

Clover upbeat about dairy's prospects

By [Nan Smith](#)

14 May 2015

Clover recently posted improved interim results showing a 7,9% revenue increase, a margin partly attributed to higher retail prices. Other positive news from the company was the completion of a repositioning project, Cielo Blu, followed by the acquisition of Dairybelle's UHT plant in the Western Cape and Dairybelle's yoghurt plant in Bloemfontein. An upbeat Johann Vorster, Clover's CEO, spoke to Nan Smith.



Image credit: [Farmer's Weekly](#)

Some say you've shifted your position in the market and are now a beverage supplier rather than a dairy supplier. How do you respond to that?

You could say it's the opposite. Beverages have been part of our brand for a while, but make up only 20% of the business. Water is the one sector where we've expanded but we've been in the iced tea market for five years since we bought Real Juice Beverage company. We've contracted more heavily into yoghurt and custard, and are about to launch a milk-based energy cereal with Future Life.

Read the [full story](#) on <http://www.farmersweekly.co.za/>.

For more, visit: <https://www.bizcommunity.com>