

# DAIRY PULSE



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## FORTNIGHT NEWSLETTER

Dairy Pulse 59th Edition (1st to 15th April, 2018)



### CATEGORIES OF THE EDITION

- ★ Suruchi Endeavor In Skill/ Entrepreneur Development Domain
- ★ Indian News
  - Animal Health/Protection
  - Marketing
  - Health/Awareness
  - Regulatory/Legal
  - Survey/Report
- ★ Foreign News



## Dairy Pulse 59<sup>th</sup> Edition (1<sup>st</sup> to 15<sup>th</sup> April, 2018)

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## Suruchi endeavor in Skill/ Entrepreneur Development Domain

### ➔ *Diploma in Dairy Technology (DDT) in alliance with IGNOU*

Study Center authorized by School of Agriculture Indira Gandhi National Open University (IGNOU)  
Details as below:

Academy of Dairy Skill Development (ADSkID)  
Unit of Suruchi Consultants  
C-49, Sector-65, Noida U.P – 201307  
SC/PSC Code: 39018P  
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Contact no. : +91-0120+4370845  
Email: [adskid39018p@gmail.com](mailto:adskid39018p@gmail.com)

New admissions are closed for July, 2017

### ➔ Indian Dairy Map 2017 launched on 27th October, at Pune.

### ➔ Aspiring entrepreneurs might attend our introductory session (Free) on how to set up dairy farm and plant on every 2<sup>nd</sup> and 4<sup>th</sup> Saturday of month from 2 PM to 5 PM, Prior registration is must and for that contact our office.

For more information please email on [info@suruchiconsultants.com](mailto:info@suruchiconsultants.com) or contact at +91 0120 4320845

### ➔ *53rd Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup> April, 2018 with Guided Tour to a Dairy Farm plus a milk processing plant.*

For more information please follow the link: [http://www.suruchiconsultants.com/pageDownloads/downloads/training/3\\_49th%20DEDP%20BROCHURE%20.pdf](http://www.suruchiconsultants.com/pageDownloads/downloads/training/3_49th%20DEDP%20BROCHURE%20.pdf)

### ➔ Suruchi is launching 2<sup>nd</sup> Second Level Dairy Entrepreneurship Development Program (DEDP- Level II) 2017 one week intensive hand on Dairy Plant. Dates will be announced soon.

For more information please email on [info@suruchiconsultants.com](mailto:info@suruchiconsultants.com) or contact at +91 0120 4320845

### ➔ Suruchi is launching 1<sup>st</sup> Second Level Dairy Entrepreneurship Development Program (DEDP- Level II) 2018 one week intensive hand on Dairy Farm. Dates will be announced soon.

For more information please email on [info@suruchiconsultants.com](mailto:info@suruchiconsultants.com) or contact at +91 0120 4320845

### ➔ Suruchi is launching 1<sup>st</sup> Global Dairy Entrepreneurship Development Program (GDEDP) the dates will announce soon.

For more information please follow the link:

[http://www.suruchiconsultants.com/pageDownloads/downloads/training/5\\_1st%20%20GDEDP%20BROCHURE.pdf](http://www.suruchiconsultants.com/pageDownloads/downloads/training/5_1st%20%20GDEDP%20BROCHURE.pdf)

### ➔ Suruchi has launched Online Dairy Entrepreneurship Development Program (ODEDP). It is 12 weeks program. Registrations are open till 15<sup>th</sup> April, 2018 for 3<sup>rd</sup> batch.

WatchVideo: <https://www.youtube.com/watch?v=5iS432VIGc8&t=42s>

For more information please visit on website <http://skilldairy.com>

### Animal Health/Protection

#### Govt finally dilutes rules on cattle sale

TNN | Updated: Apr 11, 2018, 12:35 IST

<https://timesofindia.indiatimes.com/india/govt-finally-dilutes-rules-on-cattle-sale/articleshow/63705093.cms>

The Centre has finally scrapped its controversial notification on a ban on sale of animals for slaughter in livestock markets and come out with new draft rules doing away with the clause on “restrictions on sale of cattle”. This means cattle, including cows, can be sold in animal markets, even for slaughter wherever it is legal.

Last year’s notification had not prohibited slaughter as such, but restrictions on sale of cattle for this purpose in animal markets had the effect of restraining it even in Kerala, Bengal and certain NE states where cow slaughter and sale of beef is not banned. The notification attracted flak for catering to cow vigilantism and also had the effect of a rise in the number of cattle that were past their use as dairy animals as they could not be sold at fairs. The rules needed declarations by seller and buyer that the animal was not taken for slaughter.

The notification was soon followed by a realisation in the government that the rules will make even transport of cattle more difficult and end up displeasing agriculturalists and dairy farmers. But it has taken the environment ministry close to a year to finally delete the problematic clause. The regulation on livestock market under the May 2017 rules was opposed by states where beef is not banned even as it caused discomfort elsewhere.

Though the environment ministry clarified that the notification was not about a ban on slaughter as animals could still be procured for this purpose directly from farms, the

matter reached various high courts and was seen to be clearly restrictive.

The Madurai bench of the Madras HC had stayed the notification on livestock market rules. The SC then stayed the rules in July last year. Such regulations, however, have now been removed from the new draft, which will be notified as ‘rules’ after analysing stakeholders’ comments later this month.

Though the draft deals with cruelty aspect of animal sales and specifies ‘prohibited practices’, including certain ‘do’s and don’ts’, it dilutes many provisions that were there in the May 23, 2017 rules for not only regulating livestock markets but introducing best practices to minimise cruelty and trace sources of procuring animals to weed out unhealthy ones.

Animal rights activists are disappointed with the proposed rules and have flagged many shortcomings in the diluted version of the draft. “The draft Prevention of Cruelty to Animals in Animal Market Rules, 2018, fails to address the common cruelties animals are subject to in livestock markets across the country,” said Shreya Paropkari, farm animals campaign manager of Humane Society International/India (HSI-India).

The environment ministry had last year notified the rules with the aim of regulating animal markets and addressing cross-border smuggling of cattle. HSI-India noted that the new draft, however, did not prohibit animal markets along state borders. The move, however, will send positive signals to the farm sector which has been in distress due to last year’s regulations.

## In thrall to the holy cow

Updated: April 6, 2018

<http://indianexpress.com/article/opinion/columns/slaughter-of-cows-cattle-rearing-hindu-muslim-white-revolution-5125397/>

Sati was abolished in 1829. The Hindu Widows' Remarriage Act got passed in 1856. The historic proclamation by the Maharaja of Travancore, paving the way for the entry of so-called low castes into Hindu temples, was issued in 1936. Untouchability was declared an offence punishable in accordance with law under Article 17 of India's Constitution, adopted in 1950.

All these reforms were brought about by men — Raja Ram Mohan Roy, Ishwar Chandra Vidyasagar, Sree Chithira Thirunal Balarama Varma, Babasaheb Bhimrao Ambedkar and Mahatma Gandhi, among others — who, apart from being guided by strong moral principles, had a clear sense of the current as well as evolving realities. This ability to respond to and facilitate social change was also part of a Hindu reformist tradition, whether manifested in the teachings of Basaveshwara or Dayananda Saraswati.

Sadly, that spirit of reform or adapting religious practices to changed economic and social realities is missing today. Nowhere is this more apparent than in the issue of culling of cattle, where the dominant beliefs of religious and political leaders now are totally at variance with the present realities of farming. Article 48 of the Constitution — mandating a ban on the slaughter of “cows and calves and other milch and draught cattle” as a non-justiciable directive principle of state policy — has lent further respectability to this entrenched view that does not tolerate even selective culling of govansh.

It's not that our Constitution makers were ignorant. But at the time of its drafting, there were hardly about 5,000 tractors in farms all over India, while the annual consumption of chemical fertilisers (in terms of nitrogen, phosphorous and potash) amounted to just over 41,000 tonnes. Artificial insemination of cows, as M S Randhawa has documented in his magisterial History of Agriculture in India, was only introduced as a 15-day training course at the Indian Veterinary Research Institute near Bareilly, Uttar Pradesh, in 1946.

Cattle, in other words, was indispensable for agriculture. There could be no manure in those times without dung, no ploughing of land or threshing of crops without bullocks, and no breeding without bulls. Not for nothing, Article 48 saw prohibition of cattle slaughter as a means for “preserving and improving the breeds” and to “organise agriculture and animal husbandry on modern and scientific lines”. It was clearly a secular, not religious, concern.

But cut to the present, when India's yearly sales of tractors and fertiliser nutrient consumption are in the range of 5,50,000-6,00,000 units and 26-27 million tonnes, respectively. In 2016-17, more than 70 million artificial inseminations were performed, covering some 26 per cent of the country's breedable bovine population — which a recent official National Action Plan for Dairy Development proposes to raise to 65 per cent by 2021-22. Also, thanks to the Pradhan Mantri Ujjwala Yojana, there were 21.86 crore active domestic LPG connections as on January 1, 2018, corresponding to an estimated coverage of 79.2 per cent. That has made dung cakes practically redundant as a source of cooking fuel even in rural India.

Had the above new realities been known then, would the wise men and women who were members of the Constituent Assembly have advocated a complete prohibition of cattle slaughter? Well, unlikely. Not only these enlightened political leaders, even the great Hindu reformers themselves would most certainly have mocked at the idea.

The difference between those reformers and today's self-appointed guardians of Hinduism is that the former were truly connected to the soil. They — unlike today's jet-set babas who seek patronage primarily from the high and mighty, and are even given Cabinet Minister status by some state governments — moved and lived amongst ordinary people, with a deep understanding of their material as well as spiritual problems and aspirations. They would definitely have commiserated with the sufferings of farmers forced to maintain unproductive cattle.

Make no mistake, a cow no longer giving milk or male cattle not required for draught and breeding purposes are a burden on the farmer. For him, it's not just about the cost incurred in feeding and maintaining them, which comes to Rs 80-100 per day. It is also about opportunity cost —the diversion of scarce fodder, feed, water, and labour resources away from animals that are yielding milk or will do so in future. The "Hindu" farmer never had any issue with the "Muslim" butcher. The latter was actually doing a service by taking his unproductive animal and even paying him Rs 5,000-10,000 that could, in turn, be used to part-finance a new milch cow for Rs 25,000-30,000.

But today, the same farmer is unable to dispose of his unproductive animals, because of self-styled gaurakshaks — many of them far removed from actual dairying — who have made even transport of cattle a high-risk activity. The cow let loose by him, then, ends up eating the crop in other farmers' fields. We have now farmers staying awake all night or spending Rs 50,000 and more per acre on barbed-wire fencing, just to prevent such *anna pashu* from entering their fields. Recently, there was the case of a farmer in UP's Mahoba district, who committed suicide

after seeing his standing wheat and rabi pulses crop ravaged by stray cattle.

Yet, none of this seems to have moved our religious leaders. Instead, farmers are being given sermons on the virtues of *gobar* and *gomutra*. (Can any *gaushala* run with the proceeds from just sale of cow dung and urine or their supposedly magical derivatives?) Swami Akhileshwaranand Giri, chairman of the Madhya Pradesh Gau Samvardhan Board, who has the rank of a minister of state, wants abandonment of cows by owners to even be treated as a penal offence. It's hard to believe that a Sant Tukaram, Swami Vivekananda or Sree Narayana Guru would have been so oblivious to the hardships of farmers, leave alone insist that the cost of protecting the *gau* and Hindu Dharma be exclusively borne by them.

Hinduism's past strength has been in reforming its beliefs and practices to keep up with the times. And permitting selective culling of cattle is minor reform, compared to the abolition of *sati* and untouchability, legalising widow remarriage or pushing the Hindu Code Bill. Remember, those too faced opposition, from men who believed that only they could speak for Hindus.

## India bans imports of hormone oxytocin to halt misuse in livestock industry

Apr 06, 2018 03:15 PM IST |

<https://www.moneycontrol.com/news/business/economy/india-bans-imports-of-hormone-oxytocin-to-halt-misuse-in-livestock-industry-2543933.html>

**I**ndia on Friday banned imports of the hormone oxytocin to stop its misuse in the livestock industry, where activists say it causes hormonal imbalances and shortens the lives of milch animals.

Often called the "love hormone", oxytocin is released naturally in human bonding activities such as sex, childbirth and breastfeeding.

The government also asked customs officials to step up vigilance against those likely to try and smuggle oxytocin into India, the customs agency said in a notice on its website.

The government has decided to rely on domestic production to satisfy requirements of the hormone, the Central Board of Excise and Customs added, ordering an immediate ban on imports, whether for human or animal use.

The drug's abuse in animals in India shortens their lives and makes them barren sooner,

Women and Child Development Minister Maneka Gandhi has said.

India halted retail sales of the prescription-only drug in 2014, but regulators have struggled to curb illegal sales, and the volume of imports is unclear.

Friday's ban follows an order by the drugs regulator last year for state officials to clamp down on factories that produce the hormone in bulk despite not meeting manufacturing standards.

A panel of top drug experts had recommended an import ban in February, the minutes of their meeting, posted on the drug regulator's website, show.

It also recommended that sale be limited to registered government hospitals and clinics, a bar code system used on all forms of the drug to ensure tracking and prevent abuse.

## Marketing

### USTR to review India, Indonesia dairy trade barriers

Dairy groups hopeful move will force countries to halt unfair trading practices that harm U.S. farmers.

<http://www.feedstuffs.com/news/ustr-review-india-indonesia-dairy-trade-barriers>

The Office of the U.S. Trade Representative accepted a petition from the National Milk Producers Federation (NMPF) and the U.S. Dairy Export Council (USDEC) to examine India's failure to follow through on its obligations to provide "equitable and reasonable access to its market" for dairy products. In addition, Indonesia, which has also been pursuing dairy trade-distorting policies, will be included in USTR's review to assess the country's compliance with market access obligations.

India has, for many years, maintained unjustified market access barriers to U.S. dairy products, despite receiving preferential access to the U.S. market under a special duty-free trade arrangement called the Generalized System of Preferences (GSP). India abruptly began denying dairy exports in 2003, citing safety concerns, and demanding revised government-issued health certificates. The U.S. government and industry have worked in good faith over the last 15 years to remove this intractable barrier but have been met with a shifting litany of demands not founded on sound science.

Meanwhile, since last year, Indonesia has been advancing a policy aimed at mandating that importers and manufacturers in its country purchase local milk or contribute monetarily to support the local dairy industry, even though this runs counter to the country's World Trade Organization commitments.

GSP benefits come with the expectation that the trading partners using the program comply with a baseline level of requirements, including those related to reasonable market access terms. USTR has rightfully determined that a thorough examination of the countries' adherence to these terms of the deal is necessary.

Industry officials praised USTR's decision to review GSP status for India and Indonesia and are hopeful that the move will force the countries to halt unfair trading practices that harm U.S. farmers.

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Industry officials praised USTR's decision to review GSP status for India and Indonesia and are hopeful that the move will force the countries to halt unfair trading practices that harm U.S. farmers.

"Dairy farmers across the country applaud the White House and USTR for taking this step and holding these countries accountable for their unlawful actions," NMPF president and chief executive officer Jim Mulhern said. "We've been wrongly blocked from the Indian market for more than a decade, and Indonesia has recently been heading down a similar route. If these nations refuse to embrace free and fair trade, there must be consequences."

"We export dairy products to more than 100 countries, and our products are universally

recognized as safe," explained Tom Vilsack, USDEC president and CEO and former U.S. secretary of agriculture. "Exports are essential to rural America's future, and our government must prioritize the removal of trade impediments like this to foster an open and healthy market."

The two organizations thanked the Trump Administration for sending a strong message that trade should be a two-way street. They said USTR has the opportunity to lead on other key dairy trade issues, such as tearing down policies erected by Canada that are harming U.S. dairy exports and run counter to what is needed from a modernized North American Free Trade Agreement.

USTR indicated that a public hearing and comment period for the new GSP reviews of India and Indonesia will be announced in an upcoming Federal Register notice.

### Vijaya Dairy poised for major expansion, to improve capacity to 10 lakh litres

Proposal for an ultra-modern dairy has been sent to the State government to improve the capacity

<https://telanganatoday.com/vijaya-dairy-poised-for-major-expansion-to-improve-capacity-to-10-lakh-litres>

The State-run Vijaya Dairy is poised for a major boost in capacity, apart from drawing up large scale modernisation and expansion plans. Vijaya Dairy's Hyderabad plant now has a capacity of 4 lakh litres and to improve the capacity to 10 lakh litres, a proposal for an ultra-modern dairy has been sent to the State government, TS Dairy Development Co-Operative Federation Limited Managing Director K Nirmala said.

Another request has been made to the government to modernise the existing dairy plants in Warangal, Khammam, Nizamabad, Mahabubnagar and Kamareddy districts. Plans are also afoot to set up tetra pack, milk powder, cheese, curd and milk products preparation plants in the city and in all the districts so that daily distribution

will made easier to consumers as well as to government educational institutions, Anganwadi centres, hostels and other government organisations.

To test the quality of milk and its products, quality control labs and mobile labs too are on the anvil, with these centres to conduct awareness programmes for farmers. For preparation of quality milk products, a research and development centre is also being planned.

On an average, 3.04 lakh litres of milk is being sold in Hyderabad and other districts. From the Lalapet factory, 40,000 litres of tetra packed milk is being transported to Anganwadi schools in the State.

"To promote the Vijaya brand, 25 RTC buses are being used and Vijaya parlours and Vijaya cafes have also been set up. In order to have full-fledged milk sales in the city, vendor-wise



milk supply has been changed to distributor-wise milk supply," Nirmala said.

The dairy has enhanced its milk procurement methods as well. "From union producers, companies and other dairies, 5 lakh litres of milk is being collected. Before

implementation of milk-producing incentives to the farmers, we used to get only 1.27 lakh litres of milk, but now, we have started receiving a maximum of 5.6 lakh litres of milk from 65,000 producers. At present, incentives are being provided through cooperative societies and union producers," an official said.

## Dairy development to reach new heights in Telangana

<https://telanganatoday.com/dairy-development-to-reach-new-heights-in-telangana>

**M**ilk production in the State has gone up significantly and as of October 31, had registered 5.43 Lakh Litres Per Day (LLPD) from 2,887 collection centres covering over 65,000 milk suppliers, Animal Husbandry, Fisheries and Dairy Development Minister T Srinivas Yadav told the Legislative Council on Monday.

"Dairy produce in Telangana was quite subdued in undivided Andhra Pradesh, but from producing only 1.98 LLPD in 2012-13, it has now touched 5.43 LLPD. As of March 31, 2015, we registered a growth of 71.79 per cent," he said.

The Telangana State Dairy Development Corporation Federation (TSDDCF) has one milk products factory, seven dairies, 11 milk chilling centres and 126 bulk milk cooling units. "After the formation of the State, the government announced a cash incentive of Rs four per litre of milk. That helped us increase dairy production, and to strengthen the network at the village level, we have introduced 600 societies and will form 2,300 more new units," said Srinivas Yadav.

The TSDDCF has a good market and close to 3.4 lakh litres of milk and 1.5 lakh litres of milk is sold to Anganwadi centres and Residential and Social Welfare schools respectively, said the minister. Since the existing milk procurement facility at Lalapet cannot handle more than 5.5 LLPD, the State government was also drawing up plans to have a new facility near Shamirpet village.

"The new facility would be fully automated, with 10 LLPD capacity at a cost of Rs 180 crores. It would also have a Rs 30 crore Ultra-High-Temperature (UHT) packaging unit which can handle one LLPD. There would also be a milk powder plant of 30 MT capacity at an estimated cost of Rs 40 crore that would come up there," he added.

The State government also plans to have units to produce products such as ice-cream, paneer, butter and curds at an estimated cost of Rs 30 crore. "The Centre has agreed to allocate a loan of up to Rs 400 crore to meet the infrastructure requirements," he said.

## Tirumala Milk's Naidu back in business with new firm Vallabha Milk Products

Apr 09, 2018, 07.16 PM IST

<https://economictimes.indiatimes.com/industry/cons-products/food/tirumala-milks-naidu-back-in-business-with-new-firm-vallabha-milk-products/articleshow/63684056.cms>

**B**olla Brahma Naidu, co-founder of South India's second largest dairy firm Tirumala Milk Products, is set for a major comeback four years after selling his firm to French giant Lactalis early 2014 for Rs 1,750 crore and after a non-compete deadline.

Naidu, an active dairy farmer-turned-entrepreneur who wasn't keen on exiting Tirumala Milk but had to accede to the decision of majority of his partners, has been waiting for the non-compete agreement entered into with Lactalis to end.

"Now that the non-compete period with Lactalis got over recently, I am going to venture into dairy business again. This time around, several former senior executives of Tirumala Milk Products with whom I had a long association are joining me as co-promoters," Naidu told ET.

While Brahma Naidu will hold majority stake of over 55%, his former colleagues will together hold over 40% in the new company, Vallabha Milk Products.

Naidu is acting as the chairman of new company with three other directors on the board including Edara Nageswar Rao, former executive director at Tirumala Milk, Veeravalli Subbaiah and Ramineni Srinivasa Rao.

The fresh round of dairy business under Vallabha Milk will take off soon with four milk processing facilities spread across two Telugu speaking states of Andhra Pradesh and Telangana, said Naidu.

"To begin with, we will have a processing capacity of around 8 lakh litres a day with processing units at Kanipakam, Vinukonda and Rajahmundry in Andhra Pradesh and Hyderabad in Telangana with an initial investment of over Rs 100 crore," said Naidu,

adding that the company hopes to begin commercial operations shortly.

He said the Kanipakam plant will primarily cater to the needs of Chennai and Bengaluru markets, while the other three units will serve Andhra Pradesh and Telangana markets.

"The focus this time around will be on the value-added products that ensure high margins," said director Edara Nageswar Rao, adding that the product portfolio will include curd, ghee, lassi, butter milk and ice cream, among others.

Rao said the Kanipakam unit involved higher investments owing to condensation plant and other equipment for products, which will subsequently have milk powder facility as well. "Given the high costs involved in real estate and machinery owing to GST, we have decided to primarily focus on high margin value-added products."

India, the world's largest milk producer, had reported an annual output of around 150 million tonnes, which is nearly 1.5 times of the US and three times that of China. Attracted by around 16% compound annual growth rate (CAGR), the Indian dairy industry reported for five years ending 2016 with promising outlook, as several global dairy firms entered the market through acquisitions and partnerships. The market also saw many private dairy firms tapping the capital market with initial public offerings and private equity firms picking up stakes, helping private dairies expand capacities and go for value-added products.

According to a report by CARE Ratings, the Indian dairy sector is estimated to maintain 14-15% CAGR till 2021 with the growth primarily driven by value-added milk products that were expected to grow at 19-20%, while liquid milk would maintain growth of 3-5%.

## Amul to expand footprint in Assam

Apr 08, 2018 00:00 IST

<https://www.telegraphindia.com/states/north-east/amul-to-expand-footprint-in-assam-221758>

The Gujarat Cooperative Milk Marketing Federation Ltd, which markets Amul products, will soon expand its operations to Darrang, Morigaon and Nagaon districts in Assam to support indigenous dairy farmers.

It recently initiated milk procurement from remote villages in the state after the launch of the Amul milk production unit on the outskirts of the city.

The cooperative initially faced problems in milk procurement but met with success soon with dairy farmers from neighbouring areas like Barpeta, Bongaigaon and Nalbari showing interest in forming milk producers' welfare associations (MPWAs).

It has formed 12 such associations so far and has set up two bulk milk coolers at Tihu in Nalbari and at Kokila in Bongaigaon.

The Tihu bulk milk cooler, which started operations on Thursday, collected 1,200 litre milk from four MPWAs on the very first day. Altogether 160 farmers have benefitted from the association and Amul is planning to increase the number to 1,000 producers within three months.

The Kokila milk cooler is slated to start operations by the third week of this month with a targeted daily milk collection of 4,000 litres from eight MPWAs on its first day of operation.

From these two sites, Amul plans to collect 10,000 litre of milk daily in the next three months.

In the next phase, Amul plans to enter the Barpeta Road area to initiate milk procurement.

Amul's total investment in Assam will be about Rs 1.50 crore.

Apart from milk collection, Amul will soon start a productivity enhancement programme for producers, which includes supply of balanced cattle feed and feed supplement, veterinary services and fodder seed, among others.

By the end of 2018-19, Amul is planning to expand operations to Darrang, Morigaon and Nagaon districts to partner with about 25,000 farmers and form 35 MPWAs with a daily collection of 26,000kg milk at an additional investment of Rs 3 crore.

## GCMMF forays into Assam

Posted in [Co-op News Snippets](#) on April 09, 2018 by [Ajay Jha](#)

<http://www.indiancooperative.com/co-op-news-snippets/gcmmf-forays-into-assam/>

The Gujarat Cooperative Milk Marketing Federation GCMMF is all set to expand its operations in several districts of hilly states of Assam, reports the daily Telegraph.

The move is aimed at supporting indigenous dairy farmers, says R S Sodhi, MD of GCMMF. The districts chosen to start with are to Darrang, Morigaon and Nagaon in Assam.

It bears recall that the dairy major registered a provisional turnover of Rs. 29,220 Crores for the financial year 2017-18 which ended on 31st March 2018. Its Branded consumer products have registered a growth of 14%

over previous year with products such as Cheese, Butter, Milk Beverages, Paneer, Cream, Buttermilk and Dahi having grown at 20-40%.

The provisional unduplicated group turnover of Amul brand has crossed Rs. 41,000 Crores which is 10% higher than last year.

Amul Federation has been achieving a Compound Annual Growth Rate of more than 18% since last 8 years because of higher milk procurement, continuous expansion in terms of adding new markets, launching of new products and adding new milk processing capacities across India, said Sodhi.

## Dudh Bhatti not flowing with milk and honey

Updated: Apr 8, 2018, 11:14 IST

<https://timesofindia.indiatimes.com/city/pune/dudh-bhatti-not-flowing-with-milk-and-honey/articleshow/63661482.cms>

**T**ravelling almost 100 kilometres every day to deliver fresh milk obtained from their livestock, the dairy farmers at Dudh Bhatti in Pune are running a loss-making business. The milk market, which opens at 4am each morning, is struggling due to lack of customers and low prices.

Currently operating out of a temporary tin shed behind Tilak Ayurved Mahavidyalaya, at Rasta Peth, the dairy farmers' market is otherwise housed at the Dudh Bhatti building that is on the way to Ganesh Peth from Daruwalla Pul. The building is being renovated at the moment and routine dairy operations are like to resume there within one year.

Dudh Bhatti, which has been functional for nearly 70 years, gets roughly 400 dairy farmers from Daund, Lonavla, Kedgaon, Chinchwad and other areas. These farmers drive into the premises with cans full of milk. Once a thriving market, Dudh Bhatti now sees more of institutional sales with tea vendors and sweet shop owners being their primary customers.

"Driving individual sales is very tough as people don't purchase milk from cow sheds or dairy farmers anymore. Packaged milk available in the market is a preferred option for individual customers," says Gopalrao Bodke, a dairy farmer from Pune.

Speaking about how business is conducted at Dudh Bhatti, Bodke says farmers come in with milk, finalize a price, sell the milk and leave.

"We have nearly 400 dairy farmers coming here to sell milk every day. They come in anytime between 4 am and 4 pm, sell their produce and leave. The price of the milk is ascertained by testing the thickness of the

milk. Often, customers want to taste the milk even after checking the thickness. After all these tests, negotiations take place to decide on the selling rate. The prices drop further if a consumer is buying in bulk," he says.

Vikram Jagtap, another dairy farmer, who has been conducting his business at Dudh Bhatti for the last 40 years, says, "Milk that is 100% pure is not valued anymore. We do not get the correct rate for the quality we are offering. People today do not know the taste of pure milk or even the look of it. Things are so bad that some people suffer from diarrhoea-like symptoms when they consume pure milk. They just cannot digest pure milk. Food habits have changed with many opting for skimmed or low-fat milk. We already have very limited buyers and to top that, many of our remaining customers are unwilling to pay a higher price. We are selling milk at about Rs 40 per litre now. We are only incurring losses."

Jagtap adds that the dairy industry is facing many problems including labour issues, financing, rising cost of livestock, unavailability of veterinarian doctors etc.

"Bank finance is not very helpful as we incur daily costs of rearing the livestock, maintaining the farm and transporting the milk. Due to lack of finance, we cannot even opt for modernization. The government launches many schemes, but they do not reach us. Another problem at Dudh Bhatti is that there has been no change in how the market functions. Educated younger generations have taken over the reins of the dairy businesses from their fathers, but they too have adapted to the old procedures and methods. There is also no unity among the dairy farmers here. As a result, everyone is suffering," he says.

## Amul launches Irish Drink Mocktail, collaborating with Almond Branding

Saturday, 07 April, 2018,

**A**mul, India's largest dairy brand, has launched the first-of-its-kind Irish Drink Mocktail through collaboration with Almond Branding, one of India's leading branding and design agencies, for branding, packaging design and communication.

The dairy major has been bringing the best of milk-based beverages to its consumers year after year. In its endeavour to serve best in class products, Amul intended to launch a non-alcoholic Irish cream-inspired flavoured milk in convenient and trendy cans.

It entrusted Almond to create a brand around this innovative product and also develop the packaging design and communication.

The brief

Irish Cream is the combination of the two most sinful things one can relish in Ireland – Irish whiskey and Irish cream. The task was clear - the aura of an Irish Café had to be portrayed on the face of a can.

The other challenge was to set the right expectation in the minds of the consumer, lest they confuse it with a coffee or similar-flavoured drink and end up having a weird experience.

Leaving no scope for ambiguity, the drink had to be positioned as a mocktail – an alcohol-free alternative to relish at parties, to say cheers with friends or simply consume for self-gratification.

Branding solution

One of the unique features of Irish Cream is the characteristic layers of different colours – cream, light brown and then dark brown.

The brand colours were derived from these special hues that are bound to visually transport one to the Irish café experience.

The branding was carved out of a classic bold font type etched on an oblongish dark brown unit – hard to be missed even from a distance.

The visual hook was an asymmetrically placed Irish cream shot glass with three coloured layers perfectly topped with drooling whipped cream.

The checkered pattern on the light brown background was inspired from the traditional checkered Irish fabric.

An overall clean, minimalistic design interspersed with gold shimmer and dark hues to capture the brand promise – a premium international experience.

R S Sodhi, managing director, Gujarat Cooperative Milk Marketing Federation (GCMMF) Ltd, which sells Amul, said, "Coming from the house of Amul, this Irish drink is bound to disrupt the beverage category and become the new high of 2018."

"The Irish drink is inspired from the famous Irish coffee having its origins in Ireland, thus, making this mocktail as exciting as it could get," he added.

Saswata Das, founder director, Almond, said, "Our decade-long association with Amul, the largest dairy brand in India, has been more of an honour. As a packaging design and communication partner, our aim was to bring to life Amul's idea of bringing the international taste to the youth of India."

"Amul Doodh Peeta Hai India. Literally, Amul is synonymous to milk. A milk-based beverage with an Irish cream-inspired flavour fits so well in the family of Amul. Yet its nature, being that of a mocktail, gives it an exciting youthful connect. To capture the authenticity, it was critical for us to decode the entire Irish experience so that we could bring it alive for our audience," he added.

Almond Branding was entrusted with the task of developing the launch communication for the brand, including the point of purchase for retail as well as the social media campaign. The team at Almond also developed short interactive video posts that went live on Amul's social media handles and helped in spreading the word.

It is worth mentioning that Almond has also developed the branding and packaging design for two of Amul's recently-launched beverages, namely Haldi Doodh and Kadhai Doodh, which are positioned as healthy, tasty

drinks for a fast-paced stressful life. With Almond Branding having crafted the brand design for all these beverage launches, Amul

is all set for the upcoming summers.

## Mother Dairy first NCT brand to get Quality Mark for poly-pack variants

Saturday, 07 April, 2018

<http://www.fnbnews.com/Top-News/mother-dairy-first-nct-brand-to-get-quality-mark-for-polypack-variants-41998>

**T**he Quality Mark certification has been conferred upon dairy brand Mother Dairy for all its poly-pack milk variants being sold in Delhi and the National Capital Region (NCR). It has become the first brand in the National Capital Territory to earn this certification.

The certification is awarded based on an assessment of dairy processing units conducted by a consortium of experts from the Department of Animal Husbandry, Dairying and Fisheries (DAHDF),

the Food Safety and Standards Authority of India (FSSAI) and the National Dairy Development Board (NDDB), the managing directors of four federations representing the regions and two dairy experts, under the aegis of NDDB.

The Quality Mark stands for adherence to stringent compliance of quality norms adopted in hygienic and safe handling of milk right from its point of collection till it reaches the hands of consumers.

The initiative was launched in July 2017 by Radha Mohan Singh, minister for agriculture

and farmers' welfare, Government of India, and NDDB was assigned the responsibility to standardise, examine and award certifications for manufacturing units complying with the stringent processes thus defined.

In a statement, Dilip Rath, chairman, NDDB, said, "The Quality Mark initiative is aimed to enhance consumer confidence on milk and milk products by way of a simple logo. We are happy that Mother Dairy has adopted the same, and I am confident that the consumers will stand assured of the distinction that the mark represents."

Commenting on the accreditation, Sanjeev Khanna, managing director, Mother Dairy Fruit and Vegetable Pvt Ltd, said, "It is indeed a proud moment for us to be the first company in the NCR to offer its consumers milk certified with the Quality Mark."

"We have always been an integral part of people's lives in Delhi and NCR and this certification for our seven processing units further validates our commitment for providing the highest quality of milk and milk products to our consumers," he added.

## Patanjali Ayurved to expand presence in dairy segment

<https://www.thehindubusinessline.com/news/patanjali-ayurved-to-expand-presence-in-dairy-segment/article23446400.ece>

GOA, APRIL 5

**P**atanjali Ayurved, which has managed to grab a strong market share in the cow ghee segment, plans to expand its presence in the dairy segment by next year. The company also has plans to enter the apparel segment with the launch of a complete range, including accessories, yogawear and kidswear, later this year.

Addressing the inaugural session of Goafest 2018 on Thursday, Baba Ramdev said: “We have already made a mark in the cow ghee segment. By next year, we will further expand our presence in the dairy segment with products such as liquid milk. We hope to replicate the success we have had with ghee in the overall dairy segment.”

Talking about Patanjali’s performance in 2017-18, he said: “Despite tough macro-economic conditions, Patanjali has performed much better than the previous fiscal. We focused on improving our internal processes and systems across the supply chain. We hope to become the biggest FMCG brand in India in terms of our overall turnover by next year.”

The company is also focusing on expanding the presence of its packaged bottled water brand Divya Jal this year.

He said that the company is targeting to strengthen its presence in the honey segment

further and aims to sell worth ₹500 crore of honey in the next fiscal. The company is also eyeing a strong market share in the biscuits segment.

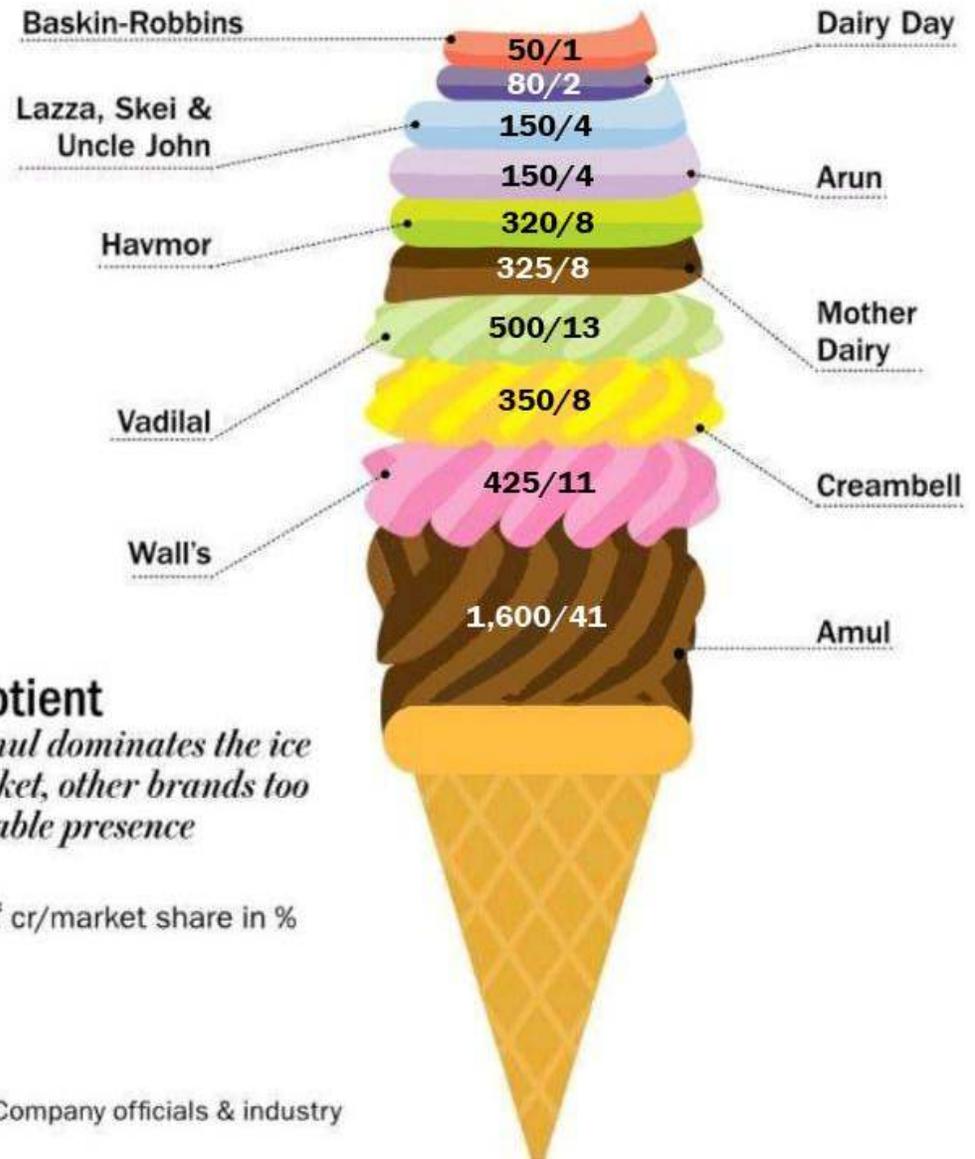
“We have registered Patanjali as a non-profit charity organization now as earning profits is not our key ambition,” he added.

Talking about Patanjali’s advertising and brand communication strategy, Ramdev said, “ Take for instance: the toothpaste segment. We have grabbed market share from international brands in the toothpaste segment. This was done without using any glamour in our advertisements or brand communications. We have instead focused on telling our consumers the qualities of our toothpaste product and focused on authentic advertising.”

“Brand needs to develop an emotional connect with consumers,” he added.

Asked whether Patanjali has global ambitions, Ramdev said, “Patanjali will be a global brand one day. We already export our products to many countries. However, profits earned in countries that are under-developed and poor (than India) , will be invested in the development and betterment of those countries. That is my promise.”

## Cool quotient



### Cool quotient

*Though Amul dominates the ice cream market, other brands too have a sizeable presence*

Revenue in ₹ cr/market share in %

Source: Company officials & industry

# कमजोर कारोबार से दूध पाउडर, घी प्लांट बंद

नई दिल्ली। एजेंसी

गत सप्ताह दूध पाउडर एवं देशी घी के व्यापार में काफी निराशा आ जाने से अधिकतर प्लांट जो 15 अप्रैल तक चलने वाले थे, पहले ही बंद होने लगे।

दोनों उत्पादों की बिक्री काफी निराशाजनक होने से अभी और घटने की गुंजाइश लग रही है। जबकि विडम्बना यह है कि उपभोक्ताओं को मिलने वाला दूध पूर्वस्तर पर तेज ही चल रहा है तथा इसे फैडरेशन बिल्कुल घटाने के पक्ष में नहीं है।

चालू सप्ताह के दौरान यह खबर आई थी कि पौने दो लाख टन के आसपास दूध पाउडर का स्टॉक केवल मदर डेयरी एवं अमूल के पास पड़ा है। इसके आते ही और उत्तर भारत की बजाय स्टॉकिस्ट व निर्माता कम्पनियां माल काटने में लग गयी हैं जिसके चलते व्यापार कम्पनियों की अपेक्षा 5 से 7 रुपए बाजार और घटाकर बिकवाल आ गये। इन परिस्थितियों को देखकर पाउडर प्लांट मेन्टेनेन्स के लिए

बंद होने लगे हैं। निर्माताओं का कहना है कि दो दिनों के अंतराल 50-50 पैसे बढ़ाकर दूध खरीदना पड़ रहा है। जबकि प्रोडक्ट की किसी भी भाव में ग्राहकी नहीं है। इस स्थिति में 15 दिन पहले ही प्लांट बंद कर लेना घाटे से बचने का एकमात्र उपाय है। सरकार द्वारा डेयरी उद्योग की तरफ बिल्कुल ध्यान नहीं दिया जा रहा है, जिससे किसानों का दूध एवं दूधारू पशु मंदे भाव बिकने लगे हैं। वहीं दूध पाउडर के भाव घटकर खुले बाजार में 160 से 190 रुपए प्रति किलो रह गये हैं, जबकि विभिन्न राज्यों के फैडरेशनों के दूध पाउडर 135 से 146 रुपए किलो के बीच गोदाम पहुंच में उतरने लगे हैं। सरकार को चाहिए कि डेयरी उद्योग को बचाने के लिए दूध पाउडर को मंदा नहीं बेचा जाये क्योंकि फैडरेशन व को-ऑपरेटिव का माल बड़ी कम्पनियों में चॉकलेट, आइस्क्रीम सहित अन्य कम्पनियों में खपता है तथा उनके पड़ते 200 रुपए के दूध पाउडर में भी लग जाएंगे तथा प्राइवेट सैक्टर के प्लांट घाटे से बच जाएंगे।

## Ice cream chain Cream Stone opens outlet at Rajahmundry's J N Road Jn

Tuesday, 03 April, 2018

<http://www.fnbnews.com/Dairy-Products/ice-cream-chain-cream-stone-opens-outlet-at-rajahmundrys-j-n-road-jn-41979>

An outlet of Cream Stone, the ice cream parlour, was inaugurated at J N Road Junction, Rajamahendravaram, Rajahmundry, by M Sharmila Reddy, party leader, YSRCP; Akkula Satyanarayana, Member of the Legislative Assembly (MLA); Ganni Krishna, Guda chairman; Adhi Reddy Vasu, youth leader, TDP, Ganni Bhaskara Rao and C H Satyanarayana, SE, operations, AP Eastern Power, in the presence of Rajesh Grandhi, franchise owner.

With the increase in the competition of late, which has resulted in high volumes of imports and exports, a number of international ice cream chains are mushrooming across India. The sector has modernised and there is higher value addition as well as value creation. In the past, the flavours were few. They included pista, chocolate, mango, vanilla, strawberry and butterscotch. Cream Stone ice cream is a pure vegetarian brand.

The chain launched its product range in Hyderabad, Bengaluru, Vijayawada, Visakhapatnam, Suryapet, Chennai, Coimbatore, Kozhikode, Pune, Aurangabad, Indore, Bhubaneswar, Solapur and Kolhapur before foraying into Rajahmundry. Not only does the gallery offer a wide range of flavours, both natural and exotic, but it also has a cold stone with a wide range of toppings, including fresh fruits, chocolate and nuts.

The chain's concept is Freeze your imagination. Of course, that implies that all

one has to do is think of the ice cream and the toppings of his/her choice and he/she will get them same. It is an interactive model, where one can customise the ice cream as per his/her choice. And the unique selling proposition (USP) of the chain is that even after the customer has take his/her pick of the toppings, the ice cream will not melt.

Chocolate lovers can opt for Willy Wonka, which is an exotic chocolate ice cream. Those who love hot chocolate must try Death by Chocolate. Those who don't like chocolate can opt for the Oreo Shot, which comprises the cookie and a host of toppings. Being the mango season, one must try Mr Alphonso. Fruit lovers can even opt for Fruit Exotica, Fresh Strawberry with Cream, Fusion Feast, etc. Those who love roasted almonds and cashews may opt for Nuts Overload.

The chain makes live waffle cups in which the ice cream is served to the customer. Moreover, the range is pocket-friendly - it starts at Rs 40. Those who are watching their weight can opt for the low-carb ice cream, made of fructo-oligo saccharides that have been extracted through an enzymatic process. Besides being low on carbohydrates, it is also a low-calorie option. However, it is high in terms of probiotic content.

A few flavours have sugar-free options at Cream Stone. The benefits of these are that while they taste like ice cream that contains sugar, they help control one's caloric intake and keep blood glucose levels in check.

## GCMMF, members to set up six new plants

Updated: Apr 3, 2018, 12:55 IST

<https://timesofindia.indiatimes.com/city/vadodara/gcmmf-members-to-set-up-six-new-plants/articleshow/63587051.cms>

The Gujarat Co-operative Milk Marketing Federation (GCMMF) and its member unions will invest Rs 2,000 crore in the next two years to enhance its milk processing capacity from the current level of 320 lakh litres per day (LLPD) to 400 LLPD in the next two years, said GCMMF's chairman Ramsinh Parmar on Monday.

"We will enhance our milk processing capacity by setting up new plants at Gandhinagar, Sabarkantha and Junagadh within Gujarat apart from plants at Pune,

Kolkata and Mumbai outside Gujarat," said R S Sodhi, GCMMF's managing director.

While GCMMF itself is setting up the new plant with capacity of processing 15 lakh litres per day milk at Gandhinagar, its member union – Sabar Dairy is setting up a similar plant at Sabarkantha. Godhra-based Panchamrut Dairy is setting up a plant at Taloja in the Maharashtra Industrial Development Corporation near Navi Mumbai. It is worth mentioning here that Amul Dairy is already running a plant at Virar near Mumbai.

## Amul turnover up 8% at ₹29,220 crore in FY18

<https://www.thehindubusinessline.com/companies/amul-turnover-up-8-at-29220-crore-in-fy18/article23416769.ece>

AHMEDABAD, APRIL 2

The Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF), which markets Amul brand of dairy and food products, reported a provisional turnover of ₹29,220 crore for the fiscal 2017-18, which is 8 per cent higher than ₹27,043 crore reported last year.

According to a statement released by the Federation on Monday, the provisional unduplicated group turnover of Amul brand — that includes 18 member dairies of the federation, has crossed ₹41,000 crore — up 10 per cent from last year.

### Growth rate

The branded consumer products have registered a growth of 14 per cent over previous year with products such as cheese, butter, milk beverages, paneer, cream, buttermilk and dahi having grown at 20-40 per cent.

The single digit growth in Amul turnover is attributed to the decline in commodity sales by about 60 per cent as a result of depressed market conditions in the global arena.

Amul Federation has been achieving a Compound Annual Growth Rate of more than 18 per cent since last eight years because of higher milk procurement, continuous expansion in terms of adding new markets, launching of new products and adding new milk processing capacities across India.

"Based on estimated growth in market demand for Amul products and our future marketing efforts, we anticipate at least 20 per cent CAGR growth in the business of Amul Federation during the next five years," Ramsinh Parmar, Chairman, GCMMF said adding that Amul plans to enhance its milk processing capacity from the current level of 320 lakh litres per day to 380-400 lakh litres per day in the next two years.

### GST impact

Commenting on the impact of the GST, RS Sodhi, Managing Director, GCMMF, said: "There is a positive impact of GST on our business and we are committed to achieve sales turnover of ₹50,000 crore by 2020-21."

## Health/Awareness

### Adulterated milk supply worries residents

Posted at: Apr 15, 2018, 1:18 AM; last updated: Apr 15, 2018, 1:18 AM (IST)

<http://www.tribuneindia.com/news/amritsar/adulterated-milk-supply-worries-residents/574059.html>

**W**ith an increase in the demand and supply gap, the problem of milk adulteration has grown manifold, say residents.

According to experts, with the rise in temperature, the milking capacity of a cattle decreases but the demand remains intact so dairy traders and farmers resort to adulteration to meet the consumers' demand. Those purchasing unpacked milk are more susceptible to adulteration.

A local resident, Harpreet Singh, said he purchased unpacked milk after he couldn't receive regular packaged milk supply. "Upon boiling, its taste becomes acerbic and even adding to tea does not make it lose its taste."

Another resident, Naresh Johar, said equipment to test the quality of milk was not easily available in the market. He said the National Dairy Research Institute (NDRI), Karnal, had developed a platform test kit that detects the presence of detergent in milk in less than two minutes. A clear colour differentiation between pure and adulterated milk with detergent can be seen when using this method, which costs merely Rs 4 for analysing one milk sample.

"The innovative kit will help the milk collection centres to maintain quality," he said.

The commonly used ingredients for adulteration are formulation of urea, salt, soda, sucrose, vegetable oils, skim milk powder and water.

A health official, who didn't wish to be named, said, "As per the standard specifications, solid, not fat, must be at least 8.5 in the cow milk, while over nine in the buffalo milk. It is very difficult to maintain these standards. The firms selling packaged milk fulfill these specifications as it undergoes quality checks at various levels before being supplied to consumers."

The Prevention of Food Adulteration Act 1954 was replaced with the Food Standard and Safety Act in August 2011. As per the new Act, the penalty on the adulteration using water ranged from Rs 25,000 to Rs 2 lakh, while the presence of injurious ingredients could land an offender in jail for life and penalty up to Rs 10 lakh.

## 'Kisan Avkash' protest: Farmers not to sell milk, vegetables, foodgrains for 10 days from June 1

Updated: Apr 12, 2018 14:23 IST

<https://www.hindustantimes.com/india-news/kisan-avkash-protest-farmers-not-to-sell-milk-vegetables-foodgrains-for-10-days-from-june-1/story-tr93ujlle2pGjZ50s8qGQL.html>

**H**aving failed to ensure a big gathering at their March 23 protest in Delhi, farmer unions across the country have now decided to start a fresh agitation from June 1 by not selling anything in the market, including milk vegetables and foodgrains.

The farmers are demanding a loan waiver and implementation of Swaminathan Commission. Growers from Haryana will also join the protest, titled 'Kisan Avkash' (farmers on leave), under the banner of Rashtriya Kisan Mahasangh.

They will sit on dharnas in their respective villages and will not sell anything in the market. They are even saying they will not purchase anything from the market till the protest will continue.

Talking to Hindustan Times, Bhartiya Kisan Union (BKU) chief Gurnam Singh Chaduni, who is also among seven members of the Mahasangh, said, "The decision about 'Kisan Avkash' was taken unanimously in a meeting of farmer unions. It was decided that the farmers are left with no other option but to boycott the market." "The protest will continue for at least 10 days and will be extended, if required," Chaduni added.

Thousands of farmers associated with seven farmer unions of the state are likely to join the protest and farmer leaders have already started a campaign and are appealing to people to extend their support.

Chaduni accused the BP governments at the Centre and in the state of suppressing the voice of farmers, who wanted to protest peacefully for their demands of a loan waiver and implementation of Swaminathan Commission.

He said farmer leaders are also not satisfied over the Centre's assurances given to social activist Anna Hazare with regard to the welfare of growers .

"By holding this protest, we will show our strength to the government peacefully, without blocking roads and disturbing anybody," said Prem Chand, a farmer of Yamunanagar.

Farmers are also opposing visits of BJP leaders in their villages after the police action against farmers on March 23 at Radaur in which 35 farmers were detained and about 150 were booked under various sections of the IPC.

## Farmers unhappy with current events at Goa Dairy

<https://www.heraldgoa.in/Goa-News/Farmers-unhappy-with-current-events-at-Goa-Dairy/129502.html>

**D**airy farmers supplying milk to Goa Dairy have expressed unhappiness over the current events at

the premier co-operative society in Goa.

Commenting on the tussle among the Goa Dairy chairman, its board of directors and its managing director, a dairy farmer Rajesh Desai said that the government should conduct an inquiry into allegations levelled against MD Navso Sawant.

Desai also demanded an investigation into the affairs of Goa Dairy to find the reasons for the losses suffered by the milk producer.

According to the Chairman of Inquiry Committee, Dattaprasad Savordekar, the registrar of cooperative societies should conduct an inquiry into the allegations levelled against Sawant.

"Moreover, since all important documents are in the custody of Sawant, the registrar of cooperative societies should immediately conduct an inquiry against the MD," he said.

Meanwhile, Savordekar criticised the eight directors who have moved a no confidence motion against Goa Dairy chairman. He said that the eight directors acted hastily without seriously looking into allegations levelled against Sawant by the chairman.

He also alleged that some of the Goa Dairy directors encouraged Sawant to occupy his cabin and not to vacate the post.

Savordekar was appointed the chairman of inquiry committee by the Annual General Body of 170 milk supplying societies of Goa Dairy.

He was appointed to conduct an inquiry into the loss of Rs 5 crore suffered by the Cattlefeed plant during the last financial year. He was also asked to inquire into the other affairs of Goa Dairy.

Meanwhile, Sawant has declared that he is ready to face any inquiry by any authority.

## FSSAI launches initiative to address Vitamin D deficiency

April 9, 2018 20:30 IST

[http://www.business-standard.com/article/news-ians/fssai-launches-initiative-to-address-vitamin-d-deficiency-118040901071\\_1.html](http://www.business-standard.com/article/news-ians/fssai-launches-initiative-to-address-vitamin-d-deficiency-118040901071_1.html)

**T**he Food Safety and Standards Authority of India (FSSAI) on Monday launched 'Project Dhoop', an initiative aimed at shifting the school assembly time to noon to ensure maximum absorption of Vitamin D in students through natural sunlight.

The project was launched at National Bal Bhavan here, and saw participation of around 600 students from NCERT, NDMC and North MCD Schools.

FSSAI CEO Pawan Agarwal said the schools across the country have been sent two advisories asking them to hold daily assembly between 11 a.m. and 1 p.m..

"Project Dhoop's Noon Assembly is an innovative and effective concept to ensure that school students get adequate Vitamin D through sunlight, while also opting to choose food products like milk and edible oils

that are fortified with Vitamins A and D," he said.

The concerns among parents about assembly at noon would be addressed properly, he added.

Agarwal also said that opting for fortified foods (with +F symbol) was a simple and inexpensive way to address micronutrient deficiencies "without any radical change in behaviour or eating patterns".

Both fortified milk and fortified edible oil are now readily available across the country, he added.

The initiative has been conceptualised by McCannHealth and supported by Kwaliti (Ltd).

Studies have shown that over 90 per cent of boys and girls across the country were

deficient in Vitamin D while the number ranged between 90-97 per cent for school children in Delhi, said Kabir Basu Roy, Chief Marketing Officer of Kwality.

"It was this knowledge that led us to fortify many of our products with Vitamin D and other essential nutrients," a release quoted him as saying.

## EDMC fails to check illegal dairy in Shakarpur

Published: April 8, 2018 4:00 PM IST

<http://www.india.com/news/agencies/edmc-fails-to-check-illegal-dairy-in-shakarpur-2988527/>

Some residents of East Delhi's Shakarpur are fighting for decades against an illegal cowshed and dairy in the area, a battle which has not yielded any result yet.

In the last two decades, applications from local councillors to chief ministers and lieutenant governors had little impact on the operations of the dairy in the school block, claimed those fighting against it .

Sharad Dixit, president of Vikas Samiti Residents Welfare Association, says in 2008, the Delhi High Court (HC) had ordered the then unified Municipal Corporation of Delhi (MCD) to relocate all illegal dairies to Ghogha which has been developed as a planned dairy colony on the outskirts of the city.

However, still many illegal dairy farms are operating in houses in densely-populated urban areas of Delhi which has no space for cows and buffalos, Dixit, also an advocate, said.

80-year-old Jaipal Singh Verma, who has been living in the area since 1988, says whenever someone steps out of his or her house, they are hit by the stench of dung.

The family, which owns the dairy, milks the cows on the street or in a room in their house and lets them loose on the roads everyday, he claimed.

The residents have also taken help of RTI to fight the menace of this illegal dairy farm but that was of little help.

The EDMC's Director Veterinary Services had imposed fine on the said dairy in January on an RTI application by Jagdip Gill.

"The same could not be implemented as the dairy owner was allegedly tipped-off about the raid and he had moved his cows to a different location," Gill said.

The cattle feed on garbage, creating a mess around the public dustbins in the area, he said.

At anytime in the day, one can see more than 10 cows loitering in the area or tied to the railing of a transformer there, Gill said.

The street, the residents say, is usually not accessible as there is no space left for any vehicle to pass.

There have been accidents in which riders have suffered injuries after there two-wheelers skidded on the dung.

As per the 19th Livestock Census of India (2012), Delhi has more than 2.48 lakh cattle and buffalos. The census for 2017 has been postponed to this year.

Asked about the illegal dairy, Shakarpur Councillor Neetu Tripathi says, "I received complaints about this last year. At my behest, a team of officials had visited the spot but they couldn't find any cows there.

The councillor also alleged that the dairy owners were tipped off about raids against their illegal cattle, following which the animals were removed from the house, thwarting major action against them.

## Chairmen of Rajasthan dairies visit Banas Dairy

tnn | Apr 9, 2018, 04:00 IST

<https://timesofindia.indiatimes.com/city/rajkot/chairmen-of-rajasthan-dairies-visit-banas-dairy/articleshow/63672710.cms>

Chairmen of dairies affiliated to Rajasthan Cooperative Milk Unions visited the Banaskantha District Milk Producers' Co-operative Union, popularly known as Banas Dairy, here on Thursday.

They were deeply impressed the way the dairy has been flourishing both in milk and honey production. They visited Dipda village of Lakhni taluka to get on-the-spot knowledge regarding processing of honey production.

They also praised the fodder plant at Kotrva village, which has 1,000 tonnes output a day, besides two milk processing and by-product plants.

They were also apprised about the technology and innovative practices adopted by the Asia's biggest dairy to enhance farmers' income and make quality dairy products. The visit was arranged at the insistence of Rajasthan chief minister Vasundhara Raje Scindia.

## Samdrupjongkhar more than self-sufficient in milk production

April 7, 2018

<http://www.kuenselonline.com/samdrupjongkhar-more-than-self-sufficient-in-milk-production/>

With 16 dairy farmers' groups in its 11 gewogs, Samdrupjongkhar today is more than self-sufficient in milk production, dzongkhag officials say.

Excess milk production has also led to farmers exporting milk to border town of Assam in India.

The dairy groups comprise of 732 households from eight gewogs, which together produce over 3,000 liters of milk every day. Among them Orong gewog, which has seven dairy farmers' group produces the highest, 1,000 liters followed by Dewathang and Gomdar gewogs.

Dewathang has three groups and the daily production capacity is around 800 liters, while Gomdar's lone dairy group yields around 700 liters of milk a day. Other gewogs like Martshala, Langchenphug, Phuntshothang, Pemathang and Wangphu collect between 100 to 200 liters of milk daily.

Farmers sell milk across the border town due to lack of domestic demand. The targeted market for gewogs like Orong, Dewathang, Gomdar and Wangphu is Mela Bazaar, Daranga in Assam, the border town of Samdrupjongkhar.

However, four other gewogs such as Martshala, Langchenphug, Pemathang and Phuntshothang sell their product in an Indian border town called Dimakoshi near Samrang under Samdrup Choling drungkhag.

From as early as 3am to late afternoon, farmers travel until Kumarikata about 12 kilometers away from the border gate to sell milk.

Those from nearby places like Dewathang and Martang get done with their work before noon, while those from distant places like Orong, Jangchubling and Wooling take until the late afternoon to sell off the milk.

While some sell it to the contacts they have established, most farmers deliver to the homes of the customers. They honk and go around the settlement along the highway. Minutes later, residents gather around the marketing van with containers. Each family buys between half to three liters.

Kelzang Phuntsho, a member and the sales representative of Jangchubling milk group said it's been about a month the group has been returning with left over milk (40 liters) after the group's contract agent denied to take their milk.

To address these issue, the farmers' groups have started rushing early. "Milk is used for tea by most and if you fail to make it on time, everyone would have left for work," said Ngawang of Martang Dairy farmer's group in Dewathang.

While the farmers' hard work pays off, an issue they face is not being able to dispose all the products in the market.

Farmers say that rampant strikes in Assam that lead to closure of the border gate affect them the most. Irregular power supply also affects milk storage coolers at the milk collection centers.

There is no formal marketing strategy adopted. It is either done through personal relations with individuals and hotels or sold door to door.

To address the problem, the dzongkhag livestock sector is in the process of installing a milk processing plant in Dewathang.

According to dzongkhag livestock officials, most of the equipment is ready, and a tendering process is due soon. The about Nu 3Million project is funded by IFAD under CARLEP project, and the construction of single-storied concrete structure and

installation of equipment is expected to complete in eight months.

The processing plant will comprise of a bulk milk cooler, chiller and display refrigerator among others. All forms of dairy products like bottled pasteurised milk, cheese, butter, and gradually yogurt and ice cream would be produced at the plant.

A reasonable rate for each product would be fixed upon discussion among the chairman of the concerned group and sold at the sale counter, which would be opened in Samdrupjongkhar town, according to assistant dzongkhag livestock officer Chophel.

The milk processing plant in Dewathang would be another large processing plant in the east after Chenari, Trashigang established one through the same funding.

## Are you lactose intolerant?

Apr 6 2018, 23:06 IST

<http://www.deccanherald.com/content/668789/are-you-lactose-intolerant.html>

**H**ow often have you had a glass of milk or a bowl of cereal for breakfast? Have you ever thought about eating pizza without cheese? Paratha without curd? Now imagine if you couldn't do any of this. Imagine if your body couldn't digest milk or cheese or even dahi - a staple in every Indian home? This is a reality for me and many other Indians.

I recently underwent a DNA test to check for allergies, and my results showed that I was positive in lactose non-acceptance. In other words, I was lactose-intolerant. We've all heard of this condition, but it's surprising how few of us know what it actually means - especially given that a lot of Indians suffer from lactose intolerance.

The condition

So what exactly is lactose intolerance? Lactose is a type of complex sugar that is mainly found in milk and dairy products. The body digests lactose using an enzyme called lactase. People who are lactose intolerant don't produce enough lactase, resulting in improper digestion of dairy products.

Hence, common symptoms of the condition include abdominal discomfort, feeling bloated, passing gas or even diarrhoea within a couple of hours of consuming dairy

products. However, basing a diagnosis on these symptoms alone may be misleading as they are common to other digestive disorders as well.

A quick and simple way for self-diagnose is the 'milk challenge'. Have a glass of milk or slice of cheese pizza after not consuming any dairy products for several days. If you experience the hallmark symptoms mentioned above, you should visit your doctor or nutritionist to get tested for lactose intolerance.

Diagnosis

Doctors commonly use one or a combination of the following three tests to measure how well a person digests lactose: lactose tolerance test, hydrogen breath test, and stool acidity test. The lactose tolerance test requires the patient to drink a liquid that contains high levels of lactose. A blood test is conducted two hours after drinking the liquid to measure the amount of glucose in the bloodstream. If the glucose level doesn't rise, it means that the body isn't digesting the lactose properly. The stool acidity test is mostly used for infants and children, as it's more difficult for them to undergo other tests.

A nutritionist will normally ask you to do a nutrigenomic test (gene test). This is normally the simplest and the most accurate way to detect lactose intolerance. It is done by a saliva sample and uses your DNA to process. If you don't have the gene that is able to produce the enzyme lactase, then you are lactose intolerant. You could be lactose intolerant even if you do not have any of the evident symptoms.

#### Treatment

There is currently no treatment to increase production of lactase in the body, but some dietary changes can help reduce the unpleasant symptoms of lactose intolerance. The most evident being moderating your intake of milk and other dairy products. However, a lot of packaged, canned and boxed foods also contain lactose that you may not be aware of. Milk and its by-products are used widely in baked goods, processed foods, and even salad dressings, so you may want to read the labels carefully next time you go grocery shopping.

Making changes to your diet may seem difficult at first. How are you supposed to control your dairy intake when it's in

everything you eat? Trust me, I've been there. On learning I was lactose intolerant, I started my journey to ban milk and its derivate products from my life. I did this for a few months and noticed drastic changes to my health and blood profile. My sinuses cleared up and there were no signs of random headaches. But I missed my daily intake of milk, curd, and cheese.

#### Food options

Luckily, we're in an age where lactose intolerance has come to the forefront as a global digestive condition. People are more aware of it, are more vocal about it and more willing to adapt to changing their dietary lifestyle. Moreover, consumers, in general, have also started giving more importance to their health and the food they consume.

As a result, industry pioneers have started to fill the gap by catering to these markets. For example, I recently tried lactose-free artisanal curd for the first time in India. A paradigm shift has started where a niche set of dairy brands in India have recently introduced lactose-free alternatives for their consumers. Be this almond milk, soy cheese, sorbets or even artisanal curd.

### Dairy farmers to get additional subsidy of Rs 2 per litre from state govt

Thursday, Apr 5 2018 IST

<https://news.webindia123.com/news/articles/India/20180405/3314103.html>

**T**he state government has decided to give an additional subsidy of Rs 2 per litre (over and above the procurement price) to dairy farmers who sell milk to the government through cooperatives.

At present the procurement price of milk is Rs 25 per litre. While this remains same, the additional subsidy amount will be directly transferred to the bank accounts of the dairy farmers, the official sources here on Thursday said.

At present there are 1.2 lakh dairy farmers under the West Bengal Co-operative Milk

Producer Association. Additionally, 10 lakh people indirectly going to benefit, if family members are taken into account.

This move will result in an additional expenditure of about Rs 6.5 crore for the government, an amount which has already been released by the Finance Department.

This additional income will bring a lot of relief to the farmer families who sell to the State Government. They are distributed across 14 milk federations. The Animal Resources Development Department oversees this activity.

## Regulatory/Legal

### Check on lamp ghee after suspected food poisoning

APRIL 08, 2018 07:20 IS

<http://www.thehindu.com/news/cities/Coimbatore/check-on-lamp-ghee-after-suspected-food-poisoning/article23470499.ece>

**I**t was alleged that lamp ghee was used for preparing prasadam at a temple

The Food Safety and Standards Authority of India (FSSAI) is conducting checks across Coimbatore district on the label used for 'lamp ghee', a low quality ghee used for lighting lamps, following the death of two women near Mettupalayam, who allegedly died of food poisoning caused by temple prasadam made with the product.

B. Vijayalalithambigai, designated officer of FSSAI, said that lamp ghee sold in shops are checked to verify whether the labelling mentions that the product should only be used for lighting lamps and not of edible quality.

"Labels of lamp ghees checked during the inspections by the officials had labels mentioning that they are made for the use of lighting lamps. Ghee made for such non-edible purpose must bear the label, warning the buyers," said Ms. Vijayalalithambigai.

It was alleged that lamp ghee was used for preparing prasadam at Mariamman temple near Mahadevapuram in Mettupalayam on Tuesday.

While Loganayagi (60) and Savithri (60) of Nadar Colony near Mahadevapuram died of suspected food poisoning, more than 60 people underwent treatment with

complaints of stomach pain and diarrhoea at Government Hospital, Mettupalayam.

Officials with the Health Department said that the two women did not come for treatment at the Government hospital.

When food safety officials checked with the persons who prepared the prasadam (made of aval - rice flakes), they informed them that lamp ghee was not used for the preparation.

However, it was found that lamp ghee was used for lighting lamps at the temple.

"They showed us a ghee bottle with a label which said that it should be used only for lighting lamps. We could not confirm if it was used in the prasadam as its samples were not available," said a food safety officer.

It has also been alleged that the prasadam was prepared previous day night for the ease of serving on Tuesday, which could lead to contamination and growth of micro organisms.

M. Chandhirasekaran, Joint Director of Health Services, said that condition of those who undergoing treatment at the Government hospital was stable.

He said that the reason for the death of the women could be ascertained based on the autopsy report.

## Surat Municipal collects milk samples of dairies, sellers

Apr 6, 2018, 13:59 IST

<https://timesofindia.indiatimes.com/city/surat/smc-collects-milk-samples-of-dairies-sellers/articleshow/63634206.cms>

The health department of the Surat Municipal Corporation (SMC) collected nearly 20 samples of loose and packaged milk from the Surat District Co-operative Milk Producer's Union Ltd (Sumul) as well as other milk brands, including Mahi and Choriyasi dairies on Thursday.

The samples, which were also collected from loose milk sellers across the city, have been sent for testing at the civic body's public health laboratory. The results are likely to be made public in the next three to four days.

Interestingly, Sumul Dairy's mobile testing van had taken 6,818 loose milk samples from different parts of the city of which 5,124 samples had failed quality tests. On the other hand, of the 1,694 samples of packed milk, only three failed in the test.

The Centre had recently directed the state food commissioners to crack down on milk adulteration by installing testing equipment and taking random sampling every month at village levels.

Union ministers of state for agriculture Parshottam Rupala and Gajendra Singh Shekhawat had held a meeting to discuss the issue of adulteration of milk and milk products with the state cooperative milk federations, National Dairy Development Board (NDDB), Food Safety and Standards Authority and state food safety department representatives.

## Mother Dairy gets quality certification for milk sold in NCR

April 5, 2018 7:32 PM IST

<http://www.india.com/news/agencies/mother-dairy-gets-quality-certification-for-milk-sold-in-ncr-2983747/>

Mother Dairy today said it has received 'Quality Mark' for all its poly pack milk sold in Delhi-NCR by an expert panel that included members of the FSSAI and the NDDB.

"The certification is awarded based on an assessment of dairy processing units conducted by a consortium of an expert panel from DAHDF, FSSAI, NDDB, Managing Directors of four federations representing the regions and two dairy experts, under the aegis

of the National Dairy Development Board (NDDB)," Mother Dairy said in a statement.

The 'Quality Mark' stands for adherence to stringent compliance of quality norms adopted in hygienic and safe handling of milk right from its point of collection till it reaches the hands of consumers.

Commissioned in 1974 and established under the initiative of Operation Flood', Mother Dairy is wholly-owned subsidiary of the NDDB.

# कमजोर कारोबार से दूध पाउडर, घी प्लांट बंद

नई दिल्ली। एजेंसी

गत सप्ताह दूध पाउडर एवं देशी घी के व्यापार में काफी निराशा आ जाने से अधिकतर प्लांट जो 15 अप्रैल तक चलने वाले थे, पहले ही बंद होने लगे।

दोनों उत्पादों की बिक्री काफी निराशाजनक होने से अभी और घटने की गुंजाइश लग रही है। जबकि विडम्बना यह है कि उपभोक्ताओं को मिलने वाला दूध पूर्वस्तर पर तेज ही चल रहा है तथा इसे फैडरेशन बिल्कुल घटाने के पक्ष में नहीं है।

चालू सप्ताह के दौरान यह खबर आई थी कि पौने दो लाख टन के आसपास दूध पाउडर का स्टॉक केवल मदर डेयरी एवं अमूल के पास पड़ा है। इसके आते ही और उत्तर भारत की बजाय स्टॉकिस्ट व निर्माता कम्पनियां माल काटने में लग गयी हैं जिसके चलते व्यापार कम्पनियों की अपेक्षा 5 से 7 रुपए बाजार और घटाकर बिकवाल आ गये। इन परिस्थितियों को देखकर पाउडर प्लांट मेन्टेनेंस के लिए

बंद होने लगे हैं। निर्माताओं का कहना है कि दो दिनों के अंतराल 50-50 पैसे बढ़ाकर दूध खरीदना पड़ रहा है। जबकि प्रोडक्ट की किसी भी भाव में ग्राहकी नहीं है। इस स्थिति में 15 दिन पहले ही प्लांट बंद कर लेना घाटे से बचने का एकमात्र उपाय है। सरकार द्वारा डेयरी उद्योग की तरफ बिल्कुल ध्यान नहीं दिया जा रहा है, जिससे किसानों का दूध एवं दूधारू पशु मंदे भाव बिकने लगे हैं। वहीं दूध पाउडर के भाव घटकर खुले बाजार में 160 से 190 रुपए प्रति किलो रह गये हैं, जबकि विभिन्न राज्यों के फैडरेशनों के दूध पाउडर 135 से 146 रुपए किलो के बीच गोदाम पहुंच में उतरने लगे हैं। सरकार को चाहिए कि डेयरी उद्योग को बचाने के लिए दूध पाउडर को मंदा नहीं बेचा जाये क्योंकि फैडरेशन व को-ऑपरेटिव का माल बड़ी कम्पनियों में चॉकलेट, आइस्क्रीम सहित अन्य कम्पनियों में खपता है तथा उनके पड़ते 200 रुपए के दूध पाउडर में भी लग जाएंगे तथा प्राइवेट सैक्टर के प्लांट घाटे से बच जाएंगे।

## FOOD REGULATOR ADVISORY ON MONEY HANDLING

Wednesday, 04 April 2018

<http://www.dailypioneer.com/nation/food-regulator-advisory-on-money-handling.html>

While there have been several studies about the health hazards caused by the microbes that lurk on the coins or currency handled in an unhygienic manner, it is only now that the country's top food regulator has woken up to this deadly source of contamination.

The Food Safety and Standard Authority of India (FSSAI) has recently issued a public health advisory to the food handlers and food vendors to avoid handling food and currency simultaneously to avoid various kinds of diseases including food poisoning, and skin, respiratory and gastrointestinal infections.

The FSSAI has noted that handling of currency with uncleaned hands and use of saliva during counting of coins or currency and storage of currency in unhygienic condition will lead to contamination with harmful micro-organism.

According to the circular issued recently, the FSSAI has advised the concerned stakeholders that after handling currency, hands should be thoroughly washed before touching food and vice versa.

Ideally, handling of the food and currency should be physically separated. It is recommended that gloves should be used to handle food and bare hands to handle currency, it noted adding that pregnant women, children and immune compromised people are easy prey to such contamination.

The FSSAI has also asked the State food commissioners to raise awareness among people about this menace and discourage the simultaneous handling of food and currency.

This is not the first time that the threats from the contaminated currency have come to the light. In fact, numerous studies have shown that currency notes are loaded with pathogenic micro organisms, the most common being Escherichia Coli or E Coli that is found in faecal matter.

A study conducted by the microbiology department of Kasturba Medical College in Karnataka's Manipal published in Current Science in 2011 found that 96 per cent of the coins and 100 per cent of the sample notes were contaminated with pathogens such as Staphylococcus Aureus, E Coli and Klebsiella spp. Worse, many of them were resistant to commonly used antibiotics.

E Coli is known to cause diarrhoea, urinary tract infections, neonatal meningitis and pneumonia while Staphylococcus Aureus can cause toxic shock syndrome, skin infections, urinary tract and respiratory tract infections.

Citing various studies, Pushpa Girimaji, a well known consumer rights columnist too notes that the currency notes are a source of infection and dangerous to health, more so because many of the pathogens on them are multi-drug resistant strains.

"But more importantly, these studies bring to light, the imperative need to ensure that hotels, hospitals, school and office canteens, restaurants, street food stalls, shops selling bakery products, mithai, and even those preparing food for mid-day meals and religious places, do not contaminate food with currency either at the time of preparation or at the time of sale or distribution."

## Survey/Report

### Dairy products may be beneficial for bones: study

April 6, 2018 12:00 IST

[http://www.business-standard.com/article/pti-stories/dairy-products-may-be-beneficial-for-bones-study-118040600312\\_1.html](http://www.business-standard.com/article/pti-stories/dairy-products-may-be-beneficial-for-bones-study-118040600312_1.html)

**H**igher intake of dairy products, including milk, yogurt and cheese, may improve bone mineral density and strengthen the spine, according to scientists, including one of Indian origin.

Dairy intake seems to be most beneficial for men over age 50, and continues to have positive associations irrespective of serum vitamin D status, the researchers said.

It is linked with higher volumetric bone mineral density and vertebral strength at the spine in men, they said.

"This study related dairy intake with quantitative computed tomography (QCT) - derived bone measures, which are unique because they provide information on bone

geometry and compartment-specific bone density that are key determinants of bone strength," said Shivani Sahni from Institute for Ageing Research in the US.

For the study, published in the Journal of Bone and Mineral Density, the researchers examined 1,522 men and 1,104 women aged 32-81 years.

They examined QCT measures of bone to determine associations with dairy intake.

"The results of this study highlight the beneficial role of a combination of dairy foods upon bone health and these beneficial associations remain irrespective of serum vitamin D status in a person," Sahni said.

## 4 Tips to Prevent Disease in Automatic Calf Feeders

April 12, 2018 09:44 AM

<https://www.dairyherd.com/article/4-tips-prevent-disease-automatic-calf-feeders>

**A**utomatic calf feeders are becoming increasingly popular across the country as farmers look to feed more liquid nutrition without increasing labor. But, it's no secret that group housing can increase the chance of disease spread amongst calves compared to individual housing.

The good news is, with proper management and nutrition you can help prevent disease.

Here are four tips to help keep calves healthy when using automatic calf feeders:

### 1. Wait to introduce calves to the feeder

Many farmers want to move calves to automatic calf feeders as soon as possible, but it might cause problems in the long run.

Most calf health challenges occur in the first two weeks of life, including scours and respiratory disease. Waiting until calves are past these challenges to introduce them to the feeders allows for closer management to catch and prevent disease. In fact, calves have 50 percent less risk of respiratory disease when started on automatic feeders at 14 days of age compared to those started right away.<sup>[1]</sup>

Waiting until 14 days of age might not be feasible for everyone. The rule of thumb is to make sure calves are aggressive, consistently suckling a bottle and have passed most newborn health issues before introducing them to an automatic feeder.

### 2. Train employees to a higher level of management

Automatic calf feeders allow employees to spend less time feeding and more time managing calves. However, it takes a higher level of calf knowledge and experience to catch and prevent disease. Train calf managers to identify illness through observation and act quickly to prevent the spread of disease.

Scours can be hard to catch in group housing environments. Calves are fed a higher amount of liquid nutrition, which naturally increases

the amount of liquid manure. Train employees to identify the difference between scours and the natural result of feeding more liquid nutrition. Evaluate calf behavior using an attitude score to determine when a calf is experiencing true scours.

Drinking speed is another indication of sickness in calves. By monitoring drinking speed daily, employees can detect changes in health status early on. This measurement is especially helpful when detecting respiratory disease. Most calves with respiratory disease will continue to eat, but at a slower rate – as much as 80 percent slower than the previous day.

### 3. Keep equipment and environment clean

Cleaning and sanitation are critical to keep the spread of disease in check. Automatic calf feeders are no exception but provide an extra level of difficulty with all the equipment nooks and crannies where bacteria can grow. Daily cleaning and sanitation of equipment can help keep calves healthy.

Most feeders have an automatic cleaning setting that should be run at least three times daily. Using the correct products is crucial to get a thorough clean. At least one manual and/or circuit cleaning should be done each day as well. Think of it like cleaning a milking system – detergent, acid and sanitizer are required. Automatic calf feeders require the same process, as well as some elbow grease. Manually clean areas around the feeder, provide adequate drainage, replace hoses every two weeks, and rotate and clean nipples twice a day.

Another area to keep a close eye on is group waterers. Nasal secretions can spread through communal pen areas, like waterers, increasing risk of respiratory disease. Good drainage, frequent waterer cleaning and separate waterers for each pen can help reduce disease spread.

### 4. Feed more nutrition

Calf management is only one side of the coin when it comes to disease prevention. The other is nutrition. The beauty of automatic calf feeders is they allow you to increase intakes without increasing meal size or labor. Providing an adequate level of nutrition equips calves to handle challenges from disease, weather or stress, and continue growing.

Whether you use a restricted or unlimited system, calves should consume 8-12 liters or more of milk or milk replacer per calf daily. Allow calves to drink 2-3 liters per

feeding to help maximize intakes and improve growth.

There's always a risk for disease spread with group-housed calves (or any calves for that matter), but proper management and nutrition can help keep calves on track. Success also comes from a team approach. Land O'Lakes Animal Milk Products has your back with a team of experts and more than 10 years of automatic calf feeder research. Find your [local specialist](#) to talk about disease prevention for your calves.

## Glass milk bottles make a comeback

12 April 2018

<http://www.bbc.com/news/business-43724314>

**S**eventeen out of 20 dairy businesses contacted by BBC News have seen a rise in sales of glass milk bottles to homes and businesses amid concern over plastic waste.

Some have seen existing customers making a switch from plastic to glass.

Others have been contacted by new customers wanting to take delivery of glass bottles.

The boost is reaching firms up and down the country:

Thomsons in Lanarkshire has seen a 7% increase in demand for glass since January

Acorn in County Durham and Brecon Milk in South Wales have had a 10% rise in demand

Pensworth distributes milk across the South of England and Wales from nine depots. The 7% rise in glass sales since January has meant they're investing in a new production line

Creamline in Manchester have signed up more than 1,000 new customers, with most of that growth coming from online orders

In Carmarthen, Nigel Dragone of Nigel's Dairy has doubled glass bottle deliveries from about 4,000 to almost 9,000 a week. "We feel like we've won the lottery," he said.

The largest deliverer is Muller-owned Milk & More. Two-thirds of the bottles they send out on their floats are glass and this is a big growth area for the business.

"Since the start of the year, Milk & More has had an additional 15,000 new online customers, of which 90% are ordering milk in glass bottles," the firm says.

### Really green?

Two other big names in the industry - Arla and Dairy Crest - do not deliver nor offer glass-bottled products. The other smaller wholesale dairies contacted said they did not sell glass and had no plans to, but one was offering pouches to cut waste.

Waste charity Wrap said the environmental benefit is difficult to decipher. "For glass to be the better environmental option from a carbon perspective, our research shows that any bottle needs to be reused at least 20 times," a spokesperson explained.

"Less than that and the lifecycle carbon footprint would be greater than for plastic. In practice, glass bottles survive being reused around 18 times."

Industry body DairyUK said it could not be certain of the return of the milkman and a glass-bottled pint, even though this anecdotal uplift was good news.

Their annual figures for home delivery lump glass and plastic together and as their data is updated in July, they added it was too early to say.

Milk deliveries have been in steady decline since the 1980s and doorstep accounts for just 3% of the market.

The UK's five big supermarkets say they have no plans to start stocking milk in glass bottles.

### **Extra workload**

More than 190,000 pints of Lanchester Dairies' milk are delivered all over the North East every week. They have put 4,000 extra glass pints on to doorsteps weekly since Christmas.

Production manager Chris Austin says this is the first time his family's firm has seen a rise in sales in decades. "I think it's all on the back of everyone being more aware of the environmental impact that plastics have as opposed to glass returns," he said.

"Yes, it is more expensive. But when you think you're getting your milk delivered, by a local businessman, and some of our bottles are up to two or three years old, reused 50 or 60 times."

But glass can be a mixed blessing. Clare Lillie and her family run Lillie Brothers in Cornwall, a business that never stopped delivering milk to local doors. They have had to introduce three new rounds this year.

"We would never have predicted that five years ago," said Clare, who has been starting work at 2am since February because of the extra workload.

"We are also very conscious still of our carbon footprint, so we are careful with not having too many suppliers, deliveries and have our own delivery vans out unnecessarily while still providing our customers with the service they deserve."

It all started when a local hairdresser got in touch when her village wanted to become plastic-free, a movement growing in coastal communities in the South West.

### **'Pricey' bottles**

Others don't believe glass is all it's cracked up to be. Our Cow Molly is a family-run dairy business in Sheffield that offers glass, but also buys locally recycled plastic for their cartons.

The firm's Dan Andrew said switching had been minimal among their 850 doorstep delivery customers.

"If you're a family and you're on a budget, it's pricey. A glass bottle on its own costs us over 30p and we lose 40 pints a week through smashing or people keeping them," he said.

"And to wash those bottles, you're using chemicals and heating water. Farming has always cared about the environment, it's the big companies that don't."

## Milk price pressure expected

Thursday, 12 April 2018

<https://www.odt.co.nz/rural-life/dairy/milk-price-pressure-expected>

Some pressure is still expected to build on global commodity prices in this year's second quarter, in line with the northern hemisphere milk peak, Rabobank's latest dairy quarterly says.

The export engine had been "running on most cylinders" since mid-2017.

Apart from New Zealand, where dairy farmers had battled with one of the more disruptive seasons in recent times, milk production had been growing in all key export regions.

However, the bank did not see the northern hemisphere peak milk flows completely overwhelming the global market.

European Union milk production growth started 2018 on a high note but was also expected to trend lower throughout the year.

Looking further afield, Rabobank forecast combined year-on-year milk production growth across the "Big 7" - EU, United States, New Zealand, Australia, Brazil, Argentina and Uruguay - to moderate through 2018.

Building on-farm margin pressure was a key driver of slowing year-on-year gains in global milk production.

Farm-gate milk prices had retreated in most export regions and had fallen by as much as 15% in some areas since the start of 2018.

Nevertheless, milk supply growth was outstripping import demand and would continue to do so through the second-quarter.

As a result, that would limit the upside in global commodity prices and could lead to some downward price pressure.

Over the past quarter, Chinese buyers had done "most of the heavy lifting" in terms of

purchasing. Active buying from the world's largest import market always helped to keep global markets in balance.

The global economy continued to show broad-based growth, which was an important stimulant for dairy demand growth, the report said.

Rabobank saw global economic growth accelerating mildly in 2018. According to anecdotal evidence, consumer demand in southeast Asia generally remained robust.

In contrast, economic settings and weak consumer spending in some economies across the Middle East and North Africa were key reasons for less robust dairy demand volume growth.

Import buyers elsewhere had largely been on the sidelines, given the luxury of high stocks and growing year-on-year milk production.

On the upside for global pricing, import buyers might begin to accelerate purchasing in order to get some short-term inventory cover, with expectations of a shift in the balance coming in the second half of 2018.

Ahead of the European peak, intervention stocks of SMP remained a burden on protein prices.

Despite healthy bid volumes to purchase aged product at recent tenders, the European Commission had not yet found an appetite to sell at the offer prices, resulting in only small quantities exiting warehouses.

A tweak in the tender system would limit further stock accumulation this year, meaning peak milk supply would need to find alternative streams.

# Beer made from milk? Cornell researcher finds a whey to brew it

Updated Apr 11; Posted Apr 11

[http://www.newyorkupstate.com/breweries/2018/04/beer\\_made\\_from\\_milk\\_cornell\\_researcher\\_finds\\_a\\_whey\\_to\\_do\\_it.html](http://www.newyorkupstate.com/breweries/2018/04/beer_made_from_milk_cornell_researcher_finds_a_whey_to_do_it.html)



Sam Alcaine, a Cornell University assistant professor of food science, works with batches of beer made from acid whey, a dairy byproduct. The colors come from different fruits and other ingredients added to the beer. (Patrick Shanahan / Cornell)

ITHACA, N.Y. - Many people drink milk. Many also drink beer.

Would they drink beer made from milk? Or, more accurately, would they drink beer made from a dairy "waste" product?

Sam Alcaine, an assistant professor at Cornell University's Department of Food Science, is working on it.



['Bland beer' is here to stay, SUNY Oswego professor says](#)

[Flavorful craft beers have gained some traction in recent decades, but the older mainstream brews still dominate the market, Ranjit Dighe writes](#)

Alcaine and his research team have created an alcoholic beer-like beverage made from acid whey, according to a news release from Cornell in Ithaca.

If it works -- and if it's palatable -- it will do more than create another new type of alcoholic beverage. It could solve the problem of what to do with acid whey, a byproduct of

New York states' growing Greek yogurt industry.

Acid whey is [difficult to dispose of](#) and has little other profitable use, the Cornell news release says. It's produced by companies like Chobani and Fage, who strain the whey out to make their high-protein Greek style yogurt.



Cornell University doctoral student Marie Lawton measures a beer made from the dairy byproduct called acid whey at the university's Department of Food Science.

Alcaine, a former product innovation manager at Miller Brewing Co. is hoping dairy-based acid whey could join the list of other agricultural products that produce alcoholic beverages. Those include barley, corn and rye (for beer and spirits) and grapes, apples and other fruits for ciders and wine.

"There's this whole movement around craft beer and spirits, but dairy doesn't play in that space at all," Alcaine said in the Cornell news release. "If we could convert whey into something that people want to drink, it opens an entirely new economic arena for entrepreneurs and brewers to explore and innovate within."

So far, Alcaine and his fellow researchers have successfully produced a low-alcohol acid whey beer with a sour and salty flavor comparable to [German-style gose](#) beer. It's just 2.7 percent alcohol by volume, about half the kick of a standard American lager like Budweiser.

It's also described by Cornell as being similar in flavor to pulque, a traditional central Mexican drink made from agave.

The research at Cornell has had to overcome some obstacles, such as figuring out how to break down the sugar in acid whey, lactose, into alcohol. Traditional brewers yeasts don't work, so Alcaine and his team have experimented with other methods to make the acid whey fermentable.

Still, Alcaine says in the Cornell news release, dairy alcohol could be on the market within a few years.

"Right now, brewers use farm products like corn, rye and barley to make alcohol," Alcaine said. "Dairy is a natural addition, especially

now, when consumers are demanding novel and interesting flavors."



[Upstate NY Budweiser brewery competes to cut water use](#)

[The Anheuser-Busch plant near Baldwinsville uses 1.7 million gallons of water per day, but that's far less than it used to.](#)

## Scheme to attract 100 apprentices

Written by Nigel Malthus  
Monday, 09 April 2018 11:14

**A** dairy apprenticeship scheme jointly developed by Federated Farmers and Primary ITO could have 100 apprentices nationwide by June.

Federated Farmers' dairy section vice-chair, Wayne Langford, Golden Bay, said the scheme was launched in October after "a good year's work" had gone into planning it.

After a quiet summer, they are now "getting back into" encouraging farmers and prospective apprentices to register. Almost 150 farmers and 120 apprentices are ready to go. Langford hopes to have about 100 paired-up and working by June.

"Then long term, potentially, we could get about 500 annually, working through the industry. That would be a positive result."

Langford heads the working group overseeing the interests of the employers in the scheme.

He said farmers taking on apprentices must sign a farm charter, agreeing to payroll, health

and safety, and other systems all up-to-date and up-to-scratch.

One farmer supporting the scheme and signed to take an apprentice is North Canterbury Federated Farmers dairy chairman Michael Woodward.

He said fewer people are entering dairying, so the scheme is aimed at attracting motivated people and prompting farmers to become "employers of choice".

"There's a survey [employers] fill in and that will identify areas you need help with.

"Some employers may be great people but they just don't know about current legislation because they either haven't employed people or stuff has changed since they last employed people.

"It helps the people on both sides to get the skills they need to become better employees and better

# Keventers, milking success all the way

Posted by: [nt](#) April 9, 2018 in [B & C](#)  
<http://www.navhindtimes.in/keventers-milking-success-all-the-way/>

**S**ohrab Sitaram, an alumnus of the prestigious Indian Institute of Hotel Management, Aurangabad, who is currently the CEO and director of Keventers – the international brand of milkshakes – that has recently opened its two outlets in Goa, was in the state, last week. He speaks to Team B&C about Keventers, the original milkshakes; its arrival in Goa; and plans for expansion of the brand in the state, among other things

**Today, Keventers has become a popular milkshake brand in Goa. Where did it all start?**

The journey of Keventers can be traced back to the Swedish dairy technologist, Edward Keventers, who had landed on the shores of India in 1889. It was in 1900s, that he had started the Aligarh Dairy Farm and built it into a profitable business. Keventers, in its present form, began in 1925, when it established the private label Dairy Products Company in Chanakyapuri, Delhi, soon becoming synonymous with quality dairy products. The ownership of the company changed hands in 1946, with Ram Krishna Dalmia taking over the reins. The brand survived in spite the British government handing over power to Indian administration in 1947. By 1960s, Keventers even began providing milk powder to the Indian Army. Malcha Marg, the main factory of Kaventers, however, had to be shut down during the 1970s due to the government's reacquisition of the particular land and converting it into a diplomatic zone, with the 22 acres land having to be given away.

**What happened then? Did the brand shut the shop?**

The Dalmias continued to own the Keventers brand, and those who had tasted their milkshakes remembered their name. Although there were many outlets running, with the main manufacturing unit having shut down, the management began to lose interest in the brand. And everything started going downhill. There were others using the brand name and continuing to sell, but the quality

was not there. In 2015, myself with Agastya Dalmia and Aman Arora revived the brand to keep the legacy alive.

**And how did you managed to retain the quality of the Kaventers milkshakes?**

Of course, when we re-launched the brand, we retained the original recipes as also created newer flavours. For retaining the original recipes, we even approached those who had worked previously in the Kaventers factories. It was a challenge to find those, who are still alive and get recipes from them. However we did that. Presently, there are 40 flavours in our range of milkshakes. Interestingly, most of our customers return for the same flavour of their choice. You can say, they have a flavour loyalty, and have developed affinity to the hero product. By the way, we have discontinued the Macadamia Mayhem flavour, which was the only flavour with egg in it. Lotus Biscoff flavour is popular with the youth world over and would soon be introduced in India.

**And how did you start marketing the product?**

Younger folks began sharing pictures of the milkshake bottles on Instagram and other social media and that really helped with our marketing. In fact, Instagram is full of what people are doing with the bottles. Some are using them as flower vases, while others as lamp bottles.

**How's the response for Keventers milkshakes in Goa?**

Excellent! Our Panaji outlet is doing phenomenally well and revenue wise it is one of the top five outlets in the country. The Baga outlet is also doing well but you cannot compare it to the Panaji outlet. In fact, the customers are now saying that they want Keventers, instead of milkshakes.

### **What are your plans for expansion of Keventers in Goa?**

We have already opened two of our outlets in the state, one along the M G Road in Panaji, and another one in the Tito's lane at Baga. We are looking for expansion in Goa by opening more outlets at places like Porvorim, Candolim, Calangute, Vagator, Margao, Colva and Vasco, besides in the malls and at the Dabolim Airport. Furthermore, to double our footfalls, we will go for the express model for our outlets.

### **Are there any special attractions for Goa as far as Keventers milkshakes are concerned?**

We have ordered special bottles for milkshakes sold in Goa. They are collectors' items as they would not be available anywhere else in India. Our outlets in Nepal are serving alcoholic milkshakes, and we are now exploring the possibility of introducing them in Goa, subject to the related licensing. If this happens, then Goa will become the first place in the country to serve alcoholic milkshakes. Finally, we do not use plastic straws, but specially make paper straws displaying our concern towards the environment.

## **A2 milk comes of age on the world market**

KEITH WOODFORD

Last updated 14:20, April 9 2018

<https://www.stuff.co.nz/business/farming/dairy/102947148/a2-milk-comes-of-age-on-the-world-market>

**I**t is only six weeks since mega-sized Fonterra in New Zealand and medium-sized Freedom Foods in Australia announced their intention to produce A2 dairy products, these being products free of A1 beta-casein. Since then, both Nestle and Mengniu have stepped up to announce that they too are developing brands for A2 infant nutrition products.

To place this in perspective, and as reported by Rabobank, Nestle is easily the largest global dairy company by turnover, followed by Lactalis, Danone, Dairy Farmers of America and then Fonterra. Further down comes Mengniu at No 11 globally but No 2 in China.

It is now evident that dairy products free of A1 beta-casein are shifting from being a niche brand belonging to The a2 Milk Company (A2M) to becoming a broader dairy category. This was always going to happen, but the speed at which it is now occurring is taking most people by surprise.

Almost certainly, the decisions made by Fonterra, Freedom Foods, Nestle and Mengniu were all made independently of each other. For each company, those decisions have been in the pipeline for many months or even longer, as they reacted to the stunning success of a2 Platinum infant formula marketed by A2M in Australia and China.

Over time, there will be more of the dairy mega companies that move to branded products free of A1 beta-casein. Those companies that were previously not giving active consideration to the threat posed by this new disruptive category will now be doing so.

There are also numerous micro brands of A2 milk that are now starting to appear in many countries.

There are always challenges to establishing major brands. It takes time and a lot of money. The starting point will be to establish a pool of A2 milk at scale. For most, that will not be easy.

For the next five years, the potential supplies of A2 milk are largely restricted to wherever there are dairy farmers with multiple herds. These farmers can segregate out and concentrate the A2 cows from within each of those mixed herds, so as to produce pure A2 herds. In practice, this largely means the US, New Zealand and China.

In Australia, there are also some limited opportunities, but these are very limited compared to the previously mentioned countries. Most of the limited opportunities there will have already been 'spoken for' by either The a2 Milk Company or Freedom Foods.

In Northern Europe, there are no significant opportunities beyond some niche producers with guernsey herds or some exceptional farmers who have been specially breeding for A2.

In Southern Europe, there may be more opportunities arising from some of the 'brown breeds' with high initial levels of the A2 gene, but it will still be very hard to put together large pools of A2 milk.

Throughout all of Europe, there are only very limited numbers of farmers with multiple herds and this will be the big stumbling block.

India is the other country which has large pools of A2 milk from cattle that are native Indian breeds. But the Indian dairy industry has a long way to go before it can compete on international markets.

Nestle has decided to call its milk 'Atwo', and market it in China from within its Wyeth subsidiary stable. Nestle says it sources its milk globally, but industry sources suggest it is currently getting A2 milk exclusively from America. This is dried and shipped to Ireland, then blended with other ingredients and canned.

It is often forgotten that infant formula contains a lot more than cow milk. Also, there is a requirement for more whey protein than is found naturally in cow milk. This additional whey protein can come from A1 milk, but only if the whey protein can be demineralised and isolated from any A1 beta-casein.

Production of demineralised whey isolate is specialised and the manufacturing plants are mainly in Europe. Hence, in all likelihood, the Nestle/Wyeth 'Atwo' product contains demineralised whey isolate from Europe that is combined with A2 dried milk from the US.

In New Zealand, where the a2 Platinum is produced, there are no demineralised whey isolate plants, and it has to be imported from Europe. Without this product, a lot more A2 milk is required for each can of infant formula.

It is reasonable to assume that in future demineralised whey protein isolate is going to become increasingly valuable as multiple companies bid for limited supplies.

Given the dominance of Fonterra in New Zealand, together with Fonterra's new

alliance with A2Millk, plus the existing and increasing demand by Synlait for A2 milk, it is apparent that most of the New Zealand supply of A2 milk is spoken for. Nestle's statement that it searched unsuccessfully for a New Zealand supply of A2 milk provides confirmation.

In China, all of the major dairy companies control a major part of their milk supply through their own herds. Accordingly, they are in a strong position to organise herds of A2 cows from within their existing herds.

This appears to be exactly what Mengniu has done, initially putting together a pure A2 herd of some 2000 high-producing cows. They and other companies can quickly replicate this.

The challenge for Chinese companies is that milk produced in China is not what Chinese mums and dads prefer to give to their babies, toddlers, and even older children. They want a product that is sold on international markets.

For Chinese mums and dads, choosing a brand of infant formula has been likened to a major decision that sits alongside buying a house or buying a car. Only the best will do for their little prince or princess. So, the Chinese companies will have to work hard to compete against international brands such as a2 Platinum coming from A2M.

With most of New Zealand's A2 milk already spoken for, together with consumer caution towards product from China, it is inevitable there will now be a focus on the US for a global supply of A2 milk.

A key point is that in the US there are many farmers who own multiple herds and there are some with up to 60,000 cows in total. Whoever can get access to the milk from the re-organised and concentrated pure A2 cows from within these herds has potential to create a leading global position.

A2M has a major global advantage at the outset, in that it does not have to protect any existing brands of A1 milk. This is a major issue for all of the other major companies, with the possible exception of medium-sized Freedom Foods in Australia. A2M also has valuable trademarks and first mover status, together with proprietary systems.

A2M also has some 15 families of patents, some lasting through to 2035, which it can

defend. However, as someone with relevant expertise relating to the A2 issue said to me many years ago, it is best to use patents as shields and bang loudly on them, but also best not to test them in battle.

Two key patents, both now extinguished by time, were very effective until recently in keeping competitors at bay. By definition, anything those patents protected is now not protected. However, existing patents may still allow A2M to do certain things more efficiently than other companies can do, and also make some protected claims that others cannot do.

There is a range of scenarios as to how events will play out from here. A key issue will be how fast the A2 category grows, and the extent to which each company focuses on growing the category as well as their own brand.

It is clear that The a2 Milk Company has the most to gain by growing the overall category. Other companies may choose to simply tag along with the category growth, and put all their focus on developing market share for their own brands.

The rate at which the A2 category grows will also determine the future farmgate premiums

for A2 milk. Until now, the A2M has had minimal competition for the existing milk pools. This has led to market premiums being captured and largely retained by A2M rather than by their supplying farmers, or even A2M's processors.

Whatever happens, things have recently become a lot more interesting in relation to the health attributes and industry politics of dairy products that are free of A1 beta-casein. It looks like things will remain interesting, with many twists and turns.

Keith Woodford is an independent consultant, based in New Zealand, who works internationally on agri-food systems and rural development projects. He holds honorary positions as Professor of Agri-Food Systems at Lincoln University, New Zealand, and as Senior Research Fellow at the Contemporary China Research Centre at Victoria University, Wellington. His articles are archived at <https://keithwoodford.wordpress.com>

Disclosure of Interest: Keith Woodford consults internationally for a range of dairy companies that hold diverse positions in relation to A2 Milk.

- Stuff

## **ENEA and Granarolo launch low sugar lactose free-milk**

To read the news please follow the link below:

[https://www.foodnavigator.com/Article/2018/04/04/ENEA-and-Granarolo-launch-low-sugar-lactose-free-milk/?utm\\_source=Newsletter\\_Subject&utm\\_medium=email&utm\\_campaign=Newsletter%2BSubject&c=0QRuKkPgubYByy0%2BQhcyKJqP5%2BbCEWMJ](https://www.foodnavigator.com/Article/2018/04/04/ENEA-and-Granarolo-launch-low-sugar-lactose-free-milk/?utm_source=Newsletter_Subject&utm_medium=email&utm_campaign=Newsletter%2BSubject&c=0QRuKkPgubYByy0%2BQhcyKJqP5%2BbCEWMJ)

# Land of milk

April 8, 2018

<http://tns.thenews.com.pk/land-milk/#.WsnVmi5ubcs>

**W**hy did the modern private sector fail in realising the potential of dairy development in Pakistan?

There is a public debate about the quality and safety of milk sold to consumers. Most recently the Supreme Court took regulatory action with respect to some brands of packaged milk and also issued notices to companies regarding clearer labelling of whiteners as not being milk. Public attention on the dairy sector is welcome, but as the government and courts gear up for action, it is important to understand the roots of current regulatory lapses, and to set out a broader agenda of reform that goes beyond consumer protection.

Issues in the dairy sector are far more consequential than the labelling of particular products. Pakistan has a high burden of under-nutrition. The diets of most adults and children are dominated by staple cereals, and milk is one of the few nutrient-dense products that are widely consumed across income classes. The dairy sector represents around 12 per cent of GDP, and over half of the value added in agriculture comes from livestock. While land ownership is highly unequal, many of the landless poor, including women, own dairy animals. Milk and dairy, therefore, have a major role to play in reducing poverty, improving nutrition and generating economic growth. Our [recently-published study of the dairy value chain in Pakistan](#) helps to put the emergence of the packaged milk sector in its historical context.

Pakistan's traditional dairy sector is thought to be stuck in a cycle of low productivity and low incomes. It is dominated by small herds of low-yielding breeds, with wide fluctuations in output due to seasonal variation in availability of farm byproducts as green fodder, and supposedly high levels of spoilage because of the absence of effective cold chain. These factors are thought to hinder growth in the supply of milk. Weak regulatory enforcement means that the milk that reaches consumers is vulnerable to adulteration and poor hygiene. The traditional milk trader or *dodhi* — who forms the link between rural producers and urban consumers — is

identified in sector analyses as a block to progress.

Against this backdrop, business-led modernisation has been seen as a panacea at least since the 1980s. It was claimed that the introduction of a modern value chain will act as a more benign bridge between producers and consumers than the *dodhi*. Companies would establish milk procurement systems which will offer better prices to producers than the traditional middleman and will provide productivity-enhancing technological support to farmers. Farmers would respond by investing more in higher yielding cattle breeds and in ensuring the year-round use of green fodder, thus increasing output as well as removing seasonal fluctuations. Market share will expand as consumers would switch to an affordable and hygienic alternative to raw milk.

Three decades down the line, a contrary picture has emerged. Hopes and expectations vested in the growth of modern value chains in the dairy sector in Pakistan have been largely unmet. The modern value chain in the dairy sector — the supply side, as well as its consumer end — struggles to compete with its traditional alternative. Companies tend to pay farmers lower prices than the *dodhi*, while the retail price of packaged milk is significantly higher than that of fresh unprocessed milk.

Far from replacing the *dodhi*, village-level milk collection centres often end up sourcing their milk from him. And the entry of the modern value chain has not reduced seasonal fluctuations — in fact, the modern sector leverages these fluctuations. Companies procure and store milk in the 'flush' season for use at other times of the year. The growth of milk companies, moreover, has coincided with a five-fold increase in the import of dried milk. The government admits that these imports are driven by demand from the modern dairy industry. Companies are not significant players in the national agricultural economy, let alone becoming agents of change in that sector.

The modern value chain has innovated and competes profitably with loose raw milk in

engineering a product that responds to consumer preferences in terms of taste and convenience. Its key insight was that 'tea-creaming' is a major source of consumer demand for milk, and this could be addressed by liquid whiteners which are cheap to produce but have little nutritional value. While packaged milk products reportedly account for around a tenth of the milk sold in the country, over half of this is made up of non-dairy alternatives to milk.

Why did the modern private sector fail in realising the potential of dairy development in Pakistan? Optimism about its potential was misplaced to begin with. It was incorrectly assumed that the primary business of companies entering this sector was dairy rather than packaging and marketing. If the companies could make profits by selling non-dairy products, they would. That is how the market works.

But there was a bigger blind spot. The 'moral economy' of dairy in our villages was based on keeping livestock not so much for cash income but to ensure the availability of a nutritious food to children — your own but also your neighbours' if they needed it. Much of the unpaid work such as collecting and preparing fodder from farm byproducts, caring for the livestock and milking it, is carried out by women and children. The entry

of market forces takes milk out of the reach of rural women and children, who continue to do the unpaid work, in return for cash payments to men. Public policy needed to recognise this trend and address it.

Instead, hopes were pinned on the introduction of one modern element in a system that is otherwise based on traditional arrangements — subsistence farming and non-recognition of women's work. What we needed were reforms which would modernise not just milk marketing but the entire value chain.

We needed to ensure that the basis of the reorganisation of the dairy economy was not profits but the availability and consumption of adequate quantities of hygienic milk by all rural and urban children, rich and poor alike. Women needed to be compensated properly for the work they did. We needed to establish the idea that decisions about uses of milk or income from its sale must rest with women and men who were sensitised about children's nutritional requirements.

In short, we needed to replace the eroding traditional moral economy with a modern system whose success would be gauged not by the amount of cash going into men's pockets but by its impact on the health and nutrition of all our children.

## When Robots Milk Cows, Farm Families Taste Freedom

April 7, 2018 8:11 AM ET

<https://www.npr.org/sections/thesalt/2018/04/07/599259931/when-robots-milk-cows-farm-families-taste-freedom>

**R**obots have arrived at Bill and Carol Shuler's [farm](#) near Baroda, Mich., and life has taken a turn for the better.

"It absolutely changes your lifestyle. It gives you a life!" says Bill Shuler.

For decades — for the entire time that Bill and Carol have been married, in fact — the Shuler family's routine was practically set in stone: Get up at 3:45 a.m., clean the barn, feed the cows and milk them. Then get breakfast and take care of other work around the farm. At 3 p.m., go back to the barn to feed and milk the cows again.

"Milking time is kind of like our meal time," says Carol Shuler. "We were more likely to be together during milking time than during meal time."

Those two daily appointments with the cows were the fixed poles of their life; everything else had to be arranged around them. There were no weekends off, and no holidays. If there was a big family get-together like a

wedding, Bill Shuler says, they'd get there late or leave early. "If you're a small operation and you can't hire help, you're a virtual slave to your farm. You can't get away," he says.

To make things worse, recent years have been really [tough](#) for dairy farmers. Milk prices have [slumped](#); farmers are eating into any capital they may have accumulated. Some are abandoning the only livelihood they know.

Bill and Carol Shuler wondered if their two sons, Billy and Wyatt, would want to stick with the dairy business. Their grandmother, Shirley Shuler, had her doubts. "You couldn't encourage them, because you know it isn't easy," she says. "You know it isn't easy."

But a couple of years ago, Billy and his brother, Wyatt, told their parents that they did, in fact, want to be dairy farmers.

And the Shulers decided it was time to make a big investment, for the future of the farm and the family.

## Schools awarded for healthy lunches

Apr 7th, 2018 ·

**O**KEECHOBEE – On April 2 Okeechobee County Schools superintendent Ken Kenworthy announced that all five Okeechobee elementary schools have earned HealthierUS School Challenge (HUSC) designations.

The HealthierUS School Challenge, a joint effort with the Florida Department of Agriculture and Consumer Services and the United States Department of Agriculture (USDA), is a voluntary certification initiative that recognizes and rewards schools that promote nutrition education, physical activity and healthy school environments.

Schools can apply for four different levels of designation that last for four years, bronze, silver, gold and the gold award of distinction. Awarded schools receive up to \$2,000 to enhance the school food service program. Central Elementary, Everglades Elementary, North Elementary, Seminole Elementary and

South Elementary were all awarded the Bronze HUSC designation.

"This award demonstrates the dedicated work of our food service staff," said Mr. Kenworthy. Schools may use their awards for various initiatives, including, the purchase of equipment, health and nutrition books, nutrition-related posters, or make to improvements in the kitchen to support food service operations.

Schools receiving a HUSC award commit to meeting certain criteria throughout their 4-year certification period. Some of the criteria the elementary schools will have to meet and maintain include serving reimbursable meals that reflect good menu planning principles, such as serving a variety of healthier foods that look good, taste good, and appeal to the cultural sensitivities of the school and community populations. Also, schools must plan meals that emphasize fruits, vegetables,

whole grains and fat-free or low-fat milk and milk products; that include lean meats, poultry, fish, beans, eggs, and nuts; and that are low in saturated fats, trans fats, cholesterol, salt, and added sugars.

Okeechobee school district's food service supervisor, Lisa Bell, explained what small things schools can do to promote healthier eating habits.

"By moving fruit and juice choices to the front of the lunch line," Mrs. Bell said, "students are more apt to pick it up. By implementing these techniques, students make healthier choices without even thinking about it."

2018 is the final year that schools can be awarded through the HUSSC Program, as the USDA has decided to shutter the program starting this July.

A post on USDA's website stated that as part of USDA's commitment to ensure that all their programs are delivered efficiently and effectively, and to avoid duplicating the efforts of the private sector, the

USDA Food and Nutrition Service will no longer be accepting applications for the HealthierUS School Challenge.

The USDA has stated that they recognize the value the award program has had to their stakeholders and is committed to maintaining the program through the end of the 2017-2018 school year.

The closing of the program will not affect the awards that Okeechobee schools are scheduled to receive to enhance their food service program.

## Organic milk recalled when improper pasteurization discovered

APRIL 6, 2018

<http://www.foodsafetynews.com/2018/04/organic-milk-recalled-when-improper-pasteurization-discovered/#.WsnfYC5ubcs>

**P**roducers of organic milk sold in parts of New York are recalling an undisclosed amount of whole milk after state inspectors found the product was improperly pasteurized.

Pelleh Farms Inc. in Swan Lake, NY, voluntarily recalled the Bethel Creamery brand whole, non-homogenized, organic milk, according to a consumer alert from New York State Agriculture Commissioner Richard A. Ball.



"Proper pasteurization heats milk to effectively eliminate all pathogenic bacteria, such as Listeria and Salmonella," according to the consumer alert.

"To date, no illnesses have been reported to the department in connection with this product. ... Routine inspection conducted by

the Department revealed that this lot of product was improperly pasteurized."

The alert did not include any specific details about the pasteurization failure. Pelleh Farms Inc. sold the organic milk in Rockland County, NY, and Brooklyn, NY.

There is concern that consumers may have unused portions of the recalled milk in their homes because it has a use-by date of April 8. The consumer alert did not provide any other identifying information for the 64-ounce plastic containers of Bethel Creamery branded milk.

Pasteurization is the process of heating milk to 161 degrees F for 15 seconds.

"Pasteurization of milk is an effective means of preventing outbreaks of foodborne illness, including tuberculosis, brucellosis, salmonellosis, scarlet fever, and listeriosis. It was first used in the United States more than 100 years ago and has been widely used for more than a half-century," says John Sheehan, an FDA expert on the safety of dairy products.

## Adulterated milk discarded in Peshawar

<https://www.thenews.com.pk/print/300863-adulterated-milk-discarded-in-peshawar>

The officials of Khyber Pakhtunkhwa Food Safety and Halal Food Authority on Wednesday imposed fine on a university and a hospital besides discarding adulterated milk during inspection.

At Peshawar, Assistant Director Asad Ali discarded hundreds of litres of adulterated milk from a shop on the Dilazak Road.

Assistant Director Saira Niaz and Aneela Mahboob sealed a hotel and charged another one over unhygienic conditions in Hayatabad.

The team imposed a fine of Rs100,000 on a private hospital, Northwest General Hospital and Research Centre, Hayatabad for poor sanitation, unhygienic conditions and violating food safety standards at its canteen.

At Abbottabad, the officials of the authority fined a private school 150,000 for violating

Food Safety Act 2014. The teams of the authority also imposed fine on a university in Mardan.

Meanwhile, a meeting decided that Metro Cash and Carry will train food handlers in Peshawar voluntarily. It was decided at the meeting of Director General KP Food Authority Riaz Khan Mahsud and Sagar Mahmood Khan, Heading Quality Assurance at Metro Cash and Carry Pakistan.

Director Administration Muhammad Shoaib and Director Technical Doctor Abdul Sattar Shah also attended the meeting.

Sagar Mahmood added that Metro Cash and Carry is chain of established stores and every item of daily use was available under their roof.

## Milk surplus concerns local dairy farmers

Apr 4, 2018

[http://www.thecourierexpress.com/the\\_leader\\_vindicator/news/local/milk-surplus-concerns-local-dairy-farmers/article\\_95d4f7b3-5174-5de2-83db-049d4b38496a.html](http://www.thecourierexpress.com/the_leader_vindicator/news/local/milk-surplus-concerns-local-dairy-farmers/article_95d4f7b3-5174-5de2-83db-049d4b38496a.html)

A statewide milk surplus is driving down wholesale prices, and causing dairy farmers in Clarion and Armstrong counties to churn with anxiety over the future of their businesses.

Local dairy farmers have reported a significant drop in the price they receive for the milk they produce over the last three years; and while prices have fluctuated in the past, many are predicting that things won't be better any time soon.

"These prices are the lowest I've received in six or seven years," Todd McHenry of Emanon Dairy, a 50-cow farm in Porter Township recently said, noting that the last three years have been especially bad for prices in the milk industry.

Jeff and Christine Patrick of Skyview Farms, located near Hogback in Armstrong County, shared McHenry's concerns, explaining also that falling milk prices have made it harder to keep their 70-cow farm in operation.

"We aren't making enough from our product to sustain our equipment or pay a fair wage for our help," Jeff Patrick said. He added that his wholesale price has dropped nearly \$10 per 100 pounds of milk since its high of \$24 per 100 pounds four or five years ago. "I don't know how much further it can drop. I'm at the point now where it's hard to pay my bills."

Brad Barrett of Ridgeview Farms in the Armstrong County village of Kellersburg, agreed, noting that his current milk prices resemble those of the 1970s.

"While everything else is going up — feed, vet bills, electric, gas, the list goes on and on — income is going down," Barrett said. "It's hard to get the bills paid."

In a written statement issued last week, Jeff Shaffer of the Clarion/Venango/Forest County Farm Bureau credited the oversupply of milk resulting in lower prices across the United States to "a variety of factors," including an increase in the consumption of dairy-free options, such as almond, cashew and soy milk.

“These dairy-free products are not ‘milk’ and they do not provide milk’s health benefits,” Shaffer said, explaining that milk contains nine essential nutrients and vitamins that boost human health. “In addition, many of these nut drinks are sweetened making them high in sugar.”

Additionally, local farmers said the oversupply of milk could also be attributed to the farmers themselves who are producing more milk than the markets can handle.

“Farmers are their own worst enemies,” McHenry noted. He said that when prices are low, many farmers try to produce more milk to help pay their bills, but in turn, that drives the prices down further. In reality, he said, it makes more sense to decrease production when prices are low until the existing supply starts to dwindle and prices have the opportunity to increase.

And it’s not just the farms that are feeling the affects of the milk surplus.

According to Shaffer, some milk buyers have cut off dairy farmers, telling them they need to find another company to market their milk.

“The problem is no one wants their milk,” he said, adding that even farmer-owned cooperatives have been unable to find a market for milk. “One farmer-owned co-op is even offering an incentive for farmers to get out of the business now.”

An example is the recent decision by Dean Foods to terminate contracts with approximately 100 dairy farms in Pennsylvania and seven other states after Walmart announced plans to open its own milk plant in Fort Wayne, Ind. in the coming months.

“Deans bottled quite a bit of Walmart milk,” said McHenry, who sells his milk to Dairy Farmers of America (DFA). He explained that since Walmart will now be producing and bottling its own milk, Dean’s will no longer have a need for the milk that was used to

bottle the chain store’s brand. “It’s not Dean’s fault that Walmart decided to open its own plant.”

The Patricks — whose family farm has sold to Dean’s Dairy for several decades — said that unlike 42 other farmers in Pennsylvania, they did not recently receive a contract termination letter from their buyer, but that doesn’t mean it won’t happen in the future, or that there will be a new market available if it does.

“When my neighbor called and told me that two farms in Knox got letters from Deans, it got me thinking,” Jeff Patrick said, noting that with so many farmers looking for new markets now, he’s worried nothing will be available if he would ever have to switch buyers. “I don’t know if there will be anywhere else to go.”

To help the local dairy industry, Shaffer said the most important thing consumers can do right now is “buy more milk and other dairy products, and encourage family and friends to do the same.”

“It’s even more helpful if consumers purchase dairy items that are known to be produced locally or regionally,” he continued, adding that Pennsylvania dairy farms contribute \$6 billion in revenue and support more than 60,000 jobs in rural communities. “There is no silver bullet to resolve the dairy crisis in Pennsylvania, but for now, simply purchasing more dairy products can make a difference.”

Going beyond that, Barrett’s wife, Haley, said she urged residents in Clarion and Armstrong counties to talk to their state representatives about passing a bill to ensure that the milk sold in Pennsylvania is also produced here.

For now, the local dairy farmers said they will continue to take their business as it comes day by day to continue doing what they love.

“This isn’t just a job, it’s a way of life,” Christine Patrick said.

## NMPF, USDEC applaud Trump administration's negotiation with South Korea

Tuesday, 03 April, 2018, 08 : 00 AM [IST]

<http://www.fnbnews.com/Dairy-Products/nmpf-usdec-applaud-trump-administrations-negotiation-with-south-korea-41977>

The National Milk Producers' Federation (NMPF) and the United States Dairy Export Council (USDEC) applauded the Donald Trump administration's swift and effective negotiation with South Korea regarding the terms and implementation of the US-Korea Free Trade Agreement (KORUS).

In a letter to US Trade Representative (USTR) Robert Lighthizer, the two dairy groups expressed appreciation that the trade officials were able to secure a result with South Korea that addressed certain dairy industry concerns while preserving the overall agreement.

South Korea was the fifth-largest US dairy export market in 2017, accounting for \$280 million in US dairy sales. It is also the second-largest buyer of US cheese, after Mexico.

"Preserving free trade agreements (FTAs) like this one is essential to strengthening our economy and expanding opportunities for America's dairy producers and processors," said Tom Vilsack, president and chief executive officer, USDEC.

With KORUS, the US dairy industry will remain a competitive dairy exporter to South Korea in a world in which most other major dairy exporters have access to the South Korean market through a trade agreement. This puts US companies, shipping products, manufacturers and American-made milk on the same footing with dairy competitors from other countries.

"KORUS has had a demonstrable impact on the success of US dairy exports," said Jim Mulhern, president and chief executive officer, NMPF.

"A renegotiated KORUS will strengthen our trade relationship with Korea, ensuring that the country continues to receive nutritious US dairy foods. This will benefit both Korean citizens and the US farmers producing these products," he added.

Leading up to the KORUS negotiations in early October 2017, USDEC and NMPF encouraged an approach that would address specific US concerns, including that of customs procedures, while preserving the agreement.

United States dairy exporters have repeatedly encountered challenges with South Korea's overly narrow interpretation of which goods qualify as those originating from the United States.

This meant that even goods produced in the United States with American-made ingredients and certified as such by the US Department of Agriculture (USDA) sometimes faced rejection.

The letter thanked USTR for recognising these types of issues and their impact on trade.

"Resolving them can ensure that the agreement operates as it was truly intended to," the groups said.

# Ministry seeks budget proposals to safeguard dairy farmers

April 1, 2018

<https://www.thenews.com.pk/print/299045-ministry-seeks-budget-proposals-to-safeguard-dairy-farmers>

**T**he federal Ministry of Food Security and Research has sought budget proposals from stakeholders on regulation of milk powder imports, as it adversely affects domestic production of fresh milk, an official said on Saturday.

The ministry has sought budget proposals to safeguard the interest of dairy farmers, which will be presented in a meeting scheduled to be held on April 3 in Islamabad, the official said.

In this regard, the ministry has asked representatives of Pakistan Dairy Association (PDA) and Corporate Dairy Farmers Association (CDFA) to attend the meeting, which will be chaired by Minister for Food Security.

Apart from these two bodies, other stakeholders, including dairy farmers, industry and academia will present their respective point of views on regulating import of milk powder, the official said.

The meeting is a follow up of an earlier meeting held on March 28, in which Pakistan Dairy Association presented budget proposals for 2018/19.

Apart from other proposals, PDA highlighted the issue of lowering duty on import of milk powder and whey powder, which stands at 45 percent.

Commenting on the development, an official said, import of milk and whey powders has been on the rise for the last several years at the cost of local dairy farmers, who are unable to sell fresh milk due to availability of low-cost competing commodities.

Despite having one of the largest animal population-base and huge local production of milk, imports of powders indicate manipulation in the value chain, resulting in net economic loss for producers and consumers alike, he added.

The use of skimmed milk and whey powders in the dairy processing industry, dairy products, biscuits, sweet making, confectionary industry and tea whitening

segment has deprived the local farmers from getting right price of the milk.

Such unwanted trend, the official said, ultimately proved an unwelcoming development for the dairy farmers.

Availability of unregulated cheap powders have deeply penetrated in the dairy sector, especially in the loose milk segment that is neither organised nor regulated with any quality checks, leading to severe food safety and public health issues for the consumers, he added.

As per the latest trade data, milk and whey powders import has almost doubled in three years' time - from 2013 to 2016. Pakistan has spent over \$175 million in importing these powders only in 2016, while \$692 million have been spent in the last five years on import of milk and whey powders, the official said.

The farming communities and the stakeholders have been raising their voice to highlight this situation and urging the government to take necessary steps by imposing 100 percent Customs duty on the import of milk and whey powders to protect local dairy farmers like India and Turkey.

Unfortunately, the government has ignored this genuine demand of the farmers. However, last year, the government finally imposed an additional 25 percent regulatory duty on the imports of powder milk through the Finance Act 2016/17; thereby, elevating the overall duty level from 20 percent to 45 percent.

This is still not sufficient to completely restore and develop the local dairy sector, he said, adding that especially, keeping in view low prices of milk powder in the international market, Pakistan is again becoming a dumping ground for the importers of milk and whey powders.

Owing to low international prices of these commodities and easy imports into Pakistan, the interest of farming communities are at stake, the official said.

The official also said these developments are bound to make Pakistan deficient in milk production in the years to come by promoting manipulation in dairy supply chain due to rampant import of dry milk and whey powder.

This vicious circle would increase rural unemployment and weakening food security in the country in addition to compromising the kids' nutrition who were already malnourished due to less availability of quality fresh milk, he added.

The unabated import of milk, despite increasing duty to some extent, is linked with low international prices and not shortage in the country. "We must enhance import duties on these products to 100 percent to protect the farming communities and promote economic activities and entrepreneurship in rural areas, the official said. There is a greater need of taking further step for strengthening tariff bearer in order to check dumping of milk powder, which is against the interests of farmers and consumers alike, he added.