

Amul to set up milk procurement network in Punjab

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AMRITSAR: Country's leading milk brand Amul today announced the launch of its operations in Punjab by starting milk procurement from state farmers.

Amul is owned by Gujarat Cooperation Milk Marketing Federation (GCMMF).

"It is a proud moment for Amul to associate with the milk producers of Punjab. This relationship will herald a new revolution in the state and bring benefits to both. Amul plans to procure 2 lakh litres of milk per day from the state", said R S Sodhi, Managing Director, GCMMF (Amul) here today.

He said Amul has decided to set up milk procurement network in Punjab by starting from Batala in the state.

"The 'Anand pattern has matured over the years and has been evolving with experience gained outside Gujarat," he said adding, "currently Amul is procuring more than 25 lakh litres of milk every day from farmers in Rajasthan, Haryana, Uttar Pradesh, West Bengal, Madhya Pradesh and Maharashtra.

Sodhi further added, "The average daily milk production in Punjab is 265 lakh litres per day. The cooperative network of Verka brand (Punjab Milkfed) is procuring about 11-12 lakh litres milk per day, which is less than 5 per cent of the total milk produced daily in the state.

"So, this initiative by Amul will help strengthen the cooperative dairy movement in the state and benefit more farmers. The farmers will also get better prices of milk."

"Milk would be checked for ensuring quality by specialised Milkoscreen machines brought from Denmark," he said adding, "These analysers will be able to detect adulteration."

The quality milk would be chilled in the bulk milk coolers to retain the quality of raw milk. This milk would subsequently be transported to the processing plant at Batala, he said.

State Bank of India has assured to extend financial services to farmers, thereby assuring stable and secure means of payment to them, said Sodhi. COR CHS MKJ