

Quality Mark for Cattle Feed and Mineral Mixture



Importance of 'Quality Mark'

Cattle feed is an important source of nutrients for improving milk production in dairy animals. Currently there are no specific regulations to monitor the quality of cattle feed and mineral mixtures produced and sold in India. As a result, cattle feed and mineral mixtures manufactured in the cooperative sector face unhealthy competition from unscrupulous suppliers. The quality of cattle feed is important from the food safety point of view, since contaminants such as heavy metals and toxins can be transferred from feed to milk causing health hazards to human population. In view of this, National Dairy Development Board (NDDB) has decided to implement 'Quality Mark' for cattle feed and mineral mixtures manufactured in the cooperative, government/semi-government sectors.

Benefits of feeding 'Quality Mark' cattle feed

1. The presence of 'Quality Mark' on the bags of cattle feed/mineral mixtures conveys that the manufacturer of these products has adopted and implemented Standard Operating Procedures.
2. Quality feeds having required amount of minerals and vitamins help improving productive and reproductive efficiency of dairy animals.
3. Quality feed also helps to improve reproductive efficiency and overall health of dairy animals.



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