

WORLD DAIRY DIGEST

Fonterra invests in Lithuanian dairy processor

In an attempt to support its New Zealand milk pool and grow its export markets in the Middle East, Fonterra has invested €7.1 million (C\$10.7 million) in Lithuania's biggest dairy processor, AB Rokiskio Suris.

Fonterra now owns 10 per cent of Rokiskio, which gives it a supply of whey ingredients and expands product options across Europe and the Middle East.

The investment also gives Fonterra an opportunity to tap into additional dairy products from the Baltic milk pool.

"Our ability to access high-value whey protein ingredients is increasingly important as demand grows, especially in Eastern and Western European, Middle Eastern, and North African markets," says Theo Spierings, chief ex-

ecutive officer of Fonterra. "Rokiskio is also a highly-respected cheese producer and this also opens up further opportunities for us to satisfy customer demand in these markets."

Dalius Trumpa, chair of Rokiskio, says Fonterra's investment in Rokiskio opens up export opportunities, which will generate more value from Rokiskio's local milk pool.

Rokiskio has three factories in Lithuania and makes cheese, butter, whey protein and milk powders. It is one of the largest cheese manufacturers in Central and Eastern Europe.

Fonterra is currently the sixth largest dairy company in the world. It has brands in Latin America, Africa-Asia, the Middle East and Australia-New Zealand. www.foodnavigator-asia.com

Food prices to increase in South Africa

Consumers in South Africa can expect to experience an increase in food prices due to drought, according to Agri SA. The recent drought hit large parts of the country, affecting food production in provinces, such as the Eastern Cape, Western Cape and Northern Cape.

Christo van der Rheede, deputy executive director at Agri SA, says meat prices had already increased as a result of the drought since many farmers lost livestock, such as

cattle or sheep. The sudden cold weather also worsened conditions for farmers.

"With the number of sheep and cattle that died as a result of the drought, obviously that would cause a shortage on the market," Van der Rheede says. "You will see an increase in prices as well."

South Africa has experienced about 15.5 per cent increase in meat, while milk, cheese and eggs increased by 2.7 per cent. www.news24.com

India's milk production on the rise

Dairy farmers in India have experienced a significant increase in their income, as the country's milk production rose by nearly 19 per cent over the last three years.

"Our milk production has increased to 163.6 million tonnes in 2016-17 from 137.7 million tonnes in 2013-14," says Agriculture Minister Radha Mohan Singh. "This means output has grown by 18.81 per cent during this period."

As a result, dairy farmers' income has increased by 23.77 per cent during 2014-17 compared with 2011-14.

Singh says India's government has launched many programs in the last three years to help increase productivity in the industry. One of the programs includes a Na-

tional Action Plan Vision 2022, which focuses on supporting infrastructure investments and helping achieve the goal of doubling farmers' income by 2022.

The Dairy Processing and Infrastructure Development Fund has also been launched to create additional milk processing and chilling infrastructure facilities, as well as provide electronic adulteration testing equipment.

India is the largest milk producer in the world. With milk demand rising in the country, Singh says there are plans to emphasize value-added products as a way to boost farmers' income. Currently, only 20 per cent of total milk production is converted into value-added products. The goal is to increase this to 30 per cent. www.livemint.com



New probiotics makes cows' burps less damaging

Mootral, a new feed supplement created by Zaluvida, based in Switzerland with branches around the world, claims to reduce cow methane emissions by at least 30 per cent.

The supplement comes in the form of pellets and is made from two basic ingredients—garlic and citrus extract. Its creators say the two ingredients work to improve cows' ability to digest without emitting excess methane.

In essence, it reduces the frequency of cow burps by helping the animal's stomach better process food—reducing the bad bacteria that produces methane and encouraging good bacteria that help with digestion.

Trista Van Tine, global marketing director for the product, says producers only need around 10 to 17 grams of Mootral to experience results. The product is still in its early stages of production, but once it's officially launched, Van Tine says it should cost farmers no more than US\$60 (C\$76.77) per cow per year. www.fastcompany.com

Arla launches 'augmented reality' campaign

Nordic dairy giant Arla has launched an augmented reality (AR) campaign in an attempt to attract more families and kids to drink milk.

As part of the campaign, Finland milk drinkers can scan the side of an Arla milk carton to see a kitten jump out of a barn and become a virtual smartphone pet, named Aamu Cat.

"What makes this AR campaign unique is the narrative arc, where the kitten develops into a cat over time," says Toni Marttila, the sales director of Arilyn, the company behind the app.

The virtual pet's behaviour will also change depending on the time of day, how happy it is, and how well it's being treated.

Arla and Arilyn believe the unique campaign could change the way companies market and communicate with their consumers.

"We do see that we're breaking ground and raising the bar in brand storytelling," says Tomi Sirén, Arla Finland's head of digital. <http://nordic.businessinsider.com>