

## President-IDA bestowed with Leadership Development Award

DR. G.S. RAJORHIA, President, Indian Dairy Association was bestowed with the “Leadership Development Award” by Agriculture Today Group during its glittering ceremony of India Dairy Awards at Hotel Taj Palace, New Delhi on 10<sup>th</sup> January 2020.



The award was handed over by Mr. Atul Chaturvedi, IAS, Secretary, Ministry of Animal Husbandry, Dairying and Fisheries, Govt. of India. The award ceremony was followed by two technical sessions on “Business and Trade” and “Policy and Technology” under the theme “Role of Dairy Sector in Achieving US\$ 5 Trillion Indian Economy”. List of awardees (individual/organization), received the award during the ceremony, were as under:

Awards Title	Awardees Name
Leadership Development Award	Dr. G.S. Rajorhia, President, Indian Dairy Association
Lifetime Achievement Award	Dr. Rameshwar Singh, Vice Chancellor, Bihar Animal Sci. University, Patna
Best Animal Health Company	Virbac Animal Health India Pvt Ltd
Best Brand in Dairy Sector	Ananda (Gopaljee Dairy Foods)
Best Company in Social Impact	Maahi Milk Producer Company Limited
Best Dairy Professional	Mr. Ramesh Chugh, Ex Chief General Manager (Technical), HDDCF
Best Large Sized Company	Dudhsagar Dairy, Mehsana
Best Medium Sized Company	Karimnagar Milk Producer Company
Best Small Sized Company	Lakshya Food (I) Limited
Best State Dairy Federation	State Milk Federation, COMFED Bihar
Best Technology Company	Ayurvet Limited
CEO of the Year Award	Mr. Atul Mehra, Chairman, Tasty Dairy Specialties Limited
Dairy Extension Award	Punjab Dairy Development Board
Dairy Policy Leadership Award	Mr. Tarun Shridhar, Former Secretary – AHD&F, Government of India
Dairy Startup Award	Sakhi Mahila Milk Producer Company Ltd
Fastest Growing Company	Zydus Animal Health, Div. of Cadila Healthcare Ltd.
Most Integrated Company	Heritage Foods Ltd.

## IDA (East Zone) organized a Regional Workshop

IDA (EAST ZONE) conducted one day Regional Workshop on “Efficient O & M of Boilers and Energy Conservation” in association with National Productivity Council, Kolkata, under the aegis of Central Boiler Board (Ministry of Commerce & Industry, Govt. of India) at the NDDDB premises, Kolkata on January 18, 2020. In all, 36 participants joined at the Workshop.

Inaugural address was delivered by Mr. S. Mallik, Regional Director, NPC, Kolkata. During the speech, he stressed the need of appropriate operation of boiler and its proper maintenance. He also highlighted the need of energy conservation. Welcome address was given by Dr. D.C. Sen, Vice-Chairman, IDA (EZ). Dr. Sen heartily welcomed all the participants particularly, those who came



from distant places like Barauni, Gaya, Nalanda, Patna, Ranchi, Samastipur, Bankura, Karimpur, Medinipur, Diamond Harbour, etc. He thanked Mr. Sudhir Kumar Singh, Chairman, IDA (EZ) for his keen interest in this program and extending all help for making it successful. Due to pre-occupation, he could not be present at the Workshop.

In view of the current scenario of Indian dairy industry, Dr. Sen emphasized the need for conducting more such Workshops throughout the country. This will help Dairy Engineers, Technologist and Boiler Operators to update their knowledge which will be useful for their routine dairy operations. University and college teachers can also upgrade their knowledge through this Workshop. Dr. B.S. Beniwal, Dean, SGIDT, Patna, was the Guest of Honor. Dr. Beniwal shared some of his experiences on the subject while he was General Manager at Delhi Milk Scheme.

Three technical sessions were held during the one day Workshop. Thereafter, an open house interaction and knowledge sharing process were held with participants followed by presentation of certificates to the participant.

In the valedictory function, Mr. Ashok Ghosh and Mr. P.V. Reddy, two very experienced dairy technologists gave some constructive suggestions for further improvement of the course module. Help rendered by the office bearers of NDDDB, Kolkata for conducting the Workshop was thankfully acknowledged.

## NATIONAL news

### Dairy business expected to reach ₹ 21.9 Lakh crore by 2024

IN 2019, India emerged as the largest milk producer and consumer. Niti Aayog estimates that the country is expected to increase its milk production to 330 million metric tonnes (mt) in 2033-34 from the current level of 176 mt. Marketing and innovation, thus, are increasingly becoming important in White Revolution 2.0. This is also evident from the fact that dairy business is expected to

reach ₹ 21,97,100 crore by 2024 with a CAGR of about 16%.

The new revolution has effectuated dairy firms' marketing strategy for milk and milk products, resuscitating the outlook of product-market mix. For example, until 1990s, dairy business was more specific to production and sales of butter, ghee, skim milk powder

### BANAS DAIRY PROCURES RECORD 68.93 LLPD MILK

The Banaskantha District Co-operative Milk Producers' Union Ltd, popularly known as Banas Dairy has registered a new record in milk procurement. Asia's largest dairy union has procured 68.93 lakh litres milk per day (LLPD) up against 68.89 LLPD which it had procured last year, Banas Dairy's Chairman Mr. Shankar Chaudhary said. The new record in milk procurement became possible because of hard work of women, who are the backbone of the procurement network. Dhanera taluka in Banaskantha this year has been highest milk supplier to our dairy. Being on Rajasthan border, it has benefit to get the milk from the neighbouring state as well, Mr. Chaudhary said, adding that the dairy union is planning to add Dhanera centre as a "dairy unit" - a status of branch of the largest dairy. He also appreciated Union government's decision of considering the appeal of women milk producers by refusing to sign the Regional Comprehensive Economic Partnership (RCEP) agreement.

### MONDELEZ INDIA LAUNCHES CADBURY CHOCOBAKES, CHOCOLATE-FILLED COOKIES

Mondelez India has launched Cadbury Chocobakes, which offers consumers the iconic chocolate filled in a cookie. It is a cross-pollination of the iconic chocolate and biscuit categories, delivering a delightful and unique experience for the consumer. The launch of Cadbury Chocobakes Choc-filled Cookies stems from our constant endeavour to create and redefine categories, commenting on the innovation, Mr. Sudhanshu Nagpal, Associate Director, Marketing (Biscuits), Mondelez India said.



(SMP/WMP) and the market structure was oligopolistic. When the market integration took place post-liberalization and Milk and Milk Products Order (2002) was abolished, dairy businesses observed a radical shift toward a strategic product diversification involving functional and traceable foods like nutrition-based health drinks, packaged milk products (such as paneer), and frozen/probiotic products and other products.

Second, market structure, conduct, and performance have dramatically changed post 2000s. Besides the established cooperative federations like Amul, other state cooperative federations and multinationals (*viz.*, Nestle, Danon, and Lactalis) are aggressively harnessing the untapped business potential. It is interesting to note that there are 28 state federations, 218 district unions and 1,85,903 dairy cooperative societies. These societies directly associate with 16.6 million farmers. However, the federal structures have outreach to only 24% of villages and around 22% of milch animal population. A majority, 80% of the market share, lies with private dairies and/or informal/unorganized markets. Thus, there is an opportunity to improve milk procurement and processing. Strategic partnership and competitive intelligence can create and distribute tangible benefits by strengthening the back end and front end supply chain.

Third, increase in the market share depends on how dairy firms' capabilities and their resources are utilized given the opportunities and threats emanating from emerging market economies. White revolution 2.0 can strengthen the scope of vertical integration between cattle feed industries, dairy machinery firms, producer cooperative unions, state marketing federations, advertising and marketing firms, logistics and distribution agencies.

Fourth, contract/corporate dairying and emerging global dairy trade are required to rope in dairy supply chains stakeholders in order to expand their outreach and "on-the-go" product positioning into the target segment. Also, digital technology-enabled dairy firms need to identify their compatible partners and competitors for co-creation through product-process innovation via relationship/value-based marketing. Freshness in milk, and convenience to store milk or milk products can be a technology innovation brought in by large dairy firms in association with start-ups.

Fifth, National Dairy Development Board (NDDB) plays a pivotal role in dairy businesses through institutional and structural/policy reforms. For example, National Dairy Plan flagged off in 2012 has just concluded its phase one with an outlay of ₹ 2,242 crore. The phase one aimed to improve milk production and animal breed development. The phase two, which will begin shortly with an outlay for ₹ 8,004 crore, will provide the financial assistance to dairy units for processing, increasing their outreach to the unexplored market, and improving milk quality testing at the milk collection centres.

The write-up is an abridged version of a lecture note titled 'Status and Scope of Marketing Intelligence in Dairy Business Management' presented at the Navsari Agricultural University at the CAAST-NAHEP project, ICAR.

## Mooofarm giving cattle a digital identity

FOUNDED IN 2017 by Aashna and Param Singh, M/s Mooofarm is an agritech startup firm dedicated to finding technical solutions for dairy farmers by helping them keep their cattle healthy and increase their income by improving the milk quality. According to them, cow and buffalo is distinguishable with 95% accuracy. The algorithm only requires pictures of each cow or buffalo from different angles, backgrounds and lighting to identify unique features of the animal.



The startup has built a digital ecosystem of cattle through its mobile app that leverages data analytics to provide farm and cattle management solutions to dairy farmers such as digitizing the life cycle of their cattle, connecting them to input suppliers for fodder and to veterinarians for emergencies, among other services.

This technology can help solve the fraudulent claim settlement issue in the cattle insurance sector wherein the farmer claims (sends ear/ear tag) of an insured cattle, whereas the death has been of uninsured cattle. The numbers representing livestock insurance in India are dismal. According to a reply given in Lok Sabha on March 13, 2018, 14.80 lakh animals were insured in 2014-2015. Since then, the number has dropped to 7.44 lakh in 2016-2017.

Further, current practices of claiming insurance for cattle are morbid. To claim insurance, for most animals, a death certificate from a veterinarian, RFID (Radio frequency identification chip, inserted in the front left leg of the animal) and a post-mortem report are required. However, for cows, it is imperative to submit the chopped off part of the deceased animal's ear, which had been earlier punched with an ear tag carrying a unique number when the animal is bought. Mooofarm's facial recognition solution has the capability to replace this method altogether.

Gurucharan Singh, a farmer from Chamaaroo, Punjab, possessed the incorrect knowledge about the amount of feed needed for his cattle. He thought the more feed given to the cow, the more milk production, which resulted in him spending a huge amount on cattle feed. Mooofarm's trainers removed this misconception and taught Gurucharan and other farmers the formula to calculate the accurate amount of feed for each cattle. The farmer was able to reduce the feed amount to 33 kg per day, saving ₹ 6390 per month.

Mooofarm may impact 2 lakh farmers by end 2020 and our vision is to enhance 1 million lives by 2022. The company is a B2B entity and ties up government agencies and corporates who want to spend their corporate social responsibility budgets for farmer welfare. Mooofarm is presently working in Sangrur and Patiala districts of Punjab (starting Ludhiana and Moga soon), Hamirpur and Hardoi district of UP, Nagpur Amravati and Wardha district of Maharashtra, and Dausa district of Rajasthan.

### 48<sup>TH</sup> DAIRY INDUSTRY CONFERENCE 20-22 February, 2020 Birla Auditorium, Jaipur (Rajasthan)

IDA (North Zone), in association with Rajasthan State Chapter (RSC) of IDA, is organizing the 48<sup>th</sup> DIC at Birla Auditorium, Statue Circle, Jaipur, during 20-22 February, 2020. The theme of the conference is "Dairying for Health and Wealth".

For more information, contact Secretary General, 48th Dairy Industry Conference, C/o 607 Mahima Trinity, Swaj Farm New Sanganer Road, Jaipur- 302019  
Email: jaipur48dic@yahoo.com  
Website: www.48dic.org

### IDF WORLD DAIRY SUMMIT 2020

28 September - 1 October 2020  
Cape Town, South Africa

The South African Committee of IDF commits to hosting a most successful and memorable summit in Cape Town in the spring of 2020. South Africa, geographically situated at the southernmost tip of Africa, is one of the few countries in Africa with well-developed agriculture and agro-processing infrastructure able to meet domestic demand and to export to the fast growing African market as well as to other continents.

For further information, please visit <https://idfwds2020.com>

### DAIRY INDUSTRY EXPO 2020 16-18 October 2020

Pune, Maharashtra

Dairy Industry Expo along with Conference will provide an ideal opportunity to meet fellow dairy professionals from around the country displaying complete value chain from animal genetics to farm management and milk and milk-product processing.

Visit <http://dairyindustryexpo.com>

## India gearing up to host 2022 World Dairy Summit

INDIA is currently working on developing a smart backyard dairying model near Delhi to exhibit during the World Dairy Summit in 2022 in New Delhi.

The annual flagship Summit of the International Dairy Federation or IDF is actually a platform for dairy stakeholders that include farmers, researchers, processors & marketers, to exchange knowledge as well as ideas on better dairying practices.

For this, the Government of India has involved the National Dairy Development Board (NDDB) and Indian Dairy Association (IDA), besides private players and cooperatives as its stakeholders. In addition, an organizing committee has been formed with all the stakeholders as part of it. It was in 1974 that India hosted a global dairy summit in Delhi.

Mr. Dilip Rath, Chairman, NDDB, who is also part of the IDF India National Committee said, "We are

working to establish a village to display our smart dairying practices. It is not only to showcase, but also to develop a sustainable dairy model for the future. For this a model village will be set up near Delhi in Haryana. India has been regularly taking part in the Annual Summit, in other countries. In 2022, we will be the host country".

As many as 5,000 participants, 50% of which will be from abroad are expected to attend the one-week event that usually takes place around September-October. The Summit will have exhibitions, technical sessions, farmer sessions, farm visits, social events and business engagements.

In 2019, World Dairy Summit was held in Turkey. The next summit is scheduled in September-October 2020 in Cape Town, South Africa. After that Puerto Rico will host the event in 2021, followed by India in 2022 & China in 2023.

## A Course on Technological advances in functional food at NDRI Concluded

A 21-DAY refresher course on "Technological Advances in Functional Food Ingredients and Validation of Claims" concluded at National Dairy Research Institute (NDRI), Karnal. The main objective of the course was to impart knowledge to participants about the role of functional foods in improving health and well-being and its therapeutic role in human beings. Dr. G.S. Rajorhia, President, IDA, New Delhi, during the concluding function



said functional foods were known to improve health, besides supplementing nutrition and value addition. Dr. R.R.B. Singh, Director, NDRI, said in recent times, functional foods, particularly functional food ingredients, had garnered considerable amount of attention because of their presumed safety, nutritional and therapeutic effects. Dr. Bimlesh Mann, Course Director and Editor, IJDS said that during the training programme, state-of-the-art instrumentation facilities present in the newly established national referral center for milk quality and safety, were largely utilized. In all, 18 candidates from nine states participated in the programme.

## FSSAI to bring animal feed under FSSA; insists on BIS compliance

Food Safety & Standards Authority of India (FSSAI) has decided to bring the subject of animal feed under Food Safety and Standards Act, 2006, and issued a direction that animal feed for food producing animals must comply with the Bureau of Indian Standards (BIS).

The direction further states that no commercial activities with respect to animal feed can be undertaken except under BIS certification. The direction reveals, “FSSAI is examining the possibilities of framing feed regulations supported with appropriate amendments in the FSS Act. And to address the issue on an interim basis, it has been decided that commercial feeds, feed materials given to the animal producing food shall comply with the relevant BIS standards.” The direction added that such feed shall not be manufactured, imported, distributed and sold except under the BIS certification mark.

The animal feed being sold in India has been under scanner of the apex food authority for some time, and due to contamination of the feed, the milk produced by animals was found having traces of Aflatoxin M1, which is carcinogenic.

According to Mr. P. Karthikeyan, Deputy Director, Regulations, FSSAI, in recent times it has been noted that foods of animal origin were found to be non-compliant with the relevant food quality and safety standards laid down under the FSS Act, particularly with respect to pesticides, heavy metals and Aflatoxin M1. The major source of these contaminants is largely through feed and fodder and therefore the regulatory control to ensure quality and safety of animal feed and silage is urgently needed.

## All-women dairy co-op opens in Maharashtra

THE FIRST all-women dairy co-op has been opened in Maharashtra, backed by Tata Power.

Maval Dairy Farmer Services Producer Company will sell products - including milk, paneer, cream and buttermilk - under the brand name Creyo in Mumbai and Pune, and customers with a 60km area can also order products through a mobile app.

The cooperative has 1,200 women farmer members, providing 6,000 litres of milk a day to 15 collection centres which cover 26 villages. It is hoped that production will be expanded to 50,000 litres a day, with a wide range of products on offer.

Work to set up the co-op began several years ago when Tata officials met with women farmers to discuss ways to help them organise. In

partnership with management consultants ALC India - which works to improve livelihoods in economically marginalised communities - potential members were given training in clean milk production, animal management, governance, soft skills and enterprise building, as well as financial support.



## Dairy farmers to get ₹ 2 more per litre from Jan 1

The Bangalore Urban, Rural and Ramanagara District Co-operative Milk Producers Societies Union Ltd (BAMUL) has announced a ₹ 2 per litre hike in the milk procurement rate payable to dairy farmers with effect from January 1. However, the price payable by consumers remains unchanged. BAMUL Chairman Mr. Narasimha Murthy said dairy farmers will now get ₹ 28 per litre from the previous ₹ 26. BAMUL currently receives around 16 lakh litres of milk per day from 12 different taluks in Ramanagara, Bengaluru Urban and Bengaluru Rural districts.

Karnataka Rajya Raithara Sanga President Mr. Kodihalli Chandrashekar said that two-rupee increase is welcome but it is not sufficient. The government should understand that the production cost is on the higher side and should also consider increasing the retail price of milk.



## 33% NABARD subsidy to poor farmers and Dalits for setting up dairy farms

DR. DILBAGH SINGH HANS, Deputy Director (Dairy Department) of Ludhiana, Punjab said that special programmes have been started for diversification in agriculture and for uplifting the living standards of weaker sections, particularly scheduled castes (SC), by training them in dairy management. Under the scheme of promotion of dairy farming as livelihood for SC beneficiaries, chosen candidates will be imparted training in artificial insemination, pregnancy diagnosis, diseases in animals as well as how to grow green fodder throughout the year and milk handling.

On the completion of the training course, the

candidates will then be awarded with certificates as well as scholarships. Candidates who successfully complete the training will be eligible for easy loan from banks, enabling them to proceed further. National Bank for Agriculture and Rural Development (NABARD) would also be providing 33% subsidy for setting up of dairy farms.

Dr. Hans had urged youngsters from SC category to take full advantage of the training programme as well as other schemes of the department and set up their own businesses. He said selection of candidates during training and later for imparting benefits, will be carried out by mid-January 2020 at district-level offices.

## 40-crore dairy plant to come up at Sabbavaram

‘LATEST TECHNOLOGY to ensure efficient cold storage and minimum use of power’ A dairy processing plant will be established by Creamline Dairy Products Limited (CDPL) with an investment of 40 crore. It is coming up at Sabbavaram near Visakhapatnam city.

The company, which produces milk and milk products such as curd, buttermilk and lassi under the brand name ‘Godrej Jersey’, is a leading private dairy player in South India.

Visakhapatnam being the largest metropolis in the State, the new plant will help Godrej Jersey consolidate its market position. The plant will be equipped with the latest technology for efficient cold storage and minimum

use of water and power. The machinery and various components of the processing lines have been imported.

“Milk is an easily available protein source and it can be consumed in diverse ways to suit the taste buds. The commencement of our new dairy processing plant gives us an opportunity to meet the requirement of consumers in Vishakhapatnam, East Godavari, Vizianagram and Srikakulam districts,” said the CEO.

Godrej Jersey procures milk from local farmers to offer the best quality milk, curd and other dairy products. The facility is certified for ISO 22000 and FSSAI norms and industry best practices are followed to ensure that the products have best standards.

## INTERNATIONAL news

### US dairy industry suffering as Americans consume less milk

THE US DAIRY INDUSTRY is under severe pressure as the consumption habits of Americans are shifting.

Borden Dairy filed for bankruptcy protection, the second major US dairy to do so. Borden produces nearly 500m gallons of milk each year for groceries, schools and others. It employs 3,300 people and runs 12 plants across the US.

American refrigerators are increasingly stocked with juice, soda and milk substitutes made from soy or

almonds. At the same time, protein bars, yogurts and other on-the-go breakfasts have replaced a morning bowl of cereal. That has hammered traditional milk producers like Borden, which was founded in 1857.

The amount of liquid milk consumed per capita in the US has tumbled more than 40% since 1975. Americans drank around 24 gallons a year in 1996, according to government data. That dropped to 17 gallons in 2018.

As milk consumption has fallen, dairy farms have

closed their doors. In court filings, Borden says 2,730 US dairy farms have gone out of business in the last 18 months alone. The remaining farms can command higher prices, but that pinches Borden, which can't charge consumers more because of pressure from big competitors like Walmart. Walmart opened its own milk processing plant in Indiana in 2018.

Despite numerous achievements during the past 18 months, the company continues to be impacted by the rising cost of raw milk and market challenges facing the

dairy industry. These challenges have contributed to making current level of debt unsustainable.

Borden tried to revive sales last year by relaunching its iconic mascot Elsie, the smiling cow that first appeared on milk cartons in the 1930s. It also released new products like gingerbread-flavored eggnog and Kid Builder, a children's milk with higher levels of protein and calcium designed to compete with Fairlife, a trendy milk brand made by Coca-Cola Co. Borden said sales rose, but not enough to offset broader trends in the industry.

## Butter sales to grow, as demand for butter flavouring continues to rise

THE BUTTER MARKET has witnessed significant growth in the past few years, and this growth will continue throughout the forecast period (2019-2029). The global butter market is forecasted to grow at a steady CAGR (compound annual growth rate), and the value will roughly equate to about \$39 billion by the end of 2029, with the rising demand for butter flavouring.

In addition to its use for flavouring in various ready-to-eat foods and drinks, butter continues to be an essential ingredients of cakes, cookies, wafers, and biscuits. Processed food manufacturers, bakery chefs, and other snack food manufacturers are experimenting with flavour profiles by infusing the inherent flavour of butter into a variety of products.

Organic butter is projected to gain more traction during the forecast period 2019-2029 due to the rise in health-conscious consumers. Among all regions, the growth of organic butter is anticipated to be high in Europe and North America due to the large health-conscious demographic. This has led butter manufacturers to launch their products in these regions to gain high revenue.

Lactalis S A, a leading dairy company of Europe, is offering salted organic butter and unsalted organic butter. Big companies are acquiring organic products offering firms to add organic butter in their product portfolio. In 2018, Arla Foods' Amba (a leading company in the global dairy industry) acquired Yeo Valley, one of the largest organic butter and cheese brands in the UK.

The demand for white or unsalted butter is growing in the food processing industry due to the high demand for buttery-flavoured snacks and cookies. As salted or table butter cannot be used in the food processing industry due to its high salt content, food processing companies are incorporating unsalted butter in their food products to add buttery flavours, thus boosting sales of unsalted butter.

The butter market in East Asia is witnessing steady growth driven by demand from an increasingly urbanised population with higher incomes. In 2018, China was the largest importer of butter in East Asia as well as in the global market. China's import grew by 16 per cent to about 1,47,500 tonne in 2018. Manufacturers must identify opportunities as the demand for organic butter has been observed to be on a higher side.

## Children who drink whole milk less likely to be obese

THE SYSTEMATIC REVIEW and meta-analysis, published in *The American Journal of Clinical Nutrition* led by St. Michael's Hospital of Unity Health Toronto, found a 40% reduction in obesity and overweight rates in children who consumed full fat dairy milk. The researchers analyzed 28 studies from across seven countries focused on the relationship between drinking of cow's milk and the risk of being overweight or obese. None of the studies — which involved a total of 21,000 children between the ages of one and 18 years — showed that kids who drank reduced-fat milk had a lower risk of being overweight or obese. Eighteen of the 28 studies suggested children who drank whole milk were less likely to be overweight or obese. The fat in milk provides calories for young children, and also contains essential vitamins. But for older children and adults, it is a good idea to go for lower fat milks because having too much fat in your diet can result in you becoming overweight. If you are trying to cut down on fat, try swapping to 1% fat or skimmed milk, as these still contain the important nutritional benefits of milk, but are lower in fat.