IDA News

IDA Tamil Nadu State Chapter Organizes Green Initiative on World Environment Day

To mark World Environment Day, the Indian Dairy Association (IDA), Tamil Nadu State Chapter, organized a green initiative in association with the Water Institute - A Centre of Excellence, Karunya Institute of Technology and Sciences (KITS), Coimbatore, reaffirming its commitment to environmental sustainability and climate resilience.

The programme witnessed enthusiastic participation from dairy industry professionals, faculty members, researchers, students and environmental enthusiasts. As part of the initiative, 2,000 tree saplings were planted across the KITS campus, while 1,000 seed balls were dispersed at selected locations to promote natural regeneration of vegetation and enhance green cover. The programme was inaugurated by Dr. Paul Dhinakaran, Chancellor and Founder, Karunya Institute of Technology and Sciences, who highlighted the importance of collective responsibility in conserving natural resources. Shri Samuel Dhinakaran, Vice President, KITS, emphasised the institution's commitment to sustainability through education, research, innovation and community outreach.

Addressing the gathering, Shri C.P. Charles, Central Executive Committee Member, IDA, appreciated the collaborative efforts of IDA Tamil Nadu Chapter and KITS in promoting environmental stewardship. He encouraged the dairy sector to adopt sustainable practices, including water conservation, renewable energy, waste valorisation and biodiversity conservation.

Speaking on the occasion, Shri K.S. Kanna, Chairman, IDA Tamil Nadu State Chapter, emphasised that sustainability has become an integral part of the dairy sector's long-term growth. He stressed the need for green manufacturing practices, efficient water management, renewable energy utilisation, scientific waste management and large-scale tree plantation programmes to reduce the environmental footprint of dairy enterprises.

The programme concluded with a Green Pledge administered by Dr. Sneha Gautam, Professor (Research) and Head, Water Institute - A Centre of Excellence, KITS, in which participants pledged to protect the environment, conserve natural resources and promote sustainable lifestyles.

IDA Rajasthan Chapter Organizes Plantation Drive

The Rajasthan Chapter of the Indian Dairy Association (IDA) organized a plantation programme at Ghodach Village, Udaipur, in collaboration with Mahaveer International Lake City, a non-profit social organization.

The programme witnessed the participation of Dr. Karun Chandalia, Chairman, IDA Rajasthan Chapter along with Shri Vipin Sharma, Shri Arun Goel and Life Members of the Association.

As part of the initiative, fruit-bearing and ornamental plants were planted in an enclosed area to promote environmental conservation and enhance the local green cover.

The plantation drive reflects IDA's commitment to sustainability and community engagement.

The Rajasthan Chapter has planned to organize a few more plantation programmes during the current monsoon season as part of its ongoing environmental initiatives.

The initiative reflected the successful collaboration between academia and the dairy industry in promoting environmental awareness and reaffirmed the IDA Tamil Nadu State Chapter's commitment to integrating sustainability into the growth of the dairy sector.

NATIONAL News

India Prioritises Dairy Farmer Interests Over FTA Commitments: NDDB Chairman

India will continue to keep the dairy sector outside Free Trade Agreements (FTAs) with developed countries until it becomes globally competitive and capable of protecting the interests of millions of small dairy farmers, according to Dr. Meenesh Shah, Chairman of the National Dairy Development Board (NDDB).

In an interaction with *Fortune India*, Dr. Shah emphasized that the Indian dairy sector is dominated by smallholder farmers, with most rural families owning only two to three dairy animals. Unlike many developed dairy-exporting nations, where large commercial farms receive substantial government subsidies, Indian dairy farmers largely operate without such financial support.

Highlighting the structural differences, Dr. Shah noted that farms in several developed countries often maintain herds of 1,000-1,500 cows and benefit from extensive subsidies, enabling them to produce milk at lower costs. He stated that India's priority is to strengthen its dairy farmers by helping them build productive assets, increase herd sizes and improve competitiveness before considering greater market access under FTAs.

He observed that India currently has only a marginal share in global dairy trade, as domestic milk production and consumption continue to grow at a similar pace. He explained that the country has no immediate pressure to expand exports because domestic demand absorbs most of the milk produced. He also pointed out that milk prices in India remain reasonable for consumers while ensuring one of the highest producer prices globally.

According to Dr. Shah, opening the domestic market to heavily subsidized dairy imports could adversely affect millions of Indian milk producers. He said the Government recognizes this challenge, which is why dairy has

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consistently remained outside India's FTAs with several trading partners.

At the same time, Dr. Shah advocated greater competition within the domestic dairy industry. He said that competition among State milk cooperatives and private dairy companies is essential to improve efficiency, product quality and consumer choice. He added that a competitive domestic market would encourage innovation and operational excellence while providing a level playing field for cooperatives and private players alike.

Citing the success of leading dairy cooperatives such as Amul, Dr. Shah expressed confidence that Indian dairy enterprises can compete effectively in the domestic market and, with continued strengthening of the sector, eventually become globally competitive.

Jammu & Kashmir Surpasses White Revolution 2.0 Targets

Jammu & Kashmir has emerged as one of the top-performing regions under the Government of India's White Revolution 2.0 programme, significantly exceeding its targets for the formation and strengthening of dairy cooperative societies. The achievement reflects the growing momentum of the cooperative dairy movement in the Union Territory and its potential to enhance farmers' incomes through organized milk procurement and marketing.

According to information presented in the Lok Sabha by Union Cooperation Minister Amit Shah, Jammu & Kashmir established 1,094 new Dairy Cooperative Societies (DCSs) during 2024–25, far surpassing the target of 150 societies. During 2025–26, the Union Territory has already formed 212 new dairy cooperatives against an annual target of 100, more than doubling the objective.

The Union Territory has also recorded remarkable progress in strengthening existing dairy cooperatives. Against a target of 33 societies in 2024–25, it strengthened 756 existing Dairy Cooperative Societies. For 2025–26, all 32 targeted societies have already been strengthened, demonstrating effective implementation of the programme at the grassroots level.

To support further expansion, the Central Government has sanctioned financial assistance under the National Programme for Dairy Development (NPDD).

For 2025–26, Jammu & Kashmir received an approved outlay of Rs. 186 lakh for establishing 100 new Dairy Cooperative Societies, including a Central share of Rs. 139.5 lakh, which has already been released.

White Revolution 2.0, launched by the Ministry of Cooperation, aims to increase milk procurement by dairy cooperatives by 50 per cent—from 660 lakh kg per day in 2023–24 to 1,007 lakh kg per day by 2028–29. Nationally, the programme seeks to establish 75,000 new dairy cooperative societies and strengthen 46,422 existing societies. It also focuses on expanding milk testing, chilling, processing and logistics infrastructure while promoting sustainable dairy practices through scientific manure management, biogas, organic fertilisers, quality cattle feed, fodder development, animal healthcare and breeding services.

Govt. of India Expands Dairy Infrastructure and Digital Reforms

The Government of India has reiterated its commitment to strengthening the dairy and livestock sector through enhanced infrastructure, veterinary healthcare, digital livestock management and farmer-centric support schemes. In a written reply in the Lok Sabha, Union Minister for Fisheries, Animal Husbandry and Dairying Shri Rajiv Ranjan Singh stated that there is no proposal to introduce a Minimum Support Price (MSP) for milk. He clarified that milk procurement prices continue to be determined by dairy cooperatives and private dairies based on prevailing market conditions.

The Minister highlighted the continued implementation of key government programmes, including the National Livestock Mission (NLM), Livestock Health and Disease Control Programme (LHDCP) and Animal Husbandry Infrastructure Development Fund (AHIDF). These initiatives support entrepreneurship, breed improvement, disease control, veterinary infrastructure, affordable veterinary medicines and the modernization of the dairy and livestock sector.

Under the AHIDF, 113 projects with a total investment of Rs. 4,700.13 crore have been approved in Maharashtra, while Rs. 123.46 crore has been released as interest subvention. The schemes also promote digital livestock management, improved veterinary services and expansion of dairy infrastructure.

These initiatives form part of the Government's long-term strategy to enhance livestock productivity, strengthen dairy value chains, improve farmers' incomes and build a resilient and sustainable dairy and livestock ecosystem.

Indian *Desi* Ghee Poised to Strengthen its Global Brand Presence

Indian *desi* ghee is steadily emerging as a premium dairy product in international markets, supported by rising global demand, growing awareness of its nutritional benefits, and expanding export opportunities. Industry experts believe that with appropriate branding, quality assurance and market promotion, India has the potential to establish *desi* ghee as a globally recognised dairy brand.

India is estimated to produce around 7 million tonnes of ghee annually, making it the world's largest producer and consumer of ghee. Approximately 28-30% of the milk fat produced in the country is converted into ghee across the organized and unorganized sectors.

According to the Department of Animal Husbandry and Dairying (DAHD) Annual Report 2025-26, 35,236.36 MT of the combined category of Butter, Ghee and Butter Oil was exported during 2024-25. This represents a 26.58% growth compared to the previous year.

Major export destinations include the United Arab Emirates, Saudi Arabia, Qatar, Oman, Kuwait, Bahrain, the United States, Canada, Australia, New Zealand, and Singapore, where demand is driven by the Indian diaspora as well as growing consumer interest in traditional and natural foods.

Speaking to *Punjab Kesri*, Dr. G.S. Rajorhia, former President-IDA said, in Ayurveda, ghee is considered medicinal. Ayurveda is a science that is over 6,000 years old. Ghee also contains high levels of polyunsaturated fatty acids (PUFAs). The medicinal properties of ghee contribute to better heart function, improved digestion, enhanced strength, and make food more delicious.

Dr. Rajorhia said, "Ghee is fast becoming a 21st century staple food across the globe. It is a natural source of conjugated linoleic acid (CLA) carrying about 4 to 7 mg per g of fat. This fatty acid is a geometric isomer of naturally occurring polyunsaturated fatty acids synthesised in the ruminants during the bio-dehydrogenation of fatty acids. CLA is associated with several health benefits like anti-carcinogenic, anti-inflammatory, and prevention of weight loss. Dozens of minor flavour producing compounds are formed during ghee making imparting it a rich and nutty taste with many flavour compounds lingering for hours on the palate."

Traditionally, in rural India, *Bilona* ghee is prepared by churning curd, making it especially rich in purity and nutrients. In the dairy industry, cream is first separated from milk, and then heated to around 110°C to produce ghee. Cow ghee is considered superior. Buffalo ghee is generally more flavorful and creamier.

Apart from India, ghee is also produced in Pakistan, New Zealand, Australia, and Sri Lanka. Within India, ghee consumption is highest in Rajasthan. It is also widely consumed in Punjab, Haryana, Gujarat, and Uttar Pradesh.

About 55 years ago, American doctors advised people to avoid butter and ghee. However, in 2022, American scientists reversed that recommendation and dispelled concerns linking ghee with cholesterol.

Amul to Double West Bengal Milk Procurement with New Mega Dairy Project

Amul is set to significantly strengthen its presence in eastern India with the establishment of a new integrated dairy complex in West Bengal. The project is expected to double the cooperative's milk procurement in the state from the current 15 lakh litres per day to 30 lakh litres per day upon commissioning.

The announcement was made by Shri Jayen Mehta, Managing Director of the Gujarat Cooperative Milk Marketing Federation (GCMMF).

The integrated dairy complex, coming up at Sankrail Food Park in Howrah with an estimated investment of around Rs. 700 crore, will house the world's largest curd production plant. The facility is designed to produce nearly 1,000 tonnes (10 lakh kg) of curd and other cultured dairy products per day, significantly enhancing Amul's value-added dairy manufacturing capacity.

The project is expected to strengthen the livelihoods of more than 1.25 lakh dairy farmers, including over 30,000 women milk producers, by expanding milk procurement and providing assured market access. It is also expected to generate around 1,000 direct employment opportunities in the region.

Beyond West Bengal, Amul is expanding its dairy infrastructure across several states to enhance milk processing capacity, promote value addition and further strengthen the cooperative dairy network. The expansion aligns with the cooperative's long-term strategy of farmer-centric growth, regional capacity development and meeting the increasing domestic demand for value-added dairy products.

WBA Confers an Inaugural Award "Strategic Leadership in the Global Biogas Sector" on Dr. Meenesh Shah

Dr. Meenesh Shah, Chairman, National Dairy Development Board (NDDB), has been conferred with the inaugural award "Strategic Leadership in the Global Biogas Sector" by the World Biogas Association (WBA) during the AD & Biogas Industry Awards 2026, held on July 8, 2026, at The Vox, NEC Birmingham, United Kingdom.

Instituted by the WBA, the award recognizes outstanding strategic leadership in advancing the global biogas sector. Dr. Shah is the first recipient of the award, marking a significant international recognition of his leadership in promoting India's dairy cooperative sector as a global model for the circular bioeconomy.

The AD & Biogas Industry Awards, jointly organized by the WBA and the Anaerobic Digestion and Bioresources Association (ADBA), are among the most prestigious

honours in the global anaerobic digestion and biogas industry. Presented annually during the World Biogas Expo, the awards recognize outstanding organizations, projects and individuals for their contributions to innovation, sustainability and leadership.

Accepting the award, Dr. Meenesh Shah dedicated the recognition to India's millions of dairy farmers and cooperative institutions, highlighting their role in adopting sustainable manure management practices. He reiterated NDDB's commitment to building a circular dairy economy by converting cattle dung and agricultural residues into clean energy, compressed biogas (CBG), organic fertilizers and carbon credits, thereby creating additional income opportunities for farmers while contributing to climate action and energy security.

Under Dr. Shah's leadership, NDDB has developed and demonstrated a range of scalable manure management models, including household biogas units, community biogas plants and large-scale biogas and CBG projects. The organization has also forged strategic partnerships with national and international institutions to accelerate the adoption of sustainable waste-to-energy solutions in the dairy sector.

The World Biogas Association, which represents the global anaerobic digestion, biogas and landfill gas sectors, is celebrating its 10th anniversary this year, marking a decade of promoting biogas as a key solution for renewable energy, sustainable waste management and the circular economy.

Doodhvale Farms Strengthens Profitable D2C Dairy Business with Fresh Investment

Doodhvale Farms, a direct-to-consumer (D2C) dairy brand, is strengthening its presence in India's organised dairy market through a fully integrated farm-to-doorstep business model focused on quality, traceability and operational efficiency.

Founded in 2019, Sanjeevani Dairy Farms Private Limited manages the entire value chain, from dairy farming and laboratory testing to processing and doorstep delivery, enabling greater control over product quality while eliminating intermediaries.

The company currently supplies fresh milk, curd, paneer and protein-rich dairy products across Delhi-NCR, Chandigarh, Ambala, Karnal and Meerut. In addition, it markets non-perishable products, including ghee and wood-pressed oils, to consumers across the country.

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According to the company, Doodhvale Farms has remained EBITDA profitable for the past three consecutive years. Its D2C business nearly doubled during the last year, contributing to an overall revenue growth of around 65%. Direct-to-consumer sales account for nearly 90% of the company's total revenue, while value-added products contribute approximately 35%, reflecting growing consumer demand for diversified dairy offerings.

To support its expansion plans, the company secured a US$3 million Series A investment in November 2024, led by Atomic Capital with participation from Singularity Early Opportunities Fund, Bharat Founders Fund, Indigram Labs Foundation and several angel investors. In July 2026, Atomic Capital made a follow-on investment of US$1 million to support market expansion, product innovation, and the adoption of artificial intelligence for demand forecasting and delivery route optimisation.

The company plans to more than double its business over the next 12-18 months by expanding into additional cities and strengthening its portfolio of protein-rich foods and daily essentials, with the objective of evolving into a broader trusted food brand beyond liquid milk.

Assam Targets 400 Dairy Cooperative Societies by September

The Government of Assam has set a target to establish and integrate 400 Dairy Cooperative Societies (DCSs) across the state by September 30, 2026, under the Special Assistance to States for Capital Investment (SASCI) Guidelines 2026-27. The initiative forms part of the State's strategy to strengthen the dairy sector and expand organised milk procurement.

The drive follows directions issued by Chief Minister Dr Himanta Biswa Sarma during a review meeting held on July 14, 2026. The Animal Husbandry & Veterinary Department has instructed all District Commissioners to spearhead the formation and registration of dairy cooperative societies in coordination with the West Assam Milk Producers' Cooperative Union Ltd. (WAMUL) and the East Assam Milk Producers' Cooperative Union Ltd. (EAMUL). District Animal Husbandry & Veterinary Officers, Dairy Development Officers and Assistant Dairy Development Officers have also been directed to actively support the initiative.

District-wise targets have been assigned, with the highest number of societies planned in Nagaon (75), followed by Morigaon (41), Kamrup and Jorhat (30 each), Golaghat (28), Sonitpur and Darrang (22 each), and Dhemaji (19). Additional targets have been allocated across other districts to achieve the statewide goal.

The initiative aligns with Assam's broader dairy development strategy to formalise milk procurement, strengthen cooperative networks, enhance farmer participation and improve the dairy value chain through organised milk marketing and infrastructure development. The programme is expected to create stronger market linkages for milk producers while supporting sustainable growth of the cooperative dairy sector in the State.

India Targets FMD-Free Status to Expand Dairy Exports

India is accelerating efforts to achieve Foot-and-Mouth Disease (FMD)-free status in nine states over the next two years, a strategic initiative aimed at expanding access to premium international markets, including the European Union, and strengthening the country's dairy export potential.

The initiative forms part of the Government's broader objective of making India FMD-free by 2030, with priority states selected on the basis of advanced vaccination coverage and disease surveillance. According to the Department of Animal Husbandry and Dairying (DAHD), the prevalence of FMD has declined from 16.6% in 2022 to 7.8% in 2026, supported by the administration of more than 1.4 billion doses of FMD vaccine under the National Animal Disease Control Programme (NADCP).

The establishment of internationally recognized FMD-free zones is expected to enhance market access for Indian milk and dairy products, particularly in the European Union, where imports are subject to stringent animal health requirements. Improved disease control is also expected to enhance livestock productivity, reduce economic losses, strengthen farmers' incomes and improve the competitiveness of India's dairy sector in global markets.

The initiative reflects the Government's continued emphasis on animal health, biosecurity and export-oriented dairy development as India seeks to consolidate its position as the world's largest milk producer and expand its presence in high-value international dairy markets.

MCD and NDDB Join Hands to Establish Bio-CNG Plants in Delhi

The Municipal Corporation of Delhi (MCD) and the National Dairy Development Board (NDDB) have signed a Memorandum of Understanding (MoU) to establish

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Compressed Bio-Gas (CBG) plants for the scientific management of cattle dung generated by dairies and gaushalas across the national capital. The initiative marks a significant step towards sustainable dairy waste management and the rejuvenation of the Yamuna River.

The MoU was signed in the presence of Union Minister of Home Affairs and Cooperation Shri Amit Shah, Delhi Lieutenant Governor Shri Taranjit Singh Sandhu, Union Minister for Fisheries, Animal Husbandry and Dairying Shri Rajiv Ranjan Singh, Delhi Chief Minister Smt. Rekha Gupta, and other senior officials.

Under the NDDB model, cattle dung collected from dairy colonies and gaushalas will be transported to dedicated CBG and organic manure plants, where it will be converted into compressed biogas and organic fertiliser instead of being discharged into drains. The initiative is expected to reduce pollution of the Yamuna River, improve sanitation around dairy clusters, lower greenhouse gas emissions, generate renewable energy and promote the circular utilisation of organic resources.

The MoU was formally exchanged between MCD Mayor Shri Pravesh Wahi and NDDB Chairman Dr. Meenesh Shah. The collaboration is expected to strengthen Delhi's waste-to-energy ecosystem while serving as a scalable model for other Indian cities seeking sustainable solutions for dairy waste management, renewable energy generation and urban environmental protection.

Ladakh Strengthens Dairy Mission Through Farmer Training

The Department of Animal Husbandry, Ladakh, in collaboration with Ladakh Oma (Ladakh Milk Federation), organised an orientation programme on July 18, 2026, to accelerate dairy development and strengthen rural livelihoods through closer coordination between the government and dairy cooperatives.

The programme was chaired by Shri Rudra Gaud P.T., IAS, Secretary, Department of Animal Husbandry, Ladakh, and attended by departmental officers, technical field staff and senior representatives of Ladakh Oma. Discussions focused on strategies to expand the dairy sector and enhance the livelihoods of dairy farmers across the Union Territory.

During the programme, officials informed that the Leh milk processing plant is operating at full capacity, handling more than 8,000 litres of milk per day. Nearly 90% of the processed milk is supplied to the Indian Army, while fresh curd and paneer are marketed locally.

Ladakh Oma currently has a membership of over 1,800 dairy farmers and records a monthly turnover of around Rs. 1.30 crore. Payments to milk producers are made directly through the Direct Benefit Transfer (DBT) system. According to officials, progressive dairy farmers are earning more than Rs. 1 lakh per month, while average monthly earnings range between Rs. 30,000 and Rs. 50,000.

Addressing the participants, Shri Rudra Gaud directed the Department and Ladakh Oma to jointly organise farmer awareness camps, ensure the uninterrupted supply of feed, fodder and veterinary medicines, and conduct monthly scientific training programmes for both field staff and dairy farmers.

He further informed that a comprehensive framework for the Mission Dairy Development programme is being prepared in line with the vision of the Hon'ble Lieutenant Governor to substantially enhance livestock population and milk production in Ladakh. The initiative also aims to encourage educated unemployed youth to adopt dairy farming as a sustainable and remunerative livelihood.

Tripura Attracts Nearly Rs. 5,000 Crore in Dairy and Fisheries Investments

Tripura has secured 37 Memoranda of Understanding (MoUs) worth approximately Rs. 4,938.75 crore across the dairy, livestock, poultry and fisheries sectors during the Destination Tripura Business Conclave 2026, held in Agartala on July 9-10, 2026.

The investment proposals, signed by the State's Animal Resources Development (ARD) Department and the Fisheries Department, are expected to strengthen the agriculture-allied sectors by generating employment, enhancing rural livelihoods and reducing dependence on imports of milk, meat, eggs and fish-related products.

The proposed projects include modern dairy farming, livestock development, poultry production, fisheries, aquaculture, feed manufacturing, processing facilities and cold-chain infrastructure, reflecting growing private-sector confidence in Tripura's agri-food ecosystem. The State Government expects these investments to expand production capacity, promote value addition and strengthen supply chain infrastructure across the dairy and fisheries sectors.

The agreements also contributed to the overall success of the Destination Tripura Business Conclave 2026, during which the State signed 342 MoUs with proposed

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investments of around Rs. 1.21 lakh crore across multiple sectors. The conclave underscored Tripura's growing potential as an emerging investment destination in Northeast India and highlighted the increasing focus on strengthening dairy, livestock and fisheries as key drivers of rural economic development.

Telangana Plans Vijaya Dairy Milk for 27 Lakh Students

In a significant initiative aimed at improving child nutrition while strengthening the dairy sector, the Government of Telangana is planning to provide Vijaya Dairy milk to more than 27 lakh students studying in government schools and anganwadis across the State.

The proposal was reviewed at a high-level meeting chaired by Deputy Chief Minister Shri Mallu Bhatti Vikramarka, along with Animal Husbandry Minister Shri Vakiti Srihari; Chairman, Telangana State Dairy Development Cooperative Federation (TGDDCF), Shri Gutha Amith Reddy; Managing Director, TGDDCF, Shri Chandrasekhar Reddy, IAS, and senior officials. The discussions focused on milk procurement, timely payments to dairy farmers, consumption patterns and implementation strategies for the proposed programme.

The initiative is expected to support the State's objectives of improving child nutrition, enhancing student health and encouraging better school attendance through regular milk consumption. Vijaya Telangana Dairy, operated by the Telangana State Dairy Development Cooperative Federation, is proposed to be the principal supplier, creating a stable and predictable market for milk produced by dairy farmers associated with the cooperative network.

The proposed programme builds on the State's earlier efforts to include milk in school breakfast schemes, reflecting the growing recognition of dairy as an important component of nutrition and social welfare programmes. Besides improving the nutritional status of children, the initiative is expected to provide a sustained demand for locally produced milk, thereby strengthening the livelihoods of dairy farmers and supporting the growth of the cooperative dairy sector.

World Milk Day Celebrated at College of Dairy Science, Kamdhenu University, Amreli

The College of Dairy Science, Kamdhenu University, Amreli celebrated World Milk Day on June 1, 2026, with a series of activities highlighting the importance of milk, dairy innovation and the contribution of women to the dairy sector. The celebration was organized in line with the 2026 World Milk Day theme, "**Celebrating Women Farmers**."

As part of the programme, students at the College developed innovative whey-based beverages using goat and sheep milk to showcase the nutritional and commercial potential of non-bovine milk. The activity aimed to promote value addition and create awareness about the role of small ruminants in supporting the livelihoods of small and marginal dairy

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farmers. The programme was coordinated by the Department of Dairy Technology under the guidance of Dr J. M. Mallik, Dr K. K. Ahuja, Dr T. Hazara and Shri A. Bihola.

To mark the occasion, the College also organized Slogan Writing and Poster Making Competitions focusing on the contributions of women farmers to the dairy sector. A total of 51 students participated enthusiastically, expressing their appreciation for the vital role played by women in dairy farming and rural livelihoods. The competitions were coordinated by Dr P. R. Chaudhari and Dr A. R. Chaudhari.

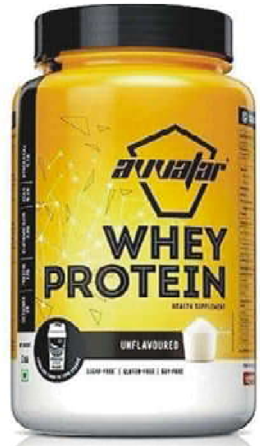
Congratulating the participants, Dr V. M. Ramani, Principal and Dean, College of Dairy Science, Amreli, appreciated the students for their enthusiastic participation and commended the faculty members for successfully organizing the various activities. He emphasized that such programmes promote innovation, entrepreneurship and sustainable dairy development while recognizing the invaluable contribution of women farmers and livestock keepers to the growth of the dairy sector.

Parag Milk Foods Expands Avvatar Amid Global Whey Protein Supply Crunch

Parag Milk Foods is accelerating the growth of its sports nutrition brand Avvatar despite the ongoing global shortage of whey protein, leveraging its integrated dairy operations to strengthen its position in India's rapidly expanding protein nutrition market. The company believes its end-to-end dairy value chain provides a competitive advantage at a time when global whey protein prices have surged sharply due to supply constraints.

According to Ms. Akshali Shah, Executive Director of Parag Milk Foods, Avvatar sources whey directly from the company's own cheese manufacturing operations rather than relying on imported ingredients. This integrated model enables greater control over quality, traceability and raw material availability while reducing exposure to global supply disruptions. Whey, a by-product of cheese production, requires specialised filtration and drying infrastructure before it can be converted into protein ingredients, making rapid supply expansion difficult despite adequate milk availability.

The company is also broadening Avvatar's reach beyond fitness enthusiasts by introducing convenient, protein-rich products such as ready-to-drink beverages, functional



dairy products and high-protein snacks. It is simultaneously expanding distribution through gyms, nutrition stores, modern retail outlets, e-commerce platforms and general trade to make protein nutrition more accessible to a wider consumer base.

Parag Milk Foods sees significant long-term growth potential as increasing health awareness and concerns over protein deficiency drive demand for high-quality dairy proteins. The company also views evolving food regulations and stricter standards for health claims as an opportunity to build greater consumer confidence through transparency and scientifically validated nutrition.

Industry analysts note that the ongoing global whey protein shortage has reinforced the importance of integrated dairy processing. For Indian dairy companies, investments in cheese production, whey recovery and value-added dairy ingredients are expected to play an increasingly important role in meeting the rising demand for functional nutrition while creating additional value from milk processing.

A2 Milk Market Expands on Rising Health Awareness

The global A2 milk market is witnessing strong growth as consumers increasingly seek dairy products that support digestive health and overall well-being. Rising awareness of the nutritional benefits of A2 beta-casein protein, coupled with growing demand for natural and premium dairy products, is driving market expansion across several regions.

Unlike conventional milk containing both A1 and A2 beta-casein proteins, A2 milk is produced from selected cows that naturally produce only the A2 protein. Many consumers perceive A2 milk as being easier to digest, particularly those who experience discomfort after consuming regular milk, although scientific evidence continues to evolve.

The market is also benefiting from increasing disposable incomes, greater focus on preventive healthcare and expanding availability of A2 milk through supermarkets, online retail and specialty stores. Dairy companies are introducing a wider range of A2-based products, including liquid milk, infant nutrition and value-added dairy foods, to meet growing consumer demand.

INTERNATIONAL News

International Dairy Market: Overview

As per the latest USDA data during July 06-17, 2026, international market overview are as follows:

EUROPEAN

Western European

A leading UK dairy cooperative increased its conventional milk price for July, reflecting improving returns in parts of the dairy market, while its organic milk price remained unchanged. The adjustment signals firmer market conditions for conventional milk producers, although processors continue to monitor commodity prices, export demand, and milk supplies as the market works toward a more balanced pricing environment.

A major European dairy processor reduced its guaranteed milk price for July, reflecting expectations that conventional milk values across northwestern Europe will remain under pressure. The lower payment signals continued caution despite recent signs of stabilization in some dairy commodities, as ample milk supplies and mixed market conditions continue to weigh on farmgate returns.

Eastern European

Poland's UHT milk export market remained under modest price pressure in June, with export values easing from both the previous month and a year earlier. Despite softer pricing, Poland maintained steady export activity, with South Korea continuing to serve as a key destination for shipments. The update highlights Poland's continued importance as an Eastern European supplier of long shelf-life dairy products, even as competitive market conditions weigh on export values.

Latvia has further strengthened its position in the Eastern European dairy sector with the launch of a new large-scale cheese production facility aimed at expanding export capacity. The investment is expected to increase regional cheese output, create additional processing demand for locally sourced milk, and support export to international markets. The project also highlights continued investments in valueadded dairy manufacturing across the Baltic region as processors seek to enhance export competitiveness.

OCEANIA DAIRY MARKET

New Zealand

Following Global Dairy Trade (GDT) Event 407, a group in New Zealand that forecasts milk prices increased their 2026/2027 season milk price forecast to $9.41 per kilogram milk solids (kgMS). The spot value of milk decreased to $9.64/kgMS from $9.76/kgMS. Prices were lower for both SMP and WMP, as well as for milk fats offered at GDT Event 407. The group's 2025/2026 season milk price forecast remains at $9.74/kgMS. This prediction reflects a US cents per NZ dollar exchange rate assumption of 0.5905 and a forecast range of $9.12/kgMS to $9.98/kgMS. The September 2026/2027 Milk Price Futures contract last settled at $9.79/kgMS.

A large New Zealand cooperative reduced its FY2027 Farmgate Milk Price midpoint to $9.25/kgMS from $9.75/kgMS, adjusting the forecast range to $8.00-$10.50/kgMS. The key driver to the price reduction is falling GDT prices. GDT prices have seen softer-than expected demand and strong global supply, leading to 11 percent price declines since late May. Milk output from major exporting regions is also up YOY. The cooperative also noted "significant exposure" due to limited contracted sales. The 2025/2026 forecast remains unchanged at $9.60-$9.80/kgMS (midpoint $9.70/kgMS). Breakeven estimates are $8.79/kgMS for FY2027 and $8.41/kgMS for FY2026.

Australia

Dairy Australia reports that Australia exported 151,017 metric tons of milk from July 2025 to May 2026, a 12.2 percent increase from the previous year.

Dairy Australia also recently released data on packaged milk sales. In May 2026, milk sales totaled 201.2 million liters, up 0.1 million liters year-over-year (YoY). May sales increased YoY in Victoria (2.1 percent), while decreasing in New South Wales (0.3 percent), Queensland (0.3 percent), South Australia (1.7 percent), Western Australia (1.2 percent), and Tasmania (2.4 percent). Packaged milk sales year-todate (YTD) in Australia's 2025/2026 season total 2,170.8 million liters, up 24.3 million liters (1.1 percent) season over season.

Compared to the 2024/2025 season, YTD sales in the 2025/2026 season increased in Victoria (2.6 percent), Queensland (1.2 percent), South Australia (1.4 percent), and Western Australia (0.8 percent), but decreased in New South Wales (0.1 percent) and Tasmania (1.2 percent).

The June 2026 Production Inputs Monitor from Dairy Australia reports a sharp decline in overall input prices, led by a steep drop in urea costs. The average urea price was lower in June than in February, supported by softer global demand as buyers shifted toward alternative fertilizers. In contrast, diammonium phosphate prices rose due to limited sulfur supplies and ongoing export

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restrictions from China. Fuel prices fell 15 percent as global oil values continued to ease. Rainfall varied across dairy regions, as Southwest Victoria and South Australia received above average rain, while other regions saw average to below average totals.

Recent weather has supported strong pasture growth, reducing pressure on feed prices. However, feed markets are mixed, with cereal grain prices declining and protein concentrates increasing. A weaker Australian dollar boosted export demand. Domestically, the Bureau of Meteorology declared an El Niño event and forecast drier than average conditions over the next three months, lifting demand for feed stocks and adding upward pressure on prices. Temporary water prices continued to fall, with Northern Victoria's monthly average 20 percent below February's peak. Water storage and soil moisture levels across many regions remained higher than a year earlier.

SOUTH AMERICA DAIRY MARKET

In South America milk production is seasonally lighter. No significant changes in unfavorable pasture conditions for parts of South America, which is decreasing cow comfort, are reported by stakeholders. Year over-year milk production is up according to the most recent data from CLAL.it and industry sources. Among the South American countries listed on CLAL.it, Uruguay has the largest percentage increase in year over-year milk production. Milk prices are generally trending higher as the availability of loads is tightening.

Manufacturers in South America describe milk and cream volumes as neither abundant nor scarce. Production schedules for dairy commodities are generally lighter. Sellers indicate spot loads of whole milk powder and skim milk powder are available. Demand from buyers in Brazil is holding up more than demand from buyers in Algeria. Brazilian imports of whole milk powder and skim milk powder from other South American countries was up for June 2026 compared to the prior month.

Stakeholders indicate prices for many dairy commodities including UHT milk, whey powders, milk powders, mozzarella cheese for example, are higher this week compared to the start of July.

GDT Event 408 Signals Recovery in Global Dairy Market

The latest Global Dairy Trade (GDT) Event 408, held on July 21, 2026, signalled a recovery in global dairy markets after three consecutive weaker auctions. The GDT Price Index increased by 1.5%, reversing the 4.9% decline recorded in Event 407, while the average winning price rose to USD 3,793/MT. The auction attracted 167 registered bidders, with 117 successful buyers, and traded 26,889 MT of dairy products over 17 bidding rounds.

The recovery was led by milk powders, with Whole Milk Powder (WMP), the largest traded commodity on the GDT platform, rising 1.6% to USD 3,486/MT, while Skim Milk Powder (SMP) gained 2.8% to USD 3,234/MT. The rebound suggests renewed buying interest following the sharp price correction in the previous auction, with importers taking advantage of more attractive price levels to replenish inventories. Among dairy ingredients, Butter Milk Powder (BMP) recorded the strongest performance, increasing 10.5% to USD 4,737/MT, reflecting robust demand from food manufacturers and ingredient users. Lactose also strengthened by 2.0% to USD 1,721/MT, supported by demand from infant nutrition, pharmaceutical and specialized food sectors.

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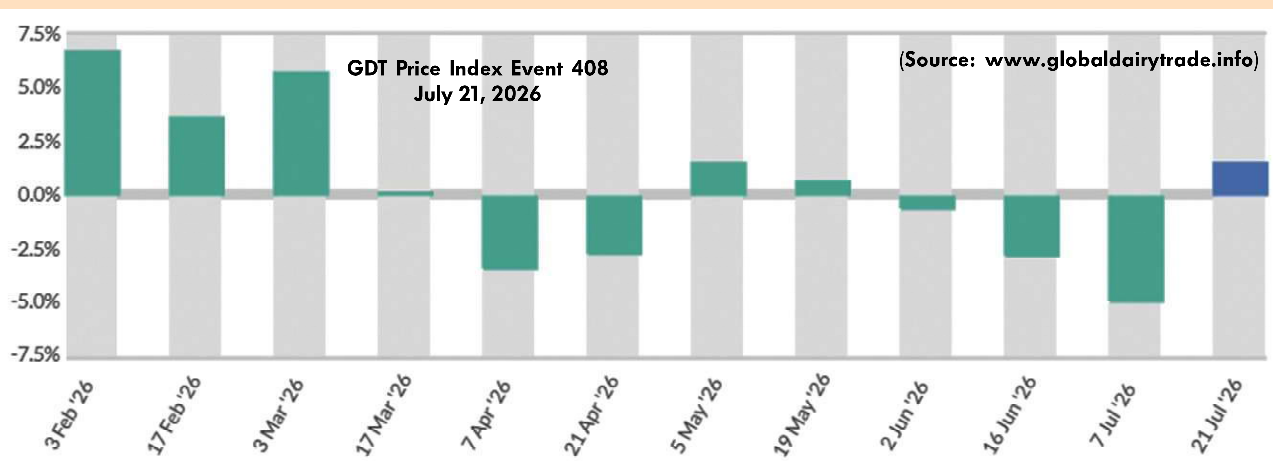

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The fat segment presented mixed results. Anhydrous Milk Fat (AMF) increased 1.1% to USD 6,405/MT, while Butter declined 0.6% to USD 5,303/MT, indicating continued caution among buyers. In the cheese category, Cheddar recorded the steepest decline of the auction, falling 6.5% to USD 3,586/MT, whereas Mozzarella rose 1.3% to USD 3,940/MT, supported by stable demand from foodservice and processing industries.

The auction reflected increasingly selective buying behaviour, with stronger demand for milk powders and ingredients while buyers remained cautious in fats and traditional cheese products. Demand is also becoming more geographically diversified, with Southeast Asia, the Middle East, North Africa and Africa continuing to support purchases of milk powders and dairy ingredients alongside China.

Brazil Proposes Minimum Milk Price for Dairy Farmers

Brazil is considering a new policy to strengthen its dairy sector through Bill PL 913/2026, which proposes a minimum farmgate milk price of R$2.50 per litre for dairy producers. Introduced by Deputy Mr. Cobalchini (MDB-SC), the bill seeks to provide greater income stability for farmers by using the average cost of milk production as the primary benchmark for determining the minimum price under the Ministry of Agriculture and Livestock's price guarantee policy.

The proposed legislation requires the Ministry to consult technical institutions and industry representatives at least 30 days before announcing the annual minimum milk price. According to data from Embrapa's Milk Intelligence Center, the average net price received by producers in 2025 was R$2.51 per litre, while real milk prices fluctuated between R$2.20 per litre in 2017 and R$2.76 per litre in 2022, reflecting the price volatility experienced by dairy farmers.

The bill is currently under examination by the Chamber of Deputies' Agriculture Committee and the Constitution and Justice Committee. If approved by both the Chamber of Deputies and the Senate, the proposed legislation is expected to provide greater economic security to dairy producers, reduce price volatility and contribute to the long-term stability and competitiveness of Brazil's dairy value chain.

Global Protein Boom Sends Whey Protein Prices Soaring

The rapidly growing global demand for high-protein foods and beverages has triggered an unprecedented surge in whey protein prices, with the cost of whey protein concentrate (WPC) and whey protein isolate (WPI) nearly tripling over the past year. The sharp increase is being driven by rising consumer preference for protein-rich diets, expanding use of GLP-1 weight-loss medications, and the incorporation of protein into a wide range of everyday food products.

According to industry reports, protein is no longer confined to sports nutrition products. Manufacturers are increasingly fortifying breakfast cereals, bakery products, beverages, dairy products and snacks with whey protein to cater to health-conscious consumers. This has significantly outpaced the available supply of whey ingredients, creating pressure on global dairy markets.

Unlike many food ingredients, whey protein production cannot be expanded rapidly as it is derived from whey, a by-product of cheese manufacturing. Increasing whey availability therefore depends not only on higher milk production but also on expanding cheese production and investing in specialised filtration and drying facilities. As a result, several leading dairy processors are investing billions of dollars in new processing infrastructure to boost whey protein production over the coming years.

Industry experts, however, caution that the strong focus on whey protein may create imbalances within dairy markets. Increased emphasis on whey recovery could influence cheese production economics and pricing while requiring substantial capital investments in processing facilities. Despite these challenges, analysts expect global demand for dairy proteins to remain robust, driven by health and wellness trends, ageing populations and growing consumer awareness of the nutritional benefits of protein-rich foods.

For dairy-producing countries such as India, the ongoing protein boom presents significant opportunities to expand domestic whey processing, promote value addition and strengthen exports of high-value dairy ingredients. Investments in modern processing technologies and integrated dairy infrastructure could enable the sector to capitalize on the sustained global demand for functional dairy proteins while enhancing returns to milk producers.

Daily Yogurt Intake May Help Slow Biological Ageing, Study Suggests

A daily serving of probiotic yogurt, when combined with a healthy diet and regular physical activity, may help slow the body's biological ageing process, according to a recent study published in the journal *Aging*. The findings highlight the potential role of fermented dairy products in supporting healthy ageing and overall wellness.

The 12-week clinical trial involved 48 overweight Japanese men aged 50–74 years. Participants in the intervention group consumed 100 g of plain probiotic yogurt daily, followed personalised dietary advice to reduce overeating, snacking and sugary beverages, and engaged in 30 minutes of walking or stepper exercise at least three times a week. Researchers assessed biological ageing using the DunedinPACE DNA-based biomarker, which measures the rate at which the body ages biologically rather than chronologically.

The study found that participants following the combined lifestyle intervention experienced an average 2.2% reduction in the pace of biological ageing compared with the control group. Researchers also observed favourable changes in DNA methylation markers associated with kidney function. The magnitude of improvement was reported to be comparable to that observed in an earlier two-year calorie-restriction study, although the current intervention lasted only three months.

The researchers cautioned that the observed benefits cannot be attributed to yogurt alone, as the intervention combined probiotic yogurt consumption with dietary modifications and regular exercise. They also noted that the study's relatively small sample size, short duration and focus on overweight older men limit the generalisation of the findings. Larger and longer-term clinical studies involving more diverse populations are needed to confirm the results.

Nevertheless, the findings reinforce growing scientific interest in the health benefits of fermented dairy products. For the dairy industry, the study adds to the evidence supporting probiotic yogurt as a functional food that may contribute to healthy ageing when consumed as part of a balanced diet and an active lifestyle.

Europe's Share in Global Dairy Trade Declines as Americas Gain Ground

Europe continues to be the world's largest dairy exporter, but its share in global dairy trade is gradually declining as exporters from North and South America strengthen their presence in international markets, according to a recent Rabobank analysis.

Global dairy trade expanded by 2% in 2025, exceeding 100 billion kg of milk equivalent. The European Union accounted for 27% of global dairy exports, compared with 30% in 2017, reflecting a gradual shift in global market dynamics.

The report highlights that the United States, Argentina and Uruguay are steadily increasing their export share, supported by stronger milk production growth and expanding dairy processing capacity. Rabobank projects that dairy exports from the Americas will continue to grow at around 2% annually, while milk production in Europe is expected to face increasing challenges from stricter environmental regulations, sustainability requirements and an ageing farming population.

Although China remains the world's largest dairy importer, its import volumes have declined since 2021, encouraging major exporting regions to diversify towards emerging markets. According to the report, future competitiveness in global dairy trade will increasingly depend on the ability of exporting countries to sustainably expand milk production, improve processing efficiency and respond to evolving market demand.