

IDA (West Zone) Organizes a Workshop on Effective Customer Complaint Handling



The Indian Dairy Association (West Zone) organized a workshop on **"Effective Customer Complaint Handling"** on April 27, 2024 at Andheri Mumbai Office. The primary objective of the workshop was to equip employees with the requisite skills to promptly and effectively address customer concerns.

Customer Complaint Handling is very important and a serious issue for every organization. Even though the companies are certified for various system standards, nobody understand the essence of the system. There is a lot of scope to understand and improve relationship with the internal and external customers and hence IDA (WZ) took initiative to organize the training for the professionals working in dairy/ food industries.

Although, the workshop was scheduled for April 27, 2024, but due to the overwhelming response from the industry, second batch for the workshop was also held on May 4, 2024.

Twenty-three participants from various cooperatives and private dairies registered themselves for the workshop

held on April 27. The program was inaugurated by Shri Arun Patil, Vice President-IDA. Shri Shyju, Vice Chairman; Shri Madhav Patgaonkar, Secretary; and Shri Anil Hatekar, Treasurer of the IDA (WZ) remained present during the inaugural session. The second workshop organized on May 4, wherein 21 participants took part in it from reputed cooperative, private dairies and food companies. The program was inaugurated by Dr. J.B. Prajapati, Chairman, IDA (WZ) in presence of Dr. J.V. Parekh, Vice Chairman and Shri Madhav Patgaonkar, Secretary of the IDA (WZ).

In both the workshops the participants were very enthusiastic and took part in the sessions and interactive programmes. They also had a skit among the group, acting as the company and consumer to demonstrate complaints and how they would resolve them. The workshop was conducted by a reputed trainer, Shri Kailash Asher from DEEP Training and Consultancy. All participants were given certificate of participation and encouraged to become member of IDA.

Keeping in view the enthusiastic response, IDA (WZ) would like to repeat such programs with interesting topics at its Mumbai office. Interested persons may write to secretary@idawz.org with the topic of their interest and probable time.



Felicitation to Shri C.P. Charles and Dr. Anil K.S. by IDA Kerala Chapter

Indian Dairy Association, Kerala Chapter organized a felicitation programme on April 20, 2024 at the Dean's Chamber, Verghese Kurien Institute of Dairy and Food

Technology. Dr. S.N. Rajakumar, Chairman, IDA Kerala Chapter welcomed the gathering. Dr. Anil K.S., Vice-Chancellor (I/C), Kerala Veterinary and Animal Sciences



University (KVASU), felicitated Shri C.P. Charles, the Secretary General, 50th Dairy Industry Conference (DIC) for meticulously organizing the 50th DIC, held at the Hitex Exhibition Centre, Hyderabad during March 4-5-6, 2024.



The programme was a grand success drawing participation from 2000 delegates across India and 30 other countries. Shri C.P. Charles felicitated Dr. Anil K.S., a Life Member of IDA who took charge as Vice-Chancellor (I/C), KVASU.

NATIONAL News

DAHD and UNDP Signs MoU on Digitalization of Vaccine Cold Chain Management, Capacity Building, and Communication Planning



The Department of Animal Husbandry & Dairying (DAHD), Ministry of Fisheries, Animal Husbandry & Dairying signed a Memorandum of Understanding (MoU) on May 20, 2024 with the United Nations Development Programme (UNDP) India on Digitalization of Vaccine Cold Chain Management, Capacity Building, and Communication Planning.

The MoU was signed at "We the People Hall", UNDP Country office, Lodhi Estate, New Delhi between

Smt. Alka Upadhyay, Secretary, Department of Animal Husbandry & Dairying and Ms. Caitlin Wiesen, UNDP Resident Representative in India. This strategic partnership aims to enhance the digitalization of vaccine cold chain management, capacity building, and communication planning in India.

Addressing the meeting Smt. Alka Upadhyay highlighted Strong and efficient supply chains equipped with reliable cold chain equipment are vital to increase

immunization coverage and outreach. She added, Considering the large human population and livestock population in India with 142.86 Crore people, 53.57 Crore farm animals and 85.18 Crore poultry population, catering all the veterinary services to the doorstep of farmers and to ensure the nutritional security of the large population is a challenge.

She further explained "With digitalization of the entire vaccine stock management system and providing real-time information on vaccine stocks and flows, and storage temperatures, the inequities in vaccine supply will be addressed by managing constraints of infrastructure, management information systems, and human resources. The vaccine cold chain management process, she added will be monitored with the help of new age technology and artificial intelligence through the Animal vaccine Intelligence Network (AVIN) developed by UNDP.

UNDP Resident Representative Ms. Caitlin Wiesen, while signing the MoU, said that "Amid confluence of frequent zoonotic disease outbreak and climate change, animals and the communities engaged in rearing them are increasingly vulnerable. She added that through this partnership with the Department of Animal Husbandry and Dairying, UNDP will support and strengthen India's first animal vaccine supply chain management system ensuring communities and animals are protected and further mitigating the risks at the human-animal-environment interface."

Notably, UNDP and DAHD will jointly work on Strengthening Animal Health with One Health approach at centre. This step will contribute to creation of a digital future via digitalization and remote temperature monitoring of cold chain by UNDP India. This will ensure that vaccines are stored in an adequate temperature of prescribed limit of 2-8 degree Celsius which is important to increase immunization coverage and outreach. Currently, DAHD is supplying FMD (Foot and Mouth diseases) vaccine worth approximately Rs. 900 Crore this year and aims to cover 50 Crore large animals and 20 Crore small animals in FMD vaccination programme.

Through this MoU, technical assistance will be extended to Center for Epidemiology and Animal Health (CEAH) to enhance its capabilities in animal husbandry practices. Other aspects of MoU covers support in planning and development of effective and inclusive livestock insurance programme and crafting and implementation of an effective communication plan for the department which will help in ensuring better propagation and outreach of the department's activities. The partnership will also work on extension services and skill development initiatives to improve the technical know-how and capacities of stakeholders in the animal husbandry sector.

This collaboration marks a significant step towards enhancing animal health and husbandry practices in India, leveraging UNDP's global expertise and DAHD's mandate. Together, DAHD and UNDP aim to create a robust, efficient, and inclusive framework for managing animal health and welfare in the country.

Indian Dairy Sector Plays a Significant Role in Improving Financial Inclusion: PM Modi

"Indian dairy sector contributes significantly to enhancing financial inclusion and fostering sustainable development in rural communities," said Prime Minister Shri Narendra Modi.

Women have traditionally been engaged in dairy activities and though it is part of their domestic chores, their effort contributes significantly to the industry's output. The dairy industry helps women supplement their income and become financially independent by selling milk and other dairy products, said Shri Modi.

The country's dairy sector employs over 80 million people, of which 56 million constitute women accounting to 70 percent of the workforce. Further, women constitute the major workforce of the dairy sector in the country. By empowering women economically and socially, dairy farming is seen to provide women with opportunities to generate income through selling milk and dairy products. This economic activity allows them to contribute financially to their families, thereby enhancing their economic empowerment.

In an interview to Aaj Tak/India Today Group, the Prime Minister spoke about the role of women in agriculture and more specifically in the dairy sector. He said, "Even today, I say that in agriculture sector, 60% contribution is of women. You see the dairy work here. The money from the milk won't go to men. It will get deposited in the account of women daily Rs 2000 crore was deposited in women's account."

Citing a recent example in Kashi, his Parliamentary constituency he said, he refused to open a new dairy without first opening bank accounts for women. He spoke about women in agriculture, dairy and money going into women farmers' accounts directly.

Ice Cream Brands are Expected to See 30% More Sales: Dr. Sodhi

Sizzling temperatures across the country have caused the demand for ice-creams to skyrocket, with the

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manufacturers and associations predicting a 30 percent growth in sales this financial year. "Usually the ice cream market in India grows at 12-15 percent every year. This year has started with a bang. With the summer temperatures peaking at many places, the sale of ice creams of most of the brands are expected to see a growth of 20-30 percent," said Dr. R.S. Sodhi, President of Indian Dairy Association, the apex body of the dairy industry in India.

The summer months between April and June contribute to 50 percent of the annual sales for most ice cream manufacturers in India. Unseasonal rains during the summer months last year adversely impacted the sales. This year the scales have tilted in the favour of the ice cream manufacturers.

Hocco ice-creams, the newest ice-cream brand from Gujarat is operating its ice cream unit at 120 percent of its capacity to meet the summer rush. "We are a new company. We started in October 2023. We are currently selling over 50,000 litres of ice-cream every day. About 98 percent of this is being sold in Gujarat, while some in Mumbai and Delhi. We are now starting in Bengaluru and Hyderabad," said Shri Ankit Chona, MD of the company which floated the Hocco brand after it sold the "Havmor" brand of ice creams to a South-Korean Lotte Confectionery in 2017.

Hocco operates an ice-cream unit at Bavla near Ahmedabad. "By next year, we will be quadrupling our capacity from the current 40,000 litres," Shri Chona said, adding that the company has been registering a 50 percent monthly growth in sales.

The Indian ice cream market's size is around Rs. 16,000 crore, of which Rs. 11,000 crore comes from the organised segment comprising 125-odd small and big ice cream brands, with Amul being the largest of the lot. "While national brands are growing, a number of small ice cream brands have popped up in each city. These brands are also getting very good traction, especially in rural and tier-III markets," says Dr. Sodhi.

Experts also point out that the ice cream brands have not increased the prices this year. "This year the prices of milk solids including SMP, white butter and packaging costs have decreased by 20 percent compared to last year. So this year, no brand has increased the cost of ice creams. Generally, they increase their prices between January and March," Dr. Sodhi said, adding that the decreased costs of inputs have given the ice cream brands a lot of elbow room to increase their advertising spends.

Shri Chona from Hocco ice-creams pointed out that apart from cocoa, the prices of all the inputs for the ice cream industry have remained "stable". Eyeing more than 30 percent growth in the ice-cream business this year, Amul has also commissioned about six new ice cream plants,

taking the total number of ice cream manufacturing units to 25.

Another popular ice cream brand, Vadilal Enterprises, has been operating its ice cream plants at Gandhinagar and Uttar Pradesh at more than 100 percent capacity this summer. "The ice cream sales have been good this summer. We are already seeing a 15 percent growth," said Shri Devanshu Gandhi, promoter of Vadilal Industries.

While ice-creams are popular across the country, States in the West, North and South contribute the maximum to sales in the country. "Among the ice creams, kulfis are seeing tremendous acceptance in the Indian market. There are brands which are making record sales in kulfis," Dr. Sodhi added.

Cattle Feed Factory of Amul Dairy, Anand wins District Level "Swachhata Hi Seva" Award



The "Swachhata Pakhwada" concept is inspired by vision of Shri Narendra Modi, Hon'ble Prime Minister to make swachhata "everyone's business". The Gujarat Pollution Control Board (GPCB) celebrated this campaign in all the industries across Gujarat state during the month of October 2023.

Amul's commitment to excellence is evident in its proactive approach to efficiency, efficacy and quality. By instilling a culture where every team member is empowered to seek opportunities for improvement, Amul is fostering a mindset of continuous innovation. Even the smallest adjustments, when consistently pursued, can yield significant long-term benefits. This dedication to incremental enhancement not only drives growth but also lays the foundation for ground-breaking innovations that can propel the business forward.

Amul Cattle Feed team participated in "Swachhata hi Seva" campaign organized by GPCB and won Second

District Level Prize along with cash prize of Rs. 15,000. Shri D.M. Thakar, Member Secretary of GPCB motivated all industries to take part in this mission and make our country pollution free. This award was presented by Regional Officer Ms Panhalkar, GPCB to Shri Pankaj Parmar, Factory Manager and Shri Cyril Parmar, Senior Executive (Plant Admn.). The award boosted tremendous confidence in all the units of Amul. The zest to participate in more and more competitions with outstanding yet simple enhancements became an addiction.



Managing Director, Amul Dairy, Dr. Amit Vyas, himself being a staunch believer in continual improvement, gave tremendous support and pushed this philosophy at every level and in every meeting. The Kanjari team was appreciated by both, Shri Vipulbhai Patel, Chairman Amul Dairy and MD Amul Dairy, for this significant feat.

Mother Dairy Set to Get 33 Booths Off Yamuna e-way

Yamuna Expressway Industrial Development Authority (YEIDA) has identified 33 locations - 16 in residential sectors and 17 near villages - for setting up milk and vegetable booths, the contracts for which will be allocated to Mother Dairy. Officials said there are 52 blocks in residential sectors 18 and 20 of Noida, UP, and there is a plan to have one booth in each.



Five acres of land near the Noida International Airport will be allocated to Mother Dairy for opening its "flagship". Officials from YEIDA and Mother Dairy was scheduled to conduct a survey to identify the land near the airport. YEIDA will allot plots on a 90-year lease.

After YEIDA launched an open-ended scheme in March for 21 plots to set up milk and vegetable booths in the first phase in Sectors 18 and 20, Mother Dairy wrote a letter to the Authority in April expressing its desire to set up kiosks there.

According to officials, YEIDA has decided to allot plots only to national and state cooperative societies and members of the National Cooperative Dairy Federation of India Ltd. so that residents get quality products. Mother Dairy is a wholly-owned company of the National Dairy Development Board (NDDB).

YEIDA CEO Shri Arun Vir Singh said, "The Authority is in talks with Amul and Parag to allot them milk and vegetable booths. The Authority will soon come out with its scheme so that more and more companies can get a chance to open ice cream parlours near the airport."

Indian Dairy Exports in FY24 Showed Better Value Realization in Global Markets

Based on the recent data provided by APEDA and Indian Customs, Shri Kuldeep Sharma, Chief Editor, Dairynews 7x7 states that despite lower export volume approx. 62500 MT - down by 5000 MT from the last year - the average realization per MT improved to Rs. 361, compared to Rs. 355 in the previous year.

Liquid milk exports from India have shown a steady increase in their share of total dairy exports, rising from 3% to 4% and now 5%.

Milk powders, which held a promising 37% share of exports in 2021-22, have seen a significant decline to 25% and further down to 8% this year.

While fermented fresh products such as yogurt and curd have maintained a consistent share of around 1% in total exports, whey-based products are showing gradual progress, inching towards a 0.5% share.

Milk fat products have captured a substantial 65% share of total dairy exports. Cheese and curd are emerging as standout products, consistently increasing their share from 9% in 2021-22 to 17% last year, and reaching 20% this year.

In summary, while some categories like milk powders have seen a decline, others such as liquid milk, milk fat products, and cheese and curd are driving growth and high value realization in India's dairy exports. The evolving dynamics underscore the need for strategic focus on enhancing product quality, value addition, and targeting high-potential markets to sustain and boost the export performance of Indian dairy products.

Amul Launches Fresh Milk in US

A month after Prime Minister Shri Narendra Modi asked Amul to emerge as world's largest dairy, 'The Taste of India' has taken a big leap by launching fresh milk in US. This is the first time that Amul's fresh milk range has been launched outside India.

Partnership of Gujarat Co-operative Milk Marketing Federation (GCMMF) and Michigan Milk Producers Association (MMPA), US's tenth-largest dairy cooperative, was announced at MMPA's 108th annual meeting at Novi, Michigan, recently.

This is a continuation of Amul's relations with Michigan. Dr. Verghese Kurien, founder-chairman of GCMMF, was an alumnus of Michigan State University.



This will ensure all our American and Indian consumers are nourished and energised with the goodness of Amul milk, Shri Jayen Mehta, MD, GCMMF said.

Amul has launched its range of fresh milk in US in packs of one gallon and half a gallon under the same brand name and composition that is popular in India - Amul

Gold (with 6% milk fat), Amul Shakti (with 4.5% milk fat), Amul Taaza (with 3% milk fat) and Amul Slim n Trim (with 2% milk fat). The initial supplies of Amul milk will be in New York, New Jersey, Chicago, Washington, Dallas, and Texas among others. Gradually, Amul aims to expand its presence across all the major cities in the US.

Amul plans to launch other dairy products, including curd, buttermilk and paneer in US markets to cater to growing demand of Indian diaspora there. GCMMF will also launch mass media campaigns, including its popular TV commercial 'Doodh Doodh Piyo Glass Full Doodh' in US.

Shri Jayen Mehta said last month that the cooperative also wants to expand to other countries beyond the US. Currently, Amul products, including paneer, curd, flavoured milk, ice creams, chocolates, and others, are exported to more than 50 countries in Asia, the Gulf, and Africa, mostly catering to the

large Indian diaspora.

Earlier this month, Amul announced its sponsorship of the USA and South African cricket teams in the upcoming T20 World Cup, which starts in June. In a ceremony held in New York on May 2, Amul was named the Lead Arm sponsor of the USA national cricket team.

Panel on Value Added Milk and Milk Products Recommended for better Returns to Farmers

On May 21, 2024, during the Conference on 'Future Roadmap for Indian Dairy Sector' organised at NDDB,

Anand, the Panel on 'Value Added Milk & Milk products' was chaired by Dr Dheer Singh, Director, ICAR- NDRI with the fellow panellists as Shri Manish Bandlish, MD, Mother Dairy; Dr Amit Vyas, MD, Amul Dairy; Dr Suneeta Pinto, Principal, SMC College of Dairy Science; Dr. Atanu Jana, Former Principal, SMC College of Dairy Science; Shri Sameer Saxena, Head (QA & NP),



GCMMF (Amul) and Shri S. Rajeev, ED, NDDB.

The Panel deliberated on the importance of having a good mix of Value Added Products for better returns to farmers and to provide better choices to consumers. Some of the recommendations of the panel included:

- Focus on innovative value-added dairy products catering to evolving consumer preferences.
- Need for Laboratories to carry out clinical trials for Immunoglobulins, lactoferrin, peptides and other components from milk to ascertain their benefits
- Focussed approach towards various dairy by-products which can be utilised to produce value-added products
- Market study on the consumer trends and developing products suited to consumer demands
- A centre of excellence for dairy cooperatives may be established for new products development.
- Various cultures and also the enzyme rennet used to be produced indigenously.
- Cooperatives need to take conscious decision for including Value added products in their product portfolio considering scale and economies.
- Rather than focussing only on the value added products, dairy plants can manufacture traditional products like Khoa/Channa and supply it in market for making sweets.

Not too Worried about Rural Demand Dipping or Any Pressure in Urban Side: MD, GCMMF

In a recent interview with media, Shri Jayen Mehta, MD, GCMMF, says "the overall growth in the dairy products, the consumer space was more than 10%, in fresh products and it is about 14-15% and this summer the beginning has been very good, ice creams are going up 40%, beverage has been growing very well in double digits. Curd, buttermilk, all going up 30-40%. So, it is a good beginning of the new quarter."

Replying to a query that the rural economy is under pressure and the urban economy is doing okay, Shri Mehta said everyday buys milk worth Rs 200 crore from the farmers so that much money continues to be poured into the rural economy. We operate in every single geography of the country. 38% of our turnover comes from smaller towns with a population less than 20,000. We are seeing good growth. It is almost double-digit growth not just in dairy products, in milk

also and across the categories. Therefore, not too worried about the slowdown or a rural demand dipping or any pressure in the urban side.

He further said that in the summer season and overall also we see a lot of increase and optimism in the market. People are moving from loose to packaged and branded. Amul being the most trusted, widely available and most affordable brand, gets the maximum traction.

Shri Mehta said growth comes both ways. Expansion of the market has been a bigger focus for us and obviously taking on competition is an important part.

Dodla Dairy Poised for Robust Growth in FY25 with Expansion and Stability



FY25 is poised for accelerated double-digit growth for Dodla Dairy Ltd. (DDL), driven by increased domestic milk volumes, the launch of a new plant in Kenya, and a significant boost in cattle feed capacity.

Milk procurement prices are projected to remain stable this fiscal year due to steady input costs. Combined with enhanced operating efficiencies and a greater focus on value-added products, this stability is expected to support strong double-digit margins for DDL. With a solid balance sheet and strong cash flow generation, the company is well-positioned to explore inorganic growth opportunities.

Revenues of DDL grew by 9% year-on-year (YoY). While milk sales volumes remained flat YoY, growth was driven by better sales realizations and an increase in value-added product (VAP) sales. VAP sales surged by 19% YoY, raising their share of total revenues to 29% (a 300 bps YoY increase) in Q4FY24.

The company expects to maintain double-digit growth, forecasting a 12-15% increase for the current fiscal year. Despite flat liquid milk sales volumes in India last fiscal year due to steep price increases, DDL anticipates mid-single-digit volume growth this fiscal year.

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DDL expects stable milk procurement prices this fiscal year, which should aid margin improvement. While there was a slight increase in procurement prices in FY24, DDL anticipates a continued rise in the share of high-margin value-added products like curd, ice creams, and buttermilk, further enhancing margins. Inventory levels are expected to remain steady at about 45 days, with no anticipated inventory write-downs.

GCC Set to Tighten Cattle Rules, Test Milk Quality, Curb Oxytocin

Facing flak for an unfettered rise in the number of stray cattle and attacks in the city, the Greater Chennai Corporation (GCC) will roll out a comprehensive cattle census.

Mayor Ms. R Priya will pass a resolution in this regard at the first GCC council meeting after the model code of conduct is lifted on June 4. GCC commissioner Dr. J. Radhakrishnan said officials will do a physical survey of the animals before issuing licences, which have to be renewed every three months.

"We will give licenses only to owners who have 36-square feet space for every cattle. Necessary arrangements such as hygiene, water, food and vaccines for cattle will be monitored. The hygiene of milk produced by the cattle will be checked too," Dr. Radhakrishnan said.

The licenses, to be issued under Tamil Nadu Animals and Birds in Urban Areas (Control and Regulation) Act, 1997, will be cancelled if the owner violates any rule. The law also empowers cattle owners to move to appellate authority if they are aggrieved by an order of the licensing officer.

Home to roughly 20,000 heads of cattle, the city witnessed more than a dozen cattle attacks last year, including the death of an 80-year-old in Triplicane. Yet, GCC could not curb the menace except for temporarily seizing cattle and levying a penalty up to 10,000 and releasing them a few days later. The corporation has no mechanism to test the quality of milk sold by vendors too.

Dr. Balagangadhara Thilagar, Veterinary Professor from TANUVAS, said licensing should involve protein test, total solid test and fat test to ascertain the quality of milk. "Cattle eat plastic, polythene, paper and other items from the road. But people buy the milk directly from vendors without looking into the quality. If licensing involves scientific tests, it will be credible for consumers," he said.

He added the cattle must be reared and milked in a common yard rather than at owners' houses. The fresh rules will also allow GCC to create prohibited areas to

rear cattle and if a cow is found in the prohibited area, the license could be cancelled with hefty fines and jail for the owner. Currently, most cattle in Triplicane and Nanganallur areas are reared in public places, beneath railway bridges, near bus stands, and are tied up in roads.

Shri Arun Prassanna of People for Cattle in India said GCC must have a cattle monitoring committee and these committee members must be empowered to inspect cattle, quality of milk, place of rearing and so on. "The milkmen use oxytocin to increase the yield of milk from cows. This can be harmful to human consumption. This must be monitored before handing over the licenses," he said.

INTERNATIONAL News

International Dairy Market: USDA

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

EUROPEAN

Western European

Western European milk production is nearing the seasonal peak. In some cases, weekly milk volumes have plateaued, signaling the top of the milk production curve is at hand. As European milk handlers begin to consider what volumes may look like for the next few months, they are working to assure their farmer patrons stay committed to sending milk their way. Last week, a large European dairy cooperative announced the guaranteed price for May will increase by 0.50 euros to 47.25 euros per 100kg. The average March milk pay price across the EU was 46.4 euros per 100 kg, and the preliminary April pay price is estimated at 46.3 euros per 100kg. Spot farm milk prices have largely stayed close to the low/mid 40 euros per 100kg. Although slightly below the monthly average pay price, they have increased slightly in the last week.

Last week, Great Britain began physical checks on fresh food products, including meat, cheese, and some other dairy products, imported from the European Union that are deemed as medium biosecurity risks to Great Britain's agricultural sector. Smaller food importers are concerned that the new inspections will cause significant delays, reduce the variety of food products, and increase prices. The UK government estimates the inspection requirements will increase costs for the food industry by \$413 million per year and increase food inflation by 0.2% over three years.

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A leading food and beverage research and development company recently released a report detailing consumer trends and strategies for dairy in response to the global food inflation. Although the dairy category has been impacted greatly by inflation, the industry can emphasize quality and added value to secure market share and reach consumers. According to the report, consumers identified five key trends that will drive market changes and product innovation. These include: matching products to consumer health preferences; providing products that maintain quality over costs; offering private label options that do not compromise quality; matching product attributes to consumer values like sustainability and authenticity; and providing for indulgence and/or convenience.

Eastern European

Eastern European milk production continues to increase seasonally. Through the month of March, the Baltic States, Czech Republic, Slovakia, Hungary, Romania, and Poland, have all posted increases in milk production compared to the first three months of 2023. Although average monthly milk pay prices in most Eastern European counties are largely below those of their western counterparts, milk pay prices in Poland, the leading Eastern EU dairy producing country, have averaged approximately 47.7 euros per 100kg, compared to approximately 46.4 euros per 100kg, the average milk pay price for the EU27 for the first three months of the year.

OCEANIA DAIRY MARKET

New Zealand

Export data for March 2024 was recently released for New Zealand. This data showed a 3.6 percent increase in value for milk powder, butter, and cheese exported in March 2024 compared to March 2023. Fresh milk and cream export values were 16 percent lower in March 2024, when compared to a year earlier.

A recent survey conducted by a farming group and a financial institution in New Zealand found farm worker salaries have increased by 13 percent since 2022 in the country. This survey consisted of farmers within beef, dairy, sheep, and crop enterprises. Survey results showed significantly higher increases for employees in higher roles at farms. A spokesperson for the farming group noted the employee pay increases are impressive as farmers have faced significant headwinds in recent years.

A financial firm in New Zealand recently commented on global demand for dairy products, stating demand was at or below five year averages through March of 2024 for all products, except butter. The firm's release said they anticipate prices to remain at or near current prices due to sluggish demand. They noted milk

production had been up this year, compared to last year, in Oceania, though production has been somewhat constrained in the United States and in Europe. Feed markets are softer in New Zealand and Australia, which has been helpful to farmers in Oceania.

A group in New Zealand, which forecasts dairy prices, increased the forecasted milk price following GDT event 355 by 2 cents, to \$7.82/kgMS. This group noted positive price movement for all products, except for lactose, from the prior event and stated this differed from expectations. For the season, the farmgate milk price forecast also increased, up 7 cents to \$8.42/kgMS.

Australia

According to Dairy Australia, March 2024 milk production, 596.4 million liters, was up 2.8 percent from March 2023. Milk production was higher in March 2024 compared to a year earlier in most states, with decreases seen in Queensland and Tasmania. The largest increase from March of 2023, 4.2 percent, was in Victoria. Milk production from the start of the season in July 2023 through March 2024, 6,545.5 million liters, increased 3.1 percent compared to the same time frame a year earlier. From the start of the season in July 2023 through March 2024 the cumulative volume of milk produced was higher in every state compared to the prior season.

According to Dairy Australia, February 2024 packaged milk sales, 188.1 million liters, were up 3.5 percent from February 2023. Milk sales were lower in Tasmania, though sales increased in every other state. Milk sales from the start of the season in July through February 2024, 1,585.4 million liters, were up 1.0 percent compared to the same time period a year earlier.

Dairy Australia recently released export data for Australia showing cheddar cheese export volumes from July 2023 - March 2024 were 18,584 MT, up 28.3 percent from the same time period a year earlier. Other cheese export volumes from July 2023 - March 2024 were 89,370 MT, 7.5 percent higher compared to the same time frame a year prior.

SOUTH AMERICA DAIRY MARKET

Dairy Market News contacts from the South America region, and beyond, have shared concerns about the catastrophic flooding in the Brazilian state of Rio Grande do Sul. Hundreds of thousands of residents have been displaced, and rescue/evacuation efforts are underway.

Regarding dairy markets, clearly the aforementioned disaster is going to further impact milk availability. Rio Grande do Sul is a notable state for dairy production in the country/region, which has already been on the tighter end of the milk availability spectrum. In other areas of the continent, reports continue to suggest

Uruguayan milk output in 2024 has been on a northward trajectory, and recent milk output reports suggest Argentine farmers are finally receiving some climactic benefits, which have been few and far between in recent years. All this said, processors are likely to be running under-capacity in a number of dairy manufacturing sectors near-to mid-term.

Commodity markets in the region are quiet to firm. Brokerages are looking to book Q3/Q4 quantities for cheese, butter, and milk powders. That said, even prior to the floods, there were concerns about milk shortages for processing. Brazilian cheese demand, particularly, has been hearty throughout the first months of 2024. The impact of the natural disaster which Brazil is currently facing will only add more questions to already uncertain market tones. That said, one question is already being posed: how will processors in South America obtain the necessary amounts of milk to continue manufacturing?

Pasteurized Dairy Foods Free of Live Bird Flu, Federal Tests Confirm

According to a news published in New York Times, the Food and Drug Administration had examined 201 commercial dairy samples, including milk, cottage cheese and sour cream, and had so far not found evidence that potentially infectious virus was on grocery shelves.

Additional testing of retail dairy products from across the country has turned up no signs of live bird flu virus, strengthening the consensus that pasteurization is protecting consumers from the threat, federal health and agriculture officials said.

But the scope of the bird flu outbreak in cattle remains unclear, as dairy herds are not routinely tested for the infection, scientists and other experts have noted.

Just one human infection, which was mild, has been reported, in a dairy worker in Texas who had direct contact with sick cows. But scientists fear there may be many more undetected infections, particularly among farm workers. Barely two dozen people have been tested for bird flu, federal officials said at the briefing.

There have been no unusual increases in flu cases around the country, even in areas with infected cows. But Dr. Keith Poulsen, Director of the Wisconsin Veterinary Diagnostic Laboratory, said that farms are not required to test employees, many of whom are migrant workers who are reluctant to work with state health officials.

Last week, potentially tainted dairy products had seemed to be the most immediate threat to the public. Federal regulators last week announced early test results of around 95 retail milk samples: Roughly one in five was found to contain genetic fragments of the virus, a fact that health officials said did not present a threat to consumers. More advanced testing later in the week turned up no live virus in the samples, a relief to federal regulators.

Global Dairy Price Index Increased by 3.3% at GDT Event 356

Dairy prices have recorded their biggest jump in three months. The average price at the Event no. 356 on May 21, 2024 rose 3.3 percent to US\$3861 a tonne, following the 1.8 percent rise a fortnight ago.

The price of whole milk powder, which strongly influenced the pay-outs for local farmers, rose 2.9 percent to US\$3408 a tonne. SMP also reached to USD 2629/MT.

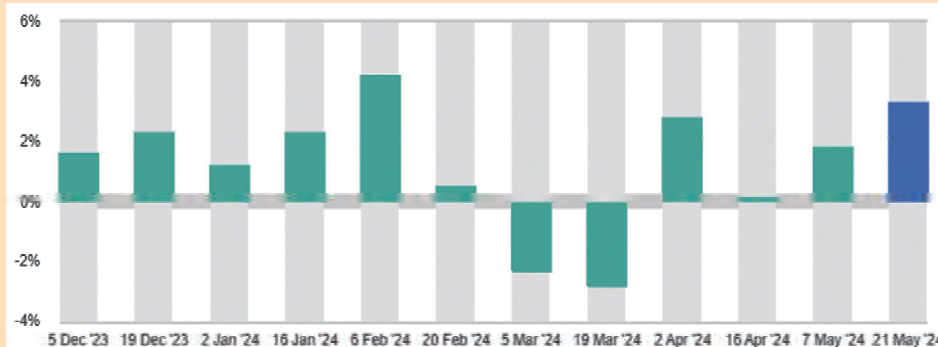
Prices for all other products also rose, including butter, up more than 5 percent, skim milk powder up 3.5 percent and mozzarella up nearly 10 percent.

The dairy season is winding down and recent market prices supported a forecast payout of \$7.80 per kilogram of milk solids.

NZX dairy analyst Rosalind Crickett said whole milk powder was at its second-

highest price in the last 12 months. "Purchasing was led by a perceived return to the market by North Asia on this occasion, with the region nearly doubling its buying activity," she said. Crickett said it could be driven by a slight drop in March milk production in China. Overall, the latest GDT Event are pleasing to see for farmers as the curtain is drawn on the 2023/24 New Zealand milk production season.

There were 177 participating bidder and total Quantity sold (MT) was 18,561.



So far the scientists have not found evidence of potentially infectious virus. "Findings from the U.S. government partners, as well as academic researchers, do not change our assessment of the safety of the milk," Dr. Prater, Acting Director of the Center for Food Safety and Applied Nutrition at the Food and Drug Administration said.

Dr. Prater said that the FDA still strongly advised against consuming raw, unpasteurized dairy products. Federal scientists are still reviewing data on whether the virus in raw milk could be infectious, he added.

Dr. Demetre Daskalakis, a senior official at the Centers for Disease Control and Prevention, conceded that only around 25 people had been tested for infection, about the same number reported last week.

More than 100 people are being monitored for symptoms. Dr. Daskalakis said that the numbers of people who were being tested and monitored were "dynamic," in part because the monitoring period for people with symptoms ends as they recover.

Rabobank: Recovery in Global Milk Prices has 'Cooled' Slightly

According to new research published on May 7 by Rabobank, the recovery in global milk prices evident in late 2023 and continuing into early 2024 has "cooled slightly" in quarter two. The bank's latest global dairy quarterly report suggests that the tentative recovery in prices could now face "some additional headwinds". Rabobank had expected to see "slow but steadier" price increases for 2024.

However it warned today that "excess rains" in Europe and other weather related issues had heavily impacted on milk output and it also pointed to weaker global demand and higher domestic milk production "limiting Chinese imports".

The bank's analysis indicates that buyers are "turning more cautious". Dairy buyers took advantage of low prices in late 2023 and early 2024 to replenish stocks.

However in anticipation of a seasonal peak in northern hemisphere milk production sentiment is shifting in most regions, with purchasing slower at current price levels, Rabobank stated.

The latest global dairy quarterly report also highlights that demand recovery signals "are mixed" while customers' purchasing power remains under pressure chiefly because of high inflation in most countries.

Meanwhile specifically in Europe Rabobank identified that the late arrival of spring combined with the "surplus rainfall" has delayed "the seasonal flush". Extremely

wet conditions continued into April and delayed the pastures season, especially in Ireland due to the reduced carrying capacity of pastures. In other parts of the region conditions have resulted in poor winter crop development delayed field work.

Mild temperatures stimulated a better start of grass growth last year. As such the impact on milk volumes varies across the continent, Rabobank warned.

Its analysis also shows that EU and UK milk deliveries for January and February declined by nearly 0.5% year on year - including leap year calculations. Irish milk volumes dropped by 16.3% or 98,000mt, during this period while Dutch milk deliveries decreased by 2.7% or 63,000mt. Germany and the UK posted lower volume declines of 0.6% and 0.9%.

On the positive side France recorded the first year on year growth - 0.1% since December 2022. It also noted that milk production in Spain increased by 1.6% and Poland saw the "strongest gains" with deliveries up 3.1% year on year.

But overall Rabobank believes that when it comes to market prices the current recovery "will be slower" than it had previously anticipated. The jump in prices in late 2023 and early 2024 appears to have been more a response to low prices and restocking than a sustained improvement in consumer demand in most regions.

China's reduced dependency on imports will also be a headwind for the global dairy market in the coming months, the bank cautioned.

Consumers Fall Short of Daily Intake Recommendations: IDFA Survey

Many Americans recognize dairy as a cornerstone of a healthy diet but continue to fall short of recommended daily intake as endorsed by the Dietary Guidelines for Americans, according to an in-depth consumer survey released by the International Food Information Council (IFIC) and supported by the International Dairy Foods Association (IDFA) and the National Milk Producers Federation (NMPF). The survey explores barriers to dairy nutrition among Americans and how to remove them.

The report provides a roadmap for how industry, government, and health and nutrition groups can improve awareness of and access to lactose-free milk and dairy products; expand understanding about dairy's nutritional value; and work with the dairy industry to extend shelf life and improve the value of dairy purchases to consumers.

The report draws on the beliefs, behaviours, and

perceptions of Black, Latino, Asian/Pacific Islander, and Non-Hispanic White consumers toward dairy.

Missed Opportunities for Lactose-Free: Nearly two in three Americans say they have never consumed lactose-free milk (64%), lactose-free flavoured milk (76%), or other lactose-free dairy products other than milk (68%). The rate of non-consumption is more than half among Latino, Black, and Asian/Pacific Islander communities, indicating low awareness among groups that report higher rates of lactose sensitivity.

Affordability a Leading Factor for SNAP and Non-SNAP Households Alike: Approximately 30% of all races and ethnicities at all income levels cite affordability as a reason for consuming milk.

Expiration Dates and "Passive Avoidance" Top Barriers: Concern about spoilage before it's used (19%), is a leading reason consumers avoid milk. Meanwhile, 37% of respondents cited no specific reason for limiting dairy consumption, suggesting "passive avoidance" that could be overcome with greater media, healthcare, and community outreach. Self-reported lactose sensitivities also contribute to higher levels of avoidance.

Taste and Health Top Purchase Drivers, Cheese Reigns Supreme: Cheese is the most frequently consumed dairy product (90% weekly), followed by butter (85%), milk (75%), and yogurt (60%). Consumers overwhelmingly rank taste as the main factor for purchasing cheese, yogurt, and milk, followed by dairy being a good source of protein. Health benefits cited include bone health as the most recognized (90%), and other advantages including immune system support (65%) and heart health (54%).

The "Exploring Fluid Milk & Dairy Food Consumption Patterns to Improve Diet Quality & Nutrition Equity" study reveals a disconnect between consumer perception and actual dairy intake. While a strong majority (78%) of Americans believe dairy is essential, many are not reaping its benefits.

"Good nutrition is the foundation of health and wellness for adults and children across all demographics, and dairy is a crucial part of a healthy diet beginning at a very young age," said Michelle Matto, MPH, RDN, Associate Vice President of regulatory affairs and nutrition, IDFA. "This survey shows how consumers value dairy for nutrition and taste but may lack adequate information about or access to the types of dairy that are right for them and their families. It demonstrates that dairy will need to expand its partnerships with communities of color, with health and nutrition experts, and with policymakers to remove barriers preventing Americans from getting adequate dairy nutrition, including high quality protein, calcium, vitamin D, potassium, and health benefits including better bone

health and lower risk for type 2 diabetes and cardiovascular disease."

The survey shows the clear need for greater educational efforts, said Miquela Hanselman, Director of Regulatory Affairs for NMPF.

"The IFIC research puts data behind both the importance of dairy nutrition and the need for better education about what dairy options are available and what benefits they provide," Hanselman said. "With discussion of the next Dietary Guidelines under way, it's important that this information be communicated clearly and forcefully to all who may benefit, from consumers who need dairy nutrition to policymakers who determine federal programs."

The IFIC research underscores the importance of targeted outreach programs to improve overall diet quality and achieve greater nutrition equity.

"While dairy is a chronically under consumed food group among many Americans, BIPOC and SNAP-eligible households may benefit most from hearing more about the health benefits associated with consistent dairy consumption. Education and outreach efforts tailored to increase awareness and availability of lactose-free dairy foods and beverages, in addition to emphasizing dairy's benefits beyond bone health for everyone, present new opportunities," said IFIC President & CEO Wendy Reinhardt Kapsak, MS, RDN.

Increased dairy consumption among all populations can positively contribute to improved diet quality and nutrition equity - availability, accessible, and affordability - goals that support enhanced health for all Americans."

Event CALENDAR

IDF World Dairy Summit 2024

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

IDF Regional Dairy Conference

ASIA PACIFIC 2024

Date: June 26-28, 2024
Venue: Kochi, Kerala
Visit www.idfkochi2024.com

Dairytech Africa Expo 2024

Date: 24-26, July, 2024
Kenyatta International Convention Centre
Nairobi, Kenya
For Registration, visit www.dairytechafrica.com
Email: idahq@rediffmail.com M.: +91 9099091102