



ASSOCIATION OF INDIAN ORGANIC INDUSTRY

NEWSLETTER

Newsletter No. 7

February 2022



Industrial agriculture
aggravates the
climate crisis.

**Organic can be part
of the solution as it
adopts sustainable
farming practices that
capture carbon in the soil.**

by IFOAM – Organics International



INSIDE THIS EDITION

- From the CEO's Desk 1
- Organic Dairy Products - Why and How? 2
- Organic vs. Regular Milk 5
- Organic Milk : A Health Revolution or a Buzz 8
- First batch of the online course for "Skill and Entrepreneur Development in Organic Products" 12
- New Members of AIOI Family 14

From the CEO's Desk



Dr. (Mrs) PVSM Gouri

Dear Friends,

Greetings from the Association of Indian Organic Industry !

In India, the farmers linked with dairies companies, in the supply chain reportedly use chemical hormones, antibiotics as well as other chemicals in the animal feed to enhance milk productivity. Excessive use of these chemicals in conventional milk production, has resulted harmful health effects on human beings. For these reasons, consumer interest in organic milk is rising specially among health-conscious consumers, particularly in among the urban population.

Organic dairy production is a system of farm design and management practices. Careful stewardship of organic dairy farmers who maintain healthy pastures free of GMO crops, persistent pesticides, and synthetic fertilizers contributes to healthy milk and also results in benefits to the environment. There are many start-ups in organic dairying especially in Bangalore, Pune, Delhi, Hyderabad who are trying to make their place in the market. The products they claim to offer are A2 Organic Milk, Organic Milk, Lactose-Free Milk, Organic Butter, Organic Curd, Organic Cheese, and Organic Paneer.

The question arises, how can we ensure supply of genuine organic milk, how to give assurance to consumers that the milk is truly organic? For the consumer to choose organic milk and milk products, there is a need for an assurance mechanism for products to be sold as organic.

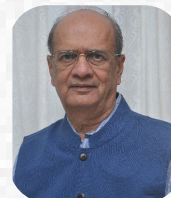
To address these issues, the Association of Indian Organic Industry, had organised a Webinar on 10th January 2022 on Organic Dairying in India. Eminent speakers like Padmashri Dr. M H Mehta, Chairman, National Working Group on Eco-agriculture, Dr. Meeneesh Shah, Chairman and Executive Director, NDDB, Shri Sunil Bakshi, Head (Regulations), FSSAI, Shri RS Sodhi, Managing Director, GCMMF Ltd (Amul), Dr. G.S. Rajorhia, President, Indian Dairy Association. officials from Ministry of Agriculture, milk co-operatives, dairy industries /farms, farmers, start-ups, certification bodies and consumers participated in the webinar. A number of recommendations emerged from the panel discussion. The recommendations and other suggested action points have been shared with the respective ministries and organizations.

This edition of the newsletter is a special feature on organic milk. I hope you enjoy reading this edition and we look forward to your feedback so that we can continuously add value to it.

With Best Wishes

AIOI Family

Organic Dairy Products - Why and How?



** Dr. M.H. MEHTA*

We all are aware that eco-friendly products and organic food items are the need of time. Organic farming is not restricted only to agriculture & horticulture crops, but also a very important segment of Dairying, Animal Husbandry and Fisheries. For the Indian sub-continent, dairy sector is even more important and relevant. The main reasons are:

- India – The largest producer of milk.
- Organic dairy products have great advantage and opportunities.
- The system requires no chemicals, no GM, no synthetic milk, no hormones.
- It helps animal welfare, hygienic and healthy conditions and environment
- Opportunities for start-ups

As we march from Green to the Evergreen Revolution based on eco-agriculture and integrated farming, We should look at India's strength in the Dairy sector. These include

1. largest producer of milk
2. quality Indian breed and
3. growing demand for healthy and nutritious food.

It is also interesting and laudable that a full-fledged Ministry has been formed for Dairying, Animal Husbandry and Fisheries headed by a Cabinet level Minister. Further, for the white revolution of India, the co-operative sector has played the key role and creation of new and full-fledged Ministry of Co-operatives is another significant step.

It is noteworthy that in our efforts for organic and clean milk and milk products, the related sectors, i.e., animal welfare, cleaner environment and clean & standard fodder system will also improve.

Further, scientific and eco-friendly management of animal wastes and crop residue as integrated part of the system can be of great economic and environmental advantage. Newer developments like using 0.5% seaweed like *Asparagopsis armata* in animal feed have been reported to reduce methane emission by nearly 70% !

The initiative taken by AIOI in organizing a special webinar on Organic Dairying in India on 10th January 2022 was, therefore, timely. It was great that realizing the importance of this subject, leading experts and stalwarts joined and shared their experience and vision in this webinar. Several good examples and case studies show positive trends. In these days of the new wave for start ups, this sector offers attractive opportunities. But, we need to move systematically and in a well planned manner. The need for standardization and training is high. Many institutions like Students' Dairies (e.g., Vidya Dairy – Anand) and associations like AIOI can play a phenomenal role. A national plan for training should be taken up with the universities and industry.



**Old guard and New guard
Vice Chancellors - Gujarat Agricultural University**

In conclusion, it is noteworthy that the initiative taken by AIOI is timely and should help open a new chapter for healthy food and fodder system, animal hygiene and cleanliness, better nutrition, higher income for the farmers, systematic and practical standardization process, training and extension.

India has made a great contribution to the dairy sector and can now take a quantum jump as the leader for clean, healthier milk and milk products - may be organic too.

Good healthy milk products are in everyone's interest and important for our present and future well-being.

India showcases organic food and millets at Dubai Expo 2020



India is showcasing itself as investment destination in the food and agriculture sector, launching a Food, Agriculture and Livelihood fortnight at the India pavilion of Expo 2020, Dubai on Friday, 18 Feb 2022, with an aim to attract high end cultivation technologies and push Indian millets and organic farm products in global markets.

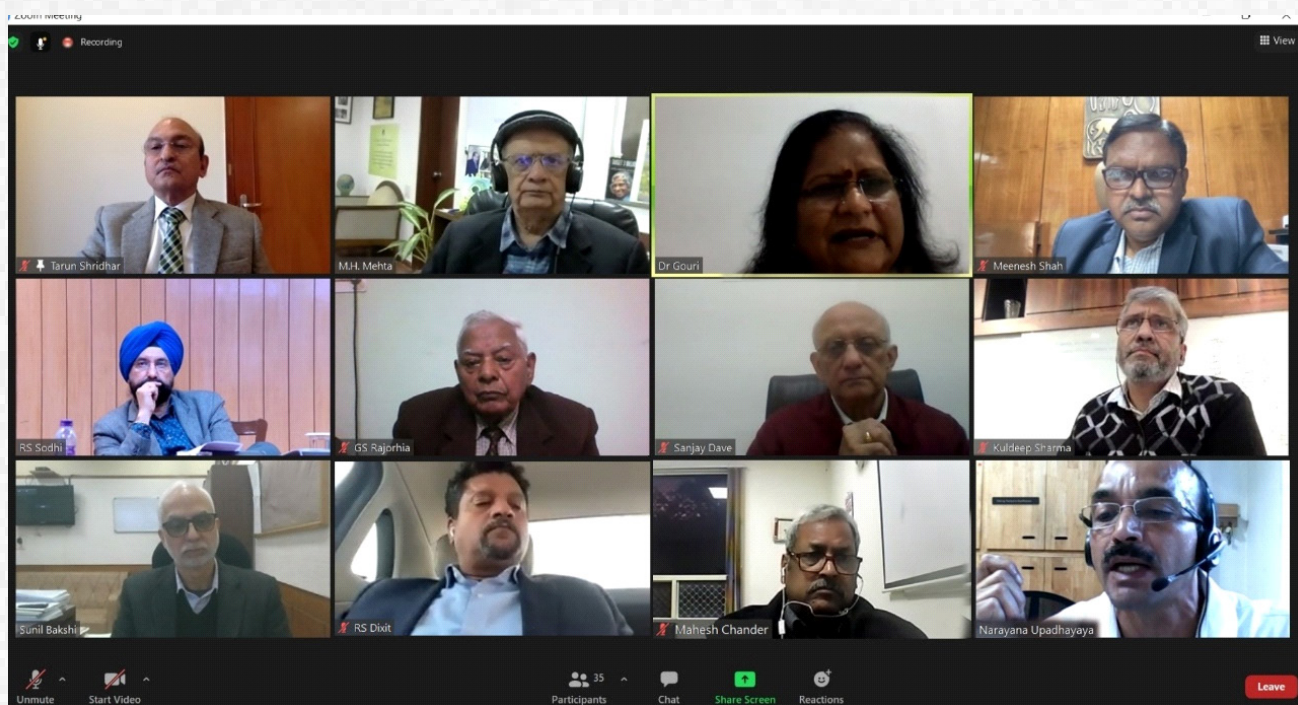
The Indian contingent at the event included the agriculture ministry's additional secretary Abhilaksh Likhi, joint secretary Shubha Thakur and several representatives from the food, hospitality and farm companies.

Read more at:

<https://www.hindustantimes.com/india-news/india-showcases-organic-food-and-millets-at-dubai-expo-2020-101645228892438.html>



Glimpses of the AIOI webinar on Organic Dairy held on 10th January 2022



Organic vs. Regular Milk



** Dr. G.S. Rajorhia*

Organic milk production in India is expected to grow faster in view of the hyped problems of adulteration and presence of harmful pesticides, hormones, antibiotic residues and other contaminants in milk and milk products. However, national and international guidelines for organic milk production must be adopted in their entirety.

Growing consciousness of health risks due to possible contamination of farm produce from the use of chemical fertilizers, pesticides, herbicides and antibiotics have greatly contributed to revival of organic farming during recent time. This has triggered demand for organically produced milk products providing new opportunities for farmers, producers, processors, traders and agri-business operators. Agro-climatic conditions and agricultural biodiversity in India are conducive for organic farming.

International guidelines on organically produced food products have also been developed for consumer protection and information and for facilitating trade. Guidelines for labelling of organic food products were developed by the joint FAO/WHO food standards programme (Codex Alimentarius) taking into account the regulatory needs of several countries. These guidelines clearly define the requirements for organic food production to prevent deception and frauds that could mislead consumers about the quality of the product, labelling and claims. In India, the Ministry of Commerce and Industry, Government of India launched the National Programme on organic food production under the Foreign Trade and Development Act and published a document on standards for organic production, systems criteria and procedures for accreditation of inspection and certification bodies, besides the national logo and regulations governing its use.

Organic production systems at the farm are based on specific and precise standards of production using socially, ecologically and economically sustainable agroecosystems. The primary goal of organic dairying is to optimize the health and productivity of soil, plants, dairy animals and people. The organic production cycle includes preparation, storage, transport, labelling and marketing and provides acceptable inputs for soil fertility, pest and disease control of fodder crops and safe processing aids including food additives.

“Organic” label or claim denotes that products and ingredients used have been produced in accordance with organic production standards and certified by an accredited certification body or an inspection authority. It is noteworthy that organic production practices cannot ensure a complete freedom from residues and contaminants because of environmental pollution caused by uncontrollable factors.

Generally milk is considered to be the main source of minerals in human nourishment. Whereas in conventional milk, the minerals come from concentrate feeds, in organic milk they derive mainly from soil and from the different pastures and organically grown green fodders. It is produced without the use antibiotics like beta lactam, penicillin, ampicillin, amoxicillin, cloxacillin, cephalosporin and

14 Organizations and Initiatives Bringing Better Food to Hospitals



The health sector is one of the largest purchasers and providers of food, according to the World Health Organization (WHO). And with that purchasing power comes enormous potential for supporting more localized and sustainable food systems.

There is increasing consensus public health professionals that hospitals should serve meals modeled on healthier diets. And as the food as medicine movement grows, there is a deepening understanding that nutrition and disease treatment and prevention are closely linked.

Read more at: <https://foodtank.com/news/2022/02/organizations-and-initiatives-bringing-better-food-to-hospitals>



ceftiofur. Every year, the USDA produces a report with its finding on drug residues in milk and milk products. If a cow is treated with antibiotics, coccidiostats, medicinal substances or growth promoting hormones then her milk is not labelled as organic.

On the other hand, regular milk may contain antibiotic residues, it may be that this residue is below the tolerance limit. Growth hormones are injected in cows in order to make them grow faster and produce more milk. Estrogenic growth hormones have the potential to increase milk by 10-15%. Recombinant bovine growth hormone is destroyed by pasteurization. Nonetheless, growth hormones are prohibited in organic milk production. BST present in milk cannot survive digestion or produce unique peptide fragments that might have biological effect in human body.

Milching animals for organic milk must be maintained using the practices of organic farming and milk must be certified in order to be marketed as organic. The legal definition requires that animals are allowed to graze on pasture, be fed organic certified feeds which should not include by-products of animal slaughter and that the animals not be treated with drugs (although it is also illegal to withhold drug from a sick animal in order to maintain that animal's organic status) compared to conventional milk production. Organic milk may cost more to produce. Organic milk accounted for about 1% of milk sales in India and nearly 18% in the US during the year 2016.

Organic certification is a mandatory requirement and yearly, the process for producers of organic foods is to ensure unbiased external inspection and control. Audit is a systematic and independent examination to determine whether activities and the results comply with the planned objectives. The certification body verifies that a product sold or labelled as "organic" is produced, processed, handled, marketed and imported according to the stated guidelines. Three elements are linked in the certification process; people, land and product. The process of certification will differ depending on whether one is a primary producer, or involved in manufacturing or retail trade. Certification officials make decisions in relation to grant of certificate and for the continuation of certification. The inspection is an alternate to certification which will essentially include a physical look at the operations, as well as review of all record keeping, The inspector may take soil or tissue sample for chemical/residue analysis.

Organic milk must meet the following requirements:

- Produced without the application of non-permitted methods (e.g., genetic engineering, ionizing radiation or use of sewage sludge).
- Produced using allowed inputs and substances certified for organic production
- Certified by the national organic programme. No one can claim that the ingredients or products are organic, unless final product is certified including monitoring and enforcement.
- Organic cows cannot be given hormones to stimulate milk production. Any feed or pasture for the cows must be organic, i.e., grown without the use of chemical fertilizers and pesticides. Organic dairying requires the cow to graze and not confined to barns and feed lots. Their comforts and welfare cannot be jeopardized.

Consumers pay extra, often double, when the package says “organic”. Convincing customers that a product is “organic” could be a murky proposition as everyone is relying on informal definition and informal measures of trust. With milk prices declining and feed costs rising, farmers have to make economic adjustments. Producing milk according to organic standard will cost more. Grazing requirement makes milk more costly in India because it requires certain acres of pasture land which is scarce and because a grazing cow produces less milk than one eating a grain diet optimized for milk production. Milk products from grass fed cows contain elevated levels of conjugated linoleic acid and alpha lipoic acid (omega 3 fatty acids) as added advantage to the consumers.

Organic India Felicitates Organic Farmers with Dharti Mitr Awards at Dadasaheb Phalke Int'l Film Festival 2022



Organic India Private Limited (“Organic India”), in collaboration with the prestigious Dadasaheb Phalke International Film Festival, honoured the top 5 organic farmers with Dharti Mitr Awards while celebrating the grandeur of Indian cinema and commemorating 75 years of independence (Azadi ka Amrit Mahotsav).

Organic India established the Dharti Mitr awards in 2017 to recognise and promote organic farmers’ accomplishments across the country, not just in growing crops without chemical inputs, but also in balancing the environment and developing unique self-sustaining models.

Read more at: <https://krishijagran.com/news/organic-india-felicitates-5-organic-farmers-with-dharti-mitr-awards-at-dadasaheb-phalke-int-l-film-festival-2022/>



Organic Milk : A Health Revolution or a Buzz



**Mr. Kuldeep Sharma*

Interests of young entrepreneurs to take dairy projects in organic

Research studies in the past have confirmed consumer preferences for proteins, dietary-fibers and whole-grains as the healthier-foods. The need for protein-based food has been prevailing from pre pandemic times. But dairy based foods are becoming the first choice of consumers during the post-pandemic period. The labels of dairy products in India are trying to reinforce the lineage of the products with a captive dairy farm or single source milk. Even big dairy brands are also trying to woo the consumers. The new generation start-ups are trying to position their fresh farm milk range in two categories. Organic milk and A2 milk from desi cows. Other terms closer to these connotations are natural and free-range milk. Natural milk category is the one with permissible range of contaminants while for free range, the animals are supposed to be out in pasture for more than 180 days in a year.

Milk adulteration survey results conducted by FSSAI in 2018-19 demolish the perception of large-scale milk adulteration in the country. Only 12 out of 6432 samples were found to contain some chemical adulterants in them. However, a major finding in the survey was the presence of Aflatoxin M1 residues beyond permissible limits in 368 samples, which is 5.7% of the samples. This is the first time that such a detailed survey of presence of Aflatoxin M1 in milk has been done in the country. Aflatoxin M1 comes in the milk through feed and fodder, which are currently not regulated in the country. This problem was more predominant in processed milk rather than raw milk. The survey further showed that 77 samples, (1.2%) had residues of antibiotics above the permissible limits.

These findings has shifted the focus of all the stakeholders from milk adulteration to milk contamination. This perspective has aroused the interest of the young entrepreneurs to solve this big problem of chemicals, hormones, toxins and antibiotic free milk. And through their 'ads' they are educating the consumers, who seem to be becoming more concerned about the purity and freshness of their food products.

In their language, supplying Organic milk to their consumers is so cool...

How many start-ups are currently operating in organic dairy ?

The current regulatory framework does not provide much clarity on enforcement related to the organic foods. There are large number of entrepreneurs operating in this space who are printing 'Organic' on their packages. The package in many cases does not have any mention of organic certification reference number. Still there are many startups that have established themselves very strongly in this space.

Akshaykalpa is leading the organic milk manufacturers list in Bengaluru and Chennai. Their approach is highly inclusive and they procure milk from selected groups of farmers after building capacity

to produce organic milk of high quality. There are other players like Happy milk and The Milk India Company in Bengaluru, Matratva Dairy in Ajmer, Klimomand Sid's farm in Hyderabad, Annam Milk in Chennai are a few of the farms which claim to have been producing and supplying organic or close to organic milk in the country. Pride of Cows at Manchar in Maharashtra is one of the largest integrated farm facilities in the country. They have introduced best practices for producing organic milk at their farm by controlling the complete supply of feed and fodder.

Recently the largest milk cooperative in the country Amul has also initiated their efforts towards entering into Organic food business. They have plans to set up green university to impart education and skill related to natural and organic farming practices.

Akshaykalpa was registered on October 2, 2010. The Genesis of Akshaykalpa dates to the years 2001 to 2009, where the Youva Chethna programme led by Dr. G.N.S. Redddy encouraged like-minded people from urban areas to contribute in cash and kind to train young people and women in need in rural regions to take up farming as a vocation of choice. Nine Techies were some of the earliest contributors to the programme. The founding team defied corruption at various levels to begin their operations.

Encourage Natural Farming to tap Organic Market: PM Narendra Modi

Prime Minister Narendra Modi on Thursday said natural farming can be increased to tap the organic market and also suggested that it is necessary to spread awareness and popularise Indian millets. “We are encouraging organic farming, because of which the market for organic products has reached Rs 11,000 crore. Organic exports have risen to more than Rs 7,000 crore from Rs 2,000 crore rupees six years ago,” Modi said while addressing a webinar on the positive impact of Union Budget 2022 in the Agriculture sector.



Today, the company is working with farmers in and around Tiptur, Karnataka and Chengalpattu, Tamil Nadu, and grooming them to be entrepreneurs by transforming their farming operations and livelihood with a focus on wealth creation. The organisation plans to build its network in future by training and collaborating with more than 100 such farmers and satellite farms owned by farmers in Chengalpet. To service the Bengaluru market the milk brand had already infused over Rs 100 crore in Tiptur's rural eco system by the end of year 2020.

Akshayakalpa does not own any dairy farms but its staff organises and continuously guides the local farmers who own these farms. The Organic Milk Processing Plant where milk collected from the farmers working with Akshayakalpa is packed and processed. The milk processed in this plant is supplied to Bangalore and Tumkur towns on a daily basis and is 100% organic. They have created a seamless traceability system of sourcing and make use of state-of-the-art technology cutting across the complete milk value chain. The plant is set up on 24 acres of land, 13 km away from Tiptur town. Their capacity which was 7000 litres/day in Sept. 2016 crossed 40,000 litres per day in March 2021.

Now the company is planning to expand its operations in Chennai with an investment of over Rs 15 crores in next few years. The company aims to serve 10,000 households per day with fresh organic milk by March 2021 and gradually add a range of dairy products to households across Chennai.

Challenges and support required for start ups in terms of technology, awareness and finances ?

The regulator's perspective on organic food needs to be understood before stating the challenges for the startups in this sector. The FSS (Organic Foods) Regulations, 2017 recognizes two systems of certifications, namely, Participatory Guarantee System (PGS-India) implemented by Ministry of Agriculture and the National Program for Organic Production (NPOP) by APEDA (Ministry of Commerce). All organic foods should be certified under any one of the systems.

Amul to launch organic products, set up haats and 'green college'



Entering the nascent Rs. 2,000 crore organic food segment in India, Amul will soon launch organic 'aata', rice, honey, chocolates and potato products, said RS Sodhi, managing director of Gujarat Cooperative Milk Marketing Federation (GCMMF).

It also plans to set up a "green college" at Anand to spread awareness about organic and natural farming among young generation of farmers, along with "organic haats" across Gujarat to market and sell organic products

Read more at: <https://indianexpress.com/article/cities/ahmedabad/amul-organic-products-green-college-gujarat-7765313/>



The certification costs are very high for small and marginal farmers. The organic certification of milk takes around 3 years. A young start up does not have that kind of bandwidth to invest and wait for three years to start charging a premium for the organic milk. There are other challenges also as listed below which needs to be addressed before the dream of organic milk becomes a reality in India landscape.

- We do not have any regulation on primary milk production. There is no concept of Good Agricultural Practices (GAP) or Clean Milk Production (CMP) in Indian farming.
- Aflatoxin M1 was found in 5.7% of milk during the 2018 survey. We cannot control it in the absence of any enforceable regulation of animal feed in the country.
- Nearly 60% of the farm subsidies are for chemical fertilizers. Excessive use of these chemicals have ruined our soil and contaminated the water beneath. Though these subsidies have been reduced in current budget but we are not sure whether the same may come back later.
- The consumer is just not aware of how to evaluate the organic nature of food.
- There are very few certification agencies and they are charging very high fees. There are very few auditors and the eco system of organic certification requires expansion.
- Adulteration of milk is still possible even with the organic milk, so organic milk is not a guarantee that the milk will be safe.
- Authenticity or integrity is a bigger issue than food safety. Some sellers are claiming “Natural” and “Organic” on their labels to confuse the customers.

Its easy to say that the farmers must discard the milk after using antibiotics but who will bear the cost of that milk ?

I feel supply of safe milk to the consumer must be the first objective of all stakeholders. This can be done by controlling the use of chemical fertilizers and other chemicals in the fields, and by regulating animal feed. The other priority should be implementation of GAP and CMP at the primary production level. Organic milk will automatically be the logical conclusion of all the above interventions if implemented religiously.

Lastly, there is one more challenge while the startups presumes that organic milk has to be sold at a very high premium. Food safety and authenticity is a consumer centric concept so why are consumers forced to pay a premium for safe milk? Is it not his right to get access to safe food? It is true for organic milk also. The government agencies must create a suitable infrastructure at the grass root level of organic milk production first. These farms and farmers must be certified and their contact should be made available in public domain. The responsibility of the startups will be to create a market linkage of this milk to the end consumers. Today's young tech savvy start-ups are very well prepared to shoulder this responsibility.

First batch of the online course for “Skill and Entrepreneur Development in Organic Products”



The first batch (Oct. 2021- Jan. 2022) of students of the online course has rolled out and are ready to take up career of their choice to serve the organic industry globally. This programme is jointly organized by the **Association of Indian Organic Industry (AIOI)** and **Professor Jayashankar Telangana Agriculture University (PJTSAU)**.

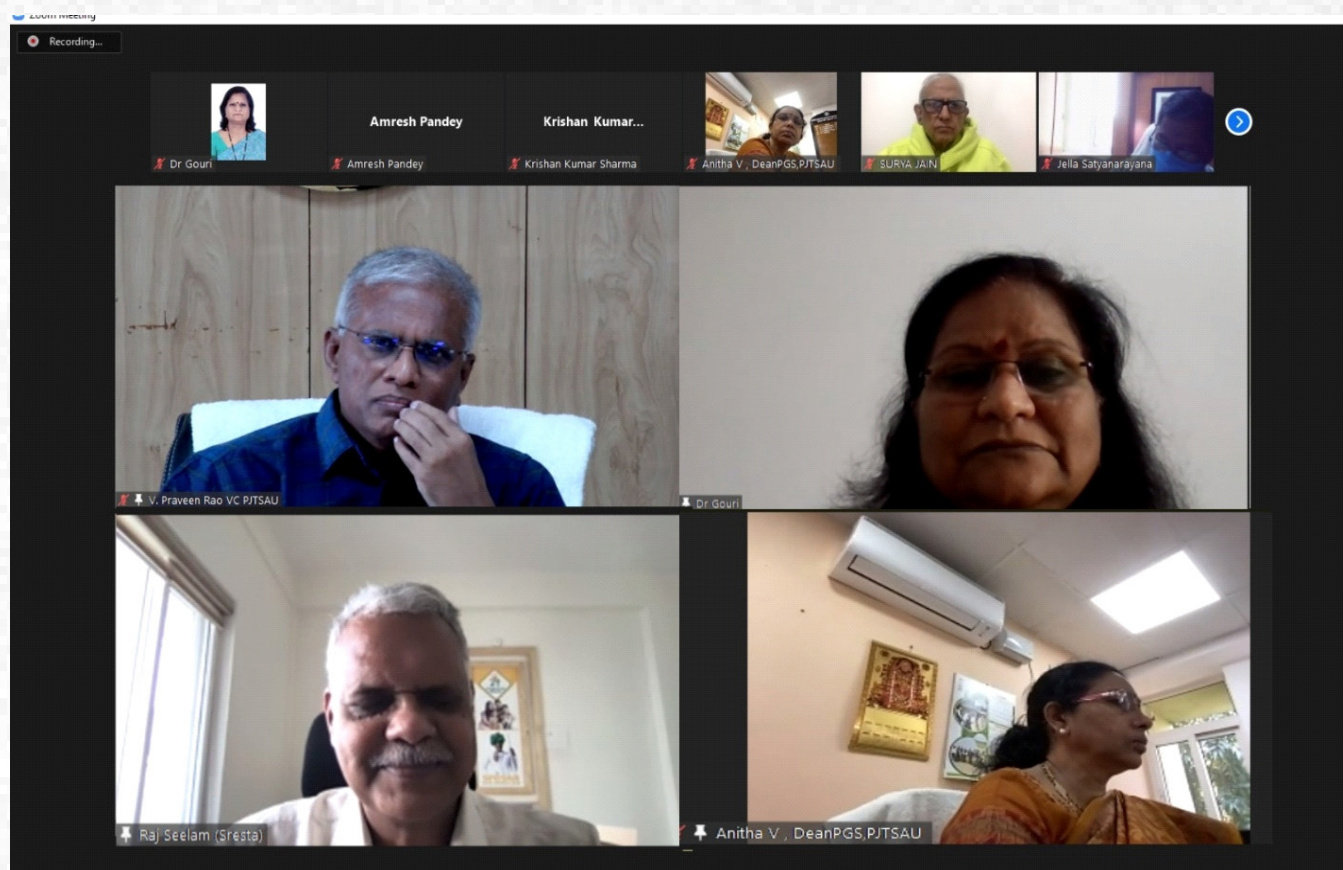
This batch consisted of 50 graduating and post graduating students from different universities, aspiring entrepreneurs, organic traders, lecturers from universities as well as auditors from the organic certification bodies.

The ceremony for distribution of certificates was held virtually on 7th February 2022. Hon'ble Vice Chancellor of PJTSAU, Dr. V. Praveen Rao presided over the function and distributed the certificates to the successful candidates.

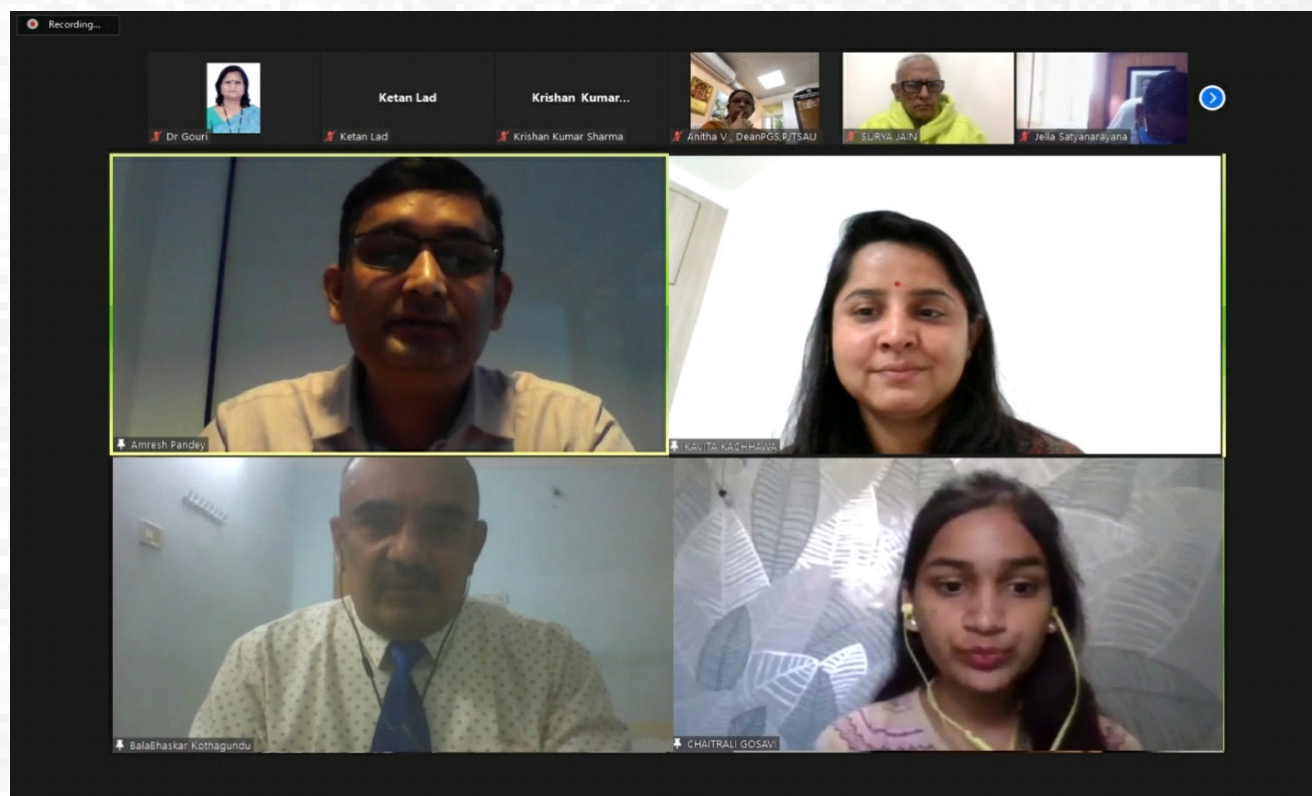
AIOI and PJTSAU wish all the students of this batch the very best in their journey in the field of organic agriculture.

The second batch (March - June 2022) has commenced on 1st March 2022.

Glimpses of the ceremony for distribution of certificates held virtually on 7th February 2022



Certificate distribution ceremony



Outgoing students giving their feedback

New Members of AIOI Family

Vantage Organic Foods Pvt. Ltd.

- Vantage Organic Foods Pvt Ltd. based in Jaipur, Rajasthan is a producer, manufacturer and trader of organic products. They work with small farmer groups under the supervision of agricultural experts for compliance to the production standards of NPOP, European Union and US NOP standards.
- They have extended their businesses into grains, edible beans, oilseeds, vegetable oils, flour and a variety of other components.

Amway Global Services India Pvt Ltd

- Amway, Bangalore, Karnataka is an American multi-level marketing company that sells health, beauty and home care products. Amway operates in more than 100 countries and territories including India making it the world's number one direct selling company.
- To ensure exceptional quality, Amway has established nearly 6,000 acres of certified organic farmland across two continents from where they source herbs and other botanicals for the manufacture of 85 products.
- The well known brands of Amway are NUTRILITE Vitamins and Food Supplements.

Baltic Testing India Pvt Ltd, Mumbai

- Baltic Control® India is an independent subsidiary of A/s Baltic Control Ltd, Denmark, a globally recognized leading company accredited as per ISO 17020:2012 and ISO 9001:2015 for testing, inspection and certification.
- Baltic Control India is accredited under the National Programme for Organic Production (NPOP) for certification of Organic products.

Round Table on MRL's Organic Products



AIOI organised a virtual round table on 4 th February 2022. with experts (including FSSAI, NABCB, NABL, FSSAI, labs., exporters, lead assessors) to discuss issues relating to MRLs of pesticides prescribed under the regulations of FSSAI and other importing countries for organic products. The objective was to provide relevant information to the stakeholders about the process being followed for regulating organic products in the domestic market. Discussion also included methods of sampling and analysis and sampling. The group recommended to FSSAI and APEDA to consider forming a small committee to present suggestions for the two regulators.





Association of Indian Organic Industry & Professor Jayashankar Telengana State Agricultural University



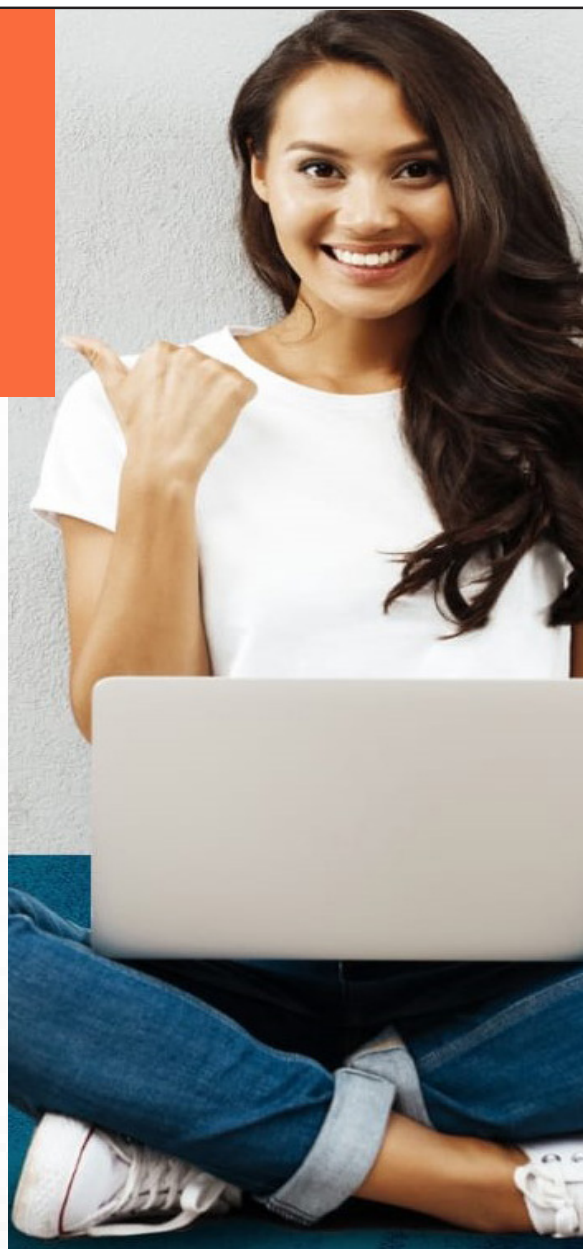
Announces the commencement of 2nd batch of the short term online certificate course for entrepreneurs' development and empowerment for employment in Organic Industry.

AIOI Certificate Course on Entrepreneurship Development in Organic Products is a professional course targeted to cater to the needs of organic industry. The information, guidance, practical training and course completion certificate will provide the participant with several opportunities in the industry like:

- » Auditing for assessment of organic programmes
- » Opportunities for organic certifications
- » Quality assurance executive and quality managers in organic foods and farm industry
- » Position in new product development
- » Organic agriculture consultants and many more

Eligibility:

- » Graduates and graduating students (final year) in Life Sciences and Applied Sciences.
- » Students completed Diploma in Agriculture.
- » Candidates appearing for final exam in Bachelor's degree / equivalent qualification or awaiting their results, are also eligible to apply.



**The course will be
for 40 hours**

Duration : 4 months

**For further information,
contact us at**

memberservices@aioi.org.in

Next Batch : 1st July 2022 | Commencement of Registration : 1st June 2022

Association of Indian Organic Industry

DPC Building, Plot No-53, Sector-13, Dwarka, New Delhi - 110075, India.
Telephone No +91-11-4360916 | Email: memberservices@aioi.org.in | Website: aioi.org.in