

Editor's note

In February 1960, Harold Macmillan, former British Prime Minister, delivered his famous "Winds of change" speech in the South African Parliament: "The winds of change are blowing throughout the continent ... whether we like it or not, this growth of national consciousness is a political fact." He was right. The winds of change were blowing and those who failed to realise it, were blown away.

Winds of change are once again blowing across the continent. Only this time, these winds are "dairy" winds of change. The Eastern and Southern African Dairy Association (Esada) was established, the first African Dairy Conference was successfully held, a world school milk conference is still to be held. All of these industry-changing events occurring this year alone! The only link still missing, was an African dairy magazine to report on these events. Now that link has been provided with the launch of *Dairy Mail Africa*.

In this first edition, we report on the first dairy conference in Africa, Esada, as well as a global overview of school milk. Philippe Jachnik, former president of the International Dairy Federation (IDF), looks at the prospects of the African dairy industry. In technology, the how and why of using a milking machine is discussed. Dr Antoine Nguz and Ina Jordaan take a look at milk quality.

I hope you enjoy the first *Dairy Mail Africa* as much as we enjoyed bringing it to you. We hope that this newborn calf will grow to play its part in the African dairy scene. *Dairy Mail Africa* – a magazine from the African dairy industry, for the African dairy industry.



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 or karien@dairymail.co.za. DMA



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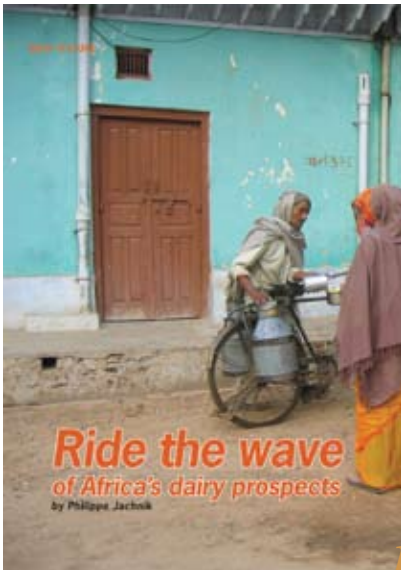
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Print run: 20 000

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
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Something new

Advocates of growth, hope and opportunity, such as President Thabo Mbeki, strongly believe that the present should be the “African century” and no one has tried harder to make it so than he has. Africa has so often been written off by the ignorant as a basket case, without any thought about the “baskets” who have worked so hard at creating this misconception. It is certainly no time for timidity or fear of tyrants or of reaching too high, nor indeed for speaking out the truth with love and clarity – even where no one has dared to go before.

At the G8 Summit this year, we thought we heard the world change gears, or was it just the loud crunch of an old lady (old Europe) trying to change gears, turn the steering and chat on the cellphone at the same time? Africa is no nearer to the millennium goal of halving poverty by the year 2015 than it was when this was first mooted. Nor do we see much change in the globalisation and free trade policies that should be opening up the markets of old Europe for the unprocessed commodities of Africa. And, as the dairy industry might argue, for the refined and added-value products that a richly-endowed continent should undoubtedly be able to produce, to give it a competitive edge over the over-organised labour markets of the developed world.

Can we do it cheaper and better? If we do not reach for the sky, will we ever succeed? Who must build this ambitious plan except the people of Africa themselves! The truth is that it will not be enough for Britain merely to double its aid by 2010 or the developed world to abolish its trade subsidies, nor will the welcome support already given and pledged by President Bush save us. Africa will have to look to its own undoubted resources and a more enlightened (and uncorrupted) leadership to back these efforts.

Often, in our most generous moments, we actually succeed in emasculating the recipients of our goodwill. Foreign aid and government



Reg Weiss

spending alone can hardly create the long-term sustainable growth we need to push back the frontiers of poverty and fight unemployment. Millions in Africa still survive on less than R6/day.

The solution lies where South Korea, Japan, Malaysia and India are finding it. We simply need to “skill up” the potential of those talented young men and women with whom not only South Africa, but the entire African continent must surely also be blessed. This is a continent bursting with human potential and untapped talents. Crying in a corner about being disadvantaged and exploited cannot help our young people to blossom to the full. We need to discover and train entrepreneurs with new horizons and a fresh vision of their own destiny.

Wishing alone will not make it so, but putting a lot more effort into leadership training must surely lead to a realisation that Africa’s basket is not half empty, but merely half full. Our young leaders and entrepreneurs of tomorrow must be taught to strengthen their wings and soar above the mistakes of the past. Even more importantly, they must adapt the best ideas and techniques of entrepreneurs in the developing world to unlock Africa’s unique opportunities. They must create their own launching pads for success and not wait for others to bestow it upon them.

The dairy industry, for one, can teach them the value of meticulous discipline, care and sound management. It also produces the products that help hungry young minds to absorb the knowledge they need to shape their own future. *DMA*

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