

MILK SUPPLY SHORTAGE

Why is there a shortage of milk in the industry?

- The shortage results from low prices relayed to producers two years ago, the producers were forced to reduce production and sell off livestock in order to survive. Many dairy farmers have also left the industry or shifted to a new type of farming as it was impossible to make a living.

What impact does the shortage of milk have on the Restaurants?

- This question should be forwarded to a restaurant owner. I would imagine it has the same affect as the rest of the trade. As far as Douglasdale Dairy is concerned we have only let our customers down on late deliveries as we have had to wait for more stock to come through due to the great demand. The demand has been much higher due to opposition not delivering.

What can restaurateurs do to ensure that stock never runs out?

- Ensure that they order enough stock, to last them until the following day in the event of a late delivery.

In an industry where milk is considered to be important stock for the kitchen any, what can an establishment use as a substitute?

- There is very little to use as there is no replacement for fresh milk. There is a shortage on long life and powder as well. The power milk costs have gone up to the extent that it is not an option.

What measures are been put in place in advance taking various factors into consideration?

- Higher prices per litre have been paid to the farmer, to make the industry more cost affective and to keep a steady flow of the supply of Douglasdale products, we have recruited more milk farmers.

The reason behind high prices ?

- The maize and cattle feed prices have shot up drastically, due to the drought. The major players in the dairy industry have been paying the farmers low price for the last two years so setting a trend amongst the smaller producers.

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