

Editor's note In brief

M&J Retail was officially launched at the gala dinner of the South African Association for Dairy Technology (SASDT) conference on 25 April in Gordon's Bay. Congratulations to the organising committee for an excellent event. We were also pleasantly surprised by the positive response on the new kid (magazine) on the block. The response enabled us to publish the second issue of *M&J Retail* as a 64 pager. This is a 33% growth from the first issue!

This issue introduces our readers to the newly appointed director of the National Department of Health's directorate environmental health, Dries Pretorius. We take a look at the adulteration of dairy products and the Dairy Standard Agency's breakthrough in this regard. Charl du Plessis' article on total quality will be valuable to everyone who strives to produce good quality foods. Norman Robertson mines into 40 years' of dairy experience to help us identify good quality yoghurt.

We also visit the retailers. Michael Jansen from Shoprite Checkers, who is well-known to everyone who ever sold (or wanted to sell) dairy products through Shoprite Checkers. We also meet Karin Beyer from Pick 'n Pay and Theo van Eden from Woolworths. The August *M&J Retail* is also filled with news on products, milk and juice processors, their customers and the retailers who sell their products.

We invite you to take up your pen to let us know what you think of *M&J Retail*. Any suggestions or advice are welcome. You are also welcome to contribute editorial. Not only will you be part of the growing customer focus in our food industry, you will also be part of the first producer-to-consumer magazine in South Africa – a truly memorable event! **M&JR**



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Suid-Afrika presteer goed by Internasionale Kaaskampioenskappe

Suid-Afrika het 13 medaljes tydens die Internasionale Kaaskampioenskappe wat Junie-maand in Londen plaasgevind het, verower. Die kampioenskappe het 1 542 verskillende kase ingesluit en het inskrywings van regoor die wêreld gelok, sê Kobus Mulder, bestuurder: suiwel by Agri-Expo. Healey's se Plaaskombuischeddar het die Agri Expo-trofee vir die beste Suid-Afrikaanse kaas op die skou verower. Die feit dat kaasmakers soos Fairview, Fynboshoek, Gay's, Lancewood en Geluksfontein jaar na jaar tydens dié kampioenskappe medaljes verower, bewys dat hulle konstante wêreldgehaltekaas maak, sê Mulder.

Consumers go organic

Natural and organic food and beverages have become the "hottest area" in the food industry in developed countries, and show no signs of slowing down. This is according to the latest report by the market researcher, Packaged Facts. The rapid growth in all major supermarkets' private label organic offerings and the anticipated expansion of successful lifestyle stores, will further ensure market expansion, says the report.

"In most cases, the growth of leading natural/organic brands continues to outpace that of their respective categories, while organic products are outselling "natural" ones because they are newer to mass channels. Organic products also carry more clout with consumers, as they are government regulated," says Packaged Facts. But observers say that, despite the strong growth potential of these markets, more private label offerings are likely to result in more pricing pressure. – *Farmer's Weekly*

Aspirant-kaasmakers besoek Boergondië

Die Wes-Kaapse Departement Landbou, in samewerking met die streeksregering van Boergondië en die Franse Departement van