

**Value addition of cow's milk based on the regional demand for  
milk products related to milk preservation**

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The study was carried out to examine the value addition of cow's milk based on the demand for milk products in the selected areas, in the Karaitivu divisional secretary division of Ampara and the whole Batticaloa district.

The demand study for milk products was carried out using preplanned questionnaires.

Milk preservation is a major problem faced by the farmers in these areas. Some of the milk collection centres found here were also far away from the farms. Hydrogen peroxide ( $H_2O_2$  (aq)) was commonly used by the farmers to preserve milk for long period transportation. Therefore, the suitability of hydrogen peroxide treated cow's milk for the manufacture of value added milk products is much critical. To test the suitability, yoghurt and ice-cream were prepared from Hydrogen peroxide ( $H_2O_2$  (aq)) treated cow's milk at the level of 477.14ppm and raw milk using standard manufacturing procedures. A consumer preference study was carried out on prepared samples with the raw milk products as control.

The study showed that a significant ( $p < 0.05$ ) association existed between the demand for milk products and milking cows hold at house level, and preference of taste of milk products. The results also indicated a big demand for yoghurt and ice cream in both selected areas.

The selected level of Hydrogen peroxide ( $H_2O_2$  (aq)) treatment to the milk drastically affects the overall sensory and organoleptic characters of both products.

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