

19 February 2010

**PRESS RELEASE ISSUED BY BERTUS DE JONGH,
CHIEF EXECUTIVE OFFICER OF THE MILK PRODUCERS' ORGANISATION (MPO)**

Buy South African, MPO implores

The Milk Producers' Organisation (MPO) appealed to consumers to make sure that they buy dairy products that were produced in South Africa, thereby contributing to the South African economy and sustaining job opportunities in the dairy industry. The dairy industry provides work for more than 60 000 people.

“Traditionally dairy products are imported during the winter. The MPO expects that a significant amount of imported dairy products will appear in supermarkets this winter,” said Bertus de Jongh, chief executive officer of the MPO.

According to De Jongh imported products do not necessarily comply with South African standards. “A significant percentage of the samples taken from imported dairy products by the MPO's import monitoring service, Agri Inspec, indicate that the products are not of the same quality as local products.”

“South Africa is blessed with affordable and adequate supplies of high quality dairy products. The MPO advises consumers to buy well-known South African brands that meet South African legal requirements,” said De Jongh.

For more information, contact Bertus de Jongh on 012 843 5600 or 082 552 0594 or e-mail bertus.dejongh@mpo.co.za

End