

Editor's NOTE

As the first *Dairy Mail Africa* for 2006 reaches you, the dairy industry in Africa is preparing for the second African Dairy Conference and Exhibition (ADC&E II) to be held in Uganda from 25-27 May. The ADC&E II is the only five-star international dairy event held on the African continent.

The conference will feature internationally renowned speakers and dairy stakeholders, discussing a wide range of topics of interest to the dairy industry. *Dairy Mail Africa* will also be there and look forward to meeting and interacting with Africa's dairy leaders.

This edition of *Dairy Mail Africa* offers its usual mix of news, actuality and technology transfer. Read what the decisions taken at the World Trade Organisation meeting in Hong Kong in December really means for trade in general, and dairy in particular, in Africa. In November last year the Indian Dairy Association (IDA) and Esada signed an historic memorandum of understanding and thus gave birth to a platform of mutual co-operation and dialogue. *Dairy Mail Africa* takes a look at how this will impact on Africa's dairy industry.

The dairy tide in Africa is growing and despite issues such as drought, trade barricades and VAT imposed on milk in Zambia, the industry continues to gain momentum. Read *Dairy Mail Africa* to keep abreast of all the changes and developments. An informed farmer, is an empowered farmer.



The editor welcomes editorial and news contributions. We strive to ensure that *Dairy Mail Africa's* content is current and relevant.

Submit your contributions and/or comments to willemien@dairymail.co.za. DMA

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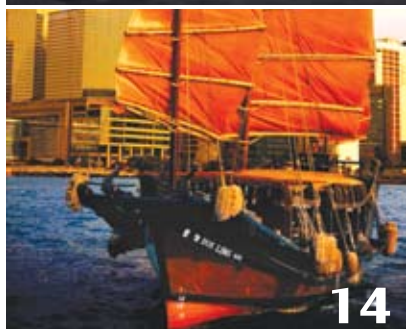
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JOHN DEERE





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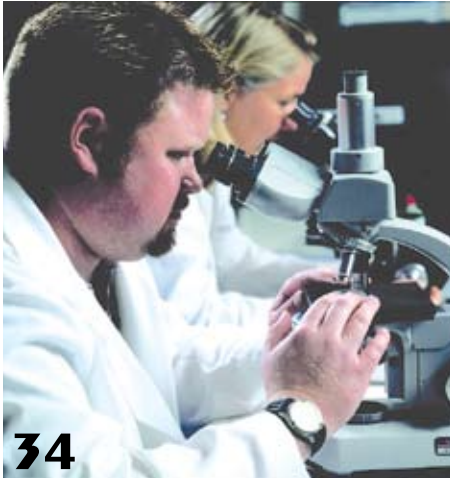
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A close-up photograph of a glass filled with white milk, positioned on the right side of the frame. The background is a dense field of vibrant green grass, which is slightly out of focus, creating a soft, natural setting. The lighting is bright and even, highlighting the texture of the grass and the smooth surface of the milk.

DAIRY MAIL AFRICA
— HOW TO DISTRIBUTE,
CONTRIBUTE AND ADVERTISE

“SHARE IN THE SUCCESS OF AFRICA’S DAIRY REVOLUTION”

How to distribute

Some 20 000 *Dairy Mail Africa*'s are distributed free of charge throughout Africa every four months. The Eastern and Southern African Dairy Association (Esada) is responsible for the distribution of *Dairy Mail Africa* in Kenya, Uganda, Tanzania and Mauritius. AgriConnect distributes directly to Zambia, South Africa, Namibia and Zimbabwe.

Through innovative partnerships with leading companies operating in Africa – such as Meadow Feeds – *Dairy Mail Africa* is extending its reach throughout Africa even further. Meadow Feeds helps with the distribution of the magazine in Mozambique, Swaziland, Zambia and Namibia.

This ensures that *Dairy Mail Africa* reaches as many readers as possible, other companies that wish to help with the distribution of the magazine can e-mail Albert Loubser at albert@agricconnect.co.za.

How to contribute

To ensure editorial quality, variety, relevance and integrity, *Dairy Mail Africa* welcomes contributions from writers throughout Africa. If you have an opinion to voice, information to share or technology to transfer, *Dairy Mail Africa* offers you an ideal platform. Help us to inform and educate Africa's dairy industry, from producer to processor – knowledge is power!

Submit your contributions and/or comments to willemien@dairymail.co.za or karien@dairymail.co.za.

How to advertise

If you wish to share in the success of Africa's dairy revolution, *Dairy Mail Africa* offers you the ideal vehicle to do so. Distributed free of charge in 14 African countries every four months, the magazine is the first ever publication for the dairy industry in Africa. Never before have advertisers had such a unique opportunity to unlock the untapped potential of the African market.

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***Dairy Mail Africa* is an independent magazine, with an independent perspective on Africa's dairy affairs.**

The magazine's main focus is:

- ▶ Technology transfer
- ▶ Benchmarking on the African continent
- ▶ Dairy news
- ▶ Pressing trade issues **DMA**

African Dairy Conference & Exhibition II

May 25–27, 2006
The Speke Resort
Kampala, Uganda

Theme: African Dairy - Rising to the Challenge

Eastern and Southern African Dairy Association (ESADA) is pleased to announce the *2nd African Dairy Conference and Exhibition (ADC&E II)*, which will be held at the beautiful Speke Resort Munyonyo, on the shores of lake Victoria, 12 kilometers from the heart of Kampala City. The conference will be a truly regional and international event, with over 300 dairy stakeholders expected to attend from all over the world.

Purpose: Under the theme “**African Dairy: Rising to the Challenge**”, ADC&E II will strive to capture the growing spirit of regionalism, competitiveness and partnership being embraced by a growing section of African Dairy. Covering pertinent Farm to Table issues, the event hopes to achieve the following key objectives: **promote dairy sector investment in the region; expand markets for member products; improve overall competitiveness for member products; and expand, strengthen and diversify ESADA Membership.**

As a dairy industry leader, do not miss out on this chance to increase the visibility of your business!



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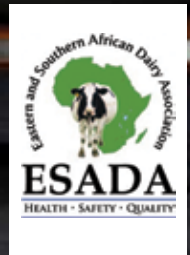
Uganda



Zambia



ESADA NEWS



ADC&E II rises to the challenge

The Eastern and Southern African Dairy Association (Esada) is pleased to announce the second African Dairy Conference and Exhibition (ADC&E II) from 25-27 May 2006, to be held at the Speke Resort on the shores of Lake Victoria. The conference will be a truly regional and international event, with over 300 dairy stakeholders from all over the world expected to attend.

The ADC&E II is the only five-star international dairy event held on the African continent. The conference will feature internationally renowned speakers and dairy stakeholders from around the world. The theme, *African Dairy: Rising to the Challenge*, will cover a wide range of topics of interest to the dairy industry.

In 2005, Esada brought together the dairy industry stakeholders to meet and build relations, this year will be even better! Complete registration, conference programme, agenda and booth bookings are available at www.dairyafrika.com

Zambia audit team visits Kenya

The two-year-old Zambia/Kenya UHT-milk trade dispute could be headed for a happy ending. This follows a lengthy negotiation between the

two countries, with the support of the Common Market for Eastern and Southern Africa (Comesa) and Regional Agricultural Trade Expansion Support (Rates). It culminated into a two-week Comesa-sponsored Zambian government audit mission on Kenya's dairy sector.

The audit mission comprised of experts from the Zambian Bureau of Standards and the Zambian Departments of Public Health and Veterinary and Animal Production. By undertaking what may be termed a "farm-to-table" audit, a thorough scan was done on Kenya's dairy industry. Some of the organisations and institutions visited were Kenya Dairy Board, veterinary research laboratories, the Kenyan Bureau of Standards, national public health laboratories, Egerton University, Dairy Training School (DTI), Analabs, veterinary research and testing laboratories, as well as the dairy processors Brookside, Bio Foods, Spin Knit and New Kenya Co-operative Creameries.

The mission started on a high note, with courtesy calls on the Zambian High Commission, the Ministry of Livestock and Fisheries and a briefing by the Kenya Dairy Board. Both the Zambian high commissioner and the permanent secretary of the Ministry of Livestock and Fisheries emphasised



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the need to preserve and enhance the cordial relations between Kenya and Zambia.

The Zambian team was accompanied by a team of Kenyan government professionals from various departments. Though tight-lipped about the outcome of their audit, the audit team expressed their general satisfaction with the food safety methods and systems the Kenyan dairy industry employed. As the facilitators of this forum, the resolution of this dispute will be a big milestone for Esada.

More countries apply to join Esada

The Milk Producers' Organisation (MPO) of South Africa and the Zimbabwe National Dairy Farmers Union (ZNFU) handed in their applications to join Esada. This follows a meeting Esada officials had with the MPO and ZNFU CEOs during 2005 in Pretoria, South Africa. South Africa's membership is expected to spur new investments and technology transfer, as well as expand the markets to benefit the seven existing members.

Deals galore at the first ADC&E

The inaugural ADC&E that was held in Nairobi, Kenya in May of 2005 was a huge success. Nothing demonstrates an exhibition's success more than the deals struck directly as a result of contacts made at the event. The following are prime examples:

- ▶ South Africa's Vivit Foods appointed GN Enterprises based in Nairobi, Kenya, as their Kenyan agents. Vivit Foods specialises in manufacturing and supplying dairy food ingredients that includes assorted yoghurt fruit pulps and cultures. Vivit Foods' CEO, Thinus Grobbelaar, has conducted follow-up visits to Nairobi to meet various leading dairies. Vivit Foods have made an advanced booking for an exhibition booth at the second ADC&E.
- ▶ Nikos Engineering Company of Bulgaria has appointed Uganda's Snowmans' Food Services Ltd and its subsidiary, G Lakes Food Technologies, as their agents for East Africa. Nikos and Snowmans' executives met at the first ADC&E, where both of them exhibited. Nikos manufactures and markets medium-tech dairy processing equipment, suited for the African market.

Malawi granted import license

After almost two years of waiting, Dairibord Malawi has been granted a permit to import 400 000 litres of UHT-milk from Zimbabwe. "This is evidence that the free trade campaigns of Esada and Rates are bearing fruit," says Philip Msindo, Dairibord Malawi general manager. Msindo associated this unexpected change of heart by Malawi Ministry of Commerce and Trade to Rates and Esada's unrelenting lobbying and education by forums held in Nairobi and Lilongwe.

Gouda Gold lands export deal to Kenya

Gouda Gold, situated in Kampala, Uganda, struck an export deal with Dairy World Ltd in Kenya to distribute and market its brand of cheese in Kenya and later Tanzania. The Gouda Gold brand of peppered and plain cheeses has been well-received in Kenya. It gained prominent shelf space in Kenya's premier supermarket chain, Nakumatt, where the product is said to be gaining popularity among up-market consumers.

The company hopes that export sales into Kenya and Eastern Africa will help them improve efficiency from the current 20%, to almost 70% in the next two years. Rates assisted Gouda Gold and Dairy World Ltd by providing technical assistance on costing, pricing and logistics.

Alpha Dairies breaks into Kenya

Uganda's Alpha Dairies started exporting to Kenya. They are in the final stage of negotiations with Tanzania's Tandairies. This was a result of listening to Rates presentations on the East Africa Customs Union (EAC) protocol, and exhibiting their products in Nairobi during the Comesa Dairy Policy Conference/Executive Dairy Summit, as well as the first ADC&E.

Besides giving Alpha Dairies the opportunity to exhibit their products and encouraging them to take advantage of tariff concessions under the EAC, Rates assisted Alpha Dairies to secure an import license into Kenya and also provided them with technical assistance in areas of strategy, product costing and logistics. Alpha Dairies is currently marketing its Alpha brand of UHT-milk and ghee in Kenya through Alpha Dairies Kenya, their Kenyan filial. **DMA**