

IDENTIFY YOUR **a2 COWS**

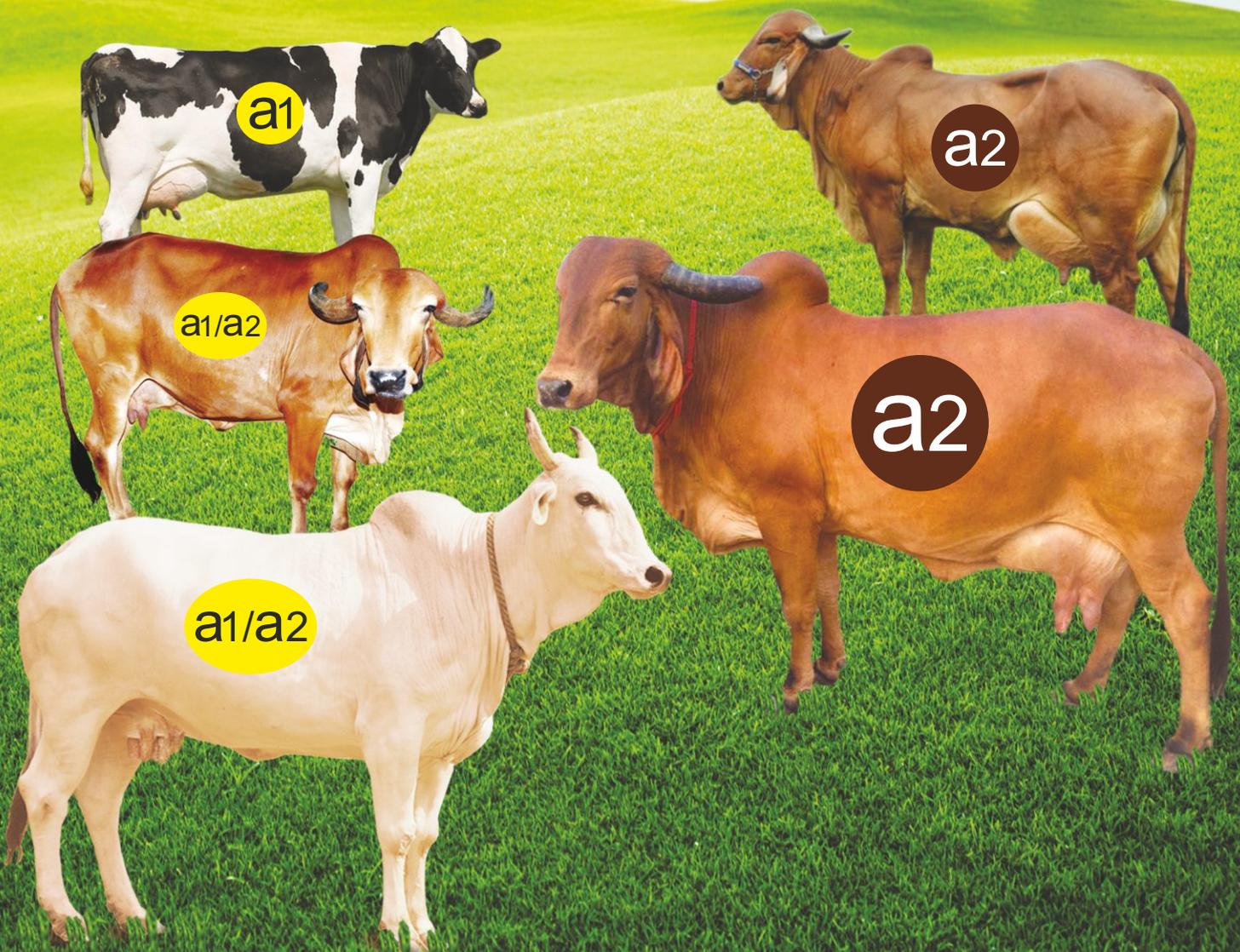
THIS WILL ENABLE YOU FOR :

Premium pricing

Business growth

Better product basket

Catering health conscious customers



The Milk Types Beyond FAT Percentage ...

After neglecting native breeds of cows whose milk, considered medicinal for a long time, Indian dairy industry is coming back to them for their blessings. As the whole world including leading Indian milk companies are now informing us benefits of A2 milk against A1 Milk. By now, you've probably heard about two very much talked about milk types A1 and A2 Milk. Both A1 and A2 varieties of milk are the product of two genetically different cow breeds. Earlier all cows used to be A2 until



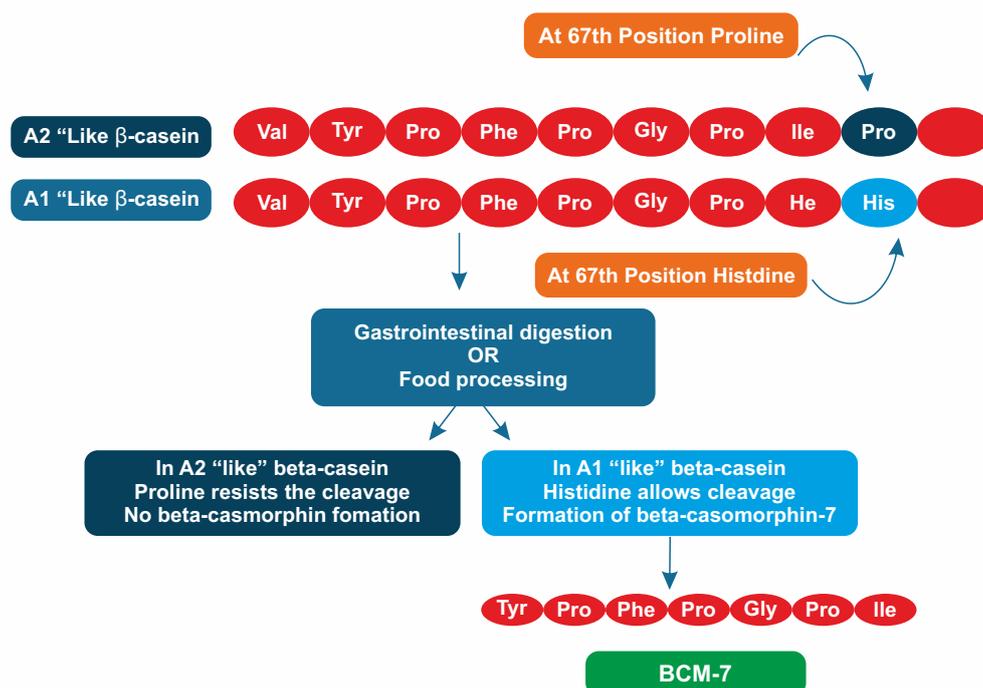
a naturally occurring genetic mutation in European breeds changed the genetics of milk producing cow herds. Today most of the milk that we consume comes from the A1 variety. It is the breed of the cow that matters.

Science behind the comparison:

Milk is a great source of calcium and protein. The main proteins available in this milk are whey and casein. Casein is the largest group of proteins found in milk which makes up about 80% of the total protein content.

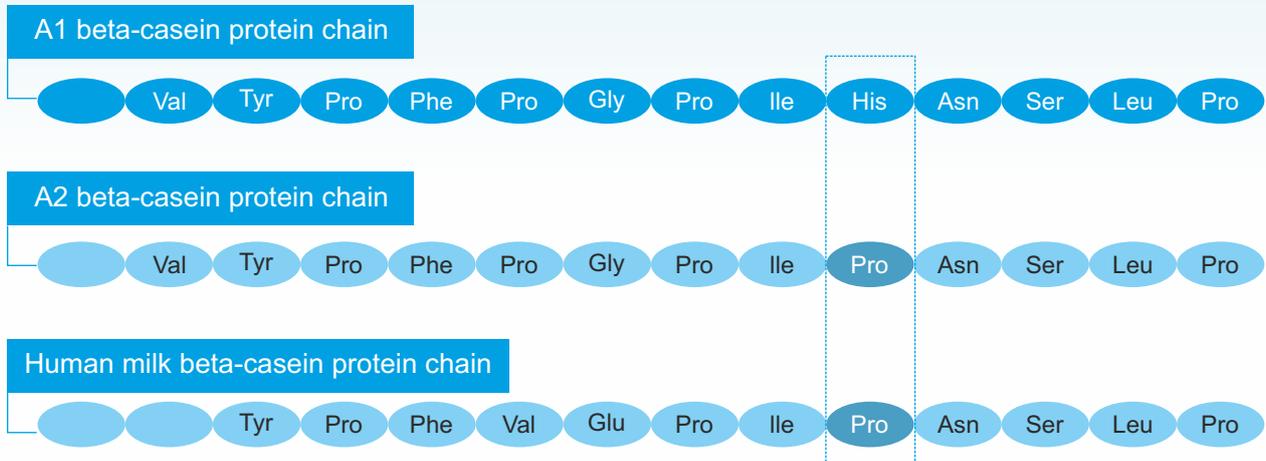
A2 cows produce this protein in their milk along with an amino acid called Proline. In the new hybrid breeds, the proline amino acid has gotten converted to Histidine due to alteration of genes over the years.

Proline is strongly bonded to a small protein called BCM 7, which prevents it from getting into the milk produced by A2 cows. On the other hand, Histidine holds a weak bond with BCM 7, so it is easily released in the GI tract of animals and can enter the human body on consumption of milk from A1 cows and interact with the digestive system and internal organs.



Human milk vs Cow's milk

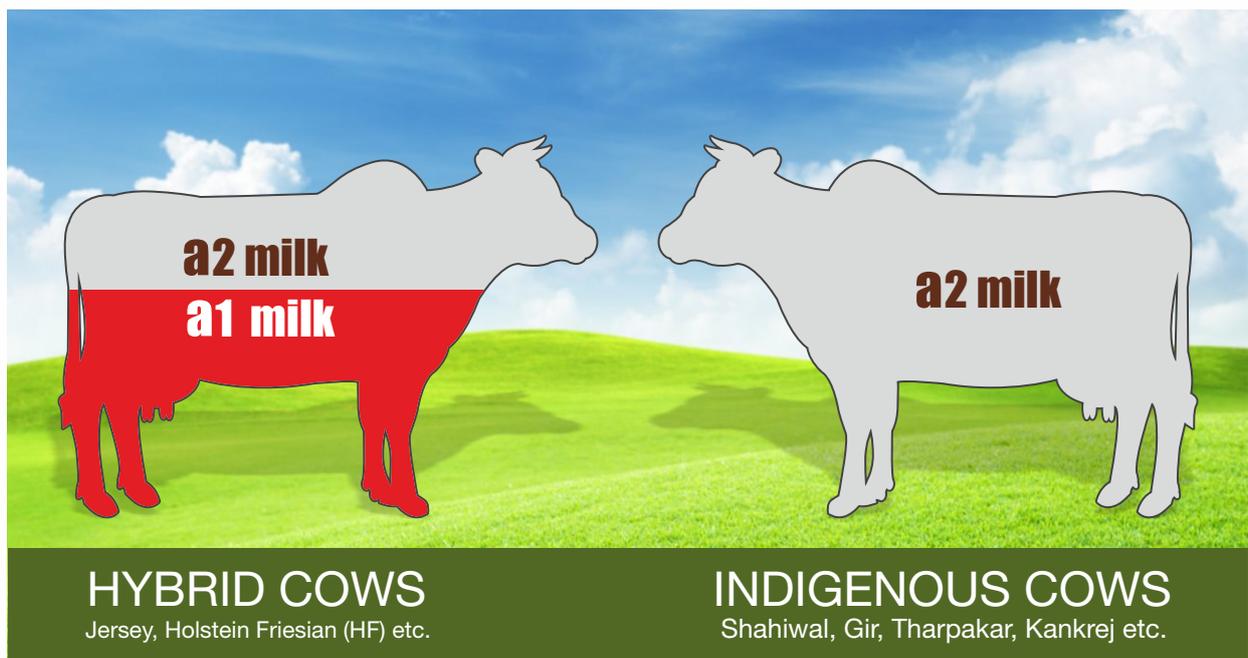
Keith Woodford mentioned in his book "Devil in the Milk" that all human beta-casein is more like the A2 type rather than the A1 type which means that human milk releases much less BCM7.



A2's structure closer to Human Milk vs A1

Blessing in disguise...

As we now know that A2 milk is superior and gaining acceptance in India rapidly. India has 37 pure cattle breeds. They are Shahiwal, Gir, Red Sindhi, Tharpakar, Rathi, Kankrej, Ongole and Hariana to name a few. The milk delivered by all the desi cows was of the A2 variety. However, India went on to hybrid its native desi cows with the European species of Jerseys and Holstein Friesian which delivered A1 milk.



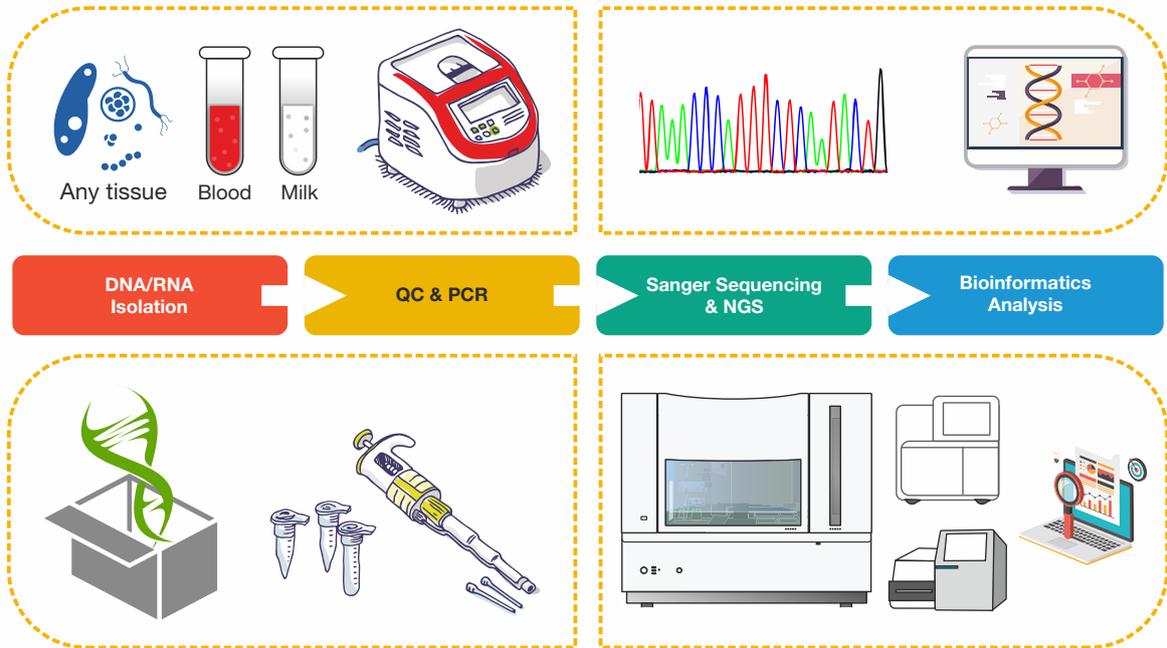
So every dairy may have mix of breed. If we identify A2 cows among the herd, we will be able to take care and milk them separately. This will not only help dairy earn premium pricing but also let the health conscious consumers get better milk and milk products.

This identification is possible by doing genetic testing by an authentic and accredited lab like us.

Xcelris Certification Services

A2 Milk | A2 Cow | A2 Cow Herd

Xcelris' Technology / Method for Certification:



Xcelris Labs Limited is an ISO: 2008 & DSIR accredited Lab.

For more details, kindly get back to us...