

# DAIRY PULSE



Estd. 1990

Suruchi Consultants

Delivering solutions with integrity

KNOWLEDGE PARTNER

★ INDIA ★

★ FOREIGN ★



## FORTNIGHT NEWSLETTER

Dairy Pulse 62nd Edition (16th to 31st May, 2018)



### CATEGORIES OF THE EDITION

- ★ Suruchi Endeavor in Skill/ Entrepreneur Development Domain
- ★ Indian News
  - Animal Health/Protection
  - Marketing
  - Health/Awareness
  - Regulatory/Legal
  - Survey/Report
- ★ Foreign News



# Dairy Pulse 62<sup>nd</sup> Edition (16<sup>th</sup> to 31<sup>st</sup> May, 2018)

## Contents

Suruchi endeavor in Skill/ Entrepreneur Development Domain .....	4
Marketing.....	5
How Milk Mantra became the taste of Odisha.....	5
NDDDB bats for co-op dairies, seeks sops to maintain excess inventories .....	8
Hindustan Unilever fights for rights over Kwality Walls .....	9
Milking the opportunities: Indian dairy industry is at the tip of another major revolution.....	10
Amul eyes nearly Rs 50,000-crore group turnover in FY19 .....	11
Milk Shaken Up: Organic, adulterant-free, dairy-free is the rage .....	12
Two-lakh-tonne milk powder stock has private dairy players worried .....	15
Get Rs. 170 Cashback Pay Using Paytm @ Mother Dairy Outlets .....	16
No hike in Amul milk rate this summer: Sodhi .....	17
After a week of free distribution, milk farmers to go on offensive, plan protest across Maharashtra next month .....	17
Prabhat Dairy to launch kesar badam lassi, vanilla blueberry milkshake.....	18
Two IIM Graduates Take the Milkman Route to Solve the Challenges of \$70 Billion Indian Dairy Industry .....	20
Godrej Agrovet enters value-added dairy segment with launch of Jersey Thickshakes .....	21
Mother Dairy milks untapped potential .....	22
Health/Awareness .....	23
Women take lead in dairy farming .....	23
Fermented dairy foods need more clinical trials: Experts.....	23
Milk intake may cut metabolic syndrome risk in obese kids.....	24
How to Safeguard Against Milk Adulteration .....	25
Regulatory/Legal.....	26
FSSAI CEO: People hear adulteration, and think milk is mixed with detergent, urea. That's not the case.	26
Kerala: Expert committee recommends reducing milk producers' unions .....	27
Health Dept raids dairies, ice-cream units in Nabha .....	27
Food Safety on Wheels makes second stopover in Dimapur .....	28
71 bags of Goa Dairy milk powder sealed .....	29
Survey/Report.....	29
The Constructive Market Report On Global Buttermilk Powder 2018-2025.....	29
New Zealand to slaughter thousands of cows in attempt to eliminate Mycoplasma bovis bacteria .....	32

The Latest Superfood Trend Is Cockroach Milk .....	33
Dubai Dairy Brand Launches Vegan Milk Line .....	34
'Family or farm?' .....	34
Saudi Holsteins bred with Canadian Holstein semen .....	37
80 years of fresh pasteurised milk in Maltese households .....	38
Training for dairy farmers .....	39
Time to Shake Dairies' Stranded Feeling? .....	39
Israel exporting more dairy products .....	41

## 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](mailto:adskid39018p@gmail.com)

New admissions are open for July, 2018

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

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

➔ *54th Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida 17<sup>th</sup>, 18<sup>th</sup>, & 19<sup>th</sup> June, 2018 with Guided Tour to a Dairy Farm plus a milk processing plant.*

For more information please follow the link: [http://www.skilldairy.com/pdf/3\\_53rd\\_DEDPBROCHURE.pdf](http://www.skilldairy.com/pdf/3_53rd_DEDPBROCHURE.pdf)

➔ 2<sup>nd</sup> Prctical Dairy Entrepreneurship Development Program (PDEDP) at Suruchi

Consultants, C-49, Sec-65, Noida on 28th May to 2nd June 2018.

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

[http://www.skilldairy.com/pdf/4\\_2nd%20PDEDP\\_Brochure.pdf](http://www.skilldairy.com/pdf/4_2nd%20PDEDP_Brochure.pdf)

➔ Suruchi is launching 1<sup>st</sup> Second Level Dairy Entrepreneurship Development Program (DEDP- Level II) 2018 one week intensive hand on Dairy Farm. Dates will be announced soon.

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

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

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

➔ Suruchi has launched Online Dairy Entrepreneurship Development Program (ODEDP). It is 12 weeks program. Registrations are open till 15<sup>th</sup> June, 2018 for 3<sup>rd</sup> batch.

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

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

➔ 5th Regional Dairy Entrepreneurship Development Program (RDEDP) at Jaipur Rajasthan on 9th & 10th July, 2018. For more information please follow the link:

[http://skilldairy.com/pdf/1\\_4th%20RDEDP\\_BROCHURE.pdf](http://skilldairy.com/pdf/1_4th%20RDEDP_BROCHURE.pdf)

### Marketing

#### How Milk Mantra became the taste of Odisha

May 30, 2018

<http://www.forbesindia.com/article/sustainability-special/how-milk-mantra-became-the-taste-of-odisha/50335/1>

**O**n the busy streets of Bhubaneswar, Milk Mantra's lemon green hoardings stand out. A cow with big, round eyes stares out at passersby, her eyes forming the Os in 'Milky Moo', the name by which the company sells its produce.

An auto driver who moonlights as a freelance photographer in Odisha's capital city says Milky Moo's quality is much better than OmFed, the state's co-operative dairy company. "In OmFed, they only put powder," he says. After a slight pause, he adds: "Milky Moo must also be putting powder in their milk, but not that much. It's fresh and tasty. It's only a little more expensive, but it's better for our children."

Milk Mantra boasts of this superior quality loud and clear: The advertisements highlight there's "no need to boil" the milk, a compulsive practice among Indians who believe it kills bacteria.

To find out what makes Milk Mantra's milk and milk products, including curd, buttermilk and paneer, better—so much so that the company went from turning ₹18 crore in revenue its first year of operations in 2012 to ₹182 crore in the last fiscal—Forbes India travelled to the source.

Heading eastwards to Puri and beyond, as the bustle of Bhubaneswar gives way to sparser buildings and more open fields, Milk Mantra's branding is still hard to miss. On bus stop hoardings and kirana stores splashes of lemon green dominate. OmFed's weathered milk booths, on the other hand, are scattered and barely visible.

Forty-five kilometres away from Puri, village huts with thatched roofs dot the landscape. It

is in these villages that Milk Mantra sources its milk directly from farmers. Small farmers with marginal land holdings and a handful of cattle line up with buckets of milk at the nearest Milk Mantra collection point to have their milk tested for its fat content. Every 10 days, the farmers receive their payments—about ₹25-29 per litre, depending on the quality. A chart pinned up at every collection centre spells out the prices of milk per litre based on the percentage of fat. This transparency, as well as the elimination of middlemen, ensures that farmers receive fair and full prices.

"The best thing about Milk Mantra is that we are paid well and on time," Premananda Lanka, 65, a farmer, says in Odiya, as he squeezes the udders of one of his six cows. His two grandchildren romp about while his daughter-in-law chimes in, "Our family income has risen. We save about ₹2,000 a month, enough to buy groceries for the whole family." They also reserve a portion of the milk for themselves, giving it to the children, while also making ghee and curd for the family, both luxuries in rural households.

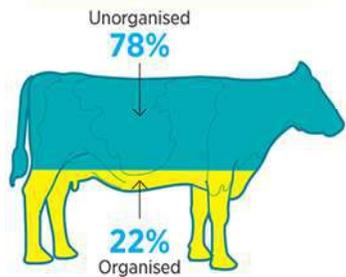
For another lady who singularly runs her household, her sole cow is a means to financial independence. She shows off the animal her grazing in a shed. She bought it on her own steam, she says, and now with the money she earns, she plans on taking a loan to buy another.

Not only has Milk Mantra tied up with banks to provide low-interest loans to farmers to purchase cows, but it also provides better feed at market rates. Besides, it has vets on call to help farmers breed healthier cows and regularly conducts health camps in villages where farmers can bring their cows for check-

## INDUSTRY INSIGHTS

SIZE OF INDIA'S DAIRY SECTOR

**₹540,000 CRORE**



THE ORGANISED MARKET IS SET TO DOUBLE TO

**₹250,000 CRORE BY 2020**

### DRIVING FORCES

- Increased investments by organised players as fresh dairy products like milk, curd and paneer are estimated to grow at 20 percent CAGR till FY20
- Consumption and market shift to high-margin value-added products like cheese, whey and flavoured milk as urbanisation kicks in
- Large vegetarian population with rising income levels and sub-standard protein consumption

### TOP MILK PRODUCERS GLOBALLY

	MILK PRODUCTION IN 2017	SHARE OF WORLD PRODUCTION
1) EU	169 mln MT	20%
2) India	164 mln MT	18.5%
3) US	99 mln MT	12%

India is pacing ahead at a CAGR of **4.2 percent** to emerge as the largest producer by 2020

**97 litres/year**  
Per capita consumption of milk in India  
Global peers are far ahead: US: **285 litres/year**;  
EU: **281 litres/year**; Brazil: **156 litres/year**

Source: *Edehweiss*

that was premium, differentiated and scalable. And ethical sourcing of milk had to be at the heart of it," says the 41-year-old.

However, starting off wasn't easy. Misra left his cushy job as head of mergers and acquisitions at Tetley, the Tata group-owned tea company, in London in 2009, to return to his home state to set up his dream dairy company. "I needed \$5 million just to set up the supply chain. This was not something I could do sitting out of a garage," he says, referring to the milk collection centres, bulk milk chillers and milk processing plant that

ups. Milk production has since tripled.

\*\*  
\*\*\*

For Srikumar Misra, the founder and CEO of Milk Mantra, it's all very simple. 'Happy Farmers = Happy Cows = Best Milk', reads the company slogan, plastered all over the company headquarters in Bhubaneswar. "I wanted to create a B2C brand

had to be in place before he could start sourcing milk from farmers. But investors turned him away.

They liked the idea and saw a market opportunity: India's milk consumption, growing at a compound annual growth rate (CAGR) of 5 percent between 1992 and 2015, was outstripping its milk production growth of 4 percent CAGR. Moreover, the per capita consumption of milk in the East was—and continues to be—the lowest compared to the rest of the country, according to industry experts. The North dominates followed by the West and South.

One reason for this is the "trust deficit" that exists among consumers for perishable items like milk. Since the organised procurement of milk in eastern India stands at 10 percent compared to the national average of 23, says Misra, milk is often thought to be adulterated or stale.

Clearly an increase in productivity—Indian cows produce 8-10 litres of milk a day versus the global average of 30-35 litres—and overcoming this lack of trust through the "ethical sourcing model" Misra had drawn up, would close the demand-supply gap. "But investors had never funded an agri-food business before, let alone one in Odisha. It was nowhere on their radar. The only companies being backed at the time were ecommerce ones," says Misra of the time in 2009.

After two years of pitching unsuccessfully to venture capitalists, Misra decided to turn to individual angel investors who were willing to offer him amounts ranging from ₹5 lakh to ₹60 lakh. He bandied together a number of them, raised the seed amount he needed and kicked off operations in 2011.

Shortly after, Vineet Rai of impact investment fund Aavishkaar Venture Management, bought into Misra's vision and put in ₹5 crore into the company. "Capital would generally never go there to create a dairy," says Rai because the tilling of land or animal husbandry wasn't commonplace in the rural regions of Odisha. "But the demand for good quality, packaged milk was clearly there." Plus Misra's experience of growing consumer foods brands in emerging markets like South

Africa, Turkey, China and eastern Europe with the Tata group was an added advantage.

What began with a handful of farmers and a single collection point has today morphed into a network of 55,000 farmers spread across the eastern and western regions of the state, a daily collection of over 1 lakh litres through 390 collection centres and distribution spanning Odisha (for milk and milk products) as well as Jharkhand, Chhattisgarh and West Bengal (for milk products).

Along the way, the company has raised four rounds of funding totalling ₹150 crore. While Aavishkaar further upped its stake, other investors like Eight Roads Venture (formerly Fidelity Growth Partners) and Neev Fund also swooped in. “The fact that we were able to attract mainstream investors, like Eight Roads and Neev, is testimony to the strength of our business,” says Misra.

\*\*\*\*\*

At the outset, packaging innovations were part of Milk Mantra’s pitch. Misra knew from experience that the transparent plastic pouches that packaged milk was generally sold in exposed the milk to sunlight, turning it rancid. So he came up with a three-layered design—an inner translucent film to be in contact with the milk, a black middle layer to block out the sun and an outer white layer complete with Milky Moo design elements—which increased the shelf life of Milk Mantra’s packaged milk by four days.



Farmers gather at Milk Mantra’s collection centre at Kanti village in Puri district

“People say milk is a commodity and milk products are value-added items, but the distinction bothers me,” says Misra. “Our milk

is of a high quality. People recognise that because of which we are able to charge a premium. Our milk is value-added,” he stresses, adding that Milk Mantra charges a “mass premium” of 10-20 percent on its packaged milk over competition. “The minute you price it at a 30 percent premium, the product becomes niche and difficult to scale,” he says.

In fact, Milk Mantra’s gross margins of around 20 percent on packaged milk are higher than the industry average of 15-18 percent. Complete control over the supply chain and the elimination of middlemen help keep costs down, says Debashish Mohanty, head of quality at Milk Mantra. On milk products like curd and buttermilk, the company’s margins of 28-35 percent are in line with the sector. However, on products like flavoured yoghurt, margins are as high as 40 percent, says Mohanty.

But while the business of fresh dairy is regional—given milk’s perishable nature—and local players dominate, the dairy products business is difficult and competition is intense. Earlier this year, French food giant Danone exited its India dairy business after seven years of trying to make headway. FMCG behemoth Britannia also hasn’t made much of a dent. Despite two decades of effort, dairy products continue to account for less than 5 percent of total sales. According to Edelweiss analyst Shradha Sheth, companies that don’t have the infrastructure for direct milk procurement are at a disadvantage. “Players that procure milk directly from farmers enjoy a huge competitive edge as it assures steady milk supply and consistency in milk quality,” she says.

As a result, players that have this infrastructure in place, like the listed, Navi Mumbai-headquartered Prabhat Dairy that has traditionally focussed on B2B sales, have sniffed an opportunity. With milk products commanding higher margins than fresh milk, the company is looking to up its share of B2C dairy product sales from about 26 percent of revenues currently to 45 percent by FY20. Similarly, while frontrunner Amul already has a strong pan-India presence, other players like Mother Dairy, Parag Milk Foods with established brands like Gowardhan and Go, Heritage and Kwality are

adds Sheth.

“Getting shelf space [for dairy products] is not easy. Milk Mantra has done well so far given its localised focus. But to now scale up, it will need a focussed strategy. Brand building, product innovation and a strong distribution network will be at the heart of it,” says brand expert N Chandramouli.

Even as competition is nipping at its heels, Misra remains unperturbed. He’s looking to scale the company—which turned Ebitda-positive six months ago—to ₹650 crore over the next four years; inorganic growth will be part of it. Says Mishra, “Demand for a good quality product will always be there.”

## NDDB bats for co-op dairies, seeks sops to maintain excess inventories

Last Updated at May 29, 2018 14:35 IST

[http://www.business-standard.com/article/economy-policy/nddb-bats-for-co-op-dairies-seeks-sops-to-maintain-excess-inventories-118052900391\\_1.html](http://www.business-standard.com/article/economy-policy/nddb-bats-for-co-op-dairies-seeks-sops-to-maintain-excess-inventories-118052900391_1.html)

**A**mid a glut in milk production in India as well as globally, dairy farmers are finding it difficult to get a fair price for their produce. The over-production of milk has created a problem of plenty for dairy plants, with inventory piling up.

The National Dairy Development Board (NDDB) has moved to Union government for incentives to help the milk – cooperatives to maintain the huge inventory that have piled up following the oversupply. Exports not possible due to glut situation globally.

“There is a glut situation globally. The prices of milk powder have declined sharply. Indian companies- co-operatives and private companies have accumulated huge stocks of milk powders.

In the co-operative sector alone about two lakh metric tonne of milk powder inventory has piled up leading to blocking of working capital”, NDDB Chairman Dilip Rath told Business Standard.

They are finding it difficult to sustain the milk procurement. To be in business they have reduced the milk price paid to the farmers. However, the co-operatives sponsored by NDDB also Mother Dairy have retained the price level and they have not reduced it. We have to wait for the market to improve, he added.

The Board has requested the Government of India to announce two schemes to ease the burden of the processors.

One is giving working capital loan at lower interest say at five per cent and secondly giving assistance to co-operatives to maintain the inventory like storage cost or similar other incentives which is under the consideration of the Ministry of Animal Husbandry and Dairying. Nothing has been announced as yet, said the Chairman.

India is the largest milk producers, produced 165 million tonnes for FY16. The sector is expected to continue its growth with a CAGR of around 16 per cent during 2017-2022.

Earlier this month, farmers in Maharashtra went on a seven-day agitation in Ahmednagar district demanding a minimum support price (MSP) for milk and free distribution of milk. The state government has announced Rs 3 subsidy which is also not helping and farmers will raise this issue in their nationwide agitation on June 1.

Last year, farmers stopped supplies to the cities on strike, pouring thousands of litres of milk on the streets across the state, to protest against the Maharashtra government for not fixing procurement rates.

## Hindustan Unilever fights for rights over Kwality Walls

updated: May 28, 2018, 05.21 PM IST

<https://economictimes.indiatimes.com/industry/services/advertising/hul-fights-for-rights-over-kwality-walls/articleshow/64346118.cms>

**H**industan Unilever has dragged Kwalitiy LtdNSE -4.94 % to court claiming sole rights over Kwality Walls, the brand used for HUL's ice creams for over two decades.

In a partial relief to the country's largest consumer product company, the Calcutta High Court directed Kwality Ltd to not use the original writing style of Kwality Walls for any of its dairy products, but continue to use its currently operational registered trademark KDIL'S Kwality.

"Considering the fact that the defendant (Kwality) has been using the word 'Kwality' in conjunction with other words and was incorporated much before the dispute arose with no objection from the plaintiffs (HULNSE -0.51 %) or any of them, an order of injunction at this stage would cause irreparable prejudice to the defendant compared to that of the plaintiff if not granted at this stage, the following interim order is passed," observed Justice Soumen Sen while passing an order. ET has reviewed the order copy.

In the Rs 12,000-crore ice cream market, HUL is the second largest player after Amul with share of over 8% according to Euromonitor. Earlier this month, HUL filed a suit in the Calcutta High Court against Kwality Ltd alleging wrongful appropriation of the trademark. HUL also claimed that use of the brand name (Kwality) for dairy products, including flavoured milk which can be considered as an extension of ice creams, has resulted in confusion in the market.

"The court has simply reiterated well established fundamental principles of trademark law, and the order therefore is logical," said Priyanka Khimani, partner, Anand & Anand & Khimani.

Food entrepreneurs Iqbal Ghai and PL Lamba founded the ice cream company under the 'Kwality' brand in pre-Independence Delhi in 1940. By early 1980s, the ice cream business was divided into four regions and the brand's trademark was split amongst the proprietors in these territories. Between 1994-95, these different proprietors sold all rights along with goodwill of the trademark 'Kwality' to HUL.

## Milking the opportunities: Indian dairy industry is at the tip of another major revolution

May 27, 2018 5:06 AM

<https://www.financialexpress.com/industry/milking-the-opportunities-indian-dairy-industry-is-at-the-tip-of-another-major-revolution/1182473/>

**T**he Indian dairy industry is at the tip of another major revolution.

The overall dairy market, currently valued at Rs 5 trillion as per Edelweiss Securities, is pushing to change from just plain liquid milk to a VADP (value added dairy products) market and from unorganised and local to more of a structured and branded market.

Contrary to popular belief, Indian consumers today are far more value-conscious than price sensitive. They value superior taste, the power of real ingredients and a strong health proposition. Adapting to this current trend has led the industry to grow and reach out to the new age populace.

The premium dairy product market currently holds a share of 8-10% of the organised dairy industry and is expected to grow at a pace of 6-8% year-on-year; and reach a market share of up to 20% by 2021, as per reports.

“We originally launched Greek yogurt as a complementary business to the highly seasonal ice cream space. However, we received immediate traction and strong consumer interest,” says Rohan Mirchandani, CEO & co-founder, Drums Food International,

makers of Epigamia, while adding that the reason for this success is that today’s consumer is discerning with his/her choices, especially when it comes to food.

Similarly, Life Health Foods ventured into Soy and Almond milk. “Today a health-conscious Indian chooses an option with non-dairy/plant-based milk products like almond milk, soy milk, coconut milk etc because of its known benefits like zero cholesterol, low calories and high protein depending on the requirement,” says Rohit Bhagat, business head at the company.

Targeting consumers aged over 25 years in metros and other Tier I cities, VADP companies across the board agree that digital plays a very important role in their marketing plans. They, however, do not want to negate the power of word of mouth.

For the Indian consumer, packaging plays a very important role in product satisfaction. When the company is providing an opportunity to consumers to experience their premium product range, it is equally important for the brand to package it in a way that grasps consumer attention and ensures that they get quality for the price they are paying.

## Amul eyes nearly Rs 50,000-crore group turnover in FY19

May 27, 2018, 03.33 PM IST

<https://economictimes.indiatimes.com/industry/cons-products/food/amul-eyes-nearly-rs-50000-crore-group-turnover-in-fy19/articleshow/64341457.cms?from=mdr>

**D**airy co-operative Amul is aiming to grow at 20 per cent this financial year, to touch a group turnover of close to Rs 50,000 crore, on the back of growing consumer portfolio, premiumisation and rising demand, a top company official said.

"The Amul brand, which clocked a turnover of over Rs 40,000 crore last financial year, will grow at 20 per cent this year," RS Sodhi, the managing director of Gujarat Co-operative Milk Marketing Federation (GCMMF), which markets milk and milk products under the Amul brand, told PTI here.

"We are launching several consumer products, and are also premiumising our offerings. The growing demand will help us see a good growth this year," he added.

The Amul brand includes the 18 member dairies of the Gujarat Co-operative Milk Marketing Federation (GCMMF).

GCMMF, however, registered only 8 per cent increase in turnover to Rs 29,220 crore in financial year 2017-2018, owing to a decline in commodity prices.

The consumer product portfolio has been growing at nearly 15 per cent on a volume basis, Sodhi pointed out, which has helped the performance of the Amul's branded products, despite lower commodity prices.

"Branded consumer products have registered a growth of 14 per cent in the last financial year, with products such as cheese, butter, milk beverages, paneer, cream, buttermilk and dahi having grown at 20-40 per cent," Sodhi said.

The 18 member unions of GCMMF has a farmer strength of more than 36 lakh across 18,700 villages of Gujarat, and is procuring on an average 211 lakhs litres of milk per day which is 20 per cent higher than the previous year.

The co-operative has also recently tied up with the government and lenders, under the Pradhan Mantri Mudra Yojana, to procure easy loans for its farmer partners.

"The scheme will help rural entrepreneurs immensely, to upgrade their facilities and will also help distributors and transporters. It will enhance the overall employment opportunities in rural India," Sodhi said.

## Milk Shaken Up: Organic, adulterant-free, dairy-free is the rage

<https://www.financialexpress.com/industry/milk-shaken-up-organic-adulterant-free-dairy-free-is-the-rage/1182415/>

The doodhwala, who had become a rare sight, at least in big cities where the average population gets its milk in pouches, is making a reappearance. Only, in his new avatar, he does not carry big aluminum cans strapped to a motorbike or van containing watery milk, but designer glass bottles that promise fresh, organic, unadulterated milk that comes straight from farms to homes in metros.

It might be a small phenomenon right now, but one that promises to get bigger, as people get increasingly conscious about what they eat and drink, especially with scary figures and surveys linking diet and disease in the news everyday. Moreover, milk is considered a basic commodity and holds a significant place in an Indian household. No wonder, India ranks first in milk production globally.

It's this dilemma of an average consumer, wanting to get safe and good quality of the daily commodity, that spurred Dipank Sharma to launch Back 2 Basics Organics in Gurugram. Initially started to serve personal needs, the venture soon grew into a business proposition, as demand came in following word-of-mouth. Sharma, otherwise a real estate businessman with ventures in Kenya and India, now delivers A2 milk procured from indigenous cow breeds like Gir cows from Gujarat. A2 is cow's milk that is free of a form of beta-casein proteins called A1, which are said to cause indigestion and other problems. "Consumers in cities either buy polypack milk sold by large corporations or depend on the local dairy guy to supply cow or buffalo milk. But they aren't sure how hygienic the loose milk or how chemical-free the packaged milk is," says Sharma.

"We grow the fodder for our cows on our own land, ensuring that they eat pesticide-free and graze freely. Our milk is of premium quality, so we charge Rs 150 per litre, but are able to ensure quality and recover operating costs," he adds.

Delhi-based Aditya Sinhal's decision to launch iOrganics in 2013 also stemmed from personal experience, as well as a desire to tap a growing market. "A few years back, while meeting one of my father's acquaintances

who runs a milk processing facility in a village in Punjab, I was offered milk not from the plant he was running, but from a cow he kept for himself. This intrigued me, so he explained that processed milk has little nutrition left after multiple courses of filtration and processing to remove cow dung and other impurities. This made me think of launching my own dairy farm to generate fresh milk not just for my family, but also as a business venture," recalls Sinhal.

A software engineer by training, Sinhal was working in his father's FMCG business before he started his dairy farm. "The idea behind launching this facility was to create a traceable and transparent milk-sourcing facility that is responsible for both the production and supply of milk without involving middlemen. We need to understand that the basic problem of milk quality in India originates from non-traceability of source," Sinhal feels.

iOrganic cow milk is priced at Rs 72 per litre and undergoes 20 quality-control tests daily. Today, iOrganics has a herd size of 350 cows on a 100-acre farm in Sonipat, Haryana, with a milk output of around 2,500 litres per day. They supply to around 2,000 households in Delhi. "We are also approached by various grocery chains like Foodhall and e-tailers like BigBasket for daily milk supply to their customers," the 32-year-old adds.

Kanika Yadav, co-founder of Whyte Farms, located in Alwar, Rajasthan, also experiences demand from big stores and cafes in Delhi. Operating a subscription-based model with home-delivered milk, they sell organic and indigenous cow breed milk at Rs 75 per litre. "Our cows are fed with organic seasonal greens grown inhouse, which are cultivated with the cow dung from the farm itself. The cows are taken to the milking parlour, which is completely automatic and installed with advanced milking machines that ensure proper hygiene. Milk is then pasteurised and bottled in barrier-proof bottles ready for delivery," says Yadav.

"We do not use oxytocin or any other hormonal injections to produce more milk. We are strictly against such artificial practices.

Every cow is monitored and regularly checked for health. This ensures that a cow that has not fared well on health parameters is not milked, thereby ensuring safe and nutritious milk," she adds. Whyte Farms started with 50 cows in 2016, catering to a small demographic, and today has 200 cows.

But good-quality milk is not a metro phenomenon alone. In Rajasthan's Sawai Madhopur, which is as derelict as small-town India can get, completely organic Shabri Farm doesn't supply milk from its hundred buffaloes and 40 cows beyond the town. Owner Shrilal Meena says all of their milk is consumed within the town itself, as people know that the quality is good and the milk pure, and don't mind paying that little bit extra for it. "That the milk is organic might not be its selling point, as people here are not so aware of the concept, but they know the milk is pure and, hence, the demand," says Meena. When asked if he wants to supply to nearby Jaipur and even Delhi, where the label of 'organic' commands immense value, he smiles. "Pure milk will spoil very soon. How can I transport it to other cities? I don't add any preservatives."

Walking on his farm, even before you see the buffaloes and cows, you see a shed growing fodder for the animals. But the germinating corn has no soil underneath it. The technique used is hydroponics, using no soil and minimal water. Automatically-refilling water pods are another revelation in the sheds housing the animals. A lab next door tests all the milk for purity and fat content. No hormones are injected in the animals, and when the milk production tapers naturally, he sells the animals to other farmers. There is no artificial insemination practised either. Clean, efficient practices are what Meena clearly believes in. Growing organic produce and organic milk in a small town where chemicals are used freely by poor farmers to boost productivity and make ends meet is a big feat. But Meena is lucky. He has no financial compulsions. A retired LIC official, he lives off his 16 acres and has plenty to spare—both produce and money.

#### The black in white

There are many reasons why these modern milkmen are being sought after by an increasing number of households. As per a 2012 Food Safety Standards Authority of India

(FSSAI) nationwide surveillance survey, the amount of milk found to be adulterated was 68.4%. A majority of the samples collected were diluted with water or contained impurities like urea, liquid formaldehyde and detergent solution.

But large corporates can't really be blamed, feel food experts. "Most adulteration occurs at small-scale farms that supply to major milk companies. By adding water, farmers increase the volume, while other additives increase the fat content and thus the value of the milk. They may not necessarily be harmful," says Saurabh Arora, founder, Food Safety Helpline, and executive director, ARBRO Analytical Division, a food testing lab accredited by the National Accreditation Board for Testing and Calibration. "When the survey says 'adulterated', it doesn't necessarily mean unfit for consumption. Rather, only very few samples may be unsafe," he adds.

Reportedly, farmers in small villages with limited livestock inject their breed with antibiotics and hormones to increase milk production and mix detergent and oil to increase the fat content. "The collection agent then collects this milk based on fat content and then, owing to poor cold chain storage facilities, adds formalin or peroxide to prolong the milk's freshness. Milk brands procure their milk from these collection agents, pasteurise and homogenise the milk, and sell it as packaged milk," explains Sinhal of iOrganics.

Cattle are often fed with steroids and hormonal injections to boost milk production. Oxytocin, a naturally-occurring hormone, is misused widely in the dairy industry, where livestock are injected with the hormone to make them release milk at a time convenient to farmers.

To check the wide misuse of oxytocin, the government banned its retail sale in 2014 and states were asked to impose stricter regulations.

Yet things are not as desired. "To ensure the welfare of dairy animals, we have Prevention of Cruelty to Animals (Registration of Cattle Premises), 1978. Unfortunately, the authorities have failed to enforce these rules. A major reason is that a lot of these urban and peri-urban dairies are not registered and a lot of them are functioning illegally," says Gajender K Sharma, India country director,

World Animal Protection, an international non-profit animal welfare organisation. The organisation, along with the National Dairy Research Institute, developed the National Code of Practices for Management of Dairy Animals in India (National Dairy Code) in October 2014, which was recommended to all state governments. "However, most states are yet to take any action on this," says Sharma.

So it's not without reason that the farm-to-table milk industry is thriving. To win the confidence of customers, most farms get independent lab tests done weekly, checking for water, fat and other adulterants. "We even educate our customers about how even they can get our milk checked for adulterants," Sinhal of iOrganics says.

#### The other side

But corporate milk brands are confident of their quality. For instance, Mother Dairy, which is a wholly-owned subsidiary of the National Dairy Development Board, sources milk from village-level, farm-centric institutions. "At these centres, milk poured by millions of farmers undergoes basic quality tests before it is transferred to chilling plants in temperature-controlled vehicles. Here, it further undergoes extensive testing, including for adulterants, before being chilled at the desired temperature to be sent to the processing plant," says Sandeep Ghosh, business head, milk, Mother Dairy Fruit & Vegetable. "These plants are fully automated, restricting human touch at all stages and ensuring application of food safety management principles to provide clean, hygienic and safe product for consumers," he adds.

The corporation has developed its own quality-control measures to check adulterants. "We developed a test for the detection of maltodextrin (a food additive) in 2008 and patented the process. Then we employed a detergent-detection test in 2011, much ahead of other competitors in the category. We assure our consumers that each drop of milk processed by us is nutritious, hygienic and safe," says Ghosh. Also, the milk producer randomly lifts samples from the market and gets them tested for various analytical parameters and adulterants. "This is to ensure that the consumers get the same

high-quality milk that we have processed and dispatched," he adds.

Recently, the company was awarded the 'Quality Mark' for its polypack variants, which stands for adherence to stringent compliance of quality norms adopted in hygienic and safe handling of milk, right from its point of collection till it reaches the hands of consumers. The certification is awarded based on an assessment of dairy processing units conducted by a consortium of panels, including the FSSAI, NDDDB and dairy experts.

"Only packaged milk in our country needs to have an FSSAI licence. There is no quality control for the rest. So while untreated milk may be devoid of adulterants, there is always the threat of bacterial contamination," Arora of ARBRO says.

Nestlé India, which works with over 90,000 farmers at the grassroots level, assures of keeping their farmers abreast with the best dairy practices. "We provide technical assistance, veterinary services, subsidised medicine and education on good dairy practices in our field camps for farmers," says a Nestlé India spokesperson. The Nestlé a+ milk, which is sold in tetrapacks, undergoes 60 quality checks. "Our packaging material is designed for retaining quality and ensuring that the milk retains all its goodness till the time it reaches our consumers," the spokesperson adds.

#### Beyond dairy

Non-dairy milks, too, are becoming a popular option with not just lactose-intolerant and vegan consumers, but those who want to try out alternative variants. Almond milk, soy milk, coconut milk, macadamia, rice, cashew and hemp milk are other options that are being sold in supermarkets. As per a study published in the Journal of Food Science and Technology in late 2017, soy milk fared as a top choice to replace cow milk. The study investigated the nutritional differences between cow's milk and four popular plant-based milk alternatives across the world—almond, soy, rice and coconut milk. The authors rated soy on top because it is rich in proteins and can help drinkers maintain a balanced diet.

Dairy-free milks can easily be made from scratch at home with ingredients you already

have in your pantry. And that could be the best way to have high-quality, chemical-free

milk. All you need are some nuts, a powerful blender and a fine sieve.

## Two-lakh-tonne milk powder stock has private dairy players worried

<https://www.thehindubusinessline.com/economy/agri-business/two-lakh-tonne-milk-powder-stock-has-private-dairy-players-worriedglut/article23980696.ece>

AHMEDABAD/BENGALURU, MAY 24

**S**addled with huge carry forward inventory of Skimmed Milk Powder, the Indian dairy sector is staring at a further build up in stocks with the onset of a flush season in South India tracking an early monsoon this year.

According to multiple sources in the dairy sector, the current carry over stock of SMP is estimated at about 200,000 tonnes, which is unlikely to be absorbed until end of 2019. While the private players are worried, the co-operatives are unperturbed.

The SMP prices have already slipped by about ₹100 a kg from last year's peak of ₹240. According to trade sources, SMP prices in loose are hovering at around ₹145-165.

### Unreal prices

"These do not reflect the real prices. This is the distress-sale scenario amid lack of demand. We have extra inventory and forecast of a good monsoon is further adding to it. In this situation, till October 2019, we don't see the scenario improving," said Kuldeep Saluja, Managing Director, Sterling Agro, a leading dairy products exporter.

However, cooperative behemoth, Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF), which sells milk products under Amul brand sees no reason to panic as the climatic conditions are causing decline in milk production, which will absorb the excess inventory.

"Due to severe heat wave conditions, the milk production is adversely affected and has declined. It is advisable to keep stock around this season because the production will increase only around Diwali. Till then there is going to be shortage. Whatever stocks are there currently, will be consumed in the next 4-5 months," R S Sodhi, Managing Director, GCMMF said.

India's annual SMP consumption is estimated at 500,000 tonnes against a production of 600,000 tonnes - spread between cooperatives such as Amul and Karnataka Milk Federation's Nandini Dairy as well as private players based in Delhi and Maharashtra. The remaining quantity of one lakh tonne is the exportable surplus.

### Inventory build-up

"There has been no export since past two years with international prices ruling lower than the domestic prices. This is the reason, we have an inventory build-up of about 200,000 tonnes. If in this season also the SMP production is 6 lakh tonnes, the carry over will go to 3 lakh tonnes, which will be difficult to absorb without export incentives," said R G Chandramogan, Chairman and Managing Director, Hatsun Agro.

However, in the international market, SMP prices hovered around US \$2,045 per tonne, which works out to about ₹140 a kg. Due to lower international prices, the dairy players are finding it difficult to export. According to market estimates, the combined SMP inventory with KMF and Amul is about 1.5 lakh tonnes, while that of private and corporate producers is about 50,000 tonnes.

"It's not just SMP, there's a glut in ghee also as there is no demand," says R S Khanna, dairy expert and chairman (non-executive), Kwaliti Ltd. "We may see some offtake from mid-June once the festive season starts," he adds.

Khanna further said that the Government should look at subsidising the exports to the tune of 30 per cent to prevent a further build-up in stocks. The Indian Dairy Association is likely to take up the issue of subsidising the exports with the government soon.

### Exports likely

The industry wants 1.5 lakh tonnes to be procured from the cooperatives from Central

funding and shipped out to SAARC nations, which often face milk shortage.

"The government should come forward and buy the excess quantities from the cooperatives and send it to SAARC countries. This will cost them about ₹3,000 crore, but once the excess is exported out of country, it will bring things in order," a private player said.

Sodhi further stated that international SMP market has already started improving. The

benchmark GDT Price Index for SMP has recovered from US \$ 1675 in December 2017 to US \$ 2047 now. But is still lower by about US \$200 than the comparable month last year. "Another 5 per cent increase in international SMP prices and we will see exports resuming. There is hardly ₹10 a kg difference between local and international prices. Indian consumption will also grow," he added.

## Get Rs. 170 Cashback Pay Using Paytm @ Mother Dairy Outlets

Date: May 26, 2018 15:42

<https://www.indiafreestuff.in/get-rs-170-cashback-pay-using-paytm--mother-dairy-outlets>

**M**other Dairy Offering Get Rs. 170 Cashback Pay Using Paytm. Get ₹20 cashback on your first payment and ₹10 cashback on each of your next 15 payments at select Mother Dairy outlets, during the offer period.

Pay using Paytm & Get Up to **₹170 Cashback**

**₹20 Cashback on 1<sup>st</sup> payment** | **₹10 Cashback on next 15 payments**

T&C Apply . Offer valid on a min. bill of ₹20

Terms & Conditions :

As per RBI mandate, please provide any of your government document details to continue using Paytm Wallet. Click - <http://m.p-y.tm/minkyc>

Get up to ₹ 170 cashback when you Pay with Paytm at Mother dairy outlets. ₹20 cashback

will be credited after your first payment and ₹10 cashback will be credited on each of your next 15 payments.

Each user is eligible for 16 times during the offer period, once per day.

The offer is valid on a minimum payment value of ₹20 each.

Scan and Pay at the Mother Dairy outlets. Money would be deducted from the Paytm wallet automatically.

How to get Get Rs. 170 Cashback Pay Using Paytm?

[Visit offer page here](#)

Get ₹20 cashback on your first payment and ₹10 cashback on each of your next 15 payments at select Mother Dairy outlets, during the offer period.

Minimum payment to avail this offer is ₹20 each

The offer is valid from 19th May'18-31st July'18

## No hike in Amul milk rate this summer: Sodhi

May 25, 2018 by [Parasnath](#)

<http://www.indiancooperative.com/co-op-news-snippets/no-hike-in-amul-milk-rate-this-summer-sodhi/>



**G**CMMF that sells milk and milk products under Amul brand will not increase milk prices this summer, reports TOI.

GCMMF's managing director R S Sodhi said the Gujarat dairy cooperative will continue to procure enough milk and overcome the problems arising out of fuel price hike.

With 60% decline in commodity sales due to depressed market conditions in the global and local market, GCMMF's total turnover had registered a growth of 8 % over the previous year.

GCMMF had a turnover of Rs 29,220 crore in 2017-18 while its brand Amul crossed the Rs 41,000 crore mark.

## After a week of free distribution, milk farmers to go on offensive, plan protest across Maharashtra next month

<http://indianexpress.com/article/india/after-a-week-of-free-distribution-milk-farmers-to-go-on-offensive-plan-protest-across-maharashtra-next-month-5182662/>

**A**fter a week of free milk distribution, dairy farmers in Maharashtra have decided to go on the offensive in their fight to get the government-declared rate of Rs 27 per liter for milk. During a gram sabha at Lakhganga village in Aurangabad's Vaijapur taluka on Friday afternoon, farmers have decided to ambush the home of the minister of animal husbandry and dairy development in Mumbai next month and remain there till their complaint is looked into.

Early in May, dairy farmers in some areas of the state had taken to distributing milk free of cost to protest against low realisation. Dairies in Maharashtra were paying between Rs 17 and Rs 25 per litre, despite the government fixing the procurement price of milk with 3.5 per cent fat and 8.5 per cent SNF (solid not fat) at Rs 27. It had been done in June last year after the state-wide farmers' strike.

Dairies had paid the price till around August but then started slashing the prices. Low international price of Skimmed Milk Powder (SMP) and GST on dairy products were cited by the dairies as reasons for their decision to reduce farm gate prices. With SMP prices

complained of heavy losses in their businesses.

The gram sabha of Lakhganga was the first to call for free distribution of milk. Subsequently farmers in various pockets of the state had done so in the first week of May. The state government had meanwhile started issuing notices to cooperative dairies that failed to provide the government-declared price. Also, the minister had announced a Rs 3 per litre subsidy for dairies that reported 20 per cent increase in SMP production for a month. The total cost of the subsidy comes out to Rs 32 crore.

Both agitating farmers and dairies have dished the subsidy as non-productive and said it would not help the farmers. The state already has around 27,000 tonnes of powder, which they said, is eating into the bottom line of dairies due to the complete lack of markets. Instead, they have asked for a Karnataka-like subsidy programme that would see farmers being directly paid Rs 5 per litre.

In a special gram sabha called on Friday, farmers have now decided to go on the offensive. The gram sabha was attended by independent MLA Baschu Kady among others

Dhananjay Dhorde, a member of the organising committee, said they have adopted a two-fold action plan. "On June 4, we will be taking our non-productive animals and tying them at every tehsil office," he said. The next day, being the eve of the coronation day of Chhatrapati Shivaji Maharaj, the farmers plan to gate crash into minister Mahadev Jankar's official residence and remain there till their demand is looked into.

"We will be traveling the length and breadth of the state and ensure our movement is a success," Dhorde said.

Farmers, however, would continue to supply milk to the dairies and there will be no

stoppage to supply for the urban areas. Dhorde said they have taken the decision to avoid economic losses to farmers.

Last year when farmers had gone on the strike, they had stopped supplies to the cities. Dairies, however, had managed to continue normal supplies even as milk from outside the state, especially from Gujarat and Karnataka, came in to tide over the crisis.

This time, the leaders said instead of economic losses to the farmers, they will be ambushing the minister and taking the level of agitation a step ahead. "We hope this will fetch us the desired results," Dhorde said.

## Prabhat Dairy to launch kesar badam lassi, vanilla blueberry milkshake

Tuesday, 22 May, 2018, 08 : 00 AM [IST]

<http://www.fnbnews.com/Top-News/prabhat-dairy-to-launch-kesar-badam-lassi-vanilla-blueberry-milkshake-43223>

**P**rabhat Dairy Ltd plans to launch lassi in two flavours, mango and kesar badam, and vanilla blueberry milkshake. The company, which is among the fastest-growing integrated milk and dairy product companies in India, has forayed into the dairy beverage segment, with the launch of chaas, lassi and milkshake in tetrapaks, besides unveiling the Prabhat Goodness Zone, a franchise-based chain of retail outlets. It has envisioned the opening of 500 outlets in the next three years.

The company, which made these strategic announcements for its business-to-consumer (B2C) segment on the sidelines of its financial results for the fourth quarter (Q4) of financial year (FY) 2017-18, stated that it also improved its profits and maintained an incremental revenue, which are in line with its Vision 2020.

### Dairy beverages

The dairy beverage market is growing by 20-23 per cent annually and is poised to further grow threefold by 2020. Citing the high demand in the healthy beverage segment, milk-based beverages are already becoming popular among the consumers, witnessing an exponential growth of about 54 per cent.

The recently-launched beverages, namely milkshakes, lassi and chaas, will be available in tetrapaks, priced at Rs 25, Rs 20, and Rs 15, respectively. Prabhat Dairy plans to expand its beverage market in two phases. In Phase-I, it

will cover the state of Maharashtra. This will be followed by pan-India expansion in Phase-II.

### Prabhat Goodness Zones

The company has also ventured into the retail segment with the launch of Prabhat Goodness Zone in Maharashtra. The venture is an ambitious project aimed at increasing its market share in the B2C segment across the state as it aims to open 500 stores by FY 2022. The company has already piloted the Goodness Zones in Ahmednagar district, and is looking for fast expansion under its renewed identity across the state.

Commenting on the announcement, Vivek Nirmal, joint managing director and chief executive officer, Prabhat Dairy Ltd, said, "At Prabhat, we constantly strive to provide consumers' the ultimate product experience."

"Hence, we consistently keep on researching and churning out new products, which help us in growing our presence in the marketplace," he added.

"Our retail chains would be catering as a counter sale and local distribution point for Prabhat's milk and milk-based products. We are excited about the Goodness Zone, which would provide us direct access to newer markets, through which we can reach millions of customers in a short span," Nirmal said.

The Goodness Zone will sell all milk-based products, such as packaged and toned milk, ghee, cheese, chaas, lassi, dahi, shrikhand, paneer, milkshakes, etc. under its umbrella brand, Prabhat.

The company has already received multiple enquiries from other parts of Maharashtra, and is soon planning to expand the outlet chain to other states.

The outlets would also provide direct home delivery. With a stronghold in Maharashtra, Prabhat Dairy is currently identifying areas which have sales of over 4,000 litre of milk, and is already entertaining multiple offers from retail distributors across the state.

The company boasts of the best milk procurement systems in the country. It has recently added 100 bulk milk coolers in Maharashtra, taking the number to 230.

#### Financial results

Prabhat Dairy also announced its annual financial results for FY 2017-18 recently. Commenting on the financial performance, Nirmal added, "Our revenues are growing consistently year-on-year."

"Our sales, especially in the B2C segment, has gone up, as we are consistently investing in the B2C segment. We have outperformed in the latest quarter, and will continue to see a rise in the coming year, which is crucial for us in terms of further strengthening in existing markets," he added.

The total revenues for FY 2017-18 totalled Rs 1,557 crore, an increase of 10.3 per cent compared to revenues of Rs 1,411 crore in FY 2016-17.

The profit before tax rose by 84.6 per cent in Q4 of FY2017-18 to touch Rs 21.9 crore, compared to Rs 11.8 crore in Q4 FY 2016-17.

This is mainly because of the increase in the sales of cheese, which has doubled over last year.

Milk, paneer and curd are other products which are driving major sales for the company. The increase in institutional sales and growth in the B2C segment due to the introduction of new products should further provide the base for the company's overall performance in the coming years.

Gross profit grew to Rs 348 crore, an increase of 26.5 per cent compared last year of Rs 275 crore.

Gross margin remained up and increased to 22.4 per cent of the total revenues. The improvement in gross profitability is due to lowering of milk prices that has helped.

The earnings before interest, taxes, depreciation and amortisation (EBITDA) for Q4 in FY 2017-18 stood at Rs 41.5 crore, an increase of 36.6 per cent compared to Rs 30.3 crore during the Q4 of FY 2016-17.

## Two IIM Graduates Take the Milkman Route to Solve the Challenges of \$70 Billion Indian Dairy Industry

GURGAON, India, May 20, 2016

<http://googleweblight.com/i?u=http://www.prnewswire.co.in/news-releases/two-iim-graduates-take-the-milkman-route-to-solve-the-challenges-of-70-billion-indian-dairy-industry-580230011.html&hl=en-IN>

Country Delight was started by Chakradhar Gade and Nitin Kaushal, a couple of IIM graduates (IIM Indore batch of 2007) who left their bright corporate careers to solve a very basic but prevalent problem - artificial and adulterated milk.

(Logo: <http://photos.prnewswire.com/prnh/20160520/10146652> )

[Country Delight](#) promises natural, fresh and unadulterated milk directly to the doorstep of the consumer. Consumer ordering and servicing happens through a [first-of-its-kind mobile application](#) that completely takes away the hassle of managing ones milk requirements.

On how and why they started this, Chakradhar Gade said, "We saw a clear problem to solve, a huge industry to tap into and a sustainable business model that we could scale using technology."

As Indians, we love the idea of fresh milk daily. The idea of getting fresh milk is integral to our heritage and we all look back fondly to our visits to our native towns and villages. However, it's seen that the quality of milk that gets delivered to homes is far inferior to what we expect, is of an indeterminate age, reconstituted with milk powder and has questionable storage practices.

Nitin Kaushal, who has previously worked in the ITC e-choupal initiative, explained, "We realized that the Indian liquid milk market, despite being such a large and old industry, is devoid of any innovation and follows very unscientific practices. For example, at the initial levels of aggregation, most of the milk testing is still done by tasting it. Imagine - the milk delivered to your doorstep is checked on the judgement of someone who has tasted it."

He said, "For us the mission at Country Delight is to deliver natural, fresh and unadulterated milk. Natural means straight from the farm with no addition of milk powder or preservatives. Fresh means that the milk

reaches the consumer in 24-48 hours of milking. Unadulterated means scientific quality testing of milk for adulteration at every stage, and a strict no to the commonly used practice of Organoleptic (oral tasting) for accepting milk. All this quality promise of Country Delight is with the added convenience of home delivery to the consumer."

"Our business model is subscription-based where a consumer orders once and is served on a daily basis. On the mobile application, consumers can set their daily/alternate day milk subscription plans as per their requirement. In addition, the consumer can also mark vacations when going for a holidays and pay milk bills through the app," said Chakradhar.

"The mobile app is a scalable way of acquiring consumers and also gives us the ability to cross-sell value-added products such as paneer, curd and ghee," Chakradhar further explained.

"We deliver on our promise with the help of our strong network of farmers who we invest in, and our network of local entrepreneurs who deliver milk to the consumer's households. This has created a three-way win for our consumers, farmers and local entrepreneurs helping us create a scalable ecosystem that benefits the community," said Nitin.

For its sourcing, Country Delight engages directly with the farmer, eliminating all middle men, pays the farmer a premium for his milk, follows ethical procurement practices, invests in cold chain and quality testing infrastructure at the farmer's location, and improves the working capital cycle of the farmer by paying him earlier as compared to others. Essentially, the business empowers the farmer to grow and to give the right product.

For its delivery, Country Delight works with local low income entrepreneurs who work part time for 3-4 hours in the morning, delivering milk to the consumers. The regular

income that they receive from these 3-4 hours of work ensures that the fixed expenses of their businesses are taken care of, leaving the remaining part of the day for their savings.

On current business and scaling up, Nitin said, "All the key components of our business are in place. We are currently a profitable business and are growing organically at 15% every month. NCR is a huge market with about 3.6 million households. Our first target is to reach

100,000 households in the NCR region (~3% of the market). As we reach this, we would start replicating the same model in the top nine cities of the country."

Media Contact:

Chakradhar Gade

[cgade@countrydelight.in](mailto:cgade@countrydelight.in)

+91-9958340991

Co-founder, Country Delight

## Godrej Agrovet enters value-added dairy segment with launch of Jersey Thickshakes

HYDERABAD, MAY 16

<https://www.thehindubusinessline.com/companies/godrej-agrovet-enters-value-added-dairy-segment-with-launch-of-jersey-thickshakes/article23902749.ece>

The Rs 5,200-crore turnover Godrej Agrovet has announced its entry into the value-added products segment in dairy with the launch of 'Jersey Thickshakes' in the southern market. It plans to come up with buttermilk and lassi soon in Tetra Paks.

This is part of the company's strategy to transform itself into an integrated player in the Rs 6 lakh-crore dairy industry. Godrej Agrovet is the largest player in animal feed, and is increasing its presence in cattle genetics and milk procurement through its subsidiary Creamline Dairy Products Ltd (CDPL).

The Managing Director of Godrej Agrovet, Balram Singh Yadav, said the focus would be on consolidation in the five southern states, diversifying into value-added products and growth through expansion and acquisition. It has a 52 per cent stake in the Rs 1,200-crore turnover Creamline Dairy.

The company plans to leverage its linkage to lakhs of farmers through its cattle feed and related services in partnership with the large base of Creamline, which has an installed capacity to process over 10 lakh litres and procures from farmers across the five southern states, to achieve its targeted

growth in dairy, he told newsmen on the sidelines of the launch here today.

The demand for milk products is rising at the rate of around 20 per cent annually and the opportunities for growth are huge. The Managing Director of Creamline Dairy, K Bhasker Reddy, said the Jersey Thickshakes, priced at Rs 25 for 180 ml packs, will be available in retail stores across the southern states and will be manufactured at a plant near Hyderabad. The company is looking at expansion with three new plants in Tamil Nadu and Maharashtra in the next three years.

The Thickshakes will come in three flavours of chocolate, Banoffee (banana & coffee) and strawberry. It is being positioned as a healthy beverage alternative (snack) for kids and teenagers, with 100 per cent real milk and essential nutrients, proteins, calcium and vitamin A, said Raj Kanwar, CEO of CDPL.

Very soon a spiced buttermilk in Tetra Pak will be launched. A strong marketing and advertising pitch is being made to promote the production as a healthy 'on the go' snacking option and an alternative in between meals to appeal to mothers, he said.

## Mother Dairy milks untapped potential

[Shishir Arya](#) | TNN | Updated: May 16, 2018, 11:30 IST

<https://timesofindia.indiatimes.com/city/nagpur/mother-dairy-milks-untapped-potential/articleshow/64181639.cms>

**M**ilk procurement has gone up six times in Vidarbha and Marathwada after Mother Dairy took over state-run Milk Scheme plant at Seminary Hills in 2016.

The procurement by Mother Dairy, a sister unit of National Dairy Development Board, stands at 1.96 lakh litres a day as of May 2018. The unit covers 1,525 villages (944 collection points). The plant handles 1.20 lakh litres a day, supplied by over 26,000 farmers.

Government sources say farmers earlier did not prefer Milk Scheme because of the tedious payment system. Earlier, the payments were routed through milk cooperatives, which remitted the payment through district central cooperative banks. This led to a long delay. "There was a manual system of recording fat level in milk which determined the rates. This also had a chance

of altering the details and often farmers were left complaining of not getting the right price," said a source.

"The old system has been replaced with an online mechanism and direct payment to the farmers' accounts. The funds are remitted every 10 days," the source said.

Till date Rs162 crore have been paid to the farmers. Mother Dairy sells 25,000 litres of pouched milk in Nagpur and nearby areas, says a note by Mother Dairy.

A survey revealed that 5,000 new cattle heads, which include roughly equal number of high yielding cows and buffaloes, were purchased after Mother Dairy started operations. This is expected to have added another 50,000 litres a day, the source said.

## Health/Awareness

### Women take lead in dairy farming

May 30, 2018,

<http://www.tribuneindia.com/news/ludhiana/women-take-lead-in-dairy-farming/597325.html>

Tribune News Service

Ludhiana, May 29

**T**hirty four farmers including thirteen women participated in a 2 week training programme on “Dairy Farming”, organised at the Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana.

Other than farmers from Punjab and adjoining state, a farmer from Assam also attended the

course. The experts delivered lectures as well as hands on training on dairy farming.

Dr HK Verma, director, extension education, said that the university is persistently catering to all needs of dairy farmers. He said that the varsity has developed two android based mobile applications “Precision Dairy Farming” and “Dairy Prajnan” for the benefit of dairy farmers.

### Fermented dairy foods need more clinical trials: Experts

Karnal, May 27

<http://www.tribuneindia.com/news/haryana/fermented-dairy-foods-need-more-clinical-trials-experts/596006.html>

**N**early 150 experts from across the country stressed on the need for more clinical trials on validation of health claims related to fermented foods so that the credibility of fermented foods could be retained.

They gave their recommendations at the valedictory function of a two-day conference on ‘fermented dairy foods and their health benefits’ at the National Dairy Research Institute (NDRI) here on Sunday.

Besides, they emphasised on the need for functional microorganism in fermented foods for boosting the sustainable development of food security in India, incorporation of ethnic fermented foods into academic programmes at masters and PhD levels in food and dairy sciences, more efforts to be done for developing value added probiotic dairy products for people of high altitude regions, including civilians and defence personnel, suitable packaging system for fermented dairy products for the benefit of Indian consumers, use of prebiotic as microencapsulating

material for probiotics to ensure their effective delivery in human gut.

Dr Rameshwar Singh, Vice-Chancellor, Bihar Animal Science University, Patna, said that the present trend indicated the attraction of consumer towards probiotic-based fermented dairy foods due to various perceived health effects of such bacterial cultures.

He maintained that at present many fermented dairy products were available with probiotic bacteria, but the dairy industry was dependent on supply of such cultures from overseas-based companies. In this regard, he lauded the efforts of the NDRI in developing indigenous probiotic cultures and transferring the technology to the industry.

Referring ‘dahi’ as one of the best fermented dairy food in India, Dr RRB Singh Director, NDRI, said that ‘dahi’ had been prepared at the household level in the country, but to prepare it in organised sector was a challenge which has been overcome by scientific input. The popularity of ‘dahi’ can be judged from the fact that at present the organised sector

for 'dahi' was growing at the rate of 22 per cent.

At present, only 10 per cent of the market of fermented dairy products was in the organised sector and out of which 80 per cent market was being dominated by plain 'dahi'.

The Director said innovations were required to make available more variants of 'dahi'. The

other fermented dairy products like cheese, 'lassi' and cultured butter milk were also growing at the rate of nearly 20 per cent. The low shelf-life of fermented dairy products was one of the challenges faced by the dairy industry and scientists at NDRI were working towards this.

## Milk intake may cut metabolic syndrome risk in obese kids

IANS | May 25, 2018, 16:52 IST

<https://timesofindia.indiatimes.com/home/science/milk-intake-may-cut-metabolic-syndrome-risk-in-obese-kids/articleshow/64318392.cms>

**I**s your child obese? If so, drinking at least two servings of any type of cows' milk each day are more likely to have lower fasting insulin, indicating better blood sugar control and risk factors for metabolic syndrome, according to a study.

Metabolic syndrome is defined as the presence of at least three of five conditions that increase the risk of diabetes, heart disease, and stroke high blood pressure, high levels of blood sugar or triglycerides, excess belly fat, and low "good" cholesterol levels.

The results showed that children who drank less than one cup of milk each day had significantly higher levels of fasting insulin than those who drank less than or at least two cups a day.

"Our findings indicate that obese children who consume at least the daily recommended amount of milk may have more favourable sugar handling and this could help guard against metabolic syndrome," said Michael

Yafi from the University of Texas Health Science Centre, US.

For the study, the team analysed 353 obese kids and adolescents aged 3 to 18 years and recorded information on daily milk intake, milk types, sugary drinks intake, fasting blood glucose, and insulin sensitivity.

The results presented at 2018 European Congress on Obesity (ECO) in Austria, showed that kids who drank at least two cups of milk a day no association between milk intake and blood glucose or lipid levels.

Another study, presented at the 2018 ECO, stated that dairy products had no link in the development of childhood obesity, as thought earlier.

According to the researchers, no evidence was found to suggest that body fatness varied by type of milk or dairy products, or with age of the children as opposed to the known belief.

## How to Safeguard Against Milk Adulteration

<https://www.openpr.com/news/1055796/How-to-Safeguard-Against-Milk-Adulteration.html>

Owing to its high nutrient profile and associated health benefits, milk has become a staple in most households. The increased demand for milk has, however, given rise to the problem of adulteration. It has been found that milk adulteration is rampant in developing countries due to lack of effective monitoring and relevant penal laws. Milk adulteration is often done to increase profits or reduce the cost of production. Sometimes, it may also occur due to substandard processes being used during milk production. Whatever the reason for the milk adulteration, the consumer is the one who has to suffer in the end.

Water is the most common adulterant. Studies have revealed that water is the most common adulterant used to increase the quantity of milk. This increases the profit margin for the milk supplier. The consumer suffers because they get lesser nutrients from milk that is adulterated with water. The situation can turn worse if the water used to adulterate milk is contaminated. In such cases, consumers may get infected and develop serious health problems. Since a milk adulterer is already committing a crime, it is difficult to tell whether they are using potable water or contaminated water to adulterate the milk.

### Other toxic milk adulterants

Consumers face a greater risk when milk is adulterated using soap, urea, caustic soda, formalin, hydrogen peroxide and other toxic chemicals. These toxic adulterants are added to make the adulterated milk appear thick and

creamy. The aim is to make the adulterated milk look the same as the real thing. When consumers ingest such toxic chemicals, it can create serious health issues. Imagine children drinking such highly toxic milk, and you can get an idea about how scary the problem of milk adulteration has become. It appears that some milk suppliers care only about money and they have no regards for consumers' health and safety.

### How to safeguard against milk adulteration

One option is to stop drinking milk entirely, but that would also mean the loss of essential nutrients found in milk. The best way to safeguard against milk adulteration is to buy milk from reputed brands. Credible milk producers have a dedicated system of scientific processes and quality checks that ensure purity and freshness of milk. Samples are taken at every stage of the collection and distribution process, which ensures that the milk remains free from all types of adulterants. When you buy milk from a reputed dairy producer, you can be rest assured that it's 100% fresh, pure and free from adulterants.

Read more articles about health and milk at [www.niryas.com](http://www.niryas.com)

Niryas food is a leading manufacturer of milk products, headquarter based out in Delhi

a-9, bhagat singh marg, kewal park, azadpur delhi 110033

FSSAI CEO: People hear adulteration, and think milk is mixed with detergent, urea.

That's not the case

Published: May 27, 2018 1:36 AM

<https://www.financialexpress.com/industry/fssai-ceo-people-hear-adulteration-and-think-milk-is-mixed-with-detergent-urea-thats-not-the-case/1182412/>

**P**awan Kumar Agarwal was appointed the chief executive officer of food regulator Food Safety and Standards Authority of India (FSSAI) in 2015. In a telephonic interview with Smitha Verma, he talks about the role of the food regulator and how the quality of milk and its safety are being ensured. Edited excerpts:

What role does the FSSAI play in ensuring the quality of milk?

We have set safety standards for milk to be followed that have been given out to states. Every state has food safety commissioners who are supposed to keep a check on the quality of milk. These are skilled personnel who know what measures need to be followed.

Why is then there rampant adulteration in packaged milk?

'Adulterants' is a broad category and even water in milk will be called an adulterant, but that doesn't mean it is unsafe milk. What we have to understand is that there are different kinds of adulterants... like water is a seasonal adulterant, which happens in summer months or during festivals when demand for milk is high. This is more an issue of milk quality rather than unsafe milk.

As per a 2012 FSSAI nationwide surveillance survey, the amount of milk found to be adulterated was 68.4%. Your comments...

There's some confusion regarding adulterants in milk. It is a matter of misrepresentation. The moment people hear adulteration, they think their milk is mixed with detergent, urea, shampoo or so. That is not the case. Roughly, only 10-12% of milk sold will have adulterants that might pose a safety issue. And most big milk brands follow stringent measures to check adulterants. Even if minute traces of detergent are found in some milk samples, it could be because the milk was stored in a container that contained traces of the detergent left after washing it. And to some extent, those traces must have led to a high figure of 68.4%.

So what is the FSSAI doing to change the public perception?

The last survey had many gaping holes, as different agencies conducted it and the parameters followed were not uniform. So now, we are conducting a new survey, which will be conducted by one agency across the country.

Several start-ups are promising farm-fresh or organic milk. What checks and balances are in place for these ventures?

It is the state government's responsibility to ensure that these enterprises are registered and also the quality of milk being sold follows the standards set up by the FSSAI.

## Kerala: Expert committee recommends reducing milk producers' unions

24th May 2018 03:05 AM

<http://www.newindianexpress.com/cities/thiruvananthapuram/2018/may/24/kerala-expert-committee-recommends-reducing-milk-producers-unions-1818657.html>

**B**y Express News Service

An expert committee appointed by the government to study dairy cooperatives in the state has recommended reducing the number of regional milk producers' unions from three to two. The committee headed by retired IAS officer Lida Jacob, in an interim report, has recommended merging the Thiruvananthapuram and Kochi unions while retaining the Malabar union.

The report, on the other hand, favours retaining the three-tier system in the dairy sector composed of primary cooperatives, regional milk producer unions and, at the top, the Kerala Cooperative Milk Marketing Federation Ltd (KCMMF - Milma). The interim report contains 25 recommendations, including a proposal to entrust the appointments to the regional unions with the PSC.

According to Lida Jacob, the three unions together handled only 12 lakh litres a day, a substantially small volume when compared to other states. "So do we need such a big system?" she said, on the recommendation to reduce the number of regional unions to two. Forests and Dairy Development Minister K Raju, who accepted the report from the committee on Wednesday, said the government would examine the report and implement the recommendations that are viable.

The committee has also recommended the introduction of a common cadre for appointments to the posts of assistant managers and above in the federation and regional unions to bring in professionalism. Other recommendations include periodical performance and technical audits in the federation and unions and a comprehensive assessment of their finances in the past five years.

## Health Dept raids dairies, ice-cream units in Nabha

Posted at: May 20, 2018,

<http://www.tribuneindia.com/news/chandigarh/health-dept-raids-dairies-ice-cream-units-in-nabha/591969.html>

**O**fficials of the District Health Department raided the dairies near Hira Mahal locality in the Nabha town on Saturday morning.

A team led by the District Health Officer (DHO) Dr Krishan Singh and the Food Safety Officer, Puneet Sharma, collected five samples from three dairies. The officials took samples from Khan Dairy of Hira Mahal and from another two dairies which had no name board installed.

After receiving information about the surprise raid at about 7:35 am, most of the dairies were locked, which made it clear that there were many illegal dairies were involved in selling of adulterated milk in the area.

Interestingly, majority of the dairy owners had not put up any name board outside their shops establishments to dodge the Health Department.

The health officials also took the samples of ice cream factories located on the Chaudhary Majra Road. These factories are also running the business without any signboards. Many dairy owners and the farmers who are running the business seemed to be happy as they were of the opinion that they were not getting appropriate prices for their milk products.

The DHO, Dr Krishen Singh, said, the Health Department conducted surprise checking from time-to-time and took samples of

consumable items being sold in the district. He said he had recently joined at his new posting at this was the first raid conducted in Nabha and sampling was done. He said five samples had been collected from three dairies in the town.

Farmer Sarabjit Singh, who is running a dairy, said, the selling of adulterated milk had caused a direct loss to the farmers who were failed to earn appropriate prices for their milk products.

## Food Safety on Wheels makes second stopover in Dimapur

May 20, 2018

<http://morungexpress.com/food-safety-on-wheels-makes-second-stopover-in-dimapur/>

The mobile food testing laboratory – Food Safety on Wheels – revisited Dimapur’s New Market conducting yet another round of tests on May 19. Earlier on April 24 and 25, the mobile testing laboratory made the rounds in Dimapur collecting and conducting on spot tests of packaged food items, including bottled water, spices, fruits juices and other beverages sold in the market.

On May 19, samples of fish, fruits and dried fish sold at the New Market were collected and tested. This time, the Food Safety Commissioner of Nagaland, Himato Zhimomi was also on site along with the District Food Safety Officer (FSO), Chief Medical Officer, Dimapur and officials from the parent Health & Family Welfare department.

FSO, Dimapur Sendong Jamir informed that “preliminary tests” were conducted on the samples collected today, which will then be subjected to further comprehensive analysis at the State Public Health Laboratory, Kohima. He added that it will likely take a week for compiling the results of the tests.

“The testing conducted by the team of Food Safety on Wheels is a preliminary spot testing of food items for standard confirmation under the FSSAI Rules and Regulations,” further stated a press release issued by the FSO.

Besides, serving as a mobile testing vehicle, the FSSAI’s (Food Safety and Standards

Authority of India) Food Safety on Wheels seeks to generate consumer awareness on health concerns and hygiene. The vehicle has onboard testing facilities that could be used for “quick qualitative testing and for detection of common adulterants in foods.”

Commissioner Zhimomi speaking to The Morung Express regarded the tests as a continuing two-pronged exercise to keep in check contaminants in food as well as an awareness drive. Asked on the possibility of vendors (of perishable items) using banned chemical preservatives, he responded, “I don’t want to jump to conclusions. If we find any (contaminants), we will enforce appropriate penalties as per the Food Safety law.” He said that the details of the test findings can be known only after the reports are sent to him.

Stating that public health is paramount, he said that the sellers cannot be allowed to do things their own way at the cost of the consumers. “At the same time, the consumers must be aware of what they are buying.”

Meanwhile, the details or results of the first round of tests conducted as the mobile laboratory travelled across the districts could not be had. During the first stopover in Dimapur, certain spices sold in the markets here were reportedly found to contain traces of carcinogenic artificial colouring agents.

## 71 bags of Goa Dairy milk powder sealed

| Saturday | 19th May, 2018

<https://www.nyooz.com/news/goa/1115606/71-bags-of-go-dairy-milk-powder-sealed/>

The inspection was conducted by the senior food safety officer Abel Rodrigues along with food safety officer Amit Mandrekar. Samples of the milk powder were subsequently tested. PONDA: Over a year after testing milk from Goa Dairy for 'bad odour', a special team of the food and drugs administration ( FDA ) on Friday milk powder. "A total of 71 bags of the powder weighing 25kg each have been sealed," she said.

sealed 1,775kg of skimmed milk powder produced by the dairy over allegations of adulteration. Results are expected in three to four days. FDA director Jyoti Sardesai said the team had acted on a telephonic complaint about the alleged adulteration of the dairy's skimmed

## Survey/Report

### The Constructive Market Report On Global Buttermilk Powder 2018-2025

May 19, 2018

<https://orbitnewscap.com/the-constructive-market-report-on-global-buttermilk-powder-2018-2025/24932/>

Report Summary

This report of the [Global Buttermilk Powder Market by Questale](#) has been released to study the market trends of the Global Buttermilk Powder . All key market updates as well as technological updates will be enlisted in this report. This report will provide a detailed assessment of majorly the following:

Product overview and scope of Global Buttermilk Powder market

Revenue and sales of Global Buttermilk Powder by type and application (2018 – 2025)

Major players in the Global Buttermilk Powder market

Global Buttermilk Powder market players/suppliers Profiles and Sales data

Marketing strategy analysis and development trends

Market effect factor analysis

Capturing the mindshare of their audience is intrinsic to a company which is aiming to make a launch in the Global Buttermilk Powder market. This is possible through a well-versed community management and growth marketing plan for the Global Buttermilk Powder industry. There are 2 main ways to go about doing it:

Working with the right publishers to craft for you a go-to-market strategy for competitive genres.

Considerate use of digital marketing space.

You will get a look at the customised market segments according to geographical regions, country or even different combinations of manufacturers in the market. Connect with us if you want a customised report according to the data you need.

Access the full report at the following link: <https://questale.com/report/global-buttermilk-powder-market-professional-survey-report-2017/1554>

Understanding The Global Buttermilk Powder Market: Key Highlights

This report will provide a detailed assessment of majorly the following:

Product overview and scope of Global Buttermilk Powder market

Revenue and sales of Global Buttermilk Powder by type and application (2018 – 2025)

Major players in the Global Buttermilk Powder market

Global Buttermilk Powder players/suppliers Profiles and Sales data

Marketing strategy analysis and development trends

Market effect factor analysis

Emerging niche segments and regional markets

A complete framework analysis, including an assessment of the parent market

An empirical assessment of the trajectory of the market

Major changes in market dynamics

Historical, present, and prospective size of the market from the perspective of both value and volume.

Key Considerations: Players, Application Usage, Geographical Base

The following are the major players in the Global Buttermilk Powder market depending on their revenue survey and the market forecast for the period of 2018-2025:

NZMP(New Zealand)

Glenstal Foods(Ireland)

Glanbia Ingredients Ireland (Ireland)

Interfood(Netherlands)

Arla Foods(Sweden)

Fonterra(New Zealand)

DairyAmerica(US)

Amul(India)

Dairy Farmers of America(US)

Sodiaal Group(France)

Valley Milk(US)

Associated Milk Producers(US)

Arion Dairy Products(Netherlands)

Innova Food Ingredients(Spain)

Sterling Agro Industries(India)

Grain Millers(US)

Agri-Mark(US)

Bluegrass Dairy & Food(US)

This report will also provide the sales volume of the Global Buttermilk Powder, along with revenue, market share and growth rate of

each type. The data of these factors will be split into the following categories:

Confectionery

Ice Cream

Bakery

Dairy-based Sauces

Based on the user application of the vaccine, this report will cover the following entity:

Pray Dried Buttermilk Powder

Atmospheric Roller Dried Buttermilk Powder

Aforementioned, the report will study and detail you upon the present market trends along with predicting the future development status in Global Buttermilk Powder. This fully and deeply researched will reveal the market situation along with focussing on the top players in Global Buttermilk Powder. You will get a detailed research of the production of the market materials in a million USD. This will further be added with the data about the total consumption figures in the market along with revenue generated figures. An added bonus will be a coverage of some of the big players in the industry.

The report will provide valuation on the basis of below regions in the {Market} market.

North America

China

Europe

Southeast Asia

Japan

India

Key Questions Answered In This Report

What will be the market size of {Market} Market in 2025?

What will be the growth rate?

Which market trends are impacting the growth of {Market} in Global market?

What are the major market trends?

Who are the leading vendors in {Market} Market in Global market?

What are the major drivers in {Market} Market globally as well as other regions?

You can read a detailed index of the entire research here: <https://questale.com/report/global-buttermilk-powder-market-professional-survey-report-2017/1554>. If you have any

special requirements, please let us know and we will offer you the report as you want.

We are grateful to you for reading our report. If you wish to find more details of the report or want a customization, contact us.

### **New Zealand to slaughter thousands of cows in attempt to eliminate Mycoplasma bovis bacteria**

<http://www.abc.net.au/news/2018-05-28/new-zealand-to-slaughter-thousands-of-cows-mycoplasma-bovis/9808532>

**P**oliticians and industry leaders announced the ambitious plan on Monday, saying it will cost \$NZ886 million (\$813 million) and, if successful, it will be the first time an infected country has eliminated Mycoplasma bovis.

Farming is vital to the economy in New Zealand, whose isolation has helped protect it from some diseases which affect herds elsewhere.

Last July, Mycoplasma bovis was found in the country for the first time.

Found in Europe and the US, the bacteria can cause cows to develop mastitis, pneumonia, arthritis and other diseases.

The disease is not considered a threat to food safety, but does cause production losses on farms.



"Cabinet has today joined with industry and collectively decided to attempt the eradication of the cattle disease Mycoplasma bovis from New Zealand," Prime Minister Jacinda Ardern said.

"We've made this decision in partnership with our farming sector to protect our national herd and the long-term productivity of our economic base

"We essentially had three options in front of us today: phased eradication, long-term management or doing nothing.

"Our plan to eradicate Mycoplasma bovis over time will require significant resources from both government and the industry, but to not act would cost even more.

"Cabinet today agreed ... on a phased eradication plan that all up could cost \$NZ886 million."

## The Latest Superfood Trend Is Cockroach Milk

<https://www.inquisitr.com/4916121/the-latest-superfood-trend-is-cockroach-milk/>

Packed with vitamins and antioxidants, foods like avocados, blueberries, and wheatgrass fall into a category known as superfoods. Now, health food enthusiasts are getting excited about a relatively new superfood that may be more nutritionally dense than any other: cockroach milk.

While a little hard to swallow, the unusual milk crystal produced by certain cockroaches has more essential protein and amino acids than just about any other superfood. According to a study of cockroach milk done in 2016, the substance is “like a complete food,” with nearly four times the protein found in ordinary cow’s milk.

While some health food fanatics may be tempted, trying to milk a common household cockroach will not produce any of this nourishing superfood. There is only one specific type that produces milk crystals: the Pacific Beetle cockroach.

Per a CBS News report, this particular cockroach gives birth to live young, unlike other species that lay eggs. The protein-infused milk produced by the female bug is used to feed the young roaches as they develop.

While cockroach milk is quickly becoming a superfood trend, it is not something you’ll find at the local health food store. However,

that may change as forward-thinking entrepreneurs are figuring out products that might make cockroach milk actually sound appealing one day.

Touting the many health benefits of eating bugs, Gourmet Grubb has come up with a food product called Entomilk. While not specifically made from cockroach milk, the company’s website describes one product as “milk made from sustainably farmed insects.”

Even if health food companies were to find a way to package and market cockroach milk in an attractive way, scientists are not even sure humans can consume it.

“We have no evidence that it is actually safe for human consumption,” said Subramanian Ramaswamy, the lead author of the 2016 study.

Until more research is done to determine the real, if any, health benefits of consuming cockroach milk, it is probably best to stick to superfoods that are easy to find and certainly more appealing. Despite being “among the most nutritious and highly caloric substances on the planet,” it is not likely you’ll be seeing the Pacific Beetle cockroach’s milk crystals showing up on the shelves in the neighborhood health food store anytime soon.

## Dubai Dairy Brand Launches Vegan Milk Line

May 27, 2018

<http://vegnews.com/articles/page.do?pageld=11332&catId=1>

**K**oita Foods, which distributes its dairy products to the Ritz Carlton hotel, will now offer a dairy-free line made with almonds, oats, soy, and rice.

Dubai-based dairy brand Kiota Foods will launch a dairy-free line this summer in the United Arab Emirates (UAE). In June, the brand will debut its oat-based milk and organic almond milk—made with oats and almonds sourced from Italy, with soy- and rice-based alternatives to follow in August. “Everyone’s specific nutrition requirements

are different and we don’t believe in a black or white solution for milk,” Koita Foods CEO Mustafa Kiota said. “Plus, we are consumer driven, not farmer driven.” The brand currently distributes its products to 500 retailers and partners including hotels such as the Ritz Carlton and The Four Seasons, and grocery chains such as Waitrose and Carrefour. Veganism is a growing movement in the UAE according to vegan Saudi Arabian Prince Khaled Alwaleed bin Talal Al Saud, who plans to open a minimum of 10 plant-based restaurants in the region by 2020.

### ‘Family or farm?’

**T**umultuous dairy industry contributes to tough choices

Sunrise Farm is a small dairy farm of 115 cows nestled in the rolling grass hills of Everett, parallel to Clear Ridge Road.

It has been in Stephen Bennett Sr.’s family for nearly a century, ever since his grandfather purchased the land in 1920.

But lower milk prices and the accumulated debt are pushing Bennett to sell the family-owned business, which will begin July 20 with an auction to sell farm equipment. After the auction, Bennett will start selling his cows.

“The sad part about it is that there are going to be a lot of family farms, small farms, exit the business,” Bennett said. “And it’s going to be like how the rest of the world operates: large corporates.

“Any business will have its ups and downs. And we’ve always had up-and-down cycles, but this last one has lasted too long,” he added. “It’s just been too long, and financially, a lot of people just can’t cope with it.”

Bennett said he needs \$19 to \$20 per 100 pounds of milk just to break even. He said he is currently making about \$14 per 100 pounds of milk because of oversupply. While there

has been a decline in milk demand, the costs of production per cow has increased, he added.

“In this line of work, we’re in a business where somebody else tells you what they are going to give you for what you do,” Bennett said, commenting on how co-ops set milk prices. “It’s not like you can set a price. It kind of makes it tough.”

#### Industry struggles and proposed solutions

The Pennsylvania Department of Agriculture and other dairy industry advocates launched a campaign May 18 at Martin’s Foods along Logan Boulevard in an effort to address the struggles of dairy farmers.

The “Choose PA Dairy: Goodness that Matters” campaign aims to support the industry and educate consumers on finding and purchasing locally produced milk. Local milk products will be labeled with a PA Preferred logo or the plant code 42 on their packaging near the lids.

“In this business of food, there is both a person on the production side and a person on the consumption side,” state Agriculture Secretary Russell Redding said.

"There's a human on both sides of this transaction. We make a connection between purchasing decisions and our local communities," Redding said. "We make a connection between dairy farms and good nutrition. We also make a connection between the health of our bodies and the health of our communities."

Redding told Congress in February that when milk prices are down, farmers add cows to try to make up for lost revenue but collectively worsen the imbalance of milk supply that reduced prices in the first place.

Data from the U.S. Department of Agriculture National Agricultural Statistics Service show a 13 percent increase in milk production in the United States from 2008-17, jumping from 190 billion pounds in 2008 to more than 215 billion pounds in 2017.

The NASS data also illustrate a decrease in consumption of fluid milk nationwide from an average of 179 pounds per person in 2008 to an average of 154 pounds in 2016.

Larry Miller, service manager at Fisher and Thompson dairy farm supplier, cited multiple reasons for the dairy industry's decline, including a lower consumer demand, marketing from other beverages, competition from milk alternatives, limits of milk supply in schools and reduced milk exports.

Gov. Tom Wolf and his administration are trying to attract new processors to the state, surveying county economic development organizations to determine suitable sites for dairy processing, petitioning the state Milk Marketing Board to seek reforms and collaborating with stakeholders to produce a dairy development plan, according to a press statement.

While many farmers are in a difficult financial situation, Redding said he is more optimistic about the industry, noting that indicators are improving.

As tips to dairy farmers still in the industry, Redding suggested farmers have conversations with their farm lenders, ensure all farm operations and services are sufficient, take advantage of available resources and add other enterprises and diversification to their businesses.

Renting property out and diversification

Some farmers still in the industry opted for diversification and for renting their properties out.

David Smith, who owns a farm in Martinsburg, sold his milking cows in December 2016. He now rents his property to Phil Kulp, a dairy farmer down the road from him, and raises cows for him. Smith also works part time at Central Hydraulics.

He said he received a sign from God nearly two years ago that it was time for him to get out, noting indicators that the industry was not going to bounce back.

"I love what I did," Smith said. "But God knew what my next steps would be," adding he was fortunate to have made an easy transition and received support from his accountant and staff.

"I realize everything I have is God's," Smith continued. "I took it from the perspective that this is God's farm, and I will do what he wants me to do."

Smith's father, George, bought the homestead in March 1962. Smith began farming from the time he could "pick up buckets" and took ownership of the farm in 1998. He had a total of 600 milking cows before selling them.

"Dairy farmers are price takers, not price makers," Smith said. "A farm of about 100, maybe 150, can find a niche in the dairy industry and make it through some of these downward turns. And, of course, a really large dairy farm, meaning 1,000 plus, can work through it because of its economy of scale."

Smith said there needs to be a balance of intervention, regulations and non-interference to help fix issues within the industry and also recommended that dairy farmers have side businesses, whether that's shed-making or raising chickens.

David Rice, owner of the Clover Creek Cheese Cellar in Williamsburg, said he began diversification efforts 13 years ago, when his dairy farm started selling cheese. He and his family also produce raw milk and grass-fed beef, selling their products to health food stores and at farmers markets and stands.

He cut ties with his co-op in November 2017, realizing it made more economical sense for him to sell his products himself instead of

through a co-op. In a given week, the farm produces about 200 gallons of raw milk and about 1,000 pounds of cheese.

“If it’s been a family farm for generations, it’s really hard to give up that heritage,” Rice said. “Even though my family has farmed for many, many years, it’s been in different places. So that’s made it a little easier. But there are farms around here that have been in the same family for 200-300 years.”

Rice has 55 milking cows, 54 calves and 32 yearlings on his 135-acres, which the family bought in 1990. All of his products come from grass-fed cows.

“We went this cheese route because we were hoping to keep it a small family farm and provide opportunities for any of our children to come along and be part of the family farm. I think there are a lot of customers that want that,” he said.

“I think that, as farms get too big, I think there may be backlash,” Rice added. “I think that’s what the industry needs to be careful of. They don’t become so big that they lose touch with what people want.”

#### Family over farm

Bennett was only 6 years old when he started helping out on the farm. The now 55-year-old farmer wore a portable defibrillator for three months due to heart issues while managing the farm’s daily operations and needs annual health checkups.

The daily stress and financial instability of managing a dairy farm are too much of a distress to his health and to his family.

Before his death about seven years ago, Bennett’s father reportedly told his son to get rid of the farm if it became too burdensome.

“Which is more important? Your family, your life or the farm?” Bennett asked rhetorically.

“I think if things would’ve been better — if things were good and the business was good and you had to sell because of health reasons or something — it would really be tough to give it up,” Bennett said. “But in the last two or three years, it’s been so tough trying to keep it going that you don’t look at it the same way.

“It’s just been so tough in the last couple years that you get to a point where you need away from it. You just need to move on,” he added.

As Bennett prepares to leave the dairy industry, he is unsure of what will happen next. He said he is thinking about getting into commercial truck driving or school bus driving and is searching for other full-time job opportunities.

“I just take one day at a time and let the good Lord lead me where he wants to,” he said as he stood up to go prepare feed for his cows.

Mirror Staff Writer Shen Wu Tan is at 946-7457.

## Saudi Holsteins bred with Canadian Holstein semen

[May 23, 2018](https://thereview.ca/2018/05/23/saudi-holsteins-bred-with-canadian-holstein-semen/)

<https://thereview.ca/2018/05/23/saudi-holsteins-bred-with-canadian-holstein-semen/>

It's hard to believe that Canadian Holstein semen would be sought after in the Middle East, and even in Saudi Arabia, where temperatures can soar to over 50 degrees centigrade.

Canadian cows don't have to deal with that type of climate, so one would think the bull semen would not produce calves conducive to the extremely hot temperatures.

"The cows in Saudi Arabia are very well looked after and have protection from the desert heat," explains Craig LeRoy, East-Gen dairy solutions specialist from St-Eugene who recently visited milking farms in Saudi Arabia to exchange ideas on dairy production. While promoting sales of Semex semen as well as offering and taking advice on better dairy management, LeRoy said he was impressed with the 40,000-milking-cow herd that comprises the 80,000-head farm.

"Their operations are very clean, well organized and developed so cows can be inseminated easily with our semen." LeRoy states that there are no bulls on the farms and all pregnancies occur artificially. "It's our goal to partner with them so that we can supply the Middle East dairy industry with the best semen available."

Though Semex didn't get the contract this year to supply any of the farms, the company has done so in the past.

Visiting the mostly Muslim country that is home to Islam's holiest city was quite an experience for LeRoy, who grew up milking cows on the family dairy farm and showed horses with his father, Jeff.

"It's a fascinating place and I was very well looked after," says LeRoy, who bunked down on the farm in the visitor's quarters.

Another part of the farm includes living space for more than 700 Indian and Pakistani workers employed by the farm to milk, feed and clean. Workers are hired for about \$300

Canadian per month, including room and board.

"They send the money home to their families in India, Pakistan and the Philippines," says Dr. Bryn Holmes, who teaches at the American University of Raz Al Khaima. "It doesn't sound like a lot of money, but back home, it's a fortune." The workers get 30 days off a year and go back to their home country to spend time with family.

LeRoy was impressed that their dairy industry was so lucrative.

"There's no way to grow crops or hay, and water is very hard to come by. Now everything must be imported, including labor."

All hay, mostly alfalfa, minerals and supplements are imported from the United States. Water that was once extracted from the ground now has to be imported as well. LeRoy understands that the extraction of water that rests above the oil was disturbing the ground and making it difficult for oil companies to harvest.

"The only thing that helps Saudi Arabia stay in the dairy industry, producing milk, cheese and yogurt, is the fact that it has cheap labor. Every other input is very costly."

Dairy product prices are not that different than those in Canada. A Saudi Arabian Riya is worth about three Canadian dollars as is many of the UAE (United Arab Emirate) countries. One litre of milk is worth about six riyas or dirhams, making milk 20 per cent cheaper than the cost at Independent Grocer's in Alexandria. Because the dairy industry continues to improve in Saudi Arabia, sheiks and investors are buying land in North America where they will be able to grow their alfalfa to import. Arizona and California are prime targets for the production of hay to export with thousands of acres already owned by the Saudis.

LeRoy was pleased with the experience to visit Saudi Arabia and looks forward to a

return visit where he can promote Canadian Holstein semen.

## 80 years of fresh pasteurised milk in Maltese households

Sunday, May 20, 2018, 00:01

<https://www.timesofmalta.com/articles/view/20180520/business-news/80-years-of-fresh-pasteurised-milk-in-Maltese-households.679518>

In the early 1900s, the Maltese Islands were hit by an alarming increase in the prevalence of Mediterranean fever. Sir Temi Zammit, a Maltese member of the Mediterranean Fever Commission, discovered that goat's milk was responsible for the great majority of fever cases.

Despite the changes in legislation and regulations to control the disease spread by raw goat's milk, the 1920s and 1930s were characterised by a steady increase in brucellosis cases, as the public continued to consume raw milk. As a result, a special committee was appointed to report on the feasibility of setting up a milk pasteurisation plant after drawing attention to the expenditure then being incurred by the government in the hospital treatment of undulant fever cases. The commission report gave birth to an organised dairy industry on the Maltese islands.

May 11, 1938 saw the official inauguration and opening of the Milk Centre in Ħamrun,

which in 1943 became the Milk Marketing Undertaking (MMU).

The sale and distribution of pasteurised milk commenced in Valletta, Floriana, Sliema, and Ħamrun in special electrically-driven vans.

Following World War II, cow's milk in addition to goat's milk started being pasteurised and sold in the same way as goat's milk. However, the bottles had different caps. In 1957, the whole of Malta was closed for the sale of raw milk.

In 1986, the Milk Marketing Undertaking transferred its obligations and responsibilities to a newly formed private company Malta Dairy Products Ltd, and two years later, the brand name Benna was introduced on the products.

From then onwards, the company continued to expand its range of products and fulfill its mission to provide each and every outlet in Malta and Gozo with fresh pasteurised cow's milk every single day.

## Training for dairy farmers

19th May, 2018

<https://www.nyoooz.com/news/kozhikode/1115258/training-for-dairy-farmers/>

**T**he Dairy Training Centre, Naduvattom, will conduct a 10-day training programme from May 21 for farmers in manufacturing dairy products. The sessions

will be open for farmers from Kozhikode, Malappuram, Wayanad, Kannur and Kasaragod districts. For registration, call 04902-414579.

## Time to Shake Dairies' Stranded Feeling?

May 18, 2018

[http://www.lancasterfarming.com/farming/dairy/time-to-shake-dairies-stranded-feeling/article\\_29b0f1df-d687-5061-80cd-011ee50d4edf.html](http://www.lancasterfarming.com/farming/dairy/time-to-shake-dairies-stranded-feeling/article_29b0f1df-d687-5061-80cd-011ee50d4edf.html)

**F**inding out whether state-mandated premiums are making their way back to dairy farmers could be an important part of Pennsylvania's response to the prolonged slump in milk prices.

Some farmers fear they aren't getting the full value of [the over-order premium](#), a component of farmers' compensation that applies only to fluid milk produced, processed and sold in Pennsylvania.

The payment is supposed to flow back to the farmer via the retailer and the wholesaler, but the allocation is complicated by Pennsylvania milk processed out of state, outside milk sold in Pennsylvania and Pennsylvania milk used in products that don't qualify for the premium.

As a result, not every dairy farm reaps the same benefits, and it's hard to follow the money.

Cornell dairy economist Andrew Novakovic said he doubts that the potential for "stranded premiums" is as bad as some farmers think, but "I don't think we really know enough to put a magnitude to this."

Determining the quantity of milk that commands the over-order premium would be particularly helpful, and that's something the state could do, Novakovic told the

Pennsylvania Milk Marketing Board on Wednesday during a listening session at the Farm Show Complex.

Novakovic's home state of New York, for example, uses a processor licensing rule to collect all kinds of useful data not available in other states.

Likely the biggest challenge with any new data collection would be preventing it from being burdensome to the companies providing the numbers.

Considering the ubiquity of merchandising technology, the tracking would probably not be a big problem, Novakovic said.

It could be made less burdensome by exempting stores with tiny milk sales and ignoring fluid milk products, such as lactose-free milk, that are mostly produced out of state.

Even if the program contained a sunset provision and was discontinued after two or three years, the data it generated would provide much-sought clarity.

The data "could perhaps lay to rest some concerns that we decide maybe aren't so valid, but might also illuminate some policy choices that are worth pursuing," Novakovic said.

Pennsylvania Farm Bureau and the National Dairy Producers Organization both testified in support of greater transparency surrounding the over-order premium.

In written testimony, Lebanon County dairy farmers John and Alisha Risser argued that all Pennsylvania dairy farms should receive a cut of the over-order premium and that the premium should be applied to all dairy products, not just fluid milk.

The over-order premium is only one piece of Pennsylvania's unique system of farm, wholesale and retail milk price regulation.

Novakovic has met a number of dairy farmers who think the state's minimum retail price is too high — a surprising claim, he said, because the regulation was designed to prevent grocers from engaging in price wars that ultimately hurt farmers.

British merchants, for example, sparked a race to the bottom when that country abandoned its price regulations 20 years ago.

"Today dairy farmers there will tell you that they pretty much are at the mercy of retailers," Novakovic said.

Meanwhile, the Pennsylvania farmers conjectured that consumers might be buying lower-cost milk in adjacent states and that more milk would be sold if prices were lower.

Of course, there's a limit to how far consumers will go to grab one item for their grocery basket. Few Harrisburg residents are likely to drive to Maryland just for a jug of 2 percent.

struggling dairy industry.

Moreover, Novakovic said, the demand for milk is relatively inelastic. Price isn't a big factor in buying decisions.

Even without manipulating milk prices, Pennsylvania might be able to help farmers out.

Massachusetts offers its dairy farmers a voluntary state tax credit that is based on the volume of milk a farm produces, regardless of its price class or destination, said Matt Espenshade, a Lancaster County dairy farmer who spoke for the Pennsylvania State Grange.

Using the cost of production, the University of Massachusetts calculates a monthly trigger price below which a tax credit is granted. That provision ensures the credit only applies during tough times.

Depending on its size, the tax credit can reduce a farmer's tax all the way to zero. If the credit is larger than the farm's tax liability, the state pays the farmer the difference.

The credit is not a windfall, just another way to help farmers get by.

"That's one thing that I've discovered about being in the dairy industry, is that you can't have too many safety nets," Espenshade said.

Novakovic wasn't sure if Massachusetts' program would work in Pennsylvania.

"That works in a system that's long on people and short on farms," he said. Pennsylvania is rich in both.

Wednesday's meeting was the second in a [series the Pennsylvania Milk Marketing Board is holding](#) at the state Ag Department's request to seek ways to buoy Pennsylvania's

## Israel exporting more dairy products

16/05/18 14:35

<https://www.israelnationalnews.com/News/News.aspx/246067>

An analysis by the Israel Export Institute's Economy Department showed that Israel's export of dairy products in 2017 rose 21% from that of 2016, bringing in a total of \$21 million.

Most of the exports were to the European Union (EU).

This trend continued in the first quarter of 2018, with January-March 2018 showing a 10% increase in dairy exports in comparison to the same period the previous year. During those three months, dairy exports brought \$5.6 million to the Israeli economy.

Most of the increase was thanks to 29% increase in the export of dairy products to North America. While exports to the continent decreased in 2015-2016, they

began to recover starting in 2017. However, during the period between 2011-2015, dairy exports brought in an average of \$28 million annually.

In 2017, Israel's exports to North America grew 51%, while exports to the EU grew 29% and those to Asia grew 15%. North American exports brought in \$10.6 million, for a rise of 4.5% from 2016, while those to the EU brought in \$6 million. Exports to Asia rose 12%, bringing in \$3 million.

The first quarter of 2018 saw 62% of exports shipped to North America, bringing in a total of \$3.5 million. Exports to the EU comprised 38% of the total, and brought in \$1.6 million, while those to Asia brought in \$300,000 - a drop of 64% when compared to the same period in 2017.