

49th Edition

1st to 15th Nov, 2017

Dairy Pulse

Contents

**Suruchi Endeavor in Skill/
Entrepreneur Development Domain**

Indian News

- Animal Health/Protection
- Marketing
- Health/Awareness
- Regulatory/Legal
- Survey/Report

Foreign News



Think Dairy



Dairy Pulse 49th Edition

(1st to 15th, Nov 2017)

Contents

Suruchi endeavor in Skill/ Entrepreneur Development Domain	2
Animal Health/Protection	3
Centre fails to control cow vigilantes, says Sharad Yadav	3
स्मॉग का दुधारू पशुओं पर सबसे ज्यादा असर, दूध में 2 लीटर तक कौआई कमी	3
Marketing	4
Dairies cut milk procurement prices.....	4
ITC chocolate brand plans out expansion.....	5
Prabhat Dairy to set up unit in Northeast	5
Kanpur firm ties up with Dutch group to boost dairy entrepreneurship	6
Gut feeling and faith in concept, a recipe for success, says Hatsun CMD	7
Amul boards Indian Railways via Twitter.....	10
It's all about packaging: Private dairies spend big on branding	11
Amul has decided to invest about Rs250 crore in the dairy sector of Odisha.....	12
ITC, Patanjali, Coke, others commit Rs 68k cr investment in food sector	13
Impasse over milk procurement price	14
मेधा दूध के दाम दो रुपये बढ़े.....	15
Health/Awareness	16
Hatsun Agro's bulk cooling system, a boon for farmers.....	16
Tackling India's hidden hunger	16
Tofu Versus Paneer: Which One Would You Pick?	18
Heritage milk under scanner for chemical laced preservatives.....	19
The dairy times	20
Experts share dairy farming techniques	21
Slavery Of 1300 Years Has Left Us Hand to Mouth, Now We Are Agriculture Giant.....	22
Ensure milk vans are fitted with lactometers: HC to TN govt.....	23
India's White Revolution is hurting cows'	24

A sustainable model for safe milk production	25
Regulatory/Legal	26
PETA urges FSSAI to label dairy products as non-vegetarian	26
Maharashtra dairies demand subsidy for ‘unremunerative’ cow milk, threaten strike.....	27
15 of 46 milk samples fail test in Mohali	28
Gang adulterating Sanchi milk busted	29
FSSAI all set to launch ‘One Nation, One Food Law’	30
Survey/Report	31
Prabhat Dairy Eyes 10% Market Share By 2019	31
Record Milk Surge In India, But Crisis For Small Dairy Farmers.....	32
India is the world's largest milk producer: RS Sodhi, GCMMF	34
Why sustainability means ‘profit’ to one Tipperary dairy farmer	35
New Jersey orders Udder Milk to stop illegally selling raw milk.....	38
Suffolk County: Ranks First In State For Sales Of Non-Dairy Products.....	40
Animal rights protestors target Laton dairy	42
UK Government committed to supporting dairy industry through Brexit	43
Dairy farmers paying more to produce milk.....	44
Community spirit helps out dairy farmer	45
PFA seizes 115,000 litres of substandard milk in Lahore	46
5 Dairy Alternative Beverage Trends to Watch in 2018.....	47
Dairy farmers credit success to hard work	49

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: adskid39018p@gmail.com

New admissions are Closed for July, 2017

➔ Indian Dairy Map 2017 launched on 27th October, at Pune.

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

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

➔ *52nd Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida 21st, 22nd & 23rd Nov, 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

➔ Suruchi is launching 2nd Second Level Dairy Entrepreneurship Development Program (DEDP- Level II) 2017 one week intensive hand on Dairy Plant. Dates will be announced soon.

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

➔ Suruchi is launching 1st Second Level Dairy Entrepreneurship Development Program (DEDP- Level II) 2017 one week intensive hand on Dairy Farm. Dates will be announced soon.

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

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

For more information please follow the link:

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

➔ Suruchi has launched 1st Online Dairy Entrepreneurship Development Program (ODEDP). It is 12 weeks program. Registrations are open. Watch Video: <https://www.youtube.com/watch?v=5iS432VIGc8&t=42s>

For more information please visit on website <http://skilldairy.com/>

Indian News

Animal Health/Protection

Centre fails to control cow vigilantes, says Sharad Yadav

Published: November 14, 2017 12:24 PM

<http://www.financialexpress.com/india-news/centre-fails-to-control-cow-vigilantes-says-sharad-yadav/932199/>

Janata Dal United (JD-U) leader Sharad Yadav on Tuesday said lynching of a dairy farmer by cow vigilantes in Rajasthan was “unfortunate” and criticised the Centre for failing to control the menace.” Government is unable to control cow vigilantes as again one Ummar (Khan) has been killed in Alwar while transporting cows and calves,” Sharad Yadav said in his tweet. He said it is “unfortunate that such incidents are increasing” and added that the “farming community is also being affected badly” by this “inhuman” act.

Khan, 35, was allegedly shot dead by cow vigilantes in Govindgarh on suspicion of smuggling the animals while another person was injured. Khan’s dismembered body was found on the railway tracks in Govindgarh on Friday. On April 1, 55-year-old dairy farmer Pehlu Khan from Haryana was assaulted by cow vigilantes on National Highway-8. Two days later he succumbed to his injuries.

स्मॉग का दुधारू पशुओं पर सबसे ज्यादा असर, दूध म 2 लीटर तक को आई कमी

Nov 14, 2017, 03:00 AM IST

<https://www.bhaskar.com/news/HAR-PAN-HMU-MAT-latest-panipat-news-030004-473620-NOR.html?ref=whpt>

पिछलेदस दिन से चल रहा स्मॉग प्रतिदिन ओर ज्यादा खतरनाक होता जा रहा है। अब यह स्मॉग केवल आमजन के लिए बल्कि पशुओं के लिए भी खतरनाक हो गया है। पशुओं म बीमारों बढ़ गई ह और उनके दूध तक म कमी दज का गई है। सबसे ज्यादा परेशानी गौशालाओं म देखने को मिल रहा है।

दरअसल जब से स्मॉग शुरू हुआ है उससे लोगों का आंखां म जलन और सांस लेने से लेकर स्किन आदि का बीमारियां बढ़ो ह। लेकिन पिछले कुछ दिनों से इसका असर पशुओं पर भी होता दिख रहा है। गाएं और भसां

पर इसका सबसे ज्यादा असर ह जिसका कारण है कि लोग इन्ह खुले म बांध कर रखते ह। घरां म रहने वालों गाएं और भसां से ज्यादा असर गोशालाओं म रखी जा रहां गार्यां पर हो रहा है। इसका कारण यह है कि गौशालाओं म तो सभी गार्यां को अंदर बांध कर रखने का सुविधा होती है और हां उस स्तर का उपचार दिला पाते ह। गाएं बाहर खुले म बंधती ह और इस स्मॉग के कारण उनम बीमारों फैल रहा ह। जिसम आंखां से लगातार पानी गिरने, गले पर गांठ होने और थनां का बीमारों ज्यादा हो रहा ह। वहां जो लोग घरां म गाएं और भस रखते ह उनके लिए भी डाॅक्टरों का तरफ से सलाह दो जा रहा है कि वो उन्ह इस स्मॉग के दौरान

अंदर बांध कर रख और समय-समय पर डाक्टर से उनका चेकअप जरूर करवाएं।

पशु विशेषज्ञों के अनुसार इस स्मॉग के कारण गाएं और भसों के दूध में भी कमी आई है। जबकि सर्दा के समय में दूध की मांग बढ़ जाती है। इसलिए पशुओं के दूध में गिरावट आना एक चिंता का विषय बन गया है। डॉक्टरों का कहना है कि लोग उनके पास समस्या लेकर रहे ह कि उनके पशु ने एकदम से दूध कम देना शुरू कर दिया। इसके लिए लोगों ने पशुओं का चारा भी बढ़ा दिया है, लेकिन दूध कम हो रहा है। पिछले एक सप्ताह में सुबह और शाम दोनों समय का मिलाकर प्रतिदिन 2 लीटर तक दूध की औसत में कमी दर्ज की गई है।

कुत्तोंको सुबह-शाम बाहर घुमाएं

पशुबीमारियों के डॉक्टर वीर कुमार सिंह बताते हैं कि प्रदूषण बढ़ने से जानवरों पर काफी असर देखने को मिल रहा है। कुत्तों पर भी इसका असर देखने को मिल रहा है। कुत्तों में खांसी और एलर्जी के मामले सामने रहे हैं। इनमें बैयोलॉजिकल और मेटाबॉलिज्म डिसऑर्डर की समस्या रही है। चर्म रोग और आंखों पर असर है। इससे कुत्ते सुस्त भी हो गए हैं। लेकिन इनको जो लोग घर पर पालते हैं वो ध्यान रख कि कुत्तों को सुबह और शाम के समय बाहर घुमाने लेकर जाएं और इन्हें बार-बार गोदों में उठाएं और हाथ ज्यादा मुंह के पास जाएं। इससे इनके पास रहने वाले आदमी को भी बीमारी लग सकती है।

Marketing

Dairies cut milk procurement prices

Nov 14, 2017, 09:39 AM IST

<https://economictimes.indiatimes.com/markets/stocks/news/dairies-cut-milk-procurement-prices/articleshow/61638253.cms>

Indian dairy companies have taken a hit on their margins due to the fall in international prices of skimmed milk powder (SMP) and doubling of domestic tax on ghee. Dairies have cut milk procurement prices 10-22 per cent in the past few months.

“SMP price has declined from Rs 260 per kg to Rs 120 per kg in the international market in the last 3-4 months,” said Prakash Kutwal, secretary, Doodh Utpadak Va Prakriya Vyavasayik Kalyankari Sangh (milk producers and processors’ welfare federation). According to the federation, Maharashtra produces about 30 million litres of milk every day, of which only about eight million is used as liquid pouched milk. The bulk of milk procured is used for making various dairy products such as butter,

SMP, ghee, cheese, curd, etc. Maharashtra’s milk farmers are more vulnerable to international price fluctuations since the state is the leader in export of milk products.

The tax on ghee increased to 12 per cent under GST from 6 per cent before the implementation of the GST regime.

“Sale of ghee has fallen substantially as the price has increased from Rs 30 per kg of smaller brands to Rs 55 per kg in case of national brands,” said Kutwal. The Maharashtra government increased the procurement price of cow’s milk to Rs 27 per litre for 3.5 per cent fat and 8.5 per cent SNF (solid not fat), up about 12 per cent.

ITC chocolate brand plans out expansion

14 NOV,2017

http://www.nuffoodsspectrum.in/inner_view_single_details.php?page=&content_type=panel&vrtcl_panel_nm=Allied%20Industry&ele_id=NOR_5a0ac20913baa4.16545875

A premium chocolate brand of ITC Foods called Fabelle is all set to scale operations with expansion across manufacturing and retail footprints. The brand has seven boutiques across India housed within ITC hotels. These boutiques have live dessert counters as well as over-the-counter products which caters to a niche market.

Fabelle plans to open up its market by entering the high-street retail format. Divisional Chief Executive, ITC Foods Division, Hemant Malik stated that the company is all about the experience. The first cafe in Delhi will soon be ready for launch, while Bangalore will get the next one by next year.”

The company even plans to enter the modern trade retail space, considering the scope and

potential of the Indian chocolate market. As per market research company, the country’s chocolate market is set to touch Rs 32,000 crore by 2020, from Rs 12,000 crore in 2015.

“We are looking at moving into the packaged chocolate (FMCG) space. We are working on it with a dedicated team focusing on product development and packaging. In the case of this format, maintaining temperature is a challenge,” Malik said.

ITC Foods will set up their second factory for Fabelle in Haridwar. As of now, it has one factory in Hoskote. Recently, ITC announced an investment of Rs 10,000 crore in food processing for the next 5-7 years.

Prabhat Dairy to set up unit in Northeast

14 NOV,2017

Maharashtra based milk and dairy products company, Prabhat Dairy, is all set to explore the possibility of setting up possessing unit in Assam and talks are going on in this regard with the state government.

The company already has two plants in Maharashtra with a daily capacity to process 10 lakh litres of milk and produce 30 tonnes of cheese.

The company is planning to capture 10 per cent of market share by financial year 2019 and firm up the scale in institutional business in Northeast India.

The market for UHT (ultra-heat treatment) milk is growing exponentially with a compound annual growth rate (CAGR) of 32 per cent and the company aims to be a major contributor to the industry.

To achieve the growth targets, the company has planned to leverage its existing presence in the region by expanding its product portfolio.

Chief Marketing Officer and Business Head, Prabhat Dairy Limited, Nidhi Nirmal stated that North East India is one of the primary target markets for national expansion as it is one of the fastest growing in India, especially in Tetra Pak segment.

The company has strategized the products in line with the local demand by understanding the requirements of the region since Prabhat Dairy already has its presence here for a while.

The market for UHT is growing fast and so is the demand for Tetrapak is emerging as a preferred option of milk consumption in the North Eastern states.

Maharashtra based milk and dairy products company, Prabhat Dairy, is all set to explore the possibility of setting up processing unit in Assam and talks are going on in this regard with the state government.

The company already has two plants in Maharashtra with a daily capacity to process 10 lakh litres of milk and produce 30 tonnes of cheese.

The company is planning to capture 10 per cent of market share by financial year 2019 and firm up the scale in institutional business in Northeast India.

The market for UHT (ultra-heat treatment) milk is growing exponentially with a compound annual growth rate (CAGR) of 32 per cent and the company aims to be a major contributor to the industry.

To achieve the growth targets, the company has planned to leverage its existing presence in the region by expanding its product portfolio.

Chief Marketing Officer and Business Head, Prabhat Dairy Limited, Nidhi Nirmal stated that North East India is one of the primary target markets for national expansion as it is one of the fastest growing in India, especially in Tetra Pak segment.

The company has strategized the products in line with the local demand by understanding the requirements of the region since Prabhat Dairy already has its presence here for a while.

The market for UHT is growing fast and so is the demand for Tetrapak is emerging as a preferred option of milk consumption in the North Eastern states.

Kanpur firm ties up with Dutch group to boost dairy entrepreneurship

http://www.business-standard.com/article/economy-policy/kanpur-firm-ties-up-with-dutch-group-to-boost-dairy-entrepreneurship-117111200341_1.html

An Indo-Dutch collaboration has taken shape in the industrial town of Kanpur to promote entrepreneurship in the dairy sector and boost sustainability of dairy farms.

Kanpur-based dairy company Tasty Dairy Specialities Limited has collaborated with a Dutch consortium to set up a dairy excellence centre. The company has joined hands with PUM Netherlands to establish

The two organisations would sign the Memorandum of Understanding (MoU) for INDUCE tomorrow in the presence of Dutch Ambassador Alphonsus Stoelinga, Tasty Dairy

CMD Atul Mehra told Business Standard.

Funded by the Dutch ministry of foreign affairs, PUM Netherlands has a global footprint. It supports sustainable development of small and medium size enterprises in developing and emerging markets. PUM has assisted over 40,000 organisations in about three dozen countries.

INDUCE aims at working towards the growth of the Indian dairy sector by enriching the knowledge and skills of dairy farmers and aiding dairy farms become sustainable and profitable, Mehra underlined.

Besides, PUM CEO Johan Van de Gronden and PUM expert Johan Koeslag would also be present on the occasion.

“Our previous programme was aimed at developing the knowledge and skills of street vendors of food products. This time, we are working for the growth of dairy farming in India and have roped in PUM Netherlands to work with us in building a roadmap to sustainable development of dairy farming,” Mehra said.

The new centre fits with the overall agenda of Uttar Pradesh chief minister Yogi Adityanath to boost the dairy sector for supplementing rural incomes and thus contributing towards the ultimate goal of the Narendra Modi government at the Centre to double the farmers’ income by 2022.

Earlier, Yogi had even sought the support of domestic dairy giant Amul to bolster the UP dairy sector.

The main objectives of this Indo-Dutch collaboration are to establish a centre of

excellence in dairying that could be a blueprint for others, increasing skills of small scale dairy farmers, training 25 medium sized dairy farmers per year, establishing a medium size model dairy farm, which could be used for training farmers and field workers and enhancing the performance of the dairy plant by increasing efficiency and diversifying product lines.

Although India is the world’s largest dairy producer and consumer, yet its per capita consumption is a third of the US, while milk productivity per cattle is also low.

Besides, Indian dairy farm size and average cattle per farm is low compared to global standards. At the same time, Indian dairy farms produce a lot of wastage and spoilage of milk at the farm level.

Milk yield per animal in India is 6-7 litres compared to over 35 litres in other countries. The country also lacks proper cold chain from farm to factory, while there are too many middlemen involved, which reduces the ultimate yield to farmers.

Gut feeling and faith in concept, a recipe for success, says Hatsun CMD

Updated: November 11, 2017 22:17 IST

<http://m.thehindubusinessline.com/news/gut-feeling-and-faith-in-concept-a-recipe-for-success-says-hatsun-ceo/article9954465.ece>

“As an entrepreneur believe in gut feeling. Have faith in your concept. Go ahead,” says RG Chandramogan, Chairman and Managing Director, Hatsun Agro Product Ltd, politely refusing to advise budding entrepreneurs.

“Too much analysis will lead to paralysis,” he quips.

Young investors would do well to take that advice considering he is a first time entrepreneur whose company’s daily turnover now equals the cumulative turnover of its first 20 years’ in business.

He was sharing his experiences on growing Hatsun, a tiny ice cream unit with an initial investment of ₹ 15,000 to a ₹ 5,000-crore company, with N Ramakrishnan, Senior Associate Editor, Business Line, in a fireside chat at TIECON Chennai 2017.

As a businessman unburdened by knowledge of financial management or marketing, the first 10 years had gone into “learning the ropes”, he says candidly. But the next 10 had seen “decent growth”.

For entrepreneurs such hockey stick curve is typical, he says, as the audience, mostly entrepreneurs applauded, enthusiastically. He

held the participants at the conference on entrepreneurship in thrall with spontaneous responses over the next 45 minutes as he narrated his experience of nearly five decades.

Hatsun Agro is the largest private sector dairy company in India with its immediate competitor less than half its size.

After 1970 when it was set up Hatsun had stuck to making ice creams under the brand Arun Ice Cream for 23 years before expanding into milk business on its own. Since then it has evolved from a tiny venture, to a small, medium, big and large business, he says.

“Each transition had been painful, we went nearly broke as it needed different talent and strength at every stage,” he says.

A key feature of growth had been his decision to delegate responsibilities. Whether in finance or marketing individuals in the teams are more talented in their respective fields than him, he says modestly.

His son has been with him since 1999 and runs the business on a day-to-day basis, he says.

“I watch and guide now. Today I deal with strategy, finance and HR,” says Chandramogan. A lot goes into training employees. “It is more difficult to make a professional a committed person than making a committed person a professional,” he remarks.

On financing, “those days it was a real issue,” he acknowledges. Everything went into the business. For three decades after starting the business his family had lived in rented houses. “We decided personal assets are a liability” and to own a house only when we can without a loan. Even today “all eggs are in one basket,” he says firmly.

He recalls with a rueful smile, when the company had gone for an IPO, “we overestimated ourselves. Everybody we knew congratulated us but did not put money.”

Branding and a distinct product identity have been very important to growth, he says. From a single product company, Hatsun is now a market leader across a range of products in various segments including Arokya liquid milk, Hatsun curd and a wide range of dairy products and cattle feed. Nearly 94 per cent of its business is based on branded products and just 6 per cent in commodity. This helped to insulate the company from the fluctuations in commodity prices, he says.

Hatsun brand of dairy products have a nationwide presence while liquid milk, a perishable commodity, is restricted to South India including Maharashtra. Ice Creams go into Odisha also, he says.

On the scale of operations, Hatsun Agro procures and processes about 3 million litres of milk and makes 500 tonnes of cattle feed daily. Over 3,500 vehicles log about 600,000 km cumulatively every day, the “equivalent of going 15 times around the earth or a trip to the moon and back,” he remarks.

The company deals with over 400,000 farmers, has over 85 veterinarians, 270 staff for artificial insemination that helps produce over 100,000 female calves annually.

“If 65-70 years back Amul was created to remove poverty from villages, we are working on prosperity for farmers,” he remarked. Thousands of farmers are being trained in dairy farming. Hatsun Agro has helped develop green fodder for cattle that helps to bring down cost of milk production ethically, he concluded to loud applause.

“Too much analysis will lead to paralysis,” he quips.

Young investors would do well to take that advice considering he is a first time entrepreneur whose company’s daily turnover now equals the cumulative turnover of its first 20 years’ in business.

He was sharing his experiences on growing Hatsun, a tiny ice cream unit with an initial investment of ₹ 15,000 to a ₹ 5,000-crore company, with N Ramakrishnan, Senior Associate Editor, Business Line, in a fireside chat at TiECON Chennai 2017.

As a businessman unburdened by knowledge of financial management or marketing, the first 10 years had gone into “learning the ropes”, he says candidly. But the next 10 had seen “decent growth”.

For entrepreneurs such hockey stick curve is typical, he says, as the audience, mostly entrepreneurs applauded, enthusiastically. He held the participants at the conference on entrepreneurship in thrall with spontaneous responses over the next 45 minutes as he narrated his experience of nearly five decades.

Hatsun Agro is the largest private sector dairy company in India with its immediate competitor less than half its size.

After 1970 when it was set up Hatsun had stuck to making ice creams under the brand Arun Ice Cream for 23 years before expanding into milk business on its own. Since then it has evolved from a tiny venture, to a small, medium, big and large business, he says.

“Each transition had been painful, we went nearly broke as it needed different talent and strength at every stage,” he says.

A key feature of growth had been his decision to delegate responsibilities. Whether in finance or marketing individuals in the teams are more talented in their respective fields than him, he says modestly.

His son has been with him since 1999 and runs the business on a day-to-day basis, he says.

“I watch and guide now. Today I deal with strategy, finance and HR,” says Chandramogan. A lot goes into training employees. “It is more difficult to make a professional a committed

person than making a committed person a professional,” he remarks.

On financing, “those days it was a real issue,” he acknowledges. Everything went into the business. For three decades after starting the business his family had lived in rented houses. “We decided personal assets are a liability” and to own a house only when we can without a loan. Even today “all eggs are in one basket,” he says firmly.

He recalls with a rueful smile, when the company had gone for an IPO, “we overestimated ourselves. Everybody we knew congratulated us but did not put money.”

Branding and a distinct product identity have been very important to growth, he says. From a single product company, Hatsun is now a market leader across a range of products in various segments including Arokya liquid milk, Hatsun curd and a wide range of dairy products and cattle feed. Nearly 94 per cent of its business is based on branded products and just 6 per cent in commodity. This helped to insulate the company from the fluctuations in commodity prices, he says.

Hatsun brand of dairy products have a nationwide presence while liquid milk, a perishable commodity, is restricted to South India including Maharashtra. Ice Creams go into Odisha also, he says.

On the scale of operations, Hatsun Agro procures and processes about 3 million litres of milk and makes 500 tonnes of cattle feed daily. Over 3,500 vehicles log about 600,000 km cumulatively every day, the “equivalent of going 15 times around the earth or a trip to the moon and back,” he remarks.

The company deals with over 400,000 farmers, has over 85 veterinarians, 270 staff for artificial insemination that helps produce over 100,000 female calves annually.

“If 65-70 years back Amul was created to remove poverty from villages, we are working on

prosperity for farmers," he remarked. Thousands of farmers are being trained in dairy farming. Hatsun Agro has helped develop green

fodder for cattle that helps to bring down cost of milk production ethically, he concluded to loud applause.

Amul boards Indian Railways via Twitter

Nov 11, 2017, 01.17 PM IST

<https://economictimes.indiatimes.com/industry/transportation/railways/amul-boards-indian-railways-via-twitter/articleshow/61604849.cms>

Nearly a month after dairy giant Amul approached the Indian Railways on its official Twitter handle with a business proposition to use refrigerated parcel vans to transport butter across India, the first shipment is on its way.

"First refrigerator van with 17 MT #Amul butter being flagged off from Palanpur to Delhi with our milk train. Thanks @RailMinIndia for the prompt action," Amul tweeted .

On September 23, Amul had reached out to the railway ministry on its Twitter handle for advice on the proposition, saying the dairy major was "interested in using refrigerated parcel vans to transport Amul butter across India."

First refrigerator van with 17 MT #Amul Butter being flagged off from Palanpur to Delhi with our milk train. Thanks @RailMinIndia for the prompt action. pic.twitter.com/ERC5Fh0CNo

— Amul.coop (@Amul_Coop) November 11, 2017

The Railways promptly responded on the micro-blogging site, using a popular tag line of the company. "IR will be utterly butterly delighted to get the taste of India to every Indian," the ministry's handle @RailMinIndia tweeted.

The national transporter uses Twitter extensively to address passenger woes. But that was perhaps the first time it received a business proposition on the popular social site.

The Indian Railways had introduced the refrigerated van service a few years ago with an aim to facilitate the transportation of perishable commodities such as fruits, vegetables, frozen meats/poultry and chocolates.

It's all about packaging: Private dairies spend big on branding

Updated: Nov 10, 2017, 12.10 PM IST

<https://economictimes.indiatimes.com/industry/miscellaneous/its-all-about-packaging-private-dairies-spend-big-on-branding/articleshow/61589786.cms>

Indian dairies are revamping the packaging of their products to attract more customers as they focus on increasing their portfolio of value-added products. Private dairies like Heritage, Prabhat, Sterling Agro and Dodla have undertaken the brand revamping exercise and simultaneously increased their advertising spend significantly.

Industry representatives and analysts said such rebranding exercises help firms differentiate their products from others and increase visibility. These private dairies are typically investing Rs 3-8 crore each on brand revamping and advertising initiatives.

Some of them are roping in global brand design firms like DY Works, which has executed design and marketing strategies for many Indian dairy firms like Amul, Heritage, Prabhat and Kwality, among others.

Kuldeep Saluja, managing director of Sterling Agro that sells milk products under Nova brand, said: "Revamping of product packaging is mainly done to attract more customers. With the expanding product portfolio of dairies, it becomes imperative as earlier there were only few categories, namely liquid milk, curd and ghee, while we now have over 25 products in our portfolio."

Companies are also undertaking rebranding exercises to bring in design uniformity across their product portfolio.

"As we continue to expand our product line, we need to bring uniformity across our portfolio and eliminate minor errors in packaging like ogos being cut off at the corners of packaging," says D Sunil Reddy, managing director of TPG Growth backed Dodla Dairy. This Hyderabad-based private dairy has doubled its advertising spend in FY17 to Rs 7.46 crore from Rs 3.75 crore in FY16, most of which went into revamp of packaging.

Shiva Mudgil, senior analyst at Rabobank, views this to be a natural progression for dairy companies as they focus more on consumer retail segment, especially B2B companies. Secondly, dairies are now focused on brand building in the growing market for value-added products, apart from just expanding geographically.

Prabhat Dairy, which currently draws nearly a third of its revenues from B2B segment, hopes to push it up to 50% by 2020 and has accordingly carried out brand revamp exercise earlier this year. It had roped in DY Works for the exercise.

Ashita Sarin, director, DY Works, said: "Dairy and dairy products being a daily use commodity, it calls for rebranding every few years to maintain consumer interest and attract new consumers. Further, with the changing nature of customers, mainly youngsters, it is imperative to have designs which resonate well with these customers".

Amul has decided to invest about Rs250 crore in the dairy sector of Odisha

Last Modified: Sun, Nov 05 2017. 02 42 PM IST

http://www.livemint.com/Companies/w1knicNzjuPPhcJFwz57N/AMUL-to-invest-Rs250-crore-in-Odisha.html?facet=amp&utm_source=google&utm_medium=referral&utm_campaign=googleamp

The Gujrat Co-operative Milk Marketing Federation Ltd (Amul) has decided to invest about Rs250 crore in the dairy sector of Odisha, according to an official statement here. The statement quoted Gujarat Co-operative Milk Marketing Federation Limited's Managing Director R S Sodhi who made the announcement at the sidelines of a seminar at the World Food India 2017 in New Delhi on Saturday.

Sodi also said that currently there was a supply gap of 30 lakh litres of milk per day in Odisha. He also said the state was the second biggest market for Amul in the country. Mayank Jalan, MD of Keventer Agro Ltd, during his meeting with the Odisha delegation also expressed their intent to set up a unit for maize processing, promote banana cultivation and set up a food processing laboratory in the state.

In the seminar, the representative of the TATA Global Beverages Ltd said that it had shortlisted Odisha as the potential location for setting up of a tea packaging unit over 20 acres of land with an investment of 40 crore and employment to 400 people. The AGT Foods, along with their co-promoters based in Canada, also expressed their

interest to make an investment of 250 crore near Paradeep in food processing unit.

ITC representatives along with their subsidiary, Technico Technologies, indicated to expedite setting up of their food plant at Khurda. Besides, MD of Kijalk Agro Pvt Ltd, representatives of TCS, Godrej Tyson, Impeccable Innovations met the state delegation and expressed their interest to invest in Odisha, said the statement issued last evening.

Gautam Sharma, MD of Indo-Nissin Foods elaborated their plans to expand their capacity from the existing plant at 12 tons per day. The state MSME Minister Prafulla Samal, who was present in the seminar, had said food processing was a focus sector for the state.

In order to promote the industry, Odisha had chalked out food processing policy, developed mega food parks at Deras and Rayagada and single window facilitation for investors. Odisha's Additional Chief Secretary, MSME, L N Gupta said that with 10 agro climatic zones and 480 km long coastline coupled with surplus production of cereals, rice and vegetables, the state offered an enormous opportunity for food processing industry.

ITC, Patanjali, Coke, others commit Rs 68k cr investment in food sector

November 3, 2017 20:06 IST

http://www.business-standard.com/article/companies/itc-patanjali-coke-others-commit-rs-68k-cr-investment-in-food-sector-117110301212_1.html

The government on Friday said investments worth Rs 68,000 crore have been committed by many domestic and multinational firms, including ITC, PepsiCo, [Patanjali](#) and Coca-Cola Co, in India's food and agriculture sector.

The Ministry of Food Processing Industries said 13 MoUs were signed on the inaugural day of World Food India 2017 event here.

"We have already signed MoUs worth Rs 68,000 crore on the first day of World Food India and more investment is set to come over the next few days," [Union Minister for Food Processing](#) Harsimrat Kaur Badal said in a statement.

While [PepsiCo](#) announced to invest Rs 13,300 crore for setting up a food and beverage plant, rival Coca-Cola announced to bring in Rs 11,000 crore for juice bottling infrastructure and fruit processing plants and equipment.

[ITC](#) and [Patanjali](#) also inked MoUs to invest Rs 10,000 crore each. Besides, Amazon, UAE's Sharaf Group and Yes Bank are also among major investors, the statement added.

"These investments will help us realise the goal of doubling farmers' income as well as generating massive employment in the food processing sector," Badal said.

While conglomerate [ITC](#) said it would invest over Rs 10,000 crore to set up 20 integrated food processing and logistics facilities, [PepsiCo](#) reiterated that it along with its partners would invest Rs 13,000 crore in the next five years.

Speaking at the inauguration of the event, Nestle

Chairman of Board of Director Paul Bulcke said top priority should be given to investment in building agriculture capacity amid challenges of scarce natural resources, rising population and growing food demand.

Commenting on India's potential in food and agri sector, [ITC](#) Ltd CEO and Executive Director Sanjiv Puri said, "With a population of 1.3 billion, India's consumption market is projected to triple to USD 4 trillion by 2025 with the bulk of expenditure going into food products."

Unilever Global President Amanda Sourry said, "The world is looking towards India. The opportunities for foods in India are huge. We at Unilever are excited at opportunities in India."

She said rich agri-resources in India create an optimal opportunity to scale up the processing industry here.

Hindustan Unilever Ltd CEO & Managing Director Sanjiv Mehta said: "India is an attractive destination by any yardstick which you look at...We are talking about one of the most attractive markets and as the economy grows, there would be more people coming and moving up."

Metro AG COO and Metro Cash and Carry CEO Pieter Boone said the recent policy decisions to improve ease of doing business coupled with demonetisation and GST are now driving positive overhaul in the economic environment.

Tata International Managing Director and Trent Chairman Noel Tata said that there is a need for significant new investment to increase our scale in food processing, which is dominated by MSMEs.

The three day World Food India event was inaugurated by Prime Minister Narendra Modi. Latvia Prime Minister Maris Kucinskis and

Armenia President Serzh Sargsyan as also food and agriculture ministers from Italy, Germany and Denmark were present at the event.

Impasse over milk procurement price

NOVEMBER 02, 2017 23:26 IST

<http://www.thehindu.com/news/national/karnataka/impasse-over-milk-procurement-price/article19970126.ece>

The milk producers of Mysuru district are disappointed with the Mysuru milk union or Mymul for progressively slashing the procurement price of milk over the last six months.

A meeting of cattle farmers' representatives and management of Mymul, also known as Mysuru District Co-operative Milk Producers' Societies Union Ltd., on Tuesday remained deadlocked with the latter citing "difficult financial situation" arising out of a mounting stockpile of milk powder and butter.

Pointing out that milk production dips during summer and increases during rainy season, Mymul officials said milk production in Mysuru went up after summer forcing the union to convert large quantities of unsold milk into milk powder and butter.

Milk production by the more than 80,000 cattle farmers in the district crossed the 9 lakh mark post-summer, during June-July this year. Presently, Mymul is procuring more than 8 lakh litres of milk every day.

"We are able to sell barely around 3 lakh litres of milk every day in the retail market. The rest has to be converted into other products. We are now laden with more than 3,600 tonnes of milk powder and 700 tonnes of butter," Managing Director of Mymul K. Shivalinge Gowda told The Hindu.

Farmers' leader Kurubur Shanthakumar, who led a delegation of cattle farmers to the meeting with Mymul representatives on Tuesday, claimed that milk producers, who were receiving

about ₹30 per litre till May this year, were now being paid only ₹22 to ₹23. Procurement price varies from one producer to another on the basis of fat and solid not fat (SNF) content.

The reduction in procurement price by around ₹7 for every litre over the last few months has hit cattle farmers hard, Mr. Shanthakumar claimed.

Mr. Gowda, however, said procurement price of milk was also seasonal. "Farmers were receiving barely ₹19 per litre in October last year. But by March this year, they were receiving an average of ₹30 per litre," he said.

Mymul was making profits during the period as there was a good demand for bulk milk from neighbouring Maharashtra, Andhra Pradesh, Kerala and Tamil Nadu, which were suffering from a slump in milk production on account of severe drought. After the recent rain, the demand for milk from the neighbouring States had dipped.

Milk powder

Milk powder also enjoyed a good market during the period. "We were able to sell milk powder for a price ranging from ₹260 to ₹270 for every kg. Now, we are unable to sell it for even ₹160 to ₹170 per kg when our production cost itself is around ₹230 per kg," Mr. Gowda said.

Mymul was able to share the profits with the milk producers when the going was good, he added.

Officials of Mymul expressed hope of being able to increase the procurement price in the coming

months when its financial situation stabilises with increased demand.

They also said there was no proposal to increase the retail price of milk and milk products before them.

मेधा दूध के दाम दो रूपये बढे

Date: Nov 1 2017 8:11AM

<http://www.prabhatkhabar.com/news/ranchi/story/1077283.html>

रांची. मदर डेयरी मेधा दूध के दाम म दो रूपये प्रति लीटर का वृद्धि कर दी गयी है. यह वृद्धि एक नवंबर 2017 से प्रभावी होगी.

दूध के प्रकार	पुराना दर	नया दर
स्टैंडर्ड मिल्क (एक लीटर)	40 रूपये	42 रूपये
स्टैंडर्ड मिल्क (500 ग्राम)	20 रूपये	21 रूपये
शक्ति स्पेशल (एक लीटर)	40 रूपये	42 रूपये
शक्ति स्पेशल(500 ग्राम)	20 रूपये	21 रूपये
टॉड मिल्क(एक लीटर)	38 रूपये	40 रूपये
टॉड मिल्क (500 ग्राम)	18 रूपये	20 रूपये
काऊ मिल्क (500 ग्राम)	19 रूपये	20 रूपये

Health/Awareness

Hatsun Agro's bulk cooling system, a boon for farmers

Updated: November 10, 2017 22:44 IST

<http://m.thehindubusinessline.com/economy/agri-business/hatsun-agros-bulk-cooling-system-a-boon-for-farmers/article9953448.ece>

Hatsun Agro inaugurated its 500th Milk Bank earlier this week with an Active Bulk Cooler system in Dharmapuri District, Tamil Nadu.

The largest private-sector dairy company in India has over 9,500 milk-collection centres in villages across Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Maharashtra. Now 500 centres have the Active Bulk Cooler system, which operates on a thermal energy battery, and can function in remote villages with intermittent electricity supply.

These bulk cooling systems are strategically installed in milk-collection centres in remote

locations. The cooler helps to chill the raw milk collected from farmers instantly, thereby ensuring the milk remains cold till it reaches the processing facility.

The three main benefits of installing this technology are faster cooling, improvement in milk quality and elimination of diesel for power backup.

RG Chandramogan, Chairman and MD, Hatsun Agro, said: "The benefit of such a technology is that farmers situated even in the remotest villages, who are unable to supply milk to dairy companies, can now do so with reliable milk refrigeration at their doorstep."

Tackling India's hidden hunger

10/24/2017

<http://blogs.worldbank.org/endpovertyinsouthasia/tackling-india-s-hidden-hunger?CID=SAR TT SAR EN EXT>

Micronutrient deficiencies, especially Vitamin A and D, are prevalent in India.

Yet, these deficiencies -- often referred to as 'hidden hunger' -- go largely unnoticed and affect large populations.

Night blindness, a condition afflicting millions of pregnant women and children, stems from low intake of foods rich in essential nutrients like Vitamin A.

Budget constraints limit access to nutrient-rich

foods for many families, who are unaware or unable to afford a nutritious diet.

National programs help supplement diets with Iron and Vitamin, but their scope is too narrow to adequately address these deficiencies.

Fortified Milk Helps Increase Vitamins Intake

When fortified with vitamin A and D, milk, which remains a staple for many Indians, can help alleviate dietary deficiencies when supplementation is not available.

Food fortification is a relatively simple, powerful and cost-effective approach to curb micronutrient deficiencies. It is in general socially accepted and requires minimal change in existing food habits.

The process is inexpensive and costs about 2 paisa per liter or about one-tenth of a cent. And because it only adds a fraction of daily recommended nutrients, the process is considered safe.

For these reasons, food fortification has been successfully scaled up in some emerging economies.

However, except for salt fortification with iodine, India has not yet achieved large-scale food fortification.

With India's rapidly growing dairy industry, large-scale milk fortification of Vitamins A and D is a robust vehicle for increasing micronutrients intake across the population.

Launching India's Milk Fortification Project

To that end, the South Asia Food and Nutrition Security Initiative (SAFANSI) is piloting a large-scale milk fortification project to help Indian families better access micronutrient-rich foods. India's National Dairy Development Board

(NDDB) will coordinate implementation and produce guidelines and training to fortify milk.

On September 2017, SAFANSI, TINI and NDDB hosted a milk fortification workshop that brought together more than 90 participants including representatives from over 50 milk federations, unions, and producers.

The one-day workshop was an opportunity to discuss experiences in milk fortification in India, principally from Mother Dairy and Jharkhand Milk Federation.

During the workshop, NDDB released a booklet on milk fortification, which includes standard operating procedures for milk fortification and the national standards for fortification set by the Food Safety and Standards Authority of India (FSSAI).

Looking ahead, the Tata Trusts' India Nutrition Initiative is partnering with NDDB to provide technical and financial assistance to selected milk federations, unions, and dairy companies to drive the milk fortification project forward.

The project aims to fortify 2 million metric tons (MTs) of milk, reaching more than 30 million people. NDDB will also share outcomes of this pilot for fortified milk and options for its scale-up throughout India.

Tofu Versus Paneer: Which One Would You Pick?

November 10, 2017 18:33 IST

<http://food.ndtv.com/food-drinks/tofu-versus-paneer-which-one-would-you-pick-1773901>

For years, paneer (cottage cheese) has grabbed all the attention as far as vegetarians are concerned. In recent years though, some of this spotlight has shifted to Tofu or Soy paneer which has started to show up on restaurant menus steadily. Paneer is fresh cheese made with cow or goat milk and used frequently in numerous Indian dishes. [Tofu](#), on the other hand, is obtained from soybean milk. Both are exceptional sources of protein, calcium and iron content, all essential for a healthy body. Tofu is a [vegan](#) product considering it is not derived from any animal produce. While both can replace each other in cooking, but nutritionally, is one better than another? Curious? We tell you how to make that choice.

According to Nutritionist Mehar Rajput from FITPASS, "Tofu and paneer appear similar, even though they are prepared with different types of milk. However, both are nutritionally different from each other; tofu being the healthier alternative to paneer, considering it has low calories and more iron content as compared to cottage cheese. But because tofu has a peculiar taste, most people do not prefer including it their daily diet, which is why paneer tends to get more spotlight."



Tofu and paneer appear similar, even though they are prepared with different types of milk

How is paneer different from tofu?

Paneer is a milk product, while tofu is a soy

product. [Paneer can easily be prepared at home](#), while making tofu is a bit tedious task as it is made by coagulating soy milk and pressing the resultant curds into soft white blocks. Tofu is majorly used by vegans or someone who is looking to lose weight, considering it has fewer calories to add to your body. Paneer when made with full fat dairy, is very soft due to the high fat content, whereas tofu can vary from being soft, to firm and has a smoother, 'silken' texture. Soft tofu may have the lowest fat content, therefore it is easy to digest and more likely to contain more nutrients that are absorbed by the body.

Which one is healthier?

Nutritionist Mehar shares, "Tofu is a much healthier option than paneer. 100 grams of tofu has about 60-65 calories, while 100 grams of paneer may have about 260 calories. Iron content in tofu is more than that of paneer. Both have sufficient amount of protein content. I recommend tofu for people who are looking to lose weight and want to have light food." Many health experts advise tofu to diabetics and heart patients too.



Iron content in tofu is more than that of paneer

You can stir fry both tofu and paneer and add them in salads, sauces and desserts. Paneer bhurji or tofu bhurji can also be prepared and served wrapped in a roti roll. Those who are on

a diet should include more tofu in their plan. While it is said that tofu is a healthier choice, but it certainly doesn't mean you have to give up on paneer. Rather, eat in smaller portions so that

neither of them hampers your health in any way. Go ahead and add a little bit of both and stay healthy.

Heritage milk under scanner for chemical laced preservatives

Updated: 9th Nov 2017 9:22 pm

<https://telanganatoday.com/milk-adulteration-examined>

The State government would look into complaints against Heritage milk laced with chemicals for preservation, Animal Husbandry Minister Talasani Srinivas Yadav said here on Thursday.

The Minister gave the assurance while replying to a question raised by MLCs V Gangadhar Goud, Bodakunti Venkateswarlu and Balasani Laxminarayan during Question Hour in the Council.

The average milk procurement per day by Vijaya Dairy during October 2016 and October 2017 was around 3.67 lakh litres. During the lean season of four months, Vijaya Dairy purchased about 30,000 litres of milk every day from Karnataka Milk Federation to meet the demand.

The State government started implementing cash incentive scheme, paying Rs 4 per litre of milk to dairy farmers who sell milk to Telangana State Dairy Development Cooperative Federation (TSDDCF) Limited, from November 2014, the Minister said.

Recently, the government issued GO No 22 for implementing the Rs 4 cash incentive scheme to dairy farmers from Nalgonda-Ranga Reddy Milk Union, Karimnagar Dairy Company Limited and Mulkanoor Milk Union on par with the TSDDCF, he said.

“We are spending Rs 87 crore for implementing the scheme aimed at benefiting dairy farmers,” he said. According to the Minister, the State was getting only 4.51 lakh litres of milk per day against the requirement of 50 lakh litres.

He said the previous governments in the undivided Andhra Pradesh tried to weaken Vijaya Dairy. However, the State government was taking necessary steps to make it a role model for other States in the country.

“We are searching for more avenues to sell Vijaya Dairy’s products such as milk, yogurt, lassi, ghee and ice-cream,” he explained, adding that tourist spots and major temples across the State were identified to sell these products.

The dairy times

NOVEMBER 09, 2017 15:07 IST

<http://www.thehindu.com/society/private-players-get-on-to-the-milk-bandwagon-in-the-city/article20009984.ece>

There's a white revolution of sorts happening in the city. Over the past several months now varieties of branded milk, mostly from private dairy farms and cooperative societies in and around the district, are flooding grocery stores and finding their way into kitchens of those looking for something different.

"These days, we often get requests from new dairy suppliers to stock their branded milk. We've observed that there are takers for almost all brands of milk," says G. Abhimanyu Ganesh of QRS who runs Nilgiris supermarkets on MG Road and Sreekariyam.

For the longest while Milma, the brand of the Kerala Co-operative Milk Marketing Federation, was the only packaged milk easily available across the city; its iconic blue and white milk booths, a ubiquitous feature of the cityscape. However, new brands such as Papa's Dairy, Milco, Pankajakasturi, Matha, Muralya, Mia Dairies, Malanadu, Heritage, A One, Nilgiris' eponymous brand... and even one named, quite simply Pasuvin paal (cow's milk), are giving it a good run for its moolah and are now available in stores.

Milco, the brand of the Mel-Kadakkavur Ksheera Vyavasaya Sahakarana Sangam, for instance, set up shop in the city a year ago. A cooperative of about 450 farmers, it has been in business since 1972, supplying milk and dairy products in and around Kadakavoor.

"It was not easy breaking into the milk market in the city because Milma has an established brand value and a loyal customer base, not to mention a government tag. Milk, being a highly perishable product, is in itself difficult to sell because even a hint of spoilage can curdle the reputation of fledging brands like ours. It's been tough all the way but we now sell upwards of 3,000 packets of

toned milk a day," says R. Anilkumar, secretary of the Sangam.

Dairy farmers, suppliers and store owners all say that customers are always willing to shell out a little extra for branded products that are perceived as organic (or, at least, free range), farm fresh, preservative- additive- and chemical-free and, mostly importantly, those that taste like proper cow's milk and not watery milk powder.

"Feedback from our customers suggests that, whatever the brand, they prefer to buy what appears to be fresh and pure cow's milk. A majority of those who are keen on branded milk appear to be young couples buying for their children and customers from the upper crust of [society](#). There's not much demand for buffalo milk here, though it is said to be equally nutritious. Also, organic continues to be the buzzword for health conscious customers and that applies not only to fresh produce but fresh milk and dairy products as well," explains Abhimanyu.

That's likely why Papa's Dairy, based in Mulayara near Vilappilshala, stresses on quality above quantity. "We started off small 12 years ago and chose to stay relatively small because we do not want to compromise on quality for quantity; we don't use preservatives or added flavours in our milk, for example. We deliberately keep volumes low, so we are able to supply fresh milk on the day of procurement itself or the following morning," says Captain Laju Cherian, a commercial pilot, who runs the farm.

Some customers, particularly millennials, they say, go as far as to find out more about the dairy farms — Are the farms hygienic? What type of feed is given to milch cows? How well are the cows treated in the farms? Is the milk homogenised? Is it toned?...Even the packaging

matters, it seems, and many of the brands strive to keep up the image.

“Our one-litre reusable plastic milk bottles are a huge hit with customers. Keeping all those criteria in mind, we ensure that we procure milk only from our own high-tech farm and from other satellite farms that we support and run quality control checks on,” says Arun P. Unni, sales manager of Muralya, a Kattakada-based milk processing unit. Just three months into operations they already sell about 1,000 to 1,500 litres of milk a day in the city.

Mia Dairies, just a couple of months old in the business, meanwhile, has chosen a rather salt of the earth approach to their brand. They specialise in unprocessed milk, straight from the eight cows in their farm in Valliyur, near Nagercoil. “Many of us grew up drinking fresh milk from the cows reared in our own homes. Our aim is to take our customers back to their roots with a glass or two of fresh milk that has not been pasteurised or homogenised,” says Robin Mathew, owner and food entrepreneur, who is currently developing an app to manage milk delivery. “Instead of the morning, we’ve found it’s easier to deliver in the late evenings

when most of our customers are back from work,” he says.

Given their success with milk, some dairies have started to diversify their product line as well. Milco, for instance, does a roaring trade in ice-creams as well, apart from ghee, curd, and even cattle feed and manure. Nilgiris has a whole range of dairy products, from curd and frozen yoghurt to cheddar cheese and shrikand, a milk-based dessert. Papa’s Dairy that already has ghee and yoghurt on its menu, will shortly launch set curd and paneer...

It’s only a matter of taking your pick for your everyday dairy needs.

Milma all the way

Milma sells 2.15 lakh litres of toned milk a day in the city, about half of which is procured from the district itself. “We have a comfortable lead; our nearest competitor, for instance, sells around 10,000 litres a day, mostly to institutional buyers. That does not mean we are being complacent. We open new outlets, buy milk at competitive rates, provide agents with freezers and coolers and so on,” says a spokesperson for Milma.

Experts share dairy farming techniques

<http://www.tribuneindia.com/news/ludhiana/experts-share-dairy-farming-techniques/493670.html>

Ludhiana, November 6

A team of experts from Department of Veterinary & Animal Husbandry Extension Education, Guru Angad Dev Veterinary & Animal Sciences University, Ludhiana, visited Mehal Kalan, Block Mehal Kalan, the one of the five selected villages, under the ICAR sponsored project “An Integrated approach for Livestock Development Farmer’s Context”.

Experts delivered lectures on various aspects of dairy farming including feeding of oral magnets

and also distributed mineral mixture, uromin lick & bypass fat to the beneficiaries.

Nutrition is the basis of production and it incurs 65-70% expenditure of the dairy farming. To make dairy farming profitable, balanced feeding as per the age, stage of lactation and production of animal is very important. Various nutrition interventions were shared to get optimum production as well as timely fertility from the milk animals. Clean milk is the demand of the hour and people are getting health conscious and they look for clean mil

Slavery Of 1300 Years Has Left Us Hand to Mouth, Now We Are Agriculture Giant

<https://businessworld-in.cdn.ampproject.org/c/businessworld.in/amp/article/Slavery-Of-1300-Years-Has-Left-Us-Hand-to-Mouth-Now-We-Are-Agriculture-Giant/05-11-2017-130542>

India will continue to stay on the back bench when it comes to dairy exports. The reason is high domestic consumption. A report which had already been shared by BW Businessworld shares that 'India's exports are minimal due to high domestic consumption and uncompetitive global prices'.

Under such critical circumstances, World Food India had witnessed a dedicated session on Fruits and Vegetable dairy poultry, fisheries – leveraging the diverse Indian opportunity. MoS of food processing ministry, Niranjan Jyoti has quoted on the occasion that India has won the confidence of investors from abroad and she reiterated PM's vision of mutual growth.

Minister of Agriculture and Farmers Welfare was emotionally driving the participants and delegates when he recalled how India had witnessed 1300 years of alleged atrocities by various rulers. He also said that prior to white revolution during Independence, India did not even had enough to feed its 34 crore population. India now feeds more than a billion and for instance, only the milk consumption had inclined from 117 grams to 334 grams per day per person since independence.

A look At India's Dairy Consumption & Export Estimate

India's crop year 2018 non-fat dairy milk (NFDM) exports have been forecasted to increase marginally to 15,000 metric tons mainly due to uncompetitive export prices. Exports on the year 2016 NFDM and butter exports are revised to reflect customs data. The crop year 2018 butter

exports are forecast flat at 10,000 MT on expectations of moderate demand.

India's dairy exports mainly include NFDM, fats, and oils derived from milk, cheese, lactose products, Casein, butter, and ice-cream to countries such as Bangladesh, Pakistan, Nepal, Afghanistan, Bhutan, United Arab Emirates, United States and Singapore. In the year 2016, India's dairy exports were valued at 172 million USD, which was up five percent in comparison to previous year. From Crop Year 2011 to Crop Year 2016, India's dairy exports value increased at a compound annual growth rate (CAGR) of 10.1 percent.

Horticulture and Fishery

Adding to where Radha Mohan Singh had left during his first interaction on three years of the success story, he has also focussed upon the increase of horticulture production which is roughly estimated to grow at CAGR of 12 percent for the current marketing quarter. Development of country cow breeds was also his area of focus during the session. While he has also focussed upon how India has taken a leap forward in fish production and increased it by some 20 percent in recent years.

Secretary of Animal husbandry dairy and fishery addressed the issue of quality of female bovine breeds in India, Chaudhary has shown a rather genuine concern that only one out of four household female bovine in India is of good quality to give milk. Giving few very interesting internal stats, he said, out of some 300 million bovines in India, some 2.49 million female bovine breeds able premium quality.

A relatively high milk supply from unorganised milk producers which somewhere 35 percent of overall milk production is also a big reason of export deterioration in dairy segments said the panelists.

Industrialists Speak

Piruz Khambatta, MD of Rasna Pvt Ltd has shared his concerns with BW Businessworld and said that it is actually like a punishment to impose a higher GST slab on processed food when you want to get a higher investment in the sector. Piruz though has asserted that it is his first-time satisfactory working experience with a government which is professional in its vision and work.

MD of Asia largest milk cooperative AMUL, RS Sodhi had talked to BW Businessworld and said that "we are having a sufficient consumer base in India for most of the processed foods and we should focus on satisfying internal demand and there is no need for exports". Shodhi said it has multiple aspects and it will be a positive concern if do it seriously from micro and macroeconomic prospects.

While ITC food division's Hemant Malik has said that, "ITC will be investing RS 10,000 crore in processing sector in coming years". Nestle India's MD, Suresh Narayan focussed on Nutrition, Networking & National idea to go for dairy and allied agriculture business.

Ensure milk vans are fitted with lactometers: HC to TN govt

<http://www.thehindubusinessline.com/news/national/ensure-milk-vans-are-fitted-with-lactometers-hc-to-tn-govt/article9943606.ece>

CHENNAI, NOV 4:

The Madras High Court has directed the Tamil Nadu government to ensure that all milk vans are fitted with lactometers and other necessary equipment within four months to test the milk quality at procurement points.

The first bench, comprising Chief Justice Indira Banerjee and Justice J Nisha Banu passed the order recently on a PIL by Kumar, President of TYD Co-operative Milk Producers Society in Tuticorin district.

The bench directed the Secretary, Animal Husbandry, Dairy and Fisheries Development Department and Managing Director of Co-operative Milk Producers Federation in Madhavaram here to comply with its direction within four months from the date of receipt of the order.

The petitioner sought a direction to the officials to ensure transparency in society-wise milk collection through installation of milk scanner and weighing machines in vans to check the quality and quantity of the milk produced, on the spot.

The bench said, "Milk is an essential commodity. The ultimate consumers are primarily children, apart from the sick, the convalescent and others in need of nutrition. The consumers have a right to be supplied with milk of requisite standard."

"To pinpoint the source of adulteration and manipulation, it is imperative that the quality and quantity of milk be checked at the first point and thereafter again before packaging," it noted.

“Testing the quality of milk by use of Lactometer or Milk scanner takes minutes and we are unable to accept the submission that such devices cannot be installed, because it will cause delay,” the court said.

Referring to an alleged incident of refusal to mark the quantity of milk supplied by one of the societies, the petitioner claimed that one S Velmurugan, Special officer of Aavin Milk Chilling Centre in Kovilpatti in Tuticorin district, was indulging in malpractices and had sought action against him.

The petitioner claimed that he also made a representation to the higher officials which did not evoke any response and hence he filed the PIL.

India’s White Revolution is hurting cows’

4 November, 2017

<http://www.sundayguardianlive.com/news/11524-india-s-white-revolution-hurting-cows>



According to a survey, 58% dairies have animals suffering from illnesses.

India’s “White Revolution” has harmed cows in dairies, according to the latest survey conducted by the Federation of Indian Animal Protection Organisations (FIAPO). FIAPO’s investigative report “Cattle-logue” accounts how most cows raised in dairies are intensively confined, leaving them unable to nurse their calves. The cows are genetically manipulated and pumped with antibiotics and hormones in order to produce more milk.

According to the report, only 14% dairies across the country are registered under respective municipal corporations or with the Food Safety and Standards Authority of India (FSSAI), 58% dairies had animals suffering from illnesses, while 84% dairy owners depended on vet-on-call services for medical aid. As high as 58% farms feed their cattle less than half of the desired

minimum quantity (20 kg) per day, since the quality and quantity of fodder depends on the economic status of the dairy owners. No arrangement for shelter can be found in the dairies. Around 25% of the dairies can be found without any arrangement for shelter and had housing in the form of thatched roof sheds, roadside areas, etc. In Delhi’s Kotla dairy, the survey found that animals were tied next to an open sewage drain. Most dairies are found to have either brick or cement flooring. Hard floors cause injuries, lameness as well as joint problems to cattle. As high as 79% dairies across the country did not have access to soft ground, and 64% dairies were observed to have animals with untreated bruises, tumour and fractures. Animals were found to be kept tethered at all times in 9% of the dairies. The tethers are

extremely short to accommodate the maximum number of cattle in a small area.

The survey pointed out that unproductive cattle was being sold to economically weaker farmers for their personal use or the slaughterhouses by 62.9% dairies. Another practice that the report highlights is the use of khalbaccha, an effigy made by stuffing a dead calf with hay. Because of strong maternal bonds, the mother often stops lactating if the calf has died. Hence, a khalbaccha is routinely used to mimic the presence of a calf and continue milking.

Arpan Sharma, director, FIAPD, told The Sunday Guardian: "This situation persists mainly because all these methods are considered 'normal' and best practice in terms of economic gain and cost cutting for profits, by the dairy industry. We call for urgent and strict implementation of the existing laws of animal welfare as well as urban governance. It also highlights the need for additional regulation in select areas where there are significant violations of acceptable conditions for dairy animals. The White Revolution has benefited us a lot, but the cost of this revolution is being paid by our animals. This can change though."

A sustainable model for safe milk production

NOVEMBER 04, 2017 23:47 IST

<http://www.thehindu.com/news/cities/kozhikode/a-sustainable-model-for-safe-milk-production/article19984461.ece>



Kottur grama panchayat in Kozhikode district is making it to the list of many firsts in the State.

The panchayat was the first in the State to propose a comprehensive project for enhancing milk production through people's planning. It is also home to the Narayankulam cluster for safe milk production and protection of animal health, the first such cluster in the State.

It was in August this year the panchayat launched its 'Mission Safe Milk' programme with focus on hygienic cattle farming and milk production. But it was not an easy task for the panchayat and officials of the veterinary hospital.

"We started with imparting lessons on personal hygiene to those who milked cows. Their health was first ensured at a medical camp, after which they were trained in methods to keep milk clean," said Bineesh P.P., veterinary officer. This was a hard task given the pathetic state of cattle sheds. But now, Kottur has two state-of-the-art cattle sheds, and the panchayat is planning to set up more such facilities.

Officials had earlier noted that poor sanitation in and around cattle sheds was the prime reason for the spread of dengue fever among farmers. Moreover, milk production in the panchayat was adversely hit as several farmers remained bed-ridden.

To address the issue, a special composting method was adopted for cow dung, while

separate channels were built inside the sheds to prevent urine and dung from getting mixed. The clear urine thus collected in a tank is used as manure. A separation wall was set up for animals to prevent spread of infection.

Milking is done at a 'milking parlour' outside the cattle shed to avoid contamination of milk. Veterinary-healthcare-safe milk boxes have been kept in the sheds to stock necessary medicines and personal hygiene kits of milkers.

The panchayat recently honoured Model Dairy Woman (MDW) and Model Dairy Man (MDM) Usha Thandappurathu and Balakrishnan Kunnathu respectively. The panchayat now aims to become the first local body in the State to have branded milk products, Dr. Bineesh said.

Antibiotics

However, the excessive use of antibiotics on cattle is a matter of concern. "Farmers often do not consult doctors before purchasing antibiotics for their cows when they fall sick. The animals eventually become resistant to antibiotics. Moreover, the milk will have residues of antibiotics," Dr. Bineesh added.

The safest option is not to use milk for at least a week after consumption of antibiotics. But it will cause huge loss to rural farmers. "The greatest danger is the milk thus produced, when consumed by humans, will cause antibiotic resistance in them too," he added.

Meanwhile, efforts are on to create awareness among farmers in Kottur. The Government Veterinary Officers' Association has submitted a few recommendations to the State government for safeguarding public health, one of which is prevention of antibiotic resistance.

Regulatory/Legal

PETA urges FSSAI to label dairy products as non-vegetarian

Nov 9, 2017, 16:15 IST

https://m.timesofindia.com/business/india-business/peta-urges-fssai-to-label-dairy-products-as-non-vegetarian/amp_articleshow/61577023.cms

The animal welfare organisation requested the FSSAI to amend Regulation 1.2.1.7 of the Food Safety and Standards (Packaging and Labelling) Regulations, 2011, by removing the exemption for dairy products from the definition of "non-vegetarian food."

It also urged the FSSAI to make a brown dot symbol mandatory for milk, [milk products](#), and products containing milk solids so that it would distinguish them from true vegetarian options, which are marked with a green dot symbol and contain no animal ingredients or suffering.

"In the dairy industry, cows and buffaloes are used and abused as milk-making machines until their bodies give out, at which point they're often hacked apart for beef in legal or illegal slaughterhouses or upon being smuggled into Bangladesh. Meanwhile, male calves usually are abandoned and left to starve or are killed not long after birth, since they can't produce milk," said Dr Manilal Valliyate, chief executive officer, PeTA.

In the letter, PeTA points out that not only is dairy milk not derived from plants, its production also

commonly involves violence such as repeated artificial insemination, the removal of calves from their mothers and eventual slaughter, as the dairy industry is the primary supplier of cattle to the beef industry.

The letter also points out the importance of differentiating plant-based foods from those derived from animals because about 75% of

people, including three out of four Indians, cannot properly digest milk as they lose their enzymes for doing so after weaning.

PeTA's eyewitness investigation of India's dairy industry also documented that animals are routinely kicked and struck, denied veterinary care and forced to stand on piles of their own waste.

Maharashtra dairies demand subsidy for 'unremunerative' cow milk, threaten strike

<http://www.thehindubusinessline.com/economy/agri-business/maharashtra-dairies-demand-subsidy-for-unremunerative-cow-milk-threaten-strike/article9951490.ece>

MUMBAI, NOVEMBER 9:

Cooperative and private dairies in Maharashtra have threatened to go a strike from December 1 unless the State government provides a subsidy of about ₹6 a litre on cow milk.

In mid-June, the government had increased the procurement price by ₹3/litre. For dairies, the cost of procuring cow milk increased from ₹24 to ₹27 a litre, and buffalo milk from ₹33 to ₹36 a litre. But the retail rate was kept unchanged.

Arun Narke, President, Indian Dairy Association (IDA), told BusinessLine that the decision of increasing the procurement cost but not the retail price was the start of all the trouble.

Dairies have also pointed out that the higher procurement price has made the sale of cow's milk unprofitable, he said.

Agriculture expert Raosaheb Pujari said farmers are increasingly finding it difficult to maintain buffaloes. When compared with cows, the cost of maintenance is much higher, he said. But the consumers still prefer buffalo milk due to better

taste and higher fat content. The fats are also derived from the milk and sold as mawa (milk intermediary) to confectionery makers. As a result, there is less demand for cow's milk, he said.

Across the State, about 1.30 crore litres of milk is procured daily from dairy farmers. Private dairies procure about 60 per cent of the this quantity, and cooperatives the rest.

Narke added that due to milk powder oversupply in the global market, the offtake from Maharashtra-based dairies has dipped, which is eroding margins. The procurement price hike in June was not based on sound economic principles, but was more of a political decision. The State government managed to please the farmers, but it did not take into account the consequences, he said.

At the time of going to press, dairy associations and State government officials were still holding dialogues.

15 of 46 milk samples fail test in Mohali

Updated: Nov 2, 2017, 23:53 IST

<https://timesofindia.indiatimes.com/city/chandigarh/15-of-46-milk-samples-fail-test-in-mohali/articleshow/61473290.cms>

As many as 15 [milk samples](#) of the 46 collected failed the purity test at a special camp held here on Thursday. As many as 32% samples failed the purity test and were found having 29% water content. The samples were tested at Phase IV.

These were taken by the district health department officials from residents and different milk vendors, who are also farmers, in various urban areas of Mohali. These were tested in specially designed mobile-testing vans provided by the Punjab Dairy Development Board.

The amount of water found in the samples exceeded the permissible limit. However, 31 samples were found to be safe. A senior health department official said it had been observed that milkmen had been adulterating milk using skimmed milk powder and then selling it from door to door. Dairy technologist Darshan Singh said that, "We have been regularly conducting

the purity test of milk in various sectors of Mohali. We also made residents aware, along with the milkmen, to maintain the purity levels. Today 46 samples were tested, of which 15 were found to be adulterated."

Though the test report was handed over to milkmen on the spot, action was not taken against any of them and they were simply issued a warning.

Sikander Singh Virk, a resident, said that, "None of us had ever used any sort of purity check to ascertain the quality of milk. We have asked the dairy development board to submit their reports to the Mohali district administration so that necessary action against those in the practice of adulterating milk may be taken."

Sources said milk was being adulterated using different ingredients, including glucose and milk powders. Milk samples from Derabassi, Zirakpur and Sohana would be tested soon, they added.

Gang adulterating Sanchi milk busted

Wed,01 Nov 2017

<http://www.hindustantimes.com/bhopal/gang-adulterating-sanchi-milk-busted/story-uEUfZgli4GngyPEqCHDZtM.html>

Sanchi, the government run milk federation was supplying chemical laced adulterated milk to its consumers, Indore police claimed after they arrested seven persons involved in the racket in wee hours of Wednesday.

This particular plant supplies 2.5 lakh liters of milk in the entire Malwa-Nimar region everyday and the rest is made into various other products.

Additional superintendent of police (ASP) Manoj Rai said the gang leaders Sukhvinder Singh Deval and his nephew Jaswinder Singh Deval, both from Pipliyarao, had a contract to supply milk to Sanchi in their Manglia factory, which is situated some 15 km from Indore city.

They collected milk from various milk producers but before going to Sanchi factory, they took it to their own godown in Manglia and removed over 2000 to 3000 liters of milk from the 12,000 liter tanker and replaced it with milk made from sodium chloride mixed in water, resealed the tanker and took it to the Sanchi factory. They sold the siphoned off milk in the open market in Dewas and Bagli through private dairies.

But before adulterating the milk, they used to remove a bucket or two of milk from the tanker and gave that as a sample at the factory.

When the police team raided the godown they found a large amount of chemicals and adulterated milk.

“We are investigating the exact magnitude of the adulteration because Sukhvinder had six milk tankers under contract with Sanchi to supply milk and he had been doing so for the past three years. We are verifying the accused’s claim that they had been operating from the godown since last fortnight , According to the Newspaper,Also

all the tankers are supposed to be equipped with a global positioning system (GPS) device then how was it possible that tanker’s diversion to a godown was not detected?” the ASP asked hinting that employees working at the centre might also be involved.

The Sanchi management in a damage control exercise after the police action have suspended the lab in charge and his two assistants at the plant. They are also insisting that this was the first time that adulteration had taken place and that too had been stopped by the police.

Sanchi plant chief executive officer AN Dwivedi is still in a denial mode and insisted that normally it was not possible to tamper with Sanchi milk.

“We check the quality of milk at several levels and the all the tankers that collect milk from the collection centres are equipped with GPS device and they are tracked. However, the GPS of this particular tanker was not working since Tuesday 7 pm and it has not been repaired. We have lodged an FIR against Sukhwinder and blacklisted his firm”, he said.

Doctors say consuming milk laced with sodium chloride might lead to indigestion , gastroenteritis and lead to stomach ulcers if consumed for a long time.

HOW MILK IS SUPPLIED

-Farmers supply milk to various registered milk cooperative centres at the village level

-The milk is collected from these small centres and brought to the bulk milk collection centre

-Milk is taken from these bulk milk collection centres to the Sanchi plant in tankers which are GPS equipped

-All the centres in villages have equipment to test quality of milk and it is also tested at the bulk collection centres and at the plant. The milk is

allowed inside the plant only after lab report okays it

FSSAI all set to launch 'One Nation, One Food Law'

<http://www.thehindubusinessline.com/economy/policy/fssai-one-nation-one-food-law-pawan-kumar-agarwal/article9937313.ece>

NEW DELHI, NOVEMBER 1:

In a bid to bring in consistency in enforcing food safety regulations and standards across States, the Food Safety and Standards Authority of India (FSSAI) is set to launch its 'One Nation One Food Law' initiative. The regulator is leveraging technology for uniform implementation of norms for testing and sampling by various States and labs.

"We want to ensure that investors and food businesses have a consistent positive experience across States while dealing with the regulatory environment," Pawan Agarwal, CEO, FSSAI, told BusinessLine.

He said while there is one food law that outlines standards and procedures for various food products, States have different approaches to implementing these regulations due to legacy issues or infrastructure-related challenges.

"Through these initiatives, we are enabling States to adopt good practices as well as help them build capacities to ensure that standards and regulations are enforced uniformly," he added.

Under this initiative, FSSAI is launching the Food Safety Compliance through Regular Inspections and Sampling (FoSCoRIS) platform. This is an online platform that food safety officers will use to verify compliance of safety standards by food businesses. Food safety officers will require a hand-held device with Internet connectivity.

"This platform will ensure that uniform matrices are used to conduct tests and sample collections. The entire inspection outcome will be available on the cloud through this platform with time

stamps. This will hopefully bring transparency in the process as data related to inspection, sampling and test results will be seamlessly shared by the officials," he added.

FSSAI is also bringing out a Food Safety Officers Manual outlining the procedures and practices that must be followed during sampling and inspection. The 200-page manual also outlines code of ethics that food safety officers should follow during inspection and sampling.

Regulatory portal

Meanwhile, in a bid to enable better coordination among national agencies such as Bureau of Indian Standards, Agmark and Legal Metrology, the FSSAI has also launched a food regulatory portal.

To make food safety testing infrastructure more robust, the regulator has launched a digital solution that will connect all the government and private food labs to a centralised lab management system called InFoLNet (Indian Food Laboratory Network). Over 154 labs have registered with this platform, Agarwal said, adding that this will ensure that all the test results are available in a central database. FSSAI intends to make it mandatory for all accredited labs to be connected to the platform and is in the process of finalising the necessary regulations.

The FSSAI is also in talks with food safety commissioners to launch a food safety index to measure and rank the performance of States on various parameters, in a bid to encourage States to focus on good practices.

Survey/Report

Prabhat Dairy Eyes 10% Market Share By 2019

<https://news.franchiseindia.com/restaurant/Prabhat-Dairy-Eyes-10-Market-Share-By-2019.n14993>

Maharashtra based milk and dairy products company, Prabhat Dairy Limited is exploring the possibility of setting up unit in Assam.

Chief Marketing Officer and Business Head, Prabhat Dairy Limited, Nidhi Nirmal said “We are exploring the possibility of setting up possessing unit and talks are going on in this regard with the state government. We are eyeing to capture 10 percent of market share by financial year 2019 and firm up the scale in institutional business in Northeast India. The market for UHT (ultra-heat treatment) milk is growing exponentially with a compound annual growth rate (CAGR) of 32 percent and the company aims to be a major contributor to the industry. To achieve the growth targets, the Company has planned to leverage its existing presence in the region by expanding its product portfolio. North East India is one of our primary target markets for our national expansion as it is one of the fastest growing in India, especially in Tetra Pak segment. We have strategized our products in line with the

local demand as understand the requirements of the region since we already have presence here for a while. The market for UHT is growing fast and so is the demand for Tetra Paks is emerging as a preferred option of milk consumption in the North Eastern states. Our core focus would be to build Strong Consumer Connect as we are looking to launch more products in the region soon. Company will soon launch a range of value added products in Delhi, Punjab, Himachal Pradesh, Assam and firm up its presence in Madhya Pradesh and Maharashtra”.

Company currently has two plants in Maharashtra with a daily capacity to process 10 lakh litres of milk and produce 30 tonnes of cheese.

By the end of FY 2018, the company plans to enter and firm up its presence in various Northern, Eastern, Western and Central Indian markets, mainly Tier II and Tier III towns with higher disposable incomes.

Record Milk Surge In India, But Crisis For Small Dairy Farmers

November 3, 2017

<http://www.indiaspend.com/cover-story/record-milk-surge-in-india-but-crisis-for-small-dairy-farmers-76826>



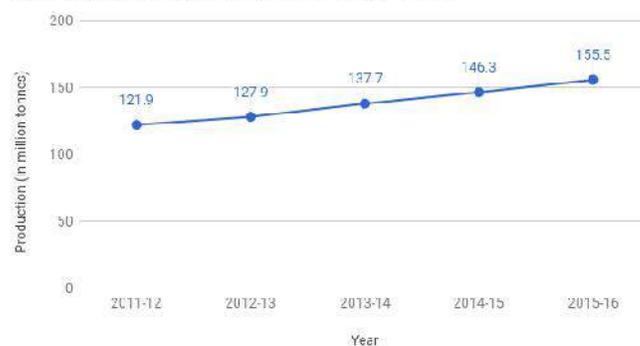
Small dairy farmers at a milk market in Jaipur. Despite a 27% increase in India's milk production in four years, small farmers and producers are being pushed into debt and out of the milk businesses.

In 2014-15, for the first time, the value of milk produced in India (Rs 4.96 lakh crore or \$74 billion) accounted for 20% of the total agricultural output and exceeded the total value of foodgrain (Rs 4.87 lakh crore or \$72.6 billion), according to this [analysis of government data](#) by Indian Express on October 23, 2017.

However, this boom coexists with a crisis for small dairy farmers. The dairy sector is increasingly dominated by large dairy companies while small farmers and producers are being pushed into debt and out of the milk businesses, according to this 2017 [study](#) by [Food Sovereignty Alliance](#) (FSA), an advocacy.

This is despite a 27% increase in India's milk production, from 121 million tonnes in 2011-12 to 155 million tonnes in 2015-16, according to [government data](#).

India's Milk Production Rises 27% In 4 Years



Source: [Ministry of Statistics and Programme Implementation](#)

Large multinational companies are competing with each other to reduce the price of milk they sell in cities, squeezing margins for dairy farmers, the FSA study found. The small farmer's role in the business has changed from an entrepreneur to a worker in a large company.

"To keep prices low, while retaining their margins, dairy processors are reducing the procurement prices and volumes of milk from small farmers and producers, which is pushing them into debt and out of the production business," the study said. "Small farmers who are the backbone of India's milk production are being rapidly alienated from their means of production."

“Instead of deciding how much to produce based on local processes and resources, these farmers are being transformed into workers for large companies. This is driving them to adopt completely ecologically unsustainable production strategies, making their environment and lives extremely vulnerable,” the study said.

No support or subsidy from government

The crisis can be partly explained by the fact that India’s dairy producers receive absolutely no support or subsidies from the government. A similar crisis affects small farmers in the European Union and the US, where subsidies favour large dairy players, said the study.

The FSA study was launched in June 2015, when small farmer members from Chittoor district in Andhra Pradesh and Medak district in Telangana revealed the FSA what was going on.

Based on the investigation, the FSA study made several recommendations. They include:

India must not cut import tariffs on milk and milk products. The government must pressure the EU, the US, Australia and New Zealand withdraw subsidies that distort dairy markets.

Foreign direct investment in animal farming, dairy and dairy processing must be revoked.

The state must guarantee a minimum price for milk sold by small farmers. This price must cover their cost of production and should be executed through public-sector cooperatives (for example, Telangana’s Vijaya Dairy recently

increased its procurement price by Rs 4 per litre to support milk farmers).

Resources (land, water, air, forests, biodiversity, seeds), agricultural produce and the dairy, meat, eggs and milk sector must be excluded from all bilateral, multilateral, plurilateral and/or regional free trade agreements being negotiated by India with various countries.

Experts believe that states need to formulate policies that will return the focus to cooperatives.

Bigger role for cooperatives

“We need to encourage more cooperatives, with the sole aim of maximising the share of the producer (the small dairy farmer) in the price which is paid by the consumer,” said [Ramandeep Singh Mann](#), a farm policy expert. “Additionally, we need to make sure cooperatives are kept free from political interference and are run by professionals.”

In Telangana, private dairies and small vendors procure 75% of the milk produced, and cooperative societies purchase only 25% of the milk, the FSA found.

“The state governments have to concentrate on [processing milk](#) and milk products. For instance, Uttar Pradesh is the largest producer of milk but it processes only [12%](#) of the milk. If the processing capacity is increased, it will mean better returns for small dairy farmers,” said Mann. “States need to formulate policies which will encourage processing of milk, resulting in value addition and then ensure that a percentage from this goes to the dairy farmers.”

Milk processing is also important because about half of India's milk, vegetables and fruits are wasted due to the lack of cold storage, as the Business Standard [reported](#) on October 24, 2017.

Farmers are reaching out directly to consumers because "bigger federations and companies are procuring milk at extremely low prices", [Santhosh D Singh](#), founder of Bangalore-based [Amrutha Dairy Farms](#), pointed out.

He also seconded FSA's suggestion on subsidies. "The cost of producing milk for the small scale dairy farmer is quite high. And if they sell milk to

these companies at the current procurement prices, they are almost doing charity," he said. "I believe there should be some form of support from the government to subsidise the cost of production or increase procurement prices so that the small scale farmers could sustain their businesses."

There is another crisis the industry is facing: Shortage of cattle fodder caused by shrinking pastures. India may have to import milk in four years if it cannot increase fodder supply for its [299 million cattle](#), as rising pressure on land reduces pastures nationwide, [IndiaSpend reported](#) on February 24, 2017.

India is the world's largest milk producer: RS Sodhi, GCMMF

Nov 03, 2017 06:32 PM IST | Source: CNBC-TV18

In an interview to CNBC-TV18's Manisha Gupta, RS Sodhi, MD of GCMMF and Rattan Sagar Khanna, Chairman of Kwality shared their views on the milk and milk products.

Watch videos for more...

<http://www.moneycontrol.com/news/business/markets-business/india-is-the-worlds-largest-milk-producer-rs-sodhi-gcmmf-2428821.html/news/business/markets-business/india-is-the-worlds-largest-milk-producer-rs-sodhi-gcmmf-2428821.html>

Foreign News

Why sustainability means ‘profit’ to one Tipperary dairy farmer

<http://www.agriland.ie/farming-news/why-sustainability-means-profit-to-one-tipperary-dairy-farmer/>

Nov 15, 2017, 5:00am

Simon Breen, an Origin Green dairy farmer, milks a herd of 200 spring-calving cows in Emly, west Tipperary. Supplying Tipperary Co-op, Breen operates off a land base of 107ha.

Operating a grass-based system, he follows a very simple philosophy, saying: “Every farmer needs to work out his own system. If you can’t explain that system in less than five minutes, it’s too complicated and I don’t have time for complications.”

Key to Breen’s business is a focus on two things – grass and stock management.

“We held the cows back for a number of years because we were so restricted with quotas. But, then at one stage, we almost doubled our cow numbers.”



The Breen family pictured on the family’s farm in Emly, west Tipperary

<http://www.thehindu.com/society/private-players-get-on-to-the-milk-bandwagon-in-the-city/article20009984.ece>

Recovering costs is very important to the Tipperary-based farmer, adding: “I need my business to be highly efficient and sustainability means profit to me.

It just so happens that the more sustainable you are, the more profitable your enterprise becomes. There’s nothing new in it; being sustainable is something we’ve always done.

Breen is just one of the many farmers who are certified members of Bord Bia’s Sustainable Dairy Assurance Scheme (SDAS). SDAS farmers who participate in a farm sustainability survey, as part of their audit, are members of Origin Green.

SDAS, and the carbon navigator, allows Origin Green farmers to measure and benchmark their sustainability practices; helping them to identify efficiencies which they can improve on their own farms. Focusing on such efficiencies can also allow these farmers to improve profitability.

Key improvement measures include:

Increased Economic Breeding Index (EBI);

Longer grazing season length;

Improved nitrogen use efficiency;

Improved slurry management and energy efficiency.

According to Breen, participating in SDAS highlighted not only what they were doing right, but also where they needed to up their game.

“An example of this was when we scored poorly on slurry use. This is due to the fact that we spread very little slurry in the spring.

“It can often be difficult to spread slurry here due to the soil type. But, with a renewed focus, we have managed to increase its use in recent years.”

Generating A Profit From Milk Production

When asked what it takes to generate a profit from milk production, he said: “It’s important to be absolutely clear on your system and what’s the driver of profit in that system.”



Breen’s system rotates around grass and stock management. These two focus areas can be further broken down to include: grass measurement; calving at the right time of year; strategic feeding; and selecting the right cow.

Grass Management

The Tipperary-based farmer measures grass on his farm every week. This practice allows him to know what quantity of feed is available on the farm at all times.

It means he can plan ahead and ensure that he has the correct quantity and quality of grass as the seasons progress. The farm typically grows 15-16t/ha (dry matter) each year and this figure

guides the stocking rate on the farm, thus limiting the need to buy in extra feed.



Calving At The Right Time

The breeding policy on the farm is based on grass production. Breen wants his cows calving close to the time when grass begins to grow rapidly. This maximises production from grazed grass – by far the most profitable feedstuff.

If most of the herd calve within a compact period of six weeks, that gives cows a long lactation and a better chance to go back in calf. It also provides an opportunity to utilise a lot of grass early in the grazing season.

When a cow calves late, Breen only milks them once-a-day to conserve their energy and hold body condition. That way he can get them back in calf quicker.

Strategic Feeding

Breen’s cows are fed grass as much as possible. Depending on the weather, they graze from February to mid-November.

During heavy rainfall, Breen uses the on-off grazing method to reduce damage to soil and prevent his cows from ‘wrecking the paddock’. He also questions the economics of very high stocking rates, which rely on drawing silage/grass from other farms or large amounts of bought-in feeds.

He believes that this may overload the milking platform with slurry; not to mention the extra work load often involved in this.

When it comes to feeding, Breen follows a philosophy of John Roche – a New Zealand dairy consultant – who spoke at the Irish Grassland Association Dairy Conference three years ago.

On feeding, Roche said: “Be careful that you’re turning milk into money and not money into milk.”

Selecting The Right Breed

Breen believes that selecting the right breed of cow is critical to any system. Farmers often mention that they want a grass cow, but what Breen often sees on farms is not what is required to graze grass in his opinion.

He has a herd of Jersey/Friesian crossbreds on his farm and is very pleased with their performance within the system. Breeding focuses on milk solids – and protein in particular – because that’s what he gets paid for.



Paul Fortune,

Tipperary Co-op, and Simon Breen

Origin Green – A Vital Marketing Tool

As one of the 400 suppliers to Tipperary Co-op – an exporter of: butter; milk powder; baby powder; and Emmental and Kilderry Cheese – Breen believes Origin Green is a vital marketing tool.

We have to have something different to everyone else and Origin Green is a way of doing that.

Breen is part of a dairy discussion group (Dairymis) of about 20 farmers, which also

provides him with invaluable support and insight.

“It’s a great way to benchmark your performance. We compare everything from productivity, production costs, labour efficiencies, grass production, fertility and more.

“They are a critical group; but it is always in a constructive way,” he said.

For the last number of years, Breen and his wife Carol have worked in partnership with his parents – Peter and Sheila. This year, Breen’s parents made the decision to pass the remainder of the milking platform over to them.

I’ve taken the basics that I learned from my parents and I’ve added my own experience, research and ambition and moulded it into the farm we have now.

The Tipperary-based farmer has the benefit of having spent time working on farms in New Zealand, as well as a stint on a farm in France as part of his course – returning home in 1997.

“There wasn’t enough at home to make a living; so I worked at everything from farm relief, welding, working on neighbouring farms and as an AI technician with Eurogene AI Services for 15 years.”

It was around that time that Breen joined the Sologhead Macra Club. This was where he met Carol – the daughter of former IFA deputy president, Michael Slattery – who was a member of the Clonoulty/Rossmore Club.

They married in 2007. Two years later, they built a home back on the family farm in Emly, where they now live with their three children – Julia (seven), Sarah (six) and Peter (18 months).

Breen is certainly someone who soaks up information on how to improve efficiencies on his farm. The farm needs to generate a large profit and he's making a good fist of it. He makes no apologies for the fact that he has a family to support and a business to run.

"It's all about measurement and analysis now. You need to know your figures and you need to accept that when it comes to dairy cows – it's not a sprint, it's a marathon."

New Jersey orders Udder Milk to stop illegally selling raw milk

NOVEMBER 14, 2017

<http://www.foodsafetynews.com/2017/11/new-jersey-orders-udder-milk-to-stop-illegally-selling-raw-milk/#.WgwVeYaWbIU>

Public health officials have ordered a New Jersey company to cease and desist its illegal sales of unpasteurized, raw milk following confirmation that a woman who drank it was infected with antibiotic-resistant brucellosis.



The New Jersey Department of Health issued cease-and-desist orders to Udder Milk on Friday, but did not post the news on its website until Monday. Neither the state health department nor the Udder Milk website indicated where the delivery business is located. No business entities named Udder Milk are listed with the New Jersey or New York secretaries of state offices.

"It is illegal in New Jersey to sell or distribute raw milk or products made from raw milk, such as yogurt, soft cheese and ice cream," State Epidemiologist Dr. Tina Tan said in the New Jersey notice.

Federal law prohibits the sale of raw dairy products across state lines. Most states ban the sale of unpasteurized, raw milk and products made from it because of the associated danger of contamination with bacteria, viruses and parasites. New Jersey's health department is working with the U.S. Department of Agriculture and the Centers for Disease Control and Prevention to find out where Udder Milk is getting the raw milk it is selling.

As of 1 a.m. EST today, the Udder Milk website was still marketing raw milk from cows, goats, sheep and camels. Prices range from \$10 per gallon for cow's milk to \$13 per pint for camel milk. Goat's milk sells for \$13 per gallon, according to the company's website. As of today, sheep milk was listed as unavailable.

The Udder Milk website shows [delivery locations in several states](#), including Connecticut, New Jersey, New York and Rhode Island. The company has been selling raw milk since 2005, according to its website. The contact page on the Udder Milk site indicates the owner is out of the country.

"People should know that, in general, unpasteurized milk may contain dangerous

bacteria and those who have become ill after consuming raw milk products should immediately consult a medical professional," [epidemiologist Tan said](#).

From 1993 through 2012, there were 127 outbreaks linked to raw milk that were reported to the federal Centers for Disease Control and Prevention, resulting in 1,909 illnesses and 144 hospitalizations, according to the Monday notice from the New Jersey health department.

New Jersey action follows temporary closure of Texas raw milk dairy

New Jersey's action Friday to stop Udder Milk's sales of unpasteurized dairy products is the result of an Oct. 23 notification that a state resident tested positive for Brucella RB51 infection. The New Jersey woman is at least the second person in the United States confirmed with an infection from the rare, antibiotic-resistant strain of Brucella in recent weeks.



As of mid-October, the CDC and the Texas State Department of Health Services had received [reports from at least seven states](#), not counting New Jersey, about people who drank raw milk from the Texas dairy. Some people who drank K-Bar milk developed symptoms consistent with brucellosis caused by Brucella RB51 and others who were exposed are at risk of becoming infected.

States reporting illnesses with symptoms consistent with brucellosis are Alabama,

Arkansas, California, Ohio, North Dakota, Tennessee and Texas.

K-Bar was stopped temporarily from selling its raw milk, but Texas officials cleared it to resume operations Oct. 11.

"Milk samples from the dairy tested positive for a Brucella strain called RB51," according to a CDC health advisory posted Sept. 14, which reported thousands of people are at risk.

"Brucella strain RB51 is resistant to rifampin and penicillin. A combination of doxycycline and trimethoprim/sulfamethoxazole for 21 days is the recommended first-line PEP regimen for RB51 exposure."

A month before the CDC advisory, Texas officials warned the public against drinking raw milk from K-Bar Dairy. They also urged anyone who consumed raw milk from K-Bar and developed symptoms consistent with brucellosis to immediately seek medical attention and tell their doctors about their possible exposure to the bacteria.

Also, people who consumed raw dairy products from K-Bar Dairy or Udder Milk and did not quickly become ill should monitor themselves — and their children if they served them the unpasteurized milk — for six months because it can take that long for symptoms to develop, the CDC warns.

Advice to consumers and health care workers
Brucellosis symptoms are widely varied from patient to patient and are often non-specific, according to public health officials. Symptoms can also wax and wane over weeks or months, making it difficult for doctors to recognize the infection.



Symptoms can include fever, sweats, chills, weight loss, headache, fatigue and muscle and joint pain. Symptoms may appear up to six months after exposure. In severe cases, infections of the central nervous system or lining of the heart may occur.

Specific blood testing is required to diagnose the infection.

The RB51 strain of Brucella is dangerous for medical staff and lab personnel in addition to patients, particularly because of its resistance to some antibiotics, the CDC warns.

“When ordering blood cultures to diagnose brucellosis, please advise the laboratory that the blood culture may grow Brucella and that appropriate laboratory precautions should be observed,” the CDC recommended to doctors and other health care providers.

Suffolk County: Ranks First In State For Sales Of Non-Dairy Products

<http://www.hampton.com/Community/Community-News/24012/Suffolk-County-Ranks-First-In-State-For-Sales-Of.html#.WgwWalaWbIV>

According to the [Peconic Land Trust](#), there are over 19,000 acres of protected farmland in Suffolk County. With the hard work and adaptability of local farmers, Suffolk County was recently ranked first in the State of New York for total sales of non-dairy products.

So what has contributed to this distinction...diversity! Aquaculture sales with the on-going emergence of more oyster and bay scallop farms, floriculture and nursery products, potatoes, corn, honey production, Christmas trees, wine, grapes, vegetables, pumpkins and fruit have all grown in production and purchases.

The American Farmland Trust reports that "There is \$4.7 billion tourism industry connected with farm stands and vineyards on Long Island. Further, Suffolk County led the State in agricultural sales over the past few years as the

top producer of floriculture, pumpkins and sod. The County's 76 wineries are mostly located on the East End and the Long Island Wine Council estimates that about 1.3 million tourists visit East End wineries annually."

Although milk is the largest agricultural product produced in New York State, the cost and competition among dairy farmers has proven to be a less than successful undertaking for many farmers in Suffolk County.

Further, Suffolk County.gov states, "Suffolk County is also the State's largest producer of pumpkins, tomatoes, and cauliflower, and the third largest producer of grapes, peaches and strawberries."

In their Executive Summary, it is noted "As part of an on-going effort to preserve agriculture in Suffolk County and stem the tide of residential and commercial development that threatens the

availability of agricultural lands, Suffolk County Executive and Commissioner of the Suffolk County Department of Economic Development & Planning, received \$50,000 in funding from the New York State Department of Agriculture & Markets to update the 1996 Agriculture and Farmland Protection Plan."

"As part of the effort to update the Agriculture and Farmland Protection Plan, the Department of Economic Development & Planning conducted a survey in 2013 of agricultural producers in Suffolk County to accommodate a comprehensive geographic spectrum of Suffolk County farmers. Suffolk County still leads New York State in market value of crops produced, a distinction held since the previous Agriculture and Farmland Protection Plan. Suffolk County is the top region in New York State for the sale of nursery, greenhouse, floriculture and sod products and Suffolk County accounted for half of all statewide sales in these products. The 2007 U.S. Census of Agriculture, the latest data available, reports that there are 585 farms remaining in Suffolk County, covering 34,404 acres. Over 10,000 of these acres have been protected in the Suffolk County Purchase of Development Rights Program."

In 2012, a new Farmlands Administrator within the Department of Economic Development & Planning, who acts "As a liaison between the County Executive's office and the agricultural industry" has helped craft legislation friendly to agricultural development. These efforts include the significant reforms to the Suffolk County Purchase of Development Rights (PDR) program.

This important update brings the Suffolk County Farmland Preservation plan in-line with the practical, environmental, economic, and technological realities of current Suffolk County farming. Among the most pressing challenges identified by agricultural producers were 1) High Production Costs 2) High Fuel Costs 3) Availability of Farm Labor 4) Property Taxes 5) Extreme Weather Events/Climate Change. Environmental regulations, the prevalence of pests (deer, insects, birds, etc.), residential encroachment, and land use regulations (zoning) were also frequently cited.

Despite these challenges, Suffolk County farmers are cautiously optimistic. Additionally, Suffolk County farmers are increasingly familiar with government policies structured to assist farmers. They are also taking advantage of trends favoring increased agritourism and direct marketing opportunities."

Commenting on this distinction, Dan Heston, Senior Manager of Agricultural Programs at the Peconic Land Trust, relayed, "Long Island produces high quality agricultural products based on considered agricultural practices, access to quality soil and water, and a strong, local retail and wholesale market. Farmers on Long Island have learned to diversify and cultivate to meet the demands of the market. This diversity - from horticultural products, to grapes for wine, hops for beer and a wide variety of fruits, vegetables, shellfish, and livestock - makes for a strong market over the long term."

Congratulations to Suffolk County!

Animal rights protestors target Laton dairy

<http://kmp.com/news/local/animal-rights-protestors-target-laton-dairy>

An animal rights group who took a calf from a Laton farm over the summer returned Tuesday, staging a protest outside the operation.

Others got on the grounds.

"Anybody who's listening who thinks dairy is less cruel than meat, they are brainwashed. That is not the case," says Alexandra Paul, an actress and activist with Direct Action Anywhere.

Video the group released from July showed Paul and others taking a calf from a hutch at Zonneveld Dairies.

"We don't believe you can steal an animal. They don't belong to a farmer. They are themselves, individuals," Paul said.

But Fresno County Sheriff's Spokesman Tony Botti differs.

"Letter of the law, it is theft," he said.

Deputies kept a close eye on protestors – and at one point, confronted some who got on the grounds for a second time.

"Here's another calf, who is covered with manure," Paul said, during a live broadcast on Facebook. "Pretty much every calf is covered with manure."

"The calves in these hutches are often covered in diarrhea, many of them are extremely underweight and Roselynn was being eaten alive by maggots," said Direct Action Anywhere spokesperson Cassie King.

Roselynn is the name given to the calf taken in July.

FOX26's cameras spotted workers checking out and feeding the calves.

Dairy is a major economic industry in the Central Valley.

Cattle and calves were worth \$424.8 million in 2016 in Fresno County.

Some protestors said they were mindful of that.

"I don't want to see anybody lose their jobs. I want to see industries be able to switch to industries that are more sustainable and more ethical," said Porshe Arneault, who lives in Madera Ranchos.

She was one of a handful of protestors from the area.

The majority came from the Bay Area and Los Angeles.

But Arneault insists, it's a movement growing locally.

Deputies did not cite the protestors who made it on the grounds.

The owners chose not to press charges for the calf taken in July.

In a statement, the company says, in part, "We use a science-based approach along with a professional veterinarian and nutritionist to ensure we are adhering to the highest industry standards. Animal care has been and always will be a top priority for Zonneveld Dairies."

UK Government committed to supporting dairy industry through Brexit

07 November, 2017 01:00

<http://www.irishnews.com/business/2017/11/07/news/uk-government-committed-to-supporting-dairy-industry-through-brexit-1179036/>

THE UK Government is committed to supporting the dairy industry during and after Brexit negotiations.

Speaking at the International Dairy Federation (IDF) World Dairy Summit in Belfast last week Defra Secretary Michael Gove described the north's dairy sector as "world beating" and vowed that the government would keep it at "the forefront of its mind" in the Brexit negotiations.

He also pledged to ensure that "supply lines remain solid, barriers are not erected and trade can go freely" when the UK leaves the EU.

"By leaving the European Union we are not leaving Europe and we certainly are not turning our backs on our friends and neighbours and business partners.

"We want to ensure that Britain's role in the future is truly global – a global champion for free trade and a global champion for the high

standards in agri welfare, environmental advancement and agriculture," he said.

Let me assure you, the UK Government is wholly committed to doing everything required to make sure, not just here in the lush green pastures of Northern Ireland but across the world, that we do everything we can to support you," the MP said.

He also re-iterated the government's commitment to protecting the rights of both UK citizens working in the EU and vice-versa.

Also addressing the summit Irish EU Commissioner for Agriculture and Rural Development, Phil Hogan said the issue of free movement of people was "a difficult issue for the UK and for the EU for different reasons, and will require negotiations." He noted that EU agri exports continued to grow even though the sector was still adjusting to the post-quota environment and added there is need for an ongoing commitment to sustainability 'from farm to fork'

Dairy farmers paying more to produce milk

November 06, 2017 06:13 AM

<http://www.whec.com/news/dairy-farmers-paying-more-produce-milk/4659637/>

Are milk prices about to jump? According to the U.S. Department of Agriculture, the price of milk production has increased for New York farmers. So what does that mean for your family budget?

George Mueller at Willow Bend farms says grain is costing more and people just aren't buying milk like they used to. Those are some of the factors that are driving up their cost to buy milk. The price to produce milk per hundred pounds has gone up \$1.30 since last August.

However, the hope is that you, as customers won't be paying more. The report had some people concerned, but Mueller says this shouldn't hit you too hard. You might notice small changes, a few pennies here or there but nothing too steep.

Mueller says the North American Free Trade Agreement, or NAFTA, allows dairy farmers to sell their milk to places like Mexico and Canada. Exporting milk and milk products helps offsets the farmer's costs to keep the price leveled for us.

"If all of a sudden we lose exports our price will fall out, there will be no bottom," Mueller said. "We're very nervous about the present administration talking about doing away with NAFTA or changing it."

In less than two weeks, U.S. officials will re-start NAFTA negotiations and you can bet farmers will be watching that closely.

Mueller also adds, in this region dairy farmers are in better shape than others downstate.

"In this part of the state we are blessed right now, the Finger Lakes, Western New York and the Lake Ontario plain," Mueller said. "The weather is good, the soil is good, the population is good for us dairy farmers."

Bottom line for you at home, there's no need to worry about your grocery bill. One interesting fact: farmers say demand for dairy has decreased over the years due to a growing population choosing alternatives such as soy, almond and other non-dairy products.

Community spirit helps out dairy farmer

04 Nov, 2017 04:00 AM

<http://www.farmweekly.com.au/news/agriculture/general/news/community-spirit-helps-out-dairy-farmer/2756165.aspx>

MATES helping a mate needing a hand had Busselton's farming, football and business communities working together in a demonstration of community spirit last weekend.

About 50 volunteers, many donating equipment as well as time, gave up their Sunday to help Acton Park dairy farmer Brett Milner, 45, rake, bale, cart, wrap and stack 930 round silage bales of summer feed for his cattle.

Some of the volunteers also gave up the previous Friday to mow 60 hectares of pasture for the silage.

A stalwart of the Busselton Magpies Football Club and its junior football coach, Mr Milner had been rocked by a diagnosis of prostate cancer requiring major surgery around Christmas, and the prospect of not being able to work around the family farm for three months afterwards.

He was trying to set up the farm so it could be run with a minimum of effort while he was recuperating – running a 180 cow dairy herd on the home block and another 420 beef cattle and dairy herd replacement cows, along with their summer feed, on blocks six kilometres away.

Surgery was timed for the school holidays so wife Joanne would have their sons and his father to help her.

The biggest job facing Mr Milner was mowing, raking and baling the silage and carting it back to the home property for wrapping and stacking – a job he estimated would take him six weeks to complete on his own.

That was until fellow dairy farmer Ian McGregor heard about his plight and decided to help.

"Brett's done a lot for the local community through his involvement with junior football – he coaches one of our sons," Mr McGregor said on Monday.

"He's involved with the local (Acton) hall committee – things like that die unless people like Brett take an interest in them," Mr McGregor said.

"I just thought I'd take my crew and give him a hand for a day and then I thought we'll need a bit of help so I contacted his brother-in-law (Justin Bell) and it just snowballed from there.

"We had 20 machines operating by the time you count three rakes and three balers, five trucks, all the telehandlers and loaders and the wrapper – I don't think the guys on the wrapper stopped all day.

"All the local farmers brought their equipment and the local footy club lads helped with loading, stacking and wrapping.

"We mowed the silage on Friday and started about 7.30am on Sunday to rake and bale it.

"We were all done by about 5.30pm, it was a spot-on day for it.

"While it certainly helped Brett, I think those sort of days are good for the community too, it helps keep a community spirit alive."

Mr Milner said he was "a bit overwhelmed" by the community's support.

“We had a real cross-section of the Busselton community here, there were neighbours, parents of kids I coach, other farmers, local business people I deal with – Nicholls Machinery in Busselton sent out a demo bailer and a big Kubota tractor to drive it,” Mr Milner said.

“I’m very grateful to everyone, particularly Ian McGregor who organised it and my brother-in-law Justin who was like a foreman on the day, they did a great job.

“I had to duck off in the afternoon to go and see my specialist who was down in Dunsborough for the weekend, so they did some of it without me.”

PFA seizes 115,000 litres of substandard milk in Lahore

<https://www.geo.tv/latest/165851-pfa-seizes-115000-liters-of-substandard-milk>



PFA officials disposing of the substandard milk. Photo: Geo News

Director General Punjab Food Authority said on Friday that as many as 115,000 litres of adulterated and substandard milk have been seized from different cities of the province.

PFA DG Noorul Amin Mengal said the actions have been taken in Lahore, Rahimyar Khan, Rajanpur, and Attock.

He said that as many as 22,000 litres of milk were seized in Lahore because it was contaminated with chemical, water and other ingredients.

PFA also seized 6,000 litres of substandard milk during a city-wide drive in Jehanian against adulterated and substandard milk.



Mengal said that in five years time there will be a complete ban on the sale of non-packable milk.

The PFA authorities wasted the seized milk in a stream.

In its provincial drive against sale of substandard milk, the PFA authorities today camped on the entry/exit routes of the city to check the quality of milk being provided to consumers.

The authorities warned milkmen that if next time they are found selling poor quality milk, they will be facing court cases.

5 Dairy Alternative Beverage Trends to Watch in 2018

Nov. 2, 2017, 12:41 PM

<http://markets.businessinsider.com/news/stocks/5-Dairy-Alternative-Beverage-Trends-to-Watch-in-2018-1006618083>

The market for dairy and dairy alternative beverages will reach a projected \$28 billion by 2021, according to market research firm Packaged Facts in the new report, [Dairy and Dairy Alternative Beverage Trends in the U.S., 4th Edition](#). Spurring the segment's growth will be plant-based dairy alternatives, which are expected to come to represent 40% of the combined total of dairy and dairy alternative beverages, up from 25% in 2016 when dairy alternative beverages alone accounted for barely \$6 billion in retail sales.

The shift away from traditional dairy products such as cow's milk towards plant-based alternatives revolves around health concerns with a growing number of consumers coming to believe that plant-based foods are healthier than animal-based foods. Further, there is a growing consumer base that is motivated by animal welfare concerns, leading them to choose plant-based beverages, as well as other plant-based foods over animal-based products.

"Vegetarians and vegans together account for less than 15% of all consumers and their numbers do not grow very rapidly, but a growing number of consumers identify themselves as flexitarian or lessitarian, meaning that they've cut back on their consumption of animal-based foods and beverages. It is this group that is most responsible for the significant and ongoing shift from dairy milk to plant-based milk," says David Sprinkle, research director for Packaged Facts, which also recently established a [free curated webpage](#) on dairy and dairy alternatives.

In recent years, the plant-based dairy beverage alternatives category has seen an expansion of several nut- and legume-based milk alternatives beyond soy, rice, coconut, and almond to include varieties made from cashews, hazelnuts, macadamias, peanuts, pecans, and tiger nuts. In addition, there are non-dairy milks being offered made from bananas, cassava, oats, and potatoes, among others.

Looking ahead to 2018, Packaged Facts expects several of these new and novel non-dairy milks to find a wider audience:

Barley Milk: Pioneering a new plant-based milk alternative category is Canvas, a startup that has developed a way to convert unused barley grain leftover from the beer brewing process into a sustainable plant-based beverage—a winning idea for consumers concerned about the issues of food waste and sustainability. The line offers five flavors including original, cold brew latte, cocoa, turmeric chai, and matcha. All varieties are free from refined sugar, dairy, and artificial ingredients.

Flax Milk: The key selling point for flax milk is its high Omega-3s content. The leading brand, Good Karma, reports that it offers 1,200 mg per serving of this essential nutrient, further noting that its flax products are free of all major allergens. In addition to its various sweetened and unsweetened, flavored, and protein enhanced flax milks, Good Karma offers flax milk-based drinkable yogurts and egg-nogs.

Hemp Milk: Participants in the hemp production industry have suggested that only 1% of the

North American population has ever tried a food or beverage with the ingredient. This is a segment with the potential for rapid growth as consumers look for alternatives to the established plant-based beverage segments. Hemp is an excellent source of Omega-3 fatty acids as well as being a good source of plant-based protein, with all ten essential amino acids.

Pea Milk: While the idea of pea milk may sound quite unappetizing to many, it does have certain advantages over other dairy alternatives that may make it a hit with consumers. For example, the pea milk brand Ripple says that one serving has 8 grams of protein, the same as cows' milk, compared to about 1 gram of protein in coconut or almond milk. And, Ripple has half the sugar of cows' milk—something more and more consumers are sensitive to as they watch their waistlines—along with 50% more calcium, and vitamin D and iron. Ripple offers a pea-based half & half product as well as its pea milk line.

Quinoa Milk: This beverage formulation is reported to be high in protein, fiber, vitamins, and all nine of the essential amino acids. It also contains important minerals such as magnesium, iron, copper, manganese, zinc, and phosphorus and has a low glycemic index.

About the Report

Dairy and Dairy Alternative Beverage Trends in the U.S., 4th Edition examines the reasons behind the decline in dairy milk consumption and the reasons for the rise in plant-based milks, such as health concerns, with a growing number of consumers coming to believe that plant-based foods are healthier than animal-based foods.

Further, the report considers the growing consumer base that is motivated by animal welfare concerns, leading them to choose plant-based beverages, as well as other plant-based foods over animal-based products.

View additional information about Dairy and Dairy Alternative Beverage Trends in the U.S., 4th Edition, including purchase options, the abstract, table of contents, and related reports at [Packaged Facts' website: https://www.packagedfacts.com/food-beverage-market-c84/](https://www.packagedfacts.com/food-beverage-market-c84/).

Don't miss Packaged Facts' related Dairy and Dairy Alternatives Page. There visitors can explore complete dairy industry coverage through our market research reports, blog posts, press releases, multimedia & more, consolidated in one place for convenience. Visit the page at: <https://www.packagedfacts.com/Content/Featured-Markets/Dairy-and-Dairy-Alternatives>.

About Packaged Facts

Packaged Facts, a division of MarketResearch.com, publishes market intelligence on a wide range of consumer market topics, including consumer demographics and shopper insights, consumer financial products and services, consumer goods and retailing, consumer packaged goods, and pet products and services. Packaged Facts also offers a full range of custom research services.

For more essential insights from Packaged Facts be sure to follow us on Twitter and Google+. For infographics, tables, charts and other visuals, follow Packaged Facts on Pinterest.

Dairy farmers credit success to hard work

1 NOVEMBER 2017

<http://www.loopnewsbarbados.com/content/dairy-farmers-credit-success-hard-work>

Dairy Farms, Meka Co. Ltd., and Bishop's Farm, have been recognised for producing the best quality milk to Pine Hill Dairy for the first and second quarters of 2017, respectively.

PINEHILL's Best Quarterly Milk Quality Awards forms part of PINEHILL's Farmers' rewards and recognition programme. The farmer with the best milk quality for each quarter receives a commemorative certificate and complimentary PINEHILL milk or juice.

Dairy Operations Manager at The Pine Hill Dairy, Lorenzo Roach, credits the initiative with challenging farmers to continuously improve the overall quality of their milk supply. "Despite the continued challenges that face the local dairy industry, the commitment of dairy farmers has ensured that Barbadians can continue to enjoy milk that complies with both local and international standards."

He has also pledged the Dairy's commitment to working with suppliers to continuously improve

the standards of their product, for the ultimate benefit of the consumer.

First quarter winner, co-owner of Meka Co. Ltd., Annette Beckett, is a first-time winner who was pleased that her farm's hard work had been recognised. She credits the win to the collective efforts of her employees. "Dairy farming relies on consistency, what you do today must be constantly repeated in the later months," she said. "It's our workers who ensure that these standards are always maintained."

Meanwhile, Barry Bishop of Bishop's Farm is no stranger to the winner's circle. This most recent prize marks the fourth quarterly award he's won in the last two years. He also received the Overall Award in 2016. Mr. Bishop believes that his success is the result of a focus on sanitation and nutrition. "Those are the secrets to everything in the dairy industry," he said.

A total of 17 farmers supply the Dairy with milk. The third quarter award winner will be announced in November 2017.