



Consumer Education Project of Milk SA
(PRJ-0137-2017)
SAMPRO: Consumer Education Project of Milk SA
Quarter 4 2017 (October 2017 till December 2017)

Project goals

Goal 1 - General communication

Achievements

INTRODUCTION

1.1 Objective of the report

The objective of this report is to provide the outputs of the activities of the Consumer Education Project for the **fourth quarter**, October to December 2017, within the background of the first three quarters.

This report covers the CEP Project as a whole and the separate reports regarding each of the three individual reports as set out below, and also submitted to Milk SA.

PRJ-0137 – Main project with budget allocation of R 19 463 299

PRJ- 0165 – Additional budget allocated: R 2 245 531

PRJ-0182 – Funds carried over from 2016: R 543 479

Total budget spend for 2017 was: R 22 252 309

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:

A. General Communication

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

B 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:

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

A. GENERAL COMMUNICATIONS

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 SCHEDULES 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, five TV bursts were executed.

In 2017 were five TV bursts:

TV Channels	Pool, Hammock and Ball				
TV Channels	Number of flightings per channel				
	January	April	July	October	December
ETV	19	36	41	24	17
SABC 1	22	69	49	35	31
SABC 2	8	26	18	14	9
SABC 3	1	4	4	7	7

DSTV Package	Package: 1-14 January Cartoon network, Trace urban & 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	Package: 30/9 – 14/10 Cartoon network, Boomerang, Ziyachisa Zee world, MTV base and Trace Urban Africa Magic epic	Package: 7/12- 21/12Cartoon network, Boomerang, Trace Urban Africa Magic epic
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2.2 Post campaign analysis

Targets for the advertisements broadcast in 2017 were:

TV ADS FLIGHTES TARGET MARKETS	TV JANUARY 2017			TV APRIL 2017			TV JULY 2017		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 25-45/Mums/LSM 9-10 (planned)	144	37	3.9	239	45	5.3	274	61	4.5
Age 25-45/Mums/LSM 9-10 (actual)	136	37	3.7	301	58	5.3	290	53	5.5
Age 25-45/Mums/LSM 6-8 (planned)	272	60	4.6	553	70	7.9	540	57	7.2
Age 25-45/Mums/LSM 6-8 (actual)	322	64	5	659	76	8.6	630	74	8.5
Age 13-19/LSM 9-10 (planned)	68	39	2.3	166	44	3.8	198	47	4.2
Age 13-19/LSM 9-10 (actual)	88	31	2.9	208	47	4.6	203	46	4.4
Age 13-19/LSM 6-8 (planned)	262	57	4.6	472	69	6.8	504	70	7.2
Age 13-19/LSM 6-8 (actual)	250	57	4.4	591	68	8.8	534	73	7.3

TV ADS FLIGHTED						
TARGET MARKETS	TV OCTOBER 2017			TV DECEMBER 2017		
	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 25-45/Mums/LSM 9-10 (planned)	241	58	4.1	158	47	3.4
Age 25-45/Mums/LSM 9-10 (actual)	194	44	4.4	144	40	3.6
Age 25-45/Mums/LSM 6-8 (planned)	454	72	6.3	341	68	4.9
Age 25-45/Mums/LSM 6-8 (actual)	385	68	5.7	315	67	4.7
Age 13-19/LSM 9-10 (planned)	186	45	4.1	158	37	2.9
Age 13-19/LSM 9-10 (actual)	145	45	3.2	133	41	3.3
Age 13-19/LSM 6-8 (planned)	399	67	6	290	62	4.7

Age 13-19/LSM 6-8 (actual)	394	69	5.7	319	66	4.9
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The TV ads were launched in October 2016. The Audience Ratings (ARS) from October 2016 – December 2017 were 2733 against LSM 6-8 teens with an average reach of 93% and a frequency of 29.4 time (TV ads viewed per person). The ARS from October 2016 – December 2017 against LSM 6-8 mums were 2688 with an average reach of 92% and a frequency of 29.3 times (TV ads viewed per person).

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:

TV Ad ON YOU TUBE	Excl Go Guy: Oct 2016 – Dec 2017	Including GoGuy from Aug 2017 to Dec 2017.	TOTAL VIEWS
Pool	75 938	101	76 039
Hammock	58214	51	58265
Ball	31 497	32 017	32 096

TV Ad ON FACEBOOK	Excluding GoGuy	Including GoGuy Nov 2016 – Dec 2017	TOTAL VIEWS
Pool	From 28/11/16: 110 121	16 917	127 038
Hammock	From 27/3/17: 19 080	12449	31 529
Ball	From 5/12/16: 61 023	7561	68 584

2.3 Social media campaign for 2017 – ‘The Dairy Go Team’ videos and competition on social media

The ‘Dairy Go Team’ campaign is aimed at teenagers and was launched in October 2017. It engages with the target audience in a fresh way. The campaign communicates the many benefits of dairy through videos that are posted on the Dairy Gives You Go Facebook page and website.

The Go Guy is a very distinctive brand asset for Dairy and announced a competition in October 2016 and invited a ‘dairy team’ to help him spread the word about the benefits of dairy.

The Dairy Go Team videos consisted of three sporting characters that introduced three health benefits of dairy i.e.

October 2017: Introductory video

November 2017: Skateboarder: Introduced strong bones

December 2017: School body builder: Introduced muscle recovery through dairy

January 2018 Hockey player: Healthy teeth

The first video served as an introductory video and used Go Guy to introduce the launch of the ‘Dairy Go Team’ campaign and competition on Facebook and explained to the online community asking them to share why they should be part of the team and invited them to engage with dairy.

The videos can be viewed on the Dairy Gives You Go Facebook page or on www.dairygivesyougo.co.za

For this project, the Board of Directors of Milk SA approved that R 120 000 be moved from the research budget to digital production budget.

Video	Viewed on Facebook
Introductory video	26 305

Video: Strong bones/ skateboarder	31 715
Video: Strong teeth/Hockey player	15 02
Video: Recovery/ body builder	Not available yet

2.4 Television and social media campaign awards

The television and social media campaign was entered into the International Dairy Federation's (IDF) International Milk Promotion Groups (IMP) trophy and was elected as one of the three finalists. The winner was announced at the IDF-WDS in Belfast in October 2017. Norway won the trophy in 2017.

2.5 DAIRY GIVES YOU GO WEBSITE: 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.

There are three themes on the website:

Every day: and the role of dairy

Sport and dairy

Strength: the benefits of dairy

The television advertisements, GoGuy videos and tasty treats can also be viewed on the website.

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%

Website stats for the period April to June 2017 inclusive

Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
688	538	1 065	1.55	00:01:07	75.44%

Website stats for the period July - September 2017 inclusive

Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
889	766	1345	1.73	1.02	71.68

Website stats for the period October – December 2017 inclusive

Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
688	552	1300	1.91	1:09	67.07

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

dairy gives u

dairy

dairy advert

dairy gives you

dairy gives you go - hammock

2.6 DIGITAL ADVERTISING

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, three 'Tasty Treats' videos were developed. The Tasty Treat videos supported the 'Dairy team' videos and different smooties were developed using milk, yoghurt or maas. The Tasty Treats can be viewed on the DGYG web page and the 'rediscoverdairy' website.

Month 2017	Tasty Tuesday Treat	Views
February	Spicy Chicken Cheese Taco's	9460
February/March	Chocolate panacotta	2311
April	Easter explosion	18 187
May	No bake oreo cheesecake	14 255
June	Cherry Tomato & Mozzarella Pasta	1495
July	Breakfast Cup	57 249
August	Cinnamon French toast	384
September	Mexican omelet	18 270
October	No tasty treat	
November	Green Machine Protein Shake	10793
December	Berry blaze protein shake (recent)	183

2.7 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The 'dairy gives you go' Facebook page posts four new messages on the Facebook 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

2.7.1 Analytics related to the Facebook page for this period

Facebook video views are inclusive of all video content namely TV advertisements plus Go Guy , the 'dairy team' videos 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.

The following table presents the analytics results for the Dairy gives you go Facebook page:

	January – March	APRIL - JUNE	JULY – SEPTEMBER	October - december
Analytics	Number			
New Fans	2 087	2 289	1826	1941
Total Page Likes	50 318	52 639	54009	54945

Total Impressions	1 112 930	891 514	4 144 557	2 014 797
Total Reach	918 092	789 781	3 275 550	71673
Total Video Views	43 839	52 428		98094
YouTube Views	267	91		447
Facebook Views (3 seconds or more)	43 572	52 070		
Facebook Views (10 seconds or more)	25 865	14 6909		
Competition Entries*	494	497		201

*Winners are identified twice monthly

2.8 CONSUMER PRINT CAMPAIGN

2.8.1 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. In total the CEP published twelve printed advertorials in Huisgenoot, DRUM, You, Kuier and Move; participated in two Stokvel events, organised by Move publication; published two digitorial for Huisgenoot and Drum, which included a Facebook promotion, twitter and newsletter blurb.

The additional budget allowed the CEP to publish four more advertorials in Club X, Sports Club, Sowetan Soccer, and one more digitorial for DRUM magazine. Two of the advertorials focussed on the role of dairy in sport.

The following table presents the consumer print outputs:

TITLE	PUBLICATION	Date 2016
Milk Matters	Move	30 March 2017
Stokvel presentation, KZN1 The CEP presented the health benefits of dairy	Move!	25 March 2017
I can feel it in my bones	Move!	31 May
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	June issue
The Dairy solution to Lactose Intolerance ²	DRUM Digital	1-31 July 2017
Die suiweloplossing tot lactose-intoleransie ²	Huisgenoot Digitaal	1-31 July 2017
Flavoured Milk – a firm favourite for your child's nutrition	Move!	26 July 2017
Stokvel presentation, Gauteng1 The CEP presented the health benefits of dairy	Move!	5 August 2017
Gegeurde melk – 'n gunsteling in kindervoeding	Kuier	23 August 2017
Melk maak saak	Kuier	6 September 2017
Simply amasing Amasi	Move!	27 September 2017
Die regte keuse is koeimelk	Huisgenoot	26 October 2017
Get real with Cow's milk	DRUM & YOU	26 October 2017
Been gesondheid	Kuier	15 November 2017

Amasi is fantasies!	Kuier	13 December 2017
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(1)Stokvel:

The Stokvel presentations were aimed at 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)Digital on You and Drum website and Facebook pages

The digital advertorial on Lactose intolerance appeared on both Huisgenoot and DRUM magazines' digital page for the whole month of July. It consisted of an infographic on Lactose intolerance as well as script on how to enjoy dairy in spite of lactose intolerance. The placement was boosted by a Facebook posts on HG and DRUM's Facebook page (base copy and image with a link to the advertorial and CEP's FB page). It was also advertised on the readers sponsored newsletter and a Twitter message with an infographic/image and a link to the advertorial. The advertorial was further accompanied by 2 web banners and a top banner on the landing page. The banners also served as advertisement to the advertorial.

The results of the digital campaign were as follows:

Total reach:	349 904
Total engagement:	11 356
Page views:	4 114
Facebook performance:	324 906 with 10 941 likes, shares and post clicks
Twitter performance:	6 716 impressions and 74 engagements
Newsletter performance:	50 647 delivered with 8 154 opened and 267 click throughs
Banner adverts:	6 014 impressions with 74 click throughs

2.9MEDIA LIAISON ACTIVITY

2.9.1Editorial 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	30 March 2017
Keep your bones healthy and strong	Move magazine	31 May 2017
Reducing the risks of lifestyle diseases	Move magazine	27 September 2017

2.9.2Trade publications

Trade publications such as Dairy Mail, Farm Link, Food and Beverage Reporter and Milk Essay are considered 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	Dairy makes the world go round	February
DAIRY MAIL	MMM is for milk	March
DAIRY MAIL	Say yes to cheese	March

DAIRY MAIL	Flavoured milk is good for children	May
DAIRY MAIL	The right start	June
DAIRY MAIL	Dairy is good for you	August
DAIRY MAIL	Milk and dairy: the art of recovery after sport	September
DAIRY MAIL	Celebrating milk in schools	December

2.9.3 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			APRIL – JUNE 2017	
Press Coverage	Number of articles published	Rand value	Number of articles published	Rand value
Consumer magazines	63	R 1 146 881,75	19	R 474 847,46
National newspapers	11	R 185 239,81	3	R 49 606,80
Regional press	50	R 421 263,95	28	R 273 141,76
Trade press	7	R 208 724,57	2	R 37 568,70
Online coverage	64	R 853 388,39	65	R 1 005 761,15
Health professional coverage	7	R 61 595,74	0	R 0,00
Radio			6	R 321 446,85
TOTAL COVERAGE	202	R 2 877 094,21	121	R 2 162 372,72

JULY – SEPTEMBER 2017			OCTOBER – DECEMBER 2017	
Press Coverage	Number of articles published	Rand value	Number of articles published	Rand value
Consumer magazines	18	R 355 118,98	14	R 522,698.64
National newspapers	1	R 20 666,38	1	R 15,486.45
Regional press	12	R 141 980,79	20	R 202,694.76
Trade press	2	R 82 800,00	0	R 0.00
Online coverage	56	R 1 104 800,05	75	R 1,536,941.48
Health professional coverage	0	R 0,00	1	R 19,784.70
Radio	0	R 0,00	0	R 0.00
TOTAL COVERAGE	287	R 1 705 366,19	111	R 2,297,606.03

2.10 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.

These are:

Consumer leaflets

Dairy: The whole story – what's in the milk isle

Bones: Remember to take care of your bones

Sport Nutrition: Give athletes a boost with dairy

The process of heat-treating milk

Two separate leaflets for the dairy industry under the umbrella title of 'Dairy: your health and performance' (previously titled: Know Your Product) with focus on:

Dairy essentials

Healthy bones healthy you

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

The teacher's guides are being revised and edited to condense the existing teacher's guides for grades 1-3 and grades 4-7, in order to reduce the cost to reproduce the teacher's guides in future. The teacher's guides currently consist of 20 pages each and the CEP envisages it to be reduced to 8-12 pages. Although the revised teacher's guides will be available electronically (as is the existing teacher's guides) a limited number of teacher's guides hard copies are required for distribution to schools in low income regions as these schools do not have adequate budget to print copies at the school.

Advertorial are considered in school related publications to create awareness of the CEP school project among other educators.

PUBLICATION	TITLE	DATE 2017
The SA Schools Collection 2017	Learning material for teachers and learners by the Consumer Education Project of Milk SA	Annual publication April 2017
Trinity schools' publication	Flavoured milk can help children achieve their nutritional goals	September 2017

2.11.1 Worksheets for the website and E-Classroom website

Worksheets are developed and placed on the E-Classroom website, 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 more exposure. It is estimated that each worksheet downloaded from the EClassroom website is used by at least sixty learners.

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

JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2409	1537	1722	1306	2085	1908	1111	1231	1012	954	781	406

Total downloads for the fourth quarter in 2017 were 2141 and in total for the year were 16 462

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

Importance of dairy in the diet

Dairy diary

From the farm to the fridge

2.11.3 School Milk Day celebrations, 27 September 2017

A meeting was held on 22 May 2017 with the MPO and the Department of Education to discuss World School Milk Day in September 2017. The CEP provided educational material for the events that were planned by the DBE and the MPO.

On 27, 28 and 29 September 2017, the CEP, MPO, the Department of Basic Education (DBE), six provincial education departments (the Western Cape, Eastern Cape, Free State, Gauteng, KwaZulu-Natal and North West) participated in celebrating World School Milk Day with the theme "Dairy Gives You Go". The aim of the celebration was to increase awareness and highlight the significance of milk in a balanced diet, where milk comes from, how it is processed, as well as the nutritional benefits and the importance of milk for growing children.

Milk, flavoured milk or *amasi* sponsored by milk processors was distributed to almost 6 500 learners at participating schools. The eight schools in the six provinces were presented with learning material developed by CEP, to guide teachers and educate learners about the nutrition and health benefits of milk and other dairy products.

At the festive events at the schools the learners celebrated milk with song, dance and rhymes. The highlight of the celebrations was the prize-giving ceremony where the winners of the dairy-themed pictures and colouring in competitions received their prizes sponsored by the MPO and various milk processors.

The CEP attended activities at the following schools:

27 September 2017: Groot Brak Rivier primary school. The project coordinator and Mr Mahlangu attended the event and presented to the learners on 3-a-day-dairy.

28 September 2017: Bloemfontein primary school: The dietitian of the Project attended the activities and presented to the learners on 3-a-day-dairy.

28 September 2017: Atteridgeville Primary school: Mr Mahlangu attended the activities and gave a presentation to the learners on 3-a-day-dairy

18 October 2017: Coega Primary School in Port Elizabeth. Mr Mahlangu attended the activities and gave an presentation to the learners ofn 3-A-Day Dairy

2.11.4 Distribution of school curriculum educational material develop by the CEP

On request, existing educational material for schools, as developed by the CEP, are distributed as set out below:

Number of schools	Products	Dates
School Milk Day 8 Schools	Gr 1-3 Teacher's Guides x 42 Posters x 60 Fact sheets x 3000 Competition x 206 Gr 4-7 Teacher's Guides x 45 Posters x150 Fact Sheets x 3500 Competition x 206	27 – 28 September 2017 18 October 2017

2.11.5 Audio visual for school project

An audio visual (AV) was produced for the school project in 2015 and is distributed to schools on an ongoing basis. 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.

2.11.6 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.						
	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
April	245	751	2,7	87%	57,55%	2:12
May	251	779	2,1	83,70%	56,55%	2:01
June	253	728	2,65	84%	61,82%	2:10
July	200	500	2,19	90%	68,42%	1:39
August	197	493	2:11	89,00%	63,77%	1:44
September	201	502	2:15	86%	69,43%	1:29
October	286	920	2,96	90%	58,84%	2:37
November	265	878	2,17	84,02%	58,36%	2:01
December	98	249	2,2	84%	63,72%	2:08

2.11.7'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 organisations such as Milk SA, SAMPRO, MPO, International Dairy Federation and Global Dairy Platform

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

The number of visits and time spent on the website remains constant.

Rediscoverdairy.co.za analytics for 2017. Total page views: 13012 for 2017						
	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
April	564	851	1,37	88,10	84,54	0:58
May	576	1008	1,56	86,20	79,07	1:17
June	588	879	1,46	81,10	77,89	1:12
July	578	1174	1,71	80,44%	77,96%	1:23
August	589	1266	1,91	82,32%	69,87%	1:34
September	601	1241	1,87	80,90%	73,40%	1:31
October	665	1471	1,78	77,86%	79,98%	1:38
November	633	1549	1,55	74,59%	73,38%	1:27
December	131	941	1,21	65,43%	71,89%	1:39

2.11.7.1Top 'dairy' search words for the 'rediscoverdairy' website

The following topics searched on google resulted in visits to the 'rediscoverdairy' website:
October: amasi drink; benefits of maas; composition of cheese; dairy and sports nutrition, dairy forum South Africa; eating maas, how much fat does maas have; maas/milk; zinc in inkomasi; the health benefits of maas.
November: dairy gives you go sprinter; composition of cheese; maas; the dairy 3; dairy gives you go
December: three a day dairy; trace components on milk; nutrient composition of cheese; nutrient composition of dairy products; benefits of maas.

2.12 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 is scheduled to take place from 9-15 October 2017.

The theme for 2017 was: "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 with the Department of Health and other organisations also involved with NNW, that was held on:

30 March 2017 to discuss the theme and activities for 2017.

10 May 2017, discussion of key messages and support documentation

26 June 2017 to discuss the infographic, and supporting documents

21 September 2017: presented an overview of the Project and discussed Nutrition Week proceedings.

NNW took place the week of 9-15 October 2017. The website can be visited for detailed information regarding the theme: Re think you drink. <http://www.nutritionweek.co.za/NNW2017/>

2.13 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.

2.13.1 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.

2.13.2 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 1 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.

2.13.3 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	-

2.13.4 Training of Nutrition Advisors and Health Promoters

Nutrition Advisors and Health Promoters are individuals with basic nutrition and health education who are employed by the Department of Health (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 AWUZWE, an organization that specializes 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 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 and Health Promoters of the 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 TO DATE IN 2017	757

2.13.5Mystery 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 were presented on 12 July 2017.

Two questionnaires were compiled for conducting interviews with health promoters in the Northern Cape and Free State provinces. Both open-ended and closed questions were included. Interviews were conducted telephonically in the respondent's preferred language at a time convenient to the respondent. Contact details of the respondents were obtained from a database supplied by the Consumer Education Project of Milk SA.

Sample size: 56 respondents

Training recall rate: 100%

Results can be obtained from: MQ Market Survey 2017, click on link below

<http://www.rediscoverdairy.co.za/home2015/about-cep-2/members-section/presentations-clips->

[and-research/](#)

Summary of results:

75% of respondents reported that they had received the Dairy Clinic tool and pamphlets for handouts, while 89% received the laminated visual aids.

84% indicated that the training material are most useful.

Training event and material was well understood and gave health promoters confidence to utilize the training tools when presenting the dairy message in-front of people.

2.13.6 Audio visual for the wellness project

The additional budget has allowed for the project to develop an educational video for the Wellness Project (PRJ-0165).

An educational video was produced for the Wellness project. The content of the video will capture the lesson plan for Nutrition advisors and Health Promoters and will also be suitable for higher grades school learners. The audio visual is titled: Why dairy is good for you.

The 5min long video was completed November 2017 and can be viewed on the www.rediscoverydairy.co.za website.

2.14 THE ROLE OF DAIRY IN PSORT

Dairy Awareness at Premier League Hockey(PHL) for teenagers

The CEP identified an opportunity to promote dairy among young sports people, in particular school level hockey players. Hockey players are being lifetime consumers. They start playing very young, through high school, university, club level and onto a masters level. This provides an opportunity to impact on a consumer at an early age and be with them along their hockey journey.

Male and female consumers are targeted of different ages, a mixed race with the support of a strong development programme such as the PHL.

The PHL is a new tournament (2nd year running) and therefore It receives television broadcast coverage – SuperSport broadcast the tournament, maximising CEP exposure and providing educational communication opportunities, extending the communication messages from players to the public watching, to a national audience.

Dairy awareness at the PHL tournament

The target audience was 15-19yrs (29%) (although other age groups also play hockey), mixed races. All players must have provincial status in order to qualify for the PHL.

Dairy awareness was created by the bill-board on the perimeter of the hockey field, This was also visible on television, SuperSport channel.

Approximately 30 matches were played from 25 November – 12 December 2017

The dietitian, Nicki de Villers, and the project coordinator attended the games and players were addressed by the dietitians and leaflets on role of dairy in sports nutrition

The Project arranged for flavoured milk from different processors to be distributed to all the players throughout the tournament.

Social media campaign on Facebook communicated the results.

No Non-achievements / underperformance has been reported

Goal 2 - Specialized communication

Achievements

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
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
Dairy foods and cancer prevention	SAJCN	October
Are plant-based beverages as good as cow's milk	ADSA Mailer	October
Amazi- simply amazing	Nursing update	November
Are plant-based beverages as good as cow's milk	SAJCN	December

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 and cancer prevention	May
Are Plant based beverages as good as cow's milk	July
The role of dairy in cardiovascular disease	November

3.2.3 Association for dietetics in South Africa (ADSA), presentations and hand-outs at ADSA events.

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. Specific topics for presentation purposes are requested from the CEP.

Titles of presentations at ADSA CNE events and list of hand-outs by the CEP	ADSA	Nr OF PEOPLE	DATE 2017
Dairy and healthy snacking	Middelburg, ADSA		9 February
Project presentation and leaflets	North West University		26 May
So, what's in your milk? Provided pamphlets, CPD article and DBN booklets for the delegate bags.	Ermelo ADSA	35	31 May
The great debate: Dairy or not?	ADSA, Gauteng South	85	22 June
Provided 'dairy gives you go' congress bags and USB sticks	University of Free-state	120	22 June
Lactose and galactose: health benefits (Prof Corinna Walsh) Leaflets and CPD articles	Stellenbosch University	150	31 June

ADSA website liaison with dietitians

World Milk day infographic	ADSA mailer	May 2017
Notification/ invitation to CNE event on 18 October	ADSA notice	August 2017
Are plant-based beverages as good as cow's milk	ADSA mailer	October 2017

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 PRESENTTION	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 the Free State	32	Project presentation	Distributed USB tools	17 March
University of Cape Town	17 students 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
University of Stellenbosch	36	Project presentation	Distributed USB tools	28 June
University of Pretoria	34	Project presentation	Distributed USB tools	21 July

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.

Name of institution/HOSPITAL	Number of DIETITIANS	Educational PRESENTATION	Educational TOOL HANDED OUT	Date 2017
FREE STATE: Universitas	9	Project presentation	5	9 June
Nasionale hospitaal	5	Project presentation	3	9 June
Palanomi	6	Project presentation	4	9 June
WESTERN CAPE: Grootte Schuur Khayalitsha	10 4	Project presentation	10	26 June
Tygerberg hospitaal	19	Project presentation	15	27 June
Rooikruis	6	Project presentation	6	30 June
	59		43	

3.3.4 Distribution of educational products that were requested:

As a result of the training at clinic level and visits to hospitals, requests were received for educational products developed by the CEP. These are posted as requested.

The following requests were received:

REQUEST RECEIVED	PRODUCTS DISTRIBUTED
Kimberley Primary schools Kennith Kouberg Lerato Rooibaadtjie Jeremiah Tebogo Mokalala	Clinic Educational tools x 3 Fact Sheets for clinics School programme grades 1-3 and grades 4-7
Welkom: Shirmonique Coetzee primary school Thaba-Nchu: Noluvo Fathuse primary school	School programme grades 1-3 and grades 4-7 Teachers Guide (grds 1-3) x 4 Posters Farm to Fridge x 4 Fact sheets Farm to Fridge x 800 Teachers guide: grades 4-7 x 4 Posters (grades 4-7) x 4 Fact sheets grades 4-7 x 800 Materials posters x 4
Red Cross Hospital, Western Cape	School programme grades 1-3 and grades 4-7 Poster: Have milk, maas and yoghurt

3.3.5 Reprinting of educational material

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)
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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.

3.4.1 CPD articles: articles are distributed at CNE events and dietitians complete the questionnaires in order to earn extra CPD points. Articles are also available on the www.rediscoverdairy.co.za website for dietitians to download and submit to the CEP for evaluation and allocation of CPD points.

Name of article	Date
Nutrient density: principles and evaluation tools	31 May 2017
Dairy foods and cancer prevention	30 June 2017

3.4.2 CPD article on the 'Rediscoverdairy Website

A new menu item was introduced on the www.rediscoverdairy.co.za website for dietitians: CPD activity

Dietitians have to register on the website and then have access to peer reviewed articles. Eleven articles were identified, accreditation obtained from authoritative bodies and posted on the website. Each article is accompanied by a questionnaire that must be completed by the dietitian in order to obtain CPD points. This menu item has been active since 1 September.

By end September 165 dietitians had registered.

Article no	Name of article	Total responses
1	Milk and Dairy products: good or bad for human health? An assessment of the totality of scientific evidence	65
2	Dairy food and Cancer Prevention	57
3	Case study: The Role of Milk in a Dietary Strategy to increase Muscle Mass and Improve Recovery in an Elite Sprint Kayaker	25
4	A comparison of the Nutritional Value of Cow's milk and non-dairy beverages	29
5	An introduction to the revised food-based dietary guidelines of South Africa including paper on Have milk maas or yogurt	25
6	Food consumption and the actual statistics of cardiovascular diseases: an epidemiological comparison of 42 European countries	21
7	New strategies in sport to increase exercise performance	18
8	Nutrient density: Principles and evaluation tools	26
9	Whole dairy matrix or single nutrients in assessment of health effects: current evidence and knowledge gaps	31
10	High intake of regular-fat cheese compared with reduced-fat cheese does not affect LDL cholesterol or risk markers of the metabolic syndrome: a randomized controlled	24
11	Ethical challenges in Infant Feeding Research	38

A total of 359 articles and related questionnaires were completed from September to December 2017.

3.4.3CPD event planned for dietitians and nutritionists.

DAIRY DAY: The project held a Continuing Nutrition Event (CNE) on 18 October 2017 at the Irene Farm. It was attended by 115 delegates, mostly registered dietitians.

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

The speakers were

Tushcka Rheynders: Are you milking your beverages for all they are worth: a view on plant based beverages

Prof Renee Blaauw: Research round-up: Dairy and cardiovascular disease

Rina Belcher: Let's get cheesy

Verity Price: learn to think differently and act on your ideas to ensure you achieve your goals

Prof Louise van den Bergh: Sizing up lactose in Milk and Dairy

Monique Piderit: The fermented food frenzy

CEP: Meet Amazi

During the tea-break, smoothies prepared with Amazi and yogurt, were served. Lunch was served to all delegates. The delegates who were qualified dietitians received 5 CPD points for attendance and a certificate was issued to each dietitians.

This was the second time that the CEP presented a CNE event and it has gained popularity among dietitians.

3.5 ON-LINE EDUCATIONAL TOOL

Budget: PRJ- 0182

The CEP has developed a menu item on the Dairy-gives-you-go (DGYG) website that will provide health conscious consumers the opportunity to find dairy related information in user friendly format. If the visitor / consumer is interested in more detailed information, they will be directed to the 'rediscoverdairy' website. The tool is titled: Ask Dairy and will be promoted on mobile devices although it will also be on the Dairy Gives You Go Website under the menu item: Ask Dairy.

The purpose is to provide additional information about dairy to consumers in a user-friendly manner. Consumers can search for any topic on dairy by using the Google search engine, and be taken to the website. The on-line tool also makes information on the health and nutritional benefits of dairy and general information on dairy health and nutrition easy accessible at any time and place

The on-line tool was reviewed by the Technical Advisory Committee of the CEP in April 2017. A small task-team was formed to develop the content for the on-line tool consisting of the project coordinator, the dietitian of the project and two members of the Technical Advisory Committee. The questions and answers document were evaluated by one of the members of the Technical Advisory Committee. There are 90 questions and each has a suitable answer and is referenced. The screening tool for dairy consumption i.e. calcium intake has been drafted and tested for ease of use on the website. The task team reviewed the prototype of the on-line tool on 4 December 2017 and made recommendations to the developers. The tool will be completed in the first quarter in 2018.

3.6 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.

3.7 RESEARCH

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

Budget: PRJ-0165: R 550 000

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/>

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

This survey was conducted in electronic format during November 2017. The questionnaire was tested first to ensure all the questions were relevant to the study. The results are being analysed and will be available by end January 2018 and will be included in the annual report.

3.8 SUMMARY OF PARTICIPATION IN CONFERENCES AND PRESENTATIONS BY THE PROJECT COORDINATOR OR THE DIETITIAN

9 February 2017. ADSA regional meeting, Middelburg. Dairy and healthy snacking. Presentation by the dietitian of the CEP.

9 May 2017: SA Society for Dairy Technologists, symposium. Kievitskroon, Pretoria. Project coordinator presented: The value of consumer education and interaction with the IDF.

26 May 2017: North West University, Potchefstroom. Project presentation by the project coordinator.

31 May 2017: Ermelo: ADSA. So, what's in your milk. Presentation by the dietitian of the CEP.

22 June: ADSA, Gauteng South. JHB Country Club. The great debate: Dairy or not? Presentation by the dietitian of the CEP.

28 June 2017: University of Stellenbosch, ADSA CNE. Lactose and galactose, health benefits. Presentation by Prof Corinna Walsch, member of the Technical Advisory Committee of CEP.

28 July 2017: University of Pretoria: presentation to dietetics personnel: Overview of the Project

21 July 2017: University of Pretoria: presentation to dietetic students (34): Overview of the Project

23 August 2017: Nestle Farmers Day: Mosselbay. The project coordinator presented and overview of the project at the event.

26 September 2017: University of Pretoria: The dietitian of the project presented and overview of the role in dairy in the diet to the 4th year Food Science Students

3-6 September 2017: SAAFOST 22nd Biennial International Congress and Exhibition; Century City Convention Centre, Cape Town. Project Coordinator attended and presented in the Dairy session: Efforts to promote increased consumption of dairy is warranted: Driving dairy consumption through consumer education.

- Dr Friede Wenhold presented at SAAFOST congress on behalf of the CEP: Dairy and Cancer Prevention.

7 September 2017: Ilse Workshop: Century City Convention Centre, Cape Town. The dietitian of the project attended the workshop presented by ILSI (International Life Science Institute, SA: 'Are South African consumers moving towards healthy eating'

10 October 2017: Dietitian of the project presents the nutritional properties of dairy to the 4th year Agricultural students at the University of Pretoria; 32 students attended.

12-13 October 2017: MPO Agri Expo in Stellenbosch. 3000 school learners attended the presentations by the dietitian of the Project.

20-24 October 2017: Dietitian of the project attend the Food and Nutrition Conference and Expo in Chicago. This trip was a result of the dietitian winning a prize from Nutrition Solutions.

World Dairy Summit: International Dairy Federation held in Belfast, Northern Ireland from 29 October to 3 November 2017. The theme was 'Making a difference with dairy'

- The project coordinator and the dietitian of the Project attended the IDF-WDS, 27 October – 2 November 2017.

- The project coordinator presented the Television and Social media campaign as part of the International Milk Promotion group (IMP) trophy award.

- The project coordinator attended the IDF WDS business meetings for the Standing Committee of Marketing and chaired the IMP business meeting.

- The dietitian of the project attended the business meetings of the Standing Committee of nutrition and health.

- The dietitian of the project chaired one of the sessions of the Nutrition conference.

Poster presentations at IDF WDS 2017: The project presented three posters at the IDF i.e.

- Effectiveness of a training initiative on "Have milk, maas or yoghurt every day": Maretha Vermaak and Christine Leighton

- An exploration of teenagers and young adult's attitudes and perceptions about dairy products:

Christine Leighton and Prof Pierre Joubert

- Dairy and cancer prevention by Dr Wenhold

15 November 2017: ESADA. 13th African Dairy Conference and Exhibition held at the Birchwood Hotel & OR Tambo Conference Centre on 15th – 17th November 2017.

- The project coordinator gave a presentation on the Project at the event.

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 participated 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)

3.10.1 International Milk Promotion group, midyear meetings

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. The midyear meetings of the Imp were held in Norway in June 2017. The project coordinator is the chairperson of the IMP and attended and participated in the meetings.

The programme was as follows:

17 June 2017: Standing committee of Marketing meeting, held in Oslo, Norway

18 & 19 June 2017: Global Dairy Platform and IMP joint midyear meetings, Oslo, Norway

21 & 22 June 2016: IMP mid-year meetings, Bergen, Norway.

The project coordinator presented a case study and a trophy entry:

Case Study: Dairy attitudes survey among health professionals

Trophy Entry: Dairy Gives You Go, television and social media campaign aimed at teenagers.

3.10.2 Standing committee of Marketing

The project coordinator attended the IDF WDS business meetings for the Standing Committee of Marketing and chaired the IMP business meeting.

IDF-WDS, Belfast, October 2017: The project coordinator presented the Television and Social media campaign as part of the International Milk Promotion group (IMP) trophy award at the WDS-WDS in Belfast in October 2017 during the marketing conference.

The trophy entry was one of the three finalists and the winner was announced at the IDF-WDS conference in Belfast in October 2017. The winner was Norway.

The report on the IDF-WDS 2017 was submitted to the IDF National Committee

3.10.3 STANDING COMMITTEE OF NUTRITION AND HEALTH (SCNH)

The attendance of the dietitian at the SCNH midyear meetings was made possible with the assistance of the additional budget of R 30 000 (PRJ-0165).

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.

Nutrition Reviews developed by the CEP were shared with the SCNH i.e.

Plant based beverages

Dairy and Cancer prevention

3.10.3.1 SCNH, Mid-year meetings

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.

IDF-WDS, Belfast, October 2017. The dietitian of the project attended the business meetings of the Standing Committee of Nutrition and Health at the IDF-WDS in Belfast in October 2017.

3.11 WORLD MILK DAY (WMD)

World Milk Day was held on 1 June 2017.

The Project participated in WMD by developing an infographic on the health benefits of dairy. The infographic was distributed by email to all dietitians who are registered with ADSA. The infographic is also available on the www.rediscoverdairy.co.za website.

The Dairy Gives You Go Facebook page posted nutrition and health posts on a daily basis during the week of 29 May – 2 June, including a competition to engage with consumers regarding WMD.

3.12 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. A databank of photographs of different dairy products with the rediscoverdairy logo is available and can be used by the industry.

3.13 REDISCOVERY DAIRY NEWSLETTER

The first issue of the Rediscover Dairy newsletter was introduced in September 2017.

The purpose of the newsletter is to remind the industry about the CEP; highlight new products or messages and give a health message. The target audience is the Dairy industry, Milk SA, MPO and SAMPRO. It will be published 3-4 times per year in electronic format and emailed to a specific data-base.

The first newsletter covered:

Plant based beverages; Protein in dairy; lactose intolerance and cancer and dairy

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	SVO, Nov.pdf
Unnecessary spending during period	No

Popular Report

[PRJ 0137, Business report, 4th quarter.pdf](#)

Additional documentation

[Quarterly report, 4th Quarter, 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