

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



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flavourants are added to enhance the flavour lost during the heating process. For more information visit www.pacmar.co.za

Granor Passi gets new skipper

Kobie du Plessis has replaced Louis Gray as the new chief executive officer of Granor Passi in January 2006. Du Plessis has a solid record of accomplishment that includes 13 years at Houver Co-operative, a packaging co-operative that specialises in the agricultural sector, where he was also CEO. Granor Passi is the largest fruit processor and exporter of fruit juices in Southern Africa and processes a wide range of fruits, including citrus, guavas and mangos.

SA cheeses make strong debut



Kobus Mulder, manager: dairy, at Agri-Expo, represented South Africa on the international judging panel at the World Champion Cheese Contest in Wisconsin in the USA

South African cheeseries and a local cheese adjudicator made their debut at the World Champion Cheese Contest in Wisconsin, USA. 1 792 entries from 18 of the world's foremost cheese-producing countries – including

France, Italy, Switzerland and the Netherlands – competed against each other. Cheese makers from Fairview, Belnori and Healey's Cheesery, stood their ground and was rated in the top six of their respective categories.

Rina Belchar from Petit in Gauteng was awarded fourth place for her Rosewood, beating husband Norman's Tanglewood, along with 25 other entries in the class for hard cheeses. Norman wasn't too far behind and walked off with a sixth place.

Another boutique cheese maker that performed well is Healey's Cheesery from Lourensford Estate in Somerset West. The traditional cheddar of cheese maker James Healey, who has been making cheese for the past 30 years, finished fifth out of 53 entries in the 'sharp cheddar' class.

Fairview Cheese achieved three fifth places with its Camembert, St Martin Goat's Camembert and Boland Blue. These cheeses competed against 172 other entries in the classes for Brie and Camembert, semi-soft goat's milk cheese and blue-veined cheese.

An Emmentaler, made by Von Muhlenen in Switzerland, was crowned world champion, with two Dutch cheeseries, Uniekaas and Friesland Foods Cheese, finishing in second and third place respectively with their Parrano Gouda and Young Gouda Spiced with Cumin.

New natural beta-carotene colourant

Until recently, most versions of beta-carotene were synthetic. Now the Spanish company, Vitatene, has developed a highly stable colour formulation based on natural beta-carotene to use in the food industry, called Betanat.

Vitatene has appointed Wilde as its worldwide exporter to the food and beverage industries. Wilde offers Betanat for oil-based product applications, such as margarine, dairy products and ice cream. The colourant, ranging from yellow to deep orange, is an oil-soluble emulsion that is naturally produced through fermenting and selectively extracting certain elements from raw material. The colour is not genetically modified and is allergen free. – *South African Food Review* **M&JR**