



47th Flavi Updates

Flavi Dairy Solutions' Monthly Newsletter

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Welcome to Flavi Updates!

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**Contact
us:**

Flavi Dairy Solutions, 403, 4th Floor, Samruddhi Complex, Opp. Old High Court, B/h Navdeep Bldg, Navrangpura, Ahmedabad, Gujarat - 380014. Mail: admin@flavidairysolution.com

World Milk Day 2025: Celebrating the Power of Dairy

- ❖ Every year on 1st June, World Milk Day shines a global spotlight on dairy's essential role in nutrition, food security, and rural ecosystems. Established by the FAO in 2001, this international observance aligns with national milk celebrations and underscores the importance of milk as a universal, nutrient-dense food rich in calcium, protein, vitamins, and bioactive compounds. In 2025, millions across more than 100 countries will unite under the vibrant theme “Let’s Celebrate the Power of Dairy”. This campaign—coordinated by the Global Dairy Platform—promotes the dairy sector’s holistic impact on health, livelihoods, and sustainable farming practices.
- ❖ The dairy industry today supports over one billion livelihoods globally and has experienced phenomenal growth—world milk production reached nearly 979 million tonnes in 2024, growing at about 1.4% annually. India, leading the charge since 1998, alone accounts for approximately 25% of global milk output, producing around 239 million tonnes in 2023–24—a 64% increase in a decade. This remarkable rise, driven by initiatives like the White Revolution and Operation Flood, has ensured significant per-capita availability and transformed dairy into one of the biggest sources of rural livelihood in India



FSSAI bans “100%” claims on food labels

- ❖ The Food Safety and Standards Authority of India (FSSAI) has prohibited the use of absolutes such as "100% natural" or "100% pure" on food labels, packaging, and promotional content. The regulator notes that the term “100%” lacks a clear definition in the Food Safety Act, risking consumer deception through ambiguous or unverifiable purity claims.
- ❖ For the dairy industry, this means a shift away from generic purity claims on milk and dairy derivatives. Labels such as “100% pure milk” must now be substantiated with credible certifications or compositional analysis. This change emphasizes transparency and accountability—manufacturers must now back claims with data, which may involve on pack QR codes linking to testing results or certifications from recognized bodies.
- ❖ From a market perspective, this regulatory tightening may increase expenses for smaller dairy players, who must now either drop bold label claims or invest in verification processes. However, it also opens an opportunity for quality focused premium brands: by transparently showcasing lab-tested purity, these brands can differentiate themselves in a crowded market and build consumer trust—vital currency in today's health-conscious era.

FDA Approves Three New Natural Food Dyes Including Algae-Based Galdieria

- ❖ In a landmark move supporting cleaner food labels, the U.S. FDA has approved three new natural food dyes: Galdieria (a red pigment derived from algae), Gardenia blue, and Beetroot-based extracts. These dyes are part of a growing consumer and industry demand for plant- and microbial-based alternatives to synthetic colorants such as Red 40 or Yellow 5, which have been scrutinized for potential health concerns.

- ❖ The approval is seen as a victory for health advocates promoting "food as medicine" under the rising "Make America Healthy Again" campaign. Galdieria, in particular, is being celebrated for its sustainability, vibrant hue, and minimal allergenic potential. It is cultivated using bioreactor fermentation, a method that could align well with existing dairy fermentation systems. These developments are likely to accelerate the clean-label movement in categories like dairy desserts, flavored yoghurts, and dairy-based beverages—where color plays a crucial role in sensory appeal and product positioning.
- ❖ For the Indian dairy industry, which is rapidly aligning with global export standards and consumer transparency, such innovation presents an opportunity. Local adoption of natural colors—especially from indigenous sources like turmeric, beetroot, and spirulina—can drive product innovation in lassi, fruit yogurt, and ice cream. The approval of Galdieria and others by the FDA may also pave the way for similar regulatory acceptance in India, opening doors for global supply chain participation.



Dabur Enters Nutraceutical Market with Digital Wellness Brand 'Siens'

- ❖ Dabur India, one of the oldest and most reputed names in the Indian FMCG and Ayurvedic wellness sector, has made a significant foray into the growing nutraceutical space by launching a new digital-first brand, 'Siens'. This strategic move marks Dabur's evolution from traditional wellness into precision nutrition and personalized health solutions, targeting the urban millennial and Gen Z population that seeks tailored well-being outcomes.

- ❖ The brand name "Siens" reflects a blend of science and sensibility, with products designed to address modern health concerns like sleep, stress, immunity, and gut health.
- ❖ What distinguishes 'Siens' is its integration of nutraceutical formulations with digital diagnostics and wellness tracking. Through a smart mobile app interface, users can assess their health status using lifestyle-based questionnaires and receive product recommendations based on AI-driven algorithms. This synergy of product and platform represents the convergence of preventive healthcare, personalization, and convenience—positioning Dabur at the forefront of India's rapidly evolving health tech sector.
- ❖ The dairy sector could benefit by aligning product development with personalized wellness diagnostics, creating precision dairy nutrition options in synergy with platforms like Siens.



China's Smart Agriculture Action Plan Released

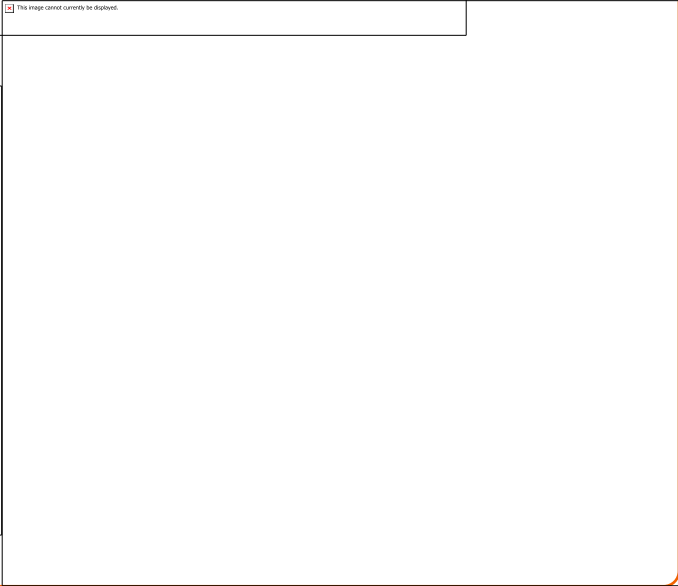
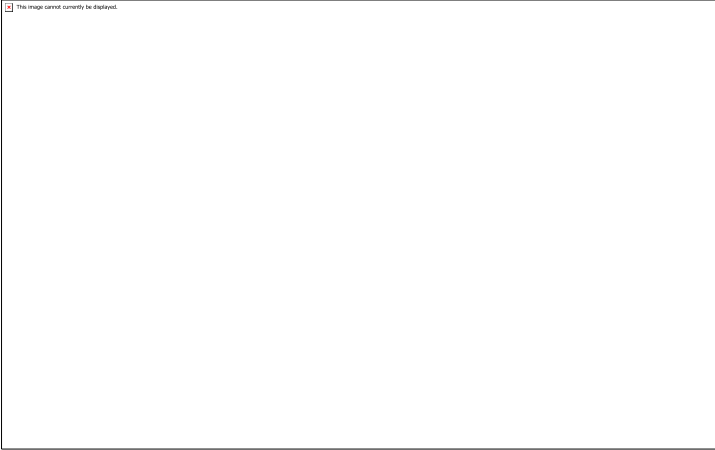
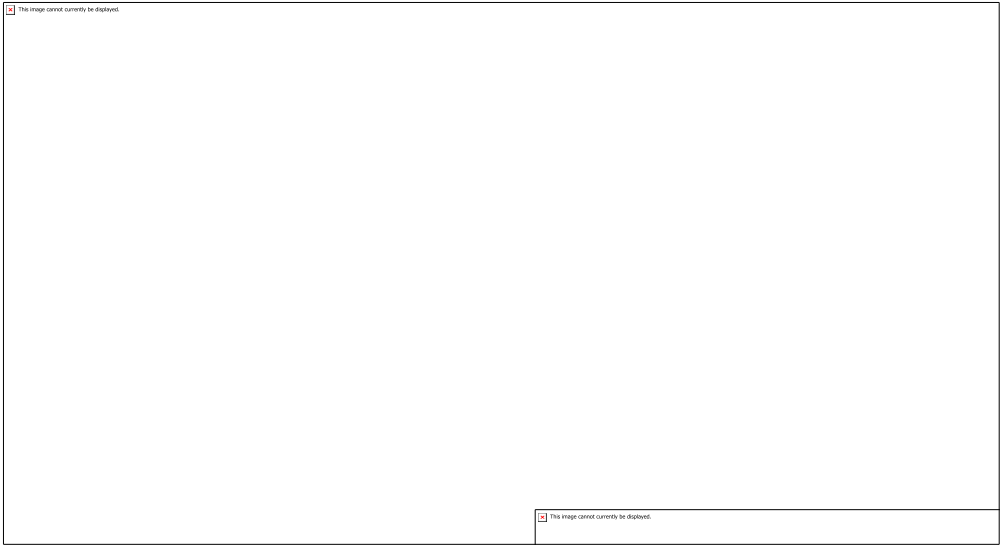
- ❖ China has unveiled a transformative Smart Agriculture Action Plan, signaling a new era of digital and intelligent farming practices aimed at ensuring food security and rural revitalization. The comprehensive plan outlines the integration of technologies such as AI, IoT, block chain, and robotics into the agricultural value chain, from seed selection and livestock breeding to warehousing and retail.

- ❖ A key component of the plan is the creation of demonstration farms and pilot projects that will act as technological incubators across key agricultural provinces. These farms will serve as innovation clusters where agribusinesses, tech startups, and academic institutions collaborate to test and scale AI-based solutions. The dairy sector is expected to benefit significantly through automated milking systems, precision feeding, and predictive analytics for animal welfare, all of which are expected to increase productivity and reduce carbon footprint.
- ❖ This move by China resonates globally as it underscores how digital transformation is not just confined to consumer-facing sectors but is revolutionizing core agricultural practices. India and other dairy-rich nations can take cues from China's systematic implementation strategy and consider similar smart agri-policies to ensure resilience in milk production, enhance farmer incomes, and meet environmental sustainability goals. The plan is also expected to stimulate export capabilities and elevate consumer confidence in food safety.

Membrane Filtration Technology Is Transforming the Dairy Industry

- ❖ Membrane filtration, once a niche technique used in high-end dairy processing, is now transforming mainstream dairy production by enabling precise separation of proteins, fats, and minerals. Technologies like ultrafiltration, nanofiltration, and reverse osmosis are allowing processors to create tailor-made dairy components that meet specific functional or nutritional goals. These innovations are critical in meeting consumer demand for high-protein, low-carb, or lactose-free dairy products. One of the most impactful applications of membrane tech is in the production of whey protein isolates and milk protein concentrates, which are now staples in sports nutrition and clinical food segments.

- ❖ Moreover, membrane filtration also improves sustainability by reducing water usage and waste generation compared to traditional methods. Plants using these systems report better yields, reduced energy costs, and greater product consistency—all key to industrial scalability and compliance with food safety standards.
- ❖ For the Indian market, where milk demand is steadily shifting toward functional and value-added segments, adoption of membrane technologies could be a game changer. As domestic dairy giants and startups look to scale up offerings in protein beverages, lactose-free milk, and infant nutrition, investment in membrane filtration offers a high return both technologically and economically. With India’s dairy sector aiming for export readiness, this advanced processing method may well define the next frontier.



Six food testing labs to be set up in Hyderabad

- ❖ The Greater Hyderabad Municipal Corporation (GHMC), in collaboration with the state food safety commissioner, plans to establish six new food testing laboratories across the city's core zones. Each lab, sized between 6,500–10,000 sq ft, will receive approximately ₹5 crore in funding and focus on testing packaged foods for purity, adulteration, pathogens, and microorganisms. This decentralization addresses overburdened central facilities and aims to meet rising demand for quality testing in a rapidly growing urban environment.
- ❖ Dairy manufacturers and processors in Hyderabad now have greater access to local testing infrastructure—meaning faster compliance checks and quicker market feedback. By enabling timely detection of microbial contamination or adulteration in milk, yoghurt, paneer, and dairy ingredients, these labs could significantly improve product safety and shelf-life reliability. This could also encourage dairy businesses to adopt more rigorous in-house quality controls in alignment with local regulatory standards.
- ❖ On a broader dairy value chain level, these labs lay a foundation for enhanced traceability. Producers, from farms to FMCG processors, can benefit from consistent testing protocols and certification pipelines. This helps new start-ups, traditional dahi-makers, and large dairy enterprises alike to validate their products with official seals of quality, strengthening consumer trust and propelling industry-wide standardization.

Cargill leads in removing industrial trans fats from edible oils

- ❖ Cargill has earned top ranking globally, as recognized by the Access to Nutrition initiative, for entirely eliminating industrially produced trans-fatty acids (iTFA) from its edible oil product lines.

- ❖ The company achieved compliance with the WHO's best practice iTFA guidelines across 100% of its global portfolio by January 1, 2024. Over the past decades, Cargill estimates it has removed more than 1.5 billion pounds of industrial fats from global food supplies.
- ❖ For dairy-sector professionals, this is a signal to reevaluate ingredient sourcing and formulation practices. Many dairy-derived products—like spreads, bakery creams, and confectionery fillings—often rely on blended fats and oils. With Cargill leading the charge, there is both available innovation and pressure to ensure that any added fats in dairy products are free from harmful trans compounds. This may necessitate reformulation, additional testing, or certification to align with emerging health-conscious normative frameworks.
- ❖ This trend also paves the way for improved product claims in the dairy aisle—brands that can label items as “iTFA-free” or “complies with WHO trans-fat standards” gain substantial health positioning. Leaning into this movement can help dairy marketers emphasize cardiovascular benefits, fortified nutrition, and align with evolving global regulatory trajectories around fat quality and food safety.

Indians get hooked on 10 minute grocery apps: impact on traditional retailers

- ❖ Quick commerce platforms like Swiggy Instamart, Zepto, and Blinkit are transforming Indian grocery habits with ultra rapid delivery—orders arriving in as little as 10 minutes. Consumers, particularly time-constrained urban millennials, are embracing this new convenience despite higher costs. These services now account for nearly 45% of India's \$11 billion online grocery market, projected to grow to \$60 billion by 2030. For dairy marketers, this revolution means an indispensable channel has surfaced. Perishable dairy products—milk, cheese, paneer, yoghurt—must now be shelf-ready for fast dispatch, with optimized cold-chain packaging and fresh dating.

- ❖ Yet, there is a challenge: small traditional retailers—the backbone of local dairy ecosystems—are being squeezed. As quick-commerce grows, they risk losing market share unless they innovate. Some are adapting by using WhatsApp, local delivery, or community apps. Dairy brands can engage here, helping micro-retailers upgrade their delivery capacity or listing them on local e-commerce hubs, thus balancing modern expansion with grassroots retail sustainability.

Reliance Consumer to invest ₹8,000 crore in soft drinks business



- ❖ Reliance Consumer Products (RCPL) plans to invest ₹6,000–8,000 crore over the next 12–15 months to dramatically scale its beverage portfolio, especially focusing on reviving Campa Cola alongside other brands like Sosyo, Spinner, and bottled water. This will include setting up 10–12 greenfield and co packing plants across India, aiming for pan India distribution by March 2027.
- ❖ For the dairy industry, this massive FMCG push signals a more competitive beverage shelf—Campa Cola, though non dairy, directly shares shelf and cooling infrastructure with milk based drinks. Dairy brands will need to innovate offers, perhaps integrating dairy colab flavors, value added milk drinks, or co branded coolers. RCPL's capacity expansion may increase pressure on cold chain logistics, warehousing space, and retail shelf space, which could drive collaboration or competition around distribution networks.

- ❖ On a strategic level, the move underscores how fluid the lines between dairy and beverages are in India's FMCG ecosystem. As dairy suppliers manage growing beverage demand, there's opportunity to partner with Reliance—supplying UHT milk, creamers, or dairy powders for Campa-based products, or even co-developing dairy cola hybrids. Those proactive in aligning with this expanding beverage landscape stand to gain shelf presence and scale that transcends traditional dairy boundaries.

Dairy Sector Requires Support to Meet Global Challenges: Kerala CM on World Milk Day

- ❖ During the World Milk Day celebrations in Kerala, the Chief Minister emphasized the strategic importance of the dairy sector in ensuring national food security and supporting rural livelihoods. Despite India's position as the largest milk producer in the world, the CM highlighted critical challenges such as fluctuating feed costs, climate change, and inadequate access to veterinary support. He called for increased state and central support in the form of subsidies, infrastructure modernization, and breed improvement programs.
- ❖ Kerala, being a state with limited land and fragmented dairy holdings, represents a microcosm of India's broader dairy issues. Farmers here face intense pressure from rising input costs and lower economies of scale. The CM's address pushed for integrated dairy parks, better access to value addition technologies, and skilling programs for youth in the dairy sector. This aligns with broader national ambitions to transform dairy into a high-tech, high-efficiency industry rather than just a traditional rural occupation.



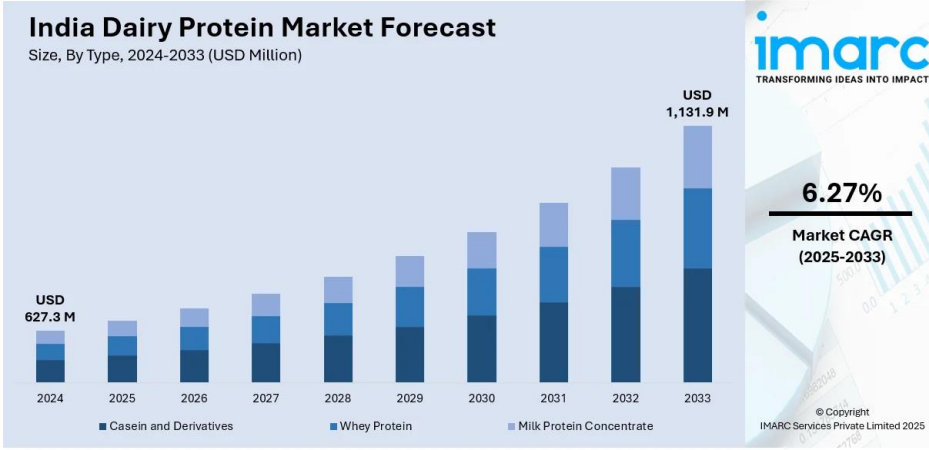
- ❖ The remarks are especially relevant for stakeholders in dairy processing, product innovation, and allied services. Startups and cooperatives alike must align with government schemes and adopt smart dairy solutions—such as sensor-based herd health monitoring, AI-driven yield forecasting, and energy-efficient chilling systems—to build resilience. As the call for global competitiveness intensifies, the Indian dairy industry must double down on both quality and sustainability.

India's Dairy Industry on World Milk Day 2025: A Sector in Transformation

- ❖ On the occasion of World Milk Day 2025, the Indian dairy industry is being celebrated not just for its scale, but also for the transformation it is undergoing. From digitization of milk collection centers to block chain in milk traceability, the industry is embracing technology at multiple levels. This year's celebrations highlighted sustainable practices, women empowerment in dairy cooperatives, and international collaboration on veterinary research as key themes.
- ❖ The article reflects on how private dairy firms and large cooperatives are moving toward fortified milk, organic certifications, and climate-smart practices. Special focus is being placed on reducing the carbon footprint through renewable energy use in milk chilling units and solar-powered dairy farms. In parallel, the market is seeing a surge in demand for value-added dairy products like cheese, whey beverages, and protein-rich yoghurts, with urban health-conscious consumers leading the trend.
- ❖ As India looks to expand dairy exports, compliance with international food safety, animal welfare, and sustainability norms will be critical. The piece emphasizes that the future of Indian dairy lies in not just increasing volume but improving quality, traceability, and market responsiveness. Players who invest in innovation, skilling, and ethical sourcing are likely to lead in this era of dairy globalization.

India's Growing Protein Obsession: Trend or Transformation?

- ❖ India is witnessing a seismic shift in dietary preferences as protein-rich foods increasingly dominate urban consumption patterns. From protein-fortified coffee to enriched milk and yoghurt, the market is exploding with products aimed at addressing the nation's historical under consumption of protein. This growing "protein fetish" is driven by a mix of increased health awareness, fitness culture, and social media-driven narratives promoting protein as essential for all age groups. However, the article also raises concerns around the lack of proper nutritional education, especially among young consumers choosing high-protein foods without assessing actual dietary needs.
- ❖ Dairy is at the center of this trend, with brands introducing high-protein milk, Greek-style yoghurts, and protein shakes tailored for Indian palates. While this represents a significant opportunity for the dairy sector, there is an ongoing debate about the need for regulatory guidelines to prevent exaggerated health claims and promote accurate labeling. Experts caution that while protein is vital, overconsumption without balancing other macronutrients may lead to long-term health issues.
- ❖ The silver lining is that this obsession could potentially help combat India's high incidence of protein-energy malnutrition if addressed correctly, particularly through affordable, protein-enriched dairy options for children and pregnant women in lower-income demographics.



Functional Foods and High-Protein Dairy: Leading 2025 Trends

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- ❖ Experts caution that while protein is vital, overconsumption without balancing other macronutrients may lead to long-term health issues.
- ❖ The industry now faces the challenge of navigating this trend responsibly. Dairy processors must work closely with nutritionists, regulators, and consumer advocacy groups to ensure product efficacy and education.
- ❖ The silver lining is that this obsession could potentially help combat India's high incidence of protein-energy malnutrition if addressed correctly, particularly through affordable, protein-enriched dairy options for children and pregnant women in lower-income demographics.



Amul & Mother Dairy Top India's Food Brand Rankings for 2025

- ❖ India's leading dairy giants, Amul and Mother Dairy, have once again topped the prestigious India Food Brand Rankings 2025. The report reflects consumer trust, brand recall, and consistent performance in delivering quality products across urban and rural markets. Amul retained its position as the No.1 food brand in India, credited to its aggressive innovation in product categories, vast supply chain integration, and value-driven marketing strategies. Mother Dairy followed closely, recognized for its urban milk network and expansion into value-added dairy segments such as yoghurts, sweets, and fortified milk beverages.
- ❖ What sets these brands apart is their adaptability to emerging consumer demands and their proactive role in health-focused product innovation. Amul's foray into high-protein and functional dairy offerings, along with its strong farmer-producer model, continues to set benchmarks in cooperative-led growth. Mother Dairy, under the aegis of NDDB, has also focused on traceability, digital transparency, and robust logistics infrastructure, especially in high-density cities. Their performance is further bolstered by their ability to localize marketing and meet regional taste preferences without compromising consistency.
- ❖ This ranking not only reflects brand equity but also underscores the evolving landscape of India's dairy sector. With increasing competition from private dairy startups and FMCG conglomerates entering the dairy vertical, legacy brands are investing in technology, traceability, and sustainability. Their lead in the rankings is a testament to their holistic approach that balances farmer welfare, consumer health, and market competitiveness.

NDDB Takes Charge of Three UP Dairy Plants to Boost Rural Economy

- ❖ In a landmark development for India's cooperative dairy movement, the National Dairy Development Board (NDDB) has taken over the operations of three major dairy plants in Uttar Pradesh. This strategic intervention, formalized through a MoU with the Pradeshik Cooperative Dairy Federation (PCDF), aims to revitalize dairy infrastructure, enhance farmer incomes, and strengthen rural value chains. These plants, which were previously underperforming, will now benefit from NDDB's technical expertise, process optimization capabilities, and farmer-centric management approach.
- ❖ The handover is not merely administrative; it marks a critical turning point for UP's dairy sector, which has immense untapped potential due to its large cattle population and expanding rural demand. The revamped plants will focus on modernizing milk procurement systems, cold chain logistics, and producing high-value products like cheese, paneer, and probiotic curds. The state government, under Chief Minister Yogi Adityanath, has reaffirmed its commitment to rural development through dairy as a sustainable income source for smallholder farmers.
- ❖ This collaboration also paves the way for better integration of women-led dairy cooperatives, youth employment, and digital monitoring of milk quality. NDDB's involvement ensures accountability, governance, and a roadmap aligned with national dairy development goals. With increased processing capacity and a market-oriented product strategy, these plants are expected to create a positive ripple effect on the rural economy and elevate UP's contribution to the national milk pool.



Amul Strengthens Global Presence with Spanish Launch of Amul Gold Milk

- ❖ Amul, India's largest dairy cooperative brand, achieved a remarkable milestone on 4th June 2025 with the grand launch of its Amul Gold Milk in Spain. The prestigious event was held at the Embassy of India in Madrid and was attended by several dignitaries including H.E. Shri Dinesh K. Patnaik, Ambassador of India to Spain; Mr. Fernando Heredia Noguer of the Spanish Ministry of Agriculture; and Mr. Ricardo Delgado, President of COVAP. Top leadership from Amul and GCMMF, including Dr. Amit Vyas and Mr. Manoranjan Pani, were also present, reinforcing the strategic importance of this international venture. This initiative was spearheaded by Dr. Jayen Mehta, MD of GCMMF, and strongly backed by the leadership of Kaira Milk Union, showcasing a unified vision to elevate Amul's global outreach.
- ❖ This launch marks Amul's second foray into the global liquid milk market, after a successful entry into the United States. Amul Gold Milk will first be available in key Spanish cities—Madrid and Barcelona—before expanding to other urban hubs including Malaga, Valencia, Alicante, Seville, Cordoba, and Lisbon in Portugal. This phased expansion strategy reflects Amul's commitment to offering high-quality, tasty milk to European consumers while fostering deeper engagement in international dairy markets. With plans to further expand into Germany, Italy, and Switzerland, Amul is steadily positioning itself as a global dairy leader.
- ❖ The partnership with COVAP, one of Spain's foremost cooperatives, underscores a powerful model of cross-border cooperative collaboration. Mr. Ricardo Delgado emphasized the mutual benefits of this alliance, citing how it will create value not only for Spanish consumers but also for dairy farmers in both India and Spain.

Zepto Raid Fallout: Maharashtra FDA to Inspect All Quick-Commerce Facilities

- ❖ Maharashtra's Food and Drug Administration (FDA) has launched a sweeping inspection initiative targeting all quick-commerce facilities statewide, following the high-profile raid and licence suspension of Zepto's Dharavi dark store in Mumbai. The move comes after authorities uncovered alarming hygiene violations—fungal growth, expired stock, wet and filthy floors, and cold-chain breaches—leading to the immediate cancellation of Zepto's licence. Health Minister directives prompted the FDA's expanded scrutiny, which now includes major players like Blinkit, Instamart, and Swiggy's dark stores. The regulatory crackdown aims to ensure strict compliance with Schedule 4 of the Food Safety and Standards Act, reinforcing basic hygiene standards, proper licensing, and cold storage protocols across the sector.
- ❖ This intensified oversight from Maharashtra FDA has sparked unease within the quick-commerce ecosystem, where franchise-operated dark stores may now face random visits, closure orders, or licence suspensions if found non-compliant. As the FDA compiles a comprehensive registry of all such facilities, operations that previously flew under the radar are now being forced to tighten food safety measures. Consumers have reacted strongly—demanding transparency and hygiene assurances—and companies like Blinkit, Zepto, and others are racing to reinforce their quality controls and documentation to avoid further regulatory entanglements.

