

IDA Telangana Local Chapter Organises Regional 50th DIC Curtain Raiser Program at Hyderabad

Indian Dairy Association (IDA) Telangana Local Chapter (TLC) organised regional 50th DIC Curtain Raiser program for the members of the chapter on February 10, 2024 at Mercure Hotel, Hyderabad. The program was presided over by Shri Ch. Rajeshwara Rao, Chairman, IDA-TLC; Shri B.V.K. Reddy, IDA CEC member and Dodla Dairy CEO; Dr. K.R. Rao, Vice Chairman, IDA-TLC; and Dr. A Sarat Chandra, Dean of CDT, PVNRTVU, Hyderabad. The Secretary and Treasurer of the Local Chapter, Shri K. Balakrishna Reddy welcomed the members and Dr. K.N. Sai Sreenivas gave a presentation on the activities of the chapter during last one year, growth in the enrolment of Life Members from 16 as on February 4, 2023 to 102 as on date. He also shared details on the upcoming 50th DIC scheduled during March 4-5-6, 2024 at HITECH, Hyderabad.

On this occasion, Smt. D. Padma was awarded with a cash prize of Ten Thousand Rupees on behalf of the



Local Chapter for the best woman dairy farmer award in the state. All the dignitaries expressed the significance of the 50th DIC in Platinum Jubilee year of the IDA and welcomed the members to participate in the event in a big way. The program concluded with a vote of thanks from the Secretary, IDA-TLC.

IDA Punjab State Chapter and Verka (Milkfed) Ferozepur Organizes “The Kisan Dairy Summit”

Indian Dairy Association (Punjab State Chapter) in collaboration with Milkfed (Verka Dairy) Ferozepur organized "The Kisan Dairy Summit" at an auditorium of Genesis Institute of Dental Science & Research Ferozepur-Moga Road, Ferozepur, Punjab on January 30, 2024.

The eminent personalities present on the event included Dr. R.S. Sodhi, President-IDA; Shri Narinder Singh Shergil, Chairman, Milkfed Punjab; Dr. Kamal Kumar Garg IAS, Managing Director,



Milkfed Punjab; Shri Rajesh Dhiman IAS, Deputy Commissioner, Ferozepur; Shri Rajesh Gupta, National Dairy Development Board (NDDB); Shri Inderjit Singh Sra, Chairman, IDA Punjab Chapter; Shri Gurbhej Singh Tibbi, Chairman, Verka Dairy Ferozepur; and Dr. R.S. Sethi, Dean College of Dairy Science & Technology, GADVASU, Ludhiana.

Addressing the august gathering, Dr. R.S. Sodhi, President-IDA said that this summit was planned to make the dairy



farmers aware about various advanced techniques in feeding, breeding & health management of the dairy cattle. By giving insight on bright future of the dairying in India, he kept the hopes of the dairy farmers high.

After the inaugural ceremony, a documentary video on the journey of Verka Dairy Ferozpur was shown to the audience. This documentary showcased the milestones of Verka Dairy Ferozpur from a Milk Chilling Centre to 1 LLPD Processing plant.

On this occasion, Dr. Kamal Kumar Garg IAS, Managing Director, Milkfed Punjab shared the advanced techniques and machinery used by Milkfed for analysis of various milk quality parameters.

Shri Rajesh Gupta, NDDDB discussed the various schemes and subsidies available to dairy farmers and other projects of NDDDB. On this occasion, a copy of approved development projects worth crores was presented to MD, Milkfed Punjab.

During the first session of the event expert speakers Dr. R.S. Grewal, GADVASU, Ludhiana; Dr. Pankaj L Sherasia, Scientist, NDDDB; Dr. Harinder Singh; Shri R.S. Sahu, PAU, Ludhiana; Dr. Jiwan Gupta, Animal Husbandry Department Punjab; and Shri Karanbir Singh Dhillon, Milkfed Punjab enlightened the dairy farmers about silage and cattle nutrition.

Second session focussed on "cattle breeding and advanced techniques in dairy farming" was conducted by Dr. R.S. Bali, NDDDB; Dr. Sikh Tejinder Singh, GADVASU, Ludhiana; and Dr. Harsugev Singh, Milkfed Punjab. Dr. R.S. Sahota, Retired Director, Extension Education, GADVASU, Ludhiana advises milk producers to focus on modern dairy techniques and emphasized that prevention is better than cure.

On this occasion Shri Inderjit Singh Sra, Chairman, IDA Punjab State Chapter emphasized the need of such

seminars/event/summit for creating awareness about the advanced techniques among dairy farmers and praised the role of IDA, Cooperatives, Producer Companies and other organized players in dairy development in the country. He also encouraged the industry, professionals, scientists and farmers to become member of Indian Dairy Association for the overall betterment of dairy by adopting a collaborative approach.

Shri Gurbhej Singh Tibbi, Chairman, Verka Dairy Ferozpur thanked all the dignitaries, speakers and dairy farmers for their active participation and making this event a grand success.

Solar Power System and Renovated Canteen Inaugurated at IDA HQ

Central Executive Committee (CEC) members of IDA led by President Dr. R.S. Sodhi and Vice Presidents Shri A.K. Khosla and Shri Arun Patil inaugurated the Solar Power System installed at IDA HQ. The capacity





of the Solar Power System is approx. 25 KVA. The system was installed fully with the help from technical team of National Dairy Development Board. In order felicitate the IDA Transit Room Guest, existing canteen was renovated so that they enjoy comfortable

stays at IDA HQ during their stay. As per the record, the occupancy has also increased manifold afterward. CEC members appreciated these new development works initiated by the new management under the leadership of Dr. Sodhi.

IDA Jharkhand State Chapter and JMF Organised “Medha Dahi Khao Inaam Pao Pratiyogita - 2024”

The Jharkhand State Cooperative Milk Producers' Federation Limited (JMF) and India Dairy Association (IDA)- Eastern Zone jointly organised very innovative yet meaningful contest in January 2024 across three locations in Jharkhand namely at the Medha Dairy Plant, Ranchi, Deoghar and Divisional Office Campus Jarmundi (Basukinath, Dumka).

Every year, the event "**Medha Dahi Khao Inaam Pao Pratiyogita**" is organized at various locations of Jharkhand by India Dairy Association (IDA)- Eastern Zone & Medha Dairy to raise awareness among consumers regarding consumption of milk and milk products.

More than 700 people participated in this event this year across three locations. The competition was categorized in three different categories *i.e.* Male, Female and Senior Citizen. As this was a competition of eating maximum quantity of curd in stipulated time frame of 3 minutes.

Hon'ble Minister- Agriculture, AH & Cooperative, Govt of Jharkhand, Shri Badal graced the event as a Chief Guest. Hon'ble Minister advised the marginal farmers and people in general to associate themselves with JMF and its produce so that a good quality and fresh dairy product may be provided to the consumers which will lead to the socio-economic

development of milk producers. Hon'ble Minister also appreciated the work done by JMF under management of National Dairy Development Board.

On this Occasion, Shri. Sudhir Kumar Singh, Chairman IDA- Eastern Zone & Managing Director, JMF stated the importance of eating fresh and healthy foods and asked people to use Medha Dairy's products as it is fresh and healthy too.

Chairman IDA-Jharkhand Chapter & General Managers, JMF -Shri Pavan Kumar Marwaha and Shri Jaidev Biswas were also present to encourage the participants of "**Medha Dahi Khao Inaam Pao Pratiyogita 2024**".

The winners of this contest were awarded by Medha Gift Hampers along with various titles (Upadhi) like *Dahi Samrat*, *Dahi Samragyi*, *Dahi Bhushan* etc.



Chairman, IDA Gujarat Chapter and MD, Amul Dairy Dr. Amit Vyas Conferred upon Honorary Doctorate by Amity University

Shri Arun Bhagatram; Shri Ajay PIRAMAL and Shri Adi Godrej.

Dr. Amit Vyas has vast experience of more than 32 years in the Dairy Industry. He is greatly inspired by his father - Dr. Moolchand Vyas, who has worked with

the Dairy stalwart Dr. Verghese Kurien and dedicatedly served the Dairy Industry in various capacities. An Engineering Graduate with specialization from IRMA, his undeterred passion for automation, digitalization, sustainability, and innovation has carved the path of excellence and perpetual growth for the Dairy and its millions of farmer members.

Dr. Amit Vyas has led some exemplary initiatives in the

field of Energy Conservation in the Dairy Industry, for which he has been honoured with various awards at the State level as well as at the National level.

His dedication to innovation and efficiency indorsed by their practical implementations have benchmarked highly efficient processes, significantly reduced costs, and augmented sustainability practices, revolutionizing the perspective of new generation towards dairying. As he continues to lead Amul to greater success, Dr. Amit Vyas commitment to excellence is unwavering.

Congratulations to Dr. Amit Vyas!



Dr. Amit Vyas, Chairman, IDA Gujarat State Chapter and Managing Director, Amul Dairy has been conferred upon Honorary Doctorate degree in the field of management by Amity University, Gwalior during the graduation ceremony on February 10, 2024.

Dr. Vyas was bestowed the prestigious Honorary Doctorate degree by the Hon'ble Chancellor, Amity University - Dr. Aseem Chauhan; Pro Chancellor- Lt Gen V K Sharma; Vice Chancellor, Prof. (Dr.) Anil Vashisht. The other distinguished personalities who have also been conferred upon the prestigious Honorary Doctorate degree were Shri Kumar Mangalam Birla;

NATIONAL News

Shri Rupala Ji Launches Realigned Animal Husbandry Infrastructure Development Fund Scheme on Feb. 14, 2024

Union Minister of Fisheries, Animal Husbandry & Dairying, Shri Parshottam Rupala launched the realigned Animal Husbandry Infrastructure Development Fund (AHIDF) Scheme and released the Radio Jingle on AHIDF ON February 14, 2024 at New Delhi.

In his address, Shri Rupala informed that the scheme was started during COVID period which was the difficult time for the entire country. The scheme has been

realigned and will be implemented for another 3 years. The industry, FPO, Dairy Cooperatives should take benefit of the scheme.

The Cabinet in its meeting on February 1, 2024 approved the realignment of the AHIDF under Infrastructure Development Fund with an outlay of Rs. 29,610 crore. Now the Total Fund will be of Rs. 29610 cr. Instead of Rs. 15000cr. The realigned scheme implementation period will remain active from March 31, 2023 to 2025-26.

In the realigned scheme, Dairy Infrastructure Development Fund has been subsumed. Now the Dairy Cooperatives will avail benefit of interest subvention of 3% under AHIDF instead of 2.5% which was received

in DIFD. The Dairy Cooperative will also get Credit Guarantee support under the Credit Guarantee Fund of AHIDF. The Scheme will help the Dairy Cooperatives to upgrade their processing infrastructure with an updated processing technology. This will benefit large number of milk producers in the country.

During the inaugural event of launching the realigned AHIDF scheme, Industry associations, NDDB, Dairy Cooperatives, FPO and Officials from the North Eastern States were also present. During the interaction, ABIS Export Private Limited, one of the eligible entities, appreciated the role of the scheme in creating infrastructure in livestock sector and said that they will invest Rs. 2000 crore in creating infrastructure. Dishala Livelihood Producer Company Limited, FPO informed that they have set up a dairy processing and value addition project at Sehore, Madhya Pradesh with Capacity of 10000 litre per day under AHIDF in collaboration with Manthan Organization. They have obtained 1.2 lakh interest subvention from the Department. Amba Feed informed that they have set up 120000 MT per annum of Animal Feed plant in Coimbatore under AHIDF. President, Indian Dairy Association was invited for the event. On behalf of IDA, Shri A.K. Khosla, Vice President-IDA and Shri Hariom Gulati, Secretary General, IDA attended the event.

The benefits of the realigned scheme are as under:

- Interest Subvention of 3% payable up to 8 years
- Individuals, FPO, Dairy Cooperatives, Private Companies, Section 8 companies, MSME
- Credit guarantee cover upto 25% of the term loan.
- No ceiling on the loan amount
- Loan up to 90% of the estimated/actual project cost
- Dovetailing with capital subsidy schemes of other ministries or state level schemes
- Ease of application process through online portal www.ahidf.udyamimitra.in.

Initially, the AHIDF scheme was launched on June 24, 2020 by the Hon'ble Prime Minister under Atmanirbhar Bharat Abhiyan initiative. In the short span of three years, scheme has received commendable response from every corner of the country as more than 5000 project proposals were received.

Under dairy processing, 38.66 Lakh MTPA capacity has



been created with the total investment leveraged in dairy processing sector of Rs. 4803 cr. Under Animal feed plant 70.78 Lakh MTPA capacity has been created so far with a total investment of Rs. 2043 crore. Infrastructure assisted is breed improvement farms for aggregate of 7860 cows/buffaloes/pigs, Modern poultry farms having capacity of 24.42 crore poultry birds/chicks per annum and 68.46 cr. Eggs per annum capacity. Under Meat processing 11.06 lakh MTPA capacity created with total investment of Rs. 1052 cr.

Total investment leveraged in the breed improvement sector is Rs. 879 crore. Under veterinary vaccine manufacturing facility Rs. 73 crore investment has been leveraged so far.

Through the scheme, around 15 Lakh of employment have been generated so far. Overall invested leveraged during the implementation period of the scheme was Rs. 8903 crore. Many small and marginal farmers have also been benefitted besides the industries.

For transparent implementation of the scheme the DAHD has developed portal www.ahidf.udyamimitra.in for application and processing of the request. The portal helped in hassle-free transparent implementation of the scheme.

PM Modi Asks Gujarat Farmers to Make Amul the Largest Dairy in the World

Prime Minister Shri Narendra Modi on February 22, 2024 exhorted dairy farmers in Gujarat to make Amul "the world's largest dairy brand". Speaking at the Golden Jubilee celebrations of Gujarat Cooperative Milk Marketing Federation (GCMMF), which owns the Amul brand, he highlighted Amul's current status as



the world's "eighth largest dairy". He said his government would support farmers and help in expanding Amul to "make it the largest dairy producer in the world".

"While the global dairy sector is developing at 2% per annum, India's dairy sector is developing at 6%," Shri Modi said while addressing thousands of farmers who were assembled at the Narendra Modi Stadium in Ahmedabad.

He described Amul as one of the most successful brands of post-Independent India and said that many brands were created after Independence but none succeeded like Amul, which has become a household name in the entire country and also helped women and farmers, "who are its real beneficiaries".

He also talked about how the measures taken by his government have helped Amul and the cooperative

dairy sector in the State that has become a thriving "dairy producer".

Highlighting that women form the backbone of the cooperative dairy sector, Shri Modi said that the sector has improved the financial condition of its women members.

"We have announced new ways to save indigenous breeds based on research carried out

under the National Livestock Mission. We also decided to extend financial aid to help put wastelands to use as pastures," he said, listing measures of his government to help the livestock farmers.

To help farmers spend less on insuring livestock, the government has decided to reduce the premium amount. These decisions will help increase the population of cattle and incomes of cattle herders.

Shri Modi also visited north and south Gujarat districts to launch new projects in the State. Governor of Gujarat, Shri Acharya Devvrat, Chief Minister of Gujarat, Shri Bhupendra Patel, Union Minister of State for Animal Husbandry, Dairying and Fisheries of India, Shri Parshottam Rupala, and Chairman of Gujarat Cooperative Milk Marketing Federation, Shri Shamal B Patel were present on the occasion among others. More than 1.25 lakh farmers were part of the celebrations.

Govt. of India Grants Income Tax Exemption to Boost Dairy Cooperatives

Government of India has granted certain exemptions under Income Tax Act to Dairy Cooperative Societies to Boost the Sector.

In a significant move aimed at supporting the dairy sector, the Government has introduced a series of measures granting income tax exemptions and reductions for Cooperative Societies under the Income Tax Act. The announcement was made by the Union Minister of Fisheries, Animal Husbandry & Dairying, Shri Parshottam Rupala, in the Lok Sabha.

Key Highlights of the announcement include: - Deduction under Section 80P: Primary cooperative societies involved in the supply of milk to the Federal Cooperative Society can now claim deductions for their entire profit related to milk supply to Union societies under Section 80P of

the Income Tax Act, 1961.

Surcharge Reduction: The surcharge on cooperative societies has been reduced from 12% to 7% for incomes exceeding Rs.1 crore and up to Rs.10 crores.

Alternate Minimum Tax Reduction: The rate of Alternate Minimum Tax for cooperative societies has been lowered from 18.5% to 15%, aligning it with the rate applicable to companies.

Amendment to Section 269T: Amendment to Section 269T now ensures that no penal consequences arise for cash repayments by Primary Agricultural Credit Societies (PACS) or Agricultural and Rural Development Banks (PCARDB) if the amount is less than Rs.2 lakh, up from the previous Rs.20,000 limit.

Enhanced TDS Limit: Co-operative societies now enjoy a higher threshold of Rs.3 crore for TDS on cash withdrawal, compared to the Rs.1 crore limit applicable to other recipients under section 194N.

...Continue on Page 46

Interest Subvention for Farmers: The government is offering interest subvention on short-term crop loans up to Rs.3 lakh for farmers, at an attractive rate of 7% per annum. Prompt repayments attract an additional 3% interest subvention, bringing the effective rate of interest down to 4%.

Kisan Credit Card (KCC) Scheme: Since 2018-19, the government has introduced the Kisan Credit Card (KCC) scheme for Animal Husbandry and Fisheries, providing short-term working capital loans up to Rs.2 lakh per beneficiary, aligning them with short-term crop loans.

Shri Rupala emphasized that these measures aim to provide a substantial boost to the dairy sector and promote the financial well-being of cooperative societies involved in dairy activities.

FSSAI Approves Amendments to Do Away with Agmark, BIS

The Food Safety and Standards Authority of India (FSSAI) confirmed that various amendments in food safety regulations have been approved to do away with Bureau of Indian Standards (BIS) or Agmark certifications for food products. In line with the concept of "One Nation, One Commodity, One Regulator", once these amendments are finalised, food businesses will only require mandatory FSSAI certification and not need certifications from other authorities. According to FSSAI, this move will facilitate ease of doing business.

The food safety authority's 43rd meeting was held recently in New Delhi under the chairmanship of Health Secretary Shri Apurva Chandra where several amendments to streamline food safety and standards regulations were approved.

Amendments

Various amendments across different Food Safety and Standards Regulations were approved in the meeting to do away with Bureau of Indian Standards (BIS) or AGMARK certification for food products. After the amendments are finalised, food businesses would not have to go to different authorities for mandatory certification with only FSSAI certification being made mandatory for food products.

A comprehensive manual methods of analysis for ensuring regulatory compliance of the food products was also approved. The amendments across different Food Safety and Standards Regulations were approved in the meeting for draft notification to invite stakeholder comments before finalisation. These regulations included the revision of standards of Milk Fat Products, as part of which the fatty acid requirements for Ghee will also be applicable for other milk fat products.

FSSAI CEO Shri G Kamala Vardhana Rao, CEO, FSSAI; officials from the Ministry of Health and Family Welfare, Ministry of Commerce, Ministry of Consumer Affairs, Food and Public Distribution, Ministry of Law and Justice, Ministry of Micro among others attended the meeting. Representatives from industry associations, consumer organisations, research institutes and farmers' organisations were also present in the meeting.

NDDB to Provide Consultancy to Set up 225 crore Plant in Himachal

Himachal State Government has signed a Memorandum of Understanding (MoU) with the National Dairy Development Board (NDDB) to provide consultancy services for the establishment of a state-of-the-art automated milk processing plant in Dhagwar, Kangra.

Speaking about the MoU, Hon'ble Chief Minister of Himachal Pradesh said that the Dhagwar plant, with an initial capacity of 1.50 Lakh Litres Per Day (LLPD) and expandable up to 3 LLPD, would be a fully automatic facility. The project, set to be constructed with an investment of Rs. 225 crore in the first phase, aims to produce a diverse range of dairy products, including curd, lassi, butter, ghee, paneer, flavoured milk, khoya and mozzarella cheese.

He stated that as the project unfolds, it would bring prosperity to the dairy farming communities and contribute significantly to the overall growth of the State.

The plant would play a crucial role in bolstering the rural economy by directly purchasing milk from the farmers in Chamba, Hamirpur, Kangra and Una districts, remarked the Chief Minister. He further emphasized the importance of transparency in milk procurement to ensure that the farmers get good value for their hard work.

An additional investment of Rs. 43 crore was earmarked for strengthening the milk procurement network with a target to purchase 2.74 LLPD for sustaining the plant's operations.

The initiative, aligned with the government's commitment to farmer welfare, also includes plans for the second phase, which would see the production of milk powder, ice cream and various types of cheese at the Dhagwar Plant.

State government has recently announced an increase of Rs. 6 per litre in milk procurement rate, raising it from Rs. 32 to Rs. 38. He said that the state government was making earnest efforts to increase the income of farmers and new schemes would be introduced in the times to come.

Strengthening the rural economy was imperative for making Himachal Pradesh a self-reliant state, said the Chief Minister, adding that around 95 percent of the state's population resides in rural areas and therefore without achieving this goal, the vision of making Himachal the most progressive state remains unattainable.

Good Quality Fodder Crucial for Dairy Sector: PAU Experts

The Directorate of Extension Education, Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), organised a training on 'Quality Fodder Production, Processing and Marketing' for officials of the dairy development department.

Extension education Director Dr. Parkash Singh Brar said the university and state departments needed to work in congruence for the welfare of dairy farmers. He added



that such a training would not only help functionaries stay abreast with the latest developments in the field but would also provide researchers the opportunity to understand the challenges farmers face.

Dairy Development Department Joint Director Dr. Kashmir Singh said quality fodder was the foundation for the growth of the sector in the state. He said the department's field functionaries work in close association with dairy farmers in a variety of roles. It is therefore necessary for them to equip themselves with the knowledge of the latest technologies that are developed by the university.

Fodder research specialist Dr. Harinder Singh gave a detailed account of the process of selecting crop varieties, harvesting and then drying them for the preparation of hay. Dr. Navjot Singh Brar talked on the package of practices recommended for the production of fodder crops. He elaborated on the various methods of cultivation, irrigation, fertilisation and protection.

Dr. Parminder Singh, underlining the importance of silage in milk production, explained techniques for production of good quality silage. He said anti-quality factors in silage were a major concern and farmers must be cautious.

Dr. J.S. Lamba focused on alternate fodder for dairy animals. He talked about methods to increase the nutritious value of low-quality fodders for feeding dairy animals. A visit to the fodder and silage area of the university's dairy farm was also arranged.

Dr. R.S. Sodhi, Interacts with Group Managing Editor of IMAGES Group



Dr. R.S. Sodhi, President, Indian Dairy Association, in a discussion with Shri Rasul Bailay, Group Managing Editor of IMAGES Group – explored the broader narrative of food consumption in India, dairy supply chain experiences, pivotal role of farmers in the industry, etc.

During the talk show, Dr. Sodhi said that Indian food sector is the largest and fastest sector in the world, today. Last 50 years, lots of efforts have been made to shift the consumer interest from unorganized sector products to organized and branded products. Today, food sector is around 60 lakh crore. Out of this, 7 lakh crore food sector is organized sector. Among organized food sector, 50% i.e. 3.5 lakh crore is of the dairy sector.

Speaking on the exponential growth of Dairy sector, Dr. Sodhi said that the sector has grown because its supply has worked efficiently in the past. On the one hand, farmers are getting good value of their products, so they continue to remain with organized sector and the other side consumers are also getting good quality products at an affordable price. That is why they choose products of the organized sector.

The dairy sector involves 80 million milk producers whose livelihood is based on this sector and on the other side, it is a source of nutrition to 140 million people. Both are inter-dependent with each other. That's why this arrangement is continuing since long.

During the talk show, Dr. Sodhi said that this system can be replicated in other sector too. You must inculcate trust among farmers that their produce (be it dairy/ agriculture/poultry products, etc.) would be bought without fail. This will ensure continuous supply. When quality processing will be done by the processors, it will be well-accepted by the buyers too.

So, value delivery is key for success in retail sector.

Amul Launches Innovative Feed Supplement for Improving SNF and Fat in Milk



Amul Dairy has launched a new feed variety that will improve solid-non-fat (SNF) in milk of cows and buffaloes. Problem of low fat and SNF in milk is common in the country's domestic dairy industry. The milk union's study revealed that low SNF content was due to less protein and energy in the diet provided to the dairy animals.



"Usually, there are three main reasons behind low SNF content including mixing water with milk, subclinical mastitis (which lowers milk production) or lack of vitamin and minerals-rich feed," Managing Director, Dr. Amit Vyas, Amul Dairy.

Ahead of the summer season, Amul Dairy's Chairman Shri Vipul Patel along with other board members have launched Amul SNF Vriddhi as a feed supplement that will improve milk yield, fat and SNF content of milk supplied by the dairy farmers.

The price of milk is determined by its fat and/or SNF content. Milk producers on many occasions are informed about low SNF content in their milk, when they go to village based dairy cooperative society for selling their produce. On account of low SNF content, there are heavy deductions in payments to milk producers. At times even the milk is rejected altogether. Milk producers hardly have an alternate option to dispose of rejected milk. Many agencies from different parts of the country keep sending representations to FSSAI for lowering standard for SNF content in cow and buffalo's milk.

The quality and quantity of milk are determined by genetics and feeding practices. No breed improvement program world over would ever support low SNF content in milk.

According to the press release of Amul, SNF in milk can be normalized within 8 weeks of feeding Amul SNF Vriddhi.

The press release further states that after feeding their SNF Vriddhi, greater availability of energy results in increased microbial protein synthesis thereby improving the SNF content in milk of cows and buffaloes. After incorporating Amul SNF Vriddhi in total ration, some of the amino acids might go to the depleted thigh muscle and then available for synthesis of milk protein and the SNF content. This could be the probable reason for stabilization of SNF for a short period and then again improvement after 8 weeks.

For getting the best results, it has been advised to supplement SNF Vriddhi regularly for a minimum period of 2 months at recommended dose.

Advantages of feeding SNF Vriddhi:

Improves SNF and Fat in Milk; Improves Daily Milk Yield; Regulates rumen pH; Improves Immune Status; Balances Energy & Critical Mineral Requirements of Dairy Animals; Helps in Getting the Animal Pregnant in Time; Improves General Health & Body Condition Scores; and Increases Net Daily Income of Milk Producers.

The recommended Daily Dose is:-

- One week, 150-200 g per animal, followed by 100 g on regular basis to cows and buffaloes having low SNF.
- 50 g per animal for maintaining SNF for all animals.

OR

As advised by Animal Nutritionist

Dairies in Indore Asked to Install Fat-Checking Machines

Indore is now gearing up to ensure that its residents get unadulterated/uncontaminated and quality milk. In this regard, the Indore district administration decided to make the installation of Fat Checking Machines compulsory at all dairies across the district - to ensure that the residents get the best quality milk from each dairy anywhere in the city.

"Soon a prohibitory order in this regard will be issued by the district administration under Section 144 CrPc," Indore District Collector Shri Ashish Singh said.

"The use of Fat Checking Machine or Milk Fat Analyzer machines at all dairies directly selling milk to consumers will help the consumers to make informed decisions on whether to buy milk from a particular dairy or not, based on the results shown by the machines," Shri Singh added.

Indore houses approximately 1,500 milk dairies, which will have to compulsorily display the results of the Milk Fat Check on the dedicated machines.

Parag Milk Foods Consolidated Revenue Up 8.8% in Q3

Parag Milk Foods Ltd. (PMFL) has reported a 268.8 per cent increase in profit after tax at Rs. 34.16 crore in the third quarter of fiscal year 2024.

The consolidated Q3 FY24 revenue stood at Rs. 800.84 crore, an 8.8 per cent YoY growth, while gross profit stood at Rs. 210.75 crore, with a gross profit margin of 26.3 per cent.

In the nine-month period ending December 31, 2023, revenue stood at Rs. 2,348.59 crore, up 12.3 per cent YoY. Gross profit stood at Rs.554.54 crore, a gross profit margin of 23.6 per cent. EBITDA stood at Rs.178.21 crore, with an EBITDA margin of 7.6 per cent.

Chairman, Shri Devendra Shah, said, "Our consolidated revenues for the quarter have grown by 8.8% yoy; whilst our margins and profitability have witnessed strong improvement."

Rockwell Automation and ISAP India to Modernize Dairy Farming

Rockwell Automation, the world's largest company focused on industrial automation and digital transformation, is helping to modernize farming practices in rural India in partnership with ISAP India Foundation. The initiative, titled "Economic and Social Development of Indian Village Through Technology-Enabled Dairy Farming," aims to help modernize dairy farming practices in the water-scarce region of Antargaon (near Nagpur) in Wardha District, Maharashtra.



This also involved collaboration with a technology implementation partner - eVerse.AI, to implement this corporate social responsibility (CSR) project. The on-ground implementation utilizes cutting-edge digital technologies and scientific veterinary practices to improve livestock development.

The interventions of this project undertaken over the last six to seven months, beginning in May 2023, has already yielded promising results. The initiative provides a suite of services to dairy farmers, including supplying IoT (Internet of Things) enabled collar devices for tracking vital health parameters of dairy animals, providing mobile phone based alerts and advice to farmers from veterinary experts, use of muzzle-based biometric identification system to provide digital identity to animals along with 12-digit Pashu Aadhar, use of eVerse.AI's newly launched CowGPT platform to provide accurate insights and advisory to dairy farmers about animal

health, ration balancing advisory services, fodder development activities, supply of quality animal feed, village level animal health services, dairy farming extension programs (training, demos, expert visits), market integration activities for milk sale and the creation of additional revenue sources for families of dairy farmers utilizing animal waste products.

Speaking about the project, Shri Dilip Sawhney, Managing Director, Rockwell Automation India, said: "We are thrilled that our CSR project at Antargaon, Maharashtra, is already showing early signs of success and providing tangible benefits to local farmers, and augmenting their incomes. Rockwell Automation is committed to give back to the communities where we operate by engaging in tech-led initiatives to create impact at a societal level. We are confident that this project will continue to help the people of Antargaon to benefit from the technology-enabled scientific management of the health and reproductive cycles of their farm animals. Projects like this will eventually lead to improved incomes and better quality of life in rural communities throughout India."

In a recent field visit to Antargaon, progress of the project was shared with local dairy farmers through an interactive session. Farmers expressed positive feedback, citing a 15-20% increase in milk production within the last six months. Milk quality has also improved, helping them to achieve higher prices and increasing household income.

India has the world's largest bovine population and is a leader in milk production. However, it faces challenges such as low milk-yield per animal and insufficient quality of milk products. The decentralized structure of dairy farming in India and limited awareness about scientific veterinary practices among rural farmers contributes to these issues. By

partnering with ISAP India Foundation, Rockwell Automation aims to improve livelihoods of dairy farmers in one of the most water-scarce areas of the country, by using innovative products and services that leverage cutting-edge digital technologies for livestock development through scientifically proven veterinary practices.

ISAP India Foundation is a not-for-profit agency headquartered in New Delhi, so far established more than 300 FPOs, engaged in leading national-level livelihood promotion and agriculture marketing consultancy. ISAP works for rural livelihood promotion with interventions in areas like agriculture-based livelihood promotion, including its allied activities like dairy, poultry, fishery, horticulture etc., sustainable agriculture, water resource management, women empowerment, and skill development.

Susthira - A Hybrid Napier Grass Offers a Sustainable Option for Kerala Dairy Farmers



While Kerala has been facing a scarcity of fodder grass, Susthira, a hybrid napier grass, is gaining popularity among dairy farmers in Kollam, Kerala.

Developed by Kerala Agricultural University, the grass is climate resilient and requires minimum maintenance, making it an ideal option for many, especially when cattle feed prices are spiralling. After the on-farm trials carried out by the Krishi Vigyan Kendra (KVK) proved successful, around 50 farmers in the district have started cultivating the variety.

"I didn't water the crop for one month after planting, but there was no dip in yield or feed palatability. It is a hassle-free process. You can reduce the amount of cattle feed by half," says S. Sujeesh, a Kerala dairy farmer from Pattazhy.

Increase in Production

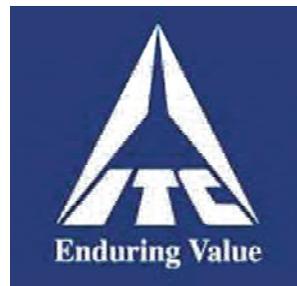
The first animal husbandry trials in the State were carried out by the KVK, Kollam, where cross-bred jersey cows were fed the grass for a month. "As per the readings, there was an average increase of 1.5 litres of milk a day. While the normal fat percentage in cross-bred jerseys varies between 3.5 and 4.2, it crossed 6 in cows that were given Susthira. Trials were carried out in both summer and southwest monsoon seasons and the results are district specific," says Dr. S. Parvathy, Assistant Professor (Animal Husbandry), KVK.

An adult cow requires around 30 kg of green fodder a day, which is an impossible task during summer months. In order to ensure maximum productivity, cows are often fed extra concentrate by the farmers. "If we have enough quality green fodder, we can bring down the quantity of concentrate, but we have to standardise the per cent," she adds.

Farmers usually depend on a couple of known varieties such as Co1 and Co2 for green fodder, but the results of farm trials show that Susthira is a much better option. Another highlight of the crop is its heat resilience as thermal stress will not affect its growth to a great extent. "While other grass varieties will wilt without moisture, Susthira can survive without regular watering or rain," says Dr. C.R. Neeraja, Assistant Professor (Agronomy), KVK.

Around 100 grass slips can be planted on 1% of land and the crop will be ready for harvest within 75 days. After the first harvest, the farmers can cut the grass every 45 days and the production potential of a hectare of land is around 300 tonnes per annum. Cow dung slurry, which is easily available at dairy farms, is used as manure for succulent regrowth after each harvest.

Dairy and Beverage Segment to Grow Amid Inflation Relief: ITC



ITC Foods, the branded packaged foods business of ITC, anticipates a demand revival for the dairy and beverage sector in six to nine months, driven by a hot summer and a favourable dairy season.

It recently prioritised leveraging digital technology to streamline its supply chain, ensure consistent product quality, comply with food regulations, and enhance food security.

In an interview with Moneycontrol, Shri Sanjay Singal, Chief Operating Officer for the dairy & beverages cluster of ITC Foods, said until six months ago, India faced milk supply constraints, but recent increase of milk production have led to heightened demand. Notably, rural consumers such as those in Bihar are transitioning from loose milk to packaged options for better quality and safety, particularly for their children. Assuring consistent quality through report cards incentivises consumers to pay a premium, acknowledging the costs involved in maintaining high standards.

Speaking on the rise in sales of packaged milk, in rural areas, Shri Singal said, premiumisation holds different meanings in the urban and rural contexts. In urban areas, it often involves the introduction of new product categories like smoothies or coconut water at higher price points. However, in rural settings, premiumisation typically refers to a willingness to spend slightly more, perhaps just one or two rupees extra per litre, for enhanced quality or features. While the extent of

premiumisation varies between urban and rural households, the sense of premiumisation is surely picking up.

He also said that post-COVID, urban consumers are gravitating towards healthier, guilt-free premium products. ITC Foods' success stories include milk-based smoothies and premium coconut water under the 'B Natural' brand. These offerings cater to health-conscious urban consumers seeking nutritious options. Meanwhile, in rural areas, affordable yet tasty lassis in pouches at Rs 10 cater to local tastes and budgets, providing a cooling refreshment during hot summers.

In overseeing dairy and beverage operations, we at ITC emphasise the vital link between agricultural sourcing and consumer trust. Leveraging digital technology, we ensure quality and compliance throughout the supply chain. Innovations like QR-coded milk packets and organic ghee with traceable origins bolster consumer confidence. By integrating digital solutions into supply chain management, we not only maintain product quality but also foster trust and transparency with consumers, addressing their evolving preferences and concerns post-COVID.

According to Shri Singal, inflation, particularly in dairy, has shown signs of cooling after a period of high commodity rates until six months ago. While dairy is cyclical, the current cycle in India appears more favourable, promising a better year ahead for dairy companies.

His outlook in the coming quarters hinges on a promising summer, vital for beverage and ice-cream industries post-challenges from last year's unseasonal rains. He emphasized that consumers increasingly favour natural and healthier products like coconut water and smoothies alongside traditional options. The company is focusing more towards rural distribution.

INTERNATIONAL News

International Dairy Market: USDA

As per the latest USDA data of mid February, 2024, international market overview are as follows:

EUROPEAN

Western European

West European milk output has continued to rise seasonally, and some dairy contacts say intakes are not as low as they expected to start the year. However, milk production in many Western European countries is still trending below the levels of the last few years.

Some dairy analysts anticipate stagnant dairy prices, high production costs, and regulatory constraints may hinder possible milk production growth for the coming months.

According to CLAL data made available to USDA, the provisional December 2023 cows' milk delivered to dairies in the UK was 1,264,800 MT, down 0.2 percent from December 2022. Year-to-date cows' milk deliveries in the UK for January-December 2023, 15,322,700 MT, was unchanged compared to total milk deliveries in January-December 2022.

Dairy prices have been relatively stable to start the year. In many western countries, the milk pay price is between 40 and 50 euros per 100kg of farm milk, with some spot milk prices near the top of the range. Milk handlers, cognizant of the fact they need to maintain their milk producer base, have largely maintained, or moved farm milk prices slightly higher. However, dairy commodity prices are relatively stagnant. Market observers note cheese demand is doing well, and there are some signs of recovery for domestic dairy demand. However, international demand is slow to develop. Weak economic signals in China and some other Southeast Asian countries, along with shipping concerns through the Suez Canal and the Red Sea, have stymied some export opportunities.

While some of the farmer protests have calmed in Germany and France, new protests have begun in Spain, Italy, Belgium and the Netherlands. In nearly all the countries, the central themes are anger about lower prices, the loss of some governmental tax or subsidy protections for agriculture, the increase in production costs, and the increase in bureaucracy. Farmers are upset they have more regulatory restrictions and are unable to compete against the lower cost imports that do not have to meet the same requirements. To try to ease some of the angst, the European commission has proposed measures to reduce some of the rules requiring EU farmers to keep a portion of their farmland fallow while still receiving farm support payments.

Eastern European

Several countries in Eastern Europe have posted monthly milk production gains in every month of 2023. Besides Belarus, Poland and the Czech Republic have had significant milk production growth this last year. According to CLAL data made available to USDA, December 2023 cows' milk delivered to dairies in Poland was 1,070,000 MT, up 1.9 percent from December 2022. In the Czech Republic, December 2023 cows' milk delivered to dairies was 268,000 MT, up 2.0 percent from December 2022. Year-to-date milk deliveries through December 2023 in Poland, 12,976,000 MT, increased 1.6 percent compared to

year-to-date milk deliveries through December 2022. And in the Czech Republic, year-to-date milk deliveries through December 2023, 3,223,000 MT, increased 1.6 percent compared to year-to-date milk deliveries through December 2022.

The EU Commission extended the suspension of import duties on Ukrainian agricultural products for another year, to June 2025. But the Commission also suggested the means to limit the amount of Ukrainian agricultural imports at the same time. The measures have prompted appeals from Ukraine for greater protections to free EU market access, but the moves have also led to protests and calls for a general strike and a blockade of the Ukrainian border by Polish farmers. Great Britain extended tariff-free measures for most Ukrainian agricultural goods through 2029 and an extension of duty-free status for Ukrainian poultry and egg products for the next two years.

OCEANIA DAIRY MARKET

New Zealand

In New Zealand, industry sources report farmers are growing more optimistic about milk prices, following recent price increases along with lower inflation impacting farms. Farmers in some parts of the country relay milk production is trending higher than expected for this time of year. Some farmers are, reportedly, concerned with dry weather and whether a drought will come in the coming months. Opinions are mixed on if a previously forecasted drought will emerge in the coming months and extend into autumn or if the time for the drought has passed.

Stats NZ recently released data showing food prices increased in New Zealand from December 2023 to January 2024 by 0.9 percent. One contributing factor to this price increase was price for 2 liter milk cartons. Milk in this package size had a weighted average advertised price of \$3.93 in January, up 2.3 percent from the prior month but this was down 2.5 percent from a year ago. One-kilogram mild cheddar cheese had a weighted average advertised price which was 1.7 percent lower in January than December, but the January 2024 price was 16.7 percent higher than a year earlier.

The weighted average advertised price for butter, per 500 kilograms held steady from December to January, though the price for butter in this size was down 16.7 percent from January 2023.

At GDT event 349, prices rose for all commodities traded, except for mozzarella cheese. The GDT index price increased by 4.2 percent during the event, rising to \$3,571. Industry sources indicate commodities

outperformed expectations during the event, as some contacts expected received prices to remain steady or trend in a more bearish direction.

A large dairy cooperative in New Zealand recently increased their farmgate milk price for the 2023/2024 season by 30 cents. Leadership at the cooperative cited higher prices at consecutive GDT events since December as contributing to the higher prices.

Australia

Contacts in Australia say milk output is declining but is doing better than it was this time last year. Contacts note milk production was below expectations during the summer of the 2022/2023 production season and say weather in the country this year has contributed to improved output. Industry sources indicate rainfall during the summer months has contributed to favorable feed quality and better weather condition. Despite this, some contacts say they anticipate overall production throughout the 2023/2024 production season to remain even with the prior season.

Dairy Australia recently released export data for Australia showing milk export volumes from July-December 2023 were 103,402 MT, down 24.8 percent from the same time period a year earlier. During the same time period in 2023 whey export volumes in Australia were up 72.6 percent, compared to a year earlier. Total export volumes from Australia from July-December 2023 were down 8.5 percent from the same period in 2022.

A large financial institution is forecasting a change in the relationship between dairy exports and imports from Australia. This organization noted a decline in dairy exports from Australia in recent years, while imports have been increasing. They note milk production has declined during the past 3 production seasons and suggest manufacturers in the country will need to focus on adding value through production going forward, rather than exporting additional volumes.

SOUTH AMERICA DAIRY MARKET

CONAB and USDA estimates for corn and soybean output in Brazil vary, but both continued to trend in the bearish direction. USDA's estimated drops are reported as "well below" those of CONAB, but analysts expect the margin to narrow by the next report cycle. Weather is playing a strong role in expectation downturns, and recent weather has not been noted as pleasant. Heatwaves last week, and in some areas were expected to last into this week, were reportedly strong enough to cause power outages in a number of countries. Farmers in most countries have dealt with triple-digit temperatures.

Clearly, milk output expectations throughout the region are continuing their seasonal downward trend.

Temperatures have, in some areas, reached dangerous levels. Argentinian contacts say milk output and near-term output expectations are notably bearish. With milk availability trending downward, and upcoming spring holidays which are expected to prompt strengthened retail interests, contacts are raising concerns about upcoming dairy commodity availability.

Dairy commodities are holding some strength, though, despite some quieter demand tones from Brazilian end users. In Brazil, a decree to incentivize industries using internally sourced milk, via tax credits, is further pushing the country's goal of strengthening self-reliance regarding dairy commodities. Contacts have raised concerns about the outcome of this on both the importing and exporting sides of the coin, as have contacts both in Brazil and from neighboring countries.

IDF Launches its 3rd Annual IDF Dairy Innovation Awards 2024



The International Dairy Federation (IDF) launched its 3rd IDF Dairy Innovation Awards 2024, sponsored by Tetra Pak. The IDF World Dairy Innovation Awards 2024 are open for entries from February 21 to June 1, 2024. The award winners will be announced in a Special Plenary Session on innovation at the IDF World Dairy Summit hosted in Paris, France on October 18, 2024.

The 3rd annual awards are designed to demonstrate the innovation and dynamism of the dairy sector worldwide, offering a unique platform to showcase innovative processes, practices and products that improve the efficiency and sustainability of the global value chain, and contribute to the UN Sustainable Development Goals.

In its second annual edition, the awards attracted over 173 entries from 26 countries, with participation from every continent.

"Innovation stands as a defining trait within the dairy sector, a cornerstone that has anchored milk and dairy in the heart of sustainable and healthy nutrition throughout history. The remarkable entries showcased in the 2023 IDF DIA underscore this legacy. Looking

ahead to 2024, our focus is set on catalyzing further inventive breakthroughs and enhancing increased participation," expresses Ms. Caroline Emond, Director General of IDF.

"We are delighted to continue our sponsorship of the Dairy Innovation Awards in 2024. The dairy industry plays an important role in supporting livelihoods, food security, and nutrition. Enabling the transition towards sustainable dairy is one of our core pathways to driving food systems transformation at Tetra Pak, and innovation is at the centre of that transition. It is only by working together to optimise dairy processing and packaging technologies that we will reach our industry's environmental goals, and the IDF DIA stands out as a moment to take stock of the successes along that journey," says Mr. Charles Brand, Executive Vice President, Processing Solutions and Equipment, Tetra Pak.

Entries are invited in ten categories, with a focus on sustainable and community led initiatives, as well as advancements in new product development and innovative practices:

- Innovation in sustainable farming practices: (a) environment, (b) animal care, (c) socio-economic
- Innovation in sustainable processing
- Innovation in sustainable packaging
- Innovation new product: (a) dairy product with focus on human nutrition, (b) food safety equipment
- Innovation in Women empowerment in the dairy sector
- Innovation in Climate Action
- Innovation in Marketing & Communication initiative building dairy category.

The awards are hosted by the IDF in partnership with Zenith Global, the food and drink experts. Further support comes from Tetra Pak, a world leading food processing and packaging solutions company, and Headline sponsor of IDF Dairy Innovation Awards 2024.

IDF members are invited to participate in the awards free of charge, with paid entry available to non-members. For further details and to proceed with registration, visit <https://www.zenithglobal.com/events/idfdia2024> or Email at communications@fil-idf.org

Global Dairy Trade Event Moved Slightly Up by 0.5%

Global dairy price index on February 20, 2024 moved up slightly. AMF and Cheddar were the front runner in pushing the index upwards. AMF has finally reached at par with Butter prices at USD 6,552/MT. Butter demand remained sluggish at USD 6,526/MT. Cheddar

also took a big leap to close at USD 4143/MT. SMP with 1.3% jump (USD 2,788/MT) has not yet reached a significant level to become attractive for Indian dairy exporters. WMP has little gone down to USD 3,388/MT. 24,306 MT of product was purchased by 155 successful bidders.

Dairy Industry Takes on Plant-Based Alternatives

The growth of the plant-based milk alternative category has caused dairy milk producers to steer consumers back to cow milk, reports The Wall Street Journal.

Initially, the plant-based milk industry had grown immensely since 2018; however, its growth has slowed in the past year, according to the article. When considering the size of both markets, dairy milk still reigns supreme, due to widespread use. Dairy milk had \$15.8 billion in sales last year compared to \$2.5 billion from plant-based milk, according to market research firm Circana.

The fight for market share has caused milk producers to lobby to remove "milk" from the labels of plant-based products. It was argued that a product cannot be considered milk unless it comes from a lactating animal.

The FDA proposed last year that plant-based beverages could still be called milk but should also carry labels to explain how they differ nutritionally from cow milk. Both dairy milk and dairy alternative companies have also recently turned to marketing to garner support.

Ukrainian Dairy Farmers Risk their Lives Keep Producing Milk

Ukrainian dairy farmers are struggling to keep producing milk amid the Russian invasion. Up to 200,000 cows have been killed, half the industry has been lost, and some farmers have been drafted into the army. Farmers are determined to forge on and keep the industry going.

Dairy farming is tough at the best of times, but operating in a war zone with bombs raining down on you and the risk of unexploded ordnance detonating beneath your tractor shows extraordinary dedication.

For two years, Ukrainian dairy farmers - among Europe's biggest suppliers - have been facing these conditions in their battle to maintain critical milk production while war rages around them.

Before the war, Ukraine was a major milk-producing country, ranking ahead of Australia, and producing almost 10 billion litres a year.

It will be many years, if ever, before its dairy industry recovers.

Sri Lankan Livestock Farms Inspection Done by Team Amul



A delegation from Amul arrived in Sri Lanka to conduct inspections of farms owned by the National Livestock Development Board.

The inspections, which began recently, are part of a preliminary assessment before the farms are potentially leased to Amul.

The National Livestock Development Board owns 31 farms, spanning over 28,000 acres of land. As part of the leasing process, the Board has initiated an appraisal of the farms' value. Approximately 80% of these land value assessments have been completed to date.

In addition to the land, the Animal Production and Health Department has evaluated the value of the animals residing on these farms. The National Livestock Development Board has confirmed that this report has been submitted to the President's Office.

This development follows a recent agreement between India and Sri Lanka aimed at promoting the liquid milk industry in Sri Lanka. As per the agreement, the farms owned by the National Livestock Development Board are planned to be leased to Amul.

However, there were some protest from local Dairy farmers in Sri Lanka against the proposed lease of National Livestock Development Board-owned farms to India.

Event CALENDAR

IDF World Dairy Summit 2024

IDF World Dairy Summit 2024 is scheduled to be held during October 15-18, 2024 in Rendez-vous, Paris, France. Interested member/reader may visit <https://www.idfwds2024.com> to get more information.