stable price to the farmers. Here is where the role of an entrepreneur or industry comes — how to reduce the price gap between the consumer and the producer? So, people who are in the food industry have a bright future, not for only this generation but for next the next four generations. We have to ensure that Indian farmers produce food. Otherwise we will depend on other countries and reduce the role of the Indian manufacturer in the food industry. We have to continue managing our whole supply chain, right from the production to consumption, efficiently.

Coming to the branding in food, we feel that branding is a very new phenomena but it started almost 80 years ago. There are a lot of administrators and marketers sitting here and we feel that Kotler started branding in India. But if you look back, I don't think branding or marketing is a new phenomenon. Can you tell me which are the most prominent brands in India that have been there for the last 100 or 1,000 years, have a logo, a jingle and a target group? We are all aware about these brands like Om, Cross, Red Cross, etc. These are brands in which people have faith, trust and loyalty. Why? Probably because these brands have delivered value and so it exists. I am a Sikh. Why did our 10th Guru Gobind Singh ask each Sikh to not cut his hair and wear a turban? He wanted to create a brand identity, so it can stand out from thousands of

people. This is the best example of creating a brand identity. So, if you want to create a brand and be very well recognised, don't look only at books. Look at yourself and the people around and then create a brand. No doubt, theory is required to help you compartmentalise and co-relate. But branding and marketing can be done by anybody.

Now, since I am from Amul, so naturally I have to talk more about our experiences, how we've built it as a brand and what are the lessons we have learnt. I would like to talk to you about the things a new entrepreneur has to look for if he wants to start a brand in today's competitive world. I was very fortunate to have worked for Amul's founder and chairman, Dr Varghese Kurien for 30 years as I learnt a lot of things on branding and marketing. In the '50s, when no Indian brand would think about branding and advertising, I learnt from him that branding is the key to establishing loyalty, trust and faith. Loyalty can be for any known brand. You may travel by IndiGo, travel by SpiceJet, but you know they are all equal. But if you want to travel tonight and there is a rush, the same IndiGo which is charging ₹2,000 or ₹3,000 for the regular fare, may charge you ₹20,000 from Ahmedabad to Delhi. So, will you have blind faith in this brand? No. Dr Kurien used to tell us that blind faith is like faith in your religion. You have to create such faith for your brand, where they do not question the brand, they do not look anywhere else, they feel that this brand is never going to cheat, that the brand is their own brand and that it will deliver more than the customer expects. The most important thing that we've learnt is that the customer is always smarter than you and always think before you decide your strategy — price, packaging, margins, schemes etc. Automatically you will come up with a very rational marketing strategy.

Amul, now 70-years-old, is the number one food brand in India. Last year, our turnover was ₹38,000 crore. Meanwhile, the turnover for the company — Gujarat Co-operative Marketing was ₹27,000 crore. So, how was this brand created? In one word I have to say that the reason for success is the consistency in our business and branding philosophy. We have two faces to the Amul brand, one side is 3.6 million farmers, who are the owners of this organisation and for them this brand gives different deliverables while the other side has millions of consumers, who consider the Amul brand differently. So what is the branding strategy? That was value for many — it means, giving 3.6 million farmers stable and remunerative prices day after day. You name any other agricultural produce, farmers are not assured stable and remunerative price. We know what is happening with pulses, last year it was ₹200, today nobody wants to buy them at ₹40. So this brand has delivered value for many by giving them very stable remunerative prices. The farmers are assured that if I produce milk today I am going to get X+ price and not X- price. So they blindly follow this brand. The other side of Amul brand is value for money. What is the reason for that? Value for money means providing best quality product by using the best and natural ingredients, the latest technology, very contemporary packaging and selling it at such a price that masses can afford. If you want to succeed in the food industry, it has to be by targeting the masses, only then you can get volume. This strategy of 'value for many' and 'value for money' is diagonally opposite to other corporate objectives.

**This is the first of a two-part series.**

## Parag Milk Foods ranked no. 1 in Fortune India The Next 500

India Infoline News Service | Mumbai | July 24, 2017 09:02 IST

[http://www.indiainfoline.com/article/news-top-story/parag-milk-foods-parag-milk-foods-ranked-no-1-in-fortune-india-the-next-500-117072400008\\_1.html](http://www.indiainfoline.com/article/news-top-story/parag-milk-foods-parag-milk-foods-ranked-no-1-in-fortune-india-the-next-500-117072400008_1.html)

Parag Milk Foods, leading manufacturers, and marketers of dairy-based branded foods in India ranked No.1 in Fortune India' The Next 500 mid-sized companies from being ranked 67 the last year.

[Parag Milk Foods](#), leading manufacturers, and marketers of dairy-based branded foods in India ranked No.1 in Fortune India' The Next 500 mid-sized companies from being ranked 67 the last year.

Since its inception in 1992, Parag Milk Foods has provided the best global expertise and scientific knowledge in support of the development and promotion of quality cow milk and milk products that provide consumers nutrition, health and well-being. The company has a diverse portfolio of over 15 consumer centric product categories.

Mr. Devendra Shah, Chairman, Parag Milk Foods Ltd. said, "Its an honour to top the list of prestigious top 500 companies by Fortune India. This is a testament of our business model and our focus on providing healthy and nutritious dairy products to our consumers. We dedicate this award to all our consumers, farmers, shareholders, vendor partners, employees and well wishers who have been a part of our journey. We are committed to continue growing and stay true to our core values of driving innovation in milk and milk products through our well-diversified portfolio of brands that deliver international standards of dairy products."

Parag Milk Foods recently forayed into new product categories with SLURP – a mango based juice drink and Avvatar - 100% vegetarian absolute whey protein which have received tremendous response from consumers.

Fortune India Next 500 is a ranking of the 500 mid sized companies in India compiled basis of latest sales and gross revenue figures. These firms belong to various sectors like food and agro products, pharmaceuticals, information technology, basic materials, financial services, information technology and capital goods.

## Milk village in Rajouri

Under this ambitious project of Animal Husbandry Department, 50 identified beneficiaries of the village would be provided 100% subsidy to establish dairy farm units on modern lines.

Rajouri, Publish Date: Jul 24 2017 12:36AM | Updated Date: Jul 24 2017 12:36AM

<http://www.greaterkashmir.com/news/business/milk-village-in-rajouri/255569.html>

Minister for Animal and Sheep Husbandry and Fisheries, Abdul Ghani Kohli today inaugurated 'Milk Village' in Argi area of the district.

Under this ambitious project of Animal Husbandry Department, 50 identified beneficiaries of the village would be provided 100% subsidy to establish dairy farm units on modern lines.

Addressing on the occasion, the Minister said, "The scheme entails establishment of dairy units with dairy animals of established genetic worth in 50 villages of the state with 50 beneficiaries per village", adding the aim of scheme is to bridge the demand-supply deficit of milk in the state in general and Rajouri in particular.

Later, the Minister chaired an important public meeting at Argi in which around 250 residents of Argi and adjoining villages participated and apprised him of the development issues they face in day-to-day life.

## Govt. to infuse ₹300 crore into TS Vijaya Dairy

HYDERABAD, JULY 23, 2017 01:35 IST

<http://www.thehindu.com/news/cities/Hyderabad/govt-to-infuse-300-crore-into-ts-vijaya-dairy/article19333827.ece>

Spot payment to be introduced at 5 places to encourage milk supply by farmers

The State Government has decided to modernise Telangana Vijaya Dairy with ₹ 300 crore investment including doubling the capacity of its Lalapet processing unit from the existing 5 lakh litres per day.

Minister for Animal Husbandry and Dairy Development Talasani Srinivas Yadav stated here on Saturday that the Vijaya Dairy would undergo major changes over the next six months, including capacity doubling and setting up another unit of 5 lakh litres at its Lalapet facility with modern machinery.

Although Vijaya Dairy had good brand image for its milk and other products in the country, its functioning and image was dented due to the inefficiency of some officials, the Minister remarked. Ills such as lack of proper marketing facility and supervision were due to such irresponsible handling of the organisation, he added.

The Minister blamed the officials for Vijaya Dairy lagging behind the private dairies in the matter of milk procurement, processing of dairy products and their marketing, in spite of all the encouragement and support provided by the Government. The Minister made the remarks at the meeting attended by Dairy Development Cooperative Federation Chairman L. Bhuma Reddy, Special Chief Secretary Suresh Chanda, Managing Director K. Nirmala and others.

To improve the presence of Vijaya Dairy outlets in the State Capital compared to private dairies, the Minister asked the officials to take steps to open 100 new outlets and take steps to supply Vijaya Dairy products to government offices and functions so as to improve the income for the dairy farmers, the organisation and create employment potential.

In a move to improve milk procurement it was also decided to introduce on-the-spot payment to dairy farmers on supply of milk to Vijaya Dairy in villages at least at five places. About 100 acres land was also identified for setting up a modern processing plant at Shamirpet, the Minister stated.

He also directed the officials to open sales outlets in every assembly constituency and to get a survey conducted for the development of Vijaya Dairy. Recruitment to fill 110 vacancies in the organisation would also be taken up soon, he added.

## GEA contracted by Hatsun to install automated dairy plant in Dharapuram

Saturday, 22 July, 2017, 08 : 00 AM [IST]

Our Bureau, Mumbai

GEA in India has been contracted by Hatsun Agro Product Limited (HAP) to install an automated dairy plant on turnkey basis at Dharapuram near Coimbatore, Tamil Nadu. This greenfield dairy project is designed to handle 6,50,000 litre of milk per day, to produce 3,00,000 litre per day of milk in pouches and 1,50,000 litre per day of curd. The plant is expected to be fully operational by early 2018.

HAP is one of the leading private sector companies in the dairy business in South India. It manufactures and markets dairy and ice cream products under various brands, including Hatsun, Ibaco, Arun and Arokya.

It believes that the dairy industry in India is ready to embrace new technologies and higher hygienic standards and chose GEA as its engineering partner because of its turnkey approach, its innovative technology and its experience of working with GEA in the past.

“So far, GEA has been supplying components to HAP, and it is a great pleasure to be able to be a partner for HAP for their turnkey project,” said Abhay Chaudhari, country managing director, India cluster, GEA.

“They are obviously happy with the quality and the service they have received from GEA in the past, as they have shown confidence in us once again, and with a larger scope. HAP is a progressive dairy company, and likes to be ahead of the curve in terms of automation, quality and hygiene standards,” he added.

Apart from specialised equipment from GEA, such as separators, homogenisers and flow components, a new and interesting feature of GEA’s offerings is the reverse osmosis (RO) plant for the concentration of skim milk.

RO, being a cold process, ensures the natural freshness of milk and curd. GEA has successful references worldwide for milk concentration with RO.

The plant is fully automated for the processing and packaging of liquid milk and curd. Management Information System (MIS) reports can be generated to capture data regarding process parameters, production and packaging making it highly responsive and efficient.

### AmulFed plant

During the first quarter of 2017, GEA in India received an order from the AmulFed Dairy (formerly Mother Dairy) in Gandhinagar, a unit of Gujarat Co-operative Milk Marketing Federation (GCMMF).

The order, said to be for a lower double-digit, million-euro amount, is for a new turnkey dairy plant for the production of 150 tonne per day of skim milk powder and 120 tonne per day of dairy whitener or baby food. The milk powder plant is scheduled to commence production in 2018.

When completed, the plant will be the largest skim milk powder and dairy whitener plant in Asia. The

company markets its milk and milk products under the Amul brand, and its baby milk powder under the name of Amul Spray.

The plant, to be installed on a turnkey basis by GEA, will process around 90,000 litre per hour of milk to produce multiple value-added products.

AmulFed already has two milk powder plants in the same location supplied by GEA. Together, they make AmulFed the largest plant in Asia at a single location.

The new plant features GEA's most advanced safety system and uses hygienic architectural design principles to make it one of the most advanced GEA has built to date.

Some other interesting features to be included in the AmulFed plant are:

- The use of a mechanical vapour recompression (MVR) system from GEA within the evaporation plant. MVR continuously recycles energy by recompressing the vapour within the evaporator. This reduces energy costs and the carbon dioxide (CO<sub>2</sub>) footprint to minimise the environmental load
- The use of a reverse-osmosis (RO) polisher to treat the milk condensate from the evaporation plant and recycle the water for reuse within the plant. This significantly reduces water usage and approaches the zero liquid discharge concept
- The application of a GEA clarifying separator to remove the entire life cycle of bacteria from the milk, thereby ensuring a supply of bacteria-free healthy milk throughout the process cycle
- The inclusion of GEA Sanicip bag filters in series with cyclones to collect powder fines, save product and reduce emissions to the atmosphere
- The inclusion of a GEA sifter to provide a uniform distribution of the powder particles and, therefore, a more homogenous final product
- It will also be equipped with powder packing and a conveying system from GEA
- The plant will be designed to operate in fully-automated mode. This includes the powder production, conveying, storage, packing, final packed product conveying and a complete management information system

"We will provide AmulFed with a hygienically-superior plant that will deliver peak performance," said Chaudhari, adding, "The AmulFed milk powder plant at Gandhinagar will not be just the largest in Asia, but it will also be the most environment-friendly," he said.

## Monsoon hopes raise Godrej Agrovet's prospects

The animal feeds market in India stands at 90-100 million tonnes

[Viveat Susan Pinto](#) | Mumbai July 22, 2017 Last Updated at 22:56 IST

[http://www.business-standard.com/article/companies/monsoon-hopes-raise-godrej-agrovet-s-prospects-117072200893\\_1.html](http://www.business-standard.com/article/companies/monsoon-hopes-raise-godrej-agrovet-s-prospects-117072200893_1.html)

Hopes of a normal monsoon means good [news](#) for Godrej Agrovet, which filed its draft IPO paper to the market regulator on Wednesday. (IPO is initial public offering of shares.) A subsidiary of Godrej Industries, the nearly Rs 5,000-crore company is seen sharpening focus on animal feed, crop protection, dairy and poultry segments. The IPO move for one of India's largest agri-businesses comes as farmers increasingly turn to organised players for animal protein and agri-inputs.

Counted among the biggest organised players in animal feed, Godrej Agrovet clocks over a million tonnes in annual sales.

The animal feeds market in India stands at 90-100 million tonnes, of which the organised part constitutes 10-12 million tonnes.

Around 52 per cent of Godrej Agrovet's revenue comes from animal feeds, analysts say. The rest comes from seeds, genetics, oil-palm plantations, poultry, dairy, crop protection, and others.

In earlier conversations with Business Standard, Godrej group chairman [Adi Godrej](#) said his agri-business had significant potential, given that agriculture was a key sector in India, with 60-70 per cent of the country's population depending on it directly or indirectly.

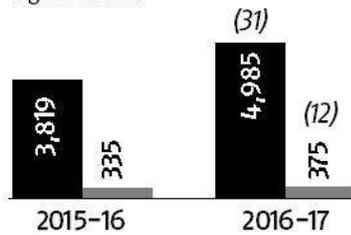
In recent years, Godrej Agrovet has wrapped up two key acquisitions — of [Creamline Dairy](#) and [Astec Lifesciences](#). These units have now been fully integrated with the company to tap segments such as dairy and even agrochemicals.

In dairy, Godrej Agrovet sells milk and milk-based products under the Jersey brand in the south and parts of Maharashtra. Astec Lifesciences, on the other hand, gives heft to Agrovet's agrochemicals business, which produces 10 chemicals and four chemical intermediaries, experts said.

## FINANCIALS

■ Turnover ■ Pre-tax profit  
(% chg Y-o-Y in brackets)

Figures in ₹ cr



GIL STAKE IN GODREJ AGROVET  
Godrej Industries Ltd (%)

Mar 31, '16	<b>60.81</b>
Mar 31, '17	<b>63.67</b>

Figures in line with IND-AS  
Source: GIL annual report for 2016-17

[Adi Godrej](#) has re-iterated that his group is open to further acquisitions in the agri-space.

Further, to tap growth in this space, Godrej Industries hiked its stake in Godrej Agrovet last year by 2.9 per cent, analysts said. With this, the parent's stake in Agrovet now stands at 63.67 per cent.

Like consumer products and properties, agri-business is seen as key to the Godrej group's vision of a ten-fold revenue growth in 10 years.

## Dairy Day unveils GST candy series

<http://www.thehindubusinessline.com/news/national/dairy-day-unveils-gst-candy-series/article9784038.ece>

COIMBATORE, JULY 21:

While the acronym “GST” in its present context stands for “Goods and Service Tax”, Dairy Day, a leading ice-cream brand in South India, added a sweetener by rolling out the guava, strawberry and tamarind (in short GST) candies recently to coincide with the landmark GST.

Saurabh Kasat, Chief Finance Officer, told BusinessLine that the company has sold over one million GST series candies since the launch.

Dairy Day forayed into manufacture of fruit candies about a year back with the launch of pineapple candies. “This was made available in select towns. The trials proved encouraging, so we decided to add more flavours,” the CFO said.

The company now anticipates the fruit candies to contribute more than 5 per cent of its revenues. “Our turnover is around ₹150 crore at present. We are targeting to reach ₹500 crore in the next three-four years by strengthening our base and product line across the entire South.”

Established in 2002, the company today manufactures and supplies over 30 ice-cream flavours in formats such as cup, cone, stick, tubs, novelties and so on.

The production capacity of the plant is 1.2 lakh litres per day. “To augment production and strengthen our marketing efforts, we are planning to invest ₹50 crore over the next 12 months. Motilal Oswal – private equity fund – has made an investment of ₹110 crore in the company,” he added.

Asked if the company is looking at the inorganic route to grow, he said: “We don't have any acquisition plans in the near term. However, we will keep the option open and look for interesting opportunities to grow.”

On GST, he said: “Contrary to many sectors getting affected negatively on product price points, the Goods and Services Tax has been positive for us. The rate on ice-cream is 18 per cent, but the various benefits and input tax credit available on most taxes in the GST regime will help bring down the prices. We have taken a call to pass on the benefit to the customer. Now, we can centralise our distribution and keep warehouses only when it makes business sense.”

Dairy Day has a network of 25,000 retailers covering most of the towns in Karnataka and Tamil Nadu.

## Asia's largest dairy plant in Gandhinagar!

Posted in [Co-op News Snippets](#) on July 20, 2017 by [parasnath](#)

<http://www.indiancooperative.com/co-op-news-snippets/asias-largest-dairy-plant-in-gandhinagar/>

German firm GEA claims that it will establish an AmulFed milk powder plant in Gandhinagar which will not only be the largest plant of its kind in Asia but also the most environment friendly, say media reports.

As agreed with the AmulFed Dairy, formerly known as Mother Dairy, GEA will provide a turnkey dairy plant that will produce 150 tn/day of skim milk powder and 120 tn/day of dairy whitener/baby food. AmulFed's plant will have a milk processing capacity of 90,000 litres/hr.

The plant will be designed to operate in fully automated mode. This includes the powder production, conveying, storage, packing, final packed product conveying and a complete management information system.

There is so far no information about the project's total cost.

## डेयरी फर्मों ने कहा, सालभर तक दूध के दाम बढ़ने का चांस नहीं

इकनॉमिक टाइम्स | Updated: Jul 20, 2017, 09:14AM IST

<http://navbharattimes.indiatimes.com/business/business-news/milk-rates-will-not-increase-later-this-year-says-dairy-firms/articleshow/59676685.cms>

### जयश्री भोसले, पुणे

फूड इन्प्लेशन के ठंडा पड़ने के बीच अमूल, पराग और हैटसन ऐग्री को अगले 6-12 महीनों के दौरान दूध की कीमतें स्थिर रहने की उम्मीद है। गुजरात कोऑपरेटिव मिल्क मार्केटिंग फेडरेशन (जीसीएमएमएफ) के मैनेजिंग डायरेक्टर आर एस सोढी के मुताबिक, कमोडिटी की कीमतों में गिरावट और मिल्क पाउडर के एक्सपोर्ट में कमी से दूध की कीमत संचालित होने की संभावना है। उन्होंने कहा, 'कमोडिटी की कीमतों में गिरावट के कारण दूध की कीमतें अगले 6 महीने से 1 साल में स्थिर रहने की उम्मीद है।'

गर्मियों के सीजन के दौरान ज्यादातर डेयरी कंपनियों ने दूध की कीमतों में बढ़ोतरी की थी। नतीजतन, फुल फैट वाले दूध की कीमत 52 रुपये प्रति लीटर हो गई और डबल टोन्ड दूध 38 रुपये प्रति लीटर हो गया। भारत तकरीबन 5 लाख टन मिल्क पाउडर का उत्पादन करता है और तकरीबन 3 साल पहले तक वह लगभग 1 लाख टन मिल्क पाउडर का एक्सपोर्ट करता था, जिसे तकनीकी तौर पर सॉलिड नॉट फैट (एसएनएफ) कहा जाता है। हालांकि, एसएनएफ की ग्लोबल कीमतों में गिरावट के कारण इसका एक्सपोर्ट लगभग ठहर गया।

गो चीज ब्रैंड के तहच चीज बेचने वाली डेयरी इकाई पराग मिल्क फूड्स के चेयरमैन और मैनेजिंग डायरेक्टर देवेन्द्र शाह ने बताया, 'ग्लोबल कीमतें कम होने के कारण एसएनएफ की मांग कम रही है।' दक्षिण भारत की प्रमुख डेयरी इकाई हैटसन ऐग्री के चेयरमैन और मैनेजिंग डायरेक्टर सी जी चंद्रमोगन ने भी देश में दूध की पर्याप्त उपलब्धता और इसके परिणामस्वरूप कीमतों में स्थिरता की पुष्टि की।

कॉटन, सोयाबीन, मक्का आदि ऐग्रीकल्चर कमोडिटीज के बंपर उत्पादन के कारण पशुओं का चारा सस्ता हो गया है, जिससे दूध की प्रॉडक्शन कॉस्ट कम हो गई है और मवेशियों की उत्पादकता बढ़ गई है। हालांकि, डेयरी इंडस्ट्री एसएनएफ के इकट्टा स्टॉक का बड़ा हिस्सा खत्म करने में कामयाब रही है, लेकिन मॉनसून का प्रदर्शन और ग्लोबल स्तर पर कीमतों का माहौल भविष्य में देश में दूध की कीमतों के ट्रेंड पर असर डालेगा।

## Britannia mulls expansion of dairy business

We will expand international business with focus on countries with Indian diaspora, says report

[Viveat Susan Pinto](#) | Mumbai July 18, 2017 Last Updated at 01:59 IST

[http://www.business-standard.com/article/companies/britannia-mulls-expansion-of-dairy-business-117071800052\\_1.html](http://www.business-standard.com/article/companies/britannia-mulls-expansion-of-dairy-business-117071800052_1.html)

Food major Britannia is keen to expand its dairy business, which contributes five to six per cent to its annual turnover, as it looks to tap into the sector aggressively.

In its just-released annual report for the financial year 2016-17, the Bengaluru-based major, whose FY17 turnover was Rs 9,054 crore, said it was evaluating transition of the dairy model to a fully integrated one.

“India has remained the largest producer and consumer of dairy. Looking at opportunity for growth, existing private and cooperative players have continued to invest in the sector.

A few private industry players have also announced their entry in the sector,” Britannia said in the report.

In the past year, Patanjali, Coca-Cola and ITC have forayed into the dairy space. PepsiCo, too, has expressed interest in the market, nudging existing players into action, sector analysts said.

Apart from Britannia, key players in India’s dairy industry include Nestle, Amul, Mother Dairy and Danone.

In its annual report, Britannia said the major growth driver in dairy had been value-added products, such as cheese, dahi and milk-based drinks. “Basic products like pasteurised milk are also growing significantly in absolute numbers,” it said.

The company also indicated that levers of success in dairy were access to quality milk, right product value-addition capability and access to cold chain for fresh dairy products.

Parallely, Britannia said it would strengthen its position in key categories within bakery including biscuits, cakes, rusks and bread, and would enter adjacent segments for accelerated growth.

“We will expand international business with focus on countries with Indian diaspora,” the report added.

## Govt mulling to introduce sweets made of cow-milk as 'prasad': Uttar Pradesh minister

"In a bid to popularise cow-milk, the plan is to make available sweets made of it as 'prasad' at temples in Mathura, Ayodhya, Vindhyachal and at the Kashi Vishwanath Temple," said Dairy Minister Laxmi Narayan Chaudhary

By: [PTI](#) | Lucknow | Updated: July 18, 2017 2:59 pm

<http://indianexpress.com/article/india/govt-mulling-to-introduce-sweets-made-of-cow-milk-as-prasad-uttar-pradesh-minister-4756103/>

The Uttar Pradesh government is mulling making sweets made of cow-milk available as 'prasad' at temples by Navratra, state Dairy Minister Laxmi Narayan Chaudhary said. The minister in an interview to PTI said this will be done through the ongoing projects of his department in districts where there are prominent religious shrines and temples.

"In a bid to popularise cow-milk, the plan is to make available sweets made of it as 'prasad' at temples in Mathura, Ayodhya, Vindhyachal and at the Kashi Vishwanath Temple. If all goes as per the plan, then devotees may get the 'prasad' by the onset of Navratra," he said.

He said the department is planning to bring different products made of cow-milk in the market by Navratra. "This will be a gift to the people, and efforts are being made in this direction," Chaudhary said.

Elaborating on the government's plan to encourage farmers to rear cows, the minister said, "At present cow's milk sells at Rs 22 per litre and that of a buffalo at Rs 35 a litre. The target is to bring the selling price of cow's milk to Rs 42 a litre."

This way a farmer will find it viable to rear a cow and it will "actually" be looked after, he said.

Chaudhary said in Chhattisgarh, a litre of cow's milk sells at Rs 60 while in his home district, Mathura, it was Rs 45.

Taking a jibe at BJP's rivals, the minister said, "People think that we talk of cows only to reiterate our pro-Hindu image. The fact is cow's milk boosts the immunity and helps in combating fat, cholesterol and even kidney ailments."

"The dairy industry is incurring loss as pricing of milk is different. From August onwards, the Pradeshik Cooperative Dairy Federation will streamline the rate," he said.

## Singh inaugurates Co-op Conference in Amreli

Posted in [Featured](#) on July 17, 2017 by [Rohit Gupta](#)

<http://www.indiancooperative.com/featured/singh-inaugurates-co-op-conference-in-amreli/>

Union Agriculture and Farmers Welfare Minister Radha Mohan Singh said that the Indian cooperative movement has sustained itself as one of the biggest cooperative movements in the world. The reach of cooperative in India is from village to national level. Singh said it at the inauguration of Cooperative Conference organised by Amreli District's Milk Producers Association Limited in Amreli, Gujarat. The Minister of State for Agriculture & Farmers Welfare and Panchayati Raj Shri Parshottam Rupala was also present at the event.

“There are more than 7 lakh cooperatives in the country, which extends from village level committees to national level co-operative organisations. The cooperatives membership is over 40 crores and it includes about 97% villages and 71% rural households. Today, 16.9 per cent of agricultural cooperation, 29 percent of fertiliser production, 40 percent of sugar production, and 54 percent of weavers' cooperatives etc. are being contributed to the Indian economy”, Minister underlined.

Shri Singh said that Indian cooperatives have firmly established themselves in many sectors of the economy like dairy, banking, sugar, fertilisers, marketing, handloom, fisheries and construction. The cooperative societies facilitated the way of farmers by providing them with the inputs like loan, fertilisers and seeds. Today, the dairy cooperatives have carved an exclusive identity in the country and abroad. If there has been the growth of sugar mills, credit committees along with dairy in Gujarat and Maharashtra, the southern states witnessed the growth of fisheries and forests based cooperatives.

Agriculture Minister lauded the role being played by National Cooperative Development Corporations in providing assistance to the cooperatives for their overall development, which includes grants and loans from the Government.

Singh said that cooperative education and training program is an important component of cooperative development. This is a continuous process to enable cooperatives. Training is necessary so that the committees get qualified and professional leadership. Until the efficient human resources are available, the extension of cooperatives will decrease. Therefore, there is a need for strengthening cooperative education and training system.

## Cow urine fetches moolah for KVASU

TNN | Jul 17, 2017, 12:48 PM IST

<http://timesofindia.indiatimes.com/city/kozhikode/cow-urine-fetches-moolah-for-kvasu/articleshow/59623219.cms>

KOZHIKODE: At a time when cow was making headlines for wrong reasons across the country, the [Kerala Veterinary and Animal Sciences University \(KVASU\)](#) at Pookode in Wayanad managed to make a million bucks by selling value-added products made out of urine of desi cows and other cow-derivatives last fiscal.

The Instructional Livestock Farm Complex (ILFC) of the varsity has sold over 1,000 litres of branded 'panchagavya' a concoction of [cow urine](#) mixed with milk, curd, ghee and [dung](#) last year alone.

The total revenue earned by ILFC from sale of value-added bovine byproducts made using cow urine and dung stood at around Rs 10 lakh in 2016-17. Also, exploiting the demand for desi cow urine for therapeutic purposes in ayurveda, the varsity is monthly selling an average of 5,000 litres of cow urine with Kottakkal Arya Vaidya Sala being the major buyer. KVASU is selling desi cow urine at a rate of Rs 7.5 per litre in bulk quantities and Rs 10/ litre for retail sales.

The branded panchagavya sold by KVASU in packs of 500ml, 1 litre and 2 litre at a price of Rs 120 per litre is used as bio fertilizer and has become popular, especially among organic farmers. Apart from the five cow derivatives, fruits like banana are also added in the preparation of the fermented product used in agriculture. ILFC has also sold 250 tonnes of raw cow dung during the last fiscal.

"We are seeing an increase in demands for our bovine byproducts, including the branded panchagavya. Its sale has touched one thousand litres in the last one and a half years since its launch. Currently we are selling the produce through three outlets," Dr Senthil Murugan, head-in-charge, ILFC said.

The farm complex has around 150 bovines, majority of which are of indigenous cow varieties native to the state.

Dr T P Sethumadhavan, director (entrepreneurship), KVASU, said that the popularity of organic farming has helped boost the demand for panchagavya derived from indigenous breeds like Vechur.

"There is a growing trend globally towards having a holistic approach to health and healing which has increased the demand for value-added bovine byproducts like panchagavya. Also, cow urine is an ingredient in many ayurvedic medicines. The varsity is undertaking research to scientifically validate the perceived benefits of products like cow urine," he said.

He added that the opening up of new markets for such value-added byproducts would help dairy farmers have an additional revenue stream and attain break-even faster.

Union minister of state for ayush Shripad Yasso Naik had informed Parliament that Council of Scientific and Industrial Research (CSIR) was conducting research on cow urine distillate to determine its anti-oxidant and other properties.

## Health/Awareness

### Mobile food testing lab to be launched in Odisha

By [Odisha Sun Times Editorial Desk](#)

- July 29, 2017

<http://odishasuntimes.com/2017/07/29/mobile-food-testing-lab-to-be-launched-in-odisha/>

Bhubaneswar: In a bid to prevent adulteration in food items and products, Odisha government has decided to flag off a mobile food testing laboratory to examine the food samples.

The proposed lab will be set up in coordination with Food Safety and Standards Authority of India (FSSAI) and state government to test the food samples of edible oil, milk and other food items especially in rural and remote areas.

The decision was made in view of the media reports about food adulteration in urban and rural areas of the state. As the food testing lab is not available everywhere, the FSSAI has decided to set up mobile food testing lab in the states including Odisha.

As per the decision, a cluster will be made comprising of 20 districts of the State where there will not be any facility for food examination. The mobile lab will test the foods and other items in those districts. The lab will move for 15 days every district and examine the food samples including ghee, khoa, sweet, edible oil, packaged drinking water, spicy and snacks items. If required the samples will be collected from the area and sent to the nearest testing lab.

Total Rs 35 lakh will be spent for setting up the mobile food testing lab. The state government can operate the lab through any NGO, agency, trust or society. The technicians and other staff of the proposed mobile lab will be provided training. The employees will be recruited by the state government, said a senior official in the health department.

### Just 35% Cows in India Produce Milk, Says Agriculture Minister in Parliament

Union minister Radha Mohan Singh on Tuesday told Parliament that as per the 19th Livestock Census-2012, out of total number of 122.98 million cows, only 43.95 million (35.74%) cows are in-milk production.

July 25, 2017, 9:46 PM IST

<http://www.news18.com/news/india/just-35-cows-in-india-produce-milk-says-agriculture-minister-in-parliament-1472715.html>

New Delhi: Only 35.74% of the total cow population in India produces milk, Union Minister for Agriculture and Farmers Welfare Radha Mohan Singh told Parliament on Tuesday.

Singh responded in writing to a written question from two Members of Parliament in Lok Sabha. The MPs asked the government "whether it is a fact that 99.19 percent cows and 99 percent oxen are productive in the country".

In his reply, the minister said, "No, As per the 19th Livestock Census-2012, out of total no. of 122.98 million cows, 43.95 million (35.74%) cows are in-milk production and 46.88 million male cattle (69.03%) out of total population of 67.92 million are used for breeding and draught purposes."

He added that the Central government had been aiding the states to boost milk production. "The value of total milk production during the year 2015-16 was Rs 5,49,587.00 Crore. In order to support the efforts of the States, Rs 490.95 crores were released by the Central Government under various schemes of Dairy Development during 2015-16," he said.

## How The Internet Of Things Is Digitizing Agriculture & Speeding Up Rural Development In India

[UDAY DODLA](#)

JULY 26, 2017

<http://www.indiatimes.com/news/india/how-the-internet-of-things-is-digitizing-agriculture-speeding-up-rural-development-in-india-326546.html>

We are amidst exciting times as we experience machines thinking, talking and adding value to how individuals engage with the world in their daily lives.

With over 20 billion internet-connected devices expected to run by 2020, the deluge of data streams from these devices would warrant the use of edge computing, sophisticated analytics and AI. Innovative interplay of such technologies to produce desirable use cases is egging on the growth of Internet of Things (IoT) today.

Globally, countries are fast-adopting IoT in spaces such as retail, consumer wearables, commerce and smart infrastructure. Currently a relatively small market for IoT, India aims to clinch at least 20 percent market share in the next 5 years. The Indian government's efforts in modeling a 'Digital India' highlight the indispensable role of IoT and cloud technologies to usher in a digital revolution for growth in India. In the 2016-17 Union Budget, the government promised an outlay of Rs. 7296 crores as part of its AMRUT and Mission to build 100 Smart Cities, the success of which is contingent on adaptive use of sensors, smart devices, connectivity, cloud and Big Data technologies.

In fact, the IoT revolution in India is already catching on with increasing government and venture capital investments pouring into supporting startups working on real-use cases addressing unique challenges like traffic management, surveillance and safety, smart homes in urban settings and so on.

While urban infrastructure development forms an obvious area for IoT implementation, it is interesting to evaluate the impact of IoT and rural technologies on penetration of welfare services in rural areas that house 70 percent of the country's population, as per the Census of India's 2011 Provisional Population Totals of Rural-Urban Distribution. For example, the government's 'Tele-medicine' network for e-healthcare services delivery is transforming accessibility in remote parts of the country. The system allows for doctor-patient interaction in telemedicine centres, with patients' health records being automatically wired to doctors for reference.

There is also a growing opportunity in the agriculture sector that stands to improve lives, make India a true leader in Agricultural IoT and revolutionize the way farmers plant, fertilize and harvest in the next decade. And the time is right, thanks to advances from chipmakers, that are making the compute and connectivity hardware and software technologies more affordable.

The agricultural sector that employs 50 percent of the country's population claims a huge impact on the overall growth of the country. This sector can reap the benefits of the huge potential of IoT –driven solutions to improve supply chains and farming practices, which together can have the impact of improved yield and higher monetization for the sector. Large farmers are now deploying 'Precision Farming' techniques that use field sensors to monitor farming operations.

Farmers in Brazil, for example, are expected to use unmanned tools such as drones, to collect, analyze and transmit real-time crop intelligence to keep a check on the usage of chemicals, and irrigate dry fields to generate sustainable and high-yielding results. This information can then be transmitted to farmers over mobile handsets. Analysis of vast data generated, enables farmers to make informed real time data-based decisions about utilisation of their resources and overall performance of their yield.

A fascinating use case involving Voluntary Milking Systems (VMS) has gained prominence in some parts of Europe. The system "enables cows to voluntarily approach robots for milking up to four times a day, according to their biological needs", points out a Grant Thornton report on use of technology in the dairy industry. Agri-Robotics are also picking up well in developing countries where they are utilized for activities ranging from surveillance to basic farming activities like tilling, ploughing etc. With the concept of 'Connected Farms' on the cards, companies must be ready to face the dynamics and cater to the requirements of their customers in the sector.

## Basic amenities elude Dairy Complex

Posted at: Jul 25, 2017, 1:52 AM; last updated: Jul 25, 2017, 1:52 AM (IST)

<http://www.tribuneindia.com/news/ludhiana/basic-amenities-elude-dairy-complex/441783.html>

Tribune News Service

Ludhiana, July 24

Businessmen and residents of the Dairy Complex on Hambran Road are a harassed lot. For them, campaigns like “Swachh Bharat Abhiyan” are nothing but a farce.

The people of the complex are being forced to live in a hell like situation while the authorities concerned have a lackadaisical approach towards their grievances.

Garbage, unauthorised dairies, over-flowing and choked sewerage and broken potholed roads is what residents have to bear every day.

The Dairy Complex Part B president, Ashok Khera, said the condition of the area was all over pitiable. “Being a commercial area, there are 27 booths, 23 shop-cum-flats, 38 residential plots surrounded by five storey flats of Ludhiana Improvement Trust and private properties.”

He said, “We, the occupants of booths and shop-cum-flats, are running our businesses under pathetic conditions due to illegal abattoirs, where fish and chicken are slaughtered. The residue is dumped in vacant plots by owners of these slaughter houses.”

“Heaps of garbage can be seen all over the complex. Stray animals like cattle and dogs roam here posing a threat to human lives. As the filth emits foul smell the area is prone to dengue, chikungunya, swine flu and malaria,” rued the president.

Another resident of the Dairy Complex complained that slum dwellers roamed freely in the area throughout the day caring two hoots about the Swachh Bharat Abhiyan. They had even encroached upon public toilets, where they consumed drugs, causing lot of scare in the area, he added.

“Slum dwellers draw power for their shanties thorough kundi connections. Usage of power in such unethical manner is certainly not possible unless the interest of the lower staff of the PSPCL is taken care of. Nobody dares to say anything to them,” said a shopkeeper.

Residents said the condition of roads was so bad that during showers low lying areas were completely inundated with rainwater. Roads offer a bumpy ride, they added.

“We have written to the Minister for Local Bodies, Navjot Singh Sidhu, to personally look into the matter and give respite to us else the Municipal Corporation will never show eagerness to address our problems,” said Khera.

## Five ways to find out if milk is adulterated

July 21, 2017

By: Samaa Web Desk

Published in [Health](#)

<https://www.samaa.tv/health/2017/07/five-ways-to-find-out-if-milk-is-adulterated/>



NEWS DESK: It is common practice for milk vendors as well as companies selling packaged milk to add water – even starch, detergent and urea for thickening purposes in some cases – to milk. According to a Times of India report, there are five ways that you can find out if the milk you are using is adulterated:

1. Synthetic milk can easily be identified by bad taste and odour. All you have to do is sniff! If you can sense a soapy odour and if it feels soapy when rubbed with fingers, the milk has been made by mixing chemicals.
2. Pure milk is naturally sweet. If the milk in your fridge tastes bitter or sour, it is either stale or has possibly been adulterated with detergent and soda.
3. Water in milk may not be bad for your health but definitely for your pocket. All you need to do is to let it flow. Put a drop of milk on any slanted surface and let it flow down. If the milk leaves a trail behind, it's not pure.
4. If you buy milk from a local vendor, then there are chances that your local doodh vala [milk vendor] might end up adding starch in the milk! To check the same, just add 2 tablespoons of salt to 5ml of milk. If the mixture turns blue, the milk is adulterated.
5. One of the most common forms of adulteration is with urea since it doesn't change the taste and is difficult to detect. Urea is dangerous. Mix half tablespoon of milk and soya bean powder together and shake well. Dip a litmus paper for few seconds and if there is a color change from red to blue, it means the milk has urea.

## Verka dairy awarded with quality certificate

<http://www.tribuneindia.com/news/chandigarh/verka-dairy-awarded-with-quality-certificate/440325.html>

Our Correspondent

Patiala, July 21

Sudarshan Bhagat, Minister of State for Agriculture, conferred the 'quality certificate' on Verka Patiala Dairy at Krishi Bhawan, New Delhi. MK Madan, general manager of the Patiala plant, received the award from the minister.

Union Agriculture and Farmers Welfare Minister Radha Mohan Singh, Animal Husbandry secretary Devendra Chaudhry and NDDDB chairman Dilip Rath were also present in the function.

After thorough inspection, National Dairy Development Board (NDDDB), Anand, selected 14 manufacturing units of India for adopting food safety and quality management system for milk and milk products and adhering to quality mark parameters.

All staff members of Verka Patiala Dairy celebrated the quality certification. "It will also contribute to building consumer confidence in dairy cooperative brands. It is aimed at bringing about the process of the improvement in the entire value chain from producer to the consumer to ensure availability of quality milk and products," MK Madaan said.

## 'Dairy Farming' app to benefit farmers

July 21, 2017 CTBUREAU\_NGB 45 Views 0 Comments 'Dairy Farming' app

<http://citytoday.news/dairy-farming-app-to-benefit-farmers/>

Prime News, Karnataka, Business, Bengaluru, July 21:- Karnataka Veterinary Animal and Fisheries Science University, Bidar, and Veterinary College, Bengaluru, have jointly developed a mobile app in Kannada 'Dairy Farming,' to provide scientific information to farmers through audio and visuals.

The information on suitable breeds of cattle and buffaloes for dairy farming, heat symptoms and artificial insemination, selection of high-yield cows, feeding, diseases and clean milk production have been provided in the app.

'Dairy Farming' app may be downloaded free of cost from Google Play Store.

-(NGB)

## This dairy business refused to be cowed down

[G. T. Sathish](#)

KODIHALLI (HASSAN), JULY 22, 2017 19:46 IST

<http://www.thehindu.com/news/national/karnataka/this-dairy-business-refused-to-be-cowed-down/article19332165.ece>

The farm belonging to Krishnamurthy, a farmer at Byadarahalli in Tiptur taluk, who earns Rs.3 lakh per month by selling milk, thanks to Akshayakalpa Farms. | Photo Credit: [Prakash Hassan](#)

Nine techies said no to paying bribes, yet managed to start a successful firm

For Shashi Kumar, a post-graduate from Illinois University in the U.S., getting a signature on a form from an official in the Karnataka Department of Industries merely meant putting ink on paper. He met the official, got the signature and returned. "On the way back, I got a call from him. He was furious that I had not paid him a bribe and said he would teach us a lesson when we would approach him again for yet another signature," says Mr. Kumar.

The official did do what he promised but the lesson Shashi Kumar and his eight partners — techies who started Akshayakalpa Farms and Food — learned was that they wouldn't budge from the promise they had made to themselves that they will not pay any bribe whatsoever while starting and running their agri-business.

Akshayakalpa Farms and Food today supplies nearly 8,500 litres of organic milk to Bengaluru residents. Some 1,000 litres go towards making milk products. A milk processing plant has been set up on 24 acres of land at Kodihalli in Channarayapatna taluk of Hassan district under the guidance of noted veterinarian Dr. G.N.S. Reddy, who is the chairman of the company. Shashi Kumar is Akshayakalpa's CEO. Many of the brains behind Akshayakalpa had launched the start-up Stellapps, which provides technological solutions to the dairy industry.

From starting up to full functionality, it took Akshayakalpa nearly eight years. If they had greased enough palms, this may have happened in half the time. The techies had to put up with not just delays but harassment, even humiliation at every step. Even today, the company has not been given power supply and they make do with a diesel generator.

Bribes everywhere

The corruption was everywhere, says Mr. Kumar. He calls the single window clearance well-intentioned but a farce in reality. The Udyoga Mitra, the agency, had too many palms to grease, which Akshayakalpa refused to do, says Mr. Kumar.

Among the first steps was purchasing land. The company identified a farm owner who was ready to sell the land. The Deputy Commissioner's office was approached to change the land use of the farmland. The process involved the offices of Land Survey, District Industries Centre and a couple of others. It took four years for that process to be completed.

Then the Akshayakalpa techies faced difficulty in land registration and obtaining the khata (e-swathu) of the property at the gram panchayat. Meanwhile, they had to take approval for their construction plan from the Directorate of Town and Country Planning where the files took several months to move from one table

to another. The company had to operate from a rented building because of the delay of nearly four years. Yet, no bribe was paid.

A few months ago, an official visited the firm and reported an objection, says Syed Ameer Ahmed, who is in-charge of the dairy operations. If the company representative had paid a couple of hundred rupees as a bribe, that may not have happened. "The officer filed the objection and placed it before the senior officer for hearing. We appeared for all the hearings, spending a considerable amount from our pockets on travel, and succeeded in getting the objection quashed," says Dr. Ahmed.

Their way of coping with bribe demands was to go to higher officials who often sympathised with them. "I was highly inspired by their project and their team. I found them truly committed to the cause of boosting rural economy and, as an officer, I did support them at my level. It is true they had some difficulties in getting clearances from other departments because of corruption in the system. I believe they did not heed, no matter what the pressure was on them," says a senior Karnataka Administrative Services officer.

Even those who sympathise with them are not sure if they will have the courage to follow Akshayakalpa's path. "It would be a risky decision to set up an industry without paying a bribe. These investors are die-hard idealists. I have known them for many years. They put in all their savings for the project and struggled all through to make the project operational," says Ravi Krishna Reddy, Head of the Forum for Building Bribe Free Karnataka.

#### Benefit to farmers

There has been a payoff, albeit largely social, for all the troubles, assures Shashi Kumar. The milk is collected from 160 farmers from across Channarayapatna, Tiptur, Arasikere and Chikkanayakanahalli taluks. These farmers have set up a dairy farm, with the financial support and technical assistance of the company. The average income of the families stands at ₹48,000 per month. Among them, nine families earn nearly ₹3 lakh each every month.

L.N. Krishnamurthy, a farmer with 5.5 acres of land at Byadarahalli near Tiptur, says: "With 18 cows in my shed, I produce 250 litres of milk every day. My monthly income is nearly ₹3 lakh, an earning a farmer can only dream of," said Mr. Krishnamurthy.

As many as 29 youths, who had left their villages, to earn their livelihood by driving a taxi in Bengaluru, have returned to their native places to participate in this venture, says Shashi Kumar. Similarly, 11 people with diplomas who were toiling with meagre salaries returned to the villages to earn a handsome income, he adds.

## Agriculture Minister launches NDDB's dairy quality mark logo

By PTI | Published: 21st July 2017 12:54 AM |

Last Updated: 21st July 2017 12:54 AM | A+A A- |

<http://www.newindianexpress.com/business/2017/jul/21/agriculture-minister-launches-nddb-dairy-quality-mark-logo-1631432.html>

Union minister Radha Mohan Singh (Shekhar Yadav | EPS)

NEW DELHI/VADODARA: Agriculture Minister Radha Mohan Singh today launched the National Dairy Development Board's quality mark logo, which dairy cooperatives can use after complying with quality norms.

The 'Quality Mark' logo will be valid for three years and surveillance audit for checking compliance with quality norms will be held once every year by National Dairy Development Board (NDDB), an apex dairy sector body.

"NDDB's Quality Mark will provide dairy cooperatives and producer institutions the much-needed brand identity and a competitive edge," Singh said in a statement.

This will bring process improvement in the entire value chain from producer to consumers to ensure availability of quality milk and milk products, he said.

An 11-member management committee will oversee the activities of Quality Mark. The panel comprises members from agriculture ministry and managing directors of four dairy federations as also representative of food safety regulator FSSAI and two dairy experts.

Singh also presented quality mark logo certificates to 14 dairy manufacturing units for adopting food safety and quality management systems and adhering to Quality Mark parameters.

Minister of State for Agriculture Sudarshan Bhagat, Animal Husbandry Secretary Devendra Chaudhry and NDDB Chairman Dilip Rath were present at the launch.

NDDB said the initiative does not propose any new/additional system for food safety and quality management but lays down the process required for ensuring quality and safety.

Since the rollout of the initiative in January 2016, the NDDB has received 55 applications from cooperatives across the country. Of these, 14 units have successfully cleared the two stage assessment process.

The remaining dairies were informed about the areas of improvement. They have been provided 6-9 months for implementing the corrective measures.

The agriculture minister said this initiative of NDDB will facilitate and strengthen the efforts of FSSAI. It will also create requisite awareness among various dairy units across the country for adopting quality measures detailed in the guideline document.

Talking to PTI later, NDDB Chairman Dilip Rath said the quality mark logo would provide much-needed brand identity and a competitive edge to the dairy cooperatives.

"It will also contribute to building consumer confidence in dairy cooperative brands. It is aimed at bringing about the process of the improvement in the entire value chain- from producer to the consumer- to ensure availability of quality milk and products," he said.

"The award of quality mark shall be valid for three years, subject to maintenance of quality, food safety standards and compliance with terms and conditions of the agreement. Though the validity is for three years, the surveillance audit for checking compliance with the norms of quality mark shall be conducted every year," Rath said.

## Dairy products to carry quality mark

[Prashant Rupera](#) | TNN | Updated: Jul 20, 2017, 07:45 AM IST

<http://timesofindia.indiatimes.com/city/vadodara/dairy-products-to-carry-quality-mark/articleshow/59672793.cms>

[Prashant Rupera](#) | TNN | Updated: Jul 20, 2017, 07:45 AM IST



The logo will be unveiled on Thursday

VADODARA: Like Woolmark assures you of getting quality wool and Agmark and ISI marks are assurance that the agriculture produce or industrial products that you buy are of good quality and standards, [dairy products](#) in the country including milk pouches will have a quality mark logo on them.

The Anand-headquartered National Dairy Development Board (NDDB) on Thursday will unveil the quality mark logo which will be launched by union minister for agriculture and farmers welfare Radha Mohan Singh at Krishi Bhavan in New Delhi.

The dairy products carrying this quality mark logo will assure the consumers that the products are free from any kind of adulteration. The union minister will award certificates to 14 selected manufacturing units for adopting food safety and quality management systems for milk and milk products and adhering to quality mark parameters. The first 14 manufacturing units selected for the award certificates include six manufacturing units based in Karnataka that manufacture dairy products under Nandini brand, four units that manufacture Punjab's popular Verka brand, Junagadh and Kutch Dairy of [Gujarat](#) which are makers of Mahi brand and two manufacturing units run by [Mother Dairy Fruit and Vegetable Private Limited](#) based in Uttar Pradesh and Andhra Pradesh that manufacture Mother Dairy products.

NDDB's quality mark will provide dairy cooperatives and producer institutions the much needed brand identity and a competitive edge, said NDDB's chairman Dilip Rath.

"This will also contribute to building consumer confidence in dairy cooperative brands. It is aimed at bringing about process improvement in the entire value chain from producer to the consumer to ensure availability of quality milk and products," a NDDB official said.

The Department of Animal Husbandry, Dairy and Fisheries ([DAHDF](#)) and NDDB are providing necessary funding and technical assistance under various schemes such as National Programme for Dairy Development and National Dairy Plan to the dairy cooperatives to help them bring about process improvements in their dairy value chain to qualify for award of "quality mark".

An 11-member management committee comprising of DAHDF representative, managing directors of four federations, a representative from the Food Safety and Standards Authority of India and two experts in dairying will oversee activities of the quality mark.

As part of the scheme, interested federations, cooperative dairies, government dairy units can apply for the quality mark. Only dairy units that adopt food safety and quality management systems for milk and milk products and adhere to parameters given in the guidelines of quality mark are eligible for it.

### **The draft laws for organic foods, if cleared, will adversely affect small farmers**

The Food Safety and Standards Authority of India's new certification regulation is going to hinder the growth of the sector. Instead of targeting small farmers, why not make laws that require mandatory labelling of foods grown with pesticides, chemicals or GMO etc?

Updated: Jul 19, 2017 14:21 IST

Chandra Bhushan

<http://www.hindustantimes.com/opinion/the-draft-laws-for-organic-foods-if-cleared-will-adversely-affect-small-farmers/story-r2PN2ZAmz4t5Br6qdfVBIN.html>

The Food Safety and Standards Authority of India (FSSAI) recently announced the Draft Food and Standards (Organic Food) Regulations, 2017, aimed at curbing sale of fake organic products. This regulation will require products sold in the market as "organic" to be certified by either the National Programme for Organic Production (NPOP) of the commerce and industry ministry, or the Participatory Guarantee Scheme (PGS) of the agriculture ministry.

The NPOP was designed for the export market and involves third-party companies, which verify organic status, while in PGS, a collective of farmers guarantee that everyone in the group is practicing organic farming. The draft, however, exempts 'unprocessed' organic food sold directly by farmers or farmer organisations to consumers.

On the face of it, this looks like an excellent regulation, with a promise of protecting consumers' rights. But an analysis shows that it cannot curb sales of fake organic products, and it might do more harm than good to the organic farming movement in India.

The demand for a regulation on organics itself is suspect, as it is led by the Crop Care Federation of India (CCFI), which represents pesticide companies. In December 2014, CCFI released a report, prepared by the Indian Agricultural Research Institute (IARI), on pesticides in organic vegetables from Delhi. Interestingly, IARI has not made this report public.

The institute tested 150 vegetable samples from one organic store in Delhi and found traces in 50; in 10 of these, the levels were above the maximum residue limit (MRL). The store identified a certified farm in Sonipat as the source of the vegetables. The farm was certified by one of the largest NPOP certifiers.

To begin with, sampling from one store from one city is scientifically untenable. Second, finding small traces of pesticides in organic vegetables is not surprising because pesticides are present in water and air, and will find their way into a produce even if the farmer is practicing organic farming. This is why many countries prescribe a tolerance limit for presence of pesticides in organic products. Third, the 10 samples in which levels exceeded the MRL were sourced from a certified farm – which means certification cannot be an answer to the problem.

Let us accept that fake organic products do exist. But the scale is difficult to ascertain till we have a pan-India study on it. Second, a fake organic product is not a safety concern; it is an issue of 'misbranding' or 'misleading advertisement'. Fake products can be as safe or unsafe as any other products sold in markets. So the question is: Is certification required to tackle misbranding?

The FSSAI has a definition of and penalty for misbranding of food and misleading advertisements. The penalty for misbranding is up to Rs 3 lakh and for misleading advertisement, up to Rs 10 lakh. The food safety act does not specify that to prevent misbranding or misleading advertisement, a product has to have a certification. Why, then, are organic products being singled out?

To understand how this new regulation impact farmers, one must examine the certification itself. First, both NPOP and PGS are process-based certification systems. Their main concern is processes and practices of farming and food-processing, not testing food for pesticide residues. The former (NPOP) being more expensive than PGS, is preferred by big farmers, companies and exporters.

Under NPOP, only the produce of a NPOP-certified farm can be processed by a NPOP-certified processor and sold as 'organic'. The NPOP processor cannot take fresh produce from a PGS farmer, process it and sell it as 'organic'.

Under PGS, only the food processed by the PGS group of farmers can be labelled as 'organic'. The problem: PGS groups, run by small farmers, are not capable of processing organic produce. They sell their produce to other processors for value addition.

The draft regulation will make it difficult for small farmers, who are either PGS certified or non-certified, to sell their produce for value addition. They will be forced to sell fresh produce directly to consumers or get NPOP certification.

If a small farmer gets NPOP certification, it makes his product more expensive and so uncompetitive. If he sells only fresh produce, his value addition is low. So the draft regulation will dissuade small farmers from doing organic farming.

The Indian organic farming movement is witnessing a revival, largely led by small farmers. Consumer numbers are on the rise. This has happened without any support from the government. In fact, in 2017-18, the outlay on organic farming is a mere Rs 350 crore; in comparison, the annual subsidy for chemical fertilisers is over Rs 70,000 crore.

But the FSSAI's regulation is going to hinder its growth. Instead of targeting organic food, why not make laws that require mandatory labelling of foods grown with pesticides, chemicals or GMO etc?

If the FSSAI is so anxious about fake organic products, it should set standards and use its 'misbranding' provision to penalise them. Like it does for every other food product.

## Regulatory/Legal

### [Milk quality of 3 private companies substandard, TN Dairy Minister tells Madras HC](#)

Saturday, July 29, 2017 - 10:01

<http://www.thenewsminute.com/article/milk-quality-3-private-companies-substandard-tn-dairy-minister-tells-madras-hc-65938>

Three days after the Madras High Court ordered an interim stay on the Tamil Nadu government testing milk of two private companies, Dairy Minister KR Rajenthra Bhalaji told the court on Friday that the quality of milk supplied by three private companies is substandard.

Rajenthra Bhalaji said that the milk produced by three companies, namely, Dodla, Arokya and Vijay, were of substandard quality.

He also produced certificate of analysis issued by the Referral Food Laboratory in Ghaziabad in Uttar Pradesh.

A [New Indian Express](#) report said the certificate stated that the samples of milk drawn from the three companies were tested between July 18 and July 26 and it was found substandard under Section 3 (1) (zx) of the Food Safety and Standard Act, 2006.

Moreover, the milk quality does not conform to the standards laid down under Regulation No. 2.1.1:1 of the Food Safety and Standards Regulations, 2011 as they showed fat content below the minimum prescribed limit, reported TNIE.

This comes after three private milk companies, Hatsun Agro Product Ltd, Dodla Dairy Ltd and Vijay Dairy, had filed a civil case in the Madras High Court against Rajenthra Bhalaji for making allegations without evidence that private milk companies are selling adulterated milk.

They stated in the petition that his allegations have caused damage to their companies and demanded a compensation of Rs. 1 crore each.

The minister also said that the case was filed by the three companies to blackmail him. The case was adjourned till August 1.

Earlier this month, the Madras High Court had told minister Rajenthra Bhalaji not to make allegations against private companies without substantiation.

On May 24, 2017, Rajenthra Bhalaji had made serious allegations against the private milk companies claiming that they sell adulterated milk which was the cause of cancer in many children.

The minister said, "Milk sold by private dealers is definitely adulterated. The milk that is banned in Kerala is being sold in Tamil Nadu according to my investigation."

He further made an astounding declaration that private companies were "turning curd back into milk using chemicals."

He had also said that milk samples from private companies showed the presence of formaldehyde, a chemical which is used to preserve bodies from decaying.

## **India to be world's biggest milk producer by 2026**

India is projected to become the world's biggest milk producer over the next decade, having tripled its output during the first quarter of this century, a report by the Food and Agriculture Organisation (FAO) and the Organisation for Economic Cooperation (OECD) has revealed.

IANS | Last Updated: Saturday, July 29, 2017 - 13:51

<http://zeenews.india.com/economy/india-to-be-worlds-biggest-milk-producer-by-2016-2028282.html>

United Nations: India is projected to become the world's biggest milk producer over the next decade, having tripled its output during the first quarter of this century, a report by the Food and Agriculture Organisation (FAO) and the Organisation for Economic Cooperation (OECD) has revealed.

India's milk output, which was 160.38 million tonnes in 2016, is expected to reach 227.78 million tonnes by 2026, according to the OECD-FAO Agricultural Outlook 2017-2026 report released here this week.

The number of cows is projected to increase from 122.5 million to 227.78 million during the decade, the report said.

It said India's milk output in 2026 would be one-third higher than that of the second largest producer, the European Union (EU).

"This remarkable growth is achieved with yields below 2 tonnes per head, far below EU or US levels," the report noted.

Nutritionally, Indians are projected to make a breakthrough during the 10 years to 2026, according to the report.

The annual consumption of fresh dairy products, which was around 80.74 kg per person in 2016, is expected to shoot up to 106.94 kg by 2026.

Overall, the total calories available per person per day is projected to increase to 2,730 kilocalories (kcal) by 2026, up from the 2,442 kcal last year.

Wheat production, which was 92.29 million tonnes last year, would rise to 106.83 million tonnes in 2026, while the area under cultivation would go up from 29 million hectares last year to 31.9 million hectares in 2026, the report said.

Rice production is projected to increase from 108.86 million tonnes last year to 2016 million tonnes by 2026, the report said. During the period, area under rice was expected to increase marginally from 44.65 million hectares to 44.81 million hectares, it added.

## **Advt row: GCMMF goes into appeal in HC**

Posted in [Co-op News Snippets](#) on July 28, 2017 by [parasnath](#)

<http://www.indiancooperative.com/co-op-news-snippets/advt-row-gcmmf-goes-into-appeal-in-hc/>

GCMMF which owns the popular brand Amul, has submitted before an appeal bench of the High Court that the ban imposed earlier on its ice cream versus frozen dessert advert needs to be set aside, reports Business Standard.

R S Sodhi, MD GCMMF confirmed the development and said they have argued that the commercial merely seeks to educate consumers about the differences between frozen desserts and ice creams.

The Rs 27,000-crore dairy and dairy products giant is appealing against an order, dated June 16, of a single-judge bench of the Bombay High Court.

GCMMF's commercials were alleged to disparage Kwality's frozen desserts. It seems to suggest that ice-creams contained milk fat while frozen desserts had vanaspati (vegetable oil), charged its rival Kwality.

## Govt. restrained from collecting milk samples

CHENNAI, JULY 26, 2017 00:41 IST

<http://www.thehindu.com/news/national/tamil-nadu/govt-restrained-from-collecting-milk-samples/article19360481.ece>

Private dairies resent interference

The Madras High Court on Tuesday granted an interim injunction restraining the State authorities from collecting milk and milk product samples of two private dairy companies, Hatsun Agro Products Limited and Vijay Dairy & Farm Products (P) Ltd, for testing their quality in laboratories.

Hearing writ petitions filed by the firms, Justice M. Duraiswamy restrained the authorities concerned from interfering with the business of procurement, sale of milk, milk products and drawing of samples for testing.

State Minister for Dairy Development K.T. Rajenthra Bhalaji had on May last triggered a row by claiming that milk supplied by some private dairy companies were adulterated and consuming it could lead to cancer. Subsequently, he alleged that laboratory tests had revealed that the milk samples of three companies contained formaldehyde.

On a petition from the private dairy manufacturers, the Madras High Court had on July 10 barred the Minister from making any remarks on the quality of their milk.

In this backdrop, the petitioner-companies questioned the authority of the State officials in collecting samples by stopping their trucks transporting milk.

The petitioners had contended that the Commissioner of Dairy Development had no authority to draw samples of their products and no law permitted the State authorities to do so.

Upon hearing the arguments, the judge restrained the State authorities from collecting milk samples for testing until further orders.

## Cheaper imports not good for farmers: Amul CGM Mehta

Posted in [Co-op News Snippets](#) on July 27, 2017 by [parasnath](#)

<http://www.indiancooperative.com/co-op-news-snippets/cheaper-imports-not-good-for-farmers-amul-cgm-mehta/>

The country's leading milk cooperative Amul says the Indian dairy sector, providing livelihood to 15 crore farmers, would be severely hit if import duties on milk and milk products were eliminated under any Free Trade Agreement (FTA) including the Regional Comprehensive Economic Partnership (RCEP), reports Hindu.

Jayen Mehta, Chief General Manager, (Amul) said it was important for India to ensure that duties on all Indian dairy products were not eliminated or reduced under the FTA, as cheaper imports risked threatening local farmers' incomes from dairy.

Farmers' organizations have also threatened to hold nationwide protests on the issue. Currently, the duty on milk and milk products ranges from 40% to 60%, which gives the local industry enough protection to build its competitiveness.

## Court to government: Don't send private milk samples for testing

TNN | Jul 26, 2017, 06:48 AM IST

<http://timesofindia.indiatimes.com/city/chennai/court-to-government-dont-send-private-milk-samples-for-testing/articleshow/59765651.cms>

CHENNAI: In a relief for two private dairy producers which, along with several others, faced allegations of adulteration from the state milk and dairy development minister, the Madras high court on Tuesday passed an interim order restraining the state government and authorities of Aavin from drawing samples of products of the two firms for testing till further orders. [Justice](#) M Duraiswamy passed the order on two separate pleas moved by [Hatsun Agro Products Limited](#) and Vijay Dairy and Farm Products Private Limited. According to the petitioners, after the establishment of Food Safety and [Standards Authority of India](#) (FSSAI) in 2006, all private milk producers were brought under its jurisdiction and the state government's role in governing such producers was ended. "While the fact being so, the state government authorities and the officials of Aavin which functions directly under the control of the state dairy development ministry are conducting inspections and collecting samples of the products produced by us claiming that the samples would be used for laboratory analysis to check for adulteration.

When Aavin as a milk producer is a direct competitor of the petitioners and other private players, such inspections conducted by officials should be construed illegal," the petitioners said. They wanted the [HC](#) to restrain the authorities from conducting inspections and collecting samples and interfering into their lawful business activities.

Though officials of Aavin or the state government do not possess any supervisory powers over private players, the industry as a whole is being subjected to some amount of harassment by officials purely for the sake of hampering the sales and marketing of private dairy brands with a view to improve the sales of Aavin, the petitioners added.

Claiming that they were always willing to subject themselves to lawful testing by the designated authorities under the FSSAI ([Food Safety and Standards Authority of India](#)), they wanted the high court to restrain the state authorities from conducting inspections and collecting samples and interfering into their lawful business activities.

When the petitions came up for hearing, the judge granted the interim relief and adjourned the pleas by a week for the government to file a counter

## Don't disturb function of private dairies: Madras High Court

By Express News Service | Published: 26th July 2017 07:57 AM |

Last Updated: 26th July 2017 07:57 AM | A+A A- |

<http://www.newindianexpress.com/states/tamil-nadu/2017/jul/26/dont-disturb-function-of-private-dairies-madras-high-court-1633572.html>

CHENNAI: The Madras High Court has restrained the authorities from interfering with the business of procurement and sale of milk and milk products by the Hatsun Agro Products Limited and Vijay Dairy & Farm Products (P) Ltd, including drawing of samples for testing.

Justice M Duraiswamy granted the injunction while passing interim orders on the writ petitions from the two companies, on Tuesday. The companies wanted to prohibit the authorities concerned from collecting samples and testing their milk and milk products without legal authority.

According to the petitioners, under the Food Safety and Standards Act (FSSA), 2006, procedures were laid down for the Food Safety Officers (FSOs) to draw samples of milk and milk products from all private dairies, including the petitioner companies, for rigorous testing. The products are subsequently sent by the FSOs to the laboratories designated under the FSSA.

Unless and until some inadequacy was found, no further action would be taken by the authorities and till date the products of the petitioners had passed such certification. In the event of any shortcoming, rectification of the processes used by the petitioners, would be done to the satisfaction of the authorities.

The applicability of FSSA eliminated the domineering presence and oppressive policing by the Commissioner of Dairy Development, Tamil Nadu Co-operative Milk Producers Federation Limited, a direct competitor to the petitioners.

With the introduction of the FSSA, the State Animal Husbandry, Dairy and Fisheries department had absolutely no supervisory or policing control over the petitioners.

Yet the private dairy industry as a whole used to be subject to harassment by officials purely for the sake of affecting the sales and marketing of private dairy brands to improve the sales of Aavin brand. There was no scope for the Commissioner or any authority under the control of the Animal Husbandry department to draw samples of the petitioners' milk or milk products, the petitioners contended.

## Milk prices to remain stable during next 6 to 12 months

By

Jayashree Bhosale

Updated: Jul 20, 2017, 02.30 PM IST

<http://economictimes.indiatimes.com/news/economy/agriculture/milk-prices-to-remain-stable-during-next-6-to-12-months/articleshow/59681088.cms>

PUNE: Amid cooling food inflation, dairy majors Gujarat Cooperative Milk Marketing Federation (GCMMF), Parag and Hatsun AgroBSE 2.55 % have said they expect milk prices to remain stable over the next six to 12 months, mainly due to low commodity prices and a substantial drop in export of milk powder.

“Milk prices are expected to remain stable for six months to a year as commodity prices have been ruling low,” said RS Sodhi, managing director of GCMMF, which markets its products under the Amul brand.

India is not only the largest producer of milk, but also its largest consumer. Most dairies had increased milk prices during the lean period of the summer season, taking ‘full fat’ milk to Rs 52/litre and double toned milk to Rs 38/litre.

India produces about 5 lakh tonnes of milk powder every year. Till about three years ago, it used to export about a fifth of it as ‘solid not fat’. However, a fall in global SNF prices has brought exports to a near standstill.

“SNF demand has been less as world prices have been ruling low,” said Devendra Shah, chairman and managing director of Parag Milk Foods, which sells cheese under the ‘Go Cheese’ brand.

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“SNF demand has been less as world prices have been ruling low,” said Devendra Shah, chairman and managing director of Parag Milk Foods, which sells cheese under the ‘Go Cheese’ brand.

CG Chandramogan, chairman and managing director of Hatsun Agro, a leading dairy from south India, too confirmed abundant supply of milk and resultant price stability.

Driven by bumper production of agricultural commodities like cotton, soyabean, maize, etc., cattle feed prices have been ruling on the lower side, bringing down production cost of milk and increasing the productivity of cattle.

## Survey/Report

### India Flavoured Milk Market 2017-2022 –

By [Hayes Jordan](#) -

July 28, 2017

<http://postobserver.com/2017/07/28/india-flavoured-milk-market-2017-2022/>

“[India Flavoured Milk Market 2017-2022](#)” provides a relevant source of astute data for the business planner. It also examines India Flavoured Milk Market growth analysis, the past and future cost, demand and supply information, and revenue.

The Flavoured Milk industry report provides historical data of 2015 along with a Flavoured Milk market forecast from 2015 to 2021 based on Flavoured Milk industry volume and Flavoured Milk revenue (USD Million). The various growth driving factors is the increase in consumer volume which is proportional to the growth of sales revenue, improved situations of Flavoured Milk market and a new approach towards Flavoured Milk industry.

#### Report Synopsis:

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.

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

The Flavoured Milk report analyses various growth opportunities which can take this industry to the new level along with the risk factors that can prevent its growth. According to the consumers, the report divided into company profile, contact information, their contribution in market share, consumer volume etc.

#### 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

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.

Get Sample Copy Of Report From Here: <https://market.biz/report/india-flavoured-milk-market-2017-rn/108034/#requestforsample>

At last, the key constraints having an impact on market growth and reducing the popularity of specific product segments during the forecast period are also listed in this report. The potential growth opportunities and their influence on the India Flavoured Milk Market are analyzed in the report.

What Information does this report contain?

1. What was the historic Flavoured Milk market data from 2012 to 2016?
2. What is the Flavoured Milk industry growth forecast from 2016 to 2022?
3. Which companies direct the Flavoured Milk market, how are they positioned in the market in terms of sustainability, competency, production capacity and strategic outlook?
4. What is the practical application & innovation tendency, how will they derive by 2022?
5. Which are the leading market products, applications & regions and how will they perform by 2022?
6. A detailed survey of regulatory tendency, drivers, industry difficulty, challenges and growth opportunities

## Global Organic Dairy Products Market 2017- Groupe Lactalis SA, Fonterra Group Cooperative Limited, Parmalat and Dean Foods Company

[JULY 25, 2017](#)

<http://investdailynews.com/global-organic-dairy-products-market-2017-groupe-lactalis-sa-fonterra-group-cooperative-limited-parmalat-dean-foods-company/>

### Global Organic Dairy Products Market 2017

The Industry Study on Global Organic Dairy Products Market 2017 incorporates the entire aspects of the [Organic Dairy Products market](#). This includes extensive analysis, recent industry statistics and upcoming flow of the Organic Dairy Products market. The report also describes the size of the Organic Dairy Products market, factors controlling Organic Dairy Products market growth, various challenges which affect market expansion and economic prominence of the Organic Dairy Products market globally.

Global Organic Dairy Products Market report commences with the overview of the Organic Dairy Products Market. The report represents the Organic Dairy Products market data in a transparent and precise way. This study covers all the essential information regarding the global Organic Dairy Products market which helps a user to grasp the market thoroughly.

Enquire before purchasing the report here: <http://emarketresearch.us/global-organic-dairy-products-market-2017-2022/#Inquiry-Before-Buying>

The first section of the report begins with Introduction and followed by product scope, market overview, market opportunities, market risk, market driving force. The next section covers the top players of Organic Dairy Products, with sales, revenue, and price of Organic Dairy Products. After that, the competitive analysis among the top manufacturers, with sales, revenue and market share is described.

After that, the Regional analysis of the Organic Dairy Products market is explained which helps in understanding the effective regions of the market. The region-wise segmentation also focused on the regions having more Organic Dairy Products market opportunities with sales, revenue and market share of Organic Dairy Products, for each region.

Global Organic Dairy Products Market Segment by Regions, regional analysis covers:

- Organic Dairy Products Market in North America (USA, Canada and Mexico).
- Europe Organic Dairy Products Market(Germany, France, UK, Russia and Italy).
- Organic Dairy Products Market in Asia-Pacific (China, Japan, Korea, India and South-east Asia).
- Latin America Organic Dairy Products Market, Middle and Africa.

This study serves the Organic Dairy Products market segmentation consists of key manufacturers segment, types segment and applications segment. The data concerning these segments that are blooming in the Organic Dairy Products market is included.

The well-known manufacturers of global Organic Dairy Products market are:

AMUL  
Danone  
Arla Foods UK Plc.  
Dairy Farmers of America Inc. (DFA)  
Parmalat  
Dean Foods Company  
Groupe Lactalis SA  
Fonterra Group Cooperative Limited  
Kraft Foods  
Meiji Dairies Corp.  
Megmilk Snow Brand  
Organic Valley  
SanCor  
FrieslandCampina  
Unilever

Study of global Organic Dairy Products market according to various types:

Liquid Milk  
Milk Powder  
Cheese  
Butter  
Yogurt  
Ice Cream

Study of global Organic Dairy Products market according to distinct applications:

Children  
Adult  
The Aged

Request for Sample Report at <http://emarketresearch.us/global-organic-dairy-products-market-2017-2022/#Request-Sample>

The Organic Dairy Products market type and application are discussed deeply with sales market share and growth rate. Organic Dairy Products market forecast, by regions, type and application, with sales and revenue are integrated with this report.

Lastly, comprehensive analysis of industry risks, challenges and growth opportunities, administrative trends, Organic Dairy Products market drivers are included in this study. Further in-depth study of Organic Dairy Products sales channel, distributors, traders, dealers, appendix and data source is provided. So that overall report helps the new aspirants to inspect the forthcoming opportunities in the Organic Dairy Products market.

Global Organic Dairy Products Market 2017- Fonterra Group Cooperative Limited, Parmalat, Groupe Lactalis SA and Dean Foods Company & More

Global Organic Dairy Products Market: This market research report focuses on Past-Current Size, Price, Trends, Shares, Segment & Forecast 2017-2022.

## Global Organic Dairy Products Market, Global Organic Dairy Products Market size 2017

New standard on dairy permeate powders adopted at Codex

No clear definitions existed prior to new standard.

Jul 19, 2017

<http://www.feedstuffs.com/news/new-standard-dairy-permeate-powders-adopted-codex>

The International Dairy Federation (IDF) collaborated with Codex Alimentarius in the development, identification, elaboration and dissemination of a science-based international standard to promote the identity, composition, safety and quality of powdered dairy permeates as ingredients in food.

Experts from IDF, recognized as technical advisor to the Codex Commission of Milk & Milk Products, contributed to this work.

“Dairy permeate powders are new to the food market. There were no clear definitions available as a reference. This situation could jeopardize the true identity of these food ingredients and lead to unfair trade practices,” said Claus Heggum, leader of the IDF Action Team working on this subject. “In some countries, import restrictions have already been imposed. This new standard is necessary as a reference in trade.”

IDF contributed, in particular, by providing a compromise on compositional specifications, including identification of the relevant analytical methods, and by clarifying the technical justifications relating to processing aids and food additives.

Dairy permeate powders include milk permeate powder and whey permeate powder. Whey permeate powder is a milk product obtained by drying whey permeate. Whey permeate is obtained by using a mechanical process to remove milk proteins from whey (excluding acid whey). Milk permeate powder is a milk product obtained by drying milk permeate. Milk permeate is obtained by using ultrafiltration to remove milk proteins from milk. When other lactose-containing milk products are used as the raw material, the powdered product will be “dairy permeate powder.”

“The anticipated increased demand in food and feed markets for whey permeate at regional and international levels will be a major challenge for the future. Regulatory frameworks need to evolve accordingly,” Dr. Nico van Belzen, IDF director general, said. “Global harmonization of fair trade practices through an international standard will be a key component of such evolving regulatory frameworks.”

Dr. van Belzen said collaboration with Codex will amplify the global consumer health impact of both organizations “by leveraging our mutual scientific resources to advance food safety, protect consumer interest and ensure fair practices in the food trade.”

The new standard will be used in line with all existing and relevant Codex standards.

## Indian dairy market offers strong potential for premium and wellness products

July 19, 2017:

<http://www.thehindubusinessline.com/business-wire/indian-dairy-market-offers-strong-potential-for-premium-and-wellness-products/article9778015.ece>

Business Wire India

The Indian dairy market holds tremendous potential that can be harnessed with focussed strategies. Worth INR 5,000 billion in 2016, 80% of the industry remains unorganized. While multiple opportunities exist for dairy companies, rural focus and wellness/premium products will be primary. The complexity and indirect costs of milk procurement drive private companies toward low-volume, high-margin premium products. Cooperatives, on the other hand, will leverage their strength in rural areas. The exceptions are large players like [GCMMF \(Amul\)](#) and [Mother Dairy](#) that play across the spectrum. Opportunities in both rural and urban markets will be bolstered by increasing margin pressures for dairy processors.

“Rising dairy farming input costs are passed on to processors. Coupled with the costs for collecting, storing and transporting milk, this squeezes processors’ profit margins, encouraging them to diversify into high-margin products and to improve volumes for basic products by using recombined milk,” said Govind Ramakrishnan, Consultant, [Visionary Science \(Chemicals, Materials & Foods\) Practice](#), Frost & Sullivan. “Rural market opportunities will involve upgrading consumers to branded products. Urban focus will be on offering a combination of convenience, indulgence and health—a package the dairy industry is well-positioned to provide given the ‘healthy’ and ‘nutritious’ tag attached to milk and dairy products in India.”

[The Indian Dairy Industry](#) examines opportunities, trends, drivers and restraints in the Indian dairy market along with key challenges faced by market participants.

To access more information on this analysis, please [click here](#).

“Basic dairy products such as standardized/toned milk, butter, packet curd, ghee, paneer, and branded ice creams, account for 95% of the Indian market, but remain the stronghold of state cooperatives,” noted Ramakrishnan. “Private companies are dissuaded by issues like price pressure, low margins, and requirement for extensive distribution networks.”

Major competitors in the market include Amul, Mother Dairy, [Nestle](#), [Danone](#), [Kwality](#), [Hatsun Agro](#), Heritage Foods, Paras Dairy, Parag Milk Foods, Creamline Dairy, Aavin, and Nandini. Trends supporting market growth include:

Steady expansion of the organized sector

Opportunities to differentiate basic products

Urban consumer preference for convenient, healthy yet indulgent products that increase premiumization

User disposition toward the taste of dairy-based health products despite the availability of several non-dairy substitutes

Demand for and hence opportunity to create new categories in functional products and single serving units; and

High acceptance of new brands in the wellness and premium segment, which enables easy market entry for new players..

About Frost & Sullivan

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### **Give up farming, generate power**

Written by Nigel Malthus

Sunday, 30 July 2017 14:55

<http://www.ruralnewsgroup.co.nz/item/12247-give-up-farming-generate-power>

Farmers installing solar power can now get a better return from it than from farming itself, a solar power installer claims.

Electrical contractor Andrew Wells, of ABW Electric, Christchurch, recently set up Sunergy Solar to market solar photovoltaic systems. His company specialises in farm installations, marketed at farming field days and A&P shows; it also does residential systems.

Wells sees huge potential for solar power on farms: electricity charges for a dairy shed average \$5000 - \$6000 a month and solar panels now cost only about 8% of what they did 10 years ago.

Sunergy in March commissioned a 30kW installation on a dairy shed near Rakaia; its performance data show it should pay for itself in four years and three months, Wells says.

“We tell farmers this is a good investment [giving] a better return than farming. It’s going to lower your overheads so that if things turn down again you’re running a lower cost structure; you’re going to be more sustainable.”

Farm manager Gary McGregor says that he -- as the sharemilker who pays the shed bills -- and the farm owner, a big conglomerate with at least 50 South Island dairy farms, are interested to see how the installation performs. The owner will treat it as a pilot for its other farms.

Despite an overcast autumn it is performing as promised, exporting power to Meridian Energy.

Best returns are expected in the spring and summer peak of milk production and sunshine hours.

“It’s environmentally a good thing to do for our carbon footprint. It’s a good story if it can pay its way, and it appears it will. Everything Andrew said about it, it has delivered, in what’s got to be described as a below-average season,” said McGregor.

Wells says that before they design a system for a customer, Sunergy installs a data logger to measure the actual power usage throughout the day and compare it to NIWA figures for local sunshine. They have done analyses for dairy sheds, pig farms, cropping farm coolstores and service stations.

In a dairy shed the big loads usually come during milking at each end of the day. Though this doesn’t match peak sunshine time, middle-of-the-day unwanted power can usually be sold back to the power supplier. The Rakaia installation took three days, Wells says. “There’s no infrastructure, no resource consent. We bolt it onto an existing roof.”

The payback time for a residential installation (not depreciable) is reckoned about six years, but the company conservatively tells customers seven or eight years.

A calculator on the Energy Efficiency and Conservation Authority (EECA) website suggests a payback period of 20 years for residential systems, but Wells says this is misleading because it factors in the 'opportunity cost' of withholding money from investments. But solar energy is itself an investment, he says. "The numbers speak for themselves."

Wells says electric cars "suddenly everywhere" show the energy revolution is coming.

## Five Months In, Dairy Sees Benefits of Robots

Helen Margaret Griffiths, New York Correspondent

Jul 28, 2017

[http://www.lancasterfarming.com/farming/dairy/five-months-in-dairy-sees-benefits-of-robots/article\\_b6630fea-73b2-11e7-b9b6-439bebd4a108.html](http://www.lancasterfarming.com/farming/dairy/five-months-in-dairy-sees-benefits-of-robots/article_b6630fea-73b2-11e7-b9b6-439bebd4a108.html)

LISLE, N.Y. — For dairy farmer Chuck Mras, the decision to install robots was all about the future.

"My son Andy was already back at the farm and my daughter, Jessie, was finishing up at Cornell and would be returning, too, so we were wondering what we could do to make our family dairy farm work," Mras said.

The cost of putting in a robot was high, he said, but after five years of doing research, Mras and his family decided it was time to bite the bullet.

"Spending this time checking everything out, which included visiting six farms with robots and going on the tour offered through Lely was a very valuable time, and anyone considering a robot should go," Mras told a group of visitors to his Lisleview Farm.

For those contemplating transitioning to robots, Mras has a warning: Don't expect to get financing easily.

"We had quite a bit of trouble getting financing and we really had to look outside the box to allow us to do this with the lowest interest possible," he said.

Mras said he and his family wanted a new facility built to accommodate the robot, on a new site. With the existing layout of the farm, it meant that the water line had to go under an existing railroad line, adding to the complexity of the project.

The project cost \$1.1 million, \$400,000 for the two Lely Astronaut robots alone.

While Lely came up with the original design of the barn, Bob Church, project manager with Fingerlakes Dairy Services Inc., customized it.

"Lighting is very important. Orion lights are excellent and the model our electrician identified for us has a built-in night lighting feature that provides very good lighting for moving animals when it is dark and significantly reduces incidence of falls," Mras said.

Milton Jinks, a nutritionist from McDowell and Walker in Afton, also joined the farm team. Mras said Jinks was instrumental in the barn's design.

“Once the details were worked out, things did go fairly quickly,” Mras said. “We closed at the end of September 2016 and moved in March 2017.”

But the transition hasn’t been easy. Church told the group that anyone wanting to get robots should expect many sleepless nights for at least the first three months.

Andy Mras said most of their problems showed up in the first six weeks, but with help from Lely and Fingerlakes Dairy Services technicians, they were able to fix all of their problems.

“As all these communications are online, it is vital that the farm has reliable internet connections at all times,” Andy Mras said.

Church said that he visited the farm every two to three weeks to check that the robots were running correctly.

Whitney Davis, dairy equipment sales manager at Fingerlakes Dairy Services, said most problems farmers experience with new robots are small things caused by the cows trying to get used to the new system.

“Things will also go wrong if the machines are not kept clean,” Davis said.

Andy Mras said it took about three weeks for the cows to learn how to use the robots. He said he wants to make that transition go quicker in the future, so he is looking at “robot-friendly” bulls for future breeding.

Feed at the robots attracts cows into the system to be milked.

“Some cows will come in just for the food when it isn’t their time to milk and they will be pushed through by the robot. It is like some kids going for the candy,” Andy Mras said.

The farm’s computer system generates health treatment reports that provide valuable information on health management, allowing the farmer to pinpoint what cows need attention and to catch issues a lot earlier.

A robot can identify many issues, including the presence of blood in milk. If detected, the milk is immediately dumped, the machine is extensively washed and an alert is placed in the computer file for that cow.

Andy Mras said mastitis has been much less a problem for them since transitioning to robotic milking.

“It was eight to 10 weeks before we saw a case,” he said.

Cows go through the robot quickly with the average milking time for each cow being 7 1/2 minutes.

The robots operate 24/7, stopping only three times a day for a 20-minute wash down.

Chuck, Andy and Jesse Mras are the only ones working on the farm, which includes a total of 300 animals; 116 milked via robot and 30 milked in the tie-stall barn.

Prior to the robots, Jessie Mras was milking 160 cows, twice a day, alone.

“The robots have helped tremendously. I now milk 30 cows twice a day in the tie-stall,” she said.

For Lisleview Farm, adding the robots has allowed the family to manage the health needs of their cows more effectively, and as a result, milk yields have increased.

In addition, they can manage their 400 acres in a more timely manner.

“We have kept the original dairy running as we thought it may be useful for moving animals that didn’t work with the robot, but we’ve not really had that problem. We may at some point stop working there, efficiency is important. The price of milk dictates a lot, too,” Chuck Mras said.

## A lesson in dairy breeds

Jeff Semler Extension educator

Jul 24, 2017

[http://www.heraldmillmedia.com/news/farm\\_news/a-lesson-in-dairy-breeds/article\\_6e9f64f7-6c96-5b67-8add-2cb3c5d85457.html](http://www.heraldmillmedia.com/news/farm_news/a-lesson-in-dairy-breeds/article_6e9f64f7-6c96-5b67-8add-2cb3c5d85457.html)

This week’s column will complete our look at common dairy breeds in the United States.

This is not to say there are no other breeds used by American dairy farmers. The list includes French breeds such as Normande, Montbéliarde and Tarentaise, as well as a Bavarian breed called Fleckvieh. The numbers of Scandinavian breeds such as Norwegian Reds and Swedish Reds increased in recent years. Lastly, lesser-known breeds as Dutch Belted, Randall Linebacks and Milking Devons are here and there.

Brown Swiss is the first of our feature breeds this week. Brown Swiss cattle can be gray, dark brown, tan or almost white. Their hooves, muzzle and switch usually are black, and they often have a docile temperament.

Perhaps the oldest of all dairy breeds, the Brown Swiss originated in the cantons of Schwyz, Zug, St. Gallen, Glarus, Lucerne and Zurich of Switzerland around 4000 B.C., according to some historians. The canton of Schwyz was the scene of most of the early improvement, and in Switzerland, the breed is often referred to as Schwyer or Brown Schwyer.

Unimproved cattle similar to the Brown Swiss have been in this territory for a considerable period of time. All the cantons in which the breeds originated are inhabited by German-speaking people, and apparently large cattle were brought in from Germany to improve the cattle of Switzerland, which until about 1860, often were lacking in size.

The brown cow is known as Braunvieh in German.

Switzerland has been noted as a cheese-producing country for many years, and in the summer, many of the dairy herds are taken into the mountainous regions and grazed on the abundant pastures and meadows that result from the heavy rainfall. Cheesemakers and caretakers of the cattle accompany the herds to the mountains during the summer months, but as fall approaches, the cattle are returned to the lower lands, where they are stabled or housed for the winter.

Milking shorthorn — our last breed — is one of the oldest recognized breeds in the world. It originated in northeastern England in the valley of the Tees River. Much of the early improvement work took place in the counties of Northumberland, Durham and York.

Shorthorns are one of the most versatile of all breeds. The docile cows efficiently produce large volumes of nutritious milk each lactation and are large enough to have a high salvage value when their long, productive lives finally come to an end.

In addition, their healthy calves born each year on regular calving intervals are spunky at birth and grow rapidly, and those not kept for breeding stock and herd replacement make efficient gains and hang very desirable grading carcasses.

Shorthorns are either red, red and white, white or roan, the last named color being a very close mixture of red and white, and found in no other breed of cattle. An unknown number of shorthorns were brought from England by a Mr. Gough of Maryland and his partner, a Mr. Miller of Virginia, in 1783.

No matter what your favorite breed, I just encourage you to enjoy the bounty of these beauties by drinking milk, and eating ice cream, cheese, yogurt and many other dairy products.

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## Good planning leads to 600-cow dairy

By [Susan Mykrantz](#) -

<https://www.farmanddairy.com/news/good-planning-leads-to-600-cow-dairy/433058.html>

July 24, 2017

Jeromesville, Ohio — From the time he was a child, Paul Keener liked cows and could usually be found out in the field with the cows and the dog, according to his mother, Deanna.

That passion for cows continues today as Keener and his wife, Olivia, own and operate Rosedale Farm, a business they literally built from the ground up.

The Keeners hosted the 2017 Dairy Twilight Tour sponsored by the Ashland-Wayne County Dairy Service Unit July 18, and shared their secrets to having one of the top herds in the state with close to 1,500 fellow farmers and friends from the community and agricultural industry.

Growing up, Paul showed Brown Swiss and participated in dairy judging through 4-H and FFA and later in college. He decided to attend Ohio State University's Agricultural Technical Institute, followed by a year at the main campus in Columbus, where he received his bachelor's degree in agricultural business, with a minor in animal science.

Keener did an internship out in California and when he returned home, he loved cows even more and decided to pursue his dream of becoming a dairy farmer.

"Ohio State and ATI gave me the base for what I need, but you have to be driven," Keener said. "You have to keep learning."

2011, he purchased land in Ashland County and started building the facilities he needed for his dairy operation. By May of 2012, he was ready for the first group of 200 cows.

“We added our fresh cow and dry cow facilities in the fall of 2013, and by that time, we were milking 300 cows,” he said. “We built our third barn in the summer/fall of 2015 and made the jump to milking 600 cows.”

#### Around the farm

The Keeners have 500 stalls for the milking herd and 80 stalls for dry cows. They also have a calving pen and sick pen. Stalls are bedded with reclaimed sand. Keener said one unique aspect of the farm is the fact that they have four sand lanes and a flush system to move the manure from the barn where the solids are separated into a lagoon and the sand is recycled and reused.

Keener said his sand lanes are 12 feet wide with a quarter-inch slope to help separate liquids and solids. He buys about two loads of sand a month from a local supplier, because he estimates he loses about 5 percent of the sand into the lagoon.

Keener added he likes a little coarser sand because it is more consistent. The barn is well ventilated with fans and sprinklers to keep the cows cool and comfortable.

#### Managing cows

Today, Keener and a crew of eight employees manage 580 cows averaging 94 pounds of milk per day with 3.7 fat and 3.2 protein tests on a 3-times schedule in a double-10 parallel parlor.

They have an additional 70 dry cows and about 500 head of young stock. Calves are raised in hutches and once they are weaned they move to group housing or super hutches before they are moved to a heifer grower.

From there, they are moved to a background facility and raised to breeding age. The animals return to the farm about a month before calving. Because he ships his milk to Brewster Cheese, he pays close attention to the components produced by the herd.

His somatic cell count is in the 250,000 range. The somatic cell count is just one of the health traits that Keener looks at when selecting bulls for the herd.

“Our favorite cows in the herd are the ones that milk, breed back, and don’t cause problems. We want our cows to last and make money,” he said. “We look at net merit, cheese merit and the pounds of fat and protein we can ship down the road.”

Keener said he installed M Tech Teat Brush Cleaners, which helps with milk quality.

“They take away some of the management challenges,” he said. “They can break down, but the company is very good about customer support.”

#### Management tools

He said the cost of the units is based on a per cow, per month rate. Another management practice that Keener has implemented is a foot bath to help control hairy warts in the herd.

He said he got the problem with a group of cows he purchased during an expansion stage.

“Flushing the barn helps control the problem,” he said. “The feet are washed and they have time to dry and that along with the foot bath helps.”

The Keeners farm 350 acres with a corn and rye rotation, chopping the rye for early forage, followed by corn silage and purchase high quality hay or baleage to round out the ration of grain and corn silage

Keener said that cow comfort and quality feed are the keys to top production. He tries to keep high quality feed and forage in front of the cows at all times, as well plenty of clean, fresh water.

“We try to do everything we can to keep the cows cool and comfortable and take the stress away from the cows,” Keener said.

A good labor force is critical, according to Keener.

“Without these guys, the cows aren’t going to get milked,” he said.

A majority of Keener’s labor force is Hispanic and he works through Agri-Placement Services to find good employees.

“They screen and train the employees and help take care of any issues we might have,” he said.

Keener said most of the equipment on the farm is older, so a good equipment repair person is valuable to the operation. Another aspect that makes the operation unique is the fact that Keeners started the farm from scratch.

Even though both Paul and Olivia come from farm backgrounds, their farm was not passed down from family members. Olivia said that Paul’s father, Bruce, and grandfather, John, were both in the dairy business, and Keener’s family played a major role in establishing the Brown Swiss breed in Ohio.

Feed business

In addition to milking cows, Bruce also drove a feed truck and ultimately Bruce and Deanna started a trucking business and feed mill: Commodity Blenders, Inc., in West Salem, Ohio.

Olivia’s parents, Mark and Michelle Houts, live in Celina, Ohio, where Mark is a grain farmer and Michelle is an author of children’s books. And while neither set of parents have direct involvement with the farming operation, they enjoy the farm and the adventures of grandson, Jack, who was born in October 2016.

Paul said getting started in farming is challenging, but it can be done, especially if young farmers keep things simple.

“You need to have a good banker, to help you get the financing to do what needs to be done,” he said. “You have to prove yourself before people are willing to help you.”

And they need to know their costs of production and what areas make up their biggest areas of expenses. He said the biggest challenges facing agriculture in the future will be immigration laws, milk price volatility, milk marketing, and consumer perception of the industry.

## Dairy wars: when a glass of milk is really a glass of m\*I<sub>k</sub>

Following an EU court ruling that only animal products can bear the label 'milk', dairy farmers are calling for supermarket segregation from 'frustrating' plant- and nut-based rivals using the term

Sunday 23 July 2017 15.00 BST Last modified on Monday 24 July 2017 00.10 BST

<https://www.theguardian.com/lifeandstyle/shortcuts/2017/jul/23/dairy-milk-court-animal-plant-nut>

When is milk milk? Once upon a time, it was the white stuff that came from cows. Sure, there were skimmed, semi-skimmed and whole varieties, but they all came from the same place. Look down the milk aisle at most supermarkets today, however, and the choice of what to pour on your cornflakes is mind-boggling. It could be from a cow, a goat or a sheep; it could be lactose-free, organic or free-range; it might be made from almonds, oats, rice, coconuts, soya, hazelnuts, cashews, peanuts, hemp ...

EU courts recently tried to restore a little order by [reminding everyone that only liquid from animals could be called milk](#). As such, a product made from crushed nuts and water would not qualify. The Food Standards Agency has had rules to this effect in place in the UK since 2010. Since most plant-based alternatives to cow's milk are nutritionally quite different from the real thing – they contain less protein, for example – dairy farmers argue that using the same name risks confusing consumers.

But, out in the real world, no one is paying much attention. While plant- and nut-based products don't use the word "milk" on their packaging in the UK or Europe, some do on their websites. Certain companies have even decided to skirt the issue by calling them "mylk", "m\*I<sub>k</sub>" or "malk". A spokesperson for the - Department for Environment, Food and Rural Affairs said the regulations restricting the use of the word milk to animal products applied to labelling and advertising, but that it was "up to local authorities and trading standards to enforce them".

Supermarket milk aisles are even more confusing, as there will often be a mix of plant-, nut- and animal-based products side by side. If there is a separate section, it is commonly called "milk alternatives", but price labels on the shelves often refer to the products as milk. Retailers also use the word milk in conjunction with plant-based alternatives across their websites, and buy up search terms such as "almond milk".

### Advertisement

"They're slap bang in the middle of the milk aisle, but they often don't even need to be refrigerated," says Michael Oakes, dairy board chairman at the National Farmers Union. "It's frustrating for farmers as this kind of association means people have stopped noticing what the difference is."

Whether they have stopped noticing or just don't care is open to debate. A few years ago, [a poll conducted by the educational charity Leaf](#) (Linking Environment and Farming) found that four in 10 young adults surveyed failed to realise that milk came from a dairy cow, with 7% thinking it came from wheat.

The Oxford English Dictionary already has two definitions for milk: "an opaque white fluid produced by female mammals" or "the white juice of certain plants". Dairy farmers may feel that soya and almonds are stealing milk's identity, but perhaps they need to accept that the cows have just lost their monopoly.

## Mastitis detection project gets underway

MAL GILL

22 Jul, 2017 09:45 AM

<http://www.farmweekly.com.au/news/agriculture/cattle/dairy/mastitis-detection-project-gets-underway/2755608.aspx?storypage=0>

DATA and sample collection from working dairy farms has started for a WA research project aiming to improve early identification of highly contagious mastitis in dairy herds.

Western Dairy's veterinary scholarship winner, fourth-year Murdoch University veterinary science student Liz Cork, and her research supervisor, production animal veterinarian and bovine health and management lecturer Dr Herb Rovay, started collecting data this month.

So far, Ms Cork, who featured as a Farm Weekly Young Gun last month, and Dr Rovay have been visiting Anthony and Mel Anfuso's dairy farm at Oldbury, between Rockingham and Mundijong.

The Anfuso farm was chosen because of its relative closeness to Murdoch's veterinary science laboratory.

Early detection results will be compared to a benchmark standard milk sample test in the Murdoch laboratory using agar plates to develop and identify bacteria.

Murdoch, Western Dairy and Dairy Australia are collaborating on the mastitis project, which will also include an evaluation of the performance of three commercial cell-count devices – including two hand-held ones – that, if validated, may become tools to detect mastitis.

Mastitis is the broad term for inflammatory udder infections caused by a variety of bacteria affecting milk quality and yield.

It is rated as the most prevalent and costly production disease in dairy herds worldwide.

According to Dairy Australia, the Australian dairy industry has been at the forefront of developing early intervention management strategies.

But most of the work has been carried out in the Eastern States and there has been little research on identifying specific pathogens causing mastitis in WA.

Part of the problem for dairy farmers in identifying mastitis is that subclinical mastitis shows no visible symptoms in cows or milk and cows' herd survival instincts are to try to disguise when they are feeling unwell.

Undetected mastitis spreading through a herd can cause a gradual milk production drop over a long period.

It is usually detected by a high somatic cell count (SCC) in milk.

Dairies fitted with the latest computerised milking station monitoring equipment may detect unusually high SCC counts in individual cows.

But generally, a high cell count is not detected until bulk milk is pumped when the milk tanker come to collect it.

Suspect cows are usually treated with broad-spectrum antibiotics until a specific pathogen and treatment regime is identified.

Ms Cork said one aim for her project was to reduce usage of broad-spectrum antibiotics and slow development of pathogen resistance to them.

“Our ultimate goal through the combined research efforts is to be in a position where we can dramatically reduce antibiotic use – but that can only happen through preventative measures and early detection,” Ms Cork said.

Dr Rovay said a range of factors applying to dairy herds and environmental conditions in working dairies would be investigated.

“Every farm visit I remind myself that most well-fed and well-managed cows are profitable and very few get sick,” Dr Rovay said.

“The project we are working on with Liz is helping to quantify how much better we can be at that management and, in this case, in particular relation to mastitis.”

As previously reported, Ms Cork spends weekends and university holidays milking cows and working on the Chapman dairy farm near Busselton.

She won the Western Dairy 2017 scholarship and is one of the inaugural Murdoch veterinary medicine doctorate cohort due to graduate in December next year.

Her ambition is to become a large animal veterinarian specialising in dairy cattle.

## **Shops sealed over adulterated milk**

[The Newspaper's Correspondent](#) July 21, 2017

<https://www.dawn.com/news/1346683>

—Dawn

MINGORA: Following public complaints, the district administration, Swat, filed cases against 15 shopkeepers for selling adulterated milk and sealed four shops in a crackdown on milk dealers here on Thursday.

Additional assistant commissioner, Mingora, Jan Alam told this scribe that the district had no milk testing laboratory so the deputy commissioner, Swat, requested the DG livestock to send a team from Peshawar.

“The DG livestock sent the mobile laboratory for testing milk and an expert team,” he said, adding that he along with the district food controller and visiting team checked 20 milk shops and found chemicals in the milk of four shops while water added milk was found in 11 shops.

Mr Alam said that FIRs were registered against 15 shopkeepers. He said that shops where chemicals were found in milk had been sealed.

Dr Mohammad Jamal, who came with the mobile laboratory from Peshawar, said that formalin was found in a large quantity of milk which was used for long survival of milk, but it was very toxic for human kidney and liver. "About 40 per cent water was also found in the milk of several shops," he said.

District director livestock Dr Bakht Alam said that chemicals mixed in milk could cause diseases like cancer and hepatitis.

## The coming dairy revolution

By Keith Woodford

5:00 AM Thursday Jul 20, 2017

[http://www2.nzherald.co.nz/the-country/news/article.cfm?c\\_id=16&objectid=11891843](http://www2.nzherald.co.nz/the-country/news/article.cfm?c_id=16&objectid=11891843)

Our current pickle is a consequence of history. Decisions which seemed justifiable to many at the time, now, with hindsight, look decidedly flawed.

Rising dairy prices over the last nine months have given dairy farmers a pulse of optimism. This has followed more than two years of terrible prices with most farmers requiring support from their financiers.

I too am optimistic about the long-term future, but only if the industry can recognise the need for fundamental change. Otherwise, the developing scenario threatens to be a repeat of what the wool industry has experienced over the last 50 years: a slow but ongoing decline, with the occasional price surge being just enough to sustain false hope.

Our current pickle is a consequence of history. Decisions which seemed justifiable to many at the time, now, with hindsight, look decidedly flawed. The consequence is that we have the wrong cows, the wrong dairy systems, the wrong product mix, a raft of environmental issues, and too much debt. Perhaps most important, is dairy has lost its social licence from the broader community.

All the above issues can be successfully addressed. But only if the industry has strong leadership and sheds its defensive shield. I do have nagging doubts as to whether that will occur, because it will be perceived by some in the industry as eating a very unpalatable meal of humble pie.

In recent weeks, I have been in Holland, trying to understand what makes their dairy industry tick. What I saw was a science-driven industry focused on exports of value-add products and an industry with a social licence. The Dutch industry is very different from how European dairying is typically perceived from here.

Apart from what I call "bovinophobes", who hate everything to do with cattle, the main urban community in Holland likes what it sees. On warm summer days, the cows are grazing on green pastures. The rest of the time in that inclement climate they are inside. The nitrogen leaching issue, which arises from concentrated urine patches deposited by cows in autumn and winter, has been largely solved - it is simply no longer an issue of concern, with tight laws on effluent management. However, there are remaining tensions around new phosphate allowances, with some farmers feeling very aggrieved.

This overall situation of community acceptance has not happened by chance; it has taken a lot of work.

There is so much that needs to change within our own dairy industry it is reasonable to ask whether dairy should indeed be part of our New Zealand future. That question is easy to answer.

New Zealand needs its agriculture industries. Without agricultural exports, our economy would look mighty sick. In general, our climate and soils are much more suited to pastoral agriculture than horticulture. We use about 120,000 hectares of land for horticulture, led by kiwifruit, wine grapes and apples, supported by myriad other crops. Hopefully our horticulture industries will expand a lot further, but the notion that most of our more than 10 million hectares of pastoral land and more than two million hectares of dairy land could be used for horticulture is greatly flawed. The climate, soils, logistics and economics simply do not stack up.

Compared to the rest of the world, dairy is where New Zealand has a competitive advantage. Climate, scale and well-developed quality assurance systems are in our favour. Scale, at both farm and industry level, is the one that is least recognised.

The achilles heel of the current New Zealand dairy industry is that it is structured predominantly for the manufacture of whole-milk powder. This whole-milk powder is the cheapest, easiest form of long-life product to produce. Since 2000, our milk production has increased by 75 per cent, but whole-milk-powder production has more than tripled. Its production fits perfectly with our seasonal production systems. The only problem is that only developing countries use big quantities of it.

For the past 20 years, our dairy wealth has come from selling whole-milk powder, much of the time at very good prices, initially to the oil-rich countries and more recently to China. Go back about eight years, and Venezuela was our largest market.

However, with lower oil prices, plus social and political dislocation, Venezuela is now no more than a blip on New Zealand's whole-milk-powder horizon. Other oil producing countries are also struggling to find the funds to purchase our powder.

The Chinese demand came just at the right time for New Zealand. China has been hugely important to the New Zealand dairy industry and will continue to be so. However, the evidence is that whereas overall Chinese demand for dairy products continues to increase, with infant formula being the standout, the demand for whole-milk powder has jumped up and down and is now no higher than it was five years ago.

The lack of growth in Chinese demand for whole-milk powder should come as no surprise. It is what happens in developing countries as they get more sophisticated logistics and move to more sophisticated dairy products. So, if we are going to depend on whole-milk powder, we need to work out where we are going to sell it. Maybe it could be Iran - after all, go back some 40 or so years, and we did export a lot of pastoral products to Iran - or somewhere in Africa where we need to focus? It won't be India - they can produce all they need and keep high barriers against New Zealand products.

Another big problem for the New Zealand industry is that it has chosen to ignore the threat posed by A2 milk, i.e. milk that is free of A1 beta-casein. I have been promoting the notion of milk free of A1 beta-casein for more than 10 years, and it has been a bruising experience.

However, the tide is now turning and I work with groups and companies in many countries who are quietly getting themselves organised, largely below the radar, for the coming A2 revolution.

In Australia, A2 milk is well above the radar. It is the largest selling brand nationally in supermarkets, at double the price of standard milk. The premium-priced "a2 Platinum" infant formula has moved from a standing start just over two years ago to now having more than a 30 per cent market share in Australia, with much of that on-sold to China.

Over the next few months, I expect to have a lot more to say about milk free of A1 beta-casein, given the amount of relevant research emerging from the scientific pipeline. It is ironic that the science about A1 and A2 beta-casein actually began in New Zealand. However, the mainstream industry here chose to defend the status quo, with what history will show were "alternative facts" rather than to embrace the challenging opportunity. There is a real risk that history will tell a story of an industry that allowed itself to be left behind.

Environmental and related social licence issues in New Zealand mean farmers will have to move increasingly to getting cows off-paddock during late autumn and winter. There is no other way to solve the nitrogen leaching issue. Once we move to environmentally friendly cow houses with padded cow beds to complement our pastoral systems, then new opportunities arise for 12-month milk as is produced almost everywhere else in the world.

At that point, we can seriously engage in value-add branded products.

There is no doubt that the journey ahead is going to be challenging and indeed too challenging for many New Zealand dairy farmers. There are big questions about where the finance required to make changes will come from. In many cases, farmers are too indebted to be able to make the necessary changes. For some it will be case of moving from the land and letting new operators come in. Hopefully, those changes can occur so that all retain their personal dignity.

There are many other parts of the dairy puzzle beyond what I have touched on here as to how the New Zealand dairy industry will transform itself. Some of the necessary steps will evolve over time, as new opportunities arise and new issues arise.

Emerging restrictions limiting the use of PKE to 3kg per cow per day are going to impact North Island production, particularly in drought. The potential for greenhouse gas levies may add further complications.

The one clear starting point for New Zealand dairy is to recognise that the industry does indeed have to change. Some farmers and some operators along the value chain can see that future and will find the pathways to success.

But right now, there are still far too many who are focused on the past, and without the personal and financial resilience to find pathways forward. And there lies the nub.

- Keith Woodford is an independent consultant, based in NZ, who works internationally on agri-food systems and rural development projects. He holds honorary positions as Professor of Agri-Food Systems at Lincoln University and as Senior Research Fellow at the Contemporary China Research Centre at Victoria University, Wellington.

- [NZ Herald](#)

By Keith Woodford

## China's dairy products quality continues to improve: report

Source: Xinhua | 2017-07-20 01:21:41 | Editor: Zhou Xin

[http://news.xinhuanet.com/english/2017-07/20/c\\_136456821.htm](http://news.xinhuanet.com/english/2017-07/20/c_136456821.htm)

BEIJING, July 19 (Xinhua) -- Some 99.8 percent of fresh milk and 99.5 percent of dairy products checked last year were up to standard, according to a dairy quality report released Wednesday.

The quality of domestic dairy products continued to improve in 2017, according to the report jointly released by the Dairy Association of China (DAC) and the Ministry of Agriculture (MOA).

The country's milk industry has recovered from the 2008 safety scandal, when infant formula produced by Sanlu Group, then a leading dairy company, was found to contain melamine, killing six babies and leaving thousands seriously ill.

Spot checks last year detected no illegal additives, such as melamine, the report said.

Some 98.7 percent of infant formulas checked were up to standards, exceeding many other domestically produced food products, according to the report.

Major quality and sanitary indicators were up to the standards of developed countries, MOA official Wang Jiaqi told a press conference for the report's release.

The quality of milk and dairy products has been improved as China has taken a string of measures over the past year, including improving regulations and industry standards and tightening supervision, said Liu Yaqing, deputy secretary of the DAC.

China produced 37.12 million tonnes of milk and 29.93 million tonnes of dairy products last year, ranking third after the [United States](#) and India, the report showed.

## Robots lend a helping hand on the farm

20 Jul, 2017 5:00am

[http://www.nzherald.co.nz/business/news/article.cfm?c\\_id=3&objectid=11892035](http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11892035)

Robots can take up the early morning and afternoon milking duties and free up the farmer to complete other important jobs on the farm, writes Jamie Gray.

Proponents of the latest thing in dairy - robotics - emphasise the animal welfare benefits the machines can bring.

The labour cost savings are not big, but in some circumstances, improved production can come from going high tech.

Another attraction is that it can free the farmer up to do other things that can be beneficial, such as pasture management.

Then there are the lifestyle advantages. It means not having to get up at an ungodly hour to milk the cows and in the afternoon, attendance at school sports days can become a reality.

But Grant Vickers, DeLaval NZ's robotics expert, says the biggest selling point is that cows like it. Or, as one of his clients put it: "It allows the cows to take over the farm."

Robots have been in cowsheds since the 1990s. Vickers estimates they have been installed in two or three dozen sheds around the country.

The proportion of robotic use is quite high in the established dairy producing countries of Europe, and Vickers expects perhaps 10 to 20 per cent of farms will be using them in New Zealand over the next 10 to 15 years.

Vickers, a former farmer, says there is a huge lifestyle advantage for the farmers but the biggest selling point is the improved animal welfare.

"This type of farming is much kinder on cows. We take the stress right off them and we are seeing indications of improved longevity of the cattle," he says.

"The robots will do what they say they do on the packet. They will perform well and will milk cows to a higher standard than humans do."

Under a voluntary system, the cows are not left standing on concrete for hours at a time waiting to be milked.

"They are not bullied and pushed around by other animals, and they are not driven up and down by farm hands on motorcycles.

"They travel at their own pace and choose when they want to be milked," Vickers says.

Production can improve with robotics, but he says that's not the main selling point.

"The people we talk to are generally the top-end farmers - who are doing a good job already with the way they feed their cows and milk them, so we can't really promise them any production increases," he says.

"However, where we can get production increases is among those farmers who might not be at the top end.

"What tends to happen is that farmers who adopt robotics learn how to manage grass and feeding better. Those guys are going to get an increase in production," says Vickers.

There are systems in place already that will weigh the animal, check out its milk quality, assess its feed requirement and its overall health, but Vickers says robotics can take that kind of data collection to a new level.

The latest technology from DeLaval includes a somatic cell counter. In dairying, the somatic cell count is an indicator of the quality of milk, and whether it contains harmful bacteria. It also provides information on the levels of mastitis in a herd.

Vickers says robots, complete with cameras that monitor a cow's overall condition, can also provide the farmer with a deeper level of knowledge.

Farms that use robots tend to be set up in such a way that the cows can be milked up to three times a day - or once every eight hours - with each milking timed as they move past the cow shed to a new paddock.

Vickers tends to describe it as "voluntary milking" as opposed to milking by robots, because it is the cows themselves who decide when they will be milked. It's not necessary to have a human in the shed while the process is going on.

He says bullying in a cow herd is a very real problem, and robots can help alleviate that.

"Bullying is a huge cost to the industry because a stressed animal can be difficult to calve again.

"If we take away the bullying and let the heifer operate around the farm at her own pace, the chances of getting her in calf early in the first mating are a lot better," Vickers says.

The more leisurely approach means cows are not pushed through races en masse, and that can reduce the level of lameness.

Vickers says robots can be used on any scale - he knows of one farmer who milks just 60 cows with one robot. But he says the optimum size tends to be the 200 to 400-cow farm typical in Taranaki and the Waikato because they are the types of properties that tend to be the easiest to convert to a voluntary grazing system.

Vickers says labour cost savings arising from robots are a bit of a myth.

"But there is a huge lifestyle advantage, in that you are not committed to going to the shed at 4.30am for three hours, and again at 3pm for another three hours.

"You have work to do at the shed, but you can do it at times that suit yourself," he says.

"The input that is needed in a voluntary grazing farm is in management, rather than the hands-on labour that you get in with a conventional dairy shed."

Vickers says robotics can help farming families with their succession plans, as sons and daughters are more likely to return to the farm when it represents less of a manual undertaking.

In addition, the younger farmers are more likely to assimilate the extra data that a high-tech farm generates.

Vickers says the days of big expansion in dairy, with high numbers of sheep farms converting to dairy, are numbered.

These days dairy farming is more likely to be focused on the improvements that can be made within the farm gate.

"We want do better with what we have got," he says.

Southland farmer David Johnstone, who farms near Winton, insists the few hours of extra sleep is not the main reason he went robotic.

Though the robots help to promote a better work-life balance, the main benefit is that it frees up time to further improve the farm's performance.

Johnstone's four robots take care of the whole milking process, from teat cleaning to attaching cups to the animal.

While the cow is being milked, its health is being evaluated and the appropriate amount of supplementary feed is dispensed before she leaves the shed.

It's all voluntary. Cows mosey on in when they feel like it, and leave when they want to. Johnstone says the herd seems to be happier than a typical herd on a conventional farm.

He says the process generates vast amounts of data. The technology details how much milk they have, the time they came into the shed to milk, the amount of feed they were given, their weight, data around milk composition, their preferred robot, and whether they are in heat. The property has 320 cows, available for milking, 24 hours a day, seven days a week.

Johnstone, an early adopter of the technology, bought the farm three years ago and installed the latest gear soon after. His 100ha farm was converted from sheep to dairy nine years ago, and was one of the first in NZ to use robotics.

He says there is no "huge" economic benefit from going robotic but but there are savings in terms of improved animal health.

"It's not really a big labour-saver. You end up doing other things that can fine-tune your performance."

The farm has its own support blocks and is quite self-contained. Silage is made on the property, so there is a higher workload in that respect.

Johnstone says there are slightly higher maintenance costs, plus the higher capital costs.

But the technology is becoming more popular with older farmers who want to cut back on the job's physical demands.

"We all want better quality time and a better work-life balance," he says. "It's not for everyone, but for us it fits in with what we want to do."

## DPO has eyes on Malaysian milk market

19 Jul 2017 at 06:00 2,099 viewed 0 comments NEWSPAPER SECTION: BUSINESS | WRITER: PITSINEE JITPLEECHEEP

<http://www.bangkokpost.com/news/asean/1289639/dpo-has-eyes-on-malaysian-milk-market>

The state-run Dairy Farming Promotion Organisation (DPO), the producer and marketer of Thai-Danish dairy products, will explore export markets in Muslim countries, starting with Malaysia.

DPO director-general Narongrit Wongsuwan said the Malaysian government will send a team to audit the halal standards of the Thai-Danish dairy factory in Sukhothai province as a preliminary measure.

If the factory's standards meet the Malaysian government's requirements, the DPO will start exporting UHT dairy products, a Thai-Danish brand, to Malaysia by the end of the year.

"If we can enter Malaysia's dairy market, it will be a springboard for Thai-Danish dairy products to expand into other Muslim countries, including Indonesia and Brunei," said Mr Narongrit.

The Asean market holds much potential, with DPO confident its products will make a splash, citing Thailand's robust dairy farming industry.

The Thai-Danish brand is one of very few that uses 100% raw milk for its products, Mr Narongrit said.

Thailand can produce 3,100-3,300 tonnes of raw milk a day, supplied from 16,000 farmers. Of the total, 700 tonnes is used by DPO, which pays 19 baht a kilogramme for raw milk to 4,000 of its contracted farmers.

DPO began exporting dairy products a few years ago by appointing authorised agents to distribute its goods in Cambodia, Laos and Myanmar.

Sales of Thai-Danish dairy products in Cambodia are expected to reach 800 million baht this year, and sales in Laos and Myanmar are projected at 20 million baht to 30 million baht, respectively.

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Mr Narong hopes to earn 20 million baht to 25 million baht in additional income from the Malaysian market in the first year if a deal is concluded.

DPO's sales last year stood at 8.7 billion baht, of which 10% came from exports.

According to market and research company ACNielsen, Thailand's dairy products were valued at 59 billion baht in 2016. Of the total, 20 billion baht came from UHT milk, 4.63 billion baht from milk for children and 5 billion baht from pasteurised milk.

The pasteurised milk market in the first half grew 6-8%, while the market for UHT and drinking yoghurt have contracted. This caused Thailand's dairy industry to stay flat in the first half.

Over that period, DPO saw sales grow 4-5%, outpacing industry growth. The company expects them to rise by 7% this year, generating 9.30 billion baht, on the back of further expansion abroad.

Adding new distribution channels domestically and ramping up its product portfolio are seen as the key to helping the company achieve its sales target.

DPO launched a new brand this month called "Thai Danish Kid-D".

The company said that based its projections, first-year sales of 25 million baht are expected.

## Price index returns to positive figures at latest GDT auction

3:53 pm - July 18, 2017

[Conor Finnerty](#)

<http://www.agriland.ie/farming-news/price-index-returns-to-positive-figures-at-latest-gdt-auction/#>

The price index has returned to positive figures at the latest Global Dairy Trade (GDT) auction, which took place today, July 18.

This follows on from two consecutive decreases of 0.4% on July 4 and 0.8% on June 20 respectively.

There was a total of 525 registered bidders at the event which lasted for almost two and a half hours. A total of 115 winning bidders emerged after 17 bidding rounds.

The price index for butter continued its upward trajectory at the latest GDT auction, registering an increase of 3.4%. This was the largest price difference recorded at the event.

No butter milk powder (BMP) was offered at the auction. Cheddar's price index increased by 1.6%.

Meanwhile, the price index for skimmed milk powder (SMP) fell by 3.2%; an increase of 0.3% was reported for the whole milk powder (WMP) index.

### Key Results

AMF index down 0.2%, average price US\$6,577/MT;

Butter index up 3.4%, average price US\$6,004/MT;

BMP not offered;

Ched index up 1.6%, average price US\$4,112/MT;

LAC index down 1.8%, average price US\$825/MT;

RenCas index up 2.4%, average price US\$6,358/MT;

SMP index down 3.2%, average price US\$2,024/MT;

WMP index up 0.3%, average price US\$3,114/MT.

#### Ornua's PPI Enjoys Second Consecutive Monthly Increase

Earlier this month, Ornua announced an increase in its Purchase Price Index (PPI) for the month of June, with a value of 110% given.

The PPI is up from 106.8% for the month of May, a jump of 3.2 percentage points; this is the second consecutive price increase from April's value of 105%.

An increase of 1.8 percentage points was recorded last month for May, representing the first increase in the PPI this year.

Prior to this, 2017's PPI had remained relatively static, beginning the year at 105.4% before decreasing to 105% in April.

June's index is the highest value since September 2014, as can be seen in Ornua's graph of the trend.

The majority of co-ops have decided to up their milk prices for June supplies; most processors are offering 33c/L including VAT – and more – for June milk.

## Upgrade of Biratnagar Milk Supply Scheme expected to eradicate 'milk holiday'

July 17, 2017 05:30 AM [Muna Sunuwar](#)

<http://www.myrepublica.com/news/23922/>

KATHMANDU, July 16: The upgrading of Biratnagar Milk Supply Scheme's capacity in producing powdered milk is expected to eradicate 'milk holiday' in Nepal.

"The scheme produces three tons of powdered milk a day which will be doubled to six tons a day after its upgrade," said Ganga Timsina, general manager of Dairy Development Corporation (DDC) in its 49th anniversary program organized in Kathmandu on Sunday.

Arniko Rajbhandari, general secretary of Dairy Industries Nepal, said the DDC, which owned 40 percent share of the dairy industry, earned only Rs 6.4 million in profits. It was only 0.5 percent return of the investment, he said, terming the situation unfortunate for the DDC. The DDC could benefit by collaborating with the private sector on projects such as joint-power plant, according to him.

"Nepal used to face 35 percent milk scarcity from March to August and 25 percent oversupply of milk from August to February," Rajbhandari said.

"DDC is importing 25,000 liters of milk daily from India's Patna Dairy, which shows there is no situation for milk holiday in Nepal," said DDC Administration Officer Dipak Subedi.

"There are times when oversupply of milk causes milk holiday," he told Republica, adding, "Biratnagar Milk Supply Scheme (BMSS) is expected to utilize the milk produced in its prime season, which is expected to eradicate milk holiday."

Last year's data showed decreasing production of milk for three consecutive years. Total 53,296,266 liters of milk was produced in the fiscal year 2015/16. The production stood at 58,995,902 liters and 66,344,939 liters in the fiscal years 2013/14 and 2014/15, respectively.

Sanjeev Jha, business development officer of DDC, said that the production has been falling since the earthquake. On top of that, the Indian blockade in 2015 hampered the supply.

"Farmers have been heading for foreign employment in the past two years, creating short supply of labor. This has ultimately caused the plunge in milk supply," he added.

Heramba Rajbhandari, executive chairman of Nepal Dairy, said that the DDC should strive to go hand-in-hand with private organizations.

"There should be competition among industries regarding quality," he said. "Industries should understand that the business that we are running is for public and corporate social welfare, for which development of management and skills is must."

"Some private dairies are using modern technology, and it should be used in DDC as well. Commercialization and management of milk collection and distribution is very important," said Narayan Devkota, chairman of Central Dairy Cooperative Association Ltd. Nepal.

According to Krishna Gopal Shrestha, president of Nepal Dairy Science Association, the establishment of BMSS is appreciable and should be expanded along with awareness program for farmers.

# Protecting milk quality during dairy expansion

8:00 am - July 17, 2017

[Gillian Dufficy](#)

<http://www.agriland.ie/farming-news/protecting-milk-quality-during-dairy-expansion/>

Thomas Dwan and his parents, Eddie and Ann, were the winners of the NDC & Kerrygold Quality Milk Awards in 2014. Three years on, the Dwans now milk 140 cows and are still achieving exceptional Somatic Cell Count (SCC) and Total Bacteria Count (TBC) results.

Speaking at Teagasc's recent [Moorepark '17](#) open day, Dwan discussed their expansion and how they have maintained high milk quality in the process.

"We only ever milked 70 cows up to about six years ago. The year of the competition, we were milking about 100 cows, 120 last year and now, this year, we are milking 140 cows.

Thomas, Ann and Eddie Dwan, the 2014 NDC and Kerrygold Milk Awards Winners

"Since the abolition of quota, our output has increased a lot. Last year we sold about 500kg of milk solids per cow compared to 415kg of milk solids the year before.

"When quota was there I wasn't maximising the potential of the cows; we weren't milking for the full 305 days and we were drying off early.

"Now I'm into surplus heifers. I'm milk recording and choosing replacements from the best cows based on milk recording results. Anything that has an issue with cell count is culled," Dwan explained.

Last year, the average SCC was 58,000 cells/ml and the TBC was 8,000 CFU/ml. The average SCC at the moment is 46,000 cells/ml.

## Maintaining A Low SCC

Dwan said maintaining a low SCC was a combination of a lot of things.

"Cows are given 60-70 days of a dry period and all cows get a sealer and a dry cow tube," the Tipperary farmer said.

Dr. David Gleeson of Teagasc Moorepark commented on Dwan's blanket use of antibiotics, in relation to the antibiotic issue coming down the line.

According to Gleeson, the dry period is the only time you will get a maximum cure rate for mastitis.

"You can make sure you have very little antibiotics going into the herd during the lactating period if you use dry cow therapy. The cure rate during lactation is very poor at about 20-30%," Gleeson said.

Regarding clinical cases of mastitis this year, Dwan had no cases right through the spring. However, three cases occurred hand-running in one week in April.

Anytime I get a case like that, we dip the cluster in a bucket of peracetic acid after milking to minimise the spread of infection.

Giving a run through of his milking routine, Dwan said: "As the cows are walking in, they're pre-sprayed, dried, clusters put on and then sprayed after milking as they're going out."

Gleeson emphasised the importance of drying teats after pre-spraying, irrespective of product, to avoid any residues getting into the milk.

"If you pre-spray you should dry, otherwise don't do it.

"The same applies if you're washing cows for milking; unless you are going to dry them you shouldn't be washing them, from the point of view of TBC and thermodurics," Gleeson said.

## Barry Callebaut signals global chocolate revival

Swiss group says innovation and sharp fall in cocoa prices will drive growth

Global chocolate confectionery market volumes declined 1.5% in 2015 and 0.4% last year, according to Euromonitor © Bloomberg

JULY 16, 2017 by: Ralph Atkins in Zurich

<https://www.ft.com/content/a590a864-6884-11e7-9a66-93fb352ba1fe?mhq5j=e3>

Global chocolate sales are poised for a revival as industry innovation and tumbling cocoa bean prices spur growth, the chief executive of the world's biggest supplier of chocolate and cocoa products has forecast. Antoine de Saint-Affrique, chief executive of Switzerland's Barry Callebaut, said sales had accelerated in recent months and would return to a "normal rhythm" of growth. "From a market dynamics standpoint, I'm absolutely convinced the worst is over," he told the Financial Times. The world's confectionery companies, many of which are Barry Callebaut's customers, have been hit in recent years by the trend for healthier foods as well as higher cocoa prices. Global chocolate confectionery market volumes declined 1.5 per cent in 2015 and 0.4 per cent last year, according to Euromonitor. However, cocoa bean prices have reversed direction over the past year, falling roughly 40 per cent. "We are passing the prices up and down to our customers," said Mr de Saint-Affrique, although it would take time before retail prices also fell. "That's why I'm telling you, I'm rather optimistic... We are going to get back in positive territory." I'm rather optimistic... We are going to get back in positive territory ANTOINE DE SAINT-AFFRIQUE, CHIEF EXECUTIVE OF BARRY CALLEBAUT He expected chocolate companies to offer more discounts and promotions "to ignite" the market. "It should go back to what was a normal rhythm of growth, which is somewhere around 1-2 per cent," he added. Price falls would be only one factor driving a recovery, however. Innovations were another, such as chocolate-covered protein bars. "As with many things, they taste better when you put chocolate in," said Mr de Saint-Affrique. This month, Nestlé, the world's largest food and drink company, announced it was opening a new factory in Japan to expand production of KitKat chocolate bars in flavours such as pistachio and raspberry. Barry Callebaut has expanded production of "heat resistant" chocolate, for sale in hotter countries. Its latest push is in providing a variety of chocolate mixtures for more than 1,200 small ice-cream parlours in Italy. Confectionery makers would also expand into new markets, said Mr de Saint-Affrique. "There are still plenty of places where they are still at the

discovery stage of chocolate.” Jean-Philippe Bertschy, analyst at Vontobel, said Mr de Saint-Affrique’s projection for volume growth was “a bit aggressive”. He added: “The US and German market have declined in volume by an average of 1 per cent since 2011 — and the UK and France were flat. Of course, there is significant growth potential in emerging markets, but China has been a very challenging market so far and it remains to be seen if the Chinese — or consumers in other Asian markets — will really eat more chocolate in coming years.” It remains to be seen if the Chinese — or consumers in other Asian markets — will really eat more chocolate in coming years

JEAN-PHILIPPE BERTSCHY, ANALYST AT VONTOBEL

Last week, Barry Callebaut reported its sales volumes rose 2.8 per cent to 1.4m tonnes in the nine months to May 31, with growth accelerating to 5.5 per cent in the final three months of the period. The increase was flattered as Barry Callebaut completed a programme of ending less-profitable cocoa contracts, but the group reaffirmed its medium-term target of an average volume growth rate of 4 to 6 per cent. The falls in cocoa bean prices follow good harvests in the main producing countries, Côte d’Ivoire and Ghana. But they have meant lower revenues for the government as well as farmers. “You don’t want prices to stay low for a long time,” Mr de Saint-Affrique warned. Barry Callebaut last year said it would make its production entirely “sustainable” by 2025 with the help of bean-tracking technology created by SAP, the German software group.