

Dairy India

THE BIGGEST ABOUT THE BIGGEST

India now has indisputably the world's biggest dairy industry—at least in terms of milk production; last year India produced close to 100m tonnes of milk, 15% more than the US and three times as much as the much-heralded new growth champ, China.

Appropriately, India also produces the biggest directory or encyclopaedia of any world dairy industry—**Dairy India 2007** runs to well over 900 pages and weighs in at 2.4kg. And suitability for India, Dairy India is very much a cottage industry. The first five editions—work on the first one started in 1980—were produced by the legendary P. R. Gupta, who sadly died last year. Now his son Sharad, who had assisted his father since the very first edition, with help of his wife Reena, has taken over, with a fulltime staff of only three plus a legion of consultants, with the full backing of the government and the industry, Sharad Gupta has produced the latest magnum opus, a tribute to dedication with a truly heroic attention to detail—more than 3yrs in the making. A new section on 'Dairy Asia' has been introduced. This year, the publication—indeed the industry—is honoured with the lead article by the President of India, Dr A. P. J. Abdul Kalam.

• **Dairy India 2007**, price: US\$450 or €350 or £235 in available via Dairy Industry Newsletter (there are no forwarding or handling charges for DIN readers); make cheques payable to 'Eden Publishing'; and send orders to: Dairy Industry Newsletter, appartement 32, La Residence, 15 rue de la Prefecture, 74000 Annecy, France. The books will be despatched immediately.

Indian milk production

100m-tonne BARRIER CLOSE

Final figures are not yet in but recorded Indian milk production in 2006 is thought to have topped 97m tonnes and is projected to reach 100m tonnes for the first time this year. So for the first time in history, a single country will have produced close to the 100m-tonne mark. And this was from a very low base. As part of the Operation Flood programme, Indian milk production increased rapidly in the 1970s and the 1980s (see table right) and production has more than doubled in the past 10yrs. And that's just for starters. Official forecasts put Indian milk production up to 111m tonnes by 2010 and to 134m tonnes by 2015—and demand for dairy products is likely to increase even faster than that. Availability of milk hardly changed in India between 1960 and 1980, at just over 120 grams per day for the entire population but this leapt to nearly 200gm in 1995 and to 240gm in 2005 and is projected to reach 340gm in 2015 despite the continued rapid growth in population—India's population is growing by around 17m people per year. There are some 70m milk producers in India, out of a total population of about 1.1bn, with 105m animals—an average for 1.5 each 'farmer'—58m cows and 47m buffaloes, with average daily production of 1.5 litres.

INDIAN MILK SUPPLY			
	Million tonnes	Change in 5yrs	Per cap. avail.**
1960	20.0	-	124
1965	21.1	+5.5%	-
1970	22.2	+5.2%	114
1975	26.9	+21.2%	-
1980	31.6	+17.5%	128
1985	42.7	+35.1%	-
1990	53.9	+26.2%	178
1995	66.2	+23.5%	197
2000	80.6	+21.8%	220
2005	94.5	+17.2%	240
2010*	111.0	+17.5%	296
2015*	134.0	+20.7%	340

*Projected, **grams/day/capita

INDIAN DAIRY PRODUCT DISTRIBUTION—2005

(m tonnes)	RURAL		URBAN			Total
	Producer	non-prod	Co-op/govt	Private	Trad.	
Liquid milk	33.0	10.0	8.5	8.5	34.5	94.5
Milk powder	-	-	0.70	1.60	3.00	5.30
Ghee	-	-	0.05	0.18	1.52	1.75
Paneer	-	-	0.045	0.01	-	0.018

About 35% of India's total production of 94.5m tonnes of milk in 2005 was consumed as liquid by those who produced it, and another 11% was consumed in rural areas by non-producers; 36% consumed in urban areas was marketed by the non-organised sector. Only 18% (17m tonnes) of the milk produced is currently handled by the organised sector of which about 9% is by co-op and government sources and another 9% by private dairies. Some 0.5m tonnes of milk powder was produced, 1.7m tonnes of ghee and some 18,000t of paneer. By 2011, the amount of milk handled by the organised sector is expected to exceed 30% (36m tonnes). The value of all sales of dairy products in India in 2005 was put at 2,273,000m rupees (=US\$51,500m) while milk producers are estimated to have received 979,000m rupees (\$22,000m); milk producers thus received 43% of the value of consumer sales.

Unit registration

FORTY NEW DAIRIES REGISTERED IN 2006

Since the Indian dairy industry was delicensed in 1991, it has been necessary for all units handling more than 10,000 litres a day or 500t of milk solids a year to register under the Milk & Milk Products Order (MMPO). In the past 15yrs, 791 new units have been registered (63% private companies, 31% co-ops, 6% 'others') with a total productive capacity of 36,000m litres a year (about 37m tonnes). In 2006, another 40 units were registered with production capacity of just over 5,000mlitres (5.3m tonnes) a year.

DIRECTORY/BUYERS GUIDE

Dairy India also serves as a directory-cum-buyer's guide for products, inputs and services and a 'Who's Who' of over 7,000 organisations and specialists in the industry with full contact details. The Directory Section has 28 listings including Breeding Farms, Dairy Farmers, manufacturers of chemicals, additives, vet pharmaceuticals, cattle feed, equipment, consumables, as well as processors of milk and milk products in the co-op, government and private sectors. Dairy India also lists, with full contact details, over 1,000 dairy plants in the public, co-operative and private sectors. These plants process 45m litres of milk every day (about 18% of the total milk produced).

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The newsletter itself is not available on the website (for copyright protection reasons). The website is now the world's largest internet site devoted entirely to the world's dairy industry. It includes a daily updated news service; market price and currency updates; profiles of more than 600 dairy companies worldwide; profiles of the dairy industries in 50 countries; international trading statistics. Subscription is available to DIN

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