

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.

What's in store for the rest of 2013?

Milk SA must continue to creatively pursue the objectives within its broad strategic direction. The collective drivers to increase the competitiveness of the dairy market include consumer education, improvement of product quality and safety, industry information, research and training. These aspects together with Milk SA's initiatives in terms of the trade environment, support the broadening of the South African market for dairy products.

Milk SA is extremely encouraged by the recently established National Task Team on Export Certification. It is a joint Task Team with DAFF, the Department of Health and Milk SA. As we must continue to improve the trade environment for dairy products, Milk SA fully endorses this initiative.

It is now ten years since Milk SA was established in 2002 and judged against the level of performance of the projects, Milk SA has truly reached maturity. Thanks to project scrutiny by our advisory committees and the board of directors as well as proper management and administration, we can reassure the dairy industry that our projects are running smoothly and in accordance with good corporate governance.



We are looking forward to closing yet another regulatory cycle of four years successfully at the end of the year. Milk SA supports SAMPRO in its application for new regulations that will cover 2014-2017. The objectives of the regulations are the result of industry-driven needs as recorded in a study that was concluded in 2000. There are plans to review and adjust this study, the Dairy Development Initiative, in light of the new challenges that face the industry.

The dairy industry is a fast-moving one, and Milk SA therefore continues to take proactive steps to ensure that the industry keeps up with the rest of the world, and that Milk SA therefore addresses the issues that will *really* take this industry into *fast forward* mode!

**– Prof Chris Blignaut
(Chairman: Milk SA)**

Booklet helps to find the way to export certification



Nico Fouché (CEO: Milk South Africa) and Jompie Burger (MD: Dairy Standard Agency) with the booklets

The Dairy Standard Agency plays a huge role in facilitating the supply of dairy products, which are both safe and of an acceptable quality, to South African consumers. The Agency also plays a huge role in Milk South Africa's structures, to review and improve legislation and standards in liaison with Government, and also to promote a more effective export regime for the South African dairy industry.

An initiative of Mr Jompie Burger (Managing Director: Dairy Standard Agency) led to the recent publication of "Standard Operating Procedures for the Export of Dairy Products", which provides crucial direction for all stakeholders in the export chain

regarding their roles and responsibilities.

The publication therefore includes an overview of responsibilities of the milk producer and milk processor in this regard, as well as a synopsis of documentation and procedures required for milking shed certification.

Nico Fouché, who was also closely involved in the compilation of the booklet, congratulated Mr Burger, Mr De Wet Jonker of SAMPRO, Nicolette Teichmann of Milk South Africa and Dr Hon, the Provincial State Veterinarian in Swellendam, on their inputs.

Copies are available from Milk SA free of charge.

Controlling residues in animal-derived food

An important aspect of food safety - in the context of animal-derived food - is the control of residues. These residues present in foodstuffs can be:

- intentionally added (i.e. food additives, or the illegal addition for adulterant purposes);
- present as residues from defined uses (e.g. pesticides and veterinary drugs); or
- contaminants (formed during production, processing, storage - or stemming from the environment).

Chemical residues can be harmful to consumers and can cause chronic toxicological adverse effects, allergic reactions and resistance problems if substances are applied incorrectly e.g. at levels higher than permitted by food safety legislation.

Food safety assurance is the responsibility of all stakeholders in the value chain, namely producers, processors and distributors/marketers of food and without the implementation of effective residue control, public health at large could be at risk. Residue control programmes are meant to be proactive risk-based tools, using realistic risk profiles. To this effect, a chemical residue programme shall also include regulatory measures proportionate to the relative human health associated with chemical residue hazards, in comparison with other food-associated hazards.

The following laws directly and indirectly govern food safety in terms of residues of dairy as animal-derived food:

- Foodstuffs, Cosmetics and Disinfectants Act, 1972 (Act No. 54 of 1972);
- The Standards Act, 1993 (Act 29 of 1993);
- Consumer Protection Act (Act 68 of 2008);
- Medicines and Related substances Control Act, 1965 (Act No 101 of 1965, as amended by Act 90 of 1997);
- Fertilizers, Farm Feeds, Agricultural Remedies and Stock Remedies Act, 1947 (Act 36 of 1947) and its regulations.

The National Residue Programme of South Africa provides for the National Residue Control Programme and National Residue Monitoring. The objective of the programme is to ensure consumer confidence, to assess the effectiveness of South African controls and practices and to ensure that the chemical residue status of foods of animal origin is safe. The programme also provides for the identification of illegal or non-compliant use of agricultural chemicals and veterinary products in animal production.

The Residue Control Programme and more specifically the Export Residue Control programme, is the responsibility of the Department of Agriculture, Forestry and Fisheries (DAFF) who is mandated to give assurance to EU and Middle Eastern countries that animals and animal prod-

ucts produced in South Africa comply with the rules/requirements laid down by the importing country. The importing country prescribes the Residue Control Programme that the exporting country should follow. All export facilities for this matter must also be registered with DAFF.

The National Residue Monitoring Programme also focuses on the national market and non-EU export market. Besides commodities namely poultry, pork, meat, cattle, sheep, egg and honey, it also provides for the control of dairy, whereby milk samples are collected out of the bulk tanks on farms which supply export-approved establishments or other dairies that supply the local market (the SA dairy industry is currently not permitted to export to the EU).

DAFF has appointed ARC-OVI as the National Residue Reference laboratory. Remedial action on all non-compliant results in terms of the Programme are sent to the Provincial Director who will then

request the State Veterinarian in charge of the area to investigate, following which corrective measures will be put in place and may include the delisting of export facilities.

The dairy industry as responsible stakeholder also implements measures to reduce the risk of chemical residues through supplier quality assurance and the implementation of auditable food safety management programmes. This is done to ensure due diligence in terms of the control over the use of veterinary drugs - verification that appropriate practices are applied in the interests of the industry and the consumer.

Because of the importance of maintaining chemical residue programmes, Milk SA engages with DAFF regularly on behalf of the industry, to promote national and international dairy commerce.

*–Jompie Burger
Dairy Standard Agency*

Tainted dairy products

The latest incident of New Zealand milk powder contaminated with dicyandiamide (DCD), which caused major international concerns, is reminiscent of the China melamine scare that occurred in 2008, causing sickness and death. DCD is a product with many industrial uses, including being used as a fertiliser on food crops in many countries. This brings us to the point where we need to understand that the quality and safety of milk and other dairy products is not a static subject and that various factors play a major role in the value chain.

In some cases, but not always, chemical contaminants are purposefully added for economic reasons. Scientific progress often means that we are exposed • *continued on page 8*

Brand new TV ads for 2013

The latest television advertisement of Milk SA's Consumer Education Project, titled 'dairy gives you go' consists of two separate advertisements, with the same main message. Each advertisement features one main character who is interviewed in a kitchen scene. Other actors in the advertisement are also interviewed to provide a better understanding of what

gives the main actor the ability to perform beyond expectation.

The slogan for the television campaign is: '*Dairy gives you go*'. The slogan will be carried through to television, the microsite (mini website) and the mobisite (designed for cell phones) in conjunction with the overarching slogan 'rediscover dairy'.

Television advert 1: "Dusty"

Dusty is introduced as an excellent athlete who has never won a trophy due to the fact that he is too keen to start at the beginning of a race. In every race, Dusty flies off the mark before the gun goes off. This becomes frustrating for Dusty, his mother and his coach. Various tests are conducted to try to establish a reason for him to 'just want to go'. He is unable to explain his enthusiasm and energy and questions whether milk could be the reason for his strength. The ad ends with Dusty saying 'I guess we'll never know'. The final frame cuts to the dairy logo and title: DAIRY GIVES YOU GO



Television advert 2: "Stix"

The opening scene features Stix who introduces himself as a drummer. Different scenes follow to illustrate his amazing ability and his reputation as an incredible drummer. This includes a fast solo scene, a scene with peers in a garage and a scene

with a professional band on stage. In all three scenes he is accused of not slowing down and playing too loudly, and faster than the beat of the music. Everyone keeps asking the same thing – where does his energy come from?



In the closing scene he has a drink of milk and places the glass back on the table. There is an awkward moment between the interviewer and STIX and STIX closes with the phrase: 'I guess we'll never know.' The final frame again cuts to the dairy logo and title: DAIRY GIVES YOU GO

The purpose of the television advertisement is to introduce milk to teenagers in a fun and entertaining way by taking milk out of the kitchen and placing it into everyday activities of teens. The ad suggests that dairy can give you go in any situation you choose i.e. sport, music etc.

Microsite and mobisite

www.dairygivesyougo.co.za

The microsite (mini website) was developed for the project to enhance the impact of the television advertisements and also to create an area on the internet dedicated to dairy i.e. the role of dairy in the diet / lifestyle of the teenager. The microsite presents the health benefits and nutritional information of dairy in a fun and graphic format. Dusty, an animated ver-

sion of the television character, walks the viewer through all four themes i.e. Sport, Every day, Strength and Beach body. Each theme consists of five infographics relevant to each, with an option for the viewer to find out more about a certain topic. The microsite is also adapted for viewing on a cellphone i.e. mobi-site. The microsite will be appropriately linked to the 'rediscover-dairy' website.



*Milk SA Advisory Committee
on the Consumer Education Project at work*

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to the risk of chemical residues in dairy. As with all other foodstuffs, the dairy chain consists of many role-players, namely feed manufacturers, milk producers, veterinary services, raw material suppliers, equipment manufacturers and dairy product manufacturers. Integrated chain management as a tool to address good communication and enhancement of adaptation of activities along the food chain for cost-effective hazard control, should not lag behind new industry developments.

– *The DSA Bulletin*

New hope for a better dairy export dispensation

Milk South Africa, the Directorate: Animal Health of the Department of Agriculture, Forestry and Fisheries, and the Department of Health recently established a National Task Team for Export Certification. The aim of this Task Team is to facilitate the effective implementation and administration of legislation and to initiate additional measures to optimize the export of South African dairy products and the implementation of trade agreements. Knowledgeable persons from the secondary industry who are involved in dairy exports have been co-opted onto the Task Team.

The first meeting of the Task Team took place in Pretoria on 23 January 2013. Nico Fouché, Chairman of the Task Team and CEO of Milk SA, says that Milk SA and the two departments are already making good progress towards gaining a better understanding of the export requirements required by our current and potential trade partners and to act accordingly. "Many dairy products are highly perish-

able – hence the necessity to eliminate stumbling blocks in the export chain as soon as possible," he said.

One of the Task Team's priorities is to unlock the full potential of the SA/EU Cheese Agreement for South African cheese exporters. Currently the EU countries are exporting their cheese to South Africa at reduced import tariffs (within the quota of 6 950 tonnes), while South Africa is being prevented from exporting cheese to the EU because the South African infrastructure has certain deficiencies and veterinary services cannot cope with the necessary certification. The National Task Team will – as a matter of urgency - be attending to these deficiencies, which also include residue and animal health monitoring and the approval of milk producers' facilities and of the manufacturing and storage facilities. The shortage of health officials and veterinary capacity will also have to be addressed.

RISK IDENTIFICATION – an integral part of DSA’s role

The DSA manages a number of projects aimed at promoting the quality and safety of milk. The purpose of the “Milk and Other Dairy Products Risk Identification Project” is to:

- Identify potential national and international food safety and quality risks within the dairy industry.
- Conduct statistical trend analyses based on quarterly survey data captured in the DSA database.
- Conduct year-to-year or cycle-to-cycle statistical comparisons in order to determine trends relating to dairy quality

and safety.

- Provide processors and distributors with statistical information allowing them to take applicable corrective actions.
- Report to and enable relevant role players, using DSA processed data in whatever format, to identify non-conformances and to take appropriate corrective action.
- Monitor national and international food safety websites and communicate relevant issues to the dairy industry.
- Monitor reports on possible global food safety scares on international websites.

Legislation update

Two new dairy-related regulations in terms of the *Foodstuffs, Cosmetics and Disinfectants Act of 1972* were published late in 2012. Both regulations are enforced by municipal health departments and although new, they reflect minor institutional amendments. The reason for these urgent publications is to deal with the gap left by the repeal of the *Health Act (No 63 of 1977)*, through the proclamation notice in February 2012 which renders R918 of 1999 and R1256 of 1986 null and void.

Regulations governing general hygiene requirements for food premises and the transport of food – Regulation 962 of 2012: Now that R918 of 1999 has been replaced by R962 of 2012 under the *Foodstuffs, Cosmetics and Disinfectants Act of 1972*, the process of full review is under way and once com-

pleted, a new draft will be published as per the normal process. Once finalised, the new regulation will repeal R962 of 2012.

New regulations relating to hygiene requirements for milking sheds, the transport of milk and related matters – Regulation 961 of 23 November: Although the new regulation R961 appears in principle to be very similar to the repealed R1256, some noticeable changes were made. It is recommended that dairy producers and processors contact their respective local health authorities (environmental health practitioners or EHPs) for advice in this regard. The Dairy Standard Agency can also be contacted on 012 665 4250, should there be problems contacting EHPs.

– Jompie Burger,
Dairy Standard Agency

Reflections on the World Dairy Summit



*Melt Loubser,
President of the SA
National Committee
of the IDF*

The World Dairy Summit is held in a different member country of the IDF annually, and South Africa hosted the event last November in Cape Town, which was attended by over 1 000 participants from 56 countries. The event offered a comprehensive programme consisting of 11 conferences addressing important issues in farming, food safety, nutrition, sustainability, dairy science, animal health, marketing, etc.

Said Mr Loubser: "It was really a remarkable experience for me to have been involved in the organization of this event and to have had the privilege of being President of SAN-CIDF. What was so amazing was the display of talent that we have in our industry. It was unbelievable to see how things were orga-

nized – the passion and skill that went into everything. It emphasised to me the importance of a joint industry that deals with collective issues – because to present that event to the world was a common purpose for our total industry. Jointly the industries stood together, they had a common objective, they had a shared culture, they had one end in mind, and that was to present a conference which would exceed the expectations of the world – which they did. To a certain extent the world stood in awe – not just because of the conference, but because of our industry and our beautiful country..."

2013 kicks off with great plans for R&D

Research & Development is a high priority in Milk South Africa. R&D information relating to the primary and secondary industry sectors is addressed through well-organized structures of Milk SA and the industry has the opportunity to improve its short to medium term competitiveness internationally. Dr Heinz Meissner and Nico Fouché had their first meeting early in January.

Dr Meissner (Programme manager: R&D) and Nico Fouché have been joining hands

for a number of years already with regard to the Research and Development objectives of Milk SA. Last year, they also formed a formidable team when they organized the Sustainability and Green Economy Conference at the World Dairy Summit in Cape Town, where they chaired different sessions.

This year, Milk SA's R&D efforts will continue to make milk producers and milk processors aware of completed R&D proj-

Project paves the way for new occupational qualifications

The Milk SA Board of Directors recently approved a budget application by the MPO for the design and development of the curriculum and learning material for a dairy farming occupational qualification, in cooperation with AgriSeta.

This comes in the wake of a new structure launched by the Minister of Higher Education in 2010 and the establishment of a new model for qualification development. This means that currently registered qualifications need to be replaced according to the QCTO (Quality Council for Trades and Occupations) model. The model implies more industry participation in order to meet the specific dairy work place requirements.

Broadly, the project aims to design and develop the occupational standards and

qualifications for the primary dairy industry, to be submitted to the QCTO and SAQA (South African Qualifications Authority) for registration on the NQF (National Qualifications Framework) – and to maintain these standards and qualifications.

In practical terms, the project aims to:

- Design and develop the Dairy Cattle Farm Worker Occupation Curriculum;
- Design and develop the Dairy Farm Supervisor/Foreman Occupation Curriculum;
- Design and develop the Dairy Farm Manager Occupation Curriculum;
- Develop learning material for the Dairy Cattle Farm Worker Occupation Curriculum;
- Develop learning material for the Dairy Farm Supervisor/Foreman Occupation Curriculum; and
- Develop learning material for the Dairy Farm Manager Occupation Curriculum.

ects which could find practical application. R&D Project proposals that were submitted through the various work groups will be evaluated for submission to the Board for consideration. The structures and procedures recently established now make it possible for R&D projects, which would enhance the competitiveness of the dairy industry, to be financed / co-funded by Milk SA.

Dr Meissner also represents the South African dairy industry on the International Dairy Federation's initiatives in respect of



Above:
Dr Heinz Meissner



Below:
Nico Fouché

Sustainability and the Environment. Milk SA's "Research column" is published monthly in *The Dairy Mail*.

Meet our new directors

Messrs Tom Turner and Nigel Lok were appointed to the Milk SA Board in 2011 and 2012 respectively and also serve on the Board of the Milk Producers' Organization. We take pride in introducing these two gentlemen to you ...

TOM TURNER



Tom was born into a dairying family in the KZN Midlands, and was educated in the local schools. After completing high school, he served in the military for one year before enrolling in the local University to study a B.Com, majoring Marketing, Advertising and Psychology. A large FMCG Multinational recruited him off campus and he worked for them for 10 years in sales and marketing, in South Africa and abroad. In 2005 he left corporate life to join the family agricultural business, which is predominantly dairy, but also timber, beef and latterly grain. Tom and his brother run five farms in the KZN Midlands and Free State. He gives his time to various dairy organizations such as the Milk Producers' Organization - of which he is Chairman, Milk South Africa, and Midlands Milk. He is married to Joanna, who is also involved in the family business and they have two children, Kate and Ben. He has been a director of Milk SA since November 2011.

NIGEL LOK



Nigel is a first generation dairy farmer from the Tsitsikamma region of South Africa. He manages 800 cows on pasture with forage supplementation and concentrates, fed in parlour according to each cow's individual requirements (production & body condition). Of particular interest to Nigel is the automation of all aspects of individual cow management to allow optimum individual performance in large herds. Nigel is Vice-chairman of the Milk Producers' Organization and has been serving on the Milk SA Board since November 2012.