



## ***Consumer Education Project of Milk SA - 2016 unused funds***

(PRJ-0182-2017)

### ***SAMPRO: Consumer Education Project of Milk SA***

***Year 2017*** (January 2017 till December 2017)

#### **Project goals**

**Goal 1 - Production of a 10-minute audio visual for the Clinic wellness project to present the lesson plan to nutrition advisors and health promoters in an electronic format (R82 000)**

##### ***Achievements***

###### **Goal 1: Audio visual for Wellness project**

The additional budget has allowed for the project to develop an educational video for the Wellness Project.

The content of the video captures the lesson plan for Nutrition advisors and Health Promoters and is also 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](http://www.rediscoverydairy.co.za) website or follow the link: [https://www.youtube.com/watch?v=4GdfaYxry\\_8](https://www.youtube.com/watch?v=4GdfaYxry_8)

***No Non-achievements / underperformance has been reported***

**Goal 2 - Research: Investigation of the attitudes, knowledge and usage of dairy products by teenagers (R230 000)**

##### ***Achievements***

###### **Goal 2: Consumer research**

The research to measure attitudes, knowledge and usage among teenagers in South Africa was conducted by UNISA Bureau of Market Research. Eleven focus group discussions were conducted in three different regions in South Africa. The results are presented in the below and can be obtained from the 'rediscoverdairy' website.

The facilitators guide and questionnaire were 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/>

**Adult survey:** 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 can be obtained from the members' section on the 'rediscoverdairy' website.

## ***No Non-achievements / underperformance has been reported***

### **Goal 3 - Health Professional Print: Completion of the educational on-line tool for health professionals (R81 479)**

#### ***Achievements***

#### **Goal 3: Health professionals: Completion of the educational on-line tool for health professionals.**

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 feature 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 was 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 developed and invites consumers to complete a questionnaire that helps them find out if they are taking in enough dairy. This section is titled: 'Do the dairy diary'.

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.

***No Non-achievements / underperformance has been reported***

## Income and expenditure statement

Income and expenditure statement	<a href="#">SVO , Dec 2017.pdf</a>
Unnecessary spending during period	No

## Popular Report

[PRJ-0182, Annual report, 2017.pdf](#)

## Additional documentation

No file has been uploaded

## Statement

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