

Milk Essay

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DAFF APPOINTS ASSIGNEE FOR LOCAL AND IMPORTED ANIMAL PROCESSED PRODUCTS – DSA’S ROLE

Nejahmogul Technologies and Agric Services (Pty) Ltd was appointed by the Minister of Agriculture, Forestry and Fisheries – by means of government notice on 13 January 2017 – to regulate dairy and imitation dairy as well as related products in terms of:

- R260 of 27 March 2015 relating to the classification, packing and marking of dairy products and imitation dairy products intended for sale in South Africa; and
- R78 of 8 February 2013 regarding the classification, packing and marking of edible ices intended for sale in South Africa.

The appointed assignee is also responsible for the enforcement of the notice activated in terms of section 4A of the APS Act (R570 of 27 May 2016) relating to the prohibition regarding the removal of imported regulated agricultural products intended for sale in the Republic of South Africa from the prescribed ports of entry.

Important to note is that following this appointment, all regulated dairy and imitation dairy products as well as edible ice products, will be subjected to inspection at

a cost to the owner/ seller / importer of such products. The inspection costs will be based on gazetted tariffs calculated by an objective cost recovery model.

The role and functions of DSA as self-regulatory initiative are by no means affected by the above arrangement and it will, within its mandate, continue to play an important role in the continuous improvement of the compliance of milk and other dairy products with food safety product composition and metrology standards.

DSA, in conjunction with officials from DAFF, have already entered into discussions with the appointed assignee with the aim of establishing and implementing an effective working relationship which will result in routine inspections and sampling – based on frequency and risk – impacting on the cost recovery model.

Effective routine monitoring, complaints investigation and remedial action to ensure compliance with the law is key to the Department as well as to the industry and the Consumer. This however requires very clear policy and protocols to avoid unnecessary expenditure and wasting of resources.

The determination of the protocol for inspection (including sampling and



Jompie Burger
DSA MD



As mandated, the DSA will continue with its primary objectives through funding obtained by Milk SA namely:

analysis) and tariffs also requires collaboration with stakeholders within the industry and is subject to a transparent process. This process is to be guided by Milk SA through its Regulations and Standards Project.

As communication between the industry and the assignee has only recently been initiated, the time frame for the publication of tariffs for public comment is not yet known, but updates on progress made will be provided by Jompie Burger, MD of the DSA and Project Manager of Milk SA's Regulations and Standards Committee.

- Monitoring the effective application of food safety, product composition and metrology standards in order to ensure that milk and other dairy products that are supplied to national and or/ international markets comply with applicable national statutory regulation;
- Providing support to governmental and private dairy industry structures that are responsible for the maintenance of food safety, product and metrology standards of milk and dairy products; and
- Effectively liaising, communicating and co-operating with governmental and dairy industry structures, as well as with any other organisations with similar objectives to those of the DSA.

RISING STAR



A proud moment for Matilda Wistebaar and her son, Tokollo Paul.

Reaching for the sky...

Tokollo Paul Wistebaar, son of Matilda Wistebaar – Milk SA's ever-friendly and efficient Office Support Assistant – matriculated at the end of 2016 with distinctions in Sepedi, Mathematics, Geography and Physical Science.

Tokollo was awarded a well-earned bursary of R55 000 from the Vukani Mawethu Secondary School in Mamelodi to study Environmental and Engineering Geology at the University of Pretoria and a further R16 000 from the University, which he has put towards registration and hostel fees.

Well done!



Vocational Training in the Secondary Dairy Industry:

Laboratory Analyst

The third vocational qualification identified (apart from Dairyman and Milk Reception Operator) by decision makers on dairy technical skills development (the Advisory Sub-committee of Milk SA tasked with Transformation: Secondary Industry Skills Development, in conjunction with the Dairy Chamber of FoodBev SETA), has been approved by the Council of FoodBev SETA for design and development - the ultimate aim being submission for registration. This qualification will be Food Laboratory Analyst.



Currently (and for more than a decade) such a qualification exists in the unit standards-based model and approach to learning. The new qualification will be designed in the curriculum approach model promulgated by the Quality Council for Trades and Occupations (QCTO) within the Department of Higher Education and Training (DHET). The Milk SA project has taken the initiative to draft a broad appreciation of the Occupational Profile for this qualification, to which is connected knowledge focus areas (theory context); occupational responsibilities (practical skills) and occupational context (workplace experience learning).

The following description serves as a point of departure for the design and development of the curriculum in the form of three of the four major documentary submissions required (Qualification Document; Curriculum Document and Qualification Assessment Specifications):



1. Purpose of the qualification:

A Food Laboratory Analyst performs sampling on and analyzes ingredients of foods, various stages of products during manufacturing, equipment and packaging materials to evaluate the safety for consumption, legal and company compositional compliance; and integrity of ingredients, products and packaging.

Range

- Applicable food additives to the products (as defined in the Foodstuffs, Cosmetics and Disinfectants Act);
- Applicable foodstuffs for addition to products;
- Raw materials forming the base for the product (e.g. milk, meat, flour, vegetables & fruit, grains, water);
- Equipment external surfaces and product contact surfaces, as well as worker contact surfaces;
- Packaging materials.



*Gerhard Venter
Training Manager:
SAMPRO*

2. Occupational tasks:

- Sampling of ingredients, products (at various manufacturing stages), packaging materials and surfaces of manufacturing equipment for applicable physical-chemical, microbiological and integrity evaluation.
- Preparing and analyzing such samples for physical-chemical, microbiological and integrity attributes as required by law and/or company specifications.
- Recording of and reporting on the obtained evaluation measurements in terms of specifications.
- Conducting analyses for the appropriate implementation of a HACCP system as instituted at the workplace.

practical skills and workplace experience requirements will be presented. The Dairy version will be the first 'version' and other food and beverage industries will be afforded the opportunity to populate their own 'versions' of this qualification, whilst a generic component applicable to all industries will be specified in the parent qualification.

It must also be kept in mind that the above developments represent the formal development of the curriculum as record of achievements, but not the compilation of learning materials and assessment tools. Fortunately there is a treasure chest of information available from all the learning materials developed by the Milk SA project since inception - to use as resources.

In the next report on this development an elaboration of the knowledge focus areas,



ON THE INTERNATIONAL SCENE...

IDF WORLD DAIRY SUMMIT 2016

Dairy Declaration of Rotterdam signed at WDS – “The representatives of the one-billion person dairy community present at Rotterdam are committed to the sustainable development of the dairy sector to generate benefit for people and the planet.”



Flying the flag at IDF

- Alwyn Kraamwinkel, CEO of SAMPRO, has been appointed as director of the IDF.
- Christine Leighton, Project Coordinator of Milk SA's Dairy Consumer Education project, has been elected as Chairperson of the International Promotion Group – which functions under the auspices of the IDF Standing Committee on Marketing.
- Dr Koos Coetzee of the MPO has been appointed as member of the SPCC (Scientific Programme Coordinating Committee).

The declaration, signed by the FAO of the UN and IDF on 19 October 2016 at the IDF World Dairy Summit, aims to reiterate the integrated approach taken by the dairy sector to promote the sustainability of dairy systems, taking into consideration social, economic, health and environmental dimensions.

“The dairy sector has a key role to play in achieving the Sustainable Development Goals of the UN 2030 Agenda. The goals integrate the three dimensions of Sustainability (economic, social and environmental) and call for commitment from all stakeholders”, said FAO Assistant Director General, Ren Wang.

Jeremy Hill, IDF President said “I am confident that we will look back at this declaration as a landmark event in the history of dairy. We can be confident about the impact and importance of dairy to the world. At the same time, we must also recognize that dairy is not perfect and there is considerable scope to improve the efficiency and effectiveness of all dairy systems, and with these improvements make an important contribution to the sustainability of our dairy chains, our dairy communities, the nutrition of the population and ecology of the planet.”

IDF GUIDE ON WATER FOOTPRINT METHODOLOGY FOR DAIRY SECTOR RELEASED

Different methods and tools are available for measuring water use along the food chain and clear guidance is needed for interpretation of the results. The new IDF Bulletin IDF Guide to Water Footprint Methodology for the Dairy Sector provides the principles and requirements for water footprint assessment by describing the steps, data and models needed for life cycle assessment (LCA) calculations. The IDF guide maps the various water-related life cycle impact assessment methodologies, providing examples and recommendations on both consumptive and degradative water use models.



Above: Nico Fouché, CEO of Milk SA is a member of the IDF Standing Committee on the Environment.



Alwyn Kraamwinkel

Following his attendance of the WDS 2016 and the Annual Meeting of the Global Dairy Platform, Alwyn Kraamwinkel, member of the Standing Committee on Dairy Policies and Economics shares the following general observations:

- "The dairy industry faces formidable challenges in respect of highly technical issues and numerous different fields such as the environment, nutrition, health, standards, application of standards and animal welfare.
- The work conducted by the IDF is highly impressive and of crucial importance in

The IDF Bulletin N°486/2017 Guide to Water Footprint Methodology for the Dairy Sector is available for download free of charge from the IDF website (www.fil-idf.org).

respect of the future development of the dairy industry.

- Due to the highly technical and numerous different work fields of the IDF, the full value of South Africa's membership of the IDF can only be unlocked if experts of the different projects of Milk SA, such as consumer education, standards, application of standards, animal welfare, environment and industry information participate in the annual World Dairy Summit and in the relevant Standing Committees of the IDF.
- The contributions made by South Africa during the different meetings, are acknowledged. For example, the coordinator of the Consumer Education Project of Milk SA was elected as the Chair of the Milk Promotion Group and the dietician of the same project, is a member of the task team regarding lactose."

Dr Koos Coetzee of the MPO reports as follows:

On the international competitiveness of the South African primary dairy sector -

The mission of the IFCN (International Farm Comparison Network) is to create a better understanding of milk production worldwide. Scientists from 105 countries cooperated in the work of IFCN in 2015/16, analysing the production and cost of 142 typical dairy farms in 52 countries. The results were published in the 2016 Report.

COUNTRY COMPARISON

- Average size of dairy herds – The average dairy farmer owns between two and three dairy cows. Larger herds are found in Saudi Arabia, South Africa, New Zealand, Australia and a few other countries. South Africa's average herd size of 385 cows is one of the largest in the world.

Dr Koos Coetzee



- International milk production – IFCN estimates total world production, including buffalo, sheep and goat milk - during 2015 – at 831 million tonnes. The largest milk producers in the world are India, the USA, Pakistan, Brazil and Germany.

FARM COMPARISON

170 different typical farms, from 55 countries were compared. Three South African typical farms, namely a 230 cow mixed farm, a 520 cow grazing farm and a 630 cow intensive total mixed ration farm were included in the comparison. These three typical farms are representative of farms that produce an estimated 85% of milk produced in South Africa and are thus typical of the South African primary sector.

On the research front

Different approaches for analyses of production performance from automatic milking systems in SA explored

Anton Gresse, an MSc student at the University of Pretoria, is conducting a project for Milk SA where different approaches for the analyses of production performance from automatic milking systems in SA will be explored. He is working under the supervision of Prof Estie van Marle-Köster of UP.

Anton started off by identifying and visiting two large herd dairy producers who make use of Automated Milking Systems (AMS) and are representative of respectively pasture-based and TMR systems.

The short term goals are to obtain historical production, reproduction and health data from their databases which will be stored electronically. Statistical analyses of the acquired data will be the main thrust of the study.

- **Cost of milk production** – Cost of production varies widely between countries. Lower production costs occur in countries where very little extra concentrates and forage are fed, where the owners' opportunity cost of labour is low and where the bulk of milk is not sold to the market. The average production cost for the analysed farms was on a level of US\$ 40.5/100kg energy corrected milk (ECM). Based on the average of R12.75/ US\$ it converts to a South African cost of R5.01 on SA average composition. Typical farms in Western Europe and North America produced milk at average cost levels significantly above the global average level. Countries in Africa, South America, Asia and Oceania managed to produce milk at or below the average level.

- **Dairy processing** – 427 million tonnes of cow's milk (63,3% of total production) was delivered to dairies for further processing. The EU processes the largest quantity of milk, followed by the United States, China, Brazil, New Zealand and Russia, with India not ranked.
- **Dairy industry** – In 2015 the turnover of most major dairy companies decreased as global dairy product prices decreased. Consequently, all European dairy companies experienced double-digit decreases in total turnover.
- **Dairy consumption** – On average per capita consumption of dairy products was 111,3 kg in milk equivalent in 2015, an increase of 0,6% on 2014.
- **International dairy trade** – In 2015, 69,4 million tonnes in milk equivalent was traded between countries. This is 8% of total milk production.

On the World Dairy Situation –

- **Milk Production** – Cow's milk production represents 82,5% of total milk production and grew by 2,0% to 674 million tonnes in 2015.

The project, which is expected to end in December 2017, aims to provide insight into the potential and functions of the AMS software to benefit scientific research and serve as a platform for future studies. The results of the study will provide us with an understanding of the capabilities of the software to assist performance, genetic progress and advancement of other critical parameters. It will also aid AMS producers in the future management of their dairy herds.



*Prof Estie
van Marle-Köster*



Anton Gresse

Southern African Development Community / European Union Economic Partnership Agreement: (SADC/EU EPA)

IMPLEMENTATION AND ALLOCATION OF THE IMPORT TARIFF QUOTAS (TRQ's)

Background on TRQs

The original EU/SA Agreement on cheese was implemented in 2000 and an initial quota of 5000 metric tonnes of cheese was allocated to each party, with preferential rates of duty varying from 50 percent of the normal duty to a zero rate of duty. The EU quota had an annual growth rate of 3 percent on the initial quota.

With the implementation of the SADC / EU EPA two aspects helped to spread the burden:

- Firstly, all cheese imports under the quota would be subjected to a zero rate of duty. This means the main outputs of the South African cheese industry (processed cheese, cheddar – and gouda cheese) would be less burdened by duty free imports of all types of cheese classifiable

under tariff heading 04.06 under the cheese quota; and

- Secondly, with the implementation of the EPA the quota would be spread between the participating SADC members.

Implementation of TRQs

Both SACU and the EU have started implementing each other's tariff offers from the date the agreement took force on 10 October 2016. The first tariff concessions took were effected on 10 October 2016 and the second concessions were implemented on 1 January 2017.

SACU has allocated these TRQs based on historical trade, size of the economy and requests by individual SACU members. The EU and some members of SACU were not

SHINING STARS

Prof Piet Jooste and his postgraduate student Dr Richard Nyanzi, received the Institutional Award for "Innovator of the year" for a patent which they registered and are busy commercialising. The patent is for a probiotic mageu (fermented cereal-based beverage).

Innovator of the Year...

"The probiotic bacteria have an inhibitory effect on *Candida* that causes oral thrush and other ailments. We hope to extend the application of these organisms to dairy products at a later stage depending on the requirements of the agreement between the University and the present license holder. We are also planning to do a nutritional intervention

satisfied with the allocation and urgent meetings between the EU and SACU were held towards the end of 2016 to discuss the concerns.

Following interaction by the parties in December 2016, an agreement was reached to revise the allocations – which are contained in the table below:

Allocation of quotas between the participating countries

Product	Quota (ton)	Botswana	Lesotho	Namibia	South Africa	Swaziland
		TRQ Allocation in tons				
Butter	500	43	10	80	350	17
Cheese	7 550	713	190	1 014	5 285	348
Ice Cream	150	17	4	18	105	6

Source:
Department of
Agriculture, Forestry
and Fisheries

All the above quotas will be subjected to a **zero rate of duty** and the allocations will be on a “first come first served” basis. Once the quota is fully utilized the duty on the product will revert to the normal applied rate of duty.

The 500 ton butter quota will only be on butter in packaging of 20 kilogrammes or more. Packaging of less than 20 kilogrammes will pay the normal duty of R5.00 per kilogramme.

*- De Wet Jonker,
Project Manager of the Customs Duty and Market
Access Project of Milk SA*

Newsmaker of the Year...



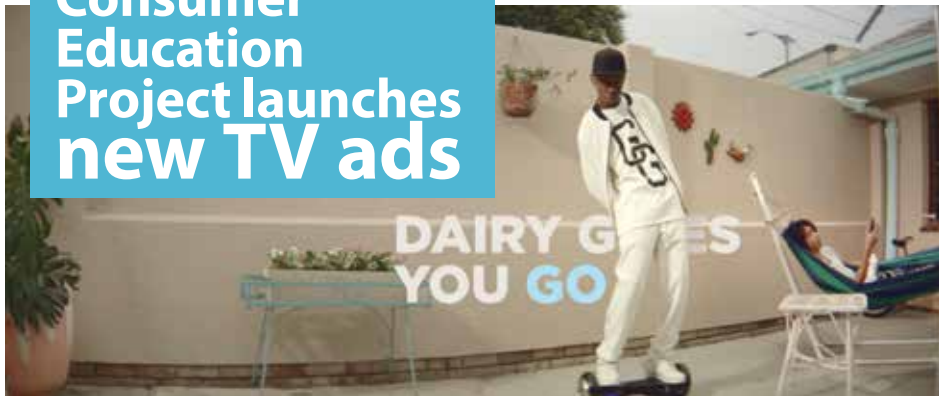
Robyn Naudé, editor of the Dairy Mail, presents the Dairy Mail Newsmaker of the Year award for 2016 to Christine Leighton, as project coordinator of Milk SA’s Consumer Education project



study in collaboration with TUT’s School of Nursing to determine the effectivity of the product when consumed over a period of time by patients suffering from *Candida* related ailments”, said Prof Jooste.

Left: Prof Piet Jooste, Dr Mathoto Thaoge (Head of Department Biotechnology and Food Technology, Tshwane University of Technology), Dr Richard Nyanzi and Mr Hamilton Mphidi of the TUT Directorate for Research, Innovation and Patents.

Dairy Consumer Education Project launches new TV ads



Milk SA's Consumer Education Project, managed by SAMPRO, launched its latest television and digital marketing campaign in October 2016. The campaign consists of three television advertisements, a social media campaign on Facebook and a revised 'Dairy Gives You Go' website.

The 'Dairy Gives You Go' communication campaign, which was launched in January 2013, is aimed essentially at teenagers. As teenagers are always on the go and their physical development requires constant replenishment of nutrients and energy, the 'Dairy Gives You Go' campaign positions dairy as an ideal option for obtaining necessary nutrients.

The idea was to take dairy out of the kitchen and present its benefits in a 'cool' way, which is in tune with teenagers' lifestyles. The new advertisements build on the success of the characters Dusty the athlete, Stix the drummer and Loretta, the fashion model. These characters have won national and international advertising awards since the initial launch of the TV campaign.

In the new advertisements, dairy is seen to give teenagers 'go' in a cheeky way. They are seen reaching for dairy as a source of energy to help them resolve typical teenage problems and do the things they really do not feel like doing, but have to.

The social media campaign extends the TV campaign through a new character, the 'Go Guy'. This character was invented to support the educational messages about the nutritional value of dairy in a fun and relatable way. The 'Go Guy' lives online and brings the tone of dairy to life in a cheeky, fun and humorous manner, calling the target audience into action.

The TV advertisements can be viewed on the 'Dairy Gives You Go' website
www.dairygivesyougo.co.za

An initiative by the Consumer Education Project of Milk SA

[✉ info@rediscoverdairy.co.za](mailto:info@rediscoverdairy.co.za)

www.rediscoverdairy.co.za