To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly. ~Henri Bergson

Economy

The value of the rand and the maize price

Independent technical analyst Mr Frans de Klerk spoke to Ms Lise Roberts about the value of the rand and the maize price. To listen to the interview, click HERE or use the tag below.
Local market

Relief for EC producers

Milk producers in the Eastern Cape welcomed the producer price increases of between 5 and 10% in the province in view of increases in maize and fuel prices. MPO Eastern Cape chairman Mr Simon Matthews said the increases took effect on 1 March 2015 and increased the average producer price in the region from R4.20 per litre to R4.50 per litre.

Getting ready for Large Herds 2015

Mr Simon Matthews, chairman of the planning committee gave an overview of what to expect at the SA Large Herds Conference in an interview with Ms Lise Roberts. The SALHC 2015 takes place from 1 to 3 June 2015 at the Boardwalk in Port Elizabeth. To listen to the interview, click HERE or use the tag below.

International market

Fonterra strengthens position in EU
The commissioning of a new Fonterra dairy ingredient plant in Heerenveen, Netherlands, will pave the way for Fonterra to explore Europe’s dairy market. The plant will produce whey and lactose used in high-value paediatric, maternal, and sports nutrition products, which are part of Fonterra’s range of products. The plant is the first wholly owned and operated ingredients plant of Fonterra in Europe. It was built on 25 ha and has been developed in partnership with A-war Food Group, a Dutch cheese manufacturer. Chief executive Theo Spierings says the plant forms part of Fonterra’s fully integrated global supply chain from the farm gate direct to global consumers, using Fonterra’s milk pools and manufacturing sites in New Zealand, Australia, and Europe. “The commissioning of our new plant in Heerenveen strengthens our ability to deliver high-quality, advanced dairy nutrition that meets the needs of our priority markets and global customers. To read further, click HERE.

Yogurt fills the gap

You are a bit hungry, but don’t want to eat your lunch or dinner yet. Yogurt is a perfect snack to fill this gap. This is what numerous consumers think according to the results of a DSM study that was done to gain insight into patterns in yogurt consumption. This international survey also sheds light on how yogurt preferences differ between countries and cultures, and reveals new opportunities for yogurt manufacturers to develop products to suit the lifestyles and health preference of their consumers. A key concept to understand yogurt’s popularity and to market it is to focus to its strengths. According to the report yogurt has an amazing versatility, allowing it to be popular even after a millennia that was first eaten. The research is based on the results of a consumer perception survey undertaken in six diverse markets: Brazil, China, France, Poland, Turkey and the USA. Encouragingly, for yogurt manufacturers, more than half (53%) of consumers surveyed reported eating more yogurt today than they did three years ago. The survey also revealed that women are more likely than men to eat yogurt every day. To read more about the study’s interesting results, click HERE.

Threat to contaminate New Zealand infant formula

Suspected environmental activists threatened to contaminate New Zealand infant formula if the use of an agricultural pesticide on pests such as possums and rats is not stopped by the end of March 2015. China implemented stricter
import measures on infant formula from New Zealand in response to the threat. According to the New Zealand Infant Formula Exporters Association (NZIFEA) exports to China have already been affected. Mr Michael Barnett, chairman of NZIFEA said that New Zealand infant formula powder valued at US$1,08 million has already been stopped at the Chinese border and that Chinese demand for the product has declined. To read further, click HERE.

Institutional

Agri SA reaching out to new farmers

In a media release issued on Agri SA labour and social policy, committee chairman Mr Hendrik Ackermann said, “The agricultural sector fully supports land reform. However, the success of land reform must be measured by the extent at which new entrants make a positive contribution to food security, job creation and rural development. For this reason, all role players must ensure that new entrants are empowered with the necessary knowledge and skills to make a success of their farming operations”.

In the light of this, Agri SA’s labour and social policy committee, with the financial assistance of AgriSETA and expertise provided by the University of Pretoria, have developed a training programme that focuses on empowering new entrants to the agricultural sector.

The first training programme started in 2014 with 20 participants from various provinces and commodity branches. Training focused on agricultural principles such as business management, production and operational managements, and risk and resource management. Upon completion, students received recognition for having successfully completed the training course during a certificate-presentation function.

Renewable energy in agriculture

Ms Lise Roberts interviewed Mr Nicol Jansen of Agri Northern Cape about opportunities for renewable energy in agriculture. To listen to this interview click HERE or use the tag below.
Technology transfer

Turning the tables

One often hears that the farmer farms far as the farm gate. The true interpretation of the words is, however, not just a reference to create involvement in local, provincial and national matters but reflects an attitude towards the external environment. Good businesses will seek to turn constraints in the external environment to opportunities. Turn to page 63 of the March edition of *The Dairy Mail* for an interesting article on the topic by Mr Willie Clack, senior lecturer at Unisa. To read the digital version of TDM, go to www.agriconnect.co.za.

Events

**Invitation to MPO Gauteng route meetings**

MPO Gauteng chair Mr Danie Schutte invites all milk producers in the province to attend one of the route meetings on 18 and 19 March 2015. There will be presentations by expert speakers and milk producers are invited to enjoy refreshments with the MPO management members and fellow producers upon
conclusion of the respective meetings.

<table>
<thead>
<tr>
<th>Date</th>
<th>Place</th>
<th>Time</th>
<th>Venue</th>
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<tbody>
<tr>
<td>Wednesday, 18 March</td>
<td>Heidelberg region</td>
<td>09:00</td>
<td>The Secret Garden</td>
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<tr>
<td></td>
<td>Randfontein region</td>
<td>16:00</td>
<td>Bekker Agricultural High School</td>
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<tr>
<td>Thursday, 19 March</td>
<td>Pretoria, Gauteng North and South, Goat region</td>
<td>10:00</td>
<td>Belnori Boutique Cheesery</td>
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Please RSVP Benita Oelofsen at 073 116 8544 or send an e-mail to benita@mpo.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
- **Philip Swart** – MPO member services
Book a stay at the fabulous Kichaka 5-star luxury game lodge near Grahamstown and receive a discounted rate of R1 975 pppns (normally R4 250 pppns).

From gourmet dining to relaxing by the pool, you can expect the very best in service and hospitality from your stay at Kichaka Lodge. You can enjoy excellent sightings on game drives of lion, elephant, rhino and buffalo, as well as rhinoceros, impala, giraffe, hartebeest, zebras, warthog and numerous species of antelope. On a night drive, the aardvark, aardwolf and other nocturnal game are often spotted.

READERS OF THE DAIRY MAIL are invited to take advantage of this special offer negotiated by Elanco on their behalf.

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This offer is valid on bookings between 1 May 2015 and 30 September 2015. Please book in advance to prevent disappointment.
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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