



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

(PRJ-0190-2018)

**Christine Leighton**

**Quarter 1 2018/2018** (January 2018 till March 2018)

### **Project goals**

**Goal 1 - GENERAL COMMUNICATION:** The consumer of LSM 6 to 8 as primary target market and the consumer of LSM 4 to 5 and 9 to 10 as secondary target markets. The general communication element of the project consists of the of general messages to the consumer regarding the health and nutritional advantages of dairy products and misconceptions in respect of these issues.

#### ***Achievements***

##### **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 first quarter, January – March 2018.

The project was allocated a budget of R 17 498 600 for 2018.

##### **1.2. Objectives of the project**

In terms of Regulation 1398 date December 2017 and similar regulations previously implemented, 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.

### **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:

a. Television

b. 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;

c. Schools

d. Clinics

e. Website

f. Digital advertising and Social media

g. Presentations at scientific congresses and seminars

h. Media liaison

## **2. Television and social media for 2018**

Three bursts are planned for 2018. The existing three television advertisements will be broadcast in April and June/July. The reduced budget does not allow for DSTV to be included in the broadcast package in April and July.

Strategic planning meetings were held on 27 February 2018. At the meeting the target audience, messaging and communication channels for 2018 were identified.

The target audience for 2018 -2022 will remain teenagers.

A new campaign will be introduced in September 2018, although planning for this is its initial stages.

### **2.1 Television broadcast schedule for 2018**

Using LSM (Living Standards Measure) to determine target audiences is no longer a stable audience definition for TV planning and is no longer recommended. Household income is more reliable in defining audience. The following should be considered for planning TV broadcast in 2018:

Review the audience size of LSM 6-8 and LSM 9-10

Review the average household income for LSM 6-8 and LSM 9-10

Age is a very stable demographic for measurement i.e. 13-19 years.

In light of the above, the demographics of the target audience that would be considered for 2018 are:

First two bursts: April and June/July will be aimed at income groups R 5000 – R 9999

The launch burst in September will be aimed at R 5000 – R 19 999 and DSTV will be reintroduced.

### **2.2 Television and social media campaign awards**

No awards for this quarter

### **2.3 Dairy Gives you go WEBSITE (DGYG): [www.dairygivesyougo.co.za](http://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. The 'dairygivesyougo' website is continually monitored and updated when so required.

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, Dairy go team videos and tasty treats can also be viewed on the website.

Website stats for the period January to March 2018 inclusive.

Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
639	427	1662	2.58	2.58	62.09%

## 2.4 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.

Facebook and Instagram are used for social media.  
 The 'dairy go team' campaign ran in January and February 2018. The 'Body builder' videos were posted on Facebook in January and February.  
 Tasty treats: chocolate protein smoothie was posted on Facebook in January. In February the Berry Blaze tasty treat was posted on Facebook.

Month 2018	Tasty Tuesday Treat	JANUARY – MARCH 2018
February	Chocolate protein smoothie	20 541
February/March	Berry Blaze	37800

## 2.5 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The 'dairy gives you go' Facebook page was launched in June 2014. Three 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

### 2.5.1 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.

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

	January – March 2018
Analytics	Number

New Fans	783
Total Page Likes	55 028
Total Impressions	1 782 350
Total Reach	508 687
Total Video Views	159 373
YouTube Views	531 029

## 2.5.2 Facebook and YouTube: TV ad views

The following table presents the number of times the TV ads were viewed in Facebook and YouTube and the TV ads with Go-Guy that only appeared on Facebook.

CAMPAIGN	VIDEOS	DURATION	FB VIEWS	FB TOTAL VIEWS	YOUTUBE VIEWS	TOTAL YOUTUBE VIEWS
TVC CAMPAIGN	Hammock ex GG	30"	19 084	31 557	58 291	58 358
	Hammock with GG	45"	12 473		67	
	Pool ex GG	30"	110 131	127 050	75 945	76 114
	Pool with GG	45"	16 919		169	
	Ball ex GG	30"	61 035	68 599	32 044	32 128
	Ball with GG	45"	7 564		84	

The following table presents the number of times the 'Go team' videos were viewed on Facebook.

GO TEAM			
	Strong bones guy	15"	14 082
	Recovery time guy	15"	32 828
	Strong teeth girl	15"	16 043
	3-A-DAY - Strong bones guy	40"	6 940
	3-A-DAY - Recovery time guy	40"	9 946
	3-A-DAY - Strong teeth girl	40"	30 845

## 2.6 CONSUMER PRINT CAMPAIGN

### 2.6.1 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 following table presents the consumer print outputs for Consumer Print for the first quarter:

Title	Publication	Date 2018
Get it all from dairy	Trinitorian schools quarterly publication	January – March 2018
Get it all from dairy	Crawford schools quarterly publication	January – March 2018
Kry dit alles van suiwel.	Huisgenoot	January 2018
Get it all from dairy	You	January 2018

## 2.7 MEDIA LIAISON ACTIVITY

### 2.7.1 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. No editorials were placed in this quarter.

### 2.7.2 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.

Three articles were developed for Dairy Mail but not yet published.

Calcium: who, what where and how.

Lactose intolerance.

Social media campaign: the 'dairy go-team' and related videos

### 2.7.3 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):

<b>JANUARY - MARCH 2018</b>		
<b>Press Coverage</b>	<b>Number of articles published</b>	<b>Rand value</b>
Consumer magazines	12	R 275 826,29
National newspapers	2	R 45 139,90
Regional press	5	R 170 374,34
Trade press	0	R 0,00
Online coverage	67	R 1 290 786,59
Health professional coverage	1	R 20 329,00
Radio	1	R 20 498,00
<b>TOTAL COVERAGE</b>	<b>88</b>	<b>R 1 822 954,12</b>

## 2.8 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 heattreating milk

Two separate leaflets for the dairy industry under the umbrella title of 'Dairy: your health and performance' with focus on:

Dairy essentials

Healthy bones healthy you

## 2.9 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](http://www.dairykids.co.za)

**Progress:**

The existing school curriculum project' teachers guides are being edited and condensed for grades 1-3 and grades 4-7, in order to reduce the cost to reproduce the teacher's guides in future. The English teacher's guides are in progress and the completion date is set for end June 2018.

The project coordinator attended the Forum that was presented by the Department of Basic Education's National School Nutrition Programme on 28 February 2018.

A meeting was held on 22 March 2018 with the MPO and the Department of Education to discuss World School Milk Day in September 2018. The CEP will provide educational material for the events that will be planned by the DBE and the MPO.

The theme for 2018 is 'Safe milk'

**2.9.1 Worksheets for the website and E-Classroom website**

Worksheets were 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.

**2.9.2 Number of downloads of worksheets downloaded from the E-Classroom website**

JANUARY	FEBRUARY	MARCH
673	n/a	n/a

**2.9.3 Distribution of school curriculum educational material develop by the CEP**

On request, existing educational material for schools, as developed by the CEP, are distributed. During this period no material was distributed.

**2.9.4 Rediscoverdairy/ dairy kids website**

All the communication products related to the school project are available on this website ([www.dairykids.co.za](http://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 2018.						
	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
January	144	442	2,89	88,65	61,55	1:36
February	412	986	2,74	84,15	59,96	2:18
March	401	1259	2,67	87,22	60,98	1:87

**2.9.5 '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 organisations 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.

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

rediscoverdairy.co.za analytics for 2018						
	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
January	144	442	2,89	88,65	61,55	1:36
February	412	986	2,74	84,15	59,96	2:18
March	401	1259	2,67	87,22	60,98	1:87

### 2.9.5.1 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 2018		
January	February	March
how to make maas from milk	composition of full cream milk	does maas make you fat?
is maas fattening	how is the milk different from the maas	important minerals we get from milk,cheese and yoghurt
is maas good for you	maas vs buttermilk	is there lactose in full cream yoghurt
	rediscover dairy	maas milk benefits
calcium containing dietary food	what is maas milk	
content of milk	benefits of full cream maas	dairy components of a balanced diet
does maas have fat?	buttermilk and maas	what does maas do in human body
lactose foods benefit	can baby eat maas	can i substitute fullcream mas for yoghurt?
maas benefits	is maas fattening	
		does maas have acid
composition of cheese	composition of cheese	dairy milk gives you go adverts
maas milk		benefits of maas

### 2.9.5.2 Dairy website update

The website is being updated, re-organized and simplified in order to ensure that up-to-date information is available and that the website is easy to navigate. New web-banners have been designed which enhances the look and feel of the website and improves the navigation on the website.

## 2.10 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.

A meeting on the Department of Health's National Nutrition Week for 2018 was held on 20 February 2018. The project coordinator attended the meeting where initial planning was discussed with all the stakeholders.

## **2.11 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.

### **2.11.1 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.

### **2.11.2 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:

Leaflets developed for the continuation of the project in 2015 were translated and printed in nine different African languages i.e. Afrikaans, English, Northern Sotho, Sotho, Tsonga, Tswana, Venda Zulu and Xhos

Poster with main message i.e. Have milk, maas or yoghurt every day

Banners with the message:

Dairy is nutrient rich

Have milk, maas or yoghurt every day.

'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.

### **2.11.3 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 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 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.

Progress:

For the first quarter, Awuzwe, the black empowered company that works with CEP on the Wellness project, liaised with Department of Health's (DOH) district managers of Limpopo, North West and Eastern Cape in order to secure dates for training sessions.

Training sessions for Eastern Cape were secured for April and July.

The CEP is awaiting dates for the other districts.

A fact sheet was developed on the food-based dietary guidelines for DOH's Health Promoters.

This is distributed at training events.

Two new banners were developed and produced for use at training events. These banners carry the message of 'Have milk, maas or yoghurt every day'.

The project coordinator and the dietitian of the project met with the Manager of the Dischem's clinic division to explore opportunities to share the Wellness training programme with the nursing sisters employed by Dischem

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

### **Goal 2 - SPECIALISED COMMUNICATION: Opinion leaders regarding health and nutritional values of dairy products.**

#### ***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 2018
Lactose intolerance	Nursing Update	March 2018

### 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](http://www.rediscoverdairy.co.za) website, under nutrition review menu item.

The following two reviews were developed but not yet published.

NUTRITION REVIEWS	DATE 2018
Review 14: Calcium recommendations: why, what, who and how?	January
Review 15: Dairy and cardiovascular disease	March

### 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](http://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. No presentations were made at ADSA branches during the first quarter.

## 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. Distribution of the Dairy Based Nutrition USB was not planned for this period.

#### Update of Dairy Based Nutrition Booklet

The booklet on Dairy Based Nutrition is being revised and updated. The Technical Advisory Committee of the CEP was tasked in January with specific topics in the Dairy based nutrition booklet. Each topic is being updated with the latest scientific research results and references. Topics included are among other: hypertension, diabetes type 2, cardiovascular disease, cancer, sarcopenia.

### 3.3.2 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.

### 3.3.3 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.

### **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.

Continuing Nutrition education on the 'rediscoverdairy' website: A new menu item was introduced in 2017 on the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website for dietitians.

Dietitians have to register on the website and then have access to peer reviewed articles. In 2017, eleven articles were identified, accreditation obtained from authoritative bodies and posted on the website. Each article was accompanied by a questionnaire that had to be completed by the dietitian in order to obtain CPD points.

A second set of 11 CNE articles for 2018 have been identified and accredited. These articles focus on dairy health and nutrition, and relevant questions have been developed for dietitians to earn 20 CPD.



### **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.

### **3.7 DAIRY ON-LINE TOOL**

Progress: This product of the CEP includes a task team consisting of the CEP and two members of the Technical advisory committee and an independent dietitian.

The team has had three workshops since January where the progress of the tool is discussed and edited

The 'dairy diary' has been completed

The 'Ask Dairy' section which consists of 100 questions and answers about dairy has been completed

The dairy tool design is complete and being finalized by the developers

The dairy tool will be placed on the Dairy gives you go website and will be effective on mobile devices.

The tool should be completed by the end of the first quarter.

The dairy tool is also intended for research by a PHD student of the University of Pretoria

### **3.8 Rediscoverdairy newsletter**

The purpose of the Rediscover dairy 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.

The second 'rediscover dairy' newsletter was developed in January 2018. It was distributed through mailchimp. The topics covered in the second newsletter were:

Calcium: A fresh look at this super nutrient!

AMASI is simply amazing!

'Dairy gives you go' competition on social media

3-A-DAY educational clinic video: a useful tool for community nutrition

Continuing Nutrition Education (CNE) – online

### **3.8 SUMMARY OF CONFERENCES AND PRESENTATIONS**

3.8.1 MPO farmers days: The project coordinator presented the overview of the CEP to farmers in the Cape province:

13 March 2018: Durbanville

14 March 2018: Riversdale

15 March 2018: George

3.8.2 SASDT (South African Society for Dairy Technology): the project coordinator organized and presented at the AGM of the organization on 28 February 2018.

### **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 attended a meeting that was held on 8 March 2018 to discuss progress on the Food Safety Initiative.

### **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.

#### **INTERNATIONAL DAIRY FEDERATION**

##### **3.10.1 International Milk Promotion group (IMP) and Global Dairy Platform (GDP)**

The project coordinator has been liaising with UK Dairy in order to plan and organized the mid-year IMP meetings. UK dairy will be hosting the 2018 IMP mid-year meetings.

The agenda for the IMP midyear meetings is being planned by the project coordinator.

During this quarter, the project coordinator have participated in 2 teleconferences with GDP and IMP per month.

##### **3.10.2 STANDING COMMITTEE OF NUTRITION AND HEALTH (SCNH)**

Standing Committee of Nutrition and Health (SCNH): The dietitian of the project has been part of the teleconference held by the SCNH:

-Action team – Dairy and sustainability

-Taskforce: Dairy alternatives

Mid-year meeting in Utrecht: planning.

-The action team on lactose and galactose completed articles on:

- Milk and Mortality

- Health benefits of dairy.

##### **3.10.3 WORLD MILK DAY (WMD)**

World Milk Day will be held on 1 June 2018.

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

## Income and expenditure statement

Income and expenditure statement	<a href="#">2. February 2018.pdf</a>
Unnecessary spending during period	No

## Popular Report

[CEP Business report,. Q1, 15 April 2018.pdf](#)  
[2018.06.18 CEP Management Statements Jan-Mar 2018.pdf](#)

## Additional documentation

[Consumer Education Project, 1st quarter, Jan-March 2018.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