



Consumer Education Project of Milk SA
(PRJ-0137-2017)
SAMPRO: Consumer Education Project of Milk SA
Quarter 1 2017/2017 (January 2017 till March 2017)

Project goals

Goal 1 - General communication

Achievements

INTRODUCTION

1.1. Objective of the report

The objective of this report is to provide an overview of the activities of the Project for the period January to March 2017.

1.2. Objectives of the project

In terms of Regulation 1218 of 2013 issued in terms of the Agricultural Marketing Act (47 of 1996), part of the income from the levies on dairy products should be spent by Milk SA on consumer education. In this regulation the following is stated:

“From a national point of view and to promote the viability of the dairy industry, consumers should be informed of the health and nutritional advantage of milk and other dairy products. Informed consumers will not only contribute to the national well-being in respect of nutrition and health, but especially also to the viability and sound development of the dairy industry. The education will be conducted in such a way that it will not erode the marketing activities of any firm in the dairy industry that are aimed at differentiating its products from that of competitors.”

1.3. Nature of the project

The communication campaign consists of two elements, and the elements are executed on an integrated basis. The elements are:

General communication

General communication namely messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers; and

Specialised communication

Specialised communication, namely pro-active and reactive messages regarding the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in the South African society.

1.4 Target markets

The target markets for General Communication element is consumers, LSM 6-10, with meaningful spill-over to LSM 4 and 5, as determined by research conducted in 2007 and agreed to by the advisory committee.

The target market for Specialised Communication element is health professionals, namely doctors, nurses, dietitians, nutritionists nutrition advisors and health promoters.

1.5 Communication channels

To convey messages effectively to the target markets, appropriate use of the different communication channels is necessary:

Due to the numerous opportunities which exist and which can be created, it is of extreme importance to be highly disciplined in selecting the most effective communication channels and to ensure balanced and integrated use of the channels to convey the messages to the target markets.

The communication channels that were selected for use by the project are:

2. Television

Print in the form of promotion articles (advertorials) in consumer magazines, scientific articles in magazines aimed at health professionals and pamphlets for distribution at selected events;

Schools

Clinics

Website

Digital advertising

Social media

Presentations at scientific congresses and seminars

Media liaison

2. Television and social media for 2017

The new social media campaign which include the 'Go Guy', supports the TV ads and was introduced on Facebook and other social media channels in October 2016.

2.1 Television broadcast schedule for 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
ETV	19	36
SABC 1	22	69
SABC 2	8	26
SABC 3	1	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

2.2 Post campaign analysis

Targets for the advertisements broadcast in January 2017 were:

TV ADS FLIGHTED	
TARGET MARKETS	TV JANUARY 2017

	ARs	Reach %	Frequency
Age 25-45/Mums/LSM 9-10 (planned)	144	37	3.9
Age 25-45/Mums/LSM 9-10 (actual)	136	37	3.7
Age 25-45/Mums/LSM 6-8 (planned)	272	60	4.6
Age 25-45/Mums/LSM 6-8 (actual)	322	64	5
Age 13-19/LSM 9-10 (planned)	68	39	2.3
Age 13-19/LSM 9-10 (actual)	88	31	2.9
Age 13-19/LSM 6-8 (planned)	262	57	4.6
Age 13-19/LSM 6-8 (actual)	250	57	4.4

The January burst achieved 250 ARs against the primary market. Whilst average frequency was slightly below the level predicted, reach came in as per the expectations. The LSM 6-8 Mums target performed very well with a reach of 64% and an average frequency of 5.

The TV ads can be viewed on YouTube, accessed from microsite (www.dairygivesyougo.co.za) and the number of visits on You Tube since the launch of each TV ad are:

Pool 30" = 20 643 views since October 2016
Hammock 30" = 38 169 since October 2016
Ball 30" = 14 570 since December 2016

2.3 Television and social media campaign awards

No awards for this period

2.4 Dairy Gives you go WEBSITE (DGYG): www.dairygivesyougo.co.za

The 'Dairy gives you go' website targets teenagers and gives the health and nutritional benefits of dairy in infographic format. The DGYG website was redesigned in 2016 while maintaining the same format i.e. three themes and infographics.

Two infographics were completed and posted on the DGYG website.

The three themes are:

Every day: and the role of dairy

Sport and dairy

Strength: the benefits of dairy

Please find below the website stats for the period January to March 2017 inclusive.

Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
1 013	689	1 638	1.62	1.02	73.84%

The most popular relevant keywords used which resulted in visits to the 'dairy gives you go' website are:

dairy gives you go advert

dairy gives you go

dair gives u

dairy

dairy advert

dairy gives you

dairy gives you go - hammock

2.5 DIGITAL ADVERTISEMENTS

A digital advertising campaign was implemented to carry the messages of the campaign and to promote the microsite and the Facebook page. The banners appeared on social media sites visited by teenagers such as YouTube and Facebook. Five main bursts are planned for 2017 to coincide with the broadcast dates of the TV ads. Facebook promoted posts, Google search and Google display network run throughout the year (monthly).

The new concept of the 'Go-Guy' which was introduced to Facebook in October 2016 has the purpose to create content for the 'dairygivesyougo' Facebook page. (DGYG FB) 'Tasty Treats' have been introduced to the Facebook. These are videos of quick, fun and simple recipes with dairy products. For this period, two 'Tasty Treats' videos were developed and can be viewed on the DGYG FB page and the 'rediscoverdairy' website.

Month 2016	Tasty Tuesday Treat	Views on Facebook
January	Chicken Cheese Taco	9444
February	Chocolate panacotta	2300
March		

2.6 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The 'dairy gives you go' Facebook page was launched in June 2014. Four new posts are placed on the page per week. The information posted is grouped into four different segments i.e.
Benefit driven posts
Engagement themed posts
Campaign engagement content
Community driven posts

2.6.1 Analytics related to the Facebook page for this period

Facebook video views are inclusive of all video content namely TV advertisements plus Go Guy and the Tasty Treat Videos. The following table presents the analytics with regard to the interaction of visitors with the information posted on the DGYG Facebook Page. Targets and budgets are set per month and a digital report is generated monthly. The performance is closely monitored against the set targets and the social media performance either met, or exceeded the set targets.

The DGYG Facebook page reached 50 000 LIKES in March 2017.

	January – March
Analytics	Number
New Fans	2 087
Total Page Likes	50 318
Total Impressions	1 112 930
Total Reach	918 092
Total Video Views	43 839
YouTube Views	267
Facebook Views (3 seconds or more)	43 572
Facebook Views (10 seconds or more)	25 865

Competition Entries*	494
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*Winners are identified twice monthly

The following table presents the number of time the TV ads were viewed in Facebook and YouTube

Television Ads	Facebook	You Tube*	
Pool	10 300	20 655	
Ball	27 700	14 582	
Hammock	4 104	38 184	
Pool Go Guy	16 800	N/A	Since October 2016
Ball Go Guy	7 500	N/A	Since December 2016
Hammock Go Guy	12 300	N/A	Since October 2016

*Go guy lives only on Facebook

2.7 CONSUMER PRINT CAMPAIGN

2.7.1 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, the CEP plans to publish nine printed advertorials in You, Kuier and Move are planned and to participate in two Stokvel events, organised by Move publication.

One digitorial for Huisgenoot is planned which includes a Facebook promotion, twitter and newsletter blurb.

The following table presents the consumer print outputs for this period:

TITLA	PUBLICATION	Date 2016
Milk Matters	o	30 March 2017
Stokvel presentation , KZN The CEP presented the health benefits of dairy	Move!	25 March 2017

*The Stokvel presentation was aimed and opinion leaders of the target audience. Dairy's health and nutritional benefits were presented and positioned together with other prominent brands such as Avon, Bernina and AVBOB.

2.8 MEDIA LIAISON ACTIVITY

2.8.1 Editorial information for consumer publications

The project provides editorial information to publications for use by the relevant editors to their own discretion. These articles are published at no cost to the Project.

TOPIC	PUBLICATION	DATE 2017
Healthy fats	Move magazine	MARCH

2.8.2 Trade publications

Trade publications such as Dairy Mail, Farm Link, Food and Beverage Reporter and Milk Essay are used as a vehicle to communicate with the dairy industry and the food industry respectively.

Informative articles on the project and other relevant topics are published.

PUBLICATION	TITLE	DATE 2017
DAIRY MAIL	Beyond brand marketing	January
DAIRY MAIL	MMM is for milk	March
DAIRY MAIL	Say yes to cheese	March

2.8.3 Media liaison monitoring

The essence of the activity is to make information on the nutrition and health benefits of dairy available to journalists, who then communicate the information to the target markets as it serves the own interest of the reporter and media. Relevant information published in the media on dairy is monitored by an independent firm who specializes in such work namely, Newsclip. Updates are received daily in electronic format. The following table shows the print coverage achieved in this regard (at no cost to the project):

JANUARY - MARCH 2017		
Press Coverage	Number of articles published	Rand value
Consumer magazines	63	R 1 146 881,75
National newspapers	11	R 185 239,81
Regional press	50	R 421 263,95
Trade press	7	R 208 724,57
Online coverage	64	R 853 388,39
Health professional coverage	7	R 61 595,74
Radio		
TOTAL COVERAGE	202	R 2 877 094,21

2.9 CONSUMER LEAFLETS

There are four consumer leaflets and two leaflets for members of the dairy industry. These are intended to communicate health and nutrition messages to consumers. The leaflets are valuable to members of the dairy industry to be used in their communication to consumers.

2.10 School curriculum

The school curriculum project is aimed at grades 1-7. It consists of two main themes i.e. 'From farm to fridge': grades 1-3

A guide to healthy eating: grades 4-7

Each theme consists of a Teacher's guide, class posters, a factsheet and worksheets on each topic.

All posters and worksheets are available in English and Afrikaans. Previously developed leaflets in other languages are under review.

The school project and learning material are available on the website i.e. www.dairykids.co.za

2.10.1 New worksheets for the website and E-Classroom website

New worksheets were developed and placed on the website. The worksheets have been listed with EClassroom, which is an independent website that carries worksheets for primary school teachers and learners. The website has been endorsed by the Department of Basic Education for the E-learning section of the DBE's website. Kyknet has become one of the main sponsors of Eclassroom, which creates much exposure. It is estimated that each worksheet downloaded from the EClassroom website is used by at least sixty learners.

2.10.2 Number of downloads of worksheets downloaded from the E-Classroom website

1 January – 31 March	JANUARY	FEBRUARY	MARCH
5668	2409	1537	1722

Total ownloads for 2017 were 5668

The topics of the worksheets that were downloaded the most were (in no specific order)

Importance of diary in the diet

From the farm to the fridge

Healthy eating guideline

Voedseldagboek

Belang van suiwel in ons dieet

2.10.3 Audio visual for school project

An audio visual (AV) was produced for the school project in 2015. The AV is based on the teacher's guide 'A guide to healthy eating'. The AV is 2.4 minutes in duration, in an animation format in English and Zulu. It is available for viewing in the www.rediscoverydairy.co.za website and on the www.dairykids.co.za website.

2.10.4 Rediscoverdairy/ dairy kids website

All the communication products related to the school project are available on this website (www.dairykids.co.za) and all the posters, teacher's guides, fact sheets and worksheets can be downloaded from the site. The website is also linked to the 'dairy gives you go' website.

dairykids.co.za analytics for 2017. Total page views: 2551						
	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
January	142	431	2,69	86,25	62,5	1:36
February	314	961	2,74	88,03	60,4	2:30
March	371	1159	2,83	89,02	60,98	2:24

2.10.5 'Rediscoverdairy' website downloads

The website gives information of the health and nutritional benefits of dairy and all educational material developed by the CEP is available on the website. The website is appropriately linked with other relevant organisation such as Milk SA, MPO, International Dairy Federation and Global Dairy Platform

The website is maintained and new information is uploaded on a continual basis.

rediscoverdairy.co.za analytics for 2017. Total page views: 2632
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	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
January	402	712	1,57	85,68	76,65	1:16
February	430	1025	2,01	80,94	75,83	2:11
March	488	895	1,66	88,48	77,51	1:11

2.10.5.1 Top 'dairy' search words for the 'rediscoverdairy' website

The following topics searched on google resulted in visits to the 'rediscoverdairy' website:

Top searched words Jan - March 2017		
January	February	March
composition of cheese	is maas fattening	benefits of maas
maas milk	are maas good for you	what does maas do in human body
composition of dairy	benefits of full cream maas	can I substitute fullcream maas for yoghurt?
15 benefits of consumer education	buttermilk and maas	compare cost calcium supplement & calcium foodstuff
calcium containing dietary food	can baby eat maas	dairy advert where did you get the energy from
content of milk	composition of cheese	dairy components of a balanced diet
does maas have fat?	composition of full cream milk	dairy milk gives you go adverts
how to make maas from milk	how is the milk different from the maas	difference between buttermilk and maas
is maas fattening	maas vs buttermilk	does maas make you fat?
is maas good for you	rediscover dairy	important minerals we get from milk,cheese and yoghurt
lactose foods benefit	what is maas milk	is there lactose in full cream yoghurt
maas benefits		maas milk benefits
project on milk		maas sour milk good for weight loss?
		what nutrients do maas have
		does maas have acid

2.11 NATIONAL NUTRITION WEEK(NNW)

The NNW is an initiative by the Department of Health and targets the population at large. The NNW is an annual calendar event of the Department of Health. The CEP participates in the event every year as it provides an opportunity to network with the DOH and reach lower LSM groups across the country. NNW took place 8-13 October 2017. The theme for 2017 will be: "Rethink your drink" within the context of the food-based dietary guidelines (FBDG) and since 2012, 'Have milk, maas or yoghurt' is one of the eleven FBDG.

CEP participated in a conference call that was held on 30 March 2017 to discuss the theme and activities for 2017.

2.12 WELLNESS ACTIVITY

The Wellness Activity has a two-pronged approach
Educational presentations at government clinics and hospitals - communication targeted at consumers

Training of nutrition advisors and health promoters. - communication targeted at health professionals.

2.12.1 Education at government clinics

Wellness activity for consumers is one of the communication channels used to reach the target market of primarily LSM 3 – 7. This sub-project of the CEP targets the low socio-economic population of South Africa and aims to convey information about the health and nutritional benefits as a result of including dairy products in the daily diet.

The project is aligned with the Department of Health's food-based dietary guideline urging consumers to 'have milk, maas or yoghurt every day'. The project entails an educational event that demonstrates not only the importance of dairy in the diet but also how dairy can easily be added to daily meals for added nutrient value, within a balanced diet. The project has proven to be successful and continues in 2017 in regions that were not reached during 2016.

2.12.2 Promotional material used in respect of the Wellness Activity

A leaflet and a poster, that explains the nutritional value of dairy products and advocate the goodness of adding dairy to the daily diet, were developed for this project. All the materials have been designed to meet the requirements of the target audience. A leaflet was produced to serve as hand-out to consumers after the educational presentation. Copies of the poster are given to each clinic to keep for future use during educational activities.

List of promotional material developed by the project

- a. Leaflets developed for the continuation of the project in 2015 were translated and printed in nine different African languages i.e. Afrikaans, English, Sotho, Tsonga, Tswana, Venda, Zulu and Xhosa.
- b. Poster with main message i.e. Have milk, maas or yoghurt every day
- c. Banners with the message:
Dairy is nutrient rich
Have milk, maas or yoghurt every day.
- d. 'Tear-drop' banner with the 'Dairy gives you go' logo

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions, who is 100% BEE compliant and has a level 3 contributor status, to present the health messages at clinics and hospitals in the vernacular language of the local community. The dietitian of the CEP trained the Awuzwe health promoters on the key message 'Have milk, maas or yoghurt every day' and the associated nutritional and health benefits of dairy. This empowered the field workers to present the information with confidence. Each promoter was subsequently equipped with a lesson plan and visual aids, which enhanced the learning experience at the clinics.

2.12.3 Clinics and hospitals educated by Awuzwe

The table below presents the regions and number of clinics and hospitals visited during 2017

Date	Region	Number of clinics	Number of hospitals
February	Gauteng/ Ekurhuleni	50	-

2.12.4 Education of Nutrition Advisors and Health Promoters

Nutrition Advisors and Health Promoters are individuals with basic nutrition and health education who are employed by the DOH and work in government clinics. The dietitian of the CEP trains the Nutrition Advisors and Health Promoters who, in turn, educate patients and visitors on an

ongoing basis at their respective government clinics. The key communication message is 'Have milk, maas or yoghurt every day' plus associated nutritional and health benefits of dairy. To ensure successful uptake of the messages, CEP makes use of an organisation who specialises in communication with the target audience, to work in conjunction with the dietitian of the CEP to present the health messages in the vernacular language of the local community.

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 following training was conducted in March and April 2017 in the Northern Cape region

Training of Nutrition Advisors Health Promoters in March 2017; Northern Cape		
Date	District/	Number trained
6 March	Pampierstad	39
7 March	Warrenvale	39
8 March	Barkley west	35
9 March	Kimberley	48
10 March	Kimberley	26
3 April	Uppington	24
4 April	Keimoes	32
5 April	Rietfontein	29
6 April	Postmasburg	43
7 April	Danielskuil	
	TOTAL TRAINED FOR MARCH and APRIL	315

2.12.5Mystery observer study: Wellness activity

Measurement of the Wellness activity is being evaluated by means of a telephonic survey to establish the effectiveness of the use of the training materials by the trainees (Nutrition Advisors and Health Promoters). A pilot study was conducted in February 2017, followed by the actual survey which was completed in March 2017. Results will be presented in May 2017.

No Non-achievements / underperformance has been reported

Goal 2 - Specialized communication

Achievements

3. SPECIALISED COMMUNICATION

3.1 Overview

The target market for Specialised Communication is health professionals i.e. doctors, dietitians, nutritionists and nurses. The messages communicated are based on the latest scientific

information on dairy nutrition and health. The CEP makes use of a Technical Advisory Committee who work independently from the project, and are specialists in the field of nutrition and health.

Communication channels include:

Print in the form of scientific advertorials and nutrition reviews

Education material for dietitians, nutritionists and nutrition advisors

Education material for dietetic students at universities

Liaison directly with health professionals through the CPD (Continuing Professional Development) events, seminars and conferences

Exposure on the ADSA website

A comprehensive website with specific reference to the section on 'Dairy-based nutrition'

3.2 Health professional print

3.2.1 Scientific advertorials

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 2017
Brain health: the vital role of vitamin B12 in dairy	SAMJ	March 2017

3.2.2 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: good or bad for cancer prevention	March

3.2.3 Association for dietetics in South Africa (ADSA), liaison

As part of the Health Professional print campaign, the project creates awareness on the ADSA (www.adsa.org.za) website, especially to inform dietitians of the new information that appears on the 'rediscoverdairy' website and any new scientific information of dairy health and nutrition. The CEP also presents at the ADSA regional meetings.

Presentation by the dietitian of the CEP	DATE 2017
Dairy and healthy snacking	9 February

3.3 CLINICS: Educational material for health professionals

3.3.1 Dairy-based nutrition USB (Universal Serial Bus) tool

As part of the communication activities with dietitians, the Dairy-based nutrition USB tool, developed by the Project is distributed to the 3rd and 4th year dietetics students at all the universities in the country that offer the degree. The memory stick carries all the scientific information regarding dairy health and nutrition as developed by the project. Included on the memory stick is the dairy-based nutrition booklet, sports booklet, advertorials, nutrition reviews and an overview of the project.

3.3.2 Distribution of the USB memory stick for this period

Name of institution	Number of students	Educational PRESENTION	Educational MATERIAL handed out	Date 2017
University of KZN	24	Project presentation	Distributed USB tools	16 February
Nelson Mandela Metropolitan University	64	Project presentation	Distributed USB tools	17 February
University of Limpopo	80	Project presentation	Distributed USB tools	21 February
North West University	80	Project presentation	Distributed USB tools	8 March
University of Cape Town	17 student and 6 lecturers	Project presentation	Distributed USB tools	29 March
University of Western Cape	20 students and 1 lecturer	Project presentation	Distributed USB tools	30 March
	292			

3.3.3 Educational Tool

The A3 Educational Tool was developed by the Project for dietitians in provincial hospitals and clinics to educate patients on nutrition required during certain life stages. On an ongoing basis, the Dietitian of the project visits tertiary training hospitals throughout the country and presents the tool to the dietitians. Distribution of the Educational Tool was not planned for this period.

3.4 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

The CPD activity provides the project with an opportunity to communicate directly with one of the health professional target markets i.e. dietitians.

No CPD events were planned for this period.

3.5 TECHNICAL ADVISORY COMMITTEE

Each year one meeting is held with the Technical Advisory Committee (TAC) and several consultations are held with individual members. The meeting was held on 31 March 2017 at the Office of SAMPRO.

Seven of the nine members of the TAC attended.

The project coordinator gave an overview of the progress of the project for 2016.

The insights obtained from the Rotterdam IDF-WDS was shared with the TAC.

The purpose and goals of the Nutrition Reviews were revisited and evaluated.

The concept of developing an electronic information tool on the health and nutritional benefits of dairy was the main topic of discussion.

3.6 RESEARCH

The CEP is in the process of developing a proposal for research to measure attitudes, knowledge and usage of dairy among teenagers. The concept document was drafted and approved by the Management Committee of the CEP during this period.

3.7 CONFERENCES AND PRESENTATIONS

January 2017. ADSA regional meeting, Middelburg. Presentation by the dietitian of the CEP.

3.8 IDF: STANDING COMMITTEE OF HEALTH AND NUTRITION (SCNH)

The review on the Metabolism and Health effects of lactose and galactose was completed and two separate advertorials were finalised on lactose and galactose respectively.

The articles were submitted for publishing in peer reviewed publications(Elsevier).

The IDF has developed a fact sheet on lactose and galactose based on the work that was produced by the CEP.

The fact-sheet, Galactose: Separating fact from speculation, was published by the IDF on 23 March 2017.

3.9 Consumer Goods Council of South Africa (CGCSA)

The aim of the engagement is to consider a request from the Department of Health for support of their 'Healthy Food Options' initiative which consists of a national strategic plan for prevention and control of Non-Communicable Diseases (NCDs) in South Africa. The initiative gives high prominence to food products containing added sugar.

The project attends meetings with the CGCSA with regard to 'Healthy Food options industry engagement' with the Director-General: Health, beverage South Africa (BevSA) on an ongoing basis. During this period communication with the CGCSA was primarily electronic.

The CEP participate in a conference call which was held on 23 March 2017 to discuss progress on the regulation regarding advertising to children.

3.10 GLOBAL DAIRY PLATFORM (GDP) AND INTERNATIONAL MILK PROMOTION OF THE INTERNATIONAL DAIRY FEDERATION (IMP/IDF)

The project coordinator of the CEP was elected in 2016 as the chairperson of the International Milk Promotion group.

During this period the project coordinator liaised with other members of the IMP and planned and drafted the agenda for the mid-year meetings in Norway in June 2017.

3.11 DAIRY PRODUCT LABELS

The CEP developed labels for use in all promotional material and websites of the CEP.

Labels were developed for:

Milk (2L pasteurised and 1L long-life); yoghurt (1L, 175g; 100g); maas (2L, 500ml); buttermilk (500ml), powdered milk (1kg), flavoured milk, drinking yoghurt and cheese (250g).

The products were photographed on 27 February 2017.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	Financial statements, Jan Feb.docx
Unnecessary spending during period	No

Popular Report

[Business report 1st quarter 2017.docx.pdf](#)

Additional documentation

[1. Consumer Education Project, Status report, Jan - March 2017.pdf](#)

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