

RS Sodhi  
Managing Director  
Gujarat Cooperative Milk Marketing Federation Ltd (Amul)  
PO Box 10  
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Anand, Gujarat 388 001

27 May 2021

Dear Mr Sodhi:

I'm writing from People for the Ethical Treatment of Animals (PETA) India to follow up on the letter from our CEO to you dated 17 February 2020 (attached). We would again like to encourage Amul to benefit from the booming vegan food and milk market, instead of wasting resources trying to fight the demand for plant-based products that is only growing. Other companies are responding to market changes, and Amul can, too.

As the old adage advises, "If you can't beat them, join them" – and Amul could certainly profit from the rising interest in vegan products (such as vegan cheeses, yogurts, etc.). In fact, the demand for vegan food and beverages is so high that a report by Grand View Research revealed that the global dairy alternatives market is estimated to reach USD52.58 billion by 2028. The firm notes, "Changing consumer preferences caused by environmental or moral concerns resulting in the mass adoption of vegan or similar diets are expected to positively impact the market growth over the forecast period." In addition, about 75% of the world's population is lactose intolerant. So it's no surprise that sales of vegan milks are so good that the UK's *Guardian* newspaper called them "white gold".

Recognising the business opportunity that vegan products represent would help ensure your company's ongoing success. A 2018 report by global food corporation Cargill states, "Consumer attitudes about dairy are changing around the world. Once heralded as an essential part of a balanced diet in many cultures, dairy usage in some categories has been in decline over the past two decades as consumers – particularly in dairy's most prominent markets – act in response to worries over allergens, hormone usage and perceived unhealthfulness of some dairy products." When major US dairy producer Dean Foods declared bankruptcy in 2019, it pointed to the declining consumption of animal milk and the rise in popularity of vegan milks.

As a result, dairy businesses around the world are now investing in non-dairy products. For instance, Nestlé, the world's largest food maker, is already profiting from the pervasive demand for vegan milk through its acquisition of Ecuador's Terrafertil. French dairy giant Danone acquired a non-dairy milk manufacturer in 2016 and dedicated a new building

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entirely to its non-dairy products, including yogurt. Denmark's big dairy company Arla Foods launched a range of oat milk-based drinks, as did Chobani, the US-based Greek yogurt company. US-based General Mills has its own dairy-free yogurt made from coconut milk for its Yoplait brand, and the Canadian dairy group Saputo has launched a dairy-free range. Last year, India's dairy business Epigamia launched coconut milk yogurts as part of its goal to contemporise the Indian dairy industry.

Alan Jope, Unilever's CEO, recently said, "We are seeing in every single country in the world a shift towards more plant-based diets, even in emerging markets." Unilever is the world's largest ice cream maker, and it's been busy creating vegan versions of existing brands, including vegan Magnums and Ben & Jerry's ice cream. Analysts at the British financial services company Barclays predict that by the end of the decade, the vegan food and drink market could increase by more than 1,000%.

These businesses know that animal milk's reputation as a healthy food has been shaken, and consumers today worry about its link to climate change, the use of antibiotics and hormones, and, of course, cruelty to animals. Teenagers in the UK now consider cow's milk less healthy than plant-derived milks, and thanks to social media, Indian teenagers won't be far behind.

Even some dairy farmers abroad are removing animals from their business models. The steady decline in dairy consumption prompted New York City's historic Elmhurst dairy to transform its 90-year-old business into a thriving vegan milk company. One US goat cheese maker who'd been in business for 20 years switched to making cashew cheese instead. And to meet the growing demand for oat milk, UK-based McQueens Dairies struck a deal with Oato so that it can deliver oat milk to its customers in glass bottles.

The entrepreneurs making the transition to plant-based milk and food offerings are wisely taking advantage of an unstoppable global move towards vegan eating, and Amul could do so, too. A 2019 article on a website run by Franchise India Holdings Limited, Asia's largest integrated franchise solution company, says the number of vegans in India rose by 360% over the last decade. In addition, GlobalData, a leading data and analytics company that works with 4,000 of the world's largest companies, says 70% of the global population is ditching meat or at least reducing their intake over similar concerns that are driving consumers away from animal milk.

Many people are also interested in vegan eating because they recognise the link between zoonotic diseases such as COVID-19, SARS, bird flu, and swine flu and the rearing of animals for food. In fact, in an article titled "Can India Lead the 'Vegan Economy' Against Future Pandemics?" *Forbes* journalists recently wrote, "With India's image as a vegetarian powerhouse and the variety of climatic zones and soil conditions it has, there is ample scope in gaining a foothold in the global

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vegan economy. India has 45,000 diverse plant species spread over 16 different agro-climatic zones.” Therefore, Amul is in a unique position to capitalise on India’s and indeed the whole world’s readiness for vegan milks and food. We hope your company will take advantage of this lucrative market by developing a plan to switch to vegan products soon.

Thank you for your time and consideration.

Kind regards,



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