

**IDA News**

**Rajasthan State Chapter of IDA Celebrates 75<sup>th</sup> Year of IDA**

Marana Pratap University of Agriculture and Technology, Udaipur (MPUAT) along with Shri R.K. Chugh, Vice Chairman, IDA (NZ); Dr. Rahul Saxena, Chairman, IDA RSC; Shri S.N. Purohit, Vice Chairman, IDA RSC; Dr. Karun Chandaliya, Secretary, IDA RSC and Shri Govind Gupta, Treasurer, IDA RSC.

Dr. B.D. Kumawat, Registrar MPUAT; Shri Vinay Bhati, Comptroller, MPUAT; Dr. Lokesh Gupta, Dean, CFDT; Dr. Nikita Wadhawan, ADSW, CFDT and other faculty members were also present to encourage the students on the winter morning. It was fun mixed with morning exercise



In pursuance of directions given by the President, IDA, to commemorate the 75<sup>th</sup> year of IDA, Rajasthan State Chapter (RSC) organized many programs at Udaipur in collaboration with College of Dairy & Food Technology (CFDT) Udaipur on 15<sup>th</sup> February 2024. The day started with having a **“Run for Health”** in winter morning at 8.00 am. The aim of organizing this event was to percolate the importance of such warm up exercises for good health and importance of consumption of milk. Flavoured milk bottles were arranged for all the participants after finishing the run.

More than 125 students and faculty members assembled in the lawns of CFDT campus, where warm up exercises were conducted by all on the music beats, which were played on DJ sound system. T-Shirts and caps were distributed to all participants. Two separate runs were held for Boys and Girls. Both the Runs were flagged off by Dr. Ajeet Kumar Karnatak, Hon’ble Vice Chancellor,



aiming to improve overall health. Later in the day, a poster competition was also organized. The posters were judged by Shri R.K. Chugh, Shri S.N. Purohit and Dr. Nikita Wadhawan.

The activities did not end there. At 11.00 am, at CFDT Auditorium, Dr. N.R. Bhasin memorial lecture and award function were held. Dr. Ajeet Kumar Karnatak, Vice Chancellor, MPUAT was the Chief Guest and Shri R.K. Chugh presided over the Inaugural session. The program started with lighting of ceremonial lamp followed by Ganesh Vandana and paying tribute to Dr. Bhasin. Dr. Karun Chandaliya welcomed all participants to the function. Dr. Nikita Wadhawan briefed about the program. In his address Dr. Lokesh Gupta, Dean, CFDT briefly explained about the present program and future activities of CFDT. Shri R.K. Chugh briefed the audience about the role of Indian Dairy Association (IDA), its history and future plans. Dr. Ajeet Kumar Karnatak, Vice Chancellor, MPUAT, Udaipur in his Chairman’s address





remembered Dr. V. Kurien for his mammoth role in 'White Revolution'. He apprised students with the fact that White Revolution, unlike green revolution, has significantly impacted milk production and consumption of country without adversely affecting quality. It can be termed as 'Quantity with Quality' case. He gave full credit to IDA for bridging the gap between academics and industry very well, and wished good luck to IDA and its office bearers.

Then award ceremony was held. The details of the awardee are as follows:

### **Dr. N.R. Bhasin Memorial Award for Academic Excellence for year 2021-22**

**Teena Kalyan** – Gold Medalist in B.Tech (Dairy Technology from CFDT, Udaipur, affiliated to MPUAT, Udaipur

**Manvik Joshi** – Silver Medalist in B.Tech (Dairy Technology from CFDT, Udaipur, affiliated to MPUAT, Udaipur

**Hardik Arya** – Gold Medalist in B.V. Sc. & AH from Appolo College of Veterinary Medicine, Jaipur, Affiliated to RAJUVAS, Bikaner

**Poonam Saini** – Silver Medalist in B.V. Sc. & AH from Mahatma Jyoti Rao Phule College of Veterinary & Animal Sciences, Chomu, Jaipur affiliated to RAJUVAS Bikaner

### **Poster Competition**

**1<sup>st</sup> Position** - Ruchi Vijayvargiya & Vimal kumar

**2<sup>nd</sup> Position** - Vatsal Tushar Gandhi Abhishekh kumawat

### **Run for Health**

#### **Boys**

**Winner** - Praveen Singh, First Year DT

**1<sup>st</sup> Runner up** - Hansraj choudhary, Third Year FT

**2<sup>nd</sup> Runner up** - Paviter, First Year DT

#### **Girls**

**Winner** - Preeti Patidar, First Year FT

**1<sup>st</sup> Runner up** - Nirmala Choudhary, First Year DT

**2<sup>nd</sup> Runner up** - Antima Shah, First Year DT

Dr. Rahul Saxena, Chairman, IDA RSC, while thanking Hon'ble Vice Chancellor, MPUAT; Dean, CFDT and all faculty members and staff of CFDT, Udaipur for the marvelous arrangements, called upon students to be proactive in life, gain as much knowledge as possible from faculty and college and explore all possible sources of gaining knowledge. He briefed them the benefits of joining IDA and called upon to become Student members and Life members of the Association.

Dr. Mayank Patel, Professor & Head, Geetanjali College of Technology, Geetanjali University, Udaipur, delivered the Dr. N.R. Bhasin Memorial Lecture. The topic was "Innovation and Advancements in Indian Dairy Industry. In his lecture, Dr. Patel gave brief insight of Artificial Intelligence. The process, development and implementation of AI was nicely explained along with its limitation. He gave few examples of AI in dairy industry like precision feeding and nutrition management, reproduction management and fertility monitoring, optimization of feed formulation, etc. He explained that AI shall become more and more accurate with increase in base data.

The program ended with brief cultural program (e.g. dance, skits, mime, etc.) arranged by students.



## IDA (West Zone) Hosted an Interactive Session with President of IDF and Dairy Industry Professionals at Mumbai



IDA (WZ) organized an interactive session with Mr. Piercristiano Brazzale, President of International Dairy Federation (IDF), Brussels and Dairy Industry Professionals at IDA (WZ), Mumbai Office. Dr. J.B. Prajapati, Chairman, IDA (WZ) welcomed Mr. Piercristiano Brazzale with a bouquet along with all members and briefed them about the zonal activities of IDA (WZ). Each member introduced themselves with their brief backgrounds.

Mr. Brazzale introduced himself and shared his views by a presentation with the details on the work that IDF

reaches out to. He mentioned that they reach out to the entire dairy sector, and their expert members covering a wide range of professional activities. Achievements on standardization from the year 1903 and until now was discussed.

IDF is working on 40+ Standards, Methodologies, sustainable practices, etc. Also, guidance on animal welfare was part of discussions. IDF is also promoting the role of dairy in healthy diets. He also mentioned that milk and plant-based beverages is a huge topic and needs to be taken up separately. IDF continues to support research, innovation and promote the science behind dairy.

It was a knowledge-sharing interactive session. There were questions as to how and what India needs to do to be on the top of the charts. Shri Arun Patil, Vice President-IDA requested President, IDF, to publish cow & buffalo milk combined together in all the publications of IDF, where it is published as the milk production in India. Further, he also suggested that since the total solids of buffalo milk are higher than cow milk, milk production by different countries should be presented in terms of milk solids.

The interactive session provided a valuable insights into global dairy industry trends and opportunities. The ZEC of IDA (WZ) extend gratitude to Mr. Piercristiano Brazzale for his valuable contributions and look forward to further engagements with IDF in advancing dairy industry goals. Member thanked Dr. J.V. Parekh, who took initiative to organize this program.



**Left to Right:** Shri Manish Khobragade, Sr. Manager, Mother Dairy; Shri Rajesh Lele, CEC Member-IDA & former Secretary IDA (WZ) and Dairy Consultant; Shri Ashwani Pandey, V A Exhibitions; Shri Surendra Taskar, Warana; Shri Arun Patil, Vice President-IDA & former Chairman IDA (WZ) and Dairy Consultant; Dr. J.V. Parekh, Vice Chairman IDA (WZ); Mr. Piercristiano Brazzale, President IDF; Dr. J.B. Prajapati, Chairman IDA (WZ); Shri A.K. Singh, Warana; Shri Subhash Vaidhya, Former Secretary IDA (WZ) and International Dairy Consultant; Shri Madhav Patgaonkar, Secretary IDA (WZ); Shri Yogesh Godbole, MD, Gokul; Dr. R.S. Patil, MD, Amreli Milk Union, Gujarat; Shri Kailash Ashar, former Secretary IDA (WZ) and Industrial Trainer; Shri Diwakar Panicker, former GM Amul and Consultant; Shri Ramdas, GM, Nature Delight; and Shri Shyju Sidharthan, Vice Chairman IDA (WZ).

## PM Dedicated Bharat Pashudhan Livestock Data Stack to the Nation

On March 2, 2024, Prime Minister dedicated the Bharat Pashudhan Livestock Data Stack to the Nation. This remarkable addition to India's impressive array of Digital Public Infrastructure is already in use since last few months, across the entire country, by nearly four lakh field workers in the Animal Husbandry Sector. This will set the ground for Pashu Aadhaar and collate record of services provided.

Through the App, the field workers are uploading important information related to animal transactions like vaccinations, artificial inseminations, fresh animal registrations, change in ownership, even e-prescriptions, disease reports, milk recording, etc. are uploaded, tracked, monitored, on real time basis using the unique ID number or Pashu Aadhaar assigned to every animal. At present, over 15.5 crore entries have already been uploaded, and about 16 lakh entries are being added each day.

Livestock Sector has a very important role to play in rural economy. It has a GVA share of about 5% and a total Growth Rate of about 7.93 %, and a Market Size of Rs 15.63 lakh Cr. Addition of this new stack will consolidate the sector from current situation of disorganized and fragmented growth. With no visibility and reliable source of information, the Bankers and insurers shying away due to lack of trust. With an end to end ERP usable live data sets, all activities can be tracked, monitored, and eventually monetized for the benefit of the farmers as well as the processing industry. This New Scheme of AHIDF providing current subvention has already made processing of applications seamless with end to end digital transaction capability. This will also address the long standing issue of traceability through National Digital Livestock Mission.

The new stack design allows API sharing at any level within the bounds of the National Data Sharing and Accessibility Policy (NDSAP) and can be used by State Governments to converge with their other datasets and activities, for disease surveillance and monitoring and early warning systems in the case of zoonotic diseases. Traceability of dairy and livestock products would foster a better expert regime. The large farms and

organizations will also use this for their internal operations with add on services such as IOT devices. With the help of this robust data, disease free zones can be established in high production areas in the first instance, and exports can be enabled.

The Prime Minister also at the same time launched the Pashupalak App. It will empower the farmers to be able to access all free and paid livestock related schemes/ services. For instance, every time a cow is given an FMD vaccination under the National Animal Disease Eradication Programme, the vaccinator uploads the information on the stack, and she can see it from her app too. Entire history of the animal, from calving to the first lactation, from every illness episode and treatment provided can be viewed and even shared with insurance company or banker etc. The farmer can even mark the animal for sale so that other buyers can see it and negotiate with the farmer.

The farmer also has other important information at her fingertips like contact details of all nearby AI technicians, availability of good quality semen straws to IVF services, educational videos on ethno veterinary medicines, safe milking etc., rational balancing calculator and social community features, thus, eliminating the information asymmetry that has plagued the livestock farmers.

Government has already started the Mobile Veterinary Units (MVUs), with centralised call centres. Now all can be accessed through veterinary services toll-free call centre 1962 through a single button, which is already available in 18 states and will soon be rolled out across the country, thus ensuring maximum utility of the 4335 Mobile Veterinary Units which are already sanctioned.

The upcoming livestock Census, due to be undertaken later this year, will also take place on the Bharat Pashudhan Interface, ensuring an accurate and up to date count for focused planning of future initiatives.

The availability of ready accountability and transparency through the Bharat Pashudhan will also permit better spend towards the pressing problem of stray animals. Animal shelters and goshalas can now track information like no. of animals, their feed, how they are taken care of, etc. all on this interface, encouraging both Governments and private persons to fund these activities.

The accurate database of animals and farmers will allow the rollout of DBT based schemes, use of e-Rupi to farmer transactions, use of AI and many more applications providing a platform for phenomenal growth.



## Union Minister Shri Arjun Munda Inaugurates 3-day National Dairy Mela and Agricultural Exhibition in Jharkhand

Minister of Tribal Affairs, Agriculture and Farmers Welfare Shri Arjun Munda inaugurated the 3-day National Dairy Mela and Agricultural Exhibition at Chaibasa in West Singhbhum district in Jharkhand, recently. Dairy mela is a platform where efforts have been made to bring the latest technologies of dairy science to the farmers. There is a need for the country's farmers and cattle rearers to adopt scientific methods to augment milk production.

In his address, Shri Arjun Munda said that this event is being organized on the land of Kolhan with the aim of promoting agriculture. He said that today the country is progressing in the field of agriculture, but our region is quite backward. Now we will work to advance agricultural work in this area. Union Minister said that the first such event in Jharkhand is being organized on the land of Kolhan by the National Dairy Research Institute (NDRI), Karnal, Haryana. During this time, information was received from the institute that we can increase milk production here and I will try to open one of its centres in this area so that dairy farmer can get help in increasing the milk yield per cow. Shri Munda said that I express my gratitude to the farmers who contribute a lot to the country's economy. Shri Arjun Munda urged the farming community to take advantages of several important schemes launched by the Government like, PM Fasal Bima and PM Kisan Samridhi.

Union Minister visited the stalls which were set up and interacted with the Farmers Producer Organisation (FPO'S) and the local Farmers. He said that the country has become self-reliant in food production due to the hard work of our farmers and technologies developed by the agricultural scientists like the introduction of agricultural drones being utilised for crop spraying and crop monitoring.

Director, NDRI, Karnal Dr. Dheer Singh said that as a part of the 'Amrit Kaal' Utsav, this fair will establish new dimensions by expanding innovative agricultural technology in the field of livestock production management and dairy processing for a 'Viksit Bharat' by 2047 in line with the vision of the Prime Minister.

More than 6 thousand cattle rearers, farmers, input dealers, entrepreneurs, students, officers and employees of government and non-government departments participated in the



fair, wherein the technologies developed by various research institutes of the country, district level departments - District Horticulture Department, Animal Husbandry and Veterinary Department, Agriculture Department, NABARD Bank, District Sericulture Department, District Irrigation Department, Women and Child Development Department etc., were demonstrated to the stakeholders. More than 50 exhibition Stalls of agricultural technologies, cows, goats and other animals were set up in the fair. For the all-round development of livestock and agriculture in the tribal areas, along with a beauty contest of advanced breed animals, animal health medical camps were also organized.

During the fair, farmer-scientist dialogues and farmer seminars were also organized to make farmers aware of the latest aspects of agriculture and animal husbandry technology, in which quick solutions to questions related to farming and animal husbandry were presented. The farmer brothers and sisters from different blocks and



villages of West Singhbhum district also participated in the fair. Along with promoting the research, the farmers who made records in the field of vegetable production, crop production, dairy production management, processing and value addition were rewarded in the fair for boosting their morale.

MP from West Singhbhum district Smt. Geeta Koda, agricultural scientists, FPO'S and farmers were also present during the inaugural event. The fair was organized for the all-round development of livestock and agriculture in the tribal area.

## FAO Organises a Workshop on 'Animal Health with One Health'



A workshop on "Animal Health with One Health" was organized by FAO, recently. During the discussions in a technical session on 'Engaging Community and Private Sector in Animal Health with One Health Approach' as part of the multisectoral experts, Dr. Meenesh Shah, Chairman, NDDDB stressed on the urgency of embracing the 'One Health' ethos to safeguard ecosystems. Highlighting the prevalence of zoonotic diseases, he elaborated on GoI's flagship programme called NADCP which includes 100 per cent vaccination coverage of all female bovine calves in the nation against brucellosis along with other economically important diseases. He also added that NDDDB is implementing the One Health pilot model of brucellosis control in collaboration with GCMMF (Amul) and Karamsad Medical College which attempts to control the disease in both humans and animals. He also mentioned about the pilot initiative of NDDDB in reducing Antimicrobial use (AMU) by propagating the use of ethno veterinary medicine (EVM) for managing common ailments in bovines, which would help to stall the emergence of Antimicrobial resistance (AMR).

Dr. Anup Kalra, CEO Ayurved Research Foundation, emphasised on educating stakeholders about

antimicrobial resistance (AMR) and its impact on the food chain. Meanwhile, Dr. Dipankar Ghose, Senior Director, Biodiversity Conservation, WWF-India advocated for environmental conservation, urging simplified communication and collaborative efforts among organisations to address wildlife health and land planning.

Dr. Subeer Majumdar, Director General, Gujarat Biotechnology University presented the roadmap to engage private sector in Animal Health-One Health Implementation at the start of the technical session.

Dr. Meenesh Shah concluded the session by underscoring the importance of engaging communities through public and private stakeholders, in advancing the One Health approach for holistic well-being. Dr. Shah said that the smallholder milk producers of the country owning 75 per cent of dairy animals has emerged as a vast and strong community. For a sustainable dairy sector, it is imperative that the 1-2 milch animals they own are in good health so that its production potential is effectively harnessed. He also said that the deliberations and discussions held in the Workshop will help assess the 'One Health' measures being presently implemented in India and will also aid in fine-tuning the present model.

## India Extends Ban on De-oiled Rice Bran Export till March 2024

The Government of India had initially banned the export of the commodity derivative in July 2023 for four months and later extended it till March 2024, according to an official notification put out by the



Directorate General of Foreign Trade (DGFT) dated March 15. The move was intended apparently to address inflation in milk prices. De-oiled rice bran (DORB), extracted from rice bran, is widely used as a nutrition product for feeding cattle, and other animals.

Edible oil industry body The Solvent Extractors Association of India (SEA) recently requested the government to lift the ban imposed on the export of the commodity derivative. In a letter to the Government, it argued that the total export of DORB constitutes only around 6 per cent of the production, and its restriction has "adversely affected processors and exporters along with paddy farmers, hindering them from realizing better returns on their produce." According to the industry body, India, over the past 30 years, has successfully developed an export market for DORB, primarily serving Vietnam, Thailand, Bangladesh and other Asian countries.

## Cabinet Clears Mahanand's Handover to NDDB for 5 Years

In a major decision, Maharashtra cabinet approved handover of the Mahanand Dairy management to National Dairy Development Board (NDDB) for the next five years to strengthen the apex organisation in the cooperative dairy sector.

Mahanand is a venture of Maharashtra State Cooperative Milk Federation Ltd (MSCMFL) and is one of the top cooperative dairies in the state. It has suffered heavy losses in recent past and hasn't been able to sustain the brand.

Necessary agreement will be signed between State Government and NDDB for Mahanand's rehabilitation scheme. The brand Mahanand is an integral part of the lives of farmers and consumers in Maharashtra. Therefore, government has taken the initiative for the revival of this institution. NDDB is expected to revitalise and empower it by adopting a commercial approach and cooperative principles.

For Mahanand's professional development, decisions will be taken through the 'steering committee' headed by the animal husbandry and dairy development Secretary. A total fund of almost Rs. 253.6 crore will be made available to Mahanand in the form of equity capital for its revival. While rehabilitating Mahanand, NDDB will try to maintain a three-tier structure of cooperatives. For this, there will be "one village, one milk institution" at the village level. Milk-producing farmers will remain members of the union. Apart from the funds required for retirement benefits of Mahanand's employees, those for the remaining components will be made available with the approval of the animal husbandry and dairying Secretary.

Last month, the board of loss-making Mahanand Dairy resigned, paving the way for it to be taken over by NDDB.

## Mother Dairy to Invest Rs 750 Crore to Set Up Two Dairy, F&V Processing Plants



Mother Dairy will invest Rs. 650 crore to set up two new plants for processing of milk as well as fruits and vegetables to expand its business amid rising consumer demand.

Mother Dairy, which is a leading milk supplier in Delhi-NCR, will also invest another Rs. 100 crore to expand capacities of its existing plants.

"In our endeavour to expand our distribution and reach to our consumers, we have earmarked a capital expenditure (capex) outlay of over Rs. 750 crore to enhance our dairy and F&V (fruits and vegetables) processing capacities across key locations," said Shri Manish Bandlish, MD, Mother Dairy Fruits and Vegetables Pvt Ltd.

Mother Dairy is coming up with a big dairy plant in Nagpur, Maharashtra with an investment of around Rs. 525 crore, he said. The greenfield plant will have a processing capacity of 6 lakh litres of milk per day, which can be expanded up to 10 lakh litres a day. This upcoming plant will serve the markets of central and southern regions. "We also plan to commission a new fruit processing plant in Karnataka with an investment of over Rs. 125 crore under our Safal brand," Shri Bandlish said. These two plants are expected to be completed in about two years.

"In addition to these new greenfield plants, we are also strengthening our capacities in our existing facilities with an outlay of around Rs. 100 crore," Shri Bandlish said.

At present, Mother Dairy has nine company-owned processing plants for dairy with a total milk processing capacity of more than 50 lakh litres per day.

It also undertakes processing at third party facilities. For the horticulture (fruits and vegetables) segment, the company has its own four plants, while for edible oils it manufactures through 15 associated plants. Mother Dairy's turnover in the 2022-23 fiscal stood at around Rs. 14,500 crore.

On the expected turnover for this fiscal, Shri Bandlish said, "despite a challenging year amid subdued summer season last year, deflation in the edible oil sector, the company is likely to exit 2023-24 with a moderate growth rate of around 7-8 per cent in volume terms."

## Principal and Dean, College of Dairy Science, Kamdhenu University is now the Member of IDF Standing Committee on Microbiological Hygiene



Dr. Vimal M. Ramani, Principal and Dean, College of Dairy Science, Kamdhenu University, Amreli has become the member of International Dairy Federation Standing Committee on Microbiological Hygiene. He was nominated by National Committee of IDF for the same. Ms. Caroline Emond, Director General, IDF has congratulated Dr. Vimal M. Ramani for his

nomination and welcomed him to IDF community of experts. Now onward, Dr. Vimal M. Ramani will represent India in IDF Standing Committee on Microbiological Hygiene.

Dr. Vimal M. Ramani has served Kamdhenu University in various capacities. He has 25 years of experience in teaching, research, administration and extension activities. He has worked as Principal Investigator in more than 25 research projects funded by DBT, DST, ICAR of Govt. of India and GSBTM of Govt. of Gujarat. He has received many national and state level Hackathon awards like Vibrant Gujarat Grand Challenge Award, Biothon award and got First rank - Award in national level ICAR-KRITAGYA Hackathon 2.0 for his innovation on Nanotechnology base dipstick for the instant detection of milk adulterants. Patent has also been granted by Patent Office, Govt. of India for his innovation of instant detection of milk adulterants. He has published more than 71 research papers and articles in national and international journals with four book chapters and three books. So far, he has guided many Ph.D. as well as M.Tech. Students and still guiding many of them. His areas of research interest are nanotechnology, biosensors, micro/nano-encapsulation, efficient dairy effluent treatment, probiotic and prebiotic as well as antimicrobial resistance surveillance in raw milk microbiota.

## Assam to Set Up Milk Processing Units in Six Districts

Assam Chief Minister, Shri Himanta Biswa Sarma has announced a comprehensive strategy aimed at revolutionizing the dairy sector in the state. In a recent announcement made on March 3, 2024, he outlined plans to establish milk processing units across various districts, signalling a significant leap towards achieving the goal of producing 10 lakh litres of milk and empowering dairy farmers with fair prices.

Earlier on March 2, 2024 the Chief Minister inaugurated the expanded dairy plant of West Assam Milk Producers' Cooperative Union Ltd. (WAMUL), famously known as Purabi Dairy, where he emphasized the importance of supporting local dairy farmers. He expressed pride in unveiling the first batch of Purabi Ice Creams, highlighting its superior taste derived from locally sourced milk.

With the inauguration of the new plant, the state's milk processing capacity will increase to 1.5 lakh litres, promising a boon for thousands of dairy farmers who will gain improved market access. The Assam Government's joint venture with NDDDB has already launched its first commercial product, marking a significant milestone in the state's dairy industry.

Chief Minister also announced substantial support measures for dairy farmers, including an additional Rs. 5 benefit per litre of milk provided by the state government, on top of existing rates offered by dairy cooperatives. Moreover, WAMUL has increased the basic milk procurement price by Re 1 per litre, effective from March 1, 2024.

## Heritage Foods Bets on Premium Dairy Play

The domestic dairy sector has seen a paradigm shift in recent times, with a surge in consumer demand for convenience and freshness prompting companies such as Heritage Foods to bet on value-added products such as curd, paneer, cheese and cold coffee for growth.

"Company's value-added product portfolio grew @ 34% YoY in FY23," Shri Srideep Kesavan, CEO, Heritage Foods confirmed, recently. It launched 14 new value-added products across four categories, including new milkshake and ice cream flavours.

"In FY24, we are tracking a growth of 18.7%, which will help us end the year with revenues upward of Rs. 3,800 crore. A large percentage of this growth is contributed by value-added products," he adds. Heritage Foods now ranks among the top 10 (from 13 in 2023 to 9 in 2024) in The Next 500 list.

Heritage Foods launched Heritage Happiness Centres - branded stores which act as sales and redistribution points as well as milk booths known as Heritage Parlours, and upped its presence on quick commerce channels such as Zepto, to foray deeper into the Indian market. There are currently 250 Heritage Happiness Centres and over 850 Heritage Parlours across the country. The dairy major has also tied up with 27 organised retail chains such as Reliance Retail, DMart and Big Basket and 16 e-commerce websites.

Besides betting on value-added products, Heritage Foods is strengthening its procurement and distribution capabilities. It also plans to expand deeper into metros and Tier-II cities to reach its milestone of Rs. 6,000 crore in revenues in the next three-four years, from Rs. 3,427 crore in FY23. With sales networks in 11 states, the company added 20,000 farmers to its network through 1,600 new procurement centres last fiscal. It also ensured that chilling centres are located close to villages it procures from, to keep the milk fresh. In FY23, the company expanded its chilling capacity to 2.2 million litres per day.

Heritage Foods expects the shift in consumer behaviour and growing consciousness about health and nutrition to fuel the consumption of dairy products in the country. "We are seeing a significant shift in consumer awareness



and attitude towards nutrition, especially in urban areas. People are aware of high fat, high salt and high sugar products, and are switching to better products, which are high protein, high calcium, etc. It's resulting in growth in (demand for) dairy products," says Shri Kesavan.

Strengthening the farmer network will be another mainstay of Heritage Foods' expansion plans. The company, which works with 2.5 lakh farmers across 11,000 villages in nine states, started registering them on its Vet+ app in FY23. The app provides farmers the latest on farming techniques, weather updates, or how much money the dairy firm owes them.

### The Novel Technology Eliminates the Need for Carbon to Reduce Riboflavin Colour in Powders

SPX FLOW's latest breakthrough technology for nutrition and beverage manufacturers, the **Anhydro® BlueLight™ Whitening System™**, has hit the market, enabling processors to meet customers' demand for lighter-coloured powder products in a more sustainable way.



#### Why remove Riboflavin?

In markets like baby formula and sports protein powders, there is a demand for products lighter in colour. Riboflavin molecules in these powders give a yellowish hue, but by making the molecules smaller, the final powdered product can be whitened.

#### How does it work?

Traditionally, manufacturers have whitened powdered products by filtering the products through active carbon. However, Anhydro's breakthrough BlueLight Whitening System can now do this more sustainably by using blue light technology to break down components that can be washed away during lactose crystal production.

#### How is it more sustainable?

Using blue lights instead of carbon filtering is more sustainable. Benefits include:

**Uses less water:** Saves up to 1 million glasses of water (based on approximately 9 oz or 0.28 liters in a glass)

per day. That's enough water to fill a storage tank of 250,000 liters (more than 66,043 gallons)

**Limits cleaning agents:** Uses less acid and lye, and in turn, has less need for water treatment and waste

**Incorporates into an existing process:** The component's smaller footprint means it can be added to previously installed systems

**Michael Christensen, SPX FLOW Global Technical Sales Director for Dry Evaporation & Market Manager**

**Ingredients:** "The demand in the market has driven this patented technology. Our know-how in the market has allowed us to develop and to provide a solution that ultimately reduces our customer's environmental and financial footprint. Currently our customers are showing a very high interest in the BlueLight technology. "

**For more information, member/reader may visit:** <https://spxflow.com/anhydro/products/anhydro-bluelight-whitening-system/>

## INTERNATIONAL News

### International Dairy Market: USDA

As per the latest USDA data of mid March, 2024, international market overview are as follows:

#### EUROPEAN

##### Western European

Western European milk production has, in general, continued to trend seasonally upwards. However, less-than-favorable weather conditions have slowed the increase in some countries. According to several European sources, French and German weekly milk collections have been flat or slightly below those of the previous weeks.

Year-to-date collections are slightly below the previous year for Germany but slightly above for France. While the regional lull in milk production has taken some pressure off manufacturers, there is an expectation that intakes will continue to expand over the next month or two ahead of the traditional spring flush. Industry analysts expect European milk production to be at or slightly below previous year production levels for the year of 2024.

Without considerable growth expected for European milk production, nor significant expansion of dairy market demand, market observers expect some stability in milk pay prices at least for the early part of the year. In efforts to maintain their milk supplies, some milk cooperatives

**...Continue on Page 62**

have maintained or have increased their guaranteed milk pay prices slightly. Currently, some milk pay prices are around 46.5 euros per 100kg, similar to the average monthly farm-gate milk pay prices so far in 2024. However, as the milk season progresses, reported weekly spot milk prices have eased to below 45 euros per 100kg this month.

### **Eastern European**

As Eastern European milk production seasonally increases, market analysts are studying the longer-term health of the dairy industry in some countries. In a recent Polish dairy report, analysts reported a willingness of dairy companies to invest in their facilities. This has created increased marketing opportunities for dairy farmers and may have helped bolster increased milk production within the country over the last year. With greater milk availability, Polish milk prices ranged between 41 to 52 euros per 100kg in 2023. The analysts are concerned about the potential for increased production costs for dairy manufacturers as costs for energy, labor, and logistics remain high.

The debate over Ukrainian agricultural trade has remained at the forefront of European parliaments' agendas and farmer protests. Ukraine wants the removal of tariffs and quotas on agricultural exports to the EU to remain in place indefinitely. However, European leaders, especially those in countries that neighbor Ukraine, are trying to find the balance between supporting their war-torn neighbor and quelling farmer protests within their own borders. In recent talks between farmers and leaders in Poland, farmers left the meetings without having their demands acted upon for reduction of EU regulations on their farming practices and the reintroduction of trade control measures on Ukrainian agricultural goods.

## **OCEANIA DAIRY MARKET**

### **New Zealand**

At GDT event 351 the overall index dropped 2.3 percent, the largest drop since August of 2023, with milk powders leading the decline in downward momentum during the event. The all contracts prices for skim milk powder, whole milk powder, butter, and mozzarella cheese decline during the event. Meanwhile, all contracts prices for lactose, buttermilk powder, cheddar cheese, and anhydrous milkfat increased during GDT event 351.

A group in New Zealand which forecasts dairy prices lowered the forecasted milk price following GDT event 351 by 2 cents. To \$7.67/kgMS. This group cited the decline in milk powder prices during the most recent GDT event as contributing to the decreased forecast in prices. For the season, the farmgate milk price forecast also decreased 8 cents to \$8.57/kgMS.

The New Zealand infant formula sector is looking for new markets, as their main export market, China, is increasing domestic production of infant formula. Some producers in New Zealand have stated they are looking to other countries in Asia to see if they can diversify and ensure they meet the import requirements of different countries.

### **Australia**

The Food and Agricultural Organization (FAO) of the United Nations released the February Dairy Price Index which was 120.0 points, up 1.1 percent from January. This is down 13.4 percent from February 2023. The FAO stated world butter prices rose in February, due to increased import demand in Asia and a seasonal decline in milk production from Oceania. Skim milk powder prices were stable, as higher prices in Oceania were mostly countered by lower prices in the European Union.

Dairy Australia recently released the Situation and Outlook report for March 2024. In the report the organization stated they are now forecasting growth in Australian milk production during the 2023/2024 season, compared to the prior season. The organization stated that milk production has grown in each month of the season, due to weather which has been better than anticipated. They further stated that rainfall has been generally better this year, contributing to cheaper water for irrigation.

January export and import data from Australia were recently released, illustrating a 17.1 percent increase in export dairy volumes during the month, compared to January 2023. Despite this increase in export dairy volumes, the value of these exports declined by 6.9 percent. Import volumes of dairy products were down 19 percent compared to January 2023, as lighter imports of butter, cheese, and whey were noted in January 2024 compared to the prior year.

## **SOUTH AMERICA DAIRY MARKET**

Milk production and milk output expectations have reportedly taken a bullish turn in the past few weeks, even more bullish in the past ten days. Weather has been cooperative to dairy farmers in Uruguay, Argentina and Brazil, according to contacts in those three countries. Rainy late summer days and reasonably warm weather have given contacts higher hopes for what was, until late February, a somewhat bearish outlook, particularly concerning Argentine milk yields. Contacts are hopeful that if weather remains favorable, feed access for farmers, at fiscally achievable rates, will increase.

Commodity markets have quieted some in the region. Brazil, the region's largest importer, has slowed its intakes of dairy commodities from neighboring partners, according to traders in those countries. Brazilian contacts

say chocolate production has trended seasonally higher, but as has been mentioned in previous reports, Brazilian authorities are incentivizing domestic processors to use domestically produced milk/milk solids. Additionally, bearish shifts in GDT and other global markets for dairy powders have put some pressure on processors, particularly those in Argentina and Uruguay, to offer commodities at competitive price points. Right now, contacts view the overall dairy commodity outlook with a neutral lens, but there are some bearish undertones starting to take place.

## Call for Submission of Posters for IDF WDS 2024



IDF has issued call for submission of posters for IDF WDS 2024. The relevant information is available on the website: <https://www.idfwds2024.com/poster-submission>. **The last date for submission of poster abstract is 15 April 2024.**

Interested member/readers may submit their posters online on the above link.

## Rabobank Predicts Better Year for Dairy Farmers

Margins are widely tipped to strengthen on the back of higher production and increased dairy commodity prices, though concerns about China imports remain and Argentina's output remains low.

Dairy farmers in most of the top global producing countries could see a return to profitability as higher farmgate milk prices, lower input costs and increased dairy commodity prices are predicted to materialize over the course of 2024 and early 2025, according to Rabobank.

Milk supply in the Big 7 - comprising the EU, the US, China, Brazil, Argentina, New Zealand and Australia - is tipped to turn positive in the second half of 2024, though the bank warns that production expansion 'will take time'.

Even in South America, where Brazilians dairy farmers have grappled with unseasonably dry and warm weather and the tightest production margins in years, and Argentina's sector has struggled to reverse the milk production declines, there are signs of positivity.

In Brazil, Rabobank predicts improved margins as the year progresses, a growing consumer demand for dairy and favourable costs of production with lower feed costs. Production is set to rise 0.5% above 2023 levels

according to the bank's predictions.

In Argentina, farmgate milk prices are starting to catch up with inflation already and more favourable weather could help milk production recover from Q2 2024 onwards. Nevertheless, the country's dairy industry remains in 'a painful transition period'.

Farmgate milk prices are poised to recover from the lows seen in 2023 and firm up in all regions, Rabobank predicts.

In the US, Class IV prices will hold a premium over Class III the entire year, with butter prices remaining 'firmly elevated' and cheddar prices set to flatten as cheese production is likely to increase due to capacity expansion. Exports would again struggle to outpace the record highs seen in 2022, with global demand remaining softer. Rabobank's forecast for milk production growth is 0.5%, slightly lower than USDA's 0.7% outlook.

Australia is tipped to deliver strong milk supply and is predicted to finish the season 2.6% higher, with growth for 2024/25 in the range of 3-4%. Favourable weather with record rainfall New Zealand has also generated stronger than expected production, which despite running 0.5% lower on volume has returned 0.8% higher milk solids collections; season-ending production is forecast to decrease by 0.7% according to Rabobank. Nevertheless, the new season is expected to 'get off to a better start'.

China's weak economic outlook could stun dairy consumption growth, though Rabobank expects 'ongoing improvement in the supply-demand balance, with 2024 inventory levels lower than in 2023'. On milk production, Rabobank forecasts a 2% YOY growth and a slowdown in H1 2025 over weak to negative margins. The bank notes that China's leading dairy farming companies have reported warnings of net profit loss or a sharp decline in net profit for their 2023 results.

As for imports, the bank forecasts 1.1% growth YOY including a 6% improvement in whole milk powder imports to 460,000mt due to New Zealand's tariff-free access and 2023's low-base effect. The scale of the increase is still 20% lower than the 10-year average, the bank noted, highlighting a trend that's seen consistently declining powder imports to China.

In the EU, the demand outlook is also positive as shoppers regain confidence and inflation contracts. Prices of milk, cheese and butter have all declined according to the EU-27 dairy consumer price index, while higher sales volumes for butter and cheese have materialized in the final months in 2023 in Germany, the largest domestic consumer market in Europe. But across the region, consumers 'are selective with their spending', the bank notes, warning that 'we should not anticipate

big changes in demand recovery in 2024<sup>1</sup>. The bank forecasts a 0.4% year on year growth demand.

Weak farmgate margins will improve in the first half of 2024 thanks to strengthening milk prices, with the bank predicting prices in the main producing regions to remain near €50/100kg towards the seasonal peak. The 2024 farmgate base milk prices will average around €47.5/100kg according to the analysis.

Milk production across the bloc is tipped to remain negative until Q4 2024 when it's predicted to increase 0.9% YOY.

## Flavoured Milk Market Booms with Predicted Growth to US\$ 83.63 Billion by 2030, Revealing Latest Industry Trends and Insights

According to [www.researchandmarkets.com](http://www.researchandmarkets.com), the Flavoured Milk Market has made significant strides, positioning itself as a robust segment within the beverage industry, with a forecasted value of US\$ 83.63 billion by 2030. Recognizing this upward trend, a comprehensive new research publication has been added to an esteemed collection, offering a detailed exploration of the market's dynamics. This current study

provides an extensive analysis of the industry trends, market share, growth momentum, and the inevitable impact of inflation.

### Dynamic CAGR Showcases Industry Momentum

The global market for flavoured milk is estimated to expand with a CAGR of 7.18% during the period between 2024 and 2030. Factors such as an upsurge in demand for lactose-free and convenient beverage options have been instrumental in shaping the market trajectory. With an informed focus on health and wellness, consumers are gravitating towards these flavoured nutritional beverages.

### Rise of Lactose-free and Health-Conscious Trends

There is an observable shift in consumer preferences favouring lactose-free products, which is propelling market growth. Innovations in the industry have also introduced functional ingredients, thus catering to a more health-conscious consumer base and boosting the flavoured milk market's potential.

### Low-Sugar and Fat-Free Varieties Appeal to a Broad Demographic

The availability of low-sugar and fat-free flavoured milk caters to the diabetically inclined and health-aware populace. The presence of essential protein aid in muscle building, positioning flavoured milk as an ideal post-exercise recovery beverage, which augments its demand globally.

**...Continue on Page 66**

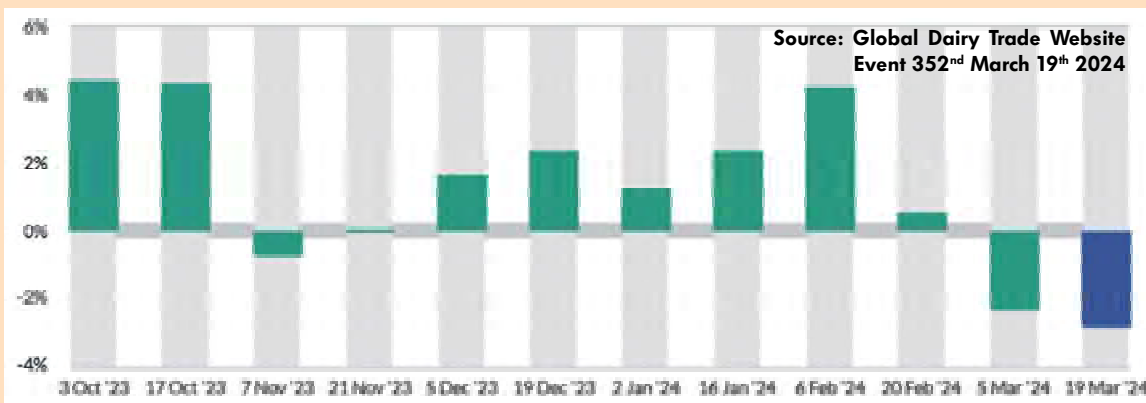
## Global Dairy Trade Event 352 Concluded with the GDT Price Index down 2.8%

Global Dairy Price index dropped by 2.8% on March 19, 2024 at Global Dairy trade event 352. The index has reached to a level of USD 3497/MT. This is a second consecutive drop in the index since last month. One of the major reason behind this drop is the sluggish global demand.

The index of SMP as well as Butter have dropped down

by 4.8% and 1.4% respectively. The new global prices of AMF(ghee), Butter and SMP in Indian Rupees have become Rs. 557, Rs. 525 and Rs. 206 respectively.

While Ghee and Butter are still at good price for Indian Exporter, but SMP price is a concern for Indian SMP producers having huge stocks. 19,655 MT of product was purchased by 152 successful bidders.



**Emergent Economies Spearheading Growth**

Emerging economies like India and China, with their mounting per capita income, are significant contributors to the growth of the flavoured milk market, particularly in the Asia Pacific region. Product innovation and attractive packaging designed for the youth demographic are pivotal elements fuelling market expansion.

**Sustainable Packaging Trends and Diverse Distribution Channels**

Paper-based packaging is gaining traction in the flavoured milk market, appealing to the growing eco-conscious sentiment. Meanwhile, distribution channels such as supermarkets and hypermarkets dominate sales due to the diverse selection and convenience they offer consumers.

**Key Regional Markets and Leading Players**

Asia Pacific dominance is expected to continue, stimulated by the high demand for nutritious milk products and remarkable dairy production advancements, as seen in India's rising milk output.

North America and Europe also represent significant portions of the market, following closely with their innovative product offerings and mature consumer bases. Latin America, the Middle East & Africa reflect potential growth regions with untapped opportunities.

Top industry players, including global giants like Danone SA., Arla Foods, Saputo Inc., The Hershey Company, Fonterra Co-operative Group, Nestle S.A., Meiji Holdings Co. Ltd, and Amul Industries Pvt Ltd, continue to influence the market with strategic developments and revenue growth. This latest analysis underscores the potential and progression of the flavoured milk industry while highlighting the catalysts propelling its expansion. The in-depth report is poised to benefit stakeholders seeking to understand the complexities of the flavoured milk market and the opportunities that lie ahead.

Global Flavoured Milk Market are Long-Life Flavoured Milk; Fresh Flavoured Milk; and other Flavoured Milk. The type of flavours are Vanilla; Chocolate; Fruits; and others.

The flavoured milks are in the following type of packaging namely:- Paper Based; Plastic Based; Glass Based;

Metal Based; and others.

The major global Flavoured Milk Market are in North America; United States; Canada; Europe; France; Germany; Italy; Spain; United Kingdom; Belgium; Netherland; Turkey; Asia Pacific; China; Japan; India; South Korea; Thailand; Malaysia; Indonesia; Australia; New Zealand; Latin America; Brazil; Mexico; Argentina; Middle East & Africa; Saudi Arabia; UAE; and South Africa.

**Tetra Pak Unlocks Innovation at the 50<sup>th</sup> DIC in Hyderabad**

Reflecting on its 36-year legacy in India, Tetra Pak showcased its innovative solutions at the golden jubilee edition of the 50<sup>th</sup> DIC held at Hitex Exhibition Center in Hyderabad, recently.

For close to four decades, Tetra Pak has been a driving force in shaping India's dairy industry by introducing global and local solutions that help the dairy industry innovate, enter new categories, bring new products to the market, improve operational efficiencies, and meet their environmental goals.

The company revolutionary solutions are as follows:

- A diverse range of 45 product categories, including White Milk, Chilled Milk, Cheese, Ice Cream, Yoghurt, Powder, Baby and Toddler Milk, Condensed Milk, and Value-Added Dairy products.
- Made-in-India processing equipment, including Tetra Pak ® Freezer, Tetra Pak ® High Shear Mixer, Tetra Pak ® Homogenizer and Tetra Pak ® Tipping Unit.
- A showcase of digital and automation capabilities such as Remote Support and Connected Workforce Solutions.
- A sustainability showcase to spark ideas on decarbonizing the value chain.

Pursuing the vision of 'Make in India', Tetra Pak aims to empower dairy entrepreneurship and new-age start-ups by championing innovative solutions and data-driven technologies, paving the way for a robust dairy infrastructure that fulfils the growing needs of consumers across the nation.

**Event CALENDAR****IDF World Dairy Summit 2024**

IDF World Dairy Summit 2024 is scheduled to be held during October 15-18, 2024 in Rendez-vous, Paris, France. Interested member/reader may visit <https://www.idfwds2024.com> to get more information.