



National Seminar on “Role of Milk and Milk Products in Health and Disease Prevention”



Team IDA (Left to Right- Mr. Rajesh, Ms. Ruchi, Dr. Parekh, Shri Hariom, Shri Madhav, Dr. J.B. Prajapati, Ms. Candida, Shri Kuldeep Sharma and Shri Shyju

A National Seminar was organized by IDA (West Zone) on September 12, 2023 at Hotel Kohinoor Continental, Andheri, Mumbai in association with Association of Food Scientists and Technologists India (AFSTI); Institute of Chemical Technology (ICT); Shree Vitthalaldas Thackersey College, SNTD University; G.N. Khalsa College (Autonomous); and Bombay Veterinary College, MAFSU; and Consumer Guidance Society of India (CGSI).

The theme of the seminar was **"Role of Milk and Milk Products in Health and Disease Prevention"**.

The seminar commenced with lighting of lamp and Welcome address by Dr. J.B. Prajapati, Chairman, IDA (WZ). While welcoming the guests, he expressed basic views on why milk is pious and cited some quotes from

Vedas, indicating the significance of milk and milk products in Indian diet. He also highlighted activities of Indian Dairy Association and the plan to organize such awareness programs pan India during the celebrations of 75 years of IDA.

Dr. R.S. Sodhi, President, IDA, New Delhi, enlightened the audience on trends in dairy market, which is a 3 trillion USD. Out of a total of 5 Lakh crore market share, dairy alone contributes to 2.8 lakh crores. The unorganized sector in dairy is dynamically converting to organized. He gave an overview of market trends in cereals, vegetables & fruits, milk and animal meat sectors in last 5 decades. Milk has grown 10 X while fish and poultry have increased by 12 and 23 X respectively. Milk production figure was 24 million tonne in 1948 and in 2022 it has crossed 222 million tonne, which demonstrates the huge success that Indian dairy has witnessed. He remarked that the Indian supply chain is excellent and both production and consumption are increasing. He emphasized that 3 parameters control the success of any new food



Padma Shri Dr. V. Mohan, Chairman and Chief of Diabetology, Madras Diabetic Research Foundation, Chennai being greeted by Dr. J.B. Prajapati, Chairman, IDA (WZ) and Dr. R.S. Sodhi, President-IDA.



Dignitaries Lighting the Ceremonial Lamp. Left to Right- Dr. J.B. Prajapati; Dr. J.V. Parekh, Vice Chairman, IDA(WZ); Padma Shri Dr. V. Mohan; Dr. R.S. Sodhi and Shri Arun Patil, Vice President-IDA



product-taste, nutritive value and affordability. A short comparison of cow and buffalo milk was made. Few market trends on packed versus branded foods were also discussed. He believes that inflation in food industry is one of the major challenges in food sector. He also briefed the audience on how sustainable the Indian dairy market is, and that we contribute to only 5% emissions of the world.

Dr. Meenesh Shah, Chairman NDDB, couldn't attend the meeting physically but he delivered a brief talk online. He underlined the pace at which research depicting nutritional and health value is increasing as seen by research papers in reputed journals. He touched upon the biological activities of few proteins and



Dr. Meenesh Shah, Chairman, NDDB addressing the Seminar online.

bioactive in milk, imparting health benefits on the host. Currently, 40% of the country's population is youth, so we need to shift focus to healthy body. He featured some interesting findings of the programs run by NDDB. To about 480 government schools, NDDB offers milk fortified with Vitamins A & D. Another study at Ghadchiroli Anganwadi studies impact of dense laddoos provided to over 5000 young kids between 4-6 years of age. He touched up on the sources on plant-based proteins and why those proteins cannot be compared with natural milk. Additionally, plant-based milk, lacking natural sugar has to incorporate stabilizers, emulsifiers, sugar, etc. He congratulated the IDA and conveyed his best wishes for the program.

The Keynote address was delivered by **Padma Shri Dr. V. Mohan**, Chairman and Chief of Diabetology, Madras Diabetic Research Foundation, Chennai. The presentation commenced with Vedic mentions of cow milk and significance. He gave an overview of components in milk and their roles and cited several publications depicting the statistically significant results advocating no harm on milk consumption. Research findings supporting yoghurt and cheese consumption, specifically was shown to prevent the development of Type 2 Diabetes. He also shared the findings of The Prospective Urban Rural Epidemiology (PURE) study,



Padma Shri Dr. V. Mohan delivering his Keynote address

which involved the study on 2,50,000 patients in 21 countries over 20 years. People consuming milk and milk products was correlated with increased longevity. He holds the record of largest number of publications (1600) to his credit. Overall, it was concluded that dairy products are either protective or neutral on several metabolic diseases, but never the causative agent for any ailment.

As part of the program, a reel making competition among the students of partner institutions was also organized. Total 32 students submitted reels on role of milk in nutrition and health and prizes to five best reels were given during the inauguration program. The winners were:

- Mr. Kevin Bhensdadiya - SMC College**
- Mr. Siddhartha Pandya - G N Khalsa College**
- Mr. Sidra Nagori - SVT College**
- Ms. Khushi Jaiswal - SVT College**
- Mr. Abhishek Shinde - College of Dairy Technology - Warud**

At the end Dr. J.V. Parekh, Vice Chairman, IDA (WZ) presented vote of thanks. The anchoring of the entire program was done by Ms. Richie Agrawal, Member of ZEC (WZ).

Post lunch, three Panel discussions were organized.

Panel Discussion 1:

Dr. J.B. Prajapati moderated the Panel discussion 1 under the theme "**Milk and lifestyle diseases and immunity**". Panelists included-Ms. Sheryl Salis, Certified diabetes educator, Insulin pump specialist, Founder-Nurture Health solutions, Mumbai; Dr. Jagmeet Madam, Principal SVT College, Mumbai; and Prof. Smita Lele, Former Head of Food technology department, ICT; and Ms. Laurence Rycken, Nutrition Officer, International Dairy Federation (IDF), Brussels. Questions enquired to



From Left to Right-Prof. Smita Lele, Dr. J.B. Prajapati, Dr. Madan and Ms. Salis

the panelists revolved round role of milk in general health, control of obesity, hypertension, bone health, and immunity boosting. Prof. Lele quoted Nature is a great nutritionist and provided a holistic approach about milk and milk products. Excerpts of the discussion touched upon few points- milk as complete food, human and cow milks are close in composition but carb to protein ratio is quite different. Human being has got all enzymes to digest lactose since centuries, still some people have lactose intolerance. They are advised to take low lactose milk or dahi/butter milk, wherein about 25% of lactose is already broken down. Being vegan or not is one's personal choice but defaming milk is not right. For that matter we can't photosynthesize so are we cruel in consuming cereals etc.? A small comparison between vegetarians and non-vegetarian sources of proteins were made. Ms. Laurence made an online presentation, depicting the initiatives taken by IDF to educate the society about goodness of milk and spread the message on role of milk in nutrition and health.

Panel Discussion 2:

Dr. G.S. Rajorhia, Former President-IDA, chaired the second panel discussion themed "**Milk in nutrition for sports person and elderly**" where panelist included- Dr. K.D. Aparnathi, Retd. Head, Dept of Dairy Chemistry, SMC College, Anand; Dr. Panchali Moitra, Professor,



From Left to Right-Ms. Richie Agrawal, Dr. Panchali Moitra, Dr. K.D. Aparnathi, Dr. G.S. Rajorhia, Dr. Atanu Jana, Dr. Kavita Pandey and Shri Madhav Patgaonkar

SVT Mumbai; Dr. Atanu Jana, Principal, SMC College College, Anand; and Dr. Kavita Pandey, Assistant Professor, G.N. Khalsa College, Mumbai. Dr. Rajorhia first enlisted few points that missed a mention, in his opinion like why milk is termed "Amrit". The discussion included comparison of plant-based milk and cow milk, followed by its importance in sports persons and geriatric usage. Dr. Jana touched upon the art of cheese making and bio-actives present in cheese. Dr. Pandey talked about impact of lifestyle choices on gut microbiota and the need for probiotics and functional foods in diet on general population and sports persons. Biochemistry involved in health benefits mechanisms were highlighted.

Panel Discussion 3:

Shri Kuldeep Sharma, Founder, Suruchi consultants, New Delhi moderated the final panel session themed "**Myth breakers on milk in Ayurveda**" The panelists were Dr.



From Left to Right- Shri Madhav Patgaonkar, Dr. Sitaram Dixit, Dr. J.B. Prajapati, Shri Kuldeep Sharma, Shri Yachneet Pushkarna, Ms. Aditi Goyal and Ms. Richie Agrawal

Aditi Gohel, SVT College, Mumbai; Mr. Sitaram Dixit, Chairman CSGI, Mumbai; and Shri. Yachneet Pushkarna, MD, Hari Bol Dairy - ISKON. Panelists discussed about myths and facts about milk and its significance in Ayurveda. They touched upon the consumer perception on milk. A case study of Hari Bol Dairy established by ISKON producing Ahimsa milk was also presented. It was discussed that cows are treated like family members and their waste products are enriched and utilized to make it a sustainable unit.

The concluding session was chaired by Dr. J.B. Prajapati, where is presented the summary of the entire day's discussions. The sponsor M/s Dlecta was honored. Shri Madhav Patgaonkar, presented the Vote of Thanks.



IDA (East Zone) Celebrated 75th Foundation Day

Indian Dairy Association (East Zone) in collaboration with Jharkhand State Cooperative Milk Producers' Federation Limited organized a one-day workshop cum seminar for members and professionals. The workshop was organized on September 10, 2023 at Fisheries Farmers Training Centre, FTC Campus, Sector-II Dhurwa, Ranchi. The workshop was attended by approximately 500 IDA members.

The workshop started with lightning of Diya by Chairman, IDA (East Zone) Shri Sudhir Kumar Singh; Vice Chairman Prof. D.C. Sen and Shri Milton; Chairman, IDA Jharkhand Chapter Shri Pavan Kr. Marwaha; Secretary, Mrs. Amita Sinha; Member Shri Sanjeev Sinha; Mrs. Meera Singh, etc. IDA (East Zone) celebrated 75th Year of foundation by cutting a cake.

Dr. Ganesh from Indian Council of Agricultural Research addressed a session on Animal Nutrition. He explained



the importance of animal nutrition in context of eastern region, specifically Jharkhand. Dr. Ganesh discussed the importance of Area Specific Mineral Mixture and other inputs and its impact on productivity of milch animals.

Another informative session was addressed by Mr. Maheshwar Prasad on Energy Conservation in Dairy Industry. Dr. Mahesh informed that with development of nation, the demand of energy is continuously increasing and it's the responsibility of Industries to save energy for future needs. Mr. Maheshwar Prasad informed that with small changes in industries we can contribute a lot towards energy conservation and development of nation. The Workshop was followed by Annual General Meeting of IDA (EZ) and lunch for participants..

The programme was sponsored by Medha Dairy, Indifoss, ICICI Bank, Bank of India, Osam Dairy, etc.



IDA (Punjab Chapter) Organized Seminar at GADVASU, Ludhiana to Celebrate 75th Year of IDA Establishment

In a dynamic and insightful gathering of industry experts, academics, and enthusiasts, a seminar titled "**Ensuring Clean Milk Production for Sustainable Dairy Farming**" delved into the challenges related to clean milk production and their potential impact on sustainability of Dairy Farming. Held at Guru Angad Dev Veterinary and Animal Science University, Ludhiana on 22nd September 2023, the event brought together subject experts to share their knowledge & exchange ideas with the dairy industry leaders.

The seminar, organized by Indian Dairy Association (North Zone), Punjab Chapter in association with Guru Angad Dev Veterinary and Animal Science University, Ludhiana on the



occasion of celebration of 75th year of IDA establishment.

After the auspicious beginning with lamp lighting, Shri Inderjit Singh, Chairman IDA (Punjab Chapter) gave his welcome address, wherein he highlighted the activities of IDA. He emphasized on need of strengthening of the association's Punjab Chapter for overall benefit of dairying in India.

Shri S.S. Mann Chairman IDA North Zone, Chief Guest of the event, in his opening remark, assured Chairman IDA(Punjab Chapter) for his wholehearted support for various programs to be organized for celebration of 75th year of IDA establishment.



Dr. Inderjeet Singh, VC, GADVASU Ludhiana, presided the event as Chairman of the session & delivered the keynote address. He emphasized the need for robust extension network to educate the dairy farmers on improving dairy practices.

One of the standout presentation was on "Situation Analysis of antimicrobial usage, Resistance & Residues in dairy sector". Director of research Dr. J.P.S Gill presented on role of animal husbandry in emerging challenge of AMR (Antimicrobial Resistance) and various feasible measures to mitigate associated risks.

In another presentation, Director, Centre for One Health, Dr. J.S. Bedi delivered his lecture on "Biosecurity essentials for sustainable dairy farming". Dr. Simranpreet Kaur delivered lecture on "Hygienic Milk Practices: A way to farmer's prosperity". Her lecture provided in depth insights on sources of contamination of milk and ways to improve milk quality in present scenario. Dr. Amarjit Singh delivered his talk on prevention of aflatoxins in milk.

Dr. R.S. Sethi Dean College of Dairy Science & Technology, GADVASU, Ludhiana sum up the proceedings. Shri Narinder Singh Bahga, Secretary, IDA

(Punjab Chapter) thanked the Chairman of the session, Chief Guest, Guest of Honor, speakers, participants from the industry, students and organizers for their enthusiasm which made this session a success. He encouraged the industry representatives to work harder for implementation of key points highlighted during the session at ground level.

Shri Ajay Kumar Khosla, Vice President, IDA, appreciated the efforts of Executive Committee of IDA (NZ) and Punjab State Chapter for organizing this event.

Seminar was attended by representatives from Milkfed (Verka), AMUL, Nestle India Limited, Punjab Dairy Development Board, Danone Nutricia, GADVASU, Baani Milk Producer Company Limited and other private dairy plants of Punjab.



New Executive Committee of IDA Rajasthan State Chapter Takes Over the Charge



As per the provisions of MoA of IDA, elections for office bearers and executive committee members of IDA Rajasthan State Chapter were held recently. Elections



were held using E-Voting software provided by Head Quarter. An election committee headed by Shri Mahesh Girnani was formed, to conduct the election. The election process started on July 19, 2023 and results were declared unanimously on August 2, 2023.

The newly elected State Chapter Committee office bearers and members are: **Chairman:** Dr. Rahul Saxena; **Vice Chairman:** Shri S.N. Purohit; **Secretary:** Dr. Karun Chandaliya; **Treasurer:** Shri Govind Gupta; **Member (Professional & Planner Category):** Mrs. Pramod Charan; **Member (Milk Producer Category):** Paayas Milk Producer Company; **Member (Dairy Industry category):** Bhilwara Milk Union; and **Member (Research workers and Educationist category):** Apollo Animal Medical Group Trust.

The new office bearers and members of State Executive Committee took over the charge on August 25, 2023. During their first meeting, apart from discussing routine matters, it was decided that as per the guidelines of President-IDA, all efforts shall be made to celebrate the 75th years of incorporation of IDA in grand way. It was decided that programs like Seminars, 'Run for Health', Awareness programs for consumers about milk and milk products, Animal Health Care Camps, Drawing & Painting Competition for school going

children etc. shall be organized during the year. These activities shall be carried out in whole of state in collaboration with all dairy professionals.

Dr. G.S. Rajorhia Honored with Global Top Leadership Award



Dr. G.S. Rajorhia, Immediate Past President of Indian Dairy Association, is an eminent personality in the field of Dairy Technology. On 24 August 2023, he was awarded the prestigious Global Dairy Leadership Award in a glittering ceremony by Brain Analytica, a global organization.

His achievements have been recognized internationally. His impact on the Dairy Industry is profound, and his expertise has helped not only raised the standards of Dairy Industry but also created a generation of professionals. He has published around 300 research and scientific articles in top research journals.

With numerous achievements during his career, Dr. Rajorhia's leadership and dedication has been

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Tamil Nadu Chapter of IDA Organized FSS Course on Milk and Milk Products



Food Safety Supervisors (FSS) Course on Milk & Milk Products under FosTac conducted at Gandhigram Rural Institute (Ministry of Education, GoI), Dindigul, Tamil Nadu on Aug 28 & 29, 2023. Thirty-Seven Final year students of BVoc - Dairy Production & Technology attended the course.

This course was conducted by Indian Dairy Association, Tamil Nadu Chapter as a part of Platinum Jubilee celebrations of IDA. The course fee was subsidised to

the extent of 50% by IDA as a support initiative to dairy science graduates. The Training Partner for the course is Tedmag Engineering & Management Consultants Pvt Ltd., Bengaluru.

The course was administered by Shri C.P. Charles, CEC-Member of IDA and Shri K.S. Kanna, Vice Chairman, IDA Tamil Nadu Chapter. The Faculty of Dairy Production and Technology Department of Gandhigram Rural Institute profusely thanked IDA for the support.

shaping the dairy landscape in India and in countries like the US, UK, New Zealand and Malaysia, where his research work has generated immense interest, leading to advancements in dairy processing, productivity has increased.

Dr. G.S. Rajorhia's achievements are a testament to his unwavering dedication, intense curiosity and constant pursuit of excellence.

As the field continues to grow, his legacy will undoubtedly inspire current and future generations to strive for greatness and make a positive impact on the world.

Dr. R.R.B. Singh Appointed as Vice Chancellor, Raipur Kamdhenu University



Dr. R.R.B. Singh, Retd. Joint Director (Academic) cum Dean, ICAR-National Dairy Research Institute, Karnal has been appointed as the Vice Chancellor of Dau Shri Vasudev Chandrakar Kamdhenu University by the Governor and Chancellor Shri

Vishwabhusan Harichandan. This order was issued by Shri Amrit Khalkho, Secretary to the Governor, on 8 September 2023. He was a former Central Executive Committee member of Indian Dairy Association. Currently, Dr. Singh is also a member of the Editorial Board of IDA.

Congratulations to Dr. R.R.B. Singh for his new assignment.

NATIONAL News

Ministry of Fisheries, AH&D Organized First National KCC Conference

Union Minister for Fisheries, Animal Husbandry and Dairying (FAHD) Shri Parshottam Rupala inaugurated the first National Kisan Credit Card (KCC) Conference organized by the Ministry of Fisheries, Animal Husbandry and Dairying, in Mumbai on September 4, 2023.

The Minister of State for Finance Dr. Bhagwat Kishanrao Karad; Minister of State for Fisheries, Animal Husbandry and Dairying and Information and Broadcasting;



Dr. L. Murugan; Minister for Fisheries, Govt. of Maharashtra, Shri Sudhir Mungantiwar and Minister for Revenue, Animal Husbandry and Dairy Development, Government of Maharashtra, Shri Radhakrishna Eknathrao Vikhe Patil were present on the occasion.

Speaking on the occasion, Shri Parshottam Rupala urged the banks to keep minimum check list to approve loans through KCC to farmers. He said that a process similar to DBT scheme should be adopted where state government may identify the farmers eligible for KCC loans. Highlighting the importance of financial inclusion, he urged all farmers to come ahead and reap benefits of the KCC Scheme. He further said that Prime Minister decided to extend the benefit of Kisan Credit Cards to fishermen and dairy farmers, which was earlier available only to farmers. The aim of this event was to promote that scheme and to discuss the challenges with different stake holders from across the country. Shri Rupala also confirmed that so far more than 1.5 lakh fishermen have been approved KCC cards. 29 lakhs to dairy farmers.

Dr. L. Murugan highlighted the plight of the poor farmers who took loan from private moneylenders or sahuikars and could not come out of the cycle of repaying debts. He said that PM Modi introduced KCC for them. KCC is strengthening the rural economic system. Hence it needs



to penetrate further in rural areas, he added. He asked the local bankers to take regular meetings to resolve challenges faced in implementing the KCC scheme. He stated that fisheries play an important role in rural economy, as more are there in fisheries and dairy sector. Speaking of PM's vision 'Seva, Sushashan and Garib Kalyan', he pointed out that financial inclusion plays a major role in 'Garib Kalyan' and includes initiatives like PMJDY, MUDRA Loans and SVANidhi scheme among others. He said, FAHD Ministry is concerned about taking KCC facility to the last man of the fishermen community to bring about further development of the sector. Over the last nine years, fisheries and dairy sector have become self-sufficient, he added.

Dr. Bhagwat Kishanrao Karad stated that farmers have to pay an interest of 3 percent for loans taken on KCC in general, as the Centre provides an interest subvention of 4 percent. He mentioned that Gujarat Government has come out with a scheme by which the state government also pays for the interest and farmers get loans at zero percent interest and urged other states to study this model for possibility of implementation in their own states. He urged the banks to work pro-actively for giving out KCC for fisheries, animal husbandry and crop loans. He urged all stakeholders to reach out to the potential beneficiaries of KCC as it will generate self-employment and self-sustainability.

A total of 80,000 participants joined through physical and virtual modes; 35 states/UTs joined from 370 locations with 21,000 fishers and fish farmers, 9000 joined physically and through virtual mode while 50,000 AHD farmers connected through 1000 Common Service Centers (CSCs). 22 lakh public were reached out through digital, electronic, print media as part of outdoor campaign and publicity material in 7 vernacular languages on Guidelines/SOP were distributed and video on KCC facility for Fisheries was released.

Future of Animal Husbandry in India, Trends, and Growth

India's 20th Livestock Census reveals a substantial population of livestock includes 303.76 million bovines, 74.26 million sheep, 148.88 million goats, 9.06 million pigs, and nearly 851.81 million poultry.

The country has made significant strides in its animal husbandry and dairy sectors, becoming the world's largest milk producer and the third-largest egg producer. This industry has experienced consistent annual growth @ 8% during 2014 to 2022. It plays a vital role in feeding approximately 200 million people in the country. Agriculture and animal husbandry have been essential to human civilization throughout history, providing food and draught animal power while also helping maintain

ecological balance.

Animal Husbandry Market Size in India

Livestock plays a vital role in Indian agriculture by enhancing food security, generating income and employment, serving as a safety net during crop failures, providing draught power and valuable manure for crops, and contributing to foreign exchange through exports. India's livestock sector is one of the largest globally, and government initiatives and a more favourable business environment are fostering innovation and private-sector investments. Notably, the Union Budget for 2023-24 allocated a nearly 40% increase to the Department of Animal Husbandry and Dairying, with a budget of US\$ 527.53 million (Rs. 4,327.85 crore), up from the previous year's allocation of US\$ 378.50 million (Rs. 3,105.17 crore).

Animal Husbandry in India

Animal husbandry encompasses livestock farming and breeding, involving the care and management of animals to enhance their genetic traits and behaviours for economic purposes. This branch of agriculture focuses on raising animals for various products like meat, fibre, eggs, milk, and more, making it a significant income source for many farmers.

In India, the animal husbandry and dairy sectors have a crucial socioeconomic role, supported by the nation's favourable environment and cultural traditions. These practices create employment opportunities, particularly for small-scale and marginalized farmers, as well as women, while also providing affordable and nutritious food to a vast population. India boasts abundant livestock and poultry resources, contributing significantly to the rural population's socioeconomic well-being.

Animal husbandry plays a crucial role in the effective care and oversight of domestic animals, ensuring they receive appropriate nourishment, shelter, and disease prevention. The sector offers employment opportunities to a substantial portion of the agricultural workforce, thereby improving their quality of life. Through the practice of crossbreeding, it facilitates the development of superior animal breeds, resulting in increased production of diverse food items like milk, eggs, and meat. It promotes responsible disposal of animal waste, fostering a healthier environment.

Dairy Farming



Dairy farming is a branch of agriculture focused on milk production, which is processed into various dairy products. It involves the care of dairy animals like cows, buffaloes, sheep, and goats, with a strong emphasis on their health. Milk is collected either manually or by machines and is then processed for commercial use. Dairy farming is economically significant, contributing 5% to India's GDP and providing employment to 80 million farmers. India is the world's leading milk producer, with a remarkable 51.05% growth in milk production over the last eight years, far surpassing the global average of 1.2%. Per capita milk availability in India is 444 grams per day, higher than the global average of 394 grams per day in 2021-22.

Changing Dynamics of Dairy Farming in J&K

In the editorial page of www.greaterkashmir.com, Dr. Mukhtar Ahmad, a local Field Veterinariaa, Department of Animal Husbandry J&K has mentioned that the dairy farming has been rapidly growing in the agribusiness sector in Jammu and Kashmir. In recent years, dairy farming has experienced a new era of innovation and substantial government support. Both the government of India and the government of Jammu and Kashmir have placed significant emphasis on enhancing the dairy industry in the region.

Various national schemes, such as the Nationwide Artificial Insemination Program, National Animal Disease Control Program, Animal Husbandry Kisan Credit Card and Accelerated Breed Improvement Programme have been implemented to benefit dairy farmers throughout India. Additionally government of Jammu and Kashmir has started integrated dairy development scheme few years back which had shown good impact on dairy industry of the UT.

Recently an important program called Holistic Agriculture Development programme was started in Jammu and Kashmir to revolutionise agriculture and allied sectors in the UT.

In addition to financial help through this programme to beneficiaries there is also scope of skill development in agriculture and allied sectors. The main aim of this program is to make UT self-sufficient in all agri produce and to create employment.

If we reflect on the past decade, many dairy farmers were often illiterate and confined to their local markets or nearby areas when it came to purchasing inputs and selling finished goods. This frequently resulted in low returns for their products. In the past, most people would raise a single cow to fulfil their daily milk demand. However, nowadays, cows are raised as business units.

Thanks to the successful Digital India campaign by the Government of India, farmers are motivated through different social media platforms to enter the dairy sector and establish their livelihoods.

Farmers can now purchase inputs and sell their products anywhere in the country at favourable rates. Farmers from different corners of the country can interact and rapidly exchange knowledge and experiences through digitalization—a process that would have otherwise taken decades for extension workers to achieve in the field.

Numerous training programs are organized at regular intervals by national institutions and state universities, allowing farmers to participate from their homes.

However, small and marginal farmers are often compelled to sell their produce at the initial price offered by middlemen due to supply chain disruptions and the limited shelf life of milk. Thus, there is a huge scope for value addition of milk, and growth dairy cooperatives in J&K.

Small dairy farmers who are not part of cooperative societies are susceptible to exploitation by private dealers, particularly concerning the accurate payment of dues based on milk fat content.

Dairy farming is also playing an important role in women's empowerment. It is evident that the dairy industry has gained significant momentum in terms of progressive development over the past few years.

This can be attributed to the active involvement of educated youth, digitalization, and substantial government support through various beneficiary-oriented schemes. However, there remains ample room for further development, particularly in the area of feed and fodder.

The availability of high-quality feed and fodder poses a substantial challenge. The introduction of superior-quality fodder, the utilization of unconventional feed resources, and the fortification of grain by-products are imperative steps for the industry's continued growth.

NDDDB, Suzuki & Banas Dairy to Setup Dung based CBG Plants in Gujarat's Banaskantha district

The National Dairy Development Board (NDDDB), Suzuki R&D Center India Pvt Ltd (SRDI), an Indian subsidiary of Suzuki Motor Corporation (SMC) and Banas Dairy entered into a tripartite agreement to setup four dung-based biogas plants for generating Compressed Biomethane Gas (CBG) in Banaskantha district of Gujarat. The agreement is a culmination of the MoU inked earlier for taking up biogas projects by leveraging



the strength of dairy cooperative network.

The agreement was signed by Dr. Meenesh Shah, Chairman, NDDDB, Shri Sangram Chaudhary, MD, Banas Dairy and Mr. Kenichiro Toyofuku, Director, SRDI in the gracious presence of Shri Sibi George, His Excellency, Indian Ambassador to Japan; Shri Shankar Chaudhary, Chairman, Banas Dairy & Speaker, Gujarat Legislative Assembly; Mr. T Suzuki, President, Suzuki Motor Corporation; Mr. Hideaki Domochi, outside Director, Suzuki Motor Corporation and Shri Jayen Mehta, MD, GCMMF Ltd. at the Indian Embassy in Tokyo, Japan.

This unique initiative is the first of its kind wherein automobile and dairy sector are collaborating to achieve multiple benefits such as enhance farmers' income through dung sale, use of dung-based biogas to power vehicles, production of organic fertilizers and in the process reducing carbon footprint of dairy and automobile sector.

SRDI will provide financial assistance for establishing these plants to be setup by NDDDB. Banas Dairy will arrange land for the project and also operate these plants. The biogas produced will be purified and compressed to generate CBG. Exclusive CBG stations will come up for vehicles. Slurry produced in the biogas plants will be utilised to produce organic fertilizers, which would significantly contribute towards reducing usage of chemical fertilizers and improve soil health.

Shri Shankar Chaudhary said, "This project is a testament to the vision of our Hon'ble Prime Minister Shri Narendra Modi, who is guiding us to create a greener India and provide our farmers with additional income opportunities with Net Zero Carbon Neutrality and promoting circular economy. These projects are an initial step to make Banaskantha district, an organic district and energy self-reliant district. We are proud to be part of this important journey."

Speaking on the occasion, Dr. Meenesh Shah, Chairman, NDDDB said, "This pathbreaking initiative will help in realising Hon'ble Prime Minister Shri Narendra Modi Ji's vision of 'Waste to Wealth' and also extending it to 'Waste to Energy'. It is a momentous occasion wherein for the first time two very different sectors have joined

hands and found a common cause to fulfill their commitment towards India's overall development."

He further said, "It is a recognition to NDDDB's manure management initiative and this collaboration will help in scaling up the initiative rapidly. He added that all the three parties will not only limit their collaboration to setting up plants but will extensively work on Research and Development also."

Mr. Suzuki conveyed, "Suzuki is tackling to reduce greenhouse gas in ways that suit the situations of each country and region. In India, biogas production is expected to have high reduction effects. We will contribute toward realizing carbon neutrality through making proactive initiatives in the biogas production business."

National Training Programme on "Soft Skill and Entrepreneurship Development"



College of Dairy Science, Kamdhenu University, Amreli has organized three days national training programme on "Soft Skill and Entrepreneurship Development" for faculties of Kamdhenu University, Gandhinagar by the expert faculties of ICAR- NAARM, Hyderabad during August 8-10, 2023 at College of Dairy Science, Amreli. In this training programme total 26 faculties from various colleges of Kamdhenu University have participated.

In the beginning of this training programme Dr. V.M. Ramani, Principal and Dean, College of Dairy Science, Kamdhenu University, Amreli and Organizing Secretary of this training programme thanks to Hon. Vice Chancellor of Kamdhenu University Dr. N.H. Kelawala and Director of Research of Kamdhenu University Dr. D.B. Patil for their continuous support and guidance for organizing such type of training programme at College of Dairy Science, Amreli for Students as well as faculties of Kamdhenu University by ICAR- NAARM, Hyderabad. Dr. Ramani also thanks to the Guest of Honour Dr. Srinivas Rao, Director, ICAR-NAARM and Joint Director of ICAR-NAARM Dr. G. Venkateshwarlu and also thankful to

National Director, National Agriculture of Higher Education Project (NAHEP) for their support in the form of Innovation Grant, for supporting such events. Dr. V.M. Ramani welcomed to all participants, eminent speakers from ICAR-NAARM, Hyderabad and programme co-coordinator Dr. Srinivas Tappa, Principal Scientist, ICAR-NAARM, Hyderabad. Dr. Kunal Gawai, Training Co-organizing secretary briefs the details about training programme and eminent speakers of ICAR-NAARM, Hyderabad and handover the training session to the experts of ICAR-NAARM, Hyderabad.

UP Govt. Announces 50% Subsidy on Dairy Farm of 25 Cows



UP Chief Minister Shri Yogi Adityanath has launched the "Nandini Krishak Samridhhi Yojana" under Nand Baba Mission to improve the breed of cattle and increase milk production in the state.

The scheme aims to improve the breed of cows in order to enhance milk production and raise the income of dairy farmers.

"Under the scheme, Sahiwal, Gir, Tharparkar, and Gangatiri breeds of milch cows are included. The Yogi government has estimated a cost of Rs 62.5 lakh for establishing a unit of 25 milch cows under the scheme. Therefore, the Yogi government will provide a 50 per cent subsidy on the total expenses, which amounts to a maximum of Rs 31.25 lakh to the beneficiaries." read the release.

"In the first phase of the scheme, the government will provide subsidy to those beneficiaries setting up 35 units of 25 milch cows, on purchase of cows, their conservation as well as their maintenance. This subsidy will be given in three phases." stated the release.

"Additionally, in the initial phase, this scheme will be implemented in the ten divisional headquarters of the state, namely Ayodhya, Gorakhpur, Varanasi, Prayagraj, Lucknow, Kanpur, Jhansi, Meerut, Agra, and Bareilly," read the release.

The benefits of the scheme will be provided in three phases. In the first phase, 25 per cent of the project cost will be provided as a subsidy for unit construction. In the second phase, a 12.5 per cent subsidy will be given for the purchase of 25 milch cows, their 3-year insurance, and transportation costs. In the third phase, the remaining 12.5 per cent of the project cost will be provided as a subsidy.

Amul Ranked World's Strongest Dairy Brand, Second Strongest Food Brand in the world



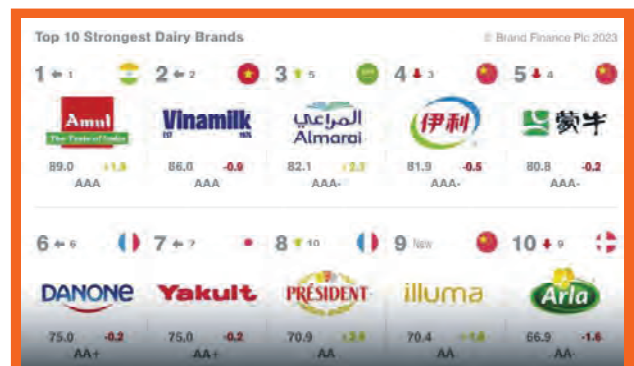
In a remarkable achievement, Amul has been ranked as the world's strongest dairy brand by the Brand Finance Food and Drink Report 2023. The report evaluates and ranks the strongest and most valuable food, dairy, and non-alcoholic beverage brands.

As per the report of UK-based Brand Finance, the world's leading brand valuation consultancy, affirms Amul's unwavering commitment to quality, innovation, and consumer trust. Amul has not only been ranked as the strongest dairy brand globally but also the second strongest food brand worldwide, trailing only behind the renowned American chocolate brand, Hershey.

The Amul brand has also been ranked amongst the top 30 most valuable food brands out of 5000 brands in the world. Amul proudly stands as the only farmer-owned brand among the world's top 100 brands.

Shri Jayen Mehta, Managing Director, GCMMF said, "This achievement is a testament to the hard work and dedication of the 36 lakh dairy farmer members of the Amul family. We have always strived to provide the highest quality dairy products to our consumers while upholding the values of sustainability and farmer empowerment. Being recognised as the world's strongest dairy brand will motivate us to continue our journey of excellence and empowering dairy farmers."

Amul has also secured the seventh spot on the list of the world's most valuable dairy brands, with an impressive



valuation of \$3 billion. As the sole representative from India on this prestigious list, Amul continues to make the country proud on the international stage.

The report also reaffirms Amul's commitment to sustainability and responsible practices by ranking it as seventh in terms of Sustainability Perception Values (SPV).

It is the largest FMCG brand in India with annual sales turnover of Rs 72,000 crores (US \$ 9 billion) and an outstanding example of the power of the farmer's cooperative movement.

Milky Mist Greek Yogurt to Tap Rs. 1000 Crores Yogurt Market

Milky Mist is pioneer in launching fruit based yogurt of different types such as Blueberry, Mango, Peach and Pineapple. The market has been steadily growing for these categories and Milky Mist has gained a significant market share for fruit based Yogurts.

Looking into the nutritional requirement, availability and consumer demand for high protein products, Milky Mist has installed state-of-the-art fermentation and ultrafiltration technology to produce high protein milk based products.

As an extension of Yogurt category, Milky Mist has developed different types of Greek Yogurt such as natural and cereal based variants having protein ranging from 6.5% to 8%. They have recently launched these products and consumers have received them very well. Going forward, Milky Mist will continue to extend the product category in high protein milk based products.

The Yogurt market in India is estimated to be around Rs.900-1000 crores and as per market agencies' report, it is growing in the range of 18% to 20% for the last four years. However, there are very limited players in this category for manufacturing quality products, using UF technology and marketing the same across the country.

According to the Milky Mist, with their state-of-the-art technology as well as product development team and strong marketing network, they are very much enthusiastic to develop this category and create a market for such high protein products since the demand is ever growing.



National Dairy Products' Judging and National Dairy and Food Quiz Contests at SMC College of Dairy Science, Anand

SMC College of Dairy Science, Kamdhenu University, Anand and its Alumni Association jointly hosted the 14th National Dairy and Food Quiz Contest and 18th National Dairy Products' Judging Contest on 1st and 2nd September, 2023 respectively.



The Quiz contest attracted 24 participating teams, 17 from Dairy/Food Industry and 7 from Academic Institutes. Dr. Jarita Mallik, Dr. Amit M. Patel, Dr. M.D. Gurjar, Dr. A.K. Jain, Dr. Ashish Patel and Dr. Atanu Jana were the quiz masters. Both these events were sponsored by Gujarat Co-operative Milk Marketing Federation (GCMMF), Ltd., Anand.

Eighteen teams from Dairy Industry and 7 teams from academic institutes participated in the Dairy Products' Judging Contest. Three different samples, each of milk, paneer and ghee were provided to the contestants for sensory evaluation. Dr. J.P. Prajapati, Ex-Professor & Head, Department of Dairy Processing & Operations, SMC College of Dairy Science, Anand; Dr. Sanket Borad, Technical Director, Flavi Dairy Solutions, Ahmedabad; Dr. Rahul Shah, SBF Foods, Pune; and Shri Kishor Prajapati, Assistant Manager (QA), GCMMF, Ltd., Anand were the expert judges.

The Prize Distribution Ceremony of both the events was held at Dr. Radhakrishnan auditorium, Dairy Science College, Anand on 2nd September, 2023. Dr. Atanu Jana, Patron, Alumni Association and Principal, SMC College of Dairy Science, Anand welcomed the dignitaries and participants from academia and food/dairy industry.

In context to Dairy products' judging contest, amongst the participants from dairy/food industries Havmor Ice Cream Pvt Ltd., Ahmedabad secured the first position while GCMMF Ltd., Anand and Vasudhara Dairy,



Valsad secured second and third position, respectively.

Among the teams from academic institutes, College of Dairy Science, Kamdhenu University, Amreli, Gujarat secured the first prize. The second and third prizes were awarded to College of Dairy Technology, Kamareddy, Telangana and College of Food Processing Technology & Bio Energy, Anand Agricultural University, Anand. Ms. Entry Vipul Patel from Vasudhara Dairy, Valsad and Mr. Ram Dharmeshkumar M, from College of Dairy Science, Amreli, were awarded the first prize in the category of individual winners from Industry and academics, respectively.

Four prizes including one appreciation award were announced for the "Dairy and Food Quiz Contest". The team from ICAR-National Dairy Research Institute (NDRI), Karnal secured the first prize. The second and third prizes were conferred to team from Amul Dairy, Anand, Gujarat and College of Dairy Science, Kamdhenu University, Amreli, Gujarat. The team from GN Patel College of Dairy Science, Kamdhenu University, SK Nagar, Gujarat, was honoured with appreciation prize.

Dr. N.H. Kelawala, Hon'ble Vice Chancellor, Kamdhenu University, Gandhinagar in his presidential address dwelled on the fact that the events like 'Judging contest' and 'Dairy and Food Quiz contest' helps in diversification of knowledge and also provides a platform for interaction of academia and industry. The Chief Guest of the function Shri Dhiraj Chaudhary, Managing Director, Mehsana District Co-operative Milk Producers' Union Ltd., Mehsana, Gujarat, highlighted the role played by sensory evaluation in the development of new food products and in ensuring their market success. Dr. M.K. Jhala, Director of Research & Dean PG Studies, Anand Agricultural University, Anand and Shri Gokulakrishnan S.S, AGM (QA and R&D), Amul Dairy, Anand, Gujarat, were the Guest of Honours of the function.

Dr. Suneeta V. Pinto, Professor & Head and Dr. Jarita Mallik, Assistant Professor, Dairy Technology department



were the Organizing Secretaries of the 'National Dairy Products' Judging Contest' and 'National Dairy and Food Quiz Contest' respectively. They presented a detailed report of each event. Dr. A.G. Bhadania, President, Alumni Association of SMC College of Dairy Science, Anand proposed the Vote of Thanks.

FSSAI Begins Milk and Milk Products' Survey Across 766 Districts

The Food Safety and Standards Authority of India (FSSAI) has started a nationwide surveillance study on milk and milk products this month, in a bid to curb adulteration of such items, an official of the country's apex food regulator said.

The surveillance survey will cover 766 districts across the country and over 10,000 samples will be collected during the exercise. Two agencies have been engaged for the purpose.

Quality Council of India, an autonomous body under the Ministry of Commerce and Industry, and the National Dairy Development Board will conduct the survey for FSSAI.

The scope for the survey includes milk, khoa, chhana, paneer, ghee, butter, curd, and ice cream. The test parameters are adulterants, normal quality and compositional parameters, contaminants, antibiotic residues and microbiological indicators.

The rationale behind choosing milk is its indispensable role in food culture either as a fresh fluid or as a processed dairy product. The agency is hopeful of submitting a report on the findings of the survey to the health ministry by December 2023.

One of the objectives of the study is to devise corrective action strategies, the official said. The regulator has conducted five surveys on milk and milk items since 2011.

ITC Launches 'Aashirvaad Svasti' in Jharkhand

ITC Limited announced recently its entry in the dairy business in Jharkhand with the launch of various products under its 'Aashirvaad Svasti' brand. The company will offer a slew of dairy products like milk, curd, paneer, lassi and 'mishti doi' (sweet curd) to the consumers of the state.

Shri Sanjay Singal, ITC Chief Operating Officer (Dairy and Beverages), said the company has expanded its milk-based offerings to Jharkhand after establishing a strong brand presence in Bihar and West Bengal.



The Aashirvaad Svasti dairy products will be available across 2000 general and modern trade outlets across Jharkhand, it added.

Aavin Hikes Ghee, Butter Prices

On September 14, 2023, Aavin increased its prices of ghee and butter, which are popular products from its stable.

While ghee comes in 14 different packs and butter in two variants of cooking and two in the salted table kind, the maximum retail prices of all these items have been hiked. A 500 ml jar of ghee, which was Rs.315 will now be Rs.365. Similarly, 500 gram of cooking butter which was Rs.260 is now Rs.275. The same quantity of table butter is priced at Rs.280 now.

Product prices were hiked to ensure that they reached the consumers properly. "Since Aavin products are the lowest priced in the market diversion was happening. To prevent that, the hike was effected. We are still the lowest even after the hike," says officials from Aavin.

Shri S.A. Ponnusamy of the Tamil Nadu Milk Dealers Employees Welfare Association, said that the benefits of this and recent hikes must be passed on to milk-pouring farmers. "Despite the flush season Aavin has been getting very less milk from its farmer-members. The reason for this is very low procurement prices when compared to private dairies. Unless Aavin increases the procurement rates, more farmers will move to private dairies," he said.



Area Specific Mineral Mixture Plant Inaugurated at Nirmal, Telangana



Giri Vijayamin, area specific mineral mixture plant was inaugurated on Aug. 29, 2023 by Hon'ble Minister, Forests, Endowments, Law Shri A. Indra Karan Reddy in a farmers meeting at Nirmal, Telangana.

The Chairman, TSDDCF, Shri Soma Bharat Kumar has opined that such a unique product prepared and marketed by tribal JLG formed by ITDA, Utnoor, Telangana will help in improving the milk productivity.

Shri Adhar Sinha, IAS, Special Chief Secretary, AH, DD & F, Govt. of Telangana has expressed that the initiative of Dist. Collector, Shri Varun Reddy, IAS, is commendable who supported to develop this product based on his field visits of milk societies in the district.

Shri Reddy told that Rs. 16 lakhs will be released for a farmers meeting hall and Rs. 46.0 lakhs will be released for milk pasteurisation and packing plant at Nirmal.

Shri Madhusudhan Rao, DD, TSDDCF extended vote of thanks. Rs. 1.6 Cr. worth Mudra loans to dairy farmers through SBI was given on the occasion. The mineral mixture costs Rs. 250/- for 1.5 kg pack. The product will be marketed by tribal JLG, for whom, ITDA has extended Rs. 12.0 lakhs as subsidy.

International Dairy Market Overview

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

EUROPEAN

Western European

Western European milk production, although trending seasonally lower, has been at or slightly above previous year levels for most of the year. In general, stronger milk production in the northern parts of the continent has offset lower production in the southern parts. As the summer heat abates, the weekly decline in milk output has slowed. Favorable weather conditions have aided cow comfort and supported milk output as the region approaches the typical nadir of the milk production curve. That said, some analysts anticipate that Q4 milk volumes may fall below previous year levels in some cases.

Industry contacts share the sentiment that there is plenty of milk available, but demand for dairy ingredients is weak. Contacts say the return of Europeans from summer holidays has spurred on local demand for consumer goods such as cheese and butter. However, they add that there is limited demand for industrial butter and milk powders. With the scenario of sufficient milk supplies and generally weak dairy demand, they are perplexed that milk pay prices can hold steady. The monthly average farm-gate milk price in the United Kingdom increased slightly between June and July, and the provisional August milk pay price for the EU-27 is 43.58 euros per 100kg, down only slightly from July. In addition, Italian weekly spot milk prices have maintained levels near farm-gate pay prices for the last few months. Manufacturers may be looking at current milk intakes, but wanting to assure their milk supply needs are met into the future.

Several EU Commission proposals that were to be published this month have been delayed. The two proposals, the sustainable food systems legislation and the animal welfare legislation, are part of the EU Farm to Fork Strategy. It is unclear whether the Commission will enact any further actions on the two proposals during the current legislative period.

Eastern European

Like Western Europe, Eastern European milk production is following seasonal declines in milk production. Milk output in Poland, one of the top Eastern European milk producers, has continued at levels above 2022 milk

output levels. According to CLAL data made available to USDA, July 2023 cows' milk delivered to dairies in Poland was 1,121,000 MT, up 1.4 percent from July 2022. Year-to-date milk deliveries through July 2023 in Poland, 7,723,000 MT, increased 1.5 percent compared to year-to-date milk deliveries through July 2022. The average farm-gate milk pay price in Poland for July 2023 was 42.18 euros per 100kg, down .97euros per 100kg compared to June.

OCEANIA DAIRY MARKET

New Zealand

In New Zealand, dairy manufacturing output is seasonally low heading into the heavier production months. Some reports note that New Zealand milk output could be constrained this season from the degradation of pastures by wet conditions. Nonetheless, milk production generally increases October through December. With that said, uncertainty around China's demand is central as cows return to milking and manufacturing output looks to improve near term. Market sources note the situation could likely impact dairy commodity prices with downward pressure from the milk supply increase, ultimately reducing the price cooperatives pay New Zealand dairy farmers for their milk.

Australia

While Australia is early in the milk production season, a recent report indicated that the July 2023 output closely compares to July 2022 milk volumes. Meanwhile, current projections point to stronger output for 2023-2024 than 2022-2023, which saw milk production decline 5 percent, compared to the previous season. However, the industry still faces global market challenges as China's eased demand for dairy products has brought about lowered export pricing. A redeeming component for Australia, compared to New Zealand, is the country's robust farmgate milk price that farmers are receiving. Conversely, dairy products moving into the country from New Zealand induces heavy competition for Australian dairy manufacturers, as prices are pressured in the domestic market.

On another front, farm input costs are rising again, per market representatives. With that said, the Australia dairy industry could face another El Nino, creating drier conditions that could affect farmers' feed supplies from region to region. Meanwhile, current projections from industry representatives, apart from the El Nino risk, point to average yields and moderate declines in feed prices.

SOUTH AMERICA DAIRY MARKET

South American milk production is nearing its peak according to contacts. They say spring production has arrived a bit early this year. Brazil, specifically, is

reportedly having a banner year in regards to milk production and an increase in commodity processing. Uruguay and Argentina milk output has also increased week to week, but more importantly, from year to year. The end of the La Nina climactic phenomenon is currently evident, despite concerns about the opposite effects near-term from El Nino, and the potentially wet weather it can bring into Uruguay and Argentina. That said, recent and notable improvements in weather conditions, a wetter and mostly mild winter have preempted a return to a more "normal" spring milking season in the region.

There are varying reports regarding purchasing activity from Brazil. Some contacts say interests have picked up in recent weeks, particularly for later this year and Q1 2024. That said, other contacts are concerned that Uruguayan and Argentinian exports of cheese, whole/skim milk powders and other dairy commodities are expected to slow down due to Brazil's self-resourcefulness regarding milk output and processing capacities. Recent months, and near-term expectations, have changed re garding Brazilian buying activity when compared to the activity last year and the first two quarters of this year. Still, markets are holding somewhat steady, as interests from outside the continent, namely North Africa and parts of Asia, are starting to increase.

Global Dairy Trade Index Rose while Volumes Dropped

The GDT Price Index was up 4.6%, with an average selling price of \$2,957 per metric ton. The index rose 2.7% at the previous auction held on Sept. 5, with an average selling price of \$2,888, according to GDT Events.

A total of 37,366 tons of dairy products were sold at the latest auction, down about 1% from the previous sale, the auction platform said. The auction results could affect the New Zealand dollar as the dairy sector generates more than 7% of the nation's gross domestic product.

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

world dairy trade. GDT Events is owned by New Zealand's Fonterra Co-operative Group Ltd, but operates independently from the dairy giant.

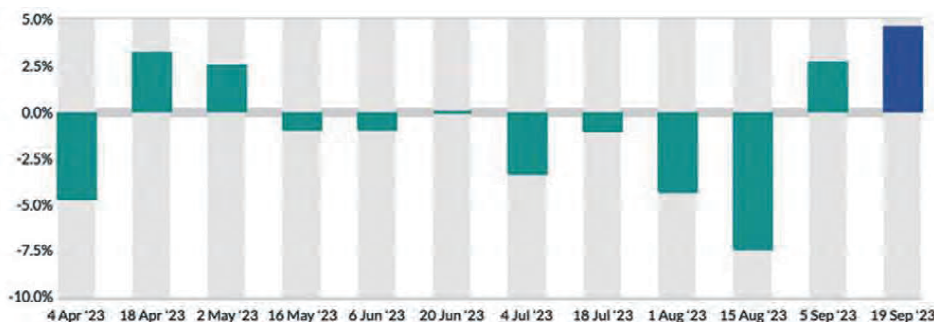
USDA Announces Milk Loss Assistance for Dairy Operations

The US Department of Agriculture (USDA) has announced Milk Loss Program (MLP) assistance for eligible dairy operations for milk that was dumped or removed, without compensation, from the commercial milk market due to qualifying weather events and the consequences of those weather events that inhibited delivery or storage of milk (e.g., power outages, impassable roads, infrastructure losses, etc.) during calendar years 2020, 2021 and 2022.

Administered by the Farm Service Agency (FSA), signup for MLP begins Sept. 11 and runs through Oct. 16, 2023.

"Frequent and widespread weather-related disasters over the past three years have impacted U.S. dairy. These producers continue to face supply chain issues, high feed and input costs, labor shortages, and market volatilities," said FSA Administrator Zach Ducheneaux. "The reality for dairy producers is that cattle are milked at least twice a day, producing on average, six to seven gallons of milk per cow, per day. That milk must go somewhere, and when it can't get where it needs to go and can't be stored due to circumstances beyond a producer's control we need to help. The Milk Loss Program will help offset the economic loss by producers left with no other choice but dumping their milk during disasters."

On Dec. 29, 2022, President Biden signed into law the Extending Government Funding and Delivering Emergency Assistance Act (P.L. 117-43), providing \$10 billion for crop losses, including milk losses due to qualifying disaster events that occurred in calendar years 2020 and 2021. Additionally, the Disaster Relief Supplemental Appropriations Act, 2023 (Pub. L. 117-328) provides approximately \$3 billion for disaster assistance for similar losses that occurred in calendar year 2022.



Eligibility

MLP compensates dairy operations for milk dumped or removed without compensation from the commercial milk market due to qualifying disaster events, including droughts, wildfires, hurricanes, floods, derechos, excessive heat, winter storms,

freeze (including a polar vortex), and smoke exposure that occurred in the 2020, 2021 and 2022 calendar years. Tornadoes are considered a qualifying disaster event for calendar year 2022 only.

The milk loss claim period is each calendar month that milk was dumped or removed from the commercial market. Each MLP application covers the loss in a single calendar month. Milk loss that occurs in more than one calendar month due to the same qualifying weather event requires a separate application for each month.

The days that are eligible for assistance begin on the date the milk was removed or dumped and for concurrent days milk was removed or dumped. Once the dairy operation restarts milk marketing, the dairy operation is ineligible for assistance unless after restarting commercial milk marketing, additional milk is dumped due to the same qualifying disaster event. The duration of yearly claims is limited to 30 days per year for 2020, 2021 and 2022.

The National Milk Producers Federation (NMPF) applauded the USDA announcement.

"On top of the challenges created by wild price gyrations and the COVID-19 pandemic, dairy farmers since 2020 have also faced an inadequate federal mechanism for addressing unforeseen weather catastrophes, further straining finances at a time when strains have been hard to bear," said Jim Mulhern, president and CEO of NMPF. "NMPF never accepted that situation, and we're very appreciative of USDA's diligent work over several months to finalize the compensation plan that will address this backlog of disaster assistance. We thank Congress for providing this necessary funding, and we encourage both Congress and USDA to find ways to address future natural disasters more quickly. We also urge farmers affected by these disasters to sign up, and we stand ready to assist them as they go through this process."

Dairy Supporters Call on FDA to Stop Lab-grown Dairy Alternatives to Use Dairy Terms

Dairy industry supporters have been arguing for years that plant-based products should not be allowed to use terms like "milk" or "cheese" on their labels.

Now, that debate is growing to include products that are meant to mimic milk, but are made in a lab instead of by a cow.

Lab-grown or cell-based dairy products use fermentation to create proteins that look like whey protein. These proteins are then turned into powders and can be used to make alternatives for milk, cream cheese and other products.

Democratic U.S. Sen. Ms. Tammy Baldwin and seven other senators sent a letter to the Food and Drug Administration recently, calling for the agency to prevent these products from using dairy names. It's a similar argument that Baldwin and other lawmakers have made about plant-based alternatives.

Criticizing the FDA for what they describe as "decades of inaction" on dairy labelling, Ms. Baldwin and the other senators said in the new letter that many cell-based products are nutritionally inferior to regular dairy products in similar ways to plant-based products. The lawmakers said consumer confusion around the nutritional content of dairy alternatives has led to public health concerns.

Baldwin said in a statement to Wisconsin Public Radio that the FDA has failed for years to protect consumers and dairy farmers, as alternative products "have profited off of dairy's good name". "I'm calling on the Biden administration to step up and enforce the rules about dairy labelling, especially as we see new synthetic imitators coming to market," she said.

Federal regulators acknowledged the nutritional differences of dairy and alternative products when the FDA released new draft guidance for labelling of soy milk, almond milk and similar products in February.

The agency found that consumers do not mistake plant-based alternatives for milk, allowing them to continue to use the word in their labels. But officials expressed concern that growing consumer preference for the products could lead to consumers not getting enough calcium, vitamin D and other important nutrients because of a lack of nutritional standards for the products.

The FDA recommended that alternatives using the term "milk" in their name also state on their primary label that the product contains lower amounts of certain nutrients than milk.

Mr. John Lucey is the head of the Center for Dairy Research at the University of Wisconsin-Madison said that the technology used to make the animal-free products on the market today was actually created in the 1990s. But new companies marketing the process as a way to replace traditional dairy have caught the attention of investors.

He thinks it's inaccurate to say the proteins produced through the fermentation process are exactly the same as those from cows. While the amino acid sequences are the same, Mr. Lucey said animal proteins have special characteristics that come from the mammary gland.

Lucey said these modifications are an important part of the nutritional content of milk and its functionality in making other products like cheese. He said the fermentation technology has been focused on producing

whey, but there are more important types of proteins that scientists aren't yet able to replicate.

"If people don't want to consume dairy because they have a sensitivity to it, this is not something they should be consuming," he said. "So there's a lot of concern about how you label these things because of that confusion."

Cell-based milk protein has been on the market for a few years, but have so far only been used in niche products. Mr. Lucey said the biggest problem holding back the new product is that it's expensive to produce. Milk prices have fallen significantly in the last year, so Lucey said alternative producers face an uphill battle in producing products that are similar in price.

"Twenty-five percent of cheddar cheese is protein," he said. "You'd be spending a lot of money to replicate the milk protein and only get a couple of dollars for the whole thing. So it's hard to reconcile that."

Research into animal-free milk is ongoing. Lucey said there are other types of technologies being developed, including one that would genetically modify soybean plants to produce milk proteins and another focused on growing cells from the mammary glands of women to be used for baby formula.

Fonterra's Profit more than Doubles on Demand for Dairy Ingredients

New Zealand's Fonterra Co-Operative Group has recently reported a more than doubled annual profit on strong margins from its cheese and protein portfolio, and declared a higher final dividend, sending its shares higher.



The world's biggest dairy exporter also benefited from higher product pricing and strong demand for its dairy ingredients and foodservice channel.

The company reported a normalised profit after tax, excluding the one-off gain from divestments, of NZ\$1.33 billion (\$788.3 million) for the year ended July 31, compared with NZ\$591 million a year ago.

Fonterra's shares climbed 3.9% by 0216 GMT. Fonterra Shareholders' Fund (FSF.NZ) surged as much as 7.0% to its highest levels since May 2021.

But Fonterra had a challenging start to fiscal year 2024 as the company trimmed its farm gate milk price forecast for the season twice in August, driven by weakness in

international dairy prices with lower demand from China, the world's top market for dairy imports.

"In the near term there's certainly been some headwinds (in China) despite the benefits we saw from the COVID-19 re-openings," Mr. Neil Beaumont, Fonterra Chief Financial Officer said.

The dairy giant also expects inflationary pressures and farm gate milk price outlook to impact its production levels. Fonterra, however, said it expects to earn between 45 and 60 NZ cents per share from continuing operations in fiscal 2024, compared to normalized earnings of 80 NZ cents per share in fiscal 2023.

Mr. Neil Beaumont said that increases in prices at recent global dairy trade auctions, the re-emergence of Chinese buyers and the upgrade of the China-New Zealand FTA indicated demand for New Zealand milk powders might pick up from early next year.

Empowering Dairy Farmers with Data-Driven Decision

From maintaining data sheets and records manually to digitalized data, the journey has been difficult but rewarding. Data has always been an incredibly valuable resource, and its importance cannot be overstated. Data generation and collection in the modern era can be attributed to the constant technological innovations and the proliferation of digital devices across the globe.



Advancements through technology are disrupting and reshaping industries altogether and the dairy industry is certainly not exempted from this trend. Dr. K Rathnam, CEO of Milky Mist believes that this data, when properly collected, processed, and analyzed, can offer

valuable insights that drive informed decision-making and ultimately improving a farm's productivity and profitability.

Dairy farming, traditionally, to a larger extent relied on intuition and experiences to make up for a decision; however, with the advent of technology, the collection, storage, and analysis of data have become more accessible and affordable.

According to Dr. K Rathnam, "Farmers are enabled to base their decisions on concrete insights and not solely on assumptions or intuitions. Real-time data helps farmers to identify the trends, patterns, and impact of their decisions." Data analytics in modern times plays a pivotal role in empowering dairy farmers in the following ways:

Improved Resource Allocation: Effective resource management is a crucial component in dairy farming. With data-driven insights, farmers can allocate resources such as feed, water, and medications more efficiently, reducing waste and controlling costs.

Health Monitoring & Performance Evaluation: Monitoring the health of dairy cattle is essential for maintaining milk production and overall herd well-being. Data analytics helps farmers track individual animal health metrics, detect early signs of illness, and implement timely interventions. "Analyzing data allows farmers to assess the performance of different breeds, individual animals, and even employees. This information aids in identifying top performers and areas needing improvement," observes Dr. K Rathnam Milky Mist.

Risk Mitigation: Data analytics can predict potential challenges such as disease outbreaks or drops in milk production. By identifying risks early, farmers can take proactive measures to minimize their impact.

Breeding Strategies: Breeding decisions significantly impact the quality of the herd. Data on the genetics, performance, and health of past generations can guide farmers in selecting the best breeding pairs. This promotes the development of healthier, more productive animals.

Cattle Health Management: Data offers insights into the prevalence of diseases, seasonal patterns, and the effectiveness of past treatments. Farmers can use this information to establish more effective disease prevention and management strategies. Milky Mists' effective cattle health management program is backed by scientific principles and an operational process that has been continuously revised per the latest standards of technology.

Operational Efficiency: By analyzing historical data on farm operations, such as milk production rates, labour input, and energy consumption, farmers can identify inefficiencies and implement improvements to streamline their processes.

In the rapidly evolving landscape of dairy farming, data-driven decision-making has emerged as a powerful tool for empowering farmers to optimize their operations. The integration of data analytics not only increases productivity and profitability but also contributes to more sustainable and efficient farming practices. As the dairy industry continues to embrace technological advancements, data-driven strategies will undoubtedly play a central role in shaping its future success.

Why India is an important market for Fonterra

Fonterra's, GM Trade Strategy & Stakeholder Affairs,

Ms. Justine Arroll, on his return from India as part of a New Zealand business delegation to the subcontinent said, "India is a big market for dairy, the country is also the largest milk producer in the world, where's the opportunities for Fonterra?"

"India is the world's largest dairy producer, accounting for approximately 23 per cent of all the milk produced globally - in comparison to NZ at 2 to 3 per cent. In there, is really an important part of the global dairy outlook," Ms. Arroll said.

"New Zealand's current dairy exports to India are relatively modest, totalling around 7000 metric tonnes. For Fonterra, India is an important market for our ingredients business where we are complementing local supply with specialist advanced proteins that are not produced in India and which are used in a range of applications," she said.

The recently signed Australia-India Economic Cooperation and Trade Agreement mostly excluded core dairy products, with a few minor exceptions, such as infant formula. Fonterra business in Australia is actively looking for the opportunities under this agreement.

India has a large, growing and increasingly sophisticated dairy-consuming population. However, dairy imports from all sources are limited due to high tariffs of between 30-60 per cent. While it is currently the world's largest producer of dairy, dairy consumption in India is expected to grow faster than supply, which means that at some point imports will likely be needed to meet demand.

A trade agreement between New Zealand and India that delivers for all sectors and improves dairy market access remains a long-term priority for Fonterra. It recognises that this is not on the cards in the short term.

Meanwhile, Fonterra is keen to play its role in a joined-up industry-government approach to enhancing this critical relationship. From a commercial point of view, the co-operative will continue to look for opportunities to complement domestic supply with high-value products and to engage with the Indian dairy sector where they have shared interests as dairy producers.

Event CALENDAR

IDF World Dairy Summit 2023

2023 IDF World Dairy Summit to be held in Chicago, Illinois, USA, during October 16-19, 2023. The theme of the Summit is "Boundless Potential; Endless Possibilities".

For more information, Visit <https://idfwds2023.com>