



Dairy MONTHLY

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Milk SA project named IMP trophy finalist

At the recent International Milk Promotion (IMP) Group mid-year meeting in Canada, Christine Leighton, project manager of the Consumer Education Project (CEP) of Milk SA, presented the campaign Dairy Fuelling Gen Z under the slogan Dairy Gives You Go, as Milk SA's entry for the Yves Boutonnat Trophy competition.

The IMP is a permanent action team of the International Dairy Federation and comprises 18 countries that collaborate on emerging marketing and consumer trends to promote milk and other dairy products. As part of the IMP's annual mid-year workshops, member countries have the opportunity to enter the prestigious Yves Boutonnat Trophy competition.

The Milk SA CEP project, which communicates the health and nutritional advantages of dairy products as part of balanced diets, was selected as one of only three finalists, alongside entries from France and Australia. The winner will be announced at the World Dairy Summit 2026, hosted by the International Dairy Federation in New Zealand in November.

Global dairy farm cost comparison

South Africa ranks among the world's lowest-cost dairy producers, with production costs in the range of US\$20 to US\$30/100kg SCM, according to the International Farm Comparative Network's 2025 findings.

Labour is typically the second-largest contributor to the costs of unprocessed milk production, accounting for 5 to 52% of the total. South Africa recorded the lowest labour costs, while Peru had the highest. On average, labour represents 19% of the total cost of unprocessed milk production.

The cash income of dairy producers in the European Union and other regions is influenced by government subsidies and support payments. Countries receiving some of the highest levels of dairy sector support are Switzerland, Finland, Luxembourg, Poland, Serbia, and Algeria.

The full report is available at
www.milksa.co.za/international-farm-comparison

Passing the torch

Milk SA is proud to announce Prof Herman van Schalkwyk as our new independent chairperson, taking the helm from outgoing chair Dr Bonile Jack-Pama in May. Dr Jack-Pama served in the position for eight and a half years and resigned in March as he joined the National Agricultural Marketing Council as a board member.

Prof Van Schalkwyk used to be the managing director of Hinterland, the chief executive officer of the Suidwes Group, and the rector of the Potchefstroom Campus of the North-West University. He recently facilitated an agreement between the Milk Producers' Organisation and the South African Milk Processors' Organisation, resulting in successful outcomes for the next Milk SA regulatory dispensation.



Prof Herman van Schalkwyk.



Dr Bonile Jack-Pama.

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