



GUJARAT CO-OPERATIVE MILK MARKETING FEDERATION LIMITED

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Shri Jethabhai P Patel elected as Chairman of Gujarat Cooperative Milk Marketing Federation, Anand (AMUL)

12 August 2015

Shri Jethabhai P Patel, has been unanimously elected as the Chairman of Gujarat Cooperative Milk Marketing Federation (GCMMF) today. His nomination was proposed by Shri Parthibhai Bhatol, Chairman, Banaskantha milk union and supported by Shri Ramsinhbhai Bhetaria, Chairman, Junagadh milk union. The election was conducted by the Deputy Collector, Anand in presence of 17 members who are chairmen representing their district milk unions in the state. GCMMF has thus maintained its glorious tradition of unanimous elections of its Chairmen since inception in 1973.

GCMMF is India's largest food products marketing organization with annual sales turnover of Rs 21,000 crores. It markets a wide range of milk and milk products under the brand name Amul and Sagar. The member unions of GCMMF procure an average of 160 lac litres of milk everyday from 36 lac milk producers in 18,000 villages of the state.

Shri Jethabhai P Patel is the Chairman of Sabarkantha District Cooperative Milk Producers Union Ltd., Sabar Dairy since 2010. Sabar Union is one of the largest dairy union of the state with annual sales turnover exceeding Rs. 2900 crores and farmer membership of 3.6 lac milk producers. It procured an average of 18 lac litres of milk per day in 2014-15. It has dairy plants in Sabarkantha District and one dairy plant at Rohtak, Haryana with processing capacity of 10 lac liter per day.

Speaking on the occasion, the newly elected Chairman GCMMF said that it was a matter of great honour to lead an institution like the federation which was founded by Dr V Kurien. He added that the dairy cooperatives of Gujarat have been successful since last 7 decades due to high values and standards set by its founder leaders like Shri Tribhuvandas Patel and Dr Verghese Kurien. The combination of dynamic farmer leadership and professional management has made federation the largest food organization in the country and among the top 15 dairy companies of the world. He will endeavor to ensure that the federation deploys highest quality of ethical and value based management to strengthen the institution and achieve the growth plans.

He added that the global dairy industry has been witnessing the surge in production coupled with decline in demand of large countries like China resulting into a sluggish market conditions. He noted that the milk producers in countries like New Zealand are getting 60%





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less price for milk as compared to the previous year. However, the farmers of Gujarat are getting about 5-8% more price than last year. This has been made possible due to GCMMF's emphasis on marketing of branded, value-added dairy products without relying on commodity markets. He assured the milk producers that GCMMF will continue to strengthen its marketing of value-added products to ensure better returns in the coming years.

Chairman GCMMF also had a word of advise for the milk producer members and the village cooperative societies. He said that the consumers and regulators like FSSAI are becoming extremely vigilant about the quality of food products and we at Amul have to take extra steps to assure our consumers of the consistent superior quality of milk and milk products. Only Amul has the direct cow-to-consumer supply chain in the country which eliminates the middlemen and assures consistent delivery of superior quality milk and milk products to the markets. He assured the consumers that GCMMF will never compromise on quality of its products and would never even substitute other ingredients with cheaper low cost alternatives as the MNCs do.

Chairman GCMMF mentioned that India has become the largest milk producing country in the world due to the replication of Amul model across the country by the National Dairy Development Board. GCMMF will continue to work in close coordination with other state federations across the country so as to strengthen the cooperative movement and also support milk producers of other states if such a need arises.

He mentioned that GCMMF has set a target to achieve milk handling and marketing capability for 300 lac litres per day by 2020 and turnover to Rs. 50000 crores. GCMMF represents the aims and aspirations of millions of milk producers of the state and he aspires to take it to newer heights.

