

also successfully launched and established their own brands. Brands from multi-nationals like Heinz, Lipton, Nestlé and Unilever are popular with Indian consumers, and Baskin-Robbins recently made its debut. There are restrictions on the export of certain dairy products, although export reforms and the decanalization of many dairy products are opening up a number of items to the export market.

India is one of the world's largest and fastest growing markets for milk and milk products. The profitability of the industry has been good. A vast market for dairy products is developing with the increase in disposable incomes. In addition, the growing affluent middle class is embracing milk and milk products as healthy choices and an important part of their diet. Canadian companies can investigate areas such as the upgrading and modernization of dairy processing facilities, including:

*Raw milk handling* which needs to be upgraded in terms of physio-chemical and microbiological attributes of the milk collected. The use of clarification and bactofugation for raw milk processing can help improve quality and upgrade finished products.

*Milk processing efficiencies* which are needed to improve yields, reduce waste, control costs, save energy and extend shelf life. Desired changes would include the introduction of Good Manufacturing Practices and adoption of HACCP to conform to international practices and help upgrade domestic and export market capabilities. Implementation of a cold chain is needed for proper storage and transportation of dairy products.

*Better packaging* which can help retain the nutritive value and extend the shelf life of packaged products.

*Melville Ridge Holdings Ltd., their Canadian partner, Farmers Cooperative Dairy Ltd. (both of Halifax, Nova Scotia), and Shivamrut Dudh Utpadak Sahakari Sangh Ltd. (SDUSS) of Mumbai, signed a letter of intent to invest \$6 million to open a modern dairy plant in Akhluj, a town southeast of Mumbai, during the Team Canada trade mission in January of 1996.*