

MPO Newsletter / Nuusbrief

5 November 2010

Ms Louise Cooke new CEO at Parmalat

Parmalat SA has confirmed the appointment of Louise Cooke as director and chief executive effective 1 November. Ms Cooke will also be responsible for the executive management of Parmalat's operations in other African countries such as Botswana, Swaziland, Mozambique and Zambia. Ms Cooke has more than two decades' experience at senior management level in the FMCG industry. Before joining Parmalat, she was managing director: Southern Africa for Cadbury. She held this position since 2007.

Import task team meets

The task team requested by the minister of trade and industry, Dr Rob Davies, to investigate alternative measures to combat low-priced important consignments of dairy products, held its first meeting on Monday. Ms Barbara Bieldt, manager of market protection at the MPO, said the possibility of imposing strict food grade standards for imported dairy products and a reference pricing system were some of the important matters discussed at the meeting. A reference pricing system will be enforced by SARS who will apply specified price levels to imported dairy products. The minister expects an action plan from the task team within a month. The next meeting where action plans will be formulated is scheduled to take place in two weeks' time.

Producer price decreases, processors get more for dairy products

The recently released Producer Price Index (PPI) indicates that producer prices decreased in September 2010, while the price of manufactured dairy products increased. The price index of raw milk on farm level decreased by 5,0% from the previous month and by 2,4% from the same month a year ago. The price of dairy products on manufactured level increased by 0,6% from the previous month and by 1,6% on an annual basis.

This means that processors now pay less for raw milk


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than a year ago and are able to negotiate higher prices in the market place. Retail prices of milk, cheese and eggs decreased slightly from the previous month and by 0,3% from the same month of 2009. The National Agricultural Marketing Council's Food Price Review indicate that the price of full-cream milk was 3,5% lower in July 2010 than in July 2009, UHT milk was marginally cheaper, while the price of cheese and butter increased. MPO economist Dr Koos Coetzee said the increase in the price of manufactured dairy products could have a positive effect on the price of raw milk in due course.

Table 1: Retail prices of dairy products, 2008 to 2010

Product	Retail price (R per unit)			% change	
	July	July	July		
	2008	2009	2010	2008- 2009	2009- 2010
Butter 500 g	22,1	24,17	25,43	9,37%	5,21%
Fresh milk, full cream 2 ℓ	15,46	15,85	15,29	2,52%	- 3,53%
Skim milk powder 1 kg	56,62	56,15	56,4	-0,83%	0,45%
UHT-milk 1 ℓ	8,31	9,52	9,46	14,56%	- 0,63%
Cheese 1 kg	70,84	80,03	87,66	12,97%	9,53%

Source: NAMC Food price trends, 2009, 2010

Meeting held with breeders' society

Philip Swart from MPO National and Veronica Marais from MPO Free State visited the Jersey breeders' society this week to discuss a closer working relationship. "By joining efforts, the milk producer will reap the benefits in future," Mr Swart said. He was also impressed with the warm reception the MPO received and the outcome of the meeting. He said he is positive that a platform was created for better cooperation between the two organisations in future. Mr Wikus van der Merwe and Ms Tessa Opperman from the Jersey breeders met with the MPO.

Goat farmers join School Milk Day

Rina Belcher, chair of MPO North's mid-region branch, joined Alta van Zyl from MPO North on the School Milk Day project this week by visiting the Bekeyao Intermediate School in Bapsfontein and donating dairy



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products to children. Rina's team consisted of Norman Belcher from Belnori, who sponsored strawberry yoghurt, Alastair Catto from Goat Peter who sponsored milk and Riaan and Stephan Steyn from Regal Fruit who sponsored the milk bottles. Lorette Els, Karen Serfontein and Mandy MacGregor, also involved with milk goats, were at the event. The school principal, Mr Gideon Thobela, joined in the fun and enthusiastically participated in the project.

The children received the MPO activity and colouring-in books, sponsored by the department of agriculture. The goat's milk producers expressed the desire to have this event added to the national calendar.

Master dairymen Eastern Cape winners announced

The MPO congratulates the winners of the above competition, who were announced recently. Mr Gerhard van Rensburg from 'Blenheim', Paterson won with the following results for his Jersey herd:

Milk: 6 694 kg

Butter fat: 4,43 %

Protein: 3,64 %

Inter calving period: 375 days

Final mark: 98

Second was Mr Grant Puttergill from 'Blue Gums', Thornhill, and third was Mr Stephen Main Sheard from Crossway Farm, Thornhill.

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[Bertus de Jongh](#) – Chief executive officer

[Barbara Bieldt](#) – Manager: Market protection and development

[Dr Koos Coetzee](#) – Economist

[Philip Swart](#) – MPO member services



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