

Indian Dairy 2.0, let's move from “Shaktiman” to “Superman”

With **Dairy 1.0** India became the largest milk producing country in the world. Today India is producing 23% of the world's milk, keeping 36% of the world's dairy cows/buffalos and having 60% of the world's dairy farms.

During the **8th IFCN Regional Workshop in Bengaluru**, more than 100 dairy experts discussed the **Indian Dairy 2.0**. The aim was to brainstorm on the future of Indian dairy outside the policy designing area. With 2.0 India has the potential to become the world's largest milk processing country. The slogan “Let's move from Shaktiman to Superman” was developed in the workshop to describe the step from 1.0 to 2.0.

“**A total system consciousness and system thinking**” was recommended by Sudhir Rao, WRVI Capital on the way towards Dairy 2.0. Like in the IFCN Workshop 2018, the overall issue of quality along the supply chain was identified. For better quality a legislative framework, innovative IT solutions and leadership by milk processors are key.

Anders Fagerberg, IFCN Chairman pointed out: “**Dairy 2.0 dairy farms will be bigger, have higher yields and significantly higher farm incomes**. Such farms then will attract the next generation of farmers”. These farming systems will be viable once they are able to use state of the art farming/ IT technologies, improve their management skills and raise the required capital. To make that happen a specific and supportive **Dairy 2.0 eco-system** needs to be developed.

The overall satisfaction grade of the participants of 98% indicates that IFCN is are moving in the right direction. IFCN thanks its host Stellapps Technologies, its sponsors ITC, Kemin and Prognosis Biotech for taking leadership to make this event possible.



Participants at the IFCN Regional Workshop 2019

IFCN Dairy Research Network

IFCN is a global network for dairy economic research and consultancy in the supply chain. In 2019 researcher from 100 countries and over 140 dairy related companies are member in this network. IFCN provides globally comparable dairy economic data and forecasts to help people in the dairy world to make better decisions.

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