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UPCOMING EVENTS

Kisan Fair 2018 : 12 December 18 – Pune ,India

PDFA International Dairy & Agri Expo 2018: 15 December 18 – Ludhiana, India

The Indo Dutch Dairy Days 2018



The Dutch Dairy Cluster India (DDCI) successfully organized Dutch Dairy Days (DDD) event with the support of The Embassy of The Netherlands, Delhi and NXT Group in Moga (Punjab) on 20th November 2018, Patiala (Punjab) on 21th November 2018, Karnal (Haryana) on 22nd November 2018 and Delhi on 23rd November 2018.

Dutch Dairy Cluster India members (*Royal de Heus, Trouw Nutrition, Alta Genetics, Hokofarm, Kamphuis and Lekkerkerker*) were present at the Dutch Dairy Days.

Objective of DDD:

- Creating Awareness
- Connecting stakeholders
- Educating and training farmers about advance and efficient dairy practices
- Create relationships between DDCI members and Indian Government and large-scale industries



During the event, the DDCI members witnessed a good number of enquiries from farmers, scientists, investors and dairy consultants who were interested in using Dutch know-how, products and services related to breed, dairy automation and feed management.

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Govt of India unveils Operation Greens to develop tomato, onion & potato



The Government of India has approved Operation Greens, the Central sector scheme aimed at the integrated development of value chain for three commodities (tomato, onion and potato [TOP]), and the ministry of food processing industries (MoFPI) has, in this regard, also put out operational guidelines.

A budget of Rs 5 billion has been approved for the same for the fiscal years 2018-19 and 2019-20. “The government also intends to utilise the 28 centres of excellence under Indo-Israeli Cooperation for the demonstration of new technologies in production and the supply of quality planting material and capacity building to farmers under the scheme,” said an official with the ministry.

Rs 2 billion shall be allocated in the first year, while Rs 3 billion has been earmarked for expenditure in the second year through MoFPI. The projects under this scheme shall include making of farmer producer organizations (FPOs) in various parts of the country, along with provisions of agri logistics, processing facilities and professional management.

Operation Greens was announced by finance minister Arun Jaitley in his Budget speech this year. Under Operation Greens, the government aims at targeted intervention in TOP producing areas with a direct link to the market. It also aimed at the stabilization of the prices of these commodities, which have seen serious volatility in the past and reduction in post-harvest losses by way of farmgate infrastructure.

Another area of the TOP scheme was value addition to increase the shelf life of the product, as well as enhance the value addition. The scheme also emphasized on the creation of a market intelligence network to collate real-time data on demand and supply to check the localized gluts of TOP crops.

The government wants it to be implemented in a two-pronged strategy, the first being a short-term strategy focused on price stabilization and the second being a long-term one focusing on the development of integrated value chain development.

The National Agricultural Cooperative Marketing Federation of India (NAFED) will be the nodal agency for the price stabilization measures, which will create an e-platform for demand and supply management of TOP crops based on market intelligence inputs.

Under the scheme, the clusters for tomato production include Chittoor and Anantapur in Andhra Pradesh; Kolar and Chikkaballapur in Karnataka, Mayurbhanj and Keonjhar in Odisha and Sabarkantha in Gujarat.

For onions, they include Nashik in Maharashtra; Gadag and Dharwad in Karnataka, Bhavnagar and Amreli in Gujarat and Nalanda in Bihar while for potatoes, they include Agra, Firozabad, Hathras, Aligarh, Farrukhabad and Kannauj in Uttar Pradesh; Hooghly and Purba Bardhaman in West Bengal, Nalanda in Bihar and Banaskantha and Sabarkantha in Gujarat.

Various types of agriculture farming in India

India has a long agricultural history, which dates back approximately ten thousand years. Today, India has the 2nd highest crop output in the world. Different types of Farming Systems in India are strategically utilised, according to the locations where they are most suitable. The farming systems that significantly contribute to the agriculture of India are subsistence farming, organic farming and commercial farming. Regions throughout India differ in types of farming they use, some are based on horticulture, ley farming, agroforestry, and many more. Due to India's geographical location, certain parts experience different climates, thus affecting each region's agricultural productivity differently. India is very dependent on its monsoon cycle for large crop yields. Based primarily on nature of land, climatic characteristics and available irrigational facilities, the farmers in India practise different types of farming.

1. Shifting Agriculture: In this type of agriculture, first of all a piece of forest land is cleared by felling trees and burning of trunks and branches. After the land is cleared, crops are grown for two to three years and then the land is abandoned as the fertility of the soil decreases. The farmers then move to new areas and the process is repeated. Dry paddy, maize, millets and vegetables are the crops commonly grown in this type of farming. This is practiced in most parts of India especially North East Region.

2. Subsistence Agriculture: In subsistence agriculture, farmer and his family produce cereals for themselves only or for local market. It is characterised by small and scattered land holdings and use of primitive tools. As the farmers are poor, they do not use fertilisers and high yielding variety of seeds in their fields to the extent they should do. Cereals like wheat, rice, millets are mainly raised.

3. Intensive Farming: Intensive farming aims at maximum possible production on the limited farms with all efforts possible under the circumstances. It is capable of raising more than one crop a year and huge capital and human labour is employed on every hectare of land. It is practiced in most parts of densely populated areas.

4. Extensive Farming: It is the modern system of farming done on large farms also known as mechanical farming due to extensive use of machines. Extensive farm raises only one crop a year and employment of labour and capital per hectare of land is comparatively less.

5. Plantation Agriculture: In plantation agriculture, bush or tree farming is done on huge areas. It is capital centered and needs good managerial ability, technical knowledge, improved machineries, fertilizers, irrigation and transport facilities. A particular or single sown crop like rubber, tea, coconut, coffee, cocoa, spices and fruit crops etc. is sown and the yield is generally obtained continuously for a number of years. Plantation agriculture is export oriented agriculture. Most of the crops grown in plantation agriculture have a life cycle of more than two years. It is practiced in Kerala, Karnataka, Assam and Maharashtra.

6. Commercial Agriculture: Commercial Agriculture is practiced to raise crops on a large scale with a view to export them to other countries and earn money. This type of agriculture farming is done mostly in sparsely populated areas. Gujarat, Punjab, Haryana and Maharashtra mainly practice this type of farming. Wheat, cotton, sugarcane, corn etc. are some of the commercial crops.

7. Dry Land Farming: Dry farming or dry-land farming may be defined as a practice of growing crops without irrigation in areas which receive an annual rainfall of 750 mm – 500 mm or even less. In dry land farming, moisture is maintained by raising special type of crops. Gram, jowar, bajra and peas are such crops which need less water. It is practiced in low

rainfall areas or where there is inadequate irrigation facility. This is practiced in dry areas of the country such as western, north-western India and central India.

8. Wet Land Farming: Wet land farming depends mainly upon rains, so it is practiced in high rainfall or well irrigated areas. In this type of farming rice, jute and sugarcane are grown. This type of farming is prevalent in the north, north-eastern India and on the slopes of the Western Ghats. On the basis of seasons, crops grown in India can be classified as follows—

- (i) Kharif: Kharif crops are grown with the start of monsoon till the beginning of winter (June-July to October-November). Rice, maize, millets, cotton, groundnut, moong, urad etc. are kharif crops.
- (ii) Rabi: Rabi crops are sown with the start of winter till the beginning of summer (October-November to March-April). Wheat, barley, gram and oilseeds are rabi crops.
- (iii) Zaid: Zaid crops are grown in short season of summer. Watermelon and cucumbers are zaid crops.

9. Terrace Agriculture: The hill and mountain slopes are cut to form terraces and the land is used in the same way as in permanent agriculture. Due to scarcity of the availability of flat land, terraces are made to provide small patch of level land. Soil erosion is also checked due to terrace formation on hill slopes.

Order against caging of bird's upsets poultry farmers in India



India stands third in egg production and fourth in chicken production. Officials who attended the launch of the 12th edition of Poultry India Expo on 28th November 2018 here said India's broiler chicken production for 2018 is projected to increase by 7.5 per cent to over 4.9 million tonnes and the demand for processed chicken meat is projected to grow between 15 to 20 per cent every year.

The chief guest of the event Animal Husbandry Department joint secretary Dr OP Chaudhary said growth in the poultry sector in India can be attributed to several factors including rising income and a rapidly expanding middle class.

Organisers of Poultry India Expo, 2018 said that the current biggest challenge of the industry is facing is an ongoing case in court seeking a ban on the use of cages to raise birds. Telangana Poultry Breeders Association president Dr G Ranjith Reddy who attended the event said if cage farming was banned, the cost of production of meat and eggs would double and consumers may bear the brunt.

Speaking on the occasion, Indian Poultry Equipment Manufacturers' Association (IPEMA) president Harish Garware, one of the organisers of the Expo, said, "After bird flu and GST, cage ban is the next biggest threat to the industry."

"Ill-informed NGOs don't understand the difference between pets and domesticated animals," Harish Garware said. He added that the industry was the backbone of agriculture as oil cakes, which are indelible proteins, and grains grown in arid lands are used by the industry.

DLG International to co-organise Dairy Livestock & Poultry Expo-AgroFarm event in India



(Image source: DLG International)

The German Agricultural Society (DLG) has signed a joint venture agreement with Indian trade fair organiser Radeecal Communications to co-organise the “Dairy Livestock & Poultry Expo-AgroFarm” at Mahatma Mandir, Gandhinagar, Gujarat, India from 6-8 September 2019

India is one of the largest producers of milk in the world, accounting for almost 20 per cent of world production.

The agreement was signed during DLG’s EuroTier trade fair for the animal production sector, which took place last week in Hanover, Germany.

Dairy Livestock & Poultry Expo-AgroFarm will include exhibitors engaged in producing technical farm equipment, solutions for packaging and processing and services for dairy and poultry production. The trade fair aims to support local farmers and cooperatives from the regions of Gujarat, Maharashtra, Rajasthan, Madhya Pradesh, Chhatisgarh and many other Indian states.

Sharing the belief that India’s farmers will benefit from a high-quality international livestock exhibition, DLG is joining forces with Radeecal to provide a common platform for the animal farming industry in India. This fits with the concept of DLG trade shows, which aims to transfer relevant agricultural knowledge to the farming sector through the gathering of companies, governmental bodies and media, as well as their network of customers and suppliers.

“The farming sector in India has seen developments in the past few years that require more technologies and interconnected knowledge to enable sustainable production of agricultural products,” said Lars Huf, deputy managing director of DLG International GmbH.

New developments in India include the Indian government’s development scheme for the dairy sector. It has been implemented by the National Dairy Development Board, which provides technical and implementation support to the project. Total milk production in India was about 165mn tonnes in the financial year 2016/17, which represented nearly 20 per cent growth since 2013/14.

“The Dairy Livestock & Poultry-AgroFarm trade fair will be the place to see and discuss new developments that are on the verge of being introduced to India,” added Dr Huf. “To enhance the knowledge transfer opportunities, international experts will share information on state-of-the-art production systems that can be applied to India in special DLG seminars.”

Sanyal Desai, managing director of Radeecal Communications, said, “There is considerable future growth potential in this segment in India, and an exhibition that offers a complete overview of relevant technical solutions will help our farmers make significant progress.”

Currently, Dairy Livestock & Poultry Expo is an international exhibition and conference that features the latest technology and equipment for animal husbandry, dairy farming, milk processing and packaging and veterinary products, co-located with the agricultural machinery show Agri Asia. The events attract 200-plus exhibitors and more than 125,000 visitors annually.

India is one of the largest producers of milk in the world, accounting for almost 20 per cent of world production. The country is also home to the world's largest livestock population of about 512mn head. This includes 119mn dairy cows, 80.06mn goats and 44.56mn sheep. Livestock farming contributes about 25 per cent of the country's farm GDP.

India's milk co-operatives and private dairies currently only have access to about 20 per cent of the milk produced in the country. Approximately 34 per cent of milk is sold in unorganised markets and another 46 per cent is consumed locally. This contrasts with most developed nations, where almost 90 per cent of surplus milk passes through the organised sector.

It has been projected that the dairy products market in India will grow by at about 15 per cent annually between 2010 and 2020 and that the sector's output will be US\$22.5bn by the end of that period.

ITC to expand dairy biz, with pan-India foray into Rs 15 bn milkshake mkt



Having already entered the fresh dairy segment recently in West Bengal and Bihar with the launch of pouch milk and curd, ITC is now looking at expanding its dairy segment and is mulling launch of new products, some of which will be sold pan-India.

"We will enter the milkshake category in the next couple of months and will also launch paneer shortly. There are teams working on cheese and Tetra Pak milk categories," said Hemant Malik, Divisional Chief Executive—Food at ITC Ltd.

While the company has narrowed down on the former two categories, the latter two are under consideration.

The milkshake (flavoured milk) category in India is pegged at Rs 15 billion and ITC is most likely to come up with a kesar badam and fruit variants in milkshake.

Although the previous launches in the dairy segment has been under the Aashirvaad brand, the milkshake will be under a different identity.

It will be manufactured at its Kapurthala plant in Punjab, where ITC has already invested Rs 8-10 billion. Spread over 65 acres, this plant also produces atta, snacks, noodles and other products.

Malik said the launch will be pan-India and as ITC scales up the dairy business across the nation, it is most likely to focus on markets where it has core distribution and procurement strengths. These markets are in Uttar Pradesh (wheat procurement), Madhya Pradesh (soya), Andhra Pradesh (tobacco) and Karnataka.

Paneer, on the other hand, will be sold largely in the Bengal-Bihar region.

"In the fresh dairy segment, the focus will be on Bengal and Bihar at least in the coming six months. But if we see a larger opportunity and the category expands, we may opt expansion into other states as well," Malik said.

After 10 years of wait-time, when it was setting up its back-end and procurement channels, ITC first launched pouch milk and curd in Munger and Patna in Bihar, marking its entry into fresh dairy which requires cold storage channels. Recently it began selling these products in Kolkata as well. The company had first entered the dairy vertical in 2015, with the launch of ghee under the under Aashirvaad Svasti brand in south India. The ghee has been extended to markets in Delhi.

The company will be supplying milk from Munger to consumers in Kolkata, but has worked out a local procurement model as well.

ITC is focussing on region-specific products as consumer tastes and preferences vary across geographies.

Embryo transfer technology is extremely effective for increasing production and breed improvement

Union Agriculture & Farmers Welfare Minister Radha Mohan Singh has said that agriculture and dairy business complement each other for the social and economic upliftment of cattle farmers. To achieve this objective, it is essential to have good quality livestock breed in order to increase production. Speaking on the occasion of “National Milk Day” he said that under the Rashtriya Gokul Mission (RGM), 10 semen centres have been identified for the production of Sex Sorted Semen for the production of more female animals. Proposals for two centres, in Uttarakhand and Maharashtra, have been approved. The foundation stone of sex sorted semen centre in Rishikesh, Uttarakhand was laid in June 2018. Besides, INDUSCHIP has been developed for genomic selection of indigenous breeds and 6000 dairy animals have been genetically evaluated using it. He informed that under the RGM, 20 Gokul Grams in 13 states at a total cost of Rs 197 crore have been approved. Apart from this, Under the Pashu Sanjivni component of the scheme, 9 crore milch animals are being identified using UID (Unique Identification Device).

He said that the credit for India becoming the world’s largest milk producer goes to livestock farmers and the various schemes of the Indian government. He further added that 20 Embryo Transfer Technology (ETT) centres are being established in the country and proposal of 19 centres have been approved so far. These centres are producing 3000 high genetic merit bulls of indigenous bovine breeds. Shri Singh added that in an effort to double farmers’ income, the government launched e-pashuhaat (<https://epashuhaat.gov.in/>) portal in November 2016. The portal is playing a crucial role in connecting farmers, breeders and other agencies to trade in disease-free germplasm, namely live animals, frozen semen and embryos. Now, a mobile application - e-pashuhat (GPMS Transportal) - has been created and integrated with UMANG (Unified Mobile Application for New-age Governance) application. Farmers can download UMANG app on their mobile phone from Google Play store and Apple App store. They can now know the availability of disease-free germplasm services within 100KM radius of their location. So far, e-pashuhaat (GPMS Transportal) App has been automatically downloaded and available for 1 crore registered UMANG users.

The Minister informed that this year a new scheme the Dairy Processing & Infrastructure Development Fund (DIDF) has been initiated by the government. It aims to benefit 95 lakh milk producers in 50,000 villages and provide both direct and indirect employment to many skilled, semi-skilled and unskilled workers. He said that under the Dairy Entrepreneurship Development Scheme, there is a provision to provide financial assistance for providing self employment opportunities in various activities from milk production to marketing. Under this, 3, 31,314 dairy units have been established and the government has provided subsidy of Rs 1401.96 crore. Apart from this, World Bank-funded National Dairy Plan Phase-I, National Programme for Dairy Development (NPDD) etc. are being operationalised by the state governments through milk cooperative / federations related to the state.

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