

DAIRY PULSE



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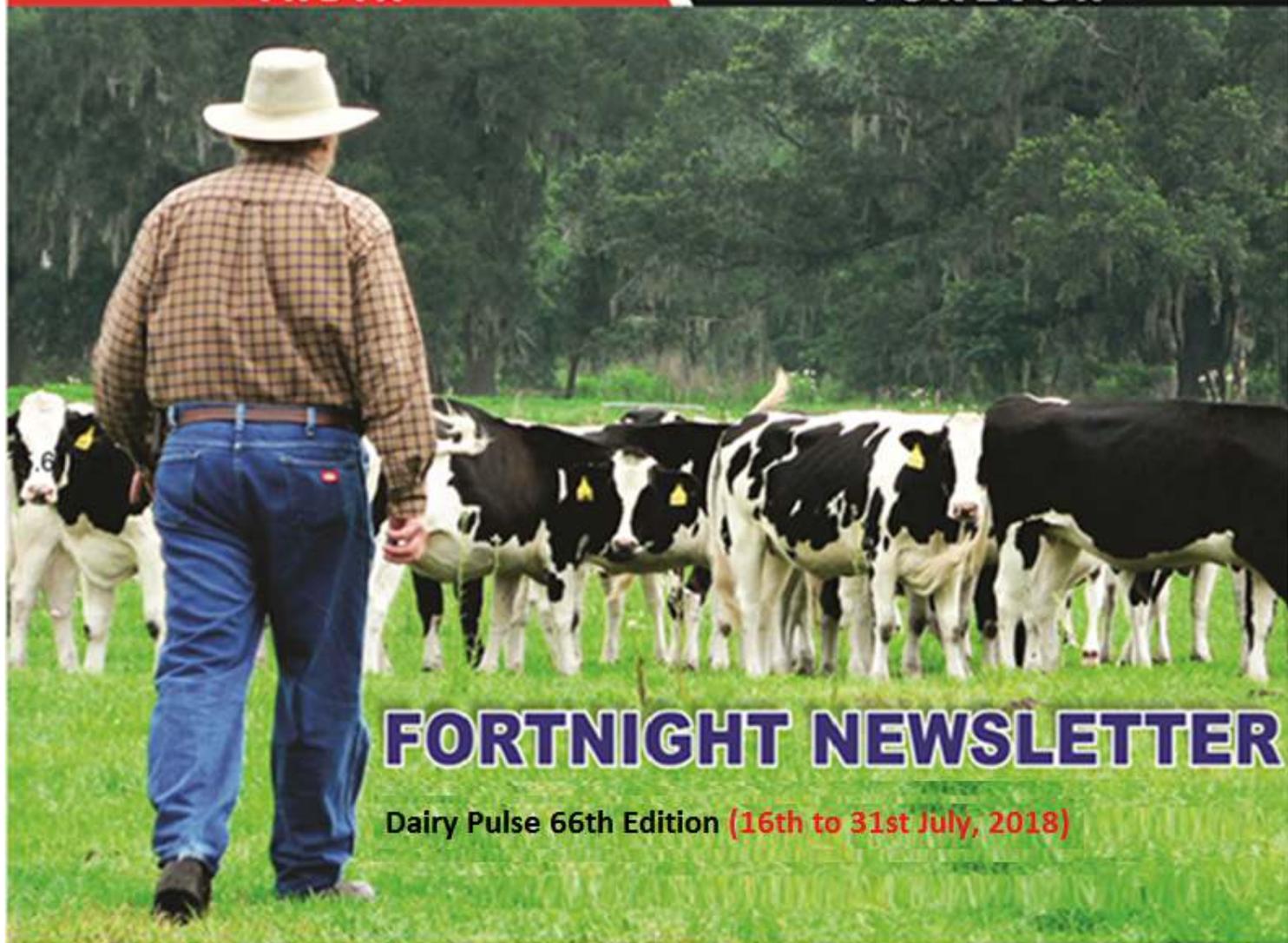
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FORTNIGHT NEWSLETTER

Dairy Pulse 66th Edition (16th to 31st July, 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 66th Edition (16th to 31st July, 2018)

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Suruchi endeavor in Skill/ Entrepreneur Development Domain

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

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

Academy of Dairy Skill Development (ADSkID)
Unit of Suruchi Consultants
C-49, Sector-65, Noida U.P – 201307
SC/PSC Code: 39018P
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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 2nd and 4th Saturday of month from 2 PM to 5 PM, Prior registration is must and for that contact our office.

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

➔ *55th Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida 9th, 10th & 11th Sep, 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

➔ 3rd Practical Dairy Entrepreneurship Development Program (PDEDP) at Suruchi

Consultants, C-49, Sec-65, Noida on 17th to 22nd Sep 2018.

For more information please follow the link:

http://www.skilldairy.com/pdf/4_2nd%20PDEDP_Brochure.pdf

➔ Suruchi is launching 1st 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 or contact at +91 0120 4320845

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

For more information please follow the link:

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

➔ Suruchi has launched Online Dairy Entrepreneurship Development Program (ODEDP). It is 12 weeks program. Registrations are open till 15th Aug, 2018 for 4th batch.

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

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

6th Regional Dairy Entrepreneurship Development Program (RDEDP) the date and venue will be announced soon

Indian News

Animal Health/Protection

In search of better milk: How private dairies are slowly changing the industry in Maharashtra

Jul 22, 2018,

<https://mumbaimirror.indiatimes.com/others/sunday-read/in-search-of-better-milk/articleshow/65087046.cms>

Private dairies that focus on quality and freshness, and whose products command premiums as a result, are slowly changing the dairy industry in the state.

About a year ago, when Mahalakshmi resident Maleka Mehta, a mother of two, decided to switch from packeted milk to Pride of Cows, purity was her chief concern. “There was some talk [in her apartment complex] about plastic coverings of milk having small holes in them, so I was worried about tampering,” Mehta says. At Rs 90 per litre, the bottled variety she switched to cost twice as much as the previous brand, but Mehta is among thousands of urban consumers who believe the assurance of quality is worth a premium.

Software developer Nitin Kulkarni also belongs to this tribe. The Kulkarni family switched to Sarda Dairy (Rs 100 per litre), “because we wanted nutritive milk,” says the Bandra-resident, who was introduced to Sarda by friends.

Over the last half decade or so, private dairies like Sarda, Provilac and POC have focused on quality and freshness. As a result, they have had to change the process of dairy farming itself, using world-class technology to ensure production free of human intervention.

Dairies like his were unaffected by the four-day strike by Maharashtra’s dairy farmers, which was called off on Thursday after the government agreed to raise the procurement price to Rs 25 per litre.

Change was necessary, says Shrirang Sarda.

“The old model of production achieved exactly what it was designed: it turned India from a milk deficient country to the world’s largest milk producer. But that model was not optimised for quality and was not oriented that way,” he says.

Sarda began operations across 11 acres in Nashik in 2011 by buying 500 cows and investing in automation, as well as hiring a Dutch farm manager to put in place the dairy farming practices he had learnt about in Holland. Around the same time, Parag Milk Foods launched Pride of Cows — bottled milk, also farmed using technology, on the firm’s 26-acre Bhagyalakshmi dairy farm set in Manchar, Pune. And, in Pune, biochemical engineer Siddharth Runwal incorporated Provilac Dairy Farm, which would be launched in 2013, around the same time as Sarda Farms. Today, while Provilac’s farm generates roughly 1,25,000 litres per month, POC has the capacity to generate 7,50,000 litres per month.

Runwal had studied dairy farming in New Zealand, where he worked with Fonterra, one of the largest dairy cooperatives in the world with the express intention of applying international practices in India. His farm in Pune now produces two varieties of milk from Holstein Friesian cows (Rs 80 per litre) and one from Gir cows (Rs 90 per litre). The operation is managed by Pune’s Captain Shankarrao Deshmukh Krishi Udyog, an agricultural company whose property stretches over 56 acres.

“The cows are all free range, and have access to food and water 24 hours a day. When the udder is heavy, they walk over to the

machines themselves, to be milked,” says Runwal, “No cows are injected with growth hormones (which many farmers use to increase milk production).”

Monitoring systems in place

Cows at all three farms have RFID (radio frequency identification) tags, so if one is ill it can be isolated and monitored. “If a cow is unwell, antibiotics may need to be administered, but then it would not be milked in the normal milking cycle,” says Runwal. “The tags also make it possible to trace a batch of milk back to its source. If anyone reports a problem with a bottle of milk, we can immediately segregate that herd.”

All three farms also rely on systems where the milk goes directly from the milking machines into chillers, so there’s no chance of contamination and it doesn’t degrade.

Akshali Shah, Senior VP, Strategy — sales and marketing, Parag Milk Foods, which owns POC, tells us the company uses ‘cow-comfort technology,’ a term that combines various techniques like piped music (to soothe cows), sprinkler systems which are set to be triggered off when the temperature goes over 23 degrees to keep them cool and a German ‘rotary parlour’ machine, “which starts and ends on massage mode. Chips inserted in the cows’ necks are used to gather information of the cow’s average productivity so the machine knows when to stop milking.”

To ensure that the milk is preserved at the right temperature, and that it isn’t tampered with, the chain of delivery — from the farm to the customer’s doorstep — is also managed in-house entirely (by all three). Sarda explains why: “At about 25 degrees, the bacteria in milk doubles every 20 minutes. And bacteria grow at the expense of nutrition. Our process guards against this.” Each farm therefore has its own network of cold vans, depots and bikers. But following international standards also means caring for the animals.

A healthy cow gives healthy milk

“Milk contains carbs, water and protein, and naturally, what the cows eat will affect how nutritive the milk is,” Sarda says. Runwal elaborates that cows must have protein (read expensive alfalfa and Napier grass). “If the

animals are fed on carbs (sugarcane) alone, the milk will not be nutritious and their health will deteriorate. It’s like a human eating junk food, vis-a-vis a diet which contains proteins like rajma.”

“Dietary care starts right from birth,” adds Sarda. “Calves have to be cared for diligently,” he says, pointing out that colostrum (the first form of milk produced by the mammary glands following delivery) must be given to calves so they build antibodies in the stomach. “That has to be delivered a specific way. The cow is a ruminant — its stomach has four chambers — and if the milk isn’t sucked by the calf, but lapped up out of a bucket, it goes into the wrong chamber.” To keep this from happening, Sarda’s farm uses specialised buckets with nipples. And, calves are monitored as they grow to see how active they are and how they’re developing. “In some ways, you’re running a giant nursery,” says Sarda.

None of this is cheap, but their growing order books prove the efforts pay off. When it was launched in 2011, there were just 175 takers for POC, but today it’s delivered to over 25,000 households in Mumbai, Pune and Surat, says Shah. Sarda and Provilac, too, claim to have thousands of subscribers across Mumbai, Nashik and Pune.

Small players need support

Given that city residents are willing to pay more for milk, it seems curious that it took several days of agitating for small players in the dairy industry to get the government to accede to their demand of a price hike of just a few rupees per litre. But Runwal believes milk has always been undervalued in India. “Here, dairy farming was, historically, a secondary business. The cost of fodder was never considered because cows fed on the land that the farmer was using for agriculture, and labour was deemed to be free of cost. So, these have never been factored into the price of milk,” Runwal says.

Sarda adds that the only way to effect lasting change in the sector is to make dairy farms as productive as European counterparts. “There, they have a full ecosystem to support dairy farming: the availability of vets, tests, and the means to increase productivity of cow breeds, and quality of milk. That’s why European

family farms generate profits.”

Sarda’s firm is even running an experiment with a couple of small farmers to see if providing them with sufficient support can elevate the quality of their product.

“Our GDP is growing at 6 to 8 per cent a year, but food production is only growing at 3 per cent a year. It’s a very large gap for a country as big as India,” says Sarda, pointing out that there is a lot of opportunity in farming. The question is will the government act in time to milk it.

Marketing

Companies came up with nearly 190 promotions a day on grocery products in 2017

Jul 30, 2018, 06.42 AM IST

<https://economictimes.indiatimes.com/industry/cons-products/fmCG/companies-came-up-with-nearly-190-promotions-a-day-on-grocery-products-in-2017/articleshow/65191268.cms?from=mdr>

Indian consumers saw nearly 190 instances of promotions on daily-use products every day on an average last year, boosted by goods and services which meant slashed tax rates for most household and grocery items.

Companies offered nearly 68,000 promotions in the form of extra grammage or price-cuts in 2017, a 21% increase or 12,000 more than a year ago, as per latest Kantar World panel data. “Despite high promotion, we didn’t see any co-relation between promotions brands’ sales growth since price-cuts were broadbased across categories and every company was doing it,” said K Ramakrishnan, country head, Kantar Worldpanel.

Several products including cookies, toothpastes, soaps and hair oils were taxed at 18% under GST starting July last year compared with about 22% in the earlier indirect tax structure of excise duty and value-added tax (VAT). Nearly 200 products including detergents, shampoos and skin-care products that continued to attract a higher 28% levy were also included in the 18% bracket in November, triggering another round of price-cuts.

“We were among the first companies to pass on the benefit of GST reduction to consumers in November 2017 by way of price reductions across categories like hair care and skin care,” said Dabur IndiaNSE -0.37 % chief financial officer Lalit Malik adding that price-cuts were also followed by aggressive advertising spends

which went up 19%.

The highest number of promotions were given in three large categories — toilet soaps followed by biscuits and laundry bars — which put together more than Rs 60,000 crore in size. “These categories, especially biscuits, have been highly competitive which prompted most companies to drive sales through promotions which also helped in reversing low growth that we saw few years ago,” said B Krishna Rao, category head at Parle Products Kantar report said every FMCG buyer has availed at least one consumer promotion in a year, majority of them opted for existing brands instead of trying out newer ones. While companies were also bound by the anti-profiteering clause under the GST law to pass on any benefit from lower tax incidence to consumers, they say there were other reasons for increased promotions, too.

“Commodity prices, specially for foods, had decreased through last year. As a result, a lot of companies passed on benefits of reduced production costs through consumer promotions, while keeping prices intact,” said RS Sodhi, MD at Gujarat Milk Marketing Federation (GCMMF), maker of dairy brand Amul. With prices of most groceries, household and personal care products cut after the goods and services tax (GST) implemented on July 1, the overall sector by volumes grew double digit over the past year, the highest since 2010.

Churning of the milk ocean

Published on July 30, 2018

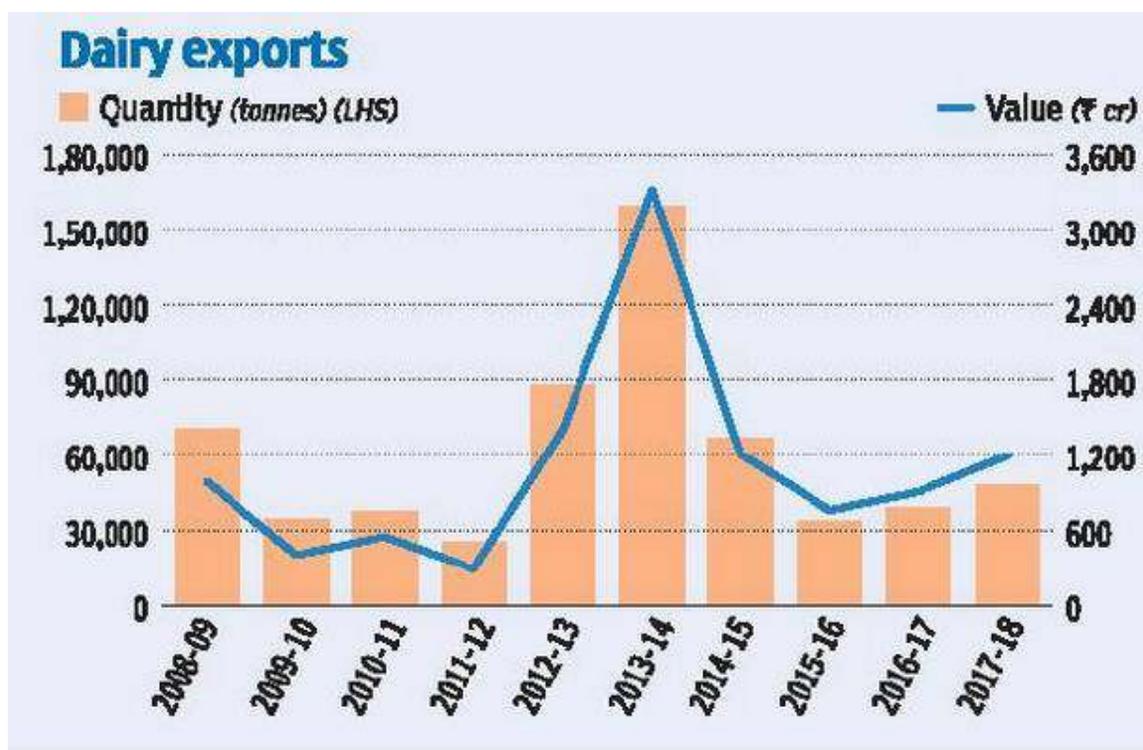
<https://www.thehindubusinessline.com/specials/india-file/churning-of-the-milk-ocean/article2455781.ece>

India's dairy industry is in a state of flux. The oversupply of milk is both a crisis and an opportunity for the stakeholders — dairy farmers, cooperatives and organised private players. Vishwanath Kulkarni reports

For Ganesh Venkatram, a small farmer at Palahalli, a village near Srirangapatna, the delay in disbursal of the ₹5 per litre incentive offered by the Karnataka Government since February this year, has been a cause of

have reared two cows, which have provided a steady source of income.

Milk provides farmers with money round the year, says K Boriah, a leader of Karnataka Rajya Raitha Sangha. However, considering that costs of feed and fodder have gone up, procurement price should be increased to at



Source: APEDA, DGCIS concern.

Besides, the recent cut in procurement price by ₹1 per litre by the Mandya milk union has added to his woes. Farmers in Mandya resorted to sporadic protest against the cut in procurement price.

However, the comforting factor is that payments for the milk poured by Venkatram are realised in his bank account every week. "It (milk) is not like sugarcane payment that has been held up for the past two years for scores of farmers in the region," he adds. Venkatram's family owns 1.5 acres, where they grow sugarcane and paddy. Besides, they

least ₹30 a litre, he adds. It is no surprise that over 70 million farmers earn a livelihood through dairying.

Says A P Ramesh in Arakere, who pours over 1,000 litres a day to the KMF cooperative: "The network built by the cooperative milk union is strong. Moreover they pay on time and there's an element of trust built over the years. Though private players did try their luck by offering a price similar to that of cooperatives, milk producers are not keen to sell to them because they won't get the subsidy."

Milk production and per capita availability



But industry players argue that such a subsidy skews the game in favour of cooperatives, as organised private entities are hard put to match the price. Some analysts fear that the recent subsidy announcement of ₹5 a litre by Maharashtra on the procurement price (the protests were fuelled by a price of ₹17 per litre) will hurt private players, who may not be able to offer a higher price.

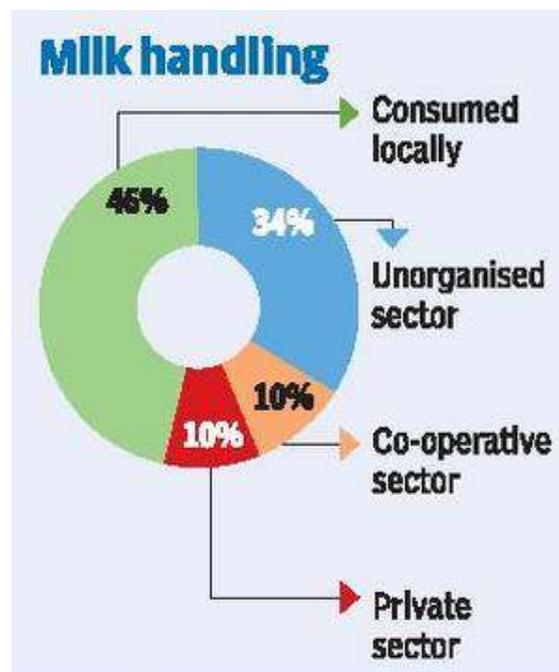
This, in turn, could lead to reduced capacity to invest in processing capacities, perpetuating a situation of oversupply and, ironically, of distress among dairy producers. While Maharashtra and Karnataka offer a subsidy of ₹5 a litre, Telangana offers ₹4 a litre.

At present, the growth of milk production has outpaced that of

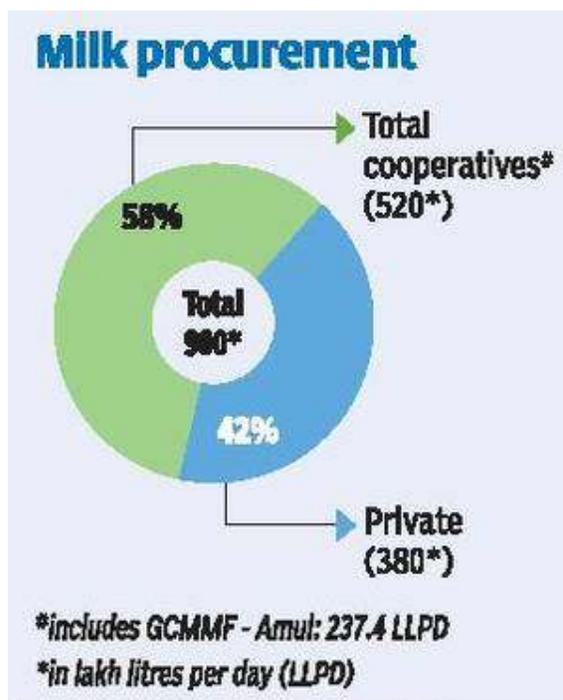
setting up processing capacities, says RS Khanna, Chairman of Kwalitiy Ltd, a private player in North India.

He suggests that the State governments stop subsidising milk production and, instead, channelise support to developing overseas markets.

“Instead of subsidising the production, the government should look at buying the milk products and supply them to schools as part of mid-day meal schemes. Such a move will automatically boost demand and stabilise prices,” he adds.



Source: Department of Animal Husbandry, Agriculture Ministry



Source: Dairy sources, GCMMF, NDDB

“The upsurge in milk production is likely to throw up unprecedented challenges of managing surplus. This can, on one hand, be a cause of drop in prices paid to the farmer and, on the other, create a problem in managing the price line for the consumer,” says Sharad Gupta, Editor and Publisher of Dairy India. While it appears that low prices may benefit private sector players in the short run, they may prove counter-productive in the long run, he observes.

Expanding amidst supply glut

At present, dairies, faced with an oversupply of both liquid milk and stocks of skimmed milk powder (SMP), have cut back on procurement, leading to a fall in prices. It does not help their cause that global SMP prices have fallen as well.

The Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd, the largest cooperative dairy in Maharashtra, faces turbulent times. It sells all its products under the Gokul brand. Managing Director Dattatray Ghanekar says that since the dairy cannot stop buying from the farmers, about 5,000 tonnes of SMP is just sitting in the warehouses (the current SMP stock in the country is 2.3 lakh tonnes). The inventory has grown five times, while the usual inventory of the dairy is about 1,000 tonnes of SMP. Over ₹165 crore of working capital is stuck due to excess inventory.

However, there are enough indications to suggest that both private players and cooperatives, which account for 48 per cent and 52 per cent, respectively, of milk procured by the organised sector, are in serious expansion mode. Co-operatives led by Amul and KMF are expanding their processing capacities. Amul has expanded its footprint in Uttar Pradesh and the North-East, the milk unions under KMF are setting up a mega dairy in Mandya. Similarly, among the private players, Hatsun Agro is setting up a new dairy unit in Dharapuram and planning a greenfield unit in Solapur, whereas Heritage Foods Ltd, which acquired the dairy business of Reliance Retail Limited last year, is consolidating its operations and expanding its footprint in the North and other parts of the country.

Milk production for 2017-18 (million tonnes)

World	830
India	164
Unorganised players	133
Organised players	31*
Co-operatives	17
Private	14

Source: NDDB, GCMMF *Co-ops + Private

According to Mayank Jalan, chairman and managing director, Keventer Agro, milk production in eastern India has grown rapidly in the last three years. West Bengal, which had to rely on milk procured from other States such as Andhra Pradesh and Bihar till 2014-15, is now able to sell milk from its own procurement. “On a macro level we are not a milk-deficit State. Milk production has gone up in West Bengal in the last three-to-four years. The quality of milk has also improved,” he says.

Keventer Agro, a group outfit of the ₹1,800-crore Keventer Group sells its pouch milk and ice cream under the ‘Metro’ brand and currently operates primarily in the Greater Kolkata region. It holds a 22 per cent share in the pouch milk segment and around 40 per cent share in ice cream in West Bengal.

Abhinav Shah, CEO, HR Food Processing, a Ranchi-based start-up, says the States of Jharkhand and Chattisgarh are largely milk-

deficient. "We found an opportunity in Jharkhand. Though there were state co-operatives the quality of milk was not very good," Shah says.

HR Food sells dairy products under the brand name 'Osam'. The organised milk market in Jharkhand is pegged at around five lakh litres a day and Osam holds 15 per cent share in the segment. The company, which recently forayed into Bihar, is also looking to capture 10 per cent share in the region. Plans are also afoot to tap West Bengal market through its plant in Jamshedpur in the next three-to-four years, he adds.

In the South, several organised players such as Hatsun, Heritage, Creamline, Thirumala and Dodla have expanded significantly in the past decade. Sensing a big opportunity, multinational players like Lactalis of France entered the scene, while Danone has made a recent exit. The French major Lactalis bought a majority stake of Thirumala Dairy in Andhra Pradesh. The deal size was put at ₹1,750 crore.

The expansion of the private sector has largely been at the expense of the unorganised sector, which continues to dominate. "An organised market place becomes attractive for investors," says K Bhasker Reddy, Chairman of the India Dairy Association's Andhra Pradesh and Telangana Chapter.

According to Venture Intelligence, there were about 11 major deals where private investments (private equity and venture capital) flowed into the dairy sector in the last five years. The aggregate investments under these deals amounted to \$249 million, with KKR's \$78-million investment into Kwaliti in June 2016 topping the list. While Motilal Oswal put in \$17 million in Dairy Classic Ice Creams, TVS Capital invested \$13 million in Prabhat Dairy, according to Venture Intelligence.

Tapping export opportunities

R G Chandramogan, Chairman, Hatsun Agro Pvt Ltd, the largest private dairy sector player, elaborates on pressing concerns. Most of the private sector players are caught in the price crash in the commodities as well as reduction in the milk prices, he says. "We (India) used to export about one lakh tonnes of milk powder

every year. But for the last two years, there was zero exports due to global weakness in prices. The problem is this accumulated stock of close to two lakh tonnes. The local market doesn't have the appetite to consume this excess quantity," says Chandramogan.

He further suggests that the government needs to explore options to dispose of the excess SMP, which could include donating excess SMP to some SAARC countries in need of powder, by investing about ₹3,000 crore to get rid of the excess stock.

"Currently, export prices are ruling low in the international market. The best solution is to increase milk consumption in India. Mid-day meal scheme is the best suited to solve it with 15-20 gm of milk powder twice-thrice a week to each kid. This will not require much investment as mid-day meal scheme has its own budget," he says.

With New Zealand resorting to mass slaughter of over 1,00,000 cows due to the outbreak of cattle disease mycoplasma bovis, the development in the world's largest milk exporter presents an opportunity for Indian dairy shipments. "We should look at encashing those opportunities," Khanna says.

It is feared that the current milk price crisis in Maharashtra may spill over to North India — the largest producer of milk when the flush season starts in the region around winter.

"The glut situation spreading to North India is imminent if not sorted out in time and it will boomerang again. The milk prices will drop there too," says RS Sodhi, Managing Director, Gujarat Cooperative Milk Marketing Federation. Dilip Rath, Chairman, National Dairy Development Board, however, maintains that the current crisis situation in the dairy sector is "a temporary phenomenon" and with revival in the global factors, the domestic situation is set to change.

There's optimism on the ground. Says Shitalda Sonaiya in Vithalpur in Gir-Somnath district: "We have suffered heavy loss in agriculture due to the recent floods. But animal husbandry is something we look up to even in a crisis."

With inputs from Rutam Vora, Shobha Roy, Rahul Wadke,

Camel milk chocolate is offering herders in Gujarat a new flavour of hope

Jul 29, 2018

<https://www.hindustantimes.com/india-news/camel-milk-chocolate-is-offering-herders-in-gujarat-a-new-flavour-of-hope/story-t3Jllc90gezMT1kEHu5vgN.html>

It does taste a little unusual. Around Diwali last year, dairy brand Amul launched its first product made from the milk of an animal other than the cow or buffalo. Bars of camel milk chocolate, smooth, slightly dry, made their way to online retailers and a few big-city shops. It was an experiment of sorts. Lives and livelihoods depended on India's reaction.

The milk had come from camels in Gujarat's arid Bhuj region. Nomadic Rabari herders were persuaded to sell the milk to the Gujarat Cooperative Milk Marketing Federation (GCMMF), India's largest milk provider, which markets Amul. The tribe subsists on camel milk but considers selling it a taboo. Amul's move is meant to help generate income and prevent camel-herding from dying out as a profession.

Almost a year on, RS Sodhi, who heads the Federation, says the pilot project has been a success. "Camel milk is saltier," he says. "We turned the milk into milk powder and adapted the chocolate recipe to fit commercial tastes. The flavour is more minerally, but people have loved the idea."

The cooperative is now planning to expand the initiative, shipping out packaged camel milk and larger stocks of chocolate across India. The road ahead, however, is not without humps.

SANDS OF TIME

Across semi-arid regions in Gujarat, Rajasthan and Haryana, nomadic herders are struggling. They traditionally sold their camels at fairs, but there are few takers for the animals in a tractor and truck world. Growing villages, mining and government restrictions have shrunk grazing lands as well.

Efforts to popularise camel milk have been on since 2000, when the Supreme Court ruled in favour of its production and consumption. Ilse Kohler Rollefson, a German anthropologist who has lived in India for 20 years and has founded a non-profit for pastoralists in Rajasthan, was among the first to get camel keepers to consider dairy farming.

Progress was slow. "They were battling the traditional thinking that camel milk and milk products should not be sold," she says. "No one outside the community valued the milk. People mistakenly believed it was unpalatable and curdled more quickly."

Slowly, cottage industries sprung up in Rajasthan, selling camel milk packaged, flavoured, as powder and in ice-cream. Meanwhile in Gujarat, the non-profit Sahjeevan has been promoting dairy farming among camel herders in Bhuj and Kutch and camel milk sale to the GCMMF since 2007.

Camel dairy got a shot in the arm in 2016, when the Food Safety and Standards Association of India recognised the milk as a food item, allowing products to be sold nationally. Amul got on board with the idea of mass-producing chocolate. "It was finally happening," says Kohler-Rollefson.

MILK FLOW, CLASH FLOW

In Gujarat, more than 10,000 camels are already part of the Federation's programme. The animals are migratory and the tribe is nomadic, so milk collection comes with a twist. Sahjeevan organises it so that the herds take turns to deposit milk at a centre in Kutch as they migrate, keeping milk inflow constant. "In the last six months, we've sold GCMMF 1,200 litres," says Ramesh Bhatti, who leads Sahjeevan's centre for pastoralism. The bulk of it has gone to Amul, the rest to niche brands like Aadvik, which sells camel-milk powder, bottled milk and milk-based skincare products.

The specialty chocolate makes up barely 3% of Amul's total chocolate production. There isn't enough to distribute nationally. "Most shopkeepers don't know about it," Sodhi says, but online, the stock is selling steadily.

Bhatti says the results are evident among the herders. "There is a sense of optimism and hope. The herders' children, who would have taken up jobs as truck drivers, goat herders or farmers, are taking up camel rearing for now," he says.

The plan now is to get India on board with the idea of milk from a camel. Studies show that is it lower in cholesterol and better for diabetics and Kohler-Rollefson believes it will be easier to popularise as a health food than a specialty one.

Mass marketing, however, will be easiest for Amul. "We need to produce more milk, set up

more centres and get more people interested in it. It's that simple," Bhatti says. "Our job is to help people in the dairy business, change lives for the better," Sodhi adds. "It doesn't matter if the animal they're rearing is a cow, buffalo or camel."

Dairy sector supply glut matter of great concern : NDDB chief

<https://www.moneycontrol.com/news/india/dairy-sector-supply-glut-matter-of-great-concern-nddb-chief-2773721.html>

Jul 27, 2018 09:10 PM IST

The ongoing supply glut in India's dairy sector is a matter of "great concern" and the government should look at more initiatives to tide over the crisis, a top official of the National Dairy Development Board (NDDB) said today.

"The dairy sector is still facing a crisis. It is a matter of great concern to all of us because a few states had surplus stock of milk, which they converted into milk powder (skimmed milk powder).

"Now, they are saddled with a huge quantity of the powder and are unable to get a good price for it," NDDB Chairman Dilip Rath told PTI here.

Rath said capital will also be blocked for maintaining the excess stock of the milk powder, which will be a burden on the central government.

He was speaking on the sidelines of the launch of an automatic milk collection system software developed by NDDB for dairy cooperative societies affiliated to the Sundarban Cooperative Milk and Livestock Producers' Union.

The states bearing the maximum impact of the supply glut were Maharashtra, Rajasthan, Punjab, Haryana and Uttar Pradesh.

In Maharashtra and Punjab milk farmers had recently emptied tankers on the streets as part of protests to press for a hike in procurement prices.

"The situation in Maharashtra is stable now, as the government has announced a few schemes for milk and powder subsidies," Rath said.

He said that the NDDB has made a host of suggestions to the Centre to address the current crisis and assure milk farmers.

Some of the recommendations made to the government include raising the Merchandise Exports from India (MEIS) Scheme incentive from 10 percent to 20 percent and providing low-cost working capital to the cooperatives, he said.

"There should also be a nation-wide programme to distribute the excess milk to schools as 36 percent of our children are malnourished. We have also recommended donating some of the milk powder to the SAARC countries which have a deficient milk supply," Rath said.

Many celebrity investors rushing to this sector; should you invest?

Jul 27, 2018, 12.08 PM IST

<https://economictimes.indiatimes.com/markets/stocks/news/many-celebrity-investors-rushing-to-this-sector-should-you-invest/articleshow/65160371.cms>

Smart money is chasing milk and milk-based value-added businesses on Dalal Street on hopes of better margins and robust growth in the organised dairy sector.

Shares of Parag Milk, Prabhat Dairy, Umang DairiesNSE 1.29 % and other existing players like Heritage Foods and Hatsun AgroNSE 1.22 % have attracted many biggest investors, including institutional players, in recent months.

India's milk production grew 4.4 per cent last year, which when counted with 5-6 per cent inflation, shows around 10 per cent growth in revenues.

Brokerage ICICIdirect, which is overweight on the dairy sector, cites strong revenue growth momentum, a drop in procurement prices leading to better margins, steady improvement in distribution, new launches and a favourable base.

Organised players account for just 26 per cent of the overall milk market and this share is expected to grow quickly now. A drop in milk procurement prices should benefit by B2C players, resulting in higher margins, ICICIdirect said.

Renowned investor Vijay Kedia held 1 per cent stake in Heritage Foods as of June 30, while Ashish Kacholia and Mukul Agrawal held 1.70 per cent and 1.20 per cent stakes in Parag Milk Foods.

Institutional investors such as SBINSE 1.11 % Mutual Fund and DSP Blackrock Mutual Fund held 1.5 per cent stake each in Hatsun Agro at the end of June quarter. DSP Blackrock Micro Cap Fund and Sundaram Alternative Opportunities Fund held over 1 per cent stake each in Prabhat Dairy.

ICICIdirect is positive on Heritage Foods, Parag Milk Foods and Prabhat Dairy with price targets of Rs 860, Rs 331 and Rs 185 against Friday's prices of Rs 607, Rs 195 and Rs 151,

respectively.

Heritage sells fresh milk and fresh milk-based products under the Heritage brand and generates most part of its revenues from south India. The company recently entered north India by acquiring Reliance Dairy.

Hatsun Agro is focused on fresh milk and milk-based value-added products. It has plans to expand its business in Andhra Pradesh and Maharashtra. Hatsun reported Rs 37.90 crore profit for the June quarter against Rs 35.20 crore reported for the same quarter last year.

KR Choksey Shares and Securities said the company is in expansion mode and the capex cycle should get over in the next couple of quarters. Debt, depreciation and interest cost would put pressure its bottom line in the near term.

"We remain optimistic on the company's growth prospects and also on the factors that can lead to an expansion in industry. India being the largest producer and consumer of dairy in the world, a rise in demand for different products, increase in disposable income, business shift from unorganised to organised sector will expand the sector in the days ahead," the brokerage said.

India's dairy sector has been buzzing in recent time. Godrej Agrovet, India's largest animal feed manufacturing company, in 2015 acquired a majority stake in Hyderabad-based Creamline Dairy, to make a foray into the dairy business. French dairy giant Lactalis acquired Tirumala dairy in 2014.

"Prudent funding mix and better cash generation will keep capital structure of organised dairies satisfactory with gearing of 1.0-1.2 times, in spite of sizeable capex," says Poonam Upadhyay, Associate Director, CrisilNSE -1.03 % Ratings.

Crisil estimates revenue from value-added dairy products (VAP) to grow at a healthy 14-

15 per cent annually over the next three years, or around 50 per cent faster than the overall sectoral growth rate.

That, along with a steady growth in milk sales should crank up sectoral revenue to Rs 7.5 lakh crore by financial year 2021 from Rs 5.7 lakh crore in financial year 2018, it said.

Diary stocks have not delivered positive returns to investors this year. Shares of Hatsun Agro, Heritage Foods, Parag Milk Foods, Prabhat Dairy and Umang Dairies were all down up to 31 per cent YTD till July 25.

Milk is India's largest crop worth around Rs 6.5 lakh crore, much more than that of paddy and wheat put together.

India's per capita milk consumption has jumped from 110 gm per day per person in the 1970s to 360 gm at present. Some estimates peg India's per capita milk consumption to grow rapidly in the coming years to equal that of the US and Europe at about 800 gm over the next few decades.

India Ratings expects the milk production to grow at 6.29 per cent to 186 million tonnes in 2018-19. The size of the liquid milk industry is

expected to expand to Rs 7.45 lakh crore in the same period. With increasing production, per capita milk availability is set to rise to 383 gm a day in FY19, it said.

Growth in the sector is likely to come from two factors –increase in consumption and a shift from unorganised to organised players.

The organised segment is expected to grow at a CAGR of 19.5 per cent over 2015-20, and account for around 25.5 per cent of India's dairy industry by 2020.

New categories like cheese and cream may grow at 20 per cent and 30 per cent, respectively, while old categories like butter, ghee may grow at around 8-10 per cent.

Value-added dairy products account for a meagre 2.3 per cent of the total dairy industry at present.

Globally, the EU, India and the US are the largest milk and dairy product producers and consumers. These countries account for 20.3 per cent, 18.3 per cent and 11.9 per cent share, respectively, in global dairy production.

Start business with Amul, earn Rs 5 lakh to Rs 10 lakh per month

Jul 25, 2018, 12.29 PM IST

<https://economictimes.indiatimes.com/jobs/start-business-with-amul-earn-rs-5-to-rs-10-lakh-every-month/articleshow/65114046.cms>

Dairy giant Amul is offering business opportunities to individuals with a penchant for entrepreneurship. Outlining the model, Amul in its release said, "Anyone with a very small capital base and good business acumen can become our franchisee. It requires very little investment and working capital."

One can take up Amul's franchisee for earning a decent amount every month. The good news is that one doesn't have to pay any royalties or profit sharing for the franchisee and one can get it just by spending Rs 2 lakh to Rs 6 lakh for a good profit.

The Business Model

The franchisee will have a prebuilt shop/space in a good location either owned or rented. The franchisee is expected to bear the entire cost (viz. interiors and equipment, excluding property cost) of setting up the store which is expected to be in the range of Rs. 1.50 lakh to Rs. 6.00 lakh depending upon the format.

Amul's wholesale dealers will supply stocks at the parlour and the franchisee will avail retail margin. Retail margins will vary from product to product. Franchisee need not pay any royalty or share any revenue with Amul.

Working capital requirement would be extra depending upon sales volume. Expected monthly sales turnover will vary from place to place depending on location of the parlour. It

may be in the range of Rs 5 lakh to Rs 10 lakh per month, stated Amul in its official release.

Amul offers various types of franchisees. For Amul Outlet, Amul Railway Parlor or Amul Kiosk, one has to invest about Rs 2 lakhs. Out of this, Rs 25,000 is non-refundable brand security, Rs 1 lakh is spent on renovation and 75,000 rupees is spent on equipments.

For the second franchisee- Amul Ice Cream Scooping Parlor- there is an investment of Rs 5 lakh. It includes brand security 50,000, renovations Rs 4 lakh, Rs 1.5 lakh for equipments.

Minimum Earnings

According to Amul, one can get revenue of around Rs 5 to 10 lakhs per month from a franchise. However, it also depends on the place.

One will also be paid commission on the minimum selling price (MRP) of Amul products. It is 2.5 per cent on a milk pouch, 10 per cent on milk products and 20 per cent commission on ice cream. On receiving franchisees of Amul Ice Cream Scooping Parlor, a revenue of 50 per cent is available on recipes based ice cream, shake, pizza, sandwich, hot chocolate drink. At the same time, 20 per cent on pre-packed ice cream and 10 per cent commission on Amul products.

Why dairy is in crisis

<https://indianexpress.com/article/explained/why-dairy-is-in-crisis-5272291/>

Updated: July 24, 2018 6:54:59 am

How have milk prices paid by dairies to farmers, and by consumers buying retail, changed in the last one year?

Over the last year, average procurement price for cow milk containing 3.5% fat and 8.5% solids-not-fat (SNF), has fallen from Rs 24-25 to Rs 17-20 per litre in states like Maharashtra. Buffalo milk (6.5% fat, 9% SNF) has fallen from Rs 41-42 to Rs 34-36. But retail price of toned milk in pouches (only 3% fat, 8.5% SNF) has remained at Rs 42 per litre, and full-cream milk (6% fat, 9% SNF) at Rs 52.

If consumers are paying the same, why have dairies slashed purchase prices?

Dairies broadly do two kinds of businesses. One, branded pouch liquid milk; two, commodities, which is mainly skimmed milk powder (SMP), white butter, or ghee. The present crisis has to do with the latter.

From 100 litres (or 103 kg) of cow milk, a commodity-focussed dairy can make 8.75 kg SMP (8.5% SNF) and 3.6 kg ghee (3.5% fat). At current per-kg realisations of Rs 130-140 for SMP and Rs 320-325 for ghee, the gross revenue would be Rs 2,300-2,400. Net of Rs 200 post-procurement expenses (for chilling and transport to the dairy) and Rs 300 processing cost, the most that the dairy can pay to farmers is Rs 1,800-1,900 — or Rs 18-19/litre.

Contrast this to a year ago, when SMP rates were Rs 200-210/kg and the corresponding gross revenues (ghee prices have been more or less stable) worked out to Rs 29-30 from every litre of milk processed.

Does the same logic apply to liquid milk?

Not really. Branded pouch milk, unlike SMP and other processed commodities, is not prone to price fluctuations. The processing and packaging cost in liquid milk is hardly Rs 2.5 per litre. Adding post-procurement expenses of Rs 2, and transport, distribution and marketing charges of Rs 5, dairies can pay farmers even Rs 30-31 per litre for cow milk, and sell it as toned milk (with slightly less fat content) for Rs 42. While liquid milk marketing is viewed as a low-margin business traditionally monopolised by cooperatives, it is the only profitable segment within the dairy

industry today. Value-added products — cheese, paneer, yogurts, milk-based sweets, baby food or flavoured and organic milk — may give more margins, but volumes aren't big.

Even then, why should procurement prices fall so much?

Branded liquid milk sales in India are roughly 450 lakh litres per day (LLPD). Annual SMP production is estimated at 5.5-6 lakh tonnes (lt). About 11 litres of milk are required to produce 1 kg of SMP, which translates into another 165-180 LLPD.

SMP manufacture was a thriving business until about five years ago, when global prices were high and India was exporting up to 1.3 lt annually. Average SMP rates at GlobalDairyTrade — the fortnightly online auction platform of New Zealand's Fonterra Cooperative, the world's biggest exporter — hit a record \$5,142 per tonne on April 2, 2013. Those prices have since collapsed to well below \$2,000, resulting in India's exports, too, plunging to 11,500 tonnes in 2017-18 (see charts).

Reduced exports have meant there is an annual SMP surplus of over 1 lt now, which the domestic market is unable to absorb. Dairies have had to, therefore, either cut procurement — 1 lt SMP is equivalent to 30 LLPD of milk — or reduce prices corresponding to their lower realisations from powder.

Will the Rs 5-per-litre subsidy announced by Maharashtra for dairies to convert surplus milk into powder help?

Maharashtra's move will only increase SMP production and add to the surplus. Dairies previously produced powder from the surplus milk during the "flush" October-March season — when animals produce more due to better fodder and water availability, and lower temperatures and humidity — which they used for reconstitution during the "lean" April-September months. But with overall rising milk production leading to narrowing deficits, both across time and regions, the requirement for reconstitution has come down. The bulk of domestic SMPs sales are

only to confectionary, biscuit or icecream makers.

The only feasible solution to the dairy industry's crisis is to find a replacement market for the 1 lt-plus surplus SMP. This could be either through a programme of

commodity aid to deficit countries in South Asia and Africa, or boosting domestic consumption by including milk in mid-day meal schemes. Giving 5 crore schoolchildren a 200-ml glass of milk each twice a week, would require 95,000 tonnes of SMP.

Milk price hike to hit dairy companies' profit margins

Last Updated at July 21, 2018 22:29 IST

https://www.business-standard.com/article/economy-policy/milk-price-hike-to-hit-dairy-companies-profit-margins-118072000873_1.html

Profit margins of [dairy companies](#) are likely to be come under increased pressure due to the hike in the cost of raw milk, following the minimum purchase price of the commodity fixed by the government of Maharashtra.

The state government on Thursday announced a Rs 5-per-litre subsidy to [dairy companies](#) with a rider. In order to avail this subsidy, [dairy companies](#) need to buy raw milk from farmers at Rs 25 a litre. As against their average cost of milk procurement of Rs 17-18 a litre, dairy companies would now have to shell out at least Rs 20 a litre to claim the Rs 5 subsidy from the government, so that the farmer can be paid Rs 25 a litre. This means, dairy companies would have to pay Rs 2-3 a litre more to avail this subsidy.

The additional payment means a proportionate decline in profit due to dairy companies' inability to pass on this price hike to consumers. Due to seasonality, dairy prices need to remain stable for consumers. So, dairy companies mostly play around with margins of distributors, retailers or their own to reduce the impact of sharp price volatility in [milk prices](#).

"Dairy margins would come under pressure albeit marginally, due to the increase in the cost of raw material. But the impact of [milk price hike](#) would not be severe," said Dhiraj Mistry, an analyst with Emkay Global Financial Services Ltd.

Following massive protests from milk farmers, the government of Maharashtra on Thursday

agreed to their demand and fixed a minimum purchase price of milk at Rs 25 a litre effective July 21. The government also announced a subsidy of Rs 50 a kg to intermediaries in the dairy business, engaged in the production of value-added products such as skimmed milk powder (SMP).

Interestingly, [milk farmers](#) in Gujarat and Karnataka are getting Rs 29-30 a litre and Rs 24-25 a litre respectively as against Rs 16-18 a litre received by their counterparts in Maharashtra, where [milk prices](#) slumped from Rs 27-28 about a year ago.

To minimise the impact, however, dairy companies are planning to cut distributors' and retailers' margins which they had increased during the last milk price fall. Despite a severe decline in milk procurement prices, dairy companies had raised distributors' and retailers' margins without passing on the price decline to consumers. Also, a substantial portion of the profit generated through low raw material cost, was compensated with the sharp fall in the prices of value added products like SMP.

Selling currently at Rs 140 a kg in the domestic markets, dairy companies have been incurring a loss of Rs 50 a kg in SMP. Dairy companies led by the [Gujarat Cooperative Milk Marketing Federation \(GCMMF\)](#) which sells dairy products under Amul brand holds around 200,000 tonnes of SMP of which Amul alone contributes over 50 per cent.

Indian dairies, however, have failed to export

DAIRY CHART

Recent steps taken by dairies

PARTICULARS	ACTIONS
Pouch milk	Prices are sequentially flat for most players, although some players have increased consumer offers by giving free pouch curd
Ultra-high temperature processing milk	Maintained across all SKUs
Buttermilk	Maintained across all SKUs
Cheese	Maintained across all SKUs
Cottage cheese (paneer)	Gowardhan is the only brand, which reduced prices by 12% y-o-y
Ghee	MRP cut by 3%
Curd	Britannia raised the price by up to 18%, Amul and Mother Dairy cut by 8-10%

Note: SKUs means stock keeping units

Source: Bara Capital

SMP to the world market due to global oversupply.

“While the government has accepted our demand to raise milk procurement prices by Rs 5 a litre, its implementation would be interesting to see. The government has not yet issued any notification for the same yet,” said Yogesh Pande, Spokesperson, Swabhimani Shetkari Sanghatana (the farmers’ body which spearheaded milk farmers’ protest in Maharashtra.

Meanwhile, dairies in the business of value added products are set to benefit from the Rs 50 a kg subsidy offered by the government.

“Earlier, the subsidy was announced on exports. But, the same was revised to incorporate domestic sales also. Thus, companies with value added products are set to benefit,” said Devendra Shah, Chairman, Parag Milk Foods.

India’s milk production rose by 4 per cent to hit the record of 165.4 million tonnes for 2017-18.

To promote dairy exports from India, however, the Directorate General of Foreign Trade (DGFT) had on July 13 announced 10 per cent export incentives on milk powder, casein and other dairy products under the Merchandise Exports from India Scheme (MEIS).

Also, the government raised import duty to 40 per cent from 30 per cent on whey milk powder on March 27 to restrict its import.

Reacting to the announcement, shares of Parag Milk Foods declined marginally by 1.28 per cent to close on Friday at Rs 280.65 apiece. Similarly, stocks of Prabhat Dairy also declined by 1.27 per cent to close at Rs 148.20 apiece on Friday.

Ice manufacturers cool to using dye

UPDATED: JULY 20, 2018 01:13 IST

<https://www.thehindu.com/news/cities/chennai/ice-manufacturers-cool-to-using-dye/article24465892.ece>

In May, the Food Safety and Standards Authority of India (FSSAI) issued a circular that ice manufactured for industrial purposes must be differentiated by adding a blue dye.

However, little has changed on the ground with ice manufacturers maintaining ignorance of the circular and officials saying that they have launched a campaign to raise awareness.

Along the State's long coastline, hundreds of small and big ice manufacturing units flourish and few follow the norms laid down by the food safety regulator. In Ramanathapuram, the district collector issued a release three weeks ago about the new FSSAI notification. But food safety officials say that it is impossible to implement the order unless the manufacturing units are sensitised.

"The ice manufacturing units in these areas are usually 30x40 ft. buildings with a cement tank and employ at the most 2-3 people," said P. Nallathambi, a designated food safety officer in Cuddalore district. The units use water from borewells, store them for a few days before freezing them. "In Cuddalore alone, there are 35 units manufacturing industrial ice. Fishermen pick up blocks of ice before launching their expedition," he added.

Thoothukudi has five major ice manufacturing units and 12 small units and all of them use colourless ice bars, mostly for preserving fish. A total of 245 mechanised boats operate from Thoothukudi fishing harbour and another 107 boats from Tharuvaikulam fishing harbour, 10 km from Thoothukudi.

From Kanniyakumari's Chinna Muttam and Colachal fishing harbours, around 465 boats are operated and the fish is preserved in colourless ice.

The FSSAI circular says that as ice used for industrial purposes is not safe for consumption, it needs to be differentiated from edible ice with a dye.

"Synthetic colour permitted under the Food Safety Act is to be used," Mr. Nallathambi said.

Early days

Food safety officers in Ramanathapuram said it is too early to take action against industrial ice manufacturers. They would need to be given time to switch over to coloured ice, an official explained.

A senior FSSAI official in Coimbatore said that the food regulator has launched efforts to enforce colour differentiation for non-edible ice. "Chances are high for non-edible ice to be used in bakeries, cool bars and roadside juice stalls," said B. Vijayalalithambigai, a designated FSSAI official in Coimbatore.

Laboratory examinations of groundwater in the past in Coimbatore have shown the presence of heavy metals and harmful bacteria like E. coli.

As per the new norms, manufacturers can use permitted colours like indigo carmine or brilliant blue up to 10 parts per million for dyeing non-edible ice whereas edible ice will remain colourless.

FSSAI officials had found that colour coding for non-edible ice was not being followed when they conducted a joint inspection with the Fisheries Department to check the use of preservatives in fish sold at Ukkdadam fish market last week though the colour distinction had come into effect from June 1. "A list of industries manufacturing non-edible ice will be drawn up to enforce the norms," said Ms. Vijayalalithambigai.

Many vendors opt for large ice blocks instead of ice cubes made of potable water as the former cost ₹6 per kg, whereas ice cubes in packets are priced ₹10 per kg.

M. Karthikeyan, vice-president of the Bakery Owners Welfare Association in Coimbatore, insisted that 90% of the 500-odd bakeries in Coimbatore have switched to packet ice cubes.

Awareness campaign

FSSAI is planning a mass awareness campaign for bakery owners, operators of juice stalls and roadside vendors to prevent the use of non-edible ice in beverages and other eatables.

In Tiruchi, ice block manufacturers said they had not received any communication from the Food Safety Department on colour differentiation of edible and non-edible ice. Though the manufacturers maintained that they use both potable and borewell water for making the ice blocks used for preserving perishable food items.

An ice manufacturer based in Thuvakudi said the salt in the water sourced from borewells gets separated in the process of conversion to ice. Another manufacturer in Palakkarai said ice cannot be made with impure water.

"The colour will show up easily. In fact, ice blocks made with rain water will also have a pale yellow shade," he said.

Bleeding colour

Though ice manufacturers in Madurai were aware of FSSAI's guidelines. K. Suresh Kumar, head of SS Ice Company in Kalavasal, said that only one local manufacturer had tried adding colour. "That member faced deep losses because non-edible ice to which blue colour was added became a problem for him when it

was used to preserve flowers and fish. The produce began acquiring a blue tint. Our main target groups stopped purchasing ice from the company. Fearing a similar plunge in numbers, we did not follow the practice," he said.

"We make ice using borewell water and it is fit for consumption. We do not understand why the government is insisting on such regulations," he said, adding that the FSSAI should instead conduct regular inspections at ice manufacturing companies to spot fraud.

"In Madurai, a 50 kg bar costs ₹120. The scaremongering has caused us unnecessary trouble and has brought forth distrust. Juice sellers, who are our primary 'edible ice' customers, are vigilant about poor quality ice. It is they who should maintain hygiene when selling their products," he said.

FSSAI officials maintained that the colour would not bleed onto the preserved objects. "The ice when it dissolves will run as blue water. It will not damage the fish or any object that it preserves," Mr. Nallathambi said.

Maharashtra government accepts Rs 25 per litre milk procurement demand

Updated: Jul 20, 2018, 10.48 AM IST

<https://economictimes.indiatimes.com/news/politics-and-nation/rs-25-per-litre-for-milk-from-july-21-says-maharashtra-government/articleshow/65059196.cms>

An end to the four-day agitation by dairy farmers appeared in sight today, with the Maharashtra government announcing that it had accepted a key demand of the protesters.

The government has decided to give Rs 25 per litre for milk to dairy farmers with effect from July 21, Dairy Development Minister Mahadev Jankar said in the Legislative Assembly this evening.

The farmers had been holding protests in parts of the state since Monday, seeking a hike of Rs 5 per litre in the procurement prices. The impact of the protest was felt particularly in Mumbai and Pune where milk supplies were partially affected.

Though the protest has not created an acute shortage of milk yet, the agitation has intensified with families of dairy farmers also pitching in.

"I'm ready to withdraw the agitation if the milk-purchase rate is fixed around Rs 25 per

litre," Raju Shetti, Swabhimani Paksha MP, who is spearheading the stir, had said.

The minister made the announcement after a meeting convened by Assembly Speaker Haribhau Bagade.

Chief Minister Devendra Fadnavis, Revenue Minister Chandrakant Patil, Leader of Opposition in the Assembly Radhakrishna Vikhe Patil, NCP leader Ajit Pawar, leaders and representatives of milk suppliers federation were present at the meeting.

The major milk-producing districts of Kolhapur, Sangli, Satara, Ahmednagar and Nashik supply bulk of the stock to Mumbai and Pune. Some units in Thane and Palghar also supply milk to the Mumbai Metropolitan Region.

Yesterday, Shetti had vowed to stop trains carrying milk to the state from Gujarat. A Western Railway official earlier said milk tankers would be attached to the Ahmedabad-Mumbai Central passenger train to mitigate problems faced by consumers.

Government to offer incentive on exports of milk products

Jul 18, 2018, 07.23 AM IST

https://economictimes.indiatimes.com/industry/cons-products/food/government-to-offer-incentive-on-exports-of-milk-products/articleshow/65032210.cms?utm_source=APPusers&utm_medium=whatsappshare&utm_campaign=socialsharebutton&from=mdr

The government is considering incentivising exports of milk products, adding milk to mid-day meal rations as well as reducing GST and increasing import duty on certain products as it seeks ways to ensure better returns for dairy farmers.

On Tuesday, the Centre convened a high-level inter-ministerial meeting under transport minister Nitin Gadkari to discuss these measures, even as a strike by dairy farmers in Maharashtra continued for the second day. Railway minister Piyush Goyal, who also holds the finance and coal portfolios, Amul managing director RS Sodhi, Maharashtra State Commission of Agricultural Costs and Prices Centre chairman Pasha Patel attended the meeting, with agriculture minister Radha Mohan Singh joining in through videoconferencing.

Gadkari will hold another meeting on Wednesday with external affairs minister Sushma Swaraj, human resource development minister Prakash Javadekar, minister for women and child development Maneka Gandhi and the agriculture and railways ministers to finalise the measures.

"Today, along with union ministers Radha Mohan Singh and Piyush Goyal and officials we discussed challenges faced in the milk production sector. We have decided to offer a 10% incentive on exports of milk and milk products. Tomorrow, we will meet again to explore available options," Gadkari tweeted. Later, he said they were also looking at providing milk products as a part of midday meals at schools.

"States would soon be asked to come on board. Also, there are a lot of countries that receive grants from India. Some of these have shortage of milk. We could offer them milk powder as a part of grant. We are finding out ways to push the retail demand of milk.

I urge people to replace cold drinks with milk," Gadkari told reporters. Sources said they also considered cutting GST on ghee and

butter to 5% from 12% and increasing import duty on lactose to 60% from 40%. Government officials said dairy cooperatives have a stock of more 1.5 lakh tonnes of skimmed milk powder — used for preparing liquid milk in the summer when supplies are short — and they could easily export 50,000 tonnes if an export subsidy was given, helping firming domestic prices.

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Meanwhile, in Maharashtra, government officials said the Swabhimani Shetkari Sangthana's (SSS) milk-supply-stoppage call didn't affect supplies to consumers on Tuesday. However, in some pockets of Pune, there were reports of milk shortages. "I could get only half a litre pouch though I wanted a litre," said Manoj Kelkar, a Pune resident. As an emergency measure, milk was brought in by train and by tankers under police protection to Mumbai. "We have stock of 80 lakh litres with major dairies in Mumbai," said an official requesting not to be named.

The situation was worse on Monday when, according to state officials, milk coming to Mumbai dropped by about 60% with only 40 lakh litres reaching the city. The agitation by dairy farmers began days after the government announced an upward revision in the minimum support price for food grain to help double farmers' income.

On Tuesday, arrest warrants and notices were issued against prominent SSS leaders like Ravikant Tupkar and Prakash Pokale, even as the organisation vowed to intensify the strike.

SSS leader and MP Raju Shetty himself was camping through the day on Maharashtra's border with Gujarat. "We sent back 20 Gujarat tankers on Tuesday," SSS spokesperson Yogesh Pande said. Activists were using guerrilla tactics to attack milk tankers even as the government deployed heavy security in the Sangli Kolhapur base of the SSS.

The organisation is firm on carrying on the

agitation till the government accepts its demand of giving a subsidy of Rs 5 a litre to farmers. "The government has announced a subsidy of Rs50 a litre for export of milk powder. It translates to Rs 5 a litre. Along with

the earlier subsidy of Rs 3 a litre being given for milk powder export, the powder manufacturing dairies are getting subsidy of Rs 8 a litre and paying farmers only Rs 16 a litre," said

Soon, milk outlets may come up at all railway stations

Updated: Jul 17, 2018, 11.05 PM IST

<https://m.economictimes.com/industry/transportation/railways/soon-milk-outlets-may-come-up-at-all-railway-stations/articleshow/65028089.cms>

Railways is drawing up a plan to make milk available at [railway stations](#) across the country to promote its consumption, [Railway Minister](#) Piyush Goyal said today.

Goyal said this after attending a high-level meeting chaired by Transport Minister Nitin Gadkari, Agriculture Minister Radha Mohan Singh, representatives of Amul India and food safety body FSSAI to discuss issues and concerns of the dairy sector in the backdrop of the farmers agitation in Maharashtra that had led to severe shortage of milk in the state.

The agriculture ministry had mooted a proposal asking railways to make milk available at railway stations and at the meeting, sources said representatives from Amul India suggested that the national transporter could provide stalls to dairy companies or [cooperatives](#) where they could sell their products.

"Railways will soon take a call on the availability of milk at railway stations. We are going to discuss more on the issue with other ministries tomorrow to see how [milk consumption](#) can be increased in the country. Railways has also received a proposal from the agriculture ministry to make milk available at stations, we will take a decision in two to four days," Goyal said.

Milk supply in Maharashtra was badly hit after thousands of dairy farmers launched a protest on Monday, demanding better price and subsidy of Rs 5 per litre. Tankers supplying milk to major cities including Mumbai, Pune, Nagpur, Nashik and others were blocked early morning leading to sudden crisis.

The farmers' groups, led by Swabhimani Shetkari Sanghatana and Maharashtra Kisan Sabha, are demanding a GST waiver on butter and milk powder apart from the subsidy.

Ultra modern milk pasteurising unit launched in TN

<https://www.thehindubusinessline.com/news/ultra-modern-milk-pasteurising-unit-launched-in-tn/article24442416.ece>

CHENNAI, JUL 17

A slew of projects, including an ultra-modern milk pasteurising unit and a 200-bed hospital, have been launched by Tamil Nadu Chief Minister K Palaniswami, the state government said today.

The pasteurising unit constructed at an estimated cost of Rs 34 crore at suburban Sozhinganallur was inaugurated through video conferencing from here yesterday, it said.

Milk procured by state-run dairy products major Aavin would be pasteurised at the unit and sold in sachets of 200 ml, 500 ml and one litre quantity and will have a shelf life of 90 days under room temperature, an official release said today.

The move was in line with the government's aim of providing quality milk to consumers by bettering the related infrastructure.

The Chief Minister unveiled modern Aavin parlours at Vellore and Kanyakumari and a veterinary hospital and related facility at Villupuram and Tiruvallur, respectively, it said.

Under the Health and Family Welfare department, the Chief Minister inaugurated a 200-bed hospital at the Tiruvannamalai Government Medical College, constructed at an estimated Rs 28.10 crore.

He also declared open various facilities in different government hospitals in Chennai, Madurai, Nagappattinam and Tiruchirappalli, the release added.

Launching initiatives under the Fisheries department, Palaniswami inaugurated fish landing centres and fish breeding centres in different parts of the state like Tiruvallur, Karur and Tirunelveli districts.

Published on July 17, 2018

Health/Awareness

Rwanda, India agricultural pact to boost productivity

Published : July 26, 2018

<http://www.newtimes.co.rw/news/rwanda-india-agricultural-pact-boost-productivity>

Local dairy farmers have identified areas they would like the Agriculture cooperation agreement signed between Rwanda and India to address.

The Rwandan government Tuesday signed a raft of pacts, with India including a cooperation agreement in agriculture.

The Memorandum of Understanding on Agricultural Research and Education between Rwanda Agricultural Board (RAB) and India Council of Agriculture Research (ICAR) that aims to develop the dairy sector through research and capacity development.

While agricultural officials have expressed say that the agreement will spur innovation in the dairy sector and boost milk production, some farmer have received the news with caution.

“They should expect other additional skills which will help them to know how to increase the productivity of their animals,” Patrick Karangwa the acting Director of RAB said.

India has an advanced agricultural sector with mechanised farming and developed livestock industry.

Partnering with Rwanda would increase the number of local livestock experts who can

help dairy farmers to increase productivity and add value to their products.

“We expect to learn from India’s rich experience. It’s somehow strategic to have a link with people who have something tangible to share in a specific field,” Karangwa said.

Milk production has exponentially grown to around 700,000 tonnes of milk in 2017.

John Malidadi, a farmer from Rwimiyaga sector in Nyagatare District said dairy industry can do better.

One of the persistent challenges, he said, is the imported cows which struggle to adapt to the local environment and easily fall sick.

“Research needs to be conducted to find ways that imported breeds to create local hybrids adapt easily to our environment,” he said.

The other area is cattle feeds which are expensive and the supply is inconsistent.

“During the rainy season, milk supply is high and farmers can not sell all their produce. And during the dry season, there is no sufficient milk because cows can’t find enough food. We want a dairy industry which produces consistently from January to December,” he suggested.

Dodla Dairy: Greener grass on the udder side

Jul 25, 2018

<http://www.forbesindia.com/article/hidden-gems-2018/dodla-dairy-greener-grass-on-the-udder-side/50823/1>

It took Sunil Reddy about five years after graduating from Manipal Institute of Technology in 1990 to find his calling. After earning a degree in industrial engineering, Reddy struck out on his own by growing mushrooms. The business sank without a trace. His next stab at entrepreneurship was exporting mangoes to Singapore, which didn't move the needle either. A business plan to float a textile manufacturing unit remained on paper after Reddy failed to secure funds. A brief stint with the family's civil construction business didn't excite him either.



₹1,597 Cr

Revenue for FY18

₹54.3 Cr

PAT for FY18

Key Move

Buying the Chittoor plant in 2001 for ₹40 lakh

Business Mantra

Never compromise on quality and scale

Risk Factor

Any dairy business is hinged on procurement. A drop in procurement, which will in turn affect sales, remains a key risk for dairy firms

Stake in the Pie

Reddy owns 73 percent of the firm

sation India. Also, India had transformed itself from a milk-deficient to a milk-surplus nation, thanks to the massive success of Operation Flood, started by the National Dairy Development Board in 1970. But, milk production was largely a stranglehold of dairy cooperatives.

"There wasn't much of activity. There were a few companies, which made me say, why not? It was dominated by cooperatives and people stood in queues to buy milk back then," says

Reddy, 50, in a phone interview to Forbes India.

Back then, cooperatives such as Karnataka Milk Federation, which sells products under the Nandini brand, Aavin Dairy in Tamil Nadu and Vijaya Dairy in Andhra Pradesh were at the top their game in South India.

Reddy launched Dodla Dairy in Chennai in 1995 (he shifted to Hyderabad in 2006) with approximately ₹9 crore pooled in from his father, IDBI Bank and venture capital firm Ventureast. Reddy was fortunate to be able to navigate the first hurdle in—procurement of milk—thanks to his philanthropic grandparents. His family had built the first women's college in Nellore, Andhra Pradesh, apart from setting up schools and hospitals. The family enjoyed tremendous goodwill in the region. Hence, when Reddy approached local farmers to supply him milk, most of them obliged.

His first factory in Nellore became operational in 1997. By the first year of operation, Dodla Dairy had sold about 30,000 litres of milk in Chennai. But that wasn't enough. After all, he had to make provisions to pay pay interest in high teens on the money borrowed from IDBI Bank.

In 2001, Reddy bought a dairy plant in Penumur, Chittoor, for ₹40 lakh. That turned the tide in his favour.

"The Chittoor plant turned us around. It gave us a return of about ₹1.5 crore within the first two years and helped us reduce the burden on debt for the bigger plant," says Reddy. He hasn't looked back since.

Over the past two decades, Reddy has grown Dodla Dairy into a formidable dairy company. The company has a processing capacity of 10.2 lakh litres of milk every day, sourced from about 2 lakh farmers in the southern states of Tamil Nadu, Andhra Pradesh, Telangana and Karnataka. It operates 66 chilling stations and 11 processing plants.

Among private establishments, Heritage Foods (profits of ₹52.05 crore on sales of ₹2,343 crore in FY18), Hatsun Agro (profits of ₹91 crore on revenues of ₹4,300 crore in FY18) and Thirumala (profits of ₹70 crore on sales of ₹1,424 crore in FY13, the firm hasn't disclosed its financials since then), which was acquired by Lactalis for

It was then that Reddy's father-in-law, dairy scientist MS Reddy, suggested he scope out the dairy segment. Consumption was on a rise in post-liberali

about \$250 million in 2014, have bigger numbers to boast.

Dodla Dairy is catching up fast. The firm posted profits of ₹54.3 crore on revenues of ₹1,597 crore in the last fiscal. While milk accounted for about 65 percent of the turnover, milk products constituted the rest. The products, which include curd, ghee, butter and paneer, fetch Ebitda margins from 7 percent (for butter and ghee) to 20 percent (for curd), according to Care Ratings. Dodla Dairy also sells its milk products in Gujarat, Madhya Pradesh and Rajasthan.

Among the private companies, Dodla Dairy is estimated to be the largest in Karnataka, while it is third in the pecking order in Tamil Nadu, behind Heritage and Thirumala, and fourth in Andhra Pradesh, behind Hatsun Agro, Thirumala and Heritage.

Reddy has braced himself up to ride the dairy wave in India. According to a December 2017 report by Edelweiss Securities, India's milk production in the last 35 years grew at a 4.5 percent compound annual growth rate (CAGR) to outperform global milk production growth of about 1.6 percent CAGR. "India's milk production is expected to outperform global production and grow at a similar 4.2 percent CAGR going ahead to 507 million litres per day and surpass the European Union as the largest dairy producer by 2020," the report adds.

Dodla Dairy's latest salvo at the big guns is a fully automated manufacturing unit in Hyderabad that started production last year. The growth has also attracted a couple of marquee investors. In 2012, the company raised ₹110 crore from Proterra Investment Partners. Until then, the firm functioned on money borrowed from banks to meet working capital needs. In May last year, Dodla Dairy raised approximately ₹320 crore from TPG Capital, paving an exit for Proterra.

The recent gush of funds has made Dodla Dairy a more disciplined outfit than it was earlier, admits Reddy.

"My father keeps asking me why we took private equity money. It was more about

increasing our knowledge and bandwidth going forward and not much about the money. Much of the money is still lying in the bank. They [the investors] helped us professionalise the company," he says with a laugh.

Dodla Dairy, however, doesn't register a blip beyond the southern states. Once it looks beyond its stranglehold, the firm will compete with Amul, Kwality Ltd, Parag Milk Foods, Prabhat Dairy and Mother Dairy. Apart from the regional satraps in South India, Dodla Dairy also fights for market share with the likes of Nestlé, Britannia and ITC, especially in the milk products segment.

Does Reddy harbour national ambitions? "For us, the idea is to blanket each state. Wherever there is a viable opportunity, we will go there," he says.

The firm's rapid growth is anchored on its watertight supply chain, says Sarath Naru, founder and managing partner at Ventureast.

"A farmer should give you the milk and not somebody else. That means the farmer should be paid diligently on the promised date. This was pursued religiously by Sunil. He was smart in getting the operations right. The supply chain is firmly in place. Sunil invested in operations and backed the right people," says Naru. For instance, BVK Reddy, CEO at Dodla Dairy, and Krishna Reddy, general manager of procurement, have been with the firm since inception.

Sunil Reddy claims the milk hits the market in about 24-36 hours of being procured.

He is now looking to replicate the success he's tasted at home in Africa. In 2014, the company bought Hillside Dairy and Agriculture Ltd, which has a processing unit in Mbarara in Uganda, for about ₹14.5 crore. The African operations contributed ₹32 crore to the company's topline last fiscal. Further expansion to other countries is on the anvil.

The firm continues to assess new opportunities in other emerging markets, says Reddy. "If I may say this, the world is our oyster," he says.

Pune: Private dairies to build database of farmers

<https://indianexpress.com/article/cities/pune/private-dairies-to-build-database-of-farmers-5272546/>

Updated: July 24, 2018 11:28:34 am

Private dairies in Maharashtra have begun building a database of farmers from whom they buy milk. This, the dairies say, will help them pass on government subsidies, if any, directly to the farmers and bring about more transparency.

Rajiv Mitra, managing director of the Satara-based Govind Milk and Milk Products, said the database would be ready in three months. "This will allow for direct benefit transfer as well as bring better transparency in the system," he said.

Unlike Gujarat or Karnataka, the dairy sector in Maharashtra is fragmented with private and cooperative dairies competing with each other both in terms of retail sales as well as milk procurement. Private dairies account for around 70 per cent of the 1.4 crore litres of milk procured in the state daily. However, private dairies do not deal directly with farmers but with Bulk Milk Coolers (BMC) operators, who in turn arrange for milk for the dairies. Payment is made to the BMC operators who arrange for payment to farmers. Most dairies ensure online payment down the value chain.

While for dairies, the present system allows for less paperwork, this also creates an

awkward situation for the state government as far as direct subsidy programmes go. During the recent agitation by the Swabhimani Shetkari Sanghata, demanding a Rs 5 per litre subsidy for dairy farmers, the infrastructural lacunae had come to the fore. Officials of the dairy development department said this was not possible given that the state did not have the database of farmers who deal with private players.

Karnataka has a direct subsidy programme for farmers, under which the state government directly transfers Rs 5 per litre to dairy farmers.

Cooperative dairies, on the other hand, have made efforts to maintain such a database through dairy societies at the village level. Cooperative dairies also make direct bank transfers to farmers' accounts for their fortnightly milk payments. Now, private dairies have started work on collating the database of their farmers. This will include details like [Aadhaar](#) and bank account numbers of the farmers.

Special drives will be undertaken to ensure all dairy farmers have bank accounts.

States agree to supply milk under Mid-Day Meal, Anganwadi schemes

NEW DELHI, JULY 29, 2018 12:04 IST

<https://www.thehindu.com/news/national/states-agree-to-supply-milk-under-mid-day-meal-anganwadi-schemes/article24545370.ece>

Most states, including Rajasthan, have agreed to supply milk for two days a week through Mid-Day Meal and Anganwadi schemes in order to absorb surplus stock and ensure better prices to farmers, Animal Husbandry and Dairy Secretary Tarun Shridhar said.

Farmers are in distress in key milk-producing states like Maharashtra because of fall in the procurement rate amid surplus milk production, piling up of skimmed milk powder (SMP) and white butter stock. There was a [farmers' protest in parts of Maharashtra](#) ten days ago.

“We had asked states to arrange for supply of milk and milk products through schools and Anganwadi networks under schemes like midday meal. Rajasthan government has already confirmed that they have done,” Mr. Shridhar told PTI.

Every state is keen to do it, he said. “It is matter of having adequate supply of milk. The states are still working on logistic issues like converting SMP to milk, storage and other issues,” he added.

Currently, the country has a stock of 2.30 lakh tonnes SMP and 60,000-70,000 tonnes of white butter.

Stating that the government is taking all possible measures to alleviate the distress of farmers, the secretary said import of whey milk powder has been hiked to 40% from 30% and also incentives have been provided to boost export of dairy products.

While these are short term measures, a long term policy need to be framed to ensure that such a situation does not arise in future for farmers, he said.

The top official observed that much of the focus so far has been on boosting milk production and not consumption.

Though the per capita consumption in India, the world's largest milk producer, is above the global average of 330 grams, there is a scope for increasing the intake level to ensure nutritional security, he added.

As per the official data, milk production is estimated to have increased by 6.6% to 176.35 million tonnes during the last financial year. The government expects milk production to touch 254.5 million tonnes by 2021-22.

Dairy farmers' stir: Milk may be introduced in mid-day meal

July 18, 2018 17:07 IST

<http://www.rediff.com/business/report/dairy-farmers-stir-milk--may-be-introduced-in-mid-day-meal/20180718.htm>

With milk supply in several parts of Maharashtra affected by a stir of farmers demanding higher prices, a central government panel of ministers endorsed a 10 per cent export incentive on milk and milk products and a series of measures that included distribution of milk in railway stations and anganwadis.

"We are planning to introduce milk in the mid-day meal scheme to increase its consumption," road transport minister Nitin Gadkari told reporters after the meeting.

Finance Minister Piyush Goyal and external affairs minister Sushma Swaraj were also on the panel.

By official estimates, the country has a surplus of 300,000 tonnes of milk powder. This has led dairies and other bulk buyers to cut liquid milk purchase, a reason why its price in several parts of Maharashtra is Rs 10-15 a litre less than last year.

After the news of the export incentives, shares of dairy companies rose. Those of Parag Milk Foods were up 4.8 per cent, Prabhat Dairy by 13.4 per cent and Hatsun Agro Products by 4.1 per cent on the BSE.

The ministers also decided to send milk powder in the form of foreign aid, to Bangladesh, among others.

The agriculture ministry had earlier suggested the railways make milk available at rail stations.

Representatives from the Amul brand of milk products felt the railways could provide stalls to dairy companies or cooperatives for sale of products.

"The railways will soon take a call (on this). We are going to discuss more on the issue with other ministries tomorrow, to see how milk consumption can be increased in the country.

"On the proposal from the agriculture ministry to make milk available at stations, we will take a decision in two to four days," said finance minister Goyal.

The stir in Maharashtra has been on since Monday, for a minimum Rs 5 a litre subsidy to milk farmers and a minimum price of cow milk at Rs 30 a litre.

Around 70 per cent of the 165 million tonnes of milk produced across India in a year is consumed directly in liquid form.

The rest is processed into products such as cheese, butter and skimmed milk powder.

5 price research resources for farmers

July 16, 2018

<https://www.farmanddairy.com/top-stories/5-price-research-resources-for-farmers/498395.html>

Price research helps farmers effectively price their products. Farmers use it to identify current prices, trends and patterns in the marketplace. Results give farmers keen insights to market conditions and the amount buyers are willing to pay for farm products.

The following resources provide farmers with price information.



Click the graphic above for more Farming 101 advice.

1Competitors

The USDA maintains online Local Food Directories for farm markets, farm stands, Community Supported Agriculture and food hubs at www.ams.usda.gov/services/local-regional/food-directories-listings.

Farmers can locate markets with similar sales demographics, and go undercover to scope out competitors' prices.

2Online farmers' markets and buying clubs

Online markets and clubs showcase fresh food and value-added products from farms within a region. Farmers can research and compare

prices for a single product from multiple vendors.

Browse prices at Green Bean Delivery, greenbeandelivery.com, and Ohio Valley Food, ohiovalleyfood.com.

3USDA Market News

The Agricultural Marketing Service publishes wholesale and retail price reports in Market News online, ams.usda.gov/market-news.

Farmers can view up-to-date prices for commodities, specialty crops and organics. They can pinpoint prices in their region, and compare to the national average.

4The Kentucky Center for Crop Diversification

The Center publishes price reports from produce auctions, farmers' markets and wholesalers in Kentucky, Illinois, West Virginia, Tennessee, Indiana and Ohio.

Visit the Kentucky Center for Crop Diversification website for a current list of price reports by state, www.uky.edu/ccd/pricereports.

5Market Watch

Market Watch is a national hub for price information. The website hosts price reports for niche farm products such as grass-fed and pasture-raised meats and fishery products.

NDDB's project helps over 27,000 dairy farmers in Maharashtra

<https://www.moneycontrol.com/news/india/nddbs-project-helps-over-27000-dairy-farmers-in-maharashtra-2727811.html>

Over 27,000 milk producers have benefited from a dairy development programme initiated to provide financial stability to farmers in the Vidarbha and Marathwada regions of Maharashtra, an official said.

The project, launched by the National Dairy Development Board (NDDB) last year, covers 3,023 villages spread across 11 districts falling under the two backward regions.

As many as 27,326 milk producers have got Rs 168.43 crore directly into their bank accounts till May this year as part of the programme, the government official told PTI.

The project's objective is to provide financial stability to farmers, generate self-employment in the dairy sector and boost milk production through scientific breeding activities, like increasing the number of milch animals by improving their feeding and health care facilities, he said.

"A sum of Rs 6.5 crore is being deposited directly into the accounts of milk producers every 10 days," he said.

The districts of Nagpur, Wardha, Amravati, Chandrapur, Buldhana, Akola and Yavatmal in Vidarbha and Nanded, Osmanabad, Latur and Jalna in Marathwada are covered under the project, he said.

About 2,09,913 litres of milk is collected every day from the two regions, including 70,017 litres from Marathwada, the official said.

As part of the project, the NDDB's Mother Dairy brand has opened milk distribution outlets at 32 places in Nagpur city. These outlets will be run by retired defence personnel, he said.

Commissioned in 1974 and established under the initiative of 'Operation Flood', Mother Dairy is a wholly-owned subsidiary of the NDDB. .

Regulatory/Legal

Nandhini is not Nandini, SC tells KMF

JUL 27 2018, 00:58AM IST

<https://www.deccanherald.com/state/nandhini-not-nandini-sc-tells-683865.html>

The Supreme Court on Thursday allowed 'Nandhini' chain of restaurants to use its name and trademark, discarding the objections made by Karnataka's Cooperative Milk Producers Federation which sold its milk and allied products by the brand name of 'Nandini'.

"The proprietor of a trademark cannot enjoy a monopoly over the entire class of goods and, particularly, when he is not using the said trademark in respect of certain goods falling under the same class," the top court said.

A bench of Justices A K Sikri and Ashok Bhushan said the use of 'Nandhini' in respect of its different goods would not be detrimental to the purported distinctive character or repute of the trademark of 'Nandini'.

"Nandini/Nandhini is generic, it represents the name of Goddess and a cow in Hindu mythology. It is not an invented or coined word of the respondent (milk cooperative)," the court said.

The court also said it is to be kept in mind that the appellant, Nandhini Deluxe, had adopted the trade mark in respect of items sold in its restaurants way back in 1989 which was four years after the respondent, Karnataka Cooperative Milk Producers Federation Ltd (KMF), had started using the trademark 'Nandini'.

"Though there is a phonetic similarity in so far as the words Nandhini/Nandini are concerned, the trademark with logo adopted by the two parties are altogether different," the bench said, adding the manner in which both are written is also totally different.

"It is difficult to hold that the mark adopted by the appellant (Nandhini) will cause any confusion in the mind of consumers, what to talk of deception. We do not find that the two marks are deceptively similar," the bench added.

The court said it is difficult to imagine that an average man of ordinary intelligence would associate the goods of the appellant as that of the respondent as not only appearance of the two marks is different, they even relate to different products.

The court allowed a civil appeal by Nandhini Deluxe against the Karnataka High Court judgement of December 2, 2014. The high court had confirmed an order by the Intellectual Property Appellate Board of October 4, 2011, which had allowed objections by KMF against registration of the name 'Nandhini' by deputy registrar, trademarks.

The top court restored the order granting registration in favour of Nandhini Deluxe with a modification that it will not be given for the milk and milk products.

New tech to check milk adulteration

Jul 25, 2018

<https://www.tribuneindia.com/news/amritsar/new-tech-to-check-milk-adulteration/626245.html>

State-owned dairy cooperative, Milkfed, has obtained strip-based technology developed by the National Dairy Research Institute (NDRI) for rapid detection of adulteration in milk.

The technology will help in detecting adulterants, such as sucrose, glucose, hydrogen peroxide, neutralizer, detergents, malto dextrine and urea in milk.

Manjit Singh Brar, Managing Director, Milkfed, Punjab, said these strips would be

made available at grass roots to check the milk adulteration. "Milkfed has always been committed to deliver pure and healthy milk and milk products to the consumers," he said.

He stated the association with farmers was not limited to procuring, processing and marketing of milk and milk products but also running programmes to improve cattle breed, development of fodder seed and extending technical inputs and support.— TNS

Plastic city: Discarded milk packets clog Delhi

<https://www.indiatoday.in/mail-today/story/plastic-city-discarded-milk-packets-clog-delhi-1294171-2018-07-24>

July 24, 2018

More than one-third of the total 'branded plastic' that goes into garbage daily from households could be just 'dairy products packaging' like milk and buttermilk (chhaach) pouches and cups of yoghurt (dahi) and icecream!

An interesting "garbage audit" done by an NGO, Chintan, which works specifically on solid waste management, found that 36 per cent of the total branded plastics collected in a sample of mixed garbage in Delhi is just "low-recyclable value cups and tetra packs" of Mother Dairy, Amul, etc. brands. These are majorly used to sell semi-solid dairy items like curd and lassi.

Of the "single-layer plastic" garbage analysed, 57 per cent was just Mother Dairy and Amul milk packets which otherwise have "high-recycle value," but the companies don't have any established collection or recycling mechanism. This leaves the entire process to the unorganised sector of ragpickers only.

As a result, only a small fraction of the milk pouches are recycled while most of them end up clogging drains, floating in rivers or rotting in landfills.

"Both our half and one litre milk pouches are made of 55-micron thickness virgin plastic which, I believe, are later collected by junk scavengers and even sold for Rs 35-50 per kg.

They are turned into granules and used for making irrigation pipes, I have heard," Amul's managing director (MD) RS Sodhi told Mail Today from their plant in Anand, Gujarat.

"However, we are trying to put in an organised system of collection and recycling of our pouches and cups by networking with ragpickers and NGOs," Sodhi said.

Amul currently sells 2.6 crore pouches and 12-15 lakh tetra packs of milk per day across India, generating as much waste.

A senior officer and spokesperson with Mother Dairy, on the other hand, said that they have "already entered into contractual agreement with NGOs and authorized recyclers, and piloted Extended Producer Responsibility (EPR) programs in Maharashtra. But in other States and cities, plans will be put in place post the Mumbai pilot."

Mother Dairy also highlighted the fact that they are "pioneers in setting up 'bulk milk vending shops' at Delhi-NCR, through which every year approximately 1,200 tons equivalent of plastic is avoided."

They have also been reducing plastic packaging wherever possible like replacing plastic spoons with wooden spoons in their curds and ice

creams, and eliminating use of plastic bags at Safal and Mother Dairy booths.

However NGO, Chintan, which conducted the unique "garbage audit" pointed towards the disastrous consequences of dairy companies not having put in place recycling measures pan-India already. "Establishments, which have crores-worth of turnovers per year, cannot just leave the burden of their packaging waste on poorly-paid ragpickers," said Chitra Mukherjee, head of programmes, Chintan.

"Importantly, not all milk and chhaachh (buttermilk) pouches are picked up by ragpickers. Those which are soiled, obviously, have a lesser value. As a result, they idle on landfills for years and when they catch fire, as it happens often in summers, the chlorinated plastic on burning produces cancer causing-furans and dioxins," said Chitra.

As part of the study, waste from more than 300 households of Delhi was collected by Chintan over three days preceding World Environment Day on June 5 this year. On sorting the waste, they found all brands of bread, tea, packaged juices, noodles, snacks, soaps and sanitary

napkins as much guilty of causing plastic pollution, but bulk of dairy waste caught attention.

A Sudhakar, member secretary of the Central Pollution Control Board (CPCB), said, "As per the Plastic Waste Management (Amended) Rules 2018, every single company producing packaging trash has to appoint a PRO (Producer Responsibility Organisation) for its collection and authorised recyclers too. Even essential food items like milk are not exempted and there are prescribed fines and imprisonment if the rules are not followed."

Richa Agarwal, research associate, solid waste management at Centre for Science and Environment (CSE), said state governments have a crucial role to play in enforcing the plastic rules.

"So far, only Maharashtra has taken concrete steps in this direction. In March they announced an extra 50 paise charge on every milk pouch and Rs 1 for every PET bottle for the buyer which is redeemable if he returns it at the shop. That is how we create mandatory deposit and buy back systems," she asserted.

Tribals, dairy farmers to benefit from GST exemption

<https://www.thehindubusinessline.com/economy/agri-business/tribals-dairy-farmers-to-benefit-from-gst-exemption/article24488967.ece>

NEW DELHI, JULY 22

The GST Council exempted many minor forest produce (MFP) and artificial insemination (AI) services for cattle from the tax, providing much-needed reprieve to tribals, who depend on MFP collection for livelihood, and dairy farmers across the country.

While reducing GST on MFP products such as sal leaves, siali leaves and sabai grass ropes from five per cent to nil would benefit millions of tribals in many States including Andhra Pradesh, Chhattisgarh and Odisha, the waiver of GST on AI services would go a long way in improving productivity of livestock in the country.

The GST exemption, however, is not available for artificial insemination of horses.

The GST Council also exempted those unincorporated and non-profit organisations offering services such as extension to farmers.

The Council also clarified that milk fortified with vitamins and other nutrients is exempt from GST just as the case with normal milk.

Organisations working for tribal rights have been questioning the logic behind taxing MFP saying it violated the spirit of the Forest Rights Act and created unnecessary roadblocks for the forest-dwelling communities to translate their rights into livelihood.

The move to exempt artificial insemination services from GST is in line with the Government's objective to improve the productivity of bovines. The average annual milk yield of Indian cattle is said to be 1,172 kg, which according to the Food and Agriculture Organisation is just 50 per cent of the global average. According to a study that appeared in the Journal of Applied Animal Research last year, only 25 per cent of Indian dairy farmers have fully adopted artificial insemination for their cattle, while majority fell in partial adoption category.

India: Milky way disrupted by stir, govt fails to find a solution. cut off most of the milk supply to cities

July 18, 2018

<https://www.dairybusiness.com/india-milky-way-disrupted-by-stir-govt-fails-to-find-a-solution-cut-off-most-of-the-milk-supply-to-cities/>

The strike by dairy farmers' intensified on Tuesday as agitators managed to cut off most of the milk supply to cities. Mumbai, which has hitherto remained unaffected, is likely to face a shortage in the next 24-48 hours.

Nashik and Pune started feeling the pinch on Tuesday as stocks of popular brands dropped by 40%. Swabhimani Shetkari Sanghatana (SSS)'s Raju Shetti, who is

leading the protest, blocked tankers of Amul arriving from Gujarat in Palghar. Patidar leader Hardik Patel who is backing the agitation, to block supplies on roads leading to Maharashtra.

Link: <https://timesofindia.indiatimes.com/city/mumbai/milky-way-disrupted-by-stir-govt-fails-to-find-a-solution/articleshow/65031588.cms>

Survey/Report

Milk production up 6.6% at 176.35 million tonne in 2017-18

Jul 27, 2018, 12.12 PM IST

<https://economictimes.indiatimes.com/news/economy/agriculture/milk-production-up-6-6-at-176-35-million-tonne-in-2017-18/articleshow/65160466.cms>

India's milk production is estimated to have increased by 6.6 per cent to 176.35 million tonnes during the last financial year. "Milk production in the country is 165.4 million tonnes during 2016-17 and 176.35 million tonnes (provisional) during 2017-18," Minister of State for Agriculture Krishna Raj has said in a written reply to the Lok Sabha.

She also informed that the projected milk production by 2021-22 is 254.5 million tonnes as per the vision 2022 document. India is the largest milk producer in the world.

To achieve this target, the minister said that the department has been implementing many dairy development schemes to supplement the efforts of the state governments to create necessary infrastructure across the country. These schemes are -- Rashtriya Gokul Mission, National Programme for Dairy Development (NPDD), National Dairy Plan Phase I, Dairy Entrepreneurship Development Scheme, Dairy Processing Infrastructure Development Fund (DIDF) and Supporting State Co-

operative Dairy Federation.

To ensure supply of good quality and nutritious milk to consumers, she said the Food Safety and Standards Authority of India (FSSAI) has asked state food authorities to keep a strict vigil by regularly drawing food samples and take strict action against offenders.

The FSSAI has distributed electronic milk adulteration testing machines to states and Indian Railways for detection of fat, SNF, protein, lactose, density and added water as well as adulterants like urea, detergent, ammonium sulphate, caustic soda, hydrogen peroxide, soda and salt in the raw milk.

"Besides this, over 30,000 large test kits have been funded under National Dairy Plan phase I implemented by the government of India through NDDB. Similarly, DIDF scheme envisages funding 28,000 electronic milk adulteration testing equipment to help address adulteration," Raj said.

Global Dairy Starter Culture Market 2018 | Industry Research Report Till 2023

[Michael Dulaney](#) July 24, 2018

<https://trueindustrynews.com/global-dairy-starter-culture-market-2018-industry-research-report-till-2023/>

The Global Dairy Starter Culture Market analysis of an industry is a crucial thing for various stakeholders like investors, CEOs, suppliers, traders and others. The Dairy Starter Culture industry research report is a resource, which provides current as well as forthcoming technical and financial details of the industry.

Browse Detailed TOC, Tables, Figures, Charts and Companies Mentioned in Dairy Starter Culture Market @ :-

<https://marketdesk.us/report/global-dairy-starter-culture-market-2017-99s/13691/#requestForSample>

The report titled Global Dairy Starter Culture Market (Volume, Value) – Analysis By Type, By Region, By End-Use Industry, By Country: Trends, Opportunities, and Forecasts (2018-2023). It has been segmented on the basis of value (in billion USD), region (America, North, Europe, Asia Pacific), country (Germany, USA, Canada, UK, France, India, China, Japan,), end-use industry (Mesophilic Type, Thermophilic Type, Probiotics) and type (Cheese, Yoghurt, Buttermilk, Cream). During the period 2018-2023, the Global Dairy Starter Culture Market is projected to grow at CAGR XXX.XX% owing to the strong performance of markets in the Asia Pacific region.

Major Manufacturers Analyzed in Dairy Starter Culture Market:

Danisco, Chr. Hansen, DSM, CSK, Lallemand, Sacco System, Dalton, BDF Ingredients, Lactina, Lb Bulgaricum, Anhui Jinlac Biotech, Probio-Plus

After the basic information, the report sheds light on the production. Production plants, their capacities, revenue, and production are studied. Also, the Dairy Starter Culture market growth in different regions and R&D status are also covered.

Global Dairy Starter Culture Market Research study focuses on these Types:

Cheese, Yoghurt, Buttermilk, Cream

Global Dairy Starter Culture Market Research study focuses on these Applications:

Mesophilic Type, Thermophilic Type, Probiotics

Market Segment by Regions, regional analysis covers:-

-Europe (Germany, France, UK, Russia and Italy)

-North America (USA, Canada, and Mexico)

-Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

-South America (Brazil, Argentina, Columbia etc.)

-The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Next part of the Dairy Starter Culture Market analysis report speaks about the manufacturing process. The process is analyzed thoroughly with respect to three focuses, viz. raw material and equipment suppliers, various manufacturing associated costs and the actual procedure.

Do inquire about Dairy Starter Culture Market report

here: <https://marketdesk.us/report/global-dairy-starter-culture-market-2017-99s/13691/#inquiry>

Further in the report, the Dairy Starter Culture market is examined for price, cost and gross. These three points are analyzed for types, regions, and companies. In continuation with this data, sale price is for various types, applications and region is also included. The Dairy Starter Culture industry

consumption for major regions is given. Additionally, type wise and application wise consumption figures are also given.

Dairy Starter Culture in the Global market especially covers China, Europe, United States and Japan, focuses on top players in these regions.

Following are major Table of Content of Dairy Starter Culture Industry: Dairy Starter Culture Market Competition by Manufacturers, Dairy Starter Culture Production, Dairy Starter Culture Supply (Production), Consumption, Revenue (Value) by Region, Export, Import by Regions, Dairy Starter Culture Production, Revenue (Value), Price Trend by Type, Dairy Starter Culture Market Analysis by Application, Dairy Starter Culture Manufacturers Profiles/Analysis, Dairy Starter Culture Manufacturing Cost

Analysis, Industrial Chain, Sourcing Strategy and Downstream Buyers

To provide information on competitive landscape, this report includes detailed profiles of Dairy Starter Culture market key players. For each player, capacity, price, product details, cost, gross consumption, and revenue is provided for better understanding. Their contact data is given.

In this Dairy Starter Culture market analysis, traders, and distributors analysis are given along with contact details. For material and equipment suppliers likewise, contact details are given. New investment feasibility analysis is included in the report.

Explore Full Report With Detailed TOC, Table Of Figure, Charts Here @ <https://marketdesk.us/report/global-dairy-starter-culture-market-2017-99s/13691/#toc>

US food regulator FDA signals intent to crack down on plant products using term 'milk'

<http://www.abc.net.au/news/rural/2018-07-25/us-food-regulator-fda-signals-crack-down-on-milk-term-use/10025978>

The move follows the European Court of Justice in June last year ruling that manufacturers of plant-based products should not mislead consumers by labelling them milk, butter, cheese or yoghurt.

The United States food regulator, the Food and Drug Administration (FDA), has now signalled its plans to start enforcing regulations that define milk as an animal product.

The FDA's food standard describes milk as:

"The lacteal secretion, practically free from colostrum, obtained by the complete milking of one or more healthy cows."

Casualties of the crackdown would include soy, almond, macadamia, oat, hemp, rice, quinoa, hazelnut, cashew, and coconut milks — any such milk that is not produced from a lactating cow.

FDA Commissioner Scott Gottlieb acknowledged that "an almond doesn't lactate" at the Politico Pro Summit in

Washington last week and that the agency planned to enforce existing food regulations.

The Trump administration will start cracking down on calling nondairy products like soy and almond drinks "milk." "An almond doesn't lactate, I will confess," said FDA Commissioner Scott Gottlieb at [#ProSummit](https://politi.co/2JsY8dW) <https://politi.co/2JsY8dW>

The National Milk Producers Federation (NMPF) has been lobbying the US Government for nearly 20 years to take action on beverage manufacturers using the iconic dairy term.

NMPF spokesperson Chris Galen said they welcomed Gottlieb's recognition that labelling practices of plant-based dairy substitutes violate long-standing federal standards.

"We have more hope than we had a week ago, but we also have to temper our enthusiasm with the realisation that even if

the FDA does decide to take action, it's not going to be a quick or easy process," he said.

"The Commissioner noted that it will take time, at least a year, and I think is also correct that there may be some legal challenges for those who prefer to see the status quo of the FDA not stepping in to take action on this issue."

The dairy lobby group wrote to the FDA in 2000 raising its concerns about the misuse of dairy terms.

"Back then the primary offender was soy milk and our concern at that time was that if the FDA did nothing, took no steps against the producers of soy milk, we would see a proliferation of other plant products also co-opt dairy terms like milk but also things like yoghurt, cheese, butter and ice cream," Mr Galen said.

"Sure enough here in the intervening 18 years we've now seen an explosion of plant products displaying the term milk.

"It's also worth pointing out that they have common cause with the animal rights community, which is a very active group in this country and I suspect it is also 'down under' in Oceania, and these folks work together in many cases to define markets for a growing number of these imitation plant-based products that mimic milk."

Federal Government lacks leadership on issue: dairy lobby

New South Wales lobby group Dairy Connect has been pushing for the Australian Government to enforce its own regulations on what is milk.

The Australian New Zealand Food Standards Code defines milk as:

"The mammary secretion of milking animals, obtained from one or more milkings for consumption as liquid milk or for further processing, but excluding colostrums."

Dairy Connect's chief executive officer Shaughn Morgan said they had been lobbying Agriculture Ministers, first Barnaby Joyce and now David Littleproud, since January last year.

"We believe that it's about time, we need to work faith back to our dairy farmers to let the consumer know what they're buying and to make sure that we in Australia, like elsewhere

in the world, are able to provide those sort of safeguards," he said.

"If it's good enough for overseas dairy farmers it should be good enough for Australian dairy farmers.

"The Federal Government at the current time should look at what is in the best interest of agriculture, what is in the best interest for the dairy industry and provide that sort of leadership, leadership that is being shown overseas which is sadly lacking here."



[Dairy farmers want manufacturers of plant-based beverages to stop labelling their products as 'milk'.](#)

(ABC Rural: Kim Honan)

Mr Morgan said the manufacturers of these plant-based products are trading off a highly nutritious product at the detriment of the dairy industry.

"At the moment we're clearly seeing that alternative beverages are continuing to increase in value in terms of their availability," he said.

"At the moment you walk up the retailers' aisles and see that they've got other alternative beverages there there are selling for far more than what nutritious milk is.

"Clearly there must be some confusion out there if people, when you speak to [them] in the street, suddenly say 'well I'm supporting a dairy industry by going buying soy' — well no you're not you're not supporting the dairy industry, you're supporting that particular produce and that particular company.

"We say that companies that provide milk from a dairy cow should be given that sort of protection."

The Federal Agriculture Minister David Littleproud has been contacted but is yet to

respond to calls by Dairy Connect for the Federal Government to enforce the use of the term 'milk'.

'Moo is Moot' but macadamia milk producer prepared for crackdown

Even the nut-based milk market is getting crowded with at least a handful of nut options available for consumers: almond — the nut market leader, hazelnuts, peanuts, cashews and macadamias — Australia's native nut.

Morgan Roy from Jindilli Beverages said it would have little impact on their business if they were forced to drop 'milk' from their Milkadamia products.

"Hopefully it doesn't make a big change to what we call our products, but if it does go that way, that we're lucky enough to be able to adapt, and hopefully the dairy industry can adapt to new competitors," Mr Roy said.

"We are from the macadamia industry and we've learnt to adapt our own products and go just not from making nuts but we're making macadamia oil, now we're making macadamia milk and we're hopefully going to be branching out into butters and cheeses.

"If it was made that we have to change or not use the word milk, there are things that we've already put the pipeline to be able to make a quick change and continue as we are doing."

But Mr Roy said that consumers should not be confused with what is actually in the Milkadamia product.

"All over our packaging, we mention it three or four times on our pack that it's non-dairy," he said.

"We even have a little phrase that we like to have fun with and we say 'Moo is Moot', meaning that there is no dairy in this product — it's moot ... not there."

Milkadamia is made from macadamias grown from the Northern Rivers of New South Wales and marketed as macadamia milk in Australia,

Canada and also to its largest market, the United States.

Mr Roy is confident though that they could keep the product name if regulators cracked down on the use of 'milk' on labels.

"We've made up a name, a word — we've put two words together to make a brand new word which we have trademarked, so I don't think we're going to have to change the actual name of the brand," he said.

"We may have to just change what we call it underneath, where we usually call it macadamia milk, but we might have to call it a macadamia beverage or macadamia milk alternative."

He said it's about allowing people to have other options to dairy products.

"I drink both, I drink dairy and I drink macadamia milk, it's part of my balanced diet," he said.

"We're trying to increase the share of the macadamia industry, it's a Australian native tree — and industry — and we'd love to see that gain some more sales and momentum here in Australia and across the world."

With a growing market in the States, Mr Roy is confident the Milkadamia brand will take off in Australia too.

"In the States we are available at most of the major retailers, we're also in a lot of cafes and coffee shops, the estimate is that we're in about 5,000 cafes, so we're doing pretty good over there," Mr Roy said.

"We're alongside some of the new milks like cashew milk, hemp milk, there's also peanut milk that has come out, so we're doing very well in the States.

"And now we're trying to gain more of a presence here in Australia where the macadamia is a native tree and hopefully getting similar results here in coming months."

FDA ruminating on use of the word 'milk' for nondairy products

<https://www.bizjournals.com/sacramento/news/2018/07/24/fda-ruminating-on-use-of-the-word-milk-for.html>

Jul 24, 2018, 7:28pm

Some brief words in an interview with the chief of the Food and Drug Administration could signal that the Trump administration may limit the use of the word "milk" in labeling of nondairy products. Such a decision could have implications for one of the Sacramento area's largest companies.

Last week, FDA Commissioner [Scott Gottlieb](#) in a video [interview](#) with Politico said that "an almond doesn't lactate," implying support for dairy interests' argument that the word "milk" should be used in labeling only for dairy products.

Lobbyists for the dairy industry have been seeking, for over a year, a policy mandating that the word "milk" relate only to dairy products, said [Michele Simon](#), executive director of the San Francisco-based Plant Based Foods Association. The dairy industry is raising this concern amid a period of flat sales growth of cow's milk, and gains in market share for nondairy, milk-like beverages such as almond milk. Popularity of those products has grown as consumers seek nondairy alternatives or pursue vegan lifestyles, although their sales still only represent a fraction of cow's milk's.

"The FDA has been under pressure to act by the dairy lobby," Simon said. "We've been on the defensive on this issue for a whole year."

Blue Diamond Growers, the Sacramento area's [sixth-largest](#) private company, makes Almond Breeze, the second-largest selling brand of almond milk. A Blue Diamond representative referred questions on the labeling issue to the Plant Based Foods Association.

The FDA hasn't yet issued any guidance or proposed new rules on use of the word "milk," but Gottlieb's comments may foreshadow that a change — or at least a battle — is pending. There will likely be an open public comment period over the "milk" moniker some time in the future, Simon said.

If the use of "milk" goes away for nondairy, it will be difficult to know what to call the products, because that is what consumers have come to know them as, she said.

Representatives of [California Dairies](#) Inc., the largest member-owned milk marketing cooperative in California, didn't return calls from the Business Journal seeking comment.

California is both the nation's largest dairy-producing state and the largest almond-producing state. The state [produces the lion's share of domestic almonds](#), and 85 percent of the world's supply. Meanwhile, dairy products are produced across the country.

The Plant Based Foods Association hopes its members can continue to use the word "milk" in their labeling because that is what consumers understand their products to be. The labels often say "dairy-free" so there shouldn't be confusion, Simon said.

"The consumer has spoken, and they are way ahead of the government," she said.

The dairy industry is seeing declining sales of milk because that is a public choice, and the industry has compounded the problem by producing too much milk, so that commodity prices for milk have fallen, she said.

According to the U.S. Department of Agriculture's Agricultural Marketing Service report from July, national fluid milk sales reached 3.9 billion pounds through May of this year, a decline of 3.2 percent compared to the same period the previous year. That excludes milk sold to make cheese, yogurt, butter, sour cream or other products.

Retail milk sales were worth \$45.5 billion last year. They've declined steadily from a 2009 peak of \$54.5 billion, according to market research firm Statista.

Meanwhile, sales of Danone's Silk Pure brand of almond milk hit \$370 million last year and Blue Diamond's Almond Breeze reached \$365 million, according to figures compiled by Statista

. The rest of the almond beverage brands combined for another \$250 million in sales.

Did your cow just text message you?

Jul 22, 2018 Updated Jul 23, 2018

https://www.indianagazette.com/news/did-your-cow-just-text-message-you/article_c0c5b503-3552-5122-9869-ce3f3fe68ba0.html

Asking if a cow texted you does sound silly — but it's closer to reality than you might think. Agricultural technology is rapidly advancing, promising the types of productivity gains needed to feed a growing world population.

Those drones you might think of as expensive toys have numerous commercial applications. Larger professional drones with high-resolution cameras and GPS units are already being used to map and document apple trees in Pennsylvania. The drones record the exact location of individual trees and allow the orchard owner to better track productivity.

Soil sensors are being deployed to help farmers apply the exact amount of water and pesticide needed to grow a particular crop. Penn State is currently working on a sensor that clips on to individual plant leaves.

This sensor is designed to measure water stress on a plant, with the goal of increasing yields while decreasing water use.

A number of these technologies will be on display at this year's Ag Progress Days, being held Aug. 14 to 16 at the Russell E. Larson Agricultural Research Center in Pennsylvania Furnace.

Here in Indiana County, I visited a dairy farm using barcoded ear tags that allowed the farmer to scan a cow and instantly receive information on the animal's last veterinary exam, milk production and nutritional needs — right on an iPhone!

Robotic milking farms are growing regionally and that trend will continue — some estimates project 50 percent of dairy farms may employ robotic milking over the next decade. Cows in a robotic milking operation often wear collars that transmit data to machines and the farmer — much like the cow is texting that it's time to be milked or that it may need to see the vet.

High-tech agriculture needs high-speed internet connectivity, a major issue in rural Pennsylvania. In some rural counties, nearly 40 percent of the population lacks access to high-speed internet, defined by the FCC as a download speed of at least 25/Mbps and an upload speed of 3/Mbps. Around 800,000 Commonwealth residents lack this level of connectivity, with two-thirds located in rural areas. What can you do to help? Glad you asked! Penn State, in cooperation with the Center for Rural Pennsylvania, is conducting a statewide research campaign to map internet access speeds and availability throughout the Keystone state. All you need to do is follow this link, <http://broadbandtest.us/> from your smartphone or computer browser. It takes less than 30 seconds to run the internet speed test and this data will be used to map real-world speeds statewide. The project's goal is to break down the data district-by-district, allowing legislators and policymakers a local level view of where internet infrastructure needs improved.

The Technological Future of Almond Milk Market.

<https://trueindustrynews.com/the-technological-future-of-almond-milk-market/>

July 21, 2018

This market research report on the [Almond Milk Market](#) is an all-encompassing study of the business sectors up-to-date frameworks, industry enrichment drivers, and manacles. It provides market forecasts for the coming years. It contains an analysis of late amplifications in innovation, Porter's five force model analysis and advanced profiles of hand-picked industry competitors. The report additionally articulates a survey of minor and full-scale factors charging for the new candidates in the market and the ones as of now in the market along with a systematic value chain exploration.

Almond milk is a plant milk manufactured from almonds with a creamy texture and

nutty flavor, although other types or brands are flavored in imitation of dairy milk. It contains neither cholesterol nor lactose, and is often consumed by those who are lactose-intolerant and others who wish to avoid dairy products, including vegans. Commercial almond milk comes in sweetened, unsweetened, plain, vanilla and chocolate flavors, and is usually fortified with micronutrients. It can also be made at home using a blender, almonds and water. The Almond Milk Market is expected to reach USD +3 billion by the end of 2022 with +15 %CAGR during forecast period 2018-2022.

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<http://qyreports.com/request-sample?report-id=33515>

100 more buffaloes imported from India

Friday 20 July, 2018 06:49:52 pm

<http://unb.com.bd/bangladesh-news/100-more-buffaloes-imported-from-India%C2%A0/75834>

The last consignment of 100 buffaloes imported from Indian Haryana state by Milk Vita reached the country on Thursday night.

The buffaloes, including 50 adult and 50 calves, were imported through Benapole port. They were released from the port around 11:30pm after necessary formalities.

The first consignment of 100 buffaloes reached the country through the port on May 9 last.

Milk Vita, state-owned cooperative dairy farm, took the move to import buffaloes to boost the milk production in its Sirajganj plant.

Zentix International of Dhaka won the tender to provide the buffaloes. It supplied the buffaloes at a cost of Tk around 70 lakh.

Fourth successive drop in dairy trade auction

<https://www.odt.co.nz/rural-life/dairy/fourth-successive-drop-dairy-trade-auction>

Thursday, 19 July 2018

Trade tensions between the United States and China may be behind the fourth consecutive decline in the fortnightly global dairy trade auction.

The overall price index retreated 1.7% from the auction of two weeks ago, where a 5% fall was booked.

Analysts believe the trade tensions are increasing the risk of more declines.

Declines in rennet casein and butter outweighed a surprise gain in whole milk powder.

ASB senior rural economist Nathan Penny said dairy markets remained "nervous" about the US-China trade tensions.

"We expect that dairy market nervousness is likely to continue in the short term, particularly as the trade tensions could escalate further," he said in a statement.

He said while the overall index had fallen 9% over the past two months, that was a "modest move" compared to the past, when 20% was considered a more significant move.

"This downward move could have been worse," he said of weakened currencies in key dairy markets.

He said it seemed relatively healthy global dairy demand was still underpinning prices.

However, he said a "watching brief" would be kept on US-China developments, given there was the potential for further fallout in the dairy markets.

ASB was maintaining its 2018-19 forecast payout of \$6.50 a kg of milk solids, against Fonterra's present \$7 forecast.

AgriHQ dairy analyst Amy Castleton said there were more buyers from North Asia at this event, so it was likely Chinese buyers bought some coverage for the medium term, according to a BusinessDesk report.

"There were some declines in whole milk powder prices, for product shipping in August, December or January."

"Buyers are relatively comfortable in the short term, and as there is a possibility that prices will decrease, they will be unwilling to purchase product too far out."

At the auction, skim milk powder rose 0.8% to \$US1959 (\$NZ2887) a tonne, but rennet casein plunged 9.5% to \$US4602 a tonne and butter sank 8.1% to \$US4953 a tonne. Butter milk powder traded at \$US2225 a tonne, BusinessDesk reported.

FDA plans to crack down on alternative 'milk' products

July 18, 2018 |

<https://nypost.com/2018/07/18/fda-plans-to-crack-down-on-alternative-milk-products/>

Got milk? Maybe not.

Federal regulators signaled this week they intend to crack down on non-dairy products billing themselves as “milk” — reversing a trend that allowed soy and almond drinks to proliferate on supermarket shelves.

Federal rules, which have largely gone unenforced, define the mom-pleasing, bone-building milk as coming from the “milking of one or more healthy cows.”

Word of the change came from the Food and Drug Administration’s top boss, Commissioner Scott Gottlieb, at an event in Washington D.C.

“The question becomes, ‘have we been enforcing our own standard of identity?’” Gottlieb said at the Politico event Tuesday. “The answer is probably not.”

It’s one of hundreds of standards maintained by the federal government spelling out how foods with various names need to be manufactured and identified.

The change would likely spoil the branding strategy employed by makers of soy and almond drinks.

But the change wouldn’t come immediately. Federal regulations require the FDA first issue guidance notifying companies of the change and ask for public comment. That guidance will probably be issued in a year, Gottlieb said.

This is just the latest in a series of agriculture industry spats over what alternative food products can be labeled as American diets evolve. Recent fights include battles over the definitions of mayonnaise and yogurt — and futuristic science that could allow meat to be grown by culturing cells.

The National Milk Producers Federation, which has been pushing for such a crackdown, said it welcomed Gottlieb’s statement.

The Good Food Institute, which advocates for plant-based alternatives, says the term “milk” should be permitted with modifiers for nondairy drinks.

“For the same reason that you can have gluten-free bread and rice noodles, almond milk and soy milk are the most clear and best terms for describing those products,” said Bruce Friedrich, the group’s co-founder.

With Post wires

In Blow to Almond-Milk Enthusiasts, FDA Chief Admits ‘An Almond Doesn’t Lactate’

<https://www.thecut.com/2018/07/fda-chief-scott-gottlieb-confesses-that-almonds-dont-lactate.html>

Of the many scourges threatening the United States today (the opioid crisis, inhumane [immigration policies](#), [Build-A-Bear promotions](#)) Food and Drug Administration Commissioner Scott Gottlieb has identified perhaps one of the most dire: nondairy milks.

In his [keynote address](#) at Politico’s Pro Summit on Tuesday morning, [Gottlieb announced](#) that the Trump administration plans to crack down on the use of the word “milk” for nondairy products like almond, soy, and coconut milk. Why? According to Politico, Gottlieb revealed:

“An almond doesn’t lactate, I will confess.”

Whoa.

The FDA chief also said that his agency will soon release guidance on its new, lactation-only “standards of identity policies for marketing milk.”

Gottlieb is not the first to try to address this issue. In early 2017, Wisconsin senator Tammy Baldwin introduced a bill that would ban companies from using the term “milk” for nondairy products, but it never got anywhere.

“This is going to take time,” Gottlieb told the audience at the Pro Summit, before reassuring them “It’s not going to take two years,” but that it would take “something close to a year.”

So in a year-ish, get ready to start ordering your morning coffee with [watered-down oat slime](#).

Smart technology optimises dairy productivity and quality

July 16, 2018

<https://www.foodbev.com/news/smart-technology-optimises-dairy-productivity-and-quality/>

A new smart technology project, called SmartFarm, is being developed in Finland by the VTT Technical Research Centre and the Natural Resources Institute Finland (Luke) to aid the productivity and quality of dairy farming.

The quality of dairy production is a key concern in SmartFarm. VTT said that optical measurement technologies, telecommunications and digitalisation will be used to make milk and feed quality measurements a routine in dairy farms. The real-time measurements will enhance productivity for farmers, as this function will allow them to control feed accordingly as soon as it is necessary for their livestock to produce high-quality milk.

Matti Pastell, project manager from Luke, said: "Continuous data on the composition of milk and silage offers possibilities to improve productivity with the help of feeding control and input-output optimisation. In addition, the farm-specific measurement of milk fat and

protein contents that fulfils output control requirements could replace at least some laboratory samples."

The SmartFarm project also has the potential for collaborative farming methods, as the shared use of data can allow farmers to learn from one another and use new ways of feeding and taking care of livestock in order to produce the best dairy in the most efficient way possible.

Mikko Utriainen, project manager from VTT, commented: "Today, dairy farms need immediate, quick, real-time, reliable data on the quality of milk and silage, which has been scarcely available so far."

The technology can also reduce farming costs, as problems in production can immediately be attended to without wasting time or money on the wrong type of feed.

The solutions will be tested in practice at the Luke pilot farm this and next year.