

IDA News

**“BMA TCS - ‘Building on Belief’
Business Leader of the Decade”
Award Conferred upon
Dr. R.S. Sodhi**



Bombay management Association (BMA) - the first Management Association of India, established in 1954 and the founder member of the All India Management Association (AIMA), has conferred jointly its Annual Awards for the year 2022-23 on Dr. R.S. Sodhi, President, Indian Dairy Association & Ex-MD, GCMMF and Shri Dilip Asbe, MD & CEO, NPCI, in a glittering ceremony on March 25, 2023 at Centrum Hall, World Trade Centre, Cuffe Parade, Mumbai.

BMA felicitates eminent Business Leaders for their contribution to the growth of professional management and popularizing good governance practices across the country. Corporate Leadership Awards Function is a flagship activity of BMA and 'who is who' of Indian industry have been the recipients of BMA Corporate Leadership awards. This list includes legendary business leaders like Shri Ratan Tata, Shri Anand Mahindra, Shri Adi Godrej, Shri Mukesh Ambani, Shri Kumar Mangalam Birla, Shri F.C. Kohli, Smt. Anu Aga, Dr. Swati Piramal, Smt Naina Lal

Kidwai, Smt Arundhati Bhattacharya, Shri S. Ramadroai, Shri Sanjiv Mehta, Shri Uday Kotak, Dr. K. Sivan and many other top professionals and entrepreneurs of Indian industry.

IDA Andhra Pradesh Local Chapter Elects its New LEC

IDA Andhra Pradesh Local Chapter election process completed on March 20, 2023. It was held under the nominated Returning Officer Dr. I. Sankara Reddy. The other election committee members were Ms. J. Shalini and Dr.V. Vijaya Geetha. Election was held through on-line voting system. The newly elected members are: **Chairman:** Prof. Ravi Kumar Sreebhashyam; **Vice Chairman:** Shri Jayatheertha Chary; **Secretary-cum-Treasurer:** Dr. Nageswara Rao Korasapati; **Member (RE):** Dr. Manjunatha B M; **Member (PP):** Ms. Depuru Guru Priya; **Member (DI):** Vacant; **Member (MP):** Vacant.

Interactive session on “Abroad Career Prospects in Dairy and Food Technology”

Indian Dairy Association (IDA), Kerala State Chapter (KSC), in association with Verghese Kurien Institute of Dairy and Food Technology (VKIDFT), Mannuthy, conducted an interactive session on February 7, 2023 for B.Tech. Food Technology and Dairy Technology students with Shri Shone Varghese (currently working as Nutritional Aide, LTC-City of Greater Sudbury, Canada).

The topic of the session held at VKIDFT, Conference hall, Mannuthy was 'Abroad Career Prospects in Dairy and Food Technology'. It was an effective and interactive session in giving proper guidelines to students aspiring for higher studies opportunities in foreign countries and



clarifying their doubts. Dr. S.N. Rajakumar, Dean, VKIDFT and Chairman, IDA KSC and Dr. A.K. Beena, Associate Dean, VKIDFT and Vice Chairman, IDA KSC graced the occasion with their presence. The vote of thanks was delivered by Dr. Aparna Sudhakaran V., Secretary, IDA KSC and Assistant Professor, Department of Dairy Microbiology, Mannuthy.

IDA Kerala State Chapter Elects its New SEC

IDA Kerala State Chapter election process completed on April 17, 2023. It was held under the nominated Returning Officer Dr. Anil K.S. The other election committee members were Dr. Justin Davis and Dr. Ligimol James. Election was held through on-line voting system. The newly elected members are: **Chairman:** Dr. S.N. Rajakumar; **Vice Chairman:** Dr. R. Geetha; **Secretary:** Prof. Aparna Sudhakaran V; **Treasurer:** Ms. Aysha C.H.; **Member (RE):** Dr. Jayadevan G.R.; **Member (PP):** Shri Ramgopal Rajagopal; **Member (DI):** Vacant; **Member (MP):** Vacant.

IDA Fellow Member Shri Arora Congratulates President-IDA

Shri K.L. Arora, IDA Fellow Member and CEO, Maxcare Marketing & Technical Services recently met Dr. R.S. Sodhi, President-IDA on his visit to IDA House on March 31, 2023. It was the first interaction of Shri Arora with Dr. Sodhi post-CEC election. He congratulated Dr. Sodhi for the grand success of 49th Dairy Industry Conference and hopes that IDA will go a long way under the leadership of Dr. Sodhi.

Shri Arora also congratulated Dr. Sodhi for being appointed as Chairman, NIFTEM-T and the various honours and awards bestowed on him recently *i.e.*,



“BMA TCS - 'Building on Belief' Business Leader of the Decade” Award; Eminent Engineering Personality Award; etc.

NATIONAL News

Centre Mulls Rehaul of Livestock Insurance Scheme

The Centre is considering a comprehensive livestock insurance scheme modelling the Prime Minister's Fasal Bima Yojana. There are initial proposals to waive off premium for cattle rearers from Scheduled Caste (SC)-Scheduled Tribe (ST) communities. At present, less than 1% of the country's cattle population is insured and the average yearly premium is 4.5% of the insured amount.

The Animal Husbandry Ministry recently held a meeting with various insurance companies and other stakeholders on the matter. "Our effort is to reduce the premium so that more farmers enrol in the scheme," an official said, adding that a comprehensive livestock insurance will replace the present Livestock Insurance Scheme. The scheme is functional in 100 districts of the country. The Centrally-sponsored scheme is being managed by the respective State Livestock Development Boards.

Recently, the Animal Husbandry Ministry has told the Parliamentary Standing Committee on Agriculture and Animal Husbandry that farmers are often caught in the fight between State government officials and insurance companies. Therefore, according to a report submitted to the Parliament by a panel, the Ministry prefers direct transfer of benefits to farmers' accounts.

The panel said in the report that not even a single livestock was insured during 2022-23, whereas during 2021-22, 1,74,061 animals were insured. "The Committee were informed of the hardships faced by the livestock owners in getting their livestock insured and also about the measures being taken to ease the process of livestock insurance. Expressing concern over no Insurance during 2022-23, the Committee recommended the Ministry to take effective steps so that the process of insurance of livestock is made easy for the beneficiaries. The Committee would also like the Department to explore the possibility of developing an App-based Livestock Insurance facility for livestock owners. The Committee would like to be apprised of the total progress made by the Department in this regard," the report added.

The official said high policy premium rate and general economic conditions of farmers are reasons for lower

enrolment in such schemes. "The government considers subsidy on the premium paid by socially marginalised farmers from SC-ST communities," the official added. In the meeting with insurance companies, the Centre stressed on the importance of expanding the ambit of the scheme and decreasing the premium paid by the farmers.

During the Lumpy Skin Disease pandemic, about two lakh cattle died in the country. Farmers had demanded compensation from the government for the loss. The Centre's attempt is to keep the premium low and ensure maximum coverage of livestock. "The coverage at present is very poor as most of the farmers are not in a position to pay premium. Some exquisite cattle breeds are insured by the breeders, but the government wants to insure more animals," the official added. Several farmers' organisations had also demanded comprehensive livestock and crop insurance.

India Not to Import Butter and Other Dairy Products: Shri Parshottam Rupala



Union Minister for Fisheries, Animal Husbandry and Dairying, Shri Parshottam Rupala, has recently made it clear that the country will not import dairy products like butter, and the supplies will be improved with the help of a huge

untapped domestic sector.

The ministry official had also said that the country's milk production is estimated to be static in 2022-23 due to lumpy skin disease in cattle and rebound in post-COVID-19 demand. When asked about meeting the shortages of dairy products through imports, the Minister said: "There is no truth in it (shortage of dairy products). No import will take place."

The Government is regularly monitoring the side-lines of the launch of two animal health initiatives. "The demand has increased. We have a huge untapped area, we will try to tap that...We will manage it properly and there is no need to worry," he said and urged farmers and consumers not to worry about it. On the rise in retail prices of dairy products, the minister said there is no need to worry about the prices. Farmers are getting good prices.

Earlier, Shri Rupala launched two animal health

initiatives - the Animal Pandemic Preparedness Initiative (APPI) and the World Bank-funded Animal Health System Support for One Health (AHSSOH) in order to control zoonotic diseases transmitted from animals to humans. APPI aims at tracking animal diseases through large-scale digital surveillance, bringing synergies in advancement in vaccines for human beings and institutionalising targeted early response to animal and human health emergencies. The AHSSOH project of Rs 1,228 crores, jointly funded by World Bank, will initially be implemented in Assam, Odisha, Karnataka, Madhya Pradesh and Maharashtra.

The project aims to strengthen 75 district laboratories, provide 100 mobile veterinary units in remote locations and high-risk areas, and upgrade 300 dispensaries and hospitals besides training 5,500 veterinarians as well as 9,000 private diagnostic professionals.

Prices of Dairy Products Likely to Remain Firm on Higher Demand

A spurt in demand for dairy products amid an almost stagnant milk output in the last one year has led to tight supply situations and elevated prices, industry experts said, and warned that rates may remain firm this summer.

The Centre, along with National Dairy Development Board (NDDB), is monitoring the supply-demand gap in dairy products and will take a decision on imports depending on the situation. India is the world's largest milk producer. The output stood at 221 million tonne in 2021-22, up 6.25 per cent from 208 million tonne in the previous year. However, the production in 2022-23 is estimated to remain flat or witness slight growth.

While announcing the monetary policy recently, RBI Governor Shaktikanta Das said, "milk prices are also likely to remain firm going into the summer season due to tight demand-supply balance and fodder cost pressures".

He also pointed out that consumer price inflation has increased since December 2022, driven by price pressure in cereals, milk and fruits.

Shri Manish Bandlish, MD, Mother Dairy said, "The dairy sector is going through an unprecedented time. There is a consistent surge in demand of milk and milk products, at the same time, the procurement prices of raw milk are also increasing significantly."

Moreover, he said the erratic climatic conditions are impacting the availability of feed and fodder, pushing up input costs and subsequently raw milk prices. Furthermore, the overall flush season was not as anticipated, so the inventory level of commodities in the country is low.

Dr. R.S. Sodhi, President, Indian Dairy Association said the government is keeping a watch on the matter. "In case the government decides to allow imports, we are hopeful there will be no impact on the prices farmers get for the milk they supply," he said.

Amul and Mother Dairy raised retail prices by Rs. 2-3 per litre in two and three spells since September 2022, followed by other state cooperatives, attributed to increase in feedstock costs.



Ministry of Fisheries, Animal Husbandry & Dairying noted that "this is a fact that there has been some demand and supply gap observed in the dairy sector-primarily due to increased demand for nutritious, safe and hygienic milk and milk products post COVID-19 pandemic." It also mentioned that there were demands from several dairy cooperatives for import of conserved dairy commodities - milk fat and powder. With this background, NDDDB along with Government of India has been monitoring the demand-supply situation. Since the process of import takes time, the necessary back-end processes are being put in place to timely manage the situation in case of any eventuality.

In case the situation warrants, the government said the import may be done to help ease out the situation for dairy cooperatives to meet the summer demands. However, it will be ensured that it is routed only through NDDDB and the needy Unions may be given the stocks at the market price after proper assessment.

Shri Rajesh Kumar Singh, Secretary, Animal Husbandry and Dairy said, "The impact of lumpy skin disease on cattle can be felt to the extent that the total milk production is a little stagnant. Normally, milk production has been growing at 6 per cent annually. However this year (2022-23), it will be either stagnant or grow at 1-2 per cent."

The domestic demand grew 8-10 per cent in the same period because of a rebound in the post-pandemic demand. There is no constraint in milk supply as such in the country. There is an adequate inventory of SMP. But in the case of dairy products, especially fat, butter and ghee, etc., the stocks are lower than the previous year. The shortage will be less in North India, where the lean season has been postponed with temperature cooling down due to untimely rains in the last 20 days.

National Dairy Mela Evokes Good Response in Karnal

The National Dairy Mela organised at the ICAR-National Dairy Research Institute evoked a huge response on April

9, 2023. Thousands of farmers, dairy farmers, entrepreneurs and visitors visited the Mela on the second day.

Dairy Scientists delivered lectures on various relevant topics such as natural farming, diseases of dairy animals, animal nutrition, how to produce clean milk, value addition and processing of milk, fodder production and management, breeds of dairy animals, integrated farming system, and how to keep the soil healthy.

Dr. Dheer Singh, Director and Vice Chancellor, ICAR-National Dairy Research Institute, Karnal, said that several programmes were organised, and farmers participated in the milking and cheese-making competitions.

In his address, the Chief Guest Dr. Inderjit Singh, Vice Chancellor, Guru Angad Dev Veterinary and Animal Science College, Ludhiana, described the mela as a multi-purpose platform for the farmers and animal rearers. He congratulated NDRI for completing 100 years. In his address, he advised the farmers to connect with research institutes and Krishi Vigyan Kendras for their growth.

Dr. Gopal Sankhla, Organising Secretary informed that about 400 animals have been registered in the mela and around 50,000 farmers from different parts of the country are likely to attend this three-day event.

Technology Plays a Vital Role in Dairy Farming: Dr K Rathnam



The CEO of Milky Mist Dairy, Dr. K. Rathnam strongly believes that technology will be critical in bringing in and maintaining the country's third white revolution.

"Over the years, technology has played a vital role in dairy farming, making the industry more efficient, productive, and sustainable," he said.

Dairy production is an essential component of the agriculture industry, providing a significant portion of the world's food supply. Dairy farming has significantly evolved over the last decade and continues to change at incredibly fast pace. The Indian dairy industry has benefited greatly in recent years from technology driven products, facilities and solutions.

There has been a significant increase in the role of technology in Indian dairy industry, from automated milk collection and testing the composition of the milk at village level to real-time milk procurement. Assessment of total milk quality and automated milking systems are also important technical developments in the industry. Since the early days of dairy farming, dairy producers have been responsible for cow record-keeping and now with click of a button they can track minute details at a single cow level and provide the needed attention. In addition, technology is pushing critical developments to modernize and revolutionize the dairy sector's other major spheres.

Today, dairy farmers are increasingly embracing technology to manage their operations and improve the quality and safety of their products. Dr. K Rathnam explores the role of technology in dairy production and the benefits it offers to dairy farmers.

Automated milking systems

Automated milking systems are among the most significant technological innovations in the dairy industry. These systems use sensors and robotic arms to milk cows. Automated milking systems offer numerous benefits, such as increased milking efficiency, improved milk quality, and enhanced animal welfare. These systems also provide farmers with real-time data on milk production, allowing them to monitor cow health, identify potential problems, and make informed decisions.

Milk Quality Sensors

Milk quality sensors are another technology that has revolutionized the dairy industry. These sensors analyze milk samples for various parameters such as fat content, protein content, and somatic cell count. They can detect early signs of mastitis, a common and costly disease that affects dairy cows. Milk quality sensors allow farmers to monitor the health of their herd and make timely decisions about treatment and culling. They also help ensure that milk meets the quality standards required for processing and consumption.

Rumination Collars

Rumination collars or cow collars are like 'Fitbits' for a cow. These collars helps in gathering a large amount of data on health, habits and happiness of the cow. It uses a microphone to measure a dairy cow's rumination to help ensure a smooth transition period.

Changes in rumination can be early sign of calving

diseases, negative impact of recent ration changes, cow comfort etc. The data can be used by dairy producers to treat those cows and minimize any negative impact.

Precision Livestock Farming

Precision livestock farming involves using technology to monitor and manage animal health, behavior, and performance. This technology includes sensors, cameras, and other monitoring devices that provide real-time data on cow activity, feeding behaviour, and other metrics. It allows farmers to make data-driven decisions about feed management, herd health, and breeding programs. It also helps farmers identify and address problems early, reducing the risk of disease outbreaks and improving animal welfare.

Monitoring supply chain system

Due to dependence on various factors, such as cold temperatures, weathers, shelf-life, etc., the dairy supply chain in India is highly complex. Milk is one of those products that needs to get to its customers in best condition possible soonest. As a result, technology plays an important role in ensuring timely distribution and cold chain maintenance etc. In addition, supply chain's participants can control the inventory efficiently.

The cold chain management system is expected to advance at a breakneck speed. Cold chain systems are now mounted at the shelf level in malls or market places, and are no more confined to warehouses, cold stores or insulated trucks.



50th Dairy Industry Conference

First Announcement

At the Valedictory function of 49th Dairy Industry Conference at Helipad Exhibition Centre, Gandhinagar, Gujarat, it was announced that Telangana State Chapter of IDA and IDA South Zone will organize the 50th Golden Jubilee Dairy Industry Conference in Hyderabad during February 22-24, 2024.

Members will be shared the new information about the 50th DIC as and when we will have new updates. Please keep in touch with IDA social media *i.e.* Twitter/Facebook/YouTube/LinkedIn, etc.

E-commerce Marketplace

Technology has played a very important role in connecting customers and businesses. Apart from consumers, a seller is also connected to the farmers and suppliers to ensure and monitor the inflow of milk. The sellers can now easily ensure product traceability on both, the forward and the backward channels of supply chain.

Technology has played a critical role in the evolution of the dairy industry, providing farmers with new tools and capabilities to manage their operations more efficiently, sustainably, and profitably, says Dr. Kr Rathnam. The numerous ways to use technology in dairy farming will improve the milk quality, animal welfare and farm profitability for farmers.

Milma Brand Relunched with Support of NDDDB

Shri Pinarayi Vijayan, Chief Minister of Kerala re-launched Milma brand on April 18, 2023 owned by the Kerala Cooperative Milk Marketing Federation at RDR Convention Centre, Edappazhanji, Thiruvananthapuram.



The re-launch was initiated in response to the findings of a market study conducted by the National Dairy Development Board (NDDDB) on behalf of the Ministry of Animal Husbandry and Dairying, Government of Kerala, which highlighted the need to revitalise the brand to connect with the changing demographics and consumer preferences. The rebranding exercise was undertaken with the support of NDDDB.

Addressing the event virtually, Shri Meenesh Shah, Chairman, NDDDB, praised Milma for completing this phase of brand building exercise in the shortest possible period of time and expressed hope that this initiative will inspire other cooperative brands across the country to take up similar brand development activities.

The NDDDB Chairman highlighted that this was one of the most significant marketing interventions by NDDDB in recent years and the Dairy Board is proud to have

played a crucial role in assisting Milma to overcome the challenges faced by the brand. Apart from manpower support, NDDDB has extended financial assistance to the tune of Rs 56 Lakh in this project.

How Digital Financing is Reaching Dairy Farmers

Digitalisation has proven to be a significant stepping stone to success in countless sectors, and the past two years have only strengthened the digital outlay of India. Digital assets across the Indian economy have doubled over the past 15 years, as firms diverted from not only investing in IT but also digitising their physical assets, making it easier to exchange them in real time. Dairy amongst all sectors plays an integral part of the single largest agricultural sector in India, accounting for 5 per cent of the national GDP.

Being the largest and fastest-growing markets in the world, India's per capita milk consumption at 427 grams/day already exceeds the world average of 305 grams/day. In addition, the National Action Plan for Dairy Development aims to increase organised milk production from the current 20-21 per cent to 50 per cent by 2024 and milk production by cooperatives is being targeted to increase from 10 per cent to 20 per cent and the private sector from 10 per cent to 30 per cent. While 80 million smallholder farmers with herds of less than ten animals produce 70 per cent of milk, financing the sector has been a daunting concern to unlock the potential of small and medium-sized enterprises.

As a tradition of the past in most sectors, when it comes to monetary requirements, farmers would make use of traditional financial entities like cooperative societies, banks and money lenders. Digital transactions were a far-fledged thought to weave farmers in, hence resorting to the traditional methods of financing. The standard financial framework in the rural regions was tangled, time consuming and heavily dependent on documentation. This led to perplexity and hesitancy amongst farmers, giving rise to more modern and feasible financial solutions.

Taking one step at a time, with the onset of digitisation and the unprecedented pandemic, dairy farmers' cooperatives and organised labour have also begun to concentrate on integrating online payments for farmers instead of cash payments. Given that smaller milk producers control a large portion of the market in India, the introduction of digital payments presents its own set of challenges, not having a bank account being a notable one. In recent times with the Digital ID - Aadhaar, India becoming the fastest-adopting economy with real-time digital payments, and the availability of digital

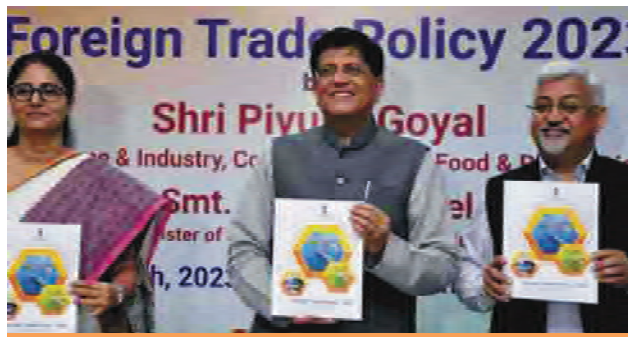
footprints of farmers is allowing for a new financial revolution to take place and agri fintech start-ups that are focused on Banking, financial services and insurance (BFSI) interventions in the dairy sector have become the necessity of the hour.

It is not only technology but the ability to understand the unique needs of the target segment and translate it back with banking partners in terms of customised digital financial products and the creation of simplified processes are the key to customer adoption. Some fintech companies have chosen a different path for the 80 million dairy farmers and dairy microenterprises to access BFSI and their day-to-day needs.

With an increasing number of businesses utilising technology and ensuring that farmers gain access to services like credit and insurance, to deliver assured quality across the dairy supply chain financing in the years to come, the country is predicted to witness a surge in businesses attaining digital competence. Dairy micro enterprises are expected to advance in areas such as digital banking, digital payments and fintech that will result in farmers and customers connecting for seamless and smooth transactions. In India, it is predicted that the size of the dairy industry is expected to rise from Rs.14,899.8 billion to Rs.31,185.7 billion by 2028 boosting the growth rate of the economy to 13.02 per cent by 2023-2028.

Foreign Trade Policy 2023: EPCG Obligation for Dairy Exempt

Union Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Shri Piyush Goyal, who has launched the Foreign Trade Policy (FTP) 2023, said that the policy is dynamic and has been kept open ended to accommodate the emerging needs of the time. He stated that the policy had been under discussion for a long time and has been formulated after multiple stakeholder consultations. India's overall exports, including services and merchandise exports, have already crossed US\$ 750 Billion and are expected to cross US\$ 760 Billion this year.



The Minister referring to the interaction between Prime Minister, Shri Narendra Modi and the exporters on 06th August, 2021 encouraged the exporters to increase exports and get more deeply involved in the global value chain. He lauded the vision and guidance of the Prime Minister who believed that given the size of the Indian economy and manufacturing & service sector base, the potential for the country to grow is manifold. He said that this vision is at the core of the policy.

The Key approach to the policy is based on the 4 pillars: (i) Incentive to Remission, (ii) Export promotion through collaboration - Exporters, States, Districts, Indian Missions, (iii) Ease of doing business, reduction in transaction cost and e-initiatives and (iv) Emerging Areas - E-Commerce Developing Districts as Export Hubs and streamlining SCOMET policy.

Facilitating under Export Promotion of Capital Goods (EPCG) Scheme, Dairy sector has been exempted from maintaining Average Export Obligation - to support dairy sector to upgrade the technology.

Mother Dairy Announces Aggressive Plans for VAD Segment

Mother Dairy Fruits and Vegetable Pvt Ltd is gearing up to strengthen its value-added dairy play with aggressive plans to launch nearly 100 products in the next three years.



Mother Dairy has announced on April 11, 2023 its new portfolio with over 15 new products for the summer season of 2023. The company is foraying into ready-to-consume custard format. It has also launched two ready-to-drink coke coffees variants besides ten new ice creams products. In addition, the company has enriched its Nutrifit Curd offering with Vitamins A & D.

Shri Manish Bandlish, Managing Director, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "In the next 3 years, we aim to introduce over 100 new products in order to reaffirm our position as one of the leading and consumer-centric dairy players in India; this year marks the beginning of this journey. Given the diversity and evolution being witnessed in the needs and preferences of our consumers, we have embarked upon a journey to tap into new product spaces and categories. The introduction of these new products couldn't have been timed any better as we move towards sprucing up our dairy products portfolio."

The newly introduced product Ready-to-consume Custard has been launched in vanilla-flavour (200 ml pack size, priced at Rs 40), available in Delhi NCR and metro cities through both traditional and new-age distribution channels. Meanwhile, Cappuccino and Latte are available in 200 ml pack size at Rs 30).

Purabi Dairy Targets 50pc Revenue Increase to Rs 300cr in FY'24

The West Assam Milk Producers' Co-operative Union Ltd (WAMUL) is aiming to clock a 50 per cent jump over its 2022-23 revenue to around Rs 300 crore in this fiscal.

The business of the Guwahati-based cooperative, which markets milk and milk products under the Purabi Dairy brand, crossed Rs 200 crore in 2022-23. Of the Rs 200 crore, Rs 190 crore came from milk and milk products while Rs 10 crore came from the cattle feed business.

The dairy cooperative had registered over 32 per cent rise in sales in 2022-23. The revenue growth can be primarily attributed to the rising demand for the milk and milk products of the cooperative. The cattle feed business, which started operations in May 2022, also added to the revenue.

During 2021-22, Purabi Dairy's business stood at Rs 151 crore. Looking forward, Purabi Dairy has set an ambitious target of achieving a turnover of Rs 300 crore in 2023-24. To achieve this, WAMUL plans to introduce new categories and expand its operations to new geographies.

In the last fiscal, milk sales grew by 17 per cent, curds by 80 per cent, paneer by 45 per cent, lassi by 160 per cent and ghee by 120 per cent.

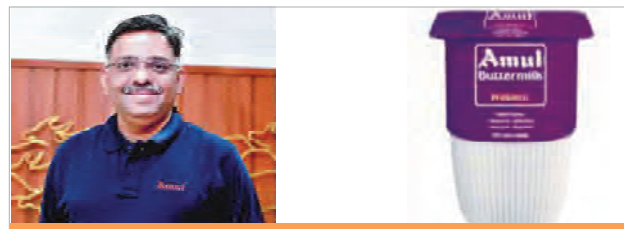
Talking about its business model, Purabi Dairy said the automated milk collection centres set up in rural areas ensure that farmers receive a fair price for milk. WAMUL operates a network of nearly 600 dairy cooperative



INDIAN DAIRYMAN

societies comprising 30,000 dairy farmers across the state. By eliminating middlemen, the company ensures that farmers receive a better price for milk, which ultimately improves their livelihoods.

Amul Converts Complete Range of Buttermilk into Probiotics



Shri Jayen Mehta, MD, GCMMF (Amul) has recently said that protein buttermilk is already in the market. They will soon be launching protein yogurt, protein shakes, protein water, high-protein milk, high-protein cookies, and high-protein ice creams.

Starting now, Amul has converted the entire buttermilk range, which are sold in pouches across India (almost 3 million litres a day), into probiotics at the same price of Rs 30 a litre. There will be no change in taste and probiotic quality stuff will be available to customers around the country at the same price. This is going to be a big revolution, which will help strengthen the immunity of our country.

Speaking on the export and future growth prospects of Amul, he said, "We export our products to more than 40 to 50 countries and have added more countries and the business is very promising and growing very well. One major trend for our industry is consumers shifting from unbranded and loose to package and branded. The sudden upsurge in the demand for packaged products allowed us to expand the business further. Also, we are estimating a growth of 20% and the turnover to increase from Rs 55,000 crore to Rs 68,000 crore. Approximately, Amul's turnover will increase to Rs 85,000 crore from its current Rs 72,000 crore for the financial year 2022-23."

Farmers and Dairy Owners Wary of Steep Hike in Fodder Prices

After the lumpy skin disease (LSD) outbreak among cattle last year and the widespread damage to wheat crop by rains this year, concerns over 'toori' (dry wheat husk/stem) shortage has now set the alarm bells ringing among farmers.

Farmers and dairy owners have warned of a steep rise in the prices of 'toori' in the coming days, which might

hike prices of milk and related products. They say the fodder prices would also impact poor and marginal farmers across villages who are dependent on cattle for sustenance.

Marginal farmers as well as labourers comprise a sizeable portion of the rural population across villages in Doaba and other regions of the Punjab state.

Shri Dheeraj Bajaj, General Secretary, Govind Gau Dhaam Gaushala, Kapurthala, which has over 1,000 heads of cattle, said that the twin crisis created by the LSD last year and the expected shortage of fodder this year have made dairy business unsustainable for many. The cost of feeding cattle with current fodder price rates is pushing marginal farmers to give up dairy farming.

He said, "Our gaushala had a budget of Rs 21 lakh for fodder last year. This year, it has already shot up to Rs 31 lakh. Fodder prices per trolley are expected to shoot up to Rs 10,000. Normally, these are Rs 5,000 to 6,000. Earlier, fodder prices were between Rs 400 and 500 per quintal in Kapurthala, which have touched Rs 700."

Shri Harminder Singh, a farmer from Bhawanipur village in Kapurthala, who also supplies 'toori' to gaushalas, said, "Punjab was known as the land of milk and butter its quality. But the crop damage could make dairy business unsustainable for small farmers and labourers."

Shri Jaswant Singh, Chief Agricultural Officer, Jalandhar, said, "A few days ago, the agriculture minister had said in a meeting that fodder from the state will not be routed to cardboard making factories and industrial units. There is clearly a damage to the wheat crop, which will affect fodder supply too. All steps are being taken to provide relief to farmers."

The price of dry fodder made from wheat straw in Moga and other parts of the Malwa belt has shot up to a 10-year high at Rs 900 to Rs 1,200 per quintal. Shri Balwinder Singh, a landless dairy farmer, said he was totally dependent on dry and green fodder purchased from the market. The rising cost of dry and green fodder has increased the cost of milk production.

Heritage Foods Launches a Range of Beverages & Ice-Creams

Heritage Foods Ltd. announced the launch of its new range of Buttermilk products under the brand name 'A-One' and a new range of milkshakes in the easy-to-carry and single serve carton boxes.

Spiced Buttermilk is a low-calorie natural refresher, made by fermenting fresh milk with a unique combination of cultures to give an extra smooth and thick mouthfeel, as well as delivering a perfect balance of sourness and

saltiness. Spicy notes are perfected with a blend of natural extracts of green chillies and ginger, which make it refreshing to the consumer on-the-go.

The company has also revamped its range of milkshakes with a range of new flavours and a refreshing new look.

Alongside, all-time popular flavour variants like Vanilla and Strawberry, it would be launching soon two new variants -Chocolate & Caramel, Cookies & Cream, which appeal to adults as well as kids.



Executive Director of Heritage Foods Limited, said, "Heritage 'Badam Charger' is a product targeted to thriving adults who hustle through the day to achieve their dreams. They always need to be on top of their game, loss of energy for them means loss of opportunity, and they need something nourishing & healthy to stay charged and face their challenges head-on. Badam Charger is quite unlike harsh energy drinks which are sugar & caffeine laden, and comes with the nutrition of rich Heritage milk and energy of real Badam bits. We have formulated this recipe to deliver great taste with absolutely no added artificial colours or flavours and with 30% less sugar as compared to other similar flavoured milk-drinks."

ICAR National Dairy Research Institute Launches "Bajra Lassi"

Dr. Himanshu Pathak, Secretary DARE & Director General, Indian Council of Agricultural Research launched "Bajra Lassi" milk-pearl millet composite based fermented beverage at ICAR National Dairy Research Institute's (ICAR-NDRI) milk parlour on April 9, 2023.

Scientists claimed that the beverage offers quality proteins, fibers, micronutrients especially iron besides containing live healthy lactic bacteria.



The product was prepared by the Under-graduate (UG) students of the institute under Experiential Learning programme.

Dr. Pathak appreciated the efforts of the students and faculty of the institute in developing milk-millet composite based healthy products.

He said that by developing the technology of such novel products, we can offer a variety of millet based products to domestic as well as global consumers. During the International year of Millets, Indian Council of Agricultural Research is popularizing and providing a wide range of millet products for healthy eating.

Dr. Dheer Singh, Director & Vice Chancellor of ICAR-NDRI, Karnal said that "ICAR-NDRI is committed to offer milk-millet products through student's Experiential Learning Unit. Students will also learn the business intricacies and the issues associated in the food supply chain.

He said that "Bajra lassi" is manufactured by mixing bajra flour with milk followed by processing, inoculating with appropriate lactic culture and fermenting to desired acidity level. The fermented mass is mixed with potable water and optional additives are added. He further said that the technology developed by the scientists of Dairy Technology Division of the institute is given to three companies on commercial terms.

INTERNATIONAL News

The Global Dairy Packaging Market Estimated at USD 45.6 Billion in 2030

According to a market research study published by Contrive Datum Insights (CDI) – a global delivery partner of market intelligence and consulting services, rising consumer demand for dairy products and rising disposable income are driving the worldwide dairy packaging industry.

The Dairy Package Market was valued at \$29.80 billion in 2022 and is expected to expand USD 45.6 billion by 2030 at a CAGR of 4.5% from 2023 to 2030. The industry is divided into categories based on application, including cream, cheese, ice cream, yoghurt and cultured goods, milk, butter, and others. The milk segment has the biggest global share of all of these segments. Milk has always been a staple of diets all across the world. It also includes important nutrients including calcium, potassium, vitamin D, and B vitamins in addition to a

sizeable amount of protein. Numerous studies have also demonstrated that consuming dairy products, such as milk, can help reduce osteoporosis and bone fractures.

Dairy products must be packaged properly and effectively because they are perishable in order to facilitate storage and transportation. Due to its convenience, compact packaging is projected to see an increased demand, which will fuel the industry even more. Recent trends show that manufacturers are increasingly concentrating on delivering products in smaller numbers. The market for flavoured milk products is growing, which is boosting the global dairy packaging market. Increased health consciousness, urbanisation, and consumption of a variety of dairy products as a result of rising demand for fresh foods as part of a balanced diet are major trends in the global dairy food packaging industry.

Consumers prefer tasty, nutritious, and suitably packaged flavoured milk as an alternative to the other beverages. Moreover, the emerging countries are predicted to drive the demand and growth of the new flavours and products concentrating on health. Furthermore, the consumer's spontaneous eating habits owing to their busy working schedules which is expected to drive the demand for flavoured milk globally, which in turn is projected to propel the growth of the Global Milk Packaging Market in the years to come.

Asia Pacific is the largest market. In the Asia Pacific region, the dairy trade is the prime source of income for many farmers with the highest growth predicted in the Milk Packaging sector during the forecast period. There is a substantial difference in supply and demand in countries like India, contempt is responsible for over 15% percent of the global production of milk. Furthermore, under these disapproving conditions, the government of India has decided to endure the banning of the imports of milk and milk products. Moreover, this has supported local farmers on a large scale in increasing their yield. Additionally, the government also inspires foreign companies to advance domestic production. Moreover, it is common in several other nations in the Asia Pacific, like China. Therefore, the focus on increasing milk manufacturing is projected to drive the growth of the Milk Packaging Market in the Asia Pacific region.

As per CDI report, the global market for Organic Milk Products is anticipated to expand at a CAGR of 4.0% between 2022 and 2030. The global Specialty Cheese Market is projected to grow from USD 189.45 Billion by 2030, at a CAGR of 4.8%. The global food packaging market was valued at USD 346.5 billion in 2022 and is expected to expand USD 468 billion in the forecast period, 2022-2030, 18 Billion by 2030 at a compound annual growth rate (CAGR) of 5.5% from 2022 to 2030.

International Dairy Market Overview

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

EUROPEAN

Western European

Western European milk output has started the year ahead of the two previous years. According to CLAL data made available to USDA, January 2023 EU cows' milk delivered to dairies is estimated at 11,812,000 MT, up 0.8 percent compared to last year. Among some of the top Western EU milk producers, the January 2023 milk deliveries and the percentage changes compared with January 2022 are Germany, 2,772,000 MT, +3.6 percent; France, 2,045,000 MT, -1.5 percent; Netherlands, 1,212,000 MT, +4.6 percent; and Italy, 1,103,000 MT, -2.8 percent. Dairy contacts expect this trend to continue.

In Germany, where year to date milk collections remain about 3 percentage points ahead of milk volumes from last year, weekly collections have recently plateaued. Regardless, industry contacts suggest there is plenty of milk available for processing. Inventories of many dairy products are readily available, and there is no urgency from buyers to make additional purchases.

Eastern European

Some eastern European countries ended 2022's milk production ahead of 2021's milk volumes. Poland and Belarus had percentage increases of milk production or milk delivered to dairies for the 2022 calendar year compared to the year 2021. According to CLAL data made available to USDA, the Eastern European milk producers and their 2022 provisional milk production or milk delivered to dairies and percentage changes compared with 2021 are Poland, 12,771,000 MT, +2.2 percent; and Belarus, 7,869,000 MT, +0.6 percent. And in January 2023, cows' milk delivered to dairies in Poland was 1,086,000 MT, up 0.2 percent from January 2022. In another Eastern European country, Ukraine, the dairy industry has been severely damaged by the Russian invasion. Without stable income, farmers have reduced herds, and processors are facing labour shortages, as many people have either sought refuge in surrounding countries or have left their jobs to join their country's defence.

OCEANIA DAIRY MARKET

New Zealand

In New Zealand, recent reports show milk production maintained its positive movement during February 2023 compared to one year ago. Dairy farms appear to have enough feed and good pastures to support milk

production. Increased moisture and temperatures in comparison to the same time last year continue to drive pasture growth as New Zealand moves closer to colder months. On a different note, the New Zealand milk price continued a downward trajectory. Milk prices fell 8 cents to 8.35/kgMS. Sources point to a lack in China WMP demand is limiting expected higher New Zealand farmgate milk prices. Of note, the New Zealand and China tariff agreement expired last year, affecting WMP and other dairy exports to the country. New Zealand is now also seeing lower volumes purchased by countries in Southeast Asia that may have helped to compensate for the decreases in 2023 China demand.

Australia

In Australia, domestic competition for available milk is gaining momentum as the milk production season nears an end. Substantial declines in milk supply are prompting aggressive supply chain strategies within the dairy industry. Meanwhile, milk plant closings are developing daily as Australia's surplus plant capacity in the milk processing sector overshadows the limited milk supply. On the heels of a further weakening of milk supplies, sources note one of the nation's giant supermarket chains recently purchased two milk processing facilities to build the security of their long-term milk supply. In view of Australia's milk production problems, competition for available milk supply is likely to continue in the near-term. On another note, sources communicate that plant closures are leading to investment opportunities, with an emphasis on manufacturing dairy products that carry a higher value, which can be sold in the domestic market and traded internationally.

South America Dairy Market

Contacts in the region say the seasonal weather patterns are starting to provide some clearly needed rainfall in some areas of the continent. Still, the fall is reportedly warmer than typical. That said, temperatures, albeit warm, are not hot enough to push cow comfort levels to any extremes.

Contacts are hopeful the rain, despite the warmth, brings on heartier grazing pastures this fall/winter season. Milk production is still noted as limited, and that is not expected to change much nearer term due to heat and drought that have persisted for years in some areas of Argentina and Uruguay, specifically. Contacts say that many farmers have had to sell cows into beef markets due to the notable grazing shortness and increasing feed costs year over year. Brazilian importing interests are noted as voracious. Argentina and Uruguay continue to move dairy commodities to their large neighbour. South American contacts, both in and outside of Brazil, say these trends are likely to slow down at some point, but

the current consensus is that import increases month to month and year to year are notable. As processors in the MERCOSUR region continue to contend with limited milk availability, prices in the region are not expected to ease anytime soon, even as other global markets are experiencing bearish pressure.

Saudi Arabia Achieves Self-Sufficiency in Dairy Products

Saudi Arabia has been able to achieve self-sufficiency - 120 percent - in dairy products and its derivatives in less than half a century.

The Kingdom is among the top dairy exporting countries not only in the Middle East but also in the world, which came as result of the balanced development plans and policies, especially in the agricultural and livestock sectors.

According to the current statistics revealed by the National Committee of Dairy Producers in the Federation of Saudi Chambers (FSC), the volume of dairy consumption has recorded an increase during the holy month of Ramadan by 15%.

The milk production in Saudi Arabia reached more than 7 million liters per day, or more than 18 million bottles daily. The number of trucks that transport and distribute the dairy products daily reached more than 10,000, while the number of retail stores that receive dairy products daily is 38,000.

Regarding workers, the statistics showed that the number of Saudi workers in the dairy companies reached more than 10,500. The dairy sector contributed more than SR7 billion to the national economy.

Dairy companies in Saudi Arabia are working according to the integrated production chain model, starting from raw materials until the final product. This model is only implemented in a few countries in the world. The operation process of these companies include bringing the best breeds of milk-producing cows, which guarantee high production and quality.

This is in addition to securing the best and finest types of green fodder and grains from several reliable international sources. Dairy companies in the Kingdom apply strict control procedures in several aspects, most notably in preserving, storing, transporting and

distributing fresh milk. The companies link all distribution sites and centers, refrigerated distribution cars and display refrigerators in sales outlets to an informational e-system. The dairy sector comes on top of the national food security list in terms of nutritional value as well as added value to the GDP.

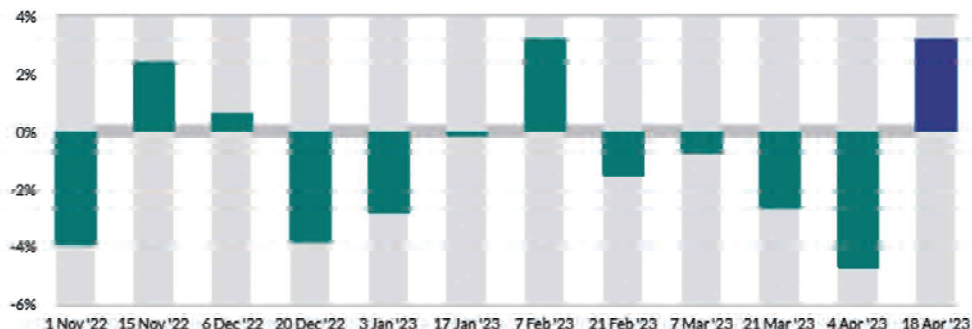
Global Dairy Price Index UP by 3.2% on April 18, 2023

Global dairy price index went up by 3.2% at its 330th auction on April 18, 2023. The new average price is USD 3,362 per MT. The total traded commodities volumes contracted to 22713 MT.

In the first week of March, it was down by 0.7%. The prices of various dairy commodities have changed.

Key Results

- AMF index up 4.7%, average price US\$4,981/MT
- Butter index up 4.9%, average price US\$4,821/MT
- Ched index up 5.7%, average price US\$4,411/MT
- SMP index up 7.0%, average price US\$2,776/MT
- WMP index up 1.0%, average price US\$3,089/MT



Will China continue the downtrend in dairy demand?

China plays a vital role in setting price direction on global dairy markets. During recent times, they have been buying less amid high imports in 2021 and comfortable domestic milk supplies.

Farmgate milk prices have been declining in recent months in response to weaker global market prices. While milk production has improved, the reduction in demand has been more instrumental in driving down market prices.

Historically there has been a strong relationship between China's economic growth (as measured by GDP per capita) and its level of dairy imports. So much so, that

comparing the two trends can give an indication of expected imports and potential risks around stock building.

Following heightened import volumes in 2021 to ensure food security, imports fell by around 19% in 2022. The drop was in part a response to the high stock levels, but will also have been impacted by China's zero-Covid policy, low GDP growth, and lower consumer spending on the back of high prices.

All products saw lower imports in 2022, although for most, import volumes were similar or slightly above 2020 levels. Butter was an exception showing marginal increase compared to previous year. The products recording the largest year-on-year decline in 2022 were liquid milk & cream and whey products.

According to Agriculture and Horticulture Development Board (AHDB), the predicted economic growth will remain 4.5% for 2023 and 2024, import volumes would be expected to increase by around 6.7% per year. While imports in the first two months remain below the previous year levels, it is expected that demand will recover through the year, pulling up import demand.

There are of course, other factors which could impact on import volumes going forward. As stocks dissipate through the year, imports are likely to improve. In addition, as consumers return to pre-Covid habits, per capita consumption may return to growth helping to bolster import requirements. However, the upside could be curtailed if milk production shows good growth and consumer spending is weak.

GEA Reduces Water and Power consumption for CIP in Membrane Filtration in the Food Industry

As per the press release by GEA at Düsseldorf (Germany), membrane filtration plants with new digital tools reduce up to 50 percent of water and power consumption during the cleaning. The software duo, GEA Smart Filtration CIP and GEA Smart Filtration Flush, automatically intervene in CIP (cleaning-in-place) processes, pulsing the pumps and flushing the membranes individually and according to real-time water quality.

Membrane filtration is primarily used in food manufacturing - including new foods - and in dairy processing. Common product examples include dairy protein and fish collagen isolates. Until now, cleaning this equipment was energy- and water-intensive, requiring three or four individual cleaning steps with



With two new digital tools GEA Smart Filtration CIP and GEA Smart Filtration Flush, GEA reduces water and electricity consumption by up to 50 percent when cleaning membrane filtration plants

different chemical cleaning agents to be pumped and circulated throughout the equipment for a specified amount of time before rinsing it out with water.

In contrast, GEA Smart Filtration Flush uses sensors to constantly measure the permeate quality of the water during the flushing process, reducing the freshwater required. Setting blanket rinsing intervals and water quantities in advance are no longer needed as the software stops the process as soon as the necessary hygiene level is reached, and the cleaning agents are discharged. Depending on the type and size of the plant and the water properties, operators can reduce their freshwater requirements by up to 50 percent.

"A typical dairy whey protein concentration process needs two to four filtration plants connected in a series. This set up can require more than 100,000 liters of water, per cleaning cycle. Now, we can save well up to 50,000 liters of water per cleaning in such large plants and 500 to 700 liters per CIP in small productions," explains Mr. Nils Mørk, R&D Engineer for membrane filtration at GEA.

The second software module, GEA Smart Filtration CIP, is a software module that regulates cleaning efficiency. It causes the pumps to operate in a pulsating manner as opposed to running continuously. As a result, the pumps consume up to 50 percent less energy during the CIP process.

Compared to plants with standard pump operation at full load, small production plants with GEA Smart Filtration CIP would save between 5 and 7 kilowatt hours per cleaning. Large filtration plants would require 60 to 100 kilowatt hours less electrical energy per CIP process thanks to this innovation.

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>