

# Fair Cape Dairies scoops TDM Innovation Award

*The Dairy Mail* announced Fair Cape Dairies' Solar Switchover product as its 2019 Innovation Award winner during the MPO gala dinner on Wednesday, 9 October in the 5th Annual TDM Innovation Awards. The awards honour excellence in dairy innovation in SA.

"Fair Cape Dairies' Eco-Fresh is the only 'single-origin dairy brand' in South Africa, which means that all their milk comes from cows on their own Fair Cape farm. And what this means is that the changes that they make to the sustainability of their farm's operations pass directly to the consumer," said Joel Sermon, Fair Cape Dairies.

"Fair Cape Dairies has taken another massively innovative step towards sustainability, recently installing solar technology to ensure that all of their milking is done off-grid during daylight hours, lessening their reliance on 'traditional' power producers and reducing their carbon footprint. This award is a testament to the skill, ingenuity, and vision of its creators."

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