

Editor's note In brief

As we near the end of the year, the new baby in the food and beverage media industry is fast growing through its teething phase. This is already the third edition of *M&J Retail*. Accolades keep flowing in from across the industry, as we end off the year with a bang.

In this issue, we look at the important role that small enterprises or Producer/Distributors – commonly known as PDs – play in the dairy and juice industry. More and more farmers are turning towards distributing their own products and we look at the future of this trend. We also take a look at the challenges of juice retail.

After focusing on the role of the National Health Department in the previous edition, *M&J Retail* now takes a closer look at the role of local government in the maintenance of food quality. Ina Jordaan from the Dairy Standard Agency provides more insight into quality control at retail level. *M&J Retail* also discusses the critically important up-keep of the cold chain during transportation of dairy products.

Genetically modified products have received a lot of media attention in recent months. However, many people do not realise that our industry is also affected by this issue. *M&J Retail* looks at consumer concerns regarding GMOs, as well as the legislation that controls these products.

In the year to come we would love to receive input from our readers. Please feel free to contact us with any industry information or comments on the magazine.

May you enjoy a fruitful 2007!



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Pick 'n Pay CEO steps down

Pick 'n Pay chief executive officer, Sean Summers, will step down from this position at the end of February 2007. He will be succeeded by retail managing director, Nick Badminton. Summers has been CEO of Pick 'n Pay for eleven years. He says that after 33 years of service he wants to take "a bit of a break" after February. Badminton has been with Pick 'n Pay for 27 years and will take over with effect from March next year. – *Press release*

Meet Commander Carton

Tetra Pak South Africa's "The less you mess, the more you score" educational campaign, aims to educate South African children about the importance of caring for the environment and recycling. The edutainment roadshow is expected to reach 25 000 children between the ages of 6 and 12 years and targets schools in Tembisa and Soweto. – www.bizcommunity.com

Nampak R&D sets them apart

The chief executive officer of Nampak, John Bortolan, recently delivered a tribute to Nampak's Research & Development (R&D) facility at a special function to celebrate R&D's sixtieth anniversary in Cape Town. "I think it's important to mention that while your primary focus is solving real issues, you've also been proactive in problem prevention. While a value can't be ascribed to your contributions in this area, the fact that you've averted potential negative impact, and managed risk to the business makes you an invaluable part of the group function." – *Press release*

A fibre boost

Adding soluble fibres to skimmed milk could speed up the coagulation time, improving cost efficiency and impart nutritional benefits say Irish researchers. "The incorporation of soluble dietary

fibre into cheese may result in the development of both a nutritionally and technologically superior product," wrote lead author Colette Fagan in the *Journal of Food Engineering*. – *Dairy Week*

The big cheese

According to Somerset West cheese-maker, James Healey, winning a prize at the World Cheese Awards is like winning an Olympic gold medal. He won a gold medal for his Farmhouse Cheddar at the World Cheese Awards in London, and the same cheese was also awarded the Agri-Expo Trophy for the best South African cheese on show. In March this year he was awarded fourth place for the same cheddar at the World Cheese Championships in Wisconsin, USA. – *Helderberg Sun*

Opting for perishables

According to research by AC-Nielsen, in times of economic upswing, trends such as the increased need for convenience and health are born. Evidence of this is increased yoghurt sales. Roelf Venter, Spar's marketing director, said yoghurt is one of the fastest growing categories across all living standards measures. AC-Nielsen pinned the growth in yoghurt sales to increased ownership of fridges as shoppers shifted from small single yoghurt tubs to yoghurt packs. Brian Weyers, Shoprite's group marketing director, said the group had seen electrification and increased disposable income lifting sales of perishables. – *Business Report*

Douglasdale supports basketball

Douglasdale Dairy recently announced its support of the inaugural Basketball Active initiative, a community youth development project. Basketball Active is aimed at boys and girls aged 10 to 18. The project will provide Douglasdale Dairy with the perfect platform to emphasise the value of nutrient-rich milk. – *Press release*

Caring for our children

Danone Clover's "Caring for Our Children" Campaign, at the halfway mark of its two-month campaign, has raised R900 000. The goal of this year's campaign is the creation of the third

Danone Clover CHOC House, this time near Grootte Schuur Hospital in Cape Town. – *Food and Beverage Reporter*

Pure delivery for citrus

Flavourists at Quest have created a range of citrus flavours that will assist manufacturers aiming to boost their markets in powder beverages, flavoured teas and infusion. Quest devised its new Pure Delivery™ encapsulation technology to meet the challenges of preserving a fresh-tasting citrus flavour in powdered drinks that have an extended shelf-life of around two years, from raw materials to eventual consumption. – *Food and Beverage Reporter*

Exotic cheese

South Africans love cheese and the trend is towards the unusual and exotic. Earlier this year 22 500 visitors were attracted to the SA Cheese Festival at Bien Donné near Franschoek, Western Cape. Over 80% of visitors said they had discovered a new type of cheese there, and 85% said they intended on buying it in future. Kobus Mulder, manager for dairy at Agri-Expo, says cheese consumption is growing as South Africans are developing a more adventurous pallet. – *Food and Beverage Reporter*

Whey as texture additive

A new machine from APV, allows dairy manufacturers to process whey into an ingredient they can use to improve the texture and taste of low-fat products. "The result is a very healthy and nutritionally balanced product with a neutral flavour and a mouth-feel similar to milk fat, that makes it attractive to the dairy and food industries for high quality low-fat products," APV says. The micro-particulation process combines thermal and mechanical treatment in a newly developed APV Shear Agglomerator machine. – *Food and Beverage Reporter*

ISF Analitiese Week

Die ISF Analitiese Week het vanjaar van 29 Mei tot 2 Junie in Vilnius, Litawe, plaasgevind. Dit is aangebied deur die Nasionale Komitee

van Litauë in samwerking met die Internasionale Suiwelfederasie (ISF) en die Internasionale Standaard-organisasie (ISO). Dr Jan Floor van Suid-Afrika is hiertydens verkies tot die nuwe voorsitter van die *Joint Action Team (JAT) on Water*. Hy het die afgelope twee jaar reeds gedien as die ondervoorsitter van die span.

A firm favourite

The *Sunday Times*/Markinor Top Brand Results for 2006 have placed Clover at seventh position in the Overall Favourite Brand Category. Clover was placed in the Top 10 category along with brands such as Coca-Cola, Toyota and Vodacom. In the new category, Brands of Food Kept in the Fridge, Clover was second, while in the Favourite Ad category, it achieved eighth position. – *Press release*

Quality management for producers

Lancewood Cheese has contracted quality consultant, Hein Hennig of RH Consultants who, with the Lancewood quality team, developed the

Lancewood Quality Management System. Kobus Lessing, Lancewood operational manager, says: "We could immediately see an improvement in our milk quality, but the system has also provided management tools for the farmers in their parlours. They implemented the principles of good manufacturing practices and all the parlours comply to legislation." – *Press release*

Dated food-threat

East Londoners in cooperation with the police and media, recently exposed a scam concerning the relabelling of food which had passed its "sell-by" date. This has caused great concern to the food industry in general and the Consumer Goods Council of South Africa (CGCSA) in particular. "Unscrupulous distributors are changing the 'sell-by' or 'best before' or 'use by' dates on food products," stated Dr Lucia Anelich of CGCSA's Food Safety Initiative (FSI). "We strongly denounce this activity and urge the public to report any such suspicious incidents." **M&J**



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