

Grand Tree Plantation Program Organized in BHU on World Tribal Day and Nag Panchami Festival

Indian Dairy Association, Eastern UP Local Chapter in association with Dairy Science and Food Technology, Banaras Hindu University (BHU) organized a grand tree plantation program on the auspicious occasion of Nag Panchami and World Tribal Day.

It was not only an important initiative towards environmental protection, but also a symbol of respect for cultural heritage and nature.

The event was presided over by Prof. U.P. Singh, Dean Agriculture, Department of Agronomy, Institute of Agricultural Sciences, Banaras Hindu University. In his address to the students and all the august gathering, Prof. Singh said, "The environmental change we are facing today is in conflict with nature. This is a result of our unbalanced behaviour. Let us preserve and balance life on this earth. We need to understand and fulfil our responsibilities towards nature. Great leaders like Birsa Munda teach us that love and respect for nature is the key to our existence. Plantation of trees on the auspicious day of Nag Panchami dedicated to the Lord Shiva is a symbol of reverence towards our Mother Earth.

Speaking on the occasion, Prof. Anil Chauhan, Head of Department, Dairy Science and Food Technology said, "Youth should interact with nature. The biggest need of



the day is to inspire others to maintain balance. Trees are not only important for our environment but is necessary to maintain balance, rather they are an integral part of our life. Today's tree plantation event is an important step towards the future, and we must continue to do so."

During the program, Dr. Arvind, Chairman, IDA Eastern UP Local Chapter, gave an inspiring and profound message. He said, "Tree planting is not just an environmental act, rather it is also a respect for our cultural and religious traditions. The festival of Nag Panchami teaches us that every part of life and nature should be respected.

Just like a Nag (snake god) is considered to be an ornament on Lord Shiva's neck, in the same way trees are the necklace of our life. Let us understand that there is a need of plantation and its conservation should be an integral part of our cultural heritage."

Dr. Tarun Verma, Secretary cum Treasurer, IDA Eastern UP Local Chapter in his address discussed the importance and scope of tree plantation. He said, "Trees are not only work to purify the environment, but also purify our soul.



On this special occasion of today, the trees that we all have planted together, will ensure a green future for our future generations. This act of tree plantation on Nag Panchami is an example of our devotion to Lord Shiva and our faith in nature. We should turn this effort into a movement so that together we can save the earth."

While sharing his view, Student Advisor Prof. Amitabh Rakshit said that this combined celebration of World Tribal Day and Nag Panchami teaches us that we should respect our tribal brothers. We should learn the art of symbiosis from nature.

He further said, "Today's tree planting program is not only a religious ritual, but a symbol of our social and cultural responsibility."

In this event, plantation of fruit and shade trees were done wherein the Teachers, students of BHU and members of IDA Eastern UP Local Chapter participated enthusiastically. Everyone took a resolution that they would not only plant trees but also take care and conserve them. This program is an excellent example of environmental protection as well as social awareness which may become a source of inspiration for all of us.



Chairman, IDA (SZ) Dr. Satish Kulkarni paying respects to Dr. K.K. Iya

IDA (SZ) Organized Dr. K.K. Iya Memorial Lecture along with AGBM

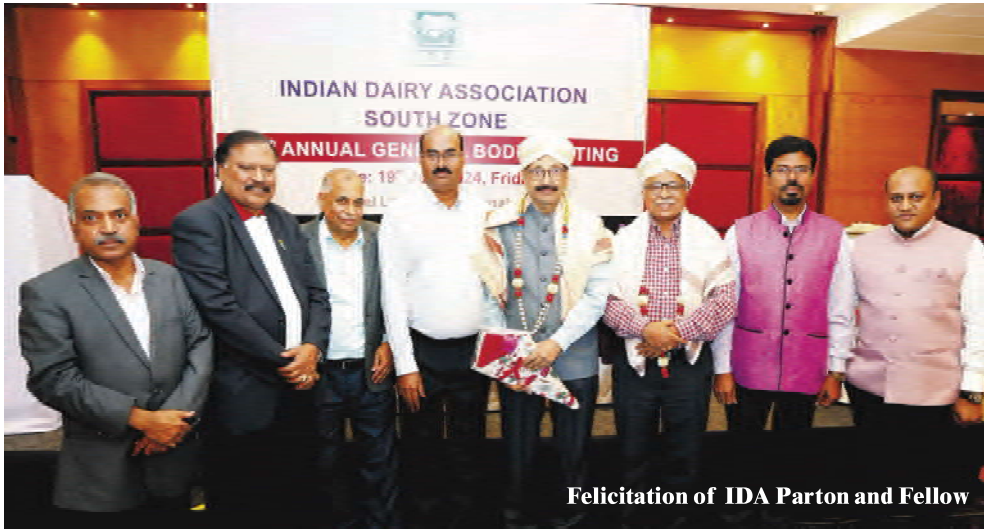
Dr. K.K. Iya Memorial lecture was organized by IDA South Zone on July 19, 2024. Prof. V. Palanimuthu, Director, National Institute of Food Technology, Entrepreneurship and Management, Thanjavur, Tamil Nadu delivered Dr. K.K. Iya Memorial Oration on "**Innovation Trends in Food & Dairy Industry**". He highlighted the role of NIFTEM-T in promotion of

innovations in food and dairy ecosystem and also emphasized on importance of application of recent innovations for the development of dairy and food sector. A galaxy of dairy professionals, scientists, students, and members of IDA (SZ) participated in the memorial lecture.

The 60th Annual General Body Meeting (AGBM) of IDA (SZ) was also at La Marvella Hotel, Jayanagar, Bengaluru, after the Oration lecture. Around 100 members of the IDA (SZ) attended the meeting. Dr. Satish Kulkarni, Chairman presided over the meeting.



Felicitation of Chairmen of Various Committees of the 50th DIC



Felicitation of IDA Parton and Fellow

for the successful execution of 50th Golden Jubilee DIC held at Hyderabad during March 4-6, 2024, were felicitated. During the occasion, IDA (SZ) members - Dr. C.S. Prasad and Dr. K.S. Ramachandra were felicitated for receiving IDA Patron and IDA-Fellow awards, respectively for the year 2024 from IDA.

The members appreciated IDA (SZ) and IDA Telangana Local Chapter for successfully organizing

Dr. S. Subash, Secretary presented the Annual report of the Association for the year 2023-24 and Dr. K.S. Roy, Treasurer presented the audited accounts for the year 2023-24 and proposed budget for the year 2025-26. The listed agenda were discussed in the meeting. During the AGBM, The Chairmen of various committees, formed

the 50th Golden Jubilee DIC and 'Best Women Dairy Farmer Award Ceremony' at Bengaluru and expressed their keen interest to support in organizing various proposed activities including a new initiative of IDA (SZ), 'Southern Dairy Summit' to be organised during January 9-11, 2025 at Bengaluru.

Farmers Training Programme on Clean Milk Production and Feeding Management for Dairy cattle

IDA Tamil Nadu Chapter in collaboration with Sivagangai District Co-operative Milk Producers' Union Ltd., (Aavin, Sivagangai District) conducted one day training Programme on "**Clean Milk Production and Feeding Management for Dairy cattle**" for the benefit of milk producers/members of the Union on August 17, 2024 at Kundrakudi, Sivagangai District. Around 250 farmers, mostly women dairy farmers participated in this training programme and got benefitted.

Shri U.V. Rajasekar, the General Manager, Aavin, Sivagangai District welcomed the guests and the participants. He highlighted the importance of milk for a healthy living. Shri. R. Selvam, the Deputy Registrar, Manamadurai, Sivagangai District delivered the Presidential address and encouraged the milk producers for producing clean and quality milk. Dr. T.R. Pugazhenthii, Secretary, IDA Tamil Nadu Chapter and Professor (Dairy Science), Tamil Nadu Veterinary and Animal

Sciences University (TANUVAS) offered his felicitation to the organizers, gathering and speakers and explained about the status of milk production in Tamil Nadu and India.

Dr. H. Gopi, Retired Professor & Head (Dairy Science), TANUVAS delivered his presentation on "**Feeding Management of Dairy cattle for profitable Dairy farming**". Shri K.S. Kanna, Chairman, IDA Tamil Nadu Chapter offered lecture on "**Clean Milk Mroduction**",

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followed by Dr. T. Pandiselvi, Assistant General Manager (Fodder Development), Aavin, Karaikudi who explained about the fodder cultivation methods for dairy animals.

Dr. M. Nachiappan, Deputy General Manager (Milk Procurement), Aavin, Karaikudi proposed the vote of thanks. At the end of the programme, the queries and doubts raised by the farmers were clarified by the experts from IDA Tamil Nadu Chapter, Subject matter specialists from TANUVAS, Chennai and technical experts from Aavin, Karaikudi.

Farmers Day Celebration – Meet the Farmers

IDA Kerala State Chapter (KSC), in association with Dairy Development Department, Ollukkara, Thrissur conducted

a "MEET THE FARMERS" program at Kundukad Dairy Cooperative Unit on August 17, 2024. Smt. Sheena James, Vice President, Kundukad Dairy Cooperative Society welcomed the gathering. The session was presided by Shri N.V. Mathew, President, Milk Cooperative Society, while Shri P.S. Vinayan, Member Thrissur District Panchayat, inaugurated the Program-Interactive Session with farmers. Smt. Jayalakshmi K, Dairy Extension Officer, Ollukkara Block gave an overview regarding the various projects by Dairy Development for farmers.

Dr. Indu B, Assistant Professor, Department of Dairy Chemistry, Verghese Kurien Institute of Dairy and Food Technology deliberated on "Value addition of Dairy Products" and Smt. Smriti Vasudevan DFI, Ollukkara conducted a session on "Fodder Production". Around 25 farmers attended the program and the session.

Highlights from the 50th Dairy Industry Conference

— Key Contributions from Ministers

The Golden Jubilee edition of the 50th Dairy Industry Conference (DIC) was held during March 4-6, 2024 at the HiTex Exhibition Centre, Hyderabad. The significance of Dairy and Animal Husbandry in the rural agrarian economy was highlighted by several notable speakers, including the Hon'ble Deputy Chief Minister of Telangana, Shri Mallu Bhatti Vikramarka and the Hon'ble Minister of Milk and Dairy Development of Tamil Nadu, Shri T. Mano Thangaraj. Dr. R.S. Sodhi, President-IDA emphasized the pivotal

role of women in the dairy sector and noted that the Telangana Government, led by Hon'ble Chief Minister Shri Revanth Reddy, is dedicated to support the growth of the dairy economy through various schemes. As part of the conference, the largest Dairy Expo spread over 11,000 square meters was inaugurated by the Hon'ble Agriculture Minister of Telangana Shri Tummala Nageshwara Rao. The conference was attended by delegates from all over India and nearly 30 other countries.



The Hon'ble Deputy Chief Minister of Telangana, Shri Mallu Bhatti Vikramarka delivered a compelling speech on the wealth potential inherent in dairy farming. He highlighted that a significant portion of dairy farmers in the state comprises women and self-help groups, play a crucial role in the sector's growth. The minister praised the efforts of these women and the support system provided through the **Indira Kranthi Patham** initiative, which encourages more women to participate and benefit from the dairy industry. He proudly announced that this year, the state budget for the agriculture and animal husbandry sectors has been increased, demonstrating the government's commitment to support these vital areas. Additionally, the minister revealed plans to establish a robust dairy industry in Telangana, similar to the successful model of Amul in Gujarat. This initiative aims to enhance milk production, processing, and marketing, thereby boosting the state's economy and providing greater opportunities for dairy farmers. He emphasized the need to transition the unorganized dairy sector into an organized one to ensure its viability and competitiveness on a global scale. He fondly recalled the pivotal role of Dr. V. Kurien, the Milkman of India in the White Revolution.

The Hon'ble Minister of Milk and Dairy Development of Tamil Nadu, Shri. T. Mano Thangaraj with his involvement and support, played an important role in taking the Dairy Conference to new heights. Throughout the entire event, his commitment to the expansion and development of Tamil Nadu's dairy industry was evident. By detailing the progress achieved, the Minister offered a comprehensive view of the advancements that have positioned Tamil Nadu as a leader in the dairy industry. In addition, his inspiring Keynote presentation emphasized the noteworthy progress of the state has made in the production of milk and milk products. The Minister stated that future initiatives will be headed in the right direction with unrelenting commitment of Government of Tamil Nadu to take the dairy sector to greater heights. His outlook on sustainable development is exactly in line with the principles of the Conference. The benefits of this partnership would be seen by the dairy sector in Tamil Nadu and elsewhere.

Additionally, he stated that efforts are being made to raise the number of livestock, provide financial support through loans to individuals. These measures are designed to enhance milk production and support the livelihoods of dairy farmers in the state. By focusing on these areas, the Minister aims to create a more robust and productive dairy sector.

In summary, the Tamil Nadu Minister's speech at the IDA Conference was a testament to his dedication and

leadership in further advancing the dairy sector of Tamil Nadu. His support has been great importance in the conference's success, and his strategic vision for sustainable development promises to benefit the dairy sector in Tamil Nadu and beyond. Through increased livestock, financial assistance, and government program integration, the Minister is propelling Tamil Nadu's dairy industry towards a more prosperous and productive future.

Shri K.S. Kanna, Chairman, Tamil Nadu State Chapter of IDA had made necessary arrangements and coordinated with Govt. of Tamil Nadu to bring the Hon'ble Minister for Milk and Dairy Development, Shri Mano Thangaraj to the 50th DIC.

NATIONAL News

Animal Husbandry Sector to Create FMD-Free Bharat: Shri Rajiv Ranjan Singh



Shri Rajiv Ranjan Singh alias Lalan Singh, Union Minister of Fisheries, Animal Husbandry & Dairying recently reviewed the measures taken by the department towards achieving the goal of FMD-Mukt Bharat (FMD-Foot & Mouth Disease) with vaccination by 2030.

Shri Singh said that the Livestock sector is an important sector contributing not only to the Indian economy but to the livelihood of farmers, particularly for the rural household and women who are the major force behind taking care of the livestock. Union Minister observed that health care awareness, accessibility and interest remains an area of concern owing to which there are huge losses in livelihoods. Prof. S.P. Singh Baghel, Minister of State for Fisheries, Animal Husbandry & Dairying and Secretary, DAHD, Smt. Alka Upadhyay

were also present in the meeting.

In the meeting Action Plan for making India FMD-free by 2030 was discussed. It was informed that all assessment was made to create zones in country particularly in the States of Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, Uttarakhand, Punjab, Haryana, Maharashtra & Gujarat on basis of sero-surveillance where vaccination is in advance stage can be taken up on priority for declaring as FMD-free zones. This will help in creating opportunities for export.

Union Ministers informed that prevalence of animal diseases is a serious impediment to the growth of the livestock sector. Due to FMD alone, there are estimated economic losses of around Rs. 24,000 crores per year. Control and eradication of this disease would result in increased milk production, supporting livelihood of millions of farmers, increase their income, and increase exports of milk and livestock products as per international trade requirements.

Government of India launched flagship scheme of National Animal Disease Control Programme (NADCP) for vaccination against two major diseases viz. FMD & Brucellosis. Under the programme 6-monthly vaccination is carried out in cattle and buffaloes against FMD and is commenced in sheep and goats. The vaccination against FMD in livestock in the country with 21 states had completed Round 4 and around 82 crore cumulative vaccination done till date. Round 5 is already completed in the States of Karnataka and Tamil Nadu. Under the flagship Programme, the target year to achieve eradication of FMD with vaccination, from the country is 2030. At this juncture, to safeguard and strengthen the benefits achieved with vaccination, coordinated efforts are required to be planned and implemented in areas like animal movement tracking, disease surveillance, biosecurity measures etc., along with the states concerned towards creating FMD free zones.

To give impetus to the initiative, Union Ministers have extended support and guidance for necessary impetus to the concept of zoning to be implemented on ground.

Discussions were held around the concept of zoning and the pre-requisites and requirements of achieving and maintaining the zones FMD-free. It was observed that not only it requires intensive micro-planning with the states concerned but a detailed roadmap for laying out the eventual objective of eradicating this disease by 2030 with vaccination.

Union Minister observed that this mammoth exercise entails ensuring quality vaccine supply to the States. He also mentioned that it is a matter of pride that all the animal vaccines have been developed by ICAR Institutions and are being produced domestically. India now has capability to export vaccines to other selected

Asian countries. The Department assists the State Governments technically and financially for accessories, remuneration to vaccinators, awareness creation and in establishing requisite cold chain infrastructure etc. The activities are monitored on a highly scientific manner with sero-monitoring and sero-surveillance for ensuring the efficacy and effectiveness of the FMD vaccination, which is the biggest drive, in livestock in the world.

Under the directions of the Union Minister Shri Rajiv Ranjan Singh the decision of vaccination of pastoral sheep and goat against FMD was extended to all such population in the country. The vaccine supply has commenced and Ladakh has already started vaccinating the flocks. The vaccination in the susceptible and pastoral flocks are closely & cautiously monitored as sheep and goats in many areas are also to be used as sentinel animals to establish the absence of circulating virus in the environment.

Shri Singh made an appeal to participants to take this challenge of FMD-Free Bharat and asked all stakeholders including NGOs in Animal Husbandry Sector to contribute to the goal of FMD-Free Bharat. He also highlighted important role of Information Technology in strict monitoring and supervision of vaccination in animals.

Organized Dairies to See 13-14% Revenue Growth this Fiscal on Strong Demand: CRISIL

As per the CRISIL Ratings analysis of 38 dairies, accounting for 60% of the organised segment revenue, indicates that India's dairy industry will see healthy revenue growth of 13-14% this fiscal, as strong consumer demand continues along with improved supply of raw milk. While the demand will be supported by rising consumption of value-added products (VAP), the ample milk supply will be driven by good monsoon prospects.

Rise in raw milk supply will also lead to higher working capital requirements for dairy players. That, along with continued capital expenditure (capex) by organised dairies over the next two fiscals will result in debt levels inching up. Nevertheless, credit profiles will be stable supported by strong balance sheets.

Shri Mohit Makhija, Senior Director, CRISIL Ratings, said, "Amidst modest growth of 2-4% in realisation, the dairy industry's revenues are seen rising on healthy 9-11% growth in volumes. VAP segment - 40% contributor to the industry revenues - will be the primary driver, fuelled by rising income levels and consumer transition towards branded products. Rising sales of VAP and liquid milk in the hotels, restaurants and cafes (HORECA) segment will also support the revenue growth."

The strong consumer demand will be complemented by improved raw milk supply which is expected to increase 5%, this fiscal, due to better cattle fodder availability, given the favourable monsoon outlook. Milk availability will be further supported by normalisation of artificial insemination and vaccination processes after facing disruption in the past. Additionally, various measures such as genetic improvement in indigenous breeds and increase in fertility rate of higher yield breeds will help enhance milk supply.

Steady milk procurement prices augur well for the profitability of dairies, and their operating profitability is expected to improve 40 basis points to 6% this fiscal.

Ms. Rucha Narkar, Associate Director, CRISIL Ratings, said, "While the revenue and profitability of dairies will improve this fiscal, debt levels are also expected to increase, mainly for two reasons. One, healthy milk supply during flush season will result in higher skimmed milk powder (SMP) inventory which will be consumed over rest of the year. The SMP inventory typically accounts for 75% of the working capital debt of dairies. Two, continued milk demand will require increased debt-funded investments for new milk procurement, milk processing capacities and expanding distribution network."

Despite additional debt contracted for working capital and capex, the credit profiles are expected to remain stable supported by low leverage. The gearing of the players is expected to remain at 1.8 times as on March 31, 2025, compared with 1.7 times a year earlier. Debt protection metrics are likely to remain comfortable, too, with interest coverage ratio seen at 10-11 times this fiscal.

FSSAI Issues Clarification Regarding Selling/Marketing of Milk and Milk products such as Ghee, Milk, Butter, Curd, etc. in the Name of A1 & A2

According to FSSAI Notification no. RCD-02004/1/2023-Regulatory-FSSAI-Part (1) dated Aug. 21, 2024, A1 and A2 differentiation of milk is essentially linked to difference in structure of protein (beta casein). Hence, use of any A2 claims on milk fat products is misleading and not in conformance with the provisions laid down under FSS Act, 2006 and Regulations made thereunder.

Further, Standards of milk as specified in Food Safety and Standards (Food Product Standards and Food Additives) Regulations, 2011 do not mention/recognize any differentiation of milk on the basis of A1 and A2 types.

Therefore, the Food Business Operators (FBOs) are instructed to remove such claims from their products. E-Commerce FBOs are instructed to remove all the claims related to A1 & A2 proteins from their website immediately. Further, the concerned FBOs shall ensure strict compliance of the same with effect from the date of issuance of this direction. Although the FBOs are permitted to exhaust the available pre-printed labels within 6 months from the date of issuance of this direction. No further extension and timeline will be granted to any FBO.

Need for Comprehensive Training and Capacity Building at the Grassroots Level: Prof. Baghel



The Department of Animal Husbandry & Dairying (DAHD), Ministry of Fisheries, Animal Husbandry & Dairying, GoI and host State Goa conducted a "Regional Training of 21st Livestock Census on Software (Mobile & Web Application/ Dashboard) and Breeds for State and District Nodal Officers (SNO/DNO) of Goa and Kerala". The workshop was held recently in Panaji, Goa to train the State/District Nodal Officers of these states on newly launched mobile and web applications for conducting 21st Livestock Census which is scheduled during September-December 2024.

Minister of State for Ministry of Fisheries, Animal Husbandry and Dairying Prof. S.P. Singh Baghel inaugurated the workshop in the presence of Shri Jagat Hazarika, Advisor (Statistics), DAHD, GoI; Shri Arun Kumar Mishra, Secretary, Animal Husbandry & Veterinary Services, Govt. of Goa; Dr. B.P. Mishra Director, ICAR- National Bureau of Animal Genetic Resources (NBAGR); Shri V.P. Singh, Director, AHS, DAHD, GoI; and Dr. Nitin Naik, Director, AHD, Govt. of Goa.

While addressing the workshop, Prof. S.P. Singh Baghel highlighted the need for comprehensive training and capacity building at the grassroots level. He underscored

the importance of the livestock sector to India's economy and food security. He called for meticulous planning and execution of the census, stressing that the data gathered would play a crucial role in shaping future initiatives and addressing challenges in the sector.

Shri Jagat Hazarika highlighted the importance of this workshop in his address, underscoring the department's commitment to leveraging technology for accurate and efficient data collection. He emphasized the collective responsibility of all stakeholders to ensure the success of the 21st Livestock Census, which will play a critical role in shaping the future policies and programs of the Animal Husbandry sector and urged them to leverage the latest technologies to ensure the success of the census.

In his address, Shri Arun Kumar Mishra emphasized the integration of sustainable practices within the livestock sector. He pointed out that the analysis and logical use of the data obtained after the livestock census will pave the way for formulating future departmental policies and implementing programs, as well as creating new schemes and generating employment in the field of animal husbandry for the benefit of livestock farmers.

Dr. Nitin Naik highlighted the adoption of best practices in milk production by the Goa government and articulated how livestock contributes to the financial empowerment of farmers, addressing their cash needs effectively. He also talked about the latest technologies developed by the DAHD, such as the use of sex-sorted semen. He extended a warm welcome to delegates from all states and wished them a successful training session.

Dr. B.P. Mishra, Director, ICAR-NBAGR, Karnal in his inaugural address, highlighted the significance of accurate breed wise census and stressed that the outcome will help in effective management of AnGR of the state/ country. He called upon the DNO/SNO for accurate breed enumeration during the coming Livestock Census 2024. The workshop featured a series of sessions beginning with a brief description of the 21st Livestock Census by the Animal Husbandry Statistics Division, followed by a detailed presentation from the team from ICAR- NBAGR on the breed details of species to be covered in the census. The importance of accurate breed identification was emphasized, which is crucial for producing precise statistics used in various livestock sector programs and for the National Indicator Framework (NIF) of Sustainable Development Goals (SDG).

The workshop included detailed sessions on the methodologies and live application of software of 21st Livestock Census by Software team of Department of

Animal Husbandry and Dairying, Gol trained on the mobile application and dashboard software for State and District Nodal Officers. These Nodal officers shall conduct training for enumerators at their respective District Head Quarters.

The workshop concluded with a vote of thanks by Shri V.P. Singh. In his address, he expressed gratitude to all the dignitaries and stakeholders for their presence and concluded with a hopeful note that the census operation would be successful.

FAO Organized a Workshop on Finalization of Standard Veterinary Treatment Guidelines

A two day workshop on Finalization of Standard Veterinary Treatment Guidelines was organised by the Food and Agriculture Organization (FAO) of the United Nations, under the aegis of the Department of Animal Husbandry and Dairying (DAHD), Government of India at New Delhi during August 8-9, 2024.

This landmark event brought together 78 key stakeholders from the veterinary and animal health sectors, including representatives from ICAR Animal Science Institutes, Veterinary Universities, private sector organizations like INFAH, international bodies such as FAO, USAID, and Jhpiego, and DAHD. The primary goal was to collaboratively develop guidelines that will standardize veterinary practices across the country.

Role of Animal Husbandry Sector

Secretary, Department of Animal Husbandry and Dairying Ms. Alka Upadhyaya graced the valedictory session on August 9, 2024. She highlighted the vital role of the animal husbandry sector in supporting livelihoods and ensuring food safety and security. The value of milk and milk products itself in India is more than 12 lakh crore. With the sector growing at a much faster rate compared to agriculture and other allied sectors, India faces frequent occurrences of both infectious and non-infectious diseases in its large livestock and poultry populations. If not managed effectively, these diseases can have significant and unpredictable negative impacts on community livelihoods.

Given that only a few developing countries have Standard Veterinary Treatment Guidelines (SVTG), the creation of SVTGs for India is a key initiative. This effort aims to establish a consistent treatment guideline

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ERRATUM

In the August 2024 Issues of the *Indian Dairyman*, title of a news item related to World Milk Day on page 48 (bottom) has inadvertently been printed as "Rajasthan State Chapter of IDA Organized World Milk Day". The correct title is "Jharkhand Local Chapter of IDA Organized World Milk Day". The typographical error printed on page 48 is regretted.

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for various diseases across the country. Ms. Upadhyaya commended the efforts of all experts involved in drafting the SVTGs and acknowledged the contributions of FAO and USAID in coordinating and conducting the workshop. She also praised the National Dairy Development Board's (NDDDB) initiatives in developing ethno-veterinary practices for common livestock ailments and suggested their dissemination through the Accredited Agent for Health and Extension of Livestock Production (AHELP) trained by the Department. This approach will promote alternatives to antimicrobials, which is crucial for mitigating the risks associated with antimicrobial resistance.

Animal Husbandry Commissioner, DAHD Dr. Abhijit Mitra inaugurated workshop on August 8, 2024. He highlighted the initiatives taken by the Department for containment of AMR in India and this guideline will also be supporting to the National Action Plan on AMR. Deputy Director-General (Animal Science) of the Indian Council of Agricultural Research (ICAR) Dr. Raghavendra Bhatta emphasised the need for such an important guideline and also suggested that it must be a dynamic one and needs to be periodically updated. Mr. Takayuki Hagiwara, FAO Representative in India, highlighted the collaboration of FAO in different initiatives of Government of India. The workshop was coordinated by Dr Raj Kumar Singh, National Consultant, Epidemiology, AMR and Zoonosis, FAO India.

Standard Veterinary Treatment Guidelines Document

The workshop's primary objective was to develop a comprehensive Standard Veterinary Treatment Guidelines document tailored specifically to India's needs. These guidelines aim to provide a robust framework for Animal Health Practitioners, ensuring consistency in prescription practices, reducing variability, and enhancing compliance among veterinarians and other prescribers. By establishing clear and standardized treatment protocols, the SVTGs will empower policymakers with effective tools to control and manage animal diseases more efficiently, ultimately contributing to broader public health goals.

Another critical focus of the workshop was the promotion of Veterinary Drug Stewardship. The SVTGs include treatment guidelines for a total of 274 diseases covering 12 major species: Cattle, Buffalo, Sheep, Goat, Poultry, Pig, Horses, Donkey, Mule, Camel, Yak, and Mithun. These guidelines are designed to curb irrational and inconsistent treatment practices that have long plagued the animal health sector. By promoting the rational use of veterinary drugs, the SVTGs will play a vital role in reducing the risks associated with drug misuse, including

the development of antimicrobial resistance, which poses a significant threat to both animal and human health.

Outcome of the Workshop

The outcomes of this workshop are expected to have a far-reaching and transformative impact on the veterinary sector in India. The development of SVTGs is anticipated to serve as a valuable resource for veterinary professionals, paraprofessionals, and animal health workers across the country. Additionally, the adoption of SVTGs is expected to lead to a reduction in antimicrobial and drug residues in animal-derived foods, thereby enhancing food safety.

This workshop marks a significant milestone in the standardization of veterinary practices in India, aligning the country with global best practices and advancing the objectives of the One Health approach and the National Action Plan for Antimicrobial Resistance (AMR). The collaborative efforts of FAO, DAHD, ICAR, and other stakeholders in developing these guidelines reflect a shared commitment to improving animal health, safeguarding public health, and ensuring the safety of the food supply chain.

FSSAI Launches Initiative to Detect Microplastics in Indian Food

The Food Safety and Standards Authority of India (FSSAI) launched an innovative project to tackle the growing concern of microplastic contamination in food on August 18, 2024, in New Delhi. Recognising microplastic pollution as an emerging threat that requires immediate attention, the project - "Micro-and Nano-Plastics as Emerging Food Contaminants: Establishing Validated Methodologies and Understanding the Prevalence in Different Food Matrices" - was started in March this year to develop and validate analytical methods for detecting micro and nano-plastics in various food products, as well as assess their prevalence and exposure levels in India.

Microplastics detection protocol

The primary objectives of the project include developing standard protocols for micro/nano-plastic analysis, conducting intra- and inter-laboratory comparisons, and generating critical data on microplastic exposure levels among consumers. This study is being implemented in collaboration with leading research institutions across the country, including the CSIR-Indian Institute of Toxicology Research (Lucknow), ICAR-Central Institute of Fisheries Technology (Kochi), and the Birla Institute of Technology and Science (Pilani).

In a recent report, the Food and Agriculture Organization (FAO) highlighted the presence of microplastics in

common food items such as sugar and salt. While the report underscores the global prevalence of microplastics, it also emphasizes the need for more robust data to fully understand the implications for human health and safety, particularly in the Indian context.

Food regulator commitment

As the food safety regulator of the country, FSSAI is committed to ensuring that Indian consumers have access to safe and healthy food. While global studies have highlighted the presence of microplastics in various foods, it is imperative to generate reliable data specific to India. This project will help understand the extent of microplastic contamination in Indian food and guide the formulation of effective regulations and safety standards to protect public health.

The findings from this project will not only inform regulatory actions but also contribute to the global understanding of microplastic contamination, making Indian research an integral part of the global effort to combat this environmental challenge.

Amul is now the Strongest Food Brand in the Global Rankings

Amul & Hershey's lead with AAA+ brand strength rating after placing second last year, Amul (brand value up 11% to USD3.3 billion) has risen one spot to become this year's strongest food brand in the global rankings. Its brand value growth is supported in part by its robust BSI performance, having recorded an increase of 2.0 points from 2023 to a score of 91.0 of 100 this year.

Its brand strength rating has also maintained at AAA+, with the only other brand having this rating being Hershey's (brand value down 0.5% to USD3.9 billion), last year's strongest which is now at second. Amul's BSI improvement was most visible in terms of the familiarity, consideration and recommendation metrics measured through Brand Finance's research, which in turn is

attributed to the brand's unique branding strategies.

The overall decline in the dairy sector is driven by a sharp drop in prices, despite stable product volumes. This price drop has significantly impacted the revenues of many prominent dairy companies, resulting in lower overall revenues.

The valuation data underscores the difficulties faced by the dairy sector in maintaining profitability amidst price pressures, even as brands succeed in strengthening their brand equity. This trend highlights the need for strategic adaptations within the industry to navigate economic challenges effectively.

Amul's unique branding strategy, rooted in its and impactful marketing campaigns, has solidified its position as a household name in India. With an 85% share in the Indian butter market and 66% market share in cheese, Amul's branding efforts have successfully resonated with consumers.

Creamline Achieves Turnaround with Rs. 10.48 Crore Profit in Q1 FY25

Creamline Dairy Products Ltd. (CDPL) has reported a notable financial turnaround in the quarter ended June 2024 reversing losses. The company's net profit surged to Rs. 10.48 crore, a significant improvement compared to a net loss of Rs. 7.42 crore in the same quarter the previous year, June 2023. This reflects a strong recovery, driven by improved operational performance.

Sales for the quarter rose marginally by 0.96%, reaching Rs. 428.56 crore, up from Rs. 424.48 crore in the corresponding quarter of the previous year. Despite the modest increase in sales, the company's profitability saw a dramatic improvement. The operating profit margin (OPM) increased to 6.36%, a substantial rise from just 1.36% in June 2023, indicating better cost management and operational efficiency.

The profit before depreciation and tax (PBDT) for the quarter skyrocketed to Rs. 22.93 crore, compared to a mere Rs. 1.25 crore in the same period last year, marking an increase of 1734%. Similarly, the profit before tax (PBT) also turned positive at Rs. 13.76 crore, contrasting sharply with the loss of Rs. 7.42 crore reported in the previous year.

These results demonstrate a robust recovery for CDPL, with significant gains in profitability and operational performance, even with only a slight



increase in sales. The company's ability to improve margins and control costs has been pivotal in achieving this financial turnaround.

CDPL, a leading private dairy player in Southern India, operates across Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, and Maharashtra under the "Jersey" brand. CDPL has expanded through both organic and inorganic growth. Its diverse product portfolio includes milk, curd, yogurt, buttermilk, lassi, paneer, thick shakes, flavored milk, cooking butter, ghee, doodh peda, skimmed milk powders, and ice creams, all available in various convenient formats.

Milk Mantra Achieves 6% EBITDA with Steady Revenue

Milk Mantra has reported a remarkable financial turnaround for FY24. Although, the company saw its revenue with mostly flat growth to Rs. 279 crore, up from Rs. 272.90 crore in FY23, it dramatically improved its EBITDA from a loss of Rs. 6.56 crore the previous fiscal to a positive 6% of revenue.

This significant swing back to profitability comes despite challenging market conditions, highlighting the effectiveness of the brand's focus on value-added products and operational efficiency. Its value-added portfolio grew by 15% year-over-year, with its curd products maintaining an impressive 35% CAGR. The company has been sustainably positive for three years in the last four since breaking even in 2021.

Ms. Rashima Misra, co-founder and ED, Milk Mantra, said, "Our journey from a Rs. 6.56 crore EBITDA loss to a positive 6% margin, coupled with our industry-leading 28% contribution margin, reflects the strength of our business model. This milestone enables us to further invest in innovation and expansion of our 'Milky Moo' brand, while continuing to support our network of 80,000 farmers."

The company's unique B2C approach continues to drive its success, with 95% of revenue generated through its own general trade distribution channel. Its D2C initiative, 'Daily Moo', has gained significant traction, contributing 5% of total revenue and serving approximately 4,000 daily orders in Bhubaneswar alone.

INTERNATIONAL News

International Dairy Market: USDA

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

INDIAN DAIRYMAN

EUROPEAN

Western European

Milk production in West Europe is continuing the seasonal slide. Hotweather in France, Germany, and the Netherlands has stifled milkproduction and component levels for the last couple weeks, droppingweekly milk collections below volumes of the same week in the previous year. The downward trend in milk volumes has infused a doseof uncertainty of the availability of milk for the coming months. Inventories of a number of dairy products are tight and manufacturer-ers are not too eager to put much production into storage at currentprices. Cream and farm gate milk prices have both firmed over thelast few weeks.

After a slow start to the milk production season, the U.K. hascaught up to the production levels of the previous year. According to CLAL data made available to USDA, the provisional June 2024cows' milk delivered to dairies in the UK was 1,314,700 MT, un-changed from June 2023. Year-to-date cows' milk deliveries in theUK for January-June 2024, 7,953,300 MT, was only slightly lowercompared to total milk deliveries in January-June 2023.

In addition to the normal challenges of producing milk, farmers inparts of France may also have the challenge of bluetongue disease tocontend with. A farm recently reported an outbreak of bluetongue near the border between France and Belgium. Pockets of the diseasehave been appearing in parts of Germany, Belgium and the Nether-lands since last year. Bluetongue is a disease that is spread by insectsand can be fatal to ruminants such as goats, sheep and cattle. TheFrench farm ministry is working to form a regulated zone around therecent outbreak and is offering a free voluntary vaccination programfor farmers in the affected region.

Eastern Europe

Even as the seasonal decline of milk production spreads across Eu-rop, some East Europe countries continue to experience milk pro-duction growth. According to CLAL data made available to USDA, the provisional June 2024 cows' milk production in Belarus was 763,000 MT, up 3.7 percent from June 2023. January - June 2024 provisional milk production in Belarus, 4,410,000 MT, is up 7.0 percent from January - June 2023.

Drought conditions continue to impact large areas of East Europe. Drought warning conditions exist from the Baltic States, through Poland and Eastern Europe to the Balkans and east toward Ukraine, Russia, and Türkiye. The lack of precipitation is expected to ad-versely affect crop and pasture qualities and yields.

OCEANIA DAIRY MARKET

New Zealand

A group in New Zealand, which forecasts dairy prices,

increased the forecasted milk price for the 2024/2025 season, following GDT event 361, by 34 cents, to \$8.66/kgMS. The group stated the higher index price for whole milk powder during the event contributed to most of the increase in the forecasted milk price for the upcoming season.

Recently released data from New Zealand for June showed the number of dairy cows sent to slaughter during the month declined by 14.7 percent from June 2023. The previously released slaughter numbers from March to May were revised downwards. From the start of 2024 through June, cow slaughter numbers are up 0.5 percent from the same time in 2023.

The newly formed New Zealand coalition government announced plans to expand mining, increase oil and gas exploration, and roll back agricultural carbon emission requirements. The changes are welcomed by farmers, who say the costs of producing dairy and beef would be too high under the emissions requirements. However, critics of the coalition's plan say the change may jeopardize the nation's ability to meet domestic emission targets and methane reduction goals

Australia

Dairy Australia recently released export data for Australia showing milk export volumes from July 2023 - June 2024 were 181,799 MT, down 23.5 percent from the same time period a year earlier.

The July 2024 Production Inputs Monitor from Dairy Australia was recently released. This report stated rainfall across much of Australia was average to above average in July, but Southern Australia remained drier than typical. Despite increased rainfall in July, pressure remains on feed markets in the country and prices have been driven by strong demand for supplementary feed in most regions. Throughout most of the dairy producing regions rainfall is expected to remain average or above average from August to October.

According to Dairy Australia, June 2024 milk production, 596.3 million liters, was up 3.4 percent from June 2023. June 2024 milk production was up from the prior year in New South Wales, Victoria, and Tasmania but was down in Queensland, South Australia, and Western Australia. Milk production from the start of the season in July 2023 through June 2024, 8,375.9 million liters, increased 3.1 percent compared to the same time frame a year earlier. In every state cumulative milk production from the start of the production season in July 2023 through June 2024 was higher compared to the prior season.

SOUTH AMERICA DAIRY MARKET

Neutral weather patterns have been somewhat friendly for milk output in the South American region so far this

winter. Milking season has begun, in earnest, and so far, reports on pasture quality and cow comfort have been stable to positive. Brazil is reportedly having a somewhat productive season, while reports are similar from Uruguayan and Argentinian contacts, as well. Bottlers are busy, as are processors.

Regarding processing, Uruguayan contacts say the country's manufacturers are busy as demand for a number of commodities, particularly butter and SMP are robust. In Argentina, dairy powder processors are active, as Brazilian interests for SMP/WMP remain hearty. Brazilian trader contacts say internal needs are being aided by growing self-resourced milk, but imports remain a key part of the Brazilian processing big picture.

Global Milk Supplies Expected to be Stable in Second Half of 2024

According to latest estimates, global milk production across the key producing regions is expected to remain stable with a small decline of 0.1% year-on-year. This is slightly lower than the 0.1% increase recorded in 2023 and a downgrade from the 0.25% growth predicted earlier this year. There is expected to be some variability across key regions.

Overall, dairy markets so far in 2024 have been tending towards slight undersupply due to weaker underlying market fundamentals. Disappointing Chinese import demand contributed to overall lack of movement on the demand side and lower prices than the previous year. Although prices have been rising again, producing some margin improvements, input costs remain at much higher levels than previously.

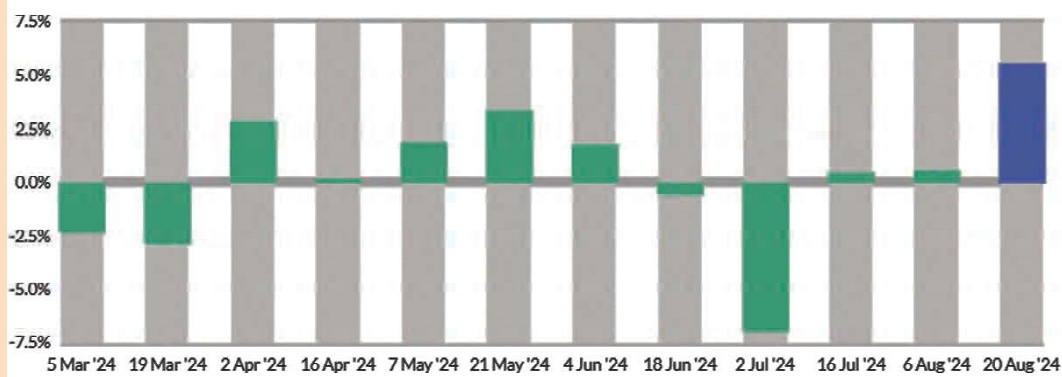
In the first half of 2024 (to June 2024) every region except for Australia and the EU have seen decline. Even the EU only grew by a modest 0.6%, whilst Australian milk supplies grew by 3.8%, annualising against a weaker 2023. However, total production for the year ahead is expecting to be overall more stable in the key exporting regions.

Australia (2.0%), US (0.2%) and EU (0.4%) are expecting to end the year with slight growth with the UK (-0.7%) and New Zealand (-0.7%) expecting to be in moderate decline. Argentina continues to expect more severe declines (-7.4%) in response to the challenging economic conditions seen in the country, although less severe than the declines we have been seeing.

The decline in herd size in the US is slowing down and cow numbers are expected to further stabilise in 2024. Despite the continuously decreasing dairy cow herd in Europe (-0.5%), EU milk supply is forecast to remain relatively stable also in 2024 (+0.4%). Stabilizing input and output prices could improve margins for dairy farmers in 2024, while EU dairy consumption could

Global Dairy Price Index Moved up by 5.5%

In a significant development for the global dairy market, prices on August 20, 2024 of Global Dairy Trade auction showed a notable increase. This rise in prices is



seen as a relief for dairy producers worldwide who have been grappling with low returns amidst fluctuating demand and oversupply issues.

The Global Dairy Index was up by 5.5 percent with an average price of \$3,920 per metric tonne. Butter, anhydrous milk fat, SMP, WMP, Lactose, and

Mozzarella cheese prices were up by 3.7% to \$6,706; 4.8 to \$7,244%; 4% to \$2,636; 7.2% to \$3,482; and 5% to \$4,810, respectively. However, Cheddar cheese was down by 0.2% to \$4,274. There were 181 winning bidders in 18 rounds of auction, with a total of 34,916 metric tonne of dairy products sold.

benefit from somewhat easing food inflation and remain stable overall.

Better weather, the stabilisation of input costs and improved farmer confidence is likely to boost Australian milk production.

In New Zealand, lack of rainfall due to El Nino has put pressure on feed availability and costs, particularly in the north island. Looking ahead, improved milk prices and better weather should boost production versus weaker comparable leaving expectations for 2024 in total moderately down.

According to Rabobank, the current recovery in market prices will be slower than they previously anticipated. This is because consumer demand is still lacking any sustained growth in most regions and with increased Chinese domestic production, Chinese demand for global product will also be disappointing. This perhaps leaves global markets nearer to a state of equilibrium for the year ahead.

China's Dairy Industry Shifts Focus from Infants to Adults

Dairy companies are shifting their focus in China from babies to adults, as a falling birth rate and intense competition force them to search for new areas of growth in what has long been one of the world's biggest markets for milk. The A2 milk company, headquartered in New Zealand, last month announced new milk powder products for the "adult and ageing population" in China, adding to similar products offered by companies such as Danone, Abbott, Fonterra and Nestlé as well as

domestic names such as Yili and Feihe.

"There's a lot of attention now on senior nutrition, sports nutrition, and other applications for these dairy ingredients," said Conor O'Sullivan, China Manager for Bord Bia, Ireland's food trade body.

Rabobank forecasts dairy demand in China, the world's biggest importer of milk, to grow 2.4 per cent annually in the years to 2032, but sees infant formula reaching a "negative volume growth rate" in coming years.

Event CALENDAR

IDF World Dairy Summit 2024

Date: October 15-18, 2024
 Venue: Rendez-vous, Paris, France.
 Visit <https://www.idfwds2024.com>

National Conference

Jointly Organised by NIFTEM-T and IDA Tamil Nadu Chapter
 Date: October 25 & 26, 2024
 Venue: NIFTEM-T, Thanjavur
 Contact: Shri K.S. Kanna +91 93445 61384
 Dr. D.V. Chidanand +91 97509 68417

Registration Link:
<https://forms.gle/4vUPDu7reXV359dh8>

Seminar at Inter Dairy

Date: 05-06, December, 2024
 Venue: Grande C, Bombay Exhibition Centre, Mumbai
 Visit www.interdairy.in