

IDA President Facilitates Asia Pacific Collaborations in Dairy Sector

M/S. BIZWHY INFORMATION & TECHNOLOGY CO. LTD. - The professional business information providers and marketing solution experts, provided a platform to help business partners understand the market environment and development trends in dairy industry in Asia Pacific region during recent time. With that objective, a two day “Dairy Market Innovations Asia Pacific Summit 2019” was organised on May 23-24, 2019 at Singapore Marriot Hotel.

Dr. R.S. Sodhi, Managing Director, GCMMF; Dr. G.S. Rajorhia, President, Indian Dairy Association (IDA) and Shri K.K. Bhadra, Consultant and Vice Chairman of Western UP Chapter of IDA were invited to participate at the Summit. Dr. Sodhi delivered a talk on “Role



of GCMMF in Establishing Global Marketing Networks of Dairy Products” and acted as the Chairman, for the whole day on 23 May, 2019. He showed to the world dairy leaders that cooperative marketing structure evolved by GCMMF (AMUL) was the best global example of dairy business. His presentation was well received and followed by B2B consultations.

A number of speakers from various organisations including Dairy Corporations from South East Asian Countries, Switzerland, England, New Zealand and Australia delivered talks on production and performance improvements in dairy sector.

Dr. G.S. Rajorhia, President, IDA delivered his keynote address on “Global Dairy Industry: Developments and Updates” on 24 May, 2019, besides acting as Chairman for the entire day. Speakers from Indonesia, Germany, Singapore and multi-nationals like Nestle, Fonterra, BioGaia, PolyOne, and Autefa, made their presentations on 24 May, 2019. A Plenary Session on Flavours and Functional Foods was also moderated by Dr. Rajorhia. Dozens of congratulatory mails have been received, for his contribution.

Besides vast growth potential in dairy sector in the South East Asian Countries, there exist great opportunities for the exporters of dairy products especially from India within the Asia Pacific Region. Similar conclaves are being planned with active assistance of Dr. Rajorhia for other parts of Asia Pacific Region to facilitate international collaborations.

National Seminar organized by IDA (KSC)

INDIAN DAIRY ASSOCIATION (Kerala State Chapter) in association with the Duke's Thomson India Pvt. Ltd., Indore, conducted a one day National seminar on “Emerging Trends in Quality Assurance of Milk and Milk Products” on 20 May, 2019 at Seminar hall, College of Dairy Science and Technology, Mannuthy, Thrissur,

Kerala.

The seminar provided a common platform for scientists, industry, academia and entrepreneurs to deliberate on the latest trends in quality assurance of dairy foods. A total of 106 delegates registered for the seminar. Dr. S.N. Rajakumar, Chairman IDA-KSC welcomed the

invitees, delegates and gathering. The seminar was inaugurated by Shri C.P Charles, Chairman, IDA (SZ). He highlighted that quality assurance is integral in the modern economy. The Presidential Address was given by Dr. P. Sudheer Babu, Dean College of Dairy Science and Technology. Dr. P.I. Geevarghese, Vice Chairman IDA(SZ), Dr. N.K.S Gowda, Secretary, IDA(SZ) attended the function. The inaugural session concluded with the Vote of thanks by Mrs. Divya K.B., Organizing Secretary.



While the first session was held on “Quality of dairy products and its importance, the current issues” and challenges, the topic of the second session was “Identification, treatment and elimination of biofilms in dairy, beverages and food processing industries.”

The deliberation on the third session was held on “Advanced technologies for the rapid detection of

microbial & non microbial contaminants in dairy, beverages and food processing industries.”

In the afternoon session there was E-poster competition on the topic “Quality assurance of food products.” In the valedictory function, the prizes for E-poster competition were distributed by Shri Joseph Thomas, Managing Director, Duke’s Thompson. The seminar concluded with the vote of thanks by Dr. Aparna Sudhakaran V, Secretary IDA (KSC).

IDA RSC Confers “Dr N R Bhasin Memorial Award for Excellence in Studies”

INDIAN DAIRY ASSOCIATION, Rajasthan State Chapter (IDA RSC) conferred “Dr. N.R. Bhasin Memorial Award for Excellence in Studies” to top two students of B. Tech (Dairy Technology) from Dairy Science College, Udaipur and B.V. Sc. & AH from RAJUVAS, Bikaner.

Dr. Veena Pradhan, IAS, Managing Director, Rajasthan Cooperative Dairy Federation Ltd., Jaipur welcomed and appreciated the efforts of IDA RSC in motivating the students of these professional courses. She congratulated the meritorious students on their achievement and wished them for their bright future. She remembered Dr. Bhasin’s painstaking efforts in establishing dairy network and cooperatives in the state of Rajasthan, for which he also received the title of “The Kurien of Rajasthan”.

Shri S.S. Mann, Chairman, IDA (NZ) and Shri G.P. Verma, Secretary, IDA (NZ) were Guest of Honor of the function. Dr. (Mrs.) Raktima Anand, W/O Late Dr. N.R. Bhasin was Special Invitee.

Shri Rahul Saxena, Secretary, IDA (RSC) informed that Gold & Silver Medals (for B Tech (Dairy Technology) and B.V. Sc. & AH courses) has been initiated and shall be conferred each year in the memory of Dr. N.R. Bhasin from the interest earned on corpus fund received as donation from Dr. (Mrs) Raktima Anand.



KMF TO SUPPLY MILK TO MOTHER DAIRY, DELHI

In 1990's Karnataka Milk Federation (KMF) used to supply Nandini milk to Kolkata dairy a unit of Mother dairy, Delhi through milk tankers, later due to some technical reasons it was stopped. Now, on demand from Mother Dairy, Delhi for expanding its sachet milk market, under National Milk Grid program, KMF will supply 2 Lakh liters of cow milk everyday from Karnataka. After 29 years, from 8 June, 2019, KMF has started supplying cow milk approx. 43,000 ltrs of condensed milk (equivalent to 1 lakh ltrs of milk) to Mother dairy, Delhi through rail tankers from Renigunta Railway station and milk has reached New Delhi on 9 June, 2019. Milk produced by the farmers of Karnataka is now available for the people of NCR.

NDDDB TO COMMISSION ₹242 CR AUTOMATED PLANT IN ODISHA IN 2020

The National Dairy Development Board (NDDDB), which is executing a milk processing dairy plant for Odisha State Cooperative Milk Producers' Federation (OMFED) with an outlay of ₹242 crore on turnkey basis, aims to make it operational by October 2020.

ITC LAUNCHES DAIRY BEVERAGE RANGE SUNFEAST WONDERZ MILK IN FOUR VARIANTS

ITC Limited has entered the rapidly-growing ready-to-drink milk-based beverage segment with the launch of Sunfeast Wonderz Milk in four variants - *Fruit 'n' Milk* in two flavours (Mango and Mixed Fruit) made with real fruit pulp and have real fruit bits, *Shakes* (in Classic Vanilla flavor with natural vanilla extracts) and *Nut Shakes* (in Kesar Badam flavor).

BHU and IDA Eastern UP Local Chapter Workshop

A NATIONAL WORKSHOP on Innovation in Food Packaging and Preservation was organized jointly by the Department of Animal Husbandry & Dairying, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi and Eastern UP Chapter of Indian Dairy Association on 8 June, 2019.

The objective of the workshop was to discuss the role of food packaging for ensuring safe delivery of food products to the ultimate consumer in good condition at minimum cost efficacy and to remain safe within its shelf life.

Dr. Mangala Rai, Former Secretary, DARE, Government of India & DG, ICAR; Former President, National Academy of Agricultural Sciences & Former Vice-Chancellor, GBPUAT, Pantnagar, Uttarakhand inaugurated the workshop as the Chief Guest and Prof. Ramesh Chand, Director, Institute of Agricultural Sciences, BHU presided over the inaugural function. Prof. D.C. Rai, Organizing Secretary and Head, Department of Animal Husbandry & Dairying welcomed the delegates and guests while Dr. Tanweer Alam, Joint Director, IIP, New Delhi proposed vote of thanks.

Dr. Mangala Rai emphasized upon integrated approach to develop cost efficient and safe processing and packaging of the fresh/processed food products which will help the industry not only to compete with the global players but also to increase the attention of food industries towards safety. He also advised to the researchers especially young scientists to focus on interdisciplinary research on food packaging and preservation. His gracious presence in the National workshop gives us much encouragement for conducting such a valuable workshop on issues of great public concerns.

Prof. Ramesh Chand, Director, Institute of Agricultural Sciences, BHU



emphasized that packaging has the great importance for the overall development of the agro processing and value addition which, in turn, provides huge benefit to the industry and the researchers both.

Mr. Rajesh Bhatia, President,

UPCFBMA also delivered a lecture and highlighted the importance of corrugated fiberboard for bulk packaging of Dairy and food products and the challenges facing by the packaging industry.

The workshop was a grand success with the gracious presence of about 100 delegate mainly young Scientists/faculty members, PhD/PG students and entrepreneurs of Packaging Industry were participated in the workshop.



Shri Giriraj Singh takes charge as Union Minister for Animal Husbandry, Dairying and Fisheries

SHRI GIRIRAJ SINGH, 66 year old Member of Parliament from Bihar is the new Minister of Animal Husbandry, Dairy and Fisheries. Previously, he was Minister for Micro, Small and Medium Enterprises with independent charge in the NDA cabinet. After taking over the charge as Minister for Animal Husbandry, Dairy and Fisheries, he said, "I will work day and night to fulfil the PM's dream of New India."

Indian Dairy Association congratulates Shri Giriraj Singh for his new assignment and assures him full cooperation from the Association.

NDDB urges finance minister to rationalize taxes on dairy

THE NATIONAL DAIRY DEVELOPMENT BOARD (NDDB) has called upon the Union Finance Minister Mrs. Nirmala Sitharaman to rationalize direct and indirect taxes on dairy items and reduce the Goods and Services Tax (GST) on 'ghee' and flavoured milk, among other things.

Making his submissions at a meeting convened by the Union Finance Minister for pre-budget consultations with stakeholder groups from agriculture and rural development at North Block, New Delhi on 11 June, 2019 NDDB Chairman Shri Dilip Rath also pitched for reduction of GST on breeding outputs, besides a cut in import duty on import of bovine germplasm.

Shri Rath also impressed upon the finance ministry to increase export incentives as well as exempting incomes of dairy farmers and milk producer institutions from income tax.

He said that interest subvention on DIDF scheme should also be enhanced, while launching new dairy development schemes with assistance from the Japan



IDF WORLD DAIRY SUMMIT 23- 26 Sept., 2019

Istanbul, Turkey

The IDF World Dairy Summit is expected to bring together more than 2,000 participants from around the world to discuss issues of interest in the dairy sector. Theme of the Summit is "Milk for Life". Dairy producers, processors, experts, academics and policy makers can exchange ideas on topical issues in science, technology and innovation at this multi-stakeholder platform.

The conferences are subdivided into the following topics: Marketing; Nutrition; Dairy Policy and Economics; Dairy Science and Technology; Food Safety; Farm Management; Animal Health and Welfare; and Environment. For more information, visit <https://www.idfwds2019.com>

CII FOODPRO 2019 23-25 Aug. 2019

Chennai Trade Centre, Chennai

CII is organizing the 13 edition of "Foodpro" - an exclusive event on food processing, packaging & technology along with "ColdStore India", an focused event on cold storage, refrigeration & transportation and "T-Food" (Traditional Food Festival & Expo), which will be a movement to bring back the native traditional foods and will showcase the traditional wisdom about processing of food, preservation techniques, etc. For more information, visit www.ciifoodpro.in

9TH DAIRY TECH INDIA 2019 30th Aug. - 1st Sept. 2019

Bangalore International Exhibition Centre, Bangalore

This event is an international exhibition on dairy products, processing and packaging machinery and allied industries. Visit: www.dairytechindia.in

International Cooperation Agency (JICA) and World Bank. The NDDDB Chairman also suggested introduction of a national school milk programme.

Shri Rath urged the Union Finance Minister “to make NDDDB an implementing agency for grid connected solar irrigation pump and biogas/slurry making schemes on cooperative model to help the dairy sector sustain its growth momentum in the coming years.”

The Finance Minister sought views of participants to boost the socio-economic infrastructure of rural sector and ways to eradicate unemployment and poverty through development of agriculture and allied sectors as well as non-farm sector.

Union Minister of State for Finance and Corporate Affairs Shri Anurag Thakur and Secretaries from the departments of Finance, Expenditure, Revenue, Agriculture, Cooperation, Farmers Welfare, Animal Husbandry & Dairying, Rural Development, Fisheries and others were present at the meeting. Director-General of Indian Council of Agricultural Research (ICAR), the Chief Economic Advisor, the Chairperson of Central Board of Direct Taxes (CBDT) and Member of NITI Aayog also attended the discussions.

Plastic milk pouches may make way for PET bottles

MAHARASHTRA DAIRY INDUSTRY is planning to package milk in PET bottles rather than plastic pouches to align with the Environment Ministry’s Extended Producer Responsibilities (EPR) guidelines.

In Maharashtra, 70% of the 1.7 crore litres of milk produced, is packed in plastic pouches and 2.4 crore milk pouches (500ml) are used every day. The State government had asked the dairy industry to set up a system of collecting used milk pouches, but consumers’ inability to wash and store pouches and the high cost of collecting used pouches led the industry to consider PET bottles.

Key stakeholders in the industry feel that it is the ideal alternative as it is reusable, resealable, easy to collect and the most-recycled plastic globally. The rate of

recycling PET bottles is 80% in India, which is far higher in comparison to other packaging materials like tetra pak/brick cartons (5%-30%) and glass bottles (45%), according to industry estimates.

Mr. Prakash Kutwal, Founder and Chairman of Kutwal Foods, said, “It is not economically viable to collect used pouches. As recycled PET bottles attract a higher cost, the rate of their collection and recycling will also be high.”

Mr. Vishnu Hinge, Chairman of Pune District Milk Producers Federation, said though tetra pak offers ease in transportation and attractive packaging options, it is not consumer-, business- or environment-friendly option, and will increase the cost of milk by ₹6 to ₹7 per litre. In India, 12 lakh litres of milk is packed in PET bottles daily.

Vidya Dairy Organized two International Training Programmes

VIDYA DAIRY organized two training programs for the foreign nationals. One on “Dairy Value Chain”, during 20-24 May, 2019 for the team of Nigerian Professionals from Department of Animal Husbandry Services,



Federal Ministry of Agricultural & Rural Department, Nigeria. Another program on “Dairy Plant Management” for Dairy Professional of Mazoon Dairy, Oman through Mansinh Institute of Training (MIT), NDDDB from 8-13 April, 2019. The participants expressed their satisfaction about training and shown interest to utilize the knowledge gained. They will send another team of delegation for training at Vidya Dairy.

Dodla Dairy forays into Ice Cream

DODLA DAIRY LTD., the 1800 cr turnover company ventures into ice cream in a big way, with over 80 SKUs. With an installed capacity of 10,000 litres, it has facility to manufacture cups, cones, sticks and lollies apart from kulfi. It has imported continuous ice cream freezers of Tetra pack of varying capacities. In order to strengthen the operations, recently Vojta make imported extruder machine from Czech Republic was installed which makes the operations versatile and more hygienic.

The CEO Shri B.V.K. Reddy stated that the Ice cream is a very promising product and Dodla expects to capture a sizeable market share in the days to come. He also observed that when the market is flooded with frozen dessert (which makes use of cheap vegetable fat) Dodla

took a conscious decision to use only milk fat which makes it stand tall and resulted in an overwhelming response from the consumers.

With this initiative Dodla dairy is looking for a prominent place in Ice cream market of ₹ 75 billion in India, which grows at 20% every year, which is at present dominated by frozen dessert.



Dr. C.S. Prasad receives the prestigious “Prof. Anjaneya Prasad Lifetime Achievement Award for Animal Nutritionist of India”

DR. C.S. PRASAD, Former Vice Chancellor, MAFSU, Nagpur, Director, NIANP, Bangalore and Assistant Director General (ANP), ICAR, New Delhi and Fellow of Indian Dairy Association was conferred with the prestigious Prof. Anjaneya Prasad Lifetime achievement Award for Animal Nutritionist of India from the Hon'ble Vice Chancellor during the 8th convocation of SVVU, Tirupati held on 24 April, 2019 at Tirupati. The award carries a cash prize and citation.

He has contributed significantly, particularly in mineral nutrition. This concept has been widely accepted



by the livestock farmers and has helped in enhancing productivity in animals. His work on bypass protein requirement for cattle, improving the utilization of crop residues and strategic supplementation of limiting nutrients at farm-gate level has led to his receiving many prestigious awards and honors including the Inter-disciplinary ICAR Team Research Award thrice, CLFMA of India Lifetime achievement award among others. He is also the Fellow of National Academy of Agriculture Sciences. IDA congratulates Dr. Prasad for this great achievement and wishes him many more such laurels.

Dairy needs level playing field: Hatsun CMD

WELCOMING the creation of a cabinet rank ministry for Animal Husbandry and Dairy, Shri R.G. Chandramogan, Chairman and MD, Hatsun Agro Product Ltd., said it was an indication of the Centre's long-term commitment to the sector.

He felt the move would help the Centre in addressing the challenge of increasing farmers' earnings given the impact dairy farming can have in raising farm incomes. Shri Chandramogan had interacted with Shri Giriraj Singh, Hon'ble Union Minister of



Animal Husbandry, Dairying and Fisheries, when he was Bihar's Animal Husbandry Minister. Shri Giriraj Singh had toured Hatsun Agro's facilities a few years back.

Outlining some of the expectations of the industry, Shri Chandramogan said it is important that a level playing field be created between cooperatives and the private sector.

The private sector has been at the vanguard of capacity addition in the dairy processing segment for well over two decades. Since 1993 till a couple of years ago, the private sector created more capacity than cooperatives.

Industry experts point out that as early as 2011, the National Dairy Development Board had said it is estimated that the capacity created by the private sector in the last 15 years equals that set up by cooperatives in over 30 years. Indeed, the private sector accounts for more than half the installed processing capacity in the country today. Industry estimates peg private sector processing capacity at about 700 lakh litres per day against about 430 lakh litres in the cooperative sector.

At the same time, the private sector has been hindered by the subsidies extended to cooperatives, say industry sources. Subsidies, they assert, inhibit overall growth as private sector capacity utilization is hit due to unfair competition.

For instance, States such as Karnataka and Rajasthan subsidize milk production. In Karnataka the subsidy is as much as ₹6 a litre, which is one-fourth of the milk price. This puts farmers in States that do not pay such subsidies at a disadvantage as they will earn less. Similarly, those supplying to private processors, even in Karnataka and Rajasthan, may not earn as much.

On the flip side, the private dairy firms may struggle to attract milk suppliers as they will be under pressure to match the cooperatives' subsidized rates. It is important to introduce cost-efficient systems to support farmers such as encouraging use of green fodder to reduce dependence on cattle feed, which is costly.

CM inaugurates dairy centre at Mawiong

HON'BLE CHIEF MINISTER Mr. Conrad K. Sangma, Meghalaya inaugurated the Meghalaya Milk Processing Centre at Mawiong, in the presence of Deputy Chief Minister Prestone Tynsong, and other dignitaries on May 27, 2019.

Addressing the gathering Mr. Conrad said that the opening of the centre will give milk production a much needed boost and termed it as a massive revolution in the dairy sector.

Stating that almost all Northeastern states were deficient in milk production and he was optimistic that the functioning of the new unit will help meet the present demands of milk consumption in the state which currently stands at about 2,00,000 metric tonnes annually. This will also secure the nutritional needs of children.

There is a huge demand for organic milk. Meghalaya can play a pivotal role to fill up the gap in the supply of organic milk to other states and even neighbouring countries.

Mr. Conrad also informed that the operation of the unit will be handed over to the East Khasi Hills District Milk Cooperative Union shortly.

Mr. Tynsong acknowledged the important role of cooperatives in the milk production sector and urged them to work with commitment as they are a source of providing employment opportunities to thousands of people in both the urban and rural areas.



Agriculture Production Commissioner Mr. K.N. Kumar, in his address, said that there is a shortage of about 1.65 lakh metric tonnes and so there is an urgent need to triple the production to meet the current demand necessitated by the increase in purchasing power and change in lifestyle of the people. Stating that the cattle reared in the state is primarily for meat and only 40 per cent accounts for milk production, he underlined the need for extra investment in the sector and to provide the necessary training to equip the farmers with the necessary skill set to rear high yielding crossbred cattle to increase milk production.

FSSAI gearing up for packaging regulations

THE FSSAI is gearing up for the implementation of new packaging regulations, which shall come into force from July 1, 2019. Implementation of these regulations would require integrated efforts from all stakeholders, particularly the chemical industry, which forms the base for many of the requirements under the new FSS Packaging Regulations that are slated to replace the 2011 Regulations.

FSSAI has made brand owners responsible for ensuring the food safety aspects of their packaging materials. And hence, brand owners need to interpret, understand the regulations and have to align the entire supply chain with the same interpretation. Some handholding from brand owners (which is missing currently), the packaging supply chain will be able to comply with FSSAI norms. The new packaging regulations would certainly raise the bar of food safety in India to the next level.

Shri Ashwin Bhadri, Chief Executive Officer, Equinox Labs, a leading food, air and water testing company, said, “The guidelines take into account the carcinogenic effect of newsprint ink and dyes on human life. The possibility of printing inks containing harmful colours, pigmentation, binders, additives, and preservatives is quite high. Besides, the presence of pathogenic micro-organisms used in the newspaper also poses a high risk to human health. The study, conducted by FSSAI in collaboration with the Indian Institute of Packaging (IIP), Mumbai and the National Test House, Kolkata, concluded that the food samples collected from the unorganized sector, such as small eateries, tea stalls, etc., where piping hot food is served in newspapers, plastic sheets and recycled sheets, among others, were contaminated by the packaging materials.”

The new regulation aims to adopt standards which will regulate different packaging components such as plastics, glass, paper, printing inks, etc. across the packaging supply chain.



Food Safety and Standards
Authority of India

Cadbury Dairy Milk widens choice with a new bar having 30 % less sugar

CADBURY DAIRY MILK will now be available in a new bar with 30% less sugar, offering consumers greater choice and the taste. Cadbury Dairy Milk with 30% less sugar, will have no added artificial sweeteners, and will sit alongside the existing portfolio of the company's products on shelves.

Deepak Iyer, President, Mondelez India, said, “As we continue to define the taste of chocolate, we understand our consumers, and are conscious of our commitments to them. Cadbury Dairy Milk with 30% less sugar is another very special innovation that will provide our Cadbury Dairy Milk fans with a less sugar option without compromising on our world-renowned taste and quality. We expect this innovation to strengthen our portfolio as it will complement our other



much-loved brands, including core Cadbury Dairy Milk.”

The new product has been in development for almost two years with a dedicated team of scientists, nutritionists and chocolatiers at the company's research and development facilities in India and the UK. The team has been working to find a way to achieve the much-loved taste whilst delivering 30% less sugar with no added artificial sweeteners, colours or preservatives.

The new product will be priced at ₹ 50 for 43 gm, and will be retailed across modern trade, traditional trade and e-commerce platforms by mid-June. The launch will be supported by a high impact digital-led campaign.

INTERNATIONAL news

Chr. Hansen launches SweetY Y-1, culture reducing added sugar in dairy

CHR. HANSEN has launched SweetY Y-1, the first culture in the world allowing dairy manufacturers to create naturally sweeter products while reducing added sugar.

Health organisations, governments and retailers are setting objectives to reduce sugar in foods, while consumers are increasingly focusing on sugar content, looking for healthy and natural products that taste great. This means dairy manufacturers are experiencing pressure to reduce added sugar in their products, especially in yoghurt.

SweetY Y-1 is an innovative culture solution allowing the natural creation of sweetness by unlocking milk's own resource - lactose. Using what is naturally available in milk Chr. Hansen has developed a culture that will enable a sweeter taste than other cultures can.

SweetY Y-1 is a culture solution using *Streptococcus thermophilus* and *Lactobacillus*

bulgaricus cultures. It can convert the existing sugars in milk, using more of the lactose and yielding glucose, which provides greater sweetness intensity. This means one can add less sugar and still get the same sweet-tasting product, resulting in a healthier product offering. SweetY Y-1 is a mild culture with superior pH stability. This enables dairy manufacturers to create products that maintain sweetness throughout shelf life.

In nut-shell, using SweetY Y-1 cultures in the production of fermented dairy foods enables dairy producers to:

- Enhance sweetness by converting the existing sugar in milk;
- Maintain the sweet taste during shelf life with very low post-acidification; and
- Create natural and clean label products without the use of artificial sweeteners.

Dairy shakes up the foodservice market

AGAINST a background of falling foodservice sales, dairy is outperforming the market and has increased its sales year-on-year, according to research by AHDB. Consumer confidence is weighing down the overall eating-out market but dairy's inclusion in popular dishes such as pizza and cheeseburgers is helping to buoy its performance.

Although some dishes are clearly dairy (e.g. yogurt), dairy most often appears as a component of a 'host meal' such as a sandwich, or hidden in the cooking process, such as in cakes or chocolate. AHDB has worked with NPD Crest, which collects panel data on food and drink occasions in the out-of-home market, to estimate the size of the market based on the types of dishes and drinks being purchased.

Dairy featured in just over half of all foodservice visits in 2018, according to estimates, growing by 233 million visits year-on-year, hitting 5.8bn occasions. Spend on dairy dishes in foodservice was boosted by 12% to £16 billion, outperforming the total foodservice market, which struggled as consumers cut back on eating out. Dairy has a strong association with casual, value-for-money occasions, which is a key advantage in a difficult market.

In most instances, dairy is not consumed alone so its performance is closely related to the performance of its 'host meals'. In foodservice, 43% of dairy servings are host meals, with the top four dishes (cheeseburgers, sandwiches, baguettes and pizzas) representing 30% together. Cheeseburgers alone clocked in 800 million servings in 2018, making them the single biggest dairy item in foodservice.

It has also been a strong year for dairy desserts, with ice cream and cheesecake growing servings by 1.5% and 13.7%, respectively, despite the overarching trend of seeking healthier food. Cold dairy drinks, which have most appeal among families, had 244m servings in 2018, up 6.2% on the previous year. Milkshakes, which make up nearly half of cold dairy drink servings, had particularly strong growth. Dairy currently undertrades in food-to-go but eating out at lunchtime fell out of favour in 2018, as consumers looked to cut costs and made more use of lunchboxes. However, compared to the total out-of-home market, dairy products have their strongest performance at breakfast time, where they feature in yogurts, toast and baked goods. Dairy undertrades at dinner occasions where the right products and dishes could help to grow dairy's share of the dinner market.