



Consumer Education Project of Milk SA - 2016 unused funds

(PRJ-0182-2017)

SAMPRO: Consumer Education Project of Milk SA

Quarter 1 2017/2017 (January 2017 till March 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

1. Audio Visual for Wellness project

The development of this AV is planned for the second quarter

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

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.

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

TECHNICAL ADVISORY COMMITTEE

The online tool was discussed at the Technical Advisory Committee (TAC) meeting in March 2017:

Each year one meeting is held with the 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.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	Maart2017.pdf
Unnecessary spending during period	No

Popular Report

[Business report 1st quarter 2017, PRJ 0182.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