

# 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.

# AGRICULTURE: A Changing Landscape



*Prof Mohammad  
Karaan*

A member of the National Planning Commission reporting to the President and also Dean of the Faculty of AgriSciences at the University of Stellenbosch, Prof Mohammad Karaan recently addressed the Milk SA General Meeting on the role of the National Planning Commission in shaping South African agriculture and agribusinesses.

Prof Karaan remarked that “as agricultural people, we often like to fight against something, but we forget sometimes to fight for something.” He said that agriculture was known for being prone to cynicism and that it was a “habit that we have to break at some stage”, especially as a new generation was emerging who needed a more positive message.

“How did we do in agriculture since 1994?” This was the topic of an earlier economic presentation by Prof Karaan, who had concluded at the time that certain mistakes had undoubtedly been made, “but on the balance, we have done well”. He said the policy positions taken towards agriculture were the right ones at the time, but that they were not necessarily the right ones from here onwards.

“Do our people really want to farm? If you ask a black farmer, of course the answer

is yes.” However, he said, if, at a macro level, one asked the question of what percentage of people in this country actually really wanted to farm and whether there was an agricultural skills base which could be deployed to develop an agricultural sector, the answer was less clear. He said the trend in South Africa was that by 2030, 70% of the population would be living in cities and 30% in the rural areas, of whom the affluent ones would become commercial farmers and the rest would subsist on welfare grants – due to the lack of rural industries which could employ people in large numbers – other than agriculture and a little mining.

Prof Karaan said that broadly speaking, in terms of the National Development Plan, another million jobs had to be created in agriculture – mainly by advancing sectors which used labour intensively and that these sectors had to be prioritized further into sectors which used labour intensively in exportable commodities. He said this would rule out the fundamental food security problem that any country had, adding that exports should pay for imports to avoid a negative trade balance.

## Driving Sustainable Black Empowered Agribusiness



*Jeff Every*

Jeff Every gave an overview of the Amadlelo project in the Eastern Cape at the recent Milk SA General meeting.

“In terms of our mission” he said, “we want to drive the transformation process of white-owned agribusiness through selecting, training and mentoring black farmers.” Highly talented

black farmers are selected and trained through Amadlelo’s partnership with the University of Fort Hare and other academic institutions. He said another aspect was capacitating black farm managers to become successful farm owners through the process of share milking.

## 2012 WDS leaves lasting legacy

Thanks to the highly successful 2012 World Dairy Summit which took place in Cape Town in November 2012, three South Africans - for whom it would otherwise not have been possible - will now be able to attend future summits in a different country annually.

Following the conclusion of the summit’s financial statements, which indicated a significant surplus in income above expenses, the South African National Committee of the International Dairy Foundation (SANCIDF) decided that the surplus should contribute to the future development of the South African dairy industry.

As from 2014 therefore, the interest on the surplus generated will be used to assist selected persons from the academic and previously disadvantaged arena who studied with Milk SA bursaries and are employed in the dairy industry - to attend this prestigious event every year.

Enabling these persons to attend the summit annually will contribute further to communication between South Africa and the international dairy community. Because of the dynamic nature of the dairy industry, this type of contact is vital to ensure that South Africa keeps abreast of the latest developments.



# MILK SA's DAIRY CONSUMER

## Holds workshop

Following an open invitation to interested parties in the dairy industry, the Consumer Education Project held a workshop on 18 July 2013, at the SAMPRO office, which allowed for in-depth discussion of the project. The purpose of the workshop, which was facilitated by an independent professional facilitator, Dr Mollie Lyons, was to determine broad guidelines for future planning of the project. The outcomes of the workshop are encouraging in principle and support the strategic direction, nature and management structure of the project. The outcomes will be of value in the planning process of the project for 2014.

## And receives accolades

Internationally the Consumer Education Project of Milk SA is regarded as of the best in the world, as shown by international awards received by the project.

In 2011, the project received an award from the International Dairy Federation (IDF). In 2013, the advertisements were nominated as one of the three finalists for the best educational marketing campaign in the IDF-International Milk Promotions trophy. The other two finalists are Canada and the USA and the winner will be announced in November in Japan.

The advertisements also reached the finals in the Savoury Foods Category at the Cannes awards in France in July 2013, which is a prestigious accolade, as more than 3000 entries from many different countries were considered.

In the local advertising arena, the TV advertisements have received recognition by the organised advertising industry of South Africa. Since 2008, four of the project's five ads have received the award for the advertisement of the month. In March 2013, the two new television advertisements, 'Dusty' and 'Stix', also received the advertisement of the month award.

# EDUCATION PROJECT...

## Healthy eating for the whole family

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*Maretha Vermaak,  
dietician for the Dairy  
Consumer Education  
Project of Milk SA,  
conveying the benefits  
of dairy to a young  
mother-to-be.*



To illustrate the importance of dairy as part of a healthy, balanced diet, the Dairy Consumer Education Project has developed a practical A3-A-frame educational tool for use, amongst others, in presentations to visitors of pre- and postnatal clinics, mothers of patients in paediatric wards, mothers of teenagers visiting a clinic and for basic nutrition education at community clinics.

The theme *"Healthy eating for the whole family"* was chosen to communicate the diversity of dairy throughout the life cycle, with the food based dietary guidelines as basis. Each message is developed over two pages with the

page facing the client carrying a simple message with clear graphics or pictures to illustrate the topic of discussion. A detailed guide with information to support the message shown to the client appears on the flip side (facing the educator).

The topics discussed are:

- Eating a variety of foods every day
- How much do you need every day?
- Healthy eating during pregnancy
- Healthy nutrition for your baby
- Healthy food and snacks for school age children
- Healthy eating during the teenage years



# Promising Initiatives for Pasture-Based Dairy Production Research: Eastern and South-Eastern Seaboard Area

Pasture-based dairy production R&D is done in KZN (Cedara), Eastern Cape (Döhne) and Western Cape (Outeniqua), supported by regional universities, to the benefit of these provinces. The questions addressed in the provinces overlap and have potential benefits for such systems across the entire eastern and south-eastern seaboard (hereafter referred to as the eastern seaboard). Regional capacities, herds and infrastructure are limited but can be optimized through co-operation.

However, even with co-operation, cow numbers are not sufficient to find statistically acceptable practical solutions that will support more efficient and competitive dairy farming in the region. The dairy herds of the Amadlelo Agri initiative with several farms and herd sizes up to 800 cows per farm are a valuable asset in this context, with the additional advantage that the operations are farm businesses. Milk SA as umbrella organization overseeing R&D in the national interest, supports co-operative R&D networks in order to create more capacity to provide R&D outputs that will increase the competitiveness of the industry, broaden the market for milk and other dairy products and increase BEE involvement and enterprises.



*Milk SA R&D programme manager, Dr Heinz Meissner, with Drs Hannes de Villiers (left) and Trevor Dugmore (right), both from Cedara*

Amadlelo Agri offers that opportunity, but can also benefit from a co-operative R&D network to support increased profitability, sustainability and training responsibilities.

At recent meetings between the Programme Manager (Dr Heinz Meissner) and representatives of the different institutions (Amadlelo Dairy, University of Fort Hare, Eastern Cape DoA, Agri Park Projects, Western Cape DoA and KZN DoA) it was agreed that Milk SA should guide, encourage and support the initiative towards a viable co-operative R&D network. The meetings supported the notion that cooperation in R&D to the benefit of the eastern seaboard pasture-based dairy farming would be

in the interests of the region and the dairy industry as a whole.

For that purpose the dairy herds of Amadlelo Agri will support herds of Cedara, Döhne and Outeniqua to the benefit of both Amadlelo Agri and the R&D interest and training responsibilities of the University of Fort Hare and said experimental farms. Biological, management and financial data generated by Amadlelo Agri will be made available to scientists in the region, their responsibility being to provide solutions to Amadlelo Agri questions and problems encountered, and to generate R&D output and train students to the benefit of eastern seaboard dairy farming.



# Learnership programme designed and developed for school-leavers

A number of milk processing enterprises have participated in the first round (2012) of a programme in which previously disadvantaged school-leavers (affectionately called 'matriculants') were recruited and awarded temporary contracts of employment, with the express purpose of training them in a learnership designed and developed by the secondary industry. This is a project executed by SAMPRO and funded by Milk SA. Altogether 36 such recruits were placed at five different factories.

The programme kicked off in April 2012 (the start of the SETA training year). Of these learners, 25 have now completed the programme success-

fully, whilst four entered late in the year (October). Twenty-three of the twenty-five learners have been given full-time employment by the factories that facilitated the learnership. A proportion of those who have completed this learnership have continued with a follow-up, higher level learnership, also funded by Milk SA and executed by SAMPRO.

New recruits have been entered into the lower level learnership so that 36 learners are again busy with this programme in 2013/4. A number of the successful learners will eventually be awarded bursaries for tertiary education in Food Science & Technology, upon completion of the highest level learnership.



## CREAM OF THE CROP...



*Khanyiswa Mbekeni, flanked by Melt Loubser (left) and Johan Boshoff, CEO and COO of Fair Cape Dairies respectively. Khanyiswa obtained a National Diploma in Food Technology cum laude.*

A Milk SA bursary recipient, Khanyiswa Mbekeni started her career with Fair Cape Dairies as an In-Service Trainee from June 2011 to June 2012. She then returned to the Cape Peninsula University of Technology (CPUT) to complete her studies and came back to Fair Cape as a permanent employee, where she is now the NPD Product Developer.

Khanyiswa works as part of the New Product Development team as a Food Technologist. Her functions include incorporating market trends into new product developments, making concept and lab scale samples and overseeing factory trials before presenting the final product to customers for launch.

# More muscle for DSA

The DSA's primary objective is the promotion of compliance with product composition and food safety standards relating to milk and other dairy products in the interest of the industry and the consumer.

This objective which is aligned with Milk SA strategies and objectives serves as a priority in view of the fact that substandard products reaching the consumer, can cause extensive and prolonged harm to both the industry and the consumer.

At its inception and with limited resources, the DSA placed great emphasis on the monitoring of fresh milk sold in the retail. This was done to determine compliance with legal standards and to communicate results to the respective

authorities and processors/manufacturers concerned.

Strategic development regarding proactive and reactive approaches followed and the DSA soon embarked on the route of more demanding and multi-dimensional tasks due to its involvement in the regulatory environment relating to product composition, food safety, animal health, animal feed, milking parlours, the transportation of milk, processing plants and storage.

The DSA has progressed to a landscape where today, it is well-recognised by the respective government bodies, the organised primary and secondary dairy industries as well as other stakeholders, namely national consumer bodies and the retail sector on a national level.



*Some of the vehicles in the DSA fleet*

As the DSA executes and maintains its projects, the demand for expansion of products within existing DSA projects is increasing. Currently the DSA manages a total of 18 projects of which the majority are funded by Milk SA.

# Water study repeated after thirty years

Milk SA recently granted additional funding to the DSA in support of the expansion of current statutory projects. The much needed funding is being used primarily to increase the DSA vehicle fleet, upgrade information technology, review industry codes of practise, and expand their staff. As a non profit company, the additional grant is also considered a valuable injection in the preparation of the next four years of service rendering, as determined by the statutory regulations.

The DSA's existence is the direct result of the acceptance of a strategic approach by the organised dairy industry namely Milk South Africa, the South African Milk Processors' Organisation (SAM-PRO) and the Milk Producers' Organisation (MPO), supported by the South African National Consumer Union (SANCU).

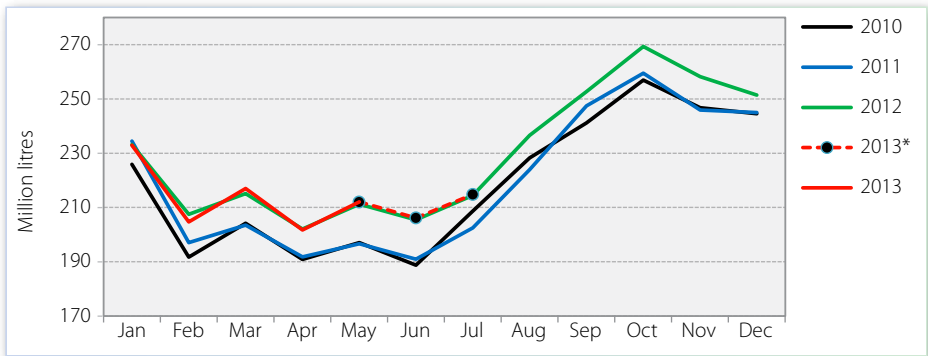
The Water Research Commission conducted a study on water and wastewater management in respect of dairy in the eighty's and the Commission is about to do another study, for which the University of KwaZulu-Natal was contracted. Milk SA's Programme Manager: R&D was appointed by the Commission on its technical committee. Milk processors, milk producers, the MPO and researchers of the University of KwaZulu-Natal had been present at the first workshop on 18 June 2013.

The objectives of the project are to:

- Provide a general overview of the dairy industry in South Africa, its changes since 1980 and its projected change;
- Evaluate and document the generic industry processes;
- Determine the water consumption and specific water intake;
- Determine the waste water generation and typical pollutant loads;
- Determine the local electricity and water and effluent prices and by-laws within which these industries function;
- Critically evaluate the water (inclusive of wastewater) management processes adopted and provide recommendations; and
- Evaluate the industry adoption of the following concepts: cleaner production, water pinch, energy pinch, life cycle assessments, water footprints and ISO 14 000.

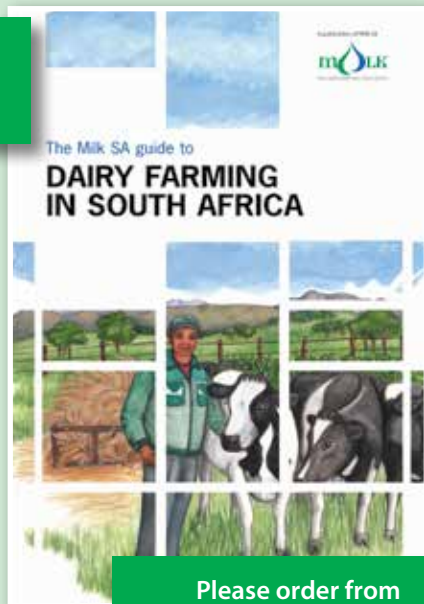
# Monthly raw milk production trend

## Jan 2010 - Jul 2013



- Source: Milk South Africa.
- Note: 2009 to 2012 reviewed based on total figures declared to Milk South Africa.
- Feb 2012 = 29 days.
- 2013 dash line = sample estimate.

Copies of this publication are available free of charge from Milk South Africa.



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