

# Milk Essay

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This is a publication of Milk SA. Milk SA was founded by the primary and secondary dairy industry sectors to promote a healthy South African dairy industry.

# MILK SA CHAIRMAN DELIVERS HIS REPORT TO THE ANNUAL GENERAL MEETING OF 11 JUNE 2020

## Coronavirus and the economy

The Coronavirus disease 2019 (COVID-19) brought international economies to their knees after the virus went viral in the first quarter of 2020, causing the death of more than 300 000 people and almost five million people infected around the world (at the time of writing this report). Hundreds of millions of people could be left without work due to the impact of COVID-19, according to the United Nations' work agency. As businesses in South Africa continued to close their doors, it was estimated by National Treasury that the country's unemployment rate could reach 40% due to the impact of the pandemic. The long and the short of this scenario for South Africa is that its economy, which was already choking before the virus outbreak, would see a major contraction with devastating effects for every sector of South Africa and internationally.

It is in disasters such as this that one stands to appreciate the inevitable role of well-structured and advanced agricultural, agro-processing and retail networks in food security which are foundational to socio-economic stability and social welfare.

## The economy, agriculture and dairy

The largest economic decline in 10 years was experienced in 2019. The May 2019 elections confirmed a preference for moderate politics instead of radicalism in South Africa. Unfortunately, we have experienced a pattern of deepening fragmentation and alienation in



**Dr Bonile  
Jack-Pama,  
Chairman  
of the Board  
of Milk SA**

South Africa due to irresponsible leadership, while the country's wealth of resources was being wasted. South Africa has the most sophisticated economy and infrastructure systems in Africa and this economy still ranked among the top 30 per cent of global economies, but has been sliding back at a rapid rate.

Due to the adverse weather conditions in 2019 on top of prior years' climate challenges, many of South Africa's primary producers were drained financially as well. Maize production in 2013, 2015 and 2016 took severe blows due to the drought conditions. This, as well as the foot-and-mouth disease outbreak in the first and last quarters of 2019, impacted directly on industry margins.

The year on year increase in unprocessed (raw) milk production for 2019 of only 0.65% is



testimony of the afore-mentioned, as well as the slow economic growth rate.

The performance (sales volumes and prices) of dairy products in the South African retail market in general, shows the extent of the downward pressure on the South African dairy industry, resulting from the slow economic growth in South Africa. For 2019, the retail sales volume of fresh and long-life (UHT) milk was 1.6% lower than in 2018. Some 50% of the SA raw milk yield was used for the processing of fresh and UHT milk.

For 2019, South Africa was a net importer of concentrated milk (04.02), whey (04.04), butter (04.05) and cheese (04.06) and a net exporter of milk and cream (04.01) and buttermilk and yoghurt (04.03). Exposure to foreign competition (imports plus exports) in 2019, was higher than in 2018, but lower than in 2017.

Great uncertainty exists about the spread of the Coronavirus in South Africa and the extent of its negative impact on the South African economy. It is therefore reasonable to expect that the downward pressure on the profitability of the South African dairy industry will continue in 2020 and beyond.

### UHT milk protection

It was promulgated and gazetted in October 2019, that if a certain trigger level of UHT milk import volumes were exceeded, a safeguard duty could be applied for, in terms of Article 35 of the EPA (Economic Partnership Agreement) - subject to implementation of an Ordinary Customs Duty. This followed intense industry collaboration which was facilitated by the Customs Duty and Market Access Project of

Milk SA, as a response to increased quantities of UHT milk imports from Poland.

### International involvement by the organized dairy industry

The South African Dairy industry enjoyed prominence in the structures and activities of the International Dairy Federation (IDF) in the last couple of years. Mr Alwyn Kraamwinkel completed his third year on the IDF Board of Directors in 2019 and Dr Koos Coetzee also his third year on the IDF Science Program Coordinating Committee (SPCC), while other colleagues served on various Standing Committees. The Office of Milk SA has compiled a full report of South Africa's participation in the World Dairy Summit held in Istanbul, Turkey during September 2019.

Unfortunately, due to COVID-19, the Summit scheduled to be held in Cape Town towards the end of 2020, had to be called off.

The Managing Director of the Dairy Standard Agency, Mr Jompie Burger, was nominated by the Department of Health to participate in the SPS Committee of the World Trade Organization Committee on Sanitary and Phytosanitary Measures in Brussels.

The Project Manager on Industry Information, Mr Bertus van Heerden, continued to represent the SA dairy industry on the International Farm Comparison Network.

Dr Colin Ohloff, a member of Milk SA's Dairy Research and Development Committee, attended a conference on "The Role of Ruminants in Sustainable Diets" in Brussels in June 2019.

## An independent industry laboratory for the dairy industry

The establishment of *DSA Lab Services* deserves special mention here. As an independent industry laboratory, it will produce and supply harmonized standards for the calibration of laboratory instruments to measure fat, protein and lactose. As agreed with industry stakeholders, standards for milk urea nitrogen and somatic cell counts are to be imported from one international supplier. This facility will undoubtedly improve reliability of test results obtained from individual in-house laboratories.

## Sustainability and Animal Welfare

As consumers are becoming increasingly aware of the products they buy, more and more dairy producers and processors invest in technology to enhance wastewater treatment, soil maintenance, staff housing, energy conservation and recyclable packaging materials. The SA Society of Dairy Technology (SASDT) held a symposium in Kempton Park on 16 July 2019, with the theme "Cultivating a sustainability culture in the dairy industry" where speakers from different dairy companies presented examples of their initiatives and contributions in this area. It was highlighted that partnerships between processors and producers are essential to enhance business ethics, efficiency and competitiveness.

The IDF in collaboration with OIE (World Organization for Animal Health) and FAO (Food and Agricultural Organization of the United Nations), released the updated IDF Guide to Good Animal Welfare in Dairy Production on 11 April 2019. This followed on the SA National Standard on the Welfare of Dairy Cattle

issued in 2018. South African industry experts contributed to both these publications.

An increased onslaught from activists who even campaign in favour of doing away with stock farming for a better planet, led Dr Meissner (Milk SA R&D Programme Manager) to write an article "An earth without livestock" wherein he put responsible livestock farming in relation to nature into perspective.

In another article "Ethical consumerism and sustainable production", Dr Meissner responded to an increased quest among consumers for animal welfare, labour management, organic and traditional farming systems - and illustrated how improved technologies and higher production was generally more beneficial than conventional systems.

The above topics are currently being registered as sub-projects under the R&D Programme of Milk SA, which means that it would receive the necessary attention by the organized dairy industry in terms of monitoring, communication and guidance.

## Blazing ordeals

2019 saw two dairy factories burn down. The Clover factory in Estcourt was destroyed on 13 March while on 1 April 2019, the Orange Grove Dairy plant was levelled in a blaze. It is heartening though to have witnessed the resilient spirit of these companies in rising from the ashes again.

## In memoriam

Previous Milk SA director and dairy producer, Mr Paul van Wyk, died in March 2019. In April 2020, Mr Bertus de Jongh, also previously a

Milk SA director and retired CEO of the Milk Producers' Organisation, passed away. Mr Eddie Botha of the audit firm Fourie & Botha, who was the designated auditor for Milk SA for many years, also passed away during April 2020. Our deepest condolences go to their loved ones on their passing.

### **Thank you**

It was again a pleasure to engage with a team of directors with the energy, insight and devotion required to make a success of a company like Milk SA. The active participation in the close-knit structures of the organized

industry again proved to be a recipe for continued success in support of the well-being of the SA dairy industry.

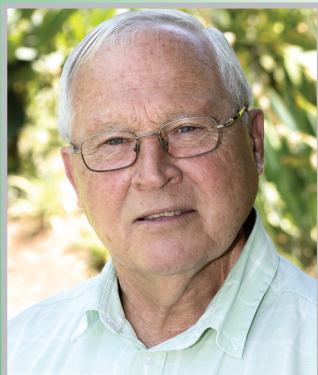
A big thank you also to every Project Manager and every member of a committee and work group who have a great responsibility to keep their respective disciplines up to date with the latest trends and sciences, and thereby contributing to a more competitive dairy industry.

**Dr Bonile S Jack-Pama, PhD**  
**CHAIRMAN OF THE BOARD**

## **RESEARCH & DEVELOPMENT** **Sustainability in SA**

Sustainability in general, is a far-reaching subject with multiple aspects. As part of Milk SA's Research & Development Programme, Drs Meissner and Colin Ohlhoff are compiling a document intended to provide a record of - and guidance to - the Dairy Industry, with regard to sustainability.

This document will contain sections on greenhouse gas mitigation, soil health, responsible water use, waste management, biodiversity, market development, rural economies, working conditions, product quality and safety, and animal care.



**Dr Heinz Meissner,**  
**R&D Programme**  
**Leader for Milk SA**



**Dr Colin Ohlhoff**



# RIPARIAN BUFFER ZONES FOR PROTECTION OF WATER COURSES ON DAIRY FARMS

Internationally, the dairy farming industry has in recent years made a shift towards more sustainable approaches to dairy farming, with countries such as New Zealand taking the lead. The range of sustainable farming practices implemented include, but are not limited to, managing soil health, managing and optimizing water use, and maintaining or improving ecological diversity on dairy farms.

The use of riparian buffer zones for the protection of watercourses on dairy farms is another option available to dairy farmers. Buffer zones act as a boundary between watercourses and upstream land use practices, reducing pollutants, sediments and nutrients carried in surface runoff. The question however is what properties (in terms of size and management practices) make a buffer zone effective in removing dairy farming related pollutants from surface runoff?

To address this matter, the Institute of Natural Resources - in association with WWF (World Wide fund for Nature) and South Africa and Confluent Environmental - is investigating the use of riparian buffer zones for the protection of watercourses on dairy farms. The project aims to develop best practice guidelines for the improved management of wetlands and rivers on dairy farms through the implementation of sector specific buffer zones.



*For more information  
on the project  
contact  
project leader  
Ian Bredin  
at  
**[IBredin@inr.org.za](mailto:IBredin@inr.org.za)***

# OVERVIEW OF THE AFRICAN CONTINENTAL FREE TRADE AREA (AfCFTA)



In 2019 and 2020, the focus of South African trade negotiations shifted from negotiations with first world countries, to trade within the African continent. The finalization of a Continental Free Trade Area (C-FTA), which had been under discussion for a number of years by representatives of African states, was a focal point.

According to the African Union, the Free Trade Area will represent a GDP of US \$2.6 trillion and a population of 1.7 billion people.

The AfCFTA agreement seeks to create a single African market for goods and services, with free movement of business persons and investments.

The agreement will give countries the advantage of growing beyond domestic markets into regional markets. In the near future, AfCFTA should be one of the greatest drivers of economic growth in the African Continent.

## ***The Free Trade area includes economic regions such as:***

- The Southern African Customs Union (SACU);
- The Southern African Development Community (SADC);
- The Common Market for Eastern and Southern Africa (COMESA);
- East African Community (EAC); and
- The Economic Community of West African States (ECOWAS)



***De Wet Jonker, Milk  
SA's Customs and  
Market Access  
Project Manager***

## ***Objectives of AfCFTA***

The main objectives of the agreement are to create a single continental market for goods and services, with free movement of business persons and investments. This will pave the way for the establishment of a Customs Union and resolve the challenges of multiple and overlapping memberships of different trade economic areas.

## ***The objectives will:***

- Achieve sustainable and inclusive socio-economic development and structural transformations within member states;
- Enhance competitiveness of member states within Africa and in the global market; and
- Encourage industrial development through diversification and regional value chain development, agricultural development and food security.



## Timelines

The protocol makes provision for trade issues such as the liberalization of tariffs, rules of origin, the elimination of non-tariff barriers and sanitary and Phyto-sanitary measures. The participating countries must remove tariffs on 90 percent of their products and a remaining 10 percent on so-called “sensitive products” will be phased out over several years to come.

### *The following timelines were adopted by the Trade Ministers:*

- At the end of September 2019, the member states submitted their Schedules of Tariff Concessions covering 90% of the tariff headings and they agreed to scale tariffs down immediately;
- The remaining 10% (i.e. the 7% Sensitive and 3% Exclusion products) were finalized by the end of 2019;
- Tariff headings (0402.10) skimmed milk powder, (0402.20) full cream milk powder, and (0405.10) butter, are the dairy products which fall under the Exclusion product list; and
- By January 2020, all the schedules were finalized and submitted.

Unfortunately, the COVID-19 pandemic continues to impact lives, trade and business all over the world. The trading date for the agreement was scheduled for 1 July 2020, but the implementation was recently postponed to a later date. Countries therefore have the opportunity to continue negotiations on outstanding modalities and trade issues such as non-tariff barriers.

Aspects such as market access, scaling down of import tariffs and rules of origin should be handled with caution not to be flooded by cheap imports and highly subsidized dairy products caused by government intervention

and abnormally low-priced products in periods of over-supply. Various submissions on the above modalities were submitted to the Agricultural Trade Forum.

## Rules of Origin

Rules of Origin (ROO) are the criteria used to define where a product was produced or manufactured and are an essential part of international trade rules. The origin of a product is important because it will determine how it is treated at the border of an importing country and the origin may impact on the import duty payable into the importing country.

In addition, Rules of Origin may also determine whether goods are entitled to the payment of less or no import duties. For this reason, there is a distinction between non-preferential and preferential Rules of Origin.

The non-preferential rules are applied for “Most-favoured Nation” (MFN) trade purposes (i.e. where goods are subject to the general rates of duty) and the preferential rules of origin are applied in the case of Free Trade Agreements (FTAs) and other preferential duty schemes (e.g. agreements where countries have agreed to eliminate or reduce import duties on goods produced in each other’s territories).

The South African organized dairy industry (consisting of Milk SA and its two members, SAMPRO, and MPO, is strongly of the opinion that the rules of origin in respect of dairy products, should be “wholly obtained”.

“Wholly obtained” refers mainly to natural products grown, harvested etc., in a Party (country or territory) and to products made entirely from them. Some agreements also





consider an article as “wholly obtained” if it is made entirely from inputs originating in one - or more than one - partner country. Rules of origin which are more relaxed than “wholly obtained” will allow the import of dairy products from outside Africa, which will limit the production of unprocessed (raw) milk in Africa and thus rural development in Africa.

It is accepted by all countries that harmonization of rules of origin i.e., the definition of rules of origin that will be applied by all countries and that will be the same whatever the purpose for which they are applied - would facilitate the flow of international trade.

However, a developing country or group of countries, like the African Union, may use rules of origin as a trade policy instrument to protect it from cheap imports (typically, international prices of Agro-processed products are abnormally low due to government intervention); and to allow the group of countries to develop their own industries.

The production of raw milk in Africa is of critical importance in respect of economic development in Africa and specifically in respect of rural development. Any deviation from the “wholly obtained” rule, will have a direct negative impact on raw milk production in Africa, as well as the production of dairy products. For example, in most instances, less value adding is required to produce reconstituted heat-treated milk on the basis of milk powder (or a combination of milk powder and whey powder imported from outside Africa), than the value-adding to produce heat treated milk on the basis of raw milk originating in Africa.

The same argument is also applicable to products such as maas, yoghurt and processed cheese. The countries objecting to the “wholly obtained” rule, clearly wish to import particular dairy products from outside Africa, instead of buying the products from fellow African countries and such a position is contrary to the development of the dairy industry in Africa and rural development in Africa. The objective for Africa should be to provide Africa with dairy products based on raw milk produced in Africa.

In conclusion, the South African organized dairy industry is of the opinion that there **should definitely not be different sets of ROO for different FTAs**, especially between countries within the African Continent. Rules of origin should be harmonized.

Africa is, to a great extent, still a developing continent and must develop its primary agriculture and Agro-processing to its fullest potential. Therefore, it is important that participants in FTAs utilize the rules of origin as a policy instrument to protect the group of countries from cheap imports (resulting from government intervention) and to allow the group of countries to develop their own industries. All primary agricultural products and Agro-processed products must be grown and produced within the continent and the ‘Wholly-obtained rule of origin’ must be applicable.

The Agro-processing industry will have to vigorously monitor its position to compete. Competitive advantages are attributed to a variety of factors including cost structure branding, quality and reliability of the product offering, the distribution network and customer service.

# PARTICIPATION IN GOVERNMENT'S INVESTMENT INITIATIVES

As reported before, a Milk SA appointed team comprising the CEO and directors Dr Chris Van Dijk, Alwyn Kraamwinkel and Godfrey Rathogwa, participated in the Dairy Sector Task Team of NEDLAC, which resulted in a positive outcome in that a list of aspects had been agreed upon which warranted attention for a more competitive dairy industry, and that the Department of Agriculture (DALRRD) should initiate a round table in this regard. A report to this effect was finalized in March 2018.

The above process was put on hold due to President Ramaphosa's investment initiatives and consultation with the economic sectors and industries in this respect since January this year. The above team was supplemented with Jompie Burger, Managing Director of the Dairy Standard Agency and the team participated in the following meetings:

- Engagement on the Dairy Industry Initiatives as part of the Master Plan on Agriculture and Agro-processing (AAMP) - 17 June 2020.
- A follow-up meeting with BFAP and NAMC to provide input for a "Dairy Chapter" of the AAMP - 21 July 2020.


The CEO of Milk SA also participated and provided input in three other meetings namely:

- The inaugural Sustainable Infrastructure Development Symposium of SA (SIDSSA) by invitation of Pres. Ramaphosa - 23 June 2020. (Presidential roundtable).
- A panel discussion on Agriculture and Infrastructure Development by invitation of Minister Didiza - 23 June 2020.

- A Stakeholder Consultation Meeting on the Agricultural and Agri-Processing Master Plan (AAMP) - 26 June 2020.

At the symposium of 23 June, representatives from the public and private sectors discussed how they could co-operate on infrastructure projects in energy, transport, water and human settlements, digital infrastructure, agriculture / agro-processing and district development. The aim of the symposium was to discuss the prioritization of infrastructure development to support structural transformation, growth and job creation, especially to remedy the effect of Covid-19 on the economy and to serve as long-term growth solutions.

Through SIDSSA, Government has already liaised with the private sector and Multilateral Development Banks and identified a project pipeline to facilitate the relationship between Government and the private sector. Various banks including the Development Bank of Southern Africa (DBSA), African Development Bank (AFDB) and New Development Bank (NDB) undertook to assist with development



funding models. The SIDSSA process identified 55 projects (in six sectors) from a list of 276 to be bankable, of which the implementation would be accelerated under the Infrastructure Development Act, 2014. Commitments for the funding of some of these projects have been made by representatives of the multilateral banks which were represented at the symposium. The 276 projects, with a total investment value of R2.3 trillion, can create more than 1.8 million direct and indirect jobs through their lifecycle.

After the Presidential roundtable, SIDSSA split up in eight panel discussions including energy, water, employment, digital infrastructure, transport, district development and agriculture.

Panellists in the Agriculture panel discussion were:

- Ms Thoko Didiza, Minister of Agriculture, Land Reform and Rural Development
- Dr Vuyo Mahlati, President, African Farmers Association of SA
- Dr Shadrack Moephuli, President and CEO, Agricultural Research Council
- Mr Omri van Zyl, CEO, AgriSA
- Mr Wandile Sihlobo, agricultural economist and Head: Agribusiness Research, Agricultural Business Chamber of South Africa
- Ms Jennifer Blanke, Vice-President: Agriculture, Human and Social Development, African Development Bank
- Dr Hilke Maartens, Executive Director, Creating Hope for Africa

Discussions in this session were not really focused on infrastructure as such, but on

transformation, “inclusiveness” and service delivery.

In a nutshell, input from the CEO: Milk SA was that the agricultural sector was losing impetus due to poor service delivery, poor infrastructure and a lack of security. He mentioned the impact of poor roads on milk production; the loss of export markets due to insufficient veterinary and other services; and the security factor especially in rural areas. This was supported by panellists who added that an investor friendly environment was required.

Most panellists agreed that transformation projects in partnership with the private sector were viable, and Amadlelo was mentioned by one panellist as a viable initiative. The Minister was concerned about barriers of entry for new entrants, such as expensive specifications for chicken houses, and also mentioned the possibility of accessing agricultural trust funds (from the marketing (control) boards for transformation. Dr Moephuli from ARC mentioned that the soil would be turned soon for the erection of a foot-and-mouth vaccine facility in Pretoria.

The Technical Work Group on Agriculture & Agro-processing for SIDSS has recommended the following four projects (from 54 proposals) for investment:

- **Tilapia Aqua-Kulcha** is about the development of enabling infrastructure to support the first Marine Tilapia Industry cluster and associated rural agrarian value-chain - the Agri-corridor - within the Mbhashe municipal region, as a base for expansion into other rural coastal areas in the Eastern Cape and KZN.

■ **Scheepers-vlakte Farming** is about the establishment of 516ha green field orchards (citrus and avocados and macadamia nuts) - close to the Addo Elephant National Park. Scheepersvlakte Farm (Pty) Ltd proposes to construct and operate a fully commercial citrus and niche crop with intention to produce mainly for the export market.

■ **Ncera Macadamia Farming** is an expansion of 120ha of macadamia nut trees. 180ha were established previously

and need maintenance in the form of fertiliser and inputs.

■ **Natural Dehydrated Foods** is a Green-fields, vertically integrated, agro-processing project for the dehydration of vegetables and herbs.

In the meantime, the Milk SA team is still providing input for the "Dairy Chapter" in the AAMP (as part of SIDSSA), which also involves the Bureau for Food and Agricultural Policy (BFAP).



## New editor of IDF's Animal Health Report

MPO Chief Executive and Vice-President of SANCIDF (SA National Committee of the International Dairy Federation), Dr Chris Van Dijk is also a member of IDF's Standing Committee on Animal Health and Welfare. Dr Van Dijk recently became editor of the Animal Health Report, which is compiled annually by the IDF head office. Dr Van Dijk said he would ensure that South Africa would feature prominently in this year's edition and that he had already contacted all researchers in the Animal Health and Welfare field.



**Dr Chris Van Dijk**

# Auditing welfare of dairy cattle and mitigating animal welfare risks at milk production level

The organized dairy in South Africa, which is not that different from other agro processing sectors, is exposed to significant risks - varying from public criticism of corporate responsibility - to issues of sustainability relating to animal welfare, biosecurity, biotechnology, environment, food safety and many others. In the last few years, animal welfare in particular has been gaining momentum in the global agenda.

According to the World Organization for Animal Health (*Office International des Epizooties 2013*), an animal is in a good state if it is healthy, comfortable, well nourished, safe, able to express its innate behaviour and is not suffering from negative states such as pain, fear and distress. Apart from disease prevention and veterinary treatment, good animal welfare requires appropriate shelter, management, nutrition, humane handling, transport and eventually – humane slaughter.

While this definition is accepted internationally, what people interpret to be acceptable animal welfare can be influenced by many factors including personal values, religion, nationality, gender, previous experiences, age, socio-economic status and education.

It is important to understand not only what welfare is, but also that the health and welfare of an animal are closely linked; and that just as the health status of an animal influences its welfare, so the welfare influences its health. Stressful situations, such as negative treatment by a stockperson or ongoing aggressive interactions with other animals in the herd, will result in physiological and



**Jompie Burger,**  
**Managing Director of the**  
**Dairy Standard Agency**

behavioural changes in the animal. If the stressor is prolonged, becoming chronic, it can affect the immunity of the cow, making her more susceptible to disease. Poor welfare is also linked to reduced productivity, inhibiting the cow's capacity to reproduce and reducing



milk yield and body condition.

In addition to the direct influence on animals as part of sustainable livestock production systems, public perceptions of farm animal welfare issues have the potential to significantly affect the security / sustainability of the dairy industry.



To ensure effective responses to negative comments regarding the welfare of dairy cattle, the extent of compliance with the SABS standard *SANS 1694: The Welfare of Dairy Cattle*, is therefore extremely important. The Dairy Standard Agency - with the assistance of MPO, SAMPRO and other stakeholders – has developed an auditable set of criteria to measure compliance with relevant animal welfare standards at milk production level. The purpose of these outcome-based driven auditable and assessment criteria is mainly to assist dairy farmers in the process of identifying risk areas, evaluating risks and implementing management practices relating to the increased welfare of dairy cattle.

Obviously, it is not adequate for the organized dairy industry to respond to negative comments regarding the welfare of dairy animals, by statements of which the messages are that only a SABS standard exists and that the Dairy Standard Agency developed an audit instrument to measure compliance with the SABS standards.

From a management perspective, the development and implementation of

documented animal welfare systems and auditing are beneficial in view of the following:

- If effectively applied, this is a key to the proactive identification of animal health and welfare risks, as well as the evaluation and control thereof;
- Communication between input suppliers and role-players, including veterinarians and milk buyers, improves;
- Communication between management and personnel, based on sound documented information, improves quality decision-making processes;
- Measurable criteria have a direct influence on the improvement of herd health and animal welfare if remedial actions are consistently implemented on non-conformities;
- Compliance with auditable criteria of a high standard automatically leads to compliance with legal requirements;
- Sale of livestock and / or certification for export purposes are far more achievable.

For further information  
contact the DSA offices at  
**+27 126654151** or  
**[info@dairystandard.co.za](mailto:info@dairystandard.co.za)**

# CONSUMER EDUCATION PROJECT OF MILK SA

## *Dairy Gives You Go: Dairy dance off campaign*

The Dairy Gives You Go (DGYG) website and social media platform of the Consumer Education Project of Milk SA is aimed at teenagers and includes Facebook and Instagram.



To fit in with the communication plan of talking to teens, a social media campaign was introduced to teenagers and young adults, to create a dance video and post it on TikTok using one song - as identified by the Project - while consuming or showing a dairy product. TikTok is a social media platform for video-sharing and content is also shared on the DGYG Facebook and Instagram.

The content generated by the fans was re-posted, resulting in a growth in followers and engagement with the DGYG audience.

that spoke to being active and dairy helped the target audience get their GO from Dairy. An Initiative by the Consumer Education Project of Milk SA.

[www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za); <https://www.facebook.com/dairygivesyougo>; <https://www.instagram.com/dairygivesyougo/>

To increase the uptake of the campaign, micro-influencers were used to create a video, where they had to show or consume a dairy product to demonstrate how dairy gives you GO and share it with their fan-base who are new users of dairy. The campaign ran for one month in May and June, during the lockdown period while teens were at home.

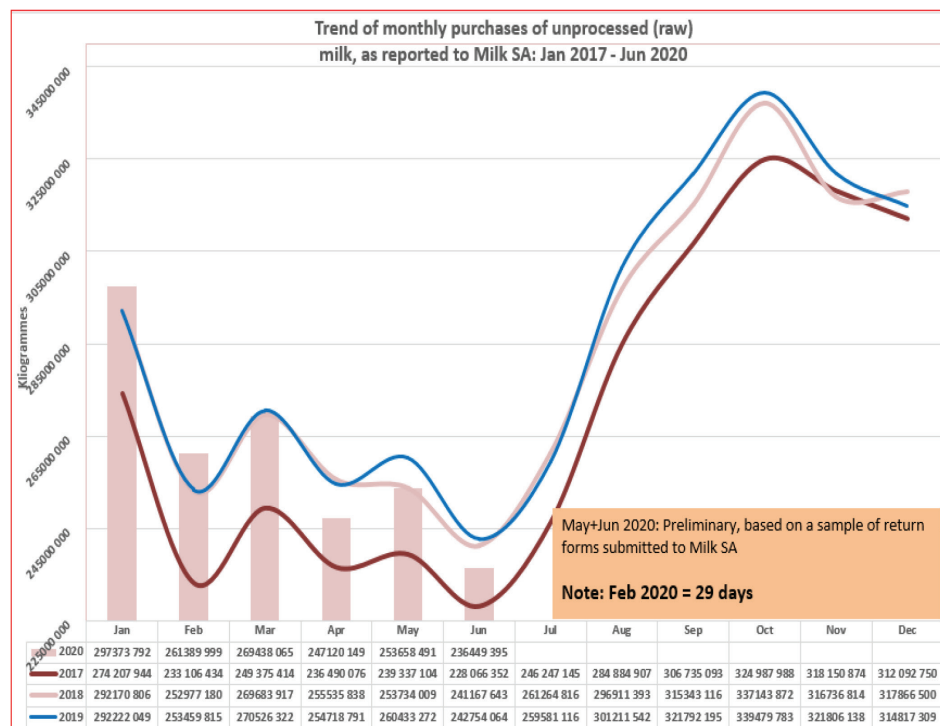
The Dairy Dance Off campaign contributed to increased numbers with relevant content



# TRENDS OF MONTHLY UNPROCESSED (RAW) MILK PURCHASES IN THE RSA: JAN 2017 TO JUN 2020

The preliminary figure for Jun 2020 shows a 2,60 lower milk purchase volume than the amount bought in Jun 2019. An amount of 236 449 395 kg is the preliminary milk purchase figure for Jun 2020.

The total raw milk purchases for Jan - Jun 2020 is 1 565 429 891 kg, which is 0,55% lower than the corresponding period in 2019 and 0,01% lower than the corresponding period in 2018.



**Milk SA takes no responsibility for the accuracy of this information which is intended to provide market signals only, and Milk SA indemnifies itself against any actions based on this information.**

- Source: Milk SA Statistics (from monthly return forms submitted to Milk SA by  $\pm$  330 role-players).
- Each year's total figures are reviewed in March of the following year.