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**PRESS RELEASE ISSUED BY ETIENNE TERRE'BLANCHÉ,  
MANAGING DIRECTOR OF THE MILK PRODUCERS' ORGANISATION**

**MPO plans export advisory desk**

The Milk Producers' Organisation (MPO) is in the process of establishing an export advisory service to assist potential exporters of dairy products. This move was inspired by a need expressed by its members for the MPO to develop a market for their products, says Etienne Terre'Blanché, managing director of the MPO.

The MPO has already established links with the relevant directorates at the Department of Agriculture dealing with matters such as import tariffs and health regulations and to ensure prompt handling of enquiries in this regard.

"The MPO is also establishing a partnership with an expert consultant in the handling of export transactions, ranging from securing sustainable export markets to establishing a distribution network and securing payment for exported products.

"The MPO trusts that this service will make a significant contribution towards the growth of the dairy industry," Terre'Blanché said.

**For further information, contact Etienne Terre'Blanché at 012 843 5600, or 082 900 7676 or Barbara Bieldt at 012 843 5600 or 083 235 2629.**

**End**