

First edition In brief

Welcome to this first edition of *M&J Retail*. This is indeed a first for the South African food industry, where the industry talks to consumers. We talk to dairy and juice processors, consumer organisations and retail outlets. Please do not hesitate to share any proposals, contributions, industry news, new products and launches, or any comments you might have.

If you want to receive the *M&J Retail* by mail, free of charge, send us your details. Each issue will be packed with information, products and news about the dairy and juice industry, as well as consumer issues.

A big thank you to the South African Society for Dairy Technology (SASDT) for allowing us the opportunity to launch the first issue at their annual symposium. It immediately places *M&J Retail* in the right company!

In the first issue, we feature the Dairy Standard Agency (DSA), the quality watchdog of the dairy industry. We talk to Ina Wilken president of the National Consumers' Union about consumer issues, we look at maintaining the cold chain in stores and see what the law says about South African juices. We also visit Bonnievale, the biggest cheese factory in South Africa, as well as Riverside, Cape Fruits' processing plant at Malelane.

We hope you enjoy this first edition as much as we enjoyed putting it together and look forward hearing your views on the *M&J Retail*.



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Wilde pressed and squeezed fruit juices offer healthy alternatives

The next best thing to eating fresh fruit

Wilde pressed and squeezed fruit juices are the first long live fruit juices in the country made from pressed fruit and not from concentrate. An added bonus is that this unique fruit juice has an extended shelf life outside of the cold chain. Recently Wilde introduced two new juices to its range – ruby grapefruit and mango.

Pacmar, the manufacturer of Wilde fruit juices, uses a meticulous method of selecting and quality checking fruit prior to the pressing process. The naturally extracted fruit juice is then pasteurised and packaged, using a unique process that preserves the juice for up to five months. No water or preservatives are added and most of the nutrients are retained.

This process differentiates pressed and squeezed juices from 100% fruit juices. 100% juices are made from an apple, pear or grape juice concentrate base. It is then reconstructed by adding water to the concentrate. In most cases