



MILK BULLETIN

In partnership with
the dairymail
Publication for the dairy industry

Represents and empowers the producer

14 October 2016

Agri Connect magazines shine

Among the top ten per cent of all corporate magazines published in South Africa! This is where the magazines published by Agri Connect, namely The Dairy Mail, Wolboer/Wool Farmer and Red Meat/Rooivleis find themselves.

At the recent awards ceremony of the SA Publication Forum in Midrand, the magazines published by Agri Connect were celebrated as some of the best corporate magazines in South Africa. Out of the 160 entries received, Wolboer/Wool Farmer and The Dairy Mail were in the top 15, with Red Meat/Rooivleis at their heels. Congratulations to our three editors and their teams on their achievements at this year's SA Publication Forum Awards.

Fanie van Rooyen's very first Red Meat/Rooivleis was a finalist in the category: "Best external magazine". The Dairy Mail, with Robyn Joubert as the editor, was awarded a third place in the category: "Best external magazine", as well as a third place in the cover category.

Wolboer/Wool Farmer, with Karen Grobler as the editor, came second in the category: "Best external magazine", and both TDM and WB were finalists in the category "Best corporate publication".

Congratulations to the Agri Connect team who all had a share in the success achieved.

We will use the feedback we received to improve our publications even more.

Please complete MPO survey

Milk producers are requested to complete the MPO's electronic questionnaire that was sent to them recently. According to MPO economist Dr Koos Coetzee, the MPO uses the information on milk production and herd numbers to give members timely and accurate statistics about the primary dairy industry. The MPO administers a statutory measure in terms of the Marketing of Agricultural Products Act, 1996, which requires milk producers to register with the organisation and provide it with records and returns. Since the MPO collects and assimilates the information, its confidentiality is guaranteed. No individual information will be supplied to anyone.

The MPO wishes to thank producers who have already completed and returned the questionnaire. Producers who have not yet completed the questionnaire are urged to do so as soon as possible. If you require more information, please contact Dr Koos Coetzee at 012 843 5600 or email him at koos.coetzee@mpo.co.za.

Producers can use the following link to complete the survey:

<https://www.surveymonkey.com/r/SJM53FH>

Overview of local and international dairy situation

MPO CEO Dr Chris van Dijk gave an overview of the current local and international dairy market situation in an interview with Johan Gunter on Rosestad Radio. To listen to this interesting interview, click [HERE](#).

New TV and digital dairy marketing campaign

The Consumer Education Project of Milk SA launched the new edition of its television and digital dairy marketing campaign on 1 October. The campaign consists of three television advertisements and a social media campaign on Facebook. A social media campaign extends the TV campaign by using 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" Facebook page <https://www.facebook.com/dairygivesyougo/>

International market

Renew your energy plan

Using renewable energy in a milking parlour might just be the perfect solution for farmers and the dairy industry alike. A large amount of energy is spent on running the milking parlour. This stems from milking frequency, cooling milk and cleaning equipment with hot water. Renewable energy systems generally become more economically efficient as energy demands rise, making farms a great place to incorporate renewable energy. To read more, click [HERE](#).

Dairy market turning corner

It seems that the dairy market has turned a corner in the UK. This is the opinion of George Eustice, British Minister of State at the Department of Environment, Food and Rural Affairs. He believes the market could be on its way to recovering and stabilising after "a dreadful couple of years" but in the same sentence mentions the impact Brexit still might have. To read more, click [HERE](#).

US sales of drinking yoghurt escalates

Recent Mintel research findings indicate that the sales of drinking yoghurt in the US have grown by 62% over the past five years. The total value of drinking yoghurt sales amounted to \$893 million in 2016. Mintel forecasts the US market for yoghurt and yoghurt drinks to grow by 3% in 2016 to reach a total sales value of \$9,1 billion and is expected to reach \$11,4 billion in 2021. The report states that about 66% of US adults consume yoghurt and 30% consume drinkable yoghurt. To read more, click [HERE](#).

Training

Training courses for dairy herd managers

The MPO and Milk SA will be presenting a second course for dairy herd managers: A dairy farm business management course at the MPO offices in Pretoria from 7 to 11 November 2016. The course will be presented by various industry experts and topics critical to effective and efficient dairy management will be covered. All dairy herd managers are invited to attend the course.

The Farm Business Management Course will cover:

- farm business management;
- farm labour management;
- financial and stock management; and
- natural resource management.

The registration fee per course is R500. Contact Helene Pheiffer at the MPO Institute for course details and registration at 012 843 5600/4759 or 079 528 1394 or helene@mpo.co.za. For more information, click [HERE](#).

The Dairy Mail

Dairy industry: Quo vadis?

The weak standing of the global milk market is an area of major concern. Increased international supply over the past 12 months, together with reduced demand in a number of traditional major importing countries, has led to a dramatic drop in world dairy product prices. The situation is summed up by the fact that over 65% of New Zealand dairy farmers, the lowest-cost dairy producers in the world, are producing at, or below a break-even cost. Turn to page 76 of the October issue of The Dairy Mail for useful advice to relieve some of the pressure being experienced at farm level by Cliff Harrington, sales manager at Meadow Feeds in the Western Cape. To read the digital copy of TDM, go to www.agricconnect.co.za.

Events

How to manage waste water

Milk producers in KwaZulu-Natal and the Western Cape have the opportunity to find out how to manage waste water in terms of the requirements of the National Water Act, Act 36 of 1998 and the Waste Act, Act 59 of 2008. Following successful workshops held in the Eastern Cape last year the Department of Water Affairs and Sanitation (DWS) and the MPO decided to roll out the workshops to milk producers in KwaZulu-Natal and the Western Cape. Workshops will be held in KwaZulu-Natal on 8 and 9 November 2016 and in the Western Cape on 15, 16 and 17 November. The interactive workshops will focus on the registration and authorisation of effluent dams for the storage and discharge of waste. Officials from the DWS and Department of Environmental Affairs (DEA) will make presentations and address dairy farmers' concerns in this regard. The departments are eager to explain the requirements of the Acts to dairy farmers so that the farmers can comply with them. The workshops are scheduled to take place at various venues in the following towns from 10:00 to 14:00.

KwaZulu-Natal

Date	Town
8 Nov	Ixopo
9 Nov	Estcourt

Western Cape

Date	Town
15 Nov	George
16 Nov	Swellendam
17 Nov	Malmesbury

The MPO supports the departments' efforts and urges farmers to attend the workshops. For more information contact Barbara Bieldt, MPO manager: market protection and development at 083 235 2629 or send an email to barbara@mpo.co.za.

Disclaimer: The MPO Milk Bulletin is compiled from sources deemed reliable. However, the publisher accepts no responsibility for any errors or the effect of any decisions based on this publication.

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Milk Producers' Organisation
The Dairy Mail

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Please take note that this e-mail is not spam. It is a newsletter sent from the MPO to you as valuable milk producer.

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