

## Tech Talks on Entrepreneurship & Career Pathways Organized at Verghese Kurien Institute of Dairy and Food Technology

Indian Dairy Association Kerala State Chapter (IDA-KSC) in association with the Kerala Development and Innovation Strategic Council (K-DISC) and Young Innovators Programme (YIP), hosted a programme focusing on **Entrepreneurship and Career Pathways** at the Seminar hall of Verghese Kurien Institute of Dairy and Food Technology (VKIDFT), on March 18, 2025.

The event commenced with a welcome address by Dr. Aparna Sudhakaran V, Secretary, IDA-KSC. This was followed by a special Honouring Ceremony for Dr. S. N. Rajakumar, Dean of the Faculty of Dairy Science, KVASU and Chairman of IDA-KSC, who was recognised as a Fellow of the IDA for the Year 2025 for his outstanding contributions to the dairy sector. Dr. P.I. Geevarghese, former Dean of CDST and ex-Chairman of IDA-KSC honoured Dr. Rajakumar with a shawl and memento. Felicitation speech was also delivered by Dr. P.I. Geevarghese and Dr. C.T. Sathian, an Executive Committee Member of IDA (South Zone).

Another highlight of the event was a series of Tech Talks on Entrepreneurship and Career Pathways, chaired by Dr. P.I. Geevarghese along with Co-chairman Dr. C. T. Sathian. 100 final year students of B.Tech Dairy Technology, Food Technology and Diploma Dairy Science students attended the programme.

During **Session 1**, Dr. E.G. Ranjit Kumar, Director of Students; Welfare and Director of MBA, Kerala Agricultural University delivered an insightful talk addressing the fundamental question - Should graduates aim for jobs, or should they become job creators? He

emphasized the importance of an entrepreneurial mindset, highlighting how the dairy and agribusiness sectors provide lucrative avenues for self-employment. Dr. Kumar encouraged students to look beyond conventional employment and explore agribusiness start-ups, dairy farming, and product value addition as sustainable and profitable career paths.

In the **Session 2** Dr. G.R. Jayadevan, Assistant Professor in Dairy Business Management at KVASU and alumnus of CDST focused on recent trends and innovations in dairy processing, product diversification, and strategic marketing. He highlighted the significance of adopting technology-driven solutions and supply chain improvements to make dairy entrepreneurship more viable. He also stressed the need for innovative product development to cater to health and premium dairy segments. Dr. Jayadevan gave glances regarding the career paths for B.Tech Dairy Technology, Food Technology and Diploma students. The event concluded with a Vote of Thanks by Dr. Divya K.B, YIP Coordinator, VKIDFT. The Tech Talks provided an interactive platform for students, researchers, and professionals in B.Tech Dairy Technology, Food Technology and Diploma in Dairy Science Students to gain practical knowledge about career prospects, and innovative dairy technologies.



## FoSTaC Program Organized at Loyola College, Chennai

The Indian Dairy Association (IDA) Tamil Nadu State Chapter (TSC), in collaboration with Loyola College, Chennai, (an institution with a century-long tradition of academic and service excellence), conducted the FoSTaC (Food Safety Training and Certification - Advanced Manufacturing: Milk and Milk Products) program on March 17th and 18th, 2025. The training, organized with TEDMEG Training Academy as the training partner, took place at the IQAC Seminar Hall at Loyola College, Chennai. The sessions were led by esteemed trainers Shri C.P. Charles, CEC Member-IDA, New Delhi, and Shri K.S. Kanna, Chairman, IDA-TSC.

Under the leadership of Dr. Dorathy Pushparani, Vice Chairman, IDA-TSC, and Loyola College faculty members Dr. Jeyamani Divya Christodoss and Dr. Mary

Anne Preetha, the program aimed to boost food safety awareness and compliance among participants. A total of 33 individuals attended the event, including 26 second-year M.Sc. Food Chemistry and Food Processing students and seven professionals from the dairy industry. IDA (South Zone) sponsored 50% of the total training fees for the 26 students.

Key topics of the program included the safety and quality of milk and milk products, with an emphasis on food safety hazards, contamination prevention, handling practices, testing for contaminants, personal hygiene, quality control, plant design, FSMS (Food Safety Management System), pest control, and cold chain management. Participants gained valuable insights into food safety regulations, hygiene practices, and risk management, equipping them with the essential skills needed to enhance safety standards in the dairy industry.



## National Seminar Organized on “Emerging Trends in Biological Sciences - 2K25”



The Department of Microbiology at Mannar Thirumalai Naicker College, in collaboration with the Indian Dairy Association (IDA) Tamil Nadu State Chapter (TSC), organized a National Seminar on "**Emerging Trends in**

**Biological Sciences - 2K25**" on February 20, 2025. The event was fully sponsored by the IDA-TSC and attracted an impressive 300 participants, including 188 attendees from other colleges, institutions, and



paramedical science students.

Dr. Senthil Kumari, Scientist at Aravind Eye Hospital and Research Foundation, Madurai, highlighted the importance of Glaucoma, an eye disease that can lead to vision loss and blindness. Dr. Suresh Govindan, from AVN Ayurvedic Formulations, Madurai, discussed the health benefits of Ayurvedic medicine. Dr. Alagarasu Kalichamy, Senior Scientist at the National Institute of Virology, Pune, delivered a lecture on guidelines for protection during pandemics, such as COVID-19. Additionally, Professor Dr. G. Ramanathan from Sri Paramakalyani College, Alwarkurichi, spoke about the sustainable future of marine microorganisms.

The seminar was convened by Shri Gopimanivanan, Executive Committee Member (PP) and Head of the Department of Microbiology at Mannar Thirumalai Naicker College, with Shri K.S. Kanna, Chairman, IDA-TSC; and Dr. T.R. Pugazenthi, Secretary, of IDA-TSC, serving as co-conveners. Chief Guest addresses were delivered by Dr. Annadurai Sree, Chairman of Anna Group of Institutions, and Er. Dayanand Peter, Executive Committee Member (RE) of IDA-TSC and Head of the Department of Food Processing at Karunya University.

The seminar provided participants with valuable insights into the current advancements in modern medical and biological sciences, including microbiology, biotechnology, genomics, Ayurveda, and paramedical sciences.

## NATIONAL News

### Cabinet Approves Revised National Program for Dairy Development



The Union Cabinet, chaired by the Prime Minister Shri Narendra Modi, has approved the Revised National Program for Dairy Development (NPDD).

The Revised NPDD, a Central Sector Scheme, has been enhanced with an additional Rs.1000 crore, bringing

the total budget to Rs.2790 crore for the period of the 15<sup>th</sup> Finance Commission cycle (2021-22 to 2025-26). This initiative focuses on modernizing and expanding dairy infrastructure, ensuring the sector's sustained growth and productivity.

The revised NPDD will give an impetus to the dairy sector by creating infrastructure for milk procurement, processing capacity, and ensuring better quality control. It is intended to help farmers gain better access to markets, to ensuring better pricing through value addition, and improve the efficiency of the supply chain, leading to higher incomes and greater rural development.

The scheme consists of two key components:

- **Component A** is dedicated to improving essential dairy infrastructure, such as milk chilling plants, advanced milk testing laboratories, and certification systems. It also supports the formation of new village dairy cooperative societies and strengthens milk procurement and processing in the North Eastern Region (NER), hilly regions, and Union Territories (UTs), especially in remote and backward areas, as well as the formation of 2 Milk Producer Companies (MPCs) with dedicated grant support.

- **Component B**, known as "Dairying through Cooperatives (DTC)", will continue to foster dairy development through cooperation with the Government of Japan and Japan International Cooperation Agency (JICA) as per agreements signed. This component focuses on the sustainable development of dairy cooperatives, improving production, processing, and marketing infrastructure in the nine States (Andhra Pradesh, Bihar, Madhya Pradesh, Punjab, Rajasthan, Telangana, Uttarakhand, Uttar Pradesh, and West Bengal).

The implementation of NPDD started has made huge socio-economic impact already benefiting over 18.74 lakh farmers and has created over 30,000 direct and indirect jobs and increase milk procurement capacity by an additional 100.95 lakh litres per day. The NPDD has also supported in promoting cutting-edge technology for better milk testing and quality control. Over 51,777 village-level milk testing laboratories have been strengthened, while 5,123 bulk milk coolers with a combined capacity of 123.33 lakh litres have been installed. In addition, 169 labs have been upgraded with Fourier Transform Infrared (FTIR) milk analysers, and 232 dairy plants now have advanced systems for detecting adulteration.

The Revised NPDD is expected to establish 10,000 new Dairy Cooperative Societies, processing in the North Eastern Region (NER), as well as the formation

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of 2 Milk Producer Companies (MPCs) with dedicated grant support in addition to the ongoing projects of NPDD, to generate an additional 3.2 lakh direct and indirect employment opportunities, particularly benefiting women, which constitute 70% of the dairy workforce.

The Revised National Programme for Dairy Development will transform India's modern infrastructure, in sync with White Revolution 2.0 and will further support the newly formed cooperatives by providing new technology, and quality testing labs. This program will help improve rural livelihoods, generate jobs, and build a stronger, more resilient dairy industry that benefits millions of farmers and stakeholders across the country.

## Amul Set Up World's Largest Dahi Plant in Kolkata



GCMMF will invest Rs 600 crore to set up an integrated plant in Kolkata, which will also host the world's largest curd (dahi) manufacturing

facility, according to Shri Jayen Mehta, MD, GCMMF. GCMMF committed to making this investment during the two-day Bengal Global Business Summit (BGBS), in February 2025. The new facility will have the world's largest curd manufacturing plant with a capacity of 10 lakh kg per day, Shri Mehta said. He said the total investment in this dairy plant will be Rs. 600 crore. The total milk processing capacity will be 15 LLPD.

He further said that there is a huge demand for curd in Kolkata and its surrounding areas. According to a statement, this state-of-the-art dairy plant is being set up at Sankrail Food Park in Howrah near Kolkata in two phases by Kaira District Cooperative Milk Producers Union Ltd, Anand.

The consumers of Bengal have a strong preference for curd - popular as tok doi and mishti doi. This plant will help cater to the growing demand in the market. Amul is currently the largest fresh milk brand in Bengal with sales of more than 10 lakh litres of milk per day. It has a strong milk procurement network in 14 districts of Bengal with more than 1.2 lakh women milk producers associated with it.

## KMF's Nandini Milk Launched in Hathras, UP

The Karnataka Milk Federation (KMF) is broadening its footprint with launch of Nandini milk, curd and buttermilk

in Hathras district of Uttar Pradesh.

The move is part of KMF's ongoing strategy to expand its market presence beyond its home state of Karnataka.

KMF procures milk from over 2.6 million dairy farmers through its member district milk unions, processes it, and markets a range of milk and dairy products under the 'Nandini' brand.

Recently, KMF began distributing Nandini sachet milk, curd and buttermilk in Delhi, as part of its ongoing growth strategy.

However, despite consistent milk shipments from Karnataka to Delhi, KMF has faced challenges in meeting sales expectations. Presently, the cooperative is selling only about 15,000 litres of milk per day in Delhi, leading to logistical hurdles and operational inefficiencies.

Shri B Shivaswamy, MD of KMF, said, "A primary reason for this is the difficulties faced by our new milk processing unit at Hathras, Uttar Pradesh, in ensuring timely milk delivery in the national capital, 280 km away. To address this issue and broaden our market presence, we are now focusing on expanding the sale of Nandini milk in surrounding urban areas, including Mathura, Agra, Meerut and Aligarh. Our initial goal is to sell 30,000 litres of milk daily, with plans to increase this to 50,000 litres within the next six months. Over the next few years, we aim to reach a target of 100,000 litres per day," he added.

KMF is also preparing to begin milk sales in Jaipur, Rajasthan.

## Parliament Panel Urges Milk Price Review for Fair Farmer Returns

A parliamentary panel urges the government to review milk price determination to ensure farmers get better returns. It highlights that milk price inflation is lower than food inflation, affecting farmer income. The panel also calls for addressing milk adulteration and explains the suspension of the Delhi Milk Scheme license by FSSAI.

A parliamentary panel has pointed out that the increase in milk prices is less than the average rate of food inflation and asked the government to examine the mechanism of price determination by milk procurement agencies to ensure better returns to farmers. A Standing Committee on Agriculture, Animal Husbandry and Food Processing submitted a report in Parliament on the Demand for Grants related to the Department of Animal Husbandry and Dairying.

The Committee asked the department to furnish a detailed note, including the reasons for the suspension

of the license of DMS (Delhi Milk Scheme) by FSSAI.

"The Department has stated that the average milk price has increased from Rs 30 in 2014 to Rs 45.98 in December 2024. Further, the Department has acknowledged that the milk inflation has remained much below the average food inflation during the last one year while the WPI inflation in food was recorded at around 6 per cent, it was just 1.6 per cent in milk and milk products," the report said.

The Committee are of the view that there is widespread adulteration of milk and milk products, which results in the farmers not getting remunerative prices for their milk sold in the market and also affecting the health of consumers.

The panel also noted that the increase in milk prices is less than the average rate of food inflation in the country.

"This, the Committee believe, is not benefitting the millions of dairy farmers who depend solely/ predominantly on the sale of milk for their livelihood, as the dairy Farmers' income from the sale of milk, is not keeping pace with food inflation. The Committee, therefore, is apprehensive of the fairness of price being determined by the procurement agencies be it cooperatives or private dairies," the report said.

The panel recommended the department to "examine thoroughly the mechanism of price determination by milk procurement agencies to ensure just and reasonable price".

The report mentioned that the price of milk to farmers is being determined by the cooperatives and private dairies based on market conditions.

The retail price of milk and the price provided to procure milk from milk farmers are different as other costs like transportation, processing, packaging, marketing, sales & distribution, infrastructure costs etc. are also incurred.

As per the department, about 70-80 per cent of the consumer/retail price is paid back to milk producer farmers in the dairy cooperative sector.

"Further, the committee feels there is a lack of proper implementation of laws relating to adulteration checks and prevention of milk and their products, accordingly, the Committee recommend the department to take appropriate action and efforts may be made to devise an instrument to test the purity of milk at the household level," the report said.

On the DMS, the Committee said it is not clear "why such an outfit which is contributing to the government revenues rather than depending on the government for survival, is being made to suffer".

The Committee asked the department to furnish them a detailed note, including inter alia (i) the reasons for the suspension of the license of DMS by FSSAI; (ii) the steps

taken to ensure its adherence to FSSAI stipulations; (iii) revival steps taken/proposed to be taken and (iv) huge brand value/recall value it enjoys in the retail markets of NCT, Delhi.

## NDDB, Sustain Plus in Tie-Up for 10,000 Biogas Plants Across 15 States

The National Dairy Development Board (NDDB) and Bangalore-based NGO Sustain Plus have forged a tie-up to implement a large-scale circular dairy programme, installing 10,000 biogas plants across 15 Indian states, including Uttar Pradesh, Gujarat, Madhya Pradesh and Bihar.

Unveiled at the '**Workshop on Sustainability and Circularity in Dairy Sector**' in New Delhi, the initiative aims to create climate-smart dairy villages and sustainable farming practices. Over the next four years, the biogas digesters will generate three lakh tonne of organic slurry annually, reducing chemical fertiliser use, and over seven million cubic meters of biogas, providing clean cooking fuel to 10,000 rural households. The programme will also facilitate the production of 60,000 tonne of phosphate rich organic manure (PROM), replacing chemical phosphate fertilisers.

The NDDB-Sustain Plus collaboration will benefit dairy farmers by enhancing manure management, integrating renewable energy, and improving dairy infrastructure. The programme will help reduce input costs, improve soil health for dairy farmers, and provide clean cooking fuel to rural households, with more opportunities through organic fertiliser and carbon credits.

## Godrej Agrovet Acquires Full Stake in Creamline Dairy

In a strategic move to expand its footprint in the dairy sector, Godrej Agrovet Ltd., has announced the acquisition of the remaining 48.06% stake in Creamline Dairy Products Limited for Rs. 930 crore. This acquisition will make it a wholly-owned subsidiary of the company.

Headquartered in Hyderabad, it is known for its 'Godrej Jersey' brand and has a significant presence in South India. The company reported a turnover of Rs. 1,540 crore for the financial year 2023-24, highlighting its strong market presence in the dairy industry.

It has been associated with Creamline Dairy since 2005, initially acquiring a 26% stake, and later increasing it to 51% in 2015. With this latest acquisition, Godrej aims to further strengthen its dairy portfolio and expand its presence in value-added dairy products.

Shri Balram Singh Yadav, MD, Godrej Agrovet, said,



"This acquisition is a strategic move to consolidate our position in the dairy industry. Creamline Dairy's strong distribution network and brand equity will help us expand our value-added dairy segment."

With complete ownership, the company plans to invest in innovation, product diversification, and supply chain enhancement. The company is expected to focus on high-margin products such as flavoured milk, yogurt, and dairy-based beverages to boost profitability.

## IRMA to Become India's First National Co-op University



The Institute of Rural Management Anand (IRMA) in Gujarat will be established as a specialised national cooperative university, the first of its kind in the country. The Government of India introduced the 'Tribhuvan Sahkari University Bill, 2025' in Lok Sabha to facilitate this development.

Named after eminent cooperative leader of Gujarat, Shri Tribhuvandas Patel, the university will focus on producing skilled professionals for various technical, managerial, administrative, supervisory and operational jobs in the sector. Shri Patel was the founder of Amul Dairy in Anand.

Once the Bill becomes an Act, IRMA will be one of the schools of the university and will also be declared as a Centre of Excellence for rural management.

The Bill, introduced by the minister of state for cooperation Shri Krishan Pal Gurjar, seeks to establish the university to impart and promote cooperative education, training and R&D for strengthening the cooperative movement in the country.

The university will establish sector-specific schools such as dairy, fishery, sugar, banking, rural credit, multi-state cooperatives, and cooperative finance, marketing, laws, accounting and audit in its campus in Anand or in the states that are the leaders in the respective sectors.

"The university will also create a pan-India network of affiliated cooperative education and training institutes to achieve its objectives," said the Bill's statement of objects and reasons.

It noted that a national university exclusively for the cooperatives was proposed as the existing education and training infrastructure in the sector is "fragmented and grossly inadequate to meet the present and future demand for qualified manpower" in cooperative societies.

A person of eminence will be appointed by the central government as a chancellor of the university which will also collaborate with other universities, colleges, institutes or cooperative societies for R&D in the field of cooperation.

## Women Milk Producer Organization Eyes Rs 1,800cr Turnover

The newly established Marathvarhad Milk Producer Organisation (MPO), a women-led initiative, has set an ambitious target to increase its daily milk procurement volume to 11 lakh kilograms within the next five years. The MPO also aims to achieve

an annual turnover of Rs 1,800 crore while expanding its outreach to thousands of dairy farmers in Maharashtra.

This initiative builds upon the existing framework of the Vidarbha and Marathwada Dairy Development Project (VMDDP), which will now operate under the Marathvarhad MPO. This transition aligns with the National Dairy Development Board's (NDDB) objective of promoting producer-owned organizations to empower farmers and enhance dairy production.

In 2013, NDDB and the Government of Maharashtra signed a Memorandum of Understanding (MoU) to initiate dairy development in the drought-prone regions of Vidarbha and Marathwada. The primary goal was to create alternative, long-term sustainable livelihood opportunities for farmers, particularly given that dairy farming provides a more stable source of income than traditional agriculture in these distressed areas.

Mother Dairy, a wholly owned subsidiary of NDDB, was entrusted with the responsibility of providing market access to milk producers under VMDDP. Since its launch in 2016, the project has been operational across ten districts: Akola, Amravati, Wardha, Nagpur, Chandrapur, and Buldhana in Vidarbha, along with Nanded, Osmanabad, Latur, and Jalna in Marathwada.

Currently, the project collects 4 lakh liters of milk daily from approximately 35,000 dairy farmers. The milk is procured from 2,500 Milk Pooling Points (MPPs) established across these districts. The strong participation of farmers in this initiative demonstrates their confidence and trust in the project's efficiency and benefits.

Recognizing the growth potential of the dairy sector in these regions, the women-owned Marathvarhad Milk Producer Organisation was officially incorporated on January 9, 2025. Headquartered in Nagpur, the MPO aims to extend its reach across 6,000 villages in Vidarbha and Marathwada, enrolling 1.85 lakh women dairy farmers as members.

The new MPO will integrate the existing VMDDP operations and operate under the guidance of NDDB Dairy Services (NDS), a not-for-profit subsidiary of NDDB with extensive experience in facilitating farmer-owned organizations. While Marathvarhad MPO will focus on milk procurement, Mother Dairy will continue to provide forward linkage, ensuring market access for the collected milk.

The Marathvarhad MPO plans to implement an automated, transparent milk collection system across all intervention villages. This system will ensure regular and timely payments directly to the bank accounts of women members, reinforcing financial independence and economic empowerment.

In addition, the MPO will provide technical input services to dairy farmers, including doorstep delivery of quality feed and fodder, thereby improving milk productivity. Capacity-building initiatives for Producer Directors, members, and other stakeholders will also be a key focus, ensuring the sustainable growth of the dairy sector.

Through these concerted efforts, the Marathvarhad MPO is set to revolutionize dairy farming in Maharashtra, providing women with significant economic opportunities and ensuring a sustainable, farmer-led dairy ecosystem.

## How GRB Churned itself into a Ghee Giant



After milk, ghee is the second most consumed dairy product in India. But it's a category where regional players have held their own position against national heavyweights and churned up growth.

Bengaluru-based GRB Dairy Foods Private Ltd. - A Benefactor member of IDA, which started with a humble beginnings has scaled up into a Rs. 1,010-crore company - riding on strong connections with retailers -

and is now on an ambitious expansion journey.

The company is spending Rs.100 crore to ramp up its Nilakottai factory, in Dindigul district, where, beyond ghee, it produces snacks and sweets. The expansion is expected to be completed by FY26.

Initially company started selling with just 75 kg of butter a month. Within a year or two, this sale figure rose to 1,000 kg per month.

Founder Shri Balasubramaniam had his exposure to the world of business at the age of 13, when he joined his sister's family venture in Bengaluru. Eventually he started his own business, selling butter door-to-door. Quickly realising that the product's limited shelf-life meant it had to be sold by the 15<sup>th</sup> of every month, he decided to convert the butter into ghee for extended shelf-life.

Post 1991, his ghee began gaining traction in the busy retail hubs of Jayanagar, Basavanagudi, Rajajinagar, Malleshwaram and Vijayanagar in Bengaluru. Word of mouth helped, and demand soon outpaced supply. However, production remained a challenge.

Though he had helpers and his family supporting him in running the business, retailers knew him personally and preferred to deal with him alone.

Until 1993, all manufacturing took place in a small setup in Bengaluru's City Market. As demand surged, he realised he needed a dedicated production space and team. This pushed him to transition from a personal, hands-on approach to a distributor-based model. To ensure that the market associated more with the product than him, he realised he needed to establish a strong brand identity. Thus, in Chennai, he introduced his product under the brand name 'Udhayam'.

Branded ghee was placed in key retail locations, and sales picked up in Tamil Nadu. He replicated the strategy in Bengaluru with the GRB brand name. In 1999, he set up a ghee production factory in Hosur; and in 2004, the company began exporting to Singapore and Malaysia.

GRB currently operates six plants for ghee production. In addition, it has dedicated factories for instant mixes, sweets, and masalas, while the Nilakottai factory focuses on snacks. A new plant in Nilakottai has begun producing sweets. With its expanded portfolio of products, GRB targets revenues of Rs.1,500 crore for FY26.

GRB sources butter from across India through a network of regular suppliers. According to the company, in the ghee market, they hold a 27.8 per cent share in Karnataka, 24.7 per cent in Tamil Nadu, 21.3 per cent in Andhra Pradesh, and 28.5 per cent in Telangana. Ghee contributes 75 per cent of GRB's total revenue,

while the rest comes from its food segment. With a presence in 39 countries currently, GRB aims to increase this to 50 countries by the next financial year.

## **INTERNATIONAL News**

### **International Dairy Market: USDA**

As per the latest USDA data of mid March 2025, international market overview are as follows:

#### **EUROPEAN**

##### **Western European**

Ireland's Central Statistics Office estimates total milk intakes by processors and cooperatives in January at 162.5 million liters, up 14 million liters from January 2024. Fat content in milk deliveries averaged 4.51 percent in January 2024, up from 4.5 percent in January 2024.

A large dairy cooperative in Ireland announced its February purchase price index is unchanged from January at 161.9.

The UK Department for Environment, Food & Rural Affairs published January milk prices and milk composition statistics. The UK average farm-gate milk price for January 2025 is listed at 46.01 pence per liter, down 1.2 percent from December 2024 but up 20 percent from January 2024. Milk volumes collected in January 2025 were 1295 million liters, up 4.3 percent from December 2024. Butterfat content is listed as averaging 4.39 percent and protein content is listed as averaging 3.41 percent.

The UK-based Agriculture and Horticulture Development Board released milk delivery data for the week ending March 1. Daily milk deliveries averaged 34.71 million liters, up 1.6 percent from the week prior and up 2.0 percent from the same week last year.

German agriculture officials announced China will resume importing heat-treated dairy products in the wake of Germany's foot and mouth disease outbreak in January.

##### **Eastern Europe**

The National Food Chain Safety Office of Hungary announced an outbreak of foot and mouth disease on a dairy farm in Kisbajcs near the Slovakian border. The farm was ordered to eradicate the herd, and both protection and surveillance zones have been set within certain distances. Until further notice the export of cattle, sheep, goats, and pigs is prohibited to other EU member states or nonmember countries.

#### **OCEANIA DAIRY MARKET**

##### **New Zealand**

A group in New Zealand, which forecasts dairy prices, decreased the forecasted milk price for the 2024/2025 season, following GDT event 375, by 7 cents, to \$9.97/kgMS. The spot value of milk also decreased by 35 cents to \$11.24/kgMS. The group noted declining prices at GDT event 375 for whole milk powder and anhydrous milk fat contributed to lower forecasted milk prices.

The New Zealand Agriculture Minister declared a drought in Taranaki at the end of February. This declaration was extended to Northland, Waikato, Horizons, and Marlborough last week. The affected regions have been experiencing extended hot and dry conditions, reducing pasture growth rates and reducing available groundwater.

Some farmers have, reportedly, reduced milking to once per day. The declaration may mean dairy farmers could receive tax relief or payments to alleviate some of the economic impacts of the drought.

Recently released data from New Zealand for January showed the number of dairy cows sent to slaughter during the month increased by 9.9 percent from January 2024. Over the 12-months ending in January, cow slaughter numbers were down 4.3 percent compared to the previous 12-months.

##### **Australia**

According to Dairy Australia, December 2024 drinking milk sales, 190.8 million liters, were down 2.7 percent from December 2023. The volume of milk sold was down in December 2024 from a year prior in every state. Milk sales from the start of the season in July 2024 through December 2024, 1,188.7 million liters, were down 1.1 percent compared to the same time period a year earlier.

In Tasmania, a cheese company previously at risk of closure was recently sold to a newly created Australian-owned company. The new owners say they plan to introduce new cheese products which are softer and creamier though obtaining and installing equipment needed for this would take around a year. The new owners plan to offer all staff to remain working for the new company.

#### **SOUTH AMERICA DAIRY MARKET**

Both contacts and market analysts are in agreement that South American milk production, in toto, has met or exceeded expectations this summer. Week after week, traders relay somewhat strong milk output, but milk volumes are being pulled through active processing levels throughout the major dairy producing countries in the region. Corn yield expectations are above the five-year average, but below last year's levels in Brazil. That said, climactic conditions have been more favorable this summer than expected.



As Q1 trading has been contractually locked in regarding dairy commodities, contacts expect few to no shifts in market conditions to take place before the onset of Q2. Traders in Argentina and Uruguay report steady to recently strengthened demand needs from Brazil and Algeria. There are more questions than answers with what Q2 will bring with the heightened milk output in the region and international market volatility.

## GEA Launches New AI Solution for More Efficient Engineer-to-order Processes

Complex Engineer-to-Order (ETO) processes present companies with major challenges due to the extensive technical specifications and high demands on the preparation of quotations. GEA, together with NTT DATA and Microsoft, has developed a solution that uses artificial intelligence (AI) and cloud technologies to structure this process and make it more efficient.

This enables companies to generate precise and consistently high-quality quotes more quickly, thus increasing their chances of winning business.

"Until now, the processing of complex tenders required a lot of manual effort, was risky and took a long time," says Dirk Hejnal, Chief Service Officer of the GEA Separation & Flow Technologies division.

"We actively sought a solution and approached NTT DATA and Microsoft with our requirements. By combining our expertise, we developed a practical application that will significantly improve our processes in the long term. Furthermore, consistently high-quality quotes and proposals give us and our customers a clear competitive advantage," Dirk Hejnal said.

## Rising Heat Could Cut Milk Yields by 30%

Extreme heat is taking a toll on livestock agriculture. A new study from the University of Illinois Urbana-Champaign examines how heat stress affects US dairy farms.

The researchers found that high temperatures and humidity lead to a 1% annual decline in milk yield. Smaller farms suffer more than large ones, which can adopt management strategies to reduce the effects.

### Impact of heat on dairy cows

Study co-author Marin Skidmore is an assistant professor in the Department of Agricultural and Consumer Economics at the University of Illinois.

"Cows are mammals like us, and they experience heat stress just like we do. When cows are exposed to extreme heat, it can have a range of negative physical effects,"

explained Professor Skidmore.

"There is an increased risk of infection, restlessness, and decreased appetite, which leads to a decline in milk yield. For dairy producers, the heat impact is a direct hit on their revenue."

The team studied milk production data from nine Midwest states. They analyzed over 56 million cow-level records from 18,000 dairy farms between 2012 and 2016. The researchers adjusted milk data for protein and fat content to better assess milk quality, which determines its market value.

### Heat stress and dairy quality

"Previous studies have focused on fluid milk yield. But in our dairy marketing system, milk is sold on components. When you calculate revenue, it's not just about how many gallons of milk, but whether it's high-quality milk with high protein and fat content," Skidmore said.

The researchers linked milk production records with daily temperature and humidity data. They used temperature-humidity index measurements to gauge how much heat stress cows experience. High heat and humidity make it harder for cows to cool down, leading to reduced milk production.

On average, 1% of annual milk yield is lost to heat stress. That translates to about 1.4 billion pounds of milk over five years for the farms in the study. Based on average milk prices, these losses amount to roughly \$245 million in revenue.

### Smaller farms suffer more

Most of the losses occur on low- and moderate-stress days, which happen more often.

However, extreme heat days have a much greater impact, causing more than twice the dairy milk loss per cow compared to moderate-stress days.

Smaller farms experience the greatest financial burden. The researchers found that herds with fewer than 100 cows lost an average of 1.6% of their annual milk yield. Though these farms contributed less than 20% of the total output in the study, they accounted for 27% of total damages.

### Strategies to combat heat stress

Producers can take steps to reduce heat stress. Open barn sides, fans, and sprinklers can help cool cows.

"There are a number of different adaptive methods, but there is no silver bullet. You can install more sprinklers and sophisticated ventilation systems. You could change the timing of calving to avoid these warmer periods, but that incurs other risks, and it is a complex issue," noted Professor Skidmore.

Lower levels of heat stress can be managed with current techniques. Large farms experience minimal losses at those levels. However, when temperatures and humidity

rise beyond a certain point, no mitigation strategy is fully effective.

#### Future projections and policy needs

The researchers projected milk yield losses through 2050 using predictions from 22 climate models. The findings suggest extreme heat days will become more common, and milk yield losses could increase by 30%.

If dairy production remains a priority, small farms will need additional support. Professor Skidmore emphasized the importance of financial incentives to help farmers adopt heat mitigation strategies. Further research will also be necessary to manage extreme heat stress.

"If there's interest in continuing to have a healthy and robust small dairy production presence in the US, that probably will require financial incentives to help farmers implement mitigation strategies, as well as investments in further research on how to manage the highest levels of heat stress," she concluded.

The study is published in the *Journal Food Policy*. The research was funded by a Center for the Economics of Sustainability Seed Grant.

## Milk Products Growth Market: Implementing Current Trends Profitably

Dairy products are seeing worldwide revenue and sales growth, according to market research firm Innova Market Insights. One of the major drivers of this is new product launches, which grew by 2.6 percent in the last five years. West Europe accounts for the lion's share of launches at 36 percent, followed by Asia and Latin America. Yogurt and cheese, in all their varieties, are among the most popular categories.

A major reason for the success of this category is doubtless the fact that it addresses the ongoing megatrends of health, indulgence, and convenience, while repeatedly presenting itself in fresh new ways, as Hydrosol shows with the example of the latest Innova Top Ten Trends.

According to Innova, "Ingredients and beyond" is one of the central trends for 2025. The quality of the ingredients is a major purchase criterion. Consumers want ingredients with added value, such as health benefits, nutritional advantages, freshness, shelf life, or naturalness. An example of this trend is protein enrichment.

According to Innova, the main priority is no longer just the protein content alone, but the quality of the protein, its bioavailability, and its absorption in the body. Hydrosol has developed a stabilising system for the production of milk-based meal replacement drinks that

meet these requirements. In addition to high protein content, the system also contains fibre for a satiation effect. To go with this system, sister company SternVitamin has developed a micronutrient premix add-on that delivers essential vitamins and minerals, covering 30 percent of the reference daily requirement.

Reviving or reinterpreting culinary childhood memories: According to Innova, the "Tradition Reinvented" top trend can be cultural differentiation by country, region, or microregion, or a blend of different influences. Products, ingredients, recipes, seasonings, and packaging forms can express traditions classically or in new ways. Hydrosol addresses this, for example with new ideas for spreadable processed cheese preparations.

Thanks to the flexible stabilising system, these can be made with the addition of cheeses like cheddar. They can be packaged in traditional triangles, as is usual in the West European market, or in jars, as is often done in the Middle East.

Mochi with ice cream filling and lemon pie cookie dough, protein shakes with crispy castella cake croutons, cornflakes and maize, or cheese sticks with extra calcium and strawberry flavour - the wilder the better is the idea. The focus of the "wildly inventive" top trend is new and exciting taste experiences. These products can be fusions of two categories, like snacks and main courses. They can also be unexpected combinations of sweet and spicy flavours, also known as "swicy", or combinations of different product types like lemon pie mochi ice cream. Milk mixed beverages are also ideal for these flavour adventures.

With the stabilising systems of the Stabiprime range Hydrosol enables the simple production of high-quality milk mixed beverages. Sister company OlbrichtArom provides creative flavourings, from swicy classics like chili chocolate to new ones like caramel popcorn, cheesecake lime or hot honey coffee. Enrichment with added vitamins and minerals is easily possible, as Hydrosol shows with its Best Ager concepts.

The Best Ager concepts, which Hydrosol developed together with its sister companies SternVitamin and OlbrichtArom, are aimed at the 55+ generation, for whom fitness, an active lifestyle, and most of all good nutrition are important. One example is yagonaise, a mayo sauce containing 20 percent thermised and fat-reduced yogurt. Its calcium enrichment contributes to normal digestion and gut function. It also has a reduced fat content of 18 percent and is high in fibre.

With these added health benefits, yagonaise checks the boxes on the current "Nourish from within" Top Trend identified by Innova. Its creamy texture and fresh flavour also offer high purchase motivation, for new opportunities in the market for deli foods.

## Indonesia Plans to Import 2 Lakh Dairy Cows this Year

A total of 1,250 dairy cattle imported from Australia have arrived in Indonesia, as part of the Government's broader efforts to attract investment in expanding the national dairy herd and increasing domestic milk production. The Frisian Holstein (FH) dairy cattle with a gestation age of 3-5 months arrived at Tanjungwangi Port, Banyuwangi, said Director General of the Ministry of Agriculture's animal husbandry and animal health, Agung Suganda.

This step was included in the government's long-term strategy to increase food security with the help of dairy products, he added.

The official said that the increase in the population of quality dairy cows is expected to boost domestic fresh milk production and cut dependence on imported dairy products. This is also in line with the national dairy cow development road map, which involves partnerships between the government and the private sector.

According to Suganda, the increase in the dairy cow population is expected to strengthen the supply of fresh milk for the milk processing industry and support the sustainability of the Free Nutritious Meals (MBG) Programme initiated by the government.

The second batch of dairy cattle imports is set to take place this June, bringing in 1,250 cows.

## Event CALENDAR

### IDA-BAIF Training program

**Date:** 15-17, April, 2025

**Venue:** Uruli Kanchan, Pune

IDA (West Zone) and BAIF are organizing a training program on "**Sustainable and Smart Dairying for Improved Performance and Profitability**" at BAIF Uruli Kanchan from April 15-17, 2025, exclusively for veterinary officers/professionals.

Only First 20 registered participants will be accommodated. Download brochure.

**Visit:** <https://indiandairyassociation.org/West-Zone/files/ida-baif-brochure-2025.pdf>

### IDF World Dairy Summit 2025

**Date:** 20-23, October, 2025

**Venue:** Santiago, Chile

Visit [www.idfwds2025.com](http://www.idfwds2025.com)

### Dairy Industries Expo

**Date:** 29-30, October, 2025

**Venue:** NAEC Stoneleigh, UK

Visit [www.dairyindustriesexpo.com](http://www.dairyindustriesexpo.com)

## The GDT Index Remained Unchanged at US\$4,245

The Global Dairy Trade (GDT) Event 376, held on March 18, 2025, remained unchanged, marking its first flat result since November 2023.

Global dairy price index average winning price was USD 4245/MT. Mozzarella cheese was up by 5.1% to an average of USD 4704. Butter price was up by 1.1% at USD 7667. Cheddar cheese was up by

1% at USD 4976.

Whole Milk Powder (WMP) prices was slightly up by 0.2% at USD 4052. Skim milk powder was also down by 0.4% at USD 2729. The Anhydrous Milk Fat was down by 1.8% at USD 6561.

A total of 19,540 MT of product was purchased by 175 successful bidders.

