



**Moorddrift**  
Dairy

## PRODUCT NEWS

### Moorddrift Dairy introduces its bactofuge system, milk stays fresher for longer

**MOKOPANE – October 18, 2010**

In order to prolong the shelf life of its fresh, pasteurised milk, Moorddrift Dairy has announced the addition of a bactofuge system to its sophisticated processing plant.

According to Moorddrift Dairy CEO, Stephen Smit, the family-owned dairy has for the past 75 years, always focused on delivering high quality and fresh products to its clientele.

"We, however, understand that South Africans have different needs than they did a few decades ago. In today's faster paced world, customers prefer to purchase their milk weekly, as opposed to daily, as it simply makes their lives run just that little bit smoother and more organised," he says.

Smit adds that the new processing plant at Moorddrift Dairy is one of the most sophisticated in the country and is capable of processing 7,500 litres of milk per hour. The plant, which employs more than 250 people, offers, alongside the bactofugation of liquid milks, pasteurisation, homogenisation, clarification and standardisation and it has its own laboratory for quality control purposes.

"The bactofuge system complements the existing high-level computerised methods utilised in our processing plant. It allows us to continue producing our nourishing and great tasting milk, with the added benefit that it stays fresher for longer, thereby satisfying consumer demand and, consequently, also saving them time and money," Bactofugation is also known as extended shelf life (ESL). It is a stringent hygienic process that removes heat resistant and other bacteria from milk prior to pasteurisation and in this way prolongs the life of fresh, pasteurised milk by a number of days.

#### **About Moorddrift Dairy:**

The family-owned Moorddrift farm was established in 1912 and is situated about 10 kilometres south of Mokopane, within South Africa's northernmost province, Limpopo. The dairy supplies a full range of dairy products – under the Moorddrift Dairy and "no name" commercial chain store brands – to convenience and retail outlets throughout Limpopo, parts of Mpumalanga and Gauteng. It boasts one of the most sophisticated processing plants in South Africa with the capacity of processing 7,500 litres of milk per hour. It operates a fleet of over 40 refrigerated vehicles and employs more than 250 people. A recent addition to its plant is a bactofuge system, an innovative technology that converts fresh milk to extended shelf life (ESL) milk, meaning that Moorddrift Dairy's packaged milk is not only creamier and healthier, but above all, it now simply stays fresher for longer.

**For more information, visit [www.moorddrift.co.za](http://www.moorddrift.co.za).**

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**F R E S H E R   F O R   L O N G E R**

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