

Dairy Consumption Still Low in Society


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Faculty of Animal Sciences of Universitas Gadjah Mada has run an open house themed *Ruminantia and Cattle Product Processing* to celebrate the 47th anniversary of the Faculty in the Drh. R. Soepardjo Auditorium on Saturday (3/9), inviting cattle farming groups in Yogyakarta.

The open house offers a general lecture that discusses dairy products and online marketing of these products. Dr. Ir. Nurliyani, M.S informed the participants of dairy products as well as challenges in the dairy industry. According to Nurliyani, low consumption of dairy product is a challenge to be met domestically. She also presented the ways to start dairy products industry that is suited with the capitals; milk processing; consumer mapping; raw material availability; preserving techniques; and good packaging. She urged the farmers to do *Good Manufacturing Practices* (GMP) guidelines to start their dairy product business.

Under the GMP, farmers have to pay attention to numerous aspects in order to produce good quality dairy products, which include processing environment and facilities, building, factory facilities, pest control system, equipment, sanitation facilities and activities, staff hygiene, process control, also records and documentation. "Most farmers do not follow these guidelines, which causes their dairy products of low quality," she said.



Nurliyani further described the dairy processing products can come in varieties of products, such as unfrozen and frozen milk, and non-fermented milk. Many farmers have already done unfrozen milk processing, while on frozen milk, many farmers have made and marketed ice cream in Yogyakarta.

Parjiono, one of the participants, was concerned with the low quality of the milk produced by his farming group, which goes off quickly and creates a big loss. Other open house participants were enthusiastic with all the information that was disseminated.

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