

GOOD NEWS FOR DAIRY CEP

The South African Milk Processors Organisation (Sampro) rose to the top of tough competition to win two trophies at the International Dairy Federation's annual dairy innovation awards, which were held on 18 October in Parma, Italy.

Sampro was named winner of the Best Generic Dairy Marketing Campaign with its consumer education which was conducted on behalf of Milk SA and with Milk SA funding.

The project is coordinated by Sampro's consumer education team, led by CEO Alwyn Kraamwinkel and project co-ordinator Christine Leighton, with project members Maretha Vermaak and Tessa Weissnar. Sampro's cow-dealer entry also won Best Consumer TV Marketing Campaign, with an advert developed by the FoxP2 agency in Cape Town.

"That is great news," said Weissnar, adding that Leighton and Kraamwinkel were in Italy to attend the ceremony.

Fair Cape Dairies was a finalist in the Best New Dairy Drink category with their Rooiboost shots, and was also a finalist in the Best New Functional Dairy Product with Rooibos Yogurt.

"We are thrilled to have our Rooibos Yogurts and Rooiboost shots recognised as finalists in this very prestigious competition," said Fair Cape's Commercial Manager Joel Serman. "The Fair Cape Rooibos and Rooiboost yogurts are the world's first yogurts to carry the CANSA seal and we are very proud that they have been recognised in the manner in which they have. These products have both grown a very loyal following in the market with consumers not only enjoying the taste, but really buying into the proven health benefits of Rooibos."

The awards attracted over 100 entries from 25 countries in 14 categories, ranging from products to packaging, marketing and environmental sustainability.

PRESS RELEASE by FARMER'S WEEKLY

