



Dairy industry participation at the ALFA Livestock and Trade Fare, 18-20 Sep 2018 Parys, OFS

(PRJ-0218-2018)

Milk Producers' Organisation

Year 2018 (January 2018 till December 2018)

Project goals

Goal 1 - Interaction with role-players and promotion of the dairy industry, especially i) black dairy producers and ii) university students through collaboration with the SA Society for Animal Science (SASAS)

Achievements

The dairy industry once again participated in the ALFA Livestock Show of 2018. Reportedly, this 3rd ALFA Livestock Show hosted the most livestock breeds ever at such an event and had more than 350 exhibitors. More than 6 000 people, including farmers and agricultural representatives, visited the expo over the three days. ALFA had a significant dairy component where the MPO, Milk SA, SAMPRO and DSA participated as exhibitors. The expo was further filled with workshops, conferences, slaughter stock and carcass competitions, cattle and small-stock championships, auctions and special youth programmes. The event and gala dinner provided a great opportunity for interaction and networking as a wide variety of agricultural role-players attended the event.

The MPO contacted and invited more than 50 black emerging farmers throughout South Africa to attend ALFA as special guests. These farmers were encouraged to attend the FEAD Programme (Forum for Agricultural Development), demonstrations by the MPO and other informative sessions and activities.

SASSAS North hosted their AGM as well as a student industry day, which was attended by more than a 100 students from the Universities of Pretoria, Free State and North West. Numerous experts addressed the students on agricultural topics including nutrition, dairy and research. SACNASP (SA Council of Natural Scientific Professions) informed students on the registration process of agricultural professionals. The students also visited the dairy tent and attended practical demonstrations.

No Non-achievements / underperformance has been reported

Goal 2 - Practical dairy husbandry and production demonstrations

Achievements

The MPO in conjunction with industry experts presented several educational dairy-related demonstrations over three days, which were attended by the emerging farmers, students, agricultural school pupils as well as other event exhibitors and visitors.

The following demonstrations took place in the Dairy/MPO arena:

Administration of vaccines and medicine – Dr. Faffa Malan
Basic dairy calf practices – Dr. Johan Wessels, a private veterinarian in Parys
Characteristics and attributes of a dairy cow – Herman Duvenhage, Breed director at SA Holstein
Condition scoring of livestock, especially dairy cows – Schalk Smit from Barnlab
Clinical evaluation of a dairy cow – Dr. Chris van Dijk, CEO MPO
Importance of food and milk safety – Jompie Burger, MD Dairy Standard Agency

During the demonstrations, a number of sponsored dairy-related products were handed out to expo-goers who engaged actively in the talks. These handouts ranged from drinking yogurt to colostrum meters.

No Non-achievements / underperformance has been reported

Goal 3 - Support and participation in the Forum for Agricultural Development (FEAD) Programme. (This programme provides exposure to successful national and international agricultural development projects)

Achievements

The FEAD programme aimed at developing agricultural development as a profession. Role-players in agricultural development attended workshops in addition to exhibiting their products and services. Various sessions were hosted over the three days, with industry leaders and development experts. The influential speakers that took part in the FEAD programme included financiers of development projects, consultants or development agencies who are involved in implementation projects as well as organisations, farmers and beneficiaries of such projects. Amadlelo Agri and their dairy farms were proud exhibitors and also participated as speakers. The topics that were covered encompassed Agricultural development in the commercial agriculture; Agricultural development in the emerging sector; Agricultural development in agri-businesses; Agricultural development outside South African borders and Agricultural development by institutions outside the agricultural sector. Although Milk SA was also invited for a presentation on dairy transformation, it was not possible due to already confirmed commitments. Ultimately this event provided a great opportunity to network with local and foreign role-players in agricultural development and to gain exposure to a wide range of agricultural development activities and support organisations.

No Non-achievements / underperformance has been reported

Goal 4 - Presentation of a people's choice cheese tasting challenge (Opportunity for the public to determine the most popular cheese)

Achievements

The people's choice cheese tasting challenge comprised of a tasting between 5 different kinds of cheese namely, Gouda, Cheddar, White Cheddar, Mozzarella and Feta. These were sponsored by Parmalat and Lancewood and was handed out by a promoter to ALFA visitors on Wednesday 17 September. Individuals then had the opportunity to vote for their favourite type of cheese and the winner was officially announced at the Gala dinner. Both the brand and cheese type wasn't revealed to the customers in order to ensure fairness. The most popular cheese out of five options proved to be the pepper feta. The purpose of this challenge was to create awareness of dairy products, especially cheese. Some of the sponsored cheeses were also enjoyed during the Gala dinner.

No Non-achievements / underperformance has been reported

Goal 5 - Support and participation in a school milk programme

Achievements

Learners from thirteen different agricultural schools participated in activities and competitions during the show, which included a junior interbreed championship, cattle and small-stock youth shows as well as marketing and school quiz competitions. In addition to the latter they also visited the dairy/MPO arena where they received a briefing on the nutritional value of dairy.

No Non-achievements / underperformance has been reported

Goal 6 - Support the goat milk and cheese evaluation programme

Achievements

Unfortunately, due to unforeseen circumstances, the cheese evaluation programme had to be cancelled. However, Belnori Boutique Cheesery attended ALFA to represent both the goat milk and artisan cheese industries. They provided cheese tastings at their stall creating awareness of all the unique types of cheese that exists. In addition, the people's choice cheese tasting challenge took place as described above.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	201812 alfa budget.pdf
Unnecessary spending during period	No

Popular Report

[ALFA POPULAR REPORT.docx](#)

Additional documentation

No file has been uploaded

Statement

Levy funds were applied only for the purposes stated in the contract	Yes
Levy funds were applied in an appropriate and accountable manner	Yes
Sufficient management and internal control systems were in place to adequately control the project and accurately account for the project expenditure	Yes
The information provided in the report is correct	Yes