

# WORLD DAIRY DIGEST



## Utah couple open Cambodia's only dairy farm

Since the brutal reign of the Khmer Rouge in the late 1970s, there have been no dairy farms in Cambodia. Several large Western companies have tried to start dairy operations in the country, but all have failed. Most dairy products are imported from Thailand, Vietnam or Japan, and instead of fresh milk, Cambodians drink the powdered variety. But an Alpine family is on a mission to bring fresh milk to Cambodia and make some new friends in the process. Bill and Jamie Matthews moved their family to Southeast Asia several years ago and now run Moo Moo Farms, milking 25 cows. The dairy processes, pasteurizes, bottles and distributes fresh milk to more than a dozen locations throughout Phnom Penh. "Many of the Cambodian schools are scheduling field trips and bringing their children to the farm. These children have never seen dairy cows, so we let them feed the calves bottles and even try milking a cow. They get so excited. When they leave, we give them a free bottle of milk," Bill says. [www.jksl.com](http://www.jksl.com).

## Seventy-nine-year-old dairy plans \$8.7 million expansion

Farmer-owned Prairie Farms, based in Carlinville, Ill., is investing \$8.7 million in its Fort Wayne, Ind., facility to launch a new processing system, storage vessels, packaging lines, equipment to accommodate existing production, a cooler and a dry storage warehouse. The 22,500-square-foot expansion is an addition to an already existing manufacturing facility.

It is expected to begin construction in April and be complete within 18 months. Prairie Farms' decision to expand the facility was due in part to incentives offered by the state as part of its focus on expanding Indiana's current dairy processors, attracting new dairy processing facilities, and adopting policies that support and improve dairy farming operations. The expansion will allow the company to add jobs, manufacture new specialty products and expand its distribution footprint in the U.S. and Central America. [www.prairiefarms.com](http://www.prairiefarms.com).



» PRAIRIE Farms, owned by Illinois dairy farmers, will get a new processing system as part of expansion.

## U.S. dairy farmers want to stop the term 'milk' being used on plant-based

Facing growing competition from dairy alternatives, such as almond, soy and coconut, American dairy farmers are fighting back, with assistance from Congress. Their goal is to stop companies from calling their plant-based products yogurt, milk or cheese. Dairy farmers say the practice misleads consumers into thinking non-dairy milk is nutritionally similar to cows' milk. A bipartisan group of 32 members of Congress is asking the Food and Drug Administration to crack down on companies that call plant-based beverages "milk." Plant-based beverages, with brand names like Almond Breeze and Silk, are sold in the dairy aisle and still represent a fraction of the beverage market, but they are growing in popularity. According to Nielsen, sales of plant-based milks have surged to \$1.4 billion from \$900 million in 2012. [www.nytimes.com](http://www.nytimes.com).

## Basketball star lends his face, name to chocolate milk campaign

NBA Golden State Warriors All-Star basketball player Klay Thompson is building his brand off the court, too. Thompson's latest off-the-court endeavour—the Built With Chocolate Milk campaign—will make him the face of the drink he's been incorporating in his diet since he was a kid. As part of Thompson's involvement in the campaign, he will appear in television, print and digital ads, as well as a digital content series produced by CBS Sports later this season. "I don't know anyone who doesn't like chocolate milk," Thompson says. "It's delicious, first of all. I've been drinking it my whole life. ... It's a supplement I use consistently—workouts, breakfast and night cap. I really enjoy it because my diet and training (mean) you need to fill yourself with good proteins, energy, and that's what chocolate milk has, so I was lucky enough to be on board (with this campaign), because it is something I have been drinking my whole life." [www.usatoday.com](http://www.usatoday.com).

## Milk consumption in Indonesia set to boom, despite decreasing local milk production

Milk is becoming increasingly popular in Indonesia. With a growing middle class and shifts in local diets toward Westernized food and tastes, the country is witnessing rapid growth in consumption of milk and dairy products.

This growing appetite for milk and its derivatives, such as cheese, cream, sour cream and yogurt, has the potential to make Indonesia a hub for the dairy industry in Southeast Asia and beyond. But this will only happen if there is a major transformation in the industry, rectifying the widening gap between local milk production and dairy consumption.

According to the Indonesian Milk Processing Industry Association, demand for milk in the country is growing at an annual rate of almost 10 per cent. Despite this rapid growth, Indonesia's

level of milk consumption based on 2014 data remains very low compared with its neighbours, at an annual average of just 13.4 litres per person, with Filipinos consuming 22.1 litres, Thais at 33.7 litres, and Malaysians with an impressive 50.9 litres—almost four times the average Indonesian consumer.

In addition, local milk production has declined in recent years. Since reaching a peak of 975,000 tonnes in 2011, milk production fell to just 801,000 tonnes in 2014 and only recovered slightly to 805,000 tonnes in 2015, according to data from the Central Bureau of Statistics. The Indonesian Association of Dairy Cattle Breeders has stated only 750,000 tonnes of local milk was produced in 2015, and production is expected to fall to just 700,000 tonnes in 2016. [www.thejakartapost.com](http://www.thejakartapost.com).