

Results of Haryana State Chapter Announced

This is with reference to call of nominations for various posts of office bearers of Haryana Chapter of IDA. As no fresh nominations have been received till date, the following committee as proposed in General Body Meeting held on July 14, 2018 at Model Dairy, Karnal is declared elected w.e.f. 17.11.2018 for various posts.

Chairman: Dr. S.K. Kanawjia; **Vice-Chairman:** Dr. B.S. Beniwal; **Secretary:** Mr. A.K. Sharma; **Treasurer:** Mr. Gian Mutreja; **Members:** Dr. V.K. Gupta, Dr. Hari Ram Gupta, Dr. Surinder K Gupta, Shri R.K. Chhabra and Shri S.S. Kohli.



NATIONALnews

GCMMF Bikers' Rally at Banas Dairy, Faridabad

INDIA CELEBRATES the 97th Birth Anniversary of Dr. Verghese Kurien-The Milkman of India on 26th November as National Milk Day.

The country needs to keep afresh his work and dedication in the minds of present and future generations. This year, GCMMF are paying tribute to the legend by organizing two bikers' rallies with professional motor cyclists covering the Northern and Western regions of India from 17th to 26th Nov. 2018.

The objective of these rallies is to introduce India's youth to Dr. Kurien as a role model and familiarize them with the multitude of institutions set up by him in villages, towns and cities across India.

IDA was invited by the GCMMF to join the celebration at their Banas Dairy, Faridabad to be the part of this road journey. The President, Dr. G.S. Rajorhia, and Secretary (Establishment), Shri G.P. Verma of Indian Dairy Association participated in this momentous event. Dr. Harsev Singh, a renowned



dairyman and former Head of Dairy Operations, Reliance Group also participated. Dr. Rajorhia informed the participants of the hidden qualities of Dr. Kurien and his role in developing dairies in nearby countries. He said that IDA is doing all that is possible to motivate younger generation to promote the value and contribution of Dr. V. Kurien in establishing robust dairy industry in India.

M.S. Swaminathan receives World Agriculture Prize

PROF. M.S. SWAMINATHAN - founder of the M.S. Swaminathan Research Foundation (MSSRF) - was awarded the first World Agriculture Prize at the 11th Global Agriculture Leadership Summit in New Delhi recently. He received the award from Vice-President Shri M. Venkaiah Naidu at the event hosted by the Indian Council of Food and Agriculture (ICFA). The M.S. Swaminathan Junior Research Fellowship - to be awarded from 2019 onwards - was also instituted on the occasion.

The ICFA's World Agricultural Prize carries a cash component of \$1,00,000 and will recognize individuals who have served humanity through agriculture. It will be an annual prize and would be presented to any individual or institution, importantly from Asian, African or Latin American countries who have played a seminal role in transforming agriculture globally and saving humanity from the curse of hunger.

Talking about the fellowship, Prof. Swaminathan said that the cash associated with the prize would be used for creating fellowships at MSSRF at the post-graduate level, to convert the United Nations Sustainable Development Goals into field-level accomplishments. The fellowship would help promote linkages between agriculture, nutrition and health, through a 'Farming Systems for Nutrition' programme.

The fellowship would be an opportunity for young scholars to address the UN Sustainable Development Goals, including eradication of hunger and climate change. The five areas considered for the fellowship are: the UN Sustainable Development Goal 2 of Zero Hunger, Farming System for Nutrition (FSN), Genetic garden of bio-fortified crops and halophytes, Bio-valley for curative and culinary diversity and Eco-technologies for eco-enterprises.



Amul world's ninth-largest and fastest-growing dairy processor

GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LIMITED (GCMMF), is the ninth-largest milk processor and the fastest-growing dairy organization in the world. This was stated by International Farm Comparison Network (IFCN), a leading, global dairy knowledge organization.



In 2011, Amul was ranked 18th in the list of top global dairy organizations. This has been the fastest rise by any top-ranking dairy organizations across the globe. The other top-ranked dairy organizations in the list are multi-nationals operating in multiple countries.

On this occasion, Shri Ramsinhbhai P Parmar, Chairman, GCMMF, said, "During the last eight years, our milk procurement has increased from 91 lakh litre per day (LLPD) in 2009-10 to 210 LLPD in 2017-18, which shows a phenomenal increase of 131 per cent."

This enormous growth was a result of the high milk procurement price paid to the farmer-members which has also increased by 111 per cent in this period.

Shri Parmar emphasised that the Amul model had successfully quadrupled farmers' incomes in the last eight years and fulfilled Prime Minister Narendra Modi's vision to double the farmers' incomes. Better returns from dairying have motivated milk producer members to enhance their investments in increasing milk production.

Shri Jethabhai Bharwad, Vice Chairman, GCMMF, said, "Our digitalization drive has brought in complete transparency in payment to milk producer members. Farmer-members are aware of the exact amount due to them, and the rationale behind the same."

Payments going directly into their bank accounts also helps inculcate the savings habit in them. The need for an active bank account has brought a large number of Amul family farmer households directly into the formal banking network. This helps to further enhance transparency among producer members using digital technology.

Shri R.S. Sodhi, Managing Director, GCMMF informed that the entire credit for this big achievement went to the 36 lakh farmers of Gujarat who own Amul and whose entire dedication, hard work and commitment to excellence has resulted in this monumental accomplishment. The GCMMF have planned to achieve a turnover of ₹ 50,000 crore in

bulletin

the year 2020-21. GCMMF would also one day fulfill its destiny of becoming the largest dairy organization in the entire world and become the centre of gravity for the global dairy industry. We have achieved such milestone because of the strong foundation laid and value system created by our founder Chairman, Dr. V. Kurien, and the selfless and visionary leadership of Shri Tribhuvandas Patel.

It is important to note that the Amul group has achieved unduplicated sales turnover of ₹ 41,000 crore during 2017-18. Eighty to 85 per cent of the consumer rupee is passed back to milk producer members, thus encouraging them to produce more milk.

Operationalising NIFTEM Incubation Center

AN EXPERT COMMITTEE was constituted by Dr. Chindi Vasudevappa, Vice Chancellor, National Institute of Food Technology Entrepreneurship and Management (NIFTEM), a deemed to be university of the Ministry of Food Processing of India to develop guidelines for operationalising the incubation centres, consisting of four pilot

plants with the objectives of promoting capacity building, hands-on training and opportunities for start-ups in the area of food processing and entrepreneurship development. This committee comprised of Dr. G.S. Rajorhia, President, Indian Dairy Association; Dr. D.C. Joshi, former Dean, College of Food Processing Technology, Anand Agricultural University, Anand; Dr. Senthil Kumar, Advisor, All India Meat and Livestock Entrepreneurs Association; Mr. M.L. Arora, CEO, Fresh and Healthy Enterprises Ltd.; and Mr. R.R. Gupta, Chartered Accountant of M/s Rawla & Co., Delhi. The committee consulted the senior faculty of NIFTEM in the formulation of rules and regulations for utilization of



pilot plant facilities in the area of milk and milk products, fruits & vegetables, bakeries, sweets and savories, meat & poultry processing and cereal based products.

The committee recommended that the incubation centres may be allowed to be used under the start-ups support section of the Central/State

government and for imparting special training to various stakeholders in food processing.

The facility can also be used for production of processed food products on a regular basis. The products so manufactured may be sold through food vending parlours which may be located at various strategic places in the NCR region.

NIFTEM have the state-of-the-art pilot plant facilities for traditional milk products and ready-to-cook, ready-to-eat, retortable packages, besides spray drying plants, freeze drying and IQF facilities. The committee prepared its report and submitted it to the Vice Chancellor, NIFTEM for necessary action.

BAIF launches Semen Sorting Lab for Cattle

BHARATIYA AGRO INDUSTRIES FOUNDATION (BAIF) has inaugurated their new Semen Sorting Laboratory for cattle at its Uruli Kanchan campus, recently. The Semen Sorting Laboratory has been built in association with Sexing Technologies-ST



Genetics, the USA with help from Bill & Melinda Gates Foundation.

“The lab will focus on sorting semen of cattle. The commencement of work in the laboratory began in September and since then we have tested the semen of almost

8 breeds of cattle and have achieved 90 per cent success and are planning to reach 92-93 per cent shortly,” said BAIF Project Manager Dr. Sachin Joshi.

Chairman of BAIF Shri Hrishikesh Mafatlal along with CEO of Sexing Technologies, USA, Dr. Juan Moreno; Director, Sexing Technologies, Eduardo Fernandez; Dr. Gregg BeVier, from Bill and Melinda Gates Foundation; VP Marketing of Sexing Technologies, Mr. Prakash Kalrickal, Senior Programme Officer, agriculture development/livestock, Dr. Donald Nkrumah and others from BAIF and Sexing Technologies were present at the inauguration.

Talking about the technology, Dr. Juan Moreno, CEO of Sexing Technologies said, “The kind of machinery used in the laboratory is state of the art. In a bull sperm there are 50 per cent male cells and 50 per cent female cells, our computerised machines scan the cells and separates the male and female cells. The dead cells are discarded along with 93 per cent of male cells. This artificially created semen, upon insemination into the cow gives birth to a heifer which will benefit the farmer by producing milk.”

Use of sex-sorted semen technology started around 15 years ago in the US and today, about 25 per cent of the cows are born through this technology.

NRI Achievers Sammaan and Business Conclave 2018

INDIA is a land of talent and brilliance. Everyday Indians living abroad are bringing laurels to India’s name and fame by their skills and achievements and hard work. But only few of them get due recognition and appreciation for their achievements. NRI Achievers, a flagship group, connecting India with Indian Diaspora since last six years honours such hidden stars of India every year, whether they live in India or in any part of the world.

Indian Achievers Sammaan & Business Conclave 2018 took place on 29 October, 2018 at Hotel Shangri-La in New Delhi. The event also included ‘Business Conclave’ with an aim to provide platform for global business opportunities, foster international linkages and disseminate information about the industry and opportunities available in different parts of the world.

Acharya Dr. Lokesh Muni Ji, Ambassador of Peace and Spiritual Leader was also present on the occasion.

Out of twenty Indian achievers, nine individuals belong to India and eleven Indians residing overseas. Indian Achievers Sammaan 2018 was bestowed on the individuals of Indian origin.

Dr. G.S. Rajorhia, President-IDA was invited by the organizers for the above prestigious event. On behalf of dairy fraternity, he and Mr. G.P. Verma, Secretary (Establishment), IDA attended the event.



Parag Milk Launches “Go Protein Power”

PARAG MILK FOODS LTD., launched ‘Go Protein Power’, a protein product in the health and nutrition category. This category is approximately of Rs. 1500 crores and growing upwards @ 25% annually. ‘Go Protein Power’ is a 100% vegetarian protein that is made in India. It contains easily digestible protein made from cow’s milk which helps in building lean muscle as well as repairs muscle and tissue. It is quality tested at every stage and hence, poised to be of high quality and purity. It is currently available in Mumbai.

PUNJAB TO SET UP MODERN DAIRY CENTRES

The Punjab government will support setting up of modern dairy centres in the state to provide standardized feed to milch animals for increasing milk production. To encourage the progressive dairy farmers and budding entrepreneurs for setting up such dairy service centres, a subsidy of ₹ 20 lakh would be provided to each unit by the state government, Animal Husbandry, Dairy Development and Fisheries Minister Balbir Singh Sidhu said recently.

Dairy centres will produce silage, which is made from green fodder and maize and a substitute to green fodder.

Generally, the availability of green fodder is adequate in the Kharif and Rabi season with the exception in October and November when farmers face acute dearth of green fodder for their milch animals.

In order to tackle this difficult situation which adversely affects the milk production, the state government has chalked out this scheme to set up modern dairy service centres across the state.

TN GOVT APPROVES SUPPLY CHAIN MANAGEMENT SCHEME TO BENEFIT FARMERS

The Government of Tamil Nadu has approved a supply chain management scheme in the state that aims to directly benefit the farmers without any agent or middleman. The scheme, a first of its kind in India, has been sent to the National Bank for Agriculture and Rural Development (NABARD) for its nod. The scheme includes setting up warehouse infrastructure, primary processing centres (PPCs) and cold storage.

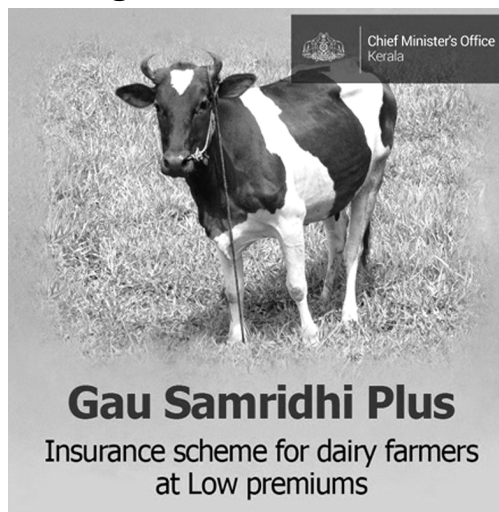
ICAR-NDRI Global Alumni Scientific Meet

The ICAR-NDRI is organizing a **Global Alumni Scientific Meet** during 15-17 March, 2019 and a concurrent Scientific Conference to deliberate on global issues related to Dairy Science, Research and Education.

Several activities have been lined up for the alumni and their family members to make the visit enjoyable and unforgettable. Distinguished alumni will be honored with various recognitions and awards.

The idea of a broad conference is to allow researchers from varied backgrounds to come under one roof to discuss their findings and identify provocative responses across the spectrum of Dairy Science and Education.

For further details of the Conference and the Global Alumni Meet 2019, please contact: Dr. Gautam Kaul, Organizing Secretary. Email: ngasm2019@gmail.com. Ph.: +91-184-2259132, 2259133, +91-72068 96990 Web: www.ngasm.org

**Kerala Govt launches Gau Samridhi scheme for dairy farmers****Gau Samridhi Plus**

Insurance scheme for dairy farmers at Low premiums

KERALA CHIEF MINISTER Mr. Pinarayi Vijayan launched the 'Cow Samridhi Plus Scheme' recently to provide insurance coverage to dairy farmers in the state.

The government subsidized scheme, as proposed, will give insurance coverage to dairy farmers at low premium rates. Moreover, farmers belonging to the general category will be getting 50% subsidy on premiums while those belonging to Scheduled Caste (SC) and

Scheduled Tribe (ST) category would get 70% subsidy on the premium.

“Gau Samridhi plus scheme, which gives insurance coverage to dairy farmers, has commenced. The Government subsidized scheme provides coverage at low premium rates. Farmers in General category will get 50% subsidy on premiums and those in SC/ST category will get 70% subsidy,” the Chief Minister’s Office Kerala wrote on Twitter.

Apart from the Gau Samridhi Plus Scheme, the Kerala government in collaboration with the Central government has decided to set a regional autism and research centre at the National Institute of Physical Medicine and Rehabilitation (NIPMR) in Thrissur.

Soon, check quality of milk with your phone

NOW YOUR MOBILE phone could help detect milk adulteration. Researchers from Indian Institute of Technology (IIT), Hyderabad are developing a smart phone-based sensor to detect adulteration and as a first step, has developed a sensor-chip based method for measuring pH, an indicator of the acidity. On testing with milk spiked with various combinations of contaminants, they found near-perfect classification with accuracy of 99.71%.

According to the research team, led by Prof. Shiv Govind Singh, Department of Electrical Engineering, the researchers have used a process called ‘electrospinning’ to produce paper-like material made of nanosised (~10-9 m diameter) fibres of nylon, loaded with a combination of three dyes. The paper is “halochromic”, that is, it changes colour in response to changes in acidity.

The researchers have developed a prototype smart phone-based algorithm, in which, the colours of the sensor strips after dipping in milk are captured using the camera of the phone, and the data is transformed into pH (acidity) ranges. They have used three machine-learning algorithms and compared their detection efficiencies in classifying the colour of the indicator strips.

The research team also comprises of Soumya Jana and Siva Rama Krishna Vanjari, Associate Professors, IIT, Hyderabad. The research has been published in the November 2018 issue of *Food Analytical Methods* journal.



Tetra Pak taking smart packaging in India

TETRA PAK, the world’s leading packaging and processing solutions provider is now taking packaging to a new level by taking smart packaging from a concept to reality in India.

Indian brand owners will now have access to a complete smart packaging

47TH DAIRY INDUSTRY CONFERENCE 7th - 9th Feb., 2019 Samrat Ashok Convention Centre Patna (Bihar)

IDA (East Zone) in association with Bihar State Chapter of IDA is organizing 47th DIC and Dairy Expo at Samrat Ashok Convention Centre, Patna, Bihar during February 7-9, 2019. The theme of the conference is “**Innovative Approach for Enhancing Dairy Farmers’ Income**”. The conference will provide an excellent platform for interaction and sharing of experiences with eminent professionals, experts, researchers, policy makers and milk producers from diverse corners of India and abroad on different ways to increase dairy farmers’ income. For more information, contact Secretary General, 47th DIC, Indian Dairy Association, Bihar State Chapter, C/o Managing Director Office, Patna Dairy Project, Vaishal Patliputra Dugdh Utpadak Sahakari Sangh Ltd., Feeder Balancing Dairy Complex, Phulwarisharif, Patna-801505. idadihar2019@gmail.com www.47thdic.org

3RD FIL-IDF SYMPOSIUM 3-6 June 2019 Montreal, Canada

International Dairy Federation (IDF) is organizing its 3rd symposium on “Microstructure of Dairy Products” at Montreal, Canada. For further information, interested members may visit www.fil-idf.org/events

DAIRY INNOVATION SUMMIT 3-4 April 2019 Amsterdam

For further details, interested members may contact: Arena International www.arena-international.com/dairy

ecosystem built around dynamic QR codes, which allow each package to be tracked, monitored and interacted throughout the supply chain, creating new opportunities for efficient stock management, distribution and automation. It creates new and exciting opportunities for consumer interaction too.

Tetra Pak's digital package offer for brand owners, therefore, includes three components: code generation and printing on packages, a secure cloud solution for managing the data collected, and a consumer-facing front-end in the form of an app or a micro site on the Internet, or both.

FSSAI asks states to ensure food-grade silver leaf not of animal origin

TAKING A CUE from instances of unhygienic manufacturing of food-grade silver leaf (*chandi ka warq*), the Food Safety and Standards Authority of India (FSSAI) has asked the states to ensure that the food-grade silver leaf used on sweets is not made using material of animal origin, in line with the country's apex food regulator's notification two years ago.

In 2016, FSSAI banned the use of materials of animal origin in the manufacturing of *chandi ka warq* (silver leaf), which is used to decorate sweets and pan. In Regulation 2.11.4 of the Food Safety and Standards (Food Product Standards and Food Additives), Regulations, 2011, pertaining to *chandi ka warq*, the regulator had prescribed the silver content and the form

in which the leaf should be manufactured.

The regulation stated that, "It should be in the form of a sheet of uniform thickness, free from creases and folds. The weight of the silver leaf should be up to 2.8 g/sq m, and silver content should be of minimum 999/1,000 fineness." It should not be manufactured using any material of animal origin at any stage and be in accordance with the provisions of the Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011, and the Food Safety and Standards (Packaging and Labelling) Regulations, 2011.

Further the order also instructed the state to submit the report of the action undertaken of the surveillance to FSSAI at earliest.

Sri Ramakrishna Institute of Tech. Engineers develop device to increase milk yield

AFTER READING REPORTS of the struggles small farmers engaged in dairy farming encounter to keep ventures going, Shree Rengan and Saanjeev, final-year students of the Sri Ramakrishna Institute of Technology (SRIT), Coimbatore, conducted an extensive study of milch animals before developing a tool – a belt-like device with sensors, that lowers the cost of animal maintenance.

The belt acts like a watch-dog for indigenous cattle breeds to increase milk yield. The researchers displayed a flat, belt-like device with four sensors (to do things such as monitoring the pulse and temperature of the cow), an IoT controller and a battery for sending data to the Cloud in real time.

This belt is tied around the neck of the animal. The sensors, embedded in the belt, are strategically placed to capture every movement of the animal. A majority of small dairy farms are maintained by women. They either have no wherewithal to get a veterinary doctor on time or they tend to take it easy, until the situation goes out of control. These sensors act like a watchdog. The students tested the device at a farm in Thondamuthur and another at Thudiyalur, on the outskirts of Coimbatore.

The market potential for this device is huge. If one animal got ill, the farmer loses revenue for 10-12 days, until it returns to normalcy.



Biotechnology to play a significant role in enhancing income of livestock farmers

THE NATIONAL DAIRY DEVELOPMENT BOARD and Department of Biotechnology, Govt of India organised a workshop on Enhancing Farmers' Income through Animal Husbandry using Biotechnological Tools at Dr. Kurien auditorium, NDDDB, Anand on 23rd October 2018. This one-day workshop provided a platform to all the participants for deliberations on prioritizing areas of research in the field of biotechnology to create a road map for increasing income of livestock farmers.



Shri Dilip Rath, Chairman, NDDDB; Dr. S.R. Rao, Senior Advisor, Department of Biotechnology, Govt. of India; Dr. N.C. Patel, Vice Chancellor, Anand Agricultural University; Dr. B. Pattnaik, Director, DFMD, ICAR; Dr. A.K. Rawat, Director, Dept of Biotechnology, Govt of India; NDDDB staff and scientists from ICAR-NDRI and IVRI also participated at the workshop.

In his Keynote address, Shri Dilip Rath said that on an average about 40% of the rural households are engaged in dairying. Income from livestock contributes 10-12% of the total income of the rural households. Due to exponential population growth and increased nutritional demand, the requirement for milk and animal products is steadily rising in India. Hence, it would be an opportunity to our farmers for adopting cost-effective production of quality commodities through livestock to accomplish the market demand, which would inevitably multiply their income.

Shri Rath said that raising production of quality milk and other commodities solely through increasing the animal numbers would not be advisable in the long term, because of increasing constraints on availability of feed, fodder and

other resources. It is therefore imperative, that the country focuses on increasing the productivity by improving reproductive efficiencies, enhanced disease management and implementing scientific feeding of the bovine population. Biotechnology can play a significant role in enhancing productivity through the adoption of cutting edge technologies in animal breeding, health and nutrition.

The biotechnological tools are being used in animal husbandry for several years especially in (a) Animal breeding for artificial insemination, selective breeding, genomic selection, embryo transfer, etc. (b) Animal health for diagnosis of diseases, vaccine production and (c) Animal nutrition for increasing digestibility, silage production, etc.

Due to cost involvement, complexity of technique, non-availability of trained manpower and infrastructure, advantages of biotechnological tools could not be fully utilized. Constant efforts are required for extensive use of biotechnology in animal husbandry particularly for scientific breeding especially considering the economic traits, thermo-stable as well as therapeutic next generation vaccines, point-of-care tests for rapid disease diagnosis and increasing digestibility for better utilization of feed and fodder.

Specific areas of further collaboration and R&D works were identified in animal health, breeding and nutrition which can be applicable to small-holder farming systems. Action points were recommended that will ultimately boost the income of dairy farmers.

ITC plans to enter paneer, milkshakes in 2 months

ITC LIMITED has decided to enhance its dairy portfolio by entering the paneer and milkshakes segments within two months. ITC had earlier forayed into the dairy segment with the launch of milk and ghee in select markets. Last month, the company launched milk and curd for the Kolkata market. "They are going to launch paneer for the Kolkata market and milkshakes pan India within two months," according to Mr. Hemant Malik, Divisional Chief Executive (foods) of ITC. He said while milk, ghee, paneer and curd would be sold under the 'Aashirvaad' brand, there will be a different brand for milkshakes. ITC initiated the foods division in 2002 and started the dairy business at Munger in Bihar. They have been selling milk in markets of Munger, Patna and Bhagalpur in Bihar. Now, we have come to Kolkata, now. The company had been selling ghee in Karnataka, Kerala, Tamil Nadu and Delhi. Initially milk would be procured from Bihar and subsequently from a local manufacturer in West Bengal for which a tie-up is already in place.



Global milk supply growth slowing

THE MILK SUPPLY growth across the Big 7 (the EU, the US, New Zealand, Australia, Uruguay, Argentina and Brazil) exporters for the third quarter of 2018 has slowed down year-on-year to 0.4% versus the same period in 2017, the lowest since 2016 according to Rabobank Research Dairy Quarterly Q3 2018: Step by Step.

Poor weather conditions in Australia and northern and western Europe resulting in shriveled pastures, together with the Brazilian truckers' strike and expensive feed in Argentina have all affected global milk production. However, it is at odds with the strong start to the New Zealand milk production season.

“Ultimately, however, milk supply will grow only modestly year-on-year during the coming 12 months, driven by tight margins on-farm and lingering effects of adverse weather,” says Emma Higgins, Rabobank dairy analyst.

Light exposure can reduce nutrients in milk without protection

RECENT STUDIES SHOW milk exposed to light for 16 hours loses more than half the amount of vitamin A it started with if not packaged with proper light protection. Services and Certification Company Noluma has developed a measurement tool to aid in the detection.

The last two years, research into the effects of light exposure on packaged food and beverages has increased. Studies have found that when unprotected, milk exposed to light can begin to taste ‘off’ in as little as four hours. Most consumers aren’t aware of this or that packaging affects the product.

Noluma is a services and certification company that has developed a patented technology to measure the light protection capacity of packaging, leading to increased freshness, maintained taste, preservation of nutrients and even doubling the shelf life of milk and other dairy products. According to Div Chopra, President and CEO

of Noluma, this technology is dubbed ‘sunglasses for milk.’

Noluma has conducted several global consumer studies, and Div Chopra said that only 25% of US put together specifications for packaging will truly benefit the consumers.

One thing Noluma hopes to accomplish is dispelling the myth that anything opaque offers adequate light protection, when the company says it’s not a reliable measure. “What’s lacking in the industry today is a quick measurement tool and a lack of industry standard so that manufacturers can quickly design their package. The most used and reliable material for optimal light protection is PET plastic, though containers can vary based on product type. We measure, assess, certify and guide a packaging design to deliver the highest levels of light protection, such that products are delivering the high quality freshness and nutrition that the consumers expect them to,” he said.

IDF World Dairy Summit 2019

THE TURKISH NATIONAL COMMITTEE of IDF invites all the stakeholders of the global dairy sector to the IDF World Dairy Summit in the city of Istanbul in Turkey on 23-26 September, 2019 at Hilton Bomonti Hotel and Conference Centre.

The theme of the summit is “Milk for Life”. Dairy professionals from all over the world will gather in Istanbul, a bridge that connects east and west, the tradition and modern. This is a place where goat and sheep were initially domesticated, the homeland to wheat and barley and to the city where continents touch upon each other gloriously.

For further details, interested member may visit www.idfwds2019.com



Fonterra sales jump 31% at 24-hour Chinese shopping event

ALL FONTERRA PRODUCTS were available during the Chinese Double 11 promotion. Annum sales increased 41% on last year, with online platforms' (JD and Tmall) sales of Anchor cream, cheese and butter sales doubling to more than \$675,000. Twelve tonnes of Anchor unsalted butter was sold - 22 times the amount sold last year.



still very exciting to watch," Ms. Zhu said.

Our focus during this event is to deliver value at scale – getting the best return by reaching as many consumers as we could while keeping Anchor's premium up. While some companies heavily bulk discount their brands on Double 11, overall our prices were 5%

President of Fonterra China, Ms. Christina Zhu, said Fonterra achieved another strong result with an estimated total of \$18.9m in the Double 11 sales period, across the Anchor, Annum and Anlene brands.

"Anchor UHT was a crowd favorite, topping number one in its category for another year. After our continuous efforts in building the brand in China over the last five years, Anchor's popularity among Chinese consumers is

higher than last year and 25% higher than our competitors.

More than 30m people visited the Anchor online store within 24 hours. The equivalent of 8,400 tonnes of product was sold. Double 11 is a global retail sale held on China's 'Single's Day' holiday. According to data from Alibaba, the event returned \$31 bn in turnover this year alone, with 1 bn order placed.

HEALTH news

Chocolates can help reduce stress

EATING CHOCOLATES can reduce blood pressure and cholesterol, apart from reducing stress and improving one's moods. Multiple studies have shown that eating flavanols and procyanidins regularly has positive effects on one's brain and cardiovascular health. But eating both together as in cocoa gives the maximum benefits and also reduces stiffness in arteries. Multiple studies have suggested in the past that in addition to making persons happier from the sugar, consuming chocolates improves the mood, memory and immunity.



Kind Attention : IDA Institutional Members



IDA has established a Convention Centre for its Institutional Members at IDA House in New Delhi. Convention Centre aims to provide Institutional members with working space for various dairy and food projects. This will facilitate the members to coordinate their dairy development activities from New Delhi.

Space is now available in the Convention Centre.
Interested Institutional members may contact

Secretary (Establishment), Indian Dairy Association
Ph.: 011-26179780/26165237/26165355 Email: idahq@rediffmail.com