

Village Based Milk Value Addition Entrepreneurship

In Pakistan the demand and supply of milk faces tremendous variation throughout the year. This variability is due to fodder scarcity in extreme weather in summer and winter, production trends and seasonal calving patterns. Milk production is decreased in summer but it exceeds the demand from consumers in winter. As milk is a perishable item, it spoils easily due to lack of proper storage facilities. Farmers get a low price for milk because they have to sell it earlier. Furthermore, the cost of production is growing with the increasing rates of inputs but milk prices are not following the same trends. Moreover, there is a dearth of milk price regulation and formal marketing channels. The ASLP Dairy Project introduced different profitable milk value addition strategies to address this big issue and provide farmers with options for marketing their milk. Using the strategy of milk value addition has remained very popular among female farmers as they are traditionally involved in this activity. Many communities have adopted different options and from these a successful model is described here:

Miss Nusrat Perveen is an educated and motivated dairy farmer from village Kot Phaphra (Jhelum). She became the part of dairy project in 2011. She has been proactively involved in dairy value addition and was frequently making butter, desi ghee through traditional procedures. She has a big issue of low cream extraction in summer and decreased quantity of ghee due to mixing of milk with cream. After detailed counseling with dairy team she convinced five fellow female farmers to start a community based value addition entrepreneurship activity to overcome these constraints. The community purchased cream separating machine with the help of project on 50 %cost share bases. Through this activity they are efficiently value adding the milk and on monthly bases their income has increased by three fold because extraction of better quantity and quality cream along with ghee which they are marketing in the same village. Their future plan is to target city market to get more profit from their produce.

