

# DAIRY PULSE



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## FORTNIGHT NEWSLETTER

Dairy Pulse 67th Edition (1st to 15th Aug, 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 67<sup>th</sup> Edition (1<sup>st</sup> to 15<sup>th</sup> Aug, 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  
Prog. In-charge: Mr. Sanjay Singhal  
Contact no. : +91-0120+4370845  
Email: [adskid39018p@gmail.com](mailto:adskid39018p@gmail.com)

New admissions are open for July, 2018

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

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

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

### ➔ *55<sup>th</sup> Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida 9<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> 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](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 17<sup>th</sup> to 22<sup>nd</sup> Sep 2018.

For more information please follow the link:

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

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

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

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

For more information please follow the link:

[http://www.suruchiconsultants.com/pageDownloads/downloads/training/5\\_1st%20%20GDEDP%20BROCHURE.pdf](http://www.suruchiconsultants.com/pageDownloads/downloads/training/5_1st%20%20GDEDP%20BROCHURE.pdf)

### ➔ Suruchi has launched Online Dairy Entrepreneurship Development Program (ODEDP). It is 12 weeks program. Registrations are open till 31<sup>st</sup> Aug, 2018 for 4<sup>th</sup> 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

### Animal Health/Protection

#### In one year, 13 calves born from a single cow via IVF technology

August 6, 2018 12:53:23 am

<https://indianexpress.com/article/cities/pune/in-one-year-13-calves-born-from-a-single-cow-via-ivf-technology-5292951/>

**A** first-of-its-kind effort in the country to use assisted reproductive technology (ART) in bovines has been successful, with 13 calves born from a single cow in a year. Now, an NGO working in the field of animal husbandry, J K Trust, plans to take this IVF technology to the doorstep of farmers, to improve the breed of indigenous cattle in the country.

The J K Trust's Cattle Breed Improvement Programme operates 2,357 Integrated Livestock Development Centres in 112 districts of 11 states. It covers almost 24,000 villages and reaches 24 lakh farmers.

J K Trust CEO Dr Shyam Zavar told The Indian Express that a trained veterinarian collects oocytes from a donor cow, using an ultrasound-guided follicular aspiration technique. The oocytes are placed in a petri dish and fertilised the following day. The fertilised eggs mature in an incubator for seven days, and the resulting viable embryos are transferred into recipient cows.

In this case, the donor cow Radha, of Gir breed, was brought from Gujarat to the laboratory at Pune, where IVF technology was used and 99 embryos were produced from 24 oocyte aspirations conducted on her. These sessions were conducted between September 2016 and April 2018. Nineteen recipients got pregnant from the embryos of Radha. Within

the last one year, 13 IVF calves have been born while the remaining are expected in the coming days, said Zavar.

He said earlier, the J K Trust had worked on embryo transfer in sheep. In 2016, the NGO launched a new initiative, JK BovaGenix, by setting up two IVF-ET Laboratories, one near Pune in Maharashtra and the other in Chhattisgarh.

"The live example of Radha and her 13 calves, born in a year, assumes importance considering the fact that a cow normally produces a maximum of 8-10 calves in her entire lifespan," said Zavar.

He said this was a classic example of technology being used for the rapid propagation of animals with superior genetics at a faster pace. After achieving success at their own facilities, JK BovaGenix is planning to take the technology to the doorstep of farmers for the first time in India.

The programme is also in line with the objectives of the Centre's 'Rashtriya Gokul Mission', aimed at preserving and propagating indigenous breeds of cattle such as Gir (Gujarat), Sahiwal (Punjab/Haryana), Tharparkar (Rajasthan), Ongole, Punganur (Andhra Pradesh), Khillar (Maharashtra) and others, said Zavar.

## Marketing

### Soon, you can buy groceries on Nandini's e-dairy portal

AUGUST 13, 2018 00:29 IST

<https://www.thehindu.com/news/cities/bangalore/soon-you-can-buy-groceries-on-nandinis-e-dairy-portal/article24672762.ece>

Residents of Bengaluru will soon be able to buy groceries along with milk products on the Nandini e-dairy portal. [Karnataka](#) Milk Federation (KMF) is planning this in an attempt to increase its online reach and boost the sales of Nandini milk and its products.

The KMF launched its online shopping portal in May last year. Even though the response has been encouraging, a majority of the online sales are currently driven by institutions rather than individual customers. Through this tie-up, the federation hopes to cater to the needs of more individuals, said M.T. Kulkarni, director (marketing), KMF.

The new service is expected to be launched in two months, according to Pradeep Kumar, executive director, Vikas Global Solutions, the agency managing the e-dairy portal on behalf of the KMF. "It is in the testing stage," he said.

For provision of groceries, they have tied up with Karnataka Oil Federation's eSafal portal. They have also tied up with Karnataka Soaps and Detergents Ltd. to offer toiletries under its flagship Mysore Sandal brand, Mr. Kumar added.

Since the launch of the portal, about 2,000 customers have shopped online for milk products. Last month, the KMF saw a turnover

of ₹70 lakh through online sales, with about 250 individual customers and 40 institutions buying online. However, only ₹7 lakh was contributed by individuals; the rest came from large organisations such as hospitals, corporate companies, hotels, and restaurants. What has worked for large companies is that they get their delivery within the stipulated time if their order it online.

However, with individual customers, they are not just looking to buy milk products but other products as well. The federation wants to include groceries on the portal to attract more such customers, Mr. Kulkarni said.

#### Expansion

The federation is also planning to expand its reach within the city by setting up more godowns for online sales. At present, the KMF caters to its online business by storing products in five godowns in the city, and the delivery time varies between half a day to one day, depending on the size of the order and product availability.

The federation wants to set up at least 15 godowns in the city, near localities with high demand, to reduce the delivery time, officials said. Whitefield, BTM Layout, JP Nagar, and Rajajinagar are some of the localities with high demand for online products.

## Dairy Classic launches ice cream brand Dairy Day's 3-in-1 freedom pack

Saturday, 11 August, 2018, 08 : 00 AM [IST]

<http://www.fnbnews.com/Top-News/dairy-classic-launches-ice-cream-brand-dairy-days-3in1-freedom-pack-43584>

**D**airy Classic Ice Creams has now introduced the 3-in-1 ice-cream freedom pack of its brand Dairy Day. The move is in sync with India's Independence Day. Dairy Day's freedom pack contains a mix of three flavours (mango, vanilla and pista), which, when cut into slices, resembles the three colours of the country's flag.

It is available in 700ml take-home packs and priced at Rs 140. It will be available across 30,000 outlets in South India. As a small step towards promoting a cleaner environment, Dairy Day has also announced to give an eco-friendly cloth bag free with every freedom pack.

"Since its inception, Dairy Day is known for offering unique, innovative, value for money products to its consumers. The main inspiration behind the 3-in-1 ice-cream freedom pack was to make something special for the upcoming Independence Day. Though

complex in manufacturing, this 3-in-1 ice-cream freedom pack will be a visual treat for our consumers," said M N Jaganath, director, Dairy Day.

Dairy Day is one of the leading ice cream brands in South India, with an extensive presence in Karnataka and Tamil Nadu. It was set up in 2002.

Currently it manufactures and supplies approximately 150 products in over 30 flavours. The range of products include a variety of cups, cones, sticks, tubs and other novelties.

The company has two state-of-the-art manufacturing units in Karnataka, spread over two lakh square feet, with a production capacity of 1.4 lakh litre per day.

The facilities are ISO compliant [ISO-22000-2005 (FSMS)] and supervised every day by an expert team of dairy technologists, food technologists and microbiologists.

## Future Group partners New Zealand dairy giant Fonterra

Updated: Aug 09, 2018, 08.55 AM IST

<https://economictimes.indiatimes.com/industry/cons-products/food/future-group-partners-new-zealand-dairy-giant-fonterra/articleshow/65321469.cms>

**F**onterra, the world's biggest dairy exporter has entered into an equal joint venture with Future Group to launch dairy products in India.

With revenues exceeding \$14 billion, Fonterra is New Zealand's largest firm and twice the size of India's Gujarat Co-operative Milk Marketing Federation, that sells Amul. The group's fast moving consumer goods arm Future Consumer (FCL has nearly three dozen brands, half of which is sold at its flagship Big Bazaar stores and nearly 21% at retail firms that it acquired including Nilgiris, Heritage and Easy Day.

" Within the dairy space, we will launch new categories and innovative products for India's

new age customers," said Kishore Biyani, ceo at Future Group. "Its a segment where consumers indulge over 3-4 times a day. We will merge our existing Nilgiris dairy business into the new firm"

Fonterra Co-Op was formed after two major dairy co-operatives - Kiwi Co-operative Dairies and New Zealand Dairy Group merged with the New Zealand Dairy Board in 2001. A year later, it entered India through a joint venture with Britannia but exited in 2007.

The JV - Fonterra Future- will launch its first product by mid-next year on retail shelves and will also have direct to home subscription model.

“It will allow us to prepare the groundwork and make the most of our expertise as we enter the world’s largest and fastest growing market. Consumer demand for dairy in India over the next seven years is set to increase to 82 billion litres - seven times the forecasted growth for China.

FCL, which counts Arisaig Partners and Verlinvest as its investors, has been building distribution network beyond its own stores - it partnered Indo-Nissin to sell products at kirana stores and also has partners such as Tata StarBazaar, Metro and Spar, besides 5,000 Rajasthan fair price shops. In addition,

the Company has also built a rural wholesale club model through Aadhaar in other states in Western India.

Last fiscal, FCL launched more than 400 new products and stock keeping units (SKU) and posted 42% rise in revenues to Rs3,005 crore. The company also has a host of other global tie-ups including Hain Celestial to manufacture and sell food products in the health and wellness space and Mibelle AG, a division of Migros Group, Switzerland, to make a range of personal-care products under the brand Swiss Tempelle.

## Milk Mantra Launches Digital Payments Directly To Dairy Farmers’ Accounts

Aug 10, 2018 - 13:43:25

[https://odishatv.in/business\\_economy/milk-mantra-launches-digital-payments-directly-to-dairy-farmers-accounts-313518](https://odishatv.in/business_economy/milk-mantra-launches-digital-payments-directly-to-dairy-farmers-accounts-313518)

**M**ilk Mantra Pvt Ltd, a leading private dairy player in the state of Odisha, on Monday announced its first digital payment directly into dairy farmers’ bank accounts.

The organization has been working towards empowering rural communities in India and this initiative is part of their efforts to empower women through digital financial services (DFS). The farmers were also able to withdraw their cash within the village itself, and were quite happy with this convenience.

The initiative aims to create a digitally-enabled rural financial ecosystem to enhance farmers’ livelihoods through use of DFS. These solutions have the potential to drive down financial services delivery costs for customers and service providers, as well as offer services at greater convenience and scale, opening the door to economic empowerment and development.

As a part of this initiative, financial transactions from Milk Mantra to more than 500 dairy farmers spread across 15 villages in Puri District would be digitized to begin with, with further expansion subsequently rolled out across the state based on initial success.

Speaking on the launch of this event, Anil Burman, Head Sourcing of Milk Mantra stated, “The key beneficiary of deploying such DFS channels are rural women, who have so

far been lagging in their ability to make financial decisions, access savings and investments instruments and use formal banking facilities.”

Commenting on this initiative Himanshu Bansal, Head – Financial Services Consulting, Intellectap said, “The project aims to drive digital financial inclusion by leveraging digital payments to enable larger financial objectives such as improved banking and savings, as well as enhanced access to credit for dairy farmers through use of alternate data generated through this process. Creating a digital ecosystem is key to success here as isolated digital payments interventions have not been very successful, especially in rural India.”

Global development consulting and research firm Intellectap has been instrumental in developing the blueprint of this model and implementing it on the ground while Airtel Payments Bank has been brought in as the payment technology and banking partner for this initiative given their significant rural focus and market penetration in Odisha.

Airtel Payments Bank has been instrumental in setting up bank accounts for the dairy farmers, on-boarding the banking correspondent in the target villages, and enabling Aadhaar Enabled Payment System (AEPS) based transactions.

## Britannia Industries may shift proposed dairy project from Maharashtra

Aug 06, 2018 03:56 PM IST

<https://www.moneycontrol.com/news/business/britannia-industries-may-shift-proposed-dairy-project-from-maharashtra-2809391.html>

**F**MCG major [Britannia Industries Ltd](#) might shift its proposed dairy project from Maharashtra, as the government was taking time in granting fiscal incentives, Chairman Nusli Wadia said today.

The company plans to make a capital expenditure of Rs 300 crore for the project.

"We have waited for one year for the Maharashtra government to grant fiscal incentives to us. This is too long," Wadia told reporters after the company's AGM here.

"We have had discussions with Andhra Pradesh in this regard. A decision will taken shortly," he said.

Wadia said the company has proposed, subject to necessary approvals, stock split of shares of Rs 2 face value into Rs 1 each, as well as issue non-convertible bonus debentures of Rs 60 each, carrying an interest rate of 8 percent.

The debentures would be listed, in what will be the second such issue by the company. It will incur a cost of Rs 720 crore for this, he said.

Britannia Industries would make a capital expenditure of Rs 400-500 crore and concentrate on the dairy, cakes and rusks businesses, in the coming year.

The company would launch more products in the next six months like filled croissants, Wadia said, adding, it was open to acquisitions and looking at more geographies for growth opportunities, including overseas.

It is also putting up an SEZ for giving impetus to exports, the chairman said.

Britannia Industries, with a market share of 33 per cent in value terms, unveiled a new logo today to commemorate its centenary year.

## App-based doorstep delivery of fresh milk in Chennai

CHENNAI, AUGUST 6

<https://www.thehindubusinessline.com/news/app-based-doorstep-delivery-of-fresh-milk-in-chennai/article24617636.ece>

**I**nterested in buying unadulterated fresh milk with no added fat and want it to be delivered at your doorstep every morning or on select days of the month or at a different address in case you are out of the home?

A Chennai-based company has launched its farm fresh milk brand and an app-based doorstep delivery model for the same.

Mid Valley Foods Pvt Ltd, promoted by entrepreneurs of Gravity Entertainment Pvt Ltd, a 15-year-old event and production company, has introduced its farm to home fresh milk product Happy Tales, priced at ₹80 per litre.

Happy Tales milk can be ordered on the company's app and customers can choose the frequency and place of delivery. Through the app, customers can also indicate details for skipping the milk purchase in case they are away from home or can re-route the milk to a different address during those days.

This milk can be ordered only on the company's app and it will initially be available in Chennai.

### Integrated dairy farm

Mid Valley has set up south India's first integrated dairy farm with own milk processing unit, chilling plant and a packaging facility over a 100-acre site at a village in Perambalur district, about 280 km from Chennai. It can process 1,500 litres of milk every day.

"This project has been in the making for the past seven years and we have invested close to ₹20 crore in building the infrastructure and systems. This has been funded through some internal generation of money and debt," said P Vijay Kumar, Managing Director, Mid Valley.

The company has already secured Food Safety and Standards Authority of India (FSSAI) approval for its milk. It is also planning to launch its ghee and ice cream products under Happy Tales brand in the next six months.

## Hindustan Unilever buys Adityaa Milk ice cream business in India

August 06, 2018

<https://www.foodbev.com/news/hindustan-unilever-buys-adityaa-milk-ice-cream-business-in-india/>

Unilever's Indian subsidiary, Hindustan Unilever, has signed a deal to acquire the ice cream and frozen dessert business of Vijaykant Dairy and Food Products (VDFPL).

The acquisition includes VDFPL's flagship brand Adityaa Milk and falls in line with Hindustan Unilever's intent to strengthen its position in the rapidly growing Indian ice cream market.

The move complements Unilever Hindustan's Kwality Wall's ice cream brand and it is expected to benefit from synergies in the Indian states of Maharashtra, Goa, Karnataka and Kerala.

Adityaa Milk has a presence in dairy and dairy-based products, and over the last five years has expanded into ice creams and frozen desserts.

After the acquisition has been completed, VDFPL will continue to pursue its dairy business.

Hindustan Unilever managing director Sanjiv Mehta said: "Ice creams and frozen desserts is an exciting category and we see great potential for growth. We believe the acquisition will complement our existing portfolio of Kwality Wall's."

The move continues Unilever's expansion in India after its private equity arm Unilever Ventures led a funding round in [grocery delivery service Milkbasket](#) earlier this year.

In its [most recent quarterly results](#), Unilever posted a 4.7% reduction in turnover as it was affected by challenging market conditions.

## Light, camera, action in the dairy industry

August 9, 2018

<https://www.businesstoday.in/current/corporate/light-camera-action-in-the-dairy-industry/story/281194.html>

India's Rs 100,000 crore Indian dairy industry is buzzing with action. Just a few days ago, the country's largest FMCG company, Hindustan Unilever, acquired Karnataka-based ice-cream manufacturer Adityaa Milk. The bigger news, however, is the world's largest dairy company, New Zealand-headquartered Fonterra, joining hands with Indian retail king Kishore Biyani's Future Group. Biyani has been aggressively building his FMCG business in the last few years and aspires to scale it up to a Rs 21,000 crore entity by 2020. This joint venture will certainly play a huge role in scaling up its dairy products business under the Nilgiris brand.

This is Fonterra's second entry in the Indian market. It had earlier partnered with Britannia Industries way back in 2002, and by 2009 it divested its stake to Britannia and exited the country. The complex milk procurement

model (perfected by Amul and other cooperatives such as Nandhini) had psyched most multinationals, who are used to corporate farming. But the 1.3 billion consumption opportunity in India is hard to ignore. In 2014, Groupe Lactalis SA bought out Hyderabad-based dairy company, Tirumala.

Britannia has gone back to the drawing board and has launched its own milk procurement system near Pune. The company is getting ready for an aggressive dairy roll out.

ITC Foods on the other hand, has launched pouch milk in Bihar. It entered the dairy business with the launch of Ashirvad Ghee, and is soon going to enter the premium value added milk-based beverages segment.

Will these corporate biggies shake the supremacy of co-operatives such as Amul? Only time will tell as the dairy business in India is a tough nut to crack.

## The woes of milk producers will continue

Aug 06, 2018 , 12:42 AM IST

<http://www.thehansindia.com/posts/index/Editorial/2018-08-06/The-woes-of-milk-producers-will-continue/403584/>

The milk producers are up in arms. The price of milk in the market is declining. Unable to get a reasonable price, they have often dumped milk in the drains. First let us examine why the solutions often proposed have not worked in the last many decades and are not likely to succeed now.

The first solution proposed is that the excess milk can be exported. The Government has recently increased the export subsidy to about Rs 8 per kilo on skimmed milk powder (SMP). But this subsidy is like a drop in the ocean.

Reportedly, SMP from New Zealand is selling in the international market at Rs 134 per kilo while the cost of production indicated by Indian dairies is Rs 180. Moreover, the New Zealand SMP is considered to be of better quality than the Indian product. Thus it would require a hefty subsidy of about Rs 50 per kilo to actually push exports in a big way. The

budgetary impact of such a subsidy would not be bearable.

The United States was exporting large amounts of milk products such as SMP, cheese and butter to China and Mexico. The ongoing trade war between these countries has led to the latter countries imposing higher import duties on American dairy products. This seems to provide an opportunity for India to step into the shoes of the US. However, as said above, New Zealand and Australia are better positioned to step in.

The global prices are likely to fall further due to this trade war. The price of dairy products in the US has declined after the imposition of the duties by Mexico and China. The American government has stepped in and started buying butter and cheese in large quantities just as our Food Corporation buys wheat from the farmers. Butter has a shelf life of about 3 months and cheese about 18 months.

The question is where will the US Government dispose these stocks? Such a situation had developed few years ago. At that time, President Obama distributed these free to the elderly and gave away these products as foreign aid. Such distribution, in part, reduces the demand in the market. The American elderly and the African aid recipient were previously purchasing some dairy products from the market.

They would purchase less now since they are getting some free from the US Government. This reduced demand will lead to lower prices in the international markets and make it more difficult for India to export.

Another solution proposed is that India should shift from exports of SMP to higher value produce such as butter and cheese. However, the price of these products increases and decreases in tandem with the price of milk. Their export too would require hefty subsidies. Yet another solution proposed is that the Government can introduce futures trading in dairy products.

The farmers would then get an early indication of the future price and adjust the production accordingly. This is true. But this does not help raise the future price—which is needed to secure farmer's welfare.

Another solution being proposed is that the Government can build a buffer stock of these milk products. However, we have seen the fate of large buffer stocks of wheat that were held by the Food Corporation of India. The Supreme Court had asked the Government few years ago, why the wheat should not be distributed to the poor instead of letting it rot in the open storage yards of the FCI? Buffer stocks cannot help contain a long term decline in prices such as we are seeing at present.

Another solution proposed is that the surplus milk or SMP can be distributed at a subsidized price to the BPL households. Karnataka has, for example, launched a 'Ksheera Bhagya' scheme under which government school kids across the state are being given milk free of cost. This is a viable solution. However, as said above, the benefit to the farmers will be small. The demand for milk in the market will reduce and the benefit to the farmer will be undone.

There are no easy solutions. The prices of agricultural produce are declining globally. The global production of agricultural products is increasing rapidly due to the adoption of new technologies while the demand is only inching forward because population growth has slowed down. This is the reason that the developed countries often pay farmers for not cultivating their lands.

In this way the farmer is directly benefitted and the production is also reduced. My suggestion is that we must similarly pay the money to the farmers directly rather than through export subsidies. Let us say, the Government gives a subsidy of Rs 25 per kilo on the SMP. The farmer exports his milk on the back of this subsidy. The profit obtained by the farmer from this export, I reckon, would be Rs 15. So the Government would be paying Rs 25 to reach Rs 15 to the farmer. It would be better to pay Rs 25 to the farmer directly.

The share of agriculture in the income of developed countries like the US has declined to less than one percent today. The share of services is about 90 percent and the share of manufacturing is about 9 percent. We are moving in same direction. The share of agriculture in our income at the time of Independence was about 50 percent. It has declined to less than 20 percent today. Therefore, trying to help the farmers by giving out export subsidies is like installing a bigger pump in a sinking boat.

The way forward is to use the higher qualities of countryside. This can be explained by two examples. The forest has two uses. We can cut the trees and sell the timber. Alternatively, we can develop tourism as we have done in wildlife sanctuaries. The market of timber is getting smaller while the market of forest tourism is getting bigger. Or consider our river.

We can build dams and use their water to generate electricity. Alternatively, we can develop recreational opportunities such as rafting and fishing. The market for electricity is moving south while that of tourism is moving north. We must apply the same formula in agriculture. We should develop the tourist potential of our villages by supporting homestays and developing eco- and cultural tourism.

We should make efforts to shift our population from agriculture to services that can be supplied internationally through the internet such as tuitions, legal research, and design. The decline of agriculture cannot be

prevented. We can only help the farmers to shift to the services sectors that are ever growing. Author was formerly Professor of Economics at IIM Bengaluru.

## From coke to milk: Coca-Cola India plans to re-enter dairy products for a share of booming health drinks segment

Aug 02, 2018 15:23:55 IST

<https://www.firstpost.com/business/from-coke-to-milk-coca-cola-india-plans-to-re-enter-dairy-products-for-a-share-of-booming-health-drinks-segment-4876891.html>

**B**everages major Coca-Cola, which posted a double-digit growth in revenues and volumes in the April-June quarter, is reportedly planning to stage a comeback in the dairy products segment, a media report said.

The American company, which posted double-digit growth in revenue for the fourth consecutive year, is mulling a re-launch of its dairy-based beverage brand Vio, [The Hindu Business Line](#) reported. The company had launched Vio in 2016 but had to take the flavoured milk products off the market following poor response from consumers.

"We want to have a presence in every category, including the dairy segment, with focus on nutrition," T Krishnakumar, President, Coca-Cola India and South-West Asia was quoted as saying by the newspaper.

However, the company is losing its fizz to higher input costs (sugar) and taxation. According to the [Business Standard](#), higher taxation on sugary aerated drinks and the rise in sugar prices are adding to the company's margin pressures. The report said that during the past one and a half years, taxation on aerated beverages has jumped to 40 percent from 24-26 percent.

On the global level, Coca-Cola Co topped Wall Street estimates for quarterly sales and profit on 26 July, as more consumers bought its healthier soda options such as Zero Sugar and new flavours of Diet Coke.

Coke and its smaller rival PepsiCo Inc have been focusing on healthier drinks to garner market

share as health-conscious consumers shift away from sugary sodas. The company has launched new flavors of Diet Coke in a slimmer package and in the quarter introduced no-sugar beverages in smaller markets such as New Zealand, too.

Coca-Cola reaffirmed its 2018 profit outlook and said it expects full-year organic revenue to be at least 4 percent.

Talking about the company's planned dairy foray, Krishnakumar, [in May this year](#), said that the firm has tested the waters. "We have a lot of learning from whatever we have done and we have absorbed the learning. Now we are reformulating and working on a range which will have a better connect with the consumer. So you would see [us] coming out with a range of dairy products."

In February, the company unveiled its plans which included expansion of its fruit-based beverage offerings, frozen fruit dessert, getting into dairy based value-added products and also exporting products developed in India.

The company's focus will be on 'fruit circular economy'-- enabling farmers to increase their yield, source pulp and launch fruit-based products, Krishnakumar said in February. The company was also planning to launch vegetables-based beverage like carrot juice.

He said the company would launch fruit juices based on the regional preferences. For instance, the company would launch mango juices based on mango varieties that are available and popular in a particular region so that there is also a local connect.

## The winning pitch - How Doodhwala founders tread the fine line between retaining equity and onboarding investors

posted on 2nd August 2018

<https://yourstory.com/2018/08/winning-pitch-doodhwala-founders-tread-fine-line-retaining-equity-onboarding-investors>

The founders of hyperlocal delivery startup Doodhwala, who signed their term sheets during what they call 'volatile times', talk about their pitch to investors, and what works and what doesn't.

When Aakash Agarwal and Ebrahim Akbari made their first pitch to a group of angel investors in December 2016, they had no idea what a good pitch entails.

"Since we had no idea of the response Doodhwala would receive, our nerves were on edge," says Ebrahim. The team has raised over \$3 million in funding so far, \$2.2 million of which was from Omnivore in February.

Commenting on the investment then, Jinesh Shah, Founding Partner, Omnivore, had said, "The lean operating model, and the direct sourcing relationships that have been built made this company stand out amongst competitors."

The duo had started Doodhwala in early 2015 when they experienced a gap themselves. Late one night in 2014, Aakash and Ebrahim were working on a business project, fuelling themselves with cereal, but soon found that they had run out of milk.

It was to ensure that milk gets delivered easily that the duo started Doodhwala in Bengaluru and soon in Pune. Doodhwala now does 18,000 deliveries a day and has grown five-fold in the past six months, with a 92-percent customer retention rate.

The platform offers users a wide selection of ad hoc everything, from fresh dairy milk, meat, vegetables, fruits to shelf stable items delivered to their door before seven in the morning every day. Users get the convenience of ordering on a subscription basis, which helps in frequent and easy purchases.

### Waiting for the right time

The team had decided to look at fundraising only after close to two years of starting up.

They strongly believed in the philosophy of 'raise only when you need to', which is ignored too often at an early stage of a business.

Ebrahim believes most founders raise funds too early and end up diluting a significant portion of their equity before the business establishes itself.

"A piece of advice I'd like to share is the adage 'less is more'. Your pitch should focus on 'what', 'how' and 'who'. Getting potential investors to understand and believe in the key offering is the focus," he adds.

For the founders, it was crucial a potential deal did not negatively affect their equity holding. They had decided to defer seeking investments for some time, aiming to grow the business larger on their own first. Fifteen months later, when they finally raised the investment round, Doodhwala had grown over 10 times.

"Aakash and I retain over 80 percent of the equity even though Doodhwala is the largest milktech company at over 28,000 litres of delivery in a day, with a run rate of Rs 100 crore by the year-end. Having a sound cap table is particularly attractive to potential investors, for it greatly assists founders in later stages of their business."

### Taking the less harried route

On how they wooed Omnivore, Ebrahim recalls the time they met the investment team in Mumbai.

"Instead of a hurried pitch routine, we had a casual four-hour-long discussion on all facets of the business. It's important to remember that every investor looks for one thing - an eventual exit. Napoleon once said, 'I base my calculation on the expectation that luck will be against me'," he says.

When a team, like Doodhwala's, routinely goes through every possible eventuality and formulates a path to success for each, its future-readiness becomes apparent to the

investors, who are assured from the pitch of their possibility of a successful exit.

“The actual act of pitching is absolutely thrilling. Showcasing what you've built and getting it critiqued by seasoned investors is a process that helps every entrepreneur improve their business. On the other hand, seeking investment is a far more elaborate process,” says Ebrahim.

#### Applying the sales funnel

The Doodhwala founders applied the ‘sales funnel method’ where strategic relationship management is pivotal to securing the correct investors. They began with an elaborate lead list on the top of the funnel. It is important for founders too to be selective about the investors they are going to work with.

“As you filter them based on market fit and preference, they move down the funnel, and as you continue to organise subsequent partner meetings, they move further down the funnel, until you have a handful of venture capitalists who you've qualified and are ready to invest,” says Ebrahim.

In the early stage of a business, it's crucial to get the right investors on board, not just the right capital. They are essentially partners who will help steer the business in the right direction.

“A memory I hold fondly from the first pitch is what one angel investor said to me - ‘If I had to invest purely on the basis of your pitch, I would invest double of your ask amount’. I have learnt that if you understand your business and its implications well enough, pitching is easy. After all, you're conversing on a topic you know most about,” says Ebrahim.

#### Funding in difficult times

The hyperlocal segment has been on a tumultuous journey since its rise in the Indian startup ecosystem. In 2016, a large number of failed initiatives paired with a few strong success stories made it the most volatile segment.

Ebrahim believes, for Doodhwala, that situation was a double-edged sword. When the team felt it had matured for investment, the market had a slew of failed hyperlocal grocery businesses. There was a general wariness in the market and investors were reluctant to fund hyperlocal startups.

“Initially, it was a time when cash had flooded the hyperlocal grocery segment and companies with weak business models taking over the headlines. It was a test of the survival of the fittest. This difference between the market then and now is that only the players with a strong sustainable model have eventually prevailed. Doodhwala and a few of its competitors made it forward,” says Ebrahim.

The ‘milktech’ sector has three major players: Doodhwala, MilkBasket and Daily Ninja. Although there are minor differences in each model, each player has demonstrated a strong business premise and proof of concept.

“The future holds promising developments. We've led the online milk revolution until now with the largest sales, consumer outreach and geographical footprint. We've entered our next phase of rapid growth. It is our goal to ensure we continue to lead this sector in all the parameters. The second white revolution is on its way and we intend to define it,” concludes Ebrahim.

## Dairy farmers want at least Rs 30/ltr for cow milk

Wednesday 01 August 2018

<https://www.downtoearth.org.in/news/dairy-farmers-want-at-least-rs-30-ltr-for-cow-milk-61283>

India is the largest producer of milk, but that's not working in its favour since the country is facing a market glut. Around 3 lakh metric tonnes of skimmed milk powder (SMP) is stacked unused in various warehouses throughout India, says S Daljit Singh Sadarpur, president, All India Progressive Dairy Farmers Association (AIPDFA).

The AIPDFA held a protest against this scenario at Jantar Mantar on Tuesday (July 31) and demanded that dairy farmers be given a minimum purchase price of Rs 30 per litre for cow milk and Rs 50 for buffalo milk. They also signed a memorandum of demands and suggestions for the government to pull them out of this crisis that has been going on since last year.

The main reason behind this surplus milk stock is reduced demand of SMP in the international market and a subsequent drop in prices to Rs 120 per kg when the cost of production itself is Rs 200. "The government has sanctioned a subsidy of 10 per cent, but it is not enough since we need 50 per cent to move the stock to the international markets," adds Sadarpur.

The dairy farmers say they are being paid less since the demand declined. Ranjit Singh, a dairy farmer and the secretary of AIPDFA in Punjab, says, "Last year the rate of milk was between Rs 30 and Rs 32, and now it has come down to Rs 20-22. The farmer is bearing a loss of Rs 10 in every litre of milk he is selling. The processors are also procuring less as they already have a lot of SMP stock just lying with them."

When Gujarat can give Rs 3 crore subsidy to Amul, why can't all state governments or the Centre give more export subsidy, asks Singh.

The farmers also demand that GST per cent on dairy farm equipments, like milking machine and milk quality testing machine, be reduced. "In another three months, the peak season will start. If the surplus SMP is not exported till then, it will again ensure that the prices fall and the farmers will again be on the receiving end," says Sadarpur.

He adds that this protest is just a beginning because they have decided that if their demands aren't met soon, the AIPDFA will launch a nationwide protest from Delhi.

## Parag Milk Foods to start Haryana facility soon

August 1, 2018 15:57 IST |

[https://www.indiaonline.com/article/news-top-story/parag-milk-foods-to-start-haryana-facility-soon-118080100673\\_1.html](https://www.indiaonline.com/article/news-top-story/parag-milk-foods-to-start-haryana-facility-soon-118080100673_1.html)

**P**arag Milk Foods is planning to start its newly acquired manufacturing facility at the Sonipat plant in Haryana by the end of this week, the company said in a release to the exchanges on Wednesday.

The company has finished all regulatory requirements for the acquisition of Danone Foods and Beverages India, a local entity of French dairy firm Danone SA's manufacturing facility. They will soon commence the supply of finished products to the nearby markets of Delhi-NCR.

Parag Milk Foods is also planning to refurbish the new facility with additional amenities by

installing processing units for finished products such as pouch milk, flavored milk, pouch butter milk, cup curd, misthi doi. They will also expand the existing yoghurt facility. Thereon, the company will begin to supply these products to the North and East markets as well.

Parag Milk Foods share price ended at Rs306.35, up by Rs12.2 or 4.15% from its previous closing of Rs294.15 on the BSE. The scrip opened at Rs295 and has touched a high and low of Rs310.80 and Rs295 respectively. Around, 8,68,674 (NSE+BSE) shares traded on the counter today. The current market cap of the company is Rs2,474.23cr.

## Gujarat dairy unions cut milk procurement price amid rising supply

Wed, Aug 01, 2018

<http://www.zeebiz.com/india/news-gujarat-dairy-unions-cut-milk-procurement-price-amid-rising-supply-57779>

**W**ith a sharp rise in milk production, member dairy unions of Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets Amul brand of milk and dairy products, have cut price at which they purchase milk from farmers.

There has been a significant rise in supply of milk to dairy unions, with the GCMMF collecting around 200 lakh litre on the daily basis, which is around 16 per cent more than last year, its managing director RS Sodhi said.

"This has put stress on the balance sheet of dairy unions as domestic and international markets continue to remain dull. Member dairy unions have been taking decision to cut milk procurement price due to rise in milk supply, coupled with dull domestic and international markets," said Sodhi.

"Milk supply to the GCMMF has increased to 200 lakh litre per day, which is 16 per cent more than the same period last year, as private dairy houses are not procuring milk from farmers," he added.

Rising milk production coupled with reduction in milk powder price has forced the member

dairy unions to cut the price of milk procured from farmers, according to Sodhi.

GCMMF is the apex marketing body of all the 18 district dairy unions of Gujarat.

The Kaira District Co-operative Milk Producers' Union (KDCMPU) today announced that it has cut milk procurement price by Rs 20 per kg fat to Rs 660 per kg fat, its chairman Ramsinh Parmar said.

Vadodara District Cooperative Milk Producers Union, popularly known as Baroda Dairy, also reduced the procurement price paid to its dairy farmers considerably from Rs 700 per kg fat to Rs 640 per kg fat.

"There has been a sharp rise in procurement from member milk farmers. The price of powder has also gone down, so member cooperatives have been asked to reduce the price at the recently concluded board meeting. Other milk cooperatives in the state have also reduced procurement price," said Parmar, who is also the chairman of the GCMMF.

The KDCMPU has also increased the price of protein cattle feed supplied to milk producers, he said. Apart from this, loan given to farmers

to purchase cattle has been suspended, he added.

Gujarat government recently offered a subsidy of Rs 300 crore on exports of around 60,000 tonne skimmed milk powder through the GCMMF amid slump in international milk prices.

The move, aimed to help the milk cooperatives ease inventory of around 1.10 lakh tonne of milk powder, is not enough to counter the rising milk production amid slump in demand for skimmed milk, said Parmar.

As per a recent India Ratings and Research report on the dairy sector, milk production in the country is expected to touch 186 million tonne in FY19, leading to a higher marketable surplus in the system.

The report states that languishing skimmed milk price in the international market "has led to stock piling up and the resultant stress being reflected in the procurement prices in some states"

## Future Consumer, Fonterra announce 50:50 JV for dairy products

Aug 08, 2018 04:55 PM IST

<https://www.moneycontrol.com/news/business/future-consumer-fonterra-in-5050-jv-for-dairy-products-2822001.html>

India's largest consumer company and subsidiary of Future Group, [Future Consumer](#), today announced a 50-50 joint venture with New Zealand's Fonterra which will provide a range of consumer and food service dairy products. The JV will be called Fonterra Future Dairy Partners.

Kishore Biyani, Group Chief Executive Officer, Future Group, said the association with Fonterra comes at a time when the dairy business in India is flourishing.

"Consumption of milk and other dairy products in India is increasing and will continue to receive strong demand. With Fonterra, Future Consumer will enhance its food and FMCG portfolio and will offer a variety of dairy products which are high in demand and consumed daily," Biyani said.

"Driving this growth is the country's young population where 70 per cent of people are below 45 years old. They are digital, live in urban areas, lead an active lifestyle, have more disposable income and want to consume higher quality and higher nutritional dairy products," Biyani added.

Ashni Biyani, Managing Director of Future Consumer Limited, said through the JV, Future Consumer will be able to reach customers daily with quality dairy products.

Consumer demand for dairy in India over the next seven years is expected to increase by 82 billion litres — seven times the forecasted growth for China.

The initial stages of the partnership will be focused on product development and marketing.

The first consumer product will be launched by mid-2019, using both locally sourced milk and dairy products from New Zealand.

Fonterra is a global dairy nutrition company owned by 10,000 farmers and their families. It is also the world leading dairy exporter, and has farming and processing operations across four continents.

Store push

Future Consumer Ltd, a part of the Future Group, plans to launch 1,100 stores this year.

The stores will be within close proximity of target consumers, and feature a digital experience both in-store and through a virtual market place.

The new retail stores will add to Future Group's existing footprint.

Future Group is present in 26 of 31 Indian states with over 2,000 modern trade outlets and 5,000 public distribution outlets and a

nationwide cold-chain and ambient distribution network.

## Health/Awareness

### 250 offenders identified across state

Aug 13, 2018,

<https://www.tribuneindia.com/news/jalandhar/250-offenders-identified-across-state/636706.html>

While the food and drug administration has created a list of 250 offenders at the state level whose premises will be raided, there is no intimation regarding the same to district units so far. Though spurious milk testing in Jalandhar has been a vital part of the Tandarust Punjab mission, milk samples tested so far in the district have only found to be substandard, but none of them unfit for human consumption as per the Health Department.

While the identities of the 250 offenders across the state have not been disclosed yet, sources in the department said in the days to come surprise checks by the department could be expected to catch any the culprits red-handed.

The state government has also declared to ensure the culprits do not go scot-free and hand-held milk testing kits will also be used by officials to nail the offenders.

As many as 15 samples of milk and milk products have failed ever since the Tandarust Punjab mission started in the district. While as many as 46 samples were taken in June and July, of these about 15 samples of milk and milk products have come out substandard. The reports of some of these samples taken in July are yet to be received.

Meanwhile, of the 115 samples of milk and milk products taken from the district from January until June, as many as 41 samples have been found substandard.

Notably, while the units, from which samples turned out unsafe for human consumption are liable to jail term, including life

imprisonment, — depending on the gravity of the adulteration — samples which turn out unsafe are liable to be challaned with a fine up to Rs 5 lakh.

Sources in the Health Department said since the samples were substandard, the cases would be put up at the ADC court.

Dr Balwinder Singh, district health officer, said: “We don’t have any intimation from the state so far on any of these shady units. If any of these fall in Jalandhar, these are likely to be tested by teams from Chandigarh or Amritsar directly since district units are not being intimated on these outlets on the list. But with the festival season approaching, the district Health Department will be intensifying raids on units producing milk and milk samples. In the samples found substandard so far, only fat content was lesser than the requisite value. Many milk units have also been storing skimmed milk. Raids on any such units will also be conducted since putting such agents into the milk is not permitted. Meanwhile, we also have plans to employ the services of over one department such as the Dairy Department to intensify the raids and nab the culprits.”

15 samples fail test under Tandarust Punjab

As many as 15 samples of milk and milk products have failed ever since the Tandarust Punjab mission started in the district. While as many as 46 samples were taken in June and July, about 15 samples of milk and milk products have come out substandard. The reports of some of these samples taken in July are yet to be received.

## Too much milk is hurting India's already distressed dairy industry

Aug 13, 2018 09:04 IST

<https://www.hindustantimes.com/business-news/too-much-milk-is-hurting-india-s-already-distressed-dairy-industry/story-L3aCBeiS40XFjiNrxF6A2H.html>

Livestock farmers dumping gallons of fresh milk on the streets to protest falling milk prices have become all too familiar a scene — a sign that even the lucrative dairy sector is battling a crisis confronted by the rest of agriculture.

Plunging raw milk prices have angered farmers already hit by lower crop prices. Milk faces the same crisis as several other commodities — a domestic glut and declining exports that have contributed to agricultural distress, on top of the vagaries of weather.

Milk procurement prices, or the price at which mid-level aggregators in the supply chain buy from farmers before selling to dairies, have fallen 20-25% over the past 12 months, according to S Daljit Singh of the all-India Progressive Dairy Farmers Association (PDFA).

Part of the problem is an unprecedented spurt in milk output in India, the world's largest producer. In the past four years, output has grown by over 6% every year. Production was 165.4 million tonnes in 2016-17. In 2017-18, it was estimated to be 176.35 million tonne, a 6.5% annual jump.

The crisis lies squarely in the skimmed milk-powder segment rather than the liquid milk sector. The powdered variety is India's main export item, while most of the liquid milk is domestically consumed.

A slump in global prices of skimmed milk powder have hit India's exports, resulting in a surplus domestic stockpile of 2,00,000 tonnes of milk powder, according to RG Chandramogan, chairman and managing director of Hatsun Agro Product Ltd.

The average price of skimmed milk powder in the international market in 2017-18 was Rs 120 per kg, according to the website of CLAL, a dairy consulting firm, while the cost of production in India is at least Rs 200 per kg.

The effects of this surplus stockpile have spilled over to the liquid milk segment. India consumes nearly all of its liquid milk supply, the quantity that remains after processing various dairy items, such as ghee (clarified

butter), curds, skimmed milk powder and so on. "An excess of powder milk due to less export will therefore mean an excess of liquid milk too," said Animesh Kalra, trade analyst at Mumbai-based Comtrade Limited.

In mid-July, farmers in Maharashtra started the latest round of milk protests called by the Swabhimani Shetkari Sanghatana headed by Raju Shetti, a member of Parliament. "Farmers are getting as low as Rs 16 for a litre of cow milk. They need at least Rs 25-27 to be profitable," Shetti said, adding that if the government could offer a production subsidy for sugar, it should also at least give a milk subsidy of Rs 5 a litre.

Daljit Singh of PDFA, which represents milk farmers in Punjab, too demanded a direct subsidy of at least Rs 7 per litre.

According to India Ratings and Research Private Limited, a credit rating company, milk output is likely to touch a record 186 million tonnes in 2018-19. Given the limited growth in domestic demand and because milk is highly perishable, the surplus is usually converted into powder. "However, price growth in the international market has been languishing since June 2017," the brokerage said in a recent note. This has led to milk powder stocks "piling up and the resultant stress being reflected in the procurement prices in some states," it said.

The agriculture ministry has officially requested the commerce ministry to increase the export incentive for milk and milk products as well as casein, the main protein contained in milk and cheese, from 10% to 20%.

To placate farmers, the state governments of Gujarat and Maharashtra, the two leading milk producing states, have offered Rs 50,000 a tonne subsidy for export of milk powder.

To boost domestic prices, the import duty on whey milk powder was increased from 30% to 40% on March 27, 2018. To increase demand, the agriculture ministry is pushing states to take up milk distribution through the 1.36

million Anganwadi centres (women and child development centres) and offer milk as part of the mid-day meal scheme at government schools.

“The government clearly preferred trade incentives over direct subsidy to farmers at this stage, hoping that international will recover soon,” Kalra of Comtrade said.

## Verka delayed payments, allege dairy farmers

Aug 12, 2018

<https://www.tribuneindia.com/news/jalandhar/verka-delayed-payments-allege-dairy-farmers/636142.html>

**D**istrict dairy farmers and marginal farmers, who supply milk to the Verka plant here, have accused the plant authorities for delaying their dues for over two months now.

A marginal farmer from a nearby village, requesting anonymity, informed that the authorities dealing with their payments, had not given their dues for the milk that they had provided to the plant in the past month.

“Despite several requests made to them to release the payments nothing has been done. We tried from our end to discuss the issue and know the reason behind the delay, but authorities make excuses and say payment will be released soon,” he said.

“The delay in payment is having an adverse effect on our business. Apart from not releasing our payments, the plant authorities have also been giving us less payment for the milk,” he alleged.

Another dairy farmer, whose payment amounting to Rs 5 lakh is pending, said, “There has been a rule for the payment, we use to receive payment earlier thrice a month, after every 10 days. But since June 20, no farmer had received payments, while the supply of milk is continuing.”

A marginal farmer alleged that no farmer was willing to open protest as they fear that the plant officials would terminate their contracts.

However, the Verka Jalandhar Plant head, Anil Kumar Mishra, accepting that the payments have been delayed for the last month said, “Due to some stock issues, the plant was not able to make the payments on time. Assuring that the payments would be released at the earliest he said, by Monday we will make sure that the pending dues are clear”.

## Meet the companies bringing you fresh and unadulterated premium milk

Updated: Aug 12, 2018, 07.20 AM IST

<https://economictimes.indiatimes.com/industry/cons-products/food/meet-the-companies-bringing-you-fresh-and-unadulterated-premium-milk/articleshow/65369658.cms>

**F**ood writer Pawan Soni noticed a new trend recently. A second white revolution was slowly spreading across India.

About 48 years after a movement transformed India from a milk-deficient nation to the world's largest milk producer, Soni is seeing a flurry of queries on how and where to get pure cow milk. His Facebook platform has seen conversations around quality and safety of milk growing manifold — all thanks to premium milk.

### Farm to Table

Premium milk is not another fancy term, says Kanika Yadav, who started Whyte Farms in Alwar to cater to areas in Delhi-NCR. It is fresh, unadulterated and uncontaminated milk delivered within 8-12 hours of milking, explains the teacher-turned-entrepreneur who has 200 cows. The first few months of her entrepreneurial venture were spent in educating people in her social circle about premium milk. "I had to explain the difference between the dairy milk we get in pouches and what I was planning. A dairy is just a milk aggregator. It collects milk from villages, processes and packs it before sending it to retailers. The process involves mixing several varieties and may take up to four days. This eliminated freshness and one has no chance of knowing the source of the milk."

As the farm-to-table movement — the demand by consumers to know the source of the food they eat — spreads, several app-based premium milk delivery services have started delivering fresh and unadulterated milk within hours of milking. Keventers, Binsar Farms, O'Leche, Pride of Cows, Vrindawan Milk, Akshayakalpa, Astra Dairy Farms and Puremilk are among the specialised farms catering to this demand in various parts of the country.

While mothers have for years complained to the milkman about the poor quality they were being served, it was a 2012 report by the Food

and Safety Standards Authority of India that laid the foundation for premium milk. A study of samples from across the country said 70% of milk was being adulterated or diluted. The adulterants included detergents and urea. Premium milk suppliers say this started a wide-spread farm-to-table movement in India. People even started asking the condition of the and what it was being fed.

Quality comes at a cost, at least in milk. A litre of premium milk costs Rs 80-100 against Rs 36-40 a litre from a dairy in Delhi.

The absence of good milk made Sohrab Sitaram of Keventers launch The Milk Co. He and his partners have a farm of 400 healthy cows of good breed. Milking and packing is done using the latest technology. Milk is bottled and delivered to the customer on the same day. Keventers' app lets people place an order a couple of days in advance. "We ensure that the entire process — from sourcing to packaging — is entirely automated and without any human intervention."

India's milk production increased to 163.7 million tonnes in 2016-17, according to Agriculture Minister Radha Mohan Singh. Per capita availability of milk increased to 351 g in 2016-17. The country's dairy market is estimated at \$120 billion, of which the organised sector accounts for \$70 bn. The size of the premium milk segment is not even 1% of the dairy market. But it has potential and is expected to be 5% of this market by 2020.

#### MILK MATTERS

**163.7** mt

India's milk production in 2016-17

**\$120** bn

Estimated size of the country's dairy market

**\$70** bn

Size of the organised sector

**₹80-100**

is cost of a litre of premium milk

**₹36-40**

is cost of a litre from a dairy in Delhi

Premium milk segment is not even 1% of the dairy market

Premium milk segment likely to be 5% of the dairy market by 2020

It is a niche product, says Sohrab, who sells a litre for Rs 95. "In a short span of two months, we have a supply order of 1,000 litres a day. The demand in NCR is in lakhs of litres. But we our focus is on quality. We have to constantly monitor the cows and the process."

While Delhi's per capita availability of milk was 35 g a day in 2016-17, according to National Dairy Development Board, Karnataka's was far higher at 291. This

number is good news for Shashi Kumar of Akshayakalpa, an organic milk farm with 2,000 cows in Karnataka that supplies to Bengaluru. The city alone might have a demand of 51 lakh litres of milk a day, he says. For now, he is happy with his supply of 15,000 litres. But he expects the demand to touch 50,000 litres in next five years. "We ensure cows get quality food and are kept in hygienic conditions. We time the milking to the lactation periods so that we don't have to use artificial means to increase production," he adds.

Parag Milk, a prominent player in the milk industry, started its premium milk brand Pride of Cows in 2012. It now delivers 25,000 litres a day to Mumbai, Pune and Surat from its farm in Manchar, Maharashtra. It relies on a mechanised rotary parlour for hygienically procured fresh cow milk.

Akshayakalpa was set up in 2012 after Shashi returned from the US. Working in Wipro, he and his 13 colleagues helped fund the initial efforts. Their processing plant and fodder research facility is in Titpur, 150 km from Bengaluru. Shashi does not want to sell his product from premium grocery stores in Bengaluru, lest it dilutes their brand.

## Those selling spurious milk, products beware

Ludhiana, August 11

<https://www.tribuneindia.com/news/ludhiana/those-selling-spurious-milk-products-beware/636062.html>

**I**n the wake of the upcoming festive season, Kahan Singh Pannu, Commissioner, Food and Drugs Administration, Punjab-cum-Director, Mission Tandarust Punjab, said strictest action would be taken against everyone involved in the sale of spurious and adulterated milk and milk products.

He said it should be considered a warning because once caught, not only would names of all such people be made public, but strictest action including FIRs under various sections of the IPC would also be registered. Their premises would also be sealed, he said.

Not only do these miscreants, using spurious foods, play with the health of innocent people, but also make dairy farmers, farmers and food producers suffer financial losses and low earnings, by making spurious products available at cheaper prices. While chairing a meeting of

Food Safety Officers and senior officials of the Dairy Development Department, Pannu said to ensure that culprits don't go scot free, the department has purchased hand-held milk testing kits, through which the adulteration can be checked on the spot.

He said people can also use such milk testing kits as they are easily available in the market. Pannu said once the kit detects adulteration in milk, the sample would be sent for further testing in the department's lab in Chandigarh. He said very soon, a helpline for this purpose would be launched, where people can give information regarding any person involved in selling spurious milk or milk products.

He said after a series of meetings with all halwai associations at the state as well as district level, a week's time has been given to them to stop this illegal trade or be ready to face action.

## The white truth of milk

August 12, 2018 11:34 am

<https://www.thestatesman.com/lifestyle/food/white-truth-milk-1502672272.html>

**H**umans are the only animal to drink milk lifelong & humans are the only animals who drink other animal's milk! Ever seen a tiger hunting a cow for its milk never! Humans have violated the laws of nature by stealing milk which was meant for the infant of that animal. No surprise that, humans are the only animals, those suffer from diabetes, heart diseases, cancer and many other life-threatening diseases.

Here are the myths surrounding dairy products:

**Myth 1.** Dairy product are necessary for the strength of the bones in the absence of it person may suffer from bone diseases.

**TRUTH:** There are three countries which have highest consumption of dairy products . These are Finland, Sweden and Denmark but also having high osteoporosis and other bone-diseases in population, on other hand there are two countries which have least consumption of dairy products and these are Vietnam and Thailand and have least bone diseases in population.

**Myth 2.** Dairy product are full of nutrition and in the absence if it person may suffer from nutritional deficiency specifically calcium deficiency.

**TRUTH:** Now, think of cow which gives us lot of calcium but from where the cow is getting calcium? what is the source of nutrition for cow itself? Nothing but it is the green grass! It is the plant! Now, think of elephant the strongest animal on planet. From where the elephant is getting calcium or source of nutrition? It is from fruits and vegetables! Similarly if you think of horse with lots of strength and stamina to run twenty four hours without break. From where the horse gets the strength and nutrition? Obviously..from plants! On the other hand if you compare the animal eaters for e.g. a tiger; who eats lot of animals . Tigers have to take rest for sixteen hours a day, when they run just few a hundred meters. They get too tired easily and need to take a break after a short

while so that they could get gather energy to run and chase the prey and to hunt it. If you look around nature it is very clear that milk is not contributing in any way in giving you a good nutrition.

**Myth 3.** Milk is good for the growth of the body. The children who are fed with milk grow quickly, fast and become very big.

**TRUTH:** That may be true to some extent because the growth hormone of cow's milk is six times the growth hormone of human milk. If you see a calf, within six months it grows into a big cow of 100 kg, but for human it takes several years. But the truth here is do you really want your child to become a cow? Here we have to understand that God has decided the speed of growth of every animal including humans. Growing faster may not always be good. Sometimes the abnormal growth is also known as Cancer. In fact, it is seen that the countries with the highest consumption of dairy products also have the highest episodes of Cancer. Here I recommend a small test...

Take my 3 Weeks Drop Dairy Challenge!

Eliminate milk and milk products completely for 3 weeks!

Expected Outcome 50% of all the degenerative diseases including Heart Disease, Constipation, Intestinal Discomfort, Diabetes and Hypertension will begin to vanish! You will be forced to taper down your Diabetes or High Blood Pressure medications since within a week's time, the Drop Dairy Challenge will normalize your blood sugar and blood pressure levels and your blood cholesterol level will also come back to normal (in-spite of discontinuing the Statins).

Your requirement to inject Insulin may drop to as much as 50%. This is the experience of thousands of my patients spread all across the seven continents, who come to my 3 days Diabetes Cure Tour. The truth of stopping the dairy products and replacing that with plenty of fruits and vegetables can help a person free himself of 3 Ds – Dairy, Doctors and Disease.

## Cheers! Two Indian Students at Kansas State University Win National Contest for Their Dairy Snack, 'Quick-Quark'

Aug 10, 2018

[http://www.indiawest.com/news/global\\_indian/cheers-two-indian-students-at-kansas-state-university-win-national/article\\_a30e86ec-9cef-11e8-bbc7-b76707c8f108.html](http://www.indiawest.com/news/global_indian/cheers-two-indian-students-at-kansas-state-university-win-national/article_a30e86ec-9cef-11e8-bbc7-b76707c8f108.html)

**T**alk about new food product innovation. Three Kansas State University food science graduate students, including Priyamvada Thorakkattu and Karthik Sajith Babu from India, were awarded first place and \$8,000 in the National Dairy Council's annual New Product Competition for Quick-Quark, a new drinkable dairy snack based on the German-style quark cheese.

The students — working in the university's Food Science Institute — mixed whole milk, cream, milk protein concentrate and sweetened condensed milk, then fermented the ingredients with live cultures to produce a mildly tart quark base with 30 percent daily value of calcium and 10 percent daily value of vitamin D.

In a resealable pouch with a 30-day shelf life, the university notes in a press release, Quick-Quark combines natural dairy ingredients with live cultures, which help aid digestion. Using real fruit, the students developed two different flavors: pina colada and acai blueberry.

Each 150-gram serving of Quick-Quark, according to [usdairy.com](http://usdairy.com), provides either 200 or 220 calories, depending on flavor, and is an excellent source of dairy protein (14 grams) and calcium (30 percent daily value).

Quick-Quark is an all-day, any-occasion dairy snack that can easily fit into a purse, tote or lunch bag, highlights [usdairy.com](http://usdairy.com), adding that "it's a great snack for kids, too, since it uses real dairy, is flavored with fruit and has no preservatives."

According to the National Dairy Council, snack foods are more common now than in the past and have replaced meals in some people's diets, which is why the 2018 competition challenged students to develop tasty, nourishing and filling on-the-go snacks. Yuda Ou, Thorakkattu and Babu developed their core concept for Quick-Quark with those criteria in mind but also wanted a product that was easy to market, added the press release.

The product isn't available in stores yet, but the students are looking for the right opportunity to start marketing Quick-Quark.

## Regulatory/Legal

### Fake take: The latest commodity to be adulterated is the news

August 10, 2018, 2:00 AM IST

<https://blogs.timesofindia.indiatimes.com/jugglebandhi/fake-take-the-latest-commodity-to-be-adulterated-is-the-news-f0-9f-98-9c/>

**T**wo practitioners of the time-honoured practice of adulteration – mixing nakli stuff into the asli cheez – discussing the latest development in their trade.

First Adulterator: We've sure come a long way since we first started this dandha.

Second Adulterator: We certainly have. We were just learning our trade when we started putting water – and sometimes less innocuous liquids – into milk. Kid stuff.

FA: It was kid stuff indeed. But we were quick learners and we soon moved on to better, more profitable things.

SA: Yeah. Like mixing powdered glass into sugar, and small stones into rice, and sand into cement, which makes buildings and other constructions collapse, particularly during the monsoons, killing people.

FA: Well, as they say, you can't make an omelette without breaking eggs. Hey, did we ever try to mix nakli stuff into eggs?

SA: I don't think so. But in Goa we did mix formalin – the stuff they put into corpses – into fish.

FA: Eek. It's enough to turn one into a vegetarian.

SA: Except we put toxic colouring matter into veggies to make them look fresher.

FA: But by far the best thing we've adulterated is news. We've taken asli news, or real news, and turned it nakli, or fake news. And it's our most profitable line of business.

SA: That's because with all other fake stuff – milk, sugar, rice, cement, fish, whatever – you've got to invest money in first buying some asli cheez and then turning it nakli.

FA: But with fake news you don't have to buy anything. You just make it all up from scratch. And pretty soon people get so used to a diet of fake news that they prefer it to the asli news. With the result people get mob lynched because they're wrongly suspected of cattle smuggling or child lifting.

SA: Tough luck. But should we be openly talking about fake news? Suppose someone hears us.

FA: No problem. We'll just tell them they just heard some fake news, and they'll believe it like they believe all fake news ...

## Milk shop sealed, 12 food outlets fined in Punjab

Updated August 08, 2018

<https://www.dawn.com/news/1425602/milk-shop-sealed-12-food-outlets-fined-in-punjab>

**T**he authority also imposed Rs66,000 fine on 12 food outlets and warned 178 shops for unhygienic conditions.

The PFA team visited Fauji Colony near Pirwadhai and found the shop selling adulterated milk.

According to a press release, the PFA destroyed the adulterated milk and sealed the

shop. A case has been registered against the owner. Teams also visited other parts of the city and found unhygienic conditions in 12 food outlets and imposed fines amounting to Rs66,000 on the owners.

The teams also warned 178 food outlets, asking them to improve hygienic condition.

## FDA launches drive to check milk adulteration

Aug 6, 2018,

<https://www.tribuneindia.com/news/jalandhar/fda-launches-drive-to-check-milk-adulteration/632976.html>

**F**ollowing the directions of Director Tandrust Punjab mission cum Commissioner Food and Drug Administration Punjab Kahan Singh Pannu, the food safety team laid nakas early in the morning at Balachour- Chandigarh Road and at Bhaddi Road, Balachaur.

The nakas were aimed at checking the supply of spurious milk and milk products coming from other states and districts or Himachal Pradesh.

Besides, the team also raided various dairies, milk suppliers, milk vendors and took as many

as 6 samples of milk and milk products for analysis.

Food Safety Officer (FSO) Rakhi Vinayak said all those indulged in food adulteration should immediately stop such illegal activities, otherwise the department would leave no stone unturned to stop such malpractices.

She further appealed to the public to assist the department in stopping adulteration by bringing in notice of the department any complaint or any person found using spurious ingredients in food.

## Milk product samples collected

Aug 5, 2018, 1:16

<https://www.tribuneindia.com/news/ludhiana/milk-product-samples-collected/632359.html>

**U**nder the Tandrust Punjab mission, a food team, comprising District Health Officer Andesh Kang and Food Safety Officer Yogesh Goyal, has collected a total of 27 samples in two days. The samples, mainly of milk and milk products, were collected

from Tajpur dairy complex, Haibowal dairy complex, Model Town, Bus Stand Road, Phullanwal and Pakhowal Road. Drive against adulteration of milk and milk products will continue, said Dr Kang. TNS of children to check such incidents in the future. TNS

## किराए पर लिए गोदाम में निकालते थे टैंकरों से दूध, पानी व केमिकल मिलाकर ले जाते थे एनडीआरआई व मॉर्डन डेरी, पुलिस ने रंगे हाथों कि

Tue, 07 Aug 2018 01:21 AM IST

<https://www.amarujala.com/haryana/karnal/crime/141533584791-karnal-news>

**क**रनाल। पुलिस की सीआईए-1 टीम ने दूध में मिलावट कर एनडीआरआई और मॉर्डन डेरी में पहुंचाने वाले एक गिरोह को काबू कर लिया है। यह गिरोह एनडीआरआई और मॉर्डन डेरी के लिए यूपी से टैंकरों में दूध भरकर लाते थे और फिर करनाल के ब्रह्मानंद चौक स्थित मंगल कॉलोनी में एक गोदाम के अंदर टैंकरों से आधा दूध ड्रम में निकाल लेते थे और फिर पानी और केमिकल मिलाकर उस दूध को पूरा कर देते थे। इसके बाद दूध के टैंकरों को एनडीआरआई और मॉर्डन डेरी में ले जाते थे। पुलिस ने इस गिरोह के छह सदस्यों को रंगे हाथों टैंकर से दूध निकालते हुए पकड़ा है। इस गिरोह में दूध खरीदने वाला एक व्यक्ति व उसका नौकर भी शामिल हैं। पुलिस ने सभी 6 आरोपियों के खिलाफ मामला दर्ज कर जांच शुरू कर दी है और पुलिस कल इन आरोपियों को कोर्ट में पेश करेगी। इस मामले का खुलासा होने के बाद एनडीआरआई से मिलने वाले दुग्ध खाद्य पदार्थों की क्वालिटी पर भी सवाल खड़े होने लगे हैं।

टैंकरों से दूध निकालते हुए पकड़े आरोपी सीआईए-1 इंचार्ज विरेन्द्र सिंह ने बताया कि उन्हें गुप्त सूचना मिली की कुछ लोग आपस में मिलीभगत कर ब्रह्मानंद चौक स्थित मंगल कॉलोनी करनाल में गलत तरीके से दूध के टैंकरों से दूध निकालकर बेच रहे हैं। सूचना मिलते ही उन्होंने तुरंत एएसआई रामफल की अध्यक्षता में एक टीम को मंगल कॉलोनी के लिए रवाना किया योजनाबद्ध तरीके से छापामारी की और वहां पर खड़े दो टैंकरों से दूध निकाल रहे छह आरोपियों को पकड़ लिया। इन आरोपियों झाड़वर दिनेश वासी खेड़ा हापुड़ यूपी, क्लीनर हरीष वासी सिलोर मेरठ यूपी, दूसरे टैंकर का झाड़वर साजिद वासी सरदला मेरठ यूपी व

क्लीनर फेशल मेरठ यूपी को काबू कर लिया है। इसके साथ ही इन आरोपियों से दूध खरीदने वाले घोघड़ीपुर निवासी अशोक व उसके नौकर को भी काबू कर लिया है।

9 महीने से कर रहे थे दूध में मिलावट, पहुंचा रहे थे एनडीआरआई व मॉर्डन डेरी में सीआईए-1 विरेन्द्र सिंह ने बताया कि पूछताछ करने पर आरोपियों ने बताया कि वह ये दूध के दोनों टैंकर यूपी के जिला मुजफ्फरनगर के गांव झाड़वन व बुढ़ाना से लेकर आए थे। जिसमें से उन्होंने एक टैंकर को एनडीआरआई करनाल व दूसरे को मॉर्डन डेरी करनाल में पहुंचाना था। लेकिन इससे पहले वे टैंकरों को लेकर मंगल कॉलोनी करनाल में एक किराए के गोदाम में लेकर आते थे और वहां टैंकरों से दूध निकालकर घोघड़ीपुर निवासी अशोक को देते थे। इसके बाद पानी और केमिकल डालकर उस दूध को पूरा कर देते थे। यह धंधा वह पिछले 9 महीने से कर रहे थे।

दूध खरीदार आरोपी की है डेरी

सीआईए-1 इंचार्ज विरेन्द्र ने बताया कि टैंकर के झाड़वर आरोपी अशोक को दूध बेचते थे, आरोपी अशोक की गांव घोघड़ीपुर बस अड्डे पर दूध की डेरी है। वह दूध को आधे दाम में खरीदता था और फिर अपनी डेरी पर ले जाकर खाद्य सामग्री बनाता था।

एनडीआरआई व मॉर्डन डेरी के दुध व अन्य सामान की शुद्धता पर उठे सवाल।

राष्ट्रीय डेरी अनुसंधान संस्थान करनाल में मिलने वाले दुध व उससे बनने वाले खाद्य पदार्थ की शुद्धता पर सभी लोग विश्वास करते हैं, इसी प्रकार मॉर्डन डेरी की खाद्य सामग्री पर भी। लेकिन इस मामले का खुलासा होने के बाद एनडीआरआई और मॉर्डन डेरी में मिलने वाले दूध व उससे बनने वाली

खाद्य सामग्री की शुद्धता पर सवाल खड़े हो गए हैं।  
क्योंकि ये आरोपी टैंकरों में केमिकल व पानी

डालकर यह दूध एनडीआरआई और मॉडर्न डेरी में ले जाते थे।

## Survey/Report

SEE HOW US IS SUPPORTING ITS FARMERS

<https://www.linkedin.com/feed/update/urn:li:activity:6429715779599630336>

[B M Vyas](#)

Former MD Amul (GCMMF) india

**S**EE HOW US IS SUPPORTING ITS FARMERS Very quick support by US Govt for dairy farmers == The decision, announced by Agriculture Secretary Sonny Perdue, was quickly praised by organizations that have rallied awareness of the unequal penalty of the ongoing tariff fight has had on farms. "The USDA's \$12 billion plan to support farmers caught up by the retaliatory tariffs slapped on U.S. agricultural products recognizes the dire need for some relief," said New York Farm Bureau President David Fisher. "Farmers are already facing the financial consequences of the trade barriers.

Commodity prices are once again dropping at a time when farm income has been at its lowest point in years." Fisher said Perdue "followed up on his word" with the massive scope of the relief program, but hoped that a long-term solution would come. "We hope that the trade matter will quickly be resolved because short term relief can only go so far when farmers need to plan for the long term," the Farm Bureau president said. According to the USDA, funding will be disbursed through three avenues established under the New Deal era Commodity Credit

## Some good news for dairy in the U.S Senate

[http://www.kenoshanews.com/opinion/some-good-news-for-diary-in-the-u-s-senate/article\\_3c8eb07f-ff3d-5392-93b2-52c5c3b6abbcb.html](http://www.kenoshanews.com/opinion/some-good-news-for-diary-in-the-u-s-senate/article_3c8eb07f-ff3d-5392-93b2-52c5c3b6abbcb.html)

**W**hat started as a slap at the dairy industry ended up in its favor in the U.S. Senate earlier this month.

It began when Republican Sen. Mike Lee of Utah proposed an amendment that would kill spending on a Food and Drug Administration study on what can be marketed as milk.

“Consumers are not deceived by these labels,” Lee said. “No one buys almond milk under the false illusion that it came from a cow. They buy it because it didn’t come from a cow.”

The dairy industry wants to restrict plant-based products — soy, almond, coconut and other milk substitutes — from being called milk.

Sen. Tammy Baldwin, D-Wisconsin, called the amendment “an attack on dairy farmers.”

FDA Commissioner Scott Gottlieb said the agency has begun updating the “standards of identity” for a variety of foods. As for milk, the agency wants to bring “greater clarity” to consumers as more plant-based foods are being marketed as substitutes for dairy products like milk and yogurt.

The Senate voted down the amendment 84-14.

“This is a victory for Edge and other groups that have been fighting for clarity on the labeling of milk and various plant-based products,” Brody Stepel, president of Edge DairyFarmer Cooperative’s board of directors and a Wisconsin dairy farmer, told AgDaily. “This amendment was an attempt to tie the hands of officials of the Food and Drug Administration and keep them from enforcing existing labeling standards.”

That same week, by a similar 83-15 vote, the Senate passed an amendment sponsored by Baldwin and Sen. Susan Collins, R-Maine, that would provide \$7 million for state and other programs to further the marketing of dairy products.

We were alerted to this through our weekly roll call report by Targeted News Service. Sen. Ron Johnson, R-Wisconsin, also voted in favor of the amendment.

The money will promote product innovation and provide technical assistance and grants to dairy businesses at a time when they face an oversupply of milk and low milk prices.

“It’s critical that farmers, cheesemakers and dairy processors have tools to innovate and develop new ‘Made in Wisconsin’ dairy products to build a brighter future for our dairy farms and drive our rural economy forward,” Baldwin said.

Jeff Lyon, FarmFirst Dairy Cooperative general manager, told the Wisconsin State Farmer that the vote showed “great support for the vitality of the dairy industry” at a time when it needs positive news.

“When faced with challenges, it is important to think outside the box,” Lyon said..“This legislation allows the dairy industry to do just that — by being creative in the development of new dairy products, expanding production capacity and developing new markets. We believe these are key steps that will help support the milk price in the near future, as well as the long term.”

As a result, the legislation, introduced in June, is included in the Senate’s fiscal 2019 Agriculture Appropriations bill.

## Adding a 'wow' factor to dairy foods

08.13.2018

<https://www.foodbusinessnews.net/articles/12337-adding-a-wow-factor-to-dairy-foods>

**C**runchy or chewy. Sweet or salty. Familiar or unique. These are some of the attributes of inclusions, those little extras that are blended into ice cream, served aside yogurt or added to soft cheeses and other cultured dairy products. Often, they are used to make limited-time offerings (L.T.O.s), thereby creating an incentive to purchase. The intent is to wow the consumer with flavor, texture and visual appeal. And dairy foods marketers are embracing their power.

“Today’s consumers want personalized experiences with their food,” said Jamie Wilson, director-business development, marketing, culinary, and research and development, Parker Products, Fort Worth, Texas. “In many applications, inclusions can assist.”

No one probably knows this better than Ben & Jerry’s, the company that loaded vanilla ice cream with cookie dough chunks back in 1984, starting a trend of packing inclusions into a pint. This summer, the subsidiary of Unilever, Englewood Cliffs, N.J., introduced three new flavors of cookie dough to scoop shops and for home delivery, showing consumers that cookie dough is not a stagnant flavor. New Off the Dough Block is chocolate chip and chocolate ice cream with chocolate chip cookie dough and chocolate chip cookies. P.B. Doughble Chocolate is dark and milk chocolate ice creams with peanut butter cookie dough and swirls of peanut butter cookie butter. Cinn-Dough-rella is cinnamon and caramel ice cream with cinnamon bun dough, shortbread cookies and oatmeal cinnamon cookie swirls.

The brand also now has a truffle line, which contains some of the biggest chunks of chocolate ever put into ice cream, according to the company. Chocolate shake is chocolate malt milkshake ice cream with chocolate cookie-covered fudge truffles and marshmallow swirls. Caramel chocolate cheesecake is caramel chocolate ice cream with graham cracker-covered cheesecake truffles and chocolate cookie swirls. Chillin’ the Roast is cold-brew coffee ice cream with

chocolate cookie-covered coffee liqueur truffles and fudge swirls.

Breyers, another Unilever brand, introduced 2in1 ice cream this summer. The line extension comes in four combinations, each containing two types of branded candy or cookie inclusion-laden ice cream. Varieties include Oreo Chips Ahoy!, Reese’s (peanut butter cup with) Reese’s Pieces, Snickers M&M’s and Heath Waffle Cone.

Le Mars, Iowa-based Wells Enterprises takes inclusions and adds ice cream to make its new Blue Bunny Load’d Sundaes. The 8.5-oz single-serve clear plastic cups come in varieties such as Bunny Tracks, which is vanilla-flavored ice cream, caramel and fudge swirls, chocolaty covered peanuts and chocolaty peanut butter bunnies. Strawberry shortcake is strawberry ice cream, strawberry swirls, strawberries, shortcake pieces and candy-coated strawberry bunnies.

“On the sweet side, we are seeing a resurgence of old-time favorite dessert profiles, such as baked Alaska, key lime pie and s’mores,” said Smokey Waters, director of culinary innovation at Pecan Deluxe. “It’s easy to use inclusions to give a familiar base, such as ice cream or yogurt, a nostalgic twist.”

Earlier this year, Graeter’s, Cincinnati, introduced s’mores ice cream, a frozen rendition of the campfire classic with graham cracker-flavored ice cream, marshmallows and the company’s milk chocolate chips. Cleveland-based Pierre’s Ice Cream now offers french toast, which is maple-flavored ice cream with walnuts and cinnamon sugar shortbread pieces.

Focus Brands, Atlanta, is expanding its Carvel ice cream retail line with ice cream Crunchie Cakes, which come in four varieties: chocolate, strawberry and limited-edition mint and orange. The cakes have inclusions layered on the inside, as well as on the top and sides of the cake to ensure extra crunch.

“Not only are we realizing a much more sophisticated palate for flavors and flavor combinations, but also layers of flavors and a strong desire for textures to further engage

the senses,” said Tara Gonzales, marketing manager at Pecan Deluxe. “Constant innovation is something that sets a brand apart from the others. It’s what today’s consumers are looking for, and those that can carve out their niche in a crowded and highly competitive market will have a distinct advantage. Creative inclusions can assist.”

Dairy foods marketers have become active in the L.T.O. sector, and inclusions allow them to be adventurous with little risk while providing consumers with some flavor adventure.

“With L.T.O.s, there’s a sense of high demand and low supply,” said Kami Smith, director of culinary showcasing, Pecan Deluxe, Dallas. “When consumers see this, there’s an innate emotional connection that pushes them to go get it, try it and hopefully get to enjoy it again before supply runs out.”

That is what visitors to the Ohio State Fair experienced this year. Velvet Ice Cream, Utica, Ohio, developed a sweet and slightly savory ice cream only sold at the fair. The concept featured sweet caramel ice cream swirled with cayenne-infused caramel sauce. It is a fusion of flavors that first cools the mouth, then warms it with the heat of cayenne pepper.

“Inclusions contribute to the popularity of L.T.O.s,” Ms. Wilson said. “Creations designed around specific consumer experiences — a holiday, a special event, a season — can be short-lived, yet powerful, opportunities.

“We can create inclusions with seasonal associations, like lemon for the summer, cinnamon for fall and peppermint in winter. Specific seasonal events also lend themselves to great L.T.O. opportunities. For example, a caramel milkshake with a dulce de leche crunch would be a fitting product around Cinco de Mayo.”

Yogurt and cheese products include inclusions, too. With yogurt, to keep inclusions crunchy and fresh, they are often an accompaniment, either in a dual compartment or dome top. The separation adds a play factor, interaction many

consumers appreciate in their search for flavor adventure.

Dannon Oikos Protein Crunch is blended Greek nonfat yogurt with toppings such as whole grain oats, nuts and chocolate-covered clusters. The protein- and fiber-containing inclusions enable each 5-oz cup to deliver 17 grams of protein and 6 grams of fiber.

Better-for-you is often a consideration when selecting yogurt inclusions. For siggi’s, New York, it’s the purpose of the brand’s new Simple Sides line. The inclusions in the dual-compartment whole milk yogurts contain no added sugars. Flavors are vanilla yogurt with dried coconut and cacao nibs, honey yogurt with dried figs and walnuts, vanilla yogurt with almonds and dried cherries and plain yogurt with muesli and currants.

“Yogurt with crunchy, tasty toppings as a side has become a popular snack among consumers in recent years,” said Siggil Hilmarsson, founder. “However, many of those offerings are sadly more comparable to sugary treats than wholesome snacks. (We) combine some of our classic yogurt flavors with simple toppings like dried fruit, nuts and coconut. All these toppings are made without any added sugar.”

Cultured dairy provides canvas for inclusions

Soft, spreadable cheeses, including cream cheese and goat, as well as sour cream and yogurt-based dips, welcome inclusions. They often include fruit and vegetable pieces, along with seasonings, but anything is possible.

Sonoma, Calif.-based Laura Chenel’s is adding cranberry and cinnamon to its fresh chèvre medallion collection. The 3.5-oz rounds will be available for a limited time during the fourth quarter of 2018. The tangy soft cheese includes cinnamon-seasoned, slightly sweet, yet tart, cranberries.

The brand is familiar with using inclusions to enhance its cheese. Other offerings include poppy seed with peppercorns, sun-dried tomato and basil, chives and shallots, and fig and grapefruit.

## GDT holds steady in latest auction

Aug 7, 2018, 3:39pm

<https://www.agriland.ie/farming-news/gdt-holds-steady-in-latest-auction/>

The Global Dairy Trade (GDT) index has remained unchanged following its most recent auction – Event 217 – which concluded earlier today (Tuesday, August 7).

This brings to an end a negative run of four consecutive drops to the index over the past two months.

Event 217 lasted for a minute short of two hours, with 191 participating bidders competing over 13 rounds.

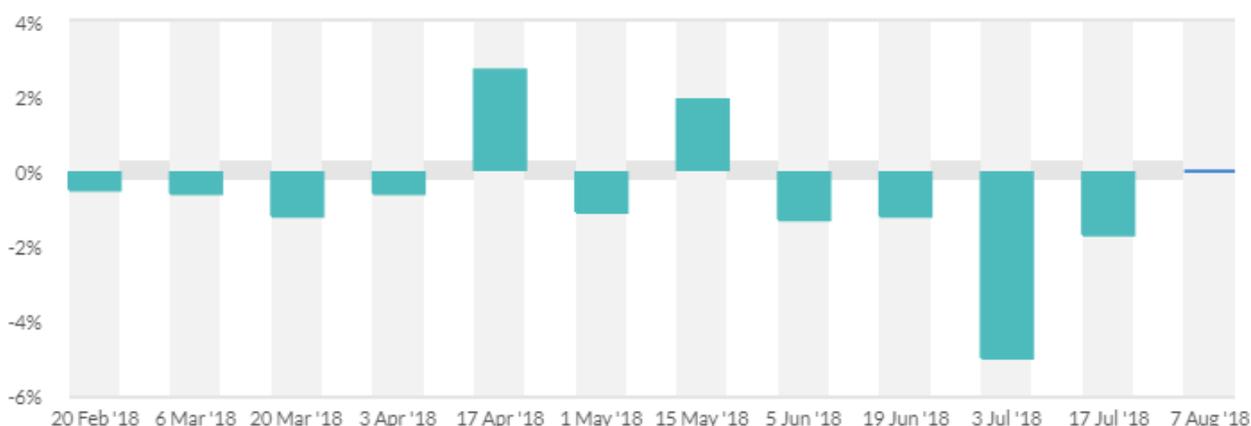
Ched index up 1.3%, average price US\$3,663/MT;

LAC index not available, average price not available;

RenCas index up 8.0%, average price US\$4,971/MT;

SMP index down 0.3%, average price US\$1,972/MT;

SWP index not available, average price not



There were 126 winning bidders on the day, with 35,076MT of product sold in total.

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Event 217 lasted for a minute short of two hours, with 191 participating bidders competing over 13 rounds.

There were 126 winning bidders on the day, with 35,076MT of product sold in total.

Key results:

AMF index up 1.2%, average price US\$5,709/MT;

Butter index down 3.2%, average price US\$4,802/MT;

BMP index down 5.9%, average price US\$2,441/MT;

available;

WMP index up 0.1%, average price US\$2,958/MT.

Rennet Casein was one of the big movers on the day in terms of product price indexes, experiencing an 8.0% increase; Butter Milk Powder (BMP) on the other hand took a 5.9% hit to its result.

Both Lactose and Sweet Whey Powder (SWP) were unavailable on the day.

Source: Global Dairy Trade

'PPI Should Be Minimum Price For July'

Meanwhile, the Ornuia Purchase Price Index (PPI) should be the minimum milk price set for July supplies, the Irish Creamery Milk Suppliers' Association (ICMSA) has said.

The payment of the maximum possible milk price for July is absolutely essential, given the pressures on dairy farmers and the expected substantial reduction in farm incomes in 2018, the chairperson of the ICMSA's Dairy Committee, Gerald Quain, said.

A lot of dairy farmers are currently faced with “massive feed and fertiliser bills” as a result of the adverse weather conditions experienced over the past year, he added.

“With most co-ops behind the June Ornuia PPI – which was 32.8c/L – dairy farmers need the July milk price to be at a minimum of this level,” Quain said.

## Does cutting out dairy give you good skin?

13 August 2018, 17:18

<https://www.heart.co.uk/lifestyle/food-drink/does-cutting-out-dairy-give-you-good-skin/>

Experts and dermatologists have linked milk to a range of skin complaints including acne, psoriasis and eczema.

And some recommend completely cutting out cow's milk to improve the quality of your complexion.

"Cutting dairy improves skin texture, skin tone, and acne," dermatologist Sarika Snell told [The Insider](#).

"Whey protein, which is specifically found in skim milk, is pro-inflammatory and can lead to inflammation which can manifest as acne and rosacea. Cow milk may contain hormones which also can contribute to acne and inflammation," she added.

New York-based board-certified dermatologist Dr. Arielle R. Nagler agrees: "Since milk can increase the blood sugar level, it's thought that this mechanism stimulates hormones, which leads to the increase of male hormone production, which directly causes more oil."

It's a very contentious subject in the world of dermatology, though several high-profile journalists and editors have undertaken a dairy sabbatical and had positive results, including Cosmopolitan's Beauty Editor [Cassie Powney](#), Vogue contributing editor [Chloe Malle](#) and [Daley Quinn](#) at Women's Health.

Evidence also implicates dairy in causing inflammation and increasing the body's

production of mucus, both of which are linked with skin problems, particularly autoimmune diseases like eczema.

According to an ABC News report: "In normal humans, the enzyme that digests lactose — lactase — stops being produced when the person is between two and five years old. The undigested sugars end up in the colon, where they begin to ferment, producing gas that can cause cramping, bloating, nausea, flatulence and diarrhea."

Removing dairy from your diet is recommended by some dermatologists as part of a more holistic approach to skin care. Though this can be pretty difficult for most people.

If you just cannot give up dairy products, some wellbeing experts recommend using raw milk products, which has been unpasteurised, but there are tons of dairy-alternatives on the market nowadays, and with more and more people going vegan, competition has increased leading to much better quality products.

The huge market includes nut-based cheeses, coconut oil or olive oil instead of butter, dairy-free yoghurt, oat milk, almond milk and so on.

So, if you're stressing about spots, acne, eczema or psoriasis why not try eliminating dairy from your diet for a few weeks?

## Fonterra and Future Consumer form new JV company in India

<https://www.foodprocessing-technology.com/news/fonterra-future-consumer-form-new-jv-company-india/>

New Zealand-based dairy co-operative Fonterra has entered a joint venture (JV) agreement with India's consumer goods company Future Consumer to form a new entity named Fonterra Future Dairy Partners in India.

The new JV company will be engaged in the production of a wide range of consumer and foodservice dairy products and is expected to help fulfil the growing demand for high-quality dairy nutrition across India.

Fonterra Global Consumer and Foodservice chief operating officer Lukas Paravicini said: "It will allow us to prepare the groundwork and make the most of our expertise as we enter the world's largest and fastest growing dairy industry.

"The first consumer products will be launched by the middle of 2019, using both locally sourced milk and dairy products from New Zealand."

"Consumer demand for dairy in India over the next seven years is set to increase by 82 billion litres, seven times the forecasted growth for China.

"The partnership will be driven by growth through profitability. The initial stages of the partnership will focus on product development and marketing with the right capital investment made during this period.

"The first consumer products will be launched by the middle of 2019, using both locally sourced milk and dairy products from New Zealand."

Paravicini also noted that a new JV firm will allow Fonterra to establish its presence in India.

Future Consumer is part of the Future Group, which is currently planning to develop a new retail experience for consumers in the country.

Future Group CEO Kishore Biyani said: "Consumption of milk and other dairy products in India are increasing and will continue to receive strong demand.

"With Fonterra, Future Consumer will enhance its food and FMCG portfolio and will offer a variety of dairy products, which are high in demand and consumed daily."

## PPI should be minimum price for July milk – ICMSA

Aug 7, 2018, 12:31pm

<https://www.agriland.ie/farming-news/ppi-should-be-minimum-price-for-july-milk/>

**T**he Ornuia Purchase Price Index (PPI) should be the minimum milk price set for July supplies, the Irish Creamery Milk Suppliers' Association (ICMSA) has said.

The payment of the maximum possible milk price for July is absolutely essential, given the pressures on dairy farmers and the expected substantial reduction in [farm incomes](#) in 2018, the chairperson of the ICMSA's Dairy Committee, Gerald Quain, said.

A lot of dairy farmers are currently faced with "massive feed and fertiliser bills" as a result of the adverse weather conditions experienced over the past year, he added.

"With most co-ops behind the June Ornuia PPI – which was 32.8c/L – dairy farmers need the July milk price to be at a minimum of this level," Quain said.

He acknowledged that dairy markets have been somewhat uncertain in recent weeks, given the recent drought conditions being experienced across Ireland, the EU and Australia.

There is a "strong reason" to believe that milk supplies will be severely hit by the drought conditions experienced across the EU; the ICMSA hopes that this may boost the market for dairy products.

Continuing, Quain said: "Cash flow is absolutely critical and the best way for co-ops to boost cash flow is to pay the maximum possible milk price.

"It is important to note that milk processors across the EU have increased their July milk prices, including Arla, Lactalis, Sodial and FrieslandCampina; this is a clear indicator that they have confidence in the marketplace.

"Given the circumstances Irish dairy farmers find themselves in, it is absolutely essential that our processors – at the very minimum – come to the Ornuia milk price level, which was 32.8c/L for June," he concluded.

It is expected that the Ornuia PPI for the seventh month of this year will be confirmed in the coming days, while processors are also likely to begin announcing their respective July milk prices this week.

## Tillage focus: Sowing forage crops for dairy farmers

Aug 7, 2018, 6:00am

<https://www.agriland.ie/farming-news/tillage-focus-sowing-forage-crops-for-dairy-farmers/>

**J**ohn Cullen played host to a Teagasc/Goldcrop farm walk last week; the topic up for discussion was forage crops. The grain merchant – operating as [John Cullen Grain](#) – is not just promoting forage crops and selling the seed, he is practising what he preaches.

John is sowing forage crops for dairy farmers and also did this last year. The Co. Wexford man began sowing last Tuesday (July 31). Fodder rape and hybrid brassicas were the crops of choice.

"My two brothers and I are sowing Interval, Gorrilla and Redstart for farmers. Most of it will be zero-grazed and a small bit will be

grazed; but most of it is being sown for dairy farmers to zero-graze.

"There's a couple of contractors in the area who have zero-grazers. They've been bringing in second-cut silage this year and now they're looking at this as an option."

John added that most of these farmers wouldn't usually sow winter forage crops.

"They only did it this year because they were short of forage; these are herds that have gone from 200 to 300 cows."

Sowing And Crop Husbandry

John has his own machines for sowing. This instantly reduces the cost of establishing these crops.

“We’re sowing Interval between 5kg and 6kg. Firstly, we’re giving it a run of a TopDown [Vaderstad] and then a Lemken disc. We’re putting the seed out on top of that and then we’re giving it a run of the roller.

#### Sowing Conditions Are Important

John puts a big emphasis on sowing conditions. He doesn’t plough for these crops; it’s slow and costly and he wants to conserve moisture.

“We’re running a disc on the winter stubbles. To give it a good seedbed, we do two runs. If we’re working in grass, we’ll give it three runs.

“We sowed the forage crops late last year and we had poor yields. The sowing date is number one, but the sowing conditions are number two and that’s really important.”

#### Sowing Date

Time is ticking for sowing crops like Westerwolds ryegrass; especially because there is a 10-day wait for seed, which will delay sowing further.

John isn’t sowing this crop as a result. When these ryegrass crops are sown into August, the potential yield will not be achieved.

“If we don’t get that seed in the next week, it will be a high cost going forward. If the

weather comes bad and we don’t get the number of bales we’re expecting, there will be disappointment for both supplier and customer. If you’re aiming for an average of one-to-two bales per acre, it’s a high risk.”

John stated that forage crops need to be in by August 10 to achieve high yields. He added: “After August 10, you’re slipping back in yield every few days.”

#### Rotation

John explained that the forage crops are fitting well into his rotation.

“Most of the guys that have the land available now are going into cereals, so they will be trying to put in a spring cereal after this crop.

“We’re putting it in after winter barley and it will end up in spring barley because it’s not going to be cleared for winter crops.

Maybe if some of it is gone by early-November, we’ll go in with a winter crop; but we’ll see how it will pan out.

John has oilseed rape in his rotation and he isn’t worried about weed problems in the future.

“The ground we’re sowing in is one year away from oilseed rape, but it’s only going to be short term. It’s not going to have a long growing period to go to seed.”

# नीदरलैंड में गाय के गोबर से बन रही फैशनेबल ड्रेस, स्टार्टअप शुरू करने वाली महिला को मिला अवॉर्ड

DainikBhaskar.com | Last Modified - Aug 03, 2018, 09:38 AM IST

<https://www.bhaskar.com/world-news/dutch-startup-makes-clothes-out-of-cow-dung-5930164.html>

**क**ई फैक्ट्रियां इस मटेरियल से कपड़े बनाने को तैयार, इसी साल रिफाइनरी यूनिट शुरू होगी

आइंडहोवन. नीदरलैंड के एक स्टार्टअप ने गाय के गोबर से सेल्युलोज अलग कर फैशनेबल ड्रेस बनाने का तरीका ढूंढ निकाला है। यह स्टार्टअप बायोआर्ट लैब जलिला एसाइटी चलाती है। सेल्युलोज से जो फैब्रिक बनाया जा रहा है, उसे 'मेस्टिक' नाम दिया गया है। इससे शर्ट और टॉप तैयार किए जा रहे हैं। स्टार्टअप ने गोबर के सेल्युलोज से बायो-डीग्रेडेबल प्लास्टिक और पेपर बनाने में भी कामयाबी हासिल की है।

एसाइटी का कहना है कि यह फ्यूचर फैब्रिक है। हम गोबर को वेस्ट मटेरियल समझते हैं। गंदा और बदबूदार मानते हैं। लेकिन फैब्रिक बनाने में शुरुआती स्तर पर जो तेल इस्तेमाल होता है, वह भी बहुत अच्छा नहीं होता। हमें गोबर के सेल्युलोज में छिपी सुंदरता दुनिया को दिखानी ही होगी। एसाइटी फिलहाल 15 किसानों के साथ प्रोजेक्ट पर काम कर रही है। वे इसी साल औद्योगिक स्तर पर मैन्योर रिफाइनरी यूनिट शुरू करने जा रही हैं। उनके इस इन्वेस्टमेंट को दो लाख डॉलर (1.40 करोड़) का चिवाज वेंचर एंड एचएंडएम फाउंडेशन ग्लोबल अवॉर्ड भी मिला।

प्रकृति का संरक्षण होगा: क्लोदिंग रिटेलर एचएंडएम के फाउंडेशन के कम्युनिकेशन मैनेजर मालिन बोर्न का कहना है कि दुनिया हर साल प्राकृतिक संसाधनों का जरूरत से ज्यादा इस्तेमाल कर रही है। इसलिए जल्द ही उस मॉडल पर शिफ्ट होना होगा, जहां पर जरूरी मटेरियल को रिकवर किया जा सके। सिर्फ कॉटन के भरोसे नहीं रहा जा सकता। कई कपड़ा निर्माताओं ने एसाइटी को भरोसा दिलाया कि वे मेस्टिक से कपड़े बनाएंगे क्योंकि यह किफायती है। प्रोजेक्ट से जुड़े किसानों ने भी कहा कि हम जब पूरे दिन गोबर के बीच रह सकते हैं तो इससे बने कपड़े पहनने में कोई हर्ज नहीं है।

ऐसे बनाया जाता है गोबर से रेशा : जलिला एसाइटी बताती है कि सेल्युलोज बनाने की प्रक्रिया कैमिकल और मैकेनिकल है। हमें जो गोबर और गोमूत्र मिलता है, उसमें 80% पानी होता है। गीले और सूखे हिस्से को अलग किया जाता है। गीले हिस्से के सॉल्वेंट से सेल्युलोज बनाने के लिए फर्मेंटेशन होता है। इसमें ज्यादातर हिस्सा घास और मक्के का होता है, जो गाय खाती है। सामान्य कपड़ा उद्योग से हमारी प्रक्रिया कहीं बेहतर है, क्योंकि गाय के पेट से ही फाइबर के नरम बनने की शुरुआत हो जाती है। यह ऊर्जा की बचत करने वाला तरीका भी है। वैज्ञानिकों का मानना है कि इस प्रक्रिया से मिला सेल्युलोज उच्च तकनीक वाला होता है।

## Fifth dairy in two months targeted

3 August 2018

<https://www.odt.co.nz/news/dunedin/fifth-dairy-two-months-targeted>

**D**unedin police are still searching for the man who attempted to rob the Pine Hill Dairy last night, the latest in a string of similar incidents in the city.

A scene examination took place this morning and CCTV footage was being reviewed.

Police are appealing for sightings of a white Subaru in the Pine Hill Rd area between 6-7pm last night.

The man entered the dairy on Pine Hill Rd shortly before 7pm and demanded money, but fled empty-handed soon after, a police spokeswoman said.

At least three police cars were in the area when the Otago Daily Times arrived, and officers were speaking to an occupant of the dairy and examining the scene.

A friend of the store's occupant, arriving at the shop, was told by police he could not come in.

"The store's just been robbed," an officer told him.

A police spokeswoman could not confirm whether a weapon was involved. There were no reports of injuries but police were conducting inquiries in the area last night, she said.

The incident came after police last month arrested three people in Ocean Grove in relation to a string of aggravated robberies targeting Dunedin dairies.

That followed an investigation into three robberies targeting dairies since June: the Musselburgh Food Centre on June 7, the Stadium Store in St Kilda on July 15 and the Elgin Food Market in Maryhill on July 16.

On July 26, a masked man also entered the Dundas Corner Dairy in North Dunedin and tried to rob it, but fled on foot soon after.