

In brief

Halaal watchdog says no to yoghurt

The South African National Halaal Authority (Sanha) will no longer certify yoghurt made by Parmalat. Sanha public relations officer, Ebi Lockhat, said Parmalat's yoghurt would no longer carry its stamp of approval because the dairy company intended using gelatine derived from non-halaal slaughtered animals. He said Parmalat had complied with Sanha's requirements since October 2000 upon which it was awarded halaal certification.

He said the majority of Muslim theologians believed that halaal gelatine could only be made from animals slaughtered according to sharia law. "This principle should not be compromised by pandering to commercial interests that seek to serve the market with 'cheaper gelatine' from the larger pool of non-halaal slaughter.

"They say their source of gelatine from non-halaal slaughtered animals is cheaper. We feel they should have borne the cost for the convenience to Muslims." There are two views in the Islamic world. "Some say because of the transformation process, the gelatine does not have to come from halaal-slaughtered animals. On the other hand, others, such as Sanha, say the gelatine has to come from a halaal-slaughtered animal."

According to Parmalat, the Muslim Judicial Council Halaal Trust had given its Kyalami plant approval for producing, processing and distributing yoghurt. "In line with Parmalat's yoghurt relaunch, we have aligned ourselves to the generally accepted yoghurt industry accreditation.

"The company has always been sensitive to and respectful of the individual dietary needs of its consumers of various religions, and we are proud of the Muslim Judicial Council Halaal Trust's accreditation of our yoghurts as fit for Muslim consumption." – *Times Live*

Brand names in jeopardy

A food labelling conference was held in Rosebank, Johannesburg, in September to discuss the new food labelling regulations published by the department of health in March this year, which is aimed at controlling the labelling of foodstuffs in South Africa.

According to the new regulations, food manufacturers will not only have to change the way they label their products, but may even have to change some of their brand names, or in some cases even their trade names, if the words used might be misleading.

In terms of the new regulations, the definition of the word 'name' is a word or words giving a true description of the nature of the food product concerned, sufficiently precise to avoid misleading or confusing the consumer with regard to the true nature, physical condition, type of packing medium, style condition and type of treatment it has undergone.

This implies that brands such as Cheese Curls, Cheesenaks or even Purity for example, will have to change and manufacturers will have to list these products on the ingredients list that they do not actually contain real cheese, but are merely flavoured to make it taste like cheese.

As far as the packaging is concerned, manufacturers will have to compromise because they are compelled to ensure that there is sufficient space on-pack for the required information, such as common allergens, product use and storage. There are also far more specifications for list of ingredients and warnings to name a few.

Even the copy and the size of the typeface have been clearly specified to the manufacturers," explains Jane Badham, managing director of JB Consultancy. Badham is a member of the Association of Dietetics in South Africa. The new regulations will come into effect on 1 March 2011.

In terms of the new regulations the department of health will require accountability and transparency from all those involved in communicating of a brand. With less than six months to go, many changes have to be made to packaging and labels to avoid penalties for non-compliance. – *SA Food Review*

UHT milk debuts in SIG Combibloc

DairyBelle, one of the oldest and most prominent dairy manufacturers in South Africa, has relaunched its UHT milk, shifting from Tetra Pak to SIG Combibloc Obeikan as its strategic packaging partner, a first for the sector in the country. Kim Snyman, senior marketing manager at DairyBelle, says SIG Combibloc Obeikan was chosen taking into consideration SIG's advancement in aseptic filling technology, modern pack designs and with a special focus on the combiSwift, its new closure system.

"With perfect resealing, consumers are assured of easy pouring and no leaks. The one-twist easy-opening action has also proved popular with consumers. Another advantage is that, on opening, the carton pack, the layers of aluminium and polyethylene are fixed within the carton pack itself, eliminating waste," Snyman comments.

The project was successfully completed over eight months from machine delivery to commissioning. Since March 2010, the CFA 312 filling machine has been in operation at the company's site in Epping, Cape Town. The retail launch took place in June 2010.

DairyBelle currently fills its UHT milk in Combibloc Slimline 1 000 ml packs and will soon expand this to include other sizes in the same format currently available in full-cream, low-fat and fat-free milk.

Snyman says DairyBelle will expand its existing product line to include more varieties in the UHT dairy range. "The UHT milk category is a focus for DairyBelle. In keeping with technological advancements, we will ensure

that we offer consumers the best product with the most up to date benefits available. This development offers several key benefits to our consumers:

- guaranteed tamper evidence
- single-action opening
- easy pouring
- perfect resealing
- a modern 'slim' shape for ease of handling.

In addition, we will enjoy more flexibility on the plant, ensuring excellent service levels to our customers and will have greater opportunities to innovate and grow," she adds. – *FoodstuffSA*

Tropika site takes the lead

Tropika takes the lead by setting the benchmark in click-through rates with its My Celeb Slave mobi site. A first in South Africa, the site received an exceptional 50% click-through rate in the first week of activation, averaging a 5% click-through rate from mobile devices and 1,3% for those online.

Since the launch of the Tropika Island of Treasure 3 campaign in August, entries were pouring in from every corner of the country as consumers rushed to pit themselves against some of South Africa's hottest celebrities – from Bonang Matheba, Khanyi Mbau, Tatum Keswha, JR, Snotkop, Loyiso Gola to Dionne Song.

The site is a viral element used to interact with Tropika consumers and an extension of the Tropika Island of Treasure 3 campaign. One of the methods used to create awareness of the site is by leveraging off the SMS competition entries.

A consumer purchases their favourite Tropika product, enters the competition by following the directions on the label and receives a reply SMS with a link to the site.

The deadline for entries was 31 October 2011.

Visit www.tropika.mobi to play my celeb slave. – www.supermarket.co.za