

IDAnews

IDA Western Up Chapter Inaugurated

MEMBERS residing in Western UP districts decided to form the Western UP Chapter of IDA (NZ) with headquarters at Meerut.

The Chapter was inaugurated by the President, Indian Dairy Association, Dr. G.S. Rajorhia in the presence of Shri S.S. Mann, Chairman IDA(NZ) and Shri G.P.Verma, Secretary IDA(NZ). A new Executive Committee took the charge which comprised of Shri Vijendra Agarwal, Chairman; Shri Kalyan Bhadra, Vice Chairman; Shri B.M. Singh, Secretary-cum-Treasurer; and Shri Vimal Chaddha; Shri Vasant Choudhury; Dr. Rajveer Singh; Shri Pratap Choudhary; and Shri V.K. Tewari as members of the Chapter.

Mr. Satya Pal Aggarwal, MLA and many other members of the IDA attended the inaugural function. The committee took a decision to organise National Level Conference at Sardar Vallabh Bhai Patel University of Agriculture and Technology, Meerut on "Problems of Dairy Farmers in India". The suitable dates for National Level Conference will be announced soon.



NATIONALnews

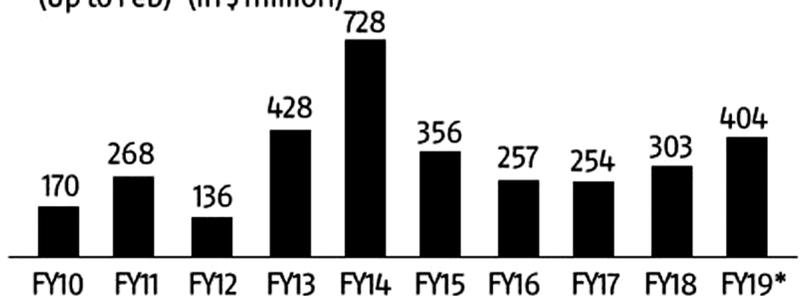
Dairy exports achieve second best show on global deficit

AFTER FOUR YEARS of slowing down, India's dairy exports have revived to achieve the second best show ever in financial year 2018-19 due to supply deficit-led global price increase in skimmed milk powder (SMP) and other milk derivatives including ghee and butter.

Data compiled by the Agricultural & Processed Food Products Export Development Authority (APEDA) showed India's total exports of dairy products were worth \$404 million between April 2018 and February 2019, up 56 per cent from \$260 million in the comparable period last year. Experts believe dairy exports

EXPORTS OF DAIRY PRODUCTS

*(Up to Feb) (in \$ million)



Source: DGCIS, Compiled by BS Research Bureau

continued with an estimated worth \$100 million in March and total FY19 export is estimated to have surpassed \$500 million, the second highest after the record of \$728 million set during the FY 2013-14.

Sudden revival in dairy exports has brought a major relief for Indian exporters who were waiting for several years for global markets to turn into deficit and prices to revive. During the last four years, Indian market was also facing huge supply surplus of milk and its derivatives including SMP, ghee and butter.

“Exports of SMP, butter and other derivatives continued in March as well. Even we have exported around 30,000 tonnes of SMP in March. Other dairy companies have also exported a large quantity of SMP to the international markets which we believe will continue in coming months as well. SMP prices have increased significantly in both domestic and international markets during the last two months,” said Shri R.S. Sodhi, Managing Director, Gujarat Cooperative Milk Marketing Federation.

SMP prices which had declined to \$1800 a tonne in the international market until recently, have now recovered to trade at around \$2200-2300 a tonne. The Food and Agricultural Organization (FAO) of the United Nations in its latest report has posted 6.2 per cent sequential increase

in its Dairy Price Index for March 2019 registering a third consecutive monthly growth. In March, international prices of butter, whole milk powder and cheese rose, underpinned by increased import demand in anticipation of a tightening in export availabilities on a seasonal decline in milk production.

In domestic market also, the benchmark SMP prices have jumped by around 25 per cent or by ₹60-70 a kg to trade at ₹230-240 a kg now. Interestingly, domestic demand of SMP has been on the rise for over five months due to unavailability of inventory in the pipeline. Shri Sodhi forecasts SMP prices to hit the lifetime high of ₹290 a kg that by June-end.

Fats prices in the international markets have also increased significantly by up to 33 per cent in the last two months. Prices of white butter jumped to trade at ₹280 a kg now from ₹210 a kg in March. Ghee prices have also jumped by 10 per cent to trade at ₹340 a kg now from the level of ₹208-300 a kg in March. Ghee prices have jumped by 20 per cent in the international market to trade at \$6000 a tonne now.

Experts, however, believe that milk procurement prices in Maharashtra have increased by ₹6 a litre to ₹26-27 a litre which may squeeze profitability of dairies in the state.

NDDB develops world's first complete parent wise genome assembly of buffalo

BUILDING UPON THE SUCCESSFUL LAUNCH OF INDUSCHIP, a customized genotyping chip for indigenous cattle and their crosses, NDDB has achieved another milestone with the development of complete de novo genome assembly named “NDDB ABRO Murrah” of riverine buffaloes. To ensure better accuracy, for the first time a totally different approach i.e. trio binning has been used for separating haplotypes of a buffalo using a father-mother-offspring trio. The genome assembly developed by NDDB has achieved more than 99% genome coverage.

Shri Dilip Rath, Chairman, NDDB said that this newly developed genome assembly would provide more insights about buffalo genome and desired impetus for implementing Genomic Selection programme in buffaloes to achieve faster genetic progress in Indian buffalo population. It may be worth mentioning here that buffaloes are contributing more than 50% of India's milk production.

The estimated population of world buffalo is 224.4 million, of which 219 million (97.58%) are in Asia. India has 113.3 million buffaloes, and they comprise approximately 50.5 per cent of the total world buffalo population. Buffaloes are more resistant to ticks and certain diseases. In comparison to cattle, buffalo milk contains high fat percentage. Buffaloes being most widely reared in the developing countries for milk production, developing a reference genome will help in deciphering biological differences and faster genetic improvement of buffaloes.

Murrah genome assemblies were submitted by NDDB scientist in US based National Centre for Biotechnology Information database on 25 April 2019, the World DNA Day. As per Dr. Michael Schatz, a renowned scientist in genomics research, “This will certainly be a valuable resource for the world.” This Buffalo genome shall be India's contribution to genetic improvement of buffalo in the world. With this work, NDDB's team of scientists joins the league of a few elite genomic research teams in the world to have developed accurate and haplotype resolved genome.



ITC TO ENTER DAIRY BEVERAGES MARKET IN INDIA

ITC Ltd is mulling to broaden its reach in the Indian market by expanding its dairy beverages portfolio to the rest of the country by next summer. The company is also looking to capture a 5-10% market share in the first year of its operations.

With the launch of its three fruit beverages under its B Natural brand in PET bottles, ITC is on the expansion spree. The company presently offers nine flavours of fruit juices in tetra packs and has a market share of 9-10% in the ₹2,000-crore fruit beverages component.

CHOCOLATE PRODUCES ENDORPHINS

Chocolate does produce endorphins in the body. "But not all kinds of chocolate are good for the body. Consuming 30 to 60 g of dark chocolate with a minimum of 70% cocoa helps to reduce stress and increases the number of beneficial bacteria in our gut. Eating cheap, mass produced chocolate that is high in sugar and trans fat regularly is not recommended. It can affect our ability to absorb nutrients," says Cindin Loluck, Senior Consultant Dietician, Elite Mission Hospital, Thrissur. Besides, exercise produces endorphins too.

HATSUN LAUNCHES NEW DAIRY PRODUCTS

Hatsun Agro has strengthened its dairy product portfolio with new launches. These include Hatsun Yoghurt Shake and Hatsun Cheese Spread. Yoghurt Shake is available in mango, strawberry and blueberry flavours. Cheese Spread has been launched at an affordable price to encourage and ensure the use of cheese among all sections of the consumers.

How Amul plans to go beyond dairy sector

WHEN A HANDFUL OF FARMERS in two villages in Gujarat formed the Kaira District Co-operative Milk Producers' Union in 1946, it produced just about 250 litres of milk a day. It turned into a revolution under Dr. Verghese Kurien, India's milkman. Today, the Gujarat Co-operative Milk Marketing Federation (GCMMF) is spread across 18,700 villages and has 18 member unions.



GCMMF's Amul is Asia's largest milk brand and a market leader in India of most dairy products like butter, ghee, yoghurt, butter milk, lassi and flavoured milk. But Shri R.S. Sodhi, Managing Director of GCMMF, does not want Amul to rest on its laurels, and he has been charting out the milk giant's diversification plans.

Amul recently launched fruit juices under the Amul Tru brand. GCMMF is betting on Amul's strong network and brand popularity to drive the sales but it will not be a cakewalk. Dabur's Real, Coca-Cola's Minute Maid and Pepsico's Tropicana brands have a strong presence in the market. Startups like Hector Beverages' Paper Boat also have made a splash. Juice-based category is growing steadily. But has added milk solids [to juice]. Amul Tru is a differential product with juice plus milk solids.

Amul's foray into the fruit juices segment follows its expansion into the frozen snacks market, leveraging its existing cold chain. Last year it launched products like French fries, *aloo tikki* and hash browns under the Happy Treats brand. According to Shri Sodhi, Amul have got the biggest frozen foods distribution highway. Especially, during winter when the production is less in segments like ice creams, Amul thought of buying potatoes from farmers and converting it into potato products.

Of late, Amul has also been strengthening its chocolates business. Though it entered the segment in the 1970s, it started pushing products aggressively only recently, especially black chocolates. A new plant on the outskirts of Anand, inaugurated last September, can produce 1,000 tonnes of chocolate a month. Currently, chocolate business contributes just around 3 per cent of GCMMF's turnover, but Shri Sodhi sees it growing in the future. He claims Amul has already become the number one player in dark chocolates.

Mondelez International, maker of Cadbury Dairy Milk chocolate, controls more than 60 per cent of India's ₹8,200 crore chocolate market, and is followed by multinationals Nestle and Ferrero. Homegrown consumer goods major ITC also has plans to get more aggressive in the chocolate market.

Despite the diversification plans, GCMMF's focus continues to be on the dairy business. "The size of India's organised dairy industry is ₹1.7 lakh crore and Amul brand is only 25 per cent of that. The organised industry is growing at a double-digit rate. So, our main focus will always be dairy," said Shri Sodhi.

GCMMF will invest ₹600 to 800 crore in new processing and packaging facilities every year. It has 69 plants and five more are in the pipeline. The member unions of Amul plan to enhance milk processing capacity from the

current 350 lakh litres a day to 380-400 lakh litres in the next two years. In south India, a market that is dominated by strong regional players, GCMMF is looking to improve its distribution reach.

GCMMF turnover in 2009-10 was ₹8,000 crore. It has grown to around ₹33,000 crore in the financial year ending March 31, 2019. In another 10 years, it will be around ₹1 lakh crore, said Shri Sodhi.

GCMMF is not just tapping the Indians at home, but sees the large diaspora in markets like West Asia and North America as huge opportunities. It started local manufacturing of ghee, shrikhand and paneer in the US in a third party facility in 2014. There are 3 million Indians in the US. To send them products from India, particularly fresh products, is difficult. So GCMMF is working on it, said Shri Sodhi.

In the last financial year, GCMMF had export worth ₹800 crore. There is a big opportunity in Bangladesh, Sri Lanka, China and Russia, South East Asian countries and West Asia as these are the milk deficient countries. Currently, they are importing mainly from Europe, New Zealand or Australia.

Credit ratings agency CRISIL expects India's dairy sector revenues to touch ₹7.5 lakh crore by 2021. In 2017-18 it was ₹5.7 lakh crore. It sees organised dairies spending ₹14,000 crore over three years to enhance processing capacity by 25-30 per cent and strengthening the milk procurement infrastructure.

Shri R.S. Sodhi says the dairy industry could provide the next big livelihood opportunity for the masses, just like the information technology sector did in the past 15 years. In the next 10 years, dairy can provide a source of livelihood for 1.2 crore people in rural India. There is already a huge market, but we need to produce more and we need people to produce it.

India extends ban on import of Chinese milk products, chocolates

THE GOVERNMENT OF INDIA extended the ban on import of milk and its products, including chocolates, from China till laboratories at ports for testing presence of toxic chemical melamine are upgraded.

Food regulator FSSAI had recommended extending the ban until all labs at ports are modernised to test the chemical. The ban was first imposed in September 2008 and extended subsequently from time to time.

“Prohibition on import of milk, milk products (including chocolates, chocolate products, candies/confectionary/ food preparations with milk or milk solids as an ingredient) from China is extended until the capacity of all laboratories at ports of entry have been suitably upgraded for testing melamine,” the Directorate General of Foreign Trade (DGFT) said in a notification. However, it has not mentioned any timeline for upgradation of that capacity of all laboratories.

The ban was imposed on apprehensions of presence of melamine in some milk consignments from China. Melamine is a toxic chemical used for making plastics and fertilisers.

Although India does not import milk, milk products from China, it has imposed the ban as a preventive measure.

FSSAI in a recent statement said that the ban on import of milk and milk

IDF WORLD DAIRY SUMMIT 23- 26 Sept., 2019 Istanbul, Turkey



The IDF World Dairy Summit is expected to bring together more than 2,000 participants from around the world to discuss issues of

interest in the dairy sector. Theme of the Summit is “Milk for Life”.

Dairy producers, processors, experts, academics and policy makers can exchange ideas on topical issues in science, technology and innovation at this multi-stakeholder platform.

The conferences are subdivided into the following topics:

Marketing; Nutrition; Dairy Policy and Economics; Dairy Science and Technology; Food Safety; Farm Management; Animal Health and Welfare; and Environment.

For more information, visit <https://www.idfwds2019.com>

3RD FIL-IDF SYMPOSIUM 3-6 June 2019

Montreal, Canada

International Dairy Federation (IDF) is organizing its 3rd symposium on “Microstructure of Dairy Products” at Montreal, Canada. For further information, interested members may visit www.fil-idf.org/events

9TH DAIRY TECH INDIA 2019 30th Aug. - 1st Sept. 2019

Bangalore International Exhibition Centre, Bangalore

This event is an international exhibition on dairy products, processing and packaging machinery and allied industries. Interested members may visit www.dairytechindia.in

products, including chocolates and chocolate products and confectionary or food preparations with milk and milk solids as ingredients from China may be extended until the capacity of all laboratories at ports of entry have been suitably upgraded for testing melamine.

FDA Maharashtra turns heat on ice-cream units that use edible oil

If you buy an ice cream, it is possible that you may be getting is a frozen dessert and not the real stuff. Recently, Food and Drug Administration (FDA), Maharashtra, had conducted surprise raids on various ice-cream manufacturing units in Mumbai.

They realised the manufacturers have been using edible oil to make the so-called 'ice-cream' dessert. Frozen dessert is actually a mixture of milk powder, vegetable oil and artificial sweeteners, while ice-cream is made of milk and cream.

Shri Shailesh Adhav, Joint commissioner, FDA, said, ahead of summer, they have started a special drive against the sale of frozen dessert being passed off as ice-cream. Several companies are selling 'ice creams' that are actually frozen desserts. The FDA was also tracking manufacturers using edible oil to prepare desserts and ice-cream.

"We had received several complaints of frozen



dessert being sold in the name of ice-cream. We then decided to conduct surprise raids on the manufacturing companies, which were using edible oil and have violated food safety norms. We are also checking if the edible oils are of poor quality, which could risk the lives," said Shri Adhav.

As per the norms of the Food Safety and Standards Authority of India (FSSAI),

ice-cream is prepared by freezing a pasteurised mix prepared from milk or milk products. It must be free of artificial sweeteners. Desserts without milk products, requiring the freezing of a pasteurised mix prepared with milk fat and/or edible vegetable oils and fat; milk or vegetable protein or a combination of both, are frozen desserts.

FDA Officials have taken some samples to evaluate the quality of food and ingredients used. The reports are awaited. Strict action would be taken against the ice-cream manufacturing units, if found guilty.

Training to 2000 dairy farmers under Pradhan Mantri Kaushal Vikas Yojana

UNDER THE PRADHAN MANTRI KAUSHAL VIKAS YOJANA (PMKVY), a flagship scheme of the Ministry of Skill Development and Entrepreneurship (MSDE), Government of India, training would be provided to 2000 dairy farmers on job as dairy farmers/entrepreneur of Punjab. This information was shared by Dr. H.K. Verma, Director of Extension Education, Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana.

He informed that Vet. University organised 10 Recognition of Prior Learning (RPL) training at GADVASU Ludhiana, Regional Research and Training Centre, (Talwara) and at village: Barsana, Jagraon and more than 300 farmers, have been trained till date.



SKILL
INDIA
MISSION

GADVASU, Ludhiana has been awarded the prestigious RPL project in the agriculture sector. RPL under this training, basic information about dairy farming is provided covering various topics viz; breeds and their characteristics, common diseases of dairy animals and their management & prevention by adopting proper vaccination and de-worming practices, clean milk production, nutritional interventions and knowledge about various Information and communication tools & their uses in dairy farm management etc. After the training, assessment of trainees by an independent agency is conducted on the third day, in which online evaluation is done by theoretical and practical viva of the trainees by the assessor. Certificates are awarded to trainees for this training by the online system under the Skill India Mission.

Dr. H.K. Verma interacted with the trainees and enlightened them about the huge scope of dairy farming in India and particularly in Punjab. He encouraged trainees to adopt scientific ways of livestock rearing, which will help them in improving their economic status as well as livelihood security. He further informed that farmers who were interested in this training can get the RPL form, from the Directorate of Extension Education and submit it to the Directorate with relevant documents. These training would be organised at GADVASU, Ludhiana; RRTC, Talwara; KVKs in Mohali, Barnala and Tarn Taran.

Shri Sangram Chaudhary appointed MD of Mother Dairy

THE BOARD OF DIRECTORS OF MOTHER DAIRY FRUIT AND VEGETABLE has appointed Shri Sangram R. Chaudhary as the company's new Managing Director, w.e.f. 1 May, 2019.

Over three decades, Shri Chaudhary has been in the dairy sector of the country and was earlier the Executive Director, National Dairy Development Board (NDDB).

He is a Post Graduate in Rural Management from Institute of Rural Management Anand (IRMA), and Master of Science in Life Sciences from University of Gujarat, Ahmedabad. He is a Member in the Central Executive Committee of Indian Dairy Association (IDA). IDA wishes him great success in the new assignment.



Meghalaya Cabinet approves creation of Directorate of Dairy Development

THE MEGHALAYA CABINET approved the proposal for creation of a new Directorate of Dairy Development in the state to increase milk production.

Home Minister Shri James K Sangma said the state government had launched the Meghalaya Milk Mission and ₹215 crore has been sanctioned.

“In view to really increase the milk production in the state, we have decided to approve the creation of a directorate of dairy development,” he said.

The state Cabinet has also approved a proposal for enhancing the grant-in-aid to night and morning ad-hoc secondary schools in the state.

The Home Minister said the proposal to increase the grant-in-aid to 15 such schools has been approved.

The minister also said the government has decided to have uniform rate in the grant-in-aid extended to such schools unlike earlier where

different amount was given to different categories.

The minister also informed the government has decided to implement uniform grant-in-aid extended to such schools unlike earlier where different amount was given to different categories.

The cabinet has also approved the proposal for enhancing the factory license and renewal fees after a gap of 18 years.



Success Story

A Successful Dairy Farming Start-Up



This is a story of an entrepreneur whose success story will motivate the young generation. He left his corporate career of 10 years and decided to pursue dairy farming. The fact that he quit his high-paying IT job and moved to the strenuous field of farming is a very unusual choice. Mr. Santhosh D Singh got his family's approval before he decided to enter a different field.

After completing his post-graduation from Bengaluru, Mr. Santhosh entered the IT sector and worked with companies like Dell and America Online and learned that there are several better ways to earn money than sitting on a chair for long hours. He used to spend his weekend in farmlands and resorts. After some time he realized that he can make it his lifestyle rather than just a weekend activity.

It was a very courageous move to bid adieu to an established career in IT for something exactly opposite of it. He took it as a challenge by shifting from IT to farming life self-motivated to begin a novel inning.

Mr. Santhosh was aware that it was a totally new arena for him so he enrolled himself into a course on dairy farming with National Dairy Research Institute. This gave him hands-on experience with cattle and he learnt the nuances of dairy farming. He began with only three cows on a three acre land. He took care of everything from cleaning sheds, milking cows to bathing them. He grew wiser with time and decided to expand operations. He visited NABARD in this connection and got Bank of Mysore to invest in his ideas. With freshly-introduced sum of ₹20 lakh he scaled his operations, expanded his farm and got 100 cows. With 1,500 litres of milk every day Amrutha Dairy Farms was projecting to have an annual turnover of over ₹1 crore.

When everything was going well, things looked promising, a great ordeal struck. Karnataka was affected with severe drought and obtaining green fodder for the cattle became a tough task. Several dairy farms shut their operations as prices of fresh fodder went up by four times. But Mr. Santhosh refused to succumb to the conditions and poured all his savings to make sure that the cattle remained healthy and dairy operations ran smoothly.

Tough times gone, he is now a successful entrepreneur whose turnover is in multi-crores. Amrutha Dairy Farms is one of the successful agro-start-ups in India. Coming from a middle-class family, Mr. Santhosh built a successful dairy start-up from scratch and proved to the youth that it is possible to stay connected to the roots and make good money.

A Breast Milk Ingredient – The New Health Supplement for Adults

MOTHER'S MILK isn't just for babies any more. Global chemical giants DowDuPont Inc. and BASF SE are investing millions to ramp up production of an indigestible sugar found naturally in breast milk.

Human milk oligosaccharide (HMO) is the third most common solid in breast milk, after lactose and fat. HMO escapes digestion, allowing it to reach the colon where it feeds beneficial bacteria. HMOs may explain why breast-fed babies tend to fare better than formula-fed, said Rachael Buck, who leads HMO research at Similac formula-maker Abbott Laboratories.

"It's just been a fascinating treasure trove of benefits that we've uncovered," Buck said. In babies, HMOs strengthen the developing immune system, helping fight infection and inflammation while aiding brain development, according to early research. New studies show those benefits may extend to people of all ages, fitting neatly into consumers' growing fascination with probiotics – the "good" bacteria that can help keep a human body healthy.

Synthetic HMOs come from the formula industry's quest to manufacture a breast-milk substitute that's as close to the real thing as possible. The purported benefits are still viewed with skepticism by some in the scientific community - especially when they come at a premium price.

"Never assume that the addition of a component of human milk actually makes the formula like human milk," said Steven Abrams, chair of the American Academy of Pediatrics committee on nutrition.

HMOs could lead to treatments for adult ailments such as irritable bowel syndrome, allergies and even the aging brain, Buck said. An animal study at Abbott's labs showed that HMO stimulated the vagus nerve, "a superhighway communicating from gut to brain", she said. This has the potential to help both brain development early in life and later in life. Commercial production is typically accomplished through a fermentation process using giant vats filled with microbes genetically engineered to produce specific HMO varieties, such as 2'FL.



Hart Dairy Certified Humane® designation

HART DAIRY, the largest single-source producer of 100 percent free-range, grass-fed milk in North America have been named the first pasteurized U.S. Dairy Cow Operation to earn the Certified Humane® designation from Humane Farm Animal Care (HFAC). HFAC is the leading international nonprofit certification program, whose mission is to improve the lives of farm animals and drive consumer demand for kinder and more responsible farm animal practices.

"We are thrilled to be recognized by HFAC and proud to have the Certified Humane® label on our Hart Dairy milk bottles. Their seal of approval is an evidence to our passion to ensure a healthy living environment for our cows, as they graze free-range on green grass pastures 365 days a year. We truly believe the happiest cows produce the most pure, delicious milk for our customers." said Tim Connell, Hart Dairy Chief Executive Officer.

Their own Grass 365 program is in total accord with the Certified Humane® standards and ensures the Hart Dairy cows have their emotional and physical needs met every day and are able to express natural behaviors throughout their lives. Hart Dairy is the latest farm to join the Certified Humane® program, which requires farmers to adhere to HFAC's Animal Care Standards and undergo third-party inspections to confirm compliance to be certain they are fed nutritious diets without antibiotics, growth promoters and animal byproducts and receive proper shelter, resting areas and sufficient space to support natural behaviors.