

## IDA (West Zone) Pays Rich Tributes to Dr. V. Kurien!

IDA (West Zone) paid rich tributes to Dr. V Kurien, 'Father of White Revolution' on his 10<sup>th</sup> death anniversary in Mumbai.

On the occasion, Shri Vishwas Patil, Chairman, Kolhapur Jilha Sahakari Dudh Utpadak Sangh recalled the special financial help extended by Late Dr. V. Kurien, Chairman, NDDDB to the Kolhapur Dudh Sangh even without the guarantee from the Government of Maharashtra. Today, the living standards of thousands of rural milk producers in Kolhapur district have improved because of the establishment of Gokul Dairy under Operation Flood Program. Milk producers of Kolhapur District will always remember Dr. Kurien for his fondness



of this milk-shed and rural milk producers.

We shall always try to operate the Gokul Dairy on the principles of Anand pattern and pay maximum share of consumer rupee to the milk producers, which will be the best tribute to Dr. Kurien, said Shri Vishwas Patil.

Proper planning, execution and efficient operations of the projects executed during different stages of dairy development in India, as envisioned by Dr. Kurien have played a significant role in changing the dairy scenario in the country.

Engaging young professionals, motivating them to work for the rural masses, adoption of latest technologies and keeping the management in the hands of producers accelerated the growth of the dairy sector as per the vision of Dr. Kurien. India has not only achieved top position in milk production but soon will be the Dairy of the World!

The life of Dr. Kurien is an epitome of vision, mission, hard work and honesty, said Shri Arun Patil, Vice President, IDA and Chairman, IDA (WZ) while paying tribute the 'Milkman of India'.

Earlier, Shri Vishwas Patil, Shri Arun Patil, Shri Yogesh Godbole, Shri Dayanand Patil, Shri K Shyju, Shri Madhav Patgaonkar, Shri Milind Dixit, Shri Sameer Mithia, Ms. Candida Correya and others paid floral tribute to Dr. Kurien at IDA (West Zone) office in Mumbai.

## NATIONAL

news

### Shri Meenesh Shah Gets an Extension of 6 More Month as Chairman NDDDB

The Government of India has extended the tenure of Shri Meenesh Shah, an Executive Director of National Dairy Development Board (NDDDB), to hold charge as Chairman for another six months until November 30. The post of a full-time Chairman of NDDDB has been vacant since December 2020. From June 1, 2021, Shri Shah has been holding the post and the notification published on August 20 is the second extension after the first on January 4, this year.



## Dr. R.S. Sodhi is Now a Member of Team Panel to Draft National Cooperation Policy

The Govt. of India has constituted a 47-member committee, headed by former union cabinet minister Shri Suresh Prabhu, to draft a new national cooperation policy document that will promote cooperative-based economic development model. The committee comprises experts of the cooperative sector; representatives of national/state/district and primary cooperative societies; secretaries (cooperation) and registrars of cooperative societies of states/UTs; and officers from central ministries /departments.

Dr. R.S. Sodhi, President-IDA and MD, GCMMF is one of the members, in 47-member committee, who will contribute to the formation of new national cooperation policy document.

The Union Home and Cooperation Minister Shri Amit Shah has announced the constitution of a “national level committee for drafting of the national cooperation policy document”.



The new National Cooperative Policy is being formulated to realise the vision of ‘Sahakar Se Samridhhi’. The ministry of cooperation is taking various measures to promote cooperative movement.

The country at present has around 8.5 lakh cooperative societies with a member base of around 29 crore. These cooperatives are engaged in varied activities like agro-processing, dairying, fisheries, housing, weaving, credit and marketing, among others.

In June 2022, the Centre decided to computerise all functional 63,000 Primary Agriculture Credit Societies (PACS) over the next five years with a budget outlay of Rs. 2,516 crore in order to improve efficiency, transparency and accountability in their operations.

The scheme, approved by the Cabinet Committee on Economic Affairs, would facilitate PACS to diversify their business and undertake multiple activities and services.

## Dr. Dheer Singh Takes Up the Charge of Director (Acting) of ICAR-NDRI, Karnal

Dr. Dheer Singh, presently Joint Director (Research) of the Institute has taken the charge of Director (Acting) of ICAR-NDRI, Karnal on August 29, 2022. Dr. Singh is a distinguished Biochemist and Fellow of National Academy of Agricultural Sciences, National Academy of Sciences, National Academy of Dairy Sciences, Society of Applied Biotechnology. He did his M.Sc. from Lucknow University and Ph.D. in Biochemistry from ICAR-NDRI Deemed University. His research area includes molecular endocrinology, functional genomics and systems biology, milk exosome and their use as delivery vehicle, cell and nano-biosensor development.



## Cooperation Minister Launches onboarding of 300 Cooperatives on GeM Portal

Union home and cooperation minister Shri Amit Shah launched the onboarding of cooperatives into the Centre’s GeM portal - a move that will open the doors of the federally run digital public procurement system for cooperatives for the first time.

In the first phase, all eligible cooperatives with a turnover and deposits of Rs. 100 crore will be able to start placing orders on the Government e-Marketplace (GeM) portal.

Over 300 cooperatives, 45 multi-state cooperative

societies have been onboarded as buyers on the GeM portal to enable them to purchase goods and services at competitive prices, which will help expand their businesses. Nearly 8.54 lakh cooperatives in India with a membership count of 29 crore purchase goods and services from the open market. After the onboarding, these cooperatives will get access to goods and services at competitive prices.

“The government is taking various steps to bring reforms in the cooperative sector, such as framing of

### INDIA'S MILK OUTPUT TO JUMP 3-FOLD IN 25 YEARS: DR. SODHI

India's milk production is expected to jump three-fold to 628 million tonnes in the next 25 years with an average annual growth of 4.5 per cent, said Dr. R.S. Sodhi, President-IDA and MD, GCMMF at the IDF World Dairy Summit 2022.

India's share in global production is estimated to nearly double to 45 per cent in the next 25 years from the present 23 per cent. The demand is also set to increase because of the rising population. The demand for milk is expected to rise to 517 million tonnes in the next 25 years, leaving an export surplus of 111 million tonnes, Dr. Sodhi said.

He further said that the per capita availability of milk in India will increase to 852 grams per day in the next 25 years from 427 grams per day in 2021. He highlighted that India's dairy sector has the most efficient supply chain in the world.

### AAVIN TO ENTER PACKAGED WATER BUSINESS

The Tamil Nadu Minister for Dairy Development, Shri S.M. Nasar, said that Aavin will soon launch its own brand of mineral water.

These will be produced at 25 of Aavin dairies and three of its skimmed milk powder plants. All dairies have RO plants. These plants run only for a few hours a day. Chief Minister Shri M.K. Stalin has directed to conduct trials for the same.

Mr. Nasar pointed out that the other State governments had their own mineral water brands and cited the brand of the Puducherry government. They make about 15,000 bottles in one shift. The branded mineral water would bring additional income to the 25 unions attached to the Tamil Nadu Cooperative Milk Federation.

new cooperative policy, setting up a university for training purposes and establishing of export house," Shri Amit Shah said. The Union Cabinet has already approved the decision enabling registration of cooperatives as buyers on the GeM platform.

He called upon cooperatives to also register themselves as sellers on the GeM platform as it will provide a huge platform to sell their products to a large pool of government buyers.

Addressing the event, Commerce Minister Shri Piyush Goyal said the initiative will bring ease of business for cooperatives. Business worth Rs. 2.80 lakh crore has taken place in the last six years. He added that the target of Rs. 2 lakh crore for this fiscal will have to be revised with the onboarding of cooperatives.

According to the cooperation ministry, about 61,851 government buyers and around 48.75 lakh sellers and service providers are registered on the GeM and they have listed more than 45 lakh products in over 10,000 products and 288 service categories.

## Women-Led Firms Launch Value-Added Products

Women-centric milk producer companies (MPCs) launched their products at the platform of IDF's World Dairy Summit 2022 in presence of global majors.

About six MPCs namely Tirupati-based (Andhra Pradesh) Shreeja, Gujarat-based Maahi, Rajasthan's Paayas, Sakhi and Asha and Balinee from Bundelkhand in Madhya Pradesh launched their products *i.e.* ghee, curd, paneer, cow ghee and mango yoghurt at the IDF Summit.

During the inaugural address this Summit, while describing the uniqueness of the Indian dairy sector, the Prime Minister had stated that women leadership formed about 70 per cent workforce in dairy and about 1/3rd in co-operatives. He termed them as the driving force for Rs. 8.5-lakh crore Indian dairy industry. The MPCs owned by farmers are set to triple their milk procurement to reach value of more than Rs. 18,000 crore from the current Rs. 5,575 crore in the next five years.

About 7.5 lakh dairy farmers have formed 20 producer companies. The latest launch of value-added products by a few of them is seen as an effort to enter the organised dairy space, dominated by the established State-level and national brands. In the past 10 years, NDDDB through its wholly-owned subsidiary NDDDB Dairy Services has facilitated creation of 20 MPCs. Of these, 18 are operational with daily milk collection of 40 lakh litres.

## MoU Signed for Dairy Development, Milk Pasteurisation Plant in Leh

A tripartite Memorandum of Understanding (MoU) was signed between UT Administration, Ladakh Autonomous Hill Development Council (LAHDC) Leh and National Dairy Development Board (NDDDB) for dairy development and operationalisation of Milk Pasteurisation Plant at Agling, Leh. The MoU was signed at Ladakh Bhawan in New Delhi on Sept. 17, 2022 in the presence of Lieutenant Governor of Ladakh, Shri R.K. Mathur. Chairman, LAHDC Leh,

Advocate Shri Tashi Gyalson; Member of Parliament from Ladakh, Shri Jamyang Tsering Namgyal; Chairman, NDDDB, Shri Meenesh Shah and Secretary, AHD/Cooperatives, Govt of Ladakh UT, Shri Ravinder Kumar, were present at the event. LG Shri Mathur thanked NDDDB for their noble initiative to develop the dairy sector in Ladakh. He called it a people's drive rather than the Government's and stressed the need for the participation and involvement of the local people to make the drive successful.

LG Shri Mathur said that the milk pasteurisation plant would enable the development of entrepreneurship in the dairy sector and generate good income for the local youth. He further stated that it would put Ladakh on track to achieve carbon-neutrality through less utilisation of transportation while importing dairy products from other states to Ladakh, especially in the winters.

Chairman, LAHDC Leh, Advocate Shri Tashi Gyalson, stated that the development of the milk pasteurisation plant would enable better income generation for the locals but also benefit the Army, which is the largest consumer of milk in Ladakh. MP Ladakh, Shri Jamyang Tsering Namgyal, suggested that small milk pasteurisation plants may be set up in different subdivision of Ladakh so that the local people can avail its benefits and help in boosting the local economy.

Chairman, NDDDB, Shri Meenesh Shah, shared the dairy cooperative model of NDDDB and informed the drives taken by them to develop the dairy sector in various states of the country.

## Andhra Govt to Launch Desi Cow Milk Products Under 'Andhra Gopushti' Banner

The State government is set to launch desi cow milk-based products under the banner 'Andhra Gopushti' to promote the growth of indigenous cow breeds as well as organic milk products across Andhra Pradesh. The cost to set up each farm in Rs 30 lakh and the government is giving a 50 per cent subsidy to those who establish such units.

The first special stall for these products would be set up at Vijayawada in the third week of September. More stalls would come up in cities like Visakhapatnam, Tirupati, Guntur, Kurnool and Rajamahendravaram.

Elaborating on the need for promoting organic milk products, Animal Husbandry Department Director Dr. R. Amarendra Kumar said, "We are aiming to cater to a niche market under the brand name, Andhra Gopushti. The organic products will be made of A2 milk produced by indigenous cow breeds. They can be classified as premium and hence, they will be priced accordingly."

He added that demand for such products is higher in cities than in rural areas. Stating that the primary objective is to promote the growth of indigenous cow breeds like Ongole, Punganoor, Gir, Deoni, Rathi among others. In the first phase, we established 58 desi cow farms six months ago. In the second phase, 28 more such farms will be set up. Each of the 26 districts will have three to five units, run by the farmers who are part of the Andhra Gopushti Farmer Producer Organisation under the Companies Act.

At the Andhra Gopushti stalls, only milk-based products like butter, ghee

### SMART COLD CHAIN EXPO 1-3 December 2022 HITEX Exhibition Centre Hyderabad

Smart Cold Chain Expo is dedicated exhibition and conference for cold chain, temperature-controlled logistics, cold storage, refrigeration, and cold supply chain. It will be held during December 1-3, 2022 at HITEX Exhibition Centre in Hyderabad.

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

### DAIRY INDUSTRY EXPO 2022 October 12-14, 2022

Deccan College, Yerwada, Pune

An exclusive exposition for Dairy Farming and Processing Industry is being organized in Pune. Visit <https://west.dairyindustryexpo.com>

### IDF SYMPOSIUM ON SCIENCE AND TECHNOLOGY OF FERMENTED MILK November 29-30, 2022

This 2-day virtual event symposium aims to present the latest research and product innovation in the area of fermented milk. It is intended to attract academia and research, companies, and regulators. Interested member may write to [info@fil-idf.org](mailto:info@fil-idf.org)

### INDIA AGRI PROGRESS EXPO 2023

January 20-22, 2023  
Ludhaina Exhibition Centre  
G.T. Road, Sahnewal,  
Ludhiana, Punjab

India Agri Progress Expo is an International Exhibition on Agriculture, Dairy & Poultry Industry, Solar system, etc. The event is the 3rd edition, scheduled to be held at Ludhaina Exhibition Centre, G.T. Road, Sahnewal, Ludhiana, Punjab.

For further information, Visit <https://agriproexpo.com>  
Email: [info@agriproexpo.com](mailto:info@agriproexpo.com)

and paneer would be sold and not milk. Further, products like desi cow dung cakes meant for puja and hawan, and dhoop sticks would be marketed as well.

Explaining the design of the stalls, Dr. Kumar said, “Besides a small sales counter, the stall will have a large display area with an audio-visual explanation of the process of how desi cow products are made. There will also be a churning machine with a live demonstration of butter extraction.”

Asserting that desi cow farms started six months ago to produce organic milk and the fodder provided to these cattle is cultivated organically and is certified by the Agricultural and Processed Food Products Export Development Authority (APEDA). The cattle-based products, too, would be APEDA certified.

## Dip in Lumpy Skin Disease Cases in Haryana – Big Relief for Dairy Farmers

A gradual decline is being observed in the number of lumpy skin disease (LSD) cases in the Haryana, as per the State Animal Husbandry and Dairying Department.

LSD is a viral disease spread by insects, flies and through contaminated food and water. Its spread had left people involved in the dairy business worried.

Deputy Director, Animal Husbandry Department, Ambala, Dr. Prem Singh said that a continuous decline in the number of daily cases has been observed in the district over the past one week. While over 500 new cases were reported on August 30, it dropped to 67 new cases on September 5. Over 13,000 cattle were infected by LSD in the district of which over 10,300 have recovered and 128 suspected deaths have been reported.

About 48,000 cattle have been vaccinated with goat pox vaccine and the situation is under control now. Autopsies have not been conducted, but 40 samples of infected animals from the district were sent to Bhopal-based laboratory. The results are awaited.

SDO, Animal Husbandry Department, Thanesar

(Kurukshetra), Shri Jasvir Singh Panwar said, “The number of cases is coming down and we are hopeful that the situation will be much better by the end of this month. While on August 30, the number of new cases in the district was around 970, it dropped to below 250 on September 5. The peak wave of the disease has passed and now the disease is in its declining phase. About 12,000 animals were infected of which over 8,000 have recovered. There were 63 suspected deaths. Over 62,600 vaccine doses have been administered in Kurukshetra.”

The change in weather and awareness among cattle owners also played an important role in controlling the spread of virus. Haryana has done better in controlling the disease compared to its neighbouring states.

About 15.5 lakh vaccine doses have been administered. Few weeks back, over 2,000 cases a day were coming, but now the number has dropped to below 1,000. Haryana has over 60 per cent recovery rate. The recovery has come as a relief for the people involved in dairy business.

## iD Fresh Food Enters the Ghee Market

iD Fresh Food recently announced its foray into the ghee market with the launch of iD branded ghee in Mumbai. The company is eyeing an additional Rs. 100 crore in revenue from its latest foray.

The Bengaluru-based iD Fresh Food sells its products in over 45 cities, across 30,000 retail stores in India, the United Arab Emirates, the US and the UK. The company’s product portfolio includes idly and dosa batter, ragi idly and dosa batter, rice rava idly batter, malabar parota, curd, and instant filter coffee decoction.

Mumbai is the largest packaged ghee market in India, accounting for more than half of packaged ghee sales in the country, and followed by Delhi, Bengaluru, Chennai, Pune and Hyderabad. Large co-operatives to local food manufacturers make the product that is a

kitchen staple across India. This category is estimated to be worth Rs. 10,000 crore.

“Innovation, for us, means addressing consumer needs using common sense. Therefore, our Ghee package is designed to include a spout which makes it easy to store and a mess free transfer,” said Shri P.C. Musthafa, CEO and Co-founder of iD Fresh Food. The packaged ghee market in India is ripe for disruption.

“Our product team has successfully extracted cream from milk and made ghee, without any freezing, keeping it fresh - sans any added colours, flavours, or additives. This is why iD Ghee holds great promise. We are looking at capturing the top markets across India within a year,” he added. iD Fresh Food is backed by investors such as NewQuest Capital Partners and Premji Invest.

## Nestle to Invest Rs. 5000 cr to Build Capacity, Brands in India: Mark Schneider

Nestle plans to invest Rs. 5,000 crore in India by 2025, said the company's Chief Executive Officer Mr. Mark Schneider. The fresh investments point to the company's plans to accelerate and ramp up business in the country, Mr. Schneider said.

He was on a week-long visit to India, which the company counts among its top 10 markets globally.

"When you look at the investment in India and the investment plan through 2025, we're talking about



Rs. 5,000 crore and that compares to Rs. 8,000 crore over the last 60 years when we started manufacturing in this country," he said.

Investments will go into expanding capacity as well as building the company's brands in the market. Nestle has been in this market for 110 years, but until the early 1960s it was essentially a sales and marketing organisation. Nestle India has nine factories in the country. The proposed investment will help create "significant" direct and indirect job opportunities.

## Why Amul, India's Favourite Dairy Brand is Pivoting to Regional Language Messaging

In the recent past, Campaign India interacted with Indian brands operational in the country since pre-independence era and continue to dominate their space.

Excerpt of the chats Campaign India had with Dr. R.S. Sodhi, Managing Director, GCMMF.

**The biggest advantage of being an Indian brand in the Indian market? Does it help gain consumers' trust?**

I have been in the field of branded food for the last 40 years in India. There was a time in the 1980s when a housewife or a mother preferred to buy an imported brand when it came to buying branded food. Trust was a quality that was associated with imported brands and not Indian brands. Gradually, over time, I have seen the same households, now running to buy Indian branded products. They have understood that Indian brands are equally good as far as quality and hygiene is concerned. More than Indian brands, consumers are now looking at buying local brands from the regions they are staying in. They believe that local brands are fresher and made to meet their taste. The third aspect is that they are affordable and provide better value. In the food industry, consumers are now not only looking for 'made in India', but 'made in my state' and 'made in my district'. So, now for a national brand or an international brand, the biggest challenge is to give the perception that it's a regional brand.

**How the brand's marketing strategy changed over time?**



I will give a milk example. We buy milk from various states. Now, we are changing the strategy on how to build that perception that the milk we sell in a particular state is purchased from the local villages and farmers. The other strategy we are following is that we are going more regional in our messaging. Whether its press, social media or TV, we are looking at creating brand opportunities via local languages. When we are talking about recipes or cooking shows too, we are organising them in local languages.

**Who were your biggest competitors when you began? Do they exist now?**

In dairy, we do not have a single competitor pan-India. Our competition is from regional players, whether you take milk, butter, ghee, or even our ice creams. In ice cream, we have Kwality Walls, as a competitor, but even they are not available pan-India. In Karnataka, we are competing with Nandini, Verka in Punjab, in Delhi its Mother Dairy, and in Mumbai there are 20-odd local brands.

**The toughest marketing decision the company took in the last 75 years?**

The first one we took was the toughest. In the 50s Dr. Verghese Kurien decided to go for a Hindi brand name Amul. At that time competition was looking at creating international brands. Second, we have gone for umbrella branding without sub-brands. Now, we are using the Amul brand in other categories too, whether it's a bakery, potato, honey, etc. We have also stated that

## bulletin

whatever position we have taken for any brand, we won't change that. We will have these going on for decades like - 'Amul Doodh Peeta Hai India' and 'Utterly Butterly Delicious'.

### How do you aim to keep the company relevant for the next 75 years?

The brand and company will be relevant if your products and brands are contemporary and serve the consumers. By this, I also mean the farmers who we source the dairy from. Also, you need to solve the purpose of the consumer and provide the value of the product. You have to give value for money at affordable

prices and have to keep innovating your brand in product delivery, positioning, packaging, variants and distribution channels. You have to also follow the change in consumer needs.

### Your favourite brand campaign from your company from the last 75 years?

Amul Doodh Peeta Hai India would be my favourite. It gives a lot of energy. Having said that, the top-of-mind campaign is 'Utterly Butterly Delicious'.

*(This article first appeared in a special print issue published by Campaign India for Independence Day.)*

*Source: Campaign India*

## Milky Mist Launches Skyr: An Icelandic High Protein Yogurt Range

Milky Mist has launched its new product lines and state-of-the-art machinery along with ESG activities. It had commissioned state-of-the-art Dairy plant in 2019 with a capacity to handle a million LPD and now setting up a new facility with an investment outlay of Rs. 500 crores for UHT Milk, Ice Cream, Chocolates, etc.

As part of extension of its dairy portfolio Milky Mist has recently commissioned state-of-the-art Cream Cheese manufacturing plant from Holland. The plant has the capability of producing different types of speciality value added products such as Cream Cheese, Skyr and different types of Yogurts using ultra filtration technology. As the demand for dairy products, particularly protein-based food such as natural cheese, paneer and yogurt was growing steadily post COVID in view of healthy dietary pattern, Milky Mist has explored the possibility of developing high protein yogurts.

Skyr, originally from Iceland, became very popular in other European countries becoming a staple food to meet protein needs of the consumers. Its protein content ranges from 11% to 16%. Since Milky Mist has the technology, with extensive R&D work, they developed

Skyr, with 11% protein – equivalent to more than two glasses of milk.

Skyr is made from natural process not substituted with milk proteins and any other ingredients. The product is available in 100 gms & 250 gms pack sizes. The product has been launched recently in metro cities like Chennai,



Bangalore and Cochin. Skyr has a tremendous potential to become a popular product because of its high protein content in its natural form and free of any preservative. As majority of Indian consumers are vegetarians, their protein requirements have to be either from paneer or pulses.

Skyr with 11% protein will become natural choice to meet their needs. According to Milky Mist, they are the first mover in this product category in Indian dairy sector and create new category of product.

It also plans to launch Greek Yogurt within a short period using the same UF technology. Thus, the product

portfolio of Yogurt will have normal/regular fruit based yogurt with 3% protein; Greek yogurt with 6% to 7% protein and Skyr with 11% protein content encompassing all ranges where the consumers can buy according to their need and preference.

### **Kind Attention : IDA Members**

**Kindly update your contact details i.e. Address, Mobile no., Email-ID, etc., if any, so that we may serve you uninterruptedly. Please send us your updated details on the following Email ID: [admin@indairyasso.org](mailto:admin@indairyasso.org)**

# SMC College of Dairy Science hosted “National Dairy Products’ Judging” & “National Dairy and Food Quiz” Contests at Milk City, Anand

SMC College of Dairy Science, Kamdhenu University, Anand hosted 13<sup>th</sup> National Dairy and Food Quiz and 17<sup>th</sup> National Dairy Products’ Judging Contest on 2<sup>nd</sup> and 3<sup>rd</sup> September, 2022 respectively. Both these events were sponsored by GCMMF, Ltd., Anand.



The Quiz contest attracted 22 participating teams, 10 from Dairy/Food industry and 12 from Academic Institutes. Dr. Jarita Mallik, Dr. Amit M. Patel and Dr. Atanu Jana were the Quiz Masters.

Thirteen teams from Dairy Industry and eleven teams from academic institutes participated in the Judging Contest. Dr. Suneeta V. Pinto, Professor & Head, Dairy Technology department and Dr. Jarita Mallik, Assistant Professor, Dairy Technology department were the Organizing Secretaries of the ‘National Dairy Products’ Judging Contest’ and ‘National Dairy and Food Quiz Contest’ respectively.

The Prize distribution ceremony of both the events was held at Dr. Radhakrishnan auditorium, SMC College of Dairy Science, Anand on September 3, 2022.

Dr. N.H. Kelawala, Hon’ble Vice Chancellor, Kamdhenu University, Gandhinagar was the President of the function. The Chief Guest of the function was Shri Meenesh Shah, Chairman, NDDDB, Anand. Dr. D.B. Patil, Director of Research & Dean PG Studies, Kamdhenu University, Gandhinagar and Shri Jayen Mehta, Chief Operating Officer, GCMMF Ltd., Anand, were the Guests

of Honour.

Amongst the participants from dairy/food industries Vidya Dairy, Anand secured the first position while the second and third positions were awarded to Amul Dairy, Anand and Banas Dairy, Palanpur respectively.

Among the teams from academic institutes, College of Dairy Science, KU, Amreli, Gujarat ranked first, GN Patel College of Dairy Science, KU, Dantiwada, Gujarat secured the second position while Mansinhbhai Institute of Dairy & Food Technology, Mehsana, Gujarat secured the third position. Shri Meghraj Raj from Vidya Dairy, Anand and Shri Hiren bhai Harshadbahi Pandya from GN Patel College of Dairy Science, KU, Dantiwada were awarded the first prize in each category (*i.e.* Industry and Institute) as individual winners.

In context to the “Dairy and Food Quiz Contest” the team from GCMMF Ltd., Anand secured the first prize; second and third prizes were awarded to ICAR-National Dairy Research Institute, Karnal, Haryana and Havmor Ice Cream Pvt. Ltd., Ahmedabad, Gujarat, respectively. The appreciation prize was bagged by Dudhsagar Dairy, Mehsana, Gujarat.

## Health Star After Study of Nutrition Ratings with Algorithm: CEO, FSSAI

As the Food Safety and Standards Authority of India (FSSAI) has decided to go ahead with ‘Health Star Ratings’ for ‘Front of the Pack Label (FOPL)’, there will be an in-house study for ‘Indian Nutrition Ratings’ for which an ‘algorithm’ will help the FSSAI.

FSSAI will be introducing ‘algorithmic measures’ for nutritional ratings for food products through Food Safety Compliance System (FoSCoS), which will decide the product’s nutritional value and help the food authority in sanctioning the proposed ‘Health Star Ratings’ for FOPL.



Shri Arun Singhal, CEO, FSSAI said that they are in process of developing an algorithm which would help in generating information about the nutritional value of the product, through FoSCoS.

For star ratings, the food authority has made two product categories, liquid and solid and four nutritional categories including protein, fibre, veg & fruits, and nuts. Based on the nutritional information, positive points will be given to the product based on which the 'Health Star Ratings' will be given to each product.

Initially, the specific nutritional information will be voluntary for the food businesses, while the star ratings will be mandatory. The decision about the 'Health Star Ratings' was made by the FSSAI after a study by IIM-Ahmedabad. And the food categories and nutritional evaluation was decided by the Scientific Panel after a thorough study of global best practices.

"There can not be an absolute comparison between different countries. Objectivity was more important and therefore after the study by IIM-A and study into global best practices including the recommendations of WHO & Codex, we were able to decide on 'Health Star Ratings' based on two products and four nutritional categories," said Shri Singhal.

Meanwhile, it was learnt that the matter related to 'Health Star Ratings' is being discussed in the Union Health Ministry and soon there will be a draft out for wider stakeholders consultation.

## Demand For Aavin Milk Up as Private Dairies Hike Prices in Chennai

The demand for Aavin milk has gone up as private dairies increased the retail prices of milk packets recently. Compared to the first week of August, Aavin is selling 50,000 more litres of milk every day. This includes 20,000 litres sold in Chennai city alone, according to data submitted by Tamil Nadu Cooperative Milk Producers' Federation (TNCMPF) Limited, which sells close to 29 lakh litres of milk every day.

Many tea or juice shops and hotels have started buying Aavin, which sells milk at 40 to 51 per litre whereas private brands cost at least 60 per litre. Tea shops claim that they could save 1,500 to 2,000 every day by switching to Aavin. Though private dairies have revised the prices of other milk products like curd, ghee and butter too, there is not much change in Aavin's sales of these products. This indicates that residents still have not migrated to Aavin.

## Sumul Dairy Paying Rs. 10 More/Kg Fat of Cattle Milk

Sumul Dairy has increased the purchase price of per kg fat of cattle milk (both cow and buffalo) from milk producers by Rs. 10 in Surat and Tapi districts of Gujarat due to rise in the prices of cattle feed. The hike has already been implemented. This is the third time since April, the dairy has increased the prices per fat for cattle rearers. The decision came after a meeting held by the dairy authorities, recently.

The dairy collects around 14 lakh litres of milk daily from around 2 lakh cattle-rearers of Surat and Tapi districts. It pays Rs 8 crore daily to the cattle rearers. The dairy authorities have set up 1,200 *mandlis* in different *talukas* of the districts that collect milk from the cattle-rearers. The earlier price per kg fat of buffalo milk was Rs 740. The increased price is Rs 750. Similarly, the previous price per kilogram fat of cow milk was Rs 725 which is now Rs 735. Sumul Dairy Chairman Shri Mansinh Patel said that they give 85 per cent of the cost to the cattle rearers and keep the remaining 15 per cent for processing of milk and other charges.

## Parag Milk Foods Limited Raises Rs. 131 Cr through Preferential Allotment

Parag Milk Foods Limited, has announced that it has raised a total of Rs 131 crore through preferential allotment from marquee investors and promoters. Investors have put in around Rs 113 crore, demonstrating their trust in the company's ethos, values as well as a

promising growth strategy. In addition, the promoters will also invest Rs 18.75 crore.

Shri Devendra Shah, Chairman, Parag Milk Foods Ltd, said that they have delivered a robust Q1 performance with a 57.6% Y-o-Y increase in revenue; surpassing the

internal growth targets both in terms of volume and value. The overall growth is broad-based and driven by strong traction across all their verticals. As the company enter into the festive season, the demand momentum for dairy products continues to accelerate and all brands are witnessing a surge in the overall offtake. This fund raise comes at an opportune time to enable the company to

meet its expanded working capital need to capitalise on demand potential and pave the way for a profitable business ahead. The current proceeds of preferential shares and warrants would be utilised to fund the long-term capital requirements and to enhance the working capital needs. This will further strengthen company's balance sheet and drive it for accelerated growth ahead.

## INTERNATIONAL news

### Arla to Meet 100% Green Electricity Target in Denmark

Europe's largest dairy group has signed a long-term agreement with Eurowind Energy to deliver renewable electricity to all of the co-op's Danish farms and production hubs by 2025.

The move is part of Arla Foods' long-term strategy to become carbon neutral by 2050 and will contribute to reducing the organization's greenhouse gas emissions by 63% by 2030. Through the agreement, the co-op will also fulfil its promise to use only renewable electricity across its Danish operations by 2025.

To achieve carbon reductions goal the co-op will purchase electricity from an unsubsidized wind farm called Nørre Økse Sø located near the town of Brovst in

Jammerbugt Municipality. The site, which already has a wind farm built on it, will receive 11 new turbines over the next two years; these will commence operation in November 2024, with Arla's electricity supply deal coming into force no later than January 1, 2025. The co-op's contract with Eurowind Energy is for 10 years, and each year, 58,000 tons of carbon will be saved, equal to 8% of Arla's total CO<sub>2</sub> footprint for scope one and two. Arla also receives renewable energy from solar cells, biogas engines, and own units from a number of its own farms throughout Denmark.

Arla has already reduced its CO<sub>2</sub> emissions from production by 25 percent since 2015.

### Breeding the Right Cow for Robots

Today's dairy farmers have an appetite for new technology. While automatic milking systems (AMS) are certainly nothing new, upgrades are continually being made to help farmers maximize efficiency. Labour shortages and higher wage rates also make robots a tempting investment, despite the high upfront cost and need to build or retrofit barns.

But one thing farmers often forget about when looking at making the switch to robots is if their herd's genetics will work in this new system. According to Victor Malacco, Extension agent for Michigan State University, and Camila Lage, Cornell Cooperative Extension, there are several conformational and behavioural characteristics a robot herd should possess. These characteristics include:

**Good udder conformation:** This makes it easy for the robot to attach the milking unit and clean the teats.

**Good feet and legs:** The cows need to be able to

get to the robot voluntarily without lameness issues.

**Good behaviour:** Cows in AMS herds need to quickly adapt to the robot, visit the robot often, push other cows out of the robot area, and not need to be fetched.

**Good milk quality:** Cows should have a high milk flow rate, low times spent in the robot, and not be susceptible to mastitis.

While certain traits like udder conformation and mobility are a bit easier to select for, it can be more difficult to make breeding decisions based on behavioral characteristics. To combat this, it is important to keep management practices in check. Both Extension agent recommend conditioning cows to the robots, especially before or early on in their first lactation.

A cow's success in an AMS herd is dependent on how quickly she adjusts to the AMS after calving. Fetching cows is time-consuming and largely impacts the

farms' production and labour efficiency. Some studies suggest that early life management can affect the behaviour and adaptability of cows to novel environments, animals, people, and management procedures on farms.

While a solid genetic plan is needed on any dairy

operation, it is especially important for AMS herds. With good herd management, herd training and the selection of 'robot ready' characteristics, farmers will be able to capitalize on their AMS investment and optimize the performance and profitability of their herd.

## Dairy Products in Moderate Amounts may Protect against Type 2 Diabetes

New research being presented at the annual meeting of the European Association for the Study of Diabetes in Stockholm, Sweden (19-23 Sept) shows that dairy products, especially low-fat ones and yogurt, are associated with a lower risk of developing type 2 diabetes (T2D).

Red and processed meat were linked to a higher risk of T2D but moderate amounts of fish and eggs could be eaten in their place, say the Italian researchers.

T2D is the most common form of diabetes and it occurs when the pancreas can not make enough insulin and/or the insulin it makes does not work properly.

Overweight and obesity are the main risk factors and incidence of T2D is projected to increase. Common complications include heart disease, kidney disease, vision loss and circulatory problems which can lead to foot amputation.

Dr Annalisa Giosuè, of the Department of Clinical Medicine and Surgery, University of Naples Federico II, Naples, Italy, and colleagues carried out a review of existing meta-analyses into links between different animal-based foods and diabetes. This type of "review of reviews" provides one of the highest levels of evidence available in medicine.

The PubMed, Web of Science, Scopus and Embase databases were searched for dose-response meta-analyses of studies into the relationship between different foods and T2D.

The 13 meta-analyses that were suitable contained 175 estimates of how much 12 different animal products (total meat, red meat, white meat, processed meat, fish, total dairy, full-fat dairy, low-fat dairy, milk, cheese, yogurt and eggs) may increase or reduce the risk of developing T2D. There was a substantial increase in T2D risk with the consumption of 100 g/day of total meat (20% increase in risk) and 100g/

day of red meat (22% increase) and with 50g/day of processed meats (30% increase). The quality of evidence was moderate. 50g/day of white meat was associated with a smaller increase in T2D risk (4%).

Dr Giosuè said that Dairy foods, in contrast, appeared to protect against T2D or had a neutral relationship with the development of the condition.

Milk (200g/day) was associated with a 10% reduction in risk, total dairy (200g/day) with a 5% reduction in risk and low-fat dairy (200g/day) with a 3% reduction. Yogurt (100g/day) was associated with a 6% reduction in risk. Cheese (30g/day) and full-fat dairy (200g/day) were found to have no effect on the risk of T2D. The quality of evidence was moderate to low.

Dr Giosuè says, "Dairy products are rich in nutrients, vitamins and other bioactive compounds which may favourably influence glucose metabolism – the processing of sugar by the body. For example, whey proteins in milk are known to modulate the rise of blood sugar levels after eating. Probiotics are also known to exert beneficial effects on glucose metabolism, which may explain why we found that a regular consumption of yogurt is associated with a reduced risk of type 2 diabetes."

She adds that although the results suggest that low-fat dairy products are more beneficial than full-fat dairy products.

Dr Giosuè says, "Type 2 diabetes is one of the major causes of diet-related death worldwide. Learning more about how different dietary components increase or

decrease the risk of type 2 diabetes is key to its prevention. Although more well-conducted research is needed to achieve high quality of evidence required to give solid recommendations, our extensive review of the scientific evidence shows that regular consumption of dairy foods in moderate amounts, especially low-fat products, milk and yoghurt, may help reduce the risk of type 2 diabetes."

