

PRESS RELEASE
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FOR IMMEDIATE RELEASE

THE DAIRY INDUSTRY AWARDS INNOVATION – DAIRY WELLNESS NOW A PROFITABLE CHOICE!

ZOETIS SOUTH AFRICA NAMED TOP INNOVATOR IN THE 6TH ANNUAL TDM INNOVATION AWARDS!

Zoetis South Africa's CLARIFIDE® Plus tops the short list for the 2020 TDM Innovation Awards, which honour the most innovative and groundbreaking product launched in the South African dairy market between 1 July 2019 and 30 June 2020. Follow #MilkMpo on Twitter and @MilkProducersSA on Facebook to catch all the best moments of the MPO virtual annual national congress and awards ceremony on Wednesday, 4 November.

VIRTUAL FROM PRETORIA— 4 November 2020 – *The Dairy Mail* announced Zoetis South Africa's CLARIFIDE® Plus product as the winner of their 2020 Innovation Award at the first MPO virtual annual national congress and awards ceremony on Wednesday, 4 November, as part of the 6th Annual TDM Innovation Awards. Hailed as “the dairy industry's highest innovation honour” by the Milk Producers' Organisation (MPO), the Innovation Award, presented by *The Dairy Mail* (TDM), is a national award honouring excellence in dairy innovation. TDM's panel of judges, who evaluate the entries and select the winner of the TDM Innovation Award, comprises dairy industry experts, including Milk SA's programme manager of research and development, Dr Heinz Meissner, the President of the South African Society of Dairy Technology (SASDT), Stephan Steyn, and the chief executive of the MPO, Dr Chris van Dijk.

“Globally, interest in the use of genetic improvement strategies is on the rise and is becoming a necessity in maintaining a productive and efficient dairy operation. Utilising breeding strategies that incorporate health traits will help to improve animal well-being (at a time when animal welfare is becoming increasingly important) and operational efficiency. CLARIFIDE® Plus balances production, health, and lifetime profit for holistic dairy farming into a selection index called the Dairy Wellness Profit Index® (DWPS®),” said Dr Barry van Houten, marketing manager for ruminants at Zoetis South Africa.

“Zoetis South Africa's CLARIFIDE® Plus is a genomic test performed on either hair or tissue samples from heifers at an early age that provides reliable and valuable information on the future potential of that calf. Genomic testing with CLARIFIDE® Plus can help identify Holstein and Jersey females with the greatest potential to help reach the herd health and profitability goals from calves to cows,” said Dr Chantelle Erwee, technical manager for ruminants at Zoetis South Africa.

“We are honoured to be acknowledged as the winner of the TDM Innovation Award this year, and I would like to congratulate my team on their outstanding work in strengthening the goals and objectives of our dairy strategy through our participation,” said Dr Ralf Patzelt, business unit director for livestock at Zoetis South Africa.

Zoetis South Africa was honoured at the star-studded TDM Innovation Awards ceremony on **Wednesday, 4 November**, at the first MPO virtual annual national congress and awards ceremony. Other finalists included Lancewood Holdings, Woodlands Dairy, and Chemuniqué.

ABOUT THE WINNER

Zoetis is a global animal health company dedicated to supporting customers and their businesses in ever better ways. Building on more than 65 years of experience, they deliver quality medicines, vaccines, and diagnostic products, complemented by biodevices, genetic tests, and precision livestock farming. They are working unremittingly to better understand and address the real-world challenges faced by those who raise and care for animals in ways they find truly relevant.

Find the TDM Innovation Awards Online:

Website: www.mpo.com

Facebook: www.facebook.com/MilkProducersSA

Twitter: [@MilkMpo](https://twitter.com/MilkMpo)

About the TDM Innovation Awards:

CELEBRATING INNOVATION since 2013. Designed to recognise and celebrate innovative and cutting-edge products launched in the South African dairy market between 1 July 2019 and 30 June 2020.

- Raise the company profile – shortlisted and winning entries are promoted to our readers all over the country, offering fantastic coverage.
- Proven knowledge – increasing the company's reputation within the industry.
- Aligning with excellence – the TDM Innovation Awards are all about celebrating excellence.
- The winner receives a five-page spread in the January issue of *The Dairy Mail* (valued at over R60 000).

For more information:

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From left: Dr Ralf Patzelt, Michelle de Lange, and Dr Barry van Houten.

Dr Barry van Houten, marketing manager, Zoetis SA

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Dr Barry van Houten receives the TDM Innovation Award.