

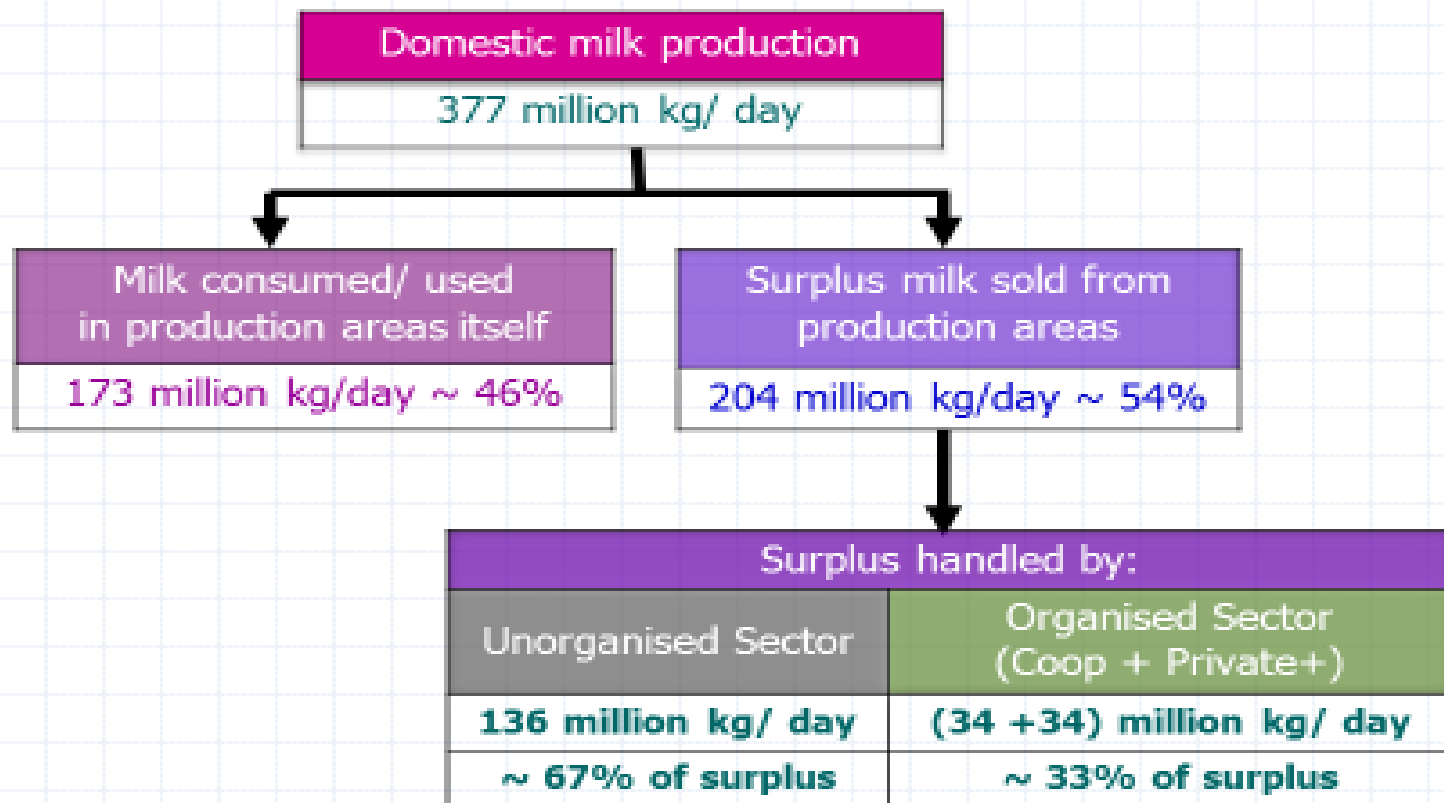
# QUALITY MARK

**An Initiative to Enhance Consumer  
Confidence in Cooperative and  
Allied Dairy Sector**



# Dairying in India

## Pattern in milk consumption



Based on figures for 2013-14 of 137.7 million tons  
\*Surplus handled by organised private sector is an estimate

# Dairying in India

## Status of Quality

- Milk quality largely judged on basis of fat, SnF & acidity until recently
- Scanty attention on:
  - Microbiological quality and resultant effects -presence of toxins, more frequent off-flavours and risk of unsafe product
  - Chemical contaminants
- Poor infrastructure and old technologies in use; cold chain facilities inadequate
- Quality and Food Safety Management Systems implementation inadequate in some cases
- Inadequate or improperly trained human resource employed

# Dairying in India

## Status of Quality

- Raw milk with high bacterial counts - SPC in range of tens of lakh/ml
- Incidences of chemical contamination above permissible levels (pesticides, aflatoxins, lead etc.)
- Shelf life of dairy products, specifically pasteurized milk only sub-optimal
- Survey by Food Regulator
  - High incidences of sub-standard milk
  - Several incidences of adulterated milk
- Incidences of rejection of Indian dairy products on account of unacceptable/inconsistent quality

# Dairying in India

## How are we perceived?

- Recent media reports on quality of milk added to a negative perception in general
- General quality related thinking: Imported is better
- Cooperatives generally seen as clean and reliable but need more visibility and efforts to improve quality

# Dairying in India

## Projected Packed Pouch Milk Sale

Financial Year	Coops*	Private*	Total*
2013-14	290	180	470
2014-15	309	192	501
2015-16	324	201	525
2016-17	340	211	551
2017-18	357	221	578
2018-19	375	233	608

\* Figures are in Lakh Ltrs per day (LLPD)

# Dairying in India

- Demand for good quality packed milk is increasing every year; other retail dairy products following the same trend.
- Demand for separately packed cow milk likely to increase
- Urban neo-rich demand for organic milk and milk products – visible trend

Huge opportunity for cooperatives to compete and capture the market

# QUALITY MARK

- To transform opportunity into the business proposition; cooperative dairy sector needs distinct brand identity *w.r.t.*:
  - Consistency in quality of products offered to consumers
  - Capability of organisations to develop and follow quality management systems in a sustained manner.

A number of generic quality system related certification options available in the market - but these are available to all (dairy or non-dairy; cooperative or private etc.).

NDDB's Quality Mark Certification to impart a unique identity and hence additional advantage to the

**Cooperative Dairy Sector**



# QUALITY MARK

- Propose to introduce/ award the Quality Mark (having distinct logo) for display on milk and milk product packages.
- Quality Mark is intended for:
  - Dairy Cooperative Federations/Unions
  - Milk Producers Institutions
  - NDDDB Subsidiaries
  - Trusts and NGOs in dairy sector

# QUALITY MARK - Objectives

- Impart distinct identity to cooperative and allied dairy sector in the country
- Develop a quality culture in this dairy sector

These will in turn facilitate/ensure:

- Consistent compliance with domestic and international food regulations/standards
- Enhanced consumer confidence and improved brand image (common brand equity)
- Competitive edge over others in the field
- Export worthiness of the organization

# QUALITY MARK - Certification

- Adopt “process-based” scientific approach for producing ‘Safe’ and ‘Quality’ milk and milk products
- Cover entire dairy value chain
- Voluntary in nature
- Responsibility of compliance with the provisions of the prevailing food regulations remains with the organisation using Quality Mark.

# **QUALITY MARK – Certification procedure**

User organization to:

- Possess valid License under the Food Safety and Standards Act, 2006
- Undergo assessment of the capability to produce safe and quality dairy products
  - Assessment of the infrastructure and processes/procedures adopted covering entire milk chain
  - Periodic surveillance audits and guidance for continual improvement
- Enter into bipartite/ tripartite agreement for use of Quality Mark Logo.

# **QUALITY MARK – Certification procedure**

Agreement to specify requirements for user organization to :

- maintain/establish proper infrastructure (for procurement, handling, processing and distribution of milk and milk products)
- maintain/establish appropriate milk/milk product testing facilities
- employ qualified and trained manpower
- comply with specified product quality parameters
- establish and implement food safety management system

# QUALITY MARK - Discussion points

- Quality Parameters
  - Which quality standards should be followed? (FSSAI/Codex; ISO/HACCP/cQMS)
- Assessment and monitoring
  - What should be included in the quality assessment? (process parameters and proper infrastructure, hygiene/sanitation etc.)
  - What mechanism could be employed to ensure compliance as per the terms & conditions of the agreement?

Building a common minimum protocol and quality parameters for various milk/milk products
- Location-wise and product specific certification for use of 'Quality Mark'

# QUALITY MARK - Discussion points

NDDDB shall invest in popularizing the 'Quality Mark' and educate consumers –

Build brand equity for common 'Quality Mark'

NDDDB's cooperation with the certified organisations:

- Facilitate continuous improvement of processes and quality of dairy products.
- Share research and development (R&D) and knowledge

# **QUALITY MARK - Possible areas of assistance by NDDB**

- Technical assistance for improvement in handling and operations of the units covering entire milk chain.
- Technical assistance for implementing effective Food Safety Management System (FSMS).
- Market development activities i.e. generic brand building, common nationwide advertisement campaign etc.
- Development of value added products including indigenous milk products.
- Upgrading manpower skills through training.