Role of Industry - Critical Success Factors in Establishing and Maintaining a School Milk Scheme

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November 2006
Discussion Points

• Background
• Success Factors – To establish a school feeding scheme
• School Feeding Programs – understanding SA context
• Challenges to the SA Dairy Industry
  – Macro level
  – Micro level
• Conclusion
Background

- 1963 – 1979: Milk Board and Local Distributors
- 1979 – 1982: Dairy Board Promoted School Milk Scheme
- State of the Nation Address 24 May 1994:
  - “a nutritional feeding scheme will be implemented in every school where such need was established” – President Nelson Mandela
- 1994, September: Primary School Nutrition Program (PSNP) – Implemented
- 2 Other Major Programs / Interventions (Dept of Health)
  - Protein – Energy Malnutrition Scheme (PEM-Scheme)
  - National Nutrition and Social Development Program (NNSDP)
- Latter 2 Programs to be replaced with an:
  - Integrated Nutrition Programming Approach
- Currently school feeding scheme administered by Department of Education
Success Factors – To establish a School Feeding Scheme

OPERATIONAL FRAMEWORK BASED ON AN INTEGRATED NUTRITION PROGRAMMING APPROACH

DEFINE THE FACTORS, DETERMINING NUTRITIONAL STATUS

OFFERS:
- NUTRITION POLICY
- STRATEGY
- INTERVENTIONS
- OTHER DEFINED DELIVERABLES

ASSESSED ANALYSED ACTIONS

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TO ADDRESS AND ADHERE TO A SERVICE DELIVERY PROCESS AT OPERATIONAL LEVEL FROM THE INDUSTRY’S SIDE
School Feeding Programs –
Understanding the SA context

- Important aspects in organizing School Feeding Programs
  - Specific focus
  - Target groups
  - Areas of priority (provinces/schools etc)
  - Specific interventions required (per province/region)
  - Service delivery factors (health structures, current infrastructure, type + size school, nutritional status of target group)
  - Holistic approach in modeling
  - Workable and practical plan
  - Measurable outcome

- Define needs to compile a clear action plan

- Involve the Industry
Challenges to the Dairy Industry

• Macro Level
  – Understanding the needs and align programme structure
  – Partners in Business – Monitoring the success of an intervention
  – Have clear defined deliverables with reference to product specifications (intrinsics and ex-trinsics)
  – Understanding the focus areas and involvement from central- and local government in combination with other nutrition interventions (staples, milk, other)
Challenges to the Dairy Industry

- Budgets (allocation per head)

- Structural arrangements/role players
  - Interaction
    - National and Provincial Dept of Health and Education
    - National Dept of Agriculture
    - NGO’s
    - Suppliers
    - Community based organizations (CBO’s)
    - Dairy Industry (MPO)
    - Role- and involvement of Food Aid Groups

- Procurement Process (Tenders, contracts, quotations, cost criteria, product types)
Challenges to the Dairy Industry

• Micro Level
  – Comprehensive understanding of Provincial Depts of Health – Menus (allocations, cost, portion)
  – Tendering process (operational)
  – Engagement as service partners (logistical interaction and understanding)
  – Reason(s) for milk not been approved as part of menu (community, agency or department)
  – Alternatives – which, why and how?
Conclusion - From an Industry’s Perspective

• Milk is the most complete foodstuff, which conveys a message of health
  – Readily available in various packaging formats
  – It is a natural product which promotes good eating habits in general
Conclusion - From an Industry’s Perspective continue …

• Organized Dairy Industry wants to play an active role (MPO/NDA agreement to launch a School Milks Project – October 2006)
• Understanding of future directions
• Local- and Central Government needs to play a more supportive role in promoting dairy per se.
References

3. The Dairy Mail, Vol. 13, No. 10, October 2006
5. www.milkcoolforschool.com.au
7. Tetra Pak – South Africa