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New focus needed for Doha

“The Doha Round of international trade negotiations collapsed mainly because of a fight for advantage in agricultural markets by large and powerful countries, corporations and lobbies.”

The United Nations Food and Agricultural Organisation (FAO) said that the approach adopted in the talks was flawed from the outset, as it failed to take sufficient account of the interests of developing countries and focussed on “free trade, rather than fair trade”.

A vision lacking fairness

According to the FAO, the negotiations were expected to address trade issues related to the needs of poor countries and small farmers: “But they never quite got round to these issues. As a result, the Doha Round collapsed because of a fundamental lack of fairness in its vision, its process and its projected outcomes.”

The negotiations focussed on the problem of high levels of budgetary support and import protection in several developed countries. One of the three largest agricultural subsidisers would not cut its agricultural subsidies to a level that is acceptable to the others. Another would not reduce its agricultural tariffs by an acceptable amount, the organisation said.

Development-centred agreement

Developed countries were demanding that developing countries open their markets so that better terms could be negotiated for their exports.

A factor that contributed to the collapse of the talks, was that developing countries had little to gain from an agreement that centred on the concerns of large, developed countries. “The Doha Round’s focus was largely irrelevant to the least developed countries, who have seen almost no gains from past

World Trade Organisation agricultural trade agreements,” the FAO statement said.

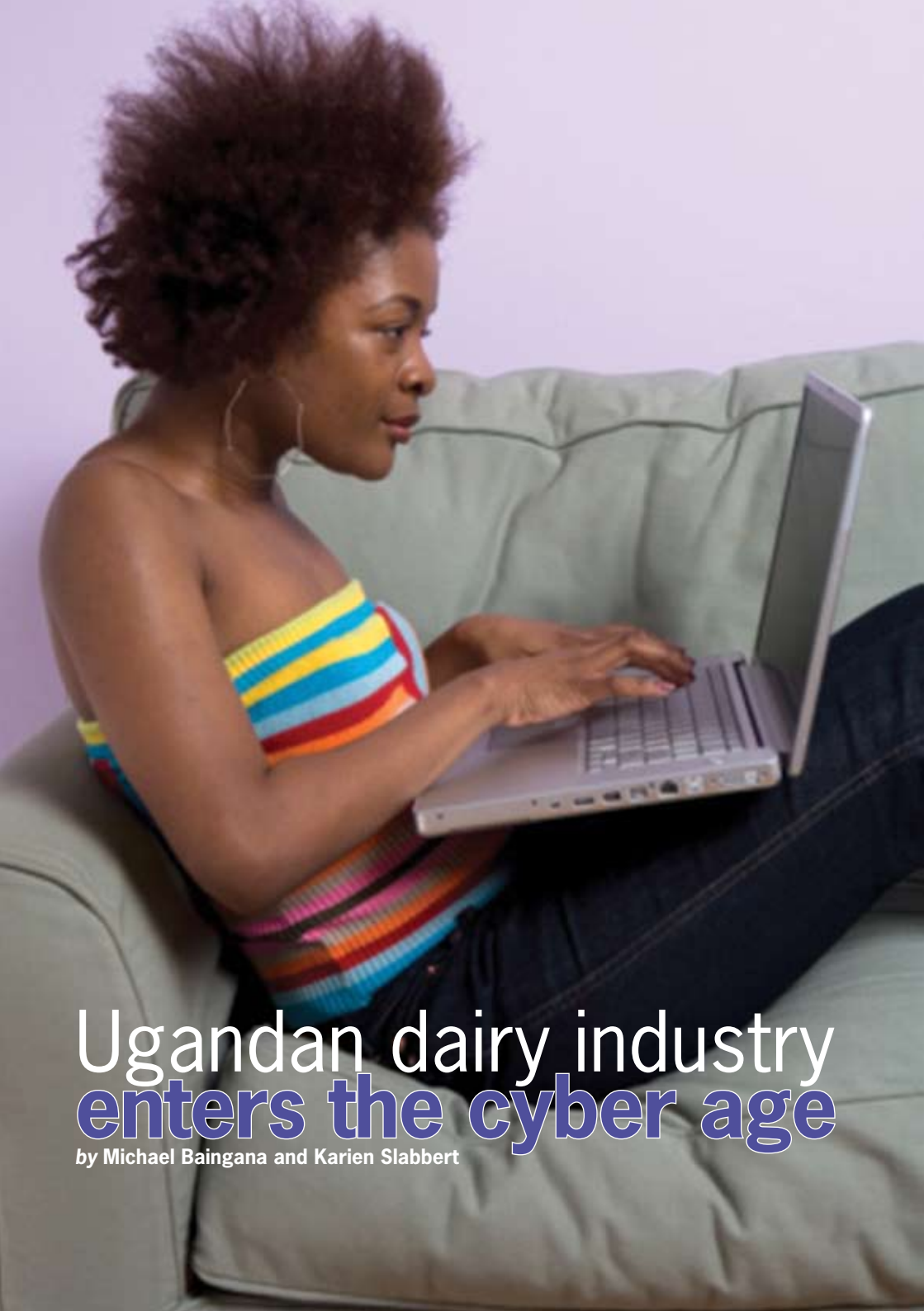
“While agricultural subsidy cuts and lower tariffs by the developed countries are in the interest of developing countries, they have to be implemented in a framework that increases the income of their small farmers and improves their food security.”

Participatory approach needed

However, there were lessons to be learnt and opportunities to be seized, the FAO concluded. “When negotiations restart, the Doha Round should truly be a development round approached in a broader and participatory way.”

On the one hand, it should address domestic subsidies and market access issues in such a way, that development is not undermined. On the other, it should deal seriously with questions of supply-side capacity and related investment needs, the organisation said. This will help the least developed countries to benefit from market opportunities resulting from a fair trade. “Present competition is between corporations using modern technologies and small farmers without adequate water control and basic rural infrastructure.”

According to the FAO, it will work with its partners to ensure that the consensus on “aid for trade” and the proposals made to achieve concrete results in the development dimension of the Doha Round, are not lost to the principle that “nothing is agreed unless everything is agreed”. – *Press Release: Food and Agricultural Organisation of the United Nations DMA*



Ugandan dairy industry **enters the cyber age**

by Michael Baingana and Karien Slabbert

The Ugandan dairy industry will soon enter the cyber age with a web-based software platform that will computerise and centralise a wide range of agricultural services. This comes after Amate Gaitu, a local dairy cooperative, entered into a partnership with the Directorate of Information and Communication Technology (ICT) at the Makerere University, to develop the Integrated Services for Commercial Agriculture (Agriserve) platform.

Joining the information highway

Local dairy farmers are set to benefit in terms of farm input supply, milk quality assurance and milk sales to processors. Brand-named Amate Gaitu, the Agriserve platform will be integrated with local commercial banks' money transfer systems. This will help ease milk payments. It will also help milk producers to obtain leasing facilities to buy milk coolers and a range of other financial products.

Historically, banks have found it difficult to finance the dairy industry and agriculture in general, because of the sector's informal nature. Agriserve will essentially alter this situation by making farmers' transactions transparent. In effect, this is a tool to commercialise milk production. The system will enable different role players to share one information platform. This includes quality assurance laboratories, farm input suppliers, processors, extension workers and banks.

African universities

African universities have increasingly been criticised as being irrelevant to local communities. Makerere University is no exception. Agriserve, however, will help remedy this situation. It will provide the University with a platform for research, development and extension services in the fields of agriculture, cattle sciences, education, environmental science, dairy technology and rural economics. Agriserve's potential impact on job creation is therefore phenomenal.

More leverage for farmers

Farmers tend to view dairy processors with a fair amount of scepticism. Dairy farmers in Uganda have welcomed the Sameer Group's takeover of the Ugandan Dairy Corporation (UDC). The

industry is now fully privatised and everyone knows where they stand. However, many farmers feel that the Corporation's privatisation process was badly handled and unfair.

Dairy farmers feel that they have lost out to foreign big business interests. The country's government denied them a chance to take over the UDC and add value to their milk. Government's argument was that dairy farmers were not organised adequately to handle processing facilities, such as the UDC plant.

“The system will enable different role players to share one information platform”

The fact that farmers established and own the Agriserve platform, is a major *coup*. They will now have decisive control over the primary industry and more leverage over processors.

Agriserve will earn commission on all transactions carried out over the platform. In addition to the farm-gate price, dividends from this information platform will be paid out on a regular basis to Amate Gaitu's farmer owners. The platform will also enable other benefits, such as collective bargaining and medical insurance.

The next step

The Directorate of ICT's Software Incubator Programme, will develop the software. The directorate will produce a prototype to test on a pilot programme. A local software development and marketing firm, True African, has won exclusive rights to develop and market a variety of service add-ons to dairy farmers over the platform. **DMA**



Breed evaluation secures better production

According to Poena van Niekerk, manager of Jersey SA, breed evaluation is important as it helps the animal's phenotype to move closer to its genetic production potential, be it on the farm or in the showring.

Dairy animals are not judged exclusively on their external features. Functional characteristics also score high marks: "Each characteristic is connected to the animal's production potential."

According to Van Niekerk, a good dairy animal should have the following characteristics:

▶ **A well-joined udder:** strong connection of

the front udder and an elevated, wide back-udder

▶ **Placing of the front teats:** in the centre of each quarter

▶ **Dairy strength:** this includes good body-depth and length

▶ **Dairy form:** a fine neck, shoulders, thighs and broad inter-rib spaces

- ▶ **Hooves and legs:** hind legs that are somewhat tilted, enabling the cow to move with greater ease and without any damage to the udder.

Annelize Smit, technical assistant at Jersey SA, and Wikus Taljaard, who manages progeny testing and exports at Taurus, will visit Zambia from 10-17 September. The Jersey specialists will present an introduction on the Jersey breed, laninary classification, bull selection and general management. Emerging dairy farmers can attend farmers' days at the Golden Valley Research Station, Choma, Lusaka and Livingstone. Training will include:

Breed origination

- ▶ Why farm with Jerseys?
- ▶ Identification of animals, tattooing and birth information.

Classifying animals

- ▶ Laninary characteristics and production potential.

Animal selection

- ▶ Selection principles
- ▶ Bull and cow selection.

Management

- ▶ Cows-in-milk
- ▶ Dry cows
- ▶ Heifers and calves
- ▶ Artificial insemination.

According to Van Niekerk, these courses will merely serve as an introduction: "However, emerging farmers will receive practical training on how to evaluate cows and how to identify cows with better potential to serve as dams." Basic bull selection techniques will also be explained. This will help secure genetic progress in Zambia.

Emerging farmers will also be presented with an opportunity to become a member of Jersey SA. This will enable them to become



A good dairy animal should have a number of characteristics, among them a well-joined udder, good dairy form and somewhat tilted hind legs

part of a national database, which includes progeny testing and breeding values. The courses were requested by David Harvey, chairman of the dairy branch at the Zambian Studbook Association. He visited South Africa in April to attend the international meeting for Jersey harmonising.

“Emerging farmers will receive practical training on how to evaluate cows and how to identify cows with better potential to serve as dams”

According to Van Niekerk, courses have already been presented in Kenya and Tanzania. "A group of dairy farmers and their breeding society visited South Africa in 2004. They visited farms and shows throughout South Africa. This gave them insight into the basic classification system, milk recording and evaluation." **DMA**



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Milk report

Mozambique now makes top cheese

A Mozambican company has established a world-class cheese factory in Chimoio, Manica, one of Mozambique's central provinces. The project is supported by the Dutch government. Brendon Evans, managing director of Gouda Gold, said in an interview that the project aims to help Mozambique diversify its agricultural sector. A former Zimbabwean farmer, Evans settled in Manica in 2002. He also manages a successful dairy farm. His 27-strong Holstein herd supplies the milk for the cheese factory. – *African Press Service*

Parmalat celebrates ten years in Zambia

In May of this year, Parmalat marked its tenth year of active involvement in the Zambian beverage market. Since its inception, Parmalat has become the largest Zambian processor and manufacturer of a varied mix of dairy and fruit products in the country.

A key component of the company's success is its producers, says Parmalat. Zambian farmers have established workable partnerships with Parmalat, whereby fair prices are paid for

quality milk supplied and delivered to the plant by Parmalat's own tankers. The farmers, in turn, are assured of regular and consistent payments for their production.

Parmalat relies heavily on its distributors and retailers to ensure product freshness, by maintaining the cold chain and through appropriate stock rotation. This guarantees that products are stored correctly under refrigeration and at the right temperature. The company says that, as the public face of Parmalat, their retailers always ensure that sell-by dates are strictly current.

Parmalat has a long-running community support programme in Zambia that includes the country's people, the environment, sport and also promotes the Zambian culture. "During the past decade, we have actively encouraged and empowered the Zambian farmer/producer, while at the same time training and skill-developing our employees," says Parmalat. – *Zambian Traveller*

Spilt milk

Kenya loses 95 million litres of milk valued at 1,8 billion Kenyan shillings annually, due to spoilage. The Kenyan Dairy Board (KDB) has now initiated

a quality assurance project aimed at improving milk and guarding against spoilage. The project targets informal milk traders whose products constitute about 35% of the market. It will also build the capacity of small-scale milk-handlers and producers and enhance their access.

Managing director of the KDB, Machira Gichuhi, says the Board will accredit private providers to offer short-term dairy training to role players in the dairy industry. The move is expected to make the local dairy industry more competitive and increase the quality of milk and services. Meanwhile the free school-milk scheme is unlikely to be revived.

In a statement issued by the country's ministry of education, Prof Karega Mutahi, said there are no foreseeable plans to reintroduce the school-milk scheme that became defunct in the mid-1990s. Mutahi refuted reports in the media that the ministry in conjunction with the KDB, plans to reintroduce the scheme." – *Kenya Broadcasting Corporation*

Uganda has inadequate marketable milk



The bulk of Uganda's milk is sold through the informal market. Dairy traders recently petitioned President Yoweri Museveni to intervene in what they called the "unfair ban of unprocessed milk in urban areas." This follows a directive from the animal husbandry state minister, Bright Rwamirama, giving milk vendors until December to start processing milk for sale or quit the business

According to Jack Gherty, retired chief executive officer of American dairy cooperative, Land O'Lakes, the lack of marketable milk in Uganda is the result of lack of infrastructure, which ranges from insufficient power to poor roads. "Farmers have done well to improve the quality of milk, but they need to get involved in better organised groups".

George William Nuwagira, chairman of the Western Uganda Dairy Association, urged Land O'Lakes to change its approach from mobilising and training farmers, to marketing their milk and its products. Dick Kajugira, the district treasurer for Mbarara Dairy Farmers cooperative union, said that they as farmers "are planning to set up a dairy plant in Mbarara to consume our milk in the entire western region." – *allafrica.com*

New levy for Swazi dairy manufacturers

The ministry of agriculture and cooperatives in Swaziland, has introduced a levy for dairy product manufacturers in the country. Milk and dairy product importers have in fact been paying the levy up until now. A statement presented by the principal secretary in the ministry, Noah Nkambule, states that all dairy product manufacturers will pay a levy on all imported products. In an interview, the Swaziland Dairy Board's quality control manager, Andreas Magagula, explained that importers of dairy products have been paying the levy all along. He added that it was now also being imposed on manufacturers such as Valley Farm, Parmalat and Delcor, to mention a few. Magagula added that the introduction of the levy on manufacturers, was solely because they felt the money could be used to develop the local dairy industry. – *The Swazi Observer*

Pastoralists contest livestock ban

Pastoralists from the Horn of Africa, who held a ten-day meeting at Yabello in Southern Ethiopia, have called on Gulf countries to lift a livestock import ban that has been imposed for the past six years.

Livestock imports from Eritrea, Ethiopia, Djibouti, Kenya, Somalia and Sudan, were banned in 2000 on grounds of an outbreak of Rift Valley Fever (RVF). In a bid to prevent the spread of the viral disease, authorities in Saudi Arabia and neighbouring Bahrain, Oman, Qatar, Yemen and the United Arab Emirates, imposed the ban. Yemen eased its ban in 2002.

Records from before the ban, indicate that the Horn used to export more than three million livestock per year to the Arabian Peninsula, of which more than 50% originated from Ethiopia. These exports constituted the single most important source of income for pastoralists in the south-eastern lowlands of the country.

Following the ban, experts from organisations such as the United Nations Food and Agricultural Organisation (FAO) and the World Health Organisation (WHO) had concluded that the problem, initially exaggerated, had actually occurred only in some pockets in Kenya and Southern Somalia and that it had been contained.

In March 1998 the UN issued a report stating that the RVF-outbreak in Southern Somalia was over, and that all the evidence collected had suggested that the epidemic had burnt out. It said that there was no evidence at all that RVF had ever spread beyond flood-affected areas. The report had also added that authorities in Ethiopia had declared that there was no RVF.

Speaking to *The Reporter*, Kenyan pastoralist member of parliament, Ali Wario, said that livestock marketing cuts across every sector of pastoral development. "You could be talking of health of women or children, you have to have the cow to sell and take the sick to the hospital. You want to talk of education, you still need to think of livestock marketing," he said. – *The Reporter* (Addis Ababa)

Heifer International in Cameroon

Heifer International recently donated 31 pregnant dairy cows to farmers in the north-western and western provinces of Cameroon. For over 30 years, Heifer International has inspired hope in hungry families and communities, where the gift of one animal has brought honour, pride, health, prosperity and peace. The country's minister of livestock, fisheries and animal industries, dr Aboubakar Sarki, lauded Heifer International for assisting over 22 000 farming families in the country to attain self-reliance in food production and income generation based on the "passing on the gift" philosophy.

The country director of Heifer International Cameroon, dr Henry Njakoi, said the principle of the organisation's philosophy is that every

farmer who receives this "gift", must donate their first female livestock offspring and the equivalent material support, to another family in need. In addition, they must also agree to pass on the training and skills that they have received, Njakoi said. The continuation and expansion of the development chain is ensured with each family passing on these four-legged "gifts", material assistance and acquired know-how.

As Heifer International Cameroon's activities are in line with government participatory approach in fighting poverty and unemployment, the minister promised the necessary government assistance. While appealing to workers in his ministry to deliver technical services to livestock farmers, Aboubakar said his government will continue to improve the commercialisation of livestock product imports and exports in Cameroon. – *The Post*

Out in the cold

Alexandra township distribution and promotion company Exclusive Information Services SA (EIMSSA) in Gauteng, South Africa, has accused Nestlé's ice cream division of not keeping its business development and empowerment promises and leaving them with a mountain of debt and broken dreams.

Chris Moseneke, operations manager of EIMSSA, says their business dealings with Nestlé's ice cream division turned sour because of a lack of commitment from the Clayville division in Johannesburg. Moseneke says that, due to the cold storage needs for ice cream, they saw a large market share of EIMSSA in Alexandra melt away, as the mobile fridge truck and central cold storage depot that was promised to them, failed to materialise.

This resulted in a situation where EIMSSA now owes Nestlé R249 000. Mphane Tlhoale, the chief executive officer of EIMSSA, says that Nestlé's ice cream division failed to give them a contract, but they went ahead and expanded their ice cream distribution anyway. They relied on verbal discussions with executives who have since left the business, he says.

Ian Donald, the managing director of Nestlé ice cream division, says the situation with EIMSSA is regrettable, as there seems to have been a breakdown in their communication. He says they

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have already communicated with EIMSSA and are looking at ways to assist the business to re-establish its operations in Alexandra. – *Gauteng Business*

SA traders fight Namibian tariffs

Some importers and distributors of South African dairy products are up in arms over plans by the Namibian government to introduce a tariff increase on imported UHT-milk. The Namibian Dairy Producers Association made an application to the country's ministry of trade and industry to have the tariff on milk increased from an import duty of 42,5 cents to 40 percent of the import value.

SA dairy product importers are being accused of flooding Namibia with cheap imports. The MD of Namibia Dairies, Desmond van Jaarsveld, said the difficulties of the local industry are exacerbated "by SA companies selling some of their products in Namibia at a cheaper price than in SA".

“Some importers and distributors of South African dairy products are up in arms over plans by the Namibian government to introduce a tariff increase on imported UHT-milk”

Namibia Dairies, a subsidiary of Ohlthaver & List group of companies, is Namibia's only major dairy processor. The 18 suppliers to Namibia Dairies, which form the Dairy Producers Association of Namibia (DPA), have since last year been calling on government to place additional restrictions on the volume of dairy products entering Namibia.

In March, dairy importing companies Parmalat, Nestlé, Everfresh and Dairybelle, grouped under the Alternative Dairy Industry (ADI), denied engaging in any dumping practices. They said they were lobbying to persuade the Namibian government not to impose further protection measures on dairy products than the current 10% levy. ADI has challenged Namibia Dairies to operate competitively.

Taeuber & Corsen, an importer of Parmalat dairy products, and Supra Sales Pty Limited which imports and distributes Dairybelle products to Namibia, have through their legal attorneys asked the government not to introduce the increased tariff until they are fully-informed about the basis for the application and can view any supporting documents presented to the ministry in this regard.

It was agreed recently that the tariff increase be gazetted, while the companies claim that the process has not been transparent. In a letter written to MTI permanent secretary, Andrew Ndishishi, the attorneys say their clients, who represent 46% of the sale of dairy products in Namibia, were not consulted and were not given an opportunity to respond to the reasons given in support of the increase.

The distributors also requested the government through their attorneys, to confirm that the levy "will not be increased until consultations have taken place and our clients have been given an opportunity of commenting on the application and the wisdom of introducing this tariff". The dairy industry last month applied for an increase in the imported UHT-milk tariff to protect the industry against collapse. Apart from this, it also applied for an extension of the Infant Industry Protection on Dairy Products until 2012, as it expires in 2008.

The application, which was made through the ministry of trade and industry to the South African Customs' Union secretariat, was discussed at the secretariat's meeting last month. The association says the tariff increase is one of the ways which the industry and the ministry are looking at to rescue the industry from what they term "an onslaught from competitively-priced dairy products from neighbouring South Africa".

Instead of producing the 1,7 million litres quota the industry had since January 2005, the farmers can now only produce 1,5 million litres per month. Production has also been affected by the floods in Mariental, which the industry says are responsible for a further drop in production to 1,3 million litres in February, March and April. – *New Era (Windhoek) and Food and Beverage Reporter DMA*



Brewing up a storm for cheese

by Kobus Mulder, Agri-Expo manager for dairy

The final test for any food, including cheese, lies in its taste and in cheese festivals. Here consumers have the opportunity to taste various cheeses under pleasant conditions and decide whether they like a specific cheese or not. In almost all instances, visitors want to purchase portions if they find the flavour enticing.

It is therefore essential that cheese is also sold at festivals. The newly-discovered cheese can then be enjoyed at a later stage or at home. This, in turn, strengthens the brand name.

The objectives of the South African Cheese Festival and the East Africa Cheese Festival

should be the same. It therefore makes sense that Agri-Expo assists in the Nairobi-initiative. The value of such a festival lies in the exposure that consumers and cheese makers get when cheeses are available for tasting and discussion. Retailers and members of the catering trade

also get the opportunity to view a wide variety of cheeses which they cannot do during normal commercial meetings.

Consumers are also able to discuss cheeses with cheese makers. This creates an emotional bond with both the brand and the origin of the cheese. Surveys among visitors to cheese festivals, prove that a high percentage of visitors discover new cheeses and will buy these in future. Key success factors for a successful cheese festival are a good balance between cheese and other food exhibitors, good facility infrastructure and interesting presentations such as demonstrations and educational lectures. Visitors should leave with pleasant memories.

Educating the consumer

The target market for the East African Cheese Festival is mostly existing cheese consumers. However, special programmes aim to draw aspiring consumers and the youth. Agri-Expo will be sharing its knowledge and practical experience of the past five years in order to make the Nairobi initiative a first-time success, which it deserves to be.

It is unclear what the per capita cheese consumption in East Africa is, but one can expect a relatively low ratio. It is up to stakeholders to create more interest and establish a higher demand for cheese. While consumer education is a valuable tool, the education of industry role players such as manufacturers, distributors and retail workers, is also important. For this reason a broad range of lectures will be presented.

If one takes into account that the French cheese industry employs nine medical doctors to educate the French consumer, then a lot more education should go into an emerging market such as East Africa.

Six lectures will be presented over a two-day period on the following topics:

- ▶ Cheese categories – manufacturing methods and attributes of each category

- ▶ Goat's milk cheese – milk composition, nutritional value and manufacturing methods
- ▶ Cheese quality – raw material standards, cheese-making equipment and critical manufacturing points
- ▶ Handling, display and merchandising of cheese in the retail
- ▶ Italian cheeses – manufacturing methods and consumer applications
- ▶ International cheese consumption trends.

Cheese competition

Agri-Expo has also developed an internationally acceptable cheese competition for East African cheeseries. Judging will be done according to the 20-point scorecard used in many worldwide cheese competitions. The competition will recognise good quality cheeses, which will be brought to the attention of retailers and consumers via the media. The competition aims to encourage cheese makers to improve their quality in order to be honoured with first and second prizes.

Agri-Expo's involvement

Agri-Expo became involved with the East Africa Cheese Festival through Moses Nyabila of the Regional Agricultural Trade Expansion Support (Rates) programme and Chemonics International, a global consulting company promoting growth and higher living standards in developing countries. Its objectives are somewhat in line of those of Agri-Expo, which made the decision to become involved, easier.

Through its involvement, Agri-Expo hopes to become more familiar with the cheese markets of East Africa and to play a supporting role in the promotion and consumption of cheese as well as in the education of cheese makers. DMA

A small-scale boost for dairy

by Karien Slabbert

Milk processing is a very relevant topic in developing countries. However, small-scale and local technical and organisational problems, local storage and energy problems, and the lack of local markets are just some of the obstacles that small-scale processing facilities face.

In developing countries, milk is mostly sold raw through informal markets. Small-scale milk processing and value addition can help small farmers to move ahead. However, producing quality products that can compete with attractively packaged and cheap imported milk, is very difficult and expensive.

According to Lusato Kurwijila from the Department of Animal Science and Production at the Sokoine University of Agriculture in Tanzania, simple solutions for small-scale milk processing in developing countries are often unavailable. They are also ignored in favour of more sophisticated processing equipment that may not always be appropriate.

Small-scale processing is more practical and feasible in developing countries and reduces malpractices that affect consumer health. However, one of the greatest needs among small-scale processors, is affordable quality equipment.

Obstacles

One of the main problems that small-scale milk processors face, is the high capital cost of conventional stainless steel equipment for pasteurising and packaging fresh milk.

Many therefore resort to heating their milk in cans or 'boilers' to make the milk safe and to extend its storage quality. The high temperatures can have an adverse effect on the milk's nutritional properties. The risk of post-pasteurisation contamination during ensuing hand-packaging, is also high.

The Milk-Pro pasteurisation system

According to Brian Dugdill from the Animal Production and Health Division of the United Nations' Food and Agriculture Organisation (FAO), milk that is to be transported over longer hours, requires cooling. The Milk-Pro Pasteurisation System meets many of the key requirements for efficient, low-cost, low-risk milk collection and processing by smallholder marketing groups. It is also an efficient tool for rural poverty alleviation.

The system will soon be in use in more than ten countries. This South African-developed system comprises of a filler from which the raw milk is gravity-fed into pre-formed sachets of the type already produced in Kenya and most other developing countries. The sachets are sealed manually and placed in a batch pasteuriser. Here they are treated at 65°C for 30 minutes. The heating process is automatically controlled. After pasteurising, the sachets are cooled down to 5°C in a chilling unit.

The system can handle up to 100 litres of milk per hour. The system is operated simply by plugging it into a standard 240 Volt electrical powerpoint or by using a small diesel or petrol engine. It is especially designed for easy cleaning and maintenance.

Because the milk is pasteurised in the sachet, the system has been found to be extremely effective. It consistently pasteurises milk to a standard well



The Milk-Pro pasteurisation system was designed and developed in South Africa and has a proud track record of helping to uplift rural and poorer communities throughout the developing world. Here Greg Haylle-Dick, owner and manager of Milk-Pro International, helps locals from Guinea-Bissau to install pasteurisation equipment



A woman from Guinea-Bissau learns how to operate the Milk-Pro pasteurisation system

above the legal requirement. Post-pasteurisation contamination is thus minimised. A refrigerated shelf-life of up to two weeks is possible, compared to the normal two to five days.

As the pasteurisation temperature is lower than the more conventional or "boiling" systems, the milk retains more "fresh from the cow flavour" – a good selling plus in the highly competitive market place.

Article based on an FAO e-mail conference **DMA**

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