

# DAIRY PULSE



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## FORTNIGHT NEWSLETTER

Dairy Pulse 51st Edition (1st to 15th, Dec, 2017)



### 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 51<sup>st</sup> Edition (1<sup>st</sup> to 15<sup>th</sup> Dec, 2017)

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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  
Prog. In-charge: Mr. Sanjay Singhal  
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

### ➔ *52nd Dairy Entrepreneurship Development Program (DEDP) at Suruchi Consultants, C-49, Sec-65, Noida 21<sup>st</sup>, 22<sup>nd</sup> & 23<sup>rd</sup> Jan, 2017 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 on 19 to 24 Feb, 2018.

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) 2017 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 1<sup>st</sup> Online Dairy Entrepreneurship Development Program (ODEDP). It is 12 weeks program. Registrations are open.

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

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

## Indian News

### Animal Health/Protection

Thousands of Indian cows have been fitted with tiny sensors to give farmers real-time data

<https://qz.com/1148120/thousands-of-cows-across-india-have-been-fitted-with-sensors-to-provide-dairy-farmers-with-real-time-data/>

**H**undreds of thousands of Indian cows are constantly transmitting information about their health directly to their farmers.

For instance, Chitale Dairy in Bhilawadi, Maharashtra, produces 400,000 litres of milk every day, along with data from 10 generations of cows—200,000 of them—through unique radio frequency identification device (RFID) labels. These sensors deliver an array of information, including news of pregnancy, vaccination reminders, and even diet-change recommendations. Dairy officials can access the records through their smartphones and act accordingly.

If applied widely, this technology could considerably improve India's dairy farming practices and productivity.

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## Kerala out to become breeding ground of Pakistan's 'Sahiwal'

Published: 03rd December 2017 01:13 AM |

Last Updated: 03rd December 2017 11:14 AM |

<http://www.newindianexpress.com/states/kerala/2017/dec/03/kerala-out-to-become-breeding-ground-of-pakistans-sahiwal-1717011.html>

**K**erala does not have any direct connection with the rare 'Sahiwal' cattle breed which has its origin in the Punjab province in Pakistan. Sahiwal is counted among the best dairy breeds in that country as well as India. Now, the Kerala Livestock Development Board (KLDB) is on a mission to raise the breed's base stock using the embryo transfer technology as part of a Central Government-funded project.

"The KLDB has decided to buy 50 mature 'Sahiwal' cattle from Punjab to raise its stock via embryo transfer. At present, the KLDB is raising calves of the Vechur breed using the technology. For this, the Centre has sanctioned `2.49 crore. Once it is completed, the KLDB will start commercial calving of 'Sahiwal' cattle using embryo transfer," said KLDB Managing Director Jose James.

Project nodal officer J Anoop said the KLDB harvested around eight embryos from a pure

breed Vechur cow and inserted them into the uterus of two recipient cross-breed cows. "This was done via super-ovulation – a process in which the donor cow was given hormone treatment to produce multiple ova – and insemination at Mattupetti farm in October. Veterinarians are monitoring the recipient cows. In a couple of weeks it will be known whether or not the process was successful," said Anoop.

The KLDB has also made arrangements for the direct embryo transfer in five more Vechur cows at Kulathupuzha farm in Thiruvananthapuram in December. The result of the embryo transfer will be analysed in the coming months. Based on it, the KLDB will conduct embryo transfer in 'Sahiwal' cattle. Post the country's partition, the base stock of the 'Sahiwal' breed had declined in India, while its population remains relatively stable on the other side of the border. The Livestock Census of 2012 put the number of 'Sahiwal' cattle left in Punjab at 38,446.

## IVF techniques can improve productivity of breeds, says expert

Patiala, December 4

<http://www.tribuneindia.com/news/chandigarh/ivf-techniques-can-improve-productivity-of-breeds-says-expert/508337.html>

**O**n the penultimate day of the 10th National Livestock Championship & Expo-2017 organised by the Punjab Government's Department of Animal Husbandry, a seminar on "Sustainability of indigenous cattle under Indian conditions" was held here. The seminar was chaired by Prof PK Uppal, Dr Amarjit Singh, Director, Animal Husbandry, Punjab, and Dr SNS Randhawa, Professor, Khalsa College of Veterinary and Animal Sciences, Amritsar.

Dr Parampal Singh, veterinary surgeon, Polyclinic Bathinda, gave a presentation on breed characteristics and morphology of indigenous (Indian) breeds like Sahiwal and Gir. He emphasised the tolerant nature of these breeds under environmental conditions of the state. He also elucidated benefits of breeding and management of these breeds.

Dr Mark Smith gave information about technical expertise about in-vitro fertilisation (IVF) in indigenous cattle to improve the productivity and production of the breeds. He concluded that with IVF techniques, we could increase the conception rate and milk production in indigenous cattle in the state. This will lead to early breed improvement with respect to breed characters' improved milk yield and conception rates, he added.

Edward W Bresnyan, senior agriculture economist, World Bank, US, emphasised on the global status of animal husbandry. He said India was the largest milk producer in the world as well as animal population (herd size). World Bank supports 18 states, including Punjab, as per National Dairy Project-1 Scheme. He explained the role of rationalising feed and scientific management factors to increase the production under existing conditions.

In the session, Dr JK Jena, director general, Indian Council of Agricultural Research (ICAR), made

members aware of the role of ICAR in selection and conservation of indigenous breeds to increase their productivity.

Krishan Arya, an indigenous breed farmer from Delhi, expressed gratitude on the arrangements made by the Department of Animal Husbandry, Punjab, for the expo.

Dr SNS Randhawa emphasised on management aspect of indigenous cattle rearing through proper nutrition and management. He also underscored the need for early disease diagnosis to minimise the losses.

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### Global status of animal husbandry

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## WHITE REVOLUTION 2.0

### Factors shaping cow economics

- Milk yield
- Protein and fat content in the milk
- Overall health, disease resistance, calving

### Deep tech disrupters

- Herdman or similar software applications to track and capture data in real time
- Use this data to find and match with bulls that can ensure higher protein and fat content in their offsprings' milk
- Use software algorithms in the back end for sexing, ensuring female calves and delivering overall genetic improvement

Source: Factordaily

Some of the improvement in yields at Chitale Dairy are due to other interventions such as feeds.

Herdman is not the only software being used by milk dairies and farmers in India. From National Dairy Development Board (NDDB)'s own software solution, developed in-house, to products from newer technology start-ups such as Stellapps, there are enough options.

NDDB has been actively using software in data capture, genomics and even to ensure a balanced diet for some 2.7 million bovines.

"The country's breeding programme depends on this," Niraj Prakash Garg, a deputy general manager at NDDB's IT division, said at Anand, Gujarat, in December last year. He was referring to NDDB's ration balancing programme aimed at ensuring balanced, personalized fodder for nearly 2.7 million cows and buffaloes across 40,000 Indian villages.

In March, NDDB also launched a new Android app for tracking and managing genetic improvement of cattle using artificial

insemination. The plan is also aimed at capturing big data on millions of bovines and over 15 million milk producers. "The key output is you're able to identify which bull is good," says Garg. Extra emphasis is given to the ration programme, which helps farmers optimize feed for their cattle, personalized for each animal. By December 2016, over 2 million cattle were already part of the diet programme with each of the milk farmers saving Rs30 every day per animal because of the software, according to Garg.

NDDB's scale of operations dwarfs all other dairies. During 2015-2016 for instance, cooperatives registered under the NDDB collected around 15.58 million tonnes of milk from cows and buffaloes under its ration programme. "It's not a pilot or an experiment, but a full, mainstream programme with demonstrated benefits," says Garg.

### Software limited

For Samad and ABS, Bhilwadi's Chitale Dairy has been a sandbox to experiment with software to genomics. With those experiments maturing, Samad's Herdman software is now evolving with bigger dairies such as Hatsun in Chennai, which has some 220,000 cows on the software. Hatsun, a publicly-traded company, runs India's largest private dairy operation.

"If you are able to manage the data, you can easily increase the milk yield, without doing anything, else by 20-25%, only because you are preventing management losses. Otherwise, you don't do pregnancy tests, you come to know after six months and by then you, as a farmer, have lost half the year of precious time," says Samad.

By combining the operational data about cattle with genomics on the other end, the benefits could be far more.

"It keeps on calculating and tracking performance indices of health, fertility and milk production of each animal and keeps flagging the problems and prompting for appropriate



interventions,” says Samad. “We find that 90% of the time, it is not the infection but it’s the management (or lack of it) which is causing the problem.”

Still, both Gautam and Samad agree that the real benefits of genomics will take at least a decade to start showing on a sizeable scale.

There are issues of broken economics to deal with—how to cover additional expenses such as the cost of fortified feed and that of sexed semen (Rs150 for a dose but an insemination may take multiple attempts) while milk prices remain stagnant. Pradeep Balhara, the owner of the 1,000-cattle Balhara Dairy in Jabalpur, Madhya Pradesh, says, “You can’t talk vitamins and other nutrients if the basic, staple food is missing.”

Sexed semen is semen engineered to produce offspring of a desired sex.

Among the early users of Herdman—Balhara’s been using it for over a decade— the biggest benefit for him, he says, has been the ability to

plan the breeding cycles of different animals. “It means a lot for a dairy like us, we can avoid the dry seasons,” he says.

It’s moving the needle for small farmers, too. Mahesh Dhondiram Yesugade, a milk farmer in Sangli with one cow, started using Herdman two years ago and followed its advisories. He says his income increased by Rs200 a month in the first year and in the latest month by Rs1,000 — an increase of some 50% from the Rs2,000 he used to make earlier. “I now plan to buy another cow and plan breeding in a way that there’s no dry season,” he says.

Farmers like Balhara and Yesugade are critical to the success of the Second White Revolution, following the first in the 1970s and 1980s. The benefits of data- and genomics-driven dairying will need showing, not telling, says Endres, the University of Minnesota professor. “We need to have the early adopters, otherwise a technology will not be successful. Cultivating those early leaders is important.”

## Marketing

### CNIEL in Association With the European Union Organises 'Say Cheese' Events in Mumbai and Delhi

NEW DELHI, December 13, 2017 /PRNewswire/ --

<http://www.prnewswire.co.in/news-releases/cniel-in-association-with-the-european-union-organises-say-cheese-events-in-mumbai-and-delhi-663797203.html>

The best cheese in the world comes undoubtedly from Europe where artisans and big producers use their ancestral know-how to produce a wide variety of fine cheese. From French Camembert to Italian Burrata, the range of cheese is diverse. Today, the dairy industry in the European Union is the most productive and the most successful in the world. Its strict regulations by the European Union, makes cheese from Europe, the best and safest products for the consumer. CNIEL (National Interprofessional Center of the Dairy Economy, France), is a privately-run organisation whose main objective is to promote dairy products and to facilitate relationships between dairy producers and processors.

The European Union and CNIEL have several initiatives in the world lined up to create more awareness about cheese. As part of the 'Open your taste' program, India is one of the key markets to showcase the wide and rich cultural diversity of cheese from France and Europe. As a continuation to the promotional campaigns held in the past, a press event and a networking cocktail of Cheese tasting of Vegetarian Cheese was organised on Monday 11th December at Jyran Terrace, Sofitel, Mumbai and on Wednesday, 13th December at Lodi - The Garden Restaurant, New Delhi for members of the media (food journalists, critics, bloggers and culinary specialists), food importers, chefs and restaurateurs.

François Robin, who has been awarded one of the best cheesemongers in Fran

ce, prepared various delicacies with European cheese and Indian spices. The recipes were simple yet delicious and demonstrated a very successful pairing with the different varieties of European cheese in traditional Indian recipes. Chef François Robin partnered with Chef Jyoti who developed the concepts of the Indian recipes displayed in the buffet.

Mansi Jasani, founder of Cheese Collective in Mumbai, spoke about consumption of European cheese by Indians; how and when to consume the cheese and how to present the cheese, simple suggestions which were accessible to the journalists and invitees. The cheese presented and available for tasting allowed Indian guests to enjoy the best Europe has to offer.

Furthermore, two workshops for food bloggers were organised on 12th December at Indigo, Mumbai and 14th December at Lodi - The Garden Restaurant, New Delhi. Special recipes and cheese pairing concepts developed by François will be at the center of these workshops.

Cheese consumption in India:

According to statistics available from Global Trade Atlas for Imports & Euromonitor on cheese consumption, positive trends indicate that sales of cheese in 2016, were estimated at 23 billion INR i.e. 60,400 tons and should almost double in value to 40 billion INR with sales of 100,000 tons in 2021.

Even though the consumption of cheese has increased by 15-20% in India in the recent years,

Indian consumption of cheese is quite low compared to world consumption (200 gms vs 7 kgs) but food habits are changing. This is largely due to the fact that disposable incomes are increasing and today, Indian consumers are open to acquiring new tastes. Also, traditionally Indians are big consumers of dairy products and cheese is consumed as a part of meals or as a snack.

France ranks 3rd as a supplier of cheese to India after Italy and Denmark, with a market share of around 13% and the consumption of French cheese has been steadily rising in India. Spreading awareness about the variety, textures and qualities of the French cheese is very important and an adaptation to local tastes is necessary to increase consumption since cheese is tasty and also an important source of protein.

Distribution of cheese and the regulatory environment is still a challenge, however, the availability of imported cheese in gourmet stores across India and the innovations offered by companies are helping to develop the market.

Cheese is divided into four types:

- Soft : Ripened from the outside in with a white rind, often runny at room temperature.

Examples : Brie, Camembert, Reblochon

- Semi-soft : Smooth or creamy interior with little or no rind. Flavor ranges from mild to pungent

Examples : Raclette, Morbier

- Hard : Firm texture with tastes ranging from mild to pungent; easy to grate

Examples : Emmental, Beaufort, Mimolette, Tomme de Savoie

- Blue : Green or blue veining caused by the addition of the mould *penicillium roqueforti* during production

Examples : Bleu de Auvergne, Bleu de Gex

About the professionals:

François Robin took his first steps in the world of cheese by helping his parents in the Vendée region of France. This experience allowed him to discover the secrets of making goat cheese but did not convince him to continue in this way. He then directed his studies on science and mathematics, but subsequently favored more artistic professional experiences (film festival, contemporary art center).

Finally, he felt the need to return to the source, so he decided to enroll in a 9-month training center to prepare a Certificate of professional qualification of 'Crémier Fromager'. He began his career as a cheese specialist with Nicolas Julhès in Paris where cheeses, wines and delicatessen of high quality are found. François learned to tune the cheeses with the finest dishes while appropriating their history. These new skills permitted him to join the famous Fauchon delicatessen where he found his place in the cheese department, which he animated and developed in close collaboration with Hervé Mons, a world-renowned refining cheese maker and managed to create a real synergy with the other departments of the grocery store. He participated in the contest of the Meilleurs Ouvriers de France that he won in 2011 from his first participation after only four years of experience in this field.

Mansi Jasani, founder of Cheese Collective, is based in Mumbai. Passionate about cheese, she works regularly with the Mons refiner and is completely immersed in the culture of cheese. Her artisan group offers cheese workshops to the public and also provides cheeses for special occasions.

Jyoti Sankar is currently the Chef of Park Hyatt Chennai, he works regularly with renowned French chefs and is very familiar with European cheeses.

About CNIEL:

CNIEL, the French Dairy Interbranch Organization (the umbrella organisation for the dairy industry), was created in 1973 by milk producers and processors. CNIEL meets two key

objectives: to facilitate relations between dairy producers and processors, and to promote a positive image of milk and dairy products.

## MooCow to enter India in March 2018

Last Published: Wed, Dec 13 2017. 03 46 PM IST

<http://www.livemint.com/Companies/SYVnyoEeUafRi4HVF7gFnN/MooCow-to-enter-India-in-March-2018.html>

**M**alaysian yogurt brand MooCow will be available in India starting March, offering ice-creams, frozen yogurt and yogurt drinks.

MooCow is entering India in partnership with FranGlobal, the overseas arm of franchise solutions company Franchise India Holdings Ltd. FranGlobal will be the master franchise of MooCow in India and will initially invest \$200,000 in marketing and advertising the brand in the country.

With a plan to open 100 stores each (some of which will be franchised) in the top 10 cities over the next five years, MooCow will explore three retail formats—700-1,000 sq. ft flagship outlets, smaller 500 sq. ft outlets and kiosks.

“These will be dairy-heavy products. We will be setting up production units in mega metro and metro cities. Overall, Rs100-200 crore will be invested in the store openings,” said Venus Barak, chief executive officer of FranGlobal.

Launched in 2010, MooCow has operations in Malaysia and China. The company also plans to enter Indonesia and Vietnam and expand its presence in China.

“We haven’t expanded overseas till now. After eight years, we believe that the brand is mature enough to be taken outside Malaysia. Our unique selling point is our healthy fresh products

that people want,” said Sandra Too, director at MooCow.

In the year ended December 2016, MooCow earned 5 million Malaysian ringgit in revenue. The company expects the India launch to drive up revenue by 25%.

MooCow will primarily compete with independent yogurt brands like Cocoberry, Red Mango and YogurtBay.

Retail experts believe that it makes sense for MooCow to enter India, given that the country is the largest dairy producer in the world and that yogurt space is an emerging segment.

“Several brands are expanding their dairy portfolios with new products like yogurts and flavoured milk. It makes sense for the brand to set up production facilities in India. However, the success of the brand will depend on how well it is marketed and what the value proposition is,” said Aashish Kasad, partner and consumer products and retail sector tax leader at consulting firm EY India.

The food services market in India is projected to touch Rs4.98 trillion by 2021 from Rs3.09 trillion in 2016, growing at an annual average rate of 10%, according to a joint report by National Restaurants Association of India and consulting firm Technopak Advisors.



## अंतराष्ट्रीय बाजार म दाम गिरने से घटा देसी डेयरी कंपनियों का माजिन

डेयरी टुडे नेटवर्क,

पुणे, 15 नवंबर 2017,

<http://www.dairytoday.in/dairy-industry-international-market-pice-crash-decline-indian-dairy-companiy-profit/>

**भा**रतीय डेयरी कंपनियों के प्रॉफिट माजिन म तेज गिरावट आई है। पिछले कुछ महानों से इंटरनेशनल माकट म [स्किमड मिल्क पाउडर \(SMP\)](#) के दाम म तेज गिरावट आई है। इसके अलावा देसी बाजार म घी पर जीएसटी म टैक्स पहले के रेट से डबल हो गया है। इसके चलते डेयरी कंपनियों ने पिछले कुछ महानों से खरोद प्राइस 10 से 22 पसट तक घटा दिया है। महाराष्ट्र के दूध उत्पादक व प्रक्रिया व्यावसायिक कल्याणकारों संघ के सचिव प्रकाश कुटवाल ने कहा, 'इंटरनेशनल माकट म स्किमड मिल्क पावडर का दाम पिछले तीन-चार महानों म 260 रुपये प्रति किलो से घटकर 120 रुपये प्रति किलो रह गया है।'

संगठन के मुताबिक महाराष्ट्र म रोजाना लगभग 3 करोड़ लीटर दूध का उत्पादन होता है, जिसम सिर्फ 80 लाख लीटर ही लिक्विड पाउच म इस्तेमाल होता है। बाकी लगभग 2.20 करोड़ लीटर दूध बटर, स्किमड मिल्क पाउडर, घी, चीज, दही वगैरह बनाने म लगता है। महाराष्ट्र [मिल्क प्रॉडक्ट्स](#) के एक्सपोर्ट म लीडर है, इसलिए इंटरनेशनल माकट म दाम घटने पर यहां के दूधवाले सबसे नुकसानदेह स्थिति म होते ह। इधर, घी पर 12% GST लगता है जो पहले 6% था। कुटवाल ने कहा, 'घी का बिक्री म तेज गिरावट आई है। [GST से छोटे ब्रांड का घी 30 रुपये प्रति किलो](#) जबकि [नेशनल ब्रांड्स का घी 55 प्रति किलो](#) तक महंगा हो गया है।'

महाराष्ट्र सरकार ने 3.5% फैट वाले गाय के दूध का खरोद मूल्य बढ़ाकर 27 रुपये प्रति लीटर कर दिया है जबकि 8.5% SNF (सॉलड नॉट फैट) वाले दूध का दाम 12 पसट बढ़ाया है। हालांकि [प्राइवेट डेयरी कंपनियों](#) दूधवालों को सिर्फ लगभग 21 रुपये से 23 रुपये प्रति लीटर तक चुका रही ह जबकि कोऑपरेटिव डेयरी कंपनियों 22 से 25 रुपये प्रति लीटर रेट से भुगतान कर रही ह। इसके चलते राज्य सरकार ने कोऑपरेटिव डेयरीज को हाल म नोटिस भेजा था कि दूध के लिए सरकार की तरफ से तय 27 रुपये प्रति लीटर का रेट नहीं देने के लिए क्यों नहीं उनके खिलाफ कारवाई को जाए।

इस पर राज्य को डेयरी कंपनियों ने संकेत दिया है कि अगर किसी भी डेयरी के खिलाफ कारवाई हुई तो सभी दूध खरोदना बंद कर दगी। इधर, डेयरी फर्मा ने सेल्स बढ़ाने के लिए कंज्यूमर प्राइस म भी 2 से 4 रुपये प्रति किलो तक को कमी करना शुरू कर दिया है। कुटवाल ने कहा, 'आनेवाले समय म और प्राइस कट हो सकते ह।' गाय के दूध का कंज्यूमर प्राइस महाराष्ट्र म 44 रुपये प्रति किलो से घटकर 40 रुपये प्रति लीटर तक आ सकता है। कोऑपरेटिव डेयरी ने सरकार से मांग को है कि अगर वह किसानों को ऊंचा भाव दिलाना चाहती है तो उसको भी कनाटक को नॉदनी स्काम को तरह सब्सिडी देना शुरू करना होगा।

(साभार-इकॉनॉमिक टाइम्स)

## How Indian ice cream brands are adopting coolest strategies as competition heats up

[https://economictimes.indiatimes.com/industry/cons-products/food/how-indian-ice-cream-brands-are-adopting-coolest-strategies-as-competition-heats-up/articleshow/62028500.cms?utm\\_source=WAPusers&utm\\_medium=whatsappshare&utm\\_campaign=socialsharebutton&from=mdr](https://economictimes.indiatimes.com/industry/cons-products/food/how-indian-ice-cream-brands-are-adopting-coolest-strategies-as-competition-heats-up/articleshow/62028500.cms?utm_source=WAPusers&utm_medium=whatsappshare&utm_campaign=socialsharebutton&from=mdr)

Dec 12, 2017, 03.17 PM IST

**E**ven during the Ice Cream Congress and Expo this September, industry peers didn't realise the Chona family was literally freezing terms of their sale to South Korean giant Lotte Confectionary at eye-popping valuations. But within two months came that announcement, sending the entire trade into a tizzy.

Late November, Lotte scooped up Havmor, India's seventh largest ice cream brand, for Rs 1,020 crore in an all-cash deal, more importantly paying a multiple in excess of 2.5 times its 2016-17 turnover of Rs 400 crore. Lotte's foray, say officials in the know, is part of a bigger ice cream play across south Asia via strategic acquisitions. Their seriousness can be easily gauged from their yearlong negotiations with the Chonas of Ahmedabad and the aggressive offer that trumped deep-pocketed peers peers Hindustan Unilever (HUL) and possibly even Nestle.

In ice creams, it takes just one transaction to give the entire industry a sugar rush. "Should I help you count your money," RG Chandramogan, founder of Chennai-based Arun Icecreams, joked with Ankit Chona, MD, Havmor Ice Cream. His jest was not far off the mark as the \$1.5-billion domestic ice cream industry is now serious business, with popular homegrown brands that are still largely family-led showing up on the big boys' radar.

"At these valuations, the lure of selling out is a no brainer," quips Anuvrat Pabrai, first generation ice cream maker based in Kolkata. The brain behind the eponymous premium brand had, in the 1980s, launched Tulika before closing it down in 2008 due to labour problems

and hyper competition.

"Suddenly, with Lotte, the attention is back. I do expect more such trades in the days to come." Simon John concurs. "We are not averse to selling part or majority stake to an investor who can take the brand to greater heights," says the Kochi-based second generation entrepreneur at JSF Holdings that retails the bestselling Uncle John, Skei and Lazza (Arabic for 'all good things in life') brands and enjoys a 75%-plus share of the Kerala market.

"We are looking at consolidating factories and additional funds would help expand our network and open larger manufacturing facilities. In a way, we are also cashing out the work done over four decades," adds his brother Francis, who candidly admits their next generation is not as committed to run the 45-year-old family enterprise.

In Ahmedabad, just like the Chonas, the Gandhis of Vadilal Industries are also on verge of exit, with a sale process underway. City old-timers rue the two family-run businesses — integral to both the Gujarati entrepreneurial spirit and sweet tooth — that thrived since pre-Independence will soon change hands, albeit for different reasons. Things aren't that different in the financial capital either.

"For years, we had taken a stand of not diluting our stake. But now, we are private equity-ready," says Srinivas Kamath, second-generation entrepreneur. Kamath Ourtimes daily sells about 2 lakh scoops of Natural's in half a dozen states, with annual sales topping Rs 140 last fiscal. "It's not just for funds but for strategic value."

Interestingly, his father RS Kamath opened the first store at Juhu in 1984 on Valentine's Day more as an afterthought to selling paav-bhaji. The elder Kamath is responsible for introducing new fruit flavours. He's planted various saplings on the grounds of the company office in Kandivali, Mumbai, which he treats as a sort of personal laboratory.

## TOP BRANDS

Market Share

Brand	Company	2017
Amul	GCMMF	12.8
Vadilal	Vadilal Industries	6.2
Mother Dairy	Mother Dairy Fruit & Vegetable	4.9
Arun	Hatsun Agro Products	4.5
Creambell*	Devyani Food Industries	3.9
Wall's	Hindustan Unilever	3.9
Havmor	Havmor Foods	3.7
Cornetto	Hindustan Unilever	3.6
Verka	Punjab State Cooperative	0.7
Others	Others	55.9

\*R.J Corp

### Ice Creams and Frozen Foods Market

2017 **4.5 Lakh Tonnes/** ₹11,743 crore  
 2022 (Forecast) **5.5 Lakh Tonnes/** ₹18,786 crore

Source - Euromonitor

## MONEY OR MELTDOWN?

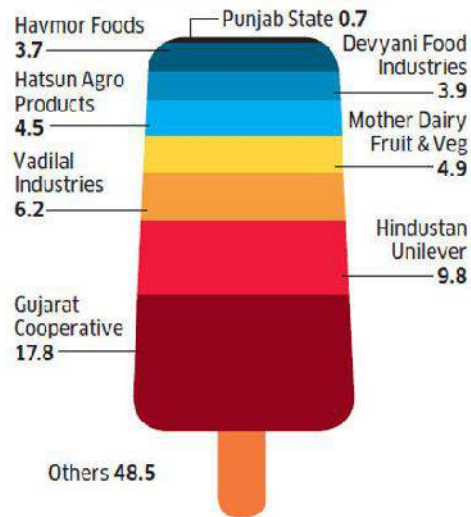
But as the spotlight returns to them after over a decade, many ice cream families are taking a hard look at prospects in the backdrop of consumer habit flux, before any meltdown. The market has evolved since HUL took over Kwality in phases after buying the trademark in 1994, or even after Malaysian PE firm Navis lapped up Nirula's in 2006 for Rs 90 crore.

Today a handful of players with big marketing and distribution muscle — Amul, Mother Dairy, Vadilal's, Walls or even Havmor — jostle for retail space nationally while smaller regional players, who still collectively control half the market, cling on to their turfs. For industry insiders such as Dalip Sehgal, who was with HUL during the Kwality takeover, smaller players are still on top of the pecking order because the ice cream business is local in its flavour.

"There is headroom for double digit growth in the Indian ice cream market. Hence, it is attracting significant interest from investors," says Anand Vermani, partner, deal advisory, KPMG, advisors to the Chonas. In 2015, Nestle-owned premium brand Movenpick and Arizona-based Cold Stone Creamery both announced an India entry to tap a market expected to grow at a value CAGR of 20% for the next five years. In 2013, Unilever brought its top grosser from Europe — the premium Magnum ice cream bars. But as Shiva Mudgil, senior dairy analyst at Rabobank, puts it, the market is largely skewed, with few large players and many smaller ones making consolidation an inevitability.

## TOP COMPANIES

Market Share in 2017 (%)



"That is how its journey has to end (here)," says RS Sodhi, MD, Gujarat Cooperative Milk Marketing Federation that owns and markets Amul. "Beyond a point, the promoters must have been finding it difficult to make profits as expected from the business, in the presence of MNCs and national brands like Amul." A confidante of the Gandhi family also recommended that it's the perfect time for the

Vadilal owners to "hang up their boots."

Even then, it's a tough choice for people like Havmor's Pradeep Chona, who grew the business his father started in Karachi in 1944 before his son Ankit joined him a decade ago. Chona Senior immersed himself in new flavours and regional delicacies — Havmor served paan-flavoured ice cream at Bollywood actor Shilpa Shetty's wedding and flexed muscle with in-film promotions in Krrish-3 GeNext, meanwhile, focused on premium Huber & Holly range or expanding the 1944 brand of high-end restaurants.

To be fair, the core business was rock solid, dominant in Gujarat while successfully expanding north. The range crossed the 150 mark, sold through a parlour network across 14 states, clocking a CAGR of 23-25%. Yet, the family knew cashing out at the peak is better. "This was the end of road," feels management consultant Harminder Sahni of Wazir Advisors.

"They knew their limitations (of funds). Profit-centric business entities can't afford distractions. Once they focused on restaurants and eateries — more profitable than ice cream — they knew it was time to exit." The Chonas, who are currently in the process of handing over, refused to participate in this ET story. Ankit stays on as CEO-advisor for at least a year to manage the transition even as his family expands restaurants.

### **FAMILY PACK**

Often, it's not that smooth. A major handicap most family businesses face as they grow are warring shareholders with conflicting outlooks, as with Kwaliti and Nirulas franchise. A few years ago, differences sprung up between principal shareholders of Nagpur-based Dinshaw's Dairy Foods — the Rana and Bapuna families. This led to collapse of discussions with strategic and financial investors for a large stake sale in the 84-year-old venture, say people in the know.

"Difference of opinion either in terms of bringing

investors to cash out or having a certain vision for a company is a common trait in many family owned businesses," agrees Sehgal, now part of Graviss Hospitality, manufacturer of Baskin Robbins in India. The various factions of the Gandhi family that worked together for three generations to create India's oldest ice cream brand Vadilal, a business that's now eight decades old, are also in the middle of a bitter ownership feud at the NCLT.

The three factions may divide territories, demerge business, or decide to sell the company altogether. "In any case, the three brothers will not stay together in business," says a source close to the family, making the company ripe for a takeover.

### **LOCAL PALETTE**

But many families are choosing to fight back or tweak their business models. "I didn't set up Creambell to sell it. We have big ambitions. Besides working on a complete dairy portfolio — which may include butter, cheese and yoghurt — we could look at diversifying into other foods," says serial entrepreneur Ravi Jaipuria, also PepsiCo's biggest bottler in south Asia. Jaipuria, who took over the brand originally started by his brother CK some nine years ago, can make it grow from its current sixth slot to \$1 billion in sales in five years.

"This is a fivefold increase from current numbers. We are very bullish on dairy," he says. Creambell sells dairy products in parts of Africa and select Indian cities. In the next few years, Jaipuria flagship RJ Corp plans to infuse Rs 500 crore in distribution and capacity expansion across the dairy value chain, while Rs 1,000 crore has already gone in. Down south, the sentiment is not different.

"We are not on sale. We are not even concerned about growing competition, especially from MNCs, as our product quality is far better," says 69-year-old Chandramogan, who started Hatsun Agro nearly 50 years ago and initially sold Arun



Icecreams on a pushcart. "We have a natural advantage of backward integration that helps control quality, sourcing and more importantly, price better."

The BSE-listed firm procures milk directly from 3.2 lakh farmers for its 10,000-plus Hatsun Milk banks. The ice cream division accounts for nearly 9% of Rs 4,200-crore revenues. On the bourses, Hatsun is valued at \$2 billion. Its brand controls over 30% market in the south with 500 parlours and nearly two-thirds in home state Tamil Nadu.

For Pabrai, who started out as an F&B executive at Taj Mumbai, tweaking the business model is the best combat strategy. "Our USP is our unique flavours and premium positioning. We have developed cuisine-based ice creams. Offerings like South Indian filter coffee or Nolen Gur (date palm jaggery) have huge demand both in institutional sales and retail," he says.

Pabrai uses mulethi and 17 other ingredients for paan ice cream. Jackfruits are sourced from a farm 200 km from Chennai and lichis come from Muzzafarpur. Such artisanal pursuits have helped the brand expand to 13 cities and notch up Rs 22 crore in topline. It commands double the price tag of its mass market competitors for all its 60-plus flavours. This labour of love manifests in different ways.

For the Kamaths, repositioning Natural's was becoming a necessity to woo millennials. They convinced their father to go for a pictorial mnemonic like an inverted 'A' with an ice cream scoop on top to increase brand recall. The green coloured font also went with their 'natural' philosophy. With the widest range of fruits ice cream in the world, the brand has gone international. After all, if food is familial, why can't ice creams be too?

## Dairy companies' shares jump on growth optimism

[Dilip Kumar Jha](#) | Mumbai Last Updated at December 12, 2017 00:00 IST

[http://www.business-standard.com/article/markets/dairy-companies-shares-jump-on-growth-optimism-117121101322\\_1.html](http://www.business-standard.com/article/markets/dairy-companies-shares-jump-on-growth-optimism-117121101322_1.html)

Share prices of dairy companies saw huge gains on Monday after manufacturers shifted focus to the value-added segment to improve profitability.

Prabhat Dairy, which announced its Vision 2020 with nearly 40 per cent compound annual growth rate (CAGR) from the business-to-consumer (B2C) segment in three years, led the growth in its share price. The company's stock jumped 20 per cent to close at Rs 210.7. The stock of Parag Milk Foods and Kwality also moved up 9.8 per cent and nine per cent to close at Rs 268.4 apiece and Rs 110.8, respectively.

The jump in share prices was on expectations of strong growth over the past few years because of their diversification towards the value-added

segment from the core business of milk packaging and retailing. Many producers in this segment have set up cheese-making plants and also enhanced their capacity of skimmed milk powder production for processing liquid milk into high-value products.

## TOP DAIRY STOCKS

(As of Dec 11, '17)	Price in ₹	Chg 1D (%)
Prabhat Dairy	210.7	<b>20.0</b>
Parag Milk Foods	268.4	<b>9.8</b>
Kwality	110.8	<b>9.0</b>
Umang Dairies	81.6	<b>7.7</b>
Vadilal Industries	997.9	<b>1.2</b>

Source: Exchange; Compiled by BS Research Bureau

"With Prabhat Dairy enhancing the share of the B2C business, we estimate earnings CAGR of 45

per cent over FY17-19. The company's gross margin expanded 215 bps (basis points) y-o-y (year-on-year) for the second quarter of FY18 led by higher realisations in the consumer business. Despite flat milk procurement price, Ebitda (earnings before interest, taxes, depreciation and amortisation) margins contracted 30 bps due to higher manufacturing expenses on increased cheese and ghee production and higher business promotion expense in the B2C business. Management guided for this trend to continue as gross margin expansion will be reinvested in brand building," said Shradha Sheth, an analyst with Edelweiss Securities.

Parag Milk partners TajSATS Air Catering for product supply

<https://retail.economictimes.indiatimes.com/news/food-entertainment/grocery/parag-milk-partners-tajsats-air-catering-for-product-supply/62019911>

**P**arag Milk Foods today announced it has tied up with TajSATS Air Catering for supply of cow milk-based products on international flights.

"We have entered into an MoU for the first time with TajSATS to supply our products on international flights," Parag Milk Foods Chairman Devendra Shah said in a BSE filing.

This is just the beginning of the relationship and the company is looking to strengthen this partnership in the months to come, he said.

"Although we already export our products to several countries, this is another step to introduce our products to international customers," Shah added.

The company is supplying products to TajSATS since August 2017, the company said.

Parag Milk sells its products under the brand "Gowardhan" and "Go". Shares of the company rose 8.33 per cent to Rs 264.70 a piece on BSE.

## Small pouches drive growth in India along with waste worries

December 11, 2017 UPDATED 2 DAYS AGO

<http://www.plasticsnews.com/article/20171211/NEWS/171219983/small-pouches-drive-growth-in-india-along-with-waste-worries>

**A**ffordable pouch-sized plastic packaging is emerging as a key driver of growth for India's packaging sector, but some in the industry are warning that a lack of recycling infrastructure could stand in the way.

The head of a dairy cooperative in the state of Gujarat, for example, told a recent industry summit organized by the Indian Institute of Packaging that plastic pouches and other small containers were playing a big role in reaching new consumers.

But he and others at the seminar warned about environmental concerns putting the brakes on full market expansion

R.S. Sodhi, managing director of the Gujarat Cooperative Milk Marketing Federation, told the New Delhi industry meeting that plastic pouches are a game changer in expanding milk markets.

"The availability of dairy products in smaller and affordable packs changes the whole market dynamics with product penetration reaching deeper in to lower middle class and rural areas of the country," he said.

He said GCMMF dairy products selling under one particular brand name, Amul, are targeting doubling sales to 50,000 crore Indian rupees (\$7.75 billion) by 2020, from the current 23,000 crore (\$3.56 billion) in 2016, with an annual growth of 20 percent.

Packaging is helping with that growth.

"The packaging industry should focus on this segment to bring innovative and affordable packaging solutions for lower middle class and rural masses, as growth potential in the segment is unimaginable," he said.

He noted that per capita packaging consumption in India is about 4.3 kilograms a person, or about one-tenth that of developed countries.

But he cautioned against India shooting for those developed nation targets in packaging consumption without more recycling infrastructure.

"I don't think we should aim for meeting those targets as that also requires huge recycling infrastructure to support," Sodhi said.

Other speakers, including Rajeev Kapoor, secretary of India's Department of Chemicals and Petrochemicals, made a similar link between recycling, waste and limits on growth.

"Continued negativity [as it] relates to plastic will hurt the growth of packaging industry and voices are raised against plastics at various forums and policy making is influenced by various pressure groups," he said. "We have to improve technology, educate people to remove the negativity tag and to ensure plastic is collected and recycled, besides developing recycling as workable business model."

Kapoor agreed that packaging in smaller units is allowing fast-moving consumer goods companies in India to expand their markets to more rural areas.

"Hitherto, FMCG's had limited markets confined to major cities, [but] improved functionality through flexible packaging bringing small and affordable packaging options, leads them to penetrate deeper in to the Indian market," he said.

Kapoor suggested the industry should work on improving barrier properties to increase shelf life and reduce food waste.

Big growth, small market

According to figures presented at the conference, India's packaging industry is growing about 15 percent a year, and is expected to reach \$73 billion by 2020, up from \$32 billion in 2015.

Flexible packaging and rigid packaging are expected to grow annually at 25 percent and 15 percent, respectively.

Globally, though, India's market share is small.

The country has about 17 percent of the world's population but only accounts for about 3 to 4 percent of the world's \$771 billion flexible packaging industry.

And it only accounts for about 4.4 percent, 28.2 billion pounds, of the world's annual plastic use of 628 billion pounds.

But to tap into the growth expected as that gap narrows, speakers at the conference suggested India's packaging industry look at markets more broadly.

"The packaging industry should look at end-to-end solutions rather [than] looking at the problem in silos," said Dheeraj Sharma, director of the Indian Institute of Management. "There is no disruptive innovation in various industrial sectors, which are merely reaping benefits of innovation shaped three decades ago.

Therefore, a lack of innovation results in lagging growth."

Other speakers emphasized the role of packaging as a "first point of touch" for consumers and urged packaging and consumer product companies to work more closely together.

They discussed challenges including food waste, inadequate returns to farmers and challenges in the supply chain and retail sectors, but also saw opportunities for major growth.

"The growing super rich consumer class, aspiring middle class and ever expanding base market of rural and urban population presents huge potential," said Subodh Gupta, managing director of Triveni Polymers Pvt. Ltd., a New Delhi-based maker of plastic containers.

"Rising popularity of packaged products in price point packs on one end and ultra-premium packaged products on the other are indicative of huge growth potential," he said.



## Six felicitated at international dairy-agri expo

Posted at: Dec 11, 2017, 1:40 AM; last updated: Dec 11, 2017, 1:40 AM (IST)

<http://www.tribuneindia.com/news/ludhiana/six-felicitated-at-international-dairy-agri-expo/511453.html>

**A**s many as six dairy farmers were awarded on the second day of the 12th edition of 'International Dairy and Agri Expo' being organised by Progressive Dairy Farmers Association (PDFA) at Cattle Fair Ground here today.

The PDFA president, Daljit Singh Sadarpura, along with other officer-bearers of the association gave away prizes to farmers. Randhir Singh Memorial Award was given to Sukhraj Singh of Gurre village. Amarjit Singh of Cheemna village, Gurmit Singh Gill of Sadarpura village and Hardeep Singh of Hoshiarpur village were felicitated with progressive dairy farmers award. Bhagat Dhanna Singh Award given for new invention in the field of dairy farming to Kuldip Singh of Baghapurana village. Besides, a special

award was given to elderly dairy farmer of Bhikhiwind for his association with dairy farmers' body since the last three decades.

The Jagraon MLA, Saravjit Kaur Manuke, Kharar MLA Kanwar Sandhu and Kotkapoora MLA Kultar Singh Sandhwan were among the main guests on second day of the expo.

Competitions of various breeds of cows and buffaloes were held during the fair. A buffalo of Iqbal Singh Gholia won first position in dry milk competition while those of Gurdeep Singh Isewal and Harchand Singh Gagra stood second and third, respectively.

The PDFA general secretary, Balvir Singh and press secretary Ajaypal Singh Dhillon helped in the smooth conduct of the dairy farmers' expo.

## SUMUL intends offering medical facilities to tribal areas

December 11, 2017 by [Rohit Gupta](#)

<http://www.indiancooperative.com/from-states/sumul-intends-offering-medical-facilities-to-tribal-areas/>

**S**urat based Sumul Dairy CEO has demanded a subsidy of more than Rs 2 per liter as the dairy co-op is working in tribal areas where others are reluctant to take a plunge. Sumul dairy, which sells its products in the brand name of Amul claims that collecting milk from tribal areas qualifies it for some rebate.

Being the leading milk provider( 80 percent) of diamond city Surat SUMUL dairy is planning to open Medical Hospital in tribal areas with an aim to give take care of medical needs of the people living in these areas. " We are in talks with the government to give 50 percent subsidy for this. The project is worth Rs 500 crore", said Chaudhari.

Chaudhari also urged the government to generate employment opportunities giving subsidy for tribal areas for developing cattle farm and giving free medical facilities for animals as well.

We are also planning to inaugurate three more Milk Testing Vans in this financial year 2017-18, he said to this correspondent in Surat.

Sumul Dairy is procuring milk from Surat and Tapi to the tune of more than 15 lakh liter every day and selling milk of about 11 lakh litre per day besides making a variety of dairy products.

Sumul is one among the 17 district unions which act as manufacturing units of dairy products for Gujarat Co-operative Milk Marketing Federation (GCMMF), the marketers of Amul brand of products.

Readers would recall that Prime Minister Narendra Modi had recently inaugurated a fully automatic cattle feed plan of SUMUL Dairy at Bajipura village in Tapi District and an ice-cream plant. The event had caught wide media attention.

## UK university to assist Karimnagar Dairy

Sat,09 Dec 2017

<https://www.nyoooz.com/news/hyderabad/980601/uk-university-to-assist-karimnagar-dairy/>

**K**arimnagar Dairy and its constituent milk producers are to be provided research and other necessary support from the experts in the University of Exeter at Cornwall in the United Kingdom. has come forward to provide research and other necessary support for the development of the Karimnagar Dairy of the Karimnagar Milk Producer Company Limited and its milk producers and to increase milk production and produce value added products. University of Exeter had hosted a workshop on transfer of knowledge on dairy production technologies in July and had invited the representatives of Karimnagar Dairy to participate and share their experiences. Karimnagar Dairy advisor V. Hanumantha Reddy participated in the workshop and had spoken on the recent trends and innovative methods in milk collection, storage and pre and post-

processing. Impressed by the performance of Karimnagar Dairy, the representatives of University of Exeter Senthil Sundaram and Steve along with professor in IIT Chennai Srinivas Reddy visited the Karimnagar Dairy on Thursday and Friday , As Reported By Hindu.

According to the Newspaper,The representatives of the university visited the dairy, dairy project, feed mixing plant and training centre. They also visited the villages and interacted with milk producers, inspected the bulk cooling unit and milk chilling centre. Expressing complete satisfaction over the functioning of the dairy, the UK representatives had a discussion with Dairy chairman Ch. Rajeshwara Rao, advisor V.

## Dairy entrepreneurship workshop at vet varsity

Posted at: Dec 9, 2017, 1:27 AM; last updated: Dec 9, 2017, 1:27 AM (IST)

<http://www.tribuneindia.com/news/ludhiana/dairy-entrepreneurship-workshop-at-vet-varsity/510381.html>

**A** workshop on Dairy Entrepreneurship Development Scheme (DEDS), submission of claims and government-sponsored schemes was held at Guru Angad Dev Veterinary and Animal Sciences University (GADVASU) today.

The workshop was organised by NABARD, Ludhiana, in collaboration with GADVASU, Ludhiana. As many as 30 officers from the Dairy Development and Animal Husbandry Department, bankers and progressive farmers attended the workshop.

DEE, GADVASU, HK Verma delivered a lecture on commercial dairy in promoting commercial dairy

farming in the state, wherein different facilities and inputs such as mineral mixture, uromin lick, literatures, video CDs, ICT tools were explained to the delegates. Newer technologies such as oral magnet, mobile application, zero wastage technology along with special services of GADVASU and outbreak facility, training and concept of Farmer Field School were also explained.

Deputy Director Dairy Disbagh Singh explained different government schemes. Anoop Singh Chawla, Lead Development Manager (LDM), explained the role of banks, while sanctioning loans to progressive farmers.

## Dairy supply chain startup MilkLane ensures high quality milk for consumers

Updated: Dec 07, 2017, 11.44 PM IST

<https://economictimes.indiatimes.com/small-biz/startups/features/dairy-supply-chain-startup-milk-lane-ensures-high-quality-milk-for-consumers/articleshow/61970948.cms>

In yet another instance of startups solving India-focussed problems garnering investors' attention, dairy supply chain startup MilkLane has raised Rs 27 crore in its first institutional round of fundraise. The round was led by Switzerland-headquartered incubator-cum-investment firm Pioneering Ventures, American dairy company Schreiber Foods and some ultra high net-worth families. MilkLane controls the end-to-end dairy supply chain that ensures high quality milk for industrial buyers and consumers. The company is looking to utilise the capital to expand its network of milk collection centres as also strengthen its digital and analytics capabilities in supply chain.

Despite being the largest milk producer in the world, India still lags behind global peers when it comes to collection and distribution of milk, both of which remain largely unorganised. MilkLane is looking to address these challenges by modernizing critical stages of the entire supply chain with the focus on creating high quality, toxin-free milk and at scale.

Having been incubated by Pioneering Ventures in 2015, MilkLane began commercial operations in January 2017. An incubator and accelerator of agriculture and food supply chain ventures in India, Pioneering Ventures helps create and scale companies in the area of supply chain management and export of farm produce.

MilkLane works around a BCO (bulk cooler operators) model, which are collection centres with bulk tanks that can hold up to 2,000 litres of milk. These BCOs help collect and store milk in a strict temperature-controlled environment thereby helping to increase the shelf life and quality of the milk.

"We work with farmers on the complete life cycle of the process providing advisory services on managing and rearing cattle, managing farms and providing them with the right kind of cattle feed to help improve the milk yield and quality," Gaurav Haran, COO of MilkLane, told ET.

"The BCO model, as against a typical central chilling/cold storage model, helps bring down the time taken for collection of milk to less than 45 minutes," he added. Centralised chilling models typically take anywhere between 2-3 hours for delivery to centres, MilkLane maintains.

Based out of Kuppam near Andhra Pradesh, the firm currently creates and collects 85,000 litres of milk through its network of over 8,000 farmers spread across Andhra Pradesh and Tamil Nadu.

In order to improve the milk's quality and cattle's yield, MilkLane works with farmers to help them scale their cattle herd size from 2-3 up to 20-25 with services on special care and management for the animals. Working in the B2B space, MilkLane provides high quality milk to Schreiber Foods, which in turn provides the same to its clients.

"A large part of the capital is being used for daily operations as also increase the number of bulk coolers as we look to expand further. We are targeting creation and collection of 400,000 litres of milk in the next two years," said Akshaya Kamath, director of Pioneering Ventures.

MilkLane is looking to widen its farmer network to 100,000 farmers and 1,000 BCOs in the next 24 months as also tap into dairy companies in India to expand its clientele.

## Local ice cream brands step up national play

[Sohini Das](#) | Ahmedabad Last Updated at December 6, 2017 12:13 IST

[http://www.business-standard.com/article/specials/local-ice-cream-brands-step-up-national-play-117120501496\\_1.html](http://www.business-standard.com/article/specials/local-ice-cream-brands-step-up-national-play-117120501496_1.html)

The Rs 9,000-crore ice cream market (including unorganised players) is in for an overhaul. As regional labels such as Arun, Cream Bell, [Vadilal](#) Dairy International and [Heritage](#) take on the might of Kwality Walls, [Amul](#) and such others, the industry expects to grow at close to 10 per cent for the next few years and the brand map for the sector to change forever.

to the maximum city, it set its base up in Tamil Nadu, Andhra Pradesh, Telangana, Karnataka, Orissa, Maharashtra and Goa. Also the first stores in Mumbai are away from the popular hotspots, but well populated with consumers familiar with the brand.

Regional brands are under pressure from growing competition from smaller, emerging homegrown players in their own territories. And at the same time, there is a growing preference for homegrown labels in food and dairy. The 2017 annual [Nielsen Global Brand-Origin](#) survey indicates that in the midst of an increasing preference for global brands, the only categories with a strong swing in favour of local brands were dairy and fresh foods.

Regional brands are taking ginger steps into the new opportunity. Instead of expanding into multiple markets and launching an advertising blitzkrieg, they are using their knowledge of local palates and supply infrastructure to take one market at a time.

### A slow march

Arun ice creams from the Chennai-based [Hatsun Agro Products Ltd](#) entered the Mumbai market (with two outlets Mumbai's Mulund and Bhiwandi) in November 2017. Before making it

R G Chandramogan, chairman and managing director of Hatsun Agro says he chose Arun (meaning sun) for his ice creams as more sun means more demand for ice cream. Hatsun has grown beyond a cottage industry operation to a national brand with a 4.5 per cent share of the market. At the same time it has also become the country's largest private dairy.

Chandramogan says, "We do not want to spread ourselves thin. In all markets that we are in, we vie for prominence." He also points out to the cost advantages that dairy players have when it comes to selling ice creams. "The peak season for ice cream (summers) is the lean season for milk production. Sourcing at competitive rates is thus a challenge for any player who does not

### National footprint

The ice cream market is highly fragmented and unorganised. For instance, [Aurangabad](#) is estimated to have around 46 small brands. This keeps margins low at 4-5 per cent. This is further squeezed when national players (including multinationals) make a play for the same pie.

While this is encouraging many brands to make the national trek, they are tempering their ambitions with local insights and learnings from other's missteps. They are tailoring in insights



**SCOOPING UP THE MARKET** (IN %)

Brand	Company	Market share
Amul	Gujarat Cooperative Milk Marketing Federation	12.8
Vadilal	Vadilal Industries	6.2
Mother Dairy	National Dairy Development Board	4.9
Arun	Hatsun Agro Products	4.5
Kwality Wall's	HUL	3.9
Cream Bell	R J Corp	3.9

Source: Euromonitor International, 2017

have enough backward integration," he explains.

Hatsun is able to save 4 per cent margin on milk-based raw material (overall there is an 18 per cent cost advantage) and these benefits (not available to a non-dairy player) are then ploughed back into the business, on advertising and entering new markets.

such as brand building is tough in price sensitive markets like Uttar Pradesh but easier in educated markets like Kerala, into their expansion plans.

An industry expert explained on grounds of anonymity: "Gujarat's Havmor had spread itself thin. Margin pressures had started acting on them. The promoters were looking at selling the ice cream business and hence having a national presence was crucial to enhance the brand value." South Korea's Lotte Group acquired Havmor for Rs 1,020 crore in November.



In contrast, RJ Corp-owned Devyani Food Industries that makes Cream Bell ice creams has pretty much expanded across India and has broken into the list of top five ice cream brands in record time. Nitin Arora, chief executive officer, Devyani Food Industries said that Kerala is one of the few markets where it is not present yet. This year it started operations in Tamil Nadu, it is present in Karnataka and Andhra since the last five years. The revenue share is around 55 per cent from North India (its home market) and 45 per cent from the rest of India.

Cream Bell has almost doubled its production capacity in five years. Arora says the FY18 capex plan is to invest Rs 250 crore (Rs 210 crore already invested). “The moment you come out of your backyard markets, the cost matrix goes up,” he says.

It is stories like this, that encourage players like [Andhra Pradesh chief minister N Chandrababu Naidu](#) founded [Heritage](#) Foods. Brahmani Nara, daughter-in-law of Naidu and executive director of [Heritage](#) Foods says that while 75 per cent of its revenues in the value-added products segment is from curd, the company is now focusing on other segments like ice creams. “Ice creams will play a major role in rationalising our product portfolio,” Nara says. [Heritage](#) sells ice creams in the South, but is eyeing the national arena.

Mintel research shows that the global ice cream market will touch sales of 13 billion litres in 2016 and India and Vietnam are among the world’s fastest growing markets. Also in 2017 India’s volumes are expected to overtake that of UK. All of this has enthused another player [Vadilal](#) Dairy International (promoted by a wing of the family that has the rights to the brand in the southern markets while [Vadilal](#) Industries holds the rights for North and West) to double its outlets in the next two years.

Rahil Gandhi, director, [Vadilal](#) Dairy International says they are investing in freezers and working on brand building and visibility. Besides consolidating its base, it is working on expanding its reach, but the transformation is expensive says Gandhi as he gets ready to make the slow trek to the big league.



## Meet India's connected cows as dairies push to double milk productivity

Last Published: Mon, Dec 04 2017. 11 17 AM IST

<http://www.livemint.com/Politics/fmlqjJEGl5pNALnKrd5XHI/Meet-Indias-connected-cows-as-dairies-push-to-double-milk-p.html>

**A**round 200 milk farmers from Indapur village, some 140km southeast of Pune in Maharashtra, and surrounding areas are sitting under a pink-and-white shamiana on a sunny afternoon in November. It is an awareness workshop on what data tracking and genomics can do for milk farming, but the buzz is more around when dairies will raise milk procurement prices.

As veterinarian Abdul Samad strides to the stage to address the gathering, some in the crowd are expecting a political speech. Samad starts by talking about stagnant milk prices but quickly segues into something else. "Stop agitating about milk prices and start focusing on improving productivity and profits. Have you ever cared for where the bull semen is coming from when you do artificial insemination for your cattle?"

The switch from politics to bull semen quality is a hard swerve and there are amused murmurs in the audience.

But reality is staring them in the face.

Milk prices in India rose three times in the decade to 2015 but have plateaued since. This has led to Indian dairies and the farmers they procure milk from looking for solutions to rein in costs and at the same time raise milk output. For a country that produces some 155 million tonnes of milk a year, the big question is how to increase the productivity of Indian cow from the current average of 1,200 litres a year to the average in countries such as the US and Israel: around 3,500 litres annually.

"Even a small shop owner keeps all the records, data. Where is your cattle data?" Samad, who retired as dean of Bombay Veterinary College in 2010, asks the farmers of Indapur.

With more than four decades of work behind him, the vet knows what he's talking about.

In 2002, Samad, along with software engineer Prashant Murdeshwar, co-founded a company called Vetware Pvt. Ltd. It now offers a mobile-based and easy-to-use app, called Herdman, for farmers to capture cattle data using QR (quick response) codes on the front end.

That data is used to produce insights about cattle health, matching bulls to bring about genetic improvement, and even milk production forecasting. These insights are delivered in the local language to milk farmers and the vets looking after their herds.

The potential of using software and genomics is immense in India's fragmented milk farming sector, where some 120 million farming families are engaged in cow and buffalo rearing, according to the Indian Agricultural Census. If they can double milk yield, it will have large implications for nutrition in India, milk and milk product exports, and generation of new national income that is better distributed among the country's 700 million farmers.

The repository of information that Herdman covers includes feed data, days to puberty and calving, weight, health and disease tracking, milk yields, and quality of milk for each of some 240,000 cows and buffaloes on the software across India. Chitale Dairy from Sangli and Hatsun Agro Products in Chennai are the pioneers of adopting techniques wrapped into Herdman.

Hatsun wants to deploy the solution to over 1 million cattle in two years. Larger dairy operations such as Amul have their own tagging and data collection solutions.

Connected cow

Many in the crowd at Indapur are clueless but curious about how tracking cattle data using mobile phones can help them double milk productivity. “How long can we remain cry babies hoping the politicians will help address the pricing issue?” asks Sudhakar Mane, who has a dozen cows in Indapur. “This doctor is saying we can even correct the problems in our current cattle by getting semen from bulls who can ensure the next generations are far more productive.”

“But how? Hope this isn’t some kind of a gimmick?” asks Ganesh who is from a nearby village. He goes only by his first name.

The answer, according to Samad, 64, lies in genomics apart from using software tools to ensure farmers do not make blind decisions and err in managing the health of their herds.

“If you look at right from 1952 till today, we have hardly made any difference as far as the national average is concerned. We must talk of national average, not some isolated examples of animals giving 20-30 litres of milk everyday,” says Samad.

Herdman combines intelligent tracking of animals with genomics big data to help milk farmers make informed decisions about breeding their cattle with the right bull.

“Breeding is about selecting good animals and leaving out bad animals. Unless you have records and the data, how would you know where the good animals are?” asks Samad.

ABS Global Inc., a US cattle genomics company, is tapping cattle big data by relying on Herdman, apart from its own software algorithms that do intelligent matchmaking between cows and buffaloes with bulls to give birth to high milk-producing female calves.

“Software such as Herdman help keep the data accessible. For instance, when a farmer is evaluating a cow to buy, he can scan the QR code tag and read all the historic data to make a more informed buying decision,” says Arvind Gautam, the head of ABS Global’s India operations. ABS is

not the only entity in this space—its rival Sexing Technologies is also active in India.

Hatsun is designing a breeding programme for its over 300,000 cows and buffaloes by figuring out dry periods (when cows don’t produce milk) for each of them. This information, too, comes from Herdman.

“If for instance, Hatsun gets to know that March is when most of its cattle will be in dry period, it can redesign the breeding programme in a way that there’s a healthy mix between lactation periods to ensure milk productivity doesn’t suffer,” says Gautam.

Experts such as Marcia I. Endres, a professor at the University of Minnesota’s animal science department, say the key is to ensure that smaller farms in India get data at a low cost, which can then be used to improve operations. Endres has studied Samad’s software.

“An old adage says ‘you can’t manage what you can’t measure’ and the software collects information that the farmers and their veterinarians did not have before,” says Endres.

Once an animal is registered on Herdman, current health and any historical data available is captured. From thereon, each event including heat period, artificial insemination date, pregnancy, calving, vaccinations, treatment of any diseases occurred and, finally, the milk yield across different lactation cycles is recorded.

For every animal registered on the system, farmers have to pay Rs50 annually. They may use the app for free, but will have to put up with pop-ups of local ads.

#### Big data meets cattle genomics

After Samad’s session in Indapur, the farmers move to a hall on the first floor of a building nearby. The room is full and farmers such as Mane are now prepared to get the final tips.

“How can India double milk production by 2026?” ABS’s Gautam asks the audience.

Maintaining records of cattle health and their family history, or parental matching, is only the starting point. It takes years before results from genomics-based breeding start showing .

ABS's genetic mating software matches cows with bulls using dozens of parameters and based on expectations of a farmer from the next generation calf. Depending on the cow they have and the problems they want to rectify, farmers can demand anything from more fat content in the milk to better rudder placement, or even set a target of 20 or 30 litres milk daily.

After these requirements are captured, the software algorithm runs search queries in its database to find an appropriate set of bulls and displays the result by ranking them according to their effectiveness. This matching process, which involves running hundreds of potential combinations, takes less than 30 seconds.

Gathering all the genetic data on bulls and cows is such a massive effort that Chitale Genus ABS (India) Pvt. Ltd, a joint venture between ABS Global and Chitale Dairy, which started groundwork in 2010 in Bhilwadi, Sangli, has selected only a few breeds to start with: Murrah, the buffalo breed, and Gir and Sahiwal for sire.

"The more data we feed into the system, the better it gets. As data grows, its reliability too will improve," says Gautam. Companies such as Sexing Technologies and ABS have been described as the Monsantos of the dairy world for the genetic-level potential they hold for the \$350 billion global dairy industry.

What Samad's Herdman software does is solve one tiny piece of the grand puzzle. For India's milk productivity to double by 2026 for instance, it will need to combine all genetic big data of cattle with a scientific breeding programme.

Like dairy farmers in the US did. "The high productivity per cow in the US has a lot to do with improvements in genetics and management that could only happen because we had records on how the cows are producing every day or at least once a month from testing,

allowing producers to select the best animals and improve management practices by being able to measure the results," says Endres, the US professor.

India lags countries such as Brazil, too.

"Until 1985, they (Brazil) were doing cross-breeding like we are doing mostly today," says Samad. "Then they realized cross breeding is not the answer for tropical countries like theirs." Recording data was followed by identifying genetically superior animals.

Slowly, the results started showing. Brazil has two kinds of herd systems: one is where the cows are free-grazed and the other where they are stall-fed. For the grazed ones, the average yield today is 4,000 litres to 4,500 litres of milk annually. The ones that are fed specific nutrients along with feed in stalls, yield 8,000 litres and more, according to Samad.

Not just that. Cows with breeds of Indian origin dominate the Brazilian market. The top nine breeds of bulls, including Ongole from Andhra Pradesh, account for nearly 80% of milk production in Brazil and were taken from India, and improved genetically. A descendant of the Gir breed of cows from Gujarat, has recorded 60 litres of milk a day in Brazil, according to agricultural economist Devinder Sharma.

The US has raced even further ahead—the "connected cow" is enabled by everything from real time sensors to robotic milking.

"More recently we have seen growth in the use of technologies such as individual cow sensors (for rumination, activity, feeding and resting time, temperature, etc) and automation (robotic milking and automated milk feeders) which provide even larger amounts of individual animal data to be used for health, reproduction and performance improvement," says Endres.

A Bahubali in Bhilwadi

ABS's efforts has led to creating a league table of India's top performing bulls. "Bahubali, the bull, is more popular in our community than the

movie (of the same name),” Vikas Dandelkar, a farmer in Bhilwadi, said at the local milk collection centre.



A milk collection centre in Bhilwadi. Photo: Pankaj Mishra/FactoDaily

The semen of Bahubali, a cross-breed Murrah buffalo bull in Sangli, is much sought after—each of its semen doses costs Rs150 versus Rs30 for a normal bull insemination dose. Placed No. 2 on India’s league table for bulls by semen quality, it has exceptionally high dam yield of 5,586kg per lactation with fat content of more than 7%.

“Since there is no genomics in buffaloes or indigenous cattle breeds, selection of bull is as

per mother’s milk data—higher the better,” says Gautam of ABS. There are 96 other bulls on the league table including Holstein breed Stryker and Brute, Jersey breed Preet and Tyson, and two other Murrah buffaloes Redhu and Maharaja. They are all based in a farm in Bhilwadi at Chitale Genus ABS labs.

Chitale Dairy has seen its milk productivity improve since the genomics lab was first set up in 2010. From around 350,000 litres a day three years ago, Chitale now procures over 750,000 litres daily in Bhilwadi, Sangli. And, the improvement has come by keeping number of cows and buffaloes, around 100,000, mostly unchanged.

“To achieve this level of improvement, having big data is a must,” says Vishwas Chitale, director, Chitale Dairy. “(Results with) genomic selection is only possible with recording.”

## Dairy Co-ops: Sodhi pitches for youth participation

Posted in [Dairy](#), [Featured](#) on December 05, 2017 by [Parasnath](#)  
<http://www.indiancooperative.com/dairy/dairy-co-ops-sodhi-pitches-for-youth-participation/>

**S**peaking on the occasion of international conference on South-South and Triangular Cooperation GCMMF MD R S Sodhi outlined a strategy aimed at enlisting the youth into dairy cooperative movement.

Conceding that the milk industry is not glamorous enough to attract today’s youth Sodhi talked about Amul’s new initiative “cow to consumer”.

Under this programme, Amul creates a digital account for a farmer. When a farmer goes to deposit milk at a collection centre, the quality and quantity of milk is assessed and updated on the card that comes with the account. Based on the quantity and quality, money is transferred to

the account of the farmer immediately which could be accessed by him through a mobile app, he said.

Another programme aimed at attracting youth is dairy entrepreneurship scheme under which youth can go for a farm size of 20-30 cows and buffaloes and it would be financed by the banks with Amul marketing for it.

One of the main reasons for introducing such schemes was to make the dairy industry attractive for the tech-savvy youth, Sodhi added.

The demand for milk by 2050 would be around 540 million litres in the country and to meet this demand, the dairy industry will have to be commercially viable for India’s youth, Sodhi said.

## Health/Awareness

### Dairy farmers to get training for six weeks

updated: Dec 13, 2017, 1:44 AM (IST)

<http://www.tribuneindia.com/news/amritsar/dairy-farmers-to-get-training-for-six-weeks/512535.html>

**T**he Department of Animal Husbandry and Dairy Development has announced to organise a six-week training workshop to impart technical skills to farmers who are willing to set up dairy farms.

Kashmir Singh Goraya, Deputy Director of the department, said a walk in interview of candidates would be organised on December 22.

Goraya said farmers would be told about artificial insemination for the improvement of livestock breed and other aspects. They would

also be trained to handle common health issues of animals, he added.

The Deputy Director said the training would also cover value addition in milk and its products to supplement the income of farmers. Officials of the department said matriculate persons in the age-group of 18 to 45 years were eligible for the training.

They said farmers from Amritsar and nearby districts, including Tarn Taran and Gurdaspur, are eligible for the participation.

### Din in Maha Assembly over Speaker's faux pas on milk purchase price

Published: December 13, 2017 8:52 PM IST

<http://www.india.com/news/agencies/din-in-maha-assembly-over-speakers-faux-pas-on-milk-purchase-price-2748492/>

**M**aharashtra Assembly Speaker Haribhau Bagde faced an embarrassment in the House today when he unwittingly revealed that a dairy controlled by him is buying milk from farmers below the rate prescribed by the state government.

The Opposition parties today raised a question under calling attention objecting to the

government's circular which made it mandatory to dairies to buy milk from farmers at Rs 27 per litre.

During an uproar on the issue, senior NCP leader Ajit Pawar rose and started listing out the problems being faced by dairies on the cost front due to the circular.

He suddenly turned towards Bagde and said, "Even you control a dairy in your Aurangabad

district. You are also one of the directors of Mahanand, the state run dairy. Why don't you tell us, at what rates your Aurangabad-based dairy purchases milk?"

Agitated by the continuous din, Speaker Bagde said, "Earlier the dairy used to buy milk at Rs 27 per litre but now it buys at around Rs 21 or Rs 22 per litre".

Latching on to the Speaker's reply, Pawar led the chorus of the Opposition MLAs on the issue of milk purchase rate.

Bagde, however, did not withdraw his statement.

"Bagde's statement is a clear admission of the violation of a circular issued by the Maharashtra government.

I demand an answer from the state government on how much time do they need to initiate an action against his dairy," Congress MLA Sunil Kedar said.

Maharashtra Chief Minister Devendra Fadnavis defused the situation by assuring the opposition parties that the government would withdraw the circular if it is found to be impractical.

With this assurance, the opposition calmed down and order was restored.

Minister of State for Dairy Development Arjun Khotkar said, "A committee is set up for finding an amicable solution to this issue as the government is keen to increase farmers' income. Till the committee's report is out, the government will not take any action against dairies that buy milk at lower rate. It will take two months to get the report".

Dairies in Maharashtra have been opposing the circular arguing that they cannot sustain if they are made to purchase milk from farmers at Rs 27 per litre.

## Start-up dairy firm MilkLane raises Rs 27 cr funds

Published: December 8, 2017 9:16 PM IST

<http://www.india.com/news/agencies/start-up-dairy-firm-milk-lane-raises-rs-27-cr-funds-2729445/>

**S**tart-up dairy firm MilkLane today said it has raised Rs 27 crore in a 'pre-Series A' funding round from a clutch of investors.

The company, which has raised the fund from Pioneering Ventures, Schreiber Foods and ultra-high net worth families, will utilise the capital for expansion purpose.

In a statement, MilkLane said it will utilise the fund to increase its network of milk collection centers and strengthen its digital and analytics capabilities in the supply chain.

"We intend to create a pan-India network of industrial production units, village level bulk coolers and introduce IT-enabled solutions to

provide a fresh, safe and steady supply of high quality milk to our partners in the industry", MilkLane COO Gaurav Haran said.

MilkLane started its milk collection operations in January 2017 at Kuppam in Andhra Pradesh, and within a span of six months reached an initial milestone of 85,000 litres per day, the company added.

The company procures milk from selected dairy farmers and delivers it to industrial scale off-takers such as industrial processors, FMCG companies and milk product manufacturers. PTI LUX



## शहर म रोजाना रहे हजारों लीटर दूध का जांच करने वाला कोई नहीं

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<https://www.bhaskar.com/news/HIM-OTH-MAT-latest-hamirpur-news-020003-640921-NOR.html?ref=whpt>

**श**हरमरोजाना आसपास के इलाकों से हजारों लीटर लोकल दूध बिकने के लिए रहा है। लेकिन इसका क्वालिटी कैसी है, इसका चेकिंग करने वाला कोई नहीं है। आखिरी बार दूध के संपल कब भरे गए थे यह तक भी पता नहीं है। दूध का कोई भी संपल हमीरपुर म नहीं भरा जा रहा है। रोजाना धड़ाधड़ यह दूध लोगों के घरों पर पहुंच रहा है छोटे बच्चे क्या पी रहे ह किसी को कुछ पता नहीं है। मौके पर सुबह सवेरे संपलों को भरने का जिम्मा जिस अधिकारी पर है उसका पद एक साल से खाली पड़ा हुआ है। लिहाजा सब मनमर्जा से चला हुआ है।

रोजाना सुबह सवेरे स्कूटर-बाइक पर लोकल दूध का सप्लाई हजारों लीटर म आस-पास के गांव से शहर म पहुंच रहा है। दो पहिया वाहन पर दजना बोतल थैलों म भरकर लटका देखी जा सकती है लेकिन कहीं पर भी फूड सेफ्टी एक्ट का पालना होती हुई नहीं दिख रहा है। किसी भी लोकल दूध बेचने वाले का कोई संपल नहीं भरा जा रहा है। वो क्या ला रहे ह और क्या लोगों को पिला रहे ह कुछ पता नहीं है। गाय और भस का यह दूध कुछ रुपए सस्ता जरूर होता है लेकिन क्वालिटी क्या है नहीं जानते।

प्लास्टिक का कोल्ड ड्रिंक का बोतलों म रहा दूध :दूध का सप्लाई लोकल दूध वाले प्लास्टिक का बोतलों म भर लाते ह। यह बोतल कोल्ड ड्रिंक्स का खाली बोतल है और इनम लगातार कई माह से दूध लाया जाता है। लिहाजा इन बोतलों म दूध का क्वालिटी कितनी मटेन रह पाती है कोई भी चेक करने वाला नहीं है। इन को प्रॉपर साफ

करने का व्यवस्था देखने का काम भी कहीं नहीं हो रहा है। जो रहा है वो बस धड़ाधड़ बेचा जा रहा है।

संपल भरने वाला कोई नहीं

दूध और दूसरे संपलों को भरने का जिम्मा जिस फूड सेफ्टी ऑफिसर के हवाले होता है। उसका पद हमीरपुर म एक साल से ज्यादा समय से खाली चल रहा है। एफएसओ संपल भरकर स्वास्थ्य विभाग म तैनात डेजिग्नेटेड ऑफिसर को देगा जो आगे जांच करके अगली कारवाई अमल म लाएंगे लेकिन यह काम नहीं हो रहा है।

एफएसओ का पद खाली

हमीरपुरम दूध के संपल भरने के लिए फूड सेफ्टी अधिकारी एफएसओ नहीं है पोस्ट खाली है एफएसओ संपल लाएं तो ही वह इन संपलों को जांच के लिए कंडाघाट लैब भेज सकते ह। फिर भी कोशिश करगे कि दूध के संपल भरे जाएं। अरुणकुमार डेजिग्नेटेड ऑफिसर, स्वास्थ्य विभाग हमीरपुर।

हमीरपुर उपभोक्ता संरक्षण संगठन के अध्यक्ष सुशील शर्मा का कहना है कि पूरे जिले म समय-समय पर दूध के संपल भरे जाएं। इस वक्त यह काम कहीं पर नहीं हो रहा है अगर कोई इसका वजह से बीमार पड़ जाए तो इसके लिए कौन जिम्मेदार होगा।

शहर म पहिया वाहनों पर थैलों म प्लास्टिक का बोतलों म भरकर लाया जा रहा दूध।

## सिंथेटिक दूध से बना पनीर भेज रहे रायपुर, इंदौर व ग्वालियर

- Dec 07, 2017, 03:05 AM IST

<https://www.bhaskar.com/mp/ambah/news/MP-OTH-MAT-latest-ambah-news-030503-638000-NOR.html>

सिंथेटिक दूध से बने पनीर को मुरैना से रायपुर, इंदौर व ग्वालियर को मंडियां म भेजा रहा है। मिलावटों पनीर लोगों के स्वास्थ्य के लिए नुकसानदायक है बावजूद इसके खाद्य सुरक्षा विभाग के अफसरों ने बीते दो महानों म दूध व दुग्ध पदार्थों का सर्पलिंग नहीं का है।

मिलावटों पनीर को थर्मिकोल के डिब्बों म आइस के सपोट से पैक कर ट्रेन व वीडियोकोच बसों के माध्यम से रायपुर, इंदौर व ग्वालियर पहुंचा रहे ह। बारिश के दिनों म पनीर के रेट 200 रुपए किलो के मिलने के कारण जिले म 20 से ज्यादा डेयरियां अमानक पनीर को व्यापारिक स्तर पर बना रहों ह। एक अनुमान के मुताबिक प्रतिदिन 2000 क्विंटल पनीर का निमाण किया जाकर उसे मुरैना, अंबाह, पोरसा, जौरा, कैलारस, सबलगढ़, बानमोर सहित ग्वालियर के बाजार म बिक्री के लिए उपलब्ध कराया जा रहा है। रिटेल काउंटर पर

पनीर का बिक्री 240 रुपए किलो के रेट से का जा रहा है।

इन स्थानों पर पनीर का कारोबार

शहर के नैनागढ़ रोड, शिक्षा नगर रोड, महादेव नाका, महाराजपुरा, सेलटैक्स बैरियर क्षेत्र, सिंथेटिक पनीर बनाने का कारोबार चल रहा है। इसके अलावा शहर का अन्य डेयरियां पर भी मिलावटों पनीर बनाया जा रहा है।

सपरेटा दूध का उपयोग

पनीर बनाने के लिए डेयरी संचालक सपरेटा दूध का उपयोग करते ह। सपरेटा दूध म मिल्क पावडर सहित रिफाइंड ऑइल व अन्य कार्बनिक पदार्थ मिलाकर पनीर को मूलरूप म तैयार कर देते ह।

## Kerala bats for Bharat Ratna to father of white revolution, Verghese Kurien

07th December 2017 10:04 PM |

<http://www.newindianexpress.com/states/kerala/2017/dec/07/kerala-bats-for-bharat-ratna-to-father-of-white-revolution-verghese-kurien-1721435.html>

The Kerala government today requested the Centre to nominate late Verghese Kurien, the father of the white revolution, for Bharat Ratna.

Chief Minister Pinarayi Vijayan, in a letter to Prime Minister Narendra Modi, said conferring the top civilian honour on the late Kurien would

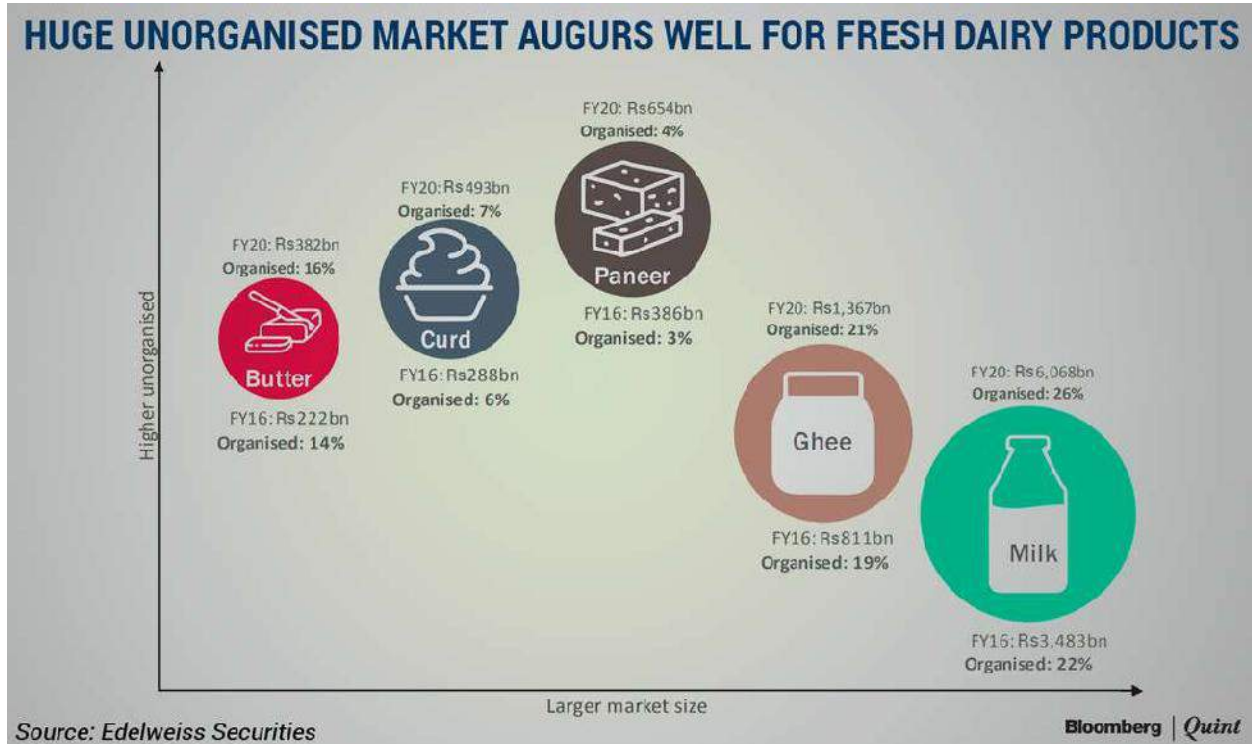
also be a recognition to millions of dairy farmers in the country.

Kurien, who brought India to the forefront of the world in terms of milk production and helped millions of dairy farmers to find a decent living, really deserves the country's top honour, the chief minister said in the letter.

It was through the visionary initiatives of Kurien that the country had attained self-sufficiency in milk production and even excelled the United States' achievements in the sector, he said.

awards, in tapping the immense potential of the cooperative sector was remarkable, Vijayan noted in the letter.

The contribution of Kurien, a recipient of Padma



Bhushan, Padma Vibhushan and Magsaysay

## Edelweiss Thinks Milk Is Good For You

December 5, 2017, 2:53 pm December 5, 2017, 11:37 am  
<https://www.bloomberquint.com/markets/2017/12/05/edelweiss-thinks-milk-is-good-for-you>

A mix of factors such as growth, rising consumer maturity and the shift to more value-added products makes the Indian dairy sector a “very white, bright and freely flowing opportunity”, according to an Edelweiss report.

Owing to the size of the dairy sector (Rs 4.5 lakh crore) and around 15 percent compound annual growth rate over 2016 to 2020, more possibilities will come up, the report said.

Sectoral trends such as a high vegetarian population and huge unorganised market led by fresh dairy products augurs well for the sector and brings more investment opportunities to the fore, said Edelweiss.

The sector will drive growth and profitability for the market leaders as it is poised for an earnings CAGR of over 20 percent and return on capital employed over 25 percent, said Edelweiss. The brokerage firm also forecasts meaningful stock returns for the investors in the sector. Edelweiss

initiated coverage on two companies from this sector:

Parag Milk Foods: Initiated at 'Buy' with a target price of Rs 340, implying 40 percent upside.

Heritage Foods: Initiated at 'Buy' with a target price of Rs 976, implying 28 percent upside.

Parag Milk Foods

Leading market share in high margin value-added products.

Second position in cheese and largest cow ghee brand.

Value added products' shares in sales will rise to catapult to 70 percent from 64 percent currently over financial years 2017 to 2020 on sustained innovation and investment.

Operating income to jump 2.3 times and return on capital employed will rise to 19 percent over financial years 2017 to 2020.

Revenue growth at 14 percent and net profit's compound annual growth rate at 49 percent over financial years 2017 to 2020.

Edelwiess initiates coverage with 'Buy' and a target price of Rs 340, implying 40 percent upside.

Five of the nine analysts tracked by Bloomberg have a 'Hold' rating, three have 'Buy' and only one has 'Sell' on the company's stock.

Heritage Foods

Strong private player in Andhra Pradesh with 10 percent organised market share.

Strong franchisee in liquid milk.

Target of 40 percent sales, potential of nearly 34 to 40 percent sales CAGR over financial years 2017 to 2022.

High return on capital employed pouch milk and high-growth & margin curd, yogurt, ice-cream segments.

Hence it has the highest pre-tax return on capital employed in the industry at 42 percent (adjusted) with strong 23 percent sales and 21 percent EBIT CAGR over financial years 2017 to 2020.

Edelwiess initiates coverage with 'Buy' and a target price of Rs 976.

Currently all seven analysts tracked by Bloomberg have a 'Buy' rating on the stock.

## Pre-Budget consultations start with focus on increasing farmer incomes

December 5, 2017

<https://www.canindia.com/pre-budget-consultations-start-with-focus-on-increasing-farmer-incomes/>

**F**inance Minister Arun Jaitley on Tuesday said there is a need to conserve water, incentivise agro-processing and promoting balanced use of fertilizers in order to ensure higher agriculture productivity, which would, in turn, increase income of farmers.

He added that in order to achieve the goal of doubling the farmers' income by 2022, there was need for better storage and marketing facilities for the farmers' produce so that they get better prices.

Jaitley's remarks came at his first pre-Budget consultative meeting with the representatives of different agriculture groups here.

During the meeting, many suggestions were received including incentivising mechanised farming and micro-irrigation, subsidising machines for crop residue management and tackling the stubble burning problem especially in northwest India.

There were also suggestions to give more focus on dairy, fruit and vegetable items "which have potential to grow three-four times and thereby can help in achieving the goal of doubling of the farmers' income by 2022", a statement from the Finance Ministry said.

The representatives also suggested focusing on vegetables especially TOP — tomato, onion and potato — as there is maximum volatility in their prices.

Another suggestion included to give more thrust to warehouses, cold storages at the local level and give boost to agro-processing facilities in order to optimally manage the increased production of agriculture produce, especially of perishable items.

It was also suggested to have an Integrated Transport System so that farmers can take their produce to the far-off market places where they can get better prices for their produce and in turn, help in containing their prices.

The representatives of the different agriculture groups also suggested a shift to "Farmers' Policy" instead of the "Food Policy", which is being pursued since decades.

"Other suggestions included to create a small group of five-six experts who can monitor the agriculture production data of different crops and global market conditions on monthly basis and do advance planning, rather than the government reacting suddenly to an adverse situation," the statement said.

"To ensure the delivery of remunerative prices to farmers, the Price Deficiency Payment Mechanism must be implemented immediately for those crops where procurement cannot be ensured.

"Other suggestions included that the Centre should declare an 'Agriculture Debt Relief Package' for the entire country which is used with matching contributions from the state governments," it added.

It was also suggested that on the lines of other subsidies, food and fertilizers subsidy should also be given through Direct Benefit Transfer mechanism to avoid pilferage.

The stakeholders suggested that 'one shoe fits all' policy may not be suitable and differentiated and flexible policies for different agro ecologies — based on available land and water resources, population and dependency on agriculture — should be promoted to accelerate growth of the agriculture sector.

## Amul plans innovative programmes to make dairy industry

December 3, 2017 | UPDATED 12:30 IST

**A**mul is launching innovative programmes like the "cow to consumer" to make the dairy sector "contemporarily cool" and commercially viable for today's youth who are moving to cities and reluctant to join the milk industry, the dairy giant's Managing Director Rupinder Singh Sodhi has said.

In 1970, per capita of milk consumption in India was 111 gm and today it is 350 gm, it is growing at the rate of 2 per cent per annum. The demand for milk by 2050 would touch 540 million litres and to meet India's demand in the coming years there is a need to make the dairy industry commercially viable for India's youth, said Sodhi.

"By 2050, 50 per cent of India would be urbanised, which means that we would have more mouths to feed and less hands to produce. In case of shortage of milk, we would become dependent on milk from edible oil and pulses," Sodhi told PTI.

What is required is how to make dairy "contemporarily cool" and "commercially viable" business for today's youth who are drifting to cities and reluctant to join the dairy industry, he said on the sidelines of the International conference on South-South and Triangular Cooperation here.

"We are trying to modernise dairy farming using milking machines instead of hand milking, we are also using bulk milk coolers, modern sheds, modern watering system etc. The idea behind propagating a commercial dairy farm is to attract today's youth," 57-year-old Sodhi said.

Listing the programmes introduced by the company to modernise dairy farming, Sodhi said the biggest innovation that Amul is bringing in India's dairy industry is through Cow to Consumer.

Under the Cow to Consumer programme, Amul creates a digital account for a farmer. When a farmer goes to deposit milk at a collection centre, the quality and quantity of milk is assessed and updated on the card that comes with the account. Based on the quantity and quality, money is transferred to the account of the farmer immediately which could be accessed by him through a mobile app, he said.

"We have opened more than 26 lakh such digital accounts for farmers in the last few months and 40 to 45 per cent farmers have been covered under the scheme," he said.

One of the main reasons for introducing such schemes was to make the dairy industry attractive for the tech-savvy youth, he added.

Another programme aimed at attracting youth is dairy entrepreneurship scheme under which youth can go for a farm size of 20-30 cows and buffaloes and it would be easily financed by the banks with Amul marketing for it.

"One would earn Rs 40,000 per month through commercial dairy farming which in many cases is more than the amount you would earn in urban India," he said.

Calling India a country of small holder farmers, he said the youth of the country needs to realise that animal husbandry is a very attractive business at this time when the land is shrinking and population is increasing.

"We need to be able to increase milk productivity on reduced number of farms with the shrinking of land, then only we will be able to meet India's increasing demands and the country's youth has a very important role to play in taking the dairy industry of the country forward," he added. PTI UZM ZH AKJ ZH



## GADVASU motivates school children to adopt Animal Sciences as career

December 04, 2017 04:27 PM

<http://punjabnewsexpress.com/education/news/gadvasu-motivates-school-children-to-adopt-animal-sciences-as-career-70044.aspx>

**A**gricultural Education day was celebrated at Guru Angad Dev Veterinary & Animal Sciences University, Ludhiana on 3rd December, 2017 to apprise the students to various facets of agriculture and inspire them to choose veterinary and allied sciences as a [career](#). More than hundred students from Partap Public School, Ramgarhia Sen. Sec. School, DAV Public School, Ludhiana etc participated in the function. On this occasion an essay writing competition was organised for the school children on the topic “Role of Livestock in Indian Economy” and the winners were given away the prizes.

Dr. Simrat Sagar Singh, Dean, Postgraduate Studies, Chief Guest on the occasion shared the experiences with school children and highlighted the importance of Agricultural Education. Dr. Singh said that there is need to create interest in youth towards agricultural education and create awareness in them about various streams of agriculture and allied subjects. He described the admission process to various undergraduate programs of the university and placement avenues for veterinary graduates. Dr. Meera D.

Ansal, Professor of Aquaculture shared the information about fish and fisheries Sciences and Dr. Santosh Kumar Mishra, Asstt. Professor, Dairy Microbiology highlighted the importance of Dairy Technology and Dairy Sector.

On this occasion students visited Equine section, Dairy farm, Fishery farms and learned about their rearing. Dr P S Brar, Dean, College of Veterinary Science, GADVASU told that Agricultural education day is celebrated every year on 3rd December on the birth day of Dr. Rajendra Prasad, the first Agricultural Minister of independent India and the first President of Government of India. He said that to inform about agricultural education is more important in the country like India where 70% of rural folks have a strong acquaintance with agriculture.

Dr P N Dwivedi Professor of Veterinary Microbiology welcomed the students from various schools their teachers and other dignitaries. Dr. Charan Kamal Singh, Professor & Head, Department of Vety. Pathology extended the vote of thanks to all the students, school children their staff/teacher and other guests.

## Maharashtra plastic ban stuck over packaging of milk

Dec 3, 2017, 2:10 PM; last updated: Dec 3, 2017, 2:10 PM (IST)

<http://www.tribuneindia.com/news/nation/maharashtra-plastic-ban-stuck-over-packaging-of-milk/507533.html>

**P**ackaging of milk is proving to be a major hurdle for the Maharashtra government which is working on a comprehensive ban on plastic bags from next April.

As per the draft plan prepared by the state government, plastic will not be used to package water, liquids, groceries, either by retail or wholesale users. The authorities are pushing for glass bottles as an alternative to store liquids like water and oil.

However the powerful dairy industry in Maharashtra is balking at the use of bottles to package milk on the grounds that transporting it in bottles would render it uneconomical. "Milk is packed in polythene bags at our dairies in Kolhapur and Mumbai and transported in refrigerated trucks," says the spokesperson of Mahananda Dairy, a major supplier to the country's financial Capital.

He added that milk trucks would have to make

multiple rounds to collect empty glass bottles and investing in cleaning and washing them before refilling them again. Breakage would also result in losses, according to the official. Several dairies in the co-operative sector have warned the Maharashtra government that milk prices would have to be increased by Rs 10 per litre in order to cover the cost of packing milk in bottles.

Dairy officials have also told Maharashtra Chief Minister Devendra Fadnavis that another alternative of packing milk in Tetra Packs too would entail capital investments.

Mumbai alone consumes 80 lakh litres of milk of which 50 lakh litres are sold in plastic bags.

Incidentally, both the Shiv Sena and the BJP which is part of the ruling coalition in Maharashtra have agreed on banning plastic bags from next Gudi Padwa, the Marathi New Year.

## Avoid red meat, dairy products in winter

By IANS | Published: 01st December 2017 11:30 AM |

Last Updated: 01st December 2017 11:30 AM

<http://www.newindianexpress.com/lifestyle/health/2017/dec/01/avoid-red-meat-dairy-products-in-winter-1715532.html>

**D**ry fruits, nuts, tulsi, ginger, leafy vegetables in your meals in winter is good, but avoid red meat and control the intake of milk products, suggest experts.

Bhavishya Wadhwan, Founder at 98FIT and Neha Ranglani Nutritionist and lifestyle educator, have listed food habits not advisable for the cold season:

\* Dairy products: Although milk is known as a complete food, but in winter it is better to reduce its intake. Milk causes phlegm and can thicken the phlegm already present. This makes you more uncomfortable and increases the irritation in the throat.

\* Hot or cold drinks: Everybody loves hot coffee, hot tea, or hot chocolate in winters. But we need to keep in mind the amount of fat and caffeine

they contain. These drinks dehydrate your body, which leads to much thicker mucus. So, it is best to avoid caffeine and opt for water or herbal fusions instead.

\* Red meat: Meat and eggs are known to be the best source of protein. High protein can cause a build-up of mucus in your throat. Processed meat and high fat meat can cause problem, while fish and poultry are relatively safer. But you must choose organic meat instead of processed.

\* Fried food: Deep fried food is a source of trans-fat and adds up to your total calorie consumption without giving you any actual food value. Fried food also run the risk of making your stomach upset.

\* Non seasonal fruits: Whenever a particular fruit is available on off-season, don't consume them as they are not fresh. This is because it may lead to illness and health issues. Intake of more citrus fruits during winter season will boost up our body metabolism.

\* Sugar: Cold weather and hot chocolate go hand in hand, but many doctors believe that too much sugar can weaken your immune system. One study found subjects who had just consumed a lot of sugar weren't able to fight off bacteria as compared to those who had mostly water.

\* Alcohol: During winter, we naturally tend to drink less water and due to the dry weather, the chance of being dehydrated is high. Alcohol can be a good option to warm up your body but alcohol dehydrates the body extensively which can be most damaging during winter.

Moreover, alcohol increases your body temperature quickly which adds to the chance of getting cold during winter.

## Regulatory/Lega

### Raid nets 1000 litres synthetic milk, food inspector suspended

Updated: Dec 13, 2017, 04.45 PM IST

<https://economictimes.indiatimes.com/news/politics-and-nation/raid-nets-1000-litres-synthetic-milk-food-inspector-suspended/articleshow/62053564.cms>

**A**uthorities raided a factory in Chinnoni village here yesterday and seized 1000 litres of synthetic milk, a senior official said.

A food inspector had been suspended for failing to check the malpractice, the official added.

Additional collector KP Mishra said that a joint team from the food and revenue departments had raided the factory at Chinnoni village and seized 1000 litres of synthetic milk yesterday.

The team recovered glucose, detergent and other ingredients that went into making the synthetic milk, he added.

He said that the raid was carried out following complaints to the district collector.

Mishra informed that the collector had yesterday suspended food inspector Savita Saxena.

"She did not pay heed to senior officials who had been asking the food inspector to crack the whip on people involved in milk adulteration," Mishra said.

Mishra said that the adulterated milk from the factory used to be supplied to Nova Dairy in Malanpur, Gwalior.

### Punjab Food Authority destroys 2,000 liters of milk in Lahore

December 11, 2017

<http://www.newspakistan.pk/2017/12/11/punjab-food-authority-destroys-2000-liters-milk-lahore/>

**T**he Punjab Food Authority (PFA) has kicked into high gear and is trying its best to ensure that the people of Lahore receive good quality food and milk.

According to the latest reports, PFA destroyed over 2,000 liters of adulterated and substandard milk on Sunday which was being supplied to the city. Pickets were set up at different entry points of the city in order to check the milk quality being transported to Lahore.

During the inspection, the PFA officers collected samples and tested for water and chemical adulteration in various milk cans. Those which were found to be of low quality, were discarded on the spot.

Punjab Food Minister Bilal Yasin and PFA Director General Noorul Amin Mengal ordered the installation of the pickets and the checking of the milk standards. Later Mengal

informed the minister that the authority was monitoring the transportation of loose milk in various areas of the city to discourage the sale of substandard milk.

He further added that already the operation has resulted in the improvement of milk quality being supplied to different parts of the city. He further said that the authority has constituted several dairy safety teams in addition to the food safety teams which would ensure the supply of wholesome milk in Lahore. These teams will take charge by the end of this month.

Mengal further added that a long term goal of the authority is to ensure that milk pasteurization law is imposed so that everyone gets to have safe and healthy milk. "The law has already been approved and now the authority is in the process of devising a strategy to implement this law," he added.

## FSDA to keep check on 'adulterated' cakes, sweets

Dec 10, 2017, 22:26 IST

<https://timesofindia.indiatimes.com/city/meerut/fsda-to-keep-check-on-adulterated-cakes-sweets/articleshow/62012296.cms>

**W**ith Christmas being just a fortnight away, the Food Safety and Drugs Administration (FSDA) is on its toes to make sure that the city residents do not consume adulterated Christmas treats, sweets, cakes and other food items made for the festival. A five-member team will be conducting surprise inspections at shops in both rural and urban areas to check adulteration and the sale of stale items in the market.

The anti-adulteration drive is set to continue for two weeks until Christmas. "A five-member team of the food department will conduct regular checks by sending suspicious food items to the Lucknow laboratory for testing. Action will be taken only after we receive the result from the laboratory. If the team finds any food item which prima facie looks sub-standard or unsafe, action can be taken accordingly," said Archana Dheeran, designated food officer.

Though samples of the suspicious food items will be sent to Lucknow's food testing lab to avert any manipulation at the city-based lab, if

a the food item look way too suspicious, it will be sent to the latter and an immediate report will be sought. The sample reports from the city-based lab can be procured in 48 hours and action can be taken soon after, officials said.

The FSDA officials will keep a close eye on milk, milk-made products, cakes, Christmas treats, other sweets and items used for baking, which officials say, are the main food items that are found adulterated during this time of the year.

"The food items are preserved and sent to Lucknow by means of courier. The result will reach us within 20 days. We are focusing mainly on sweets, milk products and cooking oils to keep adulteration under control," said Dheeran.

Customers can file complaints related to food adulteration with the department and their identity will not be revealed, said FSDA sources. The sample may be submitted by depositing Rs 1,000 and if found adulterated, a complaint can be filed with FSDA officials who will take further action.

## KMF supplier arrested for selling adulterated ghee

Last Updated: 02nd December 2017 07:46 AM |

<http://www.newindianexpress.com/states/karnataka/2017/dec/02/kmf-supplier-arrested-for-selling-adulterated-ghee-1716464.html>

**A**dulteration of Karnataka Milk Federation (KMF) products is back to haunt the customers. Only this time, the official supplier has been caught for selling adulterated ghee product. What's more shocking is that the adulterated products were sold in the dairy parlour located at Bengaluru Dairy Union compound in Adugodi.

The accused company — Eagle Enterprises — is the official wholesale dealer of KMF. The incident came to light after many customers brought the issue to the notice of KMF authorities. According to police, Eagle

Enterprises located in Byadarahalli on Magadi Main Road, is the wholesale supplier for Karnataka Milk Federation. In all, 144 ghee packets of 1 litre each were supplied for sale to the parlour at the Bengaluru Dairy Union compound in Adugodi. Customers who bought the ghee complained that it was spoilt. On November 17, a team from KMF inspected the products that were sold in their premises and found that the complaints were genuine.

A total of 84 ghee packets were brought to laboratory and tested by the quality control wing. The results showed that the ghee was

adulterated. Also, during the investigation it was found out that the the boxes containing ghee sachets had details of Mysore Milk Union but had products of Bengaluru Milk Union. The genuine sachets had been replaced with adulterated ghee sachets. M T Kulkarni, director of marketing, KMF, filed a complaint with Adugodi police station against the wholesale dealer and five others. The cases are registered under IPC 272 (Adulteration of food or drink intended for sale), 273 (Sale of noxious food or drink) and 420 (cheating).

Police sources said they suspect inter-state networks involved in supplying adulterated content of KMF. "The racket seems to be very big. We also suspect the involvement of insiders in the adulteration of KMF products,"

the sources added. The police sources also said that the people who knew about marketing and supply of KMF products may have played a role in replacing adulterated products and also coming up with sachets that resemble KMF's original sachets.

Nagarajaiah, MD of KMF said, "Besides police investigation we are also trying to get information from other places. We have a filed case against the wholesale dealer and they are no more part of our organisation. We cannot reveal more now as the investigations are under way."

## Survey/Report

### Fermented Dairy Market Overview, Growth Challenges Survey & Forecast to 2022

December 8, 2017

<https://www.newsient.com/fermented-dairy-market-overview-growth-challenges-survey-forecast-2022/151474>

**H**TF MI published a new industry research that focuses on Fermented Dairy market and delivers in-depth market analysis and future prospects of Global Fermented Dairy market. The study covers significant data which makes the research document a handy resource for managers, analysts, industry experts and other key people get ready-to-access and self-analyzed study along with graphs and tables to help understand market trends, drivers and market challenges. The study is segmented by Application/ end users [Supermarket, Beverage Shop, Online Sales & Others], products type [Cheese, Flavoured Milk, Yogurt, Cow Milk, Goat Milk, Others, ? type, ? type, ? type & ? type] and various important geographies like North America, Europe, China, Japan, Southeast Asia & India].

The research covers the current market size of the Global Fermented Dairy market and its growth rates based on 5 year history data along with company profile of key players/manufacturers such as Koninklijke DSM N.V., Dupont, Chr. Hansen Holding A/S, Cargill Incorporated, Bioprox (A subsidiary of Proxis Developpement), Novozymes, Kerry Inc, Archer Daniels Midland Company, Ingredion Incorporated, Arla Foods Ingredients Group

P/S, Lake International Technologies, DairyChem Inc., CSK Food Enrichment, CP Ingredients Limited, Epi Ingredieints, Dairy Connection Inc., Socius Ingredients LLC, The Tatua Cooperative Dairy Company Ltd & Corbion. The in-depth information by segments of Fermented Dairy market helps monitor future profitability & to make critical decisions for growth. The information on trends and developments, focuses on markets and materials, capacities, technologies, CAPEX cycle and the changing structure of the [Global Fermented Dairy Market](#).

The study provides company profiling, product picture and specifications, sales, market share and contact information of key manufacturers of Global Fermented Dairy Market, some of them listed here are Koninklijke DSM N.V., Dupont, Chr. Hansen Holding A/S, Cargill Incorporated, Bioprox (A subsidiary of Proxis Developpement), Novozymes, Kerry Inc, Archer Daniels Midland Company, Ingredion Incorporated, Arla Foods Ingredients Group P/S, Lake International Technologies, DairyChem Inc., CSK Food Enrichment, CP Ingredients Limited, Epi Ingredieints, Dairy Connection Inc., Socius Ingredients LLC, The Tatua Cooperative Dairy Company Ltd & Corbion. The market is growing at a very rapid



pace and with rise in technological innovation, competition and M&A activities in the industry many local and regional vendors are offering specific application products for varied end-users. The new manufacturer entrants in the market are finding it hard to compete with the international vendors based on quality, reliability, and innovations in technology.

Global Fermented Dairy (Thousands Units) and Revenue (Million USD) Market Split by Product Type such as Cheese, Flavoured Milk, Yogurt, Cow Milk, Goat Milk, Others, ? type, ? type, ? type & ? type. Further the research study is segmented by Application such as Supermarket, Beverage Shop, Online Sales & Others with historical and projected market share and compounded annual growth rate. Geographically, this report is segmented into several key Regions, with production, consumption, revenue (million USD), and market share and growth rate of Fermented Dairy in these regions, from 2012 to 2022 (forecast), covering North America, Europe, China, Japan, Southeast Asia & India and its Share (%) and CAGR for the forecasted period 2017 to 2022.

Read Detailed Index of full Research Study at @ <https://www.htfmarketreport.com/reports/830684-global-fermented-dairy-market-2>

What this Research Study Offers:

Global Fermented Dairy Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 5 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Buy this research report @ <https://www.htfmarketreport.com/buy-now?format=1&report=830684>

There are 15 Chapters to display the Global Fermented Dairy market.

Chapter 1, to describe Definition, Specifications and Classification of Fermented Dairy , Applications of Fermented Dairy , Market Segment by Regions;

Chapter 2, to analyze the Manufacturing Cost Structure, Raw Material and Suppliers, Manufacturing Process, Industry Chain Structure;

Chapter 3, to display the Technical Data and Manufacturing Plants Analysis of Fermented Dairy , Capacity and Commercial Production Date, Manufacturing Plants Distribution, R&D Status and Technology Source, Raw Materials Sources Analysis;

Chapter 4, to show the Overall Market Analysis, Capacity Analysis (Company Segment), Sales Analysis (Company Segment), Sales Price Analysis (Company Segment);

Chapter 5 and 6, to show the Regional Market Analysis that includes North America, Europe, China, Japan, Southeast Asia & India, Fermented Dairy Segment Market Analysis (by Type);

Chapter 7 and 8, to analyze the Fermented Dairy Segment Market Analysis (by Application) Major Manufacturers Analysis of Fermented Dairy ;

Chapter 9, Market Trend Analysis, Regional Market Trend, Market Trend by Product Type [Cheese, Flavoured Milk, Yogurt, Cow Milk, Goat Milk, Others, ? type, ? type, ? type & ? type], Market Trend by Application [Supermarket, Beverage Shop, Online Sales & Others];

Chapter 10, Regional Marketing Type Analysis, International Trade Type Analysis, Supply Chain Analysis;

Chapter 11, to analyze the Consumers Analysis of Global Fermented Dairy ;

Chapter 12, to describe Fermented Dairy Research Findings and Conclusion, Appendix, methodology and data source;

Chapter 13, 14 and 15, to describe Fermented Dairy sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source.

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## Cheese reduce risk stroke heart disease, study suggests

<http://www.independent.co.uk/life-style/cheese-reduce-risk-stroke-heart-disease-study-soochow-university-china-a8088341.html>

**T**he calcium-rich food is thought to reduce the risk by up to 14 per cent

Eating a small portion of cheese every day could reduce your chance of developing heart disease or stroke, new research finds.

Indulging in a festive cheese board is just one of the perks to the countdown to Christmas and, despite its reputation for being high in fat, a new study suggests that people who eat cheese regularly might actually be healthier.

Published in the [European Journal of Nutrition](#), researchers at Soochow University, China, evaluated 15 previous studies from Europe and the US which tracked the diet and health outcomes of more than 200,000 people.

In doing so, they discovered that people who regularly ate cheese, amounting to about a matchbox sized portion each day on average, were 14 per cent less likely to develop coronary heart disease, and their chances of having a stroke were 10 per cent lower.

Because the researchers didn't actually test diet changes of their participants the findings could be a result of healthier people being likely to eat more cheese.

This could be because they're richer and can afford to eat more cheese, or because of their diet, one UK study included in the analysis followed vegetarians who would likely have a diet including lots of plants as well as cheese.

But it appears from the findings that eating more cheese is not clearly linked with a higher risk of heart disease, as suggested by another study earlier this year by researchers from Reading University.

The Chinese research found those eating the equivalent of 40g a day had the lowest risk, and suggested that cheese raises levels of so-called 'good' cholesterol, while simultaneously reducing levels of 'bad' cholesterol.

Despite containing high levels of saturated fat, researchers add that the calcium in the food means less of said fat is actually absorbed by the body.

Similarly, it is also thought to contain an acid that can help prevent clogging of the arteries.

"Cheese contains saturated fatty acids but also has potentially beneficial nutrients," the authors wrote.

However, they added "It's unclear how long-term consumption affects the development of cardiovascular disease."

Reacting to the latest study, Ian Givens, Professor of Food Chain Nutrition at Reading University who's own work found similar results, agreed that calcium from dairy products such as cheese plays a vital role in reducing fat in the body.

"They do seem to be associated with a reduced risk of cardiovascular disease and – particularly with yoghurt – Type 2 diabetes, which is an area of research we are trying to develop because there are 700 new cases every day," he told [The Express](#).

"The biggest element in cheese appears to be the close association between calcium and fat."



# Efficient use of time should be the priority

Wednesday, 13th December, 2017 8:15am

<http://www.southernstar.ie/news/farming/articles/2017/12/13/4149615-efficient-use--of-time-should--be-the-priority/>

**T**IME waits for no man or woman and, for the West Cork farmer, the most efficient use of his or her time must be a number one priority when it comes to running a profitable business.

At the Ludgate Agri Tech conference, Laurence Shaloo, a research officer with Teagasc, spoke of the impact new technologies have on the bottom line and why farmers need to operate more efficiently.

‘There is new tech coming on the market every day that offers the farmer more data and efficiencies,’ Laurence said. But our research has shown that some of these new technologies have a zero return for the bottom line. For example, robotic milking parlours are not as profitable as the conventional milking operation.’

While the robotic milking operation provides the farmer with more time to concentrate on other parts of the business, the cost of purchasing and maintaining this unit provides zero profit to the farms bottom line.

Justine Deming, a Walsh Fellow at Teagasc, carried out a farm efficiencies and labour management study as part of her PhD and outlined her finding at Agritech 2017: ‘We looked at dairy farms operating with herds of between 150 and 250 cows,’ Justine said, ‘And we developed an app that allow us to monitor

and map the labour on a farm over a 12-month period. This allowed us to map out and identify when the farmer was losing time and when more efficient work practices, increased labour or new technology could be employed.

‘What was interesting was that, while you might expect the bigger the farm is more efficient, this, we discover was not always the case,’ she added.

Laurence Sexton, a dairy farmer from Kilbrittain, was one of the farmers who took part in Justine’s study programme: ‘The study enabled us to pinpoint where we were doing things right and where we needed to improve,’ Laurence said.

‘On a dairy farm it’s all about getting the milk in; that’s the top priority and the time it takes to accomplish this every day is set in stone, but that doesn’t mean that you can’t be efficient in other areas. The study was very helpful in showing us where we could improve and the important of having a good reliable supply of labour on the farm.

‘Again, using time to maximise the use of outside labour is key and, for our farm, that means having the best people do the work. That then provides you with the time to concentrate on looking after the bottom line,’ Laurence stated.

# More than a 30% boost in farm incomes recorded in 2017

Dec 13, 2017, 1:51pm

<http://www.agriland.ie/farming-news/more-than-a-30-boost-in-farm-incomes-recorded-in-2017/>

**T**he mixed income in agriculture in 2017 shows an annual increase of 33.7%, according to the latest estimates from the Central Statistics Office (CSO).

The increase is in line with trends shown by other CSO short-term indicators in agriculture. The main drivers of the change are attributed to milk and livestock outputs; which increased by 39.2% and 6.6%, respectively.

Further comparison between this year and last year shows that goods output at producer prices increased by 12.8% – or €903 million – reaching a current value of €7,961 million for this year.

Joe Healy, president of the Irish Farmers' Association (IFA), said the CSO figures underlines the importance of an improved EU budget in the upcoming CAP reform.

Milk was the largest contributor to the growth in goods output with an increase of €702 million in 2017 – prices are up by 28.3%; while volume has risen 8.6%.

The value of cattle output increased by 6.3% and is estimated at €2,425 million. According to the CSO this increase of €143 million above 2016 levels is driven by improved prices and a higher volume of production.

Other estimated changes include:

Pig output increased by 11.2% to reach €520 million – mainly due to improvement in prices.

Total intermediate consumption was 1.5% greater than in 2016 and is estimated to be €5,182 million.

Expenditure on commercial feeding increased by 5.1% to reach €1,420 million – mainly due to an increase of 7.0% in the volume of consumption.

Expenditure on fertilisers amounted to €505 million in 2017 – a decrease of 0.6% on 2016. This was in spite of an increase of 11.3% in the volume of fertilisers used.

The costs of energy and lubricants increased by 5.3%, or €20 million, following a rise in oil prices.

The value of other subsidies less taxes on production is estimated to have increased by 3.4% – from €1,592 million in 2016 to €1,646 million in 2017.

(Note this figure includes subsidies already paid and those scheduled to be paid by the Department of Agriculture, Food and the Marine by the year end.)

The figures for 2017 are advance estimates which are provisional and based on the latest available data. These figures are subject to change once the complete set of data for the full year becomes available. Updated figures for 2017 will be published in the Preliminary Estimate in March 2018, followed by the Final Estimate in June 2018.

## Mixed Fortunes

In response to the new CSO figures, IFA president, Joe Healy said farm income in 2017 points to “mixed fortunes” with a significant improvement for dairy farmers and very real income pressures in other sectors.

He highlighted that gains in other sectors were negligible – particularly in drystock and tillage, where incomes are still unsustainably low.

Their very survival depends on direct payments. It underlines how crucial an improved EU budget is, in the context of the upcoming CAP reform. The figures further support the IFA case for a substantial additional payment for suckler cows.

“While it has been a relatively good year for dairying, it came after one of the worst years on record in 2016. Price volatility remains a huge threat in the context of the significant investment undertaken by dairy farmers.

“Irish farmers face increased demands on sustainability, on the environment and on climate change. With the dangers presented by Brexit and a potential Mercosur trade deal, they will continue to depend on a strongly-funded Common Agricultural Policy in the years ahead,” he concluded.

# Scientists are making smoothies with potato milk

December 13, 2017 - 06:20

<http://sciencenordic.com/scientists-are-making-smoothies-potato-milk>

If you go to any well-stocked supermarket you will find many milk options. You no longer need to choose between light, whole or skim milk – or any other varieties from cows.

Plant-based products are growing in popularity. You can enjoy steaks or cheese made of soya beans. But milk alternatives on the shelves might be made of soya, almonds, coconuts, rice, cashews or oats. If that isn't enough, make way for potato milk.

The move toward getting plant-based products more available has many roots. Researchers estimate that between one and three percent of the Norwegian population has a milk or dairy-product allergy and these persons need alternatives. Choosing a plant-based diet that excludes animal products can also be better for the environment. Most of the customers for these foods are vegans by choice.

Vegans do not eat anything animal; no meat or fish, no milk, cheese, eggs or even honey. Everything has to come from plants. This can be difficult, as animal products or by-products dominate the market. This is one of the reasons why the Swedish food researcher Eva Tornberg wanted to create potato milk.

“One matter of concern, it can be hard for vegans to get a sufficient intake of vital omega-3, which is mainly found in fatty fish,” says Tornberg in a press release from Lund University.

Controlling how the body deals with waste products is one of the roles of omega-3, according to a study from the Norwegian University of Science and Technology in Trondheim.

Neutral taste with plenty of omega-3

Technically, it can be hard to convert plant-based products into creamy products like milk. This is because plant proteins are more difficult to extract than animal proteins. Tornberg has discovered the creaminess can be achieved if the protein and starch in potatoes is heated in a specific way and mixed with rapeseed oil, which is rich in omega-3 fatty acids.

“The great thing about the potato is that it lacks taste,” explains Tornberg.

The plan is to produce and sell the product as an alternative to milk, yoghurt, cream and ice cream. The milk has been tested in the laboratory and in a factory and the hope is it will be commercially available next year. The first product is likely to be a smoothie made of potato milk with apple juice and fruit.

Tornberg explains that the idea behind the smoothie is that it will serve as a great, nourishing between-meal snack. The drink will contain six percent rapeseed oil, which means that a 250ml smoothie covers half the daily requirements for omega-3. In addition, the product contains no allergens and can be locally produced.



## Major recall of Lactalis baby milk over salmonella fears

Last Updated: 10th December 2017 06:15 PM

<http://www.newindianexpress.com/pti-news/2017/dec/10/major-recall-of-lactalis-baby-milk-over-salmonella-fears-1723671.html>

**F**rench baby-milk maker Lactalis and health authorities have ordered a major international product recall because of fears of salmonella contamination following 26 cases of children falling sick in France.

Company spokesman Michel Nalet told AFP "nearly 7,000 tonnes" of production may have been contaminated, but the company is unable to say currently how much remains on the market, has been consumed or is in stock.

One of the world's biggest producers of dairy products sells its baby milk in packets ranging from 350-950 grams which are marketed globally under a host of brand names.

The recall will affect consumers in countries as diverse as China, Pakistan, Britain and Sudan,

underlining the reach of the company and the difficulty in trying to trace all the potentially at-risk powder.

Today's announcement by the company and regulators in the French economy ministry significantly widens the scare which first emerged at the start of the month with reports of 20 sick children under the age of six.

Salmonella symptoms include severe diarrhoea, stomach cramps and vomiting, and the illness -- caused by intestinal bacteria from farm animals -- is dangerous for the very young and elderly because of the risk of dehydration.

None of the 26 victims in France has died.

## All formula milk tested meets food safety standards: AVA

PUBLISHED

DEC 10, 2017, 5:47 PM SGT

<http://www.straitstimes.com/singapore/all-formula-milk-tested-so-far-meet-food-safety-standards-and-requirements-ava>

**A**ll samples of formula milk tested as part of the Agri-Food and Veterinary Authority's (AVA) food safety surveillance programme have met its food safety standards and requirements, it told The Straits Times.

The AVA has facilitated the introduction of 24 new formula milk products to the Singapore market since a government taskforce was set up in May to address the issue of high prices.

Among these are brands such as Australia's Own, which was launched by FairPrice in June, and Nature One Dairy, introduced at Sheng Siong supermarkets in August.

The additions have provided a more affordable range of choices on supermarket shelves at price points of about \$25 to \$40 for a 900g tin.

The Straits Times reported in March that the average price of a 900g tin of infant milk

powder in Singapore had more than doubled over the last decade to \$56.06, making it among the most expensive in the world.

To bring more affordable products in, the AVA streamlined its import procedures and requirements for formula milk earlier this year by obtaining certification of food safety and quality directly from governments in the country of origin.

Importers bringing in products from an approved list no longer need to submit testing documents, helping them to save on time and compliance costs.

The AVA stressed, however, that food safety standards have not been compromised, as nutrient composition requirements and food safety surveillance have not been relaxed.

During a recent behind-the-scenes tour of its inspection and testing process, the AVA

explained that its surveillance is based on assessment of food safety risk.

Products from a new source, for example, are put on a hold-and-test regime and cannot be sold until an inspection and tests have been passed, which can take 10 to 16 days.

After consistently meeting food safety standards and requirements, they are placed under a routine surveillance and sampling programme.

Inspections involve documentary checks to verify the accuracy of item declarations, as well as physical checks for signs of damage and compliance to labelling and nutrition requirements.

Samples are also taken and tested for hygiene, chemical contaminants, such as drug residues, as well as microbial pathogens such as salmonella.

Dr Paul Chiew, AVA's food safety programme chief, said importers must ensure that food safety standards and requirements are met prior to import, while "downstream measures" such as inspection and laboratory analysis verify that AVA's standards are met.

"The import measures and surveillance provide assurance that formula milk products sold here continue to meet our safety standards and the nutritional needs of infants and young children," he said.

## Ministry of Health warns on unpasteurized milk being sold

<http://www.arabtimesonline.com/news/unpasteurized-milk-sold/>

**K**UWAIT CITY, Dec 10: The Ministry of Health has warned about the spread of unpasteurized milk being sold along the streets, farms, houses and some shops due to serious consequences if humans get infected with Brucellosis.

Sources revealed the ministry has contacted the concerned authorities such as the Kuwait Municipality and Public Authority for Food and

Nutrition to stop the sale of unpasteurized milk in unlicensed facilities.

In a related development, the Public Authority for Food and Nutrition has warned the public against buying food items from establishments which did not obtain permits from the authority, especially the vendors and roaming sellers.

## Protecting animal rights

December 8, 2017

<http://www.indianlink.com.au/animal-rights-advocate-apoorva-madan/>

**M**ost of us have fond memories of being told childhood stories of farmyard animals and singing the nursery rhyme Old MacDonald had a farm. These farms are happy places where ducks swim in a pond, little piggies roll around in the mud, cows and sheep graze on the lush green grass and chickens happily cluck away in the far distance, playing until the sun sets, only to wait for their next adventure.

I have certainly grown up being told of such a happy place, where animals of all shapes and sizes live a decent life, out of harm's way. Through these stories we teach children to be respectful towards other beings and that most

often stories will have a happily ever after ending.

Sadly, the reality of these animals tells a different tale – one that some might find too confronting to bear.

Animal welfare advocate Apoorva Madan knows the reality facing animals in animal industries too well. As a psychologist, she is clinically trained to provide assistance to those who suffer from compassion fatigue, a common risk among animal activists.

News about animal abuses in the dairy industry has begun to come in with increasing regularity. The disturbing footage of bobby

calves being taken away at just a day old, the forced pregnancies and the inevitable slaughter of cows that can no longer produce high quality milk is brought to the forefront of traditional and online media – courtesy of a handful of animal activists.

Speaking to Indian Link, Apoorva said, “Over the recent years, there has been a large amount of footage collected from various farms around the country showing the immense fear and pain that these animals experience every day,” Apoorva said.

“This is confronting work for animal activists who seek to capture and share what is happening to our animals in these industries so that people are better informed when making consumer decisions.”



She added, “The animal welfare standards in Australian meat, dairy, egg (and other animal use) industries are alarmingly poor. For example, to produce milk for human consumption, cows are forcibly impregnated almost yearly, which is an immense physical burden on the body.”

Voiceless, an organisation seeking to be a voice for the voiceless released [‘The Life of the Dairy Cow’](#) report in 2015. This report stated that around 800,000 dairy calves are considered ‘waste’ and are “either killed on-farm or sent for commercial slaughter within just five days of life, often ending up as pet food or used by the pharmaceutical industry.”

The report disclosed that farmers can slaughter calves by “chemical euthanasia, the use of a firearm or stunning by a captive bolt.” It is even more distressing to know that “a newborn calf can also be killed by striking their head with a blunt instrument, such as a hammer.”

The lack of animal welfare laws across Australian jurisdictions means these practices

are considered acceptable across other animal industries, as Apoorva explains. “In the egg industry, it is standard practice to kill male chicks in the millions, as they are considered ‘waste’ products to the industry. In the farming of pigs, it is legal for pregnant pigs to be kept in ‘sow stalls’ – which are metal enclosures so small that the mothers are barely able to stand, let alone move forward or backward. Mother pigs will stay in this condition during their pregnancy. It is also standard practice to cut the tails of piglets and remove their teeth without any pain relief.

“This is done so that pigs do not cannibalise each other, which often happens because pigs become so psychologically distressed in these conditions.”



The Australian Pork Limited announced that the use of sow stalls will be voluntarily phased out by the end of 2017. Unfortunately, there is no law binding the industry to meet this commitment in most jurisdictions. Only the ACT and Tasmania have enforced legal restrictions on the use of sow stalls.

The light at the end of this sad tale is the existence of consumers who make informed decisions. They are the heroes of this story. As they vote with their wallet and demand improved animal welfare standards by purchasing free-range eggs or by making changes to their diet, the industries listen to the consumer dollar as Apoorva explains.

“Veganism is spreading rapidly, which makes sense – we are living in the age of social media where information is widely available.

Industries can no longer hide behind their false advertisements convincing customers that animal products come from happy and willing animals. People are learning the truth about the lives of animals, and as a result, are making changes in their lifestyle choices. I am confident we will continue to see veganism grow.”

As consumers, the choices you make will decide the ending of this story.

Write to your local MP about seeking animal law reform in your state.

## Mobile dairy classrooms educate youth

Dec 6, 2017

[http://www.weatherforddemocrat.com/news/local\\_news/mobile-dairy-classrooms-educate-youth/article\\_205236c1-0085-56c5-86ba-7e0998f678c9.html](http://www.weatherforddemocrat.com/news/local_news/mobile-dairy-classrooms-educate-youth/article_205236c1-0085-56c5-86ba-7e0998f678c9.html)

**A** mobile dairy classroom showed up recently at Weatherford Christian School to teach students about the importance of dairy and nutrition.

The project is a joint effort between the Parker County AgriLife 4-H and the Southwest Dairy Farmers, an organization comprised of a collection of dairy farmers from Texas, New Mexico, Kansas, Missouri, Oklahoma, Virginia, Kentucky and North Carolina that educate consumers about dairy.

Adrian Askins, a first-grade teacher at Weatherford Christian School, thought the presentation was helpful to the students.

“I thought it would be really neat for the kids to get his experience,” she said.

Texas is one of the top dairy producers in the U.S., ranking 7th according to 2008 AgriLife statistics and 2017 global data company Statista.

More than 200 million pounds of dairy was produced in 2016, according to Statista data.

The classrooms, trailers hitched to pickup trucks, showcase cows and demonstrates the process of milking.

Even in a county where many children live in rural settings, not all children get to see such things, Askins said.

“They can’t all go out to a farm, so bringing it here is really neat, and we can only take so many field trips,” she said. “A lot of our kids, being out in the country they do get to have some of those experiences, but a lot of other kids don’t so it just gets them to start having that higher level of thinking.”

Learning through visual demonstrations helps students learn more about agriculture, Askins said.

“When you see it in person it makes a lot more impact than just seeing it in a book or video or hearing about it,” she said. “I think it was a success. It’s very important because most of us learn from hands-on and seeing and experiencing and doing and not just hearing something or reading about it,” she said. “Using all parts of your body to learn.”

Students will remember the experience for months to come, Askins said.

“There’s no wrong time to enrich them with another program, and we’ll always refer back to this because they’ll need that background knowledge when we’re introducing new things,” she said. “They have something to connect that learning to.”

## Farmers report challenging year for dairy industry

Veteran dairy farmers, Annette Beckett and Keith Cyrus of Meka Co. Ltd., have found themselves in the winner's circle again, after coming out on top of PINEHILL's Best Quarterly Milk Quality Awards for the third quarter of 2017. The farm also won the award in the first quarter of this year.

It has been a year of firsts for the farm, which had never won the award prior to 2017. Speaking on her win, co-owner of MEKA Co. Ltd., Annette Beckett, said the prize, which recognises the dairy farm with the best milk quality for the period, came during a difficult year for the dairy industry.

"It's been a challenging year for dairy farmers because of the increases in the cost of our operations. Even so, we have sustained the price of our product. That's been the challenge, because now, what farmers would have "had in profits" we've had to spend it, to counter these additional costs," she said.

The issues raised by Beckett have not fallen on deaf ears, as supply manager with The Pine Hill Dairy, Lorenzo Roach, says the Dairy is aware of their concerns.

"We are working with the 16 dairy farms which supply the Dairy with milk to find ways to manage any challenges facing the industry. We also continue to urge for the introduction of the long promised cess on milk, which would help to make our products cheaper to the consumer while allowing farmers an

opportunity to benefit financially from the industry."

The cess on milk was announced by the Minister of Finance Chris Sinckler in his 2015 Budget presentation. Once the cess becomes law, it will be levied at five per cent on milk products containing no less than 60 per cent of liquid and fresh cow's milk, and at ten per cent cess for all other milks and milk substitute products. The money collected from the cess would be used to fund a subsidy for farmers, helping to reduce their farm gate price to the Pine Hill Dairy, which would in turn, reduce the price to consumers.

Roach is also pleased with the results of the Quarterly Milk Awards.

"We are proud to work with suppliers who seek to continuously improve the standards of their product, as this translates to improved value for our consumers. It is this common focus between us as a producer, and the farming community as a supplier, that drives our desire to meet and exceed the expectations of our consumers," he said.

The Pine Hill Dairy recognises four farmers each year during its Best Quarterly Milk Quality Awards. At the end of the year, the most consistent farmer receives an overall award. The initiative has been credited with encouraging suppliers to continuously improve the overall quality of their milk supply. (PR)

## Online milk price calculator upgraded to provide farmers more information

6 December 2017 14:44:02 |

<https://www.farminguk.com/news/Online-milk-price-calculator-upgraded-to-provide-farmers-more-information-48091.html>

Farmers considering a change in production system can see how their cash flow and milk cheque will be affected by using AHDB Dairy's upgraded [online Milk Price Calculator](#).

The enhancements to the Calculator support AHDB's recently announced 'Optimal Dairy Systems' approach, which suggests farmers should focus on either all year round or block calving.

Other improvements make it easier for farmers to adjust elements of their milk profile, such as butterfat content or delivery profile, and see how these changes affect their revenues.

Patty Clayton, AHDB Senior Analyst, says: "The decision for a dairy farm to change system needs careful planning, of which finances and cash flow are a big part. We want to ensure AHDB tools help to simplify the decision and give easily comparable information."

Most milk buyers pay premiums or apply penalties for seasonal profiles, so there can be a significant difference in cash flows throughout the year for all-year-round (AYR) and block calving systems.

As price variations differ significantly across milk contracts, farmers are advised to run their own numbers through the calculator and use the forecasts as a guide.

The Milk Price Calculator can be used to help farmers achieve the best milk price possible. By inputting farm-specific data, it provides a way to see where changes can be made to improve the milk price on a current contract.

It also allows for a comparison of prices across a range of contracts, either based on a specific milk profile or the AHDB Dairy standard litre.

This can be used in conjunction with the Milk Forecasting Calculator to see how changes to herd size, yields or calving patterns will impact a business.

## California Is Making Dairy Cows Climate-Friendly

Monday, December 04, 2017

<https://www.rigzone.com/news/wire/california-is-making-dairy-cows-climatefriendly-04-dec-2017-152666-article/>

"California Regulates Cow Farts," is how a New York Post headline put it, implying it was a wacky move by Governor Jerry Brown. In fact, California's methane law represents a serious attempt by America's biggest dairy state to come to grips with a potent greenhouse gas.

Methane is responsible for about a quarter of human-generated global warming. While it's not nearly as prevalent as carbon dioxide, and it breaks down in the atmosphere faster, methane is many times more effective than CO2 at trapping heat. And avoiding a man-

made climate catastrophe will require limiting emissions from farms as well as oil and gas pipelines, landfills, and other sources.

In California, most methane emissions are from cows -- chiefly the state's 1.7 million dairy cows, whose manure is typically washed into methane-spewing lagoons. This is why the state, which has pledged to reduce methane emissions by 40 percent by 2030, is looking to the big Central Valley dairy farms for substantial reductions.

Its law limiting methane emissions on dairy farms was passed last year but does not mandate any action before 2024. In the



meantime, the state is trying to persuade hundreds of big dairy farms to install contraptions known as methane digesters.

These are basically heavy, lagoon-covering tarps that trap the gas. They can be expensive to install and maintain, but the state is offering grants to help defray the cost, funded with money from its cap-and-trade program. Farmers who use digesters are also allowed to sell carbon offsets or, if their methane is used in fuel, fuel credits.

California utilities are also planning pilot projects to install pipelines to transport methane from dairies and possibly turn it into truck fuel. The state is also encouraging some farmers to do more composting, and to keep manure on pastures and out of lagoons.

Of course, there is also the other end of the cow: They belch a lot of methane into the air. To reduce their output, the state is supporting research on efforts to adjust or supplement their feed -- without changing the taste of the milk.

California is keeping an eye on other methane sources as well. The state has the country's strictest regulation to monitor and repair leaks from oil and gas operations, and it is working to better measure and limit methane from landfills.

The dairy project stands out, however, for its potential to drive a widely applicable technological solution. Bovine gas will always be amusing to headline writers (and middle schoolers, for that matter). But how to reduce dairy methane emissions is a serious and neglected challenge (one that the Trump administration purposely ignores). As with its policies on forests and electric vehicles, California is showing other states how to build the necessary political will and financial commitment to make a difference in fighting climate change.

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