

GOOD makes GOOD™



Over 140 years of international dairy expertise has taught us that GOOD makes GOOD - to create something good, every small step has to be perfectly right from the start. This is our a+™ journey.

STARTING THE JOURNEY RIGHT

Procuring high quality raw milk is by far the most important step in the GOOD makes GOOD journey. And the only way to ensure this is by doing the basics right every day, every time.

Cattle care

- Right fodder to prevent contaminants and ensure optimal nutrition
- Safe use of veterinary drugs
- Good farm hygiene practices
- Farmer education programs



Good milking practices

- Using clean and hygienic vessels to collect milk at the farms
- Non collection of milk for a specific period of time from cattle given antibiotics

Continuous improvement

- Periodic farm surveys and updated field intelligence
- NESTLÉ antibiotics residue prevention program
- Incentives for quality milk production



PROTECTING THE GOODNESS

Milk is a good medium for bacteria to grow and hence good quality milk can go bad if it is not stored in the right conditions.

Robust collection network

- Cool down milk within a period of 2-4 hours from milking.
- Widespread Bulk Milk Cooler (BMC) network – farmers can reach in minimal time
- Bulk milk coolers (BMC) to store milk in optimal temperature (4 deg C)

Transporting with care

- Insulated, hygienic tankers which maintain optimal temperature
- Extending hygiene to transport - thorough cleaning of all tankers both inside and outside



STRIVING FOR PERFECTION

While we take utmost care to ensure that the milk we get is of the highest quality, we cannot leave anything to chance. Many of the defects in milk cannot be detected at home by the consumer and that's why we do stringent quality checks throughout the milk supply chain



Temperature checks

Milk coming from the network of BMC's in hygienic tankers is always below 10 deg C .

Adulterant checks

All milk received at the factory is subjected to adulterant checks to ensure highest quality even though this comes from our trusted farmers and dedicated transport services

Preservative checks

NESTLÉ a+™ milk and NESTLÉ a+™ dahi do not have any preservatives. We undertake special and stringent checks to ensure that preservatives like formalin, hydrogen peroxide etc is not present in the milk



Contaminant checks

- Monitoring of contaminants like aflatoxin, pesticides, melamine is done on periodic basis to ensure that milk is safe for consumption.
- Relevant pesticide residues are checked before milk is accepted

MAKING THE GOOD

NESTLÉ uses state of the art processing technology to ensure that the milk retains all its goodness right until the time it reaches you

NESTLÉ a+™ milk

- Manufactured using ultra high temperature (UHT) technology to ensure complete destruction of bacteria and spillage enzymes
- Aseptically filled using 6 layer tamper evident packaging material for retaining quality throughout its shelf life

NESTLÉ a+™ dahi

- Carefully selected cultures to ensure rich, creamy and consistently tasty dahi
- Cool chain maintenance throughout the supply chain to ensure quality at its best



GOOD
makes
GOOD

TM

Nestlé®
a+
milk



We start with good cows
which are well looked after and fed
with the right nutrients

which are raised by good farmers
whom we trust to take good care of
their cows so that they give the
finest milk



who supply the milk to our
quality experts
who pass it through stringent quality
checks and process it with great care
to ensure high quality



61 stringent
quality checks
ensure safe
drinking
milk.



No added
preservatives and
processed untouched
by hand

and then pack it in tamper proof 6
layer packaging, store and transport
it with great care

so that you can give your family
nothing but the best...

