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HIGHLIGHT

Rediscovering Milk
 Welcome to the IDF World
 Dairy Summit 2013 from
 28 October to 1 November
 in Yokohama Japan



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Dairy Ingredient Technology and Recombination

Traditionally, recombined dairy products have been extremely important in providing nutritional dairy products in areas that cannot sustain a dairy industry to meet local demands sufficiently. Skim and whole milk powders as well as anhydrous milk fat have been widely used for this purpose. However, the Dairy Science and Technology Conference, under the title 'Dairy Ingredient Technology and Recombination' clearly highlighted that recombination and ingredient technology in the 21st century certainly are not what they used to be. In parts of Africa, Asia and Central and South America, traditional recombination is still in place. However, the portfolio of recombined products is widely expanding, also including cheese products and high-protein products. In addition, recombination of dairy ingredients has gained paramount importance in clinical and infant foods.

This widespread diversification of application of dairy ingredients for recombination has resulted in considerable demand on the recombination technologies and on the functional properties of ingredients. The combination of improved processing technologies, newly developed techniques for in-line monitoring of powder reconstitution and rehydration, as well as enhanced fundamental understanding of these processes facilitate strong improvements in processing efficiency.

This includes the shortening of rehydration times and allowing rehydration at considerably higher solids contents. In addition, developments in ingredient technology have led

to ingredients with tailored applications for use in cheese, high-protein drinks, high-protein bars and yogurts.

In addition to technological functionalities, such as viscosity, water binding, emulsification or heat stability, nutritional properties of ingredients also remain extremely important for health and sustainability in a fast-growing world population. In addition to securing a sustainable supply of essential nutrition, key developments include the development of protein-based fat replacers and

milk protein-based microencapsulated bioactive compounds. Dairy ingredient technology and recombination keep evolving. Whether it is the development of new or improved products, the optimisation of processes, the creation of new ingredients with technical functionality or targeted delivery of nutritional properties, dairy ingredient technology and recombination will continue to play a crucial role in providing essential nutrition and functionality to a rapidly growing world population.



DR LORILDO A STOCK, ROSS DAVIDSON,
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Animal Health and Welfare

The theme of the Animal Health and Welfare Conference presented by the World Organisation for Animal Health (OIE) was 'Animal Health and Welfare at the Interface'. The OIE is the global reference organisation for animal diseases. We were honoured to have Elisabeth Erbacher-Vindel as chairperson of the first session, while speaker Dr Davey set the tone suggesting that compartmentalisation may be useful to protect dairy animals from diseases such as foot and mouth disease in regions where livestock may be exposed to wild animals that may be carriers. Dr Davey said this phenomenon is not limited to Africa – wild boars Europe may also be carriers of the disease.

Roy Bengis, a wildlife expert seldom seen at dairy conferences, gave a fascinating talk on diseases transmitted from wild animals that could threaten the dairy industry and made thought-provoking suggestions to prevent these diseases. Elizabeth Berry informed delegates on the role of badgers in bovine TB in Britain. Anita Michel from the University of Pretoria, recognised as an international expert on bovine tuberculosis, highlighted the predator-prey relationship that perpetuates BTB in lion and buffalo and presented new findings on the risk to dairy cattle.

The second session focused on the welfare of dairy animals.

During the session keynote speaker Luc Mirabito explained the latest developments in the OIE guideline for livestock welfare. Beniamino Cenci-Goga from Perugia University discussed the effect of EU regulations on the welfare of dairy animals, while Henk Hogeveen, chairperson of the Animal Health and Welfare group of the IDF, gave a perspective on how good dairy animal welfare leads to improved economic performance. Jamie Jonker presented the successful implementation of a dairy cow welfare auditing system in the USA.

The third session focused on production diseases and health maintenance in the dairy herd. Fatah Bendali from CNIEL informed delegates on how to prevent Johne's disease by implementing calf management strategies. In addition, Bruno Garin Bastuji explained why brucellosis is re-emerging in Europe and Africa, whereas Andrew Forbes from Merial explained the risk and control of internal parasite Ostertagia in dairy cattle.

There were two presentations on mastitis, both focusing on zoonotic pathogens at the human-dairy animal interface. Prof Lusato Kurwija presented interesting details on management to prevent *Staphylococcus aureus* in Tanzanian dairy herds and Inge-Marie Petzer, from the University of Pretoria, introduced novel findings on pathogens at the human-dairy cow interface.



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Marketing Conference

Yesterday, at the Marketing Conference, it was clear that the dynamic nature of marketing dairy effectively to the global consumer demands constant innovation. This requires new and novel ways to market dairy products to be developed continuously.

The first session focused on new media under the theme 'What is new and novel?' Stéphane Bodier, from Mediabrands in France, presented new insights into the digital behaviour of the youth around the world. Penny de Villiers from Impi Social Media SA in turn explained consumers' social experience needs and that addressing these needs is the key to unlock value. Various speakers agreed that social media is a legitimate platform for brand development that needs to be explored further.

In the second session, speakers presented new research in ways to market dairy products. Richard Herbert, Europanel UK, spoke about grocery consumer trends and the effect of economic turbulence. Pierre Joubert, UNISA RSA, shared the findings of research conducted on the effect of a brand name on consumers' evaluation of fresh milk. These findings confirmed that the subjectivity associated with a brand name indeed influences the way in which consumers experience the tastiness of a milk product. Donald Moore, Global Dairy Platform USA, presented the findings of research exploring the consumer's emotional relationship with dairy products through various stages of life. The research, among others, involved coining

motivational propositions about dairy which could be applicable to consumers.

New products are always appearing in the dairy sector. With this in mind, Gregory Miller, National Dairy Council of America, spoke about promoting the nutritional advantages of dairy during the third session. Philip Greenfield, Brand@ge UK, spoke about trends and innovations in the ways dairy industry companies

communicate with consumers. He also highlighted some innovative dairy products.

The conference ended with the exciting IMP presentations session where speakers from countries that won IMP awards – Norway, Denmark and Austria – shared their knowledge, expertise and experience in the marketing of dairy through insightful and enjoyable video and other presentations.



BERTUS DE JONGH, VIVIEN GODFREY AND LAURENT DAMIENS



DOMINIQUE POISSON



PENNY DE VILLIERS



STEPHAN BODIER



NOËLLE PAOLO



MIKE JOHNSTON, DONALD MOORE, VIVIEN GODFREY, RICHARD HERBERT AND PIERRE JOUBERT



Technical Tour 2

Klipheuwel Farm

Philip Blanckenberg from Klipheuwel Farm near Philadelphia (about 50 km north of Cape Town) is the host for the farm visit. The dairy farm is 1 800 hectares in size and has a Holstein herd of 1 810 cows strong with a milking herd of 830.

The three Blanckenberg brothers farm together while their father, Boy Blanckenberg,

still farms part time. The total family farming concern is diversified and includes Aberdeen Angus beef cattle, Merino sheep, canola, wheat, oats silage, corn silage and olives. The crops are for the grain market as well as for feed production.

The herd is fed on a TMR feed system and housed all year round to help manage heat stress in summer and

mud stress in winter. They milk their cows three times a day on a rotary milking system and electronic management tags help monitor their performance, health and reproduction cycles of each cow. Two dairy farm managers handle the day-to-day management of the herd. They deliver milk to Parmalat every day.

Recycling water and managing manure are key focus points



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to farm more eco-friendly. The dairy uses a hybrid solar-power heating system to produce warm water for hygiene purposes, while a plate heat exchanger integrated in the system cools down milk and heats water. This saves on electricity and the time taken to cool down milk. The Blanckenbergs have been crowned Master Dairymen of the Year for the Western Cape more than once – the last time in 2011.

Parmalat – Parow

From Klipheuwel delegates travel to Parow to visit Parmalat – a leading dairy processor in the South African dairy industry since 1998. The company employs more than 1 700 people full time and 1

500 part time. Parmalat's focus on quality and dairy innovations has made it a brand of choice for many consumers. The South African dairy industry operates within free-market principles and Parmalat is one of the leaders in a highly competitive industry. Parmalat procures its milk from some 300 selected milk producers in the Southern and Eastern Cape.

The Parow plant processes 130 000 litres of milk per day using the most modern fully automated equipment available. Delegates will visit various sections of the plant such as the milk reception and sterilising areas, as well as the plant's fillers and mammoth warehouse.

Spaza shops
 From Parmalat, delegates will enjoy a uniquely South African experience by driving through spaza shops – informal convenience shops on the Cape Flats on the way back to the CTICC.



Technical Tour 3

Fair Cape dairy farm

We will travel about 30 minutes from Cape Town to Fair Cape near Durbanville on the farm Welgegund. Here, you will experience the beautiful farm landscape with golden ripe wheat fields rolling in the wind. This area is renowned for the production of excellent quality wine, wheat and milk.

The farm Welgegund belongs to the Loubser family and has been in the family for six generations. The excellent milk produced on this farm was one of the reasons that led to Fair Cape becoming one of the leading dairy producers in South Africa. The company manufactures and markets a wide variety of dairy products and has been awarded many national and international awards for the outstanding quality of its dairy products.

We will join the family on the farm and see the herd of 1 500 Holstein cows, which are milked three times a day in a highly sophisticated and first-rate milk production facility. The average production per cow per day ranges between 39 and 41 litres of milk under optimal conditions.

The cows stay in modern cow housing units to protect them from adverse weather conditions, in particular, during the hot and dry summer months from October to April. Johannes Loubser, finalist in the South African Master Dairyman championships, manages the farm. An outstanding team and first-rate technology helps Fair Cape to remain one of the leading milk production facilities in the country.

From here, we will visit the milk processing and packaging facilities on the neighbouring farm, Kuiperskraal. This is where logistical activities and distribution takes place.

Our next stop is Fair Cape's yoghurt and dessert factories. Here we will experience the manufacturing processes for Fair Cape's range of yoghurts, desserts and long-life drinks first hand. There



JOHANNES LOUBSER

Exhibitions Gallery



Milk SA: Christine Leighton, Lucua Cohen and Maretha Vermaak



Clover with Milly Kemp, Vianda van Deventer and Prof. Elaine Vlok



DSM: Linda Segalla and Geoffrey Grant



Global Feed and Food Congress 2013 exhibit with Care Ackermann and Lesel Breytenbach



Polyoak Packaging: Gail Swanepoel and Bernadine Warner



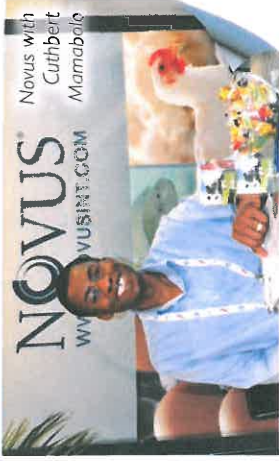
GEA with Mike Creek, Darren Hutchinson, Eddie Wepener and Marwin Bokius



Lake International with Leah Muller and Nico Venter



Wawasan Agroprius SDN BHD with Low Moh Sing and Mojo Yap



Novus with Cutibert Mambabalo



Woodlands Dairy with Shawn Johnson



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Biomim with Jaco du Bruyn



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Farewell Message from IDF President

Even with our Federation being more than 100 years old, it had nonetheless rejuvenated itself over the years and remained relevant, impactful and proactive towards the global dairy sector. This ongoing process represents a challenge to use limited resources, human and financial, efficiently. Over the past four years, I was at the helm of an organization, which attracts commitment, dedication, performance and a shared vision for a better tomorrow. No other agricultural sector can claim to have an international organization as unique as IDF, which has over 1 000 volunteers who offer their time and expertise to broaden knowledge and progress each year. Beyond the scope of all important areas of our industry, beyond all the progress and the influence in so many fields, the strength of IDF remains the people involved in its operation. I applaud all the experts, chairs and co-chairs of standing committees, members of the Science and Programme Coordination Committee who play a vital role in ensuring the IDF addresses all priorities facing the dairy industry.

I must also recognise the highly experienced members of the board of directors, past and present, who share a common vision and a strong desire to improve the organization. Being part of this team, who developed SWIFT, reviewed our vision and mission and that of all our officers, the source of financing, structure, constitution and rules of order, our collaboration with international intergovernmental organizations as well as other industry NGOs and numerous other aspects of the governance of the IDF, has been one of the most pleasurable and fulfilling experience of my career.

I am also extremely thankful for the support of the secretaries of national committees. These dedicated people ensure that the IDF operate efficiently. I was heartened by the determination

of the national secretaries to contribute to the work of the IDF and to collaborate and share experiences to strengthen our national committees.

Finally, I have to credit a team of highly professional, hard-working and dedicated staff who deliver an incredible amount of work each day. They remain one of the strongest pillars of the organization. Having had the opportunity to interact with them as president and getting to know them better, has been a source of gratification.

As I complete my term with great satisfaction for what we have accomplished together, I also leave with the knowledge that the evolution of the organization is a never-ending process. The initiation by the board of a discussion on the best strategy for the future of the IDF will no doubt continue for months to come and shows the strong dedication of the board to maintain this process.

To the new president, I offer my best wishes and my full support. To all of you and those who supported me when I needed it back home to spend time on IDF business, starting with my dear wife Louise and including my own board of directors, my staff and my national secretary, Pierre Doyle, for giving me the backup I needed when necessary, my everlasting gratitude. Until next year!



Richard Doyle
IDF President

