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Dairy sector merger between branded product supplier Woodlands Dairy and Fairfield Dairy conditionally approved

The Tribunal has conditionally approved a merger between Gutsche Family Investments Proprietary Limited (“GFI”), which controls Woodlands Dairy, and Fairfield Dairy Proprietary Limited (“Fairfield”). The relevant market in this merger is the national market for the manufacture and supply of butter, cheese, cream, flavoured milk, Amasi and raw milk.

The merging parties intend the transaction to be implemented in tranches spaced out over a number of years. The Commission accordingly recommended that the merger be approved subject to a condition. If the merged entity elected to effect the second tranche of its transaction after two years to the date of approval of this transaction, the merged entity would be required to notify that second tranche as a merger to the Commission.

The majority of Woodlands dairy products sold are house branded products for large retailers.

Fairfield, based in KwaZulu-Natal, is a manufacturer of dairy, dairy related and short life fresh juice products for retailers and its own brand (Fairfield brand).

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