



# MPO Newsletter / Nuusbrie

*Represents and empowers the producer*  
September 2011

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## **Weaker rand brings higher import prices**

The sharp decrease in the value of the rand over the past month has resulted in higher dairy import parity. World prices in dollar terms decreased slightly from August to September 2011. The weakening rand, however, resulted in a significant increase in rand-based import parity. Based on current butter and skimmed milk powder prices, import parity is currently at R4,36 per litre, up 13% from September 2010. This is good news for the South African milk producer, who is hard hit by sharp increases in input prices and has suffered a price reduction from last year. If this trend continues, it will put pressure on local prices and should further open markets for SA dairy exports, says Dr Koos Coetzee, MPO economist.

## **NZ farmers receive 23% increase**

Fonterra recently announced that it will pay a record price to its milk producers in the 2010/2011 season. Fonterra's total payout of NZ\$8,25 per kilogram of milk solids (R3,46 per litre for average SA butterfat and protein content), is the highest payout ever. The company announced record results for the 2010/2011 season and is confident about the 2011/2012 season. This trend is consistent with international developments, other than South Africa.

## **Milk SA evaluated**

Following the most recent meeting of the board of directors in Howick, KwaZulu-Natal, the MPO has decided to lower its level of involvement in the activities of Milk SA. The decision was made after the MPO board questioned the value of the MPO's participation and interests in various Milk SA committees. The MPO is also in the process of determining whether the financial support from Milk SA meets the needs of the MPO in supporting a number of its activities. Sources of income other than that from Milk SA are now being explored to support the MPO's activities with regard to AgriSEB, school milk projects, statistics, dairy standards and training.

## **Financial statements approved**

The MPO board of directors and members at the AGM approved the organisation's financial statements as

presented on 20 September. Although a surplus was recorded for 2011, a deficit is expected for 2012 due to rising costs. The board has made an urgent appeal to all members to sign the new membership forms.

### **School milk feeding schemes well-supported**

The pilot school milk feeding scheme at Middeldrift in the Eastern Cape is on track and will not only benefit the participating schools' learners, but also provide valuable research into the importance of milk as part of a balanced diet for the physical and mental development of children. The University of the Free State has been contracted by the MPO to conduct the research. Schools in the area have already started receiving milk and eight new supervisor jobs have been created. First impressions indicate that school attendance has already improved. The next school milk feeding scheme will be implemented in the Qwa-Qwa region. In addition to the benefits to the children, the projects will also create a market for smallholder milk producers in the local areas. Mentorship agreements and mentorship matching for the Qwa-Qwa area is already underway. The benefits of the programme are expected to spill over to the commercial producer sector.

### **New vision for Agri Connect**

Ms Erika Alberts, new managing director at Agri Connect, discussed the company's new 360-degree media strategy with MPO directors at the most recent board meeting. Ms Alberts already has great plans for Agri Connect, publisher of niche publications for agriculture, such as *The Dairy Mail*. "An effective customer publishing strategy requires a fresh look at establishing an integrated 360-degree communication approach and a renewed commitment to our readers," she said. The aim is to deliver an improved magazine that is more content focussed. Part of the new direction and personnel restructuring is the appointment of Ms Liza Bohlmann as editor of *The Dairy Mail*. "This new strategy will greatly benefit readers and advertisers of the magazine," says Mr Bertus de Jongh, MPO CEO.

### **Summit preparation on track**

Plans for the International Dairy Federation's World Dairy Summit to be held at the Cape Town International Convention Centre from 4 to 8 November next year, are well on track. This will be the second time that South Africa plays host to this summit. For more information, contact Edu Roux on 012 843 5701 or by e-mail at [edu.roux@agricconnect.co.za](mailto:edu.roux@agricconnect.co.za).

### **School milk days coming up**

On Wednesday, 28 September World School Milk Day was celebrated in the Northern Hemisphere. Locally, the Southern Hemisphere school calendar and summer holidays are taken into account and the MPO regions will be

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presenting various school milk days across the country from 17 to 21 October. Producers who would like to be a part of this initiative, in which farmers interact directly with young children to promote the importance of milk as part of a healthy diet, can contact their various regional coordinators in this regard.

### **[The Dairy Mail at your service](#)**

Members of the MPO can make use of *The Dairy Mail's* buyers' guide classified advertising section free of charge. Send a short notice of vacancies available or positions sought, equipment or livestock for sale or sought to [Brenda@agriconnect.co.za](mailto:Brenda@agriconnect.co.za) or call Brenda Boy at *The Dairy Mail* on 012 843 5600 for more information.

### **[Listen to RSG Landbou with Tag Reader](#)**

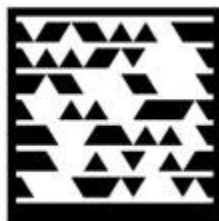
On Tuesday, Ms Lise Roberts of RSG conducted interviews with Rykie Visser on heat stress and Charl van Rooyen on rotary parlours. Use the tags below to **listen** to this interesting interview.

#### **Heat stress**



(This tag can be scanned from your computer screen.)

#### **Rotary parlours**



(This tag can be scanned from your computer screen.)

### **[Cows for lease in increasing demand](#)**

Producers who are interested in leasing cows or making cows available for lease are requested to call Philip on 012 843 5600 or 082 462 1712, or send an e-mail to [philip@mpo.co.za](mailto:philip@mpo.co.za). The MPO is happy to act as mediator between parties in this regard.

### **[Bumper sticker competition](#)**

A new winner of the MPO bumper sticker competition was announced this week: a person driving a vehicle with number plate **CKL 730 NW**. Congratulations on winning the prize of R500! Anybody spotted driving with the MPO's '*Drink milk*' sticker on a vehicle stands a chance to win the cash prize of R500. Winners are announced every second Tuesday on RSG Landbou (12:00 on 104fm), between 12:30 and 12:45. If the prize is not claimed, it rolls over to the next draw.

### Important dates

- **Farm managers' course:** 5 to 7 October 2011, University of Pretoria's experimental farm. To register, <click here>. For more information, contact Julie McLachlan on 083 740 2720 or send an e-mail to [julie@cendel.co.za](mailto:julie@cendel.co.za).
- **International Dairy Federation (IDF) World Dairy Summit** in Parma, Italy, from 15 to 19 October 2011. Please <click here> for more information. For all travel and accommodation requirements, contact Sarine Wolmarans of Agri Travel on 012 843 5600 or send an e-mail to [sarine@agrivia.co.za](mailto:sarine@agrivia.co.za).
- **Cape Dairy Experience:** 4 and 5 November 2011, Sandringham, Western Cape. For more information <click here> or contact Mariana Rabie on 021 975 4440 or send an e-mail to [mariana@agriexpo.co.za](mailto:mariana@agriexpo.co.za).

### Links

[Milk Producers' Organisation](#)  
[The Dairy Mail](#)

### Contact us

**Bertus de Jongh** – Chief executive officer

**Barbara Bieldt** – Manager, market protection and development

**Dr Koos Coetzee** – Economist

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### MPO regional coordinators

**Eastern Cape:** Call Jana Rademeyer on 071 856 5787 or send an e-mail to [janarademeyer@yahoo.com](mailto:janarademeyer@yahoo.com).

**Free State and Northern Cape:** Call Veronica Marais on 083 276 4703 or send an e-mail to [mpovrystaat@mpo.co.za](mailto:mpovrystaat@mpo.co.za).

**KwaZulu-Natal:** Call Debbie Thomson on 082 954 0178 or send an e-mail to [debbie@mpo.co.za](mailto:debbie@mpo.co.za).

**Gauteng, Mpumalanga, Limpopo, North West (MPO North):** Call Alta van Zyl on 082 569 1409 or send an e-mail to [alta@mpo.co.za](mailto:alta@mpo.co.za).

### USE THE NEW TAG READER



There is a new way to get more from the MPO newsletter. Use your cell phone with in-built camera to scan the icons and receive more information through a sound bite or video on the subject, sent directly to your phone.

### HOW TO USE THIS FREE FEATURE:

Download the tag reader. There are two ways to do this:

- On your phone's internet browser, go to <http://www.get-tag.mobi> and click on 'download'.
- If you have a smart phone, you can download the tag reader from your phone's App store.

### SCANNING

Depending on the make and model of your phone, you can either scan or photograph the icon.

- Go to the tag reader on your phone and open it.
- Hold your phone over the icon as if you are going to photograph it. Depending on the type of phone you use, it might scan the icon automatically or require you to take a photograph of the icon.

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