

# National Milk Day News

## IDA Celebrates National Milk Day 2024



National Milk Day 2024 was organized by IDA Head Office along with various zones and chapters. Prof. (Dr.) Rakesh Mohan Joshi, Vice Chancellor, Indian Institute of Foreign Trade was the Chief Guest of the event. Dr. Vijay Sardana, Techno-legal Expert and Shri Kuldeep Sharma, Founder, Suruchi Consultants were the Guests of Honour of the event. Keynote Address was delivered by Dr. R.S. Sodhi, President-IDA. Shri A.K. Khosla, Vice President-IDA and Shri S.S. Mann, former Chairman, IDA (North Zone) addressed the gathering on the occasion.

Shri A.K. Khosla, Vice President-IDA welcomed the Chief Guest Prof. (Dr.) Rakesh Mohan Joshi; Guests of Honour Dr. Vijay Sardana; Shri Kuldeep Sharma; and all the participants. After the ceremonial lamp was lighted, homages were paid to Dr. Kurien by the participants. Dr. R.S. Sodhi, President-IDA delivered Keynote address virtually from IDA West Zone office at Mumbai. All the zones and chapters joined the virtual webcast of the Keynote address.



While delivering the Keynote address **Dr. R.S. Sodhi**, President-IDA said that wherever we go in any part of the developed countries, people admire on our achievement of maintaining the first position in the milk production, world over. We were able to do this because of the hard work done by Dr. Kurien and his team. Remembering Dr. Kurien on his birth anniversary, he said that some of us are very lucky to have worked in close association with Dr. Kurien. I have worked with him for more than 31 years i.e. from 1982 to 2012. We all know about Dr. Kurien's leadership quality. He was a visionary leader in true spirit. In 1949, he came to Anand, created Amul along with Shri Tribhuvandas Patel and in mid 1970s, he could visualize the roadmap of making India from milk deficit country to largest milk producing country in the world. He could see that milk production can multiply three times in every 25 years. He thought of Operation Flood and White Revolution and



we all know the results of all these efforts. We have learnt a lot from his way of working. Dr. Kurien always looked for best option whether it is personnel, machineries, infrastructure, management, marketing, etc. He was of the view that farmers' organization should have people with 100% integrity. He had blind faith in cooperative structure and that's why he always put the farmers' interest on top and at the same time consumers' interest on priority in terms of delivering quality milk and milk products. He always stood firm against all odds. He advocated professionalism. During Operation Flood, he recruited young professionals. He gave all of them total independence with responsibility and accountability. He was a great institution builder. He created ageless, evergreen and top class institution whether it is Amul, NDDB, IDMC, Indian Immunologicals, IRMA, NCDFI, etc. More 26 cooperatives were created during his tenure e.g. KMF, MILMA, SARAS, SUDHA, VITA, VERKA, SANCHI, etc. All such institutions are not only still working but growing day by day. One can understand, what



kind of planning, foundations, people were involved in building such institutions.

Dr. Kurien is remembered by all the business fraternity, entrepreneurs besides the cooperatives, for his business model for India. His business model propagated by him was give more and earn more. Give more to the farmers they produce, give more to the consumer by way of providing them tasty, delicious, nutritious dairy products at affordable price. That is why the supply chain of India i.e. from farmers to consumer, is one of the best in the world and is very difficult to copy. Dr. Kurien was of the view that as long as farmers and consumers interests are taken care off, supply chain will remain uninterrupted.

All business community including multinational organizations have to learn from Dr. Kurien, is how to create ageless institutions like Amul, NDDDB, Mother Dairy, etc. His communication skills was to the point, crispy and without any fear. He was a fearless warrior. We professionals should learn from the Dr. Kurien as to how to plan, execute and monitor any project as shown by him in executing Operation Flood all over the country.

If any organization has to succeed in Food and FMCG Indian market, they need to follow the way Dr. Kurien marketed the dairy products. What Dr. Kurien has taught us, is becoming more and more relevant in today's world. The way the disparities in India is increasing day by day especially between rural and urban, we call it K-type of growth. India is an economy of 3S - small producer, small trader and small consumer. That is why cooperative business model is more relevant even today. Dr. Kurien always paid respect to the labour and worked for the empowerment of women. It was his efforts that we are able to provide nutritional security to 1.4 billion in the country.

We are indebted to the selfless work done by Dr. Kurien that can never be forgotten. It will be the best tribute to Dr. Kurien, if we continue working on the path of development and imbibe values and integrity taught by him. In his concluding remarks, he said, "Let us keep remembering Dr. Kurien and keep spreading his values, messages, etc. in our dairy fraternity to whosoever we meet."

Dr. Sodhi thanked Prof. R.M. Joshi for agreeing to join as Chief Guest on the National Milk Day. He also thanked Dr. Vijay Sardana, Shri Kuldeep Sharma, Shri S.S. Mann, all zones and chapters, participants for attending the event online/offline.

In his address, **Shri A.K. Khosla**, Vice President, IDA said "I feel proud that I was part of the growth journey of dairy development for the last five decades since the beginning of India's White Revolution in 1970s."

Remembering the visionary leader of dairy sector and father of the White Revolution - Dr. Verghese Kurien, Shri Khosla said that great personalities like Dr. Kurien are born

once in a century. Dr. Kurien was instrumental in the development of the cooperative infrastructures, thus giving power in the hands of farmer through Operation Flood programme, which led the dairy industry of India to become world leader.

Dr. Kurien conceptualized and successfully implemented White Revolution which triggered the process of dairy development in order to overcome milk shortages. On the one hand it provided the nutritional security for consumer and on the other it empowered rural people especially the women. He made significant contributions in bridging the prosperity gaps between small milk producers and city dwellers by 'earning more and giving more'. He promoted the orderly growth of dairying with cleanliness, honesty and integrity. Dairying became the model for socio-economic transformation of rural India. Three prestigious awards, bagged by the Indian organizations at the highest global level during IDF World Dairy Summit 2024 in Paris, thus registering its presence at the international level by following growth and innovation path shown by Dr. Kurien.

At the international level, we are seeing that dairy sector growth is stationary whereas Indian dairy sector is still far ahead in terms of yearly growth in percentage terms. That's why, India is dairy to the world.

Through the initiative of Department of Animal Husbandry and Dairying and NDDDB under the National Digital Livestock Mission, there is now an availability of indigenous Sex sorted semen. Around 75% of the animal population are digitalized. Unified Genomic Chip - a microchip is also available nowadays that analyses the genetic makeup of cattle to help farmers identify high-quality bulls and improve dairy farming efficiency. Phenomenal growth and advancement have taken place so far, if we compare the present dairy situation with initial period of 1970s.

There is still an ample opportunity for the Indian dairy sector to convert unorganized sector into organized one. Currently, approximately 63 per cent share remains with unorganized sector. The balance 37 per cent organized sector remains equally with Private and Cooperative & Govt. combined. The more organized player will come the more growth will take place. In last decade, we have seen new dairy entrepreneurs and startups. These players have now changed the landscapes/thumb rule of the past. They are trying to deliver milk directly from farm to the customer. As per the past record, in every 25 years milk production triples. In view of the same, we should prepare ourselves for the 2047.



**Shri S.S. Mann** remembered the foresightedness of Dr. Kurien. He said, it was his vision that created institution like NDDDB which facilitated dairy development all over the country. Those institutions are still working with advancement. Dr. Kurien had the guts to resist political interference in his work towards dairy development. He never compromised with integrity. His commitment was unique. Once committed, he always fulfilled the same.

In his address, **Dr. Vijay Sardana** said that there is a huge pressure on natural resources. One of the biggest problem is feed and fodder security. Can IDA prepare national feed and fodder policy? Let the government modify it and correct it. But IDA must take up this assignment. The cost of input will go up continuously. Low-yielding animal will make the dairy unviable. Once dairy industry will become unviable, it will prompt dairy analogues to enter into our space. If I do not have milk powder, I may use dairy whitener or soya powder. This will be because of the pressure of increasing consumer price. So if we have to save the dairy industry, we must continuously work on how to make the input cost of dairy sector as low as possible.

A huge campaign is going on by organizations like PETA against milk. They promote not to drink milk. There is a serious communication problem between dairy sector, consumer and policy makers. Calf drink 2-3 litres of milk whereas cow is producing 12-15 litres of milk. If we do not milk the animal, it will be a health problem for animal. Nobody is communicating the consumer. We should not wait for the government to communicate on our behalf. We are not depriving the calf, in fact we are helping the animal to sustain without pain. Therefore, we must do some aggressive campaign to educate consumer about health benefits of dairy products. Unless the IDA takes lead in this process, who else will come to rescue the dairy sector. If you will not provide correct information to the consumers, rumours will fill the gap. So, we must communicate correct information to defend ourselves.

Because of consumer pressure and emerging technologies, food law will change. Instead of waiting for FSSAI to make rules and prepare guidelines, why can't we make the proposal and place it before them? If we will not act now, weak gaps in our existing food law will help the dirty players to change the food laws as per their own interest. It will be at the cost of good players of the dairy sector. We must have good food laws. The law can be related to labelling, composition, additives, formulation, etc.

International pressure is bound to take place on us to open up our market for dairy products. We must have

product integrity law. Otherwise, it will be difficult for us to face the upcoming challenges and increase our export. Traceability of sources of milk, adulteration, quality and waste management can be taken care off by adopting new technologies through data management.

Shelf life is another big issue for us. We need creativity for increasing our export. The taste aspect, emotional connect using traditional dairy products, etc. are some of the options available with us. We must research on such products. We also need to exploit ecommerce. Current delivery system for ice cream is very poor. We need to rectify it at the earliest else it will be a loss of goodwill for those players selling ice cream, etc. through ecommerce.

In order to build trust with customer, product information must be available to the common man. According to Dr. Sardana, "There is huge future of dairy, but we need a good leader to lead the dairy sector and I have lot of expectation from Dr. Sodhi who can lead the Indian dairy sector."

India is the largest milk producer country in the world. However, share of dairy export is very less. New Zealand is currently producing 21.6 million metric ton whereas they are the largest exporter of dairy products. So far, we have been getting protection from FTA regulations. In this regard, Dr. Sodhi has very well explained at one of the global fore in the past that more than 80 million small and marginal dairy farmers are connected with Indian dairy sector and we need to safeguard their livelihood as well as nutritional security. Govt. of India is also able to protect the dairy sector, till now. However, we never know, how long we can protect the sector. International pressure is bound to take place. So it is better that we prepare ourselves to compete with the international market by maintaining quality and keeping prices of our dairy product competitive so as to meet the export requirement. Quality, traceability, Carbon footprint, sustainability, etc. are some of the issues we need to look into, if we have to prepare ourselves for export.

Regulatory issues are more in Europe than USA. We need to be innovative in dairy products like Europe where one can find varieties of cheese. We must explore in this direction. We must focus on quality and variety. Dairy alternate product like almond and soya milk and vegan products are another big issue for the dairy sector. We need to educate/communicate our customer about the benefits of dairy products by comparing it with dairy alternate and vegan products. It's time to introspect. Time has come that IDA should take lead under the leadership of Dr. Sodhi to keep a close observation on these issues

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and help the dairy sector grow in the years to come in the interest of millions of dairy farmers of the country.

**Shri Kuldeep Sharma** talked about the book "I Too Had a Dream", authored by Dr. Kurien. He narrated briefly to the participants about the various commendable works done by Dr. Kurien.

Shri Sharma said, "Everybody should read this book time and again. Dr. Kurien will always be remembered as a man with strong will and self-belief. Dr. Kurien is a thought. His Anand cooperative model is still famous world over. He was a genius. His brilliant efforts to produce milk powder from buffalo milk was a unique in the world during those days. We have not come across with such kind of innovative approach afterward in the dairy industry. We must follow his mindset in order to develop dairy sector in current scenario. On the occasion of his birth anniversary, we must introspect whether we are following his path, integrity, devotion for the sector."

Dr. Kurien was working on the three philosophy. Firstly, one should go for production only if the market is available for it. The market must ensure profit for the farmers. Secondly, procurement and marketing cannot be linked with each other. Thirdly, every individual should work for the institution. In the national interest, IDA should take a neutral approach and work in close association with regulatory institution especially looking into the current threat to the industry from dairy alternates and vegan products. He further said that IDA must make a documentary like "Manthan" on Dr. Kurien Philosophy of Management.

**Shri M.J. Saxena**, Managing Trustee, Agriliv Research Foundation said that the Legacy of Dr. Kurien is a bible for young generation. We are probably the last generation who are aware of the ethos of Dr. Kurien.

He further said that IDA should work towards framing policies for the dairy sector of India rather than giving memorandum after budget to the FSSAI or Government of India. In this regard, it is suggested that IDA should organize brain storming sessions frequently on different



burning issues of the dairy sector which have been raised by Dr. Vijay Sardana. Member dairy professionals having 4-5 decades experience should share their

knowledge in such sessions. In the interest of dairy farmers, consumer and the country, IDA should play an active role in this direction. We all should prepare ourselves with forward looking futuristic approach so as to face the challenges of next five year by adopting new technologies, advocating for changes required in animal husbandry and dairying plan, budget, etc.

**Dr. Ashok Kumar Tripathi**, Chairman, IDA Western UP Local Chapter, was of the view that government should frame some kind of regulations or IDA can impress upon government to prepare such policy wherein cooperative and private players procuring milk from the farmers should plough back part of their profit as input in terms of enhancing quality milk production per animal as well as on breeding, feeding and healthcare of the dairy animals.

Representatives from organizations like Benny Impex Pvt. Ltd., Scientific & Digital Systems, NCDFI, IIL, Mother Dairy, NDDB, etc. took part in the event. Shri Hariom Gulati, Secretary General, IDA gave the vote of thanks.

## National Milk Day Celebrations at IDA (West Zone)



IDA (WZ) celebrated the National Milk day on 26th November 2024 at its zonal office in Mumbai. ZEC members and MDs/Officers of various Dairies in and





around Mumbai gathered together to pay a tribute to Dr. Kurien on his 103<sup>rd</sup> birthday.

The Secretary, Shri Madhav Patgaonkar welcomed all the invited guests. While, the Vice Chairman Dr. J.V. Parekh welcomed the President-IDA Dr. R.S. Sodhi with a floral bouquet, the Treasurer of IDA (WZ) Shri Anil Hatekar welcomed the Vice President-IDA, Shri Arun Patil with a floral bouquet.

Dr. R.S. Sodhi lit the lamp which was followed by offering a floral tribute to Dr. Kurien by all guests. Shri Patgaonkar invited members to share their experiences about Dr. Kurien and his work.

Dr. R.S. Sodhi spoke about the legacy left behind by Dr. Kurien which is transforming lives and which is inspiring generations to work in the direction of innovation with dedication and compassion. He mentioned that Dr. Kurien was a visionary with leadership qualities which, even today, inspires discipline and professionalism in the Dairy industry.

Shri Arun Patil mentioned that we need to carry forward the passion and mission of Dr. Kurien who was like a magician. He recollected his memories with Dr. Kurien and concluded that we need to dream big to fulfill Dr. Kurien's dream. He also mentioned that the IDA (WZ) had proposed and resolved in the ZEC in 2013 that India should celebrate National Milk Day on the birthday of Dr. Kurien which was approved by CEC in 41<sup>st</sup> DIC in 2013 at Mumbai. As Shri Arun Patil had worked under Dr. Kurien, he shared details of his work experience as well.

Dr. J.V. Parekh too shared his experiences with Dr. Kurien, addressing him as a man for the farmers. He said that Dr. Kurien should be honoured with Bharat Ratna and that we need to push for the same.

Shri Anil Hatekar shared his experiences on two occasions when he had the good fortune to closely interact with Dr. Kurien and how it is a fond memory for him. He especially mentioned the humility with which Dr. Kurien interacted with everyone irrespective of their position in an organization.

The other esteemed invited guests too shared their experiences of how they have been inspired by Dr. Kurien to work diligently in promoting the Dairy industry. The program was concluded with a vote of thanks by Shri Shyju Sidharthan, Vice Chairman, IDA (WZ) followed by lunch.

## IDA (South Zone) Celebrates

IDA (South Zone), Bengaluru, in collaboration with SRS of ICAR-NDRI, Bengaluru, celebrated National Milk Day

by hosting a National Milk Day Seminar. Dr. Arindam Dhali, Head of SRS, ICAR-NDRI, welcomed the attendees and deliberated on Dr. Kurien's immense contributions to the dairy industry. He emphasized the importance of celebrating National Milk Day to honor Dr. Kurien and recognize the efforts of the farming community.

The seminar featured distinguished speakers, including Dr. C.S. Prasad, Former Vice Chancellor of MAFSU, who delivered a compelling talk on the "Impact of Climate Change on Livestock Production." Dr. Prasad shared valuable insights and experiences on climate-related challenges in livestock farming. Dr. Artabandhu Sahoo, Director of ICAR-NIANP, presented a lecture on the "Prospects of Non-Bovine Milk in Human Health," highlighting the nutritional benefits of camel milk. Dr. N.V. Belavadi, Former Executive Director of NDDDB, spoke on "From Scarcity to Self-Sufficiency: The Growth Story of Indian Dairying," recounting his experiences working with Dr. Kurien.



During the event, Mrs. Mangamma from Mandya District, Karnataka, was honored as the Best Woman Dairy Farmer of Karnataka for 2025. She was felicitated with a cash prize for her achievements in dairy farming.

The seminar was attended by approximately 100 participants, including senior dairy professionals, IDA members, scientists, and staff from SRS, NDRI, and ICAR-NIANP, Bengaluru. Dr. S. Subash, the Organizing Secretary, expressed heartfelt gratitude to the participants and extended thanks to the Director of ICAR-NDRI and Chairman, IDA (SZ) for their support in making the National Milk Day 2024 celebration a success.

## IDA (North Zone)

IDA (North Zone) celebrated National Milk Day at Haryana and Punjab State Chapter.





**IDA Haryana State Chapter**

On the occasion of National Milk Day 2024 IDA Haryana State Chapter (HSC) organized an awareness programme for students of Karnal Village showcasing the importance of milk in human life and its benefits. In this program about 200 persons including 150 students participated with inordinate interest.

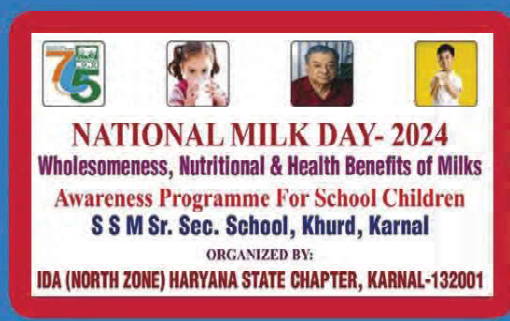
**Dr. Parveen Kamboj**, Ex-Principal Scientist, ICAR-NDRI, Karnal & Executive Member, IDA HSC welcomed the Chief Guest, Shri Rajender Kumar, Director, S.S.M. Sr. Secondary School, Bhaini-Khurd, Karnal, Principal, Teachers, Staffs and students at this occasion and apprised the gathering with the objective of National Milk Day, elaborated the importance of milk and dairy products. **Dr. Mahender Singh**, Emeritus Scientist and Vice Chairman, IDA HSC elucidated the audience with the nutritional qualities and health attributes of different species of milk. He further elaborated the need of students to visit certain dairy institutes/colleges to acquire the practical knowledge of various operations being carried out for production and processing of milk.

**Dr. S.K. Kanawjia**, Ex-Emeritus Scientist (Dairy Technology) & Chairman, IDA (HSC) apprised the gathering with the objective of National Milk Day, elaborated the importance of milk and dairy products in meeting the daily nutritional and health requirements. Dairy plays a significant part in numerous aspects of Indian society, including cuisine, religion, culture, and the economy. India's milk production increased by 3.78% to 239.30 million tonnes during 2023-24, according to the Basic

Animal Husbandry Statistics 2024 released by Union Minister of Fisheries, Animal Husbandry & Dairying Shri Rajeev Ranjan Singh. On the day of birthday anniversary,

we pay tribute to Dr. Verghese Kurien, who is fondly known as the Father of White Revolution. He was also called the Milkman of India as his ideas and efforts to build a system of farmer cooperatives helped transform the country from an importer of dairy products to the world's largest milk producer.

Dr. Kanawjia enlightened the gathering with the role of milk and milk products for maintaining good health. Milk has been known as nature's most complete food for millennia, playing currently an important role in the diet of over 6 billion people in the world. Milk contains a wide array of nutrients, including vitamins, minerals, protein, healthy fats and antioxidants. Keep in mind that its nutritional content can vary depending on many factors. Milk is a rich source of quality protein that contains all nine essential amino acids. It may help reduce age-related muscle loss and promote muscle repair after exercise. Milk contains a variety of nutrients that benefit bone health, such as calcium, vitamin D, phosphorus and magnesium. Studies suggest that consuming milk and dairy products may prevent osteoporosis and reduce the risk of fractures. Adding milk, especially whole milk, to your diet may prevent weight gain. Several studies have linked milk intake to a lower risk of obesity. Furthermore, the conjugated linoleic acid in milk has been studied for its ability to boost weight loss by promoting fat breakdown and inhibiting fat production.





Additionally, it's an excellent source of hundreds of different fatty acids, including conjugated linoleic acid (CLA) and omega-3s. Conjugated linoleic acid and omega-3 fatty acids are linked to many health benefits, including a reduced risk of diabetes and heart disease. Additionally, many studies have associated diets rich in calcium with a lower risk of obesity. Milk is a nutritious beverage that provides a number of health benefits. Dairy foods have a specific role to play in dental health as they contain a unique combination of special anti-decay nutrients such as calcium, phosphorus and the protein.

A healthy lifestyle and diet can help reduce your risk of heart disease, and studies show that people who regularly consume milk, cheese and yoghurt are more likely to have a reduced risk of heart disease than those who don't. Additionally, multiple studies indicate that three daily serves of milk, yoghurt and cheese is linked to a reduced risk of hypertension. The *Australian Dietary Guidelines* state that foods from the dairy food group are linked to a reduced risk of colorectal cancer. Type 2 diabetes - dairy products in general, particularly those that are low-fat, are protective against developing type 2 diabetes.

**Shri Rajender Kumar**, Chief Guest and Director of the School mentioned that milk has been an integral part of Indian culture for centuries. It is not only a staple in households across the country but also serves as a balanced diet. Milk is rich in protein, calcium, and essential vitamins that are crucial for maintaining good health, particularly for children, adolescents, and elderly individuals. Through National Milk Day, awareness is raised about the nutritional value of milk and the numerous benefits it provides. The day emphasizes the importance of milk consumption for overall health, with particular attention to its role in strengthening bones, boosting immunity, and promoting good growth in children.

**Dr. Ashwani Roy**, Ex-Principal Scientist (Animal Physiology), NDRI elucidated the audience with the nutritional qualities and health attributes of different species of milk. Members of executive Committee of Haryana State Chapter **Dr. Pradip Behare** and **Dr. Yogesh Khetra** contributed significantly for the organization of this programme.

### IDA Punjab State Chapter

IDA Punjab State Chapter (PSC) in association with College of Dairy and Food Science Technology (CDFST), GADVASU, Ludhiana celebrated National Milk Day on November 21, 2024 on the topic "The formative Role of IT and Artificial Intelligence in Dairying".

Shri R.K. Chugh, Vice Chairman, IDA (NZ), Dr. Inderjit Singh, Chairman, IDA PSC, Dr. Amandeep Sharma, Vice Chairman, IDA PSC, and other office bearers of SEC

attended the function.

Welcoming the participants on the occasion, Chairman, IDA PSC highlighted the contributions of Dr. Verghese Kurien, Father of White Revolution. Shri Ramesh Chugh gave his opening remarks and encouraged the gathering to become the member of IDA family. He also informed the participants about upcoming DIC and the awards being given to women entrepreneur and best maintained milk plant. Dr. Sanjeev Kumar Uppal, Dean, CDFST and Convener of the event briefed about the National Milk Day.

During the inaugural session Dr Jitendra Paul Singh Gill, Vice Chancellor, GADVASU, was the Chief Guest. The Guests of Honour were S. Kuldeep Singh Jassowal, Director Department of Dairy Development, Punjab; Dr. Gurpreet Singh Bedi, Director, Department of Animal Husbandry, Punjab; and Shri S. Daljit Singh Gill, President, Progressive Dairy Farmers Association, Punjab. The Chief Guest impressed on the need of biosecurity and the role of artificial intelligence and various aspect of the dairy farming. It was also highlighted that now the time has come when bull rearing can be promoted to promote the animal breeding in the state. It was also emphasized that the role of emerging technologies such as IT and AI need to be explored for better animal health, nutritional aspect of individual animal, better management practices, improving economy of dairy farms and traceability of animal as well as of milk and milk product for better consumer satisfaction and record keeping for future policies. Five speakers delivered their technical talks related to the role of IT and artificial intelligence in dairy sector. Shri S Surjit Singh Makkar, former Joint Director, Department of Animal Husbandry,





Punjab delivered his talk on AI-driven precision dairy farming: enhancing milk production and animal welfare; Dr. Puneet Malhotra, Professor, GADVASU, Ludhiana discussed the current as well as future of precision dairy farming; AI in dairy farming was elaborated by Dr. Amit Khurana, Deputy Director, Semen Station, Nabha, Punjab; Representative from Bani Milk Producers Company Shri Hitendra Sharma, DGM, IT, discussed the role of IT and AI in dairy cooperative operations for better management of the processes; Shri S Gurpreet Singh, Head, Automation & Services, DeLaval delivered talk on future of dairy farming automation with artificial intelligence; and Dr. J.S. Bhatti, former Head, Department of Extension Education apprised all about the current field practices of use of IT and AI at dairy farm level in Punjab.



Person from industry academia and farmers representative attended the function. Nearly 200 delegates participated during the one-day seminar. The event was sponsored by IDA (NZ), Verak, Bani, and DeLaval. The live streaming of the event was covered by Apni Kheti. Dr. Amandeep Sharma, Vice Chairman, IDA PSC extended the vote of thanks.

## IDA East Zone Celebrates National Milk Day at Three Places

IDA (EZ), this year celebrated National Milk Day at three places i.e. NDDB Campus, Kolkata Office where Dr. D.C. Sen, Vice Chairman, IDA (EZ) led the event. At Ranchi by IDA Jharkhand Local Chapter celebrated in collaboration with Medha Dairy wherein Shri Sudhir Kumar Singh, Chairman, IDA (EZ) was the Chief Guest. IDA Bihar State Chapter in association with Sanjay



Gandhi Institute of Dairy Technology (SGIDT) celebrated the event at SGIDT campus. Chairman, IDA Bihar State Chapter Shri D.K. Srivastava was the Chief

Guest of the event.

### IDA East Zone Office at Kolkata

To commemorate 103<sup>rd</sup> Birth Anniversary of Dr. Verghese Kurien, IDA (EZ) organized National Milk Day as a thoughtful program at the 2<sup>nd</sup> floor of NDDB office, Kolkata. Dignitaries inaugurated the auspicious event with lightening of lamps and thereafter, one by one all participants paid their floral tributes to Dr. V. Kurien with folded hands as a mark of respect towards him. About 70 persons attended the program representing from NDDB Kolkata, various other dairy organizations of east, north-east including academicians and students of WBUAFS, Nadia, West Bengal.

Welcome address was delivered by Dr. D.C. Sen, Vice Chairman, IDA (EZ). He cordially welcomed all participants for joining to this auspicious event. During his brief speech, he highlighted some of the striking features of Dr. V. Kurien's life. Dr. Kurien was an icon of India's Dairy Co-operative Movement. He played a key role for creating AMUL and was first to produce milk powder from buffalo milk. He was the architect of India's White Revolution and Operation Flood of 1970s. He was committed to farmers' interest. As a recognition of his splendid work, he was awarded the Padma Vibhushan, Ramon Magsaysay Award for community





leadership, World Food prize, etc. Throughout his carrier, he served for dairy development.



Shri Sudhir Kumar Singh, Chairman, IDA (EZ), could not attend the function as Medha Dairy invited him as Chief Guest in Rachi. His valuable message was read on the occasion. In this message Shri Singh highlighted the untiring efforts of Dr. Kurien that uplifted India from milk deficient country to largest milk producer in the world. He also said that there is a need to bridge the gap between traditional method and new technology to sustain growth. He also urged everybody to pledge and support the dairy sectors so that it continues to thrive and contribute to make a stronger India.

Dr. K.K. Paramanik, Vice-President, Dairy Operations, Keventer Agro Ltd., Kolkata said that Dr. V. Kurien had put tremendous efforts for making the Operation Flood a grand success and built the backbone of Indian Dairy Industry. He put the farmers on top as owners of co-operatives. His far sighted vision led the establishment of NDDB, GCMMF, IRMA, IIL and other organizations of repute for supporting farmers. He further said that on his birth anniversary, we remember Dr. Kurien and his dream to produce the world finest milk and milk products at internationally competitive prices.

Shri Ashok Ghosh, Ex Dy. Milk Commissioner, Haringhata, Govt. of West Bengal – a veteran dairyman expressed that National Milk Day is important for all dairymen. In dairy field, Dr. V. Kurien is considered as our leader and source of inspiration. He wished all the success to develop and maintain the dairy trade in the country.

Dr. S.K. Bag, Dean, Faculty of DT, WBUAFS, Nadia, West Bengal enlightened audience the importance of Dairy Engineering in the field of dairying. Dr. Bag also emphasized the need of clean milk production and ensuring food security in India.

In the program, 10 Women Dairy Farmers of Sundarban Co-operative Milk and Livestock Producers' Union Ltd. (Sundarini), India's first all women organic dairy co-operative were felicitated with Uttoriyas for winning the Innovation in Sustainable Farming Practices (Socio-Economic Award 2024) during the IDF World Dairy Summit, held recently in Paris, France. It was the third IDA Dairy Innovation Award. In the event, a demonstration of Beeswax candle making was shown by a lady member of the said organization.

Sri Harsh Vardhan, MD, Mizoram Milk Union along with his Dairy Manager participated in the program. Since joining, he has been trying to rejuvenate the milk union. As a result of this, they have started now marketing of

Rasogolla manufactured by Sundarban Milk Union (Sundarini). He is one of the admirers of Dr. V. Kurien.

Shri Sajal Biswas, Former Head, NDDB, Kolkata, addressed the august gathering. He opined that the greatest contribution of Dr. V. Kurien was empowering common milk producers in making their lives better through economic emancipation. He evolved a system where the instrument of change goes in the hands of real users of dairy cooperatives network, thus they can run the system with the help of hired professionals.

Shri A.B. Ghosh, Former Regional Head, NDDB, Kolkata; Dr. A.Roy Burman, Former Director, ARD, Govt. of Tripura & NDDB and Dr. T.N. Datta, Former GM, NDDB, Anand praised the vision and various decisions that were taken by Dr. V. Kurien during his professional tenure. In a nut shell, they also explained some ways and means for achieving the sustainable growth of dairy sectors in India.

Shri T.K. Mukhopadhyay, Former Vice-Chairman, IDA (EZ) apprised the work of Sundarban Milk Union and hoped that they would come out of their present (Candlelight) to self-reliant (Torchlight) stage soon for future sustainability.

Prof. Lopamudra Haldar of WBUAFS, was a compare for the program. The program was concluded with Vote of Thanks by Dr. Sabyasachi Roy, NDDB, Kolkata.

### IDA Jharkhand Local Chapter

Jharkhand State Cooperative Milk Producers' Federation Ltd. (Medha Dairy) and IDA Jharkhand Local Chapter jointly celebrated Dr. Verghese Kurien's 103rd birth anniversary as National Milk Day on November 26, 2024 at Medha Dairy's plant premises in Hotwar, Ranchi.

Dr. Verghese Kurien is also known as the pioneer of White Revolution, as a result of which India has become the highest milk producing nation in the world. Farmers





associated with cooperative societies have made a significant contribution in the dairy sector of India, due to whose tireless efforts the country has been maintaining number one position in milk production world over.

It is known that Medha Dairy is an undertaking of the Jharkhand Government and is the only milk producers' cooperative organization affiliated to the state and is marketing its milk and milk products in all the cities and towns of the state. Medha Dairy acts as a link between the rural milk producers of Jharkhand state and the urban consumers, providing a source of livelihood to these dairy farmers. Milk produced by around 60,000 marginal farmers is purchased daily in the morning and evening through milk collection centres established in the villages. Today Medha Dairy is processing and marketing around 2.90 lakh litres of milk from 7 processing plants.

The program was started by garlanding the statue of Dr. Verghese Kurien by Shri Jaidev Biswas, Managing Director, Jharkhand Milk Federation; Shri Sudhir Kumar Singh, Chairman, IDA (EZ); Shri Milton Srivastava, Vice Chairman, IDA (EZ) and Shri Pavan Kumar Marwaha, Chairman, IDA Jharkhand Local Chapter cum General Manager, Medha Dairy. Farmers and the employees of Medha Dairy were also present on the occasion.

Shri Jaidev Biswas, Shri Sudhir Kumar Singh and Shri Milton Srivastava shared their experience of working with Dr. Kurien among the Medha employees and expressed what difficulties were faced in making the country the first in the world milk production. Shri Pavan Kumar Marwaha made the employees aware of the importance of cooperation and the incomparable contribution of Dr. Kurien in the success of the White Revolution.

On the occasion of National Milk Day, Medha Dairy distributed blankets and milk products manufactured by Medha in the orphanage, blind school and old age home located in Ranchi. A quiz competition was also organized. National Milk Day program was celebrated with great enthusiasm.

### IDA Bihar State Chapter

National Milk Day Celebrated at Sanjay Gandhi Institute of Dairy Technology (SGIDT), Patna along with IDA Bihar State Chapter (BSC). Shri D.K. Srivastava, Ex-Managing Director of Mithila Milk Union Limited, Samastipur, and Chairman, IDA BSC was the Chief Guest of the event.

The event honoured the 103rd birth anniversary of Dr. Verghese Kurien. The theme of this year's celebration was 'Transforming Dairying with AI and IT.' The program, chaired by Dr. Umesh Singh, Dean, SGIDT. Faculty members, staff, and students actively participated in the event.

Shri D.K. Srivastava, a prominent figure in the dairy sector known for introducing the concept of 'Green Dairy, Clean Dairy,' spoke on 'Dairying for Ensuring Livelihood

and Enhancing Farmer's Income.' He emphasized the role of good feed, fodder, and animal care in boosting milk production. Advocating renewable energy, he discussed the utilization of bio-waste, biogas, and biomass for maintaining environmental balance in dairy operations.



In his address, Dean Dr. Umesh Singh paid tribute to Dr. Kurien's unparalleled contributions to India's dairy sector, particularly his efforts in making the cooperative model a success. He emphasized the need to increase per capita milk availability in Bihar through improved milk production and breed management practices.

University Professor Dr. Jahangir Badshah delivered an insightful lecture on 'Entrepreneurial Opportunities for Dairy Enterprises,' highlighting how AI and IoT could empower entrepreneurs in the dairy sector.

## IDA Kerala Chapter Celebrates National Milk Day with Series of Events

IDA Kerala Chapter organized a series of state-wide events across Kerala to celebrate National Milk Day for commemorating the birth anniversary of Dr. Verghese Kurien, the Milkman of India. These included mainly a week-long program titled "Paalvaram" held in Thrissur in association with VKIDFT, a hands-on training program for farmers and entrepreneurs focused on milk value addition, called the "Milk Week Fiesta," in collaboration with CDST Pookode and the distribution of the Best Women Farmer Award during "Vaibhavam" at CDST, Thiruvananthapuram. Additionally, the Dairy Expo "Jeevaneeyam" was held at CDST at Kolahalmedu, Idukki, showcasing the advancements and potential in the dairy sector.



**Verghese Kurien Institute of Dairy and Food Technology - 'PAALVAARAM '24'**



on Clean Milk Production". Dr. P.I. Geeverghese, former IDA Chairman and former Dean CDST; Dr. S.N. Rajakumar and Dr. Sudheer Babu, Registrar KVASU



were among the Panellists.

IDA Kerala State Chapter in association with Jaitra Student's Union 23-24 of Verghese Kurien Institute of Dairy and Food Technology (VKIDFT), Kerala Veterinary and Animal Sciences University (KVASU) have conducted a one week program as part of National Milk Day celebrations under the banner 'PAALVAARAM '24'. The inauguration took place at Deans Office on November 20, 2024 by Dr. S.N. Rajakumar, Chairman, IDA KSC and Dean, VKIDFT in the presence of Dr. A.K. Beena, Associate Dean; Dr. Aparna Sudhakaran V. Secretary, IDA KSC; Ms. Aysha C.H, Treasurer, IDA KSC; Dr. Jose Mathew Associate patron VKIDFT and other staff members by unveiling the poster. The programs were sponsored by ERCMPU, Amul and CDST Graduate Association (GA).

On November 26, 2024, Valedictory function of "Paalvaram 24" began with the Milk Day Oath by Dr. A.K. Beena. While Dr. Aparna Sudhakaran V gave the welcome address, Dr. S.N. Rajakumar delivered the Presidential address. A video message was shown of Dr. Rajendra Kumar of IDA SZ member followed by Special Video address of Dr. Sudheer Babu. Smt. Shalini Gopinath Director, Dairy Development Department Kerala was the Chief Guest. She shared her experiences, as she is also an alumnus of the institution (1993 Batch). Dr. P.I. Geeverghese had released video showcasing the glimpses of "Paalvaram 24". Smt. Shalini Gopinath was honoured in recognition of her outstanding achievements. Ms. Livia Mathew of 2019 batch, was given the award for the Best Outgoing Student Award of the year.

Various competitions were conducted including an online reels competition, photo with a desert competition, Puzzle, Spot Photography, etc. were conducted for VKIDFT students and public. An Awareness programme was conducted November 25, 2024 at Government Boys Vocational Higher Secondary School, Kunnankulam along with a skit regarding Clean Milk Production sponsored by CDSTGA.



**Honouring Chief Guest Smt. Shalini Gopinath, Director Dairy Development Department and Best Outgoing Student Award distribution to Ms. Livia Mathew**

On November 26, an Expert talk was delivered by Shri Ramgopal R, former Director Dairy Development Department on "FSSAI regulations and its implications

A Calendar of 2025, jointly published by AFSTI, Thrissur Chapter and IDA KSC was released in the presence of invited dignitaries.



Winners of Paalavaram 24 competitions were awarded. A combined video showcasing seven days of activities

**Honouring Dr. Ramgopal Rajagopal, Former Director Dairy Development Department**

introducing various milk and milk products was presented. The week-long celebration concluded on a high note, reflecting the enthusiasm and efforts of everyone involved.



Centre. Awareness programmes at different schools of Idukki district were conducted by students from November 14, 2024 onwards. Competitions like poster

making, Dairy quiz, reel making were conducted in offline and online mode for high school students and college students. To popularize the event, a lively flash mob took place at Elappara Town on November 21, 2024 featuring the enthusiastic participation of the students.

**College of Dairy Science and Technology, Pookode, Wayanad**

The College of Dairy Science and Technology, Pookode, Wayanad, in association with the IDA KSC, organized a hands-on training programme for dairy farmers / entrepreneurs on the preparation of value-added dairy products as part of the National Milk Day 2024 celebrations. The training was arranged on November 29, 2024, with an aim to empower women dairy farmers/entrepreneurs with skills in dairy product processing. The programme witnessed active participation from 26 women entrepreneurs from Kudumbasree, a prominent community-based organization in Kerala. The participants were provided with practical training exposure on the preparation of a variety of dairy products, including Ghee, Paneer, Paneer Pickle, Whey Drink and Yogurt. The training sessions were designed to offer both theoretical



knowledge and hands-on experience, enabling the participants to gain a deeper understanding of product preparation and its potential for market value. The initiative also highlighted the importance of value addition in the dairy sector, aligning with the objectives of National Milk Day.

**College of Dairy Science and Technology, Koolahamedu - Dairy Expo 24 Jeevaneeyam**

The College of Dairy Science and Technology (CDST), Koolahamedu celebrated National Milk Day to pay tribute to the ever existing memories of the "Milkman of India", Dr. Verghese Kurien. As part of the celebrations, a Dairy Expo "JEEVANEYYAM'24" was scheduled during November 22-26, 2024 at the college incubation

"JEEVANEYYAM'24" The Dairy Expo was formally inaugurated on November 22, 2024 by Sri. Vazhoor Soman, Hon'ble MLA of Peermedu. Smt. V. Vighneswari, IAS, Hon'ble District Collector and District Magistrate of Idukki, presided as the Chief Guest. The event began with the college choir, followed by welcome address by Dr. Beena R.L, Assistant Professor, CDST Koolahamedu. Presidential Address delivered by Dr. Divya M.P, Special officer. Inaugural address was presented by Sri. Vazhoor Soman, MLA. Chief Guest address was delivered by Smt. V. Vighneswari, IAS who emphasized the contributions of Dr. Verghese Kurian to the Indian Dairy Industry.



**IDA Best Woman Dairy Farmer Award at CDST, Trivandrum**

The programme was inaugurated by Hon,ble Dairy and Animal Husbandry Minister Smt. J. Chinchu Rani.



Hon'ble Vice Chancellor of KVASU Dr. Anil K.S. presided over the function. Sri. K.S. Mani, Chairman, MILMA; Smt. Mani Viswanath, Chairperson, TRCMPU; Dr. P. Sudheer Babu, Registrar, KVASU and Dr. S.N. Rajakumar, Dean, Dairy Science Faculty and Chairman, IDA KSC felicitated the function. The IDA best woman dairy farmer award was given to Smt. Vidhu Rajeev of Kottayam by the Minister. Shri Asif. K. Yusuf, IAS, MD-MILMA; Shri Anil Kumar. P, Senior VP, Hatsun Agro Products and Dr. Manoj. A.S, KDISC-YIP presented various topics related to innovation and entrepreneurship. Students from various colleges actively participated in the competitions and secured cash prizes. Dr. Shyam Suraj S.R, Special Officer welcomed the gathering and Dr. Rejeesh. R, Convenor, Vaibhavam expressed the vote of thank.



production of Ghee and curd. She has generated a revenue of Rs 28,45,386 from the sale of Ghee and curd during the year 2023-24. She has established

excellent waste management system in the farm for which she has received many appreciations. She has established bio-gas plant in the farm and the slurry after production of bio-gas is collected in barrels and is sold at the rate of Rs 2 per lit. Cow dung enriched with Trichoderma and Neem is sold at the rate of Rs 35 per Kg. Ordinary dung after drying is sold at the rate of Rs 300 per 50 Kg bag. She has generated a revenue of Rs 44,16,302 from the sale of slurry and cow dung during the year 2023-24. The total revenue from the farm during the year 2023-24 is Rs 1,21,72,607. She has maintained fodder cultivation in 12 acres of land. She is producing sufficient fodder for the farm and is also making silage from maize grown in the farm. The farm is very well maintained and has all modern amenities like automatic water bowl for animals, chaff cutter, exhaust fan, milking machines, rubber mats and pressure pump for cleaning purposes. She has constructed additional farm sheds for expanding the farm to 50 animals. Apart from the dairy farm she is also engaged in vegetable cultivation and has also established a poultry farm and goat farm.

Smt. Vidhu Rajeev had received the award for the best Integrated farm from the department of Animal Husbandry, Govt. of Kerala.

Smt. Vidhu Rajeev is a dairy farmer who has proved that dairying can be profitable if proper attention is given in managing the farm and take proper care in generating more revenue from the sale of bio-gas slurry and enriched cow dung. Smt. Vidhu Rajeev deserves great appreciation and is a real motivator for the new farmers entering into the field of dairying.



### **Smt. VIDHU RAJEEV** **Parudheesa Integrated Dairy Farm**

IDA Kerala chapter has selected Smt. Vidhu Rajeev as the Best Woman Dairy farmer for the year 2024 considering the achievements she has made in the management of the farm and the interest she has taken for generating more revenue from the farm and making dairying more profitable.



Smt. Vidhu Rajeev is an MA, B.Ed graduate and an NRI who started the farm in 2018 after spending many years of service in the Middle East. Her farm is known as Parudheesa Integrated Dairy Farm. She has supplied 103596.3 lts of milk to the Muttuchira Milk cooperative society during the year 2023-24. She received an amount of Rs. 49,10,919 as revenue from sale of milk to the society. On an average 50 lts of milk is used daily from the total milk produced from the farm for

### **The Dr. Verghese Kurien** **Sustainable Development Award** **Conferred upon Mrs. Shanta** **Sheela Nair, IAS**

The UNDP Project SKPCL, in collaboration with the Indian Institute of Technology Madras, organized the National Milk Day Seminar on November 26, 2024.

The theme of the seminar focused on promoting sustainable dairying, aligning with the visionary principles of Dr. Verghese Kurien, the architect of India's White Revolution and continuing the discussions held during International Conference at Banaras Hindu University (BHU).

The seminar witnessed the participation of esteemed professors from the Indian Institute of Technology Madras, Tamil Nadu Animal Science and Veterinary University, members of the Indian Dairy Association, scholars, farmers, students, and the general public.

In his opening address, Dr. Raja Rathinam, Managing Director of the UNDP Project SKPCL, highlighted the monumental contributions of Dr. Verghese Kurien and other pioneering figures who elevated India to the status of the world's leading milk producer. He further elaborated that the Board of Directors of the UNDP Project SKPCL, in consultation with Mrs. Nirmala Kurien, had unanimously decided to present the prestigious Dr. Verghese Kurien Sustainable Development Award to Mrs. Shanta Sheela Nair in recognition of her exemplary societal contributions.



While accepting the award, Mrs. Shanta Sheela Nair, after engaging with the insights of distinguished professors such as Prof. Manivanan, Prof. Arunachalam, Prof. Hariharan of IIT Madras, and Professors Bhaskaran, Suresh, and Pugazal, presented a phased strategy for ensuring the long-term sustainability of dairy farming. She stressed the urgency of addressing climate change, global warming, and other environmental challenges that pose significant risks to future generations. In this context, she proposed leveraging cow dung for biogas production throughout the Country as a means of both addressing these environmental concerns and increasing the income of farmers and stakeholders alike.

The forum endorsed the idea of utilizing cow dung for biogas and advocated for the targeted conversion of at least 50% of cow dung and urine into value-added products over the next five years. The forum emphasized that organised dairy plants, such as Hatsun Agro, Dodla, Aavin, and others, should collaborate with



farmer-oriented organizations to create a viable, economically and environmentally sustainable market for cow dung as a source of biogas and manure. This initiative

would also support organic farming efforts, similar to those being implemented by Banas Dairy and others, who are already receiving government support to ensure the viability of such projects.

The forum further recommended the adoption of eco-friendly dairying practices, emphasizing humane treatment of animals.

The recommendations from the seminar will be implemented through a Farmer's Organisation who has experts in this field as the farmers are the prime stakeholders. Shri Deepak from the United States has been designated to lead the next steps in selecting an interested and committed farmer organisation who can work as Nodel agency on or before January 14, 2025.

Shri Deepak extended a vote of thanks to all delegates, including those attending remotely via Google Meet. He also emphasized that biodegradable materials were used during the seminar and encouraged other stakeholders to submit their suggestions via email to [deepak.subramanianoffice@gmail.com](mailto:deepak.subramanianoffice@gmail.com) by January 10, 2025 for further guidance."

## College of Dairy Science, Kamdhenu University, Amreli

On the occasion of National Milk Day, Dr. V.M. Ramani, Principal and Dean, College of Dairy Science, Kamdhenu University, Amreli celebrated the event at college campus and remembered the contribution of Dr. Verghese Kurien, the father of the White Revolution in the growth of Indian Dairy Sector. He spoke on the significance of milk.

Students of the College deliberated on the significance of dairy by-products and problems associated with their utilization. Students attempted to prepare different types of whey beverages on the occasion of National Milk Day. Dr. Ramani congratulated all students, faculty and staff members on the occasion for successfully organizing the event.



## Inter-dairy Exhibition and Seminar Organized by IDA (West Zone) in Association with VA Exhibitions at Mumbai



Envisaging the global prospective for export of milk and milk products from India, a seminar on "**Global Market Opportunities for the Indian Dairy Sector**" was organised by the IDA (West Zone) in association with VA Exhibitions at Mumbai. The seminar was part of Inter-dairy exhibitions held during December 5-7, 2024. The seminar provided an excellent platform for industry leaders, experts, policymakers and entrepreneurs to discuss critical issues and explore opportunities for expanding the Indian dairy sector in the global market. The event focused on several key areas including export promotion, innovations in dairy, sustainability and the future of the dairy industry in India.

Inter Dairy Exhibition was spread over 5000 sq.mt. and had 130 companies exhibiting their expertise and innovations which gave a very good platform for business. The seminar was divided into three technical sessions, with an inaugural session that set the stage for in-depth discussions. The program had two more unique features, MILK VITA QUIZ contest and INTER DAIRY AWARDS. About 250 delegates attended the seminar, 130 companies exhibited and the visitors tally crossed 5000.

There was ceremonial opening of the exhibition by lighting the lamp by the stalwarts of dairy industry on December 5th morning, followed by the inauguration of the seminar.

**Dr. J.B. Prajapati, Chairman, IDA (WZ)** in his welcome address highlighted India's significant contribution to global milk production, with India accounting for 24% of the world's total milk output. He emphasized the importance of dairy in providing livelihood to millions of farmers and taking care of health and nutrition of millions of consumers.

**Dr. R.S. Sodhi, President, IDA** discussed the crucial role of the export market in the growth of the Indian dairy industry. He pointed out the potential for export in products like ghee, buffalo milk products, and paneer. He also addressed key challenges faced by the industry, such as quality concerns and the impact of diseases in animal affecting milk productivity. Ultimately these issues affecting the cost of milk production posing threat to profitability of dairy farmers.

**Shri Mansinhbhai Patel, Chairman, SUMUL Dairy** spoke about the co-operative movement in Gujarat initiated by Dr. Verghese Kurien and its significant impact on the growth of the dairy sector. He stressed the role of cooperatives in empowering farmers and ensuring sustainability of the dairy business. **Shri Arun Dongle, Chairman, GOKUL Dairy** highlighted the importance of milk quality and its direct impact on the final dairy products. He discussed the necessary steps to maintain high-quality standards in dairy production. He insisted on the requirement of stringent measures to ensure quality

milk production and increasing income of dairy farmers.

**Shri Shamalbhai Patel, Chairman, GCMMF** was the **Chief Guest** of the function and in his address provided an overview of GCMMF's operations and its efforts to align with the national goal of doubling farmers' income, as envisioned by Prime Minister Shri Narendra Modi. He offered suggestions for reducing production costs and increasing efficiency in the dairy sector. **Shri**

**Madhav Patil, Secretary, IDA (WZ)** presented the Vote of thanks and profusely thanked one and all for remaining present and making the event successful. Entire program was anchored by Ms Richie Agrawal, ZEC, Member, IDA.

**Technical Session 1 on Policy Makers Meet for Promotion of Export, Organics, and Innovations** was Chaired by **Dr. J.V. Parekh, Vice President, IDA (WZ)** supported by Co-Chair **Shri D.R. Shah, Managing Director, Vidya Dairy, Anand**.

**Dr. Digvijay Singh, Senior Manager, NDDDB** introduced the Bharatiya Beej Sahakar Samiti Ltd. (BBSL) and discussed the importance of good seeds for enhancing human nutrition. He also explained the managerial structure of BBSL and its role in supporting the dairy sector. **Shri Pravin Bhambi, Executive Director, Dudhsagar Dairy** provided an insightful introduction to organic milk and dairy products, discussing their growing demand in the global market. He shared Dudhsagar Dairy's initiatives for promoting and producing organic products, including organic dal and rice. He highlighted the scope for farmers and entrepreneurs in the dairy export industry and outlined the challenges faced by the sector.

**Mr. Neeraj Kumar, MD, DeLaval** addressed the importance of promoting exports and innovations in the dairy industry. He emphasized the expectations of stakeholders on traceability, quality, and product variety. He discussed the efficiency of the dairy supply chain and the role of artificial intelligence at both farm and factory levels. He also introduced advanced products like Delpro and DeLaval Repro that are innovating dairy operations. **Shri Sudhir Tarti, Co-founder, Prompt** discussed the scope for entrepreneurs in the dairy sector and outlined factors that affect the export of dairy products, such as quality and sustainability. **Shri Rupendra Chauhan, MD, DAPL** highlighted the importance of process development for indigenous dairy products and the role of innovation in improving product quality.



**Technical Session 2 on White Revolution 2.0 and Export Promotion** was Chaired by **Shri Arun Patil, Vice President, IDA** and Co-Chaired by **Shri J.R. Daruwala, Ex. CEO, Bhopal Dairy**.

**Shri Arun Patil** highlighted the journey of India's dairy industry during 1970 to 1996, the period called as era of 'White Revolution'. It was executed in three phases called as Operation Flood - I, II and III.

India's milk production, processing and marketing reached to 66.20 million tonnes per annum in 1996. This transformed India from milk deficient to milk sufficient country and ultimately led India to become a global leader in milk production. However, the share of organized sector was less than 40% of the total milk production. The Government of India has now launched White Revolution 2.0 to form the primary dairy cooperatives in 2 lakh villages in alliance with other village cooperatives. The aim is to strengthen the dairy cooperatives and empower rural women. This will transform the rural economy, provide earnings to women and also address the malnutrition in rural areas.

**Shri Kuldeep Sharma, Founder, Suruchi Consultants** gave a presentation on White Revolution 2.0. He said that it is expected to increase the milk handling share of organized cooperative sector by 50% in the next five years. This will add value to the raw milk and better returns to the milk producers. **Shri Vipin Kumar Kakkar, Dairy Consultant** was of the view that there is a wide scope for export of milk products from India provided we maintain consistency in Quality, Supply & Price competitiveness. **Shri Yachneet Pushkarna, CEO, Haribal Dairy** indicated that use of AI Technology for transparency, cruelty free & ethical practices, environment friendly and sustainable milk production will qualify Indian milk products for exports. **Shri Rangnath Seetharamu, Co-founder, Mojro Technologies** conducted a SWOT analysis of the dairy export industry and outlined the critical role of logistics in the dairy supply chain. **Shri Gaurav Haran, CEO, Krushal Open Commerce** indicated that modernizing the First Mile of milk will improve the quality of raw milk, which is the base of milk & milk products.

**Technical Session 3 on Support Schemes, Safety, and Sustainability** was Chaired by **Dr. J.B. Prajapati, Chairman, IDA (WZ)** and Co-chaired by **Shri Anil Hatekar, MD, Mahanand Dairy**.

**Shri Prabhat Keshva, GM, NABARD** talked on various schemes and funding options provided by NABARD to



support farmers and the dairy industry, including micro food processing funds and food processing initiatives.

**Dr. Jignesh Shah, DGM, NDDB** Anand provided an overview of White Revolution 2.0 and its objectives to improve milk procurement by 50% within the next five years. He discussed the various activities and initiatives undertaken under the White Revolution 2.0 framework.

**Shri Mukesh, AGM, IndiFOSS** discussed errors measuring dairy processing parameters and introduced innovative equipment developed by IndiFOSS for improving measurement accuracy and quality control.

**Dr. Srikant Sahoo, Consultant, Haldirams** presented the importance of milk in human nutrition and its significance in the global dairy export market. He also emphasized the need for maintaining high standards of milk quality to enhance export potential. **Dr. Linas Urbonas, Business Development Manager, Polytec, GmbH, Germany** discussed the importance of real-time quality control in dairy production and provided insights into Polytec's process analysis technologies. **Shri Shubham Rathod, Founder, Testright Nano Systems Pvt. Ltd.** introduced his company's innovative home-based technology for ensuring quality assurance and control in dairy products.

### **A MikVita Quiz Contest on the theme "Dairy for Health" was Organized During the Event**

IDA, since its inception, manifests the target of supporting the growth engine of Indian Dairy Sector by re-defining newer segments, tackling emerging concerns and promoting innovations with sustainability. With advent of present misconceptions regarding consumption of milk and milk products, proclaiming unwarranted support for milk alternatives, it has become imperative for IDA to take proactive action providing strong evidence in support for health benefits of consuming milk and milk products. Continuing its resourceful efforts in the same line, IDA (WZ) in association with VA Exhibitions organised a quiz event "MilkVita Quiz contest" with the theme "Dairy for Health" on 5th December, 2024. The quiz contest was organised as part of Inter-dairy exhibitions and seminar. The event was organised for students from various Dairy Institutes of India and employees of dairy plants.

The jury members for the quiz contest were Dr. Jarita Mallik, Shri Gokul Krishnan, Shri. Hiren Singhala and Dr. Prasad Patil. The questionnaire for the quiz contest were framed with objective of creating awareness regarding beneficial health aspects of consuming milk and milk products. There were 16 teams from various dairy Institutes and dairy plants participating in the event. The knowledge of the participants in the preliminary round were tested on the basis of Multiple-choice type questions including chemical, microbiological, engineering and technological aspects of dairying. The first round was conducted through online Kahoot app,

where the students could see questions and their choices of answers on the projector screen and had to provide correct answers through their mobile phones. The top eight teams were selected on the basis of their scores and minimum time requirement for answering the questions.

Out of sixteen teams, eight top scoring teams were selected for the semi-finals. All the eight teams contested the semi-finals with the on-stage Match the following, True or False and Multiple-choice type questions. Based on total scores, top scoring four teams proceeded to contest for 'Finals'.

The four teams contesting for Finals had to compete with full zest through Fastest-finger-first round using buzzer. The visuals were displayed on screen, the team pressing the buzzer first got opportunity to answer each visual. At the end of the invigorating finals the winners were announced. **First** : SMC College of Dairy Science, Anand; **Second**: NDRI, Karnal; **Third**: Vidya Dairy, Anand; **Fourth**: SMC College of Dairy Science Team B, Anand.

### **INTER DAIRY AWARDS**

With a tag line of "**Celebrating Innovation, Excellence & Entrepreneurship of Dairy Industry**", Inter Dairy Awards -2024 were launched. The objective was to motivate the industry and stimulate all-inclusive growth, these awards were announced for dairy plants in different categories for their innovative work related to processing and packaging technologies, new product development, quality and safety, sustainability, etc. Special awards for startups showing innovative work were also given.

Among the 100 plus nominations, following companies were selected by an eminent jury of independent expert. The jury composed of Dr Atanu Jana, Former Principal & Dean, SMC College of Dairy Science; Prof. Hitesh Bhatt, Ex. Director IRMA and trainer; Dr Prashant Wasnik, Dean, Dairy Science, MAFSU; Dr Aditya Jain, Head, QPD, NDDB and Dr Rahul Shah, Independent Dairy Expert and Entrepreneur. The function took place in amazing grand event on December 5<sup>th</sup> evening coupled with dinner.

#### **The Awardees were:**

#### **Less Than 2 Lakh Litres Per Day Capacity**

- **The Jharkhand State Cooperative Milk Producers Federation Ltd.**, Jharkhand: For innovative packaging practices in the category of less than 2 lakh litres/day capacity Dairy.
- **Sids Farm Pvt. Ltd.**, Hyderabad: For quality and safety control practices in the category of less than 2 lakh litres/day capacity Dairy.
- **Elanadu Milk Pvt. Ltd.**, Kerala: For innovative

processing technologies in the category of less than 2 lakh litres/day capacity Dairy.

- **Dairy Rich Foods LLP**, Maharashtra: For innovative processing technologies in the category of less than 2 lakh litres/day capacity Dairy.
- **Indujaa Mahila Milk Producer Company Ltd.**, Kolhapur: For sustainable practices in the category of less than 2 lakh litres/day capacity Dairy.

### 2 to 5 Lakh Litres Per Day Capacity

- **Navi Pardi Dairy (A Unit Of SUMUL Dairy)**, Surat: For innovative processing technologies in the category of 2 to 5 lakh litres/day capacity Dairy.
- **Britannia Industries Ltd.**,: For quality and safety control practices in the category of 2 to 5 lakh litres/day capacity Dairy.
- **Amreli District Cooperative Milk Producers Ltd.**: For sustainable practices in the category of 2 to 5 lakh litres/day capacity Dairy.
- **Uttar Pradesh Duddh Utpadak Sahakari Sangh (Parag Dairy)**, Varanasi: For innovative processing technologies in the category of 2 to 5 lakh litres/day capacity Dairy.
- **Vidya Dairy, Anand**: For sustainable practices in the category of 2 to 5 lakh litres/day capacity Dairy.

### 5 to 10 Lakh Litres Per Day Capacity

- **Govind Milk & Milk Products Pvt. Ltd.**, Phaltan Maharashtra: For sustainable practices in the category of 5 to 10 lakh litres/day capacity Dairy.
- **Mysore District Cooperative Milk Producers' Societies Union Ltd.**, Mysore: For innovative processing technologies in the category of 5 to 10 lakh litres/day capacity Dairy.
- **Maahi Milk Producer Company Ltd.**, Rajkot, Gujarat: For innovative packaging practices in the category of 5 to 10 lakh litres/day capacity Dairy.
- **Ananda Dairy Ltd., Noida, UP**: For innovative processing technologies in the category of 5 to 10 lakh litres/day capacity Dairy.
- **Nandini Milk Products Complex - KMF**, Karnataka: For sustainable practices in the category of 5 to 10 lakh litres/day capacity Dairy.
- **B G Chitale, Bhilawadi**, Maharashtra: For quality and safety control practices in the category of 5 to 10 lakh litres/day capacity Dairy.

### Above 10 Lakh Litres Per Day Capacity

- **Kolhapur Zilla Duddh Utpadak Sangh (Gokul), Kolhapur**: For innovative processing technologies in the category of above 10 lakh litres/day capacity Dairy.
- **Dodla Dairy Limited**, Hyderabad: For quality and safety control practices in the category of above 10 lakh litres/day capacity Dairy.
- **Bengaluru Cooperative Milk Union Ltd - BAMUL**: For quality and safety control practices (Joint Winner)

in the category of above 10 lakh litres/day capacity Dairy.

- **Banaskantha District Cooperative Milk Producers Union Ltd.**, Banaskantha, Gujarat: For quality and safety control practices (Joint Winner) in the category of above 10 lakh litres/day capacity Dairy.
- **Amul Fed Dairy Packaging Film Plant**: For innovative packaging practices in the category of above 10 lakh litres/day capacity Dairy.
- **Mehsana District Cooperative Milk Producers Union Ltd.**: For sustainable farming practices in the category of above 10 lakh litres/day capacity Dairy.
- **VRS Foods Ltd.**, Ahmednagar, Maharashtra: For innovative processing technologies in the category of above 10 lakh litres/day capacity Dairy.
- **Kaira District Cooperative Milk Producers Union Ltd.**: For sustainable dairy production practices in the category of above 10 lakh litres/day capacity Dairy.

### Start-up Special Awards

- **Advik Foods & Products Ltd.**: For being the best start-up in dairy products.
- **Prompt Innovation Pvt. Ltd.**, Ahmedabad, Gujarat: For being the best start-up in dairy technology.

## NATIONAL News

### Lower Tax Rate for Cooperatives: Shri Amit Shah



Newly set up co-operatives that undertake manufacturing activities will get benefits of a lower tax rate of 15%, as is available to new manufacturing firms, Union minister for home and cooperation Shri Amit Shah has said in a reply in Parliament.

In a written reply to a question in the Rajya Sabha recently, he also stated that milk cooperatives, the backbone of India's sprawling dairy sector, can receive cash in excess of Rs. 2 lakh on bank holidays towards payment of milk price.

The Income Tax Act's section 269 ST prohibits cash receipts of over Rs. 2 lakh from any person, via any transaction or multiple transactions in a day for a "single event", or business exchange. Violations of this limit leads to penalties and may trigger investigations.

Milk cooperatives are now being exempted from this prohibition. "This would enable cooperative societies to make payments to their members, who are mostly from rural and farming communities, on bank holidays without fear of income tax penalty," Shri Shah said.



Another key exemption for cooperatives relates to loans. Under section 269 SS of the Income Tax Act, 1961, any deposit or loan advance of more than Rs. 20,000 in cash is not allowed. Violation can invite a penalty equal to the loan or deposit amount.

Penalties for cash deposits or loan disbursal by primary agricultural cooperatives will not be levied if the "amount of such loan or deposit including their outstanding balance is less than Rs. 2 lakh. Earlier this limit was Rs. 20,000 per member", he stated.

Cooperatives are grassroots business enterprises owned jointly by their members, where profits and losses are shared equally. India's cooperative sector is over a century old and provides livelihood to millions, especially women, in sectors such as dairy, fisheries, finance, housing and agriculture.

Amul, the country's largest dairy brand, runs on a cooperative model, as does IFFCO, the largest fertiliser company. The country also has a large network of cooperative-based urban and rural banks.

## Year End Review 2024: Department of Animal Husbandry and Dairying

As per the recently released report from the Department of Animal Husbandry & Dairying, Govt. of India, highlights of the key initiatives and achievements of the Department of Animal Husbandry and Dairying under the Ministry of Fisheries, Animal Husbandry and Dairying for the year 2024 are as follows:

- Livestock Sector Continues to Strengthen India's Agricultural Economy; Grows at 12.99% CAGR since 2014
- Launch of Sex Sorted Semen Technology and Indigenous IVF Media; Gau & Mahish Genomic Chips to Enhance Genetic Improvement of Cattle and Buffalo
- National Programme for Dairy Development Aims to Create 10,000 New Dairy Co-operative Societies; Procure 14.20 Lakh Litres of Milk Daily
- National Livestock Mission Focuses on Livestock Insurance: Beneficiaries Now Pay Just 15% Premium
- National Animal Disease Control Programme Targets Eradication of FMD and Brucellosis by 2030, Over 99.71 Crore Vaccinations Administered
- 21st Livestock Census Underway with Data Collection on Livestock and Poultry across All States/UTs.

For full details, member may visit <https://pib.gov.in/PressReleasePage.aspx?PRID=2083813>

## Dairy Adopts Circular Economy to Uplift Farmers: Mrs. Alka Upadhyay

In a review meeting with industry stakeholders on December 18, 2024, Secretary, Animal Husbandry and Dairying Mrs. Alka Upadhyaya said circular economy will help reduce carbon footprint of the dairy sector and help enhance income of farmers. She advised federations to pro-actively involved in getting the benefits of circular economy in consultation with National Dairy Development Board (NDDB), according to an official statement.

She said, "The overall milk situation in the country is stable, while there is also adequate stock of skimmed milk power, whole milk powder, white butter and ghee in the country. At the same time, there has been an improvement in milk procurement and milk procurement prices over the year."

The year-on-year wholesale and retail inflation for milk recorded at 2.09 and 2.85, respectively, for November 2024. The secretary asked all milk federations to take up active participation in central schemes Midday Meal and Integrated Child Development Services (ICDS) programmes. NDDB shared insights on interventions taken in circular economy, especially about bio-gas generation.

The milk federations were also directed to speed up formation of cooperative societies to enhance milk procurement and bring more milk in the organised to improve the social and economic status of milk producers in India.

## Dodla Dairy Limited Wins Two Prestigious Awards

### Inter Dairy-2024 Award-Mumbai

Dodla Dairy Limited has been awarded for adoption of Best Quality and Safety Control Practices under the



category of dairies managing More than 10 lakh Liters of Milk per day at interdairy 2024 exhibition. Dodla Dairy was recognized for Outstanding Contributions in establishing benchmark practices and cutting edge technologies implemented at all stages from Milk collection to Milk Processing there by leading to high quality product for the end customer.

**India Food Summit Award-New Delhi**

In a moment of celebration and pride, Dodla Dairy Limited has been awarded the Dairy Company of the year. This was organised by the Synnex Group in which many companies from across Food and Dairy across India Participated. The award highlights the significant strides made by the Dodla dairy in the areas, such as innovation, dedication, excellence, community impact, energy efficiencies.



These award ceremonies took place on 5th-6th December at Mumbai and New Delhi, where leaders, peers, and dignitaries gathered to celebrate this remarkable achievement. These awards are testament to the hard work, dedication, and passion of our entire Dodla team. Quality has always been at the heart of what we do, and this recognition motivates us to continue striving for excellence. Dodla Dairy extends thanks to its loyal customers, partners, and everyone who has supported them on their growth journey.

**Dairy Tech Gets a Boost: Generous Donation from Dodla Dairy Fuels Future in Education**

Dodla Dairy Limited, one of the leading dairy products manufacturing companies based out of Hyderabad. Dodla Dairy is a benefactor member of IDA has contributed in its unique way for the recently held IDA Conference in February 2024.

Dodla dairy has donated an amount of Rs. 4 Crore to the College of Dairy Technology, Affiliated to P.V. Narsimha Rao Telangana Veterinary University, Elchipur, Kamareddy, Telangana.

The donation approval letter was handed over on behalf of the Board and Management of Dodla Dairy Limited by Shri B.V.K. Reddy, the CEO of Dodla Dairy to the Special Officer & Vice chancellor of the Veterinary University Shri Savyasachi Ghosh at Hyderabad on November 25, 2024.

This substantial contribution will directly support the college's mission of advancing dairy science and technology.

Registrar of the University Shri Sarat Chandra expressed happiness and said, "It was the initiative of the college Alumnus Shri B.V.K. Reddy and thanks to MD, Shri Sunil Reddy and the board for the philanthropic gesture in the field of dairy education."

The donation will be utilized to repair and renovation of the College Building, Laying of CC road from Highway to the college entrance, beautification of the college Campus and enhance the college's infrastructure with state-of-the-art mini dairy plant for student education and training.

This generous donation marks a significant milestone for the College of Dairy Technology. It will empower the institution to continue producing skilled professionals and drive advancements in the dairy industry.



**Antimicrobial Resistant Awareness Programme at College of Dairy Science, Amreli**





Gujarat State Bio-technology Mission (GSBTM) has sanctioned a project *i.e.* "Network Programme on AMR, Superbugs and One Health" at College of Dairy Science, Amreli. Under this project, College of Dairy Science, Kamdhenu University, Amreli organized an Antimicrobial Resistance Awareness Programme at College of Dairy Science, Amreli for the students of Vidhya Guru Science School on the occasion of World Antimicrobial Resistance Awareness Week - 2024 (Educate, Advocate and Act).

Dr. V.M. Ramani, Principal and Dean, College of Dairy Science, Kamdhenu University, Amreli and Principal Investigator welcomed all the students and briefed them about Antimicrobial Resistance Awareness Programme.

## INTERNATIONAL News

### International Dairy Market: Overview

As per the latest USDA data of mid December, 2023, international market overview are as follows:

#### EUROPEAN

##### Western European

The most recent European Commission Latest World Quotations of Dairy products listed butter prices for the week ending 12/8/24 were 42 percent above the same week last year. Skim milk powder prices were listed at 3 percent below the same week last year. Whole milk powder prices were listed at 15 percent above the same week last year.

Negotiations for the EU-Mercosur partnership were finalized on December 6. The European Parliamentary Research Service published a document outlining various hypothetical ratification scenarios.

The Irish Central Statistics Office released total milk intakes by processors and cooperatives in October 2024 is estimated at 675.8 million liters. This is an increase of 87.2 million liters from October 2023. Fat content in milk deliveries averaged 4.93 percent in October 2024, up from 4.92 percent in October 2023. Protein content in milk deliveries averaged 4.03 percent in October 2024, up from 3.93 percent in October 2023. For the period of January to October 2024, domestic milk intake was estimated at 7.66 billion liters, down 215.3 million liters, -2.7 percent, compared to the same period last year.

The UK-based Agriculture and Horticulture Development Board (AHDB) released data showing daily milk

deliveries for the week ending December 7 averaged at 33.89 million liters, down 0.4 per cent from the week prior and down 0.8 percent from the same week last year.

#### Eastern European

The European Commission Combined Drought Indicator (CDI) details persistent severe, enduring, and critical drought conditions in the Mediterranean, Balkans, and the Black Sea regions. Normal or recovery conditions are reported in many pockets of Western and Eastern European countries.

Both high production costs and inflation have pushed retail dairy product prices higher in Ukraine. Raw milk prices remain high due to strong demand and limited supply. Manufacturers report slower retail sales as high prices dissuade some customers.

#### OCEANIA DAIRY MARKET

##### New Zealand

Recently released data from New Zealand for October showed the number of dairy cows sent to slaughter during the month increased by 8.2 percent from October 2023. Over the 12-months ending in October, cow slaughter numbers were down 3.8 percent compared to the previous 12-months.

The DairyNZ annual Dairy Statistics report was recently released showing data for New Zealand in the 2023/2024 season. During the season, 20.5 billion liters of milk was processed and the amount of milksolids for the season processed was 1.88 billion kilograms, up 0.5 percent from the prior season. Cow numbers reached 4.7 million last season, up from the prior season, and weather conditions were favorable, contributing to increased milk production in the country. Average milk pay prices increased by 14 cents last season, to \$8.90/kgMS.

A dairy processor in New Zealand recently announced an increase to the forecast milk price for the current season. The processor stated the forecast milk price is up 50 cents to \$10.00/kgMS, due to increasing prices for global commodities.

##### Australia

According to Dairy Australia, October 2024 milk production, 917.7 million liters, was up 1.3 percent from October 2023. October 2024 milk production was up from the prior year in New South Wales, Victoria, and South Australia. Meanwhile, milk production was down in Queensland, Western Australia, and Tasmania. Milk production from the start of the season in July 2024 through October 2024, 2,991.1 million liters, increased 1.7 percent compared to the same time frame a year earlier.

According to Dairy Australia, August 2024 milk sales, 204.0 million liters, were down 0.5 percent from August 2023. The volume of milk sold was up in August 2024 from a year prior in Tasmania, while sales volumes decreased in every other state. Milk sales from the start of the season in July 2024 through August 2024, 410.7 million liters, were up 0.1 percent compared to the same time period a year earlier.

Dairy Australia recently released export data for Australia showing milk export volumes from July 2024 - October 2024 were 55,245 MT, down 18.6 percent from the same time period a year earlier.

The November 2024 Production Inputs Monitor from Dairy Australia was recently released. The report stated rainfall in Western Australia and parts of New South Wales was above average, but rainfall was average to below average in the rest of the dairying regions. Temperatures in November were above average across the country. Prices for fodder were decreasing in November but remain elevated compared to last year. The Australian Bureau of Meteorology predicts above average temperatures as summer approaches and unusually warm nights, which increases the likelihood of heatwaves. In January rainfall is expected to return to average.

Dairy Australia recently released the Situation and Outlook report for December 2024. The report stated milk production for the 2024/2025 season has started strong, compared to last season, but is expected to decline slightly from 8.3 billion liters last season. Export opportunities have increased in Australia this season, as prices for dairy products have increased in other countries. Retail demand for cheese, dairy spreads, and yogurt are up from last season but demand for milk is steady.

## **SOUTH AMERICA DAIRY MARKET**

Summer is fast approaching the Southern Hemisphere. As the peak milking season dissipates, weather related delays at the beginning of the season have kept milk and dairy commodity availability in check.

Contacts in the major dairy production areas in the region have said there were seasonal improvements in recent weeks. Despite availability concerns, trading activity of some commodities has been somewhat robust this year when compared to 2023.

Brazil has edged back on purchases due to currency valuations and logistical costs. Traders there have regularly reported concerns regarding hauling/shipping costs throughout the final half of this year.

In Brazil, skim milk powder and cheese importing saw some year-over-year upticks, while whole milk powder

slid lower than last year per some traders in the region. Algerian interest has been somewhat consistent this year, but in recent weeks, traders in Uruguay and Argentina relay upticks in regional inquiries from North African importers.

Last year, trading slowed down at the end of the year, as it has this year. Last year, though, trading activity was expected to perk up in Q1 2024. There are growing concerns that the aforementioned commodity inventory limitations will keep Q1 2025 spot market activity quieter. The onset of last year was somewhat different than expectations for early 2025 in regards to Brazil's internal milk production and dairy manufacturing, as severe floods followed by widespread drought conditions have made notable impacts this year.

## **Global Dairy Q4 2024 - A Period of Prosperity: Rabobank**

The second half of 2024 marks a turning point for milk supply growth across the Big 7 export regions. Year-over-year production gains are forecast at 0.5%, offsetting the 0.5% YOY decline in 2nd half of 2023. Combined seasonal peaks in Oceania, the largest in over a decade, underpin 2nd half of 2024 gains. Supply growth in the Big 7 export regions will maintain its momentum in 2025, with gains expected in all regions, marking the first time this has happened since 2020. Rabo Research forecasts milk supply growth of 0.8% in 2025.

Farmgate milk prices are trending higher. Across the global feed complex, there are no significant issues for dairy producers, with mostly favourable prices and availability. The combination of rising milk prices and affordable feed mean dairy farm margins have improved and will likely expand further in 2025.

Global dairy demand dynamics remain mixed, with consumer spending still under pressure across many economies. The impact on dairy purchases continues to play out. Foodservice channels remain sluggish in most major markets. Consumers eating at home more is supporting the retail channel, but there are continuing signs of trading down and some reductions in purchases, particularly in emerging markets. In some regions, deflation in dairy aisles, which has increased in 2nd half of 2024, is helping consumers' budgets. Against this backdrop, dairy supply chains in major markets have been readying themselves for upcoming seasonal and holiday demand.

Global dairy fundamentals remain mostly balanced moving into 2025. There are more milk and dairy products in the pipeline, and dairy demand should also improve in 2025. China has made significant progress



in rebalancing stocks. Based on our assumption of normalized trade (excluding proposed tariffs by Mr. Trump), we see the current dairy commodity prices supporting improved farm margins through 2025, but without causing major margin compression for food and beverage manufacturers (at least not due to the cost of dairy products).

### China’s Milk Oversupply to Persist in First Half of 2025

China's milk supply will continue to be in excess in the first half of 2025, but will normalise in the second half of the year following efforts to regulate production, the Chinese agriculture ministry said.

The world's third largest milk producer is overflowing with unwanted milk as falling birth rates and cost-conscious consumers have cut demand, forcing smaller farmers out of business and squeezing shipments.

Beijing in September issued guidance for farmers to control dairy output, optimise herd structures by eliminating older and less productive cows and shore up consumption.

The number of dairy cows in stock has been gradually adjusted and optimized, and the overall dairy production has remained stable. It is expected that the contradiction between supply and demand in the dairy industry will gradually ease in the second half of next

year, but the pressure of excess milk in the first half of the year will still be relatively large.

Milk production during the first 11 months of 2024 reached 26.95 million tons, a decline of 2.4% from the previous year. Output in 2023 had surged to nearly 42 million tons, surpassing Beijing's 2025 target of 41 million tons amid declining consumption of higher-priced foods like cheese, cream and butter.

The agriculture ministry informed that there is still potential and room for consumption growth in the future.

### Germany Asks EU to Ease Green Reporting Rules for Small Farms

Germany has asked the European Union to soften its rules on sustainability reporting for companies as the bloc's largest economy grapples with a downturn.

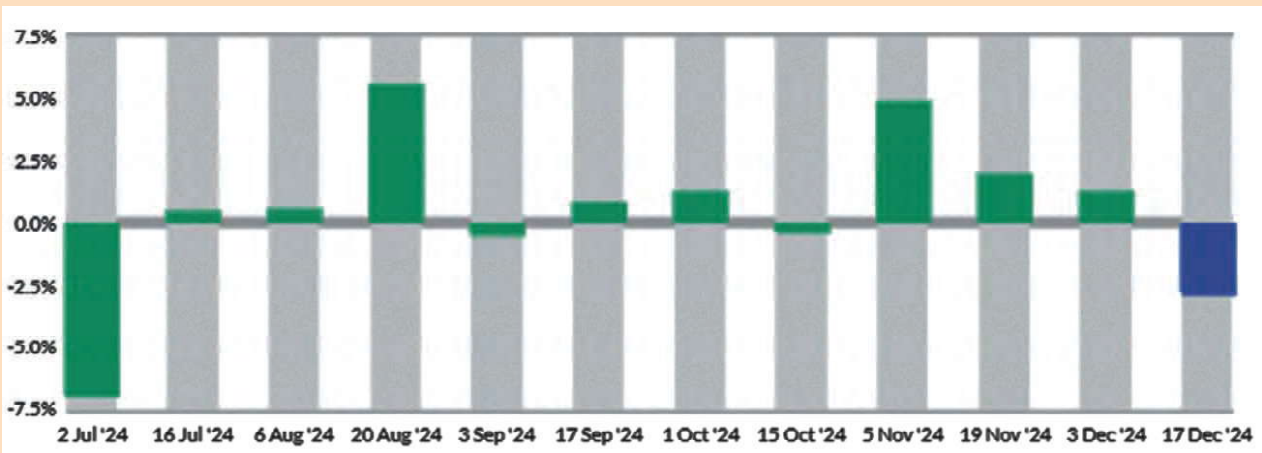
Berlin is calling for the EU's Corporate Sustainability Reporting Directive to be postponed by two years and to exempt small- and medium-sized firms from the reporting duties, according to a letter seen by Bloomberg.

The push comes as the German economy is projected to shrink for a second straight year due to dwindling demand from export markets like China and still very high-energy prices following Russia's decision to stop gas deliveries in the wake of its full-scale invasion of Ukraine.

## GDT Index Prices down by 2.8% from Previous Event

The Global Dairy Trade (GDT) Event 370, held on December 17, 2024, saw a decrease in Index price by 2.8% from its previous event. Global dairy price index average winning price was USD 4148/MT. Whole Milk Powder (WMP) prices was down 2.9% at USD 3890 and Anhydrous milk fat also remained down by 3.8% at USD 7267.

The mozzarella was also down 1.8% to an average of USD4033/MT. Cheddar cheese was little down 0.2% to an average of USD 4682. Skim milk powder was down 2.9%, to an average of USD 2757/MT. A total of 32,120 MT of product was purchased by 143 successful bidders.



Changes are needed "in order to avoid unnecessary burden for businesses," says the letter dated 17 December, adding that the reporting thresholds should be increased with regard to net revenue, balance sheet and total employees. "We thus call upon the new Commission to come forward with rapid and tangible regulatory measures."

The request, sent to European Commissioner for Financial Services Maria Luis Albuquerque and European Commission Executive Vice-President Valdis Dombrovskis, was signed by four ministers of Chancellor Olaf Scholz's coalition government, including Vice Chancellor and Economy Minister Robert Habeck from the Greens.

An Economy Ministry spokesperson confirmed that Habeck signed the letter, aiming to support efforts by European Commission President Ursula von der Leyen to streamline the various regulations on sustainability reporting, the EU Taxonomy and the EU Supply Chain Directive. The fundamental objectives of the Green Deal are not to be compromised in this process, the spokesperson added. Von der Leyen had announced her initiative to cut red tape last month.

Scholz's three-party ruling coalition lost its voting majority in the Bundestag in November, when the chancellor fired Finance Minister Christian Lindner of the Free Democrats over ongoing disputes about more debt-financed government spending.

## Tetra Pak Helping Dairy Firms Keep Up with the Latest Consumer Trends

Tetra Pak's advanced UHT pasteurised milk technology and Tetra Prisma® Aseptic packaging solutions are helping dairy businesses keep up with consumer trends and improve their competitiveness.

Most consumers are interested in nutritional ingredients such as protein, calcium, vitamin D, and essential fatty acids to provide a full range of important nutrients for the body. But with more and more strict shopping criteria, food safety and hygiene factors are now being held in high regard.

According to the National Science Foundation, 78 per cent of consumers say they place great emphasis on shelf life and often discard milk and dairy products as soon as they expire. This shows that products with a long shelf life will be prioritised for safety and convenience. As a result, UHT (Ultra-High Temperature) pasteurised milk products are increasingly being placed in shopping carts thanks to their long shelf life of six months to a year.

Tetra Pak UHT technology integrates with the Tetra Pak Direct heating module, creating a minimum heat load for food products, preserving the overall quality and nutritional value, and preserving the natural taste of milk. At the same time, this technology helps milk taste similar to pasteurised fresh milk. Versatilely designed with more than 100 options and several combined heating solutions, UHT technology from Tetra Pak helps dairy producers optimise production and meet diverse market needs.

Tetra Pak's UHT system incorporates ultrafiltration, an integrated filtration technology that eliminates bacteria, minimises chemical changes in the product, and retains important nutrients in the milk. In addition, the technology also helps ensure that products meet high-quality standards and taste fresh for a long time without refrigeration or preservatives, suitable for temperature sensitive products such as fresh milk, nutritional fortified milk, ice cream, and formula milk products.

The multi-layer packaging structure of Tetra Prisma® Aseptic protects the product from agents such as oxidation, light, air, and moisture. The combination of Tetra Prisma® Aseptic packaging and advanced sterilisation technology ensures that the product is stored and kept fresh for longer, while maintaining nutritional value and flavour. This is important for the food and beverage industry, especially for temperature-sensitive products such as milk and fruit juices.

The unique octagonal design of Tetra Prisma® Aseptic packaging is not only aesthetically pleasing, but also fits in the palm for easy grip and convenience for users. Tetra Prisma Aseptic enhances product quality while meeting eco-friendly criteria.

The UHT pasteurised milk solution with Tetra Prisma® Aseptic premium packaging is a comprehensive, integrated solution that helps businesses provide dairy products with a fresh taste and long shelf life. In addition, Tetra Pak's solutions support dairy producers to create prestigious, quality, environmentally friendly products while helping minimise production costs.

### Event CALENDAR

#### 51<sup>st</sup> Dairy Industry Conference

**Date:** March 6-7-8, 2025

**Venue :** Samrat Ashoka International Convention Centre, South Gandhi Maidan, Patna (Bihar)

The theme of the DIC is "**Indian Dairying : Global Growth; Local Strength.**"

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