Preparation Dairy Mission Pakistan

REPORT

RVO nr. MAT16PAK01

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1. Introduction

The economic department of the Dutch embassy in Islamabad, as well as other Ministerial entities, such as the DG Agro and DIO, consider the dairy development in Pakistan as a trade potential for Dutch companies providing inputs and services. It started with Dutch pilot investments (PSI) in feed (Trouw Nutrition 2007) and artificial insemination and other services (CRV 2006). After extensive lobbying the post in Islamabad managed to have the import ban on cattle lifted in 2014, which gave a significant boost in trade volume. In addition, the post facilitated an initial investment of 500 M USD by FrieslandCampina in milk processing industries (Engro Foods), and the company is expected to invest even more. Meanwhile training of future farm managers was upgraded by a cooperation between HAS Den Bosch and Lahore University of Management Sciences (LUMS) (a Nyenrode style private business university) and an impact pilot teaching (male) middle managers to “communicate” with milk cows, understanding their condition and needs (Profarm).

Since lifting the import ban on cattle the Dutch embassy in Islamabad has approached prospective customers in Pakistan and referred them to Dutch suppliers. Several interested companies requested the post for information. The next step is to show the Pakistani dairy sector how all links in the dairy chain are connected: high productivity, food safety measures starting with feed and drugs till cold storage in retail, and the role of legislation, research, training and education in this. At the same time this offers the possibility to create awareness on issues that are important for Dutch development aid: gender issues, environmental protection and antimicrobial resistance. For that purpose a dedicated study visit will be organised for corporate Dairy Farmers to the Netherlands.

The purpose of the assignment was to prepare a balanced and highly motivated group of at least 15 representatives of Pakistani big dairy farms, knowledge institutes and government. This report contains a proposed list of representatives of these organisations, their expectations from the study visit and recommendations, to serve as guidance for the organisation of the study visit.

2. Dairy production in Pakistan and Punjab

Pakistan being an agro-based economy has a significant contribution from the livestock sector that contributes 55.1% in agricultural value added and around 12% in national GDP. Pakistan is the third largest milk producing country in the world with an annual milk production of over 35 billion liters with more than 67 million cows and buffaloes estimated to be reared by 8.5 million farming families that indicate the dependence of 35 to 40 million people on this sector. Milk is by far the most important commodity of the livestock sector and the value of milk alone exceeds combined value of wheat, rice, maize and sugarcane in the country. Though one of the largest populations of dairy animals (cattle and buffaloes) is witnessed in Pakistan, the average milk production per animal is very low (~1300 liters per animal per lactation). The milk price farmers receive for milk in Punjab is for small farmers approx. 40-45 PKR per litre and for corporate farmers 55-60 PKR (US$ 0.50) per litre. The main reason for such a low production is traditional dairy farming practices in the country. Such practices keep this sector at subsistence level and hinder in profitability of dairy farming. Moreover, the overall animal herd of Pakistan is thinly spread across thousands of square km, characterized by smallholder fragments and dominated by small-scale farming. It is estimated that out of 8.5 million farming families, 91.9% are involved in small scale farming having 1-6 animals per farm and take care of approximately 65.4% of the total population of cows and buffaloes in the country. On the other hand, 8% families are involved in medium scale farming with 7 – 50 animals per farm and take care of around 27.9% of the total population. There is small number of families, 0.1 % only, who have herd sizes of more than 50 animals per farm and they take care of rest of 6.7% of the cows and buffaloes population. This distribution clearly indicates that the country’s dairy farming sector has a major contribution from the smallholders who are scattered and distributed over large area throughout Pakistan.
Punjab holds nearly 65% of the total milk production in the country. The dairy farming in Pakistan particularly in Punjab can be split into four types; traditional rural farming, peri-urban farming, commercial & progressive farming and the corporate dairy farming. The concept of corporate/ mega dairy farming has emerged during last 7-8 years and presently there are approximately 14 corporate dairy farms in the country of which 11 are based in Punjab. The commercial dairy farming has also evolved in last 15 years with a specific growth since 2005. Over 97% of the milk produced in Pakistan is traded and consumed in loose form while hardly 3% milk goes into formal sector and is processed into various dairy products. Five major dairy processors in the country include Nestlé Pakistan, Engro Foods, Haleeb Foods, Shakarganj Foods and Fauji Foods Limited (former Noon Pakistan) which all are located in Punjab with an exception of additional plant of Engro Foods in Sindh province. The dairy processors have established milk collection system aligned with dairy development services in most of the dairy production areas of Punjab and Sindh. Over the last two decades the dairy industry has grouped themselves successfully not only to bring change in overall milk usage and consumption habits of end consumers but also contributing a lot to bring commercial awareness among the farmers. Players like Nestlé and Haleeb have contributed a lot in development of organized dairy processing sector over the years, where in the recent past giants like Engro has entered into this industry, which has given a totally new dimension and scale to this market and where at the same time concept of integrated dairy business is also evolving not only by investments in processing but also in dairy farming.

The corporate dairy farming sector and much of the commercial farming is based on imported animals, mainly from Australia while some from Netherlands and USA most recently. With emergence of this sector, technological advancements at global level have also started to more focus on Pakistan with advances in equipment, feeding, breeding technologies. Furthermore, the corporate dairy farms in the country have started looking towards reaching out to directly consumers in search of creating more value from the milk they produce. Consequently, four corporate farms have started processing their milk partially to sell in the market under their own brand, three of them provide pasteurized while one provide UHT milk to the consumers. This has given new dimension to dairy industry in Pakistan and the future looks promising.

3. Approach

For the preparation of the study visit first a long list of persons active in the dairy sector in Punjab was received from the Dutch embassy in Islamabad. The list was reviewed and some large corporate dairy farms were added (Minha Dairies; Infinita Dairies), as well as two universities. From this list an initial selection of possible candidates was made, based on being a large scale corporate dairy farm (>1000 cattle heads), and being member of Corporate Dairy Farmers Association (CDFA) in Pakistan, and being active in processing, which shows that the farms have a positive attitude towards modern dairy farming and processing. Because farms really were highly interested to participate to the study visit, it was considered not appropriate to select farms as reserves and later not invite them, and therefore 11 companies were finally selected as candidates from the 16 corporate farms identified, and contacted to ask their interest and to fill in the questionnaire. Also 7 candidates from government and other public organisations were identified and finally 5 were invited for the study visit.

Subsequently the general managers or directors of the farms, and from the government and other public organisations were contacted by telephone, and informed about the study visit, and send a questionnaire. For this our local contact in Lahore, Solve AGRI Pak, was very helpful because they very well know senior management of most dairy corporate farms. The purpose of the questionnaire was to better understand:
- their organisation (type of herd, size, production, location, key issues)
- their role and activities in the dairy sector in Pakistan
- their current knowledge and practices in milk production, farm management and animal health
- their interest in the study visit and availability for 4-9 September 2016

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− their needs, ambitions and expectations from the study visit
− their awareness and motivation that they have to take steps to set up an efficient and profitable dairy chain to meet the demand for branded milk
− their attitude towards (for farmers: attitude towards their customers and the authorities: Federal Ministry of Food Security, Veterinary Officer, Punjab Minister for Agriculture, and Punjab Secretary for Livestock. For officials: attitude towards corporate farmers)
− their willingness to pay the ticket on their own behalf (for corporate farms only)

4. Participant selection, needs and motivation

Participants
Based on the feedback received, we have prepared a list of 18 representatives that can participate in a 5-day study visit to the Netherlands, including 14 representatives of 11 corporate dairy farms, and 4 from government and other public organisations for 4-9 September 2016.

To date, 11 farms expressed their interest and availability to participate to the study visit (see Annex 1). One farm (Nishat Dairies) was interested but did not have time to send out staff in the targeted week of 4-9 September. Three farms (Dairy Land, Friendship dairies, Sharif Dairies) requested to participate with two candidates from the same corporate. The total of participants from farms therefore is 14 persons from 11 corporate farms.

From the 7 government and other public organisations identified, 5 were selected as candidates that were also included the list received from the Dutch embassy in Islamabad, and contacted to ask their interest and to fill in the questionnaire. To date, 4 expressed their interest and availability to participate to the study visit (see Annex 1). Mr. Naseem Sadiq (Secretary Livestock Punjab Government) hesitated as he considered collaboration with India on dairy a higher priority. Two additional universities, from Faisalabad and Peshawar have been identified (of which the University of Faisalabad is the most relevant player), but these have not yet been contacted. The total of participants from government and other public organisations therefore is 4 persons.

The total number of participants is thus 18.

In total we received 13 completed questionnaires. The questionnaires are submitted as separate document (Annex 3).

Based on this we converted the information into a list of types of Dutch organisations and companies to be visited. We also have considered other issues relevant for the Dutch development policy such as gender issues and antibiotic resistance as possible topics to be addressed during the study visit; Thirdly we have identified and selected relevant organisations and companies to visit e.g. cattle farms, suppliers (feed, equipment, stable etc.) service providers, NVWA, WUR, demonstration and research farms, dairy processing factory, etc.

Needs, ambitions and expectations of the participants
The participants have expressed their interest to learn the Dutch way of obtaining high milk yield in efficient manner with a high profitability. They are eager to enhance efficiency of their dairy production with an emphasis of optimizing farm economics as currently that is been a major challenge in Pakistan. Participants are also keen to explore opportunities with Dutch counterparts for possible collaborations in various aspects. One of the particular areas of emphasis remains adding value to raw milk by processing. The majority of corporate farmers are eager to extend their operations into some kind of milk processing and they are seeking to learn the possible opportunities of which products can be produced from milk like yoghurt drinks etc. They seem to be ambitious in
exploring technological advancements including large scale biogas production, calf fattening and modern farm management techniques. They expect to identify new ideas, equipment, procedures, SOPs and systems that can be adopted on their farms in Pakistan to increase profitability. In general, the participants are looking at this study visit as a wonderful opportunity to take advantage from, in terms of learning critical success factors that has turned around Dutch dairy sector as one the leading dairy sectors in the world. They are also keen to know the role that Dutch government plays in success of Dutch dairy sector. The government officials would like to observe how governments & semi-government organizations, associations and academic institutions can positively impact dairy development in Pakistan.

In the Table below the interest % for various subjects as received from completed questionnaires received to date (N=13). We remark that the low interest for animal identification may be due to insufficient knowledge about the importance for a well-functioning animal I&R system for disease control. We therefore consider this an important subject to include in the study visit. Even so, because there is a Dutch interest to export cattle, we recommend to visit Dutch cattle export organisation Veepro or a cattle exporter.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Interest % (n=13)</th>
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<tbody>
<tr>
<td>Dutch cattle farm with high milk production &amp; profitability</td>
<td>83%</td>
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<tr>
<td>Dairy Processing (with focus on value added products)</td>
<td>92%</td>
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<tr>
<td>Bio-gas (large scale)</td>
<td>75%</td>
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<tr>
<td>Calf Fattening (Beef production)</td>
<td>50%</td>
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<tr>
<td>Smart dairy farming techniques: milk robot, feeding robots etc</td>
<td>42%</td>
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<tr>
<td>Training and Education of farm staff</td>
<td>67%</td>
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<tr>
<td>Genetic selection</td>
<td>58%</td>
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<tr>
<td>Cattle exporters</td>
<td>33%</td>
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<tr>
<td>Modern farm building and design</td>
<td>75%</td>
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<tr>
<td>Disease control and health</td>
<td>67%</td>
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<tr>
<td>Farming equipment wholesaler</td>
<td>50%</td>
</tr>
<tr>
<td>University/Research stations</td>
<td>33%</td>
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<tr>
<td>Animal Identification and Herdbook system</td>
<td>25%</td>
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</table>

Participants motivation to adjust their farming
An assessment was made of participant’s motivation to adjust their farming and connect to their customers and the authorities.

The corporate farms expressed a strong intention to adapt their operations to what that is needed to increase their efficiency and profitability, and also expressed an positive attitude towards connecting them with the consumers and authorities. The farms are willing to cooperate with the government and academia. The Corporate Dairy Farmers Association (CDFA) aims to facilitate their business operations and supports connecting with consumers and authorities. The corporate farmers expect from government supportive regulations and policy decisions that promote high quality milk production locally in commercial/corporate scale and subsequent delivery of packaged milk to the consumers instead of loose milk that still accounts fall over 90% of the milk produced in Pakistan. The farmers expect the academic institutions to perform applied research on the common issues that industry faces.

Participant awareness on setting up efficient and profitable dairy chain
An assessment was made of participant’s awareness and motivation that they have to take steps to set up an efficient and profitable dairy chain to meet the demand for branded milk.

The corporate farms are fully aware of their roles and responsibilities as key stakeholders in the dairy sector of Pakistan. In the recent years, the CDFA has played a pivotal role in bringing corporate farmers at one platform to discuss areas of mutual interest and to make collective efforts for the well-being of the entire dairy sector in the country. The biggest motivation for these farms to meet branded milk demand is based on the opportunities that they see in terms of venturing into small / medium scale processing and reaching out to the consumers directly, thus adopting a “grass to glass” approach. It also needs to be noticed that adopting the same approach four large scale dairy farms now offer processed milk and other products under their own brand. This clearly reflects that not only a sense of corporate responsibility but a clear business opportunity will bring highest motivation to extend their arms and contribute in strengthening the formal dairy value chain in Pakistan.

The list with proposed organisations and delegates is presented as Annex 4.

5. Challenges and obstacles
A list of the challenges and obstacles on farm level and on chain level in Punjab province to satisfying the increasing demand for branded (“safe”) milk:

Profitable dairy farming
Corporate farmers in Pakistan are facing multiple challenges, the top most being the decreasing profit margins. The ever growing cost of production is one of the critical factors that corporate sector dairy farms in Pakistan are worried about. As a matter of fact they need to optimize their production and are desired to bring efficiencies in their operation, hence the target is not to produce maximum milk but to produce as much milk as possible at as low cost as possible.

Skilled staff
Human resource have also been a bottleneck for the corporate farmers, and the majority of them are still managed by expatriate farm managers that also contribute to high cost of production.

Feeding costs
Feeding costs are also an attention point because uniform system of feeding with high quality maize silage topped up with the concentrates and other compounds has substantial costs. Goal remains to bring diversity in feeding regimes to use cheap yet nutritious components to achieve adequate nutrition at a controlled cost.

What to do with excess male calves
Another important challenge remains with the male calves that come in high quantity every year and the farms are bound to sell them as soon as possible. It is yet to be explored whether there can be profitable mechanism to rear these calves for veal or beef production in a systematic way.

Growing energy costs
Growing energy costs at the dairy farms are also a point of attention because of power deficiency at national level forces the farmers to use the generators extensively leading to higher costs. It needs to be explored whether large scale biogas units can be integrated with farm and profitability of investing in biogas?

6. Proposal for companies and organisations to be visited
Based on the inventory and also addressing the issues that are important for the Netherlands, in particular commercial interest and also gender issues, environmental protection and antimicrobial
resistance, we propose to select companies and organisations from the following list of key companies and organisations for the subject areas of interest for the visiting programme. Based on logistics and time availability, we recommend to choose at least 1 of the indicated organisations for the visit per type of business, except for processing: candidates were highly interested in processing so try to visit all:

**Dutch cattle farm with high milk production & profitability**
- Farm to be selected during final programme organisation taking logistics into account

**Dairy Processing (with focus on value added products)**
- C. van 't Riet Dairy Technology (equipment)
- Friesland Campina (Processing)
- Vreugdenhil dairy foods (Processing)

**Bio-gas (large scale)**
- HoSt

**Calf fattening**
- Van Drie Groep

**Smart dairy farming techniques: milk robot, feeding robots etc**
- Lely (milk robots)
- NEDAP (cattle data loggers)
- Uniform Agri (farm management software)
- Wageningen University, Livestock Research (precision farming)(Contact: Arjan Rothuis\(^1\), Adriaan Vernooij)

**Training and Education of farm staff**
- Dairy training centre, demonstration farm
- Cow Signals training company

**Genetic selection**
- CRV
- KI Samen*

**Cattle exporters**
- Veepro
- Bles Dairies
- Hunland
- Firma Dekker

**Modern farm building, barn design and equipment**
- Abbi-Aerotech BV
- CowHouse
- JOZ
- Mueller
- Trioliet
- Wateler

\(^1\) Wageningen is organising a lunch event on Sept 8\(^{th}\) about Pakistan; contact Dr Arjo Rothuis for details
Disease control, feeding and health
– Gezondheidsdienst voor Dieren
– Wageningen University, Livestock Research
– Royal De Heus Animal Nutrition

Farming equipment wholesaler
– Agriprom
– Schippers

Research, gender issues, environmental protection and antimicrobial resistance
– Wageningen University, Livestock Research
– Modern dairy farm visit

Government role and responsibility
– Ministry of Economic Affairs
– Netherlands Food and Consumer Product Safety Authority (NVWA)

In addition, it is advised to contact the commercial counsellor of the Pakistani Embassy in The Hague for opportunities for participation and collaboration during the study visit.
ANNEX 1 – List of selected candidates
<table>
<thead>
<tr>
<th>Nr.</th>
<th>Persons</th>
<th>Organization Type</th>
<th>Farm Size</th>
<th>Reason to Select</th>
<th>Willing to Participate?</th>
<th>Questionnaire e-Received?</th>
<th>Email &amp; Designation of the Nominee</th>
<th>Contact Address</th>
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Additional candidates:

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<th>Farm Size</th>
<th>Reason to Select</th>
<th>Willing to Participate?</th>
<th>Questionnaire e-Received?</th>
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Approached and Selected: Preselected
# ANNEX 2 – Companies and organisations to be visited

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<th>Name</th>
<th>Website</th>
<th>Address</th>
<th>Topic</th>
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<tr>
<td>Dutch cattle farm with high milk production &amp; profitability</td>
<td>(Farm to be selected during final programme organisation taking logistics into account)</td>
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<td>Dairy Processing*</td>
<td>C. van ’t Riet Dairy Technology</td>
<td><a href="http://www.rietdairy.nl/">http://www.rietdairy.nl/</a></td>
<td>Energieweg 20 2421 LM Nieuwkoop</td>
<td>Processing equipment</td>
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<td>FrieslandCampina</td>
<td><a href="https://www.frieslandcampina.nl/">https://www.frieslandcampina.nl/</a></td>
<td>Stationsplein 4 3818 LE Amersfoort</td>
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<td>Vreugdenhildairyfoods.com</td>
<td><a href="http://www.vreugdenhildairyfoods.com/">http://www.vreugdenhildairyfoods.com/</a></td>
<td>Arkerpoort 5 3861 PS Nijkerk</td>
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<td>Bio-gas (large scale)</td>
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<td><a href="http://www.host.nl/nl/">http://www.host.nl/nl/</a></td>
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<td>Biogas installations</td>
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<td>Calf Fattening</td>
<td>Van Drie Groep</td>
<td><a href="http://www.vandriegroup.nl/">http://www.vandriegroup.nl/</a></td>
<td>Nijverheidsweg 11 3641 RP Mijdrecht</td>
<td>Calf fattening</td>
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<td>Smart dairy farming techniques: software, milk robot, feeding robots etc*</td>
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<td><a href="https://www.lely.com/">https://www.lely.com/</a></td>
<td>Lely Holding S.à.r.l. 3147 PB Maassluis</td>
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<td>NEDAP</td>
<td><a href="http://nedap-livestockmanagement.com/">http://nedap-livestockmanagement.com/</a></td>
<td>Nedap Parallelweg 2 7141 DC Groenlo</td>
<td>Identification and data loggers</td>
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<td></td>
<td>Uniform Agri</td>
<td><a href="https://www.uniform-agri.com/">https://www.uniform-agri.com/</a></td>
<td>Uniform Agri P.O. Box 721 9400 AS Assen</td>
<td>Farm management software</td>
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<td>Wageningen University, Livestock Research</td>
<td><a href="http://www.wageningenur.nl/nl/Expertises-Dienstverlening/Onderzoeksinstituten/livestock-research.htm">http://www.wageningenur.nl/nl/Expertises-Dienstverlening/Onderzoeksinstituten/livestock-research.htm</a></td>
<td>De Elst 1 6708 WD Wageningen</td>
<td>Techniques in precision farming</td>
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<td>Training and Education of farm staff*</td>
<td>Dairy training centre, demonstraion farm</td>
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<td>Genetic selection</td>
<td>CRV</td>
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<td>KI Samen</td>
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<td>Cattle exporters</td>
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<td>Topic</td>
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<td>Van Swietenstraat 2 8911 AL Leeuwarden</td>
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<td>Ehringveld 5 7054 BP Westendorp</td>
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<td>Abbi-Aerotech B.V. Transportweg 50 3371MB Hardinxveld-Giessendam</td>
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<td><a href="http://www.cowhouse.nl/">http://www.cowhouse.nl/</a></td>
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<td><a href="http://www.trioliet.nl/">http://www.trioliet.nl/</a></td>
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<td><a href="http://www.wateler.nl/">http://www.wateler.nl/</a></td>
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<td>De Gezondheidsdienst voor Dieren Postbus 9, 7400 AA Deventer</td>
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<td>De grift 7 7711 EP Nieuwleusen</td>
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<td>Gender, environment (nitrate, phosphate,...), prudent use of antibiotics</td>
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<td><strong>Netherlands Food and Consumer product Safety Authority (NVWA)</strong></td>
<td><a href="https://www.nvwa.nl/">https://www.nvwa.nl/</a></td>
<td>Hoofdkantoor NVWA Catharijnesingel 59 3511 GG Utrecht</td>
<td>Inspection and control of dairy sector</td>
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*Based on logistics and time, chose at least 1 of the indicated organisations for the visit per type of business, except for processing: candidates were highly interested in processing advsie is to visit all.*
ANNEX 3 – Questionnaires

Questionnaires were received from:

1 Dada Dairies
2 Dairy Land-1st candidate
3 Dairy Land-2nd candidate
4 Eastern Dairies
5 Everfresh Farms
6 Friendship Dairies
7 Interloop Dairies
8 Sapphire Dairies
9 Umer Farms
10 CDFA
11 PLDDB
12 UVAS
13 MNFSR

The questionnaires are submitted as separate document due to size.
ANNEX 4 – List of proposed delegates
1. **Dada Dairies**  
   **8 KM, Iqbal Nager**  
   **Kasur**

Dada Dairies is large scale corporate dairy farm and member of CDFA. They are considering themselves as pioneers of the corporate dairy farming in Punjab region with 2500 cattle. They produce raw milk using modern techniques and selling it to a processor company meeting international quality standards.

Delegate: Mr. Zahid Saeed

Position: Project Manager

email: zahid.saeed@dada.com.pk

Phone: +92 301 7732225

**Main interest:** understand international modern techniques being adopted to increase profitability in dairy farming. To understand specifically Dutch cows and how they can fit in the environment of Pakistan.

2. **Dairyland**  
   **59KM, Main National Highway, Dost Nagar Gharo**  
   **District Thatta**

www.dairylandltd.com

In 2009, the Akhtar Group entered into Pakistan’s dairy sector by establishing Dairyland (Pvt) Ltd. The company started its operations by setting up a modern dairy farm in Dhabeji, district Sujawal in Sindh with premium breed Australian cows. Dairyland is a progressive and fast-growing company with 2500 cattle, known for its high quality and nourishing products. It continuously strives to add happiness to its consumers’ lives and take care of their health, by keeping itself updated with the ever changing lifestyles of its consumers.

1st delegate: Mr. Nadeem Monnoo

Position: Director
email: monnoopak1@gmail.com

Phone: +92 (0)21 3246262/32470312/32466251

2nd delegate: Mr. Ahmad Monnoo, Director (ahmedmonnoo@dairylandltd.com)

**Main interest:** Much interested in learning about the Dutch cattle farms. Specially with respect to high milk yield and high profitability. New techniques of the herd management and also managing, training and educating the farm staff.

3. **Eastern Dairies**

10/A, Block L, Ferozpur Road, Gulberg-Ill
Lahore

[www.easterngroup-pk.com](http://www.easterngroup-pk.com)

The Eastern Group of Companies was established in 1969 and the first project was “Eastern Leather Company (Private) Limited” producing premium quality cow and buffalo finished leather for exports. Eastern Dairies farm is one of the largest dairy farm of Pakistan with 3000 cattle. They have capacity to produce 50,000 liters per day. Eastern Dairies supplies raw fresh milk to a local dairy processors in Pakistan.

Delegate: Mr. Mohsin Zafar

Position: Director
Main interest: Enhance efficiency, productability, and profitability. Eastern Dairies is looking to going into value addition with regards to dairy products, dairy waste and bio fuel.

4. Everfresh Farms  
   51-GT Road Hide Market  
   Lahore

www.everfresh.com.pk

Everfresh Farms is in the business of dairy farming since 2008, and has 2000 cattle. On her website she advocates to produce milk from healthy animals under acceptable conditions and in balance with the local environment. She entered in the processing business in January 2014 and are currently selling pasteurized milk and yogurt in Pakistan market from their own farm milk.

Delegate: Mr. Rashid Haleem

Position: Executive Director

email: rashid@everfresh.com.pk

Phone: +92 (0)300 8473949

Main interest: Collaboration with Dutch companies on extention of our dairy farm; Collaboration with Dutch companies to produce value added chilled dairy products under
the Dutch companies brand name; Develop contacts with Dutch dairy experts specially farm management consultants, farm nutritionists, fodder crops agricultural experts; Meeting suppliers of silage packing/ bagging equipments; Dairy processing consultants; Would want to attend presentation on how farmers cooratives work in Netherlands

5. Friendship Dairies  
B-4/A, S.I.T.E, Karachi  
Pakistan  

Friendship Dairies is a corporate dairy farm with 1094 cattle. It maintains international standard and is aiming to lead the way for change in the conventional dairy industry in Pakistan and being an example for others to follow.

Delegate: Mr. Omair Rehman  
Position: Director/ Business Manager  

[PHOTO]  
email: Omair.Rehman@fd.com.pk  
Phone: +92 (0)300 8286260  
2nd delegate: Mr. Usama Rehman (Usama.Rehman@fd.com.pk)  

[PHOTO]  
Main interest: To learn industry best practices and adapt them back to our farm to make it more efficient. Share knowledge gained with others. Look for new equipment and ideas that can be implement here in Pakistan.

6. Interloop Dairies  
25 km Sheikhupura-Hafizabad Road  
near Jhabran Mandi  

www.interloop-pk.com  

Interloop started 22 years ago originally as a socks manufacturer but has started Interloop Dairies which has currently 3400 cattle. The company is involved in rearing of Holstein-Friesian dairy cows for the purpose of harvesting milk and selling it to a dairy processing company.

Delegate: Mr. Shahzad Qamar  
Position: Chief Operating Officer  

[PHOTO]  
email: qamar@interloop.com.pk
Phone: +92 41 4360400

**Main interest:** To study, understand and replicate best international farming practices at our farm; To study value added dairy product processing and supply chain

7. **Sapphire Dairies**
   7 A/K Main Boulevard Gulberg 2
   Lahore

   [www.sapphiredairies.com](http://www.sapphiredairies.com)

Sapphire Dairies, established in 2008, is part of the Sapphire Group which is one of the largest manufacturers and exporters of textile products in Pakistan. Herd size is 3000 consisting of a blend of Jersey, Cross (Jersey & Holsteins) and Holsteins and have a peak milk production of 50,000 liters/day. They supply milk to Nestlé, Pakistan.

Delegate: Mr. Faizan Elahi

Position: Procurement Manager

email: faizan.elahi@sapphire.com.pk

Phone: +92 (0)305 4444994

**Main interest:** To learn about modern dairy farm management, new suppliers for feed and dairy farm equipment, cost saving techniques, and biogas electricity generation.

8. **Sharif Dairy Farms Ltd**
   55 – K, Model Town
   Lahore


Sharif Group is one of the largest industrial conglomerates in Pakistan, established in 1939 by late Mr. Muhammad Sharif. The Sharif Dairy Farms Ltd is a large scale corporate dairy farm and small milk processor.

Delegate: Mr. Ikram Ul Haq

Position: Group Director
2nd delegate: Mr. Harun Yousaf (harunyaziz43@googlemail.com)

Main interest: General interest in developing profitable dairy industry

9. Umer Farms
   9th Floor city towers 6k main boulevard Gulberg II
   Lahore 54660

   www.umergroup.com

   Umer farm is a corporate dairy farm with a current herd size of 2880, venture of the Umer Group of Companies and was incorporated in 2011. They produce and sell high quality raw milk to dairy processors. The company uses both international and local staff, and consults international health and nutrition experts for support.

   Delegate: Mr. Adil Shakeel

   Position: Director

   email: adil@umergroup.com

   Phone: +92 42 111-130-130

   Main interest: to get in dairy processing and look into Bio Gas production
10. Minha Dairies

**Address**

**Description**

Delegate: Mr. Furqan Sarwar

Position: Director

[PHOTO]

email: furqan.sarwar@hsnds.com

Phone:

Main interest:

11. At-Tahur Limited

**CB House**

182-Abubakar Block, New Garden Town

Lahore

[www.at-tahur.com](http://www.at-tahur.com)

At-Tahur Limited has since its inception in 2007 strived to provide its consumers with dairy products the way nature intended them to be. Arabic “Tahur” means literally translated “Purity”. The company produces fresh milk and processes it into various milk, yoghurt and raita products.

Delegate: Mr. Shoaib Zaheer

Position: Chief Operating Officer

[Photo]

email: shoaib@at-tahur.com

Phone: +92 42 111-666-647

Main interest:
12. Corporate Dairy Farmers Association (CDFA)  
62 Tipu Block Garden Town  
Lahore  

The CDFA is an association of the corporate dairy farms in Pakistan striving to connect corporate dairy sector with each other and with stakeholders, and bringing corporate dairy farms at one platform where they can jointly make efforts in extending support to this sector. The CDFA has been playing active role in lobbying with the Government to focus on large scale dairy farm management initiatives and provide support to this sector.

Delegate: Dr. Waseem Shaukat  
Position: General Secretary  
email: cdfa@cdfa.org.pk; waseem.shaukat@solveagripak.com  
Phone: +92 (0) 300 8440728  

**Main interest:** Specifically interested to know how cooperatives can work in countries like Pakistan. Also, idea is to see where can association play role in bringing its members work jointly for the value addition. Small/medium scale dairy processing particularly value added dairy products with quality and marketing aspects. Develop ties with the public and private sector stakeholders between NL and PK.

13. Punjab Livestock & Dairy Development Board (PLDDB)  
29- E , 2, Model town  
Lahore  

[www.plddb.pk](http://www.plddb.pk)  

Punjab Livestock & Dairy Development Board (PLDDB) is a non-profit organization established by the government. The PLDDB has been aimed to develop the livestock and dairy sector in Punjab while facilitating small and large farmers in production, processing and marketing with the latest infrastructure and modern farming technologies to improve their animals’ genetics and milk/meat production ratio. They do operate a farm with 705 sahiwal cows and 700 plus Kajli sheep.

Delegate: Miss. Saira Iftikhar  
Position: CEO
email: saira.consultant@gmail.com
Phone: +92 (0) 300 8007690

Main interest: To seek more applicable and practical knowledge on modern lines on livestock and dairy development. How to address 75% shortage of green fodder on war footing. What Netherlands have done to increase milk yield, animal health, breed improvement, animal nutrition, cattle management, capacity building of rural youth in livestock and dairy sector.

14. University of Veterinary & Animal Sciences, Lahore (UVAS)
   Syed Abdul Qadir Jillani (Out Fall) Road
   Lahore

   www.uvas.edu.pk

University of Veterinary & Animal Sciences (UVAS), Lahore is a key education and research institution of Livestock and Veterinary sector in Pakistan. It has produced quality graduates in Dairy, Veterinary, Poultry, Fisheries, and Nutrition disciplines and also conducts quality research on these subjects. The university works in close collaboration with the dairy stakeholders which include the public sector, industry, farming community, policy makers, exporters, and professionals. UVAS has effectively anticipated with the government in policy devising for the enhancement of dairy sector in Pakistan.

Delegate: Prof. Dr. Talat Naseer Pasha
Position: Vice Chancellor

email: vc@uvas.edu.pk
Phone: +92 42 99211476; +92 300 8434215 (Cell)
**Main interest:** Since the Netherlands have successfully converted the dairy into a profitable industry, we are expecting to learn from the Dutch dairy stakeholders and wish to implement those interventions into Pakistani dairy culture. This study visit will be beneficial for personal learning of the delegate, and, as he will be disseminating information obtained, it will as well help colleagues in academia and industry to align with the contemporary needs of the international dairy sector both in R&D and commercialization.

15. **Ministry of National Food Security & Research; Livestock Wing**  
8th Floor Shaheed-e-Millat Secretariat, M. A. Jinnah Road  
Islamabad

The activitis of the Ministry of National Food Security & Research; Livestock Wing comprise to carry forward national livestock policies including dairy in perspective of national food security and import export of animals and animal products besides regulatory control

Delegate: Dr. Qurban Ali

Position: Animal Husbandary Commissioner

![](image)

email: drqurban@yahoo.com

Phone:

**Main interest:** Exposure to advanced systems of farming, animal production and control; aspects of dairy and meat genetics. Animal products processing and businesses.