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### UPCOMING EVENTS

- Agri Talk India 2018** : 28 December '18 – Rajkot , India
- United Agri & Dairy Tech 2018** : 28 December '18 – Sengodampalayam, India

### Dutch Dairy Cluster India' was successfully represented at The PDFA Expo 2018



The PDFA Expo was organized by the Progressive Dairy Farming Association, Punjab. This event is mainly focused on the developments and the latest updates in the dairy industry. It is one of the biggest cattle exhibitions across Northern India, which features livestock technology, various milking and breeding competitions, live product demonstrations, exhibition of the latest technologies and farming machinery across the world.

Dutch dairy cluster India (DDCI) created a strong presence during the show where 4 of its members namely, Hokofarm, Kamphuis, Trouw Nutrition and De Heus Animal Nutrition were present with booth space in the pavilion.

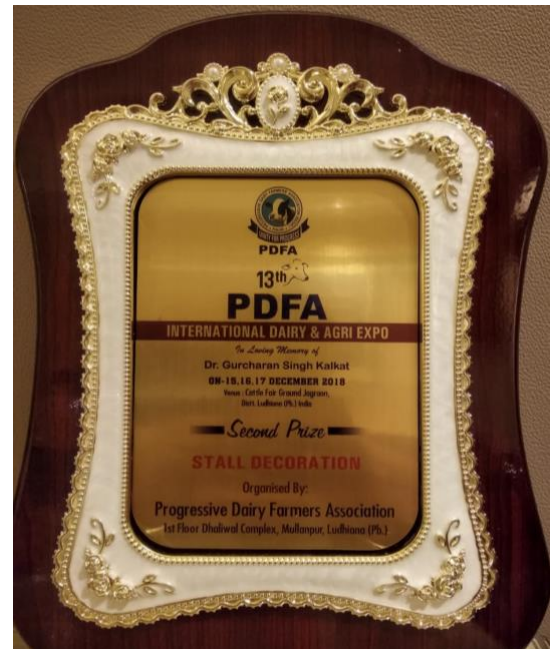
The dairy show witnessed a footfall of 40000 visitors. The visitors were mainly farmers, animal health practitioners, nutritionists, feed millers and other stakeholders across the dairy value chain. The PDFA dairy show is one of the most important dairy shows in the country as it takes place in a relatively more developed dairy farming area where awareness and the level of organized farms is high as compared to other states of India. Visitors were interested to see and know about the improved dairy practices and products. The show witnessed visitors not only from Punjab and Haryana but also from other states of India as well.

Dutch dairy cluster India due to its value proposition in complete dairy chain solutions in dairy farming which include improved genetics, animal feed & nutrition, farm management, dairy automation and processing of milk. The pavilion witnessed a good number of visitors interested to know more about the members. During the show substantial data was generated by farmers and other interested stakeholders which would be useful for future activities of the cluster.

Apart from promoting individual products a cluster approach was made for The Indo Dutch Dairy Village project along with dairy training centre in India. The concept was much appreciated by farmer groups, government representatives and Investors.

#### Exhibition Highlights:

- The Holland pavilion received a footfall of over 800 guests, consisting of farmers, dairy association leaders and members, the PDFA president, processors and government stakeholders.
- A total of almost 500 sales leads generated for the participating members.
- More than 10 progressive farmer groups have shown interest in Indo Dutch Dairy Village concept.
- Ministers and Government officials were much interested in Dutch Dairy training centre.
- The Holland pavilion was the biggest and most prominent stall during the PDFA 2018 event.
- Design and space utilization of the pavilion was appreciated by guests & key stakeholders and Holland pavilion won the second prize for stall design.
- Farmers were interested in adapting improved dairy practices, innovations and expertise in their dairy farms.
- "1 farmer – 100 cows – 1 million ltr of milk" approach by DDCL to Indian dairy farmers was successfully presented in PDFA expo.



## Cabinet clears agriculture export policy to take shipments

### Agriculture Export Policy, 2018

The Commerce Ministry has formulated India's first ever Agricultural Export Policy with a focused plan to boost India's agricultural exports to USD 60 billion by 2022. Thereby assisting the Agriculture Ministry in achieving its target of USD 100 billion and to integrate Indian farmers and the high quality agricultural products with global value chains and to double India's share in world agriculture.

**Vision:** The vision of the Agriculture Export Policy is to harness the export potential of Indian agriculture through suitable policy instruments and to make India a global power in agriculture and raise farmers' income.

**Elements of Agriculture Export Policy:** The recommendations in the Agriculture Export Policy are in two categories,  
1. Strategic 2. Operational

**Strategic:** It Includes,

- (a) Policy measures
- (b) Infrastructure and logistics support
- (c) Holistic approach to boost exports
- (d) Greater involvement of State Governments in agri exports

**Operational:** It includes,

(a) Focus on Clusters (b) Promoting value added exports (c) Marketing and promotion of “Brand India” (d) Attract private investments into production and processing (e) Establishment of strong quality regimen (f) Research & Development (g) Miscellaneous

**Promotion of Trade:**

Commerce Ministry is working closely with the Finance Ministry to ease credit flow to the export sector, especially small exporters to ensure adequate availability of funds to them. The Commerce Minister has identified 15 strategic overseas locations where the Trade Promotion Organisations (TPOs) are proposed to be created.

India has great potential to generate greater volumes of export with these countries but at present trade with them stands as single digit numbers.

The locations where TPOs are proposed are- Astana (Kazakhstan), Beijing (China) Cape town (South Africa), Dubai (UAE), Frankfurt (Germany), Ho Chi Minh City (Vietnam), Jakarta (Indonesia) Lima (Peru), London (U.K.), Melbourne (Australia), Mexico City (Mexico), Moscow (Russia), New York (USA), Sao Paulo (Brazil) and Tokyo (Japan).

**Exports on the Rise:**

India’s exports clocked highest growth in last 6 years. Sector specific interventions, focused export promotion initiatives, greater transparency and quick resolution of issues have led to an impressive export growth of 14.76% in 2017-18 (Oct-Sept) over previous year.

The Department of Commerce is making all efforts to diversify India’s export basket region wise and commodity wise.

Free Trade Agreements (FTAs) are a means of correcting India’s balance of trade. The USA bilateral negotiations are on and with China, India has held three inter-ministerial delegations in June, August and November 2018 led by the Department of Commerce to pursue market access issues with Ministry of Commerce China (MOFCOM).

General Administration of Custom China (GACC) has approved total 24 Indian rice mills for exporting non-basmati rice to China and the first consignment of 100 tonnes of white rice (5% broken) was shipped on 28 Nov’18 and 30 Nov’18.

In October 2018 another 23 tonnes of rice was exported to China followed by 260 tonnes in November 2018. Export of rapeseed meal to China, which was discontinued in 2012, has been opened up now with consistent and continuous efforts of Department of Commerce and GACC has approved five rapeseed mills to supply rapeseed meal to China.

The GACC teams have also visited India to inspect soybean meal mills and pomegranate orchards and pack houses in December 2018. China will also begin importing 50,000 tonnes of raw sugar from India early next year.

## **Agriculture Cooperation Between India & Turkey On Farm products**

Shri Radha Mohan Singh, Union Minister of Agriculture and Farmers’ Welfare met Ms. Ruhsar Pekcan, Turkish Trade Minister. The meeting was held for extending cooperation between the two countries through greater interaction among government agricultural institutions, experts, scientists and agro business.



The Minister, Radha Mohan Singh said that, "The government under the leadership of Prime Minister Narendra Modi has resolved to double farmers' income by 2022 through a series of focused programmes like Soil Health Card, organic farming, crop insurance, irrigation, e-NAM.

It has also focused on strengthening post-harvest management so as to ensure better returns to the farmers. Adding to it, India has made tremendous progress in agriculture and allied sectors in the last few years.

Interestingly now, "India has achieved food security and become a net exporter of agriculture commodities."

The Minister urged on reflecting on the longstanding, close & friendly relations between India and Turkey. To prioritize the sectors on both sides for cooperation and also identify nodal officers so that progress can be made on the MoU signed between the two countries.

Not to forget, MoU was signed between India and Turkey based on which the 1st Meeting of the Steering Committee was held in India in 2010. A Work Plan had also been prepared.

## India-Iran Payment Mechanism Operational

**As part of the payment mechanism, UCO bank has opened rupee Vostro accounts with five Iranian banks so they can deposit the oil money in those accounts**



The special trade mechanism set up by India's UCO Bank for processing oil import payments from Iran became operational on Friday, an official at the Foreign Ministry in Tehran said.

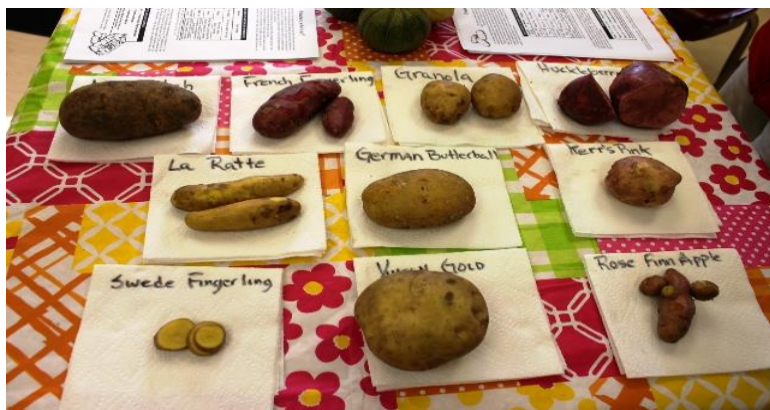
"Following talks between Iranian and Indian authorities, India's Finance Ministry will send a directive to the UCO Bank on Friday for the mechanism to become operational," Mohammad Hussein Bani Asadi, director for India at the Foreign Ministry said.

Bani Asadi made the announcement at an event late Wednesday at the Tehran Chamber of Commerce, Industries, Mines and Agriculture with the theme of "India, a Window Beyond Sanctions". It was attended by the Indian Ambassador Saurabh Kumar and business leaders from the two countries.

## India to Get New Potato Varieties as ITC & Scottish Inst. Ties-Up

Technico Agri Sciences, an agri-biotech company owned by diversified Indian conglomerate- ITC, has tied up with Scotland based James Hutton Institute to bring in 16 varieties and 600 clones of potato to India.





These varieties promise to benefit Indian farmers, the potato processing industry as well as help in the potato exports from the country. They are expected to improve yields by 15-20% and will undergo trials and evaluation to identify varieties suitable for cultivation in different States.

These Exports and Processing will help to improve farm gate prices and manage crop surpluses. Thus, it will enhance farmer's income by better realisation.

The company in a statement said that, "This agreement signed in a function at Chandigarh would be for five years. These varieties are expected to benefit Indian potato farmers, particularly in the States of UP, MP, Gujarat, Punjab, West Bengal and Bihar."

Technico Agri Sciences Limited (a 100 per cent subsidiary of ITC Ltd) is involved in the business of producing and selling 'early generation' high vigour seed potato.

Dr Jonathan Snape, Head of James Hutton Limited said, "Our mission is to be at the forefront of innovative and transformative science for sustainable management of land, crop and natural resources that supports thriving communities. Since potato farming provides livelihood to a significant section of India's agricultural community, we are hopeful that our tie-up with Technico will help these communities effectively."

Andrew Ayre, British Deputy High Commissioner, Chandigarh said, "Agri-tech is a key area of bilateral co-operation and core UK strength. I am delighted that this partnership will improve farmer incomes and bring more choice to consumers."

Sachid Madan, Chief Executive of Technico Agri Sciences stated, "Technico has been engaging extensively with farmers and processors across different geographies to help improve farm yield in potatoes significantly. The improvement in yields along with better prices for such varieties has contributed to the doubling of farmers' income and has also facilitated exports and processing."

## India may ban its poultry and meat industry from using a growth-promoting drug linked to antibiotic-resistance



- The Indian government is reportedly looking at banning the antibiotic Colistin, which is used as a growth-promoting agent for animals.
- The drug in question is linked to antibiotic resistance in humans.
- An investigation by the London-based Bureau of Investigative Journalism has also found that a key supplier of chicken to fast food eateries in India uses the drug.

The Indian government may ban the use of the antibiotic colistin, a drug used as a growth-promoting agent in animals that has been linked to antibiotic resistance. The drug is already banned in many countries including China and Malaysia.

The overuse of antibiotics can lead to bacteria developing resistance against the effect of the drugs, a growing public health concern for India. Antibiotic-resistant infections reportedly kill over 58,000 children in India every year.

Earlier in 2017, the Indian government had restricted the use of antibiotics used to induce growth in animals given its adverse impact on human health.

A key supplier of chicken to India's fast food eateries has also been found using Colistin, according to a report by the London-based Bureau of Investigative Journalism. That report also found that Zoetis, the world's largest animal drugs maker, has been selling antibiotics to Indian farmers because of loose regulation in the country. Zoetis has maintained its drugs are safe for use under the correct supervision.

However, the parent of KFC and Pizza Hut, Yum Brands Inc., has reportedly said that they follow the regulations put by the government for the use of antibiotics. It also mentioned that its food items are free from such growth promoters.

## UK gains sheep meat market access in India



**UK-produced sheep meat is set to make its debut in India after the two markets reached a trade agreement.**

The deal, reached between the UK's Department for Environment Food & Rural Affairs (DEFRA) and UK Export Certification Partnership, is set to boost its sheep meat export market by £6m over the next five years.

According to DEFRA, UK sheep meat exports were worth £386m to its economy in 2017, with lamb meat reaching 69 export markets. DEFRA said exporters could take advantage of the market as soon as the administrative process was complete and export certifications were made available.

"The latest market access opening in India represents a significant win for the UK's sheep meat producers," said farming minister George Eustice. "The announcement builds on the UK's food and drink exporting success story. Our well-established reputation for taste, quality and high animal welfare standards have seen our food and drink industry exports [reach] record levels in recent years."

Meanwhile, international trade secretary Liam Fox said India represented a smaller market for its sheep meat exports, but one with potential for future growth.

## Australia-based MooFarm train 200,000 Indian dairy farmers by 2020

MooFarm is an innovative Australian agri-tech company that uses global leadership and expertise

Australia-based MooFarm Monday said it will train 200,000 Indian dairy farmers by 2020 to develop their skills in areas like cattle nutrition with a view to increasing farmers' income by at least 20 per cent.

MooFarm will train the farmers through UDAY, a skill development firm, which is its partner in India.

The firm said it will also launch a hashtag called #TheColorofMilk on the occasion of National Milk Day, asking people to find the purity of milk.

November 26, which marks the birthday of Verghese Kurien, known as the father of the White Revolution in India, is observed as National Milk Day.

"Our master trainers are providing content to farmers for scaling up, which is being delivered through village-level entrepreneurs. Our target states include Uttar Pradesh, Madhya Pradesh, Rajasthan, Andhra Pradesh, Haryana and Odisha," MoooFarm Founder Param Singh told PTI.

Around 68.7 per cent of milk and milk products sold in the country are not as per the standards of Food Safety and Standards Authority of India (FSSAI), an official of Animal Welfare Board had said in September.

MoooFarm is an innovative Australian agri-tech company that uses global leadership and expertise in the area of skills, agribusiness and technology to drive social change in developing countries such as India.

## 9.9 per cent milk samples unsafe for consumption: Government

**The survey was initiated in May 2018 with a sample size of around 6,000 samples for qualitative analysis and 1,800 samples for quantitative analysis.**



A nationwide survey on milk adulteration by the FSSAI found 39 per cent of milk samples to be non-compliant with reference to quality parameters while 9.9 per cent were found to be unsafe for consumption, the government told Parliament Tuesday.

The National Milk Safety and Quality Survey 2018 broadly suggests that milk in India is largely safe, said Minister of State for Health Ashwini Kumar Choubey.

He said the Food Safety and Standards Authority of India (FSSAI) had initiated the Nationwide Qualitative Screening of milk samples for on-spot qualitative and quantitative analysis of milk samples for quality parameters like fat, solids-not-fat (SNF), added water, protein content and safety parameters including adulterants, antibiotics and pesticide covering around 1,100 towns across the country.

The survey was initiated in May 2018 with a sample size of around 6,000 samples for qualitative analysis and 1,800 samples for quantitative analysis.

The interim report of the National Milk Safety and Quality Survey 2018 was released on November 13.

"As per the interim report, about 39 pc of milk samples were non-compliant with reference to quality parameters (fat, SNF, sugar and maltodextrin) but were without any safety issues. Only 9.9 pc samples were found to be unsafe for consumption.

"Thus, National Milk Safety and Quality Survey, 2018 broadly suggests that milk in India is largely safe," Choubey said.

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