

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.

A new director for Milk SA

Porchia Adams, Marketing & Communications Manager at AgriExpo, was appointed to the Milk SA Board of Directors in January 2015.

Recently announced Agricultural Newsmaker of the Week by the *Farmer's Weekly*, Porchia had the following to say:



Porchia Adams


How do you see your role in Milk SA?

Milk SA has the indispensable role of promoting matters of collective interest to the South African dairy industry – which cannot be dealt with by any other organization. Every director is responsible for ensuring that the company's objectives are optimally achieved. I was recently appointed as director and will do my bit where necessary, while I believe that Milk SA will benefit from my years of experience in and passion for agriculture. I also feel privileged to be the first female director on the Board.

What is your view regarding the most important challenges for the dairy industry?

Macro factors such as poor infrastructure and a lack of adequate government support for the industry – such as parlour registrations and veterinary services – hamper optimal growth. Milk SA's involvement in export certification together with DAFF, participation in the Agricultural Trade Forum, Animal Health Forum and the Department of Health is extremely important here.

Independent and transparent market information for all industry role-players is critical – not only in terms of volumes and prices, but also in terms of other factors such as new technology, consumption tendencies, consumer perceptions and the benefit of dairy products in a daily diet.

As a free market cannot function without such information, Milk SA will always have the challenging task of continuously improving on this in a market environment which is constantly changing. 

Johan Strydom joins Milk SA's Audit & Risk Committee



Johan Strydom

Photo courtesy of Agri Connect.

Johan Strydom, a farmer from the Lichtenburg district, replaced Koos Pienaar at the end of June 2014 as the MPO-nominated member on the Milk SA Audit & Risk Committee. Johan is also a director on the board of the MPO.

New dispensation issued

Fresh, Plain/smooth, Mascarpone and marking of imitation plant based milk...

Due to certain shortcomings in the existing dairy and imitation dairy regulations, the following dispensation was issued on 28 October 2014:

"Permission is hereby granted by the Executive Officer: Agricultural Product Standards in terms of section 3(1)(c) of the Agricultural Product Standards Act, 1990 (Act No. 119 of 1990), to all manufacturers, packers, retailers, and importers of dairy products to use the following claims, words and designation on the packaging of the indicated dairy products or imitation dairy products:


- "Fresh" as part of the class designation or alternate class designation – In the case of pasteurised Cream.
- "Plain" as part of the class designation or alternate class designation – In the case of all dairy products or imitation dairy products: Provided that the dairy products do not contain any added foodstuffs, fruit or added flavourings
- "Smooth" or "chunky" as part of the class designation - In the case of all dairy products or imitation dairy products: Provided that the texture is as such and its use does not mislead the consumer.
- "Mascarpone" as alternate class designation in the case of Full Fat Cream Cheese: Provided that the pH value is >5.5 – 6.6.
- The word "imitation" may be omitted in the case of plant based imitation milk: Provided that the word milk in preceded by the actual name of the plant. 🌱



DSA Guide to dairy product labelling in SA

“It is our wish that this document will not only serve the interests of the dairy industry and the consumer, but also be used as an effective tool to protect the integrity of dairy products in South Africa”, commented Mr Jompie Burger, Managing Director of the DSA about the guide, which is yet another instrument to empower role-players with dairy quality and safety information.

For milk processors, dairy manufacturers and retailers, the label on a dairy product is a way of communicating product information to buyers easily and directly. For consumers, it is one of the primary means of differentiating between different products and brands, and making informed purchasing choices.

The DSA Guide to Dairy Product Labelling in South Africa provides a user friendly and integrated basis for the interpretation of the labelling requirements applicable to dairy products. This Milk SA funded publication (available on www.dairystandard.co.za) is intended to serve as a guideline in terms of the current applicable legislation and will only be amended once the new regulations are implemented. 

The latest bulletins issued

The following bulletins were received during the last quarter of 2014:

- **Bulletin 474/2014** – Detecting antibiotic residues in milk – Guidance on the application of screening and confirmatory methods in integrated dairy chain management. This document describes a pragmatic way to implement the testing of antibiotic residues along the dairy chain.
- **Bulletin 475/2014** - Proceedings of the 4th Paratuberculosis Forum – Parma, Italy, 21 June 2014. This publication contains 17 papers written by representatives of national and regional Johnes disease control programmes on the lessons learnt through implementation.


DAIRY STANDARD AGENCY to launch code of practice for the secondary industry

The new DSA Code of Practice for the secondary industry addresses the requirements for food safety programs from milk collection at farm level to the processing of milk, manufacturing of dairy products, as well as the final product distribution.

This guideline document is a revision of the first successful edition - widely used since 2006 – and is due mainly to changes in legislation, voluntary standards and the availability of new dairy technological information, says Mr Jompie Burger, Managing Director of the Dairy Standard Agency.


The Code of Practice also provides for a means of achieving defined goals and

adopting rules directed at shaping conduct, which can be measured by means of auditable criteria. The document should therefore also be seen as an instrument that encourages industry self-regulation, which in return promotes and encourages consumer confidence in the dairy industry food safety and quality initiatives.

This initiative - which is regarded by Milk SA and the DSA as another key element to promote the international competitiveness of the SA dairy industry - is funded mainly by Milk SA and is to be launched at the national symposium of the South African Society for Dairy Technology in mid-April in the Eastern Cape. 

by the International Dairy Federation

- **Bulletin 476/2014**
- The World Dairy Situation 2014.
This annual survey includes production, consumption, trade and price figures from the dairy sector and other sources.
- **Bulletin 477/2014** - Determination of hens' egg white lysozyme in milk and cheese – Interlaboratory collaborative study. This article presents the results of an international collaborative study conducted to validate previous technical specifications for the measurement of lysosome in cheese.

All Bulletins and Standards from IDF can be ordered on the Milk SA website, using the link <http://www.milksa.co.za/publications/bulletins>. 

Loretta creates havoc - and dairy gives her go!!



On 1 January 2015, the Consumer Education Project (CEP) launched the new 'Dairy Gives You Go' television advertisement. "This is the third execution in our series of three 'Dairy Gives You Go' television commercials, preceded by the highly popular and successful "Dusty" and "Stix" executions", says Christine Leighton, Project Co-ordinator.

The slogan for the television campaign is: *'Dairy gives you go'*, which is carried through to television, the microsite (mini website), digital advertising and the Facebook page, in conjunction with the overarching slogan "rediscoverdairy".

The new television advertisement features a 'fashion model' that brings dairy into the

world of fashion – a sector which the target audience of this campaign – teenagers - are avid followers of. The lead in the advertisement, Loretta Rush, takes the fashion world by storm because of her vigorous marching. This leaves various industry opinion leaders puzzled as to where she gets her constant energy from. Dairy, in the form of a glass of milk, is featured strategically throughout the advert, making it clear to viewers that her 'go' source is indeed dairy.

To support the television advertisement and direct traffic to the microsite, a social media campaign runs off the 'Dairy Gives You Go' Facebook page. Visitors to the Facebook page are invited to post a 'selfie' with the hashtag #OOTD (outfit of the day) and #OnTheGo on Facebook to enter a competition and stand a chance to win a SportsScene Voucher.




Awards and success

The 'Loretta' Dairygivesyougo television commercial of Milk SA was voted January's *Best of Reel* by an organisation representing South African directors, editors, and animators.

The advertisement has received a number of very favourable tweets including one by a celebrity with 922 000 fans. This confirms that the message "dairy gives you go" was well received and that the advertisement is admired. During January, the advertisement was viewed 7350 times i.e. 1350 times on YouTube and 6000 times from the promoted post on the *Dairy Gives You Go* Facebook page.

The previous television advertisements also received local and international recognition.

Go to www.dairygivesyougo.co.za
to view the new
television advertisement. 



Consumer
Education
Project (CEP)

Members'
section on the
www.rediscoverdairy.co.za
website

The CEP has provided a section on the 'rediscoverdairy' website that is dedicated to persons who pay statutory levies to Milk South Africa. On the members' section all documents relevant to the CEP can be accessed. These documents are not relevant to the general public and therefore a log-in was created. All levy payers have the same log-in details.


HOW TO LOG IN:

1. Go to the 'member's log in' at the bottom of any page of the website
2. **Username:** member
3. **Password:** agendas

What can be found on the 'member's login' section:

- Annual reports
- Planning of the CEP
- Quarterly reports
- Presentations, clips and research results

For any enquiries please contact

Christine Leighton on **012 991 4164** 

DISEASE MONITORING AND EXTENSION SYSTEM:

Participate, contribute and benefit !!

A first for the dairy industry of South Africa, this service was launched by Milk SA in 2014 as an initiative of the Milk Producers Organization and is going from strength to strength. The initiative was born out of the belief that the power in preventative disease management, lies in the hands of the producers themselves. In an increasingly competitive environment, leader milk producers, like Nigel Lok (Chairman of the National Milk Producers R&D Work Group of Milk SA) favours the concept of preventative herd health care instead of responsive care for sick animals.

Monthly disease reports and maps (as reported by the Ruminant Veterinary Association of SA) are published on www.milksa.co.za/content/project-reports, from information gathered from milk producers and veterinarians. A new cellphone application - to be introduced soon - will allow milk producers to report diseases directly to their veterinarians on a daily basis.

The January 2015 Milk SA report focussed on lameness. Dr Neil Chesterton (NZ) will also address participants in the Large Herds Conference (1 to 3 June) on the prevention of lameness through better management of

animal and environmental factors, while Dr Arturo Gomez (Zinpro, Europe) will also during this year inform veterinarians on the problem. Dr Gomez is an expert in dermatitis (Voetvratte).

Planning for 2015 includes a follow-up course for veterinarians on mastitis control and training of veterinarians in the interpretation of milk recording data.

We encourage all milk producers to register online for this crucial programme, at www.milksa.co.za and also to visit Milk SA's stall at the Large Herds Conference, where you can meet the Milk SA team including Dr Danie Odendaal. [▶](#)



For detailed information on the project, please visit

<http://www.milksa.co.za/content/dr-danie-odendaal-siektemonitoring>

New opportunities for career paths in the Primary Dairy Industry



The Institute for Dairy Technology has been appointed as the development quality partner of AgriSeta and the QCTO (Quality Council for Trade and Occupations) to develop the Dairy occupational curriculum, which is a project registered with and funded by Milk SA.

A constituency group consisting of several professionals and dairy experts designed the dairy occupational curriculum for the dairy farmworker, dairy supervisor and dairy herd manager. After approval of the design, the Institute for Dairy Technology (IDT) developed the learning material that consists of various modules to cover the complete spectrum of dairy production such as: The South African dairy farming environment; Dairy calf and heifer rearing, feeding and health care; Dairy animal health care; Dairy animal production; Dairy livestock feeding; Milk harvesting and in-parlour processing; Team leadership; Dairy farm production management; Dairy farm business management, as well as the Code of practice for milk producers. An additional pasture management module is

in the process of being developed as part of the herd manager's curriculum.

“The new dairy occupational qualification provides an opportunity for the farmworker, supervisor and manager to obtain a dairy occupational qualification after successful completion of the various knowledge modules, practical assessments and workplace experience”, says Helene Pheiffer of the IDT. This year the IDT plans to train its facilitators and assessors in the new dairy curriculum, after which the piloting of the curriculum on a workers' level will commence.

The modules of this curriculum will replace the current skills development programmes from 2016 and also provide a wider scope of learning towards an occupational qualification. 🌱

Guide to levy payments

The current statutory regulations (Regulations 1218, 1219 and 1220 of 20 December 2013) were published with quite a few important amendments to the previous regulations. The new regulations have been enforced by Milk SA since 1 January 2015.

Despite previous communication by Milk SA in this regard, a number of errors are still reported by our Ministerial inspectors. We trust that these guidelines will assist the role-players in gaining a better understanding of the differences between the previous and current regulations.

Up to 31 December 2013

i. Persons excluding retailers who bought milk from milk producers with the purpose to sell it as such, or to sell it after processing, or to use it to manufacture other products had to pay the levy.

ii. Milk producers who sold raw milk produced by them to retailers or consumers or used such milk to manufacture other products had to pay the levy.

iii. Persons who imported dairy products had to pay the levies.

Since 1 January 2014

Persons who buy raw (unprocessed) milk from any source for the purpose of processing it or to use it to manufacture other products, or to sell it to persons located outside the RSA, or to move it outside the RSA, must pay the levy.

Milk producers who sell raw milk that they produced to local consumers or to persons outside the RSA; or who process such raw milk or use it to manufacture other products, must pay the levy. Any person who sells raw (unprocessed) milk to retailers must pay the levy.

Persons who import dairy products must pay the levies.



A few practical examples:

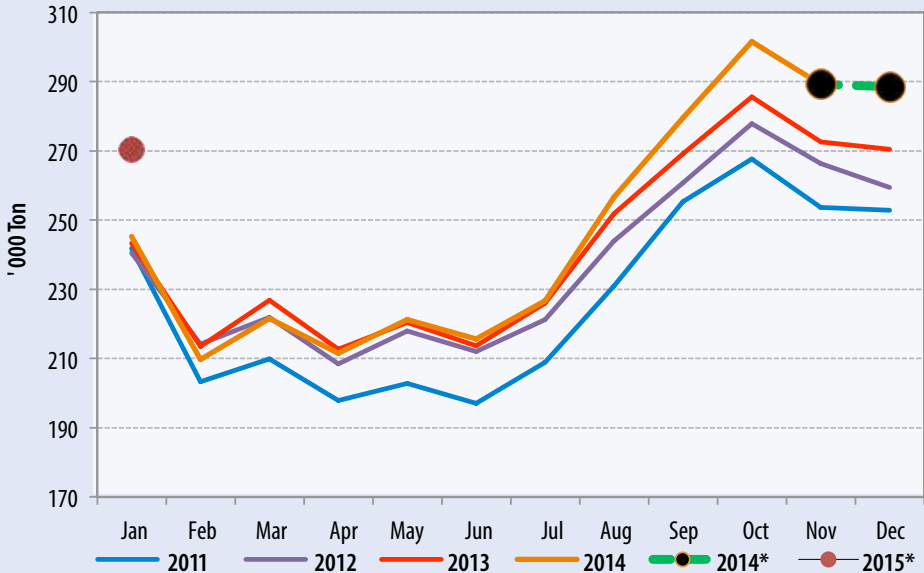
- As from 1 January 2014, a milk trader or any other person who buys and sells raw milk as such¹ within the RSA, does not pay levies on such raw milk.
- A milk processor who buys and sells raw milk **as such** to another milk processor, will not pay the levy. (In this example, “Milk processor” can be replaced by any other person, as the focal point is the **raw milk**). The final buyer of the raw milk who processes it or uses it to manufacture products, or who exports it, will pay the levy.
- If a milk trader or milk processor pasteurizes the raw milk before selling it, s/he is liable for the levy, because the raw milk was processed.
- A milk processor (or any other person such as a raw milk producer) who exports/moves raw milk outside the RSA, will pay the levy.
- If processor X contracts processor Y to process the raw milk on his (processor X’s behalf), processor X would be liable for paying the levy, as well as for the declaration of the use of the raw milk in “concentrated” and / or “other” products.

We would also like to highlight the following commonly found problems as recorded during the statutory audits:

- Role-players do not use actual recorded quantities of raw milk purchases, but estimated quantities instead.
- The quantity of litres purchased is reported instead of kilograms (kilograms should be converted by using the conversion rate of 1.031).
- Importers report the gross product weight instead of the net product weight.
- Required records of milk purchases are not retained or readily accessible for inspection purposes.
- The weight of actual concentrated products produced is submitted instead of the kilograms of raw milk used to produce such products.
- Milk processors incorrectly exclude the buying of raw milk from transport companies, agents or other processors. (Applicable since 1 January 2014).
- Returns are incorrectly based on quantities of final products manufactured instead of the quantities of raw milk purchased to manufacture the products.
- Clerical errors and inaccuracies are sometimes identified.
- Production records are sometimes not available to support the differentiation between production of concentrated products and other products. 🕒

Milk intake soared in the second half of 2014, while 2015 saw record-high milk purchases

MONTHLY RAW MILK PURCHASE TREND, January 2011 to January 2015



Source: Milk SA.

Notes:

- 2009-2013 reviewed, based on total figures declared to Milk SA.
- Feb 2012 = 29 days.
- * = Sample estimate.

Milk intake in 2014 showed a 2,5% increase over the 2013 intake, as reported to Milk SA. The average growth during 2011 to 2014 is 2,4%. Low monthly milk intake changes (year-on-year) during the first eight months scared the industry, as consumption patterns showed continued growth. Year-on-year cumulative

milk intake growth for the nine months until September 2014 was only 0,98%, after which the intake surged towards the end of the year, to reach a growth of 2,52% for 2014. Even more surprisingly is the milk intake for January 2015, which at 262 million litres, is estimated at 10,3% higher than in January 2014. 📈