

Swearing in Ceremony of New Office Bearers of IDA Kerala Chapter

The swearing in ceremony of the new office bearers of IDA Kerala Chapter for the year 2018-2021 was held on June 2, 2018 in the General Body Meeting of the Chapter held at Thrissur.

The members of the newly elected State Executive Committee are as follows:

Chairman: Dr. S.N. Rajakumar, Prof. and Head, KVASU Dairy Plant, Mannuthy;

Vice-Chairman: Dr. A.K. Beena, Prof. and Head, Dept. of Dairy Microbiology, College of Dairy Science and Technology, Mannuthy;

Secretary: Mr. Shyam Suraj S.R., Assistant Professor, Dept. of Dairy Business Management, College of Dairy Science and Technology, Mannuthy; **Treasurer:** Dr.

Ligimol James, Assistant Professor, Dept. of Dairy Microbiology, College of Dairy Science and Technology, Mannuthy; **Members:** Dr. P.I. Geevarghese, Former Dean, Faculty of Dairy Science and Technology, Mannuthy; Dr. P. Sudheer Babu, Dean, Faculty of Dairy Science and Technology, Mannuthy; Mr. Jose Emmanuel, Joint Director, Dairy Development Department, Kerala; Mrs. Silvy Mathew, Deputy Director, Dairy Development Department, Kerala; and, Dr. Raji Kanakkaparambil, Assistant Professor, College of Veterinary and Animal Sciences, Mannuthy.



NATIONALnews

Milk procurement price cut by ₹ 2 per litre in Karnataka

IN A MOVE that could hit nearly 24 lakh milk producers across Karnataka state, the procurement price has been cut by ₹ 2 per litre with effect from June 1. The Karnataka Cooperative Milk Producers Federation Limited (KMF) procures around 75 lakh litres of milk every day. With over 65 milk and milk products, KMF has over 70% of the market share in the state. However, there will be no change in milk prices for consumers. The decision to cut the procurement price has been taken

after increase in milk production. The Bangalore Urban, Rural & Ramanagara District Cooperative Milk Producers Societies Union Ltd (BAMUL) alone procures 17.5 lakh litres of milk daily. Of this, 10 lakh litres is supplied to consumers and the remaining sent to procurement units outside the state for converting it into milk powder.

“For every litre of milk that we send for processing, we incur a loss of ₹ 4. Given the quantity of milk that we send for converting to powder, it works out to a huge



amount. Procurement price had to be reduced slightly to reduce those losses and no one is complaining about it," Mr. H Appaiah, outgoing president of BAMUL, Board of Directors, Doddaballapura taluk, said. "We have asked the state government to increase the support price from ₹ 5 to ₹ 7 per litre," he added. Currently, BAMUL procures milk at ₹ 23 per litre and along with that farmers get a support price of ₹ 5 per litre from the state government.

Farmer leader and Karnataka Rajya Raita Sangha president Kodihalli Chandrashekar, however, sees it as a big blow to lakhs of milk producers across the state. "It is wrong to punish them for increasing the production. On one hand, we talk about increasing production in various sectors for development of the country and, on the other hand, you punish them for increasing milk production by

cutting the price," he said.

Chandrashekar suggested that milk procurement price should be fixed as recommended by Dr. Swaminathan Committee report looking into all aspects, and also if the government is incurring losses due to processing, it should give one litre of milk free to people every day, but not resort to any measure that will severely impact production capacity.

Dairies in Maharashtra are set to start a price war to drive out players of other states from business. Kolhapur District cooperative Milk Producers Union has decided to reduce the retail price of cow milk by ₹ 2 per litre. Twenty two private dairies, 16 of which sell milk in pouches have also decided to cut the retail price by ₹ 4 per litre from the third week of June 2018 to increase the sale of pouch milk.

Mother Dairy's turning point

MOTHER DAIRY, a Company with the DNA of innovation and consumer centricity has clocked a turnover of close to ₹ 8800 crore in the fiscal 17-18; with an overall growth of 10% year-on-year. The Company is now aiming to cross the topline of ₹ 10,000 crore in the current fiscal.

Managing Director, Mr. Sanjeev Khanna, says; "Indeed it's an important milestone for us, but our vision is set for a bigger goal and this milestone will be a stepping stone to the foreseen future." He added that "Our long term agenda is to double our turnover to ₹ 20000 crore."

While the Company saw a growth of 10% year on year; verticals such as dairy products and edible oils have seen a healthy growth spike over the last year. Certainly the consumer sentiments too have risen, giving boost to the dairy sector while augmenting the reach of brands like Mother Dairy. Echoing the similar sentiments, Dairy Products division is aiming a growth of more than 25% in FY18-19. Likewise, Edible Oil brand Dhara too is pursuing a growth of 15% over the last fiscal backed with the strategy of expanding its width and depth across geographies. The horticulture brand Safal is also aiming high and has recently expanded into Odisha with its retail network while strengthening its procurement from the region.

Dr. Saugata Mitra, Director at Mother Dairy adds, "The very genesis of this organisation is centric to the farmer upliftment and the growth optimism in dairy sector strengthens our vision towards the farm community. With the demand going north, milk production will get a boost, thereby benefitting the farmers of this country." He strongly believes dairying is not about milk production but also plays an important role in rural economy and society.

Mother Dairy Poly Pack Milk for instance has recently ventured in Kolkata, Nagpur, Raipur, etc., while procurement network too is enhancing its footprint. Mother Dairy has recently set-up its procurement network in the agriculturally distressed regions of Marathwada and Vidarbha with an objective of providing a regular and remunerative market to the farmers thereby complementing their income.

The Company recently opened an integrated Fruits & Vegetables processing unit in Ranchi under its Safal Brand, followed by upgradation of a defunct dairy unit in Nagpur. A green field dairy processing plant in Bhiwandi (near Mumbai) and Motihari (North Bihar) is underway, laying more focus towards respective regions.

With such promising future, dairy space is also seeing a lot of domestic and international players entering the fray. The kind of growth and returns dairying can give is destined to attract investors, but many of them fail to understand that the spine of the business lies in the strength of one's procurement network and farmer connect and which is what gives us an edge, stresses Mr. Khanna.

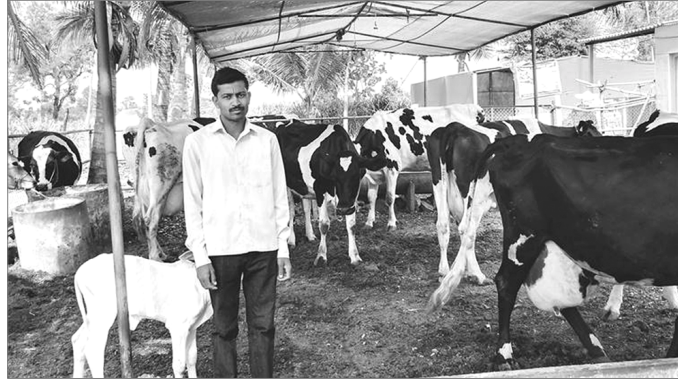




bulletin

Indian dairy industry at the tip of another major revolution

THE INDIAN DAIRY INDUSTRY is at the tip of another major revolution. The overall dairy market, currently valued at ₹ 5 trillion as per Edelweiss Securities, is pushing to change from just plain liquid milk to a VADP (value added dairy products) market and from unorganised and local to more of a structured and branded market.



cream space. However, we received immediate traction and strong consumer interest,” says Rohan Mirchandani, CEO & co-founder, Drums Food International, makers of Epigamia, while adding that the reason for this success is that today’s consumer is discerning with his/her choices, especially when it

Contrary to popular belief, Indian consumers today are far more value-conscious than price sensitive. They value superior taste, the power of real ingredients and a strong health proposition. Adapting to this current trend has led the industry to grow and reach out to the new age populace. The premium dairy product market currently holds a share of 8-10% of the organised dairy industry and is expected to grow at a pace of 6-8% year-on-year; and reach a market share of up to 20% by 2021, as per reports. “We originally launched Greek yogurt as a complementary business to the highly seasonal ice

comes to food.

Targeting consumers aged over 25 years in metros and other Tier I cities, VADP companies across the board agree that digital plays a very important role in their marketing plans. They, however, do not want to negate the power of word of mouth. For the Indian consumer, packaging plays a very important role in product satisfaction. When the company is providing an opportunity to consumers to experience their premium product range, it is equally important for the brand to package it in a way that grasps consumer attention and ensures that they get quality for the price they are paying.

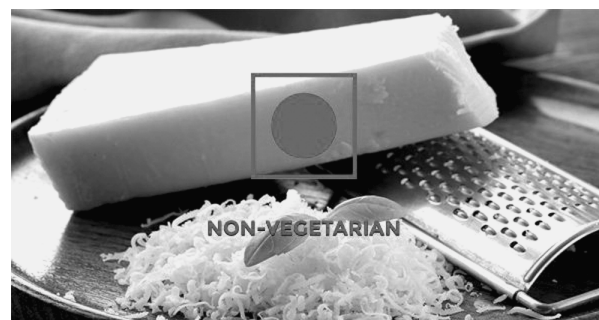
Non-vegetarian Cheeses with ‘Red dot’ sticker not allowed in India

ACCORDING TO A recent report from <https://economictimes.indiatimes.com> India and the US are headed for a major row over Indian religious sentiments attached to the cow, for which US-origin dairy products are banned in India. The issue is not new, but the Donald Trump Administration is using the ban to review benefits given to Indian products under the US General System of Preferences (GSP) scheme. GSP provides duty-free access to about 3,500 Indian products to US markets.

Trump’s reasons are political. The US dairy industry has lobbied hard through a strong representation before the US Trade Representative

(USTR), asking him to “suspend India's eligibility for GSP” specifically because it does not provide US dairy products “reasonable and equitable access” to its market. The decision to prohibit US dairy products was taken in 2003 by the Vajpayee government due to religious and cultural reasons. The problem is with animal feeds given to cows in the US that contain ruminant origin products and blood,

while the cow in India is sacred and strictly vegetarian. India continues to require that dairy products be derived from animals which have never consumed any feeds containing internal organs, blood meal, bone meal or tissues of ruminant origin.





To get around the problem, the US proposed a ‘labeling solution’ in 2015, after Prime Minister Narendra Modi assumed office. This entailed labeling a ‘red dot’ sticker to denote ‘non-vegetarian’ for dairy products derived from animal that have consumed feeds with ruminant proteins. India has so far rejected the suggestion on grounds that feeding ruminant proteins, those derived from intestinal organs of animals, to cows deeply hurts and violates Indian religious and cultural sentiments.

After the US got New Delhi to back off at WTO on not allowing US companies to sell frozen chicken in India, the US has decided to challenge it on the ban on dairy products too. On Tuesday, the US Dairy Export Council (USDEC) handed over detailed comments USTR sought on the issue and has even requested to testify at a hearing on India’s nontariff barriers on June 19.

“India presents a large and unrealized market opportunity for the US dairy industry. USDEC has estimated that a resolution of this issue could yield additional exports ranging from \$30 mn to \$100

million...depending on the nature of the resolution and the growth in the Indian market over the next few years,” the council wrote in its June 5 letter to USTR.

The powerful US National Milk Production Federation had joined hands with USDEC to mount a potent lobbying offensive, asking the Trump Administration to stop granting benefits to India until it accepts the labeling solution. In the context of a 14-year ban, the lobby has asked for withdrawal of GSP benefits. “India should not continue to receive unilateral GSP benefits so long as it continues to block US dairy exports,” the letter states.

Washington has through diplomatic channels conveyed to New Delhi that it has been forced to order a review of India’s GSP benefits after repeated representations from the dairy industry. On its part, India has told the US that it would simply have to respect Indian religious and cultural sentiments on the issue. The matters remain unresolved as the USTR has started its review.


Liquor ban making Bihar land of milk & honey

THE ALCOHOL BAN imposed in 2016 has a positive impact in Bihar and turned into a land of milk and honey, and helped reduce crime rates. Two early studies commissioned by the state government seem to suggest so. A study by the Development Management Institute (DMI), Patna showed a 17.5% increase in the purchase of milk products in 2016-17 compared with a year before. For widely consumed milk products such as flavoured milk, Sudha special lassi and plain dahi, the increase was even higher. The total consumption of milk and milk products would be even higher if one were to include sales by private players. Sale of honey grew 380% while cheese sales rose 200%.

CONSUMPTION OF DAIRY PRODUCTS SURGES

Product	Consumption in MT in Apr-Sept		Growth in per cent
	2015-16	2016-17	
Honey	0.05	0.2	380
Cheese	0.25	0.8	200
Flavoured Milk	113.1	145.2	28.4
Sudha Spl Milk	496.3	598.1	20.5
Lassi	2,696.8	3,228.6	19.7
Plain Dahi	3,162.4	3,765.9	19.1

Based on data collected from 5 districts



Godrej Agrovet enters value-added dairy segment

The ₹ 5,200-crore turnover Godrej Agrovet has announced its entry into the value-added products segment in dairy with the launch of ‘Jersey Thickshakes’ in the southern market. It plans to come up with buttermilk and lassi soon in Tetra Paks. This is part of the company’s strategy to transform itself into an integrated player in the ₹ 6 lakh-crore dairy industry. Godrej Agrovet is the largest player in animal feed, and is increasing its presence in cattle

genetics and milk procurement through its subsidiary Creamline Dairy Products Ltd (CDPL).

The Managing Director of Godrej Agrovet, Balram Singh Yadav, said the focus would be on consolidation in the five southern states, diversifying into value-added products and growth through expansion and acquisition. It has a 52 per cent stake in the ₹ 1,200-crore turnover Creamline Dairy. The company plans to leverage its

GET ₹ 170 CASHBACK PAY USING PAYTM @ MOTHER DAIRY OUTLETS

Mother Dairy Offering Get ₹170 Cashback Pay Using Paytm. Get ₹ 20 cashback on your first payment and ₹10 cashback on each of your next 15 payments at select Mother Dairy outlets, during the offer period from 19th May - 31st May 2018.

NO HIKE IN AMUL MILK RATE THIS SUMMER

GCMMF will not increase milk prices this summer, reports TOI. GCMMF's Managing Director Shri R.S. Sodhi said the Gujarat dairy cooperative will continue to procure enough milk and overcome the problems arising out of fuel price hike. With 60% decline in commodity sales due to depressed market conditions in the global and local market, GCMMF's total turnover had registered a growth of 8% over the previous year. GCMMF had a turnover of ₹29,220 crore in 2017-18.

WOMEN TAKE LEAD IN DAIRY FARMING

Thirty-four farmers including thirteen women participated in a 2 week training programme on "Dairy Farming", organised at the Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana.

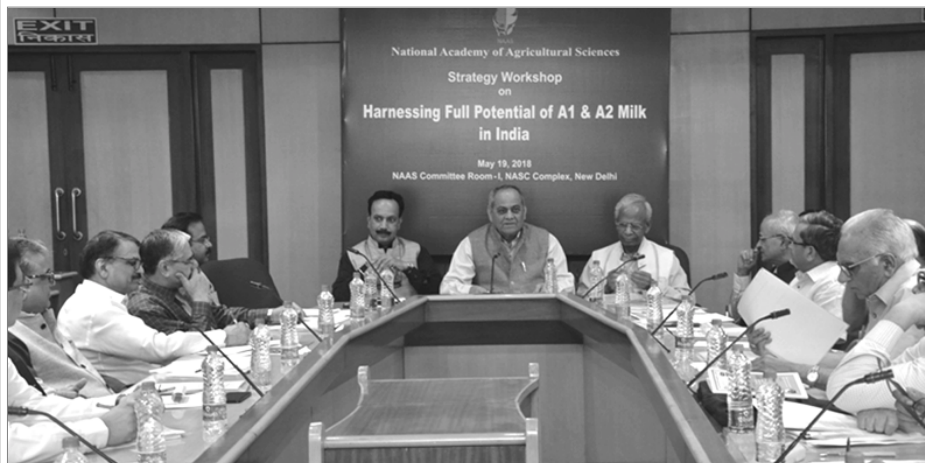
Other than farmers from Punjab and adjoining state, a farmer from Assam also attended the course. The experts delivered lectures as well as hands on training on dairy farming. Director, extension education, said that the university is persistently catering to all needs of dairy farmers. He said that the university has developed two android based mobile applications for the benefit of dairy farmers.

linkage to lakhs of farmers through its cattle feed and related services in partnership with the large base of Creamline, which has an installed capacity to process over 10 lakh litres and procures from farmers across the five southern states, to achieve its targeted growth in dairy.

The demand for milk products is rising at the rate of around 20 per cent annually and the opportunities for growth are huge. The Managing Director of Creamline Dairy, K Bhasker Reddy, said the Jersey Thickshakes, priced at ₹ 25 for 180 ml packs, will be available in retail stores across the southern states and will be manufactured at a plant near Hyderabad. The company is looking at expansion with three new plants in Tamil Nadu and Maharashtra in the next three years.

The Thickshakes will come in three flavours of chocolate, Banoffee (banana & coffee) and strawberry. It is being positioned as a healthy beverage alternative (snack) for kids and teenagers, with 100 per cent real milk and essential nutrients, proteins, calcium and vitamin A. Very soon a spiced buttermilk in Tetra Pak will be launched. A strong marketing and advertising pitch is being made to promote the production as a healthy 'on the go' snacking option and an alternative in between meals to appeal to mothers.

Strategic Workshop on "Harnessing Full Potential of A1 and A2 milk in India"



THE NATIONAL ACADEMY OF AGRICULTURAL SCIENCES (NAAS), India organized a one day workshop on "Harnessing full potential of A1 and A2 milk in India" at NAAS complex, New Delhi on 19 May 2018. Milk has been regarded as a wholesome food and an essential part of diet for both infants and adults. Milk contains various components like proteins, lactose, fats, vitamins and minerals. Almost 82% of the total protein constitutes casein which is comprised of -casein (48%), -casein (39%) and -casein (13%). -casein, a 209 amino acid long chain has different genetic variants like A1 and A2. In the natural A2 variant (A2 milk), at 67th position, amino acid Proline is present. However, due to genetic mutation of Proline at 67th position the amino acid Histidine appears which is known as A1. On consumption of A1 milk, in gastrointestinal tract, a



seven amino acid peptide named as beta casomorphin7 (BCM7) is produced. Off late some published reports have linked consumption of A1 milk to health issues like Type I diabetes, Ischaemic heart disease, etc; however, till date no concrete proof is available. The indigenous cows produce mostly A2 milk which has attracted the attention of the research communities, dairy farmers and dairy industry.

On behalf of NAAS, India, Dr. Anil Kumar Srivastava, Vice President of NAAS and Chairman, Agricultural Scientist Recruitment Board (ASRB), India convened a strategic workshop to have an in-depth discussion on this issue among various stakeholders which was attended by eminent scientists, policy makers and peer groups, Industry, NGOs and social activists from various organizations involving NAAS, ICAR, SAUs, Department of Animal Husbandry, Indian Dairy Association, BAIF, Amul and various NGOs dealing with promotion of indigenous milk. Notable among the participants were Dr. Panjab Singh, president NAAS; Dr. R.B. Singh, Former-president, NAAS; Dr. G.S. Rajorhia, President-IDA; Dr. Girish Sohani, President of BAIF; Dr. M.L. Madan, Former-DDG, ICAR; Dr. M.P. Yadav, Former-Director, IVRI, Izatnagar; Directors and Vice chancellors of ICAR Institutes and SAUs respectively. The main purpose of the workshop was to invite suggestions from the participants to devise a framework and strategy for A1 and A2 milk research in India. The workshop was chaired by Dr. Panjab Singh, President, NAAS and Co-chaired by Dr. R.B. Singh, former president NAAS. Dr. A.K. Srivastava flagged the issue with his talk on “Genesis of the concept of A1 and A2 milk” followed by presentations by invited speakers working in the relevant area. Majority of the participants were of the opinion that in-depth research needs to be done to ascertain the myths and facts on effect A1 and A2 on human health in India. Dr. Panjab Singh, President, NAAS in his concluding remarks expressed that while there is a need to carry out research about the implications of A1 and A2 milk on human health, a strategy paper need to be brought out on behalf of NAAS, India which will include detailed information on the research on A1 and A2 milk worldwide and future strategies that India should follow in future.

NDDDB seeks sops to maintain excess inventories

AMID A GLUT in milk production in India, dairy farmers are finding it difficult to get a fair price for their produce. The over-production of milk has created a problem of plenty for dairy plants, with inventory piling up.

The National Dairy Development Board (NDDDB) has moved to Union government for incentives to help the milk – cooperatives to maintain the huge inventory that have piled up following the oversupply. Exports are not possible due to glut situation globally. The prices of milk powder have declined sharply. Indian companies – co-operatives and private companies have accumulated



IDF WORLD DAIRY SUMMIT 2018 Oct. 15 - 19, 2018

**Daejeon Convention Center
Daejeon, South Korea**

IDF World Dairy Summit 2018, is being held in Daejeon, the New Hub City of Korea. The theme of the summit is “Dairy for the Next Generation!”.

Over 1,500 dairy leaders from all over the world are expected to participate in it. Over 150 international speakers will address current and future issues.

The summit may provide you with a highly effective business and marketing platform so that you can connect with global delegates. For further information, visit: www.idfwds2018.com

ESADA TO ORGANIZE 14TH AFRICAN DAIRY CONFERENCE AND EXHIBITION

20th - 24th Aug., 2018

Nairobi, Kenya

Eastern and Southern Africa Dairy Association (ESADA) is organizing the 14th African Dairy Conference and Exhibition. The event will take place in Nairobi, Kenya.

For more information, contact at secretariat@dairyafrika.com, www.dairyafrika.com

INVITATION TO JOIN DELEGATION VISITING IRAQ FOR BUYER SELLER MEET

July 23-26, 2018

Iraq

Trade Promotion Council of India (TPCI) with support of Department of Commerce, Government of India & Embassy of India in Baghdad is organizing first of its kind 25 company Indian Food & Beverage Industry delegation to Iraq to promote and open the doors for Indian F&B Industry in Iraq in a big way. Interested member may get in touch with Mr. Deepak Vohra, Sr. Deputy Director, TCPI
Mob: 9560967212 / 9205883437
deepak.vohra@tpci.in



bulletin

Fermented dairy foods need more clinical trials: Experts

NEARLY 150 EXPERTS from across the country stressed on the need for more clinical trials on validation of health claims related to fermented foods so that the credibility of fermented foods could be retained. A two-day conference on the subject was organized at National Dairy Research Institute, Karnal during May 26-27, 2018.

The experts emphasised on the need for using functional microorganisms in fermented foods for boosting the sustainable development of food security in India, incorporation of ethnic fermented foods into academic programmes at masters and Ph.D. levels, developing value added probiotic dairy products for people of high altitude regions for civilians and defence personnel, suitable packaging system for fermented dairy products, use of prebiotic as microencapsulating material for probiotics to ensure their effective delivery in human gut.

Dr. Rameshwar Singh, Vice-Chancellor, Bihar Animal Science University, Patna, said that the consumers are attracted towards probiotic-based fermented dairy foods due to various perceived health benefits of such bacterial cultures. He maintained that at present many fermented dairy products were available



with probiotic bacteria, but the dairy industry was dependent on supply of such cultures from overseas companies. In this regard, he lauded the efforts of the NDRI in developing indigenous probiotic cultures and transferring the technology to the industry. Referring 'dahi' as one of the best fermented dairy

foods in India, Dr. R.R.B. Singh, Director, NDRI, said that 'dahi' had been prepared at the household level for centuries, but to prepare it in organised sector was a challenge which has been overcome by scientific input. The popularity of 'dahi' can be judged from the fact that at present the organised sector for 'dahi' was growing at the rate of 22 per cent. At present, only 10 per cent of the market of fermented dairy products was in the organised sector and out of which 80 per cent market was being dominated by plain 'dahi'.

The Director said innovations were required to make more variants of 'dahi' available. The other fermented dairy products like cheese, 'lassi' and cultured butter milk were also growing at the rate of nearly 20 per cent. The low shelf-life of fermented dairy products was one of the challenges faced by the dairy industry and scientists at NDRI were working towards this.

PCDF Q.A./R&D Division received Innovation award from NDDDB

QUALITY ASSURANCE / R&D DIVISION of Pradeshik Cooperative Dairy Federation Ltd. (PCDF) has developed a test method for detection of soy powder in milk and milk powder. After successful lab trials, this method is now being used by PCDF units. The innovators of the test method are Mr. S. Singh, Dr. M.K. Srivastava and Mrs. Shabnam Chopra.

Realising the importance of this detection method, National Dairy Development Board, Anand has given innovation award under Quality Assurance Category on June 1, 2018 at the time of World Milk Day.





The mechanism of this method is based on the following: The urease enzyme present in soy powder reacts with detecting solution containing urea and indicator and changes the colour of indicator to pink. The detail of aforesaid method has been published in the present issue of *Indian Dairyman*.

INTERNATIONAL news

New Zealand to slaughter thousands of cows to eliminate *Mycoplasma bovis* bacteria

POLITICIANS AND INDUSTRY leaders announced the ambitious plan, saying it will cost \$NZ886 million (\$813 million) and, if successful, it will be the first time an infected country will eliminate *Mycoplasma bovis*. Farming is vital to the economy in New Zealand, whose isolation has helped protect it from some diseases which affect herds elsewhere. Last July, *Mycoplasma bovis* was found in the country for the first time. Found in Europe and the US, the bacteria can cause cows to develop mastitis, pneumonia, arthritis and other diseases. The disease is not considered a threat to food safety, but does cause production losses on farms.

“Cabinet has joined with industry and collectively decided to attempt the eradication of the cattle disease *Mycoplasma bovis* from New Zealand,” Prime Minister Jacinda Ardern said. He also said that we have made this decision in partnership with our farming sector to protect our national herd and the long-term productivity of our economic base. We essentially had three options in front of us today: phased eradication, long-term management or doing nothing.

Our plan to eradicate *Mycoplasma bovis* over time will require significant resources from both government and the industry, but to not act would cost even more.

14 Days Training in Advance Dairy Technology and Farm Management in Israel

GALILEE INTERNATIONAL MANAGEMENT INSTITUTE is organizing a specialized-Advanced Dairy Technology and Farm Management programme during 16 to 29 October, 2018 in Israel. Israel professionals have developed innovative approaches to sustainable agricultural and rural development for semi-arid and arid climatic conditions. The programme fee is \$ 4250 double occupancy full board, exposure visits and tours, transport within Israel medical insurance, visa processing. Members of IDA will receive discounts in fee. Those interested may contact Mrs. Dasha Genasia, Programme Director on dgenasia@galilcol.ac.il



Kind Attention : IDA Institutional Members

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

Space is now available in the Convention Centre.

Interested Institutional members may contact

Secretary (Establishment), Indian Dairy Association

Ph.: 011-26179780/26165237/26165355 Email: idahq@rediffmail.com