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FORTNIGHTLY NEWSLETTER

208th Edition 18th to 31st May 2024

HAPPY WORLD MILK DAY

Lets celebrate nutritious and sustainable dairy

Blog by Kuldeep Sharma
Chief Editor Dairynews7x7.com

Creating a Risk Register for the Dairy Industry Amidst the Meta Crisis

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CATEGORIES OF THE EDITION

- Dairy News 7x7 Blog
Describing the Dairy Landscape
- India News
• Animal Health/Prevention
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• Industry Profile I
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Dairy Pulse 206th Edition (16th to 31st, May 2024)

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BLOG

CREATING A RISK REGISTER FOR THE DAIRY INDUSTRY AMIDST THE META CRISIS

<https://dairynews7x7.com/creating-a-risk-register-for-the-dairy-industry-amidst-the-meta-crisis/>



Globally, 1st Jun is celebrated as World Milk day. Dairy is a globally essential food source, consumed by over 80% of the world’s population. It provides vital nutrients for people of all ages, supports millions of livelihoods through dairy farming, and contributes significantly to national economies in many countries. Happy World Milk Day to everyone!

Today, the world is experiencing a profound meta crisis, born from the unseen consequences of unchecked growth. Humanity is on a perilous path toward self-destruction. Across the globe, nations are embarking on mega projects with narrow objectives, failing to consider the broader picture that includes environmental and socio-economic impacts. The same applies to agriculture and livestock, where the quest for improved productivity and cost reduction through emerging technologies like AI and IoT is leading to farm-less or farmer-less farming.

Today, let’s pause to envision the potential risks this short-sighted approach holds for our dairy sector. Our relentless pursuit of growth, without regard for the environment and changing societal dynamics, threatens the very foundation of our existence.

Meta Crisis

The meta crisis we face seems inevitable as humanity evolves into superorganisms driven by narrow goals. Our relentless pursuit of extraction, conquest, and the destruction of diverse cultures, species, and ecosystems is setting the stage for an impending disaster. In essence, mankind is unwittingly crafting the conditions for its own extinction.

It’s time to establish a risk register for our dairy industry, focusing on the critical factors that will shape its future. Key considerations must include the impact of climate change, biodiversity loss, the quest for cheaper cow-less dairy alternatives, emerging lifestyle fads, and the shift towards non-farm activities. Let’s delve into each of these aspects.

Climate Change

According to the FAO, livestock is a major source of methane emissions. For every gram of milk protein produced, there are significant CO₂ equivalent emissions—404 grams and 87 grams for buffaloes and cows, respectively. However, livestock also plays a crucial role in sustaining farmers globally. In India, livestock contributes nearly one-third of the total agricultural gross value addition.

With India's smallholder farming model, targeted efforts such as climate resilient breeding, balanced rations, methane blockers, and open grazing can effectively control these emissions. Let's follow the global solutions to this crisis, as shared by the FAO.

Loss of Bio diversity

The environmental footprint of dairy farming is a growing concern due to biodiversity loss and significant resource consumption. Reducing dairy intake could save an estimated 19 billion cubic Meters of water annually, which is about 1.7% of India's total water availability. Additionally, it could free up 460 billion square meters of land each year, equivalent to the area of Spain or 32 billion trees.

Despite these environmental concerns, dairy remains a crucial source of nutrition. Animal products provide 18% of our calcium and 39% of our protein intake. Milk, in particular, is an excellent source of essential micronutrients such as Vitamin B12, galactose, phosphorus, potassium, and Omega-3 fatty acids.

Adopting best practices for manure management and implementing good dairy farming practices can significantly mitigate these environmental issues. By balancing sustainable practices with the nutritional benefits of dairy, India can continue to thrive in the dairy sector while minimizing its environmental impact.

Quest for Cheaper food for large population

Population growth presents a formidable challenge worldwide. In 1813, the global population was 1 billion. By 1913, it had increased to 1.5 billion, and by 2013, it surged to 7.5 billion. Projections now estimate that by 2113, the global population could exceed 12 billion.

According to a recent United Nations report, the demand for food to support this burgeoning population will increase by 50% by 2050 compared to 2012. To meet this demand, an additional 165 to 600 million hectares of land will be required for crop and livestock production. Alarmingly, much of this land is currently occupied by forests and other vital ecosystems.

In India, which houses 15% of the world's cattle and 60% of its buffaloes, we face a significant challenge: a 10% shortfall in total arable land needed for fodder. This scenario has driven substantial investments towards cow-less farming, leveraging economies of scale to reduce costs. Our research indicates that 2,000 precision fermentation laboratories could meet the daily per capita demand of 250 ml for the entire global population.

While the final products of such innovative methods might lack some bioactive components of traditional milk, the unsustainable nature of conventional farming, combined with investments in disruptive technologies and a shift towards more environmentally friendly and cost-effective alternatives, may catalyze a paradigm shift in the dairy industry.

It is crucial to transform dairy into a truly sustainable business, benefiting all stakeholders involved.

Emerging Food choices as Fads

Despite vegans representing only 1-2% of the global population, veganism is one of the most discussed lifestyle trends today. For many youth, it has become a way of life, particularly in India where fitness and health consciousness are on the rise. Veganism, with its focus on plant-based foods, often feels like a path to better health and well-being.

Many claims highlight the benefits of plant-based diets, such as improved heart health, reduced stress, and lower blood pressure. However, some studies point out potential deficiencies in vital nutrients like vitamin B12, iron, calcium, iodine, choline, and omega-3 fats, especially during critical life stages like pregnancy.

The conversation around diet shouldn't be about choosing sides but about creating a balanced food plate that includes both plant and animal sources, consumed in moderation. The future of dietary habits will likely see a rise in flexitarians—those who primarily follow a plant-based diet but also incorporate animal products occasionally—reflecting a more inclusive and sustainable approach to nutrition.

Migration

Distressed migration is a critical issue that could impact our plans for the future of farming, including dairy farming. In India, the youth are increasingly disinterested in farming as a career, opting instead for urban-based vocations. This shift is fueled by better education and the allure of more lucrative opportunities in urban areas. Poor returns from farming, including dairy farming, make it an unattractive proposition.

The rapid rate of urbanization further lures rural youth towards the service sector. Despite these challenges, India is performing exceptionally well in the dairy sector. While some large countries in the developed world are experiencing a decline in dairy, India is maintaining its momentum.

The onus is on policymakers to make dairy farming appealing to all stakeholders through awareness, capacity building, financial support, and appropriate technological interventions. By doing so, dairy farming can be seen as more than just a livelihood opportunity—it can become a thriving and sustainable career choice.

In conclusion, I extend my gratitude to my mentor in the alternative education space, **Mr. Manish Jain**, for bringing the issue of the meta crisis to my attention. His guidance prompted me to identify the critical areas that could reshape the dairy industry. In a world where the rapid pace of technological advancement leads to some technologies replacing others or becoming obsolete, understanding these factors is crucial. This is just the beginning of my exploration, and I will continue to investigate more elements that might influence the future demand for dairy. I invite all of you to share your insights and suggestions on what should be added to the risk register of this meta crisis in the dairy domain. Together, we can better navigate the challenges ahead.

Dairy Market Prices

Prices of 500 ml
Standardised Pouch Milk
(4.5% Fat & 8.5% SNF)

As of May 13, 2024

*4.5% Fat

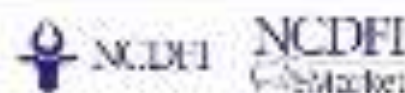


Dairy Commodities

commodity	Qty. (MT)	₹/kg*
GFP	2,791	~11
Butter	115	~503

*As per latest price on the website of NCDFI as of 13/05/2024

Source



www.ncdfi.co.in | www.ncdfimarket.com

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Dairy Blogs



India is a top 10 of fastest growing economies in the world. It has a population of 1.4 billion.

Key News 101 - January 17, 2024

The food safety and inspection service (FSIS) has issued a recall for certain brands of ground beef. The recall is due to the presence of E. coli in the product. The affected products are:



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INDIAN NEWS

INNOTERRA APPOINTS AVINASH KASINATHAN AS HEAD OF INDIA BUSINESS

May 31, 2024

<https://dairynews7x7.com/innoterra-appoints-avinash-kasinathan-as-head-of-india-business/>

We are delighted to announce that Avinash Kasinathan has joined Innoterra as the Head of India business, effective immediately. Avinash brings with him rich experience in strategy, technology, and the agriculture sector.

Avinash Kasinathan, Managing Director, Head of India Business, Innoterra

Avinash started his career as a consultant at McKinsey. Prior to joining Innoterra, he served as the CTO of WayCool and CEO of CENSA (Waycool's technology wing), where he played a pivotal role in building a scalable, well-governed, and sustainable food and agri-tech platform. He has been instrumental in conceiving, conceptualizing, and building the Censa platform as one of the most comprehensive tech stacks in the food economy.

At Innoterra, Avinash will focus on building Innoterra's India business portfolio, including but not limited to our agri-tech platform, Farmlink, our high-quality milk and cattle feed business MilkLane, and the domestic sales and business relating to our banana vaccine, BanacXin.

"We are thrilled to welcome Avinash to our Group Executive Board," said Pascal Foehn, CEO of Innoterra. "His background in technology coupled with his affinity for the Indian agricultural sector will be invaluable as we continue to grow the Innoterra footprint in India. We look forward to growing together."

"The sector is at an inflection point, and Innoterra is well-positioned to disrupt the Indian agri value chain. I'm excited to join Innoterra and drive further margin expansion," said Avinash Kasinathan.



About Innoterra

Innoterra is a Swiss-Indian food and technology platform company focused on transforming small-holder agriculture economics and ensuring healthy food supply. Formed in

2020, we provide high-tech and human-touch services to boost farmers' income and drive regenerative farming practices. Our platform connects farmers to markets, enhances capabilities through advisory programs, and offers advanced software solutions for the agri-food value chain. Operating across 11 geographies, we pioneer innovative solutions in both bioscience and technology to create a sustainable and prosperous future for agriculture.

NDRI WORKING ON CLIMATE-RESILIENT BUFFALO

May 31, 2024

<https://dairynews7x7.com/ndri-working-on-climate-resilient-buffalo/>

In view of heat stress among livestock, which is causing reduction in milk production, the ICAR-National Dairy Research Institute (NDRI) is working on climate-resilient, high milk-producing animals using gene-editing technology.

Scientists have successfully developed a gene-edited embryo of a buffalo to improve milk and meat production traits. They are now focusing on producing embryos that are climate-resilient and high milk-producing. Initially, they started with buffaloes, and in the coming year, the target would shift to cattle with climate-resilient qualities.

Using gene-editing

- India produces nearly 231 million tonnes of milk and ranks at the top globally, but low productivity of milch animals remains a major challenge
- Scientists believe that gene-editing technology will prove effective to overcome such issues
- Technology being used to produce tailored traits for improved health, productivity such as increased milk and meat yield, and climate and disease resistance

The scientists are using a gene-editing technology known as Clustered Regularly Interspaced Short Palindromic Repeats (CRISPR), which enables precise editing of any DNA sequence for targeted modification. This technology is being used in animals to produce tailored traits for

improved health, productivity such as increased milk and meat yield, and climate and disease resistance.

Scientists from the Biotechnology Division, including Dr Naresh Selokar and Dr Manoj Kumar

Singh, along with the incharge of the Livestock Research Centre, Dr SS Lathwal, and other team members, have worked on developing a gene-edited embryo over the past three years.

“We are working to explore this technology to produce more pro-

ductive and climate-resilient animals to cope with the increasing challenge of heat stress. We are hopeful that soon, we will produce climate-resilient animals with gene-edited features,” said Dr Dheer Singh, Director, ICAR-NDRI.

He emphasised the potential of gene-editing in livestock, saying, “Gene-editing is a technology used to modify DNA as per desired requirements, including animal production, and enhancing disease and climate resilience. The genes of animals that survive in high-temperature climatic conditions can be transferred into animals that are susceptible to high temperatures.”

In the US, this technology has already been used to develop climate-resilient cattle. In India, the NDRI is the first to achieve such success. Earlier, the NDRI had successfully produced 16 cloned animals, of which 12 are surviving, with normal reproduction and milk production.



BALL CORPORATION AND CAVINKARE COLLABORATE ON SUSTAINABLE PACKAGING FOR MILKSHAKES

<https://dairynews7x7.com/ball-corporation-and-cavinkare-collaborate-on-sustainable-packaging-for-milkshakes/>

May 31, 2024



Ball Corporation has partnered with Indian company CavinKare to introduce retort aluminium cans for milkshakes. This collaboration aims to shake up the dairy sector in India by leveraging Ball Corporation's expertise in sustainable packaging.

The new retort two-piece aluminium cans will be used for CavinKare's milkshake flavours, including Badam, Gulkhand, Rajbog and Rabri, aligning with the growing consumer demand for ready-to-drink beverages.

Manish Joshi, commercial director at Ball Beverage Packaging Asia, said: "Dairy and dairy alternatives have been an integral part of India and are forecast to grow at a CAGR of 4.1% by 2028. Our focus is on the RTD segment, which is expected to grow faster due to unique flavour offerings for consumers to choose from."

He continued: "Ball India has invested in the capability to produce retort aluminium cans specifically tailored to the demands of the dairy market. This expansion of our portfolio underscores our dedication to both product in-

novation and sustainability, allowing a wide variety of flavoured dairy products to be packaged in our aluminium cans."

The aluminium cans are designed to withstand the retort process, ensuring the preservation of flavour, nutrients and freshness of dairy products. They also cater to the modern consumer's on-the-go lifestyle, offering convenience and sustainability.

Mallikeswaran KG, business head of the beverages division at CavinKare, added: "CavinKare is thrilled to embark on this journey towards sustainable packaging options with Ball Corporation. Our transition to aluminium cans underscores our commitment to delivering superior quality products while minimising our environmental footprint."

The lightweight and durable nature of the two-piece aluminium cans also offers benefits such as reduced transportation costs and protection against light and oxygen, ensuring optimal product freshness and quality.

Mallikeswaran said: “Our transition to aluminium cans reflects our dedication to making responsible choices that benefit both our consumers and the planet. We recognise the importance of sustainability in today’s world and

are actively moving towards achieving a 100% commitment to more sustainable packaging as we focus on staying at the forefront of eco-conscious innovation.”

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CREAMLIN DAIRY LAUNCHES GODREJ MY FARM FRESH MILK

May 31, 2024

<https://dairynews7x7.com/creamlin-dairy-launches-godrej-my-farm-fresh-milk/>

Creamline Dairy Products Limited (CDPL), a subsidiary of India's largest and diversified agribusiness, Godrej Agrovet Limited (GAVL), today announced the launch of Godrej My Farm Milk, a premium milk straight from Godrej's farm to consumers' doorsteps. With Godrej My Farm Milk being directly sourced from Godrej's own farm, pasteurized, and packaged using cutting-edge technology, it ensures that milk is fresh with its natural flavor and nutritional value intact. To be available only in Hyderabad, the entire process from milking to product reaching the consumer is automated, thereby making Godrej My Farm a zero human touch milk with a single point fully controlled supply chain starting from feed to breed.

Today, Indian consumers are very conscious of their health and strive to choose the best for themselves and their families. The same was also resonated in the findings of the Milk Report titled 'Bottoms Up...India Says Cheers to Milk', with 1 out of every 2 consumers considering hygienic sourcing, processing, and packaging in addition to the assurance of no adulteration while purchasing the milk.

Commenting on the launch of My Farm Milk, Bhupendra Suri, CEO, Godrej Jersey, said, "We at Godrej are fully committed to the way our

milk is produced and distributed. With the quality of milk dependent on how cows are treated, we take personalized care of 1,400 cows, including monitoring their food and health on a regular basis. This, coupled with our state-of-the-art processing plant and fully controlled supply chain, enables us to deliver untouched, nutritious, and fresh milk. Being a single source of milk with complete traceability from cow to packaging, ensuring its safety, consumers can now enjoy Godrej My Farm milk as if having a cow in their backyard and milk reaching their table."



The milk report launched on the sidelines further highlighted that 55 percent of consumers associate unhygienic milk with unbranded milk options. Additionally, with 90% of consumers willing to pay more or a premium for high-quality and safe milk, the report reiterated the growing demand for pure and safe dairy products among consumers.

Priced at INR 50 for 500 ML, Godrej My Farm is currently available across 70+ modern trade stores and also on the leading quick-commerce channels like Zepto, MilkBasket, BB Daily, and FTH Daily. The company aims to be present across 500+ modern trade stores in the city of Hyderabad by year-end.

By prioritizing quality, transparency, and technological prowess, GAVL remains committed to playing a leading role in shaping a healthier and more vibrant dairy landscape in India.

HERITAGE FOODS POSTS Q4 PROFIT SURGES ON STRONG DEMAND FOR DAIRY PRODUCTS

May 31, 2024

<https://dairynews7x7.com/heritage-foods-posts-q4-profit-surges-on-strong-demand-for-dairy-products/>

India's Heritage Foods reported a more than two-fold jump in fourth-quarter profit on Wednesday, helped by strong demand for its dairy products amid higher milk prices.

The dairy producer's consolidated net profit from continuing operations rose to ₹405 million (\$4.9 million) for the quarter ended March 31, from ₹179.3 million a year earlier.

Revenue from operations rose 16.3% to ₹9.51 billion. Total expenses increased by a comparatively moderate 13.4%.

Reported Standalone quarterly numbers for Heritage Foods are:

Net Sales at Rs 935.75 crore in March 2024 up 15.79% from Rs. 808.15 crore in March 2023.

Quarterly Net Profit at Rs. 23.34 crore in March 2024 up 20.29% from Rs. 19.40 crore in March 2023.

EBITDA stands at Rs. 71.34 crore in March 2024 up 65.22% from Rs. 43.18 crore in March 2023.



Heritage Foods EPS has increased to Rs. 2.51 in March 2024 from Rs. 2.08 in March 2023.

Heritage Foods shares closed at 371.55 on May 29, 2024 (NSE) and has given 52.18% returns over the last 6 months and 82.04% over the last 12 months.

Rising incomes mainly in urban India and preference for healthier options are driving demand for branded dairy products.

Meanwhile, milk prices have remained elevated on higher fodder costs and a shortage of dairy cows.

HEAT STRESS IN LIVESTOCK CAUSES DROP IN MILK PRODUCTION BY 4%

May 30, 2024

<https://dairynews7x7.com/heat-stress-in-livestock-causes-drop-in-milk-production-by-4/>

Amid the intense heatwave, it's not only human beings who are suffering — heat is taking a significant toll on livestock. Farmers have reported a two to four per cent decrease in milk production, attributing it to the increased stress among dairy animals. This decline in production could lead to a hike in milk prices, adding to the concerns of both farmers and consumers. To mitigate the effects of heat stress, farmers are resorting to installing fans and coolers in livestock sheds.

Advisory issued

The Animal Husbandry and Dairying Department has implemented essential measures to protect livestock. Following advisories by the Government of India and the state government, all subordinate offices have been instructed to take necessary actions. The Director General, Animal Husbandry Department, Dr LC Ranga, said district-level Deputy Directors had been appointed as nodal officers.

“Taking care of animals is extremely tough in such weather. Our animals are not eating enough and milk production has dropped by two to four per cent. I have ensured the availability of coolers and fans in their enclosure,” said Jatinder Kumar, a farmer.

“We have been facing difficulties as animals, particularly crossbreeds, are stressed due to the heatwave and rising temperature, leading to reduction in milk production,” said Yashbir Singh, another farmer.

Raj Kumar, a dairy farmer, said he's adding extra water and minerals to cattle feed and has installed coolers in livestock sheds.

Dr Dheer Singh, director of ICAR-National Dairy Research Institute (NDRI), said heat stress in dairy animals occurs when they generate and absorb more heat than they can lose to the environment. Explaining the physiological effects of heat stress on livestock, he said, “They become lethargic and inactive. They often stand with their heads bowed down and show an increase in respiratory

rates and body temperature. They sweat more, and these symptoms reduce feed intake, lower milk production, and decrease pregnancy rates in dairy animals.”

To mitigate the effects of heat stress, Dr Singh cited the example of the NDRI cattle yard, which houses nearly 2,000 animals. They remain cool with the aid of foggers, misters, fans, and their body temperature is regularly monitored through thermal scanning. He urged farmers to implement similar measures.

“They must remain hydrated, so fresh and clean water should always be accessible to animals. Proper shading — either natural, as provided by trees, or in sheds — helps maintain the animals' body temperature. They should be fed more often during the cooler parts of the day, like early morning or late evening,” Dr Singh advised.



ARE MILK, DAIRY PRODUCTS SAFE FOR HEART HEALTH?

May 30, 2024

<https://dairynews7x7.com/are-milk-dairy-products-safe-for-heart-health/>

Milk and dairy products have been a subject of debate concerning their role in heart health. While they provide essential nutrients, their saturated fat and cholesterol content have raised concerns about their potential impact on cardiovascular disease risk. So should you drink milk and have butter on toast? Let's find out.

Saturated Fat and Cholesterol Content

Milk and dairy products are rich sources of saturated fat and contain varying amounts of cholesterol. Saturated fats are known to raise levels of low-density lipoprotein (LDL) cholesterol, or bad cholesterol, which can contribute to the buildup of plaque in the arteries, increasing the risk of heart disease.

Some studies have shown that individuals with a high intake of saturated fat and dietary cholesterol from animal-based sources, including dairy products, may have an increased risk of developing cardiovascular diseases, such as coronary heart disease and stroke. However, it's important to note that the overall dietary pattern and lifestyle factors also play a significant role in determining an individual's risk.

Despite their saturated fat and cholesterol content, milk and dairy products are rich sources of essential nutrients, including high-quality protein, calcium, vitamin D, and various B vitamins. These nutrients are vital for bone health, muscle function, and overall well-being. Therefore, the potential benefits of consuming dairy products should be weighed against the potential risks. Besides, all studies,

considered cumulatively, have so far had mixed results.

Recommendations for heart patients

For individuals with existing heart conditions or those at high risk of cardiovascular diseases, it is generally recommended to limit the intake of saturated fats and dietary cholesterol from animal-based sources, including dairy products. However, complete elimination of dairy products may not be necessary or advisable.

Instead, the following guidelines may be helpful for heart patients:

1. Choose low-fat or non-fat dairy products: Opt for skim or low-fat milk, yogurt and cheese, which are lower in saturated fat and cholesterol compared to their full-fat counterparts.
2. Moderate portion sizes: Consume dairy products in moderation, following recommended serving sizes based on individual dietary needs and health status.
3. Incorporate plant-based alternatives: Consider incorporating plant-based milk alternatives, such as almond, soy or oat milk, which are naturally low in saturated fat and cholesterol.
4. Focus on a balanced diet: While limiting saturated fat and cholesterol intake from dairy products, ensure that the overall diet is balanced and rich in fruits, vegetables, whole grains, lean proteins and healthy fats from plant-based sources.



5. Consult a healthcare professional: It is advisable for heart patients to consult with a qualified healthcare professional, such as a registered dietitian or a cardiologist, to develop an individualized dietary plan that takes into account their specific health condition, risk factors, and nutritional needs.

It is important to remember that dietary recommendations should be tailored to individual

circumstances, considering factors such as age, gender, overall health status, and specific medical conditions. A heart-healthy diet can include dairy, but it's not essential. While unflavoured milk, yoghurt and cheese have been proven to be 'neutral' to heart health, reduced-fat options are the best choice for anyone with heart disease or high cholesterol.

DECODING THE PRE-PACKAGED FOOD LABEL



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

GOVT PLANS TO ENLIST DAIRY, FISHERY CO-OPERATIVES IN RURAL BANKING OUT-REACH

May 30, 2024

<https://dairynews7x7.com/govt-plans-to-enlist-dairy-fishery-co-operatives-in-rural-banking-outreach/>

The government is planning to launch a nationwide programme to rope in dairy and fishery cooperative societies as banking correspondents to expand financial services in rural areas, a top official said on Wednesday.

Ministry of Cooperation Secretary Ashish Kumar Bhutani said the programme would leverage the existing network of dairy and fishery cooperatives to act as “bank mitras” or banking agents by offering services such as micro-ATMs and lower-interest farm loans.

“The pilot has been rolled out at the state level in Gujarat. We intend to nationally roll out shortly,” Bhutani said while addressing a cooperative summit organised by PHDCCI here.

The plan follows a pilot project launched in two districts of Gujarat where members of dairy and fishery cooperatives were able to access banking services closer home, including door-step delivery of microloans and facilitating other transactions.

Under the nationwide programme, these cooperative societies will be engaged as banking

correspondents of district and state cooperative banks, official sources said.

To enable delivery of branchless banking services, the cooperatives will be provided with micro-ATMs with support from the National Bank for Agriculture and Rural Development (NABARD), the state agency tasked with development of rural India.



Cooperative members will also be issued Kisan Credit Cards, which typically offer farm loans at lower interest rates.

Bhutani said the Ministry of Cooperation has initiated 54 measures over the last two-and-a-half years since its formation to strengthen and promote India’s cooperative sector, including allowing grassroots-level Primary Agricultural Credit Societies (PACS) to undertake multiple activities.

The government has also floated multi-state cooperatives to promote exports, seed production and organic produce to help cooperatives tap international markets, the top official added.

AAVIN NEEDS AUTONOMY TO BE COMPETITIVE: NDDB CHAIRMAN MEENESH SHAH

May 29, 2024

<https://dairynews7x7.com/aavin-needs-autonomy-to-be-competitive-nddb-chairman-meenesh-shah/>

Aavin should be given autonomy in fixing price and other functions to compete with other dairy giants like Amul and Nandhini, said Meenesh Shah, Chairman, National Dairy Development Board. In an interaction with TNIE, he said TN milk cooperative federation should be free from government intervention, as is the case with Amul.

Tamil Nadu is known for its efficient administration in PDS, education, health, and other sectors. However, its dairy brand, Aavin, lags far behind industry leaders like Amul and Nandhini. Why is it so?

One of the primary challenges Aavin faces is its lack of autonomy in pricing milk and milk products. It's an untenable situation to buy milk for Rs 50 and sell it for Rs 49. This lack of financial viability hampers Aavin's growth in numerous ways. In contrast, Amul operates as an autonomous body free from government control, allowing it to thrive.

Amul procures nearly two crore litres of milk every day, while Nandhini (Karnataka's dairy federation) collects 80 to 85 lakh litres. In comparison, Aavin's daily procurement of 34 to 35 lakh litres only meets 17 to 18% of Tamil Nadu's milk demand. How do you see Aavin's future?

Despite challenges, Aavin has earned the trust of dairy farmers and holds immense potential to become a dairy giant akin to Amul or Nandhini. To realise this potential, every decision must prioritise the interests of dairy farmers, ensuring sustainable growth and competitiveness in the dairy industry.

Amul's recent expansion into TN faced opposition from the state government. Amul offers a higher procurement price than Aavin. Where do you stand on this?

A similar issue emerged in Karnataka, but eventually subsided after the election. I have no information regarding the procurement price offered by Amul. We work for dairy farmers and recommend necessary policy changes to protect their interests.

Aavin has plans to increase its milk handling capacity by 10 lakh to 15 lakh litres per day in the coming years. Several projects are slated for funding by the NDDB. Could you shed some light on this?

The upgrade of Madhavaram Aavin dairy plant, which will double its capacity from 5 lakh to 10 lakh litres (with potential for further expansion to 15 LLPD), is set to be completed by May 2025. Additionally, new facilities, including a 6,000-litre ice cream plant and a 10,000-litre dairy unit in Tiruchy, and a one lakh-litre dairy plant in Thanjavur, are expected to be operational by July next year.

A hi-tech, modern dairy plant with a two lakh-litre processing capacity will also be established in Namakkal. Funds for the Namakkal project will be released once granted by the Department of Food Processing. Moreover, Rs 68 crore has already been allocated for various projects, including milk chilling centres and testing laboratories.



DAIRY INDUSTRY 'MOOING' TO AATMANIRBHARTA WITH INDIGENOUS BOVINE SEX-SORTING TECHNOLOGY BY NDDB

May 28, 2024

<https://dairynews7x7.com/dairy-industry-mooing-to-aatmanirbharta-with-indigenous-bovine-sex-sorting-technology/>

It's now Aatmanirbhar in the dairy industry in the form of sex sorting technology for bovine. Field trials of indigenously developed technology on this are underway and the results are expected by August.

At present, there are two technologies — both from the US — through which the sorting happens with samples sold to farmers at around ₹1,000 per sample.

However, through the indigenous technology, the cost will be reduced to nearly one-third, and the technology in turn will

help in milk production due to higher number of female calves, Meenesh Shah, Chairman, National Dairy Development Board & NDDB Dairy Services, told businessline.

At present, two US-based companies — ST and ABS — are supplying the sex semen sorting machines. In total artificial insemination, the sex sorted semen is used less than 1 per cent. With this indigenous technology, more female calves will be produced, leading to increased milk production, he said at the Alamadhi Semen Station.

We started the trial run of the technology from March 2024 at Alamadhi. Till date, 5,000 doses of sex sorted bovine semen have been produced. Post the review of the trial results, the

technology can be dedicated to the nation," Shah said.

"Initial results are good in terms of conception rate and purity. we are getting the desired results, either equal or better than the technologies which are available. If everything goes as planned in two months time, we will be ready to roll out," he added.



"It is a 100 per cent Aatmanirbhar story and we would like to dedicate it to our farmers. We want to give them at a cost between

₹300 and ₹500 or one-third of what is available in the market now," he said.

There are 67 semen stations in the country. They will get the technology developed through a supplier. "We are yet to finalise the commercial terms. We don't want to have a monopoly like the existing companies do," Shah said.

With new technologies, including the sex semen sorting, in a few years the milk production, which is about 231 million tonnes or one-fourth of the global milk production now, will increase to 300 million tonnes by 2030 or 2032 with a share of 33 per cent of global production, he said.

INDIA'S FOOD REGULATOR FSSAI WARNS AGAINST SELLING HUMAN MILK

May 26, 2024

<https://dairynews7x7.com/indias-food-regulator-fssai-warns-against-selling-human-milk/>

India's top food safety body, the Food Safety and Standards Authority of India (FSSAI), has issued a directive to all states to stop granting licenses for the sale or processing of human milk.

The advisory, released on May 24, emphasizes that "activities related to the commercialisation of human milk and its products should be immediately stopped."

Strict Prohibition on Commercial Activities

According to FSSAI guidelines, the sale or any commercial activity involving human milk is strictly prohibited. Human milk should only be used to feed newborns or infants in health facilities. The regulator has warned that any violation of this directive will attract punitive measures under the Food Safety and Standards Act, 2006, and its associated regulations.

In recent years, companies have emerged that process and sell human milk. Some of these companies even managed to obtain valid FSSAI

licenses under the guise of selling dairy products. However, it was later discovered that they were selling powdered human milk sourced from women of humble backgrounds.

The Breastfeeding Promotion Network of India (BPNI) has been urging the government to act against these companies. Dr. Arun Gupta, BPNI's central coordinator, emphasized the need for legal action. He stated, "It took quite some time for the FSSAI to cancel the licence of Neolacta (a Bengaluru-based arm of a company from the UK), involved in the commercialisation of human milk." He added that market

forces should not drive the commercialization of human milk and human nutrition, according to reports from The Print.

FSSAI's directive comes in response to several

registered societies that had requested the commercialisation of human milk. The regulator has made it clear that any activities related to this will not be tolerated and will face strict consequences.



NDDB PANELLISTS PROPOSE CENTRE OF EXCELLENCE FOR DAIRY COOPERATIVES

May 26, 2024

<https://dairynews7x7.com/nddb-panellists-propose-centre-of-excellence-for-dairy-cooperatives/>



The National Dairy Development Board (NDDB) recently hosted a significant conference titled “Future Roadmap for Indian Dairy Sector,” featuring a crucial panel discussion on “Value Added Milk & Milk Products.”

The session was chaired by Dr. Dheer Singh, Director of ICAR, and included esteemed panelists such as Manish Bandlish, MD of Mother Dairy Milk, Dr. Amit Vyas, MD of Amul Dairy, Dr. Suneeta Pinto, Principal of SMC College of Dairy Science, Dr. Atanu Jana, Former Principal of SMC College of Dairy Science, Sameer Saxena, Head of QA & NPD at Amul Cooperative, and S Rajeev, Executive Director of NDDB.

The panel emphasized the vital role of value-added dairy products in enhancing farmer incomes and providing consumers with diverse choices. Key recommendations emerged from the discussion, highlighting the need for innovative product development tailored to evolving consumer preferences.

Understanding consumer trends through market studies was deemed essential for developing products that align with consumer demands. To support these efforts, the panel proposed the establishment of a center of excellence for dairy cooperatives to foster innovation in product development.

Additionally, there was a strong call for the indigenous production of dairy cultures and the enzyme rennet to reduce dependency on imports.

The discussion further urged dairy cooperatives to strategically include value-added products in their portfolios to achieve economies of scale. While emphasizing value-added products, the panel also suggested that dairy plants should manufacture traditional products like Khoa and Channa for the sweets market.

Overall, the conference underscored the necessity for a balanced mix of traditional and value-added dairy products to enhance the profitability of dairy farmers and offer better choices to consumers. The insights and recommendations provided aim to guide the Indian dairy sector towards sustainable growth and innovation.

The panellists underscored the importance of establishing laboratories for clinical trials on milk components such as immunoglobulins, lactoferrin, and peptides to validate their health benefits. They also advocated for a focused approach to utilizing various dairy by-products to create new value-added products.

HEAVY PRE-MONSOON SHOWERS TRIGGER FEAR OF MILK GLUT IN BENGALURU FOR KMF

May 25, 2024

<https://dairynews7x7.com/heavy-pre-monsoon-showers-trigger-fear-of-milk-glut-in-bengaluru-for-kmf/>

The dairy sector is bracing for what experts call a 'white flood' — an overproduction of milk — thanks to unusually heavy pre-monsoon rain in May.

Karnataka has recorded a 24% increase in rainfall so far, and the trend is likely to continue into the rainy season with IMD predicting 106% increase between June and Sept. This surplus is expected to result in an overproduction of milk, primarily due to growth in fodder production.

While this is welcome news since drought and dry weather in the preceding months had hit dairy farmers hard, on the other it raises concerns over oversupply. Karnataka Milk Federation (KMF) may face challenges in procuring more, leading to a decrease in demand and potentially impacting milk prices negatively.

Experts predict a significant surge in average daily production, potentially surpassing the normal output of 85 lakh litres, as observed in 2018-19. Authorities have been cautioned to devise strategies to mitigate impending distress which both milk producers and traders could face.

The looming glut could also impact govt incentives for farmers. The state typically pays an incentive of Rs 5 per litre, while KMF procures milk from 14 regional milk unions at rates ranging from Rs 33 to Rs 35 per litre, depend-

ing on fat content. The delay in disbursing these incentives could result in financial strain on dairy farmers.

"On the one hand the govt is yet to respond to the demand of milk producers to hike incentive by at least Rs 2 and on the other their dues are pending for close to three quarters," said Rajkumar HP, chairman, BAMUL (Bangalore Milk Union Ltd) which covers Bengaluru Rural, Ramanaagara and Chikkaballapur districts.

MK Jagadish, managing director, KMF, said

procurement has already risen from a daily average of 75 lakh litres to 88 lakh litres. He anticipates milk inflow to surpass the one crore-litre mark. "We expect record production, and we are taking steps to ensure procurement matches increased supply," said Jagadish.

Pressure is also mounting to boost sales amid competition from private agencies. To address this, KMF plans to increase milk powder production, which can be stored for six months and released when price increases.

KMF may also approach the govt, which purchases 300 tonnes of milk powder for its Ksheera Bhagya scheme, to procure more. "We are already supplying to Mumbai and Chennai and we aim to expand further. We will increase Mumbai supply by 1.5 lakh litres and explore foreign markets with new products," Jagadish said.



DAIRY FARMERS WORRIED OVER RUMOUR OF AMUL ENTERING TAMIL NADU'S MILK MARKET

May 25, 2024

<https://dairynews7x7.com/dairy-farmers-worried-over-rumour-of-amul-entering-tamil-nadus-milk-market/>



Farmers attached to Avin's primary cooperative societies are worried about a rumour that Gujarat-based Amul milk cooperative was planning to enter the Tamil Nadu milk market.

M.G. Rajendran, general secretary, Tamil Nadu Milk Producers' Welfare Association said this information was disturbing if true. "Our founder Senguttuvel would always say that competition is good. But in Avin's current state, if Amul begins procuring and selling milk, it will lead to the slow downsizing of the former. This three-tier cooperative system, which has been carefully built since the 1970s, would be dismantled," he said.

Mohammed Ali, State president, Tamil Nadu Milk Producers' Association, said Amul was a giant compared to Avin, and they should not compete with Avin in procurement of milk in the State. "The State government does not bother increasing procurement prices. Farmers spend ₹50 to produce a litre of milk but get paid Rs. 33 for it. Avin should take steps to get more dairy farmers to return to the cooperative fold and increase subsidy for cattle feed and pay higher procurement prices."

A milk industry expert, who refused to be named, alleged that there was a lot of mismanagement in the cooperative system coupled

with political interference at the primary cooperative society level and district union level. "Political appointees should not be allowed to become chairpersons or office-bearers of these organisations. Only genuine cattle farmers should be allowed to participate in these elections," he said.

Milk procurement rises

Meanwhile, with the rain bringing down the heat and the flush season beginning, Avin has been witnessing an increase in milk procurement. It is now fluctuating between 28 lakh litres per day (LLPD) and 30 LLPD. A couple of weeks ago, it was between 26 LLPD and 27 LLPD.

"With favourable climate continuing, we hope to reach normalcy in the next few weeks. By normalcy, we mean 30 LLPD," sources in Avin said. Asked about the delay in distributing incentives to farmers, the official replied in the negative.

On the entry of Amul, another official source said that from their understanding the Gujarat-based cooperative was not planning to expand their operations in the State.

BEWARE OF OVER BOILING MILK TEA: EXPERTS WARN OF HEALTH RISKS

May 24, 2024

<https://dairynews7x7.com/beware-of-over-boiling-milk-tea-experts-warn-of-health-risks/>

Milk tea is a beloved beverage in many Indian households, enjoyed for its taste and comforting quali-

sulting in a bitter taste. It can also degrade nutrients and potentially form harmful compounds.



ties. However, new guidelines from the Indian Council of Medical Research (ICMR) advise against excessive consumption, citing concerns about the tannins in caffeinated drinks like tea and coffee hindering iron absorption in the body.

Apart from the frequency of consumption, experts also warn about the dangers of overboiling milk tea. Overboiling can lead to nutrient loss, changes in taste, and the formation of harmful compounds.

A Nutritionist explains that overboiling disrupts the delicate balance of flavours in milk tea, re-

A doctor highlights that while steeping tea leaves for longer may enhance polyphenol content, most extracts occur within the first 5 minutes. Overboiling tea doesn't add extra benefits and may make the taste bitter.

A Clinical Dietician, adds that overboiling can lead to taste alterations, nutrient loss, and even the formation of potential carcinogens like acrylamide.

While occasional overboiling may not pose significant risks, consistent overheating of milk tea can reduce its nutritive benefits and introduce undesirable compounds. Experts advise against prolonged boiling to avoid these issues.

GODREJ CAPITAL FORAYS INTO DAIRY FARM LOANS IN SOUTH INDIA WITH CREAM-LINE DAIRY

May 24, 2024

<https://dairynews7x7.com/godrej-capital-forays-into-dairy-farm-loans-in-south-india-with-creamline-dairy/>

Godrej Capital, the financial services arm of Godrej Industries Group, announced its entry into the agriculture segment with the launch of dairy farm loans. Through a strategic partnership with Creamline Dairy Products Limited and Dvara E-Dairy, Godrej Capital will provide financial assistance to small dairy farm owners across Karnataka and other regions. Creamline Dairy Products Limited is a subsidiary of Godrej Agrovet Limited (GAVL), a diversified food and agri-business conglomerate of Godrej Industries Group, and sells products under the brand name Godrej Jersey.

As India's consumption of dairy products continues to rise steadily, it presents both opportunities and challenges for dairy farmers. Godrej Capital acknowledges the importance of empowering these farmers with flexible financing to improve productivity and drive economic prosperity in the region. For this initiative, Godrej Capital has collaborated with Dvara E-Dairy as its partner to facilitate access to farmers.

With dairy farm loans, Godrej Capital will provide collateral-free lending for the purchase and maintenance of cattle to farmers empanelled with GAVL. This loan offering will ensure

dairy farm owners get access to financing, along with other benefits, including a fully digitized process, quick sanction and disbursement, and flexible repayment options of up to two years.

Manish Shah, MD & CEO of Godrej Capital, said "We are delighted to extend our support to

farmers of our country. The decision to embark on this venture comes as a response to the pressing need to extend financial assistance to the dairy farming commu-

nity, promote financial inclusion across the value chain, and support ecosystems. The disbursement of the first loan in Krishnagiri district marks just the beginning, as we actively seek to engage the dairy industry in other regions of Tamil Nadu and extend our support to farmers in Andhra Pradesh, Telangana, Karnataka, and Maharashtra. With this, we aim to contribute to the growth and development of the dairy farming sector."

Despite its limitations, the dairy sector remains a key contributor to India's agrarian economy, supporting the livelihoods of 80 million farmers. Accounting for 70% of the total cost of milk, feeding is the single most crucial aspect of healthy dairying and is the biggest factor influencing the milk productivity of cattle and hence the upliftment of the farmer. An equal



focus is needed to provide our farmers with resources to maintain their cattle health for sustained milk yields.

Bhupendra Suri, Chief Executive Officer, Godrej Jersey, said, "Better cattle health ensures better well-being of cattle and also enables farmers to obtain better yields, thereby increasing their profitability. Hence, with access to quality feed being a key for the dairy farmers, this partnership between Godrej Capital and Dvara E-Dairy, would enable them to get easy access to finance for their feed as well as other farming needs. Leveraging this platform, our farmers can increase cattle population and strive for higher productivity and better prosperity."

Ravi K.A., founder, MD and CEO of Dvara E-Dairy said, "We are delighted and privileged to partner with the Godrej Industries Group companies. The synergy brings significant value to the stakeholders, enabling thousands of dairy

farmers to access affordable financing from Godrej Capital and an innovative platform for cattle loans. The arrangement will bring door-step access to financial services, empowering dairy farmers to increase milk yield, meet their working capital requirements, and make informed financial decisions."

Godrej Capital has been focusing on ecosystem development and providing financial access to the underserved market.

Along with this, Godrej Capital is further looking to capture a significant market share in the southern states for MSME lending. Building on its momentum from the previous year, the company is looking to expand its operations by establishing new branches in Karnataka, Andhra Pradesh, and Telangana. These strategic expansions demonstrate Godrej Capital's dedication to serving the needs of the local community and fostering economic growth in the region.

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PLANT-BASED FOOD COS URGE FSSAI TO EASE 'MILK' LABEL RULES

May 23, 2024

<https://dairynews7x7.com/plant-based-food-cos-urge-fssai-to-ease-milk-label-rules/>

New Delhi: Plant Based Foods Industry Association (PBFIA) on Tuesday urged the Food Safety and Standards Authority of India (FSSAI) to ease restrictions on the use of the term “milk” on packaging. Speaking at a summit here, PBFIA Executive Director Sanjay Sethi requested the FSSAI to allow uniform nomenclature, despite the current “this is not dairy” disclaimer on cartons, a statement said.

Sethi called for FSSAI’s chief executive officer (CEO) to engage with the industry, exchange ideas and foster collaboration to support startups and product innovation against bigger players.

He proposed setting up “Plant Protein Clusters” across states to facilitate collaboration

between institutes, startups and the government.

Addressing the event, FSSAI CEO G Kamala Vardhana Rao encouraged the industry to raise public awareness, recounting his surprise at learning the term “flexitarian” describes people who primarily consume plant-based proteins while moderately enjoying meat and dairy.

Citing an ICMR report, Rao noted the protein content in pulses is comparable to meat products. He commended the industry’s efforts and Sethi’s support for plant-based startups, appreciating the Cluster initiative.

Rajesh Agrawal, Additional Secretary at the Ministry of Commerce and Industry, stressed technology for voluntary productions and investments in large-scale exports to add value-added plant products to the market.



DODLA DAIRY POISED FOR ROBUST GROWTH IN FY25 WITH EXPANSION AND STABILITY

May 23, 2024

<https://dairynews7x7.com/dodla-dairy-poised-for-robust-growth-in-fy25-with-expansion-and-stability/>

FY25 is expected to see an accelerated double-digit growth for DDL, thanks to a pick-up in domestic milk volumes, commencement of a new plant in Kenya, and a massive increase in cattle feed capacity

Outlook for DDL in FY25

Robust Growth Expected

FY25 is poised for accelerated double-digit growth for DDL, driven by increased domestic milk volumes, the launch of a new plant in Kenya, and a significant boost in cattle feed capacity.

Milk procurement prices are projected to remain stable this fiscal year, thanks to steady input costs. Combined with enhanced operating efficiencies and a greater focus on value-added products, this stability is expected to support strong double-digit margins for DDL.

With a solid balance sheet and strong cash flow generation, DDL is well-positioned to explore inorganic growth opportunities.

DDL stands out as one of the few high-quality listed dairy companies, boasting a track record of industry outperformance, a reputable brand, and an experienced management team. Since our recommendation in October 2023, the stock has delivered a robust 44% return, compared to the Nifty 500 index's 25% return in the same period. We maintain our positive outlook on the stock.



March 2024 Performance

Revenues grew by 9% year-on-year (YoY). While milk sales volumes remained flat YoY, growth was driven by better sales realizations and an increase in value-added product (VAP) sales. VAP sales surged by 19% YoY, raising their share of total revenues to 29% (a 300 bps YoY increase) in Q4FY24.

Gross margins improved by approximately 600

bps YoY, benefiting from lower raw material prices during the flush season and higher VAP sales. DDL recorded an inventory write-down of about Rs 23 crore in Q4FY24 to re-

fect the net realizable value.

Excluding the write-down, gross margins would have been about 300 bps higher. EBITDA margins improved by 490 bps, slightly less due to increased employee and advertising expenses after commissioning new plants. Net profits more than doubled YoY.

Growth Momentum to Continue

DDL expects to maintain double-digit growth, forecasting a 12-15% increase for the current fiscal year. Despite flat liquid milk sales volumes in India last fiscal year due to steep price increases, DDL anticipates mid-single-digit volume growth this fiscal year.

In Q4FY24, DDL started its new dairy plant in Kenya, Africa, with a capacity of 1 lakh liters per day, which will drive growth momentum. Additionally, DDL increased its Orgafeed (cattle feed) capacity five-fold to 480 MTPD (metric tonnes per day) last fiscal year, which will further boost growth. DDL plans to liquidate the inventory built up towards the end of the last fiscal year, primarily fat and milk powder, as inventory days increased from 15 days in FY23 to about 45 days in FY24.

Margin Improvement

DDL expects stable milk procurement prices this fiscal year, which should aid margin improvement. While there was a slight increase in procurement prices in FY24, DDL anticipates a continued rise in the share of high-margin value-added products like curd, ice creams, and buttermilk, further enhancing margins. Inventory levels are expected to remain steady

at about 45 days, with no anticipated inventory write-downs. We have factored in about a 60 bps YoY improvement in EBITDA margins for FY25.

Strong Balance Sheet for Inorganic Growth

	FY23	FY24	Change	FY23	FY24
Revenue	2011	2011	0%	100%	100%
EBITDA	1115	1200	7.6%	55%	60%
EBIT	850	950	11.8%	42%	47%
Net Profit	550	650	18.2%	27%	32%

DDL remains a net debt-free company, with cash and cash equivalents of approximately Rs 300 crore as of March 2024. The company's strong cash flow generation capabilities, with expected cash flow from operations around Rs 300 crore in FY25, provide the financial strength to pursue inorganic growth opportunities. Historically, inorganic growth has been a key

component of DDL's strategy, enabling it to outpace the dairy industry.

Valuations

At the current market price (CMP), the stock trades at a P/E ratio of 22 times FY26 projected earnings. We recommend investors to add the stock.

GCC SET TO TIGHTEN CATTLE RULES, TEST MILK QUALITY, CURB OXYTOCIN

May 21, 2024

<https://dairynews7x7.com/gcc-set-to-tighten-cattle-rules-test-milk-quality-curb-oxytocin/>



Facing flak for an unfettered rise in the number of stray cattle and attacks in the city, the Greater Chennai Corporation will roll out a comprehensive cattle census.

Mayor R Priya will pass a resolution in this regard at the first GCC council meeting after the model code of conduct is lifted on June 4.

GCC commissioner Dr J Radhakrishnan said officials will do a physical survey of the animals before issuing licences, which have to be renewed every three months.

“We will give licenses only to owners who have 36-square feet space for every cattle. Necessary arrangements such as hygiene, water, food and vaccines for cattle will be monitored. The hygiene of milk produced by the cattle will be checked too,” Radhakrishnan told TOI on Monday.

The licenses, to be issued under Tamil Nadu Animals and Birds in Urban Areas (Control and Regulation) Act, 1997, will be cancelled if the owner violates any rule. The law also empowers cattle owners to move to appellate authority if they are aggrieved by an order of the licensing officer.

Home to roughly 20,000 heads of cattle, the city witnessed more than a dozen cattle attacks last year, including the death of an 80-year-old in Triplicane. Yet, GCC could not curb

the menace except for temporarily seizing cattle and levying a penalty upto 10,000 and releasing them a few days later. The corporation has no mechanism to test the quality of milk sold by vendors too.

Balagangadhara Thilagar, veterinary professor



from Tanuvass, said licensing should involve protein test, total solid test and fat test to ascertain the quality of milk. “Cattle eat plastic, polythene, paper and other items from the road. But people buy the milk directly from vendors without looking into the quality. If licensing involves scientific tests, it will be credible for consumers,” he said.

He added the cattle must be reared and milked in a common yard rather than at owners’ houses.

The fresh rules will also allow GCC to create prohibited areas to rear cattle and if a cow is

found in the prohibited area, the license could be cancelled with hefty fines and jail for the owner. Currently, most cattle in Triplicane and Nanganallur areas are reared in public places, beneath railway bridges, near bus stands, and are tied up in roads.

Arun Prassanna of People for Cattle in India

said GCC must have a cattle monitoring committee and these committee members must be empowered to inspect cattle, quality of milk, place of rearing and so on. "The milkmen use oxytocin to increase the yield of milk from cows. This can be harmful to human consumption. This must be monitored before licenses," he said.

ICE CREAM COMPANIES PIN HOPES ON POST-ELECTION GST RATE CUT

May 21, 2024

<https://dairynews7x7.com/ice-cream-companies-pin-hopes-on-post-election-gst-rate-cut/>

Ice cream companies have doubled down on their efforts to reduce GST rate by approaching the President, who has duly forwarded their representation to the Finance Ministry. Subsequently, they have key Finance Ministry officials with a plea for lowering the tax.

Ice cream, sold through shops or parlours attracts 18 per cent GST. However, if it is bundled with food supplies by hotels or restaurants, it is treated as part of 'restaurant service' and attracts 5 per cent GST. The GST Council can decide on any rate cut, which is expected to meet soon after the formation of the new government at the Centre and also in some States.

"We request that the GST Council may kindly consider reducing the rate of GST of ice cream/frozen dessert to 5 per cent across the board and by this initiative the price of the product would come down thereby raising the demand/consumption of ice creams amongst the people of India," Indian Ice-Cream Manufacturers' Association said in a representation to the Finance Ministry.

Further, it argued that an average Indian consumes just 400 millilitres of ice cream as against 28.4 litres in New Zealand, 20.8 litres in USA and 18 litres in Australia.

According to companies, ice-cream is a dairy product. Among various dairy products, GST on milk is NIL, while it is 5 per cent on paneer, curd, lassi, yoghurt and buttermilk. Most of the raw materials of ice-cream are animal/agriculture based and are taxable at the NIL rate of GST or 5/12 per cent as against 18 per cent on ice cream. All these make ice cream costly.

The association also argued that up to 40 per cent of manufacturers are in the unorganised sector. "If GST of ice cream is brought down to 5 per cent, most of the small and tiny unorganised enterprises will come under the tax net and the compliance level will be high. If GST rates are reduced then many small players (unorganised industry players) will also like to comply with the law and would like to pay the taxes rather than tax evasion. This will ultimately increase the collection of taxes to the government," it said.



According to the International Market Analysis Research and Consulting (IMARC) Group's Report, the ice cream market in India is expected to reach over ₹43,600 crore by 2027 from over ₹16,500 crore in 2021, exhibiting at a CAGR of 17.69 per cent during the next 5 Years. "This will empower our farmers living in the rural areas and will directly improve their living standards. From our side, we propose to market the products by highlighting the benefits to the rural household and the health benefits of ice cream," the Association said.

As on date, more than 20 Lakhs people are employed in the ice cream industry in different segments of production, marketing besides more than 1.25 lakh vendors who make a living out of it by selling ice cream vending in strategic locations. Sugar is majority consumed by

Ice-cream manufacturing industry. Some 50 million and millions more workers are involved in sugarcane farming. Their livelihood much depends on Ice-cream industry, the Association added.

As on date, more than 20 Lakhs people are employed in the ice cream industry in different segments of production, marketing besides more than 1.25 lakh vendors who make a living out of it by selling ice cream vending in strategic locations. Sugar is majority consumed by Ice-cream manufacturing industry. Some 50 million and millions more workers are involved in sugarcane farming. Their livelihood much depends on Ice-cream industry, the Association added.

UNLOCKING THE POTENTIAL OF PRECISION ANIMAL NUTRITION FOR SUSTAINABLE DAIRY

May 21, 2024

<https://dairynews7x7.com/unlocking-the-potential-of-precision-animal-nutrition-for-sustainable-dairy/>

Precision animal nutrition represents a significant stride towards sustainable dairying practices. By tailoring diets to the specific needs of livestock based on their genetic makeup, age, health, and productivity levels, this approach, not only optimises animal health, and growth but also minimises waste and environmental impact. Let's explore the potential of precision animal nutrition to revolutionise farming sustainably.



Understanding precision animal nutrition

The dairy sector faces the dual challenge of increasing milk production to fulfil societal demands, while, minimising its environmental

footprint. Precision animal nutrition emerges as a crucial strategy in addressing these challenges. Precision animal nutrition, involves supplying livestock with the exact amount of nutrients they require, avoiding excess. Over the past two decades, there has been a significant shift towards reducing nitrogen (N) and phosphorus (P) content in animal diets. Notably, herds in New York have reduced dietary N by 10.8 per cent from 1999 to 2019. Concurrently, milk output per cow surged by 40 per cent, and total nitrogen excretion in manure dropped by 8.1 per cent.

Benefits to animal health and welfare

Precision feeding and nutrition, significantly enhances animal health and welfare in

the dairy industry, by delivering diets tailored to the specific needs of individual cows or herds. This approach utilises advanced technologies and detailed monitoring, to ensure that each animal receives the optimal mix of nutrients required for its health and productivity. One of the main benefits of precision feeding is improved nutrient efficiency, which reduces waste and environmental impact. The technology involved in precision feeding also enables continuous monitoring of health indicators such as weight, milk composition, and feeding behavior. This real-time data collection supports proactive health management, allowing for immediate adjustments to diets.

Reducing methane emissions

Methane emissions from livestock, particularly ruminants like cows and buffaloes, are a major contributor to greenhouse gases. Precision animal nutrition, offers a promising solution to reduce these emissions. By fine-tuning livestock diets based on their specific digestive and metabolic needs, it is possible to lower methane production during digestion. For example, introducing certain fats or oils can help reduce methane emissions by up to 6 per cent, by partially inhibiting the methanogenesis process in the rumen. Additionally, dietary additives like nitrates or certain plant extracts have been shown to decrease methane emissions by altering the fermentation process in the stomach.

Wipro's senior level exodus may continue in the short term

Precision animal nutrition, also plays a crucial role in managing toxins in livestock diets. By accurately formulating feeds and monitoring nutrient intake, this approach, ensures that animals are not exposed to harmful levels of naturally occurring feed toxins, such as mycotoxins, which can affect animal health and productivity. Advanced feed technologies, can detect and control the presence of these toxins, ensuring feeds are safe and beneficial.

Role of technology

Technology plays a pivotal role in precision feeding, optimising dairy farm nutrition and feeding practices to enhance animal health and productivity. Notable technologies include:

1. Milk yield and Electrical conductivity: This technology focuses on maintaining consistency in milk yield and components. It identifies nutritional and metabolic imbalances, but, may miss subtle changes that signal health issues.
2. Walking activity: Studies have shown that dairy cows with high levels of non-esterified fatty acids (NEFA), tend to be less active. This reduced activity, correlates negatively with elevated plasma NEFA levels in postpartum cows, indicating potential health concerns.
3. Feeding behaviour and intake: Changes in dry matter intake and behaviour before calving, can indicate dystocia. Cows with dystocia often consume less and show altered behaviours up to two weeks before calving, helping to identify those at risk for conditions like fatty liver or ketosis.
4. Milk fat percentage: Online monitoring of milk fat levels can diagnose rumen acidosis, influenced by diet composition and the presence of unsaturated fatty acids in the feed.
5. Body condition score (BCS): BCS is crucial for managing energy balance over the long term, reflecting changes in body fat reserves slowly, and is associated with milk production, reproduction, and overall health.
6. Rumen pH: Monitoring rumen pH helps manage subclinical rumen acidosis (SARA), a common metabolic issue. This parameter is crucial for guiding optimal rumen fermentation, thereby affecting production and health variably across individual cows.

These technologies collectively help in fine-tuning feeding strategies, detecting early signs of health issues, and enhancing overall dairy management.

Conclusion

In conclusion, precision animal nutrition, offers a transformative approach to livestock farming that benefits the health of the animals, the environment, and the economic interests of

farmers. As the technology evolves and becomes more accessible, it has the potential to become a standard practice in sustainable agriculture, leading to a more efficient and responsible farming future.

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ONE STOP DAIRY TESTING SOLUTION

MANTHAN AT CANNES- AMUL MODEL IS INDIA'S GIFT TO THE WORLD: JAYEN MEHTA

May 19, 2024

<https://dairynews7x7.com/manthan-at-cannes-amul-model-is-indias-gift-to-the-worldjayen-mehta/>

The screening of the restored 4K version of the 1976 Smita Patil starrer Shyam Benegal classic 'Manthan' at Salle Benueville in 77th edition of the Cannes Film Festival on Friday marked a milestone not only for the film, based on the pioneering milk cooperative movement of Dr Varghese Kurien, but also propped up the Gujarat Cooperative Milk Marketing Federation (GCMMF), which markets its products under the Amul brand, on the international platform that it is looking to tap as part of White Revolution 2.0.

The film is based on Gujarat's milk cooperative movement helmed by the Gujarat Gujarat Cooperative Milk Marketing Federation (GCMMF), that made Amul not just a brand nationally but also gave it international recognition.

Speaking to The Indian Express from Cannes, where he walked the red carpet with the family of Late Dr Varghese Kurien and Late Smita Patil, including her son Prateik Babbar, actors Naseeruddin Shah and Ratna Pathak Shah, GCMMF MD Jayen Mehta said that with the Amul Model going across the country and the globe, 'Manthan' the film continues to hold much relevance. Mehta said that the film was visualised in order to "communicate to the villages" back in 1976 when social dynamics and caste factors posed a challenge in setting up the dairy cooperatives led by women but continues to hold much relevance.



Mehta said, "The film has a large impact even today... The story continues to be relevant in terms of the fight of farmers to get right to procurement and market versus the private competition continues. The social dynamics are also there that existed 50 years back. But most of all, it shows the success of a cooperative model of how it helped farmers to come together with the right intervention and inputs, providing the tools of development in their own hands without the constant support of the government or private sector or multinational. This is the story that people love... The world is sitting up and noticing the magic."

Highlighting that the strength of the film was that it could convey what were the challenges in setting up a cooperative while also focusing on the opportunity it brought, Mehta said, "In the year 1975-76, when the film idea came up, Operation Flood was in its flourishing stage because they were replicating the Amul model across 18 districts of the country. They realised the huge challenges and wondered how do you communicate to the people in the form of a story so that it helps them overcome their differences also... So Dr Kurien got Shyam Benegal and top notch actors to tell the story. Manthan continues to be a part of the induction programmes at Amul and IRMA— which is where I saw the film in 1989 for the first time. It is also part of our village activities and has played a strong role in spreading the Operation Flood across the country and getting the 2 lakh vil-

lage societies and 1.75 crore farmers to become part of the dairy cooperative and everyone has made India a leading milk producer in the country.”

Mehta hopes that with the film now going to the urban markets will help Amul leverage the global opportunity in the dairy sector. Mehta said, “The urban audience will know what a classic looks like but it is a good chance for us at the global level to restore the film and showcase the film in such a brilliant manner. With Amul going international, Amul products are being exported to 50 countries and we have launched Amul milk in the US but we are also working on Dairy Development in Sri Lanka and Kenya. Now that the Amul model is also going abroad, the story becomes equally important. When you are trying to set up a cooperative, where private players are already there and there are caste dynamics at play. The Gujarati backdrop may or may not work for local communities in other countries but it helps in educating the educated—the policy makers. Those countries are at a nascent stage, where India was in 1976...”

Within India, Amul has received a mandate to expand the dairy cooperative model to 2 lakh additional villages, where Manthan will play a key role, Mehta says. “The government of India has realised that cooperatives are a tool of dairy development. India is the only country in the world, which has a Ministry of Cooperatives. The vision of our Prime Minister Narendra Modi as well as Cooperatives Minister Amit Shah means that we are replicating the Amul Model across all sectors in the country so that India gains leadership in all the aspects of agriculture.

three new multi state cooperatives. India has a total of 7 lakh villages. Dairy cooperatives are present in 2 lakh villages so 5 lakh more villages are pending. The Union Ministry of Cooperatives has given us a mandate to set up cooperatives in 2 lakh more villages. So we are talking

of White Revolution 2.0 for the dairy sector cooperative model expansion where more milk will be procured, more women will be empowered and more money will go into their bank accounts... If India has to give a gift to the world, it will be the Amul model.”

Mehta added that while the production of milk in India was 25 million Metric Tonnes in 1976—just 5% of the total global milk production, today, India is the largest milk producer in the world with almost 25% of the global milk production where Amul’s turnover has risen from Rs 20 crores in 1976 to Rs 80000 crores.

Dr Kurien’s daughter, Nirmala Kurien, recalled watching the film as an 18 year old with her parents in 1976. Speaking to this newspaper from Cannes, Nirmala, now 66, said, “I remember watching the first cut preview of the film in 1976 and found it funny that my father was calling himself a film producer from being a milk man... But he was a visionary and in times when terms like crowd-funding and women empowerment did not exist, he created a model that was ahead of its time. Not only did he set up the base for women empowerment through Amul— even today women milk producers outnumber others— he also produced the film by what we know as crowd-funding today.”

Kurien added that it was a “proud moment” to witness Manthan being screened at the Cannes but the 134-minute fictionalised story was only a tiny part of the arduous task led by Dr Kurien. Nirmala said, “This film is just a small part of the journey. It only shows the trials and tribulations of one village. Imagine, he went to over 2000 villages meeting these challenges and set up 18 institutions that armed the milk producers with almost no funding from the government of India at that time. He travelled on his own across the world to gather funds. He was up against the Sarpanches, politicians, governments, lobbies and international governments of dairy producing countries... This film is only one glimpse of the difficulty my father faced.”

KARNATAKA MILK FEDERATION URGES GOVERNMENT TO RELEASE ₹5 MILK SUBSIDY TO DAIRY FARMERS

May 19, 2024

<https://dairynews7x7.com/federation-urges-karnataka-government-to-release-5-a-litre-support-price-for-milk/>

The Udupi District Dairy Farmers' Federation on Thursday, May 16, decided to urge the government to release ₹5 a litre support price for milk procured from farmers that has been pending for the last seven months.

In a meeting of the federation members, including milk societies' representatives and farmers in Udupi, they also wanted the milk federations to increase the payment to a minimum of 50 paise a litre to societies. Also, it resolved to pay 5 paise each per litre of milk procured from farmers towards farmers' and employees' welfare trust.

Participants also resolved to urge the milk federation to stop the deduction of 15 paise per litre towards the development fund because of the reduced milk production in the district. Besides encouraging milk production, the federation should also put a stop on transportation of milch cows to other districts.

Members said the milk federation should arrange a supply of quality silage and wanted a

group insurance scheme to cover dairy farmers and their families as well as employees of societies. The government should allow the milk federation to increase milk and milk products' prices by ₹2 in the undivided Dakshina Karnataka district and pay the entire amount to farmers as done by the previous government considering the district as a special zone.



Former presidents of the federation Sasthana Jagadish Karanth and Vittal Shetty Mandarthi, heads of different milk producers' societies including Gopalakrishna Hegde Kem-

mannu, Shripathi Adhikari Balkudru, Bhaskar Shetty Ammunje, Benedict Noronha, Om Prakash and others spoke.

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LAST QUARTER EARNINGS ADDING TO IMPRESSIVE PERFORMANCE OF DODLA DAIRY IN FY24

May 19, 2024

<https://dairynews7x7.com/last-quarter-earnings-adding-to-impressive-performance-of-dodla-dairy-in-fy24/>

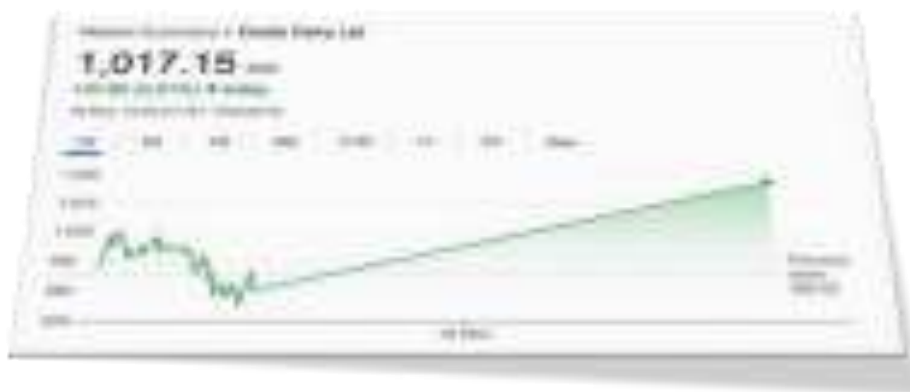
Dodla Dairy Limited reported earnings results for the fourth quarter and full year ended March 31, 2024. For the fourth quarter, the company reported sales was INR 7,874.46 million compared to INR 7,242.82 million a year ago. Revenue was INR 7,952.45 million compared to INR 7,305.87 million a year ago.

Net income was INR 468.31 million compared to INR 225.29 million a year ago. Basic earnings per share from continuing operations was INR 7.87 compared to INR 3.79 a year ago. Diluted earnings per share from continuing operations was INR 7.79 compared to INR 3.76 a year ago.

For the full year, sales was INR 31,254.65 million compared to INR 28,120.29 million a year ago. Revenue was INR 31,528.79 million compared to INR 28,349.8 million a year ago. Net income was INR 1,667.36 million compared to

INR 1,222.84 million a year ago. Basic earnings per share from continuing operations

was INR 28.03 compared to INR 20.55 a year ago. Diluted earnings per share from continuing operations was INR 27.75 compared to INR 20.39 a year ago.



INDIAN DAIRY EXPORTS IN FY 24 SHOWED BETTER VALUE REALISATION IN GLOBAL MARKETS

May 19, 2024

<https://dairynews7x7.com/indian-dairy-exports-in-fy-24-showed-better-value-realisation-in-global-markets/>

Drawing from data provided by APEDA and Indian Customs, we present an in-depth look at the trends and dynamics shaping the dairy export landscape. Note that Casein and Lactose are excluded from this analysis and will be covered separately. For India to fully leverage its substantial milk production, processors must prioritize export markets, facilitating better value addition and enhancing the sustainability of the nation’s 80 million small and marginal dairy farmers.

Total dairy exports

This year, India’s dairy exports across six key categories (HS codes 0401 to 0406) fell short of last year’s value by Rs 10 crores. Despite approximately 5,000 MT from realization per MT compared to Rs This indicates a higher value products in



crores, totaling Rs 2258 the lower export volume of 62,500 MT—down by last year—the average improved to Rs 361, 335 in the previous year. favorable shift towards realization for Indian dairy international markets.

Liquid milk exports

Liquid milk exports from India have shown a steady increase in their share of total dairy exports, rising from 3% to 4% and now 5%. The latest export value for liquid milk has surpassed Rs 100 crores, reflecting a positive trend in this segment’s contribution to overall export figures.

Milk Powders

Milk powders, which held a promising 37% share of exports in 2021-22, have seen a significant decline to 25% and further down to 8% this year. The total export value for milk powders remains just shy of Rs 200 crores, highlighting a substantial drop in their market performance.

Fermented products

Fermented products such as yogurt and curd have maintained a consistent share of



crores, a drop in market performance. milk fresh such as curd have a share of

around 1% in total exports, with a total export value of approximately Rs 28 crores. This category faces significant challenges due to the necessity of cold chain maintenance and the short shelf life of the products.

Whey based products

Whey-based products are showing gradual progress, inching towards a 0.5% share with an export value of less than Rs 10 crores. Although the growth is sluggish, it indicates a slow but steady demand in the international market.

Butter and Milk Fat

Milk fat products have captured a substantial 65% share of total dairy exports, amounting to around Rs 1500 crores. This segment is pivotal in achieving high value realization for Indian dairy products globally, underscoring its significance in the export portfolio.

Cheese and Paneer

Cheese and curd are emerging as standout products, consistently increasing their share from 9% in 2021-22 to 17% last year, and reaching 20% this year. The total export value for these products has now exceeded Rs 450 crores, marking them as key contributors to the growth of India's dairy exports.

In summary, while some categories like milk powders have seen a decline, others such as liquid milk, milk fat products, and cheese and curd are driving growth and high value realization in India's dairy exports. The evolving dynamics underscore the need for strategic focus on enhancing product quality, value addition, and targeting high-potential markets to sustain and boost the export performance of Indian dairy products.

ICMR: LIMIT MILK TEA AND COFFEE CONSUMPTION, RAISES CONCERN OVER EXCESS INTAKE

May 18, 2024

<https://dairynews7x7.com/icmr-limit-milk-tea-and-coffee-consumption-raises-concern-over-excess-intake/>

A new guideline issued by The Indian Council of Medical Research (ICMR) recommends that tea and coffee consumers be cautious about excessive consumption. The ICMR, in collaboration with the National Institute of Nutrition (NIN), released 17 new dietary guidelines for Indian citizens to promote healthy eating habits nationwide. The guidelines stress the importance of a diverse diet and being physically active. The research also raised concerns over excessive consumption of caffeinated drinks, including milk tea.

ICMR says to avoid milk tea and gives guidelines on when to drink tea, coffee

The guidelines released by ICMR stated that one should avoid consuming 'tea, coffee and other caffeinated drinks along with meals or soon after meals'. The medical body advises that drinking tea should be avoided for at least an hour before and after meals to have tea. They also cautioned against excessive consumption, adding that caffeine in tea and coffee stimulates our body's central nervous system and leads to physiological dependence.

The report also said, "Beverages (like tea) bind dietary iron and make it unavailable." It reveals that tannins in caffeinated beverages can hinder iron absorption in our bodies. The tannins bind to the iron in the stomach, leading to iron deficiency and conditions like anaemia. Additionally, excessive consumption of coffee and tea elevates blood pressure and causes cardiac irregularities.



The ICMR guidelines recommend a daily caffeine intake of 300 mg. To put this into perspective, a 150 ml serving of brewed coffee contains 80 to 120 mg of caffeine, while instant coffee has 50 to 65 mg. Similarly, a serving of tea contains 30 to 65 mg of caffeine.

Understanding these figures can help you manage your caffeine intake more effectively.

Lastly, the ICMR guideline also suggested citizens avoid milk tea and highlighted the benefits of drinking tea without milk. It says drinking tea without milk improves blood circulation and reduces the risk of coronary artery disease and stomach cancer.

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MICRO-DAIRY BRAND MILKBLITZ UNVEILS NEW LOGO AND WEBSITE

May 18, 2024

<https://dairynews7x7.com/micro-dairy-brand-milkblitz-unveils-new-logo-and-website/>

MilkBlitz, a micro-dairy producing premium, pure, single-origin, A2 buffalo milk, recently launched its corporate website and brand logo in collaboration with Mumbai-based digital agency, Rite KnowledgeLabs.

MilkBlitz's 'micro-dairy' business model ensures the availability of fresh, nutrient-dense, A2 buffalo milk, locally, without any processing or treatment.

Rite KnowledgeLabs, the visual communication and digital design and content partner of MilkBlitz, has created the visual identity.

This includes its corporate logo, visual communication and corporate website, which reflect the company's business model, farm design and micro-dairy concept.

Shailesh Bisht, co-founder and director of MilkBlitz, said, "We are excited to launch our new corporate website, developed in collaboration with Rite KnowledgeLabs. This partnership marks a significant milestone for MilkBlitz as we advance the A2 milk industry with our innovative single-breed, micro-dairy model. We value the agency's comprehension of our business vision, evident in the young and fresh visual design of our logo and overall digital communication. The positive feedback from our stakeholders underscores the effectiveness of our new website in conveying our story and

value proposition, enhancing engagement even before their physical visit to our farm."

Zahara Kanchwalla, co-founder and CEO of Rite KnowledgeLabs, said, "Collaborating with a dynamic start-up like MilkBlitz on their brand-building journey and digital asset creation has been immensely fulfilling. We are delighted to have played a part in developing MilkBlitz's visual identity and corporate website, amplifying their brand footprint in the digital realm. We

extend our gratitude for entrusting us with this mandate and eagerly look forward to nurturing our partnership further."



The inaugural micro-dairy, located on the outskirts of Lucknow, has begun supplying milk to B2B buyers, such as hotel chains, upscale sweet shops, and milk cooperatives like Amul and Mother Dairy. Phase 1 of the project involves establishing micro-dairies around the trinity cities of Lucknow, Varanasi, and Ayodhya. These areas are evolving into religious tourism hubs and experiencing a growing demand for pure, premium-quality, and nutrient-rich foods.

The client's partnership with Rite KnowledgeLabs is a strategic move, tapping into the expertise of a full-service, content-first digital firm. Rite KnowledgeLabs specialises in crafting

powerful business narratives through research-led content, usability-driven UI-UX design and development, and digital execution. Central to their offerings is “Storytelling as a Service” (SaaS), where they create compelling stakeholder narratives as part of their reputation program offerings for clients.

Rite KnowledgeLabs today has a portfolio of brands, both on annual retainers and project-

based engagements. Their clientele includes Microsoft India, AM International Singapore, HDFC Bank, HDFC Mutual Fund, GE in India, GE Aerospace in India, Orient Paper – CK Birla Group, Goldberry Wealth – Franklin Templeton DAS GmbH Germany, National Stock Exchange (NSE), Barclays Bank (CSR), dsm-firmenich, Green Brilliance Solar USA, Symphony Air-Coolers, Capital India, and reputed agritech start-up Staragri, among others.

FROM VILLAGE MILK COLLECTOR TO RS 500 CRORE COMPANY OWNER: NARAYAN MAJUMDAR’S JOURNEY

May 18, 2024

<https://dairynews7x7.com/from-village-milk-collector-to-rs-500-crore-company-owner-narayan-majumdars-journey/>

In the vast and diverse landscape of Indian entrepreneurship, stories of individuals rising from humble beginnings to build formidable business empires are both inspiring and motivational. One such remarkable story is that of Narayan Majumdar, a veteran dairy technologist and the founder of Red Cow Dairy. His journey from collecting milk on a bicycle to leading a Rs 500 crore company is a testament to his dedication, vision, and perseverance.

Early Life and Humble Beginnings

Narayan Majumdar hails from the Nadia district of West Bengal, a region known for its lush greenery and agrarian lifestyle. His early years were marked by simplicity and hard work, traits that would later define his career. Majumdar’s professional journey began in 1979 when he joined Kwality Ice Cream as a Dairy Chemist. This initial foray into the dairy industry laid the foundation for his future endeavors.

After gaining valuable experience, Majumdar took on roles at Mother Dairy Calcutta as a Quality Control Officer from 1980 to 1995, and

later at Thacker Dairy Products in Kolkata as a Consultant General Manager. These positions equipped him with a deep understanding of dairy technology and quality control, crucial skills for his later success.

The Birth of Red Cow Dairy

Despite a stable career, Narayan Majumdar harboured entrepreneurial ambitions. In 1997, he decided to turn his dreams into reality by

founding Red Cow Dairy. The early days of his venture were anything but easy. Majumdar started by collecting milk on his bicycle, traveling from door to door and village to village. The roads were often

bumpy, requiring him to walk several kilometers at times. This arduous routine, however, did not deter him; instead, it fueled his determination to build something substantial.

Majumdar’s expertise and relentless effort paid off. Red Cow Dairy, under his leadership, steadily grew in size and reputation. The company now offers a wide range of dairy products including milk, flavored milk, lassi, doi (curd),



ghee, and paneer. Each product reflects the high standards of quality and authenticity that Majumdar has always championed.

The Role of Family and Expansion

Narayan Majumdar's journey is also a story of family collaboration and support. In 2007, his son Nandan Majumdar joined the family business as a director. Nandan brought with him a fresh perspective and modern business strategies that significantly boosted the company's growth. Under his guidance, Red Cow Dairy's daily milk collection soared from 32,000 liters to an impressive 400,000 liters.

This remarkable expansion can be attributed to a combination of Narayan's deep-rooted knowledge of the dairy industry and Nandan's innovative approach to sales and distribution. Together, they have transformed Red Cow Dairy into a leading player in the Indian dairy market.

A Legacy of Success

Today, Red Cow Dairy boasts an annual turnover of Rs 500 crore, a testament to Narayan

Majumdar's vision and hard work. His journey from a modest beginning to the helm of a successful dairy company is an inspiring saga of resilience and entrepreneurial spirit. Majumdar's story is a shining example of how dedication, expertise, and a willingness to take risks can lead to extraordinary success.

Despite his achievements, Narayan Majumdar remains grounded and continues to lead his company with the same passion and commitment that marked his early days. His lifestyle reflects a blend of traditional values and modern business acumen, making him a respected figure in the industry.

Looking Forward

As Red Cow Dairy continues to grow, the future looks promising. With Nandan Majumdar at the helm of sales and expansion, the company is poised to reach new heights. The legacy of Narayan Majumdar serves as a guiding light, inspiring not just his family but also countless aspiring entrepreneurs across the country.

DESPITE GOOD INITIATIVES UNDER NDA BACKING OUT ON FARM REFORMS IS A NEGATIVE

May 17, 2024

<https://dairynews7x7.com/despise-good-initiatives-under-nda-backing-out-on-farm-reforms-is-a-negative/>

The National Democratic Alliance (NDA) government adopted a two-pronged strategy to address the twin challenges of raising agricultural growth and enhancing the welfare of farmers after it came to power in 2014.

Initiatives such as PM Kisan Samman Nidhi, which entail an annual payment of ₹6,000 per farmer in four installments, or the PM Fasal Bima Yojana or aiming to double farmers' income were good starts.

They are here to stay, though the question is how much has the government succeeded in its efforts to uplift the agriculture sector. Notably, the Ministry of Agriculture and Farmers' Welfare did not have a minister exclusively over the last few months and there is a long way to traverse.



Policies of the government included development initiatives and reforms in the agriculture sector, including creating 10,000 farmer-producer organisations (FPOs).

The government's strategy has been a significant departure from the past when the governments chased only production and related targets and did not explicitly specify any target for farmers' income. This is one reason why schemes such as PM Kisan Samman Nidhi were introduced.

Allied sectors

But there have been slip-ups, here and there, since the Government had to cater to its political interests due to factors such as elections. However, policies in the allied sectors such as

dairy and fishing have seen handy results in the form of record production and increased income for the growers.

When India faced the El Nino threat last year, agricultural economist Ashok Gulati said farmers would not worry since livestock income would help them tide over any problem. That was how the allied sectors were developed.

Data from the Ministry of Agriculture and Farmers' Welfare show that the gross value added (GVA) by economic activity increased to ₹22.02 lakh crore from ₹16.09 lakh crore in 2013-14. The agriculture sector's share in GVA of all sectors increased to 21.1 per cent from 18.6 per cent during the period. The gross capital formation (GCF) in agriculture, however, dropped to 8 per cent of the economy's GCF from 9 per cent.

During the current regime, foodgrains production increased by 30 per cent to 329.68 million tonnes (mt) from 250.23 mt between 2014-15 and 2022-23. Production in 2023-24 may be lower than 2022-23 and details of the summer crop production are awaited.

Inland fishing production more than doubled to over 131 lakh tonnes and milk production increased by 58 per cent to 230.58 mt from 146.3 mt during the period. Horticulture output surged by 25 per cent to 355.25 mt against 283.47 mt.

The Modi government is trying to make the best use of agriculture technology, particularly drones, with its subsidies and the Didi Drone scheme – seen as a big game changer. Then farmers were helped through Kisan rail and Udan Air Services schemes.

At the same time, it failed to tap genetic engineering, at least for industrial use. For example, the production of cotton, which picked up after the introduction of Bt technology in 2004-05, almost touched 400 lakh bales (170 kg) in 2013-14. It has dropped to below 325 lakh bales now.

Since 2006, India has not introduced any new Bt cotton variety with the Government fixing the maximum retail price being another dampener. Many global firms have shut their research and development offices in India and the Supreme Court's approach, too, has not helped.

Crop varieties

This said, however, a lot of new varieties in other crops have been introduced during the BJP regime. The government has also expanded canal irrigation so that agriculture does not depend totally on rains.

It has come up with policies, to increase the production of oilseeds and pulses to cut the dependence on imports. These have begun to pay dividends to some extent. Similarly, it has involved the tyre companies to take part in the scheme to expand natural rubber cultivation in the North-East.

Efforts are now on to cut imports of fertilizers and soon urea shipments into the country could end. The soil health card is another first by this government, while the move to have 10,000 FPOs is a pointer to the cooperatives being prepared to ensure farmers reap more benefits from exports.

MSP challenges

The doubling of farmers' income is one area that the Centre has not been able to fulfil fully. The efforts are a good initiative, particularly after the United Progressive Alliance government let dust gather on the MS Swaminathan report on minimum support price (MSP).

But with pressure building up on the World Trade Organisation front, the MSP could be challenged. It is also paving the way for inflation. Sooner or later, some solution has to be found to link prices to the market.

The backing down of the government on the farm reforms is another negative. The reforms would have ensured that farmers need not depend on nearby agricultural produce marketing committee (APMC) yards for getting remunerative returns and they could opt for contract farming too. Similarly, there are problems with the PM Fasal Bima Yojana on the settlement parts. On all these, probably the Prime Minister could have taken all the stakeholders into confidence and could have ensured better results.

Though a welcome step from the consumer point of view, ad hoc policies such as the ban on exports of wheat and rice are other dampeners in the agriculture sector. Despite curbing rice exports, India continues to be the world's top rice exporter, though efforts to make it a niche product are lacking.

If the Modi government returns, it will have to carry forward these reforms and overcome the setbacks. More importantly, it will need to carry all the stakeholders along with it. That is the most important takeaway for the government over the past decade

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- ✓ 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"?



SCOTLAND CRICKET TEAM UNVEILS T20 WORLD CUP JERSEY WITH NANDINI DAIRY BRAND LOGO

May 17, 2024

<https://dairynews7x7.com/scotland-cricket-team-unveils-t20-world-cup-jersey-with-nandini-dairy-brand-logo/>

In what comes as a proud moment for Kannadigas and dairy farmers in Karnataka, the Scotland cricket team on Wednesday unveiled its new ICC T20 World Cup jersey with Karnataka Milk Federation's (KMF) Nandini logo.

The Nandini logo is featured in the leading arm of the jersey in both English and Kannada. The jersey was launched in Edinburgh by members of the playing squad.

The Nandini brand, which is a household name in Karnataka, is sponsoring Scotland and Ireland teams in the forthcoming T20 World Cup. The tournament is set to begin from June 2 in the West Indies and the USA.

According to KMF officials, the sponsorship amount is around Rs 2.5 crore per team. Further, the KMF is also launching Nandini Splash, a whey-based energy drink in the US during the tournament.

Talking about the development, Karnataka Chief Minister Siddaramaiah said on X, "Our commitment to showcasing the state's high-quality dairy products and the hard work of our farmers to the world is commendable. It's crucial in shaping Nandini into a global brand. This time, Nandini aims to conquer and enthral in the World Cup, delighting Kannadigas everywhere."



Claire Drummond, Commercial Manager, Cricket Scotland, said, "We're delighted to partner with Nandini ahead of what will be an exciting T20 World Cup campaign for our squad and supporters. It's fantastic to have an established brand backing our men's team as they head onto the global stage and compete against the best in the world, and we're confident that this partnership demonstrates the global appeal of our national team and of Cricket Scotland."

He further said, "We look forward to working together with Nandini to further promote

their brand as well as Scottish cricket. When our team lines up to play England, Namibia, Oman, and Australia at the World Cup, the Scotland colours will sit proudly alongside the Nandini logo."

M K Jagadish, Managing Director, KMF, said, "We are very excited to partner with the Scotland men's cricket team for their T20 World Cup campaign. Nandini as a brand stands for excellence and purity, and over the last 40 years we have grown into a global brand."

He added, "Our partnership with Cricket Scotland at this World Cup will help Nandini reach a global audience of cricket lovers and is a first step in taking our brand to more countries around the world. As the second largest dairy brand in India, we are constantly looking to

grow and strengthen our commitment to supplying nutritious and quality dairy products to India and the world. It is a matter of great pride for us to see Nandini on a world cup jersey and we wish the Scotland men’s team all the best for their T20 World Cup campaign.”

Scotland will begin their Group B campaign against England on 4 June in Barbados, before facing Namibia at the same venue two days later.

ASIA-PACIFIC POWER LIST 2024: JAYEN MEHTA, AMUL

May 16, 2024

<https://dairynews7x7.com/asia-pacific-power-list-2024-jayen-mehta-amul/>

Jayen Mehta is a very busy man. Understandably so, as it is no mean feat to give legs to India’s prime minister’s vision of making Amul “the taste of the world.” Mehta, a campus recruit of IRMA (Institute of rural management, Anand), joined Amul as a trainee in 1991.

Three decades later, as its managing director, he is the custodian of the brand Amul —India’s largest FMCG company with annual brand sales turnover of US \$9.6 billion, with a presence in every category milk can be processed into. Under Mehta’s aegis, the co-operative has tied up with the Michigan Milk Producers Association, to sell fresh milk in the United States of America under the Amul brand name.

Ascending to the top is one thing, but remaining at the top is the real challenge. Whether it be changing consumer demands, the evolving marketplace, or crisis situations, Mehta has never stopped innovating — to plug the gaps in the market and to meet rapidly changing consumer food preferences. Proteins, probiotics and organics are some of the company’s recent extensions.

To combat content overload and attention fragmentation, Mehta has steered his team to create relevant content that can deliver personalised experiences across multiple touchpoints. For instance, ‘shop.amul.com’, Amul’s direct online e-shop/e-commerce platform,

has fulfilled over 100,000 orders and built a database of over 90,000 satisfied customers since inception. Mehta has ensured the tagline, Amul doodh pita hai India (India drinks Amul milk) instills cultural pride in the collective consciousness of the Indian consumers with effective advertising and strategic alliances. Most of Amul’s advertising celebrates women dairy farmers.

The most recent campaign, “Moochon mein taav” campaign was an ode to female farmers for being the champions of the dairy industry, and to break the common misconception that all farmers are men. Committed to engaging with youth through sports, Mehta has ensured strategic partnerships with numerous national and international sports teams and events. Most recently, Amul became official sponsors of the Sri Lankan men’s cricket team for T20 World Cup 2024.

The company has an on-ground association with the WPL (Women’s Premier League) and TV associations with the prestigious French Open, and Wimbledon tennis tournaments. Additionally, it has established TV and digital deals with the Asian Games and Asia Cup. Mehta supports Amul’s bid to become a key player in India’s ‘go-green’ revolution and aims to become a key player in the circular economy with

the launch of a fully automated bio-CNG generation and bottling plant in Banas Dairy, Gujarat.

He is a member of the Standing Committee of Marketing of the International Dairy Federa-

tion (IDF). He is also a member of the 'Committee on International Trade Policy' of the Confederation of Indian Industries (CII). He has also served as a member on the Global Dairy Trade (GDT) Events Oversight Board.



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MICROBES, NOT FOSSIL FUELS, PRODUCED MOST NEW METHANE

May 2, 2024

<https://dairynews7x7.com/microbes-not-fossil-fuels-produced-most-new-methane/>

A modelling study has found methane emissions from fossil fuels declined between 1990 and the 2000s and have been stable since, whereas microbes have been producing more methane of late. One reason could be an increase in cattle-rearing in Latin America and more emissions from waste in South and Southeast Asia

For the last three years, Naveen Chandra has been spending most of his days running simulations at the Research Institute for Global

Change in Japan. He is trying to recreate the last 50 years of the earth's atmosphere on a supercomputer roughly the size of an auditorium.

Mr. Chandra has been trying to answer a question that came out of his team's research. During 2019-2020, these researchers examined the concentration of methane in the atmosphere and how it changed with time. Until the 1990s, the concentration increased, then stabilised for a bit, and then started to increase again around 2007. According to recent estimates, the atmospheric concentration of methane today is three-times what it was 300 years ago.

Where is this methane coming from? That's what they wanted to know.

Evolving understanding

Methane is the second most abundant anthropogenic greenhouse gas after carbon dioxide (CO₂) but it warms the planet more. Over a century, methane has a global warming potential 28-times greater than CO₂, and even higher over shorter periods like two decades.

It wasn't until recently that policymakers began to focus on methane vis-a-vis addressing

global warming. At the U.N. climate talks in 2021, member countries



launched the 'Global Methane Pledge' to cut the gas's emissions and slow the planet's warming. Yet our understanding of methane also continues to evolve.

For instance, Mr. Chandra and his team recently reported that microbes have been the biggest sources of methane in the atmosphere, not the burning of fossil fuels.

The sources of methane

Scientists are increasingly recognising various sources of methane, most of which fit in two categories: biogenic and thermogenic. When fossil fuels such as natural gas or oil are extracted from deep within the earth's crust, thermogenic methane is released. Biogenic methane comes from microbial action.

The microbes that produce methane are archaea — single-celled microorganisms distinct from bacteria and eukaryotes — and are called methanogens. They thrive in oxygen-deficient

environments, such as the digestive tracts of animals, wetlands, rice paddies, landfills, and the sediments of lakes and oceans.

Methanogens play a crucial role in the global carbon cycle by converting organic matter into methane. While methane is a potent greenhouse gas, its production by methanogens is an essential part of natural ecosystems. But human activities like agriculture, dairy farming, and fossil fuel production have further increased methane emissions.

Both biogenic and thermogenic activities produce different isotopes of methane. Tracking the isotopes is a way to track which sources are the most active.

Modelling with a supercomputer

According to Prabir Patra, principal scientist at the Japan Agency for Marine-Earth Science and Technology (JAMSTEC) and one of the lead authors of the study, carbon-13 is key. (Atoms of this carbon isotope have 13 nucleons: 6 protons + 7 neutrons.)

If there are fewer carbon-13 atoms than a certain level in a group of 1,000 methane molecules, the methane is from a biological source. If the methane is from thermogenic sources, such as trapped fossil fuels or geological activities, there will be more carbon-13 atoms in 1,000 molecules.

Mr. Chandra and Mr. Patra worked with scientists from Austria, Japan, the Netherlands, and the U.S. to collect data from the 12 monitoring sites worldwide tracking atmospheric parameters since the 1990s. Then they sorted the methane isotope data by year and ran it through a program they had developed to recreate the atmosphere from 1980 to 2020 on a supercomputer.

“One year of data analysis takes about four to five hours,” Mr. Chandra said.

Data mismatch

Finally, the team compared their own results with two emissions inventories, called EDGAR

and GAINS, and found some discrepancies. EDGAR had reported that methane emissions from oil and natural gas exploration had increased between 1990 and 2020. GAINS had recorded a large “unconventional” rise in emissions since 2006. Their findings disagreed with both inventories.

Mr. Patra said combining the numbers for all biogenic and thermogenic isotopes should match the total emissions in a year. They also took insights from other available data like, number of rice fields, wetlands, dairy farms, biomass burning and likewise sources of methane emissions, and estimated the emissions from those sources. But when they ran their atmosphere models with this data, the year-wise total methane emissions overshoot the total production.

In fact, the models said methane emissions from fossil fuels declined between 1990 and the 2000s and that they’ve been stable since. They also found microbes were producing more methane than fossil fuels.

Need for local data

One possible reason could be an increase in cattle-rearing in Latin America and more emissions from waste in South and Southeast Asia, Latin America, and Africa, the study’s authors wrote in their paper. They added that the number of wetlands worldwide had increased as well.

Studies in the past have pointed to microbes like anaerobic archaea as potentially top contributors of atmospheric methane using satellite data. But according to Mr. Patra, “Most studies that use satellites cannot measure the actual [changes over time] of methane.” Satellite data is interpreted using models “and thus are prone to uncertainties.” He said ground models are required to confirm these interpretations.

He added that their own atmospheric model was also only the beginning. The data for it came from observatories located in far-flung

places. “If you really want to ask what is from the wetland, what is from the rice fields, we need measurements in those exact locations,” per Mr. Patra. “We don’t have that kind of observation at all anywhere in the world to make that kind of measurement. We can only speak for global emissions.”

But what we do know is: “If you want to reduce methane, anthropogenic activity should be first controlled. And we can clearly outline what is anthropogenic here. Waste and landfills, rice fields, enteric fermentation, oil and gas, and coal,” he said.

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Global News



DAIRY FOODS ARE MAKING A COMEBACK

May 31, 2024

<https://dairynews7x7.com/dairy-foods-are-making-a-comeback/>

Once widely accepted as a necessary staple for growing children, dairy foods have faced concern over fat and sugar content and pressure from a range of plant-based beverages perceived as healthy and sustainable alternatives. But there is much to be excited about as dairy foods are increasingly recognized among health advocates, policymakers and consumers for their role in supporting health at all life stages.

Recently, yogurt got a major win when the U.S. Food and Drug Administration (FDA) announced it will not object to the use of certain qualified health claims regarding the consumption of yo-

gurt and reduced risk for type 2 diabetes. This decision means that food companies can now advertise that regularly eating yogurt, at least two cups per week, may reduce risk of type 2 diabetes. This is big news.

The U.S. House of Representatives also took bold steps in support of dairy foods in December when it passed the Whole Milk for Healthy Kids Act of 2023, which modifies existing fat level restrictions for milk in the National School Lunch Program, allowing schools to offer students whole milk in schools.

Research continues to emerge that showcases the myriad of benefits provided by dairy foods, including whole-milk dairy foods, which offer a unique and essential package of nutrients that provide multiple health benefits, including optimal growth and development in children and

reduced risk of developing chronic diseases into adulthood. At the same time, views on sustainability are expanding beyond looking solely at environmental impacts, and now consider contributions of food to the health of people and communities.

Whole-milk dairy foods, dairy matrix yielding positive health benefits

Whole-milk dairy foods, which contain satu-

rated and other fat types, are showing positive impacts on chronic disease risk. For example, dietary patterns higher in fruit, vegetables, legumes, nuts, fish and whole-milk dairy have been associated with

reduced risk of cardiovascular disease. Cheese and yogurt, specifically, are not associated with adverse effects on cardiometabolic health regardless of saturated fat and sodium content.

Fermented dairy foods such as yogurt and certain cheeses also contain probiotics that are gaining attention for their positive impact on health. Eating fermented foods that include probiotics may also improve gut health, which research shows may help improve immunity and reduce inflammation. At the core of these and other health benefits is dairy's food matrix.

A food matrix considers the relationship between a food's nutrient and non-nutrient com-



ponents — including vitamins, minerals and bioactive components, as well as physical structure, texture, and form — and how they impact digestion, absorption, and physiological functions important for health. The dairy food matrix is one of the most complex and diverse food matrices, and research continues to explore its unique health benefits, which include optimal growth, cognitive development, gut health, and prevention of chronic diseases.

Dairy milk, in comparison to alternative beverages, offers the most balanced distribution of energy from carbohydrates, protein, and fat.

“Sustainability” includes nutrition

The Food and Agriculture Organization of the United Nations (FAO) and the World Health Organization (WHO) already use a broader lens to talk about sustainable healthy diets. “Sustainable healthy diets are dietary patterns that promote all dimensions of individuals’ health and well-being; have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable,” according to FAO and WHO.

Through the lens of sustainable nutrition, dairy foods play an important role because they are nutrient-dense, provide essential nutrients

needed throughout the life span and contain other diverse bioactive compounds. In addition, the dairy industry is making significant advances in climate-smart practices. A report from the University of California, Davis, shows the California dairy industry is on target to achieve its commitment to a 40% decrease in greenhouse gas emissions by 2030 and predicts California dairy farms will reach climate neutrality by then.

California dairies are also using energy-efficient lighting, cooling, and pumping methods and solar energy, as well as investing in anaerobic digesters to capture and convert methane in manure to biogas for clean energy. Additionally, dairy farms have decreased water usage by 88% during the last 50 years by repurposing agricultural byproducts such as almond hulls into cow feed rations and recycling water on the farm.

While this traction is good for dairy foods, the dairy community must continue to share its progress toward sustainability goals while working together to advocate for nutrient-dense dairy foods. By doing so, dairy farm families and milk processors spread the word that dairy foods are an essential part of healthy, sustainable eating patterns.

FDA APPROVES ELANCO'S NEW, FIRST-IN-CLASS METHANE-REDUCING FEED INGREDIENT

May 30, 2024

<https://dairynews7x7.com/fda-approves-elancos-new-first-in-class-methane-reducing-feed-ingredient/>

Elanco Animal Health Incorporated recently announced that the FDA has completed its comprehensive, multi-year review of Bovaer® (3-NOP), a first-in-class methane-reducing feed ingredient, and determined the product meets safety and efficacy requirements for use in lactating dairy cattle.

[According to the company](#), Bovaer works by suppressing the enzyme in the cow's rumen that forms methane. Feeding one tablespoon of Bovaer per lactating dairy cow per day can reduce methane emissions by about 30% or about 1.2 metric tons of carbon dioxide equivalent (CO₂e) emissions annually while creating an opportunity for dairy farmers to be financially rewarded for reducing their dairy's carbon footprint. Feeding one million cows, Bovaer would reduce emissions equivalent to removing more than 285,000 cars from the road for a year, Elanco states. Feeding Bovaer to cattle has proven to be safe for animals, producers and consumers.

"This monumental announcement has the ability to accelerate the opportunity for climate-neutral dairy farming while creating a new revenue stream for dairy farmers across the country," says Jeff Simmons, President and CEO, Elanco Animal Health. "We appreciate FDA's commitment to maintaining high standards for science-based review, while balancing the need to quickly bring solutions to the market. Bovaer represents another example of Elanco being a partner of choice in animal health, where the capabilities of our talented R&D,

regulatory and commercial teams are delivering significant value."

Industry experts are also applauding the approval of this first-ever ingredient.

"The FDA's approval of Elanco's Bovaer is another important step on U.S. dairy's journey toward a net-zero future, one in which dairy farmers have already made great progress," says Gregg Doud, President and CEO, National Milk Producers Federation. "Bovaer and other new technologies that reduce enteric emissions will help U.S. farmers be rewarded for participating in voluntary, producer-led sustainability initiatives, which is critical for the success of such efforts"

Sustainability experts have also chimed in.

"Reducing enteric methane is critical if we are to reach our climate goals," said Dr. Frank Mitloehner, CLEAR Center Director and University Cali-

ifornia Davis Professor and Cooperative Extension Air Quality Specialist. "It's exciting our farmers will have an important tool to do that, in Bovaer."

With milk prices lacking, input cost climbing and consumer perception becoming ever more important, Elanco states that feeding Bovaer to cows provides a scalable and credible way for dairy farmers to benefit from being good stewards of the environment while also being financially rewarded for implementing on-farm sustainability interventions.

"At an added cost of a few cents a gallon of milk, Bovaer can help food companies meet



their climate commitments and consumer desire for more sustainable dairy products,” says Katie Cook, Vice President, Livestock Sustainability and Farm Animal Marketing at Elanco. “Meanwhile, by engaging in voluntary carbon markets and securing USDA and state conservation programming, dairy producers have a

scalable sustainability practice with the potential to create an annual return of \$20 or more per lactating cow by feeding Bovaer. Our goal is to make this opportunity a reality starting this summer, while creating a self-sustaining carbon inset market for American agriculture.”

NEWMOO CREATES CASEIN IN PLANTS FOR CRAFTING MOO-FREE CHEESE

May 28, 2024

<https://dairynews7x7.com/newmoo-creates-casein-in-plants-for-crafting-moo-free-cheese/>

Food-tech start-up NewMoo, Ltd. makes its debut in the “happy cow” space by using plant molecular farming (PMF) to produce casein proteins for making cheese. Ca-



seins comprise about 80% of the proteins in dairy milk. The resulting product allows cheesemakers to deliver the same genuine cheese experience as traditional dairy cheese via a cost-effective, animal-free, and sustainable pathway.

Until now, cheese alternatives have struggled to offer consumers the real cheese experience, nutrition, and price. Cheese analogs do not contain the key dairy proteins, caseins, necessary to precisely recreate the sensory properties of dairy cheese.

Creating dairy, without the cow

The scientists at NewMoo discovered a way to express casein proteins in plant seeds that can

grow abundantly through traditional field agriculture. After three years of stealth, NewMoo unveils proteins that match dairy proteins in nutrition, composition, and function.

The start-up’s technology and concept are built on exclusive research and intellectual property derived at the Weizmann Institute of Science, in Rehovot, Israel. The innovation allows for the expression of two or more caseins within a single plant via a novel approach to plant molecular farming. The seeds are then sown in outdoor fields. After harvesting the plants, the NewMoo casein liquid base is produced through a unique development process that yields a hormone-free liquid casein naturally free of lactose and cholesterol and that replicates the functionality of dairy cheese.



Caseins are considered the “holy grail” of milk structure by the dairy industry. By developing animal-free caseins through plants instead of cows, it is possible to make almost any dairy product, starting with cheese. “Our animal-free liquid casein mimics all the functional

traits of real milk protein for crafting cheese the traditional way,” explains Daphna Miller, NewMoo co-founder and CEO. “This means it can seamlessly replace dairy milk in any dairy cheese manufacturing facility without the need for any special equipment or reconfiguration of existing equipment. NewMoo’s caseins can form the basis for a cheese that has the exact melting and stretching behavior as animal dairy cheese, and delivers the typical aroma, flavor, and texture that cheese eaters crave. Our animal-free proteins are literally identical to animal-derived caseins.”

NewMoo allows for a highly efficient, cost-effective process that sets the cow free from the industrial milk production process and sequesters carbon during natural cultivation. This makes for a more sustainable source of milk proteins.

NewMoo’s competitive edge

The NewMoo team boasts extensive experience in the dairy and CPG industries. “We intimately understand the needs of food companies,” explains Miller. “Unlike protein powders, the NewMoo liquid casein is production-ready, helping streamline production and go-to-market. As opposed to current precision fermentation practices, our approach doesn’t require



expensive bioreactor machinery to grow our proteins. The plant seeds themselves act as bioreactors. This gives us the flexibility to produce these complex proteins in abundance and at exceptional cost parity.” NewMoo’s manufacturing process is easily scalable for simple implementation.

“This method of making previously animal-based foods from non-animal sources is a win-win situation,” Miller adds. “It benefits the consumers, the dairy producers, farmers, the health- and animal welfare-conscious flexitarians, and the global climate. We believe that this technology is the most suitable for bringing the future of sustainable animal free dairy products.”

“Our goal is to assist dairy cheese manufacturers broaden their market scope to include the burgeoning flexitarian demographic,” asserts co-founder Hod Yanover, Vice President of Food Development for NewMoo. “We empower cheesemakers to create delectable and nutritious guilt-free products with ease and at no added costs.”

According to data from Euromonitor, 42% of consumers worldwide identify themselves as flexitarian. The global cheese market has been valued at USD135 billion and is projected to reach USD220 billion by 2028. The alternative dairy movement is still lagging, largely due sensory and nutritional setbacks.

About NewMoo

NewMoo, Ltd. was founded in 2021 with a mission to help consumers enjoy milk proteins without the cow. The company raised USD7 million in seed funding led by Lool and Zora ventures. This investment helped the company build a strong team, develop the R&D process for the seeds, and build the downstream process of NewMoo’s liquid casein for cheese producers.

NewMoo’s team of dairy industry insiders consists of four co-founders, all experts across multidisciplinary fields, including plant molecular genetics and food business development. Hod Yanover, Vice President of Food Development, brings over 20 years of experience as senior R&D food and innovation manager in the dairy division of dairy giant Tnuva, Ltd and as CTO Innovation of Tnuva Ltd. Yulia Fridman-

Timaner, PhD, is the company's Chief Science Officer. With a Ph.D. in Plant Molecular Science from the Technion, she has 15 years of experience in genetic engineering and spatiotemporal control of gene expression and is an expert in gene expression in plants.

Daphna Miller, MBA, is the CEO. With Over 20 years of experience in marketing and business leadership, she has held executive roles in the

top food companies in Israel, including Strauss Group, Tnuva, and Nestlé. Lead some of the most successful launches in dairy vertical in Israel Aviad Maizels, Chairman, Former President and Founder of PrimeSense (acquired by Apple) and serial entrepreneur. World Economic Forum Technology Pioneer, International Board Member of the Weizmann Institute of Science.

EUROPEAN DAIRY FARMERS WHEEL PLASTER COWS THROUGH BRUSSELS TO DEMAND 'FAIR' MILK PRICES

May 28, 2024

<https://dairynews7x7.com/european-dairy-farmers-wheel-plaster-cows-through-brussels-to-demand-fair-milk-prices/>

European dairy farmers took to the streets of Brussels with their tractors on Monday calling for better income for their produce.

Farmers demonstrated under the slogan "Fair income for farmers now." In contrast to previous demonstrations of angry farmers, the protests remained peaceful.



<https://www.yahoo.com/news/european-dairy-farmers-wheel-plaster-145231230.html?>

The protests took place as EU agriculture ministers met in the Belgian capital to address their concerns.

The European Milk Board (EMB), an umbrella farming group, organized the demonstration

with farmers from more than 15 countries taking part.

Demonstrators brought big life-sized plastic cows in different national colours to demonstrate the diversity of the farmers in the protest.

Official numbers of participants were not initially available. Prior to the demonstration, the police had asked citizens not to travel to the city by car but by public transport.

The local transport company announced that several buses would be diverted due to the protests.

European dairy farmers held banners and flags during a protest calling for better income for their produce on the side European Agriculture ministers' meeting in Brussels.

US DAIRY COWS ARE TIP OF THE ICEBERG AS BIRD FLU SPREADS IN MAMMALS GLOBALLY, SAYS ECOLOGIST

May 28, 2024

<https://dairynews7x7.com/us-dairy-cows-are-tip-of-the-iceberg-as-bird-flu-spreads-in-mammals-globally-says-ecologist/>

Health authorities are working to gather information on the spread of the H5N1 virus, or bird flu, in U.S. dairy cows—the first confirmation of the virus in cattle.

“We have moved into new territory,” says Thomas Gillespie, professor and chair of Emory University’s Department of Environmental Sciences.

The dairy cow infections are simply the latest twist in a global pattern: since 2022, bird flu has been infecting a wide variety of mammals.

“You can find this trend around the world, almost anywhere you look,” Gillespie says. “This virus has an extremely broad range of hosts that it is able to infect.”

Gillespie is a disease ecologist, studying how pathogens jump across species in the environment. He is a leader in the “One Health” approach—considering the deep connections between the health of people, domesticated animals, wildlife and ecosystems—to build pandemic control and prevention.

Current risk to people is ‘low’

The avian influenza cases in cows have been mild. The U.S. Centers for Disease Control and Prevention (CDC) has confirmed two human cases connected to the outbreak—one in Texas and one in Michigan. Both cases were mild and involved people who worked on a dairy farm.

The pasteurization process kills the H5N1 virus, and the CDC describes the current risk to the general public as “low.”

The H5N1 virus is known as avian influenza, or bird flu, because birds are its natural reservoir. Wild, migrating birds can spread H5N1 globally. The current version has been circulating since 2020 and has infected a greater diversity of bird species than past lineages.

The virus has been reported in birds in the United States since 2022. Poultry producers have culled millions of their animals to try to control the spread of the virus.

Massive die-offs of seals and sea lions

It has long been known that mammals can become infected with H5N1 when they eat infected birds or

are exposed to environments contaminated with the virus. What is unprecedented is the current scale and variety of mammals that have been infected.

“Most of these are likely dead-end cases, where a predator eats an infected bird and gets sick but doesn’t spread the virus,” Gillespie says.

He adds, however, that recent die-offs of thousands of elephant seals, sea lions and fur seals in South America caused by bird flu raises concerns about the possibility of mammal-to-mammal transmission.

“Not enough surveillance is done in wildlife to know for sure how the virus is spreading,” he says.

H5N1 has also been reported in foxes, otters, lynx, polecats and badgers in Europe and in raccoon dogs and foxes in Japan.

The U.S. Department of Agriculture has recorded detections of H5N1 in 200 mammals in



the United States since 2022, including a bottlenose dolphin, foxes, bobcats, mountain lions, coyotes, skunks, harbor and gray seals, opossums, squirrels, minks, otters and black and brown bears.

Last December, a polar bear on Alaska's North Slope became the first of its species known to die of avian influenza. In 2023, the virus was also been detected for the first time in the Antarctic region—in birds, elephant seals and fur seals—raising fears for the health of the fragile ecosystem.

A long-term view of risks

"Some of the species that are at risk for bird flu are already battling the stressors of climate change and loss of habitat," Gillespie says.

And each time H5N1 infects a new animal host, it gives the virus a chance to mix with other flu strains and rearrange its genetic material. Ac-

cumulating such mutations can change the virus in ways that make it more easily transmissible and more deadly—including to humans.

Pigs' immune systems share similarities with humans, making swine especially efficient mixing bowls for viruses that can affect humans.

Gillespie cites deforestation and industrialized animal production as major drivers for the risk of pandemics as well as climate change.

Forests in tropical regions are rapidly degrading due to cattle ranching and the clearing of land for agricultural crops such as soybeans—which are mainly used as feed for chickens and pigs on industrial farms.

"The resulting cheap meat that we buy does not reflect the true costs to the ecosystems that sustain us," Gillespie says. "If we want to live sustainably, we need to cut down on the amount of animal products that we consume. That will be a win-win for human health and for planetary health."

GEN Z LEADS THE TREND IN DAIRY CONSUMPTION

May 27, 2024

<https://dairynews7x7.com/gen-z-leads-the-trend-in-dairy-consumption/>

Gen Z consumers, or those born between 1995 and 2009, are leading the trend in dairy product consumption in China, and those young consumers care about the functions and qualities of dairy products, a new report found.

They have been paying particular attention to the nutritional content, source areas and environmentally friendly packaging of dairy products, according to a survey recently released by the China Dairy Industry Association and Royal FrieslandCampina, the largest dairy firm in the Netherlands.

In addition, more than 90 percent of Gen Z parents pay attention to scientific feeding, and young parents are concerned about the nutritional compositions of infant formula, the report said.

The report found that the milk quotient of Chinese consumers is 66.8 points out of 100 this year, the highest reading since the survey began, showing that consumers' awareness,

knowledge, and behavior of having dairy products have all improved and entered a new stage. The China milk quotient, an indicator system launched in 2018, is determined through industry research and expert workshops.

According to the latest Chinese Dietary Guidelines, Chinese adults have been recommended to consume 500 grams of milk or equivalent dairy products daily.



“The continuous improvement of the milk quotient of Chinese consumers indicates the country's science popularization work has made positive progress, and more people have realized the importance of consuming dairy products,” said Song

Kungang, former chairman of the China Dairy Industry Association.

“Young people are leading the trend of dairy consumption. This requires the dairy sector to innovate and bring consumers better products and experiences continuously,” Song said.

GLOBAL DAIRY OUTLOOK IS POSITIVE, SAYS RABOBANK :SEARCHING FOR EQUILIBRIUM

May 27, 2024

<https://dairynews7x7.com/global-dairy-outlook-is-positive-says-rabobank-searching-for-equilibrium/>

The global dairy market may experience a slower price recovery than previously anticipated, particularly as China shows a reduced need for dairy imports, Rabobank says in recently-released sector research.

But, despite this, the overall market outlook remains positive, the global specialist agribusiness bank says in its Q2 Global Dairy Quarterly, titled Searching for Equilibrium.

The report says the initial surge in global dairy prices seen in late 2023 and early 2024 was largely due to a period of importers' restocking at lower prices rather than a robust uptick in consumer demand.

And the recovery in global milk prices has encountered some headwinds in Q2 2024, the bank says.

Earlier expectations of gradual price increases throughout the year have been tempered by a combination of weaker global demand and increased domestic milk production in China, which has led to a reduction in imports.

These factors suggest global dairy prices may encounter further obstacles on the path to recovery, according to Rabobank.

Report co-author and RaboResearch senior dairy analyst Michael Harvey said while China had seen an upward revision in its milk production forecast for 2024, other key dairy-producing regions are not faring as well.

"Milk production from the main global export regions will expand only modestly in Q3 before

gaining some momentum towards the end of the year," he said.

Mr Harvey said this subdued global milk supply growth should help underpin a continuation of the dairy market recovery and an improvement in milk prices for dairy producers in most regions around the world.

However, he cautioned, the recovery would not be smooth.

Australia

For Australia, the report said, milk production was higher across all regions and states for the season-to-date (at 5.95 billion litres for June 1, 2023 to February 29, 2024).

Mr Harvey said key dairying regions across Australia had seen a "mixed autumn break", with western Victoria and south-east South Australia experiencing dry conditions.

"And while El Niño has ended, the Bureau of Meteorology is predicting below-average rainfall in its near-term outlook."

Nonetheless, Mr Harvey said, milk production growth will carry momentum into the new season, with Australian dairy farmers generally on a strong footing as the new season approaches.

"Feed availability is adequate following good winter and summer crops and full water storage will also ensure availability of irrigation water."

The bank forecasts Australian milk production to finish the 2023-24 season 2.9 per cent higher at 8.23 billion litres.



An early look at the 2024-25 season — to commence on June 1 — sees the bank forecasting a further one per cent increase in milk production ahead.

The report said Australian dairy exports volumes, however, had remained weak, down six

per cent season-to-date, as at the end of February.

Local Australian milk pricing is set to be “somewhat positive” for the new season, Rabobank says, with a well-performing domestic market and healthy competition among dairy companies continuing to be key drivers.

INDONESIA’S FREE SCHOOL LUNCH AND MILK POLICY A ‘SIGNIFICANT’ OPPORTUNITY FOR AUSTRALIAN FARMERS

May 27, 2024

<https://dairynews7x7.com/indonesias-free-school-lunch-and-milk-policy-a-significant-opportunity-for-australian-farmers/>

Australia’s dairy industry is licking its lips at the prospect of increased demand from Indonesia.

One of the key policies for Indonesia’s president-elect, Prabowo Subianto, is to provide free lunches and milk to Indonesian school students.

The program is set to begin next year at an estimated initial cost of over \$11 billion (120 trillion rupiah).

Dairy Australia’s Charlie McElhone was in Jakarta this week and said the school lunch proposal would see milk required for 83 million school children.

“These are huge numbers and a huge task in front of the Indonesians and there was a strong interest [this week] in how Australia and Indonesia can work together to service that need,” he said.

“We’re still gathering more information as to what this will all look like ... and whether the demand will be for milk powders or UHT milk, but the opportunity is really significant.”



He said Indonesia was already Australia’s third-largest export market for dairy, worth about \$130 million a year.

Mr McElhone said the per capita consumption of dairy in Indonesia was about 15 litres per year, compared to Australia which is over 300 litres per year.

Opportunities for various industries

Meat and Livestock Australia’s general manager for international markets, Andrew Cox, was

also in Jakarta this week with the Australian Food and Wine Collaboration Group.

He says Indonesia is buying more boxed beef from Australia and is our nation’s number one customer for beef offal.

“It’s a great market for some of the products that perhaps aren’t in high demand in Australia such as [beef] lungs, tongue and hearts,” he said.

“Every time I’m in Indonesia I always try some delicious snacks made from these products.”

Mr Cox said Mr Subianto’s school lunch program was a major talking point and could

open opportunities for a number of commodities.

“There’s an air of excitement around this particular policy, especially from the dairy industry,” he said.

“But there’s also food opportunities, such as beef which is at the heart of their culture and cuisine.

“Australia is a great supplier of quality produce and there’s some good opportunities with the new Indonesian president’s interest in health nutrition for Indonesian school children.”

Speaking to Bloomberg at the 2024 Qatar Economic Forum this month, Mr Subianto said his core focus stepping into the role of president would be food security.

“We are determined to bring down poverty in a massive campaign; I’m determined to get rid of hunger amongst our people, especially the young,” he said.

“In my heart I cannot accept that in this day and age, [in] Indonesia — the fourth-largest population in the world — many of my people are still living a very, very difficult life and I believe with my leadership I can contribute a lot to bettering the life of my people.”

BIRD FLU (H5N1) EXPLAINED: STUDY SUGGESTS DRINKING INFECTED MILK COULD SPREAD DISEASE

May 25, 2024

<https://dairynews7x7.com/bird-flu-h5n1-explained-study-suggests-drinking-infected-milk-could-spread-disease/>

Here’s the latest news about a global outbreak of H5N1 bird flu that started in 2020, and recently spread among cattle in U.S. states and marine mammals across the world, which has health officials closely monitoring it and experts concerned the virus could mutate and eventually spread to humans, where it has proven rare but deadly.

May 23A



new study with mice suggests that drinking infected milk can spread the disease—and that a certain type of pasteurization may not always be effective in killing the virus.

May 22Michigan reported bird flu in a farmworker on Wednesday—the second U.S. human case tied to transmission from dairy cows—though the worker had a mild infection and has since recovered.

May 21Australia reported its first human case of bird flu Tuesday after a child became infected in March after traveling to India, though the child has since recovered after suffering from a “severe infection,” according to the Victorian Department of Health.

May 16The USDA conducted a study, and discovered that after high levels of the virus was injected into beef, no trace was left after the meat was cooked medium to well done, though the virus was found in meat cooked to lower temperatures.

May 14 The Centers for Disease Control and Prevention released influenza A waste water data for the weeks ending in April 27 and May 4, and found several states like Alaska, California, Florida, Illinois and Kansas had unusually high levels, though the agency isn't sure if the virus came from humans or animals, and isn't able to differentiate between influenza A subtypes, meaning the H5N1 virus or other subtypes may have been detected.

Top of Form

May 10 The Food and Drug Administration announced it will commit an additional \$8 million to ensure the commercial milk supply is safe, while the Department of Agriculture said it will pay up to \$28,000 per farm to help mitigate the spread of the disease, totaling around \$98 million in funds.

Bottom of Form

May 9 Some 70 people in Colorado are being monitored for bird flu due to potential exposure, and will be tested for the virus if they show any symptoms, the Colorado Department of Public Health told Forbes—it was not immediately clear how or when the people were potentially exposed.

May 1 The Department of Agriculture said it tested 30 grocery store ground beef products for bird flu and they all came back negative, reaffirming the meat supply is safe.

May 1 The Food and Drug Administration confirmed dairy products are still safe to consume, announcing it tested grocery store samples of products like infant formula, toddler milk, sour cream and cottage cheese, and no live traces of the bird flu virus were found, although some dead remnants were found in some of the food—though none in the baby products.

April 30 Wenqing Zhang, head of the World Health Organization's Global Influenza Programme, said during a news briefing "there is a risk for cows in other countries to be getting

infected," with the bird flu virus, since it's commonly spread through the movement of migratory birds.

April 29 The Department of Agriculture told Forbes it will begin testing ground beef samples from grocery stores in states with cow outbreaks, and test ground beef cooked at different temperatures and infected with the virus to determine if it's safe to eat.

April 24 The USDA said cow-to-cow transmission may be occurring due to the cows coming into contact with raw milk—and warned against humans and other animals, including pets, consuming unpasteurized milk to prevent potential infection.

April 18 Jeremy Farrar, chief scientist for the World Health Organization, said during a press conference the threat of bird flu spreading between humans was a "great concern," since it's evolved and has increasingly been infecting mammals (on land and sea), which means it could possibly spread to humans.

April 1 The CDC reported the second U.S. human case of bird flu in a Texas dairy farmer who became infected after contracting the virus from infected dairy cows, but said the person was already recovering.

CAN BIRD FLU SPREAD BETWEEN HUMANS?

Bird flu doesn't "transmit easily from person-to-person," according to the World Health Organization. Bird flu rarely affects humans, and most previous cases came from close contact with infected poultry, according to the CDC. Because human-to-human spread of bird flu poses "pandemic potential," each human case is investigated to rule out this type of infection. Though none have been confirmed, there are a few global cases—none in the U.S.—where human-to-human transmission of bird flu was thought to be "probable," including in China, Thailand, Indonesia and Pakistan.

IS BIRD FLU FATAL TO HUMANS?

It is very deadly. Between January 2003 and March 28, 2024 there have been 888 human cases of bird flu infection in humans, according to a report by the World Health Organization. Of those 888 cases, 463 (52%) died. To date, only two people in the U.S. have contracted H5N1 bird flu, and they both were infected after coming into contact with sick animals. The most recent case was a dairy worker in Texas who became ill in March after interacting with sick dairy cows, though he only experienced pink eye. The first incident happened in 2022 when a person in Colorado contracted the disease from infected poultry, and fully recovered.

IS IT SAFE TO DRINK MILK INFECTED WITH BIRD FLU?

Raw, unpasteurized milk is unsafe to drink, but pasteurized milk is fine, according to the FDA. Bird flu has been detected in both unpasteurized and pasteurized milk, but the FDA recommends manufacturers against making and selling unpasteurized milk since there's a possibility consuming it may cause bird flu infection. However, the virus remnants in pasteurized milk have been deactivated by the heat during the pasteurization process, so this type of milk is still believed safe to consume.

IS IT SAFE TO CONSUME MEAT INFECTED WITH BIRD FLU?

The CDC warns against eating raw meat or eggs from animals “confirmed or suspected” of having bird flu because of the possibility of transmission. However, no human has ever been infected with bird flu from eating properly prepared and cooked meat, according to the agency. The possibility of infected meat entering the food supply is “extremely low” due to rigorous inspection, so properly handled and cooked meat is safe to eat, according to the USDA. To know when meat is properly cooked, whole beef cuts must be cooked to an internal temperature of 145 degrees Fahrenheit, ground meat must be 160 degrees and poultry must be cooked to 165 de-

grees. Rare and medium rare steaks fall below this temperature. Properly cooked eggs with an internal temperature of 165 degrees Fahrenheit kills bacteria and viruses including bird flu, according to the CDC. “It doesn’t matter if they may or may not have [avian] influenza... runny eggs and rare pieces of meat” are never recommended, Francisco Diez-Gonzalez, director and professor for the Center for Food Safety at the University of Georgia, told Forbes. To “play it safe,” consumers should only eat fully cooked eggs and make sure “the yolks are firm with no runny parts,” Daisy May, veterinary surgeon with U.K.-based company Medivet, said.

WHAT ARE BIRD FLU SYMPTOMS IN HUMANS?

Symptoms of bird flu include a fever, cough, headache, chills, shortness of breath or difficulty breathing, runny nose, congestion, sore throat, nausea or vomiting, diarrhea, pink eye, muscle aches and headache. However, the CDC advises it can’t be diagnosed based on symptoms alone, and laboratory testing is needed. This typically includes swabbing the nose or throat (the upper respiratory tract), or the lower respiratory tract for critically ill patients.

HOW IS BIRD FLU AFFECTING EGG PRICES?

This year’s egg prices have increased as production decreased due to bird flu outbreaks among poultry, according to the USDA. A dozen large, grade A eggs in the U.S. costed around \$2.99 in March, up almost a dollar from the fall. However, this price is down from a record \$4.82 in January 2023, which was also spiked by bird flu outbreaks. Earlier this month, Cal-Maine Foods—the country’s largest egg producer—temporarily halted egg production after over one million egg-laying hens and chickens were killed after being infected with bird flu.

WHY DO POULTRY FARMERS KILL CHICKENS WITH BIRD FLU?

Once chickens have been infected with bird flu, farmers quickly kill them to help control the spread of the virus, since bird flu is highly contagious and fatal in poultry. The USDA pays farmers for all birds and eggs that have to be killed because of bird flu, as an incentive to responsibly try and curb the spread of the disease. The USDA has spent over \$1 billion in bird flu compensation for farmers since 2022, according to the nonprofit Food & Environment Reporting Network.

IS THERE A VACCINE FOR THE BIRD FLU (H5N1)?

The FDA has approved a few bird flu vaccines for humans. The U.S. has a stockpile of vaccines for H5N1 bird flu, but it wouldn't be enough to vaccinate all Americans if an outbreak were to happen among humans. If a human outbreak does occur, the government plans to mass produce vaccines, which can take at least six months to make enough for the entire population. Sequirs, the maker of one of the approved vaccines, expects to have 150 million vaccines ready within six months of an announcement of a human bird flu pandemic. Although there are approved vaccines for other variants designed for birds, there are none for the H5N1 variant circulating. However, the USDA began trials on H5N1 animal-specific vaccines in 2023.

KEY BACKGROUND

As of May 14, more than 90 million poultry (primarily chickens) in 48 states have been euthanized because of bird flu since 2022, and 46 dairy cow herds across nine states have tested

positive, according to data from the CDC (unlike chickens, cows appear to recover from the virus). The USDA believes wild migratory birds are the original source of the cow outbreaks that recently has experts concerned it may mutate and spread more easily in humans, though the CDC said its risk to the public remains low. Farrar called the cattle infections in the U.S. a "huge concern," urging public health officials to continue closely monitoring the situation "because it may evolve into transmitting in different ways." The increased number of mammal bird flu infections since 2022 "could indicate that the virus is looking for new hosts, and of course, moving closer to people," Andrea Garcia, vice president of science, medicine and public health for the American Medical Association, said. More than 10 human bird flu cases were reported to the World Health Organization in 2023, and all but one survived. Bird flu has devastated bird populations, and 67 countries reported the deaths of 131 million poultry in 2022 alone. Although bird flu typically infects wild birds and poultry, it's spread to other animals during the outbreak, and at least 10 countries have reported outbreaks in mammals since 2022. Around 17,400 elephant seal pups died from bird flu in Argentina in 2023, and at least 24,000 sea lions died in South America the same year. Besides cattle, bird flu has been detected in over 200 other mammals—like seals, raccoons and bears—in the U.S. since 2022. Although rare, even domestic pets like dogs and cats are susceptible to the virus, and the FDA warns against giving unpasteurized milk to cats to avoid possible transmission.

DAIRY MILK, OREO MAKER MONDELEZ SLAPPED WITH \$366MN ANTITRUST FINE

May 24, 2024

<https://dairynews7x7.com/dairy-milk-oreo-maker-mondelez-slapped-with-366mn-antitrust-fine/>



Mondelez, the maker of Oreo, Cadbury Dairy Milk chocolate and Toblerone, has been slapped with a fine of €337.5 million (\$366 million) by the European Union on Thursday (May 23), its ninth-largest antitrust fine. This development comes at a time when food costs are a major concern for European households.

The fine has been imposed for hindering the trade of chocolate, cookies and coffee between European Union countries so that it can keep the prices high.

Mondelez, formerly Kraft, is one of the world's largest producers of chocolate, biscuits and coffee, with revenue of \$36 billion last year.

Mondelez brands also include Philadelphia cream cheese, Ritz crackers, Tuc salty biscuits and Cote d'Or and Milka.

Margrethe Vestager, the EU's competition commissioner, claimed in a statement that Mondelez had illegally limited cross-border

sales within the EU to maintain higher prices for its products.

"In today's decision, we find that that Mondelez illegally limited cross-border sales across the EU. Mondelez did so to maintain higher prices for its products to the detriment of consumers," Vestager said.

The practice has "harmed consumers, who ended up paying more for chocolate, biscuits and coffee".

"This case is about price of groceries. It's a key concern to European citizens and even more obvious in times of very high inflation, where many are in a cost-of-living crisis," she added.

The investigation by the EU dates back to January 2021. The suspicions had led the bloc's investigators to carry out raids in Mondelez offices across Europe in November 2019.

According to the European Commission, Mondelez "abused its dominant position" in breach of the bloc's rules by restricting sales to other EU countries with lower prices.

As reported by news agency AFP, Mondelez responded by saying the fine related to “historical, isolated incidents, most of which ceased or were remedied well in advance of the commission’s investigation”.

“Many of these incidents were related to business dealings with brokers, which are typically

conducted via sporadic and often one-off sales and a limited number of small-scale distributors developing new business in EU markets in which Mondelez is not present or doesn’t market the respective product,” it added in a statement.

SECOND HUMAN CASE OF BIRD FLU LINKED TO DAIRY COWS FOUND IN MICHIGAN

May 24, 2024

<https://dairynews7x7.com/second-human-case-of-bird-flu-linked-to-dairy-cows-found-in-michigan/>

A second person in the U.S. has been infected with bird flu linked to dairy cows, the Michigan Department of Health and Human Services reported Wednesday.

The person, a farmworker who had regular exposure to infected livestock, had mild symptoms and has recovered, the health department said.

“The current health risk to the general public remains low,” Dr. Natasha Bagdasarian, Michigan’s chief medical executive, said in a news release. “We have not seen signs of sustained human-to-human transmission at this point. This is exactly how public health is meant to work, in early detection and monitoring of new and emerging illnesses.”

The person was being monitored for symptoms following exposure to infected dairy cows, the Centers for Disease Control and Prevention said in a statement. The person developed conjunctivitis, or pinkeye, and a sample taken from the eye tested positive for the virus. A sample taken from the person’s nasal passages was negative.

At a news briefing Wednesday, Dr. Nirav Shah, the CDC’s principal deputy director, said the negative nasal sample is reassuring, in a sense.

“It reduces the likelihood — it does not eliminate, but it reduces the likelihood — of a respiratory route of transmission,” Shah said.

It is the second instance of a person’s developing pinkeye from a bird flu infection. That was also the only symptom in the Texas dairy worker who was diagnosed in March in the first documented case of the virus’ spreading from dairy cows to a human.



More information about how the virus spread will be gleaned from its genetic sequence, including whether it has acquired any mutations that could allow it to spread between people more easily. The CDC is

working to sequence samples of the virus taken from the Michigan worker and is expected carry out the genetic analysis later this week, Shah said.

“I don’t think this changes the risk picture in terms of the virus being transmitted to people and then transmitted among people,” said infectious disease expert Michael Osterholm, di-

rector of the Center for Infectious Disease Research and Policy at the University of Minnesota.

Dawn O’Connell, the assistant secretary for preparedness and response at the Department of Health and Human Services, said at the news briefing that last week, the government had started the “fill and finish” process for about 4.8 million doses of a vaccine that is well-matched to the bird flu, the final step needed before vaccines are ready to distribute.

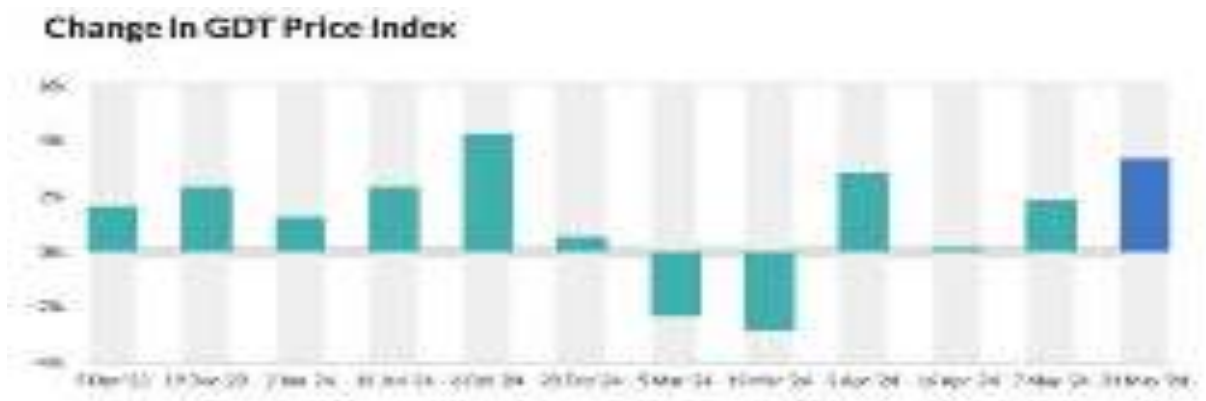
The process takes a couple of months, O’Connell said, adding that while the current risk to general public remains low, the move is an effort to save time in the future should the virus become more widespread.

Shah asked state and local health authorities in a call Tuesday to continue monitoring for flu “at enhanced levels” throughout the summer, even though the typical flu season is over and testing for the virus falls to a minimum at this time of year.

GLOBAL DAIRY PRICE INDEX INCREASED BY 3.3% AT GDT EVENT

May 23, 2024

<https://dairynews7x7.com/global-dairy-price-index-increased-by-3-3-at-gdt-event/>



Dairy prices have recorded their biggest jump in three months.

The average price at the overnight auction rose 3.3 percent to US\$3861 a tonne, following the 1.8 percent rise a fortnight ago.

The price of wholemilk powder, which strongly influenced the payouts for local farmers, rose 2.9 percent to US\$3408 a tonne. SMP also reached to USD 2629/MT.

Prices for all other products also rose, including butter, up more than 5 percent, skim milk powder up 3.5 percent and mozzarella up nearly 10 percent.

The dairy season is winding down and recent market prices supported a forecast payout of \$7.80 per kilogram of milk solids.

NZX dairy analyst Rosalind Crickett said wholemilk powder was at its second-highest price in the last 12 months.

“Purchasing was led by a perceived return to the market by North Asia on this occasion, with the region nearly doubling its buying activity,” she said.

Crickett said it could be driven by a slight drop in March milk production in China.

“Overall, the results overnight are pleasing to see for farmers as the curtain is drawn on the 2023/24 New Zealand milk production season.”

There were 177 participating bidders and total Quantity sold (MT) was 18,561.

WINDFALL AWAITS NEW ZEALAND FARMERS AS FONTERRA EYES ASSET SALES

May 20, 2024

<https://dairynews7x7.com/windfall-awaits-new-zealand-farmers-as-fonterra-eyes-asset-sales/>

New Zealand dairy farmers could be in for a big pay day if Fonterra Cooperative Group follows through on plans to exit its global consumer businesses.

Auckland-based Fonterra, the world's largest dairy exporter, is considering turning away from branded consumer products to concentrate on making more high-value ingredients derived from New Zealand milk that it sells to other companies like Nestle, Mars and Coca Cola.

The operations it's looking to divest are currently valued at NZ\$3.4 billion (\$2.1 billion), and analysts said the lion's share could be returned to Fonterra's roughly 8,300 shareholding farms.

"If they divested the full gambit of these consumer businesses, that would pave the way for a very significant capital return," said Arie Dekker, head of research at Jarden Securities in Auckland. He estimates the return could be as much as NZ\$2 per share, and said the average New Zealand dairy farmer probably has between 170,000 and 180,000 shares. There are about 1.6 billion shares on issue.

Fonterra is continuing to retreat from an ill-fated global expansion implemented last decade by former Chief Executive Officer Theo Spierings, who departed in 2018. Under current CEO Miles Hurrell, the dairy giant has sold assets in China and South America and jettisoned iconic New Zealand ice-cream maker Tip Top.



Now it wants to divest all or some of its remaining consumer operations that include brands such as Anchor, Anlene and Mainland as well as Fonterra Oceania and Fonterra Sri Lanka, which together account for about a fifth of its revenue.

It would then increase production of ingredients like high-value nutritional milk powders and milk-derived proteins that it sells directly to commercial customers for use in other prod-

ucts, such as energy drinks. It will also continue to make foods consumed in restaurants or in pre-prepared meals, such as cream cheese, UHT cream and mozzarella.

'More Focused'

"It's about focusing on what we are good at," Hurrell told NZME's The Country radio show on Thursday. "We have world-class ingredients and foodservice businesses and there is a lot more value to be extracted from those businesses by being more focused, more targeted."

The consumer product range includes fresh milk, cheese, yogurt and butter, which Fonterra said requires specialized expertise and marketing to reach the end customer. The assets include 17 manufacturing sites globally, of which three are in New Zealand.

Selling them would allow a new owner with the right knowledge and resources to unlock their full potential, Fonterra said, adding it expects to continue supplying milk to the brands.

The process could take 12 to 18 months and the sale requires shareholder approval.

When Fonterra sold its Soprole business in Chile last year for about NZ\$1 billion, it generated a capital return of NZ\$800 million, or 50 NZ cents a share.

Matt Montgomerie, senior analyst at Forsyth Barr in Auckland, sees scope for “material capital returns” on the sale of the consumer assets, which he estimates could reap NZ\$2.5 billion to NZ\$3.5 billion or more.

Balance Sheet

“The balance sheet’s already in good shape, so I think they could return most, if not all of it,” Montgomerie said. “I think there’s an element of Fonterra needing to help support farmers.”

Still, there may also be a need for more investment, including in research and development,

and potentially more infrastructure, said Hamish Gow, a professor of agribusiness at Lincoln University near Christchurch.

“There’ll be strategic investment, and then there’ll be a question about actually how much do they just give back to farmers,” he said.

Hurrell stressed the co-operative’s balance sheet is strong so the sale is not “defensive” and will leave the board with a range of options including further reducing debt, investing more in the remaining businesses or returning money to shareholders.

Analysts said potential suitors for the assets could include financial investors and big players already in the dairy sector who are able to achieve synergies.

(Updates with shares on issue in fourth paragraph)

MARS INC INVESTS IN SUSTAINABLE DAIRY PRODUCTION

May 17, 2024

<https://dairynews7x7.com/mars-inc-invests-in-sustainable-dairy-production/>

As part of Mars Inc.’s commitment to cut greenhouse gas (GHG), the candy and snack manufacturer has introduced a new climate-first approach to dairy sourcing.

Dubbed “Moo’ving Dairy Forward,” the new proposition will work to reduce the carbon footprint of dairy in line with the company’s 2030 ambition to slash emissions by 50%. The sustainability plan will be backed by a \$47 million investment over three years — a significant financial backing that is part of the multinational’s broader climate cash commitment, totaling \$1 billion over the same period, Mars said.

The move signals another mile-marker in the company’s recently published open-source roadmap to “net zero.” Mars will work with a cohort of industry leaders to implement a host of meaningful on-farm interventions focused on critical areas such as enteric methane reduction, efficient manure management and sustainable feed production.

As part of the “Moo’ving Dairy Forward Sustainable Dairy Plan,” Mars will collaborate with dairy cooperative FrieslandCampina, one of the world’s largest dairy producers, to establish the Mars-FrieslandCampina Sustainable Dairy Development Program, an initiative that will dedicate a group of farms to Mars’ dairy supply.



To deliver more sustainable dairy, the program will serve as a platform where new practices and innovative technologies can be refined and scaled-up in a focused and accelerated environment, with an ultimate goal of broader adoption across the entire co-op.

“Doing our part to keep our planet healthy is an absolute non-negotiable for us at Mars. But our vision for more sustainable dairy will only become a reality with the support and actions of farmers and our suppliers,” said Amanda Davies, chief R&D, procurement and sustainability officer, Mars Snacking. “Which is why, as part of our Moo’ving Dairy Forward Sustainable Dairy Plan, we’re putting millions of dollars directly back into the pockets of farmers through our contracts to help them make climate smart changes to the way they farm.

“Together, I know that we can forge a path that helps address climate change head on and contributes to reshaping our wider industry for a more sustainable future,” she continued.

Building on an ethos of investing in long-term innovation, Mars has launched three pilot “net zero” dairy farms with the DMK Group in Germany. The sites will study and aim to implement new science and technology with an ambition to create a scalable and economically viable pathway to net zero dairy. The five-year project is a first-of-its-kind for the prominent food and pet care and services conglomerate, Mars announced.

A founding member of the industry-wide Sustainable Dairy Partnership, Mars is also turning to the seven seas in the pursuit of burp busting technology. The company is partnering with Fonterra and Sea Forest to explore sourcing from their SEAFEED seaweed food supplement trial. The trial seeks to demonstrate how SEAFEED helps reduce the quantity of methane cows generate in digesting their food.

More than 200,000 cows and 1,000 farms supply dairy for Mars' iconic billion-dollar confectionery brands like M&M'S and Snickers. Dairy is the second largest contributor to the carbon footprint of Mars' Snacking business and raw ingredients account for more than 70% of the organization's total GHG emissions.

Other recent collaborations to support the Mars Net Zero Roadmap include:

- Mars tapped engineering software provider Ansys to adopt simulation software primed to reimagine the packaging innovation process at Mars through digital technology. The multinational manufacturer will leverage the new simulation approach to perform virtual testing and prototyping on

new packaging innovation, initially across its Mars Snacking portfolio.

- Mars Snacking entered into a three-year partnership with the Unreasonable Group LLC to create "Unreasonable Food," a global initiative focused on supporting rapid-growth companies positioned to redefine food systems through more regenerative, inclusive and equitable future of food.

Chicago-based Mars Snacking is a division of Mars Inc. With almost \$45 billion in annual sales, the global, family-owned business produces well-known brands, including Ben's Original, Cesar, Cocoavia, Dove, Extra, KIND, M&M'S, Snickers, Pedigree, Royal Canin and Whiskas.

Mars is also creating a better world for pets through its global network of pet hospitals and diagnostic services, including AniCura, Banfield, Bluepearl Linnaeus and VCA.

IDFA SURVEY: CONSUMERS FALL SHORT OF DAILY INTAKE RECOMMENDATIONS

May 17, 2024

<https://dairynews7x7.com/idfa-survey-consumers-fall-short-of-daily-intake-recommendations/>

Many Americans recognize dairy as a cornerstone of a healthy diet but continue to fall short of recommended daily intake as endorsed by the Dietary Guidelines for Americans, according to an in-depth consumer survey released by the International Food Information Council (IFIC) and supported by the International Dairy Foods Association (IDFA) and the National Milk Producers Federation (NMPF). The survey explores barriers to dairy nutrition among Americans and how to remove them.

The report provides a roadmap for how industry, government, and health and nutrition groups

can improve awareness of and access to lactose-free milk and dairy products; expand understanding about dairy's nutritional value; and work with the dairy industry to extend shelf life and improve the value of dairy purchases to consumers.

The report draws on the beliefs, behaviors, and perceptions of Black, Latino, Asian/Pacific Islander, and Non-Hispanic White consumers toward dairy.

Key Data Points:

- **Missed Opportunities for Lactose-Free:** Nearly two in three Americans say they've never consumed lactose-free milk (64%), lactose-free flavored milk (76%), or other lactose-free dairy products other than milk (68%). The rate of non-consumption is more than

half among Latino, Black, and Asian/Pacific Islander communities, indicating low awareness among groups that report higher rates of lactose sensitivity.

- **Affordability a Leading Factor for SNAP and Non-SNAP Households Alike:** Approximately 30% of all races and ethnicities at all income levels cite affordability as a reason for consuming milk.
- **Expiration Dates and "Passive Avoidance" Top Barriers:** Concern about

spoilage before it's used (19%), is a leading reason consumers avoid milk. Meanwhile, 37% of respondents

cited no specific reason for limiting dairy consumption, suggesting "passive avoidance" that could be overcome with greater media, healthcare, and community outreach. Self-reported lactose sensitivities also contribute to higher levels of avoidance.

- **Taste and Health Top Purchase Drivers, Cheese Reigns Supreme:** Cheese is the most frequently consumed dairy product (90% weekly), followed by butter (85%), milk (75%), and yogurt (60%). Consumers overwhelmingly rank taste as the main factor for purchasing cheese, yogurt, and milk, followed by dairy being a good source of protein. Health benefits cited include bone health as the most recognized (90%), and other advantages including



immune system support (65%) and heart health (54%).

- The “Exploring Fluid Milk & Dairy Food Consumption Patterns to Improve Diet Quality & Nutrition Equity” study reveals a disconnect between consumer perception and actual dairy intake. While a strong majority (78%) of Americans believe dairy is essential, many are not reaping its benefits.
- “Good nutrition is the foundation of health and wellness for adults and children across all demographics, and dairy is a crucial part of a healthy diet beginning at a very young age,” said Michelle Matto, MPH, RDN, associate vice president of regulatory affairs and nutrition, IDFA. “This survey shows how consumers value dairy for nutrition and taste but may lack adequate information about or access to the types of dairy that are right for them and their families. It demonstrates that dairy will need to expand its partnerships with communities of color, with health and nutrition experts, and with policymakers to remove barriers preventing Americans from getting adequate dairy nutrition, including high quality protein, calcium, vitamin D, potassium, and health benefits including better bone health and lower risk for type 2 diabetes and cardiovascular disease.”

The survey shows the clear need for greater educational efforts, said Miquela Hanselman, director of regulatory affairs for NMPF.

“The IFIC research puts data behind both the importance of dairy nutrition and the need for better education about what dairy options are available and what benefits they provide,” Hanselman said. “With discussion of the next Dietary Guidelines under way, it’s important that this information be communicated clearly and forcefully to all who may benefit, from consumers who need dairy nutrition to policymakers who determine federal programs.”

The IFIC research underscores the importance of targeted outreach programs to improve overall diet quality and achieve greater nutrition equity.

“While dairy is a chronically under consumed food group among many Americans, BIPOC and SNAP-eligible households may benefit most from hearing more about the health benefits associated with consistent dairy consumption. Education and outreach efforts tailored to increase awareness and availability of lactose-free dairy foods and beverages, in addition to emphasizing dairy’s benefits beyond bone health for everyone, present new opportunities,” said IFIC President & CEO Wendy Reinhardt Kapsak, MS, RDN. “Increased dairy consumption among all populations can positively contribute to improved diet quality and nutrition equity — availability, accessible, and affordability — goals that support enhanced health for all Americans.”

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