

Safe milk Mission and Green corridor for Animal Transportation in India : 16th Dairy Pulse (June 16th to 30th)

Dear friends,

Safe milk mission

Safe milk is emerging out as a flavor of the day. All large and medium sized organization is becoming more and more present to the requirement of safe milk supply chain from Farm to Consumer. On one side the FSSAI is leaving no stone unturned to conduct a Milk Quality Survey across the nation for better understanding of the ground situation and later to take corrective measures, on the other side NDDB is also keeping safe milk production, testing and delivery as its primary mandate in consultation with all the cooperative federations.

FSSAI also organized a stakeholder workshop and acknowledged the active participation of private sectors, MNCs, NDDB, state milk federation ,ministries and all other relevant stakeholder to carry out the survey and make us of the testing infrastructure available at all these institutions at any part of the country. In order to make this survey more pointed and purposeful, all the stakeholders were asked to identify the vulnerable hotspots across the country which may be included in the survey currently or in next phase. Even if any of you may like to share the location of such spots where you feel survey to be done then please respond back at my personal id of thinkdairy@gmail.com or by replying to this mail also.

You may watch our videos on safe milk mission at the following links

Safe Milk Mission in India : Greed or Compulsion : <http://www.youtube.com/v/9sDKaP4ihVM>

Episode 1: 3 Tips for getting safe milk by consumers : <http://www.youtube.com/v/dqZ-YSZjxLQ>

Episode 2 : 3 Tips for producing safe milk at farmer end : <http://www.youtube.com/v/5BQKfIFMiLQ>

Livestock Logistics

This week I was at Hyderabad and met a few dairy farmers while conducting a regional entrepreneurship development program. I found that he is facing challenge in two areas i.e livestock transportation as they are getting buffaloes from North and western India and cows also from western, northern and southern part of the country. The second problem is about the price of milk being given to them by state federation. Even couple of them had problem of overdue payment from the federations for the milk supplied by them. It is for this reason that only 10000 out of 35000 commercial dairy farmers in the state are linked to the state cooperative(See the news inside).

The livestock traders across the country including the farmers from Chattisgarh whom I met at Hyderabad are able to sell poor quality animals at higher prices because they door deliver the animals. It means that there exists a discriminatory mechanism of regulation on animal trafficking from one place to other. While the traders are doing it smoothly but the farmers are unable to get it organized. May I request all the stakeholders including NDDB, Ministry of agri and Coop, Ministry of road transport, Deptt of Animal Husbandry, State milk federation and others to get a special road transportation policy drafted for animal transport. It could be like a green corridor for animals.

Comments from everyone will be appreciated so as to develop a white paper out of the findings and suggestions.

Looking forward to your active participation on this forum of Dairy Pulse (A dairy fortnightly newsletter).

with best regards

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