

# **Quality Mark – An initiative to enhance consumer confidence in cooperative and allied dairy sector**

## **1. Need for Quality/Quality Mark**

- i. In today's/future scenario of increased competition, the organisation offering good quality milk and milk products and having corresponding brand image will have competitive edge in domestic market as well as in the international market .
- ii. Indian products are price competitive in several international markets. Dairy exports are limited to a few countries majorly of South Asian countries. Only 17% (15 units out of total 85) of dairy units from the cooperative sector are having export license.

## **2. Quality Mark certification**

NDDB proposes to introduce/ award Quality Mark (having distinct Logo) to dairy units from Cooperatives/Producers Institutions/ NDDB subsidiaries etc. This would be a “process based certification”.

## **3. Benefits of Quality Mark certification:**

The Quality Mark Logo on milk and milk products (assurance of the best quality and food safety) will provide a competitive edge to the organisation offering milk and milk products in the market. It will also impart a distinct marketing identity to the organisation.

## **4. Assistance from NDDB to holders of the Quality Mark**

The assistance from NDDB to the organisations can be on following:

- i. Food safety aspects in dairy plant operations.
- ii. Market development activities through specific brand building, enhanced brand visibility and common nationwide advertisement campaign.
- iii. Upgrading skill of manpower through training programmes.
- iv. Development of value added milk products including indigenous milk products.