

IDA News

New Executive Committee of IDA Kerala State Chapter Takes Charge

The election process of the IDA Kerala State Chapter (KSC) completed on April 17, 2023. Subsequently, the names of the new executive committee were published in the May Issue of the journal. However, in order to formally hand over the charge to the new Executive Committee, the KSC in association with Verghese Kurien Institute of Dairy and Food Technology, Mannuthy, organized a felicitation programme on May 8, 2023 at the seminar hall of the institute.

Dr. A.K. Beena, Vice Chairman, IDA Kerala Chapter welcomed the gathering. Dr. S.N. Rajakumar, Chairman, IDA Kerala Chapter felicitated Dr. M.R. Saseendranath, Hon'ble Vice Chancellor, Kerala Veterinary and Animal Sciences University (KVASU) for being bestowed with Outstanding Veterinarian Award of Veterinary Council of India. Dr. P.I. Geevarghese, Former Vice Chairman, IDA South Zone and Executive Committee member, IDA KSC felicitated Dr. P. Sudheer Babu, Registrar, KVASU for being bestowed as Fellow of Indian Dairy Association.



Dr. Saseendranath and Dr. Suheer Babu admired the activities undertaken by IDA KSC and wished the association all the best. Dr. M.R. Saseendranath felicitated the outgoing Executive Committee members of IDA KSC.

The charge of the Kerala State Chapter of IDA was handed over to new Executive committee in the function chaired by Dr. S.N. Rajakumar. The membership drive initiated by the Chapter and activities under new committee were discussed. The event successfully came to an end with the vote of thanks delivered by Dr. Aparna Sudhakaran V, Secretary IDA KSC and Assistant Professor, Department of Dairy Microbiology, VKIDFT, Mannuthy.

NATIONAL News

PM's 'Mann Ki Baat' Highlights Baramulla a Face of New White Revolution

Hon'ble Prime Minister Shri Narendra Modi, recently in his monthly radio programme 'Mann ki Baat' said that the Baramulla district in north Kashmir has become the face of new White Revolution and over 5.5 lakh litres of milk were being produced on a daily basis in the district.

He also said that Jammu and Kashmir was being discussed throughout the world for positive developments. People of Baramulla district have done a great job.

He further said dairy farming was going on in the district for a long time but there was a shortage of milk. People in Baramulla took this challenge as an opportunity and started working in the dairy sector in large numbers and



women were the first ones to come forward in this sector.

Citing an example, the PM said, Ishrat Nabi, a graduate from Nehlpora, Pattan had set up her dairy unit 'Mir Sisters Dairy Farm'. At her dairy unit, approximately 150 litres of milk are sold every day. Ishrat has set up her dairy unit under the Integrated Dairy Development Scheme (IDDS) of the Animal Husbandry Department.

Under the scheme, the department, after proper verification, provides a 50 percent subsidy on each machine or any other equipment required to set up the dairy unit.

As per the guidelines of the scheme, the Animal Husbandry Department provides support in terms of incentives and subsidies for the establishment of dairy units, establishment of milk collection, chilling, and processing unit besides the establishment of market infrastructure including milk ATMs and establishment of milk and milk product transportation system.

Meanwhile, citing another successful example of a dairy unit, the PM said Wasim Enayat from Sopore area of the district has more than two-dozen animals at his farm. He sells more than 200 litres of milk every day.

Another youth, Abid Hussain Mir from Nillah, Pattan also works in the dairy sector and the Animal Husbandry Department in Baramulla district has sponsored his unit under IDDS 2022-23. His enterprise is also progressing so well.

The PM said that due to the efforts of such people, more than 5.5 litres of milk were being produced daily in Baramulla. Entire Baramulla is becoming the face of a new white revolution as more than 500 dairy units have been set up in the district in the last two and a half years to 3 years.

He said that Baramulla's dairy industry was testimony to the fact that every part of the country was full of possibilities. The collective will of the people of any region can help achieve any target.

Chairman, NDDB Conferred Honorary Doctorate for His Contribution to Dairy Sector

Shri Meenesh Shah, Chairman, National Dairy Development Board (NDDB) was conferred with honorary degree by Kamdhenu University, known for its excellence in the fields of veterinary, dairy and fisheries. Hon'ble Governor of Gujarat and Chancellor of Kamdhenu University Shri Acharya Devvrat conferred the Doctorate of Science (Honoris Causa) upon Shri Shah for his contribution to dairy sector during the university's 9th Annual Convocation held in Gandhinagar.

The occasion was graced by Chief Guest Shri Parshottam Rupala, Hon'ble Union Fisheries Animal Husbandry and Dairying Minister; Guest of Honour Shri Raghavjibhai Patel, Hon'ble Minister of Agriculture, Animal Husbandry, Cow Breeding, Fisheries, Rural Housing and

Rural Development of Gujarat; and Dr. N.H. Kelawala, Vice Chancellor, Kamdhenu University and eminent personalities from animal husbandry, dairying and fisheries sectors. This is the first time Kamdhenu University has conferred Honorary degree.

Expressing his gratitude, Shri Shah stated, "I am truly honoured and thankful to the Hon'ble Chancellor and the Board of Management of Kamdhenu University for conferring upon me the Honorary Degree of Doctorate of Science (Honoris Causa) in recognition of my contribution to society and the dairy sector. This is also a moment of thankfulness for the guidance and support received from many including family members. It instils a sense of greater responsibility now to remain committed to bring about happiness on farmers' face. I thank all farmers, dairy cooperatives and colleagues at NDDB and subsidiaries. It is the recognition of your efforts too."

Shri Shah has an illustrious and multifaceted career of more than 37 years in NDDB. He has been instrumental in conceptualising, planning and implementation of several interventions in dairy and allied sectors and more importantly enhancing the income of small and marginal dairy farmers.

Shri Shah is also the Chairman of Mother Dairy Fruit & Vegetable Pvt Ltd., Indian Immunologicals Ltd, IDMC Ltd, NDDB Dairy Services, NDDB Mrida Ltd. and NDDB CALF Ltd. He also chairs Pristine Biologicals, New Zealand, Anandalaya, Animal Breeding Research Organisation, NDDB Foundation for Nutrition, Jharkhand Milk Federation and West Assam Milk Union Ltd. He is also on the Governing Boards of many premier institutions of the county like IRMA, NCDFI, Vidya Dairy, FES, North East Dairy and Foods, Bharatiya Beej Sahakari Samiti Ltd, National Cooperative Organics Ltd and leading milk unions like Banas and Sabar.

He is the Member Secretary of Indian National Committee of International Dairy Federation (INC-IDF) and also a Member of the Standing Committee on Dairy Policies and Economics of IDF.



Committed to Increasing Accessibility of Better Veterinary Services: Shri Rupala



Union Minister of Fisheries, Animal Husbandry and Dairying, Shri Parshottam Rupala said, India has a vast resource of livestock and poultry which play a vital role in improving the socio-economic conditions of rural masses. As such, there is a need to make deliberate efforts to increase the availability and accessibility of better veterinary health services to minimise economic losses due to animal diseases.

He was chairing an Inter-Session Meeting of the Consultative Committee attached to his Ministry in Srinagar. Dr. Sanjeev Kumar Balyan, the Minister of State for Fisheries, Animal Husbandry and Dairying, Dr L.

Murugan, the Minister of State for Fisheries, Animal Husbandry and Dairying, Members of Parliament and members of the Parliament Consultative Committee also attended the meeting. The committee deliberated on various aspects of "Strengthening of Veterinary Services through Mobile Units and Implementation of Vaccination Programme in the country".

The Members of Parliament appreciated the efforts being taken by the department, especially for the Mobile Veterinary Units (MVUs) with 100% central assistance and uniform toll-free number 1962, and also made various suggestions to improve the present veterinary services for the consideration of the department.

The minister assured the committee that the department will ensure to take appropriate action on the valuable suggestions given by the members.

Dugdh Sanakalan Sathi Mobile App Launched to Manage Critical Challenges in the Milk Collection Process

Union Minister of Heavy Industries Dr. Mahendra Nath Pandey unveiled the "**Dugdh Sanakalan Sathi Mobile App**" on June 16, 2023 at Mussorie, Uttarakhand. This innovative application, designed and developed by Rajasthan Electronics & Instruments Limited (REIL), Jaipur, is poised to make a lasting impact on the Indian Dairy Industries by addressing key challenges in the milk collection process. This mobile app aims to improve the quality of milk, foster transparency among stakeholders, and streamline operations at the village level, including Milk Cooperative Societies. The minister says the App is a revolutionary step towards realizing the commitment of Government to digitize the process and facilitate Direct Beneficiary Transfer to milk producers.

Key features and benefits of the app are:
Increased transparency among stakeholders; Online

monitoring of daily milk kept in milk cooperatives; Real-time milk price updates from cloud servers, ensuring transparency and eliminating human errors; Direct transfer of milk payment and government subsidy to the bank accounts of beneficiary milk producers through the app.; Notifications in English, Hindi, Punjabi, Telugu and other languages on milk producers' app for milk collection.

The app is poised to make a significant impact on the Indian dairy industry by addressing critical challenges in the milk collection process. This will benefit the milk producers and contribute to the development of the dairy sector.



Assam Govt. Procures Sexed Sorted Semen to Increase Female Calf Population to Boost Dairy Production

According to Assam Chief Minister, Shri Himanta Biswa Sarma, the state government has set an ambitious goal to dramatically boost milk output by adopting the strategies of states like Gujarat.



In a program, he announced that, "With the help of science we can now determine the sex of a newborn calf through the process of artificial insemination. We have procured 1.16 lakh sexed sorted semen through the state's funds to increase female calf population & boost dairy production."

It will definitely increase milk production. The Mukhyamantri Swa Niyojan Yojana, according to the Assam Chief Minister, will see the government provide two lakh Assamese youths financial aid of Rs 2 lakh apiece.

He hopes that the state's economy would be improved by placing a special emphasis on fisheries, dairy production, and animal husbandry. The veterinary sector will also receive special attention for modernization and infrastructure development.

It should be noted that during a session held in Guwahati, he flagged off 181 Mobile Veterinary Units (MVUs), distributed sexed-sorted semen, and opened the Regional Artificial Insemination Training (RAIT) Institute and Cold Storage.

Shri Atul Bora, the state's Agriculture Minister, Shri Manoj Saikia, MP Queen Oja, and other top government officials were present during the occasion.

Indian Dairy can Contributes towards Embracing Sustainability: MD, Mother Dairy



World Environment Day remind us of our collective duties and responsibilities towards safeguarding the planet against the perils of climate change as it affects everyone - humans, animals, aquatic life.

The alarming rise in environmental

concerns are making it essential to initiate result-oriented approach in order to build a sustainable future. This is also important at a time when India's economy is showing remarkable resilience globally, and thus, we need to ensure this progress remains on the path of sustainable development.

Dairy industry is undoubtedly one of the important pillars of the country's economy as it takes care of nutritional requirements of many, acts as a source of livelihood for millions, and contributes to the well-being of individuals and communities, thereby holding a significant importance for the overall growth of not only the society but the nation at large.

In addition to contributing to economic resilience, this industry carries significant potential to address climate change and contribute to the sustainability mission. By ensuring sustainable practices at each stage the entire value chain - procurement, processing/manufacturing, consumption and even post-consumption - backed by innovation, technology and collaborative efforts, the dairy industry can definitely essay its role in minimizing the environmental impacts.

The advent of clean energy sources has paved way for a viable strategy at various levels. Installation of solar panels on the rooftops of milk collection units at the farm-level or even setting up of biogas plants can assist in generating clean energy at the very ground level and assist in varied operations across the rural hinterlands. The country's farms have biomass available in abundance and with biogas plants, they can achieve sustainable and environment-friendly alternatives. In the year 2018, National Dairy Development Board (NDDB) initiated the work on cattle manure management and came up with end-to-end 'Manure Value Chain' model for small and marginal farmers of the country. Since climate change presents significant challenges to cattle health including heat stress, water scarcity, disease risks, extreme weather events and others, focus should be given on strategies and practices such as providing shade, improving water management, optimizing pasture practices, and enhancing disease control for improving cattle health and overall well-being. In addition to reducing dependence on conventional fuel sources, these steps will greatly contribute in localization of sustainability practices by linking common people like dairy farmers at grassroots to clean energy transition.

At the processing/manufacturing level, efficient resource and waste management is another crucial aspect vital for all sustainability-related endeavours. Again, installation of solar plants or concentrated solar technology plants have been instrumental in allowing companies to embrace renewable energy. Water which is an important resource for both life and livelihood can

be conserved with rainwater harvesting pits and can be re-used by treating it in water treatment plants or water recycling plants. Rainwater harvesting systems can reduce dependency on freshwater sources and water treatment plants can treat and recycle wastewater generated during operations. Also, efforts should be made to utilize organic waste, manure etc. for biogas production and reducing carbon emission. Moreover, biodegradable organic waste can be used as natural fertilizer which can reduce the need for chemical-based alternatives. These initiatives can serve as positive examples and encourage many to adopt similar measures and contribute to collective soil & water conservation and resource management efforts.

At the consumer level too, we have come across various options over a period of time that assist in contributing towards the journey of sustainability. By promoting responsible choices such as token milk, safe waste disposal, recycling, minimizing food waste and supporting sustainability initiatives can bring visible results. Even a small step of educating the consumers of how to cut open a milk packet can have sizeable impact on reducing the small plastics that go unnoticed in waste. The onus is not only on the consumers but also on the companies too by coming up with offerings and options that can eventually help the consumer adapt to sustainable options.

At the market level too, companies can explore varied options for making their operations holistically sustainable for instance reusable crates can be used as a secondary packaging option and inclusion of clean fuel based vehicles in the distribution fleet. As witnessed in other industry segments, dairy organizations should also strive to become plastic waste neutral

To realize the sustainability goals, it is essential to adhere to sustainable practices in the entire value chain and the Indian dairy industry has undoubtedly started its journey on a positive note. In the start-up age, we have seen many initiatives across other industries; nonetheless, there are multiple options to explore for the dairy industry too.

The Government of India has taken various initiatives with highest priority to the Indian Dairy industry in a holistic manner. To tackle the issue of farm sector waste, many initiatives including 'Waste to Wealth' programme encompassing proper use of dung to shore up farmers' income have been initiated for attaining growth with sustainability. The aspect of sustainability is important to the Indian dairy industry and the same was also discussed in various sessions during the IDF World Dairy Summit, World's largest dairy summit, held in Delhi NCR last year. As a matter of fact, the summit itself was designed to be a carbon neutral event. Various measures

had been taken to ensure that the event contributed to net-zero carbon dioxide emission into the environment, showcasing our capabilities to the global community.

We should identify how the industry can come together, make collective efforts to combat climate change by sharing best practices, knowledge, experiences and adopting innovative techniques and latest technologies. In the current scenario with limited options, dialogues and discussion through summits along-with incentivizing sustainability, promoting research and innovation efforts, must be encouraged.

Amul Dairy Taps Fast-Growing Poultry, Fish Feed and Pet Food

The milk business is no longer about just cows and buffaloes. Amul Dairy, has now started tapping the rapidly expanding poultry sector. Amul Dairy has one of the largest cattle feed manufacturing unit, has now launched Amul poultry feed for farmers. And that's not all. The milk union is set to roll out fish feed as well as a variety of pet foods. It has the capacity to manufacture 3,200 tonnes of cattle feed per day.

Interestingly, the poultry feed developed by Amul Dairy is 100% vegetarian, unlike the conventional poultry feed which is a mix of both vegetarian and non-vegetarian ingredients. According to dairy officials, vegetarian raw materials reduce the chances of poultry catching infections which often leads to higher mortality.

In the last 10 years, with 7.5% growth, poultry farming has emerged as one of the fastest growing segments in India which is now the third largest producer of eggs globally," said Amul Dairy's Managing Director Shri Amit Vyas.

The poultry industry's revenue has already crossed Rs 2.5 lakh crore mark. "There are immense employment opportunities available in this sector. But poultry disease is a major factor impacting the economics of farming. Hence, instead of animal origin ingredients that are used for manufacturing poultry feed, we are manufacturing poultry feed from vegetarian sources," he said.

"Our target is to sell 5,000 metric tonnes of poultry feed in 2023-24," said Shri Vyas, adding that in the first month of production, it has already sold 40 tonnes of poultry feed in Maharashtra. We have started manufacturing in Maharashtra. We will soon start making the feed variants in Gujarat, West Bengal, Madhya Pradesh and Punjab.

UP: Yogi Govt Launches 'Nand Baba Milk Mission Scheme'



In a bid to make Uttar Pradesh a leading state in the field of milk development and milk production, the state government has launched the Nand Baba Milk Mission scheme at a cost of Rs 1,000 crore. The Nand Baba Milk Mission scheme has been implemented to provide milk producers the facility of selling their milk at a reasonable price in villages through dairy co-operative societies.

Cabinet Minister, Livestock and Dairy Development Department, Shri Dharampal Singh said the department was making constant efforts to ensure the development of the rural economy in the state, to provide remunerative prices to the farmers for their milk and to strengthen the agro-based infrastructure.

Under this mission, it is proposed to form Dairy farmer producer organisation (Dairy FPO) in order to facilitate sale of milk in producers' villages itself, he said. In the financial year 2023-24, there is a plan to set up five Dairy FPOs in as many districts of the state as a pilot project, in which women will also play a major role.

Besides the opening of office of the Nand Baba Milk Mission at Kisan Gomtinagar, a 'Dairy Development Portal' and logo of Nand Baba Mission has also been unveiled.

mooMark Launches Heat Index Insurance Plan to Farmers

According to Stellapps' fintech arm mooPay, in partnership with IBISA Network, HDFC ERGO & Gramcover, they have launched a unique Heat Index-based insurance plan for farmers. It provides financial compensation to mooMark dairy farmers to offset income loss due to a fall in milk productivity during heat waves in summer. The cover guarantees insurance benefits for farmers if, over 60 days starting from May 1st, temperatures exceed the specified limits for a predetermined number of days, with region-specific parameters.

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The claim settlement process is simple and hassle free. The insurer takes the data of temperature trends for the insured period from a pre-agreed public database and compensates the claimant as per the prescribed benefits slab. Each insured cattle is eligible for a cover of a maximum of INR 2000. Currently, the insurance cover extends to one cattle per household.

In the first phase, mooMark is offering this insurance as a part of its loyalty program. This policy covers around 7000 farmers, in 5 districts, across 4 states for a total sum assured of over INR 1.3 crore. Farmers are informed of this plan at the village-level collection center and through Stellapps' smartFarms app. This innovative financial product can potentially help more than 80 million dairy farming families who depend on the income from approximately 300 million cattle.

Commenting on this partnership, Rahul Mallick, CEO of mooPay said, "At Stellapps' mooPay, we are reimagining financial products for rural consumers. Working towards this vision, we have partnered with Gramcover to provide India's first Heat Index linked insurance product to protect dairy farmers from the financial loss from extreme heat-related stress on milch cattle. Farmers will get the benefits of this unique cover directly in their bank account, which will also drive confidence in other insurance products."

Palamitra App- An Initiative of TSDDCF towards Financial Inclusion



Chairman, TSDDCF, Shri Soma Bharat Kumar and Managing Director; Shri Adhar Sinha IAS, in technical consultation with NIC, have come up with Vijaya Palamitra mobile app, which works on any Android mobile phone. It ensures the exact status of milk pouring farmers in TSDDCF Web application. In case of any missing farmers in the web, either data can be ported from Elaabh or with new registration. The App. sends SMS to registered mobile number on real time basis and the payment will be released directly into the bank

account of the farmer on fortnight basis. Details such as date, session, milk type, quality and volume shall be entered at village level, which will be acknowledged to the farmer through SMS.

As the pilot project in Nagarkurnool, Jangaon and RangaReddy districts initially proved successful, it was extended to other milk sheds in phased manner. TSDDCF is also encouraging milk producers' to take loan, if required, through MUDRA loans by SBI.

The initiatives are resulting in improvement in milk procurement for the upcoming Mega Dairy at Hyderabad, under DIDF project with outlay of Rs. 246.50 Cr., executed through NDDDB.

Centre Identifies 1.24 Lakh Panchayats to Set Up PACS

The Centre has identified over 1.24 lakh gram panchayats, where there is either no Primary Agricultural Credit Societies (PACS) or dairy cooperative or both, where it will accord top priority to facilitate setting up Multi-purpose PACS in the next two years.

Out of 2,69,364 gram panchayats in the country, there were 96,405 panchayats where there are neither any PACS nor any dairy cooperatives after the Cooperation Ministry undertook the effort to create a database, sources said. Additionally, there are 27,954 panchayats where the Ministry has found existence of a dairy cooperative but there are no PACS, the sources said. Besides, there are 680 panchayats in coastal areas, where the Centre sees a potential to create fishery cooperatives as none exists there.

As the model byelaws were earlier circulated to States with a request to adopt it, the acceptance by them will help create more M-PACS in the country. It has been decided to allow 2,000 PACS to open Pradhan Mantri Bhartiya Jan Aushadhi Kendras.

Many of the current PACS have specified areas of business mentioned in their byelaws and mostly are confined to credit and agricultural activities, an expert said.

Milma's Sales Remain Strong Despite Nandini's Entry into Kerala

Karnataka Milk Marketing Federation (KMF) introduced its brand "Nandini" six months ago into the Kerala market. However, Milma has managed to maintain its sales without significant impact.

According to recent data, Milma's average daily sales

from January to May 2023 stood at 16.27 lakh liters, compared to 15.95 lakh liters from August to December 2022. These figures indicate that Milma's sales have increased even after the arrival of Nandini outlets in Kerala.

KMF launched five Nandini outlets in Kerala during the past six months, promoting Nandini as a more advantageous and affordable alternative to Milma milk. However, Milma Chairman Shri K.S. Mani revealed that an inspection disproved these claims. Milma's blue packet milk is priced at Rs 26 (Rs 28 for 525ml in Kochi and Malabar region), whereas Nandini's milk is priced at Rs 27. Shri Mani pointed out that deliberate attempts were being made to undermine the Kerala brand by disregarding quantity in the price comparison.

Despite the competition from Nandini, Milma's sales have shown a growth of 12.5% in the financial year 2022-2023, surpassing the 9.4% growth recorded in the previous financial year.

One of the challenges faced by Milma is the need to increase milk storage capacity. Discussions on this issue began even before Nandini's arrival. Currently, Milma can store an average of 14.50 lakh liters of milk per day, while daily sales reach up to 17 lakh liters. This results in a shortfall of 2.50 lakh liters, which needs to be sourced from outside suppliers. Previously, Milma relied on milk from Karnataka, but due to shortages, Karnataka recently ceased its supply. Consequently, Milma has become dependent on Andhra and Maharashtra for milk procurement.

Karimnagar Dairy Launches Fortified Milk

The Karimnagar Dairy launched fortified milk with Vitamin A and D in new packages from June 2023 onward. As per the standards of the Food Safety and Standards Authority of India (FSSAI), the Karimnagar Dairy fortified all its milk variants with Vitamin A and D. The milk packets will be in new packages including Toned milk, Pure milk, Gold Milk and Tea-Special and different quantities such as 200 ml, 500 ml, 1,000 ml and loose milk cans.



Himachal Govt. and NDDDB to Establish Milk Plant in Kangra



In a significant development, the State Government of Himachal Pradesh has announced its collaboration with the National Dairy Development Board (NDDDB) to establish a state-of-the-art milk processing plant in Dagwar, Kangra district. With an estimated cost of approximately Rs. 250 crore, this project aims to enhance milk processing capabilities and marketing opportunities with NDDDB's valuable assistance.

During a meeting held at Oak Over, Chief Minister Sukhvinder Singh Sukhu revealed that the proposed milk processing plant would have a capacity ranging from one lakh liters to three lakh liters. It would not only process milk but also produce high-quality milk products.

The project is expected to bring numerous benefits to the farmers in Kangra, Hamirpur, Una, and Chamba districts. NDDDB will conduct a comprehensive survey to establish an efficient milk collection system in these areas, ensuring that the plant effectively caters to the needs of dairy farmers.

Emphasizing the State Government's dedication to environmental sustainability, Chief Minister Sukhu expressed their determination to avoid the use of plastic in the packaging of dairy products. As part of this initiative, they are actively exploring alternative packaging materials to safeguard the climate and air quality of Himachal Pradesh from the harmful pollutants associated with plastic.

NDDDB Chairman, Shri Meenesh Shah pledged full support to Himachal Pradesh in this mission. To facilitate the smooth operation of the plant and efficient marketing of milk products, NDDDB will provide two consultants at its own expense.

Havmor Launches Assortment of Unique Ice Cream Flavours

With the palate of Indian consumers becoming more sophisticated, and willing to experiment with new

flavours, Havmor Ice Cream - a subsidiary of Lotte Wellfood Co. Ltd., has unveiled its range of exciting flavours of creamy ice creams this season.

Promising a delightful indulgence, the brand has announced an array of 10 new thoughtfully created flavours, catering to diverse tastes and preferences. This season, the brand proudly captivates a range of innovative and enticing creamy ice creams, reflecting their shared passion for an exceptional assortment of flavours that cater to the evolving taste of Indian consumers.

By infusing traditional ice cream flavours with a touch of opulence, the brand creates a captivating experience with their Rajwadi Kulfi Falooda, an exquisite creation that fulfils the desires of ice cream enthusiasts craving the luxurious taste of dry fruits. Zulubar is known to be the most loved chocolatey ice cream.



To take the chocolate loved ones a notch higher, it has launched Zulubar, Dark Crunch, as a new variant. This irresistible treat is enriched with delightful dark chocolate pieces coated with almonds, providing an indulgent sensation for those with a passion for chocolate. For an exotic and rich ice cream adventure, savour Wild Berries Blockbuster, infused with the luscious goodness of strawberry, blueberry, and raspberry. With every bite, prepare to be surprised by the burst of exotic berries, creating an unforgettable and truly delightful indulgence.

ITC Launches 'Aashirvaad Svasti Daily' Milk – A Budget-Friendly Offering

Aashirvaad Svasti, one of the leading dairy brands in West Bengal, has announced the launch of its latest milk offering 'Aashirvaad Svasti Daily' in the region. The new product is aimed at helping mothers have access to quality milk that will fulfil her family's daily milk



requirement without having to worry about the budget.

As a consumer-focused brand, Aashirvaad Svasti has launched a new offering that will help consumers fulfil their everyday milk requirements without having to compromise on quality and nutrition.

Rich in Protein, Calcium and fortified with Vitamins A and D, 'Aashirvaad Svasti Daily' can be given to children for daily consumption as well as used for making tea/coffee for adults.

Speaking on the launch of the new milk variant, Shri Sanjay Singal, Chief Operating Officer - dairy & beverages, ITC Ltd, said, "Milk is a daily essential and we understand the importance of providing consumers access to quality and affordable product. With an objective to ensure that mothers are not forced to cut down on milk consumption for the family due to rising prices, we launched Aashirvaad Svasti Daily at a price point of only Rs 20, so that it easily fits into their budget. We are happy to bring this offering to mothers who have been part of our journey from the beginning".

With this launch, the brand reinforces its commitment to deliver quality milk while adhering to the highest levels of safety and hygiene standards in the manufacturing process and supply chains. The product will be available at Rs.20 for a 470ml pouch, across 4,000+ outlets in West Bengal.

Zeon Lifesciences Announced Probiotic Manufacturing with Intelicaps Technology

Zeon Lifesciences, the leading manufacturer of nutraceutical and herbal products across the globe has announced a significant breakthrough in the manufacturing process of probiotics, utilising the latest Intelicaps technology.



It has redefined the way probiotics are manufactured, ensuring improved viability and effectiveness. Probiotics have long been acknowledged for their health benefits and utilising the latest Intelicaps technology, it has overcome major hurdles in its manufacturing process by encapsulating live bacteria in a protective casing. This exceptional technique ensures the survival and delivery of probiotics to their intended destination within the body, boosting their efficacy.

Intelicaps have been integrated into its manufacturing process, establishing a new industry standard in probiotic manufacturing. The technology also works as a shield against external factors such as heat, moisture, and acidity, which can compromise the integrity of live bacteria.

As a result, the probiotic formulations retain their potency and remain viable until consumed, offering numerous benefits to consumers. This significant achievement sets it apart as the one-of-a-kind player in the industry to harness immense potential of Intelicaps, positioning it at the vanguard of probiotic manufacturing.

Suresh Garg, CMD and founder, Zeon Lifesciences Ltd., said, "We are elated to unveil our revolutionary accomplishments in probiotic manufacturing, framing new standards for effectiveness. With the integration of Intelicaps technology, we have mitigated the obstacles that hindered the potential of probiotics, ensuring their optimal impact on health. Furthermore, it gives us immense pleasure to announce that Zeon Lifesciences is the solitary player in the industry that has embraced and effectively employed this one-of-a-kind technological marvel that will disrupt the probiotic industry."

INTERNATIONAL News

Dairy Prices Unchanged, Volumes Drop at Auction - GDT Events

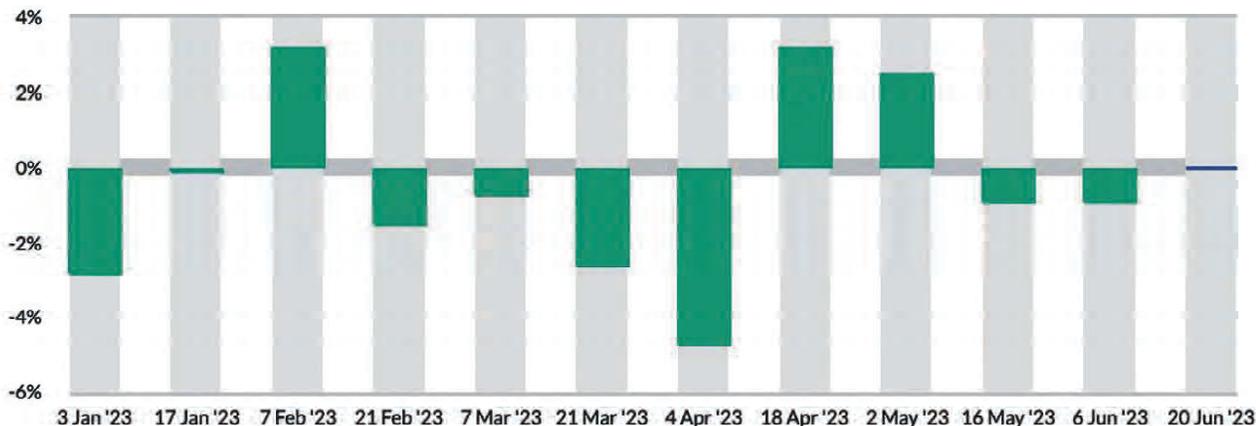
International milk prices were unchanged while volumes fell on June 20, 2023 in the second Global Dairy Trade (GDT) auction of the June month.

The GDT Price Index remained flat, with an average selling price of \$3,479 per tonne. The index fell 0.9% at the previous auction held on June 6, with an average selling price of \$3,399, GDT Events said.

A total of 20,372 metric tonnes of dairy products was sold at the latest auction, down about 11.9% from the previous sale.

Key results remains as follows:

AMF index up 0.5%, average price US\$4,758/MT



Butter index up 5.5%, average price US\$5,379/MT
Ched index down 3.3%, average price US\$4,533/MT
SMP index down 2.3%, average price US\$2,667/MT
WMP index unchanged, average price US\$3,172/MT

The results could affect the New Zealand dollar as the dairy sector generates more than 7% of the nation's gross domestic product. Global Dairy Consultant Stuart Davison said the market was expecting another slide in whole milk powder on the GDT after Fonterra shuffled its offer volumes.

Davison said he didn't think the lower volume at the upcoming auction would support prices. Buyers are well aware that there will be greater volumes on offer in less than two months on the GDT platform, he said.

The GDT index has dropped 25% over the past 12 months, while the average price for whole milk powder has slid 23%.

Demand for dairy products has softened as China's economy hasn't rebounded as fast as expected after its emergence from strict zero-Covid lockdown measures. Fonterra Chief Executive Miles Hurrell has said that he expects Chinese demand to start returning to normal towards the end of this calendar year.

Hurrell said Fonterra remained "very positive" about the Chinese market over the medium to long term due to its favourable demographics with a growing middle class and increased consumption of dairy product.

Stuart Davison said buyers were cautious and demand out of China remained "bearish" after local milk production increased.

In the short-term, summer heat waves in China may stimulate demand for liquid milk and products like ice cream, while lower interest rates and other Government stimulus measures may boost demand over the coming six months, he said.

The New Zealand milk co-operative, which is owned by about 10,500 farmers, controls nearly a third of the world dairy trade.

International Dairy Market Overview

As per the latest USDA data of June 9, 2023, international market overview are as follows:

EUROPEAN Western European

While a number of market observers convey a sentiment that the European milk production peak has passed, some other sources suggest that peak production may linger and be slow to decline. In either case, milk volumes are significant and are keeping manufacturing facilities full across much of northern Europe. Manufacturing of most dairy commodities is heavy, and inventories are significant. Industry contacts report demand is lukewarm for most commodities. The exception to this case is cheese. Contacts say demand for European cheese has been strong. Price reductions in the grocery stores have spurred on some retail demand, and orders from food service channels are growing. Currently, demand is outpacing cheese production, and inventories are shrinking.

Parts of France, Spain, and Italy, however, have not experienced the heavier milk output levels. Heat and dry conditions through much of the spring have suppressed milk output to levels below those of last year. In parts of Europe, there is a concern that a continued drought will raise production costs, placing more economic pressures on farmers. Dairy market observers often ask whether the industry will see significant improvements of dairy demand or milk production declines. While factors for changes in demand may be hard to discern, pressures placed on farms such as increased governmental regulations, higher production costs, unfavourable weather, and economic uncertainties

seem to come to the forefront.

Eastern European

Higher temperatures and dry weather have extended from northeast Germany into Poland and the Baltic States. The less favourable weather may slow milk production in those Eastern European countries. In 2022, Poland and other eastern countries saw year over year milk production grow compared to 2021.

Earlier this week, the EU commission extended the trade measures that allow Ukrainian agricultural products to enter the EU without tariffs. The waiver of tariffs and quotas was extended for one year.

The governing body also extended the ability of 5 neighbors to Ukraine (Bulgaria, Hungary, Poland, Romania, and Slovakia) to restrict the domestic sales of selected crops while allowing those crops to enter the country for export into other countries. The restriction seeks to limit the excess supply of those crops in the Ukrainian neighbors and support local market prices. The extension, requested to be eliminated by Ukraine, was prolonged to September 15.

Although an agreement to continue the Black Sea grain export deal an additional two months was confirmed in May, Russia has indicated the deal would be terminated if obstacles to Russian grain and fertilizer exports are not overcome. Ukraine claims Russia has halted registrations of ships destined for Ukrainian ports, blocking shipment of grain through the three opened Black Sea ports.

OCEANIA DAIRY MARKET

New Zealand

In New Zealand, the month of May has typically been defined as one of the most active months for exporting. However, the pace of China's recovery has disrupted New Zealand shipping volumes, as well as the global economies. Dairy commodity processors point to China's lack of demand with impacting short term price movement, relative to the New Zealand farmgate milk price. This becomes even clearer with the recent announcement of significant reductions to the forecasted farmgate milk price, for the new season, by a key dairy processor. Some industry representatives note, that while China's demand for whole milk powder (WMP) is anticipated to strengthen little by little, during 2023-2024, uncertainty remains as China's in-house WMP supplies expand beyond customary levels. On another front, a Chinese dairy processor has begun the construction of a lactoferrin, a multifunctional protein, plant in New Zealand. The company expects to gain 10 percent global share of the lactoferrin market, as its subsidiary is one of New Zealand's largest milk processors.

Australia

In Australia, milk production trends remain below a year ago levels in most production regions. However, due to weak dairy product demand, dairy farmers stand to lose as processors released their farmgate milk price offerings for the upcoming season.

Hence, farmgate milk price offerings are set to decline as much as 10 percent from last season. While farmgate prices in Australia jumped to record levels last year, the drop combined with the declining cow prices have multiple farmers considering quitting the business. Aside from dairy market supply and demand, industry sources note a host of uncertainties provide upside and downside risk relative to the milk price forecasts. Meanwhile, although not yet having recovered completely from drought, farmers in the Queensland region are experiencing less than 10 percent drought for the first time since 2013. Even so, the most recent crop production forecast points to a significant decline for the 2023-24 season, as dryer conditions due to El Nino weather, and lower yields are expected to decrease crop production by 34 percent.

SOUTH AMERICA DAIRY MARKET

Weather has improved throughout the dairy concentrated areas in the Southern Cone region. Rainfall, which was detrimentally low for as long as three years, has been more regularly reported by contacts in the area since April/May. Soil health, crop expectations, and subsequently milk production have all shown some marked improvements. Lingering effects from the drought are still expected to keep markets in flux, though, as recent crop exports have been clearly hampered for two strong global crop exporters, Argentina and Uruguay. Prices at the retail level have corrected lower, but reports suggest customers are opting for lower-cost alternatives.

Brazil continues to be the primary destination for dairy commodities from its South American neighbouring countries. Skim milk powder, whole milk powder, and cheese have all been steadily moving into the largest continental neighbour. That said, as has been recently reported, Brazilian purchasing has slowed down from its late 2022 and Q1 2023 pushes. Commodity prices, which have held steady on the continent, particularly compared to global competitors, have started to ease lower, and there are more bearish pricing expectations reported from contacts than bullish, due at least in part to increasing milk output expectations.

Iran Becomes Asia's Largest Net Dairy Exporter: Report

The reports published recently said that the FAO had put Iran's dairy exports last year at 1.583 million metric

tons (mt) while estimating that the country had imported only 86,000 mt of such products over the same period.

The figures, cited from FAO's Food Outlook, a biannual report on global food markets, showed that Iran's dairy exports accounted for 17% of the total milk and dairy exports by Asian countries in 2022.

Dairy exports from Iran accounted for 13% of the country's total milk and dairy production last year which reached 7.840 million mt, showed FAO figures which indicated that the output may drop slightly in 2023 to 7.820 million mt.

The official IRNA news agency, which covered more items from FAO's recent Food Outlook, said that Iran was the 13th largest rice producer and the 11th largest meat producer in Asia in 2022. It also said that Iran was the world's 13th largest wheat supplier in 2022 with a total output of nearly 13 million mt.

Iran has introduced extensive measures to ensure food security in the country since 2018 when its oil exports came under American sanctions.

The country has encouraged increased production and exports of agri-food as part of its plans to reduce reliance on oil exports and to create jobs for its population.

Global Milk Production Still 'Growing' - Rabobank: Agriland

There is likely to be lower milk production in the EU and the US during 2023 which could "stabilise" global market prices, according to a new report from Rabobank.

Overall global milk production is still rising but, according to the Rabobank, it is "losing momentum". In its latest Global Dairy Quarterly report, Rabobank also warned that there are signs of weakening dairy demand in some markets.

The cumulative effects of high food-price inflation over the past 24 months, in most cases significantly higher than salary growth, along with slowing economic activity in 2023 have translated into lower dairy demand in developed and emerging markets. As a result it has lowered its 2023 milk production forecast from last quarter's forecast of 0.7% to 0.5%.

In the report, the bank detailed that slower growth is attributed to "stagnant output in the EU".

It expects that in quarter three, EU milk production will be flat year-on-year and noted that while some farmers had managed to "sustain production growth" - despite lower farmgate prices - weather volatility in some regions could "slow deliveries further".

Rabobank also outlined that a contracting dairy herd

and lower yields are likely to slow milk production in the US while in New Zealand and Australia the "dairy pool is stabilising".

"While profitability remains challenging for New Zealand farmers, current estimates suggest that output could be higher next season. Water and feed availability should support production growth next season, the report highlighted.

South American milk production also remains under pressure and according to Rabobank Argentina, is likely to "experience a significant contraction" in milk production because of low forage after a very dry summer.

The bank also expects to see milk production in China while imports decline. Chinese dairy imports (liquid milk equivalent excluding whey) declined by 36% year-on-year in quarter one 2023, adding pressure to already weaker global prices in the short term, the report outlined.

According to Andres Padilla, senior analyst dairy at Rabobank, some price deflation in dairy could help "sustain" demand levels in key markets during the second half of 2023.

Michigan Dairy Farmers Are Slated to Start Transforming Milk into Fuel

The Michigan Milk Producers Association (MMPA) is teaming up with a Canadian Distillery to transform the lactose-laden by-products of the local dairy industry into ethanol fuel for vehicles.

The MMPA announced its new partnership with Dairy Distiller, an Ontario, Canada-based company known for their Vodkrow line of spirits. Unlike other traditional forms of making Vodka, Dairy Distiller's distillation process begins with a substance called milk permeate. This by-product of the ultrafiltration process in dairy production is full of lactose, which is a natural sugar. Add some yeast into the equation to start fermentation, and you're on your way to ethanol production. While the company generally turns the resulting neutral alcohol into one of their vodka products, the process eventually caught the attention of the MMPA. The organization produces some 14,000 tons of milk permeate at its Constantine, MI, facility annually, most of which is currently allocated as feed crop for livestock.

MMPA is constructing a \$41 million ethanol fuel production plant at its Constantine facility, with a \$2.5 million grant from the Michigan Strategic Fund. The plant will have the ability to produce around 2.2 million



gallons of ethanol annually with the aforementioned supply of permeate, which will be blended into transportation fuel supplies. That's enough juice to offset 14,500 tons of carbon emissions. The MMPA states that this milk fuel is slated to be the lowest carbon-intensity ethanol available, and states it should reduce its own carbon footprint by as much as five percent. Of course it is worth noting that dairy farming itself is a very carbon-intensive industry, accounting for around 2 percent of total US emissions annually according to the American Dairy Association. Finding a productive use for industrial by-products of any kind is a win, especially when that by-product can fuel a backroad blast.

This year's IFCN Dairy Conference focused on the energy crisis and the challenges and opportunities for dairy. It took place in Riga, Latvia (situated towards North-Eastern Europe with a coastline along the Baltic Sea) during June 10-13, 2023 as a hybrid event bringing together more than 210 dairy experts from over 60 countries.

The dairy experts attended the event felt that the income of 1 billion people around the world is directly or indirectly linked to the dairy sector. Therefore, any global event that negatively impacts the dairy industry will affect the livelihood of many households around the world.

The Ukraine war brought supply chain disruptions and many countries were forced to find other energy suppliers. The ensuing increased energy prices, and lower fertiliser availability, pushed in turn fertilizer prices up. In addition, and despite having reached a record high level at the beginning of the year, the world milk price started showing a downward trend that put pressure on dairy farmers' profitability. Consequently, instead of an annual growth in milk production of around 2.5% as it was seen in previous years, the lowest ever seen increase of 0.4% was realised in 2022. This raises the question: How can the dairy sector be developed in different regions to ensure a sustainable future milk pool?

There will be not a "one-fits" all solution for the dairy world. During the conference, different perspectives were presented and discussed addressing various regions in the world. In more developed countries, the challenges mostly came from the political side (like animal welfare or environmental regulations), as well as the lack of labour, successors, and land. On the other hand, the less developed regions mainly faced uncertain economic and political conditions and were additionally short of an adequate infrastructure like roads, energy and water which should be provided by the respective governments. However, all participants agreed that

High Energy Costs Impacted the Dairy Industry Directly and Indirectly: IFCN Dairy Conference



adaptation and resilient production systems were needed together with farm income diversification, the increase of home-grown feed, and more technology, among others in order to tackle these issues.

The Member of Parliament in Latvia, J. Grasbergs, referred to the fact that Latvia had the lowest milk price in Europe (a quarter below the average in Europe). He also explained that the dairy industry was progressing while considering changes in the lifestyle of farmers, promoting advanced farming, as well as new forms of businesses and services.

We see many changes and new challenges coming at regional and national level. However, there are also many opportunities to develop the dairy sector. As Ieva Leimane from AREI said: "The dairy sector has an incredible superpower: the ability to convert the solar energy accumulated in grassland into nutrient-rich food products". In addition, the participants highlighted the importance of sustainability, efficiency and affordability as essential aspects to consider when developing the dairy industry.

Data, networking and right strategies are needed to overcome upcoming challenges. It was concluded that, in order to overcome challenges easily, the sector needed to remain open to changes, and to be flexible and adaptive. Dairy farmers will also have to prioritize and deal with issues one by one while thinking global but acting local as different regions require different solutions.

Challenges of Dairy Industry in Bangladesh

According to the Household Income and Expenditure Survey-2022, per capita daily milk and milk product consumption in Bangladesh is 34.1 g which is significantly low. The root causes of low consumption of safe and diversified dairy products such as yogurt or local cheese are lack of awareness of the benefits of dairy, mistrust of livestock products due to adulteration, poor intra-household allocation of food, and lack of access to affordable dairy products.

According to the Department of Livestock Services (DLS), the growth in production in the last ten years has been linear and amounted to 130.74 lakh metric tons in 2021-22 fiscal but the demand was 156.68 lakh metric tons.

In Bangladesh, most of the produced milk comes from marginal farmers who rear low-yielding local breeds, often leading to inadequate milk supply and slowing growth in the dairy sector. At present, only 40% of the cattle in the country are crossbred, leaving an untapped potential in accelerating milk production, and meeting

the national demand for milk faster (report-2019; FAO, UNIDO).

Bangladesh has a warm and humid climate, which can pose challenges for dairy production and storage. Maintaining the quality and freshness of milk can be more difficult in such conditions. Additionally, the country faces limitations in terms of land availability and resources for large-scale livestock farming.

Public and private sector initiatives can play a role in increasing milk production and consumption through greater investment. It was observed that both formal and informal value chains coexist where milk collectors and chilling centres have a lead role. The milk supply chain mostly depends on smallholder milk production and inclusive market development. Behavioural change communication is also vital to build awareness of milk consumption.

The Feed the Future Bangladesh Livestock and Nutrition Activity, which is supported by USAID and implemented by ACDI/VOCA, has been working with public and private sector partners to increase milk consumption through increased productivity, access, and social behavioural change.

Last year, in collaboration with the Department of Livestock Services, the Activity provided training to 233,882 livestock farmers on animal health management, farm management, feeding practice, fodder production, hygiene and nutrition for increasing livestock productivity and nutrition awareness. In addition, 1,647 animal health and household nutrition campaigns were conducted, 175,731 livestock animals were vaccinated to increase productivity and messages on the importance of milk and product consumption were disseminated to increase awareness.

BRAC Dairy Limited, Akij Dairy Limited and PRAN Dairy Limited have taken initiatives for enhancing milk production and procurement from farmers, they are fortifying the formal market channel and fostering a more inclusive village-level milk collection system. They launched various dairy product lines and undertook myriad branding and market expansion activities to reach last-mile consumers.

The MSMEs project is leveraging public and private sector resources to disseminate messages on the health importance of milk consumption. Private companies are educating consumers through their marketing strategy on the importance of safe milk consumption. Through a partnership with the Bangladesh National Nutrition Council (BNNC), a large network of community health workers and religious leaders disseminate nutrition and hygiene messages to promote milk consumption. Mass awareness is also generated through community

engagement events such as campaigns, day observation, and social media and cable TV networks.

Dr. Md Sahabuddin, District Livestock Officer of Cox's Bazar, said: "To increase milk consumption, it is necessary to increase milk production, and market expansion as well as the behavioural change towards milk consumption. So, we need to work on all those issues simultaneously. Here we may mention that Feed the Future Bangladesh Livestock and Nutrition Activity is working on all the mentioned aspects and bringing good results among the beneficiaries regarding milk consumption."

Twelve cattle-owning farmer Md. Monnasef Howlader Firoz, Rupatoli, Barishal said "I learned a lot from the project and got technical assistance from the project in feed management, fodder production and animal health management. I am very happy about the 45% increase in milk production. I have started the diversified dairy product processing, but more support is required for making the market for smallholder dairy processors like me."

Abu Zahid, Deputy Manager, PRAN Dairy Limited said, "according to recent data about 97% of milk is produced in rural areas. Inclusive milk collection from farmers by dairy companies will create an opportunity for economic benefits of supporting local dairy farmers and could also contribute to increased consumption."

In Bangladesh, collaborative efforts between the government, local entrepreneurs, and livestock officers have accelerated progress on both milk production and consumption. Continued support and market development are necessary to sustain the growth of smallholder dairy processors and benefit local farmers. Inclusive milk collection from rural areas can create economic opportunities and further boost consumption among urban and rural Bangladeshis.

Technology to Reduce Methane Emissions in Cattle by 17 %

The UK government has allocated £30m to technological agriculture projects, including genetic research to reduce methane emissions from cows and the use of drones to monitor animals.

The 'Farming Innovation Programme' is funding research and development projects to help farmers and growers produce food more sustainably.

Up to £30m has been awarded to cutting-edge farming projects that are intended to help boost food production, move towards net zero and create a more resilient and sustainable agricultural sector.

The projects announced today include:

- Ground-breaking genetics research projects which could reduce methane emissions in cattle by 17 per cent per generation and produce a reliable UK-grown protein source that can replace soya in human foods.

- Investigations into the use of drones and artificial intelligence to inspect and monitor animals to enable farmers to take action should animals go missing or need attention.

- Efforts to develop biopesticides using fungal strains that help tackle pests in wheat crops, and to pin-point the genetics for creating slug-resistant wheat.

Alongside the £30m to be awarded to more than 50 successful projects – in such areas as nitrogen efficiency, beef genetics, sustainable protein and biopesticides – the government has also made a further £12.5m available to fund innovative projects helping to deliver a more productive, resilient and sustainable agricultural sector.

The funding is all part of the Farming Innovation Programme, run in partnership with UK Research & Innovation (UKRI) and delivered by Innovate UK, which is making £270m in grants available before the end of the government's 2021-24 Agricultural Transition Plan to fund research and development projects to help farmers and growers produce food more sustainably.

Secretary of State for Agriculture, said: "Farmers are always forward-looking, and innovation is key to driving forward a resilient, productive and sustainable agriculture sector that puts food on our tables whilst protecting and restoring the environment."

"Alongside our new farming schemes, these grants will help to support farmers and pave the way for a technological transformation that will help produce food sustainably for generations to come".

Katrina Hayter, Executive Director for healthy living and agriculture at Innovate UK, said: "The competitions once again demonstrate the sheer breadth and quality of innovation within the UK agri-food space.

Projects could find new ways to detect pests and prevent and manage disease; help farmers to reduce their fertiliser use; boost soil resilience, and manage threats from extreme weather and flooding.

Event CALENDAR

IDF World Dairy Summit 2023

2023 IDF World Dairy Summit to be held in Chicago, Illinois, USA, during October 16-19, 2023.

Visit <https://idfwds2023.com>