

Indian dairying : Big enough to matter , Small enough to cater

Dairy blog with 90th edition of Dairy Pulse (From July 16th to 31st)

Dear friends,

Last fortnight Indian dairying observed a great contrast from Indian government not succumbing to ever-demanding RCEP measures on one hand and STF nailing down one of the largest interstate players in the manufacturing of synthetic milk on the other hand.

Some of the interesting development includes Butter cookies by Amul with almost 100 % of Amul butter. It might be considered as one of the most innovative brand extension done in tandem with new product and category development.

One of the biggest issue under discussions was on bringing dairy products under FTA and thus allowing countries like New Zealand to divert may be a small share of their dairy exports to India.

If we look at the comparison of Milk solids market size of India and New Zealand (as per USDA estimates)then we can understand the aftermath of RCEP to bring dairy products under FTA in India.

	Indian market size(MT)	New Zealand Export (MT)
SMP	300000	358000
WMP	12000	1369000
Butter including ghee	120000	501000
Cheese	40000	322000
Total	472000	2550000

As per Mr. Chandramogan, a dairy veteran and founder Hatsun dairies mentioned that allowing imports from New Zealand would impact our 10 crore farmers (producing around 180 MMT of milk)as against 10-12000 farmers producing (producing around 22MMT of milk).

A clear statement from Sh Giri Raj Singh Minister of dairy development that dairy products won't be allowed under FTA now clearly shows that Indian dairying has become big enough to matter.

Last fortnight also saw the raid on probably largest synthetic milk manufacturing plant by STF. Though this is to be carried out by the Food Safety department however the reality is, that the culprits involved in making spurious milk and other food products are not less than hardcore criminals in anyways. In our earlier edition of dairy pulse, we also requested to have a Food safety force or FSF on the lines of CISF or BSF to work against such rackets who are acting like a criminal in the guise of civilians.

The state government of Madhya Pradesh also took quick cognizance of the severity of this incidence and immediately brought such criminals under the National Security Act. Even one of the state minister also advocated for making provisions of the death penalty for such criminals.

Such gestures the power of Indian dairying to cater to the safe milk requirements of even the smallest of the consumer also. It is time for other states as well as central government to come out with a law to bring any deliberate breach of food safety under the National Security Act. It also becomes critical now to have special courts headed by technocrats who understand the food safety and food frauds very well. We may pick up this topic in some other edition of Dairy Pulse.

Wishing our industry sufficient monsoon ahead.

Happy eLearning

with best regards

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Kuldeep Sharma
Chief Thinking Officer
Suruchi Consultants (ISO 9001:2008 Company)

+91 9810315831