



Dairy MONTHLY

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The tale of dairy retail

Dairy product retail sales quantities for the 12 months ending March 2025 demonstrated resilience despite South Africa's weak economy. Only two of the nine dairy products (fresh milk and butter) experienced negative sales over this period, alongside an average price decrease for the 12 months up to March 2025. Long-life milk sales rose by 6,9% against an average price decrease of 0,3%. Pre-packed cheese sales increased by 4,1%, accompanied by a 2% rise in the average price.

See the full report at www.milksa.co.za/quarterly-industry-review

New television advertisements

New television adverts were produced during the second quarter of 2025. Prior to production, the storyboards were tested with the target audience. The questionnaire used was developed in conjunction with Kantar Millward Brown, a global research firm specialising in research of television advertising. The research was conducted with 150 respondents who met the necessary participation criteria.

All the TV advertisements and Tasty Treat videos, as well as previous TV adverts in the archive section can be viewed at www.dairygivesyougo.co.za/videos/

Less imports, higher exports

The mass of imports in January to March 2025 was 44,8% lower than in January to March 2024. The mass of imports of all six categories of dairy products decreased. Over the same comparative period, the mass of exports of five of the six categories of dairy products was higher, while the mass of milk and cream was lower. The total mass of exports was 20,60% higher.

The full report is available at www.milksa.co.za/imports-and-exports

Responsible use of antimicrobials

Dr Mark Chimes, programme manager for animal health and welfare at Milk SA, recently gave a presentation at the South African Animal Health Association on the dairy industry's efforts to promote the responsible use of antimicrobials.

Key points from his presentation include:

- The Dairy Standard Agency (DSA), contracted by all major milk processors, conducts annual audits of dairy parlours to ensure compliance with food safety, quality, and regulatory standards. These audits cover aspects such as proper medicine storage and accurate animal treatment records.
- The non-prescription availability of antibiotics remains a concern.
- Vaccination is recommended as an effective preventive measure against several diseases that would otherwise require antimicrobial treatment, thereby reducing both disease incidence and the need for medication.
- The DSA is currently compiling a list of potential residues in milk, along with their maximum permissible levels. This initiative supports ongoing efforts to meet export requirements, particularly given the request from China.
- The DSA conducts bacterial cultures and antibiograms on mastitis milk and runs a monthly national safety survey of dairy products collected from retail shelves. These are tested for microbial contamination and the presence of residues.
- It is crucial that all laboratories in South Africa submit monthly reports to a centralised database on their disease diagnosis and AMR results. This would enable effective tracking of national disease trends and resistance patterns. 

A full report is available from the Milk SA office.