



Dear friends,

At the outset kindly accept our wishes for the purposeful new year 2020 ahead to you and your loved ones. May the new year be filled with health, friends, joy, achievements, and happiness in almost the same order.

This is the 100th edition of your exclusive fortnightly newsletter on the dairy industry in India and abroad. Before I share some important milestones of this journey, let me share the highlights of last fortnight with you.

Amidst all kinds of news and reports related to downfall in milk production, Banas dairy procured record 68.93 lakhs liters of milk per day as against 68.89 lakh liters per day last year. Sh R S Sodhi supported high food inflation in urban India and linked it to higher farmer income of dairy farmers too. Manure which was supposedly the federal catalyst for organic farming in India has now been discarded as an option due to poor productivity in the initial period of usage. Bain Capital is trying to acquire Dinshaw's ice creams and stock prices of various dairies in India strengthened up post increase in market milk price across the nation. As an important move, FSSAI has brought cattle Feedsector under the regulatory scanner and for the initial period the feed industry will have to follow BIS standards. It has been done as a follow up to presence of aflatoxins in 5.7% of milk in milk adulteration survey 2018.

Now let us look at the history of the dairy pulse. First formal edition of dairy pulse was published digitally on **Nov 16th 2015** with news from 1st to 15th Nov 2015. It was from 13th edition of Dairy Pulse that I began writing blog along with dairy Pulse. **The title of first blog was " Dairy researchers and analysts agree-Milk price recovery in 2016 possible"**.

However it was much before that we started to collate dairy news and shared it with all of you since *June 2013. The first news which we could recall was about Amul planning to establish a dairy product manufacturing set up in USA by Sh R S Sodhi on June 6,2013.* During the same period other news were about Danone planning to crack Dahi market of Indian cities. It was also the time when Lactalis was closing Tirumala deal around Dec 2013. One of the prominent news in first dairy pulse was Maggie touching back Indian markets on Nov 5th 2015.

Earlier Dairy pulse newsletter was reaching you under the name of thindairy newsweek.

During this journey of over 5 years, we raised multiple issues based on our analysis of news and a *couple of them which have now been resolved and become reality* are as follows :

- a. Animal Aadhar card
- b. Private sector inclusion in Indian government subsidies
- c. Milk adulteration survey post-2011.
- d. Regulatory compliance on Analogues and cattle feeds.
- e. Registration of Milk man/milk vendor/ petty milk product vendor with regulator
- f. Separate logo for milk products
- g. Banning of media sharing news related to milk and milk products adulteration or responsible reporting, and many more

I personally thank all of you to have made all our dreams come true. We have been constantly getting comments and insights from industry stalwarts over the issues being shared by us



Suruchi Consultants
Estd. 1990

Delivering solutions with integrity

Think Dairy

There have been a large number of our patrons from the industry who gave heed to what we shared and took relevant actions. We shall continue to share this newsletter with you all with more analysis and our insights for the benefit of the industry at large.

Once again thanks for your trust, support, and patronage. We shall be coming out with a digital publication on all this news soon for the benefit of all. You may download recent editions of Dairy Pulse anytime from the bulletin board of our website www.suruchiconsultants.com .

Happy e reading
with best regards

--

--

Kuldeep Sharma
Chief Thinking Officer
Suruchi Consultants (ISO 9001:2015 Company)

+91-120-4320845