



Dairy Pulse

19th Edition



Think Dairy



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1st – 15th Aug, 2016

Dairy Pulse 19th Edition

(1st to 15th, Aug 2016)

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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:

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Admission date: 1st July to 17th August 2016 (without late fees)
: 18th August to 31th August (late fee of 300/-)

For more information about DDT please visit on IGNOU website www.ignou.ac.in

➔ *2nd Regional Dairy Entrepreneurship Development Program (RDEDP) at Navi Mumbai on 22nd & 23rd August, 2016.*

For more information please visit on website www.suruchiconsultants.com

➔ *45th Dairy Entrepreneurship Development Program (DEDP) at Noida 10th to 11th to 13th September, 2016 with Guided Tour to a Dairy Farm plus a milk processing plant.*

For more information please visit on website www.suruchiconsultants.com

Trade talks that could milk India dry

MILINDO CHAKRABARTI

Source: <http://www.thehindubusinessline.com/>



Where will these people go? Cheap milk imports should be avoided

The proposed shift in India's RCEP strategy will reduce import barriers for New Zealand and Australia and hurt our dairy sector

During the recently concluded Ministerial level meet on Regional Comprehensive Economic Partnership (RCEP) at Laos, India officially communicated its position to consider a uniform yardstick for elimination in number of tariff lines. This is a significant shift from its earlier position of a three-tiered approach to tariff reduction. In return, India is pushing for liberalisation of trade in 120 services — an area in which it apparently enjoys comparative advantage over other members of RCEP.

Three tier approach discarded

The three tier approach to elimination in tariff lines proposed by India earlier divided the 15 members of RCEP into three groups. The first group consisted of the existing members of ASEAN — three of them considered as low income countries as per the World Bank classification, namely, Cambodia, PDR Lao and Myanmar.

The second group includes Japan and Korea — countries which have simultaneous free trade agreements (FTA) with ASEAN and India. The third group includes Australia, New Zealand and China. These three countries have FTAs with ASEAN but are yet to ink such agreements with India.

India offered to eliminate 80 per cent of the tariff lines with the countries clubbed in group 1 on a reciprocal basis with 65 per cent of them being made effective once the RCEP would come into effect and the rest over an extended period of 10 years.

Proposed tariff line elimination for second and third group of countries were pegged lower at 65 per cent and 42.5 per cent, respectively, to be phased out over time. To the uninitiated, tariff lines are products defined at a highly detailed level for the purpose of setting import duties.

Impact on dairy sector

This change in strategy brings to the fore an important issue vis-à-vis the Indian dairy sector. As long as India had proposed to follow differential rates of elimination of tariff lines with minimal levels of elimination proposed for Australia, New Zealand and China, there was not much of a threat to our dairy sector.

New Zealand and Australia are the leading exporters of milk and dairy products in the world. Both of them enjoy a high degree of comparative advantage globally over their competitors.

New Zealand recorded a self-sufficiency index of more than 500 in 2013, indicating that out of every five units of milk and milk products produced there, only one unit was used up for domestic consumption. The rest of the produce is required to be exported, else they would lie as unused stocks in storage houses, creating an obvious drag on future prices and capacity utilisation in dairy sector, thereby affecting the economy.

Australia recorded a self-sufficiency index of 127, still indicating considerable excess production of dairy products over domestic consumption requirements. On the other hand, the Chinese estimate of the same index stood at 81 — indicative of a significant deficit in domestic production compared to internal consumption requirements.

The rest of the RCEP members are yet to be self-sufficient in milk and milk products. The new dispensation of equal treatment by India to all 15 members of RCEP in terms of elimination of tariff lines potentially opens up a much larger possibility -- of Indian milk producers facing strong competitive pressure from the dairy sectors in New Zealand and Australia.

Livelihood concerns

Are Indian dairy farmers ready to compete with their counterparts from New Zealand and Australia? Is it necessary for them to compete with them? Perhaps both the questions are to be answered in emphatic negatives.

In today's competitive world, exports are conditioned by the capacity to produce beyond domestic production. The gap between cost of production and the price of the products, both in domestic and international markets which are often not free from manipulation or distortion of one kind or the other, too determines the capacity of a country to export.

Incidentally, India's self-sufficiency index in dairy products was measured as 101 in 2013. Per capita annual milk consumption in India is not very healthy compared to global standards. It was recorded at 123 kg of milk equivalent in 2013, compared to 328 kg in Australia, 259 kg in the US, 214 kg in Argentina and 180 kg in Brazil. This is in spite of the fact that India is the largest producer of milk in the world.

India is not export competitive in any of the 21 dairy products traded globally. However, the Indian dairy sector is surely capable of taking care of present domestic requirements. With milk production increasing at a healthy rate, the country is well poised to maintain its self-sufficiency even though per capita consumption of milk in India is steadily increasing at more than 2 per cent per year.

Thanks to “Operation Flood”, we have been quite successful in safeguarding the interests of our vast millions of resource-poor milk producers as well as that of our domestic consumers. However, India is yet to acquire enough commercial intelligence to handle unforeseen fluctuations in global trade. It would have to undertake large scale domestic institutional reforms, including handling of import quality, to establish herself even as a small global player in the dairy sector in the years to come.

The threat to Indian dairy sector through RCEP, in view of the recent change in negotiation strategies, comes from New Zealand and Australia. The cost of production of milk in here is more or less similar to that in India; so milk products from these countries will be price competitive vis-à-vis domestic products, if existing tariffs are altogether or even partially eliminated.

Given the excess production capacity in these countries, they can engage in large scale export without impacting domestic price levels. It is imperative that the domestic dairy sector is protected through appropriate policy instruments, till the required domestic reforms are initiated.

A unique feature of Indian dairy sector is the high share of the consumer rupee flowing into the hands of the primary milk producers, thanks to the extensive network of dairy cooperatives.

It supports around 75 million households with small landholding, mostly owning two or three cattle or buffaloes. Opening the milk sector hastily to competition will be a recipe for disaster unless the small producers are provided with policy support – the most important being access to cheaper credit and integration with the extended value chain.

The next round of negotiations begin today in Ho Chi Minh City, Vietnam. The shift in India’s strategy in favour of opening up the goods sector uniformly to competition from all other signatories of RCEP should be reconsidered. A gain for one small organized group may be accompanied by a loss to a much larger but relatively unorganised group — the dairy sector.

The writer teaches at School of Business Studies & School of Law, Sharda University

(This article was published on August 14, 2016)

Industries should set aside funds for food safety awareness: Ram Vilas Paswan

"Industry should invest certain percentage in consumer awareness about food safety," said Food and Consumer Affairs Minister Ram Vilas Paswan, on the first anniversary of 'Surakshit Khadya Abhiyan'.

By: [PTI](#) | New Delhi | Published: August 13, 2016 9:58 pm

Source: <http://indianexpress.com/>



Union Minister of Consumer Affairs, Food and Public Distribution, Ram Vilas Paswan said food safety becomes a major concern during festivals. (Source: PTI Photo)

Food and Consumer Affairs Minister [Ram Vilas Paswan](#) on Saturday said the industry should set aside funds to create public awareness about food safety.

The minister said he has also written to state governments and held discussions with street vendor associations to promote safe food.

"Industry should invest certain percentage in consumer awareness about food safety," Paswan said while addressing an event to celebrate the first anniversary of 'Surakshit Khadya Abhiyan' organised by CII.

He also suggested that consumers should have some machines to check adulteration in food products like milk, water and cooking oils as is the case for blood pressure, sugar and fever.

According to Paswan, eradicating food adulteration and assuring food safety during major festivals is one of the major challenges for the his ministry.

"In India, people will not believe that any food product is without adulteration," Paswan said, adding that the scenario is different in other countries.

On the [Maggi](#) ban episode, Paswan said his ministry approached the consumer court soon after it received the report from the food safety authority, sending a message that "this can happen to any company if it has happened to Nestle India".

In June 2015, food safety regulator FSSAI had banned Maggi noodles after it found excess level of lead in samples. Nestle relaunched Maggi in Indian markets in November 2015.

Speaking at the event, Food Safety and Standards Authority of India (FSSAI) CEO Pawan Kumar Agarwal said the regulator has come out with many standards since 2011, when it became operational, but there is a need for capacity building at the level of states to enforce these standards.

Britannia to start manufacturing its own dairy products

[SUMIT MOITRA](#) | Sat, 13 Aug 2016-06:35am , Kolkata , dna

Source: <http://www.dnaindia.com/>

As competition heats up with entry of players like ITC, the company gives itself time till December to firm up its strategy

In an attempt to scale up its faltering dairy business, Britannia is planning to start producing all its offerings including cheese, curd, yoghurt and flavoured milk on its own.

The management has given itself time till December to firm up its strategy for this division, which now contributes just 5% of its turnover, managing director, Varun Berry told analysts.

The strategy, it appears, has been triggered by rising milk prices and competitors like ITC foraying in this space. The cigarettes-to-hotels major has just completed its backward integration by setting up its own dairy farm in Bihar.

Britannia's dairy portfolio, which comprises products like cheese, curd, flavoured yoghurt, ghee and packaged milk, works on the model of outsourcing.

"The cyclical nature of dairy business always comes to the fore. The business is largely dependent on milk. So for us to really become a long-term player, it would be very important for us to get into where our dependence on the third party is reduced. Currently, we are buying our products from the third party. So we are basically traders as far as our dairy business is concerned," Berry has told analysts.

Britannia has for some time been working on a strategy to scale up its dairy business and has now given itself time till December to start work on it.

"It has taken us far longer than we imagined. In the beginning, we needed to really get the operating model. We are still in the process. We have done three rounds but we are still not satisfied with the output. Now, the deadline for us is the end of this calendar year. If we can do that, we would be a happy lot," Berry said.

Without an integrated model, Britannia is not only finding it difficult to scale up the business in the absence of dedicated supply chains, it is also losing out on existing businesses to bigger competitors like Amul.

"In the case of cheese, the premium gap between us and the market leader still remains as we are still traders with lots of heads to feed. If we have a strategy to become an integrated player in the dairy business, then things can change considerably," he said.

While growth in dairy business was seen during the last few years on account of increasing milk consumption and value-added segments like cheese and yogurt, competition is heating up.

Several private companies made a debut into the market last year, while cooperatives continued to expand their footprint.

FSSAI bans use of materials of animal origin in making chandi ka warq

Thursday, 11 August, 2016, 08 : 00 AM [IST]

Pushkar Oak, Mumbai

Source: <http://www.fnbnews.com/>

The Food Safety and Standards Authority of India (FSSAI) recently banned the use of materials of animal origin in the manufacturing of chandi ka warq (silver leaf), which is used to decorate sweets and pan.

According to the recent notification by the apex regulator, the regulations will be known as the Food Safety and Standards (Food Products Standards and Food Additives) Fifth Amendment Regulations, 2016.

In sub-regulation 2.11.4 (which pertains to chandi ka warq), FSSAI has prescribed the silver content and the form in which the leaf should be manufactured. The product should be food grade.

It should be in the form of a sheet of uniform thickness, free from creases and folds. The weight of the silver leaf should be up to 2.8g/sq m, and silver content should be of minimum 999/1,000 fineness.

The last two clauses of the new regulation state that silver leaf should (iv) not be manufactured using any material of animal origin at any stage and (v) be in accordance with the provisions of the Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011 and Food Safety and Standards (Packaging and Labelling) Regulations, 2011.

Piyush Singh, proprietor, Shree Jagannathji Sterling Products Pvt Ltd, said, "We have adopted the technology to manufacture these silver leaves as the thickness of the warq was standardised recently."

"Several other players in the unorganised sector will have to adopt technology for manufacturing as the parameters provided by FSSAI can only be availed through the usage of technology," he added.

"After research of several years, I have developed a state-of-the-art technology-based manufacturing process," Singh informed.

Taking the enforcement activities a step forward, A N Panchal, food safety officer, food department, Rajkot Municipal Corporation, informed, "Our inspections in several areas revealed that the small-scale manufacturers which supply to local areas around them are still found using traditional methods for manufacturing warq."

"On noticing that several players manufacture using traditional methods, we held a meeting of small-scale manufacturers to root out the problem," he added.

"Food safety officers (FSO) and designated officers (DO) were present at the meeting. We educated the manufacturers about the change of laws and suggested them to group up and manufacture together using technology as animal use is banned," Panchal said.

"Recently, we registered 18 such small manufacturers, who did away with the traditional method and took up the use of technology," he added.

Devendra Kumar Verma, food safety officer, Madhya Pradesh Food and Drug Administration, said, “Any FBO who is involved in this business has to shift to the technology-based manufacturing process as FSSAI, in its new notification, has prescribed the thickness, weight and purity of silver which is to be present in the product.”

“With such underlying parameters, the product can be manufactured only by using machinery and technology,” he added.

Verma stated the Food and Drug Administrations had been directed by the apex regulator to keep an eye on the FBOs who manufacture silver and gold leaves with traditional methods, especially on the unorganised markets as there are means to manufacture silver and gold leaves using technology.

Inhumane treatment of cows across Rajasthan: FIAPO study

FIAPO also shared the findings with Animal Husbandry and Gaupalan Minister Prabhu Lal Saini, seeking implementation of law for welfare of dairy

Published: August 11, 2016 12:47 am

Source: <http://indianexpress.com/>



Cattles in pathetic condition at Hingonia Gaushala on the outskirts of Jaipur on Saturday. (PTI Photo)

In the wake of the deaths of hundreds of cows at Hingonia cowshed in Jaipur, a study conducted by the Federation of Indian Animal Protection Organisations (FIAPO) has revealed “unparalleled cruelty and inhumane treatment of cows” across Rajasthan.

The report says that “despite Chief Minister’s reassurances, the cows of Rajasthan continue to face deplorable conditions. Hingonia is not the only place to face such a situation.”

Investigation in 49 dairies across four cities in Rajasthan revealed “illegal sale of calves for slaughter, the use of banned and illegal drugs such as Oxytocin; lack of basic infrastructure, inadequate food and veterinary care for cattle were a common occurrence across all dairies investigated.”

FIAPO also shared the findings with Animal Husbandry and Gaupalan Minister Prabhu Lal Saini, seeking implementation of law for welfare of dairy cattle.

Varda Mehrotra, Director, FIAPO said, “Hingonia is not an isolated incident but a reality of the present day dairy industry. This is a wake-up call to how we are really treating cows in Rajasthan. After extensive research and consultation with international experts, FIAPO has made recommendations for best practices for the welfare of cattle.”

“Based on the appalling conditions of the cows that we are finding across all establishments in Rajasthan, we are asking for this to be urgently implemented to safeguard cattle and ensure their care in gaushalas and dairies. The government must stand by its promises and take action immediately,” Mehrotra said.

Social media: Amul outshines all including ICA

Posted in Dairy on August 11, 2016 by Ajay Jha

Source: <http://www.indiancooperative.com/>



The presence of Anand headquartered GCMMF (Amul) on social media has witnessed a massive surge in recent times making it the most followed cooperative in the country.

Amul.coop the twitter name of the dairy major has crossed the limit of 50 thousand followers leading its MD R S Sodhi to tweet “Just crossed 50k followers on @twitter 😊 Thank you everyone! #celebration time #fanlove.”

Compare Amul with other cooperatives and one is depressed by the lack of interest among many of them as well as by their mistake in underestimating the power of social media.

There are many top-notch cooperative brands including Kribhco which have not even registered their presence on social media yet.

IFFCO made a modest beginning but its number of followers has not crossed 5k yet. In



comparison its MD Dr U S Awasthi is doing much better by having a follower base close to 11k. Also, at individual level he is far ahead of Amul MD Sodhi.

The global coop body ICA which claims presence in hundreds of countries across the globe also has a depressing list of followers has not yet crossed 10k way behind even IFFCO MD's number of followers.

ICA was also one of the early birds on social media as it joined this platform in 2009. IFFCO and Amul joined two years later.

Amul joined the Twitter world in December 2011 and has been steadily building its follower base by tweeting interesting stuff on issues facing the nation.

Besides interesting insights into current national and international events, its tweets are also known for being informative such as “Amul started making and selling vegan milk, either soya or coconut or other instead of always stealing milk from baby calves.”

Amul was in the news recently for sponsoring the Indian contingent for Rio Olympics. Tweeting on the issue it said “ #Milk is world’s original energy drink. #Amul is proud to sponsor the Indian Olympics team #RioOlympics2016.”

In its introduction on social media it says “India’s largest food product marketing organisation with annual turnover (2014-15) US\$ 3.3 Billion.”

KEVENTER dairy products

By Dairy News India -Aug 9, 2016

Packaged Milk



The Keventer Group’s plan is to increase its footprint in the Dairy Industry nationally and reclaim the pride of place that the ‘Keventer’ name stands for. Aided by the World Bank, Keventer Agro launched its first Public Private Partnership project, Metro Dairy as India’s first joint sector dairy project between Keventer Agro Limited and Government of West Bengal under the aegis of the World Bank’s Operation Flood III.

Metro Toned Milk, the Company’s flagship brand, is one of the leading packet milk brand in Bengal. Also located at the Barasat campus, the dairy plant in one of Asia’s most sophisticated. Perhaps its most noteworthy feature is the adoption of UHT technology in place of pasteurisation. UHT (Ultra Heat Treated) retains the beneficial micro-organisms present in pure milk. Metro Dairy has launched a new unit for storage and distribution in 2015.

The healthiest in the land

- Fully automated facility capable of producing over 400,000 liters of milk every day
- Keventer's undisputed control of the distributor network ensures that Metro Milk reaches over 5 lakh households in Kolkata and suburbs all year through.
- Keventer's milk unit commands 40% of the market share in the pouch segment in greater Kolkata
- Metro Dairy has launched a new topline product called RICH in 2015




Ice Cream

Having ventured successfully in the milk industry, the Keventer Group extended its product portfolio to the ice-cream category in 1998. Available in eleven mouth-watering flavours, it is the only ice cream in the eastern zone to be made from fresh cream. It was the lowest priced ice cream without compromising quality. The objective was to make ice cream available to the common man. Today it's the market leader in Kolkata, with a 55% market share. The brand has indeed redefined the product category by making it an item of daily consumption from the 'once-in-a-while' delicacy. Metro Dairy has set up a new ice cream plant at Siliguri in Jan 2015.

Delicious facts

- Currently 20,000 liters of ice cream is sold per day
- The storage capacity of the plant had to be amplified eight times since the launch of the product to meet growing demands

KEVENTER MILESTONES

<p><i>1986 ~ Present</i></p> 	<p><i>1894 ~ 1946</i></p> 	<p><i>1854 ~ 1893</i></p> 
2015	1946	1893
Metro Dairy's brand new ice cream plant opened at Malda	Keventer's dissolves into separate localised entities	The Government provides land and Rs. 7,500 is sanctioned towards infrastructure cost
2015	1937	1891-93
Keventer Fresh Banana Ripening unit started operations at Siliguri	Edward Keventer dies at Shimla	Edward Keventer's name is included in all official correspondence
2014	1921	1891-92
Tata Housing forms joint venture with Keventer Projects	Edward Keventer retires to Shimla	Indian Civil Veterinary Departments established, Keventer advises the Meerut Cantonment Dairy
2013	1913	1890
Launch of Panda Junction	Emperor George V confers Edward with a Royal Charter for supply of dairy and farm	Edwards learns about Indian cattle breeds and dairy

	products	practices
2012	1908-20	1889
Launch of The Flying Monk	Keventer's is operational in Karachi, New Delhi, Lucknow, Darjeeling, Calcutta and Rangoon	Edward is selected for the post of 'Dairy Expert'
2010	1904	1886
Acquisition of Candico	Werner joins Keventer's	The first Military Dairy Farm is set up at Allahabad
2009	1899	1885-88
GAMA Hospitality Franchisee Agreement with GFA	Buys the Chherat farm and renames it as Aligarh Dairy Farm	Edward enrolls at Alnarp in 1885, graduates in 1886; Edward is hired to run a dairy at Orbyhus, Sweden
2009	1894	1873
Launch of Ty.phoo in Eastern India	Receives a lease on the Chherat property in Aligarh	The Swedish University of Agricultural Sciences is set up at Alnarp, Sweden
2007		1870
Launch of Keventer's Fresh		Edward Keventer completes his schooling at Orebro
2006		1868
Acquisition of Eicher International		Indian Cattle Plague Commission is appointed. A veterinary college is

		established at Lahore
2006		1862
Launch of Utsav		First veterinary school starts at Pune
1995		1858
Setting up of Metro Dairy as a JV with the State Government		The British Crown proclaims its rule over India
1987		1854
Tie up with Parle		Edward Keventer is born at Orebro, Sweden
1986		
Group took over Edward Keventer Private Limited		

Badal warns ‘Gau rakshaks’ against harassing dairy farmers

AUGUST 9TH, 2016

Hoshiarpur, Aug 9 (IANS) Harassment of dairy farmers in the name of cow protection must end and those violating the law will be dealt with sternly, Punjab Chief Minister Parkash Singh Badal said on Tuesday.

Badal’s warning comes after reports that some self-styled ‘Gau Rakshaks’ (cow protectors) have been stopping trucks and tractor-trolleys carrying cattle and harassing dairy farmers.

The association of dairy farmers had recently highlighted their problems due to the actions of the ‘Gau Rakshaks’.

Badal, who was in Hoshiarpur on Tuesday, 140 km from here, said dairy farming was an activity allied to agriculture, which substantially supplements the income of farmers.

“This allied farming activity which involves cattle rearing and trading should not be discouraged at any cost. All of us should exercise restraint and permit the trade of cattle with valid documentation,” Badal said.

The Punjab Police, in the past week, registered cases against some self-styled ‘Gau Rakshaks’ at various places in the state.

–IANS

js/kb/mr

Mobile veterinary clinics in rural areas soon

Updated: August 9, 2016 10:10 IST

<http://www.thehindu.com/>

The State Government has decided to introduce mobile veterinary clinics in districts very soon to improve animal healthcare in rural areas. Nearly 100 such mobile clinics are expected to start functioning with at least one clinic for every assembly constituency.

The decision was taken at a review meeting held here on Monday. The meeting was chaired by Minister for Animal Husbandry and Dairy Development Talasani Srinivas Yadav. It was further decided to upgrade veterinary polyclinics as district level veterinary hospitals.

Officials informed the Minister that a total of 2,142 veterinary dispensaries/hospitals are functioning in the State.

Principal Secretary (AH) Suresh Chanda, Secretary (Finance) Navin Mittal, Director (AH) D. Venkateshwarlu, Managing Director of Telangana State Dairy Development Cooperative Federation (TSDDCF) K. Nirmala, Registrar of Veterinary University Kondal Reddy and others attended the meeting.

The Minister wanted the officials to improve milk procurement from the existing 5 lakh litres a day to 6 lakh litres by the year-end along with popularising the milk and milk-products of TSDDCF – Vijaya Dairy Telangana by improving the market share and opening more stalls across the State. Officials stated that about 3.85 lakh litres milk was being sold every day in Hyderabad itself and another 50,000 litres in districts now.

The Minister directed the officials to implement ‘Sunandini’ programme, under which cattle feed would be provided at 50 per cent subsidy, properly.

He also told them to procure fodder for scarcity period of February-June every year in advance.

JICA examining Rs 7,000 cr support to Indian dairy coops

By Dairy News India -

Aug 9, 2016

Japan International Cooperation Agency (JICA) is examining a proposal of about Rs 7,000 crore to support dairy cooperatives for modernisation of processing facilities, the government said today.

Animal Husbandry Secretary Devendra Chaudhry today chaired a meeting comprising senior officials from IDBI, NABARD and NCDC for finding a way out for an estimated funding of Rs 10,000 crore or more in animal husbandry sector, including dairy and fisheries.

Chaudhry said a number of funding agencies are to be identified for bridging the gap between usual plan resources and total fund requirement.

“He informed that Japan International Cooperation Agency (JICA) separately examining a proposal of an amount of about Rs 7,000 crore for support to cooperatives for upgradation and modernization dairy milk processing and chilling facilities of about 14.4 MT,” an official statement said.

The secretary said it is imperative that all the sectors of animal husbandry, including dairy and fisheries etc needs to be promoted aggressively not only for better return but also for ensuring gainful employment and nutritional needs of the people.

He underscored that an amount of Re 1 invested in animal husbandry activities provides return of Rs 3 whereas from the agriculture Re 0.7 is the return.

“It was emphasised that as to how the other agencies like NABARD, IDBI, NCDC can facilitate priority lending sector funding to the animal husbandry activities and on the beneficial terms to entrepreneurs including cooperatives and small and marginal farmers,” the statement said.

Chaudhry said the animal husbandry can be the effective tools for enhancing and doubling the income of the farmers.

Supreme Court pulls FSSAI up for not curbing sale of adulterated milk

Monday, 08 August, 2016, 08 : 00 AM [IST]

Ashwani Maindola, New Delhi

Source: <http://www.fnbnews.com/>

The Supreme Court pulled the Food Safety and Standards Authority of India (FSSAI) up for not taking adequate action to curb the sale of adulterated milk.

Hearing a petition on milk adulteration, the apex court proposed several directives for the Centre and state to implement the Food Safety and Standards Act, 2006, in a more effective manner to curb the malpractice.

These include snap surveys to identify risk zones and taking appropriate steps to inform dairy owners and retailers of the consequences if chemical adulterants like pesticides and caustic soda are found in milk.

Further, the state governments have been asked to ensure that state and district food testing laboratories are equipped with technical persons and testing facilities and run awareness campaigns in schools for the same. State governments have also been urged to strengthen the infrastructure duly accredited.

A bench comprising chief justice T S Thakur and justices R Banumathi and U U Lalit recommended life imprisonment for those found guilty of food adulteration.

Under the Food Safety and Standards Act, 2006, food adulteration is punishable with imprisonment up to six months and a fine.

However, states like Uttar Pradesh, West Bengal and Odisha have amended the Indian Penal Code to treat adulteration of food products as a serious offence, for which punishment could extend to life imprisonment.

“Considering the seriousness of the offence, it is important that similar amendments are made in other states as well,” the apex court, in its ruling, stated, taking into account the changes in laws brought in by the states.

It added that the Centre must revisit the Act to revise the punishment for adulteration, making it more stringent.

In 2012, a public interest litigation was filed by Swami Achutanand Tirth and others before the apex court highlighting the growth in the sales of adulterated and synthetic milk in different parts of the country.

The petitioners presented before the court that a January 2, 2011 report titled Executive Summary on National Survey on Milk Adulteration, 2011, released by FSSAI, concluded that 68.4 per cent of milk sold at the national level is adulterated.

It was alleged that the worst performers in the survey were Bihar, Chhattisgarh, Odisha, West Bengal,

Mizoram, Jharkhand and Daman and Diu, where adulteration in milk was found to be up to 100 per cent. In the states of Uttarakhand and Uttar Pradesh, 88 per cent of milk samples were found adulterated.

Meanwhile, according to sources, FSSAI has already started working on a new milk survey. Further it has also started work on new milk standards that will be notified soon. These will reframe the definition of adulterated milk and fat content.

Hatsun Agro plans Rs 450 cr expansion of ice cream, dairy capacity

By Dairy News India -
Aug 8, 2016

Company to expand ice cream output from the current 100,000 litres a day to 150,000 litres

Chennai-based dairy product manufacturer Hatsun Agro Product Ltd has said that it is in the process of investing around Rs 450 crore in 18 months from April 2016, to build facilities for its ice cream, milk and related products business.

Of the total capex, around Rs 135 crore would be invested into capacity expansion and marketing of ice creams, which it sells under the brand, Arun Ice creams. The company is planning to expand its capacity to manufacture ice cream from the current 100,000 litres a day to 150,000 litres a day.

It is also planning to have around 600-700 stores under a new model in which the retail and distribution will be handled by each store, while earlier the distribution and retail were under another model, said R G Chandramogan, chairman and managing director of Hatsun Agro. He was speaking to the press during an event, 'Eat All You Can', conducted by the company in Chennai to offer unlimited ice cream bars in 20 minutes for Rs 50 to promote its new range of products which has more than one [flavour in a bar](#), using a latest technology.

Of the total stores expected, around 250 stores would be new, penetrating fresh market, while the rest of the 450 would be part of the change in model. The company has already set up around 125 stores under the new model and finding the model successful, would change more of its outlets into the new model, he added.

"The expansion and marketing plans in the ice cream business itself will require Rs 135 crore," he said. At present, its ice cream business has presence in the five southern states and Union Territory, and it has recently expanded to Maharashtra and Odisha. There is room for more penetration within the Southern states and at present it does not have any plan to expand to North India, he added.

The company also has a brand Ibaco, which is a higher-end ice cream store, which offers product as well as the ambience for the customers to have ice cream. It has around 125 Ibaco stores at present and plans are to expand to 300 in 18 months.

Hatsun Agro holds around 35-40 per cent market share in the around Rs 1,000 crore ice cream market. It is expecting the total turnover of the company to be around Rs 4,000 crore this fiscal year and around 10 per cent of it would be from ice cream business. In the ice cream business itself, Arun Ice Cream has the majority of the business, he added.

The company is also expected to expand its cattle fodder business, which is around Rs 200-250 crore business at present. Plans are to expand the facility to manufacture around 15,000 tonne a month, as against 3,000 tonne at present. It is currently outsourcing the rest of the requirement and the expansion will help it to bring the production under its roof.

Rs 200 per cow

Getting permits in Punjab is a long-drawn process, in comparison to even neighbouring Haryana.

By **Jhimli M** -Aug 8, 2016

Across Punjab, cattle traders are complaining of an organised extortion racket operated by gau rakshaks running their business to the ground.

A cattle-breeder for three decades, of village Chimna in Jagraon, Amarjeet Singh Deol says he recently paid Rs 2 lakh to a “Hindu Shiv Sena leader” to ensure their trucks weren’t stopped by any gau rakshak on any route across Punjab.

Deol says the rates are fixed — Rs 200 per cow, or Rs 2,000 per truck (10 cows in a truck). Lately, there is another offer, of a lump sum payment of Rs 3.80 lakh, “valid for six months”, which trucker unions come together and pay, he says. Once the payment is made, their truck registration numbers are passed along to ensure smooth passage.

Despite all that, Deol feels it’s a losing battle. With prices of cattle falling from an average of Rs 1 lakh per head to Rs 50,000-60,000, he is slowly shifting from cattle trading to dairy farming.

Daljit Singh, president of the Progressive Dairy Farmers Association of Punjab, says complaining to police is pointless. “We are afraid that if a complaint is made, whatever trade is left will also stop as the entire machinery is working in favour of these gau rakshaks. In fact, new trade rules are an intentional step to let these gau rakshaks flourish in Punjab.”

Since the Gau Sewa Commission was formed in Punjab in January 2015, offices of deputy commissioners (DCs) issue no objection certificates for permits to transport cattle, in a three-step procedure. Earlier, one document from the Animal Husbandry Department was enough.

Despite assurances of Chief Minister Parkash Singh Badal of 'instant' NOCs, this makes getting permits in Punjab a long-drawn process, in comparison to even neighbouring Haryana. This has also hurt business in Punjab, traders say, apart from allowing gau rakshaks to flourish.

The Sunday Express accessed data from DC offices in three districts having the largest cattle mandis in Punjab — Jagraon and Khanna mandis (Ludhiana), Killianwali (Muktsar) and Bathinda. Ludhiana DC Ravi Bhagat said they had issued six cattle transport permits since last year, while the number stood at zero for Muktsar and Bathinda districts.

That is a huge gap given that more than three lakh cattle are estimated to move out of Punjab annually.

Traders say 'Shiv Sena' and 'Gau Raksha Dal leaders' have men doing recces at mandis to identify well-off traders who have trucks leaving on a daily basis. "They communicate us the place and time, and their men come and collect the money," says a trader.

"I cannot explain in words what we have gone through in the last two years. I had to send 18 cows to Chhattisgarh. For a month, I kept visiting the DC's office to get an NOC. Finally, when the order was on the verge of cancellation, I decided to send them without any documents. My one truck was stopped by gau rakshaks at Sirsa in Haryana. The driver and helper were brutally beaten, and my top-quality milching cow worth lakhs were sent to a gaushala. I spent Rs 50,000 to get the employees bailed out and to get the cows released," Deol says.

Fuming at the gau rakshaks, he adds, "They call themselves protectors of cows but don't even know how to take care of them. My four cows died of a parasite infection after a few days at their gaushala."

Ludhiana Police Commissioner J S Aulakh says no one has approached them for help. Promising to take action in case they did, he says, "Some traders discussed the issue with me but I am yet to get a written complaint."

Another trader, Amarinder Singh, says his orders from outside the country too are suffering. "We had received an order to supply 10,000 high-quality breeds to Nepal and another order from Bangladesh. Their officials visited Punjab. For a month, they kept visiting the DC's office, without any progress, and both the orders were cancelled," he says.

Incidentally, Gujarat, home to the largest milk cooperative, Amul, is the leading buyer of cattle from Punjab. "Even as each trader is incurring a loss of Rs 12-20 lakh annually, most of our orders are from Gujarat," says a breeder.

In Punjab, an application for cattle trading permit is moved to the DC's office, which marks it to the Animal Husbandry Department, police and Animal Welfare Board of India (AWBI). A trader says an AWBI representative has to do physical inspection, and "does not arrive for days".

Denying this, Ashwani Bhardwaj, Deputy Director, Animal Husbandry, Ludhiana, says, "We do not take more than a day to issue NOC to cattle traders."

Punjab Shiv Sena president Rajiv Tandon too admits the extortion racket in the name of the cow, and claims the party's name is being misused. "We know that our rivals are extorting money in the name of gau sewa. Police should book them. The real gau sewaks raid dairy farms where cows are starving. Extortionists target trucks to make money," he says.

Points out a breeder, "Gau rakshaks do not even know what an NOC is. They target trucks even with NOCs. It is the Sikh drivers and migrant labourers who are beaten. A truck is not stopped if the owner is in it. We prefer moving through hidden routes."

Questioning this professed love for cows too, a trader from Jagraon, requesting anonymity, says the gau rakshaks don't really care what happens to the cows as long as they are paid. "Even if a truck carrying skinny, weak, non-milching cows which are actually being taken for slaughtering pays them, they will let it go."

In Haryana where it is easier to get NOCs too, the gau rakshaks wield enough clout. Dr Ashok Mantru, Deputy Director of the Animal Husbandry Department, Panchkula, says, "Our department issues health certificates that declare animals are fit and thus are being sold for milk. Due to the increasing gau rakshak threats, we tell traders that it is at their own risk that they are transporting the cattle."

Satish Kumar, 54, president of the Gau Raksha Dal from Rajpura of Patiala, has been running the cow protection group with the tagline 'Let's love cows' since 35 years. His is among the name that pops up most often as traders talk of their trucks being targeted on the Ludhiana-Rajpura-Delhi Highway.

Sporting an orange turban and red tilak, and carrying a gun, Kumar boasts of saving more than 2.5 lakh cows and registering over 2,000 FIRs against "cow butchers". He also asserts that due to his efforts, the Gau Raksha Dal now has a presence in 22 states.

Claiming that traders find it difficult to get NOCs as they "transport cattle for slaughter, not milk", he says the allegations against him don't bother him. "I wield a weapon and will continue to do so till cow slaughtering stops in India. I will pick up a weapon for my gau mata. These dairy farmers are the root cause of increasing stray cattle because they abandon them... (Saving cows) is the only mission for which God has sent me on this planet."

Increasing Cow Vigilantism Hits Punjab's Prized Dairy, Soap Units

By [Dairy News India](#) -Aug 7, 2016

Chandigarh: Cow vigilantes are threatening Punjab's hard earned status as the best state for starting a new business. After going scot free despite targeting cattle transporters, cow vigilantes are now harassing the Rs. 200 crore soap industry and dairy farmers in the state.

Alleging the owner was using cow fat to make soap, a mob of armed men broke into the Chamba Soap Mills, a 100-year-old soap brand in Ludhiana, on 15th June

"There were at least 200 people armed with petrol, diesel cans," said mill owner Manoj Jain. "The police did not listen to us. They just did what gau raksha dal people were saying. We tried to tell them that we were using buffalo tallow (animal fat used in soap) which was legal... but no one cared."

The factory was sealed and Mr Jain was arrested on charges of cow slaughter and hurting religious sentiments.

The Rs. 2,500 crore dairy industry, where the main income comes from selling cross-bred cows, is also facing heat. Cross-bred cows fetch Rs. 1.25 to Rs. 1.50 lakh each. But now buyers refuse to enter Punjab, fearing attacks from cow vigilantes while returning with their purchases.

The soap manufacturers' association claims at least 30 owners like Mr Jain have shut shop fearing attacks and the production is now down to 50% due to lack of raw material. Several other factories are on the verge of closure.

Their representatives have met Deputy Chief Minister Sukhbir Badal and the Director General of Police. The cow protection groups, they say, "are running a parallel government".

But the Akali-BJP government too, is protecting cows, forming what is has dubbed a "cow protection board" ahead of next year's assembly elections.

"If someone destroys our holy symbols... the person hurt will not wait for government action. Those who indulge in such acts should introspect and control themselves," said its chief Bhagat Lal. Denying there is a threat from cow protection groups, Deputy Chief Minister Sukhbir Badal said, "There is no such problem in our state. Ours is a peaceful state."

Why Prabhat Dairy partners with Vodafone m-Pesa

By Jhimli M -Aug 7, 2016

Prabhat Dairy Limited (listed in BSE / NSE) has partnered with Vodafone to make payments to dairy farmers in the district of Ahmednagar.

Prabhat Dairy Limited (listed in BSE / NSE) has partnered with Vodafone to make payments to Dairy Farmers in the District of Ahmednagar. The objective was to allow rural population to easily access digital payment service thus considerably reducing their time, energy & money.

Prabhat partners with more than 85000 farmers through its more than 500 Milk collection centers and collects 9 lakh liters of milk daily. The company used to deposit the amount in farmers banks accounts for the milk provided by them within 10 days.

The farmers generally have to travel for 10 – 15 kms to withdraw their money from the bank or for making utility payments etc.

According to Mr. Vivek Nirmal, Joint MD, Prabhat Dairy “With our tie up with Vodafone, the farmers don’t have to visit any bank or ATM for money withdrawal. The agent of Vodafone visits Prabhat Collection center on the day of payment disbursement and farmers get cash at the collection center itself. These farmers can also pay their utility bills through this service with the help of the payment center.”

These collection centers are located within the village hence it is easily accessible to the dairy farmers. The farmer receives an SMS from Vodafone with the amount to be collected from the centers. The farmers just need to show the SMS and his identity proof to collect the payment.

As of now it’s been started in 34 villages of Ahmednagar. And major changes can be seen across in the life of Dairy Farmers.

Prabhat Dairy Ltd ended at Rs. 92.45, up by Rs. 0.5 or 0.54% from its previous closing of Rs. 91.95 on the BSE.

The scrip opened at Rs. 91.9 and touched a high and low of Rs. 93.75 and Rs. 90.1 respectively. A total of 20780(NSE+BSE) shares were traded on the counter. The current market cap of the company is Rs. 898.13 crore.

The BSE group ‘B’ stock of face value Rs. 10 touched a 52 week high of Rs. 167.5 on 24-Nov-2015 and a 52 week low of Rs. 72 on 26-Feb-2016. Last one week high and low of the scrip stood at Rs. 98.8 and Rs. 90.35 respectively.

The promoters holding in the company stood at 44.24 % while Institutions and Non-Institutions held 31.6 % and 24.16 % respectively.

The stock traded below its 200 DMA.

Supreme Court favours life imprisonment for milk adulteration

By [Dairy News India](#) -Aug 6, 2016

Expressing concern over alarming level of **milk adulteration** in the country, the Supreme Court on Friday favoured stringent punishment of life imprisonment for the offence which at present is punishable only up to six months jail term or fine.

A bench of Chief Justice T S Thakur and Justices R Banumathi and U U Lalit said that there was an urgent need to tackle the menace of growing sale of adulterated and synthetic milk+ in different parts of the country. It said that the milk adulteration could adversely affect the growth of future generations as it was the staple diet of all children and infants.

Asking Centre and states to consider to amend the present lenient law, the bench said that states of Uttar Pradesh, West Bengal and Odisha had already amended the law making adulteration punishable up to life imprisonment and there was nothing wrong in following their footsteps for making stringent law.

“It will be in order, if the Centre considers making suitable amendments in the penal provisions at par with the provisions contained in the state amendments to the IPC. It is also desirable that the Centre revisits the Food Safety and Standards Act to revise the punishment for adulteration making it more deterrent in cases where the adulterant can have an adverse impact on health,” it said.

The court directed the government to spread awareness about the hazardous impact of **milk adulterations** and to teach people easy methods for detection of common adulterants in food by conducting workshops. It directed the Centre and state governments to evolve a complaint mechanism for checking corruption and other unethical practices of food authorities and their officers.

“Since in India traditionally infants/children are fed milk, adulteration of milk and its products is a concern and stringent measures need to be taken to combat it,” the bench said and referred to 2011 report of Food Safety and Standards Authority of India (FSSAI) which said that over 68% of the milk sold in the market found adulterated.

The report said that cases of milk adulteration was rampant in the country and the situation was worst in Bihar, Chhattisgarh, Odisha, West Bengal, Mizoram, Jharkhand and Daman and Diu where adulteration in milk was found up to 100%.

The court passed the order on a bunch of petition filed by people from different states seeking its direction to the governments to make stringent punishment for the offence of milk adulteration.

Advocate Anurag Tomar, appearing for the petitioners, contended that milk contaminated with synthetic material was being sold in various states particularly in northern states posing serious threat to the life and health of the consumers. He pleaded that the Centre should be directed to amend the prevailing law to provide punishment of life imprisonment for the offence.

NDDB managing director Rath takes additional charge of chairman's post

Saturday, 06 August, 2016, 08 : 00 AM [IST]

Our Bureau, Mumbai

Source: <http://www.fnbnews.com/>

Dilip Rath, managing director, National Dairy Development Board (NDDB), has been given additional charge of the Board's chairperson by the Department of Personnel and Training (DoPT), Government of India. He will hold the post until the appointment of a regular incumbent.

Rath took premature retirement from the Indian Administrative Service (IAS) to join NDDB as managing director in 2011. Since then, he has been instrumental in forging a strong connect with dairy cooperatives and involved in implementing measures through the National Dairy Plan (NDP) to enhance the incomes of milk producers. He is working towards making dairying a profitable business, predominantly for small farm holders.

He was closely involved in conceptualising projects and formulating the NDP. As mission director, NDP, he has actively been pursuing two project objectives, namely, increasing productivity of milch animals and thereby increasing milk production to meet the rapidly-growing demand for milk and providing rural milk producers with greater access to the organised milk processing sector.

These objectives are being pursued through adoption of focused scientific and systematic processes in provision of technical inputs supported by appropriate policy and regulatory measures.

Rath has vast experience in dairy development and cooperatives, and was instrumental in implementing various schemes of the Central government, including National Project on Cattle and Buffalo Breeding, Intensive Dairy Development Programme, Clean Milk Production and Assistance to Cooperatives.

He was the divisional head of 12 cattle development organisations under the Central government, the chairman of the Delhi Milk Scheme's management committee and was responsible for monitoring the country's milk situation in the context of inflation of essential commodities.

Rath, who holds a master's degree in economics from Jawaharlal Nehru University, completed his M Sc in Economics from the London School of Economics.

He joined the IAS in 1979 and served in different capacities under the state governments of West Bengal and Odisha and the Central government.

Rath was joint secretary in the Department of Animal Husbandry, Dairying and Fisheries, Government of India between 2008 and 2010 and director on the board of NDDB.

How Amul Benefits by Sponsoring the Indian Olympic Contingent

By [Dairy News India](#) -Aug 6, 2016

India's dairy products leader Amul had recently announced that it will yet again sponsor the Indian contingent to the Rio Olympics 2016. This is Amul's second year as the sponsor of the team, first being in London Olympics 2012. Interestingly, both the deals were struck by Amul's long-time media partner, IPG Mediabrands' Lodestar UM.

According to RS Sodhi, Managing Director, Gujarat Cooperative Milk Marketing Federation (Amul), the brand supports many sporting tournaments such as Olympics, Commonwealth and Asian Games. He added that while deciding ROI on investment in such properties is difficult, it helps in brand building.

"Olympics is a sports event which is about energy and stamina. Amul is the No.1 milk brand and milk is an energy drink. Hence, the association is a good fit. Everyone knows that on advertising, nobody considers ROI; it's difficult to calculate that. It is more of a brand building exercise. One has to go by his own understanding when investing in such tournaments and also look at how positive the response is from the market," Sodhi added.

As for promotions, the brand is using the Olympics sponsor messaging across all advertising in this period. Amul has started advertising Olympics through its iconic hoardings with the Amul girl. The same creatives are also being used on the social media.

"We have a very interesting animation film showing a girl milk athlete performing across different forms of sport and this ends with the Olympics sponsor sign off. We are clubbing this with the mainline communication, "Aage aage Bhadta hai India, Amul Doodh peeta hai India". We will also run a very interesting digital contest on lines of what was done last Olympics, Energize your Indian Olympic team members; this will help create engagement and awareness," Dhruv Jha, General Manager, IPG Mediabrands said.

Currently, Amul is using the Olympics logo with its messaging on all its milk packets, tetra packs and ice-creampacks. It will continue to sell these products with the messaging till August 21, last day of the games.

"So every morning, when the Amul milk packet reaches the homes of millions of consumers, they will see how the company and the brand is lending itself in promoting the health benefits of consuming milk. For the brand there is a huge equity in using the Olympics logo which is the foremost sporting event in the world, with over 200 participating countries and over 100 athletes from India," Jha said.

Besides, a multi-media campaign will break on August 5 and will run till August 21. On television, Amul will buy spots across Doordarshan (DD) and DD sports for Olympics through Star India. Star India is the official broadcaster for Rio Olympics in India. While it will Live telecast the matches on Star Sports network on television, the same will air on Hot star when it comes to digital platform.

When it comes to the viewership of the sports, Jha believes, it depends on the interest levels for different sports. The match timings, however, he thinks won't be a deterrent to viewership as matches will be shown from 4.30 pm to midnight. The opening and the closing ceremonies will be shown early in the morning.

"At Olympics, around 40 games are played simultaneously. So, television coupled with digital will have a better play. Unlike other sporting events Olympics is medal led. For instance, the tally around how many medals the athlete or the country has won becomes the talking point once the event starts. There are certain categories like field hockey, athletics, boxing, wrestling, weightlifting, shooting, tennis and badminton where Indian players perform well and therefore these games get better traction from Indian audiences than others," Jha informed.

Amul has been consistently doing such partnerships across genres. "They collaborated with super hero movies like 'The Amazing Spiderman' and 'Man of Steel' to drive home the same message that milk is the best source of energy. In 2013, it collaborated with sporting legend's biopic Milkha Singh as milk played a big role in Singh's life when he served in the Indian army. And we will be on the lookout for opportunities even after Rio Olympics are over. Amul's primary objective is to drive home the health benefits of having milk and energizing the consumers, pushing them to win in their everyday life," Jha added.

Now, frozen Rasmalai from Amul

By [Dairy News India](#) -Aug 5, 2016

Further expanding its frozen products category, the Gujarat Cooperative Milk Marketing Federation Ltd ([GCMMF](#)), which markets the Amul brand of milk products, on Thursday announced the launch of India's first frozen Rasmalai.

To ensure purity and goodness of fresh milk and other ingredients, Amul has launched the product in the traditional sweets category through its frozen chain network.

Rasmalai is made from sweetened channa and rabdi, and is consumed as a post-meal dessert and especially during festivals, when it also becomes a special gifting item.

R S Sodhi, Managing Director, [GCMMF](#), said, "Amul **Rasmalai** will be a milestone in the traditional sweetsmarket. It would be a delight for consumers as they would be buying a quality product for their loved ones."

Amul Rasmalai, with a shelf life of 1 year when kept at -18° C, will be available round the year at all Amul Ice Cream selling outlets across the country in 500-gm packs of six large pieces. It is priced at Rs 175 for 500 gm, GCMMF said.

iD Fresh Foods partners with Nilgiri Dairy Farm to produce dairy products

By [Dairy News India](#) -Aug 5, 2016

Ready-to-cook packaged food company iD Fresh Foods has partnered with Nilgiri BSE 0.00 % Dairy Farm to produce dairy products such as paneer and curd. This is the first dairy-based product line by iD, which is known for its packaged idli and dosa batter.

Paneer was launched last week, while curd will be launched on Saturday, said PC Musthafa, CEO at iD Fresh Foods. The dairy products will be manufactured by Nilgiri while the recipe will be provided by iD. Nilgiri's is one of the oldest supermarket chains in India, with origins dating back to Nilgiri Dairy Farm, in 1905.

Musthafa said dairy procurement was the critical reason for the tie-up. "Nilgiri's is strong in dairy back-end and milk procurement. We are using them to manufacture natural paneer and natural curd as per iD recipe. We are happy with this partnership," Musthafa said.

The collaboration also has advantages for Nilgiri, according to Nilgiri Dairy Farm CEO Murali Krishnan. "While our total production capacity is 1.2 lakh litres per day, our utilisation is about 50% today. Since we have just started manufacturing for iD, we see an immediate projection of producing 4,000 more litres every day, which could go up to 10,000 litres per day in a few months," Krishnan said. He called the tieup with iD a "natural fit", as the two companies have already worked on co-branded batter products before.

"We have had similar tie-ups with a few brands earlier. But we do it selectively and the main criteria is that it should be a good brand," Krishnan said.

The dairy products will be sold under iD Fresh Food's brand and the company expects strong revenues from it.

"We have seen very good traction on our paneer product in just one week. We expect it to contribute 25% to our revenues by the end of Q4," Musthafa said. Currently, the idli/dosa batter contributes 50% to the company's revenues, while the paratha mix contributes 40%. Helion Ventures-backed iD Fresh Foods crossed a revenue of Rs 100 crore last year, Musthafa said. "We may close this year at Rs 180 crore," Musthafa said.

iD entered four more cities— Coimbatore, Cochin, Palakkad, Trichur—in July, bringing its total presence to 14 cities, based mainly in southern India. It currently has seven manufacturing facilities.

“Convert licence under Food Safety and Standards Act”

Source: <http://www.thehindu.com/>

The district administration has issued an ultimatum to all those who were engaged in food business to convert their licences under the Food Safety and Standards (FSS) Act, 2006 by Thursday.

In a statement issued here on Tuesday, Collector S. Natarajan appealed to all those who were engaged in food business – from roadside eateries and tea shops to hotels and restaurants – to get their licences, earlier obtained under the Prevention of Food and Adulteration Act, 1954 changed.

As the Prevention of Food and Adulteration Act, 1954 was repealed on August 4, 2011 and replaced with the FSS Act, 2006, the authorities had advised those engaged in food business to get their licences changed under the new Act and extended the deadline from time to time.

They set August 4, 2016 as the final deadline and it was the duty of those engaged in food business to get their licences changed under the FSS Act, he said, and advised them to visit www.foodlicencing.fssai.gov.in for further details and applying for licence.

They could also visit the office of District Designated Officer, Food Safety Wing, for further details, he added.

Jagadish Chandra Bose, Designated Officer, Food Safety Wing, Tamil Nadu Food Safety and Drug Administration, said there were about 13,700 government and private food business establishments in Ramanathapuram district and till Wednesday, only about 50 per cent of them converted their licences under the new Act.

Action would be taken against erring businessmen based on instructions from the Commissioner of Food Safety, Chennai, he said.

Sivaganga Collector S. Malarvizhi has also advised those in food business in the district to convert their licences under the FSS Act, 2006.

Mondelez goes ‘marvellous’ with Dairy Milk to drive up sales

By [Dairy News India](#) -Aug 4, 2016

MUMBAI: Mondelez India has launched the ‘marvelous collection’ from its global portfolio under its flagship Dairy Milk brand, a move aimed at increasing sales in a slowing consumer market.

“Indian consumers now demand unique formats and eat experiences and given our global leadership in chocolate, we are well positioned to identify and bring some of our [world leading brands to India](#),” said Prashant Peres, director-marketing (chocolates) at [Mondelez India](#).

Mondelez controls about two-third of India’s confectionery market worth Rs 7,500 crore. The new range, positioned as mass premium, will be first available exclusively through Amazon before being rolled out across retail formats.

This is Mondelez’s third launch within a year after Bournvita biscuits and Oreo Gold even as demand for most discretionary products is hit due to a slowing economy. Mondelez grew the slowest in more than a decade in 2014-15 at 12.5% although rival Ferrero managed to grow over 60% through aggressive innovations despite premium pricing.

VIO Aims to Establish New Consumption Occasions

By [Dairy News India](#) -Aug 4, 2016

Coca-Cola India, one of the top beverage companies in the country, forayed into the ready-to-drink, flavoured milk category with the launch of VIO in January-end, this year. While it was a pilot launch, the brand is now going all out to promote the new product. It recently launched an ad campaign, ‘Run With It’, featuring Bollywood actor Prateik Babbar.

The concept of the ad revolved around leveraging VIO’s ‘Real Milk. Real Protein.’ benefit to enable today’s fast-paced, multi-tasking youth to ‘Run With It’ and lead an active lifestyle. It was conceptualized by Swapan Seth of Equus Films.

After six months of launch of the brand, VIO, AdAge India caught up with Abhishek Jugran, Director – Liquid Foods, Coca-Cola India and South West Asia to know about the performance of the product so far, reason why it was launched in the first place and plans ahead.

Excerpts...

Q. What was the research done by Coca-Cola before launching VIO in India? What motivated Coca Cola to launch in flavored-milk category?

India consumes roughly similar proportion of dairy products like the rest of the world – distinct from other beverages where Indian consumption is significantly lower than the global average. Most of this is,

however, pure milk. Note that value-added dairy is currently under 1% of the total milk consumption in the country.

There has been a growing demand for value added dairy products (VADPs) in India and launching a dairy product has been our focus for some time. This formulation for VIO has been locally developed by the R&D centre at Gurgaon (now Gurugram), with inputs from Labs in Atlanta. There is no infusion of carbonated water and is primarily milk-based preparation.

Q. It's been around six months since VIO launched. How has it been performing?

It is early days. The result of the pilot launch has been encouraging but it will take us some time to establish our presence in this new space.

Q. Any feedback from the consumers that you would like to share?

Consumer feedback in the last few months has given us the confidence to launch mass market campaign in parts of the country.

Q. The market already has players like Amul and Danone? What makes VIO stand out?

VIO aims to establish new consumption occasions for the consumers, over and above the standard in-home consumption. The product is packed with Milk Power and targeted for on-the-go consumers. It ensures that we cater to the target consumers' preference for products that offer functional benefits, and yet are differentiated. We have put in a new dimension to the traditional beverage right from the brand name, VIO – an easy to pronounce, disyllabic word that is contemporary and aspirational, along with a refined and attractive Visual Identity System.

Q. What is the size of the flavored milk category?

The Global Flavored Milk industry is at a nascent stage as the consumption is still low as compared to other drinks such as carbonated soft drinks. At this juncture, the Packaged RTD Flavored Milk market in India is roughly 27 MM UC and Flavored Milk as a category has seen growth of 10% overall in volume terms from 2014 vs 2013, as per a Tetrapak report. It is anticipated to grow at a CAGR of around 20% during 2015-2020.

Q. Who is the TG?

Any young soul leading a fast paced, multi-tasking but active lifestyle is our TG.



Q. You have just launched a campaign. What kind of investments are you planning to make to promote VIO?

We have recently launched VIO's maiden ad campaign 'Run With It', which aims to build a deeper connect with the consumers and urges them to:

'Believe'- in the power of [milk protein](#) inherent in VIO, 'Feel' – that the power when unleashed will help them lead an active, healthy life 'Do'- switch to VIO and activate a healthy lifestyle in their everyday moments.

Through the 'Run With It' campaign, we aim to build higher brand recall and awareness about **VIO** through TV, print and digital platforms. The 360 degree campaign leverages mass media on larger than life OOH sites in Maharashtra, Goa, Andhra Pradesh and Telangana. OOH billboards and hoardings for VIO live across 100+ sites in AP and Maharashtra over May-June had been planned along with an extensive 3-week campaign across AP and Maharashtra in June.

The campaigns also has a 360-degree 12-week campaign across all social media platforms (FB, Twitter, Instagram, YouTube) from June through August. TVC would also be a simultaneous launch across digital platforms when it goes on air in AP, along with presence on radio and print.

Mondelez India [Cadbury] has witnessed the Indian chocolate market

We don't look at digital as something that sits on the side

By [Dairy News India](#) -

Aug 4, 2016

Mondelez India (the erstwhile Cadbury India) has witnessed the Indian chocolate market grow consistently since the year 2000 making way for an expansion of its portfolio

Mondelez India (the erstwhile Cadbury India) has witnessed the Indian chocolate market grow consistently since the year 2000 making way for an expansion of its portfolio. Its global flavours entered India and product innovations sped up.

However, it also faced controversies, brand ambassadors were questioned and products, relaunched. Prashant Peres, director, marketing (chocolates), Mondelez India, speaks to BrandWagon's Shinmin Bali about where the company stands now, its digital push, the 'affordable premium', competing with the Indian dessert platter (traditional sweets) and more.

Excerpts:

How has the chocolates portfolio grown in the past few years for Mondelez?

Our portfolio has three segments — premium, mainstream and affordable. The premium end includes **Cadbury Dairy** Milk Silk, Bournville and Temptations. Mainstream includes Cadbury Dairy Milk, 5 Star and Cadbury Celebrations. Affordable includes Perk, Gems and Cadbury Shots.

As we go to smaller towns, the premium end does well. There is a great demand for it but only if delivered well and with consistent quality. Cadbury Dairy Milk Silk is urban. It moves down to tier 2, 3 towns as well. The percentage share of the market in those towns is very similar to what it is in many other parts of India. Cadbury Dairy Milk and 5 Star will remain

mainstays of the portfolio. CDM as a masterbrand has exceeded 40% share (according to Nielsen). Smaller brands like Cadbury Perk play in a competitive segment. Within that segment, it is holding its own. Similarly, there is not that much of competition where Cadbury Gems is. It has seen some ups and downs but overall is holding its own.

In India, how are you building the brands on digital?

Digital is a broad space. We are probably among the higher percentage spenders on digital compared to many other mainstream **FMCG** categories. We usually pick and choose the brands that we spend on. But brands like Cadbury Bournville followed by Cadbury Silk will be leading. They will probably have highest percentage spends on digital of any scale FMCG brands. A brand like Cadbury 5 Star has done phenomenally well online. We have often made films and activation specific to digital for YouTube Comedy Hunt. We have moved Bournvita Quiz Contest completely online.

When we have had to, we have taken calls like that. Having said that, one must realise that for big mainstream brands like CDM, TV still plays a very important role. CDM spans a much wider consumption audience. You do lose out a lot if you spend much for very sharp targeting for a brand like this.

E-commerce and selling online is at a nascent space for all FMCG brands. It is even more nascent for a category like ours as it needs a certain amount of infrastructure so that the quality of products delivered is good.

What's your strategy for the gifting category?

We have been very well entrenched in occasions such as Diwali and Rakhi and have slowly extended the number of occasions, whether traditional or new. The traditional ones are not on a pan-India scale yet, but we activate them every year.

We are looking at other possible Indian festivals we can activate at a certain scale.

We have realised that e-commerce may be a very good partnership to do this. Friendship Day, Valentine's Day are one-day occasions so the gifting habit, as compared to the kind during Diwali, does not exist. You are

not competing with traditional sweets there; you are competing with nothing and that's a tougher habit to build. If you need to get that right, you need to find a proper model and e-commerce is an interesting option where you can fine-tune your targeting and maybe get into a space with a slightly different model.

So traditional sweets continue to be direct competition?

Traditional sweets will always have a space in our lives. What it offers is an idiom that chocolate is an alternative. People are starting to take to that thought really well. We are already considered fairly traditional now. I don't think there are barriers to consider chocolates as a possible gift. People when gifting will also look for what's great, what says more about them as a gifter and how great a quality is of the product and we tick all the boxes in that regard. We add a wonderful layer on the tradition.

How is the premium segment growing?

When you look at all the launches we have done in the premium end under Cadbury Dairy Milk Silk, they have done the best in the premium segment.

Any impulse food category will always see a lot of launches. Our success rate has been very good. We have got a very good innovation programme.

The days — when the premium products would be, say, 10% of the market and the bulk comprised mainstream and affordable — are gone. Markets are moving towards a fairly equal split of premium, mainstream and affordable, from a value point of view. This happens in all categories where the premium end has been leveraged well. Having said that, when we say premium, it doesn't always mean luxury. Luxury is not something that has come into India in a big way where people would pay R400 or R500 for a slab of chocolate. We are talking about affordable premium.

What's the scope for scalability in the premium segment?

Silk almost as a single brand in the premium space is actually bigger than some entire companies which entered the market at almost the same time.

We have already achieved scale and it will only get better. But that doesn't happen with all brands. Cadbury Bournville is not at the scale at which Silk is, but we are aware of it. We haven't set up infrastructure only for Cadbury Bournville, so we can manage that. We know it will be niche for some time but we also know that it will take off and we want to be ready when that moment comes.

Cow protection hurts dairy farming: PDFA

By [Dairy News India](#) -Aug 3, 2016

Members of the Progressive Dairy Farmers Association (PDFA) in Punjab have warned the state government that if it did not resolve their issues, especially related to ban on movement of cows, they would be forced to launch an agitation.

“We are announcing that if the government doesn’t ease off the NOC procedure for breeders till August 10, we will be forced to come out on the roads to protest against them,” said PDFA president Daljit Singh, while addressing news persons here on Monday.

He said due to efforts of PDFA, there was considerable change in the dairy farming sector. “During last decade, dairy farming became an alternative to agricultural farming. Punjab contributes 50% share in commercial dairy farming of the country and the credit for this goes to the farmers of Punjab,” he said.

He alleged that the [Punjab government](#) was on verge of destroying dairy farming, which was developed as part of agriculture diversification. Daljit said the state government had created a cow security board “comprising notorious elements along with groups under the name of cow protection with patronage of the administration who beat outside traders and milk producers and loot money and animals from them.”

He added, “At the behest of RSS, the state government, under the policy of promoting indigenous cows is deceiving farmers. Indigenous cow cannot be commercially beneficial. Every year, 3 lakhs cows were sent out of [Punjab and milk producers](#) across the state earned revenue of Rs 2,500 crore. But this stopped due to wrong policies of the state. Milk producers are now finding it difficult to payback loans worth of crores.”

“With no increase in milk prices by government, and no help being provided as compared to states like Kerala, Haryana and others, where timely help of Rs 2 to 4 per litre is provided, milk producers in Punjab are facing enormous economic difficulties. Milk producers at least could breed and sell cows for increasing their income. This has also been stopped by government under RSS pressure . The Punjab government ordered ban on selling of cows to other states citing cow slaughter as the reason,” he alleged.

NDDB to Implement Giftmilk" Scheme to Improve Child Nutrition

Delhi August 2, 2016 Last Updated at 02:20 IST

<http://www.business-standard.com/>

The duty and functions of National Dairy Development Board are to promote, plan and organize programmers for the purpose of development of dairy and other agriculture based and allied industries and biological on an intensive and nation-wide basis and to render assistance in the implementation of such programs.

Government has approved a proposal for setting up an Institution for promotion of nutrition through milk/milk products (especially for children) utilizing Corporate Social Responsibility funds of NDDBs subsidiaries and other voluntary donation. Subsequently , NDDB registered a trust/ society known as

NDDB Foundation for Nutrition(NFN) to implement this initiative known as Giftmilk" to improve child nutrition through consumption of milk & milk products by providing milk free of cost. The supply of milk / milk product would be facilitated through dairy cooperatives only. NFN is currently implementing the Giftmilk" initiative in 3 schools -2 in Delhi & 1 in Telangana, which have a total enrolment of about 3100 students. Till now about 1,20,000 packets of flavored milk have been distributed . The Giftmilk" is presently supported by NDDBs subsidiaries who have contributed from their CSR commitment.

The NFN has been registered on 9 October 2015 in Gujarat under the Societies Registration Act, 1860 and Bombay Public Trust Act,1950. Further, NFN has been granted approved u/s 80G (5) of the Income Tax Act 1961.

NDDB is extending financial and technical support to dairy cooperatives. NDDB is implementing National Dairy Plan phase-1(NDP-1), a central sector scheme of Ministry of Agriculture, Government of India to increase milk production in the country.

This information was given by the Minister of State for Agriculture & Farmers Welfare, Shri Sudarshan Bhagat in Lok Sabha today.

Prabhat Dairy Launches Prabhatsakhi Campaign For Empowering Women

AUGUST 2, 2016

Source: <https://www.hungryforever.com>

Prabhat Dairy, an Indian dairy company has launched Prabhatsakhi, an initiative aimed at empowering women.

STARTING AT THE GRASSROOTS

Through Prabhatsakhi, Prabhat Dairy will be looking at improving women's' livelihoods by helping them be economically self-sufficient.

SKIM



Women who are part of the program will be trained in various dairy programs including producing fodder, making silage bags and running milk collection units.

ACTING AS INTERMEDIARIES

The women will then use these skills to act as intermediaries between the farmers and the company; farmers will approach the women who will process their product and supply it to the company. In doing this, the women will be able to earn a livelihood, while the farmers will be able to reduce payments to external intermediaries.

The program will be rolled out first in Ahmednagar including Rahuri, Kopragaon, Pathardi and Vaijapur.

FSSAI goes into overdrive to enhance hygiene at Delhi eateries

Aug 02, 2016, 10.05 PM | Source: CNBC-TV18

Source: <http://www.moneycontrol.com/>

The food regulator FSSAI has already convinced brands like Haldirams, Mother Dairy's Safal and Starbucks to come on board for a pilot project that certifies the hygiene standards and quality of food at outlets.

Shweta Kothari (more) Correspondent, CNBC-TV18 |

India's food regulator Food Safety and Standards Authority of India (FSSAI) has gone on overdrive as it works to enhance cleanliness and hygiene at eateries and food outlets, starting with the Delhi region. The first step, we learn, is focus on quick-service restaurants like McDonalds, Dominos and Haldirams, reports CNBC-TV18. The food regulator has already convinced brands like Haldirams, Mother Dairy's Safal and Starbucks to come on board for a pilot project that certifies the hygiene standards and quality of food at outlets. And this has tickled the taste buds of other quick-service restaurants like Jubilant Foodworks, which operates Dominos and Dunkin Donuts and Yum Group, which operates Taco Bell, KFC and Pizza Hut. FSSAI now provides display cards to customers with its Whatsapp number and even a toll-free number which customers can use to send feedback, or request remedial action. FSSAI hopes this pilot project will balloon into a nation-wide exercise and the regulator is working on streamlining its food safety measures and requirements and customising it for various food business operators under categories like meat, dairy, small restaurants and big restaurant. Once large restaurants come on board, this initiative will be deployed across smaller eateries which register with it. The ultimate aim, however, is to make these display cards mandatory for any such outlet.

Curdled milk

NDDB chief's exit sends out unhappy signals about institutional autonomy. This is the moment to rethink NDDB's role

By Dairy News India -Aug 1, 2016

NDDB chief's exit sends out unhappy signals about institutional autonomy. This is the moment to rethink NDDB's role

The premature exit of the National Dairy Development Board (NDDB) chairman, T. Nanda Kumar, apparently due to tensions with the powers that be in Krishi Bhawan, seems yet another instance of the undermining of the autonomy of institutions of national importance. Nanda Kumar may have been appointed by the previous UPA regime, but his choice was the result of a formal search-cum-selection process in which professional qualifications clearly overrode any other considerations.

Moreover, the NDDB isn't any ordinary department. As a statutory corporation set up through an act of Parliament, it was intended to be independent of the agriculture ministry. The resultant functional autonomy — which should, in fact, apply to all public sector undertakings — played a part in the success of the Operation Flood programme that the NDDB spearheaded during 1970-95.

India's milk production trebled to around 66 million tonnes over this period, which owed itself largely to the integrated cooperative procurement, processing and marketing network created under Operation Flood. It is doubtful whether this remarkable transformation — from large-scale importer of milk powder and butter oil to self-sufficiency in domestic production — would have happened had the job been entrusted to bureaucrats in Krishi Bhawan.

If reports of Nanda Kumar's departure being forced by ministerial/bureaucratic interference are true — his reference to "serious conflict with the external environment" does suggest that — it sends out unhappy signals about the way public institutions are managed. Are people appointed to head them dispensable merely because they aren't seen to be close enough to the new dispensation?

There may be a similarity here with the resignation of RBI Governor Raghuram Rajan, which was again more forced than voluntary. If political acceptability rather than professional competence is what matters, it has an obvious bearing on the integrity of institutions. The Narendra Modi government would do well to quickly repair the damage, by appointing a new NDDB chairman with the required credentials relevant to India's dairy industry.

Equally, there is a need to rethink the NDDB's role in the post-Operation Flood era. Since 1995, the country's milk output has doubled and this has been powered more by private, not cooperative dairies.

An estimated 55 per cent of organized milk procurement is today undertaken by private dairies, which was not the case two decades ago. This new reality is not recognized, let alone incorporated into the official policy making framework that is still cooperative-focused.

There's no reason to exclude private dairies from the NDDB's National Dairy Plan, at least with regard to supporting back end extension and development activities by them — for instance, artificial insemination and genetic up-gradation of animals, improved fodder and feeding practices or veterinary care and nutrition. If the ultimate aim is “national dairy development”, it matters little whether this is being done through cooperative or private initiative.

Milk Prices Start to Rise as Production Falls

- Jim Dunn, Aug 12, 2016

Source: <http://www.lancasterfarming.com/>

DAIRY OUTLOOK



JIM DUNN

The good news for dairy in July is that the Class III price was \$2.02 higher than in June and the Class IV price was up \$1.07.

The market has been responding to a variety of events leading to decreased production, including extreme heat in the Southwest, drought in parts of the Northeast and lower margins worldwide.

Not all dairy prices are up. Butter and powder prices are down by 2.4 and 3.8 percent, while cheese and whey prices are 13 and 16 percent higher.

Cheese prices are apparently reflecting strong domestic demand, even though the export market is being limited by the strong dollar and substantial inventories.

Butter stocks are well above last year, and with the strong dollar and accumulating inventories in Europe, we may see butter imports once again in the autumn.

California's milk production continues to lag behind a year ago. U.S. milk production in May was up by 1.5 percent over last June.

If Britain leaves the EU, it may return to importing dairy products from its former colonies Australia and New Zealand after the EU tariffs disappear.

The euro has recovered somewhat relative to the greenback while the Australian dollar is up by 2 percent and the New Zealand dollar is down by 0.4 percent since a month ago.

Cheese futures prices have risen substantially in the last month for 2016 contracts. Butter futures show a typical fall pattern, with slight rises until November, when the holiday-designated inventory is distributed.

The dollar is still strong, hurting exports somewhat. The Mexican peso continues to slide, but nevertheless Mexico remains an important dairy trade partner.

Class III and to a lesser extent Class IV prices are expected to be higher over the remainder of 2016, and the two prices are about the same for the first half of 2017.

My estimates for the Pennsylvania all-milk price for the rest of 2016 show it averaging \$2.80 more per hundredweight than for January-June, but still 62 cents below the 2015 average.

In much of Pennsylvania and especially upstate New York, the latest drought monitor shows drought is becoming more serious.

The corn crop has stalled, and the hay crop will be considerably smaller in some areas. This of course hurts net dairy income because affected farmers have to buy feed to replace crops they have spent money to grow.

Besides the Northeast and the continuing extreme drought in California, the nation's crop weather is generally OK.

The continuing issues hanging over the dairy economy are the strong dollar, the Russian embargo on EU dairy imports and China's economy.

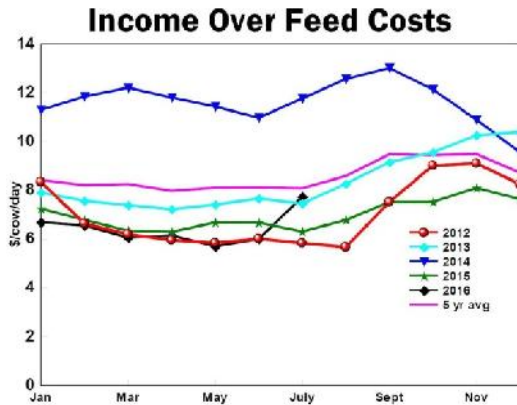
Overall, the outlook for milk prices for the rest of 2016 is better than the first half, with the first half of 2017 much like the rest of 2016.

Corn and soybean meal prices are down 6 and 12.5 percent in the past month, and soybean prices are down 6.8 percent.

The weather in Argentina and Brazil is hurting their soybean crops. The U.S. corn crop will be a record, or nearly so. Domestic and export demand will not eliminate the drag of large inventories carried into the 2017 crop year.

The soybean situation is fairly similar — favorable weather in the major U.S. growing areas and a lot of soybeans in Brazil and Argentina.

Income Over Feed Costs



Penn State's measure of income over feed costs rose by 28.8 percent in July from its June value, as much higher milk prices combined with somewhat lower feed costs.

July's income over feed costs is the highest since last November.

Income over feed costs reflects daily gross milk income less feed costs for an average cow producing 65 pounds of milk per day.

The milk margin is the estimated amount of the Pennsylvania all-milk price that remains after feed costs are paid.

Like income over feed costs, the July Pennsylvania milk margin was 28.8 percent higher than in June.

If the Pennsylvania drought hits farmers hard, which it will for some, then calculations based on prices from the broader market will understate the impact for farmers who spent money to replace crops lost to drought.

The latest U.S. milk production report showed June milk production up 1.5 percent from a year earlier on a 30-day month basis.

Although not a large increase, this milk production increase is problematic in the current dairy environment since the export market is tight, given the strong dollar.

Cow numbers increased by 0.05 percent over last year. Although this increase is small, more milk production nationally will restrict the rise in milk prices.

Dairy cow livability measure added to genetic evaluations

By **Jim Dickrell** August 12, 2016 | 2:15 pm EDT

<http://www.dairyherd.com/>

The Council on Dairy Cattle Breeding (CDCB) announced today it was adding a new genetic evaluation tool—Predicted Transmitting Ability for Cow LIV (LIV)—for all breeds for the August 2016 sire runs.

The new trait predicts the cow's ability to remain alive in the herd. Productive Life estimates survivability, but does not differentiate between culling and dying. LIV measures culling only.

“When a cow is sold for dairy or beef, the sale income is returned to the owner,” says Duane Norman, CDCB technical advisor. “In contrast, if a cow dies or is euthanized, the cow produces no income.”

“Populating U.S. dairy herds with cows capable of longer productive life gives producers more opportunity for voluntary culling,” he says.

Deaths claim about 20% of U.S. cows. The lost disposal income of these animals equate to about \$800 million annually. So reducing these losses can dramatically increase income opportunities.

The good new is that the LIV trait is also heritable and highly reliable. Even for young, genomic tested bulls, the reliability is 56%.

LIV values will range from -5 to +5, and are placed on a lifetime scale. Since the average LIV is 80%, the LIV ratings will be added or subtracted from this mean. For example, if a bull's daughters have a LIV of +2.1, his LIV rating is 82.5. Conversely, a bull with daughters with -0.5 LIV will have a rating of 79.5.

This 2.6 percent difference in an average, 200-cow herd, with cull cows valued at \$1,200 per head, translates into \$6,240 in additional income.

In the future, LIV will be incorporated into all four lifetime merit indexes. “Having Cow LIV is one more step toward adding value to the genetic information that will improve dairy producers' profitability,” says Paul VanRaden, who along with Janice Wright, developed the rating at USDA's Animal Improvement Programs Laboratory. “Producers participating in DHIA can help to improve the reliability of this trait by accurately reporting the reasons why cows leave their herds.”

Dairy farmers seek \$150 M in aid from USDA

By Bill Tomson

Source: www.Agri-Pulse.com

WASHINGTON, Aug. 12, 2016 - The National Milk Producers Federation is asking USDA to spend between \$100 million and \$150 million to buy cheese off the market to help out dairy farmers who are suffering from record low prices, weak exports and strong domestic supplies.

"In light of the damaging cost-price squeeze affecting many of the nation's dairy farmers, I am writing to urge you to examine all available avenues to provide assistance," Jim Mulhern, CEO of the National Milk Producers Federation, said in a [letter](#) to Agriculture Secretary Tom Vilsack. The aid could include "the direct purchase and distribution of cheese to the needy, as well as any other assistance that could be provided through the Farm Service Agency, the Food and Nutrition Service, Commodity Credit Corporation or other program authorities," Mulhern said in the letter.

The USDA is now working with the dairy industry on some form of assistance package, according to one government official who asked not to be named because the details are still being worked out.

Mulhern's letter was sent a day after the American Farm Bureau Federation wrote to Vilsack asking USDA to spend \$50 million to buy up about 28 million pounds of cheese.

The NMPF request is substantially bigger and could take as much as 90

million pounds of cheese off the market. Buying and donating that much cheese, Mulhern said in the letter, "would remove the equivalent of almost 900 million pounds of milk from the domestic commercial market" and that could push farm-level milk prices up by as much as 16 cents per hundredweight over a 12-month period.

Mulhern said that would increase incomes for dairy farmers by about \$380 million.

The primary reason for the large domestic supplies and lower prices is a sharp drop in exports, Mulhern said. China, a key market, has cut imports, and Russia continues to ban U.S. milk.

"On the supply side, the termination of milk production quotas in the European Union in April 2015 has led to a surge in EU milk production, large stocks of milk powder and increased exports priced at below-cost market clearing levels," Mulhern explained.

American-type cheese exports reached more than 25 million pounds per month in early 2014, but foreign sales have barely topped 10 million pounds in each of the first five months of 2016, according to USDA data referenced in the letter. Conversely, U.S. monthly cheese stocks were hovering at about 630 million pounds at the beginning of 2014, but the latest data this year shows monthly stocks reaching nearly 760 million pounds.

Another problem, Mulhern said, is rooted in the 2014 farm bill's Margin Protection Program.

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“We are very appreciative of the improvements that the USDA has made to the MPP to date,” he said. “However, due to limitations of the program approved by Congress, few dairy farmers have coverage at levels that will provide sufficient support this year. In addition to the financial assistance requested above, we would also ask that the department work with us to identify other potential avenues to further strengthen the MPP.”

Not nearly enough dairy farmers have been signing up for the MPP, Rep. Collin Peterson, the ranking Democrat on the House Agriculture Committee, said earlier this year.

Peterson told reporters in May that he recognized that there was a problem and said he was working with industry representatives to improve the program.

True Dairy Flavors Announces Product Line Expansion with the Addition of Powdered Milk Mix

Press Release Aug. 12, 2016 at 9:27 am

Source: <https://www.bevnet.com>

True Dairy Flavors, a licensed milk processor headquartered in Hudson, Ohio, announced the recent addition of flavored milk mix to their product line. The single serve packs will initially be available in three flavors, True Banana Cream, True Cotton Candy and True Orange Dreamsicle.

“The addition of our new flavored milk mix allows our customers much more flexibility,” stated Tom Matun, President of True Dairy Flavors. “Now customers have the ability to enjoy our flavors on the go by simply adding our single serve flavor mix to whatever milk option they prefer. While our flavors were developed to taste best with 1% milk, they also work well with 2% and whole milk”.

The single serve flavored mixes are available in two sizes: 10 grams for 8 ounces of milk and 20 grams for 16 ounces of milk. All three flavors are currently available online at www.PowderMixDirect.com/True Dairy Flavors.

According to research conducted by multinational company Tetra Pak, flavored milk consumption will grow at more than double the rate of white milk over the next several years as consumers increasingly turn to tasty, nutritious and conveniently packaged flavored milk as an alternative to other beverages.

“We’ve had overwhelming positive feedback from consumers who have tasted and purchased our products, and we look forward to introducing even more taste-tempting flavors in order to satisfy the growing demand for a healthy beverage alternative,” Matun concluded.

To learn more about True Dairy Flavors, visit their website at TrueDairyFlavors.com.

About True Dairy Flavors

True Dairy Flavors, a division of Midpoint Enterprises, Inc. produces a variety of flavored milk products. Established in 2007, Midpoint Enterprises, Inc. located in Hudson, Ohio is also the parent company of Powder Mix Direct and Coffee Supply Express. Their commitment to exceeding customer expectations has earned them business relationships with hundreds of businesses including the Home Depot, Disney, the Salvation Army and the US Forest Service.

Dairy farmers see 40 percent plunge in milk prices

11th August, 2016

Source: <http://www.effinghamdailynews.com/>

Some dairy farmers around the country say plunging milk prices will put them out of business, but local farmers say they're not in danger yet.

- "You just gotta watch your budget," said Tony Siddens, who has 150 cows on his farm south of Altamont. "Prices are down about 40 percent now. But when times are good, you spend money on facilities and equipment. That way, when prices get low, you're not spending a lot on capital expenditures."
- Times are bad now, dairy farmers say, but they're eagerly waiting for that to change.
- "I'd say milk prices are about as low as they've ever been," said Joe Probst, 86, who has been in the dairy business all his life. He's still part of an operation run with his sons north of Wheeler. "It's affected our bottom line. But we hang in there year-after-year. Over the long haul, this has been a good industry."
- Siddens said that while prices were high in 2014, they dropped for a number of reasons. Russia, because of disagreements about the Ukraine conflict, stopped importing dairy products from the European Union and the U.S, hurting demand. And Europe, hoping to boost exports, dissolved its quota system on milk, flooding the market.
- "Even if there's 1 percent too much milk, that's too much," Siddens said. "This is something the industry is trying to work through."
- The drop in milk prices doesn't frighten dairy farmers, as they've been through similar situations. Siddens said that prices sunk about seven or eight years ago.

- The situation seems particularly bad elsewhere. In New York state, Chenango County dairy farmer Tim Tucek said it was a decision he couldn't avoid given his limited options — sell the farm or go broke. Robin Fitch, whose family milks about 170 cows in West Winfield, said she is "99.9 percent" certain that she'll shut down her operation, too.
- Tucek and Fitch are among scores of New York dairy farmers hit hard by a steep, sustained decline in milk prices.
- "It's a sad statement about agriculture in this country when many of the farmers who supply us with our food can financially qualify now for food stamps," said Dave Rama, a Delaware County cattle dealer.
- In Other News: Hot cows on Texas farm producing less milk
- Siddens has an answer.
- "It means a tightening of the belt," the Altamont area farmer said.
- Toby Probst, Joe's son, said his family's farm will be smart with their money.
- "You just don't spend any more than you have to at this time," he said. "You get by. And when prices go up again, then you put extra money in the bank in case things get bad again.
- "That's about the only thing you can do. Ride out the bad times."
- It may be awhile for prices to pick back up, he said.
- "Milk production is up; consumption is down," Toby Probst said. "That's not a good combination."
- Joe Mahoney, who covers the New York Statehouse for CNHI's newspapers and websites, contributed to this report.
- Stan Polanski can be reached at stan.polanski@effinghamdailynews.com or 217-347-7151 ext. 131.

The Weekly Dairy Report: Snow and cold wet conditions make early spring difficult but the milk market has turned for the better

Posted in [Rural News](#) August 10, 2016 - 11:09am, [Tony Chaston](#)

<http://www.interest.co.nz/>



August starts with a blast of snow and heavy frosts, reminding farmers that winter conditions are not finished yet.

Some dairy farms in the Taupo Napier hill areas have been severely hit with snow, but reports show that all farms now have portable electricity and are able to milk cows but some dumping of milk did occur.

Calving has now commenced in the south and with good forecasting most farmers were well prepared with feed, shelter and supplementary feed to compensate for the cold.

Rain totals in Canterbury were variable and nowhere near enough to reverse the dire predictions for the provinces groundwater supplies.

Many springs and streams have dried up and authorities are suggesting little surface water irrigation will be allowed this year, and groundwater wells could be unreliable unless it is a very wet spring and summer.

The rest of the country has suffered from wet conditions and careful grass management is needed to ensure pugging does not affect future grass production.

Saleyards report strong demand for bobby calves especially if they have some beef genes, as shortages of store stock have narrowed the options for traders.

Fonterra have made changes to the milk price manual that will add 4-5c/kg ms to the milk price, but analysts predict that farmers may have to wait until 2018 until profits return to their sector.

The latest milk auction returned prices that were a high for 2016 with a 6.6% rise, and whole milk powders lifted nearly 10%, and pleasingly there was no negative reaction to the currency.

This lift followed a rise from the dairy milk futures market and further trades this week indicate more rises could be due at the auction next week.

Analysts now report that the slowing of milk production is influencing customers decisions, and Fonterra's large volumes of spring dairy products will be looking for higher prices so the payout can lift.

Dairy NZ reports farmers have made good progress reducing their costs, with farm working expenses now averaging \$3.55, and as a result the breakeven figure has lowered to \$5.05/kg ms.

Cull replacement heifers are still being traded at the saleyards as farmers look for cashflow, and a shipment of in calf export heifers are loaded for China at the port of Timaru.

New leadership is being looked for at Tatua as their Chief Executive is standing down after 9 years at the helm, leaving the company in great shape and they should have no trouble attracting a new CEO for the future

3TL Signs Agreement To Provide Platform3 For Milk Products Promotion

by 3TL Technologies Corp.

Posted: Wednesday, August 10, 2016 at 4:00PM EDT

Source: <http://www.perishablenews.com/>

VANCOUVER, BC -- 3TL Technologies Corp. announced that it has signed a license agreement to provide its Software as a Service (SaaS) based Platform3 to promote milk products in the U.S. for a Washington D.C. based national industry organization. The promotion has commenced and will run until the end of August 28, 2016 at retail locations in the U.S. 3TL will be paid US\$83,000 (\$108,000) for the promotion that will run for approximately ten weeks.

Under the SaaS license agreement model, the Company's proprietary Platform3 technology will be used to enable mobile digital rewards for consumers who purchase milk products or share applicable content via social media channels during the promotion. Consumers who purchase qualifying quantities of the milk products during the promotion period will have the opportunity to submit an image of their receipts online for validation. Once their receipts are validated they will receive an entry into a sweepstakes to win valuable prizes. Consumers will be credited with US\$1 donation to a sports team each time they share applicable content with their friends and followers via social media.

"This is another example of how our mobile SaaS solution enables brands to connect directly with consumers in retail locations and provide rewards for purchasing and for spreading the brand message via social media networks. During the promotion Platform3 also collects valuable purchasing and demographic data that can be used for future marketing promotions," said Rob Craig, CEO of 3TL Technologies. "We are building a customer base of consumer packaged goods companies and advertising agencies that have used Platform3 successfully and are considering repeat business and longer term license agreements."

About 3TL Technologies Corp.

3TL Technologies Corp. owns 3 Tier Logic and its proprietary Platform3, Software-as-a-Service (SaaS) consumer marketing platform. Platform3 is used by consumer packaged goods (CPG) companies and

their marketing agencies to engage shoppers through their mobile devices, to influence their purchasing decisions, to activate mobile and online promotions, to verify proof-of-purchase, and to gather in-depth data about consumer purchase behaviours.

Platform3 encompasses proprietary consumer engagement strategies and technology modules including Digital Promotions, Receipt Scanning and Validation, Rewards and Gamification, Loyalty, Consumer-to-Consumer Sharing, Coupon Distribution, Product Recommendation Engine, Data Capture and Analytics.

For more information, visit 3titechcorp.com.

For additional information about the company please visit www.sedar.com. The TSX Venture Exchange Inc. has in no way passed upon the merits of the transaction and has neither approved nor disapproved the contents of this press release. Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release. This news release contains forward-looking information, which involves known and unknown risks, uncertainties and other factors that may cause actual events to differ materially from current expectation. Important factors -- including the availability of funds and the results of financing efforts, -- that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time on SEDAR (see www.sedar.com). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company disclaims any intention or obligation, except to the extent required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Institute president discusses raw milk safety standards

Mark McAfee, President of the Raw Milk Institute and CEO of Organic Pastures Dairy, visited Copeland Family Farm in Grenada July 30, 2016 to share information and answer questions about raw milk.



By Lauren Steinheimer Raw Milk Institute President Mark McAfee lecturing on raw milk during an event at Copeland Family Farm Saturday, July 30. Ethel the cow is also pictured.

By Lauren Steinheimer

Posted Aug. 10, 2016 at 10:40 AM

GRENADA, CALIF.

<http://www.mtshastanews.com/>

The family cow, which at one time served as the village grocery store, has re-emerged in recent years as a hot topic in food policy across the nation. The debate over raw, or unpasteurized, milk is controversial: advocates praise it as a panacea for a variety of health maladies, while others express concerns about harmful bacteria such as E. coli, Salmonella and Listeria.

Mark McAfee, President of the Raw Milk Institute and CEO of Organic Pastures Dairy, visited Copeland Family Farm in Grenada July 30, 2016 to share information and answer questions about raw milk.

McAfee has lectured on raw milk at Stanford Medical School in California, Rutgers University in New Jersey, and in 30 states across the country.

California is one of only 13 US states that allows retail sales of raw milk products in stores. Eight other states allow raw milk to be sold only at the farm on which the cows are raised, according to ProCon.org.

“RAWMI was created with the idea of making milk safe, to build a community of support around raw milk standards and to establish a track record of excellence in dairy production,” McAfee said.

In addition to educational outreach and raw milk advocacy, RAWMI formed a set of common standards to be met and adhered to by listed farms. The standards include guidelines on sanitization, requirements for routine lab testing and a standard protocol for risk mitigation. Each farm also needs a customized food safety plan before getting listed.

Dusty Copeland said she and husband Bob needed two years of intensive auditing to get listed. “I think it was a really critical thing to do since raw milk can be dangerous if not handled properly,” she said.

From a national total of 11 raw milk producers listed with RAWMI, two are located in Siskiyou County: The Copelands in Grenada and Kid Creek Pastures in Mount Shasta.

Giving a tour of the milk shed, Dusty points out the stainless steel sinks, hand washing station and large refrigerator. “The milk goes from cow to fridge in under ten minutes,” she said. The milk, which comes out of the udder at about 95 degrees, is cooled in an ice bath and refrigerator down to 35 degrees within a half hour, she explained.

When one of the event participants asked McAfee about the most critical thing to do to ensure safe milk, he said rapid cooling is top priority, along with overall health of the cow and cleanliness of the milk container.

Health concerns are important to McAfee, who spent a large part of his lecture pointing out the correlations between consuming raw dairy products and reported decreases in diseases and disorders such as asthma, eczema and gastroesophageal reflux disease. He referred to his 17 years of paramedic experience and claimed to see a paradigm shift in Western medicine.

“There’s a new hope for nutrition helping to cure disease instead of a new drug,” he said. “Doctors want to be healers, not to make the pharmaceutical industry rich.”

“Hippocrates said all disease begins in the gut,” McAfee quoted. “Any whole food is like a garden for your gut. It’s fantastic.” He said a strong population of beneficial bacteria, such as what’s found in raw milk, bone broth or fermented foods, will help to prevent overgrowth of disease-causing bacteria.

Dusty and Bob added that some of their farm share members come to them seeking milk as medicine, a remedy they’ve used themselves to treat a daughter with an autoimmune disorder.

Dusty said she used to suffer from Crohn’s disease, a chronic inflammatory bowel condition. “My doctor told me to avoid milk, but now he’s referring patients to me,” she said. She added that she has zero cavities in her teeth, and a recent bone density test revealed she “has the bones of a 20 year old” in middle age. All of this, she claims, is due to raw dairy.

When asked why many doctors recommend avoiding dairy, Dusty explained that all industrial dairy contains an A1 beta casein protein, whereas all her cows are tested to show they carry only A2 beta casein proteins. The A1 protein breaks down into a compound called BCM-7, which studies have shown to be a possible culprit in digestive issues.

McAfee pointed out that the lack of scientific research on the health effects of raw milk is one of the reasons RAWMI exists. They collect data from participating small dairies to submit to researchers at institutions such as University of California Davis.

Copeland Family Farm operates as a farm share, relying on members who visit the farm to pick up their food and help with milking. Dusty said she prefers this setup to operating as a commercial dairy because she, “wants the community to come to the farm and get to know the cow their milk comes from.”

Stroud farmers' market news with Gerb Gerbrands - Milk firm laps up top awards



Stroud farmers' market news with Gerb Gerbrands - Milk firm laps up top awards

Source: <http://www.stroudnewsandjournal.co.uk/>

Bottom of Form

JESS'S Ladies Organic Farm Milk has achieved a record 15 stars in the Great Taste Awards 2016.

This achievement is even more amazing considering the Vaughan family's Gloucestershire-based business entered every one of its products and every single one came away with an elusive Great Taste Award.

The Hardwicke-based organic dairy farmers and on farm milk bottlers beat off a staggering 10,000 entries, in which only just above 30 per cent of entries receive any form of award at all.

Their Organic Luxurious Natural Yoghurt and Double Cream both gained three-star awards, of which just 141 were awarded from the thousands of entries, their single cream, extra thick cream, semi-skimmed and whole milk gained two stars, of a total 878 awarded, and their newest line, cultured buttermilk, also gained a star.

Last year the Vaughans also had great success with two products finishing in the Great Taste list of the Worlds Top 50 Foods – and now they have an amazing 30 great taste stars to their name since starting Jess's Ladies Organic Milk ten years ago.

Judges described Jess's Ladies Double Cream as 'Pure, pure, pure. Thick and beautifully rich with deep buttery notes – stunning smooth creamy indulgence' with their Luxurious Natural Yoghurt being described as 'a really interesting flavour, citrus notes, with an excellent sharpness and complexity-tastes like yoghurt used to taste'.

Their whole milk was described as 'rich and creamy-like the milk of our childhood' with semi skimmed also packing 'a great big mouthful of flavour'. Their newest product, Cultured Buttermilk was described as 'a very classy product with purity of flavour'.

The Great Taste Awards are the acknowledged benchmark for fine food and drink and are the world's most coveted blind-taste awards with no regard for marketing or packaging – it is judged purely on taste.

Submitted products are judged by more than 400 of the most demanding palates belonging to food critics, chefs, cooks, producers and a host of food writers and journalists. And with 49 judging days in six locations, the contest is nothing if not rigorous.

Taste is valued above all else, with all products removed from their wrapper, jar or bottle before being tasted.

It is therefore little wonder that Great Taste is widely acknowledged as the most respected food accreditation scheme for artisan and speciality food producers.

Buffalo milk will roam in Main Street cafe starting in 2017

Published: 10 August 2016

Source: <http://www.losaltosonline.com/>

Written by Asher Kohn - Staff Writer/asher@latc.com



Courtesy of Yulia Morsey

Yulia Morsey, above, and her husband, Kal, own a herd of water buffalo. They plan to incorporate buffalo milk in their Los Altos cafe.

One of the first things the new tenants at 134 Main St. did was take down the red-and-green awning that had been gathering dust for months.

Los Altos Hills residents Kal and Yulia Morsey plan to remodel the former site of downtown Los Altos' Main Street Cafe & Books, creating what Kal called "the first dedicated shop in the United States" for a food that's beloved internationally: water buffalo milk.

Many Americans are familiar with buffalo milk by way of what Italians call "mozzarella di bufala." The Morseys plan to expand in many directions beyond mozzarella cheese.

"We are bringing genuine gelato," Kal said. "The real, real gelato. We're bringing yogurt and introducing American clotted cream, which is a cross between butter and whipped cream."

Buffalo milk has many diehard fans outside of Italy as well.

"It's used in Italy, Turkey, Egypt and India," Kal said. "This is the predominant milk in those parts of the world."

There is a years-long message thread on Chowhound.com where foodies and chefs have been discussing where they might find water buffalo milk products in the Bay Area.

Kal called water buffalo milk the “healthiest and tastiest milk,” and many agree. A 2014 Modern Farmer article noted that “water buffalo milk has 11 percent higher protein than cow’s milk, as well as 9 percent more calcium and 37 percent more iron. Water buffalo milk is also lower in cholesterol.”

The Morseys have a herd of 200 water buffalo in Sacramento County. Kal said they are collaborating with UC Davis to ensure the health and production of the buffalo.

While Los Altos won’t be the place where the buffalo roam, expect to see – and taste – plenty of their milk at 134 Main. Kal envisions a “farmhouse look” for the restaurant, with “a totally California” motif designed by CCS Architects. The firm is most famous for the Hog Island Oyster Co. space in San Francisco’s Ferry Building.

The Morseys are naming their Los Altos cafe Morsey’s and will serve breakfast, lunch and dinner beginning in January. They plan to serve alcohol, coffee and plenty of nondairy options.

Editor’s note: Town Crier publishers Paul and Liz Nyberg own 134 Main St.

Local dairy farm uses robotic milking system

Source: <http://muscatinejournal.com/>

Updated Aug 7, 2016

- WILTON, Iowa – Cows now can decide when to be milked at a small dairy farm in Wilton.
- Laura Jones runs Blue Knoll farms, and added a high-tech voluntary robotic milking system in early 2015. She said the addition, which cost close to \$250,000, will be a worth-while investment for the small farm.
- "The benefits that it provides us, it helps us pay it off. The extra production that we're getting and will get, I've already seen glimpses of it," Jones said.
- She said the investment is similar to buying a new combine: while it will take about five years to make a major dent in paying the machine off, the benefits to her, her family, and her cows will be well worth the investment.
- The cows are implanted with a microchip, which allows the machine to know which cow is in the milking stall. Cows line up when they are ready to be milked, and are let into the stall when the cow ahead of them has finished.
- If a cow that does not need to be milked again enters the stall too soon, the machine will not provide them the special feed they get as they are being milked.

- Once a cow is in the stall, her udder is sprayed with iodine, then the machine uses a sensor and attaches a cleaning cup to each teat, before it attaches suction hoses to each teat to be milked.
- The machine provides Jones with information about each cow, including the amount of milk they produce. The robot then automatically detaches when the cow has no more milk to give.
- "It knows when she's done," Jones said.
- Jones will be alerted if a cow has not come into the stall to be milked, or if the machine has not been running for a certain amount of time.
- "But most of the cows come in on their own," she said.
- She also has an app that alerts her if the robot is having difficulty grabbing the teat cup, or if the cow or robot has another issue, so no matter where Jones is, she knows if there is a problem.
- "It's really helpful," she said.
- Jones used to bring in the cows to be milked at 3 a.m. and 3 p.m. daily, so the reduction in stress helps her as well as her cows, especially because she can get more sleep.
- "If I get up at 4 a.m. or 5 a.m. I can do it before the kids wake up. It gives you a better social life which a lot of farmers need," she said.
- One robot can handle around 60-65 cows, but Jones said for now, their 50 cows are producing better milk and becoming healthier. With the higher quality milk, she said, Prairie Farms, the company they send the milk to, will pay extra.
- "It's 50 cents per 100 weight more, or a dollar extra with good quality, so there are little things that that add up," she said.
- The robot has also helped Jones and her family physically.
- "I feel better, milking can be hard on your body, the repetitive motions, that's why my grandpa had to stop," she said.
- Jones runs the farm with her father, Steve Leazer, and her grandpa, Harold, will help when he can. But Jones said of the four generations that have run the farm, the women often run the farm.
- Her grandmother, Eleanor Leazer, inherited the farm from her parents, and Jones said her husband, Jared, married into a farm family just like her grandfather.
- "Generally people think it's always the man. It definitely feels special that we can continue to do it, it's kind of like our legacy. When Grandma passed away, I thought yeah this is what I'm supposed to do, to carry on her memory," she said.

- Her grandfather helps on the farm every day, and her children, one-year-old Gunnar, four-year-old Elizabeth, and six-year-old Hunter, also spend time on the farm.
- "The kids are here every day and they hang out a lot with my dad and grandpa. That's pretty neat," she said.
- Hunter enjoys learning about machinery, something he shares with his great-grandfather, something Jones said helps keep both of them going.
- "That's how you really learn is from the older generation," she said.
- Leazer, Jones' father, said he was happy when his daughter decided to study dairy science at Iowa State University.
- "Of course a dad's most important thing is for his kids to follow in his footsteps," he said.
- He did not push farming on his daughter, he said, but was glad she chose to carry on the tradition.
- "Most farmers hope to keep the tradition going, and help feed our part of the world. It's passion that keeps you going, and Laura has a passion for cows."

Finally some good news for dairy

Saturday, 06 August 2016
<http://m.nzherald.co.nz/>
[The New Zealand Herald](#)

DairyNZ chief executive Tim Mackle

Industry body DairyNZ says the increased dividend and the maintained \$4.25 kilogram of milk solids Fonterra farmgate milk price is some good news for farmers with shares.

But another positive is also emerging - New Zealand dairy farmers have sharpened their systems and reduced costs through the low milk price period.

DairyNZ chief executive Tim Mackle says while the milk price will continue to keep pressure on farmers this season, the industry's performance in cost-cutting on-farm means break-even costs have been reduced.

"We've revised our break-even milk income required for the average farmer in 2016/17 to \$5.05kg of milk solids. It was \$5.25kg of milk solids for 2015/16 and \$5.77 in 2014/15," he said.

The break-even cash price includes farm working expenses (excluding adjustments for unpaid management and depreciation), interest and rent, tax and drawings; and nets off livestock and other income received.

"The reduced milk price has meant farmers have really fine-tuned their management and analysed their costs of production. This should bring the average farm working expenses back to an anticipated \$3.55/kg this season, the lowest level since 2009/10."

Farm working expenses were sitting at \$4.07/kg in 2014/15, so the reduction has been equivalent to around \$100,000 a farm, on average.

Mr Mackle says reducing the break-even price is tremendous recognition for New Zealand dairy farmers and the resilience they have shown.

"Being able to reduce the break-even milk price tells us that dairy farmers have cut costs further than we thought. This cost control is resulting in more efficient dairy businesses, which is key to resilience."

Despite the \$5.05/kg break-even milk income required for the average farmer, under the current forecast farmers will receive around \$4.50/kg all up in terms of milk income, including retro payments from last season and dividends (including the lift in dividend announced).

"Obviously there is still a shortfall there - and while there are farmers operating above that \$5.05 level, there are many with break-even incomes below that too. But a \$4.50 income and reduced farm working expenses means farmers won't need to borrow quite as much," says Mr Mackle.

"But let's be clear, this is still very tough for our farmers as it's been a sustained period of low milk price. Every farm runs a slightly different system, with different costs and needs.

Many will have been through the process of fine-tuning their budgets, but maintaining that momentum and always looking for efficiency opportunities is key."

DairyNZ's Tactics campaign continues to support farmers through field days which will be underway in September and October. These Tactics for spring events will help farmers extract maximum value from their pasture.

"Pasture First is a message we are promoting with farmers. Our research shows pasture drives in excess of 85 per cent profit for most farms at a \$7/kg milk price, but 98 per cent at a \$4/kg.

"So it makes sense to get our focus clearly set on managing this important feed source well - we've got to make the most of it, particularly this spring," says Mr Mackle.

"While increasing revenue is important, it's even more important to keep hold of as much of it as possible. This means running a tight budget.

"Following on from the huge interest in this area last year, farms with a low cost of production have opened their books once again and revealed their 2016/17 budgets - enabling other farmers to improve their own business, by comparing themselves.

Helping dairy calves handle the heat

Northern New York agricultural development project underway at Miner Institute

AUGUST 6, 2016, 8:00 AM

<http://www.suncommunitynews.com/>

CHAZY — With funding from the farmer-driven Northern New York Agricultural Development Program, a project is underway to evaluate ways that dairy farmers can manage calf nutrition to reduce the impact of heat stress on the young animals.

According to Ohio State University and the University of Illinois, the economic impact of heat stress can result in annual losses of \$253,000 with dairy animals up to one year of age in New York State.

During heat stress, calves must use more energy to regulate their body temperature. This requires more dietary nutrients.

Researchers observed in a previous study that calves decreased their intake of milk replacer and starter grain during times of heat stress, said project leader Kayla Hultquist of the W.H. Miner Agricultural Research Institute. “This new project investigates strategies that will encourage calves to increase their caloric intake during hot weather.”

The research team is working with three groups of calves housed in outdoor hutches at the Miner Institute dairy farm in Clinton County. Researchers are evaluating the use of milk replacer supplemented with fat as a way to increase caloric intake without the calves having to consume a larger quantity of milk replacer.

Project data will be available by year-end on the Northern New York Agricultural Development Program website at nnyagdev.org, at the December 2016 Dairy Day at Miner Institute, and at dairy association meetings.

Campaign to bring dairy back: How you can help



[Emily Smith](#) | 6th Aug 2016 5:00 AM,

Source: <http://www.dailymercury.com.au/>



FAMILY BUSINESS: Eungella dairy farmers Dale, Paula, Harry, George and Meg Fortescue, with border collies Anzac and Rosie, have launched a crowdfunding campaign to save the local industry.

A EUNGELLA dairy farming family's crowdfunding campaign could see farmers returning to local the industry.

Dairy farmers Dale and Paula Fortescue launched a campaign this week to help them come up with \$100,000 to buy a milk pasteuriser and bottling plant, to provide milk to local stores and coffee shops.

Mr Fortescue said the investment would mean milk from their 120 cows could be processed locally, and the business would no longer rely on Parmalat sending a truck to process their milk in Rockhampton. Although Parmalat is currently contractually obliged to send a truck on the 832km round trip to pick up each supplier's milk, Mr Fortescue said those contracts would come under review at the end of this year. He was concerned that as the number of farms in the region could fall from three to two at the end of the year --- when Eungella's Phil Hall is expected to exit the industry --- the processor may aim to remove this rule from the contracts.

Parmalat declined the opportunity to comment on this idea. But Mr Fortescue also hoped securing a pasteuriser may motivate former dairy farmers to come back into the industry.

In 1980, Eungella was home to 28 dairy farms, but pressures of deregulation and the major supermarkets' "\$1 a litre" milk offer forced almost all of them out of business. "I've talked to others who said there was a possibility they would go back into dairy, if we had a pasteuriser," Mr Fortescue said. "I've got no doubt every drop of milk we produce would be bought locally."

He believed the unhomogenised milk would retail for about \$4 for two litres. His confidence stemmed from the popularity of the bath milk, which the family produced from cows on another block and sold at about 15 stores locally. Mr Fortescue has been dairy farming all his life, and can't imagine a job where he wasn't required at 5am each day in a milking shed. "I love getting up in the cold and I love getting up at 5am," he said.

"My grandfather started at 3.30am. He would probably actually think getting out of bed at 5am was a bit late."

A sustainable dairy industry would also provide opportunities for the couple's five children - Jack, Sam, Meg, Harry and George.

Mr Fortescue hoped recent media attention, driven by payment cuts to New South Wales and Victorian dairy farmers in June, may help turn around the industry's prospects.

"We were a lost voice in Queensland before that, there's so few of us left," Mr Fortescue said.

"With bigger numbers (speaking out) it may help people realise there won't be any (dairy farmers) left if we keep going like this."

Mr Fortescue doesn't have Facebook or mobile service at his Eungella property, so was reluctant about the idea of crowd funding initially.

But with his "good neighbour" helping him out and 480 page views in 24 hours, he was feeling optimistic yesterday.

To donate, head to www.eungelladale.com.au and click on 'donate'.

Anyone who donates \$100 or more will be treated to a dairy and bottling plant tour, once it is built.

WHERE TO GET Eungelladale Bath Milk λ .Eungella General Store, Finch Hatton General Store, Ulysses Garden Cafe, Valley Rural Supply's, Gargett Store, Kookaburra Store Mirani, Country to Coast Meats, Vella's Foodstore, Organic & Natural Store, Farleigh Store & Takeaway, Carinya Mini-Mart, Pleystowe Store, Natural by Nature, Fruit World, Mifsud's Fresh Fruit Barn, Camilleri's Fruit Shop.

Richfield panel tables batch dairy operation

By JOE VANDELAARSCHOT - Daily News

August 5, 2016

<http://www.gmtoday.com/>

RICHFIELD — The village's Plan Commission on Thursday night tabled requests for a conditional-use permit along with site, building and operation plans for a proposed batch dairy operation adjacent to highways 164 and Q.

Kurt Schwendimann made the requests to the village so he could remodel the former Wisconsin Design Center building to house the dairy operation, a grocery store, delicatessen and a restaurant. The Commission decided to table the requests until its next meeting Sept. 1.

"We need more information before we can make a decision on this," said Commission Chairman James Otto.

In 2014 Schwendimann obtained a conditional use permit to build and operate the proposed operation on property along Highway 164 near Highway Q in Richfield, but the plans eventually stalled after the property was sold to someone else. He is near to reaching a deal with the property's new owner that

would allow him to lease the space for Lake 5 Foods at 106 Highway 164. The building, which is about 15,000 square feet, was the former home of Wisconsin Design Center and a church. It's also located next to his dairy farm where the milk will be produced for his store and restaurant. The change in the new plan is that a restaurant will now occupy about half of the building.

"You're showing us a three-year-old building plan that doesn't provide enough new information on what you are planning on doing now," Commissioner Ray Cote said.

Otto agreed with Cote.

"There are a number of contradictions in the information form we have," Otto said. "We need to find out what's really going to happen.

Schwendimann wasn't at Thursday night's meeting, but his attorney, Ian Prust, spoke on his behalf. Prust asked commission members what additional information they needed for the next meeting.

Commissioners requested a more-finished site plan, ideas on what would be done to screen the property from neighbors as well as information on how waste water generated from the dairy operation would be disposed of.

"We need a clear package of exactly what you are planning," Commissioner Don Berghammer said.

Milk from Schwendimann's cows would be used to make various dairy products including cheese, yogurt, butter and other items. He wants to grow produce and other food in the greenhouses he plans to build on the adjacent farm property.

Prust told the Commission he will work with Village Administrator Jim Healy to gather the information the group wants before it can make its decision.

Only one member of the public spoke about Schwendimann's proposal during the public hearing. Teresa Nelson, who lives near where the proposed business will be located, was in favor of the proposal.

"I think it's a good use of the property. Keeping it for farming is a good idea," Nelson said. She also asked members of the Commission to request some kind of screening be put in place to shield neighbors from the dairy operation and from noise from the restaurant. Members said they would consider the request.

According to information provided to the village if the businesses are eventually operating as proposed 25 full-and part-time jobs could be created.

Technavio Announces Top Six Vendors in the Global Cheese Market from 2016 to 2020

August 04, 2016 11:04 AM Eastern Daylight Time

<http://www.businesswire.com/>

LONDON--(BUSINESS WIRE)--**Technavio** has announced the top six leading vendors in their recent **global cheese market** report until 2020. This research report also lists 20 other prominent vendors that are expected to impact the market during the forecast period.

Technavio announces top six leading vendors in the global cheese market report from 2016- 2020.

Tweet this

Competitive vendor landscape

The global cheese market has a large number of vendors manufacturing a variety of cheese. The market is highly competitive, and vendors compete on the basis of product differentiation, portfolios, and pricing. Currently, most top cheese vendors are Europe-based; however, many vendors have planned expansion into emerging markets, especially APAC.

“Intense competition has led to increased consolidation. There has also been an influx of private labels. To survive and succeed in this competitive environment, it is imperative for vendors in the market to distinguish their product and service offerings through a clear and unique value proposition,” says Arushi Thakur, one of Technavio’s industry expert for **food** research.

Request sample report: <http://goo.gl/qhZBoc>

Top six cheese market vendors

Arla Foods

Arla Foods is headquartered in Viby J, Denmark. It is a dairy company owned by dairy farmers in Europe. As of December 2014, the company had 19,000 employees across 30 countries, its revenue accounted for USD 14.11 billion. The company has 13,400 milk-producing owners in Denmark, Sweden, the UK, Germany, Belgium, Luxembourg, and the Netherlands.

The company sells fresh dairy products, cheese, butter and spreads, milk powder, non-dairy products, and others. In 2014, this segment accounted for 27.1% of the total revenue. In the same year, the company experienced some significant developments such as the rollout of one of the biggest cheddar cheese contracts and the official opening of fresh milk facility at Aylesbury, UK.

In 2014, this segment accounted for 19.13% of the total revenue, indicating an increase of 10.8% over 2013. This significant increase in revenue can be attributed to the synchronization of business systems

and programs, the right approach to markets, and the implementation of supply chains. In the same year, the company also merged with EGM Walhorn.

Fonterra

Fonterra was founded in 2001 and is headquartered in Auckland, New Zealand. The company focuses on the collection, manufacture, and sale of milk and milk-derived products. It also exports its dairy products.

As of July 2014, the company had 18,195 employees. It earned a revenue of USD 18.65 billion in the same year, which was 21.84% more than the previous year, driven by higher prices for dairy products worldwide. The revenue increased in every market except Australia and Sri Lanka.

NZMP contributed 72.03% of the overall company revenue in 2014. This segment focuses on the collection, processing, and distribution of milk in New Zealand. It also focuses on the global brands and nutrition, co-operative affairs, and group services.

FrieslandCampina

FrieslandCampina specializes in the production of milk proteins. The company produces and supplies functional and nutritional ingredients for the food, nutrition, and pharma industry worldwide. The company is headquartered in Amersfoort, the Netherlands.

Through its ingredients division, the company has regional sales offices in APAC, China, North America, and Central and South America. The company also has an R&D center in Wageningen, the Netherlands, which includes pilot plant facilities to produce yogurts and drinks on a small scale.

Savencia

Formerly known as Bongrain, the company was founded in 1956 and is headquartered in Viroflay, France. It is a dairy and cheese manufacturer and focuses on the processing and distribution of dairy products worldwide.

It is the second-largest cheese company in France and the fifth-largest in the world and uses 4.2 billion liters of milk annually. As of November 2015, the company had a workforce of more than 19,000 employees located in 29 countries and sold its products in 120 countries.

Its product offerings are primarily divided into two segments: cheese products and other dairy products. With an extensive product portfolio, the company has a huge market share worldwide. Its products are sold in 120 countries and its brands come under the premium category worldwide.

The Lactalis Group

The Lactalis Group is a leading dairy and dairy products manufacturing and distributing company in France and the world. It is the world's first leading dairy group. It was established in 1933 and is headquartered in Laval, France. The company manufactures adult milk powder, cheese, liquid milk, fats, chilled dairy products, nutritional products, and other dairy products. The company operates as a subsidiary of BSA International. It operates as Lactalis International outside Europe.

The company has more than 200 manufacturing sites and is the 15th largest agri-food group worldwide. It collects 15 billion liters of milk every year.

The Kraft Heinz Company

The Kraft Heinz Company was founded in 2015 and is headquartered in Pittsburgh, Pennsylvania, US. The company is a food and beverage company that provides high quality and nutritional products for home, restaurants, or on-the-go. The company's major brands include Kraft, Heinz, Capri Sun, ABC, Jell-O, Classico, Kool-Aid, Lunchables, Planters, Ore-Ida, Oscar Mayer, Maxwell House, Philadelphia, Weight Watchers Smart Ones, Plasmon, Quero, and Velveeta. In FY2015, the company reported revenue of USD 18.34 billion.

Fix safety net for dairy farmers

Wisconsin State Journal editorial

Aug 5, 2016

<http://host.madison.com/>



The price dairy farmers receive for their milk has fallen so low that even the best farmers can barely break even. The squeeze threatens to tighten, and the consequences risk spreading, even though a federal program is supposed to provide a safety net preventing such calamity.

The situation calls on Congress and the next presidential administration to work on improvements to the federal dairy program for its renewal in a new farm bill to be debated in 2018.

What the administration and Congress should avoid is throwing more federal money at the dairy economy in an election-year, knee-jerk reaction advocated by some politicians.

At stake is the health of one of the chief engines of the economy in Wisconsin, known as America's Dairyland. Wisconsin is home to 9,900 dairy farms raising nearly 1.3 million cows and producing about 14 percent of the nation's milk. The state also is home to more than 200 plants that make dairy products. That includes nearly 140 cheese plants, which produce 26 percent of U.S. cheese.

The dairy industry contributes \$43 billion a year to Wisconsin's economy.

The problem is the price farmers receive for their milk has dropped about 40 percent in the past two years as too much production and too little demand turned the market down. The nation was supposed to cushion such a collapse with a plan called the Dairy Margin Protection Program, adopted as part of the 2014 federal farm bill.

Governments worldwide commonly try to provide stable, affordable food for their populations by protecting farmers from boom and bust cycles. The current U.S. dairy program allows farmers to buy subsidized insurance that pays if the difference between the price for milk and the cost of feeding cows drops too low.

But the program has paid out only a trickle even though farmers are near the break-even point or below it. A chief complaint is the formula used to determine the protected margin for farmers is inadequate.

In fact, only an estimated 80 percent of milk production is enrolled in the program — much of it in only minimum coverage — in part because of farmers' concerns about the program.

Nonetheless, patience is warranted. The signup for 2017 has begun, and the program has been tweaked to be more farmer-friendly. The coming year's data should indicate what further changes to make when the program expires in 2018.

But patience might be in short supply. Last month more than 60 lawmakers, including U.S. Sen. Tammy Baldwin, D-Madison, and U.S. Rep. Ron Kind, D-La Crosse, asked Agriculture Secretary Tom Vilsack to “take any and all actions available ... to make an immediate market injection and offer financial assistance” to farmers. The intent was to pressure the Agriculture Department to take extraordinary measures.

Dairy farmers are in a financial squeeze. But the Agriculture Department's experts should be allowed to make the decisions they see as cost-effective for taxpayers. The underlying problem lies with a Dairy Margin Protection Program that deserves scrutiny, aimed at improving it in the next farm bill.

Small traders express concern over heavy taxation on dairy industry

By Saeed Ahmed

August 01, 2016

Print : **National**

Source: <https://www.thenews.com.pk>

ISLAMABAD: The Islamabad Chamber of Small Traders on Sunday expressed serious concern over heavy taxation on local dairy industry and imported milk, which has resulted in hike in the price of packed milk twice in a short span.

It asked the government to review the taxes and take note of the situation as it will hit health of masses, especially babies, half of whom are already underfed. Talking to Tabassum Anwar, Chairperson of IWCCI Standing Committee on Trade and Industry, he said that prices of sugar have also been increased, which is unjustified.

He said the government has imposed 20 percent customs duty and 25 percent regulatory duty on import of milk powder to please the elite class, keeping in view the upcoming elections. Shahid Rasheed Butt said the decision was unacceptable as masses should not pay the cost of ambitions of the political elite.

He said the EU has given trade relaxations to Pakistan while our policymakers have returned the favour by imposing additional taxes on their exports, which may compel them to change their mind and that will further damage dwindling exports.

Additional taxes have also pushed the local dairy sector into a crisis, which has increased the cost of doing business. He noted that the revenue measures will result in around 30 percent fall in the demand of milk hitting masses and the people linked to this business.

Pakistan is the third largest milk producer in the world producing around 55 million tonnes of milk, production is increasing by four percent per year while the demand is increasing 15 percent annually.

Pakistan exports skimmed and fresh milk while it also imports 40,000 tonnes of milk, mainly from India, which is equal to 320,000 tonnes of fresh milk, he informed. The global milk demand is set to increase by 36 percent in nine years, which can be an opportunity for Pakistan.

Cows and robots: A match made in the dairy barn

By John Hollenhorst | Posted Aug 1st, 2016 @ 10:00am

Source: <http://www.ksl.com/>

TRENTON, Cache County — If you're worried that machines will eventually take over the Earth, there's some bad news in northern Utah: Robots have taken over a dairy farm in Cache County.

But the good news is the cows don't seem to mind. They've welcomed their new robot overlords.

"We're looking for cow comfort," said Tom Griffin of Circle T Dairy. "What we're looking for is for the cows to be happy."

After a year of getting used to the robots, he thinks the morale of the cows has improved.

One of the robots named Juno — which looks like a double-wide R2-D2 — has taken over a time-consuming task that used to be done by members of Griffin's extended family. Every two hours, Juno travels through the barn sweeping feed toward the mouths of hungry cows.

"Its purpose is to constantly keep feed in front of the cows," Griffin said. "It eliminates a job for an employee to have to go and push up feed."

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The family that owns Circle T Dairy installed the robot systems a year ago, replacing some of their traditional dairy equipment. "We went from the Flintstones to the Jetsons," Griffin said, referring to old TV shows about families in the distant past and in the far future.

As for the cows, they seem to get along just fine with Juno.

"I think it's a less stressful thing than having people there all the time, for sure," Griffin said. "It does its job and does it very well."

If a cow develops an itchy back — something that evidently happens a lot — there's another robot to help with that. The bovine back scratcher is a large roller brush that starts spinning on demand, whenever a cow pushes under it.

"All day long they love (having) their backs scratched," said dairy employee Trevor Egan.

The bovine back scratcher is a large roller brush that starts spinning on demand, whenever a cow pushes under it. (Photo: John Hollenhorst, Deseret News)

He said the robot roller helps the cows relax.

"I mean, you think about getting your back scratched. You're absolutely relaxed when you get your back scratched," Egan said.

There's yet another robot to assist the cows in their most important business function: giving milk.

"Each cow comes in when they're ready," Griffin said.

Whenever a cow feels the urge, she enters a narrow stall and sidles up to a robot named The Astronaut. Its functions make it look like a cross between an automatic car wash and a giant vacuum. A set of small rollers cleans the underside of the cow and then suction tubes latch on to the cow to collect the milk.

"They're completely relaxed," Griffin said. "The cows go in to be milked all by themselves."

He said the cows seem to prefer to have a robot rather than a human tinkering under their bellies.

A robot named Juno travels through the barn sweeping feed toward the mouths of hungry cows. (Photo: John Hollenhorst, Deseret News)

"It's a more comfortable atmosphere," he said. "They just voluntarily come in. They'll actually, at certain times of the day, they'll fight to get in there."

Each cow has an electric tag attached to its neck, which is regularly detected and read by computers. If Bossie comes in too often, the robot spurns her advances.

"Once it reads that tag," Griffin said, "if she's in too frequently, the gate will just open. The front gate opens up to kick her out." The cow gets the message, Griffin said, to "come back in a couple hours."

Over the last year the cows have been happier and healthier, according to Circle T, and the robots are making state inspectors happier, too.

"The machines help monitor the flow of the milk coming out of the animals and into the food supply," said Larry Lewis of the Utah Department of Agriculture and Food. "And so our inspectors will then monitor the system to make sure the diversion of impure milk is done properly."

Contented cows, it seems, make more milk. The average cow in Circle T's barn is producing 16 extra pounds of milk per day, an improvement that's very good for the dairy's bottom line.

The cost of converting to robots can be as high as \$1 million for a small- to medium-size dairy, according to Lewis. But Circle T Dairy cut down that cost by having some of its own employees do much of the work upgrading the facilities.

So far, state officials say only three dairies in Utah have made the leap from the Flintstones to the Jetsons.