



Consumer Education Project of Milk SA - Additional R2,245 million

(PRJ-0165-2017)

SAMPRO: Consumer Education Project of Milk SA

Quarter 3 2017 (July 2017 till September 2017)

Project goals

Goal 1 - Research among teenagers to test attitudes, knowledge and usage of dairy products in four regions and 4 age groups: The research was planned to be conducted in 2017 in one region only i.e. Gauteng due to limited funds. With the additional funds, the research can be expanded to cover two more regions as initially envisaged. The research will include quantitative and qualitative research methodologies

Achievements

Consumer research to measure attitudes, knowledge and usage of dairy among teenagers

Budget: PRJ-0165:

The research to measure attitudes, knowledge and usage of dairy among teenagers, that was approved by the Management Committee of the CEP, was conducted June 2017.

The facilitators guide and questionnaire was developed and agreed upon by UNISA/BMR in conjunction with the Office Committee of the CEP, prior to the execution of the focus group discussions.

A mixed method research approach was applied to gather data

The target audience was:

Age groups: 10-12 yrs.; 13-17yrs and 18-23 yrs.

Typical middle-class teenagers and young adults from three major metropolitan and one peri-urban area in South Africa.

Participants were recruited by a professional recruiting agency and facilitated by the UNISA BMR (Bureau of Market Research). The project coordinator attended the focus group discussions in Gauteng, KZN and Western Cape.

Three research methods were applied:

Qualitative – focus group discussions: Three age groups, four regions (total 10 groups).

Quantitative – Self-Assessment Manikin: Three age groups, one region.

Biometric research techniques: Three age groups; one region.

Results from focus groups discussions are:

Dairy is mostly associated with milk.

No confusion that milk comes from cows.

The most popular and often used dairy products includes milk, cheese, yoghurt, and amazi (sour milk).

Other products such as butter and cream were less popular and not always spontaneously mentioned.

Amasi (sour milk) remains a favourite among lower income consumers. Sugar is often added to amasi to enhance the flavour.

Butter was confused with margarine. Respondents used brand names of margarine, which clearly indicated the confusion.

Although all participants drink milk, it is not often consumed as a stand-alone product and is usually combined with other products to enrich the taste, such a maize porridge.

Milk is primarily consumed because of its nutritional value and ability to give energy.

Parents mostly shared dairy related information with children from a very young age.

The full report can be viewed on: <http://www.rediscoverdairy.co.za/home2015/about-cep-2/members-section/presentations-clips-and-research/>

No Non-achievements / underperformance has been reported

Goal 2 - Survey among adults (25 -50) to test attitudes, knowledge and usage of dairy products: This proposed research will be an extension of the research planned for teenagers (no 1 above), but to be conducted among an older age group (25-50yrs). A similar research survey was conducted in 2007 but due to the time lapse since 2007, information about the topics is required to ensure that the communication of the Consumer Education Project speaks to the existing needs of consumers. Updated information about the attitudes, knowledge and usage of dairy products will not only be of value to the Project, but for all the members of the dairy industry To save on costs the research will be done electronically

Achievements

Survey among adults to test attitudes, knowledge and usage of dairy:

This survey is planned for October 2017 and will be in electronic format. The questionnaire has been drafted and a pilot test is underway.

No Non-achievements / underperformance has been reported

Goal 3 - Additional travel budget for dietitian to attend the mid-year meeting of the IDF Standing Committee of Health and Nutrition in Utrecht

Achievements

The dietitian of the Project attended and participated in the IDF SCNH's midyear meetings: 16 & 17 May 2017; Utrecht, Netherlands. A detailed report on the meeting has been submitted to the IDF secretary.

Complete

No Non-achievements / underperformance has been reported

Goal 4 - Additional travel budget for clinic training: The clinic training was extended in Northern Cape. The travel component of this element required more funds to be allocated in order to serve the target group effectively

Achievements

The Nutrition Advisors and Health Promoters are also equipped with a set of educational tools for their respective clinics, including a Dairy Training tool for use during their respective training sessions. The training has been implemented in KwaZulu-Natal, Limpopo, Mpumalanga, Gauteng, Free State, North West and Northern Cape provinces and is ongoing. This 'train-the-trainer' activity is considered a long-term investment for the CEP of Milk SA and the dairy industry, reaching a target market that is difficult to access.

In 2017, this project runs in districts that were not previously visited. In 2016, 657 nutrition advisory and health promoters were trained. Leaflets that serve as hand-outs to patients and consumers visiting government clinics were updated and reprinted.

The training was conducted in March and April 2017 in the Northern Cape region; in June in the Free State and Eastern Cape and Northern Cape in September, as set out below. **The Northern Cape regions was extended with the assistance of the additional budget obtained from PRJ-0165 for travel expenses of R 30 000.**

Training of Nutrition Advisors Health Promoters Department of Health		
Date	District/Dorp	Number trained
Northern Cape		
6 March	Pampierstad	39
7 March	Warrenton	39
8 March	Barkley West	35
9 March	Kimberley	48
10 March	Kimberley	26
3 April	Upington	24
4 April	Keimoes	32
5 April	Rietfontein	29
6 April	Postmasburg	43
7 April	Danielskuil	16
10 April	Kathu	28
11 April	Mothibistad	54
12 April	Mothibistad	42
11 Sept	Springbok	28
12 Sept	Pofadder	20
13 Sept	Port Nolloth	25
14 Sept	Gariep	27
15 Sept	Calvinia	25
	TOTAL TRAINED NORTHERN CAPE	580
Eastern Cape		
28 August	Cetani	21
29 August	Thanga	45

30 August	Ndabakazi	23
31 August	Ngqamakwe	32
	TOTAL TRAINED EASTERN CAPE	121
Free State		
7 June	Welkom	32
8 June	Mangaung	24
	TOTAL TRAINED FREE STATE	56
	SUMMARY:	
	TOTAL TRAINED FOR 3RD QUARTER	246
	TOTAL TRAINED TO DATE IN 2017	757

No Non-achievements / underperformance has been reported

Goal 5 - Advertorials to support communication on the role of dairy in sport: Communication on sport and dairy was planned for 2017. The additional budget will allow for more visibility in the media on the role of dairy in sport by means of printed advertorials in selected publications.

Achievements

1.1 CONSUMER PRINT CAMPAIGN

1.1.1 Promotional articles

Promotional articles are written for consumer publications and aim to expand on the key dairy nutrition and health messages by engaging with consumers in a creative manner. This element is ongoing and in 2017 and the budget of R 436 934.50 (PRJ-0137) was increase by R 100 000 (PRJ-0165) to R 536 934.50. The CEP planned to publish nine printed advertorials in Huisgenoot, DRUM, You, Kuier and Move; to participate in two Stokvel events, organised by Move publication; publish one digitorial for Huisgenoot which included a Facebook promotion, twitter and newsletter blurb.

With the additional budget the CEP will publish four more advertorials in **Club X, Sports Club, Sowetan Soccer**, and one more digitorial for DRUM magazine. Two of the advertorials focus on the role of dairy in sport.

The following table presents the consumer print outputs for Consumer Print which focussed specifically on dairy and sport:

Title	Publications	Date 2016
Choose milk as a sports drink	Sports Club	June issue
Choose milk as a sports drink	Sowetan Soccer	June issue
When it comes to nutrition Milk delivers!	Club X, sport	June issue
Flavoured milk can help children achieve their nutritional goals	Trinity Schools	September

No Non-achievements / underperformance has been reported

Goal 6 - Printing of educational material for clinic training i.e. A4 Dairy tool and A3: The A4 Dairy tool and the A3 Educational tool requires more copies to be printed in 2017 as the attendance at clinic training events is significantly more than anticipated.

Achievements

REPRINTING OF EDUCATIONAL MATERIAL (completed)

The budget of R 149 000 (PRJ-0137) was increased by R 220 000 (PRJ-0165) to R 369 000.

The following educational products were reprinted:

Budget code	Educational material reprinted
PRJ-1037	A3 Training tool 250
	A5 handouts for clinics in Afrikaans (5000), Venda (5000), English (15 000), Sesotho (10 000), Tsonga (10 000), Zulu (10 000) and Xhosa(10 000)
PRJ - 0165	A3 visual posters (1000 sets of 4) A4 clinic training tool (1000) Dairy gives you go delegate bags (1000) Dairy gives you go Pens (9500) Leaflets: Know your products 1 and 2 (1500 each)

No Non-achievements / underperformance has been reported

Goal 7 - Placement of additional scientific education material for health professionals: The intention is to extend the visibility of scientifically sound advertorials for dietitians and nutritionists by publishing the existing advertorials more frequently in journals aimed at health professionals. The additional budget will make it possible to create more awareness of health and nutritional benefits of dairy among this target audience

Achievements

Scientific advertorials are written on new topics regarding nutrition, health and dairy. These are aimed at health professionals and are published accordingly in publications read by this target audience. Each advertorial is accompanied by a nutrition review article which is a more comprehensive technical document outlining the scientific justification of the advertorial.

Title	Publication	Date 2017
Can dairy products lower blood pressure	Nursing Update	February
Brain health: the vital role of vitamin B12 in dairy	SAMJ	March
Dairy foods and cancer prevention	SAMJ	May
Why dairy is good for you	Nursing Update	May / June

Just add dairy	Nursing Update	June
Dairy and cancer prevention	Modern Medicine	July
Are plant-based beverages as good as cow's milk	SAMJ	September

Nutrition Review articles

A nutrition review explores a new topic in dairy health and nutrition that warrants further investigation. The nutrition reviews allow for extensive and detailed information on a specific topic without a limitation to the number of words used. The nutrition reviews are posted on the www.rediscoverdairy.co.za website, under nutrition review menu item.

The following two reviews were developed but not yet published.

NUTRITION REVIEWS	DATE 2017
A Review of Research to Determine if High-fat Cheese plays a Protective Role in Cardiovascular Disease and Metabolic Syndrome	March
Dairy and cancer prevention	May
Are Plant based beverages as good as cow's milk	July

No Non-achievements / underperformance has been reported

Goal 8 - Continuing Nutrition Education (CNE) event for dietitians and nutritionists: An CNE event for dietitian presents the opportunity to share new scientific information on dairy health and nutrition with one of the key target audiences of the Consumer Education Project. Usually an event of this nature is planned every two years if budget allows. The additional funds allows the Project to plan a CNE event for dietitians and nutritionists in 2017

Achievements

CPD event planned for dietitians and nutritionists.

DAIRY DAY: The project is holding a Continuing Nutrition Event on 18 October 2017 at the Irene Farm.

The programme, speakers and registrations of delegates were managed during this quarter. The delegates had to register online, and 125 confirmations were sent out by email. Meetings were held with the venue manager to plan procedure including menus and venue layout.

The event was promoted by ADSA as a stand-alone notification.

No Non-achievements / underperformance has been reported

Goal 9 - Television media: Increasing the planned broadcast schedules for July, October and December 2017 with additional flightings of the different television advertisements, will create more awareness among the target audience and potentially drive more traffic to the 'dairy gives you go' Facebook page and website.

Achievements

1.1 Television broadcast schedule for 2017

The budget for television broadcast was increased from **R 11 680 000 (PRJ-0137) by R 1 100 000 (PRJ -0165) to R 12 780 000** with the additional funds. The additional budget was used to increase the television broadcast bursts in July, October and December 2017.

In 2017 there are five TV bursts planned. Two are complete.

	Pool, Hammock and Ball		
TV Channels	Number of flightings per channel		
	January	April	July
ETV	19	36	41
SABC 1	22	69	49
SABC 2	8	26	18
SABC 3	1	4	4
DSTV Package	Package: 1-14 January Cartoon network, Trace urbun & Africa magic epic	Package: 1-14 April Ziyachisa package; Africa Magic epic; cartoon network	Package: 1-20 July Cartoon network, Boomerang, Ziyachisa package; Africa Magic epic

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	AUG. CEP 2017.pdf PRJ-0182. fUNDS CARRIED OVER. 543479. Dec 2017.pdf
Unnecessary spending during period	No

Popular Report

[Business report 3rd quarter 2017, PRJ 0165 \(1\).pdf](#)

Additional documentation

No file has been uploaded

Statement

Levy funds were applied only for the purposes stated in the contract	Yes
Levy funds were applied in an appropriate and accountable manner	Yes
Sufficient management and internal control systems were in place to adequately control the project and accurately account for the project expenditure	Yes
The information provided in the report is correct	Yes