

National Milk Day News

IDA (Eastern UP Local Chapter) Organizes a National Seminar in association with Department of DSFT, BHU

On the occasion of National Milk Day 2022 and Dr. Verghese Kurien's 101st birthday, the IDA (Eastern UP Local Chapter) organised a two-day National Seminar on November 25 and 26, 2022 in collaboration with the Department of Dairy Science and Food Technology (DSFT) at the Institute of Agricultural Sciences, Banaras Hindu University (BHU).

Dr. Kurien is known as the "Milkman of India" and the "Father of the White Revolution." The theme of the national seminar was "Innovations and Advances in Valorization of Functional Dairy Products." About 250 people from the academic and business world registered for the seminar and from reputed institutions including BHU's Rajiv Gandhi South Campus; ICAR-NDRI, Karnal; Sam Higginbottom University of Agriculture, Technology, and Sciences, Prayagraj; the UP Autonomous College, Varanasi; T.D. PG College, Jaunpur and Arban Dairy.

A National Milk Day Awareness Rally and a Blood Donation Camp were held on November 25, 2022, to honour Dr. Verghese Kurien and to educate consumers and students about the need of drinking safe and high-quality milk. Students, educators, local dairy business officials, and delegates actively participated in the rally. Prof. Abhimanyu Singh, Chief Proctor of the BHU and Dr. Bala Lakhendra, Coordinator of the NSS at the BHU flagged off the rally from the Agricultural Sport Ground. The rally went through main gathering spots in BHU, including the Agricultural Institute, IIT Circle, and Vishwanath Temple (New VT). During the rally, Mother Dairy and Amul served volunteers and attendees fresh dairy products Lassi. The rally came to an end at the Department of DSFT, BHU where it was welcomed by Professors Yashwant Singh, Director of the BHU Institute of Agricultural Sciences; Professor A.K. Nema, Dean of Student Welfare, and Professor Dinesh Chandra Rai, Chairman, IDA (Eastern UP Local Chapter), who also commended the department for organising such successful events and encouraged the participating students.

Dr. Tarun Verma and Shri Sunil Meena, Assistant professors of Dairy Science and Food Technology at BHU planned and organised both the rally and the blood



Dignitaries lighting the Lamp

donation. *Amul Tru Fruit Juice, Amul Tru Chocolate, Amul Lassi, Amul Flavoured Milk, Amul Buttermilk*, and other dairy products were provided to the rally volunteers and participants. After the rally, a blood donation camp was organised at the Kamdhenu Hall of the Department of DSFT. Prof. Dinesh Chandra Rai and Dr. Bala Lakhendra, Coordinator gave the opening remarks before the blood donation process began. The DSFT students during camp donated a total of 72 units of blood. The NSS Coordinator and Shri Ajay Singh, Branch Manager, Amul, Varanasi, provided each blood donor with an NSS cap and Amul gift baskets.

During the event department organised a poster presentation, quiz competition, and a workshop on innovative ideas. In the poster session, numerous scientific posters from reputed institutions were displayed. The contestants from ICAR-NDRI, Karnal, took first, second and third position in the poster presentation.

Students eagerly participated in a dairy quiz competition. Students from UG and PG presented their creative ideas on the topic of "Dairy Net Zero" at the innovative idea session. The winners of the dairy quiz competition and innovative idea session were announced.

On the second day of the National Seminar, on November 26, 2022, the opening session was held at the Institute of Agricultural Sciences, BHU, in Shatabdi Krishi Auditorium. The IDA representatives and delegates attending the seminar are welcomed by Prof. Dinesh Chandra Rai. The seminar's theme was explained by Dr. Amrita Poonia, organising secretary of the IDA-BHU Seminar. Chief Guest, Shri Sukhbir Singh Mann, Chairman, IDA (North Zone), emphasised the opportunities for entrepreneurship in the dairy business as well as the sector's main obstacles. He inspired



Chief Guest, Shri Sukhbir Singh Mann, Chairman, IDA (North Zone) delivering his address.

students to strive harder and harder to accomplish their objectives. Shri Ajay Kumar Khosla, Vice President-IDA was the Guest of Honour. Prof. Yashwant Singh, Director of the Institute of Agricultural Sciences, presided over the session.

Prof. Singh praised Dr. Verghese Kurien's accomplishment of making India self-sufficient in milk production in his address. Vote of thanks was proposed by Prof. Anil Kumar Chauhan, Head, Department of DSFT, BHU. The event was moderated by Dr. Ankita Hooda, Assistant Professor, DSFT, BHU.

A book entitled 'Biodegradable Polymer-Based Food Packaging' edited by Prof. D.C. Rai, Dr. Abhishek Tripathi and Ms. Veena Paul of DSFT published by Springer was also released in the function. The delegates and participants also took the oath on the Constitution Day of India at the end of the Inaugural session.

Dr. R.S. Sodhi, President-IDA and MD, GCMMF delivered the Keynote address virtually during the first Technical Session. Dr. Sodhi emphasised the dairy industry's strength in India and its contribution in improving rural livelihoods. He also recalled the triumph of India's White



Dr. R.S. Sodhi, President-IDA delivering the Keynote address virtually

Revolution, which was headed by Dr. Verghese Kurien. Dr. Sodhi spoke about the current status of Indian dairy business and the necessity of developing new products to ensure the market's continued expansion. The invited lecture on "Innovations and Advances in Valorization of Functional Dairy Products" was given by Shri Prashant Bhatt, Chief Research & Development Officer, Mother

Dairy Fruit and Vegetable Ltd., Delhi. Shri Bhatt gave a quick overview of Mother Dairy Group's R&D operations. Shri I.K. Narang, Secretary, IDA (North Zone) delivered his lecture on 'Our Scriptures on Valorisation of Dairy Products'. He highlighted the importance of milk and milk products in a sattvic and ayurvedic diet and the importance of milk and dairy products in the Vedic food system in ancient era. Shri Jay Aggarwal, MD, Gyan Milk was Chairman of session. The Co-chairman was Prof. Raj Kumar Duary, DSFT, BHU, while Dr. Arvind, Assistant Professor, DSFT, BHU was the rapporteur of session.

Shri Hitesh Raval, Head of Quality Assurance at Parag Dairy in Varanasi, Uttar Pradesh, gave a talk on "Advanced Milk Testing" during second Technical Session. He talked about cutting-edge methods for analysing milk and its components. He also emphasised the necessity of developing milk testing for real-time product monitoring for consumers to receive high-quality and secured products. Dr. G.S. Rajorhia, immediate past President of IDA, chaired the session while Dr. S.K. Kanawjia was the Co-Chairman and Shri Sunil Meena acted as the rapporteur of the session.

A panel discussion was held on the topic of "Employability for Professionals". Dr. G.S. Rajorhia served as the panel's moderator. In addition to talking with students, Dr. Rajorhia prelected the students on job options in the dairy industry. He advised them to continue their education and put more emphasis on practical matters. It is crucial to emphasise how special of an opportunity this National Seminar provided for interaction between students, educators, and representatives of the business community. The entrepreneurs and employers in the dairy sector were in direct contact with the students. Each winner received a certificate and award. Prof. Dinesh Chandra Rai, Chairman, IDA (Eastern UP Local Chapter), gave a thank you speech before the seminar came to a close.



Sectional view of the audience

Students' Rally at BHU Campus on National Milk Day



IDA South Zone

The National Milk Day function was inaugurated by Dr. K.C. Veeranna, Vice Chancellor, KVAFSU at the Auditorium of the University. Dr. G.S. Bhat, Former Registrar of KVASU; Dr. R.N. Sreenivas Gowda, Former Vice-Chancellor of KVAFSU; Shri C.P. Charles, Chairman, IDA (South Zone); Shri K. Vijayaveeran from BIS, Chennai; Dr. B.V. Venkateshaiah, Former Dean, Dairy Science College and Executive Committee Members of IDA (South Zone) were the Guests of Honour. Floral tributes were paid to Dr. Kurien and his contributions to dairy sector in making India a self-sufficient nation in milk production were remembered by the dignitaries. Prizes were distributed to winners of high school students who participated in painting competition on the theme "Importance of Milk".



A technical workshop was organized on "Conformity Assessment Scheme on Milk and Milk Products", jointly formulated by NDDDB and BIS. Eminent Speakers, Shri S.D. Jaisinghani from NDDDB, Anand; Shri K. Vijayaveeran from BIS, Chennai and Dr. B. Surendra Nath, former Head, NDRI, Bengaluru made technical presentations related to milk quality and its regulatory aspects. About 200 participants including academicians and students of Dairy Science College attended the event. The event was jointly sponsored by BIS and IDA (South Zone).

IDA Kerala Chapter

IDA Kerala Chapter in association with Verghese Kurien Institute of Dairy and Food Technology (VKIDFT) - ALOKA Students Union 22-23, Mannuthy, Thrissur celebrated National Milk Day with variety of programmes. The function was organized at the Seminar hall of VKIDFT, Mannuthy. The programmes commenced with an informative talk session by Dr. S.N. Rajakumar, Dean, VKIDFT, Mannuthy and Chairman, IDA Kerala Chapter. He enlightened the audience by sharing his immense knowledge on the topic "Fortified Dairy Products, Market Value and Health Aspects". It was a very informative session beneficial to both students and dairy



professionals. The second session was held on "Post Covid Safety and Food Security". Miss Reshma Raghavan, Food Safety Officer, Ollur Circle deliberated on the subject.

Shri K.T. Thomas, the Chief Guest and Former Managing Director, Malabar Regional co-operative Milk Producers Union addressed the august gathering with his Keynote address during the Valedictory function. He shared his vast experience in MILMA and memories on how Dr. Verghese Kurien built up a self-reliant Indian dairy industry. It was an informative, intriguing and impactful session. Dr. Verghese Kurien Birth Centenary Award for the best outgoing student was presented to Ms. Krishna Kavitha.K.S. of 2017 batch by the Chief Guest. Prizes of the various competitions organized by ALOKA Students Union throughout the week were distributed in the Valedictory function. Dr. S.N. Rajakumar and Dr. A.R. Sreeranjini, Director of Students Welfare, KVASU offered felicitations. The programme was concluded with Vote of Thanks by Ms. Ardra T.P, Student's union representative. More than 120 people attended the function.

IDA (East Zone) Organizes National Milk Day in Kolkata and Konark

At Kolkata

IDA (East Zone) celebrated National Milk Day on physically on the eve of 101th Birth anniversary of Dr. Verghese Kurien in the meeting hall of NDDDB, Kolkata. Dr. Kurien is known as the architect of Indian White Revolution and Operation Flood of 1970's. Paradoxically, he never drank Milk but transformed India from a milk deficient country to world's highest milk producer country. He was committed to the farmers' interest. As a recognition of his unparalleled work, Indian Government honoured him with Padma Vibhushan Award. However, to commemorate the National Milk Day, various respectable IDA members from different



organizations like IIT, Kharagpur, NDDB, GCMMF, Keventer Agro Ltd., etc. participated the program for making it a grand success. Each participant paid floral tribute to Dr. Kurien's with folded hands. Some participants shared their various memorable incidents they witnessed with Dr. Kurien. A few highlighted his tremendous vision and managerial capacity.

At Konark

For the first time, National Milk Day was celebrated at Konark, Odisha. On this auspicious day, a One-day Seminar on "Dairying in Odisha – Opportunity and Challenges" was organized.

The seminar was attended by more than 100 persons representing dairy organizations in Odisha. It was addressed by Shri Kailash Gahir, CEO, Milk Mantra Dairy Pvt. Ltd.; Shri P.G. Dorai, Consultant for Pragato Dairy Pvt. Ltd. and Shri Biswajeet Acharya, Head Project, Milk Mantra. Mr. Anil Burman, CEC Member of IDA explained all about role of IDA in development of dairy industries and urged the participants to become member of IDA.



IDA (Bihar State Chapter)



On the eve of National Milk Day, a meeting was organized in the conference hall of IDA, Bihar Chapter at Patna under the Chairmanship of Shri Dharmendra Kumar Srivastava. Vice Chairman Dr. P.K. Sinha; Secretary Shri Sanjeev Sinha; Treasurer Shri Ratneshwar Jha and Zonal Executive Committee Members of IDA (EZ): Dr. Sanjiv Kumar, Dr. Suryamani, Shri Suresh Kumar, Mrs Amita Sinha and Shri Maheshwar Prasad were also present on the occasion.

Shri Srivastava shared his memory of days spent with Dr. Kurien, a man of tremendous managerial capabilities. Dr. Kurien was the architect of White Revolution given his whole life to the expansion and development of Indian dairy industry.

All members present on the occasion paid their tribute by offering flowers on his Statue kept at Bihar Chapter Office.

JMF with IDA Jharkhand Local Chapter

Jharkhand State Milk Producers Federation (Medha Dairy) and IDA Jharkhand Local Chapter, jointly celebrated National Milk Day on Dr. Verghese Kurien's 101th birthday at the plant premises of Medha Dairy, Hotwar, Ranchi.

Dr. Verghese Kurien is also known as the Father of the White Revolution, as a result of which today India is at the leading position in milk production in the whole world.

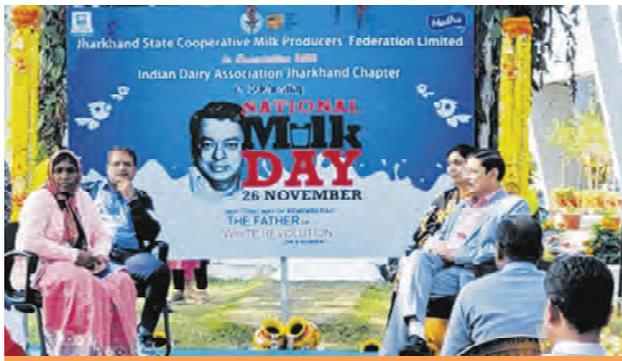
In India's dairy sector, the farmer brothers and sisters associated with cooperative societies have made a significant contribution, due to whose untiring efforts the country is at number one in milk production in the world.

Medha Dairy is a Government of Jharkhand undertaking and is the only milk producers' cooperative organization affiliated to the state and is marketing its milk and milk products in all the cities and towns of the state. It is working as a link between milk producers to urban

consumers, which is providing a source of livelihood to state dairy farmers.

Milk produced by about 40,000 marginal farmers is procured daily in the morning and evening through milk collection centres set up in the villages. Currently, Medha Dairy is processing and marketing about 1.50 lakh litres of milk from 6 processing plants.

The event started with the Chairman, IDA Jharkhand Local Chapter and Medha Dairy General Manager Shri Pavan Kumar Marwah garlanding the statue of Dr. Verghese Kurien. He apprised the employees about the importance of cooperatives and Dr. Verghese Kurien's



incredible contribution in the success of the White Revolution.

Mrs. Goroti Kujur, Executive Member of Medha Dairy - also a woman farmer, explained how Medha Dairy under the management of National Dairy Development Board, showing the right path to the farmers of Jharkhand. Adopting the principles of Dr. Kurien, Medha Dairy is trying to uplift socially and economically the Jharkhand farmers associated with the dairy.

On this occasion, a cooking competition was successfully organized among the employees of Medha Dairy. Also staff personnel were rewarded on merit for their good work in implementation ERP system in the office.

IDA Life members were greeted by Shri Pawan Kumar Marwaha with mementos on the occasion of National Milk Day. The program was concluded by planting saplings by the guests.

Dr. Kurien Dairy Awareness Competition 2022 at VKCoE, IRMA

Vergheese Kurien Center of Excellence (VKCoE) conducted a Dr. Kurien Dairy Awareness Competition 2022 amongst the school children of class 9, 10 and 11 of Anand and the neighbouring towns at SMC College of Dairy Science, AAU Campus, Anand on November 24, 2022 - two days ahead of Dr. Vergheese Kurien's 101st Birth Anniversary. The presentation/ elocution competition

was conducted in both English and Gujarati languages. An enthusiastic response from the students and teachers was the highlight of the competition. The topic of the presentation was 'Dairying in India' and the students from various schools of Anand, VV Nagar and Nadiad elaborated on various aspects of it. GCMMF's Chief General Manager Shri Manoranjan Pani and the Principal of SMC College of Dairy Science, Dr. Atanu Jana graced the occasion and gave away the prizes along with the VKCoE Chairperson - Dr. J.B. Prajapati. In the English section, Anandalaya, Shristi English Medium School and Podar International School won the First, Second and Third prizes respectively. In the Gujarati section, Sardar Vallabhbai Patel High school-Khetiwadi, Sardar Patel Vinay mandir and D.N. High School Anand won the First, Second, and Third prizes respectively. The winners were awarded a trophy, cash prize and medals. All the participants were awarded with a participation certificate and gift hamper from Amul.

The students gathered very good information about the strengths of Indian dairy industry and paid apt tribute to the builders of Amul, Dr. Kurien, Shri Tribhuvandas Patel and the milk producers. They discussed nutritional and health attributes of milk and how dairying contributes to socio-economic changes in rural India. Some children recommended conferring "Bharat Ratna" to Dr. Kurien, which will be equivalent to Bharat Ratna given to 10 million farmers of the country. Some students presented interesting tag lines for generic marketing of milk.

Also, VKCoE released its Information Brochure 2022 at the inaugural ceremony of the CEO Conclave being organized by IRMA on November 26, 2022. The brochure has messages from dairy stalwarts on the theme of reducing carbon footprint in dairy industry, along with the annual report of VKCoE.

Swaayam Ksheer Producer Company

UNDP initiated project of Swaayam Ksheer Producer Company organised National Milk Day on the eve of Dr.Veghese Kurien's Birth Day at Royal Bengal Hall, City Centre, Salt Lake City, Kolkata. Eminent Doctors, Nutritionists and other dignitaries participated in the program. The theme of the program for this year is "Nutritional Awareness of milk through eminent Physicians, Nutritionists and Media professionals". While inviting the guest Dr. Raja Rathinam, Managing Director of the organisation informed the importance of National Milk Day and the theme of the Conference. The Chief Guest of the program and others informed that Dr. Kurien made efforts for helping the rural farmers and consumers of urban areas with less involvement of





Government machineries which helped to achieve the vision. Participants requested Dr. Rathinam to involve more on policy making without draining the exchequers' tax payer money at the same time maintain quality of milk and milk products. Work on converting unorganised sector into organised should be on fast track method. The meeting ended with vote of thanks.

IDA News

President-IDA was Conferred Eminent Engineering Personality Award



Institution of Engineers India (IEI) at the 37th Indian Engineer's Conference at Chennai on December 16, 2022 conferred the Eminent Engineering Personality Award to Dr. R.S. Sodhi, President-IDA. IEI has been serving the engineering fraternity for over a century with its national and international presence through 125 centres spread all over India, 6 Overseas Chapters, 7 Fora, etc. The institution encompasses 15 engineering disciplines.

Inauguration of Dr Verghese Kurien Hall at Dairy Science College, Bengaluru

IDA (South Zone), based on the decision taken in the AGBM 2019, decided to establish Dr. Verghese Kurien

Hall at Bengaluru for his remembrance in the Centenary year. Subsequently, request letters were sent by the South Zone to Karnataka Milk Federation, NDDDB and Karnataka Veterinary, Animal and Fisheries Science University (KVAFSU) to either allocate a piece of land or earmark a hall in their premises to establish Dr. V. Kurien Hall. The Vice-Chancellor of KVAFSU replied to IDA (SZ) in Sept. 2022 agreeing to the proposal and allocated an AC meeting hall to be named after Dr. Kurien in the Dairy Science College, Hebbal, Bengaluru.



IDA (SZ) allocated Rs 2 Lakh for renovation of the meeting hall and the University refurbished it. On Nov 26, 2022, the National Milk Day and the 101th birth day of Dr. V. Kurien, the Hall was inaugurated jointly by Dr. R.N. Sreenivas Gowda, the first Vice-Chancellor of KVAFSU, Dr. K.C. Veeranna, the present Vice-Chancellor of KVAFSU and Shri C.P. Charles, Chairman, IDA (SZ). The novel concept of Dr. Verghese Kurien hall was well appreciated by the dairy professionals and opined that this should be extended to all Dairy colleges, at least one each in every State, in South India by IDA (SZ). This hall is available for IDA (SZ) and the Dairy Science College to conduct training programmes and meetings.

Renovated IDA House Inaugurated at Bengaluru

The IDA House located in the Guest house complex of ICAR-NDRI, Bengaluru which was built during December 1968 was renovated and furnished recently by IDA (SZ). The House has 4 guest rooms for 8 persons and two halls that can accommodate about 35 persons. The renovated building was inaugurated by Dr. R.S. Sodhi,



President-IDA on November 25, 2022. Shri C.P. Charles, Chairman welcomed Dr. Sodhi and Dr. N.K.S. Gowda, Secretary, IDA (SZ) briefed the renovation work that was carried out. Dr. Sodhi appreciated the activities of the South Zone and assured all the support from IDA Head Office. The function was graced by Dr. K.P. Ramesha, Head, SRS of NDRI; Dr. Satish Kulkarni, Former Chairman, IDA (SZ); members of ZEC of IDA (SZ); scientists and technical staff of NDRI and NIANP.

IDA Andhra Pradesh Local Chapter Organizes Dairy Foods Exhibition

The IDA AP Local Chapter and College of Dairy Technology, Tirupati jointly organized the dairy foods exhibition - 2022 on December 3, 2022 to create awareness among the public and students on the nutrition of milk and milk products and to showcase a wide range of value added dairy products that can be prepared from the surplus milk. The production of value added dairy products fetch more income to the milk producers, thereby enhancing their returns from raw milk.

The exhibition was inaugurated by Smt. V. Padmaja, wife of Dr. V. Padmanabha Reddy, Hon'ble Vice Chancellor, SVVU, Tirupati. The programme was attended by Dr. J. Suresh, Dean, Faculty of Dairy Science, SVVU, Tirupati; Dr. S. Ravi Kumar, Chairman, IDA-AP Local Chapter; several SVVU officials; IDA members; Staff from Dairy Technology and Veterinary Science Colleges; students from CDT, Tirupati; local schools and colleges. A total of more than 80 milk and milk products divided into 7-8 different categories were displayed to the audience during the exhibition. The students from veterinary, agriculture, home science and hotel management colleges have put up their stalls and sold various products developed at their institutes. The College of Dairy Technology, Tirupati also launched two new products viz., khoa candy and cheese-poori mix. The placement brochure of the college were released during the inaugural function of the exhibition. About 750 visitors from local town, schools and colleges visited the exhibition.



IDA Kerala Chapter releases Wall Calendar



IDA Kerala chapter prepared a multicolour wall calendar for the year 2023 and the same was released by Shri C.P. Charles, Member Central Executive Committee, Indian Dairy Association. The calendar will be distributed free of cost to all chapter members, Offices under the Verghese Kurien Institute of Dairy and Food Technology etc.

NATIONAL News

India is Well Poised to Emerge as a Leader in Dairy



According to Shri Parshottam Rupala, Union Minister for Fisheries, Animal Husbandry and Dairying, under Narendra Modi's leadership, the country's milk production has gone up by more than 44%, and in 2020-2021, we produced 210 million metric tonnes (MMT) of milk, which constitutes 23% of the world's milk. India's per capita milk availability stood at 427 grams per day in 2020-21 as against the world average of 394 grams per day during the same period.

The dairy sector in India has been largely organised under the cooperative structure. Cooperatives have played a pivotal role in increasing the negotiating power of dairy farmers and helping set the price of milk procurement and milk sale in their area of operations. Unlike with crops such as rice and wheat, the government does not dictate the prices of dairy products and is not involved in milk procurement. This has fostered the autonomy of dairy cooperatives and encouraged

them to be market-oriented. In fact, some of the leading dairy cooperatives in the country have managed to surpass private companies in both performance and profits. India's largest dairy company, Amul, is an excellent testament to the power and success of the cooperative model within the country.

Now, as we recover from the aftermath of the Covid-19 pandemic, it would be worthwhile to highlight the role played by the government and dairy cooperatives to support dairy farmers during the lockdown period, and beyond. Milk procurement by dairy cooperatives continued to rise throughout the pandemic as it accepted the diverted additional milk of the farmers which was otherwise sold to private and unorganised players. Milk procurement by dairy cooperatives registered an increase of 7.9% during 2020-21. To extend support, the Government of India launched the Interest subvention on the Working Capital Loans component under the existing central sector scheme, Supporting Dairy Cooperatives and Farmer Producer Organisations engaged in dairy activities (SDCFPO). Such measures helped our dairy industry remain resilient in the past two years.

To leverage the growing potential of technology, a digital platform called e-Gopala was launched to enhance ease and efficiency in the management of livestock. This digital platform can be used for obtaining Pashu Aadhaar, Pashu Poshan, Ethno-veterinary Medicines (EVM), and Animal Breeding related services and information. Additionally, the E-Gopala app also provides a platform for the buying and selling of dairy animals, bovine semen, embryos and so on. To supplement the exercise, a helpline for dairy farmers called Pashu Mitra has been established by the National Dairy Development Board, which will enable farmers to directly have their queries on animal health and nutrition answered by experts.

Given that Indian milk production is expected to reach 270 MMT by 2025, corporations will need to invest in processing facilities, and this provides an investment potential of \$10 billion within the dairy sector. There is a chilling infrastructure deficit of roughly 120-130 MMT in the dairy sector, which translates into an investment potential of approximately \$2.6 billion, with a 17-20% expected return on investment over the next 9-12 years.

Another impetus for enhancing investments in dairy has to do with our growing footprint in the export market. For instance, India's cheese exports under HS Code 0406 have grown at a rate of 16% compound annual growth rate during the period 2015-2020. The major export destinations were the United Arab Emirates, Bhutan, and the United States. Currently, there are more than 75 milk-deficient countries across the globe, with most of them scattered across Asia, Latin America, and Africa. This presents a ripe opportunity for India to make inroads into newer markets. To this end, recent initiatives like the

National Digital Livestock Mission will go a long way towards enhancing traceability standards and will enable Indian companies to meet the quality standards set by importing nations.

To boost investments in the dairy sector, the department of animal husbandry and dairying has set up the dairy investment accelerator under which entities like the Gates Foundation and Invest India will collaborate to provide pro-bono services that will include issue resolution, investment facilitation, assistance with export strategy, market research, location assessment, and so on.

More importantly, dairying has provided a reliable source of income to traditional farmers when crops have failed. The current government's efforts have been concentrated on transforming the dairy industry from an unorganised to an organised sector, with the end goal of increasing farmers' income, and generating employment across the value chain. The slew of recent schemes such as the Animal Husbandry Infrastructure Development Fund, Rashtriya Gokul Mission, Animal Husbandry Grand Start-up Challenge, and the extension of Kisan Credit Card facilities to livestock farmers, will usher in better standards and innovations in our dairy sector. Thus, on the 101st birth anniversary of Dr Kurien, we are confident that India is well poised to emerge as a leading exporter of dairy products in times to come.

No Plans to Increase Amul Milk Prices in Near Future: GCMMF

GCMMF, which markets milk under the Amul brand, has no plans to increase prices of milk in the near future, said Dr. R.S Sodhi, MD GCMMF recently. GCMMF mainly sells milk in Gujarat, Delhi-NCR, West Bengal and Mumbai markets. It sells more than 150 lakh litres of milk per day, out of which Delhi-NCR accounts for nearly 40 lakh litres.

Earlier this week, Mother Dairy hiked prices of full cream milk by Re 1 per litre and token milk by Rs 2 per litre in the Delhi-NCR market, citing rise in input cost.

Replying to the query of a media person, whether GCMMF has any plans to increase milk prices following Mother Dairy's rate hike, Dr. Sodhi said: "There are no plans in near future." He further said input costs have not gone up much since the last retail price increase by GCMMF in October.

Sri Lanka to Get Support from India to in Milk Production

With the aim of reducing Sri Lanka's dependence on imported milk products, India announced that it will provide support to enhance the dairy industry and milk output of the country.

Sri Lanka's President Media Division informed in a statement that officials of the National Dairy Development Board (NDDDB) and the Gujrat Cooperative Milk Marketing Federation (GCMMF) have taken steps to provide necessary technical support for the production of milk in Sri Lanka.

Mr. Ranil Wickremesinghe, the President of Sri Lanka has appointed a panel consisting of public and private players to work in consultation with the multi-disciplinary team of NDDDB and chalk out long and short-term plans to increase the milk production of Sri Lanka and reduce its dependence on milk imports.

"During its recent meeting, plans were discussed doubling local milk production by implementing short and medium-term plans and making Sri Lanka self-sufficient in milk in the long run through a targeted program," the statement said.

According to UN World Food Programme (WFP) currently, more than 56,000 children in Sri Lanka are suffering from acute malnutrition. The organization added that according to its data, 32% of the households in Sri Lanka are currently food insecure and 68% of the households are changing their food preference or choosing smaller portions of food.

The economic situation of the country which even invoked violent protests has improved compared to the initial months of the year, but still, the citizens of the country are suffering from the deficiency of basic products.

Uttarakhand Plans Genetic Enhancement of Its Indigenous Badri Cow



To increase the productivity of its indigenous petite Badri cow that grazes on the medicinal herbs of the Himalayas Uttarakhand is now planning for its genetic

enhancement.

At the recent chintan shivir (brainstorming session) of Chief Minister Shri Pushkar Singh Dhama with Uttarakhand's bureaucrats, the officials of the animal husbandry department of the hill State proposed to use sex-sorted semen technology to improve production of Badri cattle. They also proposed to opt for the embryo transfer method in order to produce more cattle of high genetic stock.

Apart from Badri ghee, which is available at the rate of Rs. 3,000-5,000 per kg, the State is also looking at the

marketing potential of gaumutra ark (distilled cow urine), cow dung, and Panchgavya (the five products of the cow, including milk, curd, ghee, dung and urine).

New reproductive technologies

Talking about the plan, Dr. B.V.R.C. Purushottam, secretary of the department, said that the Badri cow is the first registered cattle breed of Uttarakhand which has been certified by the National Bureau of Animal Genetic Resources (NBAGR).

"The issue with this variety of cattle is that its milk production capacity is quite less as it gives one to three litres of milk per day. To make the farmers of Uttarakhand breed Badri and not to shift to other high milk-producing alternative breeds like Jersey cows, we have decided to opt for Multiple Ovulation Embryo Transfer (MOET), a conventional embryo flush, which is the most common procedure used in advanced cattle breeding," added Dr. Purushottam.

The official also said that ovum pickup in vitro fertilisation (IVF) is the other technology that will be used to increase the yield per animal. The proposal to introduce Assisted Reproductive Technologies (ART) for the project, to generate employment and entrepreneurship through native Badri cattle productivity enhancement, will cost ₹50 crore.

Road map

As proposed in the chintan shivir, the State aims to achieve its targets in the next 10 years. A road map has been prepared for Uttarakhand as the State nears 25 years of its formation.

As the plan includes increasing the productivity of the native cattle breed by use of sex-sorted semen to curtail unproductive male population and the production of elite Badri bulls for semen production through the embryo transfer technology, the State had set up a nucleus breeding bull mother farm of Badri cattle at the Nariyal village in Champawat district. At present, Uttarakhand has around seven lakh Badri cows, among which are 4.79 lakh female cattle. The Badri breed derived its name from the holy shrine of Char Dham at Badrinath. Possessing a balanced gait for the hills, this cattle breed is small in size with long legs and varied body colours - black, brown, red, white or grey. This breed is comparatively more resistant to diseases, mostly due to its eating habits.

Grazes on medicinal herbs

Officials say that the USP of the Badri cow's produce is her indigenouness and her environment (in the Himalayas), as she eats medicinal herbs and is far away from toxic pollution, polythene and other harmful things that cows in the plains are subject to.

"As the Badri cow grazes only on herbs and shrubs available in the mountains, its milk has rich medicinal content and high organic value. The same is the USP of its produce for which its ghee is quite expensive. Its urine

has a high value due to its feeding and habitat. The lactation milk yield ranges from 547 to 657 kg, with an average milk fat content of 4%," said Shri R.S. Negi, CEO of the Uttarakhand Livestock Development Board (ULDB). He further said that Badri cow products are being sold online by Hetha Organics and Badri Ghee is sold by the Uttarakhand Cooperative Dairy Federation under their brand name 'Anchal'.

Business potential

"We sell Badri Gau Mutra Ark (Cow urine distillate) to Hetha Organics at Rs. 28 per litre and undistilled Gaumutra at Rs. 5 per litre. We also sell fresh Badri cow dung to a couple of entrepreneurs at Rs.1 per kg from which they make products and sell on their retail as well as online platforms," he added.

Shri Aseem Rawat, the founder of Hetha Organics, said that they are working on selling and manufacturing indigenous cow products for the past eight years now. Currently, they are having indigenous cow herd of over 1000 cows and bulls from the Gir, Sahiwal, Tharparkar and Himalayan Badri breed. When Hetha Organics was started eight years ago, selling indigenous cow milk was very difficult. However, the awareness about the health benefits of Panchgavya products from indigenous cows is increasing with every passing day and the platform has seen a steady growth rate of 5% year-on-year, especially of cow urine and dung as the people who make ayurvedic medicine buy it from them.

Shri Jayen Mehta, COO, Amul (GCMMF), Shares his Views on Intent Marketing, Consumer Behaviour and Spending Pattern of Social Media Marketing



In an interview with afaqs under the series "Marketing Thought Leaders" Shri Mehta shares his thought on how to reach a high-intent audience and the dynamics of consumer behaviour.

Edited excerpts:

One of the biggest marketing/business goals today is to 'find buyers who are ready to buy'. What is your thought and strategy to leverage intent marketing?

One of the first products we launched online was Amul Lactose Free Milk on Amazon, and recently we launched Amul Protein Buttermilk and Amul Protein Mango Lassi on our D2C portal. This is a classic case of intent marketing where these products required a dedicated segment of customers. We are focussed on building this community by reaching out to them using social media

by highlighting the products and its benefits. It was a step-by-step approach to building a community and the early adopters gave us very positive feedback. We plan to launch many products and will be leveraging these strategies for customer acquisition.

Now that the 'new normal' trend has settled, what are some of the shifts in spending patterns and consumer behaviour that you have observed with your TG?

One of the changes we observed is the preference for branded products. Customers have become more conscious of quality products. This has helped us to increase demand for Amul products, especially pouch milk. We also found a demand for products with high protein and since dairy-based proteins are easily digestible, we launched our range of protein-based products.

Lately, online platforms for business have gained traction among marketers for their high-intent audience. What are your thoughts on brands leveraging such new-age platforms?

It is a good platform for solving problems or guiding the individual with appropriate information. It will help us in creating a community among these consumers and could be helpful in testing product concepts as well.

Presently, we are leveraging the platform for consumer queries as it would help the customer to have the right opinion of the brand and it will eventually translate to sales at the point of purchase.

Today digital has become a marketer's favourite in the media mix. What are your thoughts on social media marketing? How can brands drive maximum ROI?

At Amul, we have always believed in being a content creator rather than an advertiser. Social media is therefore a good playground for us to create a variety of content from topical, to live cooking to web series and now reels.

We have created more than 2 lakh minutes of original content which has millions of views organically and our social media community through 67 social media handles in 10 languages has a combined reach of over 20 lakhs.

Brands can leverage social media by creating engaging content which would be appreciated by their consumers. They need to constantly innovate and challenge new forms of communication. It needs to be done steadily and over a period. This time-tested approach will help any brand.

How can brands take a thought leadership position on online platform to communicate their objective in a more integrated and one-on-one approach?

The approach to be taken should be to clarify the query rather than sound preachy to the customer. Brands must act like an individual today and online platforms have eliminated these barriers which existed until a few years

back. Technology has democratised communication and thus acting like a peer who wishes to share their ideas and thoughts would be more acceptable among this generation of consumers.

What are the consumer trends that can impact marketing in 2023?

We believe that a customer is becoming conscious about the product that they consume, from ingredients to packaging and the impact on the environment and society. Our product fulfils this requirement as we are conscious about taking care of all our stakeholders - farmers, consumers and society at large. Another trend we foresee is demand for fresh products without any adulteration and thus we are investing in building a network of dairies wherein all our fresh products and mithai can be freshly prepared and delivered to our customers in 24 hours.

Lastly, we feel the consumers in rural markets are aspirational for products sold in urban markets and thus we are increasing our presence in every town with a population of 5,000.

Source: <https://www.afaqs.com/news/marketing-initiatives>

Dodla Dairy Receives Award



Dodla Dairy Ltd., the Benefactor Member of IDA has been recognised recently as the "Dairy Company of the Year" at India Food Safety Summit & Awards 2022 by Synnex Business Media Pvt. Ltd. at Vivanta by Taj, New Delhi.

Event CALENDAR

Dairy Industry Conference

March 16-18, 2023

Gandhinagar, Ahmedabad (Gujarat)

Indian Dairy Association has scheduled to organize 49th Dairy Industry Conference during March 16-18, 2023 at Gandhinagar, Ahmedabad (Gujarat). Invitation letter, Delegate, Souvenir and Sponsorship forms are published on page 12-15 of this issue. Members and readers are requested to register themselves for the Conference. For online booking, visit www.idadairyconference.com

INTERNATIONAL News

Global Dairy Production and Trade Trend - 2022

World milk production in 2022 is forecast to reach 937 million tonnes, up 1.0 percent from 2021, which, if confirmed, would mark the fifth consecutive annual growth slowdown. Milk production in Asia is likely to be the primary driver of this year's global output expansion, continued to be driven by rising dairy cattle numbers and increasing milk collection efficiency in India and Pakistan, with rising output in large-scale farms in China. Milk output may also increase moderately in North America and Central America and the Caribbean, mostly on improving yields, offset by production disincentives brought by squeezed producer margins in some countries. By contrast, milk production levels are expected to drop in Europe, South America and Oceania due to declining dairy cattle numbers, rising costs of feed, mounting skilled labour shortages, and less-than-desirable pasture quality.

World trade in dairy products is forecast at 88 million tonnes (milk equivalent), down 0.4 percent from the elevated trading volume registered in 2021. The projected decline in 2022 is attributable to anticipated drops in imports by Ukraine, Sri Lanka, the Russian Federation, Nigeria and Brazil, among others, due to conflicts, economic downturns, and low consumer purchasing power. However, these declines are forecast to be counterbalanced by increased purchases by China and, to a lesser extent, Indonesia, Thailand and Mexico, with recoveries anticipated for the United Kingdom of Great Britain and Northern Ireland (the United Kingdom), Algeria, the Philippines and Saudi Arabia. On the export side, New Zealand and Australia are expected to record the most significant declines in sales among the major exporters, reflecting tight export availabilities, mostly stemming from lower milk production. These declines are likely to be compensated by higher shipments from the European Union, the Islamic Republic of Iran, Turkey, the United Kingdom and the United States of America.

World Dairy Market at a Glance

Year	2020	2021	2022	Change:
		estim.	f'cast	'22 over '21
	(in million tonnes)			(%)
World Balance				
Total milk production	915.5	927.8	937.3	1.0
Total trade	86.6	88.1	87.8	-0.4
Supply and Demand Indicators (Per capita food consumption)				
World (kg/year)	117.4	117.8	117.8	0.0
Trade - share of production (%)	9.5	9.5	9.4	-1.4

Global Dairy Quarterly Q4 2022: Walking the Tightrope into 2023

The dairy market's fourth quarter is coming to a close, and as this year wraps up, dairy economic analysts reveal that the beginning of 2023 looks grim for the dairy industry. A weak global dairy market will be a central issue, with regions and products showing quite a difference in price weakness, according to the Global Dairy Quarterly Q4 2022 report by Rabo Research Food & Agribusiness.

Analysts found that at the close of the year, farmers worldwide will be seeing an increase in milk production, strong cheese stocks, and slightly better milk prices. However, their 2023 predictions hinge on the continued challenges with input costs and China's efforts to remain competitive in the space.

The large, domestically-supported cheese and butter markets in the EU and the US remain elevated but off highs posted earlier this year. A 9% decline in Oceania GDT index prices over the last three months has permeated through the global milk powder markets.

With 2022's record or near-record farmgate prices in many export regions, milk supply growth has emerged, led by the Northern Hemisphere. However, farmgate milk prices are catching on to global commodity market trends and will move lower in 2023. Meanwhile, expensive input costs remain a clear headwind worldwide and, combined with lower milk prices, result in farm-level margin pressure. Still, the recent milk supply growth momentum will continue into 1H 2023.

While the Chinese market continues to digest the stocks accumulated over the last year, an opportunity exists for buyers to enter a quieter market. Second and third tier buyers have stepped into the market over Q4 and are needed to pick up the slack in early 2023. China's Q1 2023 dairy imports are expected to fall short of Q1 2022 levels, with renewed buying interest developing in Q2 2023.

Dairy consumer prices have lifted on supermarket shelves and out-of-home menus around the world. While dairy demand is a complex, multifaceted picture, the resilience shown so far will be tested by waning confidence levels as disposable incomes take a hit. Emerging markets, including tier two and three buyers, are most at risk due to projected inflationary impacts on consumer budgets in 1H 2023.

The underlying global market fundamentals remain skewed to the downside. Much depends on internal Chinese policies and broader resilience for dairy demand. Weaker supply growth has kept dairy commodity prices relatively elevated, but growth is on the horizon - albeit fragile. Dairy demand is likely to get weaker in the short term before any remarkable improvement, with many economies experiencing

broad-based food inflation. Any potential upside rally hinges on a supply shock in the Northern Hemisphere or a meaningful reopening of China in the new post-Covid world.

Milk Production in the US is Up

Overall, milk supply has grown in areas such as the United States, Canada, and Europe. In the fourth quarter, the USDA reported that United States milk production was up 18.50 billion pounds, which is a 1.2% increase year-over-year compared to last year's quarter. The nation's dairy herd numbers had a .3% increase, ending the year at about 31,000 head. Milk production per cow also saw a slight boost of less than 1% at 2,001 pounds compared to 2021. The breakdown equals 74.2 pounds per lactation per day, which is a half-pound a day more than last year.

But farmgate milk prices are catching on to global commodity market trends, and experts believe they will be lower coming into 2023. In mid-November, USDA announced that the international dairy trade price was trading lower than the U.S. price, or around \$2.57 for the month.

Experts also say input costs will remain a headwind worldwide; high costs combined with lower milk prices could result in farm-level margin pressure. And the recent momentum of milk supply growth will continue into the first quarter of 2023.

All Eyes on China

Analysts are watching China as the country continues to purchase dairy stocks such as cheese, butter, and cream cheese that accumulated over the last year. It's an opportunity for buyers to enter a quieter market.

One of the key elements that will affect Chinese buyers is New Zealand's zero tariff milk powder quota that comes from under the Free Trade Agreement. Buyers are running short on time to acquire New Zealand's milk powder purchases in 2023's late third and early fourth quarters and securing the zero tariff quota for its milk powder imports. The quota applies to 2023 and was fully drawn down at the beginning of this year and will be gone by 2024, say RaboBank forecasters.

As a result, there could be a shift in Chinese buying patterns in 2023, mainly because there is a lot of uncertainty over the country's slow implementation of its new measures to relax the zero-Covid policy. There's a rising concern about the Covid situation in China since there has been little to no sign of any immediate relaxation. Analysts expect that price risks will veer on the upside if conditions change.

Many second and third-tier buyers have stepped into the market within the last month of the fourth quarter and are needed to pick up the slack in early 2023. As a result, China's first quarter for 2023 dairy imports could fall short of last year's levels, but a renewed buying interest is developing for its second quarter.

The Market will Continue to Test Consumers

Across the globe, consumer prices for dairy products have increased worldwide. Dairy demand is multifaceted with household size and income as affecting factors. Consumer confidence will continue to be tested, especially when disposable incomes take a hit from the economic pressures.

The U.S. consumer price index increased by 16% year over year in the third quarter. However, domestic demand for milk solids only rose to 1% within the same period, while exports soared to 6.2%, a 2% gain from the last quarter.

In the U.S., demand has been moderately less due to high retail prices. For example, the USDA milk report revealed that consumers bought less butter around the early holiday season than they usually would because butter is expensive. But, globally, with cost-of-living challenges, U.S. consumers have been more defiant than European consumers, who feel a pinch at the retail level. There's also been resilience in the Southeast Asia market yet, consumers are purchasing smaller volumes like the U.S. consumer.

As holiday buy-ins wane, the cheese and butter markets will find a new balance with 2023 prices. In the U.S., cheese and butter stocks are not burdensome. End users are being encouraged by analysts to jump into the market to scoop up a bargain, as market opportunities can be elusive in these competitive global dairy markets.

Cheese Still Reigns

Exports of cheese in the first quarter of the year were up 17% year-over-year. But, rising prices curbed export growth within the third quarter to almost 4.2% year-over-year. The U.S. trade with Mexico, one of its largest dairy trading partners, was 17% higher along with South Korea, with a 10% year-over-year increase in third-quarter imports.

In November, the National Milk Producer Federation announced that several member cooperatives secured 50 contracts. These contracts add 6.2 million pounds of American-type cheeses, 348,000 pounds of whole milk powder, and 1.2 million pounds of cream cheese to CWT-assisted sales at the end of this year. These stocks will go to customers in Asia, Central America, the Caribbean, Middle East-North Africa, Oceania, and South America and will be shipped from November through May 2023.

Exports of nonfat dry milk and skim milk powder totaled about 620,380 tons, down 9% yearly. However, on a positive note, third quarter exports to Mexico at 90,583 metric tons bested those in 2021 by 1.8%, representing the first quarter in 2022 with higher year-on-year sales to Mexico. Dry whey exports averaged about 163,280 metric tons through the third quarter into the fourth, which was down by 6% from 2021. Experts say that the cause is primarily due to a 30% decline in sales to China, which accounts for about 45% of the U.S. dry exports.

More Purchases for US Food Aid

The USDA could be preparing to use about 1 billion dollars to purchase food for food banks, with another \$500,000 to expand local sourcing or buying programs and an additional \$500,000 to purchase food for educational institutions' breakfast and meal programs. In addition, experts are still determining how much more dairy the government plans to buy in 2023. It is known that this will result in more government purchases and not less, which will support the fluid milk, cheese, and butter markets.

Class IV Milk Prices will Remain High into the New Year for Producers

In the U.S., Class IV milk prices are forecasted to maintain a slight premium above Class III prices through 2023 due to high butter prices. Ample cheese and dry whey stocks will cap the class three milk price. Experts forecast that Class III will see a bump of 23 cents this month compared to November and is predicted to fall to the mid-20s- by January and will trade lower in February.

Class III is at 20.30 cents per hundredweight, which averages about 2.5 cents more than \$17.60, the rolling five-year average. With Class IV, it was at \$23.35 but is expected to drop by only \$2.75, resulting in \$20.60 in February of 2023. Experts also forecast that the 12-month Class IV future price is expected to be about 20.95 cents per hundredweight which is 4.32 cents per hundredweight, more than \$16.63, the rolling five-year average.

Ferrero Group Acquires Blue Bunny, Halo Top parent company

The Ferrero Group will acquire Wells Enterprises, its operations and its ice cream brands, which include Blue Bunny, Blue Ribbon Classics, Bomb Pop and Halo Top. The acquisition is part of Ferrero's strategic growth ambitions for the ice cream category and Wells' vision for accelerated growth.

The transaction, subject to customary closing conditions, is expected to close in early 2023. Terms of the transaction are not being disclosed.

Ferrero and Wells are both family companies with extensive confectionery and ice cream experience, quality products, proud heritage and a strong portfolio of well-loved brands.

Ferrero - which started in 1946 as a small pastry shop in Alba, Italy - offers sweet-packaged foods, including confectionery, biscuits, ice cream and better-for-you-snacking. Its brands include Nutella, Kinder, Tic Tac and Ferrero Rocher.

Wells was founded in 1913 as a dairy delivery wagon business.

This deal continues the Ferrero Group's expansion agenda in North America following the successfully

managed acquisitions of Fannie May (2017), former Nestlé US confectionery business and Kellogg company's cookies and fruit snacks businesses (2018). Ferrero's North American footprint expansion has been further strengthened through its related parties, with the acquisition of Ferrara Candy Company (2017), manufacturer and US candy market category leader of well-loved brands Nerds, Trolli, Sweet-tarts and Black Forest. The company has also expanded its capabilities in the region, with a new Innovation Centre and R&D Lab in Chicago, as well as two major expansions to its Bloomington, Illinois plant. The strong growth means Ferrero and its related parties now count more than 8,000 employees, 9 offices and 18 plants in North America.

"I am delighted that Wells has agreed to join the Ferrero Group. This represents a win-win partnership, bringing together ice cream experts and confectionery champions. Together, we have the power of one and are well placed to grow and compete in the ice cream market," said Giovanni Ferrero, Executive Chairman, Ferrero Group.

"I strongly believe that Wells and Ferrero are the perfect match and would like to thank Mike Wells and the Wells family for entrusting ownership of this great company to us. As Wells transitions from one family to another, we are committed to a long and successful future, building on their legacy of fantastic products and looking after the welfare of employees and the wider community in Le Mars," Giovanni Ferrero added.

November Milk Production Continues Upward in UK

November GB milk deliveries are estimated at 1,011 million litres according to latest daily delivery data. This is 36.9 million litres (3.8%) up on the same month last year. Production remained relatively stable throughout the month with deliveries averaging 33.7 million litres per day. This is 1.2 million litres per day more than November last year.

Industry analysts suggest the uplift on production is likely down to a favourable set of circumstances in the month. Last year, daily deliveries in November were historically low at 2% below the 5-year average, so some of the uplift seen for November will be due to 2021 being a low production year.

Equally, the late onset of winter, with cold weather only beginning to hit the UK this week, allowed for an autumn flush of grass, helping boost milk production especially for those who have moved to an autumn calving system. The high milk price will have contributed to a favourable milk to feed price ratio, and likely encouraged increased concentrate usage. In addition, genetic improvements in the herd will have contributed to the uplift, despite numbers in the milking herd continuing to decrease.

Whilst this current uplift in yields may not be sustained throughout the winter, we should still see year on year improvements into the New Year due to the weak production in late 2021 and the beginning of 2022.

Saudia Dairy and Foodstuff Co. Steps Forward in its Digital Transformation Journey

Saudia Dairy and Food Stuff Company (SADAFCO), the leader in the UHT (long life) milk, ice cream and tomato paste in the Kingdom of Saudi Arabia adopts digital signatures for all its official documents. Marking another major step forward in its digital transformation journey.

Commenting on the announcement SADAFCO CEO Mr. Patrick Stillhart said: "We are well on our way on our sustainability journey. We all at SADAFCO are committed to making sustainability the core fabric of how we do business. This announcement for us is a major step forward to how we operate but it is one of many key steps we are taking and continue to take on our path to greater efficiency and environmentally friendly practices. We are delighted to have emdha guide us through this next phase. Their experience together with their solutions makes us confident that they are the right partners on our journey."

The announcement was made after the signing ceremony for the emdha solution between SADAFCO and BTC. The announcement is a pioneering step for the industry in the Kingdom yet a natural next step for SADAFCO. Earlier this summer SADAFCO published its first sustainability report committing to a transformative journey with sustainability at its core.

The company adopted digital signatures solution from emdha, a Trust Service Provider by NCDC which will mean the company will be able to legally and securely digitally sign documents and contracts. As a result, dramatically reducing paper usage for official documents and increases efficiency.

In its latest sustainability report, the company offered a clear picture of its sustainability vision for the future and the significant steps it is taking to realize that vision and manage its carbon footprint. The company implemented printing service management at SADAFCO's Head Office and Jeddah Factory with the aim to cut paper use by 25%.

The company's Adoption of an Electronic Fuelling System, has resulted in reduced consumption of paper for fuel claims by 80%. Its Digital Factory Program is well underway and working towards complete elimination of paper on the factory floor. It is estimated to be completed by 2023 in the milk factory, and 2024 for in the ice cream factory.