

Amul eyes Europe, Canada markets too

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VADODARA: Home grown dairy giant - Amul - has ambitious plans to export milk products from the United States to neighbouring Canada as well as Europe in the long run.

While Amul has started production at its US plant located in Waterloo village in upstate New York to initially meet the demand of its products among the widespread Indian diaspora, the plant in US will also help Amul export its products to Canada.

"There has always been a huge demand for Amul products among ethnic Asians, Indian restaurants and retail stores in the US and Canada. We will gradually increase manufacturing capacity and production based on the response that these products get in the US market," said GCMMF's managing director R S Sodhi.

While Amul has been exporting its products like ghee and cheese since 1998, serving the US market with fresh dairy product had always remained a challenge for the home-grown dairy giant.

"We used to export ghee to the US but it used to take around a month-and-a-half to reach there. Also, while there is a promising market for paneer in the US, both for households and restaurants, we could not export paneer from here as it is a perishable commodity," said a GCMMF official.

Initially, through its sole distributor, Amul plans to sell its products in markets such as New Jersey, New York, Boston, which have a significant Indian population. There are nearly three million Indians and around five million South Asians settled in this region.

"If one million families consume even one kg of dairy product, the demand can reach 1,000 tonnes in a month just from households," said an official, adding that since the plant is located in milk surplus state - New York - the arrangement will help Amul produce and supply more dairy products.