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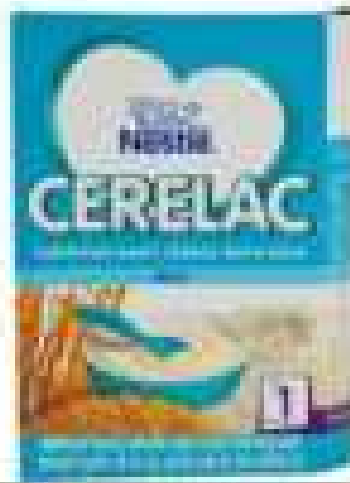
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FORTNIGHTLY NEWSLETTER

204th Edition 16th to 30th April 2024

Nestle says added sugar levels in Cerelac below FSSAI standards

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Blog by Kuldeep Sharma
Chief Editor Dairynews7x7.com

Australian dairy sector is shrinking – Three lessons for Indian dairy industry

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Navigate the Latest NCDFI Rates and Dairy Market Trends.

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BLOG

AUSTRALIAN DAIRY SECTOR IS SHRINKING – THREE LESSONS FOR INDIAN DAIRY INDUSTRY

April 30, 2024

<https://dairynews7x7.com/australian-dairy-sector-is-shrinking-three-lessons-for-indian-dairy-industry/>

The latest dairy market review report by FAO for the year 2023 unleashed some interesting insights. Three trends were noticed which are worth sharing .

1. In 2023, the FAO Dairy Price Index averaged 123.7, down 17.3% from 2022.
2. In 2023, global milk production rose by 1.5% to 965.7 million tonnes, driven mainly by growth in Asia, accounting for 46% of global output.
3. In 2023, international dairy product exports totaled 84.7 million tonnes, marking a second consecutive year of decline. However, the year-on-year decrease was less severe at 1.0%, compared to 4.3% in the previous year.

In nut shell 2023 was a unique year in which *Dairy prices weakened ,milk production expanded but dairy trade contracted* globally.

In 2023 another report got my attention. This report “*Australian Food Story: Feeding the Nation and Beyond*” was an inquiry into food security in Australia. Australia has a long history of dairy development. The Australian dairy industry originated in 1837 in south region with European settlers producing milk, cheese, and butter for the community, mainly in the Adelaide Plains and Adelaide Hills. Let’s glean valuable insights from this report and apply the lessons to the Indian dairy sector.

In the 2021–22 period, Australia’s dairy sector yielded approximately 8.5 billion liters of milk from 1.34 million cows, valued at \$4.9 billion at the farmgate. This marked the industry’s lowest output since at least 1996–97.

According to Australian Dairy Farmers Ltd., this decline began after deregulation in 2000 and a shift away from bulk commodity dairy exports. Factors contributing to this downturn include rising input costs, stagnant productivity, decreased export market share, social acceptance challenges, shifting consumer preferences, alterations in production systems, and the impact of climate change.

In September 2020, the Australian Dairy Products Federation (ADPF) announced the launch of the Australian Dairy Plan, aiming to bolster the industry’s profitability and confidence for the future. The plan set an ambitious target of boosting milk production to at least 9.6 billion liters by 2024–25, generating approximately \$500 million in additional value at the farmgate. **However, the ADPF reported that despite offering record high farmgate milk prices to farmers, the anticipated increase in raw milk production has not materialized.**

The report further added that “The dairy processing sector creates \$16 billion in revenue annually, contributing \$12.4 billion to gross domestic product. This more than triples the value of raw milk between farmgate and the consumer. **There are about 200 processing companies, although ten dairy manufacturers process most of the milk**”.

Per capita, Australians consume approximately 93 liters of milk, though this has seen a recent slight decline. Consumption trends within the domestic market vary across different dairy products, mirroring shifts in consumer preferences and food trends. Notably, there’s a rising popularity in plant-based alternatives, including alternative milks.

In 2021–22, imports of dairy products amounted to 19% of Australian milk production. This marks a notable rise from 9% in 2006–07. Projections indicate that this trend will persist, with **dairy imports forecasted to surge to over 25% of production by 2030.**

The dairy sector faces a range of challenges, but probably none greater than raising the level of raw milk production. As the ADPF (Australian Dairy producers Federation) put it:

*Australia currently produces enough milk to meet domestic demand for drinking milk, with excess and imported product enabling manufacturers the choice to divert milk into higher value dairy products. **But as raw milk production continues to decline and input costs continue to rise, the risk and reliance on imported dairy products could escalate and hence a need to balance and solve for both.***

This lends to the question ‘what is the ideal level of “self-sufficiency” to best manage dairy production costs and remain cost competitive, while assuring security of supply?

Lessons from Australian dairy sector for India

India, the world’s largest milk producer, is on a path of aggressive growth. However, doubts arise about actual milk production due to data from the NSSO on monthly per capita expenses on milk and milk products. These numbers suggest total milk consumption ranging between 125-170 billion liters, compared to the reported 220 billion liters. The Indian dairy sector grapples with the problem of plenty. Whenever milk production increases, farm gate prices dip. There’s a lack of mechanisms to improve situations for farmers, except for milk subsidies, which are mostly limited to farmers linked to state dairy cooperatives. The bigger issue lies with farmers who don’t receive these subsidies, posing a challenge for the entire farming community.

Subsidies aren’t just creating a problem of a level playing field for processors; they’re also discriminatory against farmers, especially women in dairy cooperatives. In Australia, despite having top-notch technologies, government support, high-quality milk, and global product acceptance, farmers are showing indifference to this historical vocation. This indifference is driven by high input costs and the inability of local processors to manufacture value-added products without competitive imported dairy products.

Comparing this situation with the Indian dairy sector, we lack both good quality milk and matching MRPs of dairy products for processors to make significant profits, even by selling value-added products.

The dairy processing sector in Australia creates \$16 billion in revenue annually, contributing \$12.4 billion to gross domestic product. This more than triples the value of raw milk between farm gate and the consumer. Still large processors like Lactalis, Saputo and some other national brands have closed their operations as milk production is shrinking.

Three learnings for India from the findings of Australian report

Farm business must be viable and profitable for farmers

A key element of food security is the viability and profitability of farm businesses. The National Farmers Federation (NFF) argued that Australia’s farmers were ‘ultimately responsible for Australia’s continued and sustainable food security’ and that ‘without viable and profitable farm businesses, Australia’s food production capacity would collapse’. NFF CEO Tony Mahar told the Committee:

...we must protect the viability of Australian farm businesses by addressing the increasing cost of critical inputs, the efficiency of Australia’s freight and logistics systems and the significant competition issues in the agricultural supply chain.

Learning for India-I

Similar measures are urgently required in the Indian context as well. It is imperative for policymakers to accurately assess the true cost of milk production in various farm settings nationwide. Evaluating the viability and profitability of dairy farms of all sizes is essential, and farm gate prices must be set to guarantee year-round profits for our farmers. It’s time to prioritize the well-being and sustainability of our dairy farming community.

2. Harness the potential of dairy exports for long term profitability of dairy farms

The NFF argued that ‘we must dispel the narrative that Australia’s export capacity in some way undermines domestic food security’. Rather, it explained, ‘it is our export capacity that enables the long-term profitability of Australia’s agricultural sector, and hence our ability to continue to produce food for domestic consumption’. The NFF asserted that ‘the ability of farmers to access export markets at prices competitive with international counterparts is key to the ongoing viability and profitability of our sector’.

Learning for India-II

Exports are pivotal for securing the long-term financial stability of our farmers. As policymakers, we cannot solely rely on initiatives like PLI or bilateral trade facilitation to promote dairy product exports. Instead, we must prioritise strengthening regulatory enforcement to guarantee the quality of milk production. Additionally, expediting the One Health program is crucial to enhance the acceptability of Indian milk and milk products in the developed world. It’s imperative that we take these steps to safeguard the future prosperity of our farming community.

3. Dairy production must ensure nutritional security first

The National Nutrition Policy would address ‘unhealthy food environments, reduce the incidence, prevalence and cost of diet-related health problems and promote health and wellbeing’. It would also look to ‘provide food and nutrition security for all Australians with a commitment to equitable action’.

The policy would operate across government, involving departments beyond health, ‘and consider the role of sectors such as agriculture and trade’.

Learning for India-III

India must urgently update its National Nutrition Policy, which is over three decades old as seen on Food Nutrition Board website. The significance of milk in providing nutrition at all stages of life is undeniable. According to ICMR 2020, children require 500 ml of milk daily, while adults need 300 ml. With a population of 1.4 billion, totaling 25% children and 75% adults, the annual milk requirement is 178 billion liters. While DAHD data suggests adequacy, NSSO data hints at potential shortfalls.

I won't delve into the grim statistics of anaemic mothers and malnourished children again. Our status as a top milk producer doesn't ensure national nutritional security. Indian policymakers must act swiftly to reassess, acknowledging the crucial role of state dairy federations in midday meal programs and expanding the share of dairy in all kinds of nutritional support programs including those meant for BPL also.

I dread envisioning the Indian dairy industry mirroring the decline faced by the shrinking Australian dairy sector. Let's proactively prioritise dairy as the cornerstone of national prosperity by doubling the dairy farmers income.

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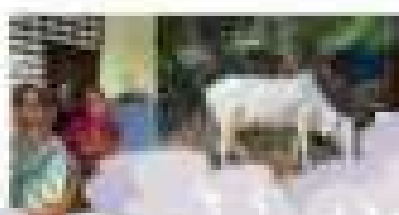


How to Choose the Best Milk for Your Cow

Learn how to choose the best milk for your cow. This article provides a comprehensive guide to selecting the best milk for your cow, including tips on how to choose the best milk for your cow.

By: [Author Name]

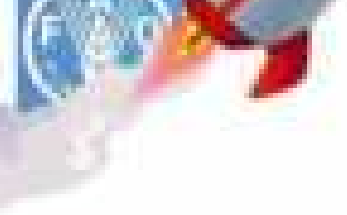
The best milk for your cow is the one that is most nutritious and easy to digest. This article provides a comprehensive guide to selecting the best milk for your cow, including tips on how to choose the best milk for your cow.



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INDIAN NEWS

NESTLE SAYS ADDED SUGAR LEVELS IN CERELAC BELOW FSSAI STANDARDS

April 30, 2024

<https://dairynews7x7.com/nestle-says-added-sugar-levels-in-cerelac-below-fssai-standards/>

Nestle India on Monday said that its baby food brand Cerelac is in compliance with the country's local food laws with "added sugar" levels being "much lower" than permissible upper limit set by the FSSAI.

The company emphasised that the allegations of "racial stereotypes"

made by Swiss NGO Public Eye's report are "untrue".

The packaged food major pointed out that baby food products with "added sugar" are also sold in

European markets. The company said it continues to be on a journey to reduce "added sugar" levels in its Cerelac portfolio.

At a select media roundtable, Suresh Narayanan, Chairman and Managing Director, Nestle India said, formulations, especially for children below 18 month, are developed on a global basis keeping in mind the "energy-dense" nutritional needs of an infant. "There is no local approach to making a nutritional adequacy strategy. It is done globally. Hence, there is no distinction made between a child in Europe or India," he stressed.

"How this translates into a product locally depends on different considerations of the local regulatory environment, availability of raw materials and maternal feeding habits," he explained.

The packaged food major pointed out that according to FSSAI standards the maximum per-

missible

level of added sugar is 13.6 grams per 100 grams of feed. "Nestle is at 7.1 gms (per 100 gms) . So we are well-below the maximum limit standard that has been set. We are also well

below the "added sugar" levels prescribed by Codex requirements," Narayanan stated.

Well within limits

Elaborating on the reasons for "added sugar", he stated, "The fact that there is need in India, is the reason why we have added this but at levels which are much much lower than what is prescribed by the local regulator. And I think one has to have the trust and confidence that the local regulator knows what standards they are setting," he added.

Stating that the company makes clear declarations of total sugar and added sugar on Cerelac pack labels, he stressed that "there is nothing



in this product that makes it potentially of any risk to the child.”

Narayanan also pointed out that both “added-sugar and non-added sugar products” are present in Europe as well as in Asia. “So allegations that it is racially stereotyped are unfortunate but untrue,” he added. He was referring to the allegations made by Swiss NGO Public Eye on Nestle having “double standards” for baby food products sold in middle-income and low-income countries compared with developed markets.

Stating that “added sugar” levels have been reduced by 30 per cent in the past five years, Narayanan added that the company is looking at further ways of reducing “added sugar” levels in the Cerelac portfolio.

Nestle India said it has not received a formal communication from FSSAI but the food safety regulator has indicated that it will conduct industry-wide sampling and testing exercise. It added that the controversy has not had any significant impact on sales of Cerelac.

HYDERABAD RESIDENT FINDS ‘FUNGUS’ IN CADBURY DAIRY MILK

April 30, 2024

<https://dairynews7x7.com/hyderabad-resident-finds-fungus-in-cadbury-dairy-milk/>

A Hyderabad resident posted a picture of a Cadbury Dairy Milk chocolate bar with fungus on it on social media, which sparked the trolling of confectionery makers on the internet.

Many users advised to file a complaint with the consumer court while others criticized the “degraded” chocolate quality.

Many users advised the customer to file a com-



User goooofboll wrote in a post on X saying, “The manufacturing of these dairy milk is January 2024, expiry is best before one year from manufacture. The images of the contaminated chocolate included white fungus and a large hole in the back. When I opened it, I found them in this way. Investigate this @Dairy-MilkIn.”

Hyderabad resident found ‘fungus’ in Dairy Milk: Insights

plaint with the consumer court while others criticised the “degraded” chocolate quality.

Abinash Samal wrote a note, “Cadbury Silk just got real.” Yatin Khurana, said, “They are selling foul foods because they know our authorities won’t take any action. And if you criticise the government, then they will take action against you.”

What Cadbury has to say about the chocolate complaint?

Cadbury Dairy Milk tweeted about the situation and responded, “Hi, Mondelez India Foods Private Limited (formerly Cadbury India Ltd) endeavours to maintain the highest quality standards, and we regret to note that you have had an unpleasant experience”.

“To enable us to address your concern, please write to us at Suggestions@mdlzindia.com providing us with your full name, address, phone number and purchase details. To enable us to action your complaint we request all these details. Thank you, Consumer Conversation, Mondelez India Foods Private Limited

(formerly Cadbury India Ltd),” the company further added.

What others have to say about the ‘fungus’ in Dairy Milk?

Robin Zaccheus, a social activist, referred to Union Health Minister Mansukh Mandaviya in a post on X and stated that FMCG companies should be held accountable and penalised for providing unsafe food, particularly products that are frequently consumed by children.

WILL INDIAN MOMS FORGIVE CERELAC AND BOURNVITA?

April 29, 2024

<https://dairynews7x7.com/will-indian-moms-forgive-cerelac-and-bournvita/>

Nestlé’s baby food brand Cerelac has found itself in the eye of a storm with a Swiss investigative organisation saying it contained high levels of added sugar in the products sold in India and other developing markets. As samples from the brand tested in European markets found no added sugar, Nestlé had to field uncomfortable questions about the disparity in product quality in different markets.

partner, Bright Angles Consulting. “The brand custodians need to work on developing healthier, low sugar innovations for kids, if they want to continue to operate in the health and nutrition space. D2C brands like Slurrp Farm are carving out niche markets with healthier options for kids, and there is potential for this market to grow bigger,” she states.

It’s not just Cerelac. Health drink brands, largely targeted at children such as Bournvita,



Its spokesperson said that the company has reduced added sugar by 30% over the last five years, but industry observers are asking if that is enough. Damage control alone will not work at this point, says Nisha Sampath, managing

have also come under scrutiny after the ministry of commerce and industry asked e-commerce firms to delist all such drinks from the ‘health drinks’ category on their platforms.

Touting these brands as healthy is false positioning and a serious betrayal of consumer trust, observes N Chandramouli, CEO at TRA Research. “To do this is to betray consumer trust and it will have a long-term impact on the brands. There needs to be clearer labelling of ingredients and added sugar. Often that information is almost illegible,” he says.

Reacting swiftly, Hindustan Unilever re-branded its Horlicks and Boost offerings as “functional nutritional drinks”. Neeraj Bassi, chief growth officer, Cheil India, says while taking them off the ‘health drinks’ segment on e-comm sites might not impact the brands, they need to revisit their positioning and ensure that their campaign messaging is in sync with the ingredients.

Experts are uncertain if the brands in question or even the parent brands will see any major negative impact on the back of these recent events. Anuya Jakatdar, co-founder of Bare Bones Collective, observes that these companies have great advertising prowess, so while some consumer groups will be up in arms over the recent news, it is uncertain if there will be any major impact on the brands’ target group

and its choices. Manan Malik, director for strategy and growth at Social Panga, believes they will continue to dominate the market as long as they mend their ways and do not deceive consumers with false positioning and claims.

Ajimon Francis, MD India for Brand Finance, has a slightly different take, and says that the added sugar for products sold by global companies in India are in response to consumer preferences in the market. “It’s not just sugar, brands also add stabilisers to ensure that the products stay fresh and in decent shape considering the ambient temperatures. For example, Lindt and Ferrero Rocher have struggled with Indian temperatures that often cross 38 degrees. Cadbury on the other hand has managed to adapt its products to high temperatures,” points out Francis.

Chandramouli is unforgiving when he says there have to be stronger deterrents and strict enforcement of applicable laws. “The penalties in European markets are huge and are capable of destabilising an organisation, which is why these companies will be careful to not flout laws,” he points out.

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COLA, BEVERAGE & DAIRY FIRMS EYE 25% GROWTH THIS SUMMER

April 29, 2024

<https://dairynews7x7.com/cola-beverage-dairy-firms-eye-25-growth-this-summer/>

Capitalising on the soaring temperature, FMCG firms selling juices, fizz drinks, ice creams and milk-based beverages, including Parle Agro, ITC Foods,

“Low unit price packs encourage impulse purchases, boosting overall sales and consumption during peak seasons like summer. We anticipate a significant increase in sales volumes



Mother Dairy, Coca-Cola, and Rasna have ramped up the production and stocks of low-unit packs (between Rs 5- Rs 10) to drive consumption and volume growth. After a tepid 2023 due to a weak summer season, the firms are expecting high demand and at least 25% sales growth year-on-year this summer.

“We expect the demand towards our dairy products to strengthen by 25-30% over the last season’s demand,” Manish Bandlish, MD, Mother Dairy (fruit and vegetable) told FE. Mother Dairy’s smaller SKUs start at a convenient price point of Rs 10 and include ice cream, curd and fresh milk. “We see smaller SKUs (stock keeping units) as a proven strategy to resonate with consumers who prioritise value, quantity and quality produce, especially during the summer season. The strategy not only helps in enhancing penetration but also expanding markets,” said Bandlish.

of smaller SKUs, with an expected growth rate of 25-30% and anticipate a corresponding surge in sales of fresh dairy products, driven by consumer demand for convenient and value-driven options,” said Ravin Saluja, director, Sterling Agro (Nova Dairy).

Anticipating a shift in consumer preferences towards refreshing dairy products like dahi, lassi, and chach, he added that while sales of high-fat products may experience a slight decline, the demand for fresh dairy offerings due to the soaring temperatures will witness a notable uptick.

Betting on its high-octane summer campaigns including the return of the iconic ‘Yeh Dil Maange More’, PepsiCo India’s spokesperson said that “it is the most favourable season” for its brands including Pepsi, 7up, Mirinda, Mountain Dew, Sting, Slice, Nimbooz, Gatorade & Tropicana. Coca-Cola India, for its part, is

ramping up production and has adopted a segmented approach, staying attuned to market dynamics and consumer preferences.

With its ambient portfolio consisting of smoothies, natural juices, coconut water and a separate dairy portfolio, ITC Foods' dairy and beverage arm has amped up its manufacturing and distribution ahead of the season. Sanjay Singal, COO, ITC Foods' dairy and beverage, said, "Last year, Q1 was a disaster, although given an extended summer this year, we should be able to grow in double digits basis the strong portfolio—and that's the bare minimum expectation we should have".

The company is targeting rural geographies with a 5,000 or 10,000 population through its 125ml fruit juices (under B Natural) SKUs at Rs 10 and has expanded its reach in the rural markets of UP, Andhra Pradesh, and Rajasthan, among others. These products are available in one-third of the ITC Foods' a million and a half plus outlets and the company is looking at adding more outlets for its fresh dairy products.

Quenching the thirst

The volume growth in the food sector during the October-December quarter stood at 5.3%, down from 8.7% in the July-September quarter of '23, according to NielsenIQ. Analysts believe volume growth is expected to see improvement starting this month on the back of an uptick in consumption following a 'hotter-than-usual summer', election season and projections of normal monsoons by IMD.

"Recovery in rural has begun but continues to be slow. Inflation is coming under control, but multiple factors could delay a further drop in inflation. In that context, price-sensitive consumers, particularly in the lowest strata, have

changed their behaviour. We're now seeing a higher frequency of purchase at a lower drop size or spend per purchase. This is an opportunity to adapt and continue to push volume lead growth across categories. The challenge for many categories will be their ability to find efficiencies in the supply chain to do this profitably," said Ankit Kapoor, head – marketing & international business, Parle Agro.

Focused on key price points, Parle Agro's Frooti comes in an LPU of Rs 2.50 and Rs 5, whereas its dairy brand Smoodh is now available in a smaller pack at Rs 10. "Our pocket-friendly price points will enable us to keep driving consumption in RUrban areas. Given the current inflationary environment, having the right price point is crucial. Without it, there's a significant risk of consumers switching out or seeking substitutes," Kapoor added.

The packaged drinking water company -Bisleri, has launched 200 ml pack priced at Rs 5 this year to enhance affordability. At the same time, it also focusing on accelerating its re-vamped carbonated soft drink range of Limonata, REV, Spyci Jeera and Bisleri POP at a price point of Rs 10 for 160 ml, shared Tushar Malhotra, director, sales & marketing, Bisleri International. Being a pioneer in developing smaller packs for years, Rasna claims to have the highest range of products in the segment of less than Rs 10 and to take on the benefit of the hot summer this year, it has launched aampanna and shikanji at Rs 2. The group chairman, Piruz Khambatta, said that the smaller packs today contribute around 20% to the overall revenue growth of the company. Rasna has smaller packs for all its products, the highest selling being the 1ka2 Rasna at Rs 1.

MAMTA JAISI SHUDH, MAA JAISI MAMTA” MOTHER DAIRY, MAA JAISI

April 27, 2024

<https://dairynews7x7.com/mamta-jaisi-shudh-maa-jaisi-mamta-mother-dairy-maa-jaisi/>

Celebrating the universal values of love, care, emotion and compassion embodied by mothers, India’s leading dairy brand Mother Dairy is all set to roll out its brand anthem and campaign in its latest communication headlined under “Mamta Jaisi Shudh, Maa Jaisi Mamta”



Mother Dairy, Maa Jaisi.

Penned by eminent poet Gulzar, the anthem beautifully describes the virtues of a mother which all of us inherit and exemplify in varied situations and circumstances. These virtues represent not just the emotions but also showcase that there is a mother in all of us.

Brand Anthem

The campaign narrative explores instances where maternal virtues are demonstrated outside traditional mother-child relationships. These relationships within families, friends, colleagues and even with the unknowns supporting each other showcases the myriad ways in which these values enrich lives and strengthen bonds.



Manish Bandlish

“In a world where compassion and empathy are more vital than ever, Mother Dairy recog-



nizes the enduring significance of maternal values,” said Mr. Manish Bandlish, Managing Director, Mother Dairy. “As we commemorate our 50 years of establishment, our new campaign aims to celebrate these values and inspire individuals to embrace them in their daily lives, fostering stronger connections and a sense of community.” He further added, “At Mother Dairy, we believe in infusing every aspect of our work with the same love and care that a mother provides by ensuring quality ingredients to craft delightful products, our commitment to excellence is rooted in these timeless values and remains steadfast.”

CAMPAIGN THOUGHT

A mother often exudes the purest of virtues. But the values of a mother can also be seen in people other than her. Sometimes you can see it in the way an elder brother looks after the young ones. It is in the care a colleague shows

towards his teammates. Or even in the concern a teenager shows towards elderly. It is these values of a mother that Mother Dairy endorses. It is the same love and concern that goes into making each of our products.

THE EXECUTION

The film begins with a scene set in an office cafeteria, where two colleagues are prepping up for a meal. Just as they're about to begin, one of them receives an urgent call from their manager. Hastily leaving his meal behind, he rushes off to attend the meeting. However, his thoughtful colleague insists he takes a roll of a Chapati with Paneer along. In another scene, two senior citizens share a fond moment. One of them, being fed by a nurse, seems disinterested in the meal. The other encourages and motivates him to have the food if he wants to satiate his desire for Mother Dairy's Mishti Doi.

Similar scenarios unfold throughout the film, involving a couple, a group of friends, a child

and a fellow passenger, and two students getting ready for school in their hostel room all sharing a moment while relishing a Mother Dairy product. Each situation highlights and narrates a stanza on maternal virtue aptly embraced by a captivating background score, ultimately leading to a frame featuring brand's product window.

Commenting on the campaign, Ritu Sharda, Chief Creative Officer, Ogilvy-North, adds, "Every now and then we come across people who take care of us just like a 'Mother' would do. They are Maa Jaisi to us. The same is true for Mother Dairy products. They are made with the same love, nurturing, and purity. Qualities taught by mothers. This inspired us to weave this new story for Mother Dairy, an ode to all those who are Maa Jaisi. With 'Mother' in our name, this is a beautiful natural fit with everything we stand for."

BOOM IN DAIRY BUSINESS AS SUMMER ADVANCES IN ODISHA

April 27, 2024

<https://dairynews7x7.com/boom-in-dairy-business-as-summer-advances-in-odisha/>

With the severe heatwave showing no signs of relenting anytime soon, the demand for refreshing beverages like lassi and buttermilk has surged across the state leading to a significant uptick in the businesses of dairy shops and firms.

The heatwave since the beginning of April has made dairy products a go-to choice for consumers. This in turn has amplified business across the sector, with many firms and shops reporting record-breaking sales. Some even are struggling to meet the high market demand and are ramping up production to meet consumers' needs.

"The demand for lassi and buttermilk in my shop has gone up significantly this month and sale of the products has almost doubled," said Hrudananda Puhan, a dairy product seller in Bomikhal area of the city.



State's apex dairy cooperative society Odisha State Cooperative Milk Producers' Federation Limited (OMFED) is reaping the benefits of

the season with the company's sweetened flavoured milk (SFM) products recording over 95 per cent growth over the previous season.

The milk federation has posted sales of 17,116 SFM bottles in April so far this year compared to 8,769 SFM bottles in the corresponding month of previous year. Similarly, sale of buttermilk has recorded 79 per cent growth with the product supply remaining 14,536 litre this April against 8,125 litre previous April.

“Sale of OMFED curd this month has posted an impressive growth of 34 per cent over the corresponding month of the previous season,” said a senior official from the milk federation.

Apart from the prevailing heatwave conditions, our competitive pricing and attractive offers are encouraging consumers to opt for OMFED dairy products, he said, adding in the coming days the federation is planning to launch tetra packs of lassi and buttermilk in Odisha market.

Apart from OMFED, business of private dairy firms have also recorded a surge. “The sale of our dairy products including lassi and buttermilk has recorded a huge spike in the recent times owing to their demand in the current season,” said an official of Pragati Milk Products Pvt Limited.

He, however, said the growing demand poses a challenge to increase production due to limited scope of improving milk production from the existing livestock.

Milky relief

- OMFED sweetened flavoured milk has recorded 95 pc growth over previous season
- 17,117 SFM bottles sold by OMFED in April so far
- Buttermilk sale has recorded 79 pc growth

HOW INDIAN DAIRYTECH STARTUPS ARE SPEARHEADING WHITE REVOLUTION 2.0 IN INDIA

April 27, 2024

<https://dairynews7x7.com/how-indian-dairytech-startups-are-spearheading-white-revolution-2-0-in-india/>

SUMMARY

Indian dairytech startups are combating age-old issues of poor quality feed, substandard animal healthcare, and poor disease management

The Indian dairy startup landscape has evolved on the back of new-age platforms taking over legacy brands like Amul, Mother Dairy and others through retail channels

Ranging from using IoT (Internet

of Things) devices to leveraging AI and ML, Indian startups have left no stone unturned to revolutionise the country’s dairy sector in recent times

More than five decades ago, India desired to become a self-dependent nation in milk production. Consequently, the country launched Operation Flood, a dairy development programme, on January 13, 1970. Today, India is the number one milk-producing nation in the world. The country also produces 24% of the world’s milk and has



witnessed a 51% increase in milk production between 2014 and 2022.

However, despite this significant achievement, the country has been a laggard in terms of sourcing, storage, supply, and distribution of dairy products. Fortunately, fixing these critical gaps are the homegrown dairytech startups.

Adept at using state-of-the-art tech solutions, these ventures are spearheading the country's White Revolution 2.0.

Ranging from using IoT (Internet of Things) devices to leveraging AI and ML, these startups have left no stone unturned to revolutionise the Indian dairy sector in recent times. As a result, farmers are today in a better position to monitor the health of cattle, leading to improved yields, higher-quality dairy products, and enhanced milk quality.

Besides, Indian dairytech startups are combating age-old issues plaguing the sector. Some of the top problems include poor quality feed, substandard animal healthcare, and poor disease management.

According to Ragavan Venkatesan, the founder & CEO of DGV, new-age milk sourcing, production, and delivery players have successfully established a product market fit for themselves amidst competition from established legacy players, all while ensuring proper bovine nutrition and free-range grazing.

All in all, the Indian dairy sector opportunity appears promising. Giving heft to this are projections that the Indian dairy industry would become an INR 49.95 Lakh Cr opportunity by 2032, growing at a CAGR of 13% from 2023.

Startups Transforming The Indian Dairy Landscape

Dairytech Startup Landscape In India



The Indian dairy startup landscape has evolved on the back of new-age hyperlocal delivery platforms like MilkBasket, DailyNinja, and Supr Daily (now InsanelyGood), to name a few, taking over legacy brands like Amul, Mother Dairy and others through retail channels. Later, companies like Country Delight, Milk Mantra and others emerged to address quality and timely delivery concerns.

However, despite an explosion of startups in this space, several challenges remain unresolved. For one, sourcing milk from various dairy farms is a massive pain point. This directly impacts the quality of

milk.

To address this, Indian startups have started setting up their own farms and adopted a direct-to-consumer (D2C) model. Some names include Barosi, Happy Milk, Doozy Happy Nature, The Milk India Company, and The Good Cow Company.

Meanwhile, many Indian founders have emerged to serve a section of individuals who are lactose intolerant or follow a vegan lifestyle. Alt Co, Zero Cow Factory, Oatey and Phyx44 Labs are some startups that serve this section of consumers.

Concurrently, the Indian dairytech ecosystem witnessed the arrival of players to tackle logistics, distribution, and financing for dairy farmers.

Innovators such as DVG, Dvara E-Dairy (a dairy fintech), WayCool, Ninjacart, DeHaat (focused on logistics & supply chain distribution), and Stellapps (digitising supply chain through AI/ML/IoT) have also made significant strides in the last few years.

Fintech startups are particularly optimistic about the rising opportunities in the sector.

According to Venkatesan, the key challenge for farmers engaged in dairy activities lie in meeting monetary needs.

Typically, farmers rely on traditional financial entities such as cooperative societies, banks, and money lenders. However, the rural financial framework is intricate and paper-heavy, causing confusion and reluctance among farmers.

“This has spurred the need for simpler, more modern financial solutions,” he added.

But Speedbumps Run Galore

While the dairy industry has evolved significantly, it faces numerous challenges. Startups like Mooofarm and Animall attempted to address various industry aspects but encountered difficulties.

Animall transitioned to a marketplace model due to challenges in cattle management, while Mooofarm faced allegations of financial misconduct, raising concerns about its future and among investors.

While methane emissions, developing nutrition products, improving cattle management, optimising the supply chain, and implementing effective livestock monitoring systems are top issues, quality of milk is the industry’s biggest headache.

According to eFeed’s cofounder Kumar Ranjan, India has the poorest milk quality due to Aflatoxins, which is a harmful cancer-causing fungus.

Further, despite available technologies like lactometers and hands-free milking machines, many dairy farmers struggle to adopt them due to financial constraints and limited access to institutional credit.

“Technology is accessible but not widely adopted in the country. While the feasibility of robotic milking machines can be appealing, but it is questioned due to affordability concerns. Any good robotic machine will cost a minimum of INR 3 lakhs and farmers earn around INR 1-1.5 lakhs annually, the affordability of such technology is in doubt, for a country like India,” added Ranjan.

The Way Ahead

As stated above, India is the largest milk-producing nation in the world. It is on the back of its 300 Mn cattle and 80 Mn dairy farmers that the Indian dairy sector accounts for 3-4% of the country’s GDP.

“Dairytech startups are capitalising on this vast market opportunity by addressing challenges in on-farm production, milk collection, dairy processing, and sales/distribution,” Mark Kahn, managing partner at OmnivoreFund, said.

It is imperative to highlight that despite India’s major role as a milk producer, its yield per animal lags behind other countries. To address this, the country needs to improve cow breeding and feeding practices. While selective breeding can help in higher milk production and improved cattle health, optimising feeding practices will ensure that cows receive a balanced diet, further enhancing milk production.

Lastly, the dairy industry in the country is largely unorganised and lacks technical support. Despite the emergence of many tech startups addressing various issues, industry

leaders Inc42 spoke with suggest that a specialised organisation assisting those in livestock management, milk production, and delivery could further enhance opportunities and unite stakeholders.

While traditionally seen as part of agriculture, the sector is evolving, with private players dedicating resources to build a structured dairy ecosystem.

Additionally, creating accessible financial products and increasing awareness in rural areas is essential. Further, by focussing on farmers' needs and considering initiatives like carbon credits, the Indian dairy industry shows great growth potential.

According to a market study, the Indian dairy market generated revenue exceeding \$71 Bn in 2024 and is expected to grow at a CAGR of 6.77% by 2028.

With India's GDP experiencing incremental growth and an increasing number of tech startups entering the scene, there's a significant opportunity to capitalise on this growth and assist manufacturers and enablers in India's dairy industry in exploring new revenue streams.

For now, it will be intriguing to see if Indian dairytech startups can disrupt the legacy sector and elevate India's quality and supply index on a global scale

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SHYAM BENEGAL'S MANTHAN STARRING SMITA PATIL TO PREMIERE AT CANNES FILM FESTIVAL 2024

April 27, 2024

<https://dairynews7x7.com/shyam-benegals-manthan-starring-smita-patil-to-premiere-at-cannes-film-festival-2024/>

Film Heritage Foundation, a not-for-profit organization founded by filmmaker and archivist Shivendra Singh Dungarpur has joined hands with Gujarat Milk Marketing Federation Ltd. to restore veteran Indian filmmaker Shyam Benegal's national award-winning film *Manthan* which starred the late iconic film actress, Smita Patil. The 4K restoration of the 1976 film has been selected for the official red-carpet world premiere at the 77th Cannes Film Festival in May 2024. Noteworthy, *Manthan* is the only Indian film to be selected under the Cannes Classic section of the festival this year. The film premiere will be attended by Naseeruddin Shah, the family of the late Smita Patil, the producers of the film and Film Heritage Foundation's Shivendra Singh Dungarpur.



Manthan, a fictionalized version of the beginnings of the extraordinary dairy cooperative movement that transformed India from a milk-deficient nation to the world's largest milk producer inspired by Dr. Verghese Kurien, the father of the White Revolution, is also India's first crowd-sourced film produced by 5,00,000 dairy farmers who contributed Rs. 2 each towards the production of the film. Shivendra Singh Dungarpur, Director, Film Heritage Foundation states, "I am so delighted that Film Heritage Foundation will have a red-carpet world premiere of another one of our restorations of an Indian cult classic at the Cannes Film Festival. The restoration of a Shyam Benegal film has been on the Film Heritage Foundation's wish list for years as he is one of India's most venerated filmmakers whose early films were

iconic in India's Parallel Cinema movement. The restoration process has been an incredible experience, especially working so closely with Shyam Benegal and Govind Nihalani to painstakingly bring the film back to life. Almost half a century later, the power of the narrative and the compelling performances of the actors, especially Smita Patil, remains undiminished. I wish she was here to see the beauty of the restoration."

Shyam Benegal states, "I was absolutely delighted when Shivendra told me that Film Heritage Foundation was going to restore *Manthan* in collaboration with the Gujarat Milk Marketing Federation Ltd. *Manthan* is a film that is very close to my heart as 500,000 farmers funded it and was instrumental in the growth of an extraordinary cooperative movement that was aimed at breaking the shackles of economic inequality and caste discrimination whilst empowering the farmers. It will remind the world of the power of cinema as a vehicle of change and also the legacy of the great Verghese Kurien, the Father of the White Revolution. Govind Nihalani and I have been following the progress of the restoration closely and I am amazed by the meticulous approach to the restoration. It is wonderful to see the film come back to life almost like we made it yesterday. Film Heritage Foundation has been doing remarkable work in film restoration. Not only are they beautifully restoring films from every region of India, but bringing them back to the public at festivals and screenings around the world in a way that showcases our unique film heritage to contemporary global audiences."

Naseeruddin Shah states, “I started my career as an actor with ‘Nishant’ followed by ‘Manthan’, both directed by Shyam Benegal. Manthan was a runaway success when it was released almost 50 years ago and it is a film that is remembered even today. I remember that during the shooting of ‘Manthan,’ I lived in the hut, learnt to make cow dung cakes and milk a buffalo. I would carry the buckets and serve the milk to the unit to get the physicality of the character. I am so glad that the Film Heritage Foundation has restored this remarkable film and that this small film made with the support of the farmers has been restored with so much love and care. It is thanks to the persistence, hard work and efforts of the Film Heritage Foundation that the film will be premiered in its second life, as it deserves to be, at the Cannes Film Festival and I am so glad that I will be there to present it myself.”

Govind Nihalani states, “It is remarkable that the Film Heritage Foundation is restoring Manthan nearly fifty years since it was made. Being involved in the restoration has been an emotional experience. It has taken me back to 1976 when the entire unit lived like a family in the village of Sanganva in Gujarat for 45 days during which the film was shot. The shooting was challenging because we had to use a patchwork of different film stock— Eastman and Gevacolor besides Kodak, 35 mm for the film and 16 mm for the film within the film. I began my career as a cinematographer with Shyam Benegal first shooting ad films and then his early feature films. We’ve had an immensely creatively satisfying relationship over the years as Shyam involves you as a partner in the creative process of the film and not just as a cameraman. I am so happy to hear that the restoration of the film will premiere at the Cannes Film Festival this year.”

Presenting at the Cannes Film Festival for the third time in a row, the Film Heritage Foundation has previously premiered *Thamṡ* (2022) and *Ishanou* (2023) at the prestigious film festival.

Film Heritage Foundation used the best-surviving elements for the restoration – the original 35 mm original camera negative and the 35 mm release print preserved at the NFDC – NFAI. Unfortunately, the sound negative was not available. The sound was digitized from the 35 mm release print preserved at the Film Heritage Foundation. The film elements were repaired by the Film Heritage Foundation conservators and the scanning was done in Prasad Lab in Chennai. They found that due to the deterioration of the print, there were vertical green lines on many parts of the film. While the scanning and digital clean-up were done at Prasad under the supervision of L’Imagine Ritrovata in Bologna, the grading, sound restoration and mastering was done at the lab in Bologna. Both Shyam Benegal and Govind Nihalani, the cinematographer of the film, have been involved in the restoration of the film.

Restored by Film Heritage Foundation at Prasad Corporation Pvt. Ltd.’s Post – Studios, Chennai and L’Imagine Ritrovata Laboratory, in association with Gujarat Co-operative Milk Marketing Federation Ltd., the cinematographer Govind Nihalani and the director Shyam Benegal. Funding supported by Gujarat Co-Operative Milk Marketing Federation Ltd.

Released in 1976, *Manthan* (Hindi for “The Churning”) is a film by director Shyam Benegal that explores the challenges and triumphs of social change in rural India. Set against the backdrop of a village struggling with poverty and exploitation, the film chronicles the arrival of Dr. Rao (Girish Karnad), an idealistic veterinarian, who attempts to establish a milk cooperative movement.

The narrative unfolds in Sanganva, a village rife with social inequalities. The villagers, particularly the Dalit community (considered “untouchables” in the caste system), are forced to sell their milk at meagre prices to Mishraji (Amrisha Puri), a local businessman with a monopoly on the dairy trade. The village headman

(Kulbhushan Kharbanda), representing the upper caste, upholds the status quo, fearing a loss of power if the established social hierarchy is disrupted. Bhola (Naseeruddin Shah), the leader of the Dalit community, initially views Dr. Rao with suspicion, a sentiment echoed by Bindu (Smita Patil), a strong-willed milkmaid.

Dr. Rao's vision is one of equitable distribution of profits, free from the exploitation of middlemen. This radical idea disrupts the existing power structures, sparking mistrust, anger, and resistance. The village headman and Mishraji, threatened by the potential loss of control, actively oppose the cooperative movement. Bhola's initial scepticism gradually gives way to cautious support as Dr. Rao's commitment to fair treatment becomes evident.

As Dr. Rao gains the trust of the villagers, particularly Bindu, Mishraji resorts to underhanded tactics. He exploits the existing social divisions, manipulating Bindu's husband to fabricate a false accusation of rape against Dr. Rao. Devastated by the betrayal, Dr. Rao contemplates leaving the village. However, Bhola, inspired by Dr. Rao's vision, steps forward to continue the cooperative's development. With the villagers' support, and Bindu's eventual vindication, the cooperative flourishes, offering a glimmer of hope for a more just future.

Manthan is a richly layered film that transcends the boundaries of a mere social commentary. The stellar cast delivers powerful performances, bringing depth and complexity to their characters. The cinematography by Govind Nihalani captures the stark beauty of rural India, while the music by Vanraj Bhatia complements the narrative effectively.

AAVIN STRUGGLES TO MAINTAIN NORMAL MILK PROCUREMENT LEVEL

April 27, 2024

<https://dairynews7x7.com/aavin-struggles-to-maintain-normal-milk-procurement-level/>

The Tiruchi District Cooperative Milk Producers' Union, which sells milk under Aavin brand, is struggling to maintain normal level of milk procurement because of hot and extreme dry weather.

Tiruchi is an important milk procurement centre for the Tamil Nadu Cooperative Milk Producers' Federation Ltd. The union, which operates in Tiruchi, Ariyalur and Perambalur districts, has 625 milk producers' societies under its control. The societies, which are located in Mannachanallur, Edumalai, Thuraiyur, Peramangalam, Duraimangalam, Perambalur, Musiri, Thottiam, Thathaiyarpattai, Ariyalur, Jayankomdam, and Lalgudi are active



in collection of milk from the milch animals owned by their members.

The union, on average, procures about five lakh litres a day. The average procurement in April stands at around 4.25 lakh litres. However, it is said that it had been facing hurdles in maintaining normal procurement level since March. According to sources, the

daily procurement has gone down by around 25,000 to 30,000 litres a day. Except for one or two days, the procurement continues to decline for the last two weeks.

According to sources, as of Thursday the union procured 4.07 lakh litres, which is just 3,000 litres more than the previous day.

It is said that the searing summer had led to heat stress in cattle affecting milk output. With all tanks, lakes and ponds going dry in Ariyalur and Perambalur, it is said that farmers have been finding it difficult to provide drinking water to the milch animals. Moreover, they depend mainly on dry fodder in the wake of the absence of green pastures.

“The prevailing temperature, which is two to four degree Celsius, is making the life difficult for the milch animals. The heat wave has hit

the yielding capacity of the animals. The situation will improve if we get one or two summer showers,” a senior official of the Tiruchi Aavin told The Hindu.

He said the dip in procurement had not affected the local sales in Tiruchi, Perambalur, and Ariyalur. While 1.5 lakh litres was allocated for the local sales, it sent about 2.5 lakh litres of milk to Chennai to meet the milk requirement in the State capital.

INDIA BECOMES LARGEST MARKET FOR MAGGI IN FY24, COMPANY TO LAUNCH NESPRESSO BY 2024-END

April 26, 2024

<https://dairynews7x7.com/india-becomes-largest-market-for-maggi-in-fy24-company-to-launch-nespresso-by-2024-end/>

Nestle India posted a net profit of ₹934.17 crore in the March quarter, up 27 per cent year-on-year, on the back of strong growth momentum across its product portfolio. Revenue from operations

The joint-venture company, which is expected to become operational in Q2 of FY25, will see Dr Reddy’s holding 51 per cent stake and Nestle India holding 49 per cent stake. Nestle India will have a “call option” to increase sharehold-



rose 9.05 per cent to ₹5,267.59 crore. The company announced that it has inked a definitive agreement with Dr. Reddy’s Laboratories to form a JV company in the nutraceuticals space. At the same time, Nestle will also bring its premium coffee brand Nespresso’s product portfolio to India later this year.

The company’s board has recommended a final dividend for the (15 months) financial year ended March 31, of ₹8.50 per share amounting to ₹8,195.3 million.

ing up to 60 per cent after six years , while Dr Reddy’s will continue to hold at least 40 per cent stake, the statement added.

Sales

Nestle India’s total sales and domestic sales grew by 9.3 per cent and 8.9 per cent, respectively, in the March quarter.

Above Graphics From Financial Express April 25 2024

Suresh Narayanan, Chairman & Managing Director, Nestle India said, that the company delivered double-digit growth despite challenges posed by rising food inflation and volatile commodity prices. “We have witnessed a strong growth momentum across our product portfolio led by a combination of pricing and mix. Our domestic sales crossed ₹5,000 crore this quarter,” he added.



Noting that prepared dishes and cooking aids portfolio saw strong growth, Narayanan added that “India emerged as the largest market worldwide for Maggi,” in FY24. Confectionery portfolio also delivered “strong performance”, making India the second-largest market for Kitkat globally, he added. The company’s beverage business recorded “robust growth” performance. “Nescafe has introduced its coffee to over 30 million households in India in the last seven years,” Naryanan said. Milk Products and Nutrition also witnessed strong growth despite inflationary pressures.

Commodity Outlook

Nestle India said that the company is seeing “unprecedented headwinds in Coffee and Cocoa with all time high prices and an ongoing price rally.” Cereals and grains are going through a structural cost increase backed by MSP. Milk prices are expected to rise on account of expected harsh summer, the company added.

Narayanan said the JV agreement will allow Nestle to bring its “science-backed nutritional solutions” to more consumers in the country leveraging Dr Reddy’s retail and distribution network. The partnership will “bring together” the global range of nutritional health solutions as well as vitamin, minerals, herbals and supplements of Nestlé Health Science (NHSc) with the “established commercial strengths” of Dr. Reddy’s in India, the company noted.

Meanwhile, by 2024-end, the company will begin selling Nespresso products, (machines and capsules) through its distribution network, online channels, and boutiques. “India is one of the fastest-growing coffee market for Nestle. The first Nespresso boutique is intended to be opened in Delhi, before expanding to other key cities,” Narayanan added.

AMUL CELEBRATES WOMEN-DAIRY FARMERS WITH AN EMPOWERMENT MISSION

April 25, 2024

<https://dairynews7x7.com/amul-celebrates-women-dairy-farmers-with-an-empowerment-mission/>

In an initiative to recognize the heroes of rural India, Amul presents ‘Floating Stories,’ a campaign highlighting the journey of women dairy farmers who have overcome challenges and changed their lives.

Floating Stories is an exhibition of photostories that were printed on the milk of financially and socially successful Amul-women-dairy farmers. This approach serves as a reminder that as these women have turned milk into a source of income, so now does milk showcase their stories. Watch the video at the below link.

<https://youtu.be/vnNlt5bo0-4>

Using a combination of hydrographic printing and interactive storytelling, the campaign invites viewers to pour milk into troughs of water, revealing black-and-white portraits of women dairy farmers. As milk merges with water, their images appear, showing the road to progress and opportunity.

Commenting on the campaign, Vandana Joshi, President and Head of Office, FCB Ulka, Mumbai, said, “Inspired by the visionary words of Dr Kurien, who envisioned Amul as an “em-




powerment mission,” the campaign aims to ignite hope and aspiration among millions of women across India. These are not tales of urban glamour but narratives of resilience from the heartland, where women have turned challenges into opportunities and cowsheds into cornerstones of prosperity.”

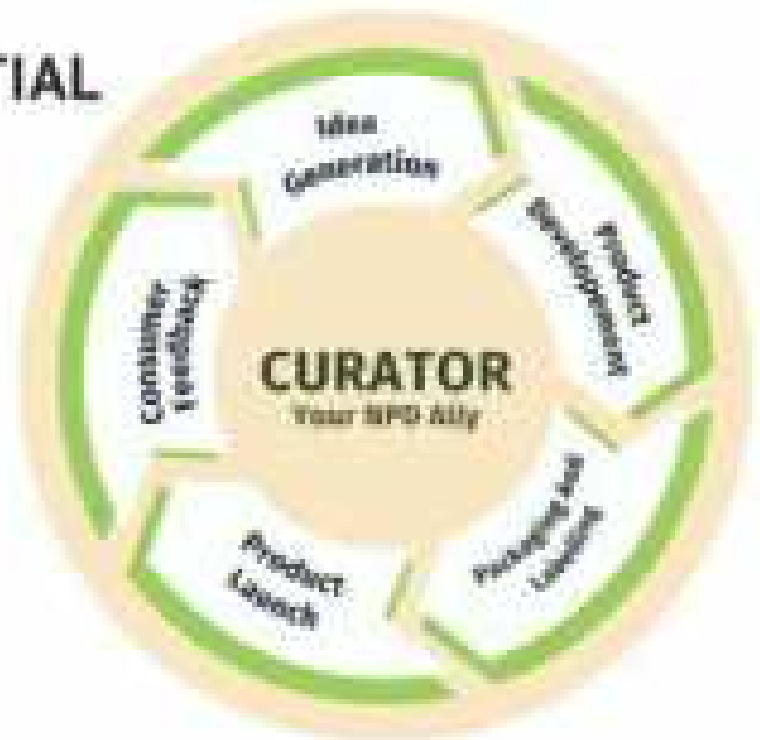
“The essence of Amul’s mission lies in the belief that every drop of milk symbolizes a story of transformation. Hence, the innovative approach of “Floating Stories” was born, weaving together art, technology, and tradition to captivate audiences and spark conversations,” she adds.

Jayen Mehta, the Managing Director of Gujarat Cooperative Milk Marketing Federation (Amul), also said at the core of Amul’s mission lies the well-being of farmers. With 3.6 million dedicated women dairy farmers driving the success of Amul, they epitomize empowerment. Their tireless commitment serves as the bedrock of our cooperative, inspiring us each day. Amul’s dedication to enhancing societal happiness and advancing India’s progress is palpable and unwavering.

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PURABI DAIRY CLOCKS 28% GROWTH RS. 262 CRORE TURNOVER IN FY 23-24

April 25, 2024

<https://dairynews7x7.com/purabi-dairy-clocks-28-growth-rs-262-crore-turnover-in-fy-23-24/>

West Assam Milk Producers’ Co-operative Union Ltd. (WAMUL), popularly known as Purabi Dairy, achieved a significant milestone in empowering Assam’s rural economy.

The dairy cooperative recorded a remarkable 28 per cent growth in the last financial year, with a turnover exceeding Rs. 262 crore.

Purabi Dairy witnessed a surge in standardized milk sales by over 20 per cent, resulting in a turnover exceeding Rs. 200 crore in liquid milk sales for the first time.

This solidifies its position as Northeast India’s largest dairy cooperative. Milk product sales also soared by 35 per cent, with significant increases across categories like curd (47 per cent), ghee (38 per cent), paneer (36 per cent), and lassi (16 per cent).

Speaking about the achievement, Satya Brata Bose, Managing Director at WAMUL, commented: “We are thrilled to announce this exceptional growth, which underscores our unwavering commitment to supporting dairy farmers and promoting sustainable practices in Assam. This milestone is a testament to the dedication of our team and the trust placed in us by consumers and stakeholders alike. We extend our heartfelt thanks to the hardworking dairy farmers whose dedication and resilience continue to inspire us.”



Expanding its footprint beyond its traditional markets, Purabi Dairy extended its reach from Tinsukia district to Dhubri in Western Assam. Additionally, the dairy products are now available in the North Bank of Assam – in Dhemaji and Lakhimpur districts, marking a significant geographical expansion.

The unwavering support of the Indian Army has contributed to Purabi Dairy’s growth. It has been witnessed that the demand for fresh milk from the cooperative sector has been on the rise over the years among our defence forces.

In line with its commitment to innovation, the dairy cooperative introduced Purabi Mango Lassi and Purabi Ice Cream, catering to evolving consumer preferences for refreshing summer treats. The newly inaugurated dairy plant at Panjabari will play a pivotal role in achieving this goal, along with the introduction of newer product categories such as sweets and flavoured milk.

Looking ahead, Purabi Dairy has set an ambitious target of surpassing Rs. 350 crore in turnover for FY 2024-25. Furthermore, Purabi Dairy remains steadfast in its support for farmers, with initiatives aimed at enhancing their livelihoods and promoting sustainable agricultural practices. With the revival of East Assam Milk Union Ltd. (EAMUL) under the ‘Purabi’ umbrella, the milk procurement network of Purabi now stands expanded into upper Assam. Total milk procurement has now crossed 80,000 litres per day through more than 900 Dairy Co-operative Societies.

Purabi Dairy remains dedicated to supporting dairy farmers across Assam, contributing to sustainable and ethical practices in the industry.

As the cooperative continues to grow, its impact on farmers' livelihoods and the overall development of the dairy sector in the state is expected to increase.

INDIA'S MILK PRODUCTION COULD REACH 300 BILLION LITRS BY 2030

April 25, 2024

<https://dairynews7x7.com/indias-milk-production-could-reach-300-billion-litrs-by-2030/>

India contributes to over 25% of global dairy production and has consistently held the top position as the world's largest milk producer since 1997. In FY23, the country produced around 231 million tonnes of milk, registering a growth rate of 6% CAGR over the period. A report by NITI Aayog predicts that the country's milk production will be around 300 million tonnes by 2030. On the other hand, Indian households spend nearly 45% of their food budget on dairy and packaged foods, a trend that is steadily increasing, says a research report by Investec Research House.

According to a study by the International Market Analysis Research and Consulting Group (IMARC), the dairy market in India was estimated to be worth ₹13 lakh crore in 2021. Over the past 15 years, the market has shown a steady growth of around 15% CAGR, and according to IMARC, the leading market research firm, it is expected to reach a market size of around ₹31 lakh crore by 2027.

India is therefore both the largest producer and the largest consumer of dairy products in the world.

The Indian dairy industry

In India, about 46% of the milk produced is consumed locally or sold to non-producers in rural

areas, while the remaining 54% is for sale to organized and unorganized players.

The Indian dairy industry is largely dominated by the unorganized sector, which holds a 60% share of the fluid milk market. Nevertheless, the organized sector is making progress and its share has increased from 32% to 40% in the last three years. The Department of Animal Husbandry & Dairying (DAHD) predicted that the share of the organized sector will grow to 54% by 2026. Moreover, the inflow of capital investments from cooperatives and private players will enable them to establish a strong presence and capture market share from the



unorganized sector, the Investec report added.

Currently, the fluid milk segment accounts for around 61% of the total Indian dairy market, while traditional value-added products contribute 34% and emerging value-added products account for the remaining 5%. The fluid milk market is expected to grow at a CAGR of 9% over the next five years. Traditional value-added products like paneer, ghee, ice cream, khoa, curd, etc. are expected to grow at a CAGR of 14%, and emerging value-added products like cheese, flavored milk, lassi, buttermilk, etc. are expected to grow . growing by more than 19% per year.

Growth potential for dairy in India

Despite India being the largest consumer of dairy products, per capita consumption is low compared to global standards, indicating huge potential for demand growth.

The growth on the demand side is driven by a growing population, changing lifestyle patterns, increasing disposable incomes and increasing health consciousness.

The supply side is also evolving through technology, changing business models and product innovation. While the traditional Indian dairy industry is hyper-local and unorganized, its modern avatar is getting organized, consolidating to build a wider distribution network and innovating in value-added products.

As consumer demand expands from traditional fluid milk to value-added dairy products, private players can benefit. Furthermore, industry consolidation is expected to further support the growth of private dairy companies, positioning them as viable alternatives to larger cooperatives, the Investec report said.

The organized sector is steadily gaining an upper hand over the unorganized sector due to urbanization, increased reliance on branded goods and increasing demand for value-added dairy products due to changes in dietary habits

and lifestyles. This transformation presents opportunities for private companies that offer a wide range of products and can quickly adapt to changing consumer preferences.

India’s dairy consumers, future trends

India’s per capita income was \$2,600 per year in 2023. The International Monetary Fund (IMF) predicts that this number will reach approximately \$4,000 by 2028. This increase in income levels is expected to result in the addition of about 14 crore middle-income earners. households and 2.1 crore high-income households in India, by 2030. Moreover, the share of middle-income households will increase from 54% in 2018 to 78% in 2030. The growth in income levels is expected to lead to higher disposable incomes and drive consumer preference for high-quality and nutritious food products such as milk and dairy products, the Investec report said.

Moreover, India’s latest National Family Health Survey, 2022, highlights that households in the country spend a significant portion of their budget on the food segment. The study also highlights a steady increase in discretionary spending within the food segment over the past two decades, with consistent growth in dairy products

USDA LAUNCHES TRADE MISSION IN INDIA AND VISITS INDIAN DAIRY ASSOCIATION

April 24, 2024

<https://dairynews7x7.com/usda-launches-trade-mission-in-india-and-visits-indian-dairy-association/>

U.S. Department of Agriculture Under Secretary for Trade and Foreign Agricultural Affairs Alexis M. Taylor arrived in New Delhi today to launch a USDA-sponsored agribusiness trade mission. Taylor leads a delegation of officials from 47 U.S. agribusiness and farm organizations and 11 state departments of agriculture seeking to develop and expand business opportunities with importers in India.

“As the world’s most-populous country and fifth-largest economy, India is primed for continued growth as a top destination for

U.S. food and agriculture products,” Under Secretary Taylor said. “With a growing middle class that’s expected to exceed 660 million by 2030, India presents a strong consumer-oriented market where exports from American agribusinesses and producers can flourish.”

Mr. Jaime A. Castaneda, Executive Vice President, Policy Development & Strategy, US Dairy Export Council under USDA, Ms. Shruti Bhogal, Agricultural Specialist, USDA Foreign Agricultural Service, American Embassy in India delegation, visited the Indian Dairy Association’s Head Office at Delhi, on April 22nd, 2024 where he was appraised about the achievements of

Indian Dairy Industry by Dr. R.S. Sodhi, President, Indian Dairy Association, and Vice Presidents of IDA, Mr. Ajay Kumar Khosla and Mr. Arun Patil. This meeting was to explore trade partnership with Indian in the dairy sector where both the countries have interests. It is to be noted that Indian and USA are at number 1 and number 2 position respectively in global milk production.



Throughout the week, participants representing a diverse array of American food and agricultural products can look forward to reinvigorating existing business relationships and forging

new connections with local importers. American and Indian consumers share an appetite for each other’s ingredients and cuisine, accentuating the mutual benefits of two-way trade.

The United States and India enjoy a long history of agricultural trade and this trade mission provides an opportunity to enhance that bilateral relationship. A recent demonstration of this partnership was India’s reduction in tariffs on a variety of U.S. agricultural products, including poultry, vegetables, fruits, pulses and tree nuts.

PLANET VS PLASTICS ONE EARTH, ONE GOAL: AKSHAYAKALPA CONSUMER ENGAGEMENT IN RECYCLING

April 24, 2024

<https://dairynews7x7.com/planet-vs-plastics-one-earth-one-goal-akshayakalpa-consumer-engagement-in-recycling/>

As the world grapples with the devastating impact of plastic pollution, Akshayakalpa Organic is proud to announce its unwavering commitment to sustainability with its revolutionary ‘Give Back the Milk Pack’ initiative. On the occasion of World Earth Day, under the theme ‘Planet vs. Plastics,’ Akshayakalpa Organic reaffirms its dedication to combating plastic waste and forging a path towards a greener, more sustainable future. The brand, in collaboration with its delivery partners, has streamlined the plastic recycling process, making it incredibly convenient for consumers. Now, all it takes is placing the empty plastic packets back into the Akshayakalpa bag each day, to ensure seamless recycling.



Link for the video around the initiative: https://youtu.be/E-axYZ1YRzk?si=nA-sngA9EIWs_BfO.

In today’s disposable culture, the proliferation of single-use plastics poses a grave threat to our environment. Shockingly, 380 million tonnes of plastic is generated annually, yet only 9% of this vast amount is recycled, the rest ending up in landfills and oceans, according to the Organisation for Economic Co-operation and Development (OECD). The consequences of this unchecked pollution are dire, with marine life suffering, ecosystems destabilized, and human health compromised.

In response to this urgent environmental challenge, Akshayakalpa Organic has spearheaded

the ‘Give Back the Milk Pack’ initiative, aimed at reducing plastic waste and promoting recycling. Started in 2022, by providing consumers with the means to return their empty milk packs for responsible recycling, the brand has successfully collected over 30,000 kilograms of plastic from Bengaluru, Chennai, and Hyderabad. This collective effort underscores the power of small actions in driving meaningful change when individuals unite for a common cause.

“Plastic pollution is not just an environmental issue – it’s a humanitarian crisis that demands urgent action,” says Mr. Shashi Kumar, Co-Founder and CEO of

Akshayakalpa Organic. Highlighting the environmental impact of packaging materials, he further, stated, “To produce just one liter of milk, conventional plastic packaging requires approximately 12 grams of plastic. However, Akshayakalpa has transitioned to paperboard packaging for many of its products, significantly reducing the plastic footprint to just 3 grams per liter. Our commitment to sustainability extends beyond mere rhetoric; it is ingrained in every aspect of our operations.”

Akshayakalpa Organic aims to engage 100% of its consumers in the recycling initiative over the next 3-4 years, emphasizing the collective responsibility we share in safeguarding our planet for future generations. Through ongoing sustainability efforts and initiatives like the ‘Give Back the Milk Pack,’ the brand is dedicated to fostering a greener, more sustainable future.

Akshayakalpa is not confined to sustainable packaging for its dairy products alone; it extends its commitment to eco-friendly practices by utilizing sustainable packaging for vegetables and fruits as well. This dedication underscores the brand's ongoing efforts to explore and adopt alternative sustainable packaging methods wherever feasible.

Beyond its innovative recycling program, Akshayakalpa Organic is committed to raising awareness about the harmful effects of plastic pollution and promoting sustainable alternatives. The company's brand video, featuring testimonials from consumers, employees, and stakeholders, serves as a powerful reminder of the collective impact we can achieve when we unite for a common cause.

As we commemorate World Earth Day, let us reflect on the impact of our choices and join hands to protect the planet we call home. Together, we can make a difference.

About Akshayakalpa Organic: Akshayakalpa Organic, founded in 2010, is India's first certified organic dairy enterprise that offers milk

and milk products that are free from antibiotics, synthetic additives, and chemical pesticide residue. The organization stands true to its name with its vision of building a healthier world through nutrition, based on clean science, and a sustainable farming ecosystem accessible to the entire nation.

Akshayakalpa has crafted a world-class model that not only creates a new industry benchmark in dairy farming practices but also nurtures farmers in line with its mission to create a holistic ecosystem-led transformation through its Farmer-Entrepreneurship Initiatives.

The nutrition-rich products of Akshayakalpa include Milk, Ghee, Cheese, Butter, Paneer, Curd, Buttermilk, Bread, Honey, Batter, Coconut, and Virgin Coconut oil, and many new products to be launched in the pipeline. Akshayakalpa currently has about 300000+ customers across Bengaluru, Chennai, and Hyderabad and growing.

HIGH COURT NOTICE TO CENTRE ON PETITION AGAINST USE OF OXYTOCIN FOR INCREASING MILK PRODUCTION

April 24, 2024

<https://dairynews7x7.com/high-court-notice-to-centre-on-petition-against-use-of-oxytocin-for-increasing-milk-production/>

The Punjab and Haryana High Court today issued notice of motion to the Union of India, among others, on a petition filed in public interest seeking action against dairy farmers “brutally causing cruelty to cows/cattle by using drugs as Oxytocin for increasing milk production for monetary benefits”.

The notice by Division Bench of Acting Chief Justice Gurmeet Singh Sandhwalia and Justice Lapita Banerji came on the



petition filed by Jairoop Riar and another petitioner through counsel SS Bahl and Gaurav Vir Singh Behl

Directions were also sought to establish an over-viewing committee, members of the “civic society” as members, keeping in view in the judgment passed by the Apex Court and build up a proper procurement mechanism to

prevent the use of Oxytocin or any harmful drug.

VET VARSITY WARNS AGAINST POOR SILAGE

April 24, 2024

<https://dairynews7x7.com/vet-varsity-warns-against-poor-silage/>

The Directorate of Extension Education, Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana, organised a panel discussion to clarify the misconceptions around the use of silage and to educate dairy farmers against the adverse effects of poor-quality silage.

Dr Parkash Singh Brar, Director of Extension Education, said the dairy industry in the state has made tremendous progress owing to improved management practices and innovations. One of the most widely adopted technologies in dairy farming is the use of silage to improve the nutrition of dairy animals.



Importance of silage

- Use of poor silage can severely affect the health and production capabilities of dairy animals
- Preservation of green fodder in the form of silage is an excellent technology to ensure the availability of good quality fodder throughout the year
 - Regular testing of silage is important and dairy farmers must approach the university for testing their silage before feeding animals

Regular supply of fodder is the foundation of milk production and the dairy industry relies on silage for ensuring availability of green fodder throughout the year. But use of poor silage can severely affect the health and production of

dairy animals. Poor quality of silage has been reported in some parts of the state in the recent past leading to health concerns in dairy animals.

Dr R S Grewal, Director of Livestock Farms, highlighted the importance of the methods for silage making including the design of bunkers, chaffing of fodder, proper pressing, covering and scraping. Preservation of green fodder in

the form of silage is an excellent technology to ensure the availability of good quality fodder throughout the year. He also shared the quality parameters of silage and advised that silage must be discarded completely if visible fungus or aflatoxin beyond a limit is detected in it. Dr Grewal also discussed the advantages of using additives during silage making to improve its quality. He said it can be used for all ruminants including buffaloes, cows, goats, sheep, etc.

SUSTAINABLE DAIRY FARMING-NESTLÉ INDIA'S 'BIODIGESTER PROJECT'

April 24, 2024

<https://dairynews7x7.com/sustainable-dairy-farming-nestle-indias-biodigester-project/>

Nestlé India is demonstrating its unwavering commitment towards responsible sourcing and reducing emissions from the dairy farms with the 'Biodigester Project'. The biodigester technology transforms cattle manure into clean biogas, reducing the carbon footprint of dairy farms. The remaining slurry is utilized as natural fertilizer, contributing to regenerative agriculture practices. As a part of this initiative, Nestlé India is in the

generates biogas. The small biodigesters can produce biogas which can replace LPG and fuel wood resulting in reduced risk of smoke related health hazard for the farmers and immediate monetary benefits. Beyond these benefits, the large biodigesters are also capable of generating electricity which is 100% renewable, thus positively impacting the environment. The residual manure in the biodigesters is converted to bio fertilizer and used in the



process of installing almost 70 large biodigesters and more than 3,000 small biodigesters in 24 districts across Punjab and Haryana.

Small dairy farms where manure from cattle is left exposed, become a critical source of GHG emission. Once fed in the biodigesters, the manure goes through microbial breakdown and

process of installing almost 70 large biodigesters and more than 3,000 small biodigesters in 24 districts across Punjab and Haryana.

Commenting on this initiative, Sanjay Khajuria, Director, Corporate Affairs and Sustainability, Nestlé India said, "Nestlé India's Biodigester Project is an example of how our efforts are aligned with India's strategic priorities on sustainability, optimization of resources and

regenerative agriculture. Biogas generated from the Biodigesters reduces the farmers' dependence on fossil fuels while the bio-fertilizers minimizes their reliance on chemical fertilizers. These savings in turn help the farmers invest more in their farms and their wellbeing."

Mandeep Kaur, a dairy farmer in Jalalabad village of Moga district in Punjab said, "We are one of the first families in our village to have a biodigester at our farm. We believe it has helped us to be self-sufficient for most of our farm necessities and saved us a lot of money and effort. The bio-gas produced at our farm has made me completely independent for my cooking fuel requirement. Unlike the firewood,

it does not generate any smoke and does not harm my lungs or cause irritation in my eyes."

Nestlé India believe in a future where thriving dairy communities and a healthy planet go hand-in-hand. It has engaged almost 80,000 dairy farmers across India to boost milk economy.

Nestlé India has also encouraged dairy farmers to plant trees for carbon sequestration and provided access to low-emission feed. These efforts not only secure stable livelihoods for farmers and their families but also contribute to reduction in GHG emissions from dairy farms.

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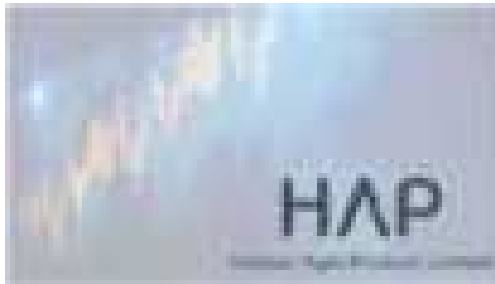
ONE STOP DAIRY TESTING SOLUTION

HATSUN AGRO PRODUCTS -HIGHEST GROSS MARGIN IN 10 QUARTERS!

April 24, 2024

<https://dairynews7x7.com/highest-gross-margin-in-10-quarters-should-you-buy-hatsun-agro-products-shares/>

Hatsun Agro Products Ltd in March quarter clocked the highest gross margin in 10 quarters. If one goes by ICICI Securities, there is scope for further margin expansion in FY25, thanks to lower milk procurement prices; higher revenue share of ice cream, accumulation of low priced inventory and improved capacity utilisation at Solapur and Govindapur facilities.



Given the 10 per cent stock price correction over past six months and earning tailwinds, this brokerage has upgraded the Hatsun Agro Products stock to 'Buy' from 'Hold' and suggested a target price of Rs 1,190, implying a PE of 50 times based on estimated FY26 earnings.

Hatsun Agro Products has accumulated large inventory of low priced skim milk powder (SMP) at end of FY24. ICICI Securities said Hatsun may utilise it if milk procurement prices inch upwards. ICICI Securities sees higher utilisation of Govindapuram (AP) and Solapur (Maharashtra) plants and higher revenue share of

ice cream lifting Hatsun Agro Products margin going ahead.

"The company has also introduced chocolates under the brands Hanobar and Havia in FY24.

We believe success of chocolates will likely be margin and DCF accretive. We remain positive on Hatsun due to competitive advantages such as established brands, distribution and direct milk procure-

ment. We marginally raise FY25E and FY26E earnings by 0.4 per cent and 3.3 per cent, respectively," it said.

ICICI Securities said Hatsun's inventory at end of FY24 increased 2.5 times YoY. It believes the company is prudently utilising the deflationary trend in commodity prices to accumulate the SMP inventory. This would help Hatsun Agro Products maintain profitability if the milk procurement prices inch upwards in H2FY25, the brokerage said.

MILK PRICES MAY NOT TURN VOLATILE THIS SUMMER-MOTHER DAIRY

April 22, 2024

<https://dairynews7x7.com/milk-prices-may-not-turn-volatile-this-summer-mother-dairy/>

Milk inflation has moderated recently. The last hike in milk prices (by Mother Dairy) was announced in February 2023. As summer progresses, natural shortage starts occurring in overall milk production. However, there will be no wild swing in prices... Summer lasts till September, when some shortage of milk naturally occurs. I anticipate

slight (upward) movement in terms of prices. We sell around 5 million litres of milk daily and procure from cooperatives and pro-

ducers companies mainly from Uttar Pradesh, Rajasthan, Maharashtra, Bihar, West Bengal and Andhra Pradesh. Sales of milk are increasing 8 to 10% annually.

Despite the company achieving record sales last fiscal, growth in business was slower than in FY23. What are the factors for the slow growth?

We achieved a record sales turnover last fiscal, yet year-on-year growth was marginal. Last year, summer demand was depressed because of cooler weather (during the season). Because of unseasonal rain in summer months last year, all beverage companies faced challenges. It impacted our dairy and 'Safal' businesses. This year, we are hoping for a delayed summer season, which would boost demand for dairy products.

Didn't the prolonged winter help boost milk production and supplies?

Overall flush season (when milk output increases during winter months) has been positive. We got enough and more milk in the winter months. In the international market for skimmed milk powder and butter, prices have been depressed and exports have been low, leading to private players reducing manufacturing as well as procurement. Organisations

like Mother Dairy and Gujarat Cooperative Milk Marketing Federation or Amul have an obligation to buy milk from farmers.

Procurement has been very high during winter months compared to the previous year. Last year, there was shortage of milk throughout the year because of occurrences of Lumpy Skin Diseases, among other factors. Exports were robust by private players.

What are the sales targets this fiscal?

In the current fiscal, we are aiming for robust volume sales growth. We plan to add `2,000-`2,500 crore to our FY24 turnover of `15,000 crore. In the last three years, we have added `4,000-4,500 crore, which implies 40-45% growth during the period. We have an edible oil business under the Dhara brand name, which contributes 20% to our total sales. It is growing steadily and witnessing a growth rate double than the industry category growth. We anticipate a good year with a good summer and consumer demand. The milk availability



for the next winter months should be fine because of prospects of a surplus monsoon rains.

What are the steps being taken to boost sales?

We are offering 30 new products, which include 20 new ice cream variants, cookies and bread extensions like rusk. In addition, we will be launching an app-based home delivery of dairy products from milk and Safal booths. We have launched these booth-specific apps in 50 places in Delhi-NCR and aim to expand this facility to 400-500 booths, where consumers get our products delivered at the doorstep. If we succeed in this model, we will be creating more such localised apps. We have carried out a pilot and it has shown positive results.

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**DAIRY
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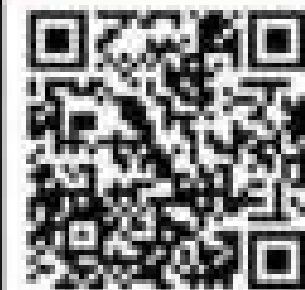
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VARANASI'S TIRANGA BARFI RECEIVE GI TAG

April 22, 2024

<https://dairynews7x7.com/varanasis-tiranga-barfi-receive-gi-tag/>

In a significant development, two iconic products from the historic city of Varanasi, Uttar Pradesh, have been granted the coveted Geographical Indication (GI) status.

In a significant development, two iconic products from the historic city of Varanasi, Uttar Pradesh, have been granted the coveted Geographical Indication (GI) status. On April 16, 2024, the GI Registry Office based in Chennai announced that the Tiranga Barfi of Varanasi and the Dhalua Murti Metal Casting Craft have been included in the prestigious GI category.



among revolutionaries. The saffron hue is derived from saffron, the green color comes from pistachio, and the white shade is created using khoya and cashew nuts.

Varanasi's Dhalua Murti Metal Casting Craft

The Dhalua Murti Metal Casting Craft, originating from the Kashipura locality of Varanasi, has gained national recognition for its intricate and exquisite metal idols. The craftsmen in this region have mastered the art of casting idols of deities such as Maa Annapurna, Lakshmi-Ganesh, Durgaji, and Hanumanji, along with various instruments, bells, thrones, and seals for minting

coins.

Uttar Pradesh's GI Product Tally Reaches 75

This latest addition has further strengthened Uttar Pradesh's position as a leader in the GI domain. With the inclusion of Tiranga Barfi and Dhalua Murti Metal Casting Craft, the total number of GI products from the state has reached an impressive 75, comprising 58 handicrafts and 17 agricultural and food products. This remarkable achievement sets a new record for the highest number of GI tags associated with a particular state in India.

The Iconic Tiranga Barfi

Steeped in the rich history of India's independence movement, the Tiranga Barfi holds a special place in the hearts of Varanasi's residents. During the struggle for freedom, this tricolored sweetmeat was ingeniously crafted to facilitate secret meetings and information exchange

Varanasi's GI Journey

Varanasi, often referred to as the "most diverse GI city," has witnessed a remarkable growth in the number of GI-registered products over the past nine years. Prior to 2014, only the Banaras Brocade and Sarees, and the Bhadohi Handmade Carpets from the Varanasi region had been granted the GI tag. However, this number has now soared to an impressive 34, reflecting the region's rich cultural heritage and traditional craftsmanship.

Economic and Cultural Impact

The GI recognition has not only provided international legal protection to India's heritage but has also generated an annual business of approximately Rs. 30,000 crores in the Varanasi region and nearby GI-registered districts. This has directly benefited around 20 lakh peo-

ple who are now legally protected for their traditional products. Additionally, new employment opportunities have emerged, and these products are rapidly reaching global markets through tourism, trade, and e-marketing initiatives.

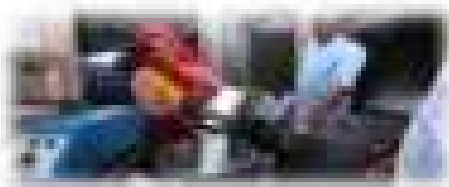
With the technical support of the Human Welfare Association alone, a remarkable 148 GI products have been registered across 14 states, further solidifying India's commitment to preserving and promoting its rich cultural heritage.

BANAS DAIRY ANNOUNCES HIKE OF RS. 15 PER KG FAT OF MILK

April 22, 2024

<https://dairynews7x7.com/banas-dairy-announces-hike-of-rs-15-per-kg-fat-of-milk/>

Banaskantha: Asia's largest dairy, Banas Dairy, has announced a hike in the purchase price of milk. The dairy today announced a pay hike of Rs 15 per kilogram of fat for milk producers. Previously, Rs 805 per kilogram of fat in milk was being paid in Banas Dairy, but now, with an increase of Rs 15 per kilogram of fat in the purchase price of milk through Banas Dairy, the cattle rearers will be paid Rs 820.



DONKEY MILK OFFERED ONLINE AT RS 5,000 PER LITRE IN GUJARAT

April 22, 2024

<https://dairynews7x7.com/donkey-milk-offered-online-at-rs-5000-per-litre-in-gujarat/>

In a remarkable entrepreneurial endeavour, Dhiren Solanki from Gujarat has pioneered a unique venture by establishing a donkey farm in Patan district. With 42 donkeys under his care, Solanki has disrupted the dairy market by supplying donkey milk to clients across southern states, earning a staggering Rs 2-3 lakh per month.

For centuries, donkeys have been synonymous with laborious toil and often overlooked for their contributions.

However, Solanki's farm is rewriting this narrative, with donkey milk fetching a whopping 70 times the price of traditional bovine milk.



Reflecting on his journey, Solanki recounts his quest for stable employment, which led him to explore unconventional avenues. Learning about donkey rearing in southern India sparked his entrepreneurial spirit, prompting him to establish

the farm in his village eight months ago with an initial investment of Rs 22 lakh and 20 donkeys.

Initially met with challenges due to the lack of demand for donkey milk in Gujarat, Solanki persevered and sought opportunities in southern markets. His strategic outreach efforts paid off, securing contracts with companies in Karnataka and Kerala, particularly in the cosmetics industry, where donkey milk is prized for its skincare benefits.

Highlighting the premium pricing, Solanki reveals that donkey milk commands rates ranging from Rs 5,000 to Rs 7,000 per liter, a stark contrast to the Rs 65 per liter for cow milk. To ensure freshness, the milk is meticulously stored in freezers and is also processed into powdered form, fetching prices upwards of Rs 1 lakh per kilogram.

With an investment of Rs 38 lakh and 42 donkeys, Solanki's farm has flourished independently of state assistance. However, he advocates for government support to further develop this burgeoning sector, recognising its potential for growth and innovation.

Rediscovering the benefits of Donkey Milk

Donkey milk, once revered in ancient times and rumored to have been a favorite of Egyptian queen Cleopatra, is experiencing a resurgence in recognition for its numerous health benefits. Greek physician Hippocrates, known as the father of medicine, reportedly prescribed donkey milk for a range of ailments including liver problems, nosebleeds, poisonings, infectious diseases, and fevers.



Despite its historical significance, the popularity of donkey milk waned over time, only to be rediscovered by scientists who recognized its potential. However, its availability remains limited, contributing to its premium pricing.

Recent studies have shed light on the unique composition of donkey milk, which closely resembles human milk compared to cow milk. This similarity makes it an excellent alternative for infants, particularly those with cow milk allergies. Moreover, don-

key milk has been found to play a beneficial role in regulating intestinal microflora, promoting better gut health.

Further research suggests that donkey milk may possess immunity-boosting properties and anti-diabetic qualities. Additionally, its higher shelf life, attributed to the absence of certain pathogens found in other milk varieties, adds to its appeal.

The story of Dhiren Solanki, a Gujarat entrepreneur, exemplifies the growing interest in donkey milk. Solanki's successful venture into donkey farming, with 42 donkeys yielding a monthly income of ₹2-3 lakh, underscores the increasing demand for this unique dairy product, particularly in southern states.

As the scientific community continues to explore the potential health benefits of donkey milk, its resurgence in popularity is poised to redefine the dairy industry and offer consumers a premium alternative with exceptional nutritional value.

KMF TO SPONSOR SCOTLAND AND IRELAND CRICKET TEAMS DURING T20 WORLD CUP

April 22, 2024

<https://dairynews7x7.com/kmf-to-sponsor-scotland-and-ireland-cricket-teams-during-t20-world-cup/>

Get ready to see the Nandini logo on the jerseys of Scotland and Ireland cricketers during the ICC Men's T20 World Cup which will be held in June. The Karnataka Milk Federation, the dairy cooperative from the State which sells various dairy products under the brand name Nandini, will be sponsoring the two teams in the competition.

"Our brand name and logo will appear on the

According to sources, the sponsorship amount will come up to approximately ₹2.5 crore per team. The source also said that while the KMF had considered sponsoring Royal Challengers Bengaluru (RCB), the Indian Premier League (IPL) team, the presence of pre-committed sponsors and higher costs kept the deal from happening.

While many applauded the KMF for marketing



lead arm of the jerseys of the players. We will also be running various social media and advertisement campaigns in association with the teams. We also want to launch whey-based drinks during the World Cup, and they will be involved in promotions as well," M.K. Jagadish, managing director, KMF, told The Hindu.

The KMF also sees this as a way to market its products to a bigger customer base. "We will ensure that products are available even in overseas venues where the matches will take place. We want to use this as an opportunity to push Nandini products on a global level," Mr. Jagadish said.

Nandini on a global scale, some also took to social media and questioned why a Karnataka-based brand should sponsor foreign teams.

On X, former Infosys director T.V. Mohandas Pai said: "Why not sponsor the Karnataka Ranji team, Karnataka sports persons, Karnataka artists? Farmers' children, scholarship for poor? KMF is funded by Kannadiga tax payers' money, subsidy and investments from budget but chooses to spend on foreign teams whom nobody knows!".

DECODING THE PRE-PACKAGED FOOD LABEL



Need help with labelling? Contact us for assistance.

According to the Food Safety and Standards (Packaging and Labelling) Regulations, 2020, certain labelling requirements must be met before distributing food products.



FAQs on Designing Food Labels !

- ✓ Are there any regulations on pre-packaged food labels?
- ✓ Do I need to place the symbol  /  on the front, back, or both sides of the package?
- ✓ What should be the serving size for my products?
- ✓ What parameters are mandatory for the nutritional information table?
- ✓ Are there any conditions attached to making health claims?
- ✓ Can I claim "My product is 100% natural" on the food label?
- ✓ Can I make claims about the health benefits of my product?
- ✓ Can I use testimonials or endorsements on my product label?
- ✓ Can I use imagery that suggests that "My product is healthier"?
- ✓ Do I need to include a disclaimer stating that "Images are for creative representation only"?



KMF RECORDS HIGHEST ONE-DAY SALES WITH 16.5 LAKH LITRES CURD AND 51 LAKH LITRES MILK

April 22, 2024

<https://dairynews7x7.com/kmf-records-highest-one-day-sales-with-16-5-lakh-litres-curd-and-51-lakh-litres-milk/>

The scorching temperatures and the recently concluded festival season led to record sales of the Karnataka Milk Federation’s (KMF) Nandini products. Last week, the KMF beat all-time records for single-day sales by selling 16.5 lakh litres of curd and 51 lakh litres of milk.

Along with milk and curd, Nandini’s other products like flavoured milk and ice creams have also seen an increase in sales. “While heat is the main reason why the sales have increased, we also had festivals like Ugadi, Id-ul-Fitr, and Ram Navami which increased consumption,” said M.K. Jagadish, managing director, KMF.

The average sale of milk has increased by around three to four lakh litres (per day), while the average sale of curd has gone up by two to two-and-a-half lakh litres, the MD said. The sale of curd also includes the sale of buttermilk packets.



He also said that while the sales came down slightly after hitting an all-time peak, the increased demand is still sustaining.

Along with sales, the production of milk has also increased this summer season. “Farmers are focusing more on the dairy sector now (in the wake of drought) as it ensures a continuous flow of income. We have seen that milk production has increased by five lakh litres during summer,” Mr. Jagadish said.

New products in Mysuru

The KMF has launched two new products – Ragi Ambali and probiotic curd in Nandini stalls in Mysuru. “They are selling around 10,000 – 15,000 litres of these products produced by the Mysore Milk Union. While their production capacity is limited for now, if it increases, then we can consider selling the products in other districts too,” Mr. Jagadish said.

He added: “Otherwise, if the sales pick up, we will replicate it at other production centres and then sell it”.

CENTRE ASKS FSSAI TO INITIATE ACTION AGAINST NESTLE AFTER SUGAR CONTENT IN CERELAC REPORT

April 19, 2024

<https://dairynews7x7.com/centre-asks-fssai-to-initiate-action-against-nestle-after-sugar-content-in-cerelac-report/>

The Union Consumer Affairs Ministry has asked the Food Safety and Standards Authority of India (FSSAI) to initiate “appropriate action” against Nestle, which allegedly sells baby products with high sugar content in India, and not in European countries.

According to a report by a Swiss NGO, Public Eye and International Baby Food Action Network (IBFAN), the global food and beverage giant is accused of selling baby products with high sugar content over and above international food safety guidelines in poorer south Asian (including India), African and Latin American countries as compared to markets in Europe.

About 150 baby products sold in different countries were scrutinised for the report.

The report claims that Nestle’s wheat-based product, Cerelac, for six-month babies, contained 2.7 grams of added sugar per serving in

India. However, the same was not done in the UK and Germany.

In a letter to the FSSAI CEO G Kamala Vardhana Rao on April 18, Consumer Affairs Secretary Nidhi Khare said, “As per the news reports, Public Eye, an investigation agency based in Switzerland has published a report highlighting concerning findings about Nestle’s manufacturing practices in India. According to the report, Nestle Company has been alleged to add

2.7g of sugar per serving to Nestle Cerelac baby cereals sold in India while refraining from such practices in other countries such as Germany, Switzerland, France & UK.”

Khare added that the high sugar in baby products raises serious concerns about the potential implications and safety of children in the country.

He asked FSSAI to take appropriate action into the “practices of Nestle Company regarding the composition of Nestle Cerelac baby cereals sold in India.”



NABARD ISSUES STATEMENT TO DISPEL MISINFORMATION REGARDING DAIRY LOAN YOJANA

April 19, 2024

<https://dairynews7x7.com/nabard-issues-statement-to-dispel-misinformation-regarding-dairy-loan-yojana/>

The National Bank for Agriculture and Rural Development (NABARD) issues a statement to address the recent misinformation circulating about the NABARD Dairy Loan Yojana. A series of false claims suggesting that NABARD is directly providing loans to farmers for dairy farming ventures under their Dairy Entrepreneurship Development Scheme. NABARD, categorically and unequivocally

strongly urged, particularly farmers and rural entrepreneurs, to exercise utmost caution and refrain from believing or propagating such misinformation. Unverified information can lead to financial risks and misunderstandings. Accurate information can be obtained from NABARD's official website, www.nabard.org.

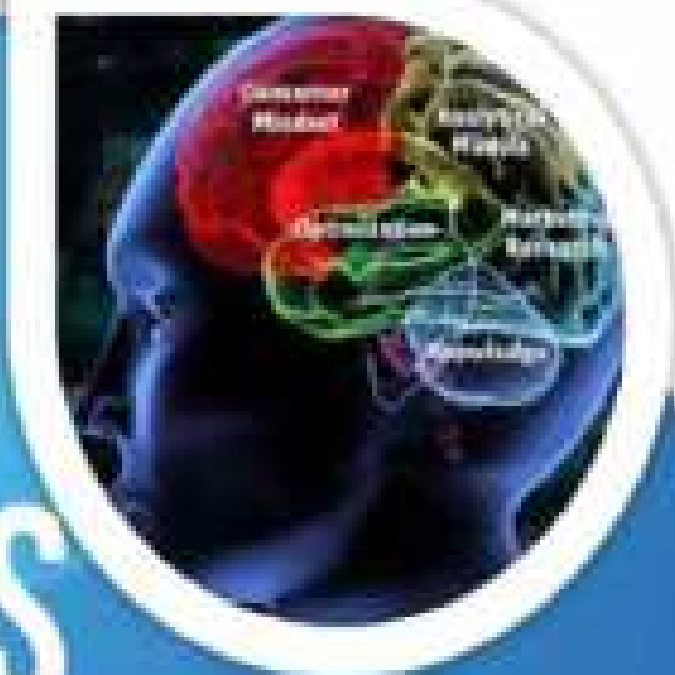
NABARD remains steadfast in its commitment



states that these assertions are fake.

NABARD, as an apex development finance institution, functions by extending financial assistance and support to various financial institutions and cooperatives involved in rural development. It does not extend loans directly to individual farmers. All stakeholders are

to promoting rural development and agriculture through various initiatives and schemes aimed at fostering sustainable livelihoods. Hence, cooperation of all stakeholders is solicited in ensuring the dissemination of accurate information and discouraging the spread of misinformation.



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DODLA , HERITAGE , PARAG : WHY IS INVESTEC BULLISH ON DAIRY SECTOR?

April 18, 2024

<https://dairynews7x7.com/dodla-heritage-parag-why-is-investec-bullish-on-dairy-sector/>

The Indian dairy sector, which has experienced several obstacles in the last three years, such as demand disruptions due to the COVID-19 pandemic and milk shortages that led to a sharp increase in prices, is finally moving past the tough stretch and offers an opportunity for investors to tap into the rising discretionary consumption in the country.



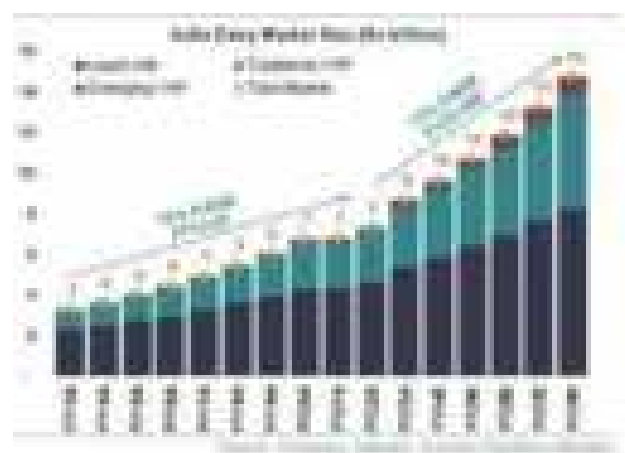
As consumer preferences evolve towards value-added dairy products, private players should gain. In the medium term, the anticipated decrease in inflationary pressures should drive earnings growth, the brokerage firm Investec said in its report issued on April 13.

The brokerage has initiated coverage of India's dairy sector with a positive outlook. Its pecking order is DODLA > HERITAGE > PARAG > HAT-SUN.

The brokerage notes that private dairy companies are poised for significant growth with key structural demand drivers in place, especially as the industry shifts towards a more organised sector. "As consumer demand expands beyond traditional liquid milk to value-added dairy products, private players stand to benefit. Additionally, industry consolidation is expected to support further the growth of private dairy companies, positioning them as viable alternatives to larger co-operatives," it said.

Further, the brokerage notes that the tide is turning in favour of the sector after three years of tough times. There has been some respite lately with a consistent supply of raw milk causing a drop in prices, leading to better operating margins. "As a result, we predict that a mix of lower inflation and healthy demand will boost earnings for the dairy industry, with private companies reaping the most benefits," it notes.

KEY CHARTS



Dodla Dairy | Reco: Buy | Target Price: Rs 1,400 | CMP: Rs 906.80

Comment: DODLA is our top pick in India's dairy sector, outshining its peers in various aspects, including a robust core business, effective capital utilisation, and reasonable valuations.

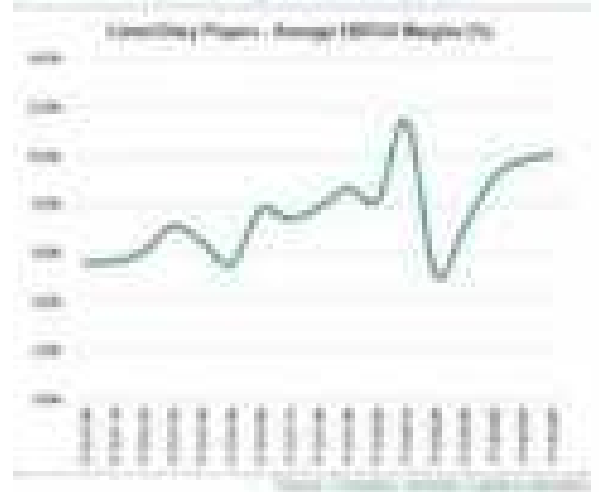
Heritage Foods | Reco: Buy | Target Price: 450 | CMP: Rs 300.85

Comment: Despite its weak core business strength, HERITAGE demonstrates relatively better capital efficiency and reasonable valuations, offering a favourable risk-reward balance.

Parag Milk Foods | Reco: Buy | Target Price: Rs 310 | CMP: Rs 214.85

Comment: Weakest in the group, primarily because of its below-par business strength and relatively dull track record in capital efficiency. However, its relatively lower valuations offer a positive risk-reward skew.

Figure 4: 2019-2024 ROCE of selected companies in India's dairy sector



Hatsun Agro Product | Reco: Sell | Target Price: Rs 700 | CMP: Rs 997.35

Comment: While Hatsun stands out in terms of business strength, it lags materially on financial performance, given weak FCF generation, poor capital allocation, and debt-funded dividends. Also, the high valuations pose a negative risk-reward skew.

NESTLÉ ADDS SUGAR TO INFANT MILK SOLD IN INDIA, OTHER ASIAN, AFRICAN COUNTRIES

April 18, 2024

<https://dairynews7x7.com/nestle-adds-sugar-to-infant-milk-sold-in-india-other-asian-african-countries/>

The report highlighted that in India, where sales surpassed \$250 million in 2022, all Cerelac baby cereals contain



added sugar

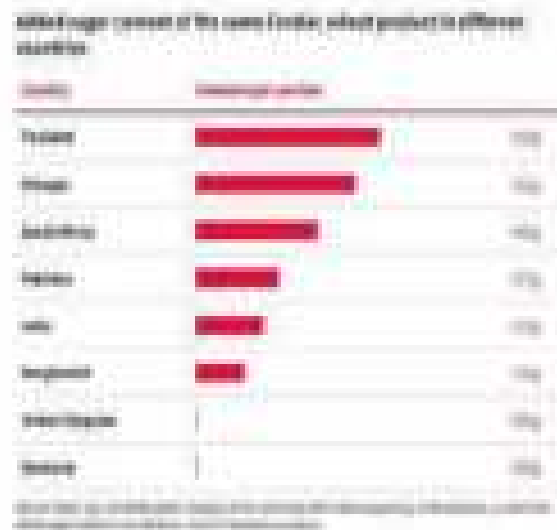
World’s largest consumer goods and manufacturer of baby formula, Nestle, reportedly adds sugar to infant milk sold in India, other Asian, African countries.

According to a staggering report from Public Eye, a Swiss investigative organisation, Nestle added sugar in the form of sucrose or honey in samples of Nido, a follow-up milk formula brand intended for use for infants aged one and above, and Cerelac, a cereal aimed at children aged between six months and two years.

The revelation comes after the organisation sent samples of the Swiss multinational’s baby-food products sold in Asia, Africa and Latin America to a Belgian laboratory for testing.

The report highlighted that in India, where sales surpassed \$250 million in 2022, all Cerelac baby cereals contain added sugar, on average nearly 3 grams per serving.

The same situation prevails in South Africa, the main market on the African continent, where all Cerelac baby cereals contain four grams or more of added sugar per serving. In Brazil, the world’s second-largest market, with sales of around \$150 million in 2022, three-quarters of



Cerelac baby cereals (known as Mucilon in the country) contain added sugar, on average 3 grams per serving.

Nestle faces investor challenge over healthy food targets

In Brazil, where Cerelac is known as Mucilon, two out of eight products were found to have no added sugar but the other six contained nearly 4g for each serving. In Nigeria, one product tested had up to 6.8g .

Meanwhile, tests on products from the Nido brand, which has worldwide retail sales of more than \$1bn, revealed significant variation in sugar levels.

In the Philippines, products aimed at toddlers contain no added sugar. However, in Indonesia, Nido baby-food products, sold as Dancow, all contained about 2g of added sugar per 100g of product in the form of honey, or 0.8g a serving.

In Mexico, two of the three Nido products available for toddlers contained no added sugar, but the third contained 1.7g per serving. Nido Kinder 1+ products sold in South-Africa, Nigeria and Senegal all contained nearly 1g per serving, the report said.

ZAKARIYAPURA — INDIA’S CLIMATE-SMART MODEL VILLAGE FOR BIOGAS PRODUCTION & UTILISATION

April 18, 2024

<https://dairynews7x7.com/zakariyapura-indias-climate-smart-model-village-for-biogas-production-utilisation/>

Zakariyapura village in Borsad taluka, Anand district, Gujarat has become a model for other villages across India by embracing small-scale biogas facilities in every household that owns milch cattle.

In a typical biogas facility, cow dung undergoes anaerobic (absence of oxygen) digestion by bacteria, with the help of conventional technology, to produce biogas comprising 50-55 per cent methane and 30-35 per cent carbon dioxide. Minor amounts of hydrogen sulphide and moisture are also produced.

This gas serves as a direct cooking fuel, effectively replacing traditional sources such as wood and fossil fuels like liquefied petroleum gas (LPG). These flexible biogas plants are easy to instal and



can be set up quickly, are portable, demand minimal maintenance and are more cost-effective compared to conventional biogas digesters.

The initiative can be traced back to 2019 when officials from the National Dairy Development Board (NDDB) facilitated meetings and educational visits for women from Zakariyapura to observe flexible biogas units in an adjacent village, Mujkuva, situated in Anklav taluka of Anand district. Witnessing these flexi biogas plants for the first time inspired them to bring similar models to their own village.

With the assistance of NDDB, all 368 households with livestock were equipped with flexi biogas plants of 2 cubic metres capacity. Each of these plants requires about 50 kilogrammes of animal dung daily.

The cost of setting up a plant was between Rs 30,000 and Rs 32,000. NDDB paid for half the cost, while the households con-

tributed the remaining. This contribution can be recovered through the sale of slurry.

All 368 biogas plants have been geotagged and two villagers from the local community have

been trained to address any immediate operational problem.

The installation company, in collaboration with NDDDB personnel, conducted a series of training sessions to educate local women on plant operation, maintenance and the potential economic and environmental advantages. Women dairy farmers already being a part of a milk cooperative in the village facilitated their efforts to persuade all women farmers to adopt these decentralised biogas units.

A noteworthy development in the village is the establishment of a centralised slurry processing centre. Each biogas digester produces approximately 80 litres of slurry every day. In March 2020, the village, along with adjacent Mujkuva, pioneered India's first women-managed manure cooperative, aiming to acquire, process and market slurry-based fertiliser.

To ensure fairness, a transparent slurry procurement system was implemented similar to that of milk, where women farmers are compensated based on the quality of slurry supplied (ranging from Rs 0.25-2 per litre), assessed using predefined rate charts based on dissolved solids and electrical conductivity measurements.

Unlike milk collection, where farmers deliver milk to a central point, the cooperative arranges for the collection of slurry directly from the farms or households, minimising effort for the women managing the biogas units.

NDDDB has developed a slurry applicator with a 3,500 litre capacity for efficient collection from these plants. Payments for slurry sales are deposited directly into the individual beneficiaries' bank accounts.

The centralised slurry processing facility in Vasna near Borsad town has deployed a dewatering machine to separate the slurry into liquid and solid components. These components are then enriched and transformed into

useful biofertilisers such as phosphate-rich organic manure, micronutrient-rich liquid and others.

NDDDB has granted the cooperative the rights to utilise the SuDhan trademark for marketing fertiliser products under the SuDhan brand. The effectiveness of the slurry was validated through research conducted at the Anand Agricultural University in Gujarat.

"I have utilised SuDhan fertilizers like PROM, Root Guard and MRL in banana and potato crops. Their use has led to increased crop yield and improved crop quality compared to previous years," said Vinubhai, a local resident.

The implementation of these plants has yielded numerous economic, environmental and societal benefits. Each biogas plant produces gas equivalent to around two LPG bottles per month, sufficient to fulfil the cooking needs of a five-person family three times a day.

Every plant generates slurry, which is either sold for processing or utilised as organic fertiliser in their own fields. The monthly revenue from slurry sales typically ranges from Rs 1,500-2,500. In total, the biogas system helps households save between Rs 3,500 and Rs 4,500 per month.

The innovation has also relieved women from the burden of collecting firewood and dealing with soot in their homes and utensils, allowing them to dedicate their time to other activities such as tailoring, embroidery and educating their children.

The initiative in Anand, known as the dairy hub of India, can serve as the catalyst for another 'white revolution', focusing on the utilisation of animal waste rather than solely milk. Building on the success of this model, NDDDB has planned to replicate it in 11 other locations across India.

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FARM SECTOR CAN GROW OVER 6% IN FY25 ON GOOD MONSOON

April 18, 2024

<https://dairynews7x7.com/farm-sector-can-grow-over-6-in-fy25-on-good-monsoon/>

The agriculture and allied sectors may register over 6 per cent growth in 2024-25 going by the predictions of a favourable monsoon and the low base of the previous year, NITI Aayog member Ramesh Chand told businessline.

“This year (2024-25) will be highly favourable for agriculture, mainly due to two factors. One, the monsoon rainfall will be normal or above normal, per reports by various agencies. Even in terms of regional distribution, the forecasts are encouraging. Two, the agriculture growth in 2023-24 was 0.67 per cent, which means the base (for 2024-25) is low,” Chand said.

Whenever such a combination has happened in the past, farm sector growth has topped 6 per cent, he observed. “There is no reason this past pattern will not be repeated this year if the monsoon rainfall turns out as predicted,” Chand added.

The India Meteorological Department (IMD) has predicted an “above normal” monsoon, at 106 per cent of the long-period average (LPA) of 87 cm, while private weather forecaster Skymet has said the monsoon is likely to be “normal” at 102 per cent of the LPA.

The NITI Aayog member pointed out that “real prices” of agriculture have been rising for several years. “If you take the wholesale prices of agriculture relative to non-agriculture, farm prices are rising. The wholesale price index (WPI) of agri-commodities is rising faster than non-agri-commodities,” Chand said, adding that stability in maintaining prices is required due to this aspect.

The government’s action to maintain stability is seen by some as a move to bring down prices, he pointed out, adding that such was not the case. “Stability means to prevent an abnormal or unusually high level rise in the price of a commodity.”

Boosting exports
 Chand also favoured allowing increased exports in case of surplus production of certain crops during the kharif season.

Currently, the government has restricted export of non-Basmati rice, wheat, sugar, and onion. The curbs on non-Basmati rice may be revisited in September-October when the government will have made an assessment on rice production, official sources had said earlier.



IBISA'S HEAT STRESS SOLUTION TECHNOLOGY TO OFFER PROTECTION TO DAIRY FARMERS

April 18, 2024

<https://dairynews7x7.com/ibisas-heat-stress-solution-technology-to-offer-protection-to-dairy-farmers/>

Insurtech firm IBISA has announced the launch of its latest innovation – the Heat Stress Solution, which utilises advanced climate metrics and satellite technology to provide protection for dairy farmers.

By offering compensation for revenue losses incurred due to heat stress, this unique solution serves as a life-line for dairy farmers across India. Milk yields are estimated to decline by 30-35 per cent during severe heat waves.

Since its introduction in 2024, the Heat Stress Solution has already safeguarded over 100,000 livestock within a mere fortnight, spanning 14 districts in Kerala, the company said in a statement. Notable beneficiaries include farmers associated with the Trivandrum, Malabar, and Ernakulam Regional Co-operative Milk Producers' Unions (TRCMPU, MRCMPU, and ERCMPU respectively).

Furthermore, the product is currently operational in select districts of Maharashtra, Uttar Pradesh, Madhya Pradesh, Rajasthan, and Gujarat.

IBISA anticipates expanding its reach in the coming months through collaborations with multiple milk unions and key partners within the dairy value chain. Strategic partnerships with Dehaat, a leading Agritech firm, and Beh-

tar Zindagi, an online agri marketplace platform provider, further enhance the product's accessibility and impact.

IBISA's expertise in developing, distributing, and overseeing effective climate insurance solutions is unparalleled. As an Insurtech firm, IBISA collaborates with local insurers, providing comprehensive support in insurance risk modelling, design, assessment, and technological infrastructure, ultimately enabling insurers to underwrite and deliver tailored insurance products efficiently.

"Identifying and addressing a critical necessity, we've brought to the fore an insurance model that is not just accessible but also comprehensible to our clients," remarks Balachandran MK, IBISA's Head of Growth for Asia. "

The surge in our solution's adoption is a clear indicator of the heightened awareness and demand for such protective measures amidst climatic adversities."

Recognizing the impact of climate change on various sectors, IBISA is committed to addressing insurance gaps in the poultry industry as well. Through strategic collaborations and grassroots awareness initiatives, IBISA aims to redefine India's agri-insurance landscape, empowering farmers and enterprises to navigate climate uncertainties effectively.



TOP 10 MILK PRODUCING COUNTRIES IN THE WORLD – 2024

April 18, 2024

<https://dairynews7x7.com/top-10-milk-producing-countries-in-the-world-2024/>



Explore the 2024 rankings of the Top 10 largest milk producing countries. Uncover the leading Global milk production ranking and discover key players in Milk production by country 2024. Get insights into Major milk producing countries and their contributions to the World largest milk producing country.

The top 10 largest milk producing countries in the world are India, the United States, Pakistan, China, Brazil, Germany, Russia, France, Turkey, and New Zealand. They have a major impact on supply chains, trade dynamics, and dietary trends in the dairy industry. As a major source of nutrition for people all over the world and a pillar of the dairy sector, milk production is an essential component of global agriculture. There are many World top milk producing countries available on the global market because many countries produce plenty of milk.

The top 10 milk-producing countries have developed unique approaches to meet the increasing need for milk and dairy products. In this article, we will look into the **top ten largest milk producing countries along with their contributions to the global dairy industry.**

Milk Production in the World 2024

Since 1961, the amount of milk produced worldwide has almost tripled, reaching 918 million tons in 2021. Global milk production has reached 929.9 million tons in 2022, according to the Food and Agriculture Organization of the United Nations (FAO).

Cow milk is the most widely consumed type of milk, followed by buffalo milk, goat milk, sheep milk, and camel milk. With a share of 22% of the worldwide milk output, India is the world's largest producer. The United States is the second-largest producer of cow milk, after the European Union. India's output growth is anticipated to remain strong. Sheep produce milk in semi-arid regions of the Mediterranean. In Africa, goats that live in areas with inadequate soil yield milk. In humid tropical climates, buffaloes make milk.

Top 10 Largest Milk Producing Countries

- India leads with its extensive dairy farming.
- The United States follows with high production volumes.
- China, Brazil, and Germany round out the top five.
- Pakistan, France, New Zealand, Russia, and Turkey complete the list.

List of Top 10 Largest Milk Producing Countries in the World

The below table lists the top 10 largest milk producing countries in 2024:

Milk Producing Country	Milk Production (Tonnes)
India	208,984,430
United States	102,654,616
Pakistan	65,785,000
China	41,245,664
Brazil	36,663,708
Germany	33,188,890
Russia	32,333,278
France	25,834,800
Turkey	23,200,306
New Zealand	21,886,376

Largest Milk Producing Country – India

India is the world’s top producer of milk, generating 24.64% of the world’s total production in the 2021–2022 period. Over the last nine years, or between 2014–15 and 2022–23, India’s milk output has increased by 58%, reaching 208,984,430 tons in 2022–23.

- States such as Uttar Pradesh, Rajasthan, and Gujarat are well-known for contributing significantly to the country’s total milk supply.
- The promotion and improvement of milk production are greatly supported by government programs and teamwork.
- The efficiency of coordinated efforts in the dairy business is proven by the success of cooperative movements, such as Amul.
- India’s dedication to both conventional and contemporary dairy farming methods supports the continued development of the industry.

Second Largest Milk Producing Country – United States

With 102,654,616 tons produced in 2023, the United States ranks among the top milk-producing countries in the world. This amounts to three times the total milk production of both New Zealand and Australia combined.

- Dairy farms of a large scale are found in many states but are particularly concentrated in areas such as California, Wisconsin, and New York.
- The U.S. dairy industry is successful because of favorable climates, innovative agricultural techniques, and effective dairy management strategies.
- The manufacturing of a wide range of dairy products, such as powdered milk, cheese, butter, and fluid milk, shows the diversity of the American dairy business.
- In the dairy industry in the United States, modern technologies are widely used for milk production, herd management, and processing.
- The growth and sustainability of the dairy industry are significantly influenced by market dynamics, industry rules, and government policy.

Third Largest Milk Producing Country – Pakistan

With 65,785,000 tons of milk produced annually in 2022–2023, Pakistan is among the top 3 milk-producing countries in the world.

- Pakistan’s dairy industry is an important participant in the world market, making a significant contribution to the supply of milk both domestically and internationally.
- Several kinds of dairy animals are used in Pakistan’s dairy industry, with cows and buffaloes accounting for a large portion of total production.
- The foundation of Pakistan’s dairy business consists of small-scale farmers who use a combination of conventional and contemporary farming methods.
- Pakistan is a market leader in exports, promoting its well-known goods made from buffalo milk internationally.
- The production of a variety of dairy products, such as liquid milk, ghee (clarified butter), and traditional dairy treats, is indicative of the dairy industry’s success.

Fourth Largest Milk Producing Country – China

China produced the most cow’s milk in recent times in 2023, reaching 41,245,664 tonnes. Owing to increased livestock inventories and enhanced production efficiency, this represents a 4% increase from 2022.

- The country’s dairy industry has grown significantly as a result of shifting dietary habits and a growing population, which have increased demand for milk and dairy products.
- To increase the effectiveness and production of its dairy industry, China has made investments in innovative technologies, better genetics, and contemporary dairy farming methods.

- China’s dairy industry is made up of both large-scale commercial dairy farms and smaller-scale businesses, which reflects the country’s diverse agricultural environment.

Fifth Largest Milk Producing Country – Brazil

Brazil produces 5% of the milk produced worldwide, making it the fifth-largest producer in the world. Brazil produced 36,663,708 tons of fluid milk in 2023.

- The dairy industry in Brazil is distinguished by its expansive farms, ideal weather, and emphasis on cutting-edge agricultural techniques.
- Brazil’s dairy business is more productive and efficient because of advances in genetics, technology, and management techniques.
- Brazil’s diverse geography makes it possible for grazing to occur all year round, ensuring a stable and reliable supply of milk.
- Brazil’s government supports the dairy industry with programs that guarantee milk quality, enhance herd genetics, and encourage sustainable agricultural techniques.

Sixth Largest Milk Producing Country – Germany

With 33,188,890 tons of cow’s milk produced in 2023, Germany becomes the EU’s greatest milk producer. This represents almost 25% of the milk, butter, and cheese consumed in the EU.

- Germany actively participates in the European and international dairy markets as a significant processor and exporter of dairy products, such as cheese, butter, and milk powder.
- Germany’s dairy industry stands out for its emphasis on environmental sustainability, animal welfare, and technical innovation. Effective breeding

programs and nutritional developments also contribute to increased productivity.

- Germany’s dairy industry is diverse due to a broad variety of farm sizes, from tiny, family-run businesses to huge commercial farms.

Seventh Largest Milk Producing Country – Russia

Russia produces 32,333,278 tons of milk annually, ranking it as the seventh-largest producer of milk worldwide. Russia produced more over 32.3 million metric tons of milk and dairy products in 2023, and its supply had grown by more than two million metric tons since 2020.

- The dairy industry in Russia is made up of both tiny farms and large-scale commercial farms, demonstrating the variety of farming techniques used there.
- The goal of government support and laws is to strengthen the dairy business by tackling matters like sustainability, herd management, and milk quality standards.
- Russia is a major consumer and, to some extent, exporter of dairy products in the international dairy market.

Eighth Largest Milk Producing Country – France

More than 25,834,800 tonnes of milk were produced by French farmers in 2023. 3.5% of the milk produced worldwide is produced in France, which is the second-largest milk producer in Europe after Germany.

- France is a well-known participant in the worldwide dairy market, distinguished by the wide variety of superior dairy products it offers.
- With an emphasis on traditional and artisanal dairy production practices, the nation has a well-established dairy sector.

- The diversity of the French dairy industry contributes to the sector’s wealth by combining large-scale commercial farms with smaller, family-run businesses.
- The superiority of French dairy products is mostly ensured by government laws and quality standards.

Ninth Largest Milk Producing Country – Turkey

Between 2007 and 2022, the overall volume of milk products produced in Turkey rose, although rather irregularly. With 23.5 million tons produced, 2020 marked the highest amount of milk produced in the nation. The production of milk products reached over 23,200,306 tons in 2023.

- Turkey’s dairy industry is expanding and serves the country’s internal market as well as the global one.
- Increasing milk production’s self-sufficiency through government programs and laws has been emphasized recently.
- Turkey produces a significant quantity of milk each year, which meets the country’s dairy demands and adds to the world’s dairy supply.
- Small-scale family farms and larger commercial operations coexist in the nation’s dairy sector, showing the diversity of farming methods used there.
- The objectives of government support for the Turkish dairy industry are to raise standards for milk quality, manage herds more effectively, and encourage sustainability.

Tenth Largest Milk Producing Country – New Zealand

With an annual production of around 21,886,376 tonnes of milk, New Zealand ranks among the world’s top producers of milk. This represents roughly 3% of milk produced world-

wide. The largest export category for New Zealand is dairy products. New Zealand was the world's top milk exporter in 2023:

- A significant participant in the global dairy market, New Zealand is well known for its productive, pasture-based dairy production methods.
- Dairy goods, such as cheese, butter, and powdered milk, are major exports

from the nation and influence global trade dynamics.

- Large-scale commercial farms that frequently use vast pastoral areas for the grazing of dairy cattle are the hallmarks of New Zealand's dairy industry.
- New Zealand produces a significant amount of milk annually, and the industry is essential to the nation's agricultural economy.

LIGHTHOUSE FUNDS INVESTS ₹700 CRORE IN PARSONS NUTRITIONALS

April 16, 2024

<https://dairynews7x7.com/lighthouse-funds-invests-700-crore-in-parsons-nutritionals/>

Private equity fund Lighthouse Funds has invested ₹700 crore in Parsons Nutritionals—a contract manufacturer specializing in packaged foods, beverages, and personal care products.

The round saw participation from co-investors of Lighthouse, including the International Finance Corporation (IFC), a member of the World Bank Group, Evolve India, HDFC AMC's Fund of Funds, and various family offices.

Parsons represents Lighthouse's third investment from its \$425 million Lighthouse India Fund IV.

Founded in 2002 by S.S. Mann, Parsons serves as a third-party contract manufacturer for major fast-moving consumer goods (FMCG) companies, including Mondelez, Hindustan Unilever Ltd, Britannia Industries, and General Mills. The company's production lines extend to cookies, biscuits, chocolates, confectionery, malted beverages, and ready-drink mixes, and it has recently expanded into personal care products like shampoos and soaps.

The company operates multiple manufacturing facilities across five states, and this investment from Lighthouse marks Parsons' maiden round of external funding from a private equity investor. According to Lighthouse, the funds will be

used to expand manufacturing capacities in both existing and new product categories to meet the needs of current and future clients.

"As we continue to evolve as an institution, it was the right time to have a partner in Lighthouse on our next journey of growth. Their long-term vision and familial values perfectly match the DNA we have at Parsons," said Mann, promoter and chairman, Parsons Nutritionals.

Many large consumer goods companies are increasingly outsourcing manufacturing to third-party producers, in addition to running their own facilities. This trend is growing as both Indian and international FMCG companies step up their investments in India, driven by a rising demand for packaged goods.

Parsons is well-placed to benefit from increased consumption and outsourcing trends, said Sachin Bhartiya, co-founder and partner, Lighthouse Funds.

"This investment fits well into our long-term thesis of consumer products getting more organized, more branded, and more premium," Bhartiya added.

Lighthouse, a mid-market private equity firm, focuses on investments in the consumer and

healthcare sectors. Since beginning its operations in India in 2007, Lighthouse has invested in over thirty companies across consumer brands, healthcare, and specialty manufacturing. Its investment portfolio includes companies such as Unibic, Bikaji, Wow! Momo, Kama Ayurveda, and Nykaa, among others. Recently,

Lighthouse has also made new investments in Kushal's Retail, a fashion jewelry retailer, and Safari, a luggage manufacturer.

The Rainmaker Group served as the exclusive financial adviser on this transaction.

AJOONI BIOTECH LIMITED ANNOUNCE CONTRACT AGREEMENT WITH NDDB

April 16, 2024

<https://dairynews7x7.com/ajooni-biotech-limited-announce-contract-agreement-with-nddb/>

Ajooni Biotech Limited is pleased to announce a strategic partnership with the esteemed National Dairy Development Board (NDDB) Dairy Services. Through this partnership with NDDB, Ajooni Biotech Limited anticipates fresh orders to the tune of approximately Rs. 2 crore per month for cattle feed and an additional Rs. 2 crore per month for feed supplements. Consequently, the total revenue is expected to witness a monthly increase of Rs. 4 crore with a profit margin ranging between 10% to 15%.

Highlights:-

- * Ajooni Biotech Limited anticipates fresh orders to the tune of approximately Rs. 2 crore per month for cattle feed and an additional Rs. 2 crore per month for feed supplements

- * Consequently, the total revenue is expected to witness a monthly increase of Rs. 4 crore with a profit margin ranging between 10% to 15%.

With this collaboration, company will supply high-quality cattle feed and feed supplements to support NDDB's efforts in enhancing the productivity of milk producer companies and

promoting sustainable livelihoods among dairy farmers.

NDDB Dairy Services, a pivotal entity in India's dairy industry, with 170 million unions operating across 285 districts and encompassing approximately 96,000 villages, they play a crucial role in the livelihoods of over 10.7 million farmers and labourers who are integral members of its network. This partnership underscores com-

pany's commitment to contributing to the growth and welfare of India's dairy sector by leveraging their expertise in providing superior cattle feed and supplements.



ments.

Ajooni Biotech Limited is a PURE VEG. animal health care solutions company. It stands as a trailblazer, innovator, and frontrunner in the realm of animal feed production, prioritizing excellence in quality, safety, and production innovation, along with a commitment to delivering exceptional customer service. With a comprehensive feed range, Ajooni has emerged as a significant player in the animal feed and aquaculture sectors.

Opting for Ajooni signifies partnering with a responsive, attentive ally boasting extensive experience and a nuanced understanding of the intricate dynamics within the livestock market. Ajooni's primary objective revolves around optimizing productivity, meeting animals' nutritional requirements comprehensively, and attaining an optimal dietary balance. Ajooni aims to be a steadfast ally to farmers, with our team of experts offering their wealth of knowledge and years of experience to devise tailored diet programs and provide optimal recommendations for the sustained growth and advancement of livestock.

Ajooni Biotech Ltd. is driven to combine innovation and compassion to create value-driven products for all stakeholders.. Its focus is to leverage capabilities, to develop cost effective solutions to improve animal productivity and income of farmers. Godrej Agroveter is the only nearest competitor in the listed space for Ajooni Biotech Limited which gives it an edge for exponential growth in its products offerings.



SALES & PURCHASES OF EXISTING BUSINESS

Involves the process of combining two companies into one. The goal of combining two or more businesses is to try and achieve synergy



Financial Evaluation



Memorandum Formation & Documentation



Deal Finalization & Realisation



Registration
(Legal compliance)



Financial Viability



Financial Mobilization

STARTUPS

Emergence of new firms, resulting in long term economic growth and entrepreneurs to grow through innovation and design.



EXISTING BUSINESS

Existing business reaches its point of maximum growth and looks for additional revenue streams. All successful firms and startups eventually face the issue of expanding or developing their operation.



DUE Diligence



Financial Benchmarking



Expansion Planning

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Global News



DAIRY PRICES WEAKENED ,MILK PRODUCTION EXPANDED BUT DAIRY TRADE CONTRACTED GLOBALLY IN 2023

April 29, 2024

<https://dairynews7x7.com/dairy-prices-weakened-milk-production-expanded-but-dairy-trade-contracted-globally-in-2023/>

International Dairy Prices

In 2023, the FAO Dairy Price Index averaged 123.7, down 17.3% from 2022. Weakness persisted from January to September due to reduced imports by major buyers like China for whole milk powder (WMP) amid high stocks and weakened demand from the HRI sector post-COVID. Increased milk production in China and weakened consumer demand in East Asia and the Middle

East further dampened imports. European Union's high milk deliveries and reduced market activities in Western Europe also pressured prices. However, since October, prices have risen due to tight export availabilities, seasonal milk supply declines, and weather challenges in Oceania. Currency movements and increased demand from Asia contributed to this trend. FAO indices for skim milk powder (SMP), butter, WMP, and cheese declined, with butter remaining the priciest at an average of \$5,100 per tonne, followed by cheese, WMP, and SMP at \$4,486, \$3,327, and \$2,693 per tonne, respectively.



European Union's high milk deliveries and reduced market activities in Western Europe also pressured prices. However, since October, prices have risen due to tight export availabilities, seasonal milk supply declines, and weather challenges in Oceania. Currency movements and increased demand from Asia contributed to this trend. FAO indices for skim milk powder (SMP), butter, WMP, and cheese declined, with butter remaining the priciest at an average of \$5,100 per tonne, followed by cheese, WMP, and SMP at \$4,486, \$3,327, and \$2,693 per tonne, respectively.

Global Milk Production

In 2023, global milk production rose by 1.5% to 965.7 million tonnes, driven mainly by growth in Asia, accounting for 46% of global output. India and China led while other countries like Pakistan and Turkey also saw notable increases. However, Japan reported declines. In Europe, production marginally, with the EU but declines in Russia and Ukraine. South America, Central Caribbean saw slight increases, particularly in Brazil and Mexico. North America experienced a modest rise, mainly in the US and Canada. Oceania's production recovered, with

Figure 3. FAO Dairy Price Indices (2014-2021-2023)



of global output. the expansion, countries like also saw notable However, Japan reported declines. production marginally, with the EU but declines in Russia and Ukraine. South America, Central Caribbean saw slight increases, particularly in Brazil and Mexico. North America experienced a modest rise, mainly in the US and Canada. Oceania's production recovered, with

increases in New Zealand and Australia. In Africa, production remained stable, with gains in some countries like Tanzania and Kenya, but declines in others like Egypt and Ethiopia due to various factors including weather and economic challenges.

World Trade in dairy products

In 2023, international dairy product exports totaled 84.7 million tonnes, marking a second consecutive year of decline. However, the year-on-year decrease was less severe at 1.0%, compared to 4.3% in the previous year. The decline was primarily driven by reduced Asian imports, with notable decreases in Africa, Europe, and North America. Partially offsetting this were increased purchases by South America, Central America, and Oceania. Notably, North America experienced the largest decline in exports, down 10.3% from 2022. In contrast, South America saw a 10.3% increase in dairy imports, followed by Oceania (7.1%) and Central America (6.1%).

Asia led the global imports, accounting for 28.5 million tonnes, a 1.0% decrease from 2022. Significant drops were also reported by the Philippines (down 10.3%), Turkey (down 7.1%), and New Zealand (down 5.1%).



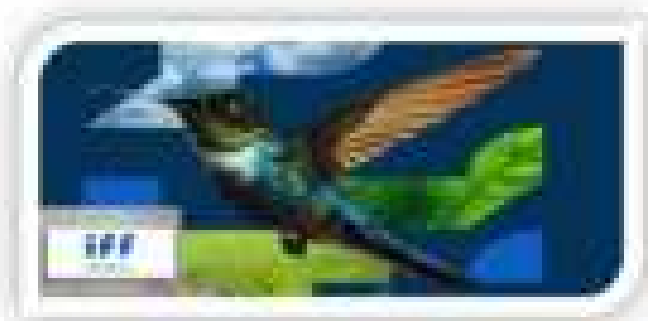
IFF TRENDS REPORT: ADDED VALUE KEY TO SUCCESS IN INFLATION-HIT DAIRY SPACE

April 27, 2024

<https://dairynews7x7.com/iff-trends-report-added-value-key-to-success-in-inflation-hit-dairy-space/>

Amidst a challenging economic climate, IFF (NYSE: IFF), a global leader in food and beverage, home and personal care and health, unveils a report that uncovers the evolving consumer trends in the dairy and alternative dairy categories.

The report, derived from a comprehensive quarterly global survey of 21,000 consumers and monthly market data*, highlights how brands can win over budget-conscious consumers by offering health benefits and resonating with consumer values.



“In the face of a global cost-of-living crisis, dairy and alternative dairy brands have found a silver lining by focusing on quality and value,” said Richard Neish, head of global futures, Consumer Intelligence at IFF. “It is not about competitive pricing; it’s about delivering products that enhance wellness and align with consumer values—a strategy that is proving to be a game-changer.”

The report identifies five key trends that will drive market changes and product innovation with ‘Better-Being’ as a leading trend, reflecting a significant shift in consumers’ health preferences. Six in ten (60 percent) respondents said they were always or often influenced by health labelling in their product choices.

Dairy has been one of the categories worst hit by inflation, with value compound annual

growth rate (CAGR) outstripping volume CAGR. Despite inflation’s impact on the dairy industry, the report highlights that since 2022, consumers have prioritized quality over cost, with many opting for premium brands that promise uncompromised quality.

Private label dairy products have emerged as a popular choice during the economic downturn, with 35 percent of consumers gravitating towards budget-friendly options without sacrificing quality. 63 percent of respondents said they started, or continued, to buy more expensive dairy brands in Q4 of 2023, and 52 percent said they preferred to pay more to ensure that quality is not compromised. The report emphasizes the strategic importance of integrating functional wellness ingredients such as probiotics, to add value beyond pricing.

The IFF insights also reveal a compelling narrative of brands “driving value with values,” resonating with consumers who seek to express their personal beliefs like sustainability and authenticity, through their food choices. This is reflected in 61 percent of respondents and particularly true for Gen Z, with 67 percent emphasizing the importance of aligning purchases with values. Additionally, the report highlights a shift towards indulgence and convenience, highlighting consumer desire for pleasurable experiences and consume on-the-go products like ice cream.

THE SOLUTION IS NOT MORE FOOD BUT BETTER FOOD

April 27, 2024

<https://dairynews7x7.com/the-solution-is-not-more-food-but-better-food/>

A senior executive at Danish dairy major Arla Foods has told an industry conference that the sector needs to modernise its messaging to win over consumers.

Patrik Hansson, Arla's CMO, told the audience at the Dairy Innovation Strategies 2024 event in Copenhagen that the sector needs to find different ways to innovate and to get its message across.

"The dairy industry hasn't modernised. It's still talking about the family breakfast.

I'm sorry, that's gone," he said.

"How do we get the next generation to enjoy our products? We need to find ways to innovate in a different way to attract the cool kids of the next generation.

"How do we make all this fun? That's the way to change the behaviour of consumers."

Speaking at an event organised by Arena International, Just Drinks' sister company, Hansson said dairy also needs to be at the forefront of some of the big issues facing the food industry and the planet such as obesity and climate change.

We recognise that what we have done in the past is not what we will do in the future," he said.



"We know that in 15 to 20 years' time we will need to start feeding ten billion people.

"We know 400,000 Danes will be taking [weight control drug] Ozempic in the future to deal with dietary problems.

"We are more likely to die from unhealthy food than from problems linked to sex, drugs and alcohol.

"The problem is killing people today on a large scale. The solution is not more food but better food."

Hansson said he believes many people have lost touch with what food

really is "which is to bring you the nutrition your body needs".

He added: "Eighty per cent of people say they are confused as consumers as to what is healthy or unhealthy food. That is a big, big problem and we need to tackle it as an industry.

"We need to be better at finding a food system to nourish people. Science is pointing in all directions. We need to come together as an industry to find one way of doing this.

"It's super-important that we get fat and sugar down and to get more sustainability but I think the food industry has forgotten about nutrition."

Hansson argues that dairy has the tools to tackle some of these problems.

“There is a lot of new knowledge available today. We are sitting on a lot of magic and it’s how we change that into products people want to consume,” he said. “We are talking about dairy 2.0.”

Hansson is also keen to see greater collaboration with non-dairy sectors.

“The future will have to see the dairy industry and food industry working in sync with consumers to be culturally relevant,” he said.

“The future will contain plant-based and dairy but also hybrid products will be part of the solution. I think it is too early for that at the moment but eventually why wouldn’t consumers want to get the benefits of the best of plant-based and dairy?”

GLOBAL DEMAND FOR DAIRY REMAINS SLUGGISH

April 25, 2024

<https://dairynews7x7.com/global-demand-for-dairy-remains-sluggish/>

Commodity markets have softened through March 2024 against a backdrop of slightly weaker global fundamentals. The dairy complex had staged a recent rally since the bottom of the market in Q3 2023. Nonetheless, all dairy products except butter were softer in March 2024 and remain at or below five-year averages.



Rabobank expects dairy commodity prices to remain range-bound at or near current levels in the near term.

Sluggish demand remains a key driver for dairy commodity prices. Better times lie ahead for dairy demand in many economies. However, the speed of recovery will be critical to how new season’s milk prices will shape up. Dairy demand is generally still sluggish and if this remains the case for longer than expected, global

markets will be susceptible to softness in commodity prices – despite a weak global supply backdrop.

Local milk production in Oceania remains in positive territory. New Zealand milk production was 2.8% higher in February (leap year adjusted) on a milksolids basis. While Australian milk production grew by 5% in February (leap year adjusted),

bringing season-to-date milk production to 5.95bn litres. This represents a lift of 2.5% on the same period last year (or 180m litres).

Global milk supply remains constrained outside of Oceania. US milk production was 1.3% lower in February (leap year adjusted) marking the eighth consecutive weaker year-on-year decline. EU milk production was down slightly in volume for January 2024 compared to the prior period. All eyes on the Northern Hemisphere seasonal peak in the months ahead.

Softer local feed markets is welcomed news for Kiwi dairy farmers. Ample local supply here, as well as in Australia, are helping to keep feed prices lower compared to last year.

Farm Inputs

In the last weeks of March global trade discussions revolved around expectations regarding Chinese exports of nitrogen and phosphorus fertilisers. While the export of nitrogen remains uncertain, there is clarity regarding phosphorus fertiliser exports. The overall outlook appears favourable for end users.

Additionally, India's urea tender has established a bearish foundation for the coming months.

The Chinese export quotas of phosphorus fertilisers have now been set at a maximum of 7m tonnes, 5m for DAP, and 2m for MAP. The decision mirrors the 2023 figures and signifies a 27% recovery versus 2022 export volumes, which were the lowest exports in the past five years. Since early November 2023, exports have been suspended to exert downward pressure on local fertiliser prices. As a result, DAP sourced from Morocco has been steady, hovering around USD 600/tonne FOB level. The

outlook for the next five months suggests a potential drop of up to 15%.

Unfortunately, this timing may be too late for winter crops and pasture. However, there remains hope that the adjustment will align with spring and summer demand.

Currently Chinese nitrogen fertiliser manufacturing is operating at a significantly higher pace compared to the same period last year, approaching 200,000 tonnes per day.

However, there is a critical factor at play: the lack of clarity regarding government-defined quotas. Some official guidance is expected by mid-May.

Without this clarity, the only foreseeable outcome is the accumulation of surplus stocks, exerting a bearish pressure on the market, potentially impacting the next two to four months.

In late March India's urea tender revealed a market with ample stocks and an anticipation of lower prices. By early March, the initial expectation hovered around \$AU560/tonne, including cost and freight. However, the lowest offer was AU\$515, which is 8% lower than expected.

BIRD FLU VIRUS FOUND IN PASTEURIZED MILK, THOUGH OFFICIALS MAINTAIN SUPPLY IS SAFE

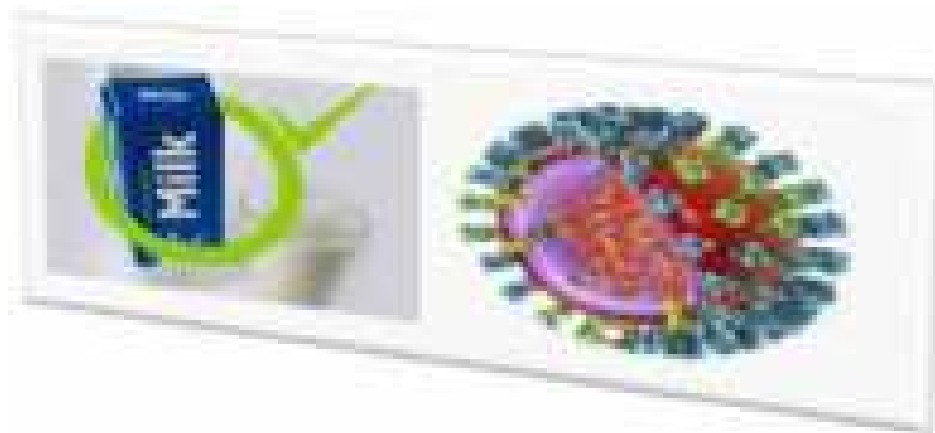
April 25, 2024

<https://dairynews7x7.com/bird-flu-virus-found-in-pasteurized-milk-though-officials-maintain-supply-is-safe/>

The Food and Drug Administration said Tuesday that fragments of the bird flu virus had been detected in some samples of pasteurized milk in the U.S. While the agency maintains that the milk is safe to drink, it notes that it is still waiting on the results of studies to confirm this.

a release that it plans to make public later Tuesday. “To date, we have seen nothing that would change our assessment that the commercial milk supply is safe.”

The FDA is specifically testing whether pasteurization inactivates bird flu in cow milk. The findings will be available in the “next few days



The findings come less than a month after an outbreak of the H5N1 strain of bird flu was found, for the first time, in herds of dairy cows in several states. It has since been detected in herds in eight states.

The FDA has been working with the Centers for Disease Control and Prevention and the U.S. Department of Agriculture to investigate the outbreak.

The fragments of the virus were found while testing samples of pasteurized milk, the FDA said. The testing method, called PCR testing, looks for bits of genetic material; a positive result doesn’t mean that live, infectious virus has been found.

“Based on available information, pasteurization is likely to inactivate the virus, however the process is not expected to remove the presence of viral particles,” the agency said in

to weeks,” it said.

As a part of its testing, it will use so-called egg inoculation tests — considered the gold standard for determining if a sample is infectious — in which a chicken egg is injected with a small amount of infected milk and monitored to see if active virus begins to replicate.

Michael Osterholm, an infectious disease expert and director of the Center for Infectious Disease Research and Policy at the University of Minnesota, said he was not surprised by the preliminary findings.

“If you tested most milk, you’d find E. coli and listeria and other things in it, too, but they’d all be dead. Pasteurization doesn’t take them out, it just kills them,” he said. That is, dead particles are unlikely to cause a person to get sick.

WHY FARMERS ARE STANDING UP AGAINST FREE TRADE

April 24, 2024

<https://dairynews7x7.com/why-farmers-are-standing-up-against-free-trade/>

My mom stood next to my grandfather, both crying as he emptied the bulk tank and dumped his milk in protest.

It was the 1960s, and dairy farmers in Wisconsin and elsewhere who were members of the National Farmers Organization (NFO) were de-

“market distorting,” prompting governments to end initiatives that support incomes and set prices, allowing authorities to provide resources for limited initiatives such as disaster relief.

Moreover, the WTO’s 164 member states—led mainly by the United States and European



stroying their milk to cause shortages in supply chains and improve prices. They were desperate, struggling to make enough to support their families.

Fast-forward about six decades. Since 2023, farmers globally—from France to India—have been going to the streets to demand fair compensation for the food that they sell.

We should support these farmers and encourage lawmakers to pass policies that improve economic returns for food producers. Now, as free trade agreements are questioned more than ever, movements have the chance to push their national governments to make sure farming can pay the bills.

Farmers are protesting because, since the 1990s, groups such as the World Trade Organization (WTO) have forced them into a global free trade system.

The WTO’s Agreement on Agriculture classifies policies according to the degree that they are

countries—use the institution to open markets globally for economic growth.

Consider the U.S.’ case against Mexico dealing with high-fructose corn syrup.

In the late 1990s, Mexico claimed that U.S. imports of corn syrup would negatively impact their domestic sugar industry. The Mexican government placed tariffs on the product, which the U.S. appealed to the WTO. Seeing tariffs as market distorting, the WTO forced Mexico to lift its restrictions. A similar logic has governed the more than 600 other cases that have been brought before the WTO.

But times have changed.

Former President Donald Trump, guided by his America First policy, decided not to appoint new appellate judges to the WTO. Without judges to review cases, the institution became much less active. Trump also made tariffs a tool to support U.S. interests in global trade, which President Joe Biden’s administration

has continued while also subsidizing certain domestic firms.

The global pushback on free trade defies ideological divisions of right and left. Farmers understand this, and they are demanding fair compensation both from center-left governments in France and Narendra Modi's rightwing regime in India.

U.S.-based movements are also pushing for economic justice, which may be needed especially this year as farm incomes are slated to fall dramatically.

Restoring Country of Origin Labeling—which the WTO struck down in 2015—is being proposed by groups such as the National Family

Farm Coalition. Passing this legislation would help producers by making consumers aware of where their food comes from, which would help them support local producers. In the Milk from Family Dairies Act, the coalition is demanding more investment in local infrastructure for dairy farmers, increased oversight on dairy processors and a minimum floor price.

Protest means sacrifice, which my family knows well. Farmers around the world are taking time away from their farms to go to the streets and call for decent incomes that would help their families and local economies. Our lawmakers now have the chance to support them, promoting policies that just ten years ago would not have seen the light of day.

MILK COOLING TANK COMPATIBLE WITH REVISED F-GAS REGULATION INTRODUCED BY WEDHOLMS

April 24, 2024

<https://dairynews7x7.com/milk-cooling-tank-compatible-with-revised-f-gas-regulation-introduced-by-wedholms/>

Wedholms is introducing the first milk cooling tank in the European market to use CO2 as refrigerant in a standard cooling system of the direct expansion cooling type

- Natural refrigerants, such as CO2, will be required under the revised F-gas Regulation, signed into EU law on March 11 this year
- From January 2025, all new self-contained refrigeration equipment, except chillers, installed in the EU must use refrigerants with a GWP (Global Warming Potential) value of less than 150

The first milk cooling tank in the European market to use CO2 as refrigerant in standard cooling systems of the direct expansion cooling type has been introduced by Wedholms. The tank is compatible with the revised F-gas Regulation that will be mandatory in the European Union from January next year.



The DFC 953 range of milk cooling tanks is available for robotic milking with 1-8 robots and with capacity ranging from 3,200 litres to 30,000 litres.

Synthetic refrigerants, such as hydrofluorocarbons, are currently being phased out by the European Union. According to the revised F-gas Regulation, recently signed into EU law, all new self-contained refrigeration equipment, with the exception of chillers, installed

from January 2025 must use refrigerants with a GWP (Global Warming Potential) value of less than 150. Existing systems may still be used and repaired for the remainder of their economic life. However, effective from 2032, refrigeration systems using refrigerants with a GWP value above 750, apart from chillers, can no longer be refilled during maintenance and service.

From 2027, further restrictions on the maximum amount of synthetic refrigerants that can be placed in the EU market will be introduced, capping the amount at around 20 million tonnes CO₂ equivalent per year. This will increase the price of synthetic refrigerants, making milk cooling tanks with outdated technology more costly to purchase and operate, thus incentivising investments in milk cooling tanks using technology that is more modern and environmentally sustainable.

“Refrigerants that are environmentally friendly are being introduced across the board and milk cooling tanks is no exception. Refrigeration is an essential process in the farming and dairy industries and we need to use processes that work in harmony with the natural environment that we depend on,” says Stefan Gavelin, managing director of Wedholms.

Early refrigerants back in favour

The phasing out of harmful refrigerants is a process that has been ongoing for nearly 40 years. During the 1980s, the first evidence of holes in the ozone layer started to emerge. Since then, successive regulatory regimes have heralded new product generations of refrigerants, each less harmful than the previous one.

Early refrigeration systems, back in the 1800s, used natural refrigerants such as CO₂, ammonia or hydrocarbons. However, these refrigerants were not practical to use with the manufacturing technology and safety practices used at the time. In the 1930s, freon was introduced, providing effective refrigeration at low pressure while also improving safety.

Freon started to be phased out by the ratification of the Montreal protocol in the 1980s, due to its high ozone depletion potential. Since then, there has been a shift of focus back towards natural refrigerants again. CO₂ has a GWP of 1 and an ozone depletion potential of 0, making its environmental impact neutral.

“We are coming full circle, with natural refrigerants once again becoming the norm. CO₂ refrigeration requires a high operating pressure, but thanks to technological advancements, such systems have, over the last decade, become viable for both commercial and industrial use, in many different applications.”

“At Wedholms, we have chosen to work with CO₂ as refrigerant. Ammonia is toxic as well as corrosive; hydrocarbons, such as propane, are flammable. CO₂ have none of these disadvantages. In addition, it is readily available in large quantities and at low cost,” says Gavelin.

CO₂ an effective refrigerant

CO₂ is a very effective refrigerant. Its unique properties, both as a vapour and a fluid, ensure high energy efficiency, reducing operating costs significantly. This also enables the use of small components and small diameter lines, minimising the footprint of components and reducing the cost of parts and repairs.

The high energy content of compressed CO₂ produces heat as a by-product of the process. This is recovered by the DFC 953 system and used to provide hot water for auxiliary systems.

Direct expansion cooling is the most common type of cooling system. It works on the principle that the temperature of the gas is lowered when the pressure is reduced and the gas expands. The cold gas absorbs heat from inside an enclosed space and releases its heat content on the outside.

Compatible with all milking robots

The compressor of the DFC 953 range of milk cooling tanks operates with frequency control,

running at exactly the speed required by the process. A small batch with 20 litres of milk is refrigerated, to exactly the right temperature, just as effectively as a larger ones of 200 litres, avoiding formation of ice in the tank.

The DFC 953 range of milk cooling tanks is compatible with all robot milking machines. A variety of adapter kits is available.

The control system provides a wide range of options for efficient agitation and temperature control as well as advanced alarm functions.

A home consumption button allows users to obtain milk for their own needs.

Thorough cleaning is provided by a spray head, designed to eliminate calcium deposits and bacteria growth across the entire inside of the tank with a powerful water jet.

IF AUSTRALIA HAS REACHED ‘PEAK MILK’, WHAT DOES THAT MEAN FOR OUR FOOD SECURITY?

April 24, 2024

<https://dairynews7x7.com/if-australia-has-reached-peak-milk-what-does-that-mean-for-our-food-security/>

If the last thing you remember about Australian dairy farmers is the \$1 milk price war, it is worth thinking a little more deeply about the white in your flat white and what it signifies for food producers.

Last year, the standing committee on agriculture’s final report into food security, chaired by Labor MP Meryl Swanson, recommended a National Food Plan.

It also called for a strategy to address the decline in milk production because a strong dairy industry was required for the “nutritional and food security” of the nation. Dairy was one of only two industries, the other being seafood, that were singled out for special attention in the report.

Milk is one of those staple products that most people assume Australia has covered.

Well, yes and no.

Dairying used to be a protected industry. Then came industry deregulation in 2000; the rise of

dairy alternatives such as oat, soy and almond milk; and the milk price wars initiated by the supermarket duopoly in 2011 – those same supermarkets that have appeared before a Senate committee in the past week.



It would appear that the industry has decided this shrinking pool in Australia is the new normal

In the last few years, something more complex has been happening for the people who make your milk, yoghurt,

cheese and butter.

A mandatory code of conduct governing behaviour between processors and farmers has provided more certainty for farmers on price. The national dairy herd has been in decline. And dairy farmers received record high prices in 2023 for their milk because Australia’s total milk production was falling.

It follows then that Australia had record dairy imports in the past two years, as outlined in a Rabobank report in February. In 2023, Australia imported the equivalent of the annual

milk production in NSW and Queensland combined.

Meanwhile, dairy processors are shutting factories to readjust to the decline in milk and herd numbers. It is not hard to see where this story is going.

Watchdog will 'regret' letting Coles buy milk processing plants, dairy industry representatives say

This month, the world's largest dairy company, the French company Lactalis, announced it would close its Echuca dairy factory while upgrading its Bendigo factory. Seventy jobs are at stake. In February, Bega announced the consolidation of its plants in Tasmania.

It would appear that the industry has decided this shrinking pool in Australia is the new normal. Like New Zealand, Australia may have reached "peak milk".

But it's complex. Australia sends 30% of its dairy products overseas at the same time as we shoppers rely more on imported dairy. Australian dairy manufacturers also rely on imports to produce other dairy products. Half of our imports come from New Zealand, followed by the EU and the United States.

Industry analysts such as Rabobank's Michael Harvey, author of the report, predict imports will "play a more significant role in the domestic supply chain" as we adjust to the shrinking milk pool.

That means more imported dairy on our shelves. Rabobank data from Coles online in January this year shows the two cheapest retail butter products (Westgold and Coles Salted Butter) were both imported. For Australian shoppers with tight budgets, that makes them appealing products.

For Australian dairy farmers though it also means – in the words of the Coles jingle – "down, down, prices are down". Australian Bureau of Agricultural and Resource Economics and Sciences forecasts by Alistair Read show

farmgate milk prices will fall 6% in 2024-2025 and he expects total milk production to continue its decline as herd numbers drop, perhaps fuelled by higher farmland prices and diversification of former dairy-only farms. Dairy farming is hard work, harder than a number of other agricultural enterprises, and dairy farmers are starting to look for greener pastures.

Of course this is just the market doing its thing. Indeed, that was the rationale for dairy deregulation in the first place.

Nearly a generation after the deregulation began, the political context gets more interesting, for two reasons.

Firstly, Anthony Albanese's re-election plan appears to hinge on a more interventionist manufacturing policy, one in which he uses "sharper elbows when it comes to marking out our national interest".

His Future Made In Australia Act, if passed, appears to pull together existing initiatives and new ones, including on jobs, skills, wages, the net zero agenda, infrastructure and science capability. He says it will boost smart manufacturing capability and economic sovereignty.

"This is not old-fashioned protectionism or isolationism – it is the new competition," he says.

The context is that governments in other countries – he names the US, the EU, Japan and Korea – are doing the same because the global security environment has changed. Like spooky horses, voters are calmed by economic and national sovereignty agendas when global tensions arise.

It is no surprise that, two years after the pandemic, governments are thinking about shorter supply chains and critical industries. Frankly, they would have rocks in their head if they were not.

Secondly, we are watching the CEOs of the supermarket duopoly, Coles and Woolworths, answer questions about concentration in the

market, price setting and profiteering. The duopoly provides a regular reminder that concentration in markets can make our systems weaker and leaves all those who deal with big players at their mercy. Companies naturally want to increase their market share.

So where does food fit into Labor’s sovereign capability agenda? If dairy herds keep declining and dairy farms continue to concentrate, our milk supply could be one example of a critical product in need of some attention.

PLANT BASED MEAT GOES DOWN AND DAIRY MOVES UP IN USA

April 22, 2024

<https://dairynews7x7.com/plant-based-meat-goes-down-and-dairy-moves-up-in-usa/>

US retail sales of plant-based meat continued their precipitous decline in 2023, while plant-based milk made modest gains, according to a new report from nonprofit The Good Food Institute (GFI).

In the 52 weeks ending December 3, 2023, US retail sales of plant-based meat & seafood dropped 12% to \$1.2 billion in 2023 with units down 19%, while plant-based milk generated a 1% increase in dollar



sales to \$2.9 billion, although units were down 8%, according to data from SPINS crunched by the GFI.

For context, US retail sales of conventional meat and dairy milk are also down, but not to the same degree, with unit sales of packaged conventional meat and seafood falling by 6% over the past two years vs a 26% drop for plant-based meat and seafood.

Figure 11: Plant-based versus animal-based prices per weight comparison, 2023
 (a) From Source: (b) Subject Source



Source: GFI

What is holding back the plant-based meat market in the US?

Around 13% of Americans eat plant-based meat at least once a week, 12% eat it at least once a month, while 11% report eating it at least once per year, says the GFI. “This points to a loyal core of consumers who are likely to continue using the category in the future, despite overall sales declines in 2023.”

Meanwhile, 51% of US adults have never tried plant-based meat products according to GFI/Morning Consult research from December 2023.

So what is stopping those who have tried plant-based meat from becoming regular purchasers, or preventing those who have never consumed it from giving it a try?

According to the GFI, lapsed consumers of plant-based meat “tend to point to taste and price as reasons they stopped purchasing,” two fairly major barriers, with plant-based meat carrying a whopping 77% price premium per pound according to SPINS data for 2023 (see chart above). That said, such shoppers “remain very open to repurchasing if products more closely match the taste and texture of meat,” says the GFI.

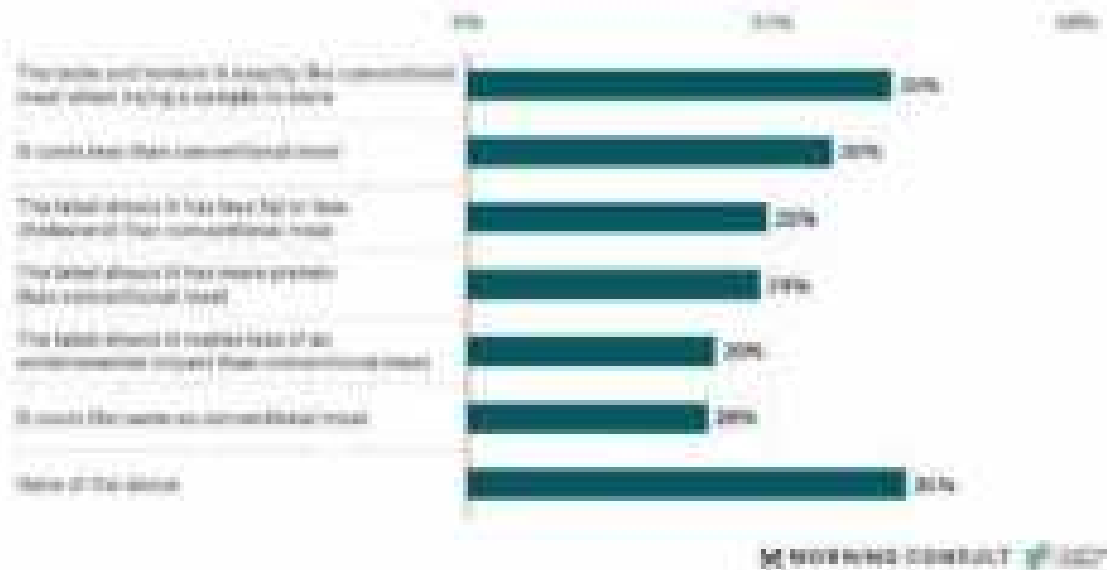
“Around 50% of lapsed consumers claim they would buy a new plant-based meat product if they were offered a sample and found its taste and texture were exactly like conventional meat, and 43% would consider purchasing if it cost less than conventional meat.”

As to what is putting off those who haven’t tried plant-based meat, while Beyond Meat CEO Ethan Brown has blamed meat-industry-backed efforts to paint plant-based meat as ultra-processed for “poisoning the plant-based well,” most consumers “do not appear to be aware of or concerned by these claims,” claims the GFI. “A majority of consumers in 2023 who reported hearing media coverage of plant-based meats said the coverage was primarily positive or neutral.”

Indeed, it says, “US adults are most likely to rate plant-based meat as “better” (in the case of overall healthiness) or “equal to” (in the case of protein) animal-based meat.”

The basic challenge is more straightforward: “US adults are more likely to rate conventional meat as tasty, high-protein, affordable, good value, easy to find, and easy to cook.”

Figure 5: Which of the following reasons, if any, would convince you to try a new plant-based meat product? (Select all that apply)



Source: Poll by Morning Consult on behalf of GFI, n=2,228 US adults, December 2023

US foodservice channel: more modest declines for plant-based meat, sales surge for plant-based milk

In the US foodservice channel, the figures are less dire, with plant-based proteins posting a modest 1% decline in dollar sales to \$306 million and a 3% decline in volumes from broadline distributors to operators in 2023.

For context, dollar sales of conventional meat fell 3%, while volume sales rose 4% in 2023, reflecting price decreases.

Since 2019, analogs—products meant to replicate the taste, texture, and experience of conventional meat—have outpaced more vegetable-forward plant-based proteins (grain, nut, veggie burgers etc), says the GFI. In 2023, analogs made up 50% of the total category pound sales, up from 39% in 2019.

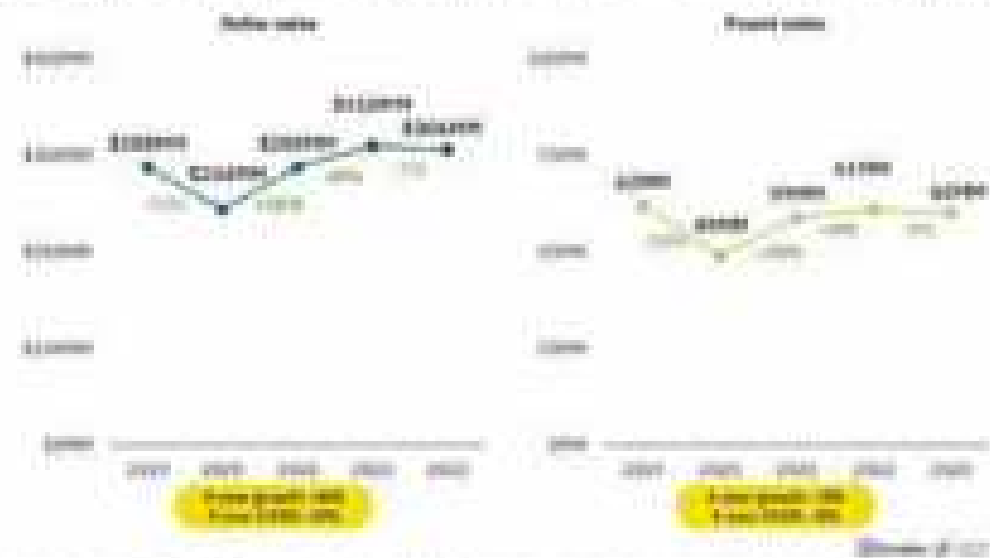
“Three emerging analog product types include pork patties, chicken nuggets, and chicken tenders. All three grew both dollar and pound sales in the double digits in 2023 and now make up 10% of category pound sales, up from 6% in 2019.”

Meanwhile, plant-based milk experienced strong growth in foodservice in 2023, with sales surging 21% to \$222m to capture a 12% share of the total milk market in broadline distributor sales; Volumes rose 18%.

Looking back over the past five years, dollar sales of plant-based milk are up up 81% vs 2019 in US foodservice, with volumes up 55%. For context, conventional milk dollar sales grew 34% while volumes grew 8% over the same timeframe.

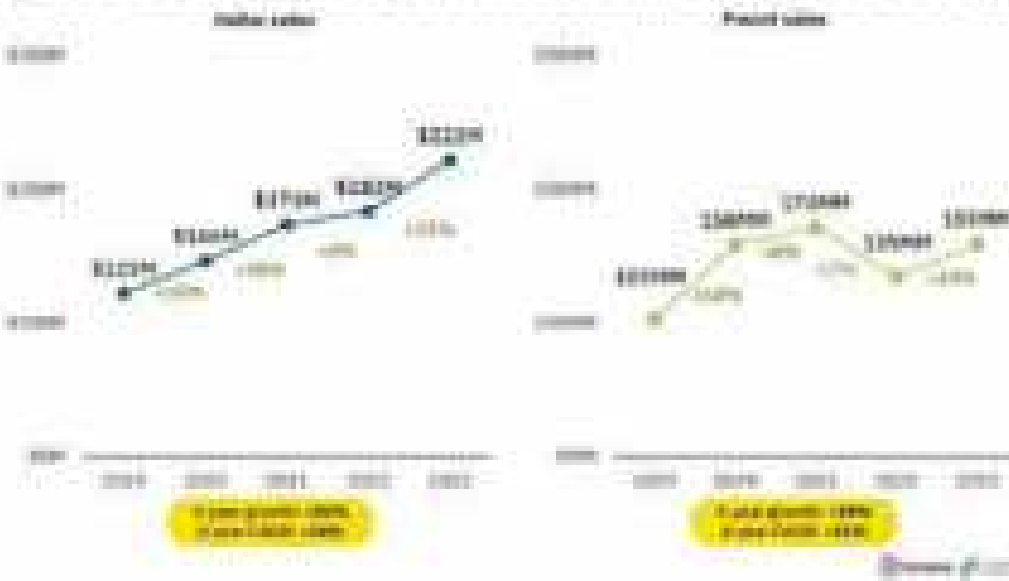
Dollar sales of plant-based cheese rose 26% since 2019, with pound sales falling 9%, reflecting significant price increases. Over the same period, conventional cheese sales rose 18% with volumes up 3%.

Figure 29. Plant-based proteins market, U.S. distributor distributor distributor sales, 2019-2023



Source: GrandViewResearch, "Plant-based Proteins Market: Global Industry Analysis, Growth Drivers, Opportunities, Challenges, Forecast, 2019-2026" (GrandViewResearch, 2023) (GrandViewResearch, 2023) (GrandViewResearch, 2023)

Figure 30. Plant-based milk market, U.S. distributor distributor distributor sales, 2019-2023



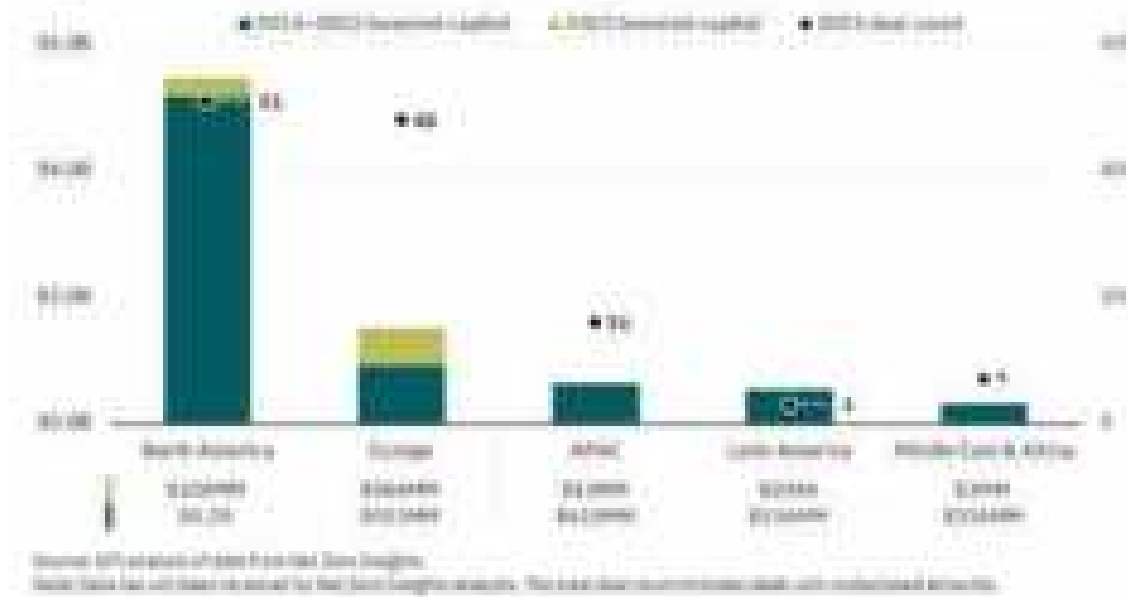
Source: GrandViewResearch, "Plant-based Milk Market: Global Industry Analysis, Growth Drivers, Opportunities, Challenges, Forecast, 2019-2026" (GrandViewResearch, 2023) (GrandViewResearch, 2023)

The investment landscape for plant-based, 2023: Sharp drop off in North America, strong increase in Europe

Plant-based companies raised \$907.7 million in 2023, representing a 28% decrease from the \$1.3 billion raised in 2022—a lower rate of decline than overall global venture funding for agrifoodtech in 2023 (-49.2%).

And while funding for plant-based companies dropped sharply in North America to just \$308 million in 2023, it rose 74% in Europe to \$584 million, notes the GFI. “For the first time, European investments comprised more than half of all invested capital in the plant-based industry for the year.”

Figure 2.8: Investments in grant-based companies by region (2014-2022)



IMPACT OF WET WEATHER ON EU DAIRY MARKET OUTLOOK

April 18, 2024

<https://dairynews7x7.com/impact-of-wet-weather-on-eu-dairy-market-outlook/>

As wet weather continues, it is expected to have a negative impact on the dairy market outlook, according to global dairy analyst for Rabobank, Richard Scheper.

Due to current field conditions, the country is expected to accumulate lower milk output in 2024, according to Scheper.

Scheper spoke to Agri-

land at the Bord Bia Dairy Markets Seminar today (Tuesday, April 16) in the Kilashee Hotel, Naas, Co. Kildare.

He said that the situation will be the same for north-west Europe, which accounts for 39% of total milk supply growth since 2010.

Looking at the long-term perspective, the market outlook will depend on nitrogen derogation limits.

“There are lots of discussions on that and water quality, so I do think that is going to be a pivotal point,” Scheper said.



EU market outlook

Looking across Europe, Scheper told the Bord Bia seminar that EU milk supply peaked in 2020 and has been at a “standstill” ever since.

This is due to a combination of factors, including labour issues, along with severe weather conditions from flooding to drought, according to Scheper.

Looking ahead to 2035 and taking into account the current standstill, Scheper said that there is an expected decline the dairy herd by 1.6% annually.

The most significant decline is expected in the Netherlands.

For Ireland in particular, milk supply is expected to stabilise at the current nine million tonnes.

Scheper said that people should “be aware” that after a period of rising interest rates and escalating costs, “capital challenges” have become more evident.

“For dairy companies, the significant loss in milk volumes could over time have a meaningful impact on their capital structure and balance sheet, such as the asset and equity value,” Scheper said.

He added that in order to ease the situation in dairy markets, “more consistent policies” are needed.

PRICE OF MILK ON ISRAEL GOING UP 4.48 PC

April 18, 2024

<https://dairynews7x7.com/price-of-milk-on-israel-going-up-4-48-pc/>

Israel’s Ministry of Agriculture said that, according to the periodic price calculation, an increase of 4.48 per cent in the price of milk will go into effect on May 1, 2024. The price of eggs will remain unchanged.

The results of the periodic price calculation, said the ministry, showed that the prices of dairy products under consumer supervision should be increased by an average rate of 4.48 per cent.

According to the calculation in the milk, the update was affected by the current price increase in indices of 1.13 per cent, as well as an addition of 3.35 per cent as part of the price spread

agreement from May last year, which was signed between the dairies and the Ministry of Finance and the Ministry of Agriculture, on the eve of the previous price increase.

The current component was affected by the increases in the consumer price index (1.5 per cent), the wage index (1.7 per cent) and the price of raw milk (3.6 per cent).



The price calculations are reviewed according to fixed formulas every six months to a year within an automatic mechanism that does not require the signature of ministers and takes into account the changes that have occurred in

the main inputs in the production of the products taking into account the change in the input and price indices. (ANI/TPS)

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The price calculations are reviewed according to fixed formulas every six months to a year within an automatic mechanism that does not require the signature of ministers and takes into account the changes that have occurred in the main inputs in the production of the products taking into account the change in the input and price indices. (ANI/TPS)

JAPANESE STUDY REVEALS LINK BETWEEN DAIRY INTAKE AND ODD-NUMBER CARBON CHAIN FATTY ACIDS

April 17, 2024

<https://dairynews7x7.com/japanese-study-reveals-link-between-dairy-intake-and-odd-number-carbon-chain-fatty-acids/>

A recent study by Tohoku University researchers has shed light on the association between dairy product consumption and odd-number carbon chain fatty acids (odd-FA) within the Japanese population, a correlation previously confirmed in Europe and Oceania but understudied in Asian countries.

After combing through databases that explored the correlations between food consumption habits and lipids, we honed in on the association between dairy product consumption and odd-FA. While previous studies extensively explored this association in Europe and Oceania, very few have looked into Asian countries.”

Details of their research were published in the journal Metabolomics on March 5, 2024.



Kengo Kinoshita, co-author of the study, and professor at Tohoku University's Tohoku Medical

Odd-FA are fewer in numbers compared to fatty acids with even numbers of carbon atoms. A major source of odd-FA for humans is through dairy, mainly synthesized by microorganisms in the stomachs of ruminants.

Megabank Organization

Kinoshita and his colleagues collected plasma samples and food frequency questionnaires from over 4,000 Miyagi-prefecture residents, to examine daily food consumption and its impact on 439 plasma lipid species.

The study also examined how consuming confectioneries, such as cookies, chocolate, cakes, and wagashi (Japanese-style snacks), reduces omega-3 fatty acids. Competition between omega-3 and omega-6 fatty acids may be the cause, as confectionery and lipids thought to contain omega-6 fatty acids were positively correlated. Given the well-known benefits of omega-3 fatty acids in promoting healthy brain functions, reducing mortality and lowering the risk of cardiovascular diseases, the findings suggest caution should be taken in the confectionary consumption of omega 6 fatty acid.

Addressing the next steps for future studies, the study suggests a key role for odd-FA-containing sphingomyelin (SM) in dietary odd-FA metabolism, offering valuable insights for further research in this area.

“While our findings primarily focus on diet-lipid associations within the Japanese population, we believe that the identification of

sphingomyelin (SM) as an important molecule in odd-FA metabolism holds broader significance beyond ethnicity-specific contexts,” commented Kinoshita.

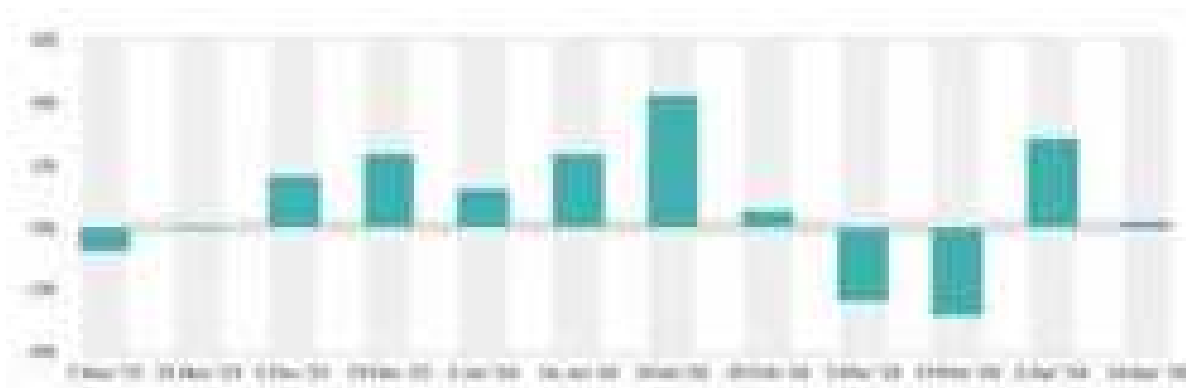
The study was part of the ongoing omics research being performed for the Tohoku Medical Megabank Project Community-Based Cohort Study. Commenced in May 2013, this project is conducted by Tohoku University’s Tohoku Medical Megabank Organization (ToMMo) and Iwate Medical University’s Iwate Tohoku Medical Megabank Organization (IMM). Over 80,000 residents are involved.

Since 2011, ToMMo has been deeply involved in monitoring the health of Tohoku residents through cohort studies, collecting genomic data, and creating an integrated biobank. The organization pays particular attention to residents’ well-being following the reconstruction of the region after the Great East Japan Earthquake.

GLOBAL DAIRY PRICE INDEX ALMOST UNCHANGED

April 16, 2024

<https://dairynews7x7.com/global-dairy-price-index-almost-unchanged/>



Global Dairy Trade Event 354 concluded with the GDT Price Index up 0.1% with average global price index touching USD 3590/MT.

Key Results remains as follows :

- AMF index up 1.7%, average price US\$7,062/MT (Rs 580/Kgs)
- Butter index down 1.4%, average price US\$6,546/MT (Rs 535/Kgs/MT)
- BMP index not available, average price not available
- Ched index down 8.5%, average price US\$3,974/MT (Rs 326/Kgs)
- LAC index down 1.3%, average price US\$740/MT (Rs 61/Kgs)
- MOZZ index down 3.8%, average price US\$3,755/MT (Rs 308/Kgs)
- SMP index unchanged, average price US\$2,541/MT (Rs 208/Kgs)
- WMP index up 0.4%, average price US\$3,269/MT (Rs 268/Kgs)

Looking at Indian prices then the Indian domestic prices are around 20% lower for AMF or ghee and 30% lower for Butter. SMP prices in India markets are higher from 7% to 30% as compared to global prices. Recently there has been an uptick in the prices of SMP, Butter and

Ghee in Indian domestic markets. Ghee prices have gone up by Rs 50 per kgs in last two weeks from Rs 6500 to Rs 7300 for 15 Kgs tins. SMP prices have also moved up by Rs 30-40 per kgs in all range of powders.

Indian market scenario

This increase in domestic markets could be attributed to Eid, Hindu's new year, Navratras and finally Ram Navami. The last lag of marriages in north India is also responsible for this increase.

Indian exported around Rs 50 Crores or USD 6 Millions worth of Powders and cheese and around Rs 230 crores or USD 29 Million worth of Butter fat in March which is the last month of financial year FY24.

The global situation is not very promising in near future from the prices of SMP and WMP perspective. However weather forecast of heat wave in India till June and above normal monsoon from July onwards can be seen as a good news from both consumption of existing huge stocks of dairy commodities till June and promising milk production later . July – August will be the period under watch where in both at domestic levels and global levels the commodities prices may show some fireworks

HEALTHIEST MILK OPTIONS FOR YOU

April 16, 2024

<https://dairynews7x7.com/healthiest-milk-options-for-you/>

Kids drink a glass of milk at dinner for a reason – milk contains nutrients we need to grow and maintain healthy bones.

Dairy is just as important in adulthood, but about 90% of Americans aren't meeting the recommendation of three cups per day, according to the U.S. Department of Agriculture.

Not all dairy products are created equal though – your cream cheese, sour cream and butter don't count as nutritional enough to meet your daily goal, unfortunately. Other dairy products, like milk, cheese and yogurt, can supply important nutrients like calcium, phosphorus, vitamins A, D and B12, protein, potassium, riboflavin, magnesium and more.



What is the healthiest milk?

Ultra-filtered milk is the healthiest choice because of its nutritional density, says registered dietitian Jamie Nadeau.

Milk contains water, fat, protein, lactose, vitamins and minerals. In ultra-filtered milk, the water, lactose, minerals and water-soluble vitamins are removed without altering the protein ratio so the milk remains creamy. It's often enriched later in processing. And being fortified, the result is a milk that's rich in protein, less sugary and higher in calcium and vitamin D.

Ultra-filtered milk is also lactose-free, making it a great option for those with intolerance. Ultra-filtered 2% milk has the same number of calories as regular 2% milk but is the clear winner when you compare them nutritionally.

"You can't argue with the numbers," Nadeau says.

Regular 2% milk contains 5 grams of fat, 8 grams of protein, 12 grams of sugar, 250 mg of calcium and 60 IU of vitamin D.

Fairlife 2% milk, on the other hand, a popular ultra-filtered brand, has 4.5 grams of fat, 13 grams of protein, 6 grams of sugar, 380 mg of calcium and 200 IU of vitamin D.

Behind ultra-filtered, the next healthiest milk is regular dairy milk, which contains an average of 8 grams of protein per cup and tons of calcium and fat-soluble vitamins.

"It's just such an easy source of nutrition," Nadeau says.

Nadeau's other pick is soy milk, the healthiest option for non-dairy milk because it's nutritionally the closest to dairy. Soy milk has a similar amount of protein at 6.3 grams per cup and is a generally low carbohydrate option, as long as there isn't a lot of added sugar.

When you're shopping for plant-based milk, spend a little time comparing the nutrition labels and ingredients list, Nadeau says. Some contain just a few ingredients while others have added sugar or flavorings. You'll want

to look for an option with minimal added sugar.

“They are all so incredibly different,” Nadeau says. “You always want to make sure that they’re fortified with things like calcium and vitamin D so that you’re getting the same nutrition payoff that you would from cow’s milk.”

What is the lowest calorie milk?

Skim or fat-free milk is the lowest-calorie milk.

Skim milk is just whole milk with the fat removed. Similarly, the aptly-named 1% and 2% reflect the amount of fat remaining in a gallon. These varieties may taste more “watery” than creamy whole milk, which has all of its fat content intact.

Is whole milk good for you?

Whole milk is a higher source of saturated fat because it’s an animal byproduct, and general guidance suggests you should limit your saturated fat intake in favor of unsaturated fat when possible. Because of that, whole milk often gets a bad rap. But as long as you’re not drinking “cups and cups” of whole milk per day, Nadeau says whole milk certainly has a place in a healthy lifestyle.

“It depends on what your diet looks like,” Nadeau says. “Let’s say you like whole milk and you’re not someone who eats a ton of meat ... or you choose lean meats all the time. It’s probably not that big of a deal.”

DAIRY PROCESSORS BETTING ON HEALTH AND WELLNESS FOR GROWTH

April 16, 2024

<https://dairynews7x7.com/dairy-processors-betting-on-health-and-wellness-for-growth/>

Refrigerated dairy is the largest category at retail in terms of dollar sales, said Paul Ziemnisky, group executive vice president of science, innovation and business development for Dairy Management Inc., Rosemont, Ill., with “real dairy” being 21-times larger than plant-based alternatives and delivering more growth.

“But there are many untapped opportunities, especially in the health and wellness sector, and dairy can be so much bigger,” he said, when speaking at the Oregon Dairy Industries meeting April 9, 2023, in Salem, Ore. “Health and wellness is the No. 1 area for

consumer disposable income spending. It’s valued at \$350 billion and includes everything from food to health club memberships.”

DMI is investing to make dairy a bigger part of that health and wellness platform through new product innovation. The farmer-funded association sponsored an online survey of 12,250 adults to identify the top health and wellness benefits consumers are looking for in food and beverage.



“Hydration is the largest need,” Ziemnisky said. “Growth and performance are right up there.”

The research showed consumers are looking for products that help quench thirst, keep them hydrated and are high in electrolytes. They also want the

products to be natural, simple and inexpensive.

GoodSport, a Chicago-based startup that had assistance from DMI, developed a clear hydration beverage that is 97% dairy. It delivers three times the electrolytes and 33% less sugar than traditional sports drinks, providing faster and longer-lasting hydration.

With growth and performance, consumers are looking for products that help them build muscle and help their muscles recover after exercise, Ziemnisky said.

“They want sustained energy and to improve athletic performance and endurance,” he said. “Dairy is packed with the nutrients that do all of that and more, such as supporting bone health.”

Another area of focus for health and wellness is weight loss and maintenance. This is especially important for consumers on medications intended to help them lose weight.

“There’s a lot of muscle lost during rapid weight loss,” Ziemnisky said. “These consumers need high-quality, complete protein to preserve their muscle.”

Protality is formulated to support adults interested in pursuing weight loss while maintaining muscle mass and good nutrition. Photo: Abbott

He cited the example of Protality, a new dairy-based, high-protein nutrition shake from Abbott, Abbott Park, Ill. The shelf-stable beverage

is formulated to support the growing number of adults interested in pursuing weight loss while maintaining muscle mass and good nutrition.

“DMI is taking all this research and creating a playbook for the industry to fuel innovation and claims,” Ziemnisky said. “This includes concepts such as a yogurt with a lactoferrin boost to support immunity and a milk beverage enhanced with tryptophan to support restful sleep.”

Oregon State University is one of many research institutes working with DMI to create health and wellness dairy foods and beverages, said Melanie Hanlon, dairy program manager. Some of the current projects include development of a high-protein frozen novelty, a whey-based drinkable yogurt and a ready-to-drink dairy-based alcoholic beverage.

To support startups, DMI recently debuted its “innovate with dairy” online program designed to be a one-stop shop for anyone seeking information about the innovation process. The tool gives entrepreneurs access to more than 250 vetted dairy resources, including researchers and professors who comprise the checkoff-funded Dairy Foods Research Centers network. The tool helps innovators identify concepts that complement the high-growth health and wellness opportunities. It provides knowledge about how to secure investment and everything that is required to bring a product to market.

RAW MILK IS BECOMING CHEAPER IN UKRAINE

April 16, 2024

<https://dairynews7x7.com/raw-milk-is-becoming-cheaper-in-ukraine/>

Raw milk is becoming cheaper in Ukraine due to the increase in the volume of its production in the spring and the appearance of surpluses on the market. Dairy processing enterprises need less raw milk in the conditions of a slowdown in exports and a reduction in the consumption of dairy products in the domestic market. The further devaluation of the hryvnia and the increase in the supply of dairy products to Europe may contribute to the stabilization of purchase prices, — reports the analyst of the Association of Milk Producers, Georgy Kukhaleishvili.

The average purchase price of Extra Grade milk as of March 5 was 14.38 UAH/kg without VAT, which is 0.12 UAH less than a month ago. The price range for this grade in farms varies from 13.50 to 15.00 UAH/kg without VAT. The upper limit of the price range has not changed, and the lower limit has decreased by 0.50 UAH for the last month.

Higher Grade costs an average of 14.38 UAH/kg without VAT (-0.12 UAH). Prices for Higher Grade milk range from 13.50 to 15.00 UAH/kg without VAT. Compared to the monitoring results of the first half of March, the lower limit of the price range decreased

by 0.50 UAH, while the upper limit did not change.

The average price of Grade I milk amounted to 13.52 UAH/kg without VAT, which is 0.05

UAH less compared to the price in the first half of March. The minimum price in farms was 12.75 UAH/kg, and the maximum price was 14.10 UAH/kg. Over the last month, the lower limit of the price range de-

creased by 0.25 UAH, and the upper limit fell by 0.18 UAH.

Accordingly, the weighted average price of three grades amounted to 14.09 UAH/kg without VAT, which is 0.02 UAH less than a month ago.

Georgy Kukhaleishvili notes that raw milk is becoming cheaper in Ukraine due to the increase in its supply on the domestic market. The relatively warm spring of this year contributed to the increase in volumes. Compared to March 5, the price of Extra and Higher Grade milk fell by 0.8%. The price decreased the most in households, where not only the volume of production increased, but also the quality of raw milk deteriorated. Since February, milk continues to become cheaper on the spot market. As of the beginning of April, there is a surplus of raw milk in Ukraine, which also helps to reduce prices.



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