



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

(PRJ-0227-2019)

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**Year 2019/2019** (January 2019 till December 2019)

### **Project goals**

**Goal 1 - To effectively communicate the health and nutritional benefits of milk and other dairy products to the selected target audience through the GENERAL COMMUNICATION channels as identified by the project, relevant to each target audience**

#### **Achievements**

#### **INTRODUCTION**

##### **1 Objective of the report**

The objective of this report is to describe the outputs and the activities of the Consumer Education Project during 2019.

The project was allocated a budget of R 18 750 000.

The unused funds of 2018, of R 403 113 were approved for use in 2019. These funds are applied in respect of specific budget items as approved by Milk SA.

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

In terms of Regulation 1398 dated December 2017 and similar regulations implemented previously, 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 market for General Communication element is consumers, LSM 6-10, with meaningful spill-over to LSM 4 and 5 as agreed to by the advisory committee. LSM 6-7 groups have an income of approximately R 5 000.00 to R 9 999.00 an LSM 8-10 can have an income greater than R19 999.00. LSM indicators are used to determine target audiences for the different elements of the Project.

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.

Reason being 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 and Social media

Presentations at scientific congresses and seminars

Media liaison

## **2. Television and social media for 2019**

### **2.1 Overview**

The Alien/dairy space race campaign consisted of a TV ad of 30" flighted on television and a 50" flighted on social media and an online game.

The campaign was aimed at teenagers and consisted of a television advertisement and an online game on the 'Dairy gives you go' Facebook page.

The 'Dairy gives you go' communication campaign takes dairy out of the kitchen and makes it 'cool' by presenting the nutritional benefits in a context that teenagers can associate with. Given teenagers' active lifestyle and nutritional needs during this critical life stage, the 'Dairy gives you go' platform positions dairy as a convenient and tasty option for obtaining much-needed nutrients.

The message of the television advertisement was supported by an online game on the Dairy gives you go Facebook page. In the game, aimed at teenagers between 13 and 19 years, the player has to 'adopt' an alien and chose a world in which it lives. Players had to feed their aliens a dairy product three times a day to improve the alien's health and mental ability. This reinforced CEP's three-a-day message, which promoted three servings of dairy a day for good health.

Registering for the game entered the player into the 'Dairy Space Race' competition. The game ran for 30 days. Each day that the player fed the alien his three servings of dairy, equated to an entry into the draw, to win a trip to the Kennedy Space centre in the USA in September 2019. During the trip, the winner engaged with fans by sharing the experience on the 'Dairy gives you go' Facebook page.

### **2.2 Objectives for the campaign**

To promote the image of dairy; promote the health and nutritional advantage of milk and other dairy products: bone health; dairy and sports

Always communicated in an accessible, relatable way.

### 2.3 Demographics of the target audiences of the campaign

13 to 19 years (spill over to 20 to 25 years)

Male & Female

Middle income group

Primarily high school students

### 2.4 Campaign roll-out – summary

Three bursts were planned for 2019. The new television advert was flighted from 15 March to 4 April 2019; 15 to 28 June 2019 and 20 to 30 September, during the school holidays, as the advertisement is aimed at teenagers.

The online mobile game was introduced on Facebook and users signed up to play the game from 15-31 March. The game ran from 8 April to 3 May 2019.

A digital advertising campaign was implemented to carry the messages of the campaign and to promote the website, Facebook page and Instagram. Banners appeared on social media sites visited by teenagers such as YouTube and Facebook.

The winner was announced on 13 May 2019 and the winner received the prize in September 2019.

### 2.5 Television broadcast schedule for 2019 and campaign analysis

The table below shows the number of times the television advert was flighted per channel during the first second and third bursts for 2019. In the case of DSTV, packages are bought. There was no TV burst in 4th quarter of 2019.

	Alien TV advert 15 March – 4 April 2019	Alien TV advert 15-28 June 2019	Alien TV advert 20-30 September
TV Channels	Number of flightings per channel	Number of flightings per channel	Number of flightings per channel
ETV	95	68	69
SABC 1	15	3	1
SABC 2	1	12	0
SABC 3	25	33	3
MNet	30	0	0
DSTV Package	15 March – 4 April	Package 15/6 -	Package 20-30 Sept

### 2.5 Campaign analysis

#### 2.5.1 Top-line results for Alien television and digital during the first burst in April 2019

##### Television results:

The 30" TV ad was flighted with a tagline to enter a competition i.e. Dairy Space Race.

ARs (Average Reach): 97% of goal achieved

(Planned ARs 530; Achieved 512 ARs;  $512/530\% = 96.6\%$ )

Reach: Aimed to reach 70% of teens and actual reach was 67.0%

Frequency: Aimed for 7.5 against teens and actual achieved was 7.7%.

##### Digital results

##### YouTube media results

The 50" TV ad was viewed on You Tube

A total of 237 947 views were delivered as opposed to the 66 250 goal and was an imperative driver to the overall awareness of the campaign.

VTR (View Through Rate) had a benchmark of 16.00% and 37.75% was achieved.

Overall the campaign outperformed the expectations on the different digital platforms. The digital banners drove viewers to the game, to sign up and play for 30 days.

### Facebook audience

The majority of the Facebook fans (those that liked the page) were women between the ages of 18 and 24.

The most engaged part of the audience and the age group reached during the campaign were both women and men between the age of 13 and 17.

Facebook	Total fans	Fan increase	Posts sent	Impres-sions	Impres-sions per post	Engage-ments	Engage-ment per post	Linked clicks
Dairy Gives you go	54 043	0.01 %	116	5 241 353	45 184.1	74 294	640.5	5 919

### Instagram

The DGYG Instagram page gained 570 new followers over the 3-month campaign period and engagement increased by 319.0% over the period. The spot prizes and posts that prompted engagement (e.g. share a pic of your alien, or tell us what your alien's hobbies are) helped to boost engagement levels.

The use of micro-influencers contributed to the increased following in this platform

### Dairy Space Race game performance

The objective of the game was for the user to evolve their alien by feeding it three dairy products per day for 30 days. In addition, there were opportunities to earn extra entries with quizzes and other activities.

#### Results:

Number of players that signed up to play the game: 2 560

Active players to the end: 2 518

Inactive players: 42

Total visits	Page views	Unique visitors	AVG duration	Pages per visit
16 030	91 959	15 118	1.24 min	2.88

Total number in target market (Age 13-19 HHI R5 000-39 999/middle income group) is 2 183 000. The campaign achieved a reach of 67.0% thus total reach was 1 462 610.

For mums (Age 35-55/Mothers/HHI R5 000 – 39 999/middle income group) – Total number in target market (1 453 000). The campaign achieved a reach of 73.0% thus total reach was 1

## 2.5.2 Post campaign analysis for all three bursts i.e. April, June and September 2019

TV ADS FLIGHTED									
TARGET MARKETS	TV APRIL 2019			TV JUNE/JULY 2019			TV SEPT/OCT 2019		
Age 13-19 HHI R 5000- R 19 999	ARs	Reach %	Frequency	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 13-19 Planned	530	70	7.5	300	59	5	224	56	4
Age 13-19 Implemented	595	67	8.7	299	58	5.2	242	54	4.5
Age 13-19 Actual	512	67	7.7	411	64	6.4	218	53	4.1

## 2.6 SOCIAL MEDIA CAMPAIGNS IN 2019

### 2.6.1 DAIRY DARES CAMPAIGN – executed during August and September 2019.

During the third quarter (August and September) the Dairy Dares campaign was introduced to Dairy gives you go (DGYG) Facebook page. Every week one exciting 'dare' was announced on the DGYG Instagram & Facebook pages calling out to the campaign followers to attempt to complete the **dare** within the week and having their friends record them. To complete each challenge, people posted a picture or video of themselves doing the **dare** and tagged @DairyGivesYouGo and #DairyDare. Once they have completed all 5 dares and **collected all the letters to spell 'DAIRY'** they entered into a draw to win a prize.. Overall the Dairy Dares campaign performed well and generated user participation, with a total of 200 entries over the five 'dares'; total impression increased by 7.0%; engagement increased by 4.3%; total followers on Instagram increased by 3.5% (46 more followers).

Processors were engaged to share the campaign on their own social media platforms. Positive engagement was received from target audience and results are presented in the 3rd quarterly report.

### 2.6.2 DAIRY COOK-OFF SOCIAL MEDIA CAMPAIGN: execute during October, November and December 2019.

The Dairy Cook Off Campaign promoted a healthy lifestyle and relationship with food. The campaign aimed to educate South Africans' on how easy and fun cooking with dairy is – and how most delicious meals contain dairy products – be it cheese, milk, cream, butter, milk etc. The campaign expanded the Dairy gives you go's social media's reach to new audiences, and to those who love food and are keen to give new, quick and easy recipes giving dairy a try. The campaign demonstrated that healthy dairy snacks and meals can be made quickly, and eaten on the go if needs be.

The content that was produced by the influencers\* was an extension of the campaign that amplified the main message – Dairy as an ingredient is not only healthy, but can be used in quick and easy recipes, and cooking and baking is fun!

## Savoury Month – October

One winner chosen by 21 October

## Sweet Month – November

One winner chosen by end November

## Festive Favourites – December

One winner chosen by end November

*\* Influencers are categorised by the number of followers they have on social media. They are used in campaigns to generate more awareness of a specific product or campaign, comparable to 'word of mouth' advertising.*

### 2.7 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 'Dairy gives you go' website is continually monitored and updated as required.

The themes on the website are;  
Every day: and the role of dairy  
Sport and dairy  
Strength: the benefits of dairy  
Do the dairy diary  
Ask Dairy  
Videos

The television advertisements, and Tasty Treats can also be viewed on the website.

### Updates on the DGYG website:

The website was updated to carry the new TV ad and social media campaigns.

Website stats for the period January to December 2019 inclusive.

	Sessions	Users	Page views	Page/session	Bounce rate
January to March	3 098	2 525	4 997	1.61	78.11%
April to June	1 406	1 080	2 964	2.87	61.89%
July to September	750	605	1 405	1.84	72.95%
October to December	1 223	1 100	1 957	1.60	79.15%

## 2.8 DIGITAL ADVERTISING

### 2.8.1 Tasty Treats:

Tasty Treat videos are short videos of recipes where dairy is the hero ingredient. Tasty Treat videos are posted on Facebook and Instagram social media platforms.

Tasty Treats: eight new Tasty Treat videos were developed for 2019

The table below presents the viewing results for the tasty treats in 2019.

TASTY TREATS		Video Duration	Facebook Views	Instagram	YouTube Views
January - March	Strawberry Frozen Yoghurt Bars	30"	46	237	50
	Apple Pie Overnight Oats	30"	6	10 854	9

April-June	Peanut Butter Custard	22"	10 590	271	3
	Cheesy Meatballs	29"	44 570	8 846	4
July to September	Cinnamon Protein Milk Punch	22"	406	5 606	Not promoted on YouTube
	Scrambled Egg Pitas	29"	54 532	N/a	Not promoted on YouTube
October to December	Cheesy Potato Bake	22"	3 364	6 047	7
	Cinnamon Protein Milk Punch	30"	34 131	5 664	8

## 2.9 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

### 2.9.1 Analytics related to the Facebook page for 2019

Facebook video views are inclusive of all 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 following table presents the analytics results for the Dairy gives you go Facebook page:

DGYG FACEBOOK	JAN - MAR	APRIL - JUNE	JULY - SEPTEMBER	OCTOBER - DECEMBER
New Fans	717	399	448	479
Total Page Likes	54 116	54 089	53 760	53 552
Total Impressions	3 322 636	3 670 796	810 806	2 477 413
Total Video Views	382 407	113 818	59 275	336 164
Total Reach	2 945 408	3 255 753	776 473	2 247 892
YouTube Views	395 126	228 123	228 091	228 116

## 2.10 CONSUMER PRINTCAMPAIGN

### Target Audience: Mothers with children

This element of the Project includes print and digital. The digital element i.e. Rediscoverdairy Facebook Page was introduced in October 2019.

#### 2.10.1 Print articles

Promotional articles are written for consumer publications with the aim to expand on the key dairy nutrition and health messages by engaging with consumers in a creative manner.

The following table presents the consumer print outputs for Consumer Print for 2019 to date:

Title	Publication	Date 2019
Die matrikseffek van die nutriënt in suiwel	Huisgenoot	January 2019
The matrix effect of dairy nutrients	You	January 2019
Children and dairy	Babies and beyond	February 2019
Kry jou daaglikse dosis Suiwel	Huisgenoot	September 2019
Get your Daily Dose Dairy	You	September 2019
Get your Daily Dose Dairy	DRUM	September 2019
So kan jy met suiwel jou bene gesond hou in elke lewensfase	Digital advertorial Huisgenoot	For the month of September
Dairy: your bone building partner throughout life	Digital advertorial You	For the month of September

The printed version of the advertorial that appeared in the 19th September 2019 issue of Huisgenoot, You and DRUM was accompanied by a sms-readers competition. Readers had to answer to the question: How many servings of dairy are recommended per day? The answer was sent by sms to a dedicated line. The aim was to measure how many people read or see the advertorial and how much exposure is obtained by publishing in these specific magazines.

**Results of the competition entries:** A total of 1 275 sms entries were received over the three publications. The Huisgenoot got 571 entries, You magazine 424 entries and DRUM 280 entries. Each magazine had one lucky winner with a prize money of R1 500.00 each.

**Results of the digital in Huisgenoot and You magazines:** The digital advertorial was boosted with the help of the magazine's Facebook page and twitter account, whereas the digital was linked to the CEP of Milk SA's Dairy gives you go website and Facebook page.

Total reach for Huisgenoot and You: 212 277

Total engagement Huisgenoot and You: 4 994

Digital page views Huisgenoot: 1 217 for average time on page of 4 min 10sec

Boosted Facebook post shares: 198

Digital page views You: 1 021 for average time on page of 3 min 45sec

## 2.10.2 The 'RediscoverDairy' Facebook page

The RediscoverDairy Facebook page was introduced in October 2019 and is aimed at the modern mom ages 25 – 55yrs).

The purpose of the RediscoverDairy Facebook page (RDD FB) is to be a portal of information and uses curated content (existing content) and some newly developed content..

There are three posts per week and 12 per month.

The following table shows the responses by consumers to the different posts from October to December 2019 and gained 1000 followers by the end of 2019.

## 2.11 MEDIA LIAISON ACTIVITY

### 2.11.1 Editorial and nutritional 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.

### 2.11.2 Nutritional enquiries from industry/consumers and media responses by the CEP

The Project was requested to assist in editing a press release for a product from a nutritional point of view. This product will be focusing on sports recovery, including protein.

Request from industry (MPO) for nutritional information for an editorial prepared for the Sarie publication. May 2019

The Project assisted Marleen Smith from Landbou Weekblad with information on fats in dairy as well as the health benefits of dairy. The article was published in the Landbou Weekblad on 14 June 2019

An editorial was developed for SA Chef's Magazine, issue 3; June 2019, titled: "Milk: There is no substitute." The editorial was in the format of an interview with the Project Manager. The insert was at no cost to the Project.

Ruth Marcus enquired about: Milk allergies and lactose intolerance. The Project responded by email

Ingrid Falck enquired about: Animal welfare in the dairy industry. The Project responded by email

To Muscle and Fitness, 'Hers' publication: The project responded to the incorrect information that appeared on the site regarding the calcium content of broccoli and milk. Correct information was submitted to the editor.

Health 24: Sugar content of full-cream milk vs fat-free milk was featured on Health 24 site. The project developed a Facebook Post on the sugar content in milk and was published on the The

RediscoverDairy Facebook

The CEP was quoted in an article published by the Daily Maverick:

<https://www.dailymaverick.co.za/article/2019-10-29-creaming-it-the-relentless-rise-of-non-dairy-milk-alternatives/> on milk and plant base beverages

### 2.11.3 Trade publications

Trade publications 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. The following table lists the publications in Dairy Mail for 2019.

Publication	Date 2019	Title
The Dairy Mail	January	Successful 'Dairy day' seminars
The Dairy Mail	January	Shipshape Sports recovery
The Dairy Mail	April	Sensational and exciting: CEP television and social media
The Dairy Mail	June	World milk day
The Dairy Mail	July	Dairy: The matrix effect (Part 1)
The Dairy Mail	August	Introducing young minds to the goodness of milk (School material)
The Dairy Mail	August	The Matric Matters: Complexity replaces simplicity (Part 2)
The Dairy Mail	August	Celebrating the Magic of Milk: 2019 World Milk Day Summary
The Dairy Mail	September	SASDT symposium: The perfect storm
The Dairy Mail	September	Dairy Based Nutrition

### 2.11.4 Media liaison monitoring

Relevant information published in the media on dairy is monitored by an independent specialized firm; 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) for 2019:

Newsclip PR for 2019 Summary			
Total PR	Total + Trade press	1199	R 13,199,745.75

Media sources	Internet	731	R 6,442,547.76
	Magazine	237	R 4,123,428.01
	Trade press	12	R 721,048.08
	National Press	25	R 167,801.68
	Regional Press	165	R 898,514.91
	Professional	11	R 71,890.40
	Radio	13	R 649,838.24
	TV	5	R 124,676.67

<b>Bloggers*</b>	<b>Total</b>	4	R 33 605.11
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\* Sponsored content for RediscoverDairy Facebook: Making use of independent bloggers to post and write scripted content on independent sites – captured by Newsclip and grouped under Internet.

### 2.11.5 Trending Topics

Topics that appear frequently in the media for a limited period of time are referred to as 'trending'. The media monitoring activity of the Project identified topics that appeared frequently in the media. The table below lists the topics that trended and shows which of these messages had a positive or negative or neutral tone.

Topics	# of articles	Positive	Negative	Open
Plant based eating	13	3	3	7
Environment	32	12	17	3
Animal welfare	10	6	3	1
Salt	12	8	0	4
Bone health	11	10	0	1
Gut health (Probiotic)	18	9	3	6
Saturated fats	14	6	3	5
Lactose intolerance	9	1	3	5
Young child nutrition	14	9	4	1
Ultra-processed foods	5	0	4	1
Allergy	13	1	3	9
Acne	5	0	5	0
Sugar	21	16	2	3
National Nutrition Week	1	1	0	0
Weight management	29	19	2	8
Hormones	4	0	2	2

### 2.11.12 Media responses

Radio and television interviews:

September 2019: The Project was interviewed on RSG Landbou on the topic: 'Die plek van suiwel in 'n gesonde dieet'

5 September 2019: Radio interview on RSG Driesestig: The Project and the CEO of the MPO

had a joint radio interview on Plant-based beverages, which was scheduled as a response interview after an interview with a plant-based beverage and -cheese manufacturer on 29th August 2019.

TV interviews: 20 August 2019: KykNet Grootplaas. The Project had a Television interview on the agricultural channel on the topic: 'Die Matriks effek van suiwel – waarom suiwel sekere gesondheidsvoordele inhou'

Groot Ontbyt television, 23 October 2019. Interview on behalf of Department of Health during the National Nutrition and Obesity week. Topic was related to the NNW'theme.

Groot FM, 25 October 2019: The Project was interviewed on lactose intolerance and allergies.

During the month of December 2019, the recording of the interviews on 23rd October and 25th October we repeated twice.

## 2.12 CONSUMER LEAFLETS

There are three 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

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

The above-mentioned leaflet was consolidated into one leaflet with the intention to translate this into different African Languages in 2020. The content of the leaflet has been completed in English, but the layout will not be designed at this stage.

## 2.13 School curriculum

The school curriculum programme is aimed at grades 1-7. It consists of two main themes i.e. 'From farm to fridge': grades R to 3  
'A guide to healthy eating': grades 5 and 6

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 programme and learning material are available on the website i.e. [www.dairykids.co.za](http://www.dairykids.co.za).

### 2.13.1 Worksheets for the website and E-Classroom website

Worksheets that carried a dairy message 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 E-Classroom, which creates more exposure. It is estimated that each worksheet downloaded from the E-Classroom website is used by at least sixty learners.

### 2.13.2 Number of downloads of worksheets downloaded from the E-Classroom website

Report	Total
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### 2.13.3 Distribution of school curriculum educational material developed by the CEP

On request, existing educational material for schools, as developed by the CEP, are distributed.

## 2.14 WORLD SCHOOL MILK DAY

World School Milk Day is celebrated annually in South Africa under the theme “Dairy gives you go!” with the supportive message “Building better bodies with dairy”. These messages highlight the importance of dairy in a balanced lifestyle. The Project, Milk Producers Organisation (MPO) and various milk processors work together to educate, supply and celebrate the wholesomeness of dairy among school going children

Working together with various partners in the milk industry of South Africa, the CEP celebrated the 20th WSMD with the governmental institutions (DBE’s NSNP) during the week of 18 September 2019. The DBE identified 15 rural schools in underprivileged areas across South Africa. The learners were engaged with the educational material and the school competitions themed around milk, as developed by the CEP. The winners of the school competitions, as judged by the various schools’ officials and the DBE, were awarded prizes on the day.

The celebration included fun activities throughout the day, starting with a walkathon through their local community. The day’s proceedings were followed by cultural singing, dancing and various plays and activities. The CEP took the opportunity to discuss the educational material with the teachers of the various schools. In some instances, the CEP made use of an interpreter to better communicate the importance of dairy with the school learners in their mother tongue. Each child, at the various schools, also received a dairy product such as a long-life flavoured milk, plain milk or a small dairy hamper comprising of various dairy products to enjoy with their school lunch.

The Consumer Scientist of the Project participated in the several events including the main celebrations which was held in Limpopo on 17 and 18 September in the Vhembe district

Events attended include:

Ikageng Primary School – Garankuwe (569 learners)

Matitivhala Primary School – Tshikwara village, HaKutama (451 learners with their parents, village elders, Department officials and the tribal leaders)

Ramaligela Primary School and Tshitambunwe Primary School – Gabeni HaRamaligela, Vhembe East District (413 Learners with their parents, village elders, Department officials and the tribal leaders)

During 2019 WSMD, the Project reached 15 rural schools and 12 000 learners with their school curriculum project.

## 2.15 WEBSITES

### 2.15.1 Rediscoverdairy/ Dairykids website

All the communication products related to the school project are available on this website ([www.dairykids.co.za](http://www.dairykids.co.za)). The posters, teacher’s guides, fact sheets and worksheets which can be downloaded from the site. The website is also linked to the ‘Dairy gives you go’ website.

### 2.15.2 ‘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. During 2019, 5500 people visited the website with page views of 14 000.

## 2.16 NATIONAL NUTRITION WEEK (NNW)

The NNW is an initiative by the Department of Health (DOH) 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 takes place 8-13 October 2019, followed by Obesity Week.

The Project participated in the NNW by participating in the compilation of communication material for the NNW and by assisting in media liaison through the twitter campaign, radio and TV interviews.

## 2.17 WELLNESS ACTIVITY

### Summary

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

During 2019, 752 health promoters were trained during 21 training sessions

Overall, the 87% of districts in the country have been reached and a total of 4009 health promoters have been trained since 2014.

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.

### 2.17.1 Promotional material used in respect of the Wellness Activity

A leaflet and a poster, that explains the nutritional value of dairy products that 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

A3 posters in sets of 6 that supports the educational message.

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

Educational video available in 6 languages.

The Project translated the clinic training video on 'Why dairy is good for you (Tumi)' in 5 vernacular languages (Zulu, Xhosa, Tswana, Sotho and Tsonga) during this quarter. These videos are now ready to be used in clinic training sessions and will also be loaded onto the Rediscover dairy website.

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' as well as 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.

## 2.17.2 Training of health promoters took place in the following districts in 2019.

During 2019, 752 health promoters have been trained.

Date	District	Number of health promoters train
<b>EASTERN CAPE: District Alfred Nzo</b>		
5 February	Matatiele	62
6 February	Mt Frere	33
7 February	Ntabankulu	32
8 February	Mbizana	40
		<b>167</b>
<b>JOHANNESBURG Metro district</b>		
19 February	Midrand, Doornfontein, Randburg, Alexandra	37
20 February	JHB CBD, Orange Farm	17
21 February	Soweto and Ennerdale	25
		<b>79</b>
<b>EASTERN CAPE: District Chris Hani</b>		
25 March	Cradock	31
26 march	Queenstown	32
27 March	Lady Frere	39
28 March	Comvimvaba	40
29 March	Engcobo	33
		<b>175</b>
<b>EASTERN CAPE: District Joe Gqabi</b>		
9 April	Aliwal North	28
10 April	Sterkspruit	44
11 April	Cala	36
12 April	Mount Fletcher	48
		<b>156</b>
<b>WESTERN CAPE: Cape Town Metropole</b>		
11 June	Belville	33
14 June*	Stikland Hospital, Cape Town	25
		<b>58</b>
<b>EASTERN CAPE: Sarah Baardman District</b>		
25 June	Somerset East	40
26 June	Grahamstown	38

27 June	Humansdorp	39
		117

\*On the 14th of June 2019, the clinic training was presented to the dietitians of the Western Cape. In addition to the normal clinic programme the dietitian on the project also were provided an opportunity for dieticians to earn CPD points. A presentation featuring the two science-based topics, was presented:

The Dairy Matrix

Dairy vs. plant-based beverages,

whereby the dietitians obtained 3 CPD points for attendance.

## 2.18 Processor Involvement Project

This initiative was introduced to processors whereby processors were given the opportunity to make use of the scientifically sound health and nutritional content that is generated by the Project. The content can be posted on their own Facebook pages or other communication platforms.

During 2019, the Project shared the following campaigns with processors:

Dairy space race

Dairy Dares

Cookoff competition

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

**Goal 2 - To effectively communicate the health and nutritional benefits of milk and other dairy products to the selected target audience through the SPECIALIZED COMMUNICATION channels as identified by the project, relevant to each target audience**

### ***Achievements***

## **3. SPECIALISED COMMUNICATION**

### **3.1 Overview**

The target market for Specialised Communication is health professionals i.e. doctors, dietitians, nutritionists and nurses. The messages communicated are based on the latest scientific information on dairy nutrition and health. The CEP makes use of a Technical Advisory Committee who work independently from the project, and are specialists in the field of nutrition and health.

Communication channels include:

Print in the form of scientific advertorials and nutrition reviews

Education material for dietitians, nutritionists and nutrition advisors

Education material for dietetic students at universities

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

Exposure on the ADSA website

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

### **3.2 Health professional print**

### 3.2.1 Scientific advertorials

Evidence-based nutrition reviews are written on research results regarding nutrition, health and dairy. These are aimed at health professionals and are published accordingly in publications read by this target audience.

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 Evidence-based nutrition review menu item. Each nutrition review article is also summarised into a scientific advertorial which is published in peer reviewed publications. The following evidence-based reviews were published:

Title	Publication	Date 2019
Iodine nutrition review	SAJCN online	February 2019
Iodine nutrition review	ADSA	March 2019
Dairy Based Nutrition	ADSA	September 2019
Dairy and cardiovascular disease	Modern Medicine	December 2019

### 3.2.2 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)) platform, especially to inform dietitians of the new information generated by the Project. The information that appears on the 'Rediscoverdairy' website as well as any new scientific information of dairy health and nutrition is shared with ADSA. During 2019, four placements were made on the ADSA platform.

During 2019, The Project presented at three ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP.

## 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.

The DBN booklet was updated in 2018; all nutrition reviews were edited and updated with new references by the Technical Advisory Committee (TAC) of the CEP.

The result is a compilation of evidence-based reviews on 26 topics on dairy science and nutrition. A handout was developed to promote the reviews which are available on the website. The short compilation, in the form of a booklet, is intended to be a convenient, accessible reference source to assist health professionals in informing their clients of the role of milk and other dairy products as part of a healthy lifestyle. This booklet provides a brief summary of each review and serves as a road map for navigating the compilation of full reviews, which can be downloaded from [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za).

The DBN evidence-based reviews will not be available in hardcopy, but only online as individual pdf files.



### **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.

A survey was sent out to dietitians who previously received the Educational tool in order to establish current use of the tool. Awaiting results.

### **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 (CNE) 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.

In 2019, 11 CNE articles were identified and accredited and posted on the Website. These articles focus on dairy health and nutrition, and relevant questions have been developed for dietitians to earn 22 CEU's. The menu item was made active from 17 April – December 2019. A notification was placed on the ADSA website in April to notify dietitians of the availability of the 2019 publications.

The following table shows the month on month results for the dietitian taking part in the CNE activity. The table shows the number of participating dietitians, followed by the number of them that have completed all 11 articles for CPD points. The last column indicates the number of articles that have been submitted month of month.

In 2019 there were 173 dietitians that participated in the CPD of the Project. 814 articles were submitted and 33 dietitians completed all 11 articles.

### **3.5 CONTINUING NUTRITION EDUCATION PARTICIPATION**

#### **3.5.1 DAIRY DAY, 23 AUGUST 2019**

Dairy Day Seminar for health professionals was held at Durbanville Hills on 23 August 2019 and 50 dietitians and nutritionists attended the event.

The Consumer Education Project of Milk SA holds a biennial seminar for dietitians and nutritionists with the purpose to reach out to health professionals regarding the new research results on dairy health and nutrition. The dairy industry cultivates a sustainable culture and the Dairy Day seminar focused on the role of dairy in sustainably nutrition.

The speakers included

Dr Friede Wenhold who presented dairy as a unique whole food for the future;

Abby Courtney who explained what makes dairy an essential food as part of a sustainable diet.

Dr Stephan Peters – Nutritionist of The Netherlands Dairy Organisation gave a practical approach on how food choices influence sustainable nutrition – this presentation was in the form of a webinar.

Dr Jonathon Whitt explained the ethics behind the EAT Lancet publication.

The delegates also visited the Fair Cape dairy farm where Dr Colin Ohlhoff addressed them on sustainable dairy farming and initiatives to recycle plastic packaging. The delegates toured the farm to observe the sustainable practices at farm level.

A Survey was sent out to the delegates to rate the event, and the feedback was overall positive.

#### **3.5.2 ADSA CNE/KZN**

On the 7th of November 2019 the Project was invited to present at the ADSA (Association for dietetics in South Africa) KZN branch provincial year end Continuing Nutrition Education meeting. A total of 60 Dietitians attended the function. The speakers and topics presented were:  
Dr Tuschka Reynders: The Dairy Matrix  
Christine Leighton: Dairy as part of a sustainable diet  
Maretha Vermaak: Dairy and health and the truth about plant-based beverages  
In addition, the CEP provided two CPD articles for the function and the delegates could qualify for a total of 5 Continuing Nutritional Units (CNU's)



### 3.6 TECHNICAL ADVISORY COMMITTEE

Each year one meeting is held with the Technical Advisory Committee (TAC) and during each year, several consultations are held with individual members.

This year, the annual meeting was held on 25 January 2019 and attended by all seven members. The Dietitian and the Project Manager presented the Project and new work conducted during 2018.

The Chair of the CEP, presented an overview of the performance dairy industry in South Africa.

### 3.7 DAIRY ON-LINE TOOL

This product of the CEP was developed in consultation with members of the TAC.

The online tool of the Project provide all the dairy-related information you need at the tip of your fingers and can be viewed on [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za).

Navigating almost like an application on your phone, the tool is easily accessible and user friendly. A simple question-and-answer format offers useful dairy-related information in brief bursts. Almost 100 entries cover questions across six categories, namely nutrition, health, animal welfare, quality and safety, environment and sustainability, and dairy products. Consumers who want to know more after reading the brief answers are directed to the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website.

In addition to the question-and-answer section, the tool includes a consumer survey called 'Do the Dairy Diary'. Here consumers can assess their daily dairy intake by answering brief questions about their consumption of milk, maas, yoghurt and cheese. Consumer are directed to the 'Ask Dairy' section at the end of the survey. The online tool will be promoted mainly on mobile devices but will also be available at on the [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za) website under the menu item: Ask Dairy. The 'search function' key that has been added to the Ask Dairy section of the website makes ease to navigate through the topics.

The dairy tool will also be used for research by a PHD student of the University of Pretoria. A section on the website will be designed that will allow the student to gather data.

### 3.8 Rediscoverdairy newsletter

The purpose of the Rediscover dairy newsletter is to remind the industry about the CEP; highlight new products and initiatives by the Project. The target audience is the dairy enterprise registered with Milk SA and the members of MPO and SAMPRO. Two newsletter were developed in 2019.

### 3.9 CONFERENCES AND PRESENTATIONS

National School Nutrition Programme of the Dept of Basic Education held a conference at Lake Hotel, Benoni and invited the Project to present: Presentation on Ensuring Milk Safety (25 February).

The CEP presented at the National School Nutrition Programme of the Dept of Basic Education's mini conference in Kuilsriver in the Western Cape on 1 June 2019.

The Project Manager presented the school programme and an overview of the Project

The Dietitian of the Project presented on 'Ensuring safe milk'

A processor provided milk samples for the delegates.

The Dietitian on the Project participate in the annual Continuing Nutrition Education (CNE) Update programme of the University of Stellenbosch. This is a 2-day event which was presented in Cape Town at the Tygerberg Campus on the 30 – 31st May 2019.

SASDT Western Cape: The Project Manager attended the year-end function in 22 November 2019.

SAAFOST (SA Association for Food Science and Technology): 14 November 2019. The Project Manager and the Chair of the Project presented on the South African Dairy industry and the International Dairy Federation.

ADSA CNE event: 7 November 2019, KZN (refer point 3.5)

18 October 2019. Stellenbosch University awards event for 4th and final year dietetic students. Students were provided with CEP leaflets and DBN booklet, 24 students attended.

The dietitian presented a talk on Dairy and Health as part of a plenary Q&A session at the annual IDF WDS in Istanbul on the 24th September 2019.

The dietitian of the project presented a talk to the BSc Agric IV-year students on the 3rd September 2019. The topic presented was The Dairy matrix and health as well as Plant-based beverages on the market and how they compare to milk. The Project Manager presented and overview of the Project at the MPO conference in Port Elizabeth on 28 September 2019.

The Project Manager and the Consumer Scientist participated in the 23rd biennial international congress SAAFOST conference which was held on 1-4 September 2019 at the Birchwood Hotel and Conference Centre. The Project was responsible for organising speakers for the Dairy Session and the Project Manager chaired the session.

The Project Manager attended the BFAP baseline agricultural outlook for 2019-2018 at Kievits kroon in Pretoria on 14 August 2019.

The CEP had a meeting and presented the project to the Tigerfoods Foundation on 8 July 2019. This served as an explorative meeting for possible collaboration.

On the 14th of June 2019, the clinic training was presented to the dietitians of the Western Cape at Stikland Hospital and hosted by the Department of Health. In addition to the normal clinic programme the dietitian on the project also were provided an opportunity for dietitians to earn CPD points. A presentation featuring the two science-based topics, was presented: The Dairy Matrix; Dairy vs. plant-based beverages, whereby the dietitians obtained 3 CPD points for attendance. The Dietitian of the Project participate in the a CNE event in Bloemfontein on the 13th of June. The event was held at the University of the Free State and she presented on the CEP of Milk SA and what the Project does for dietitians and nutritionists. 130 USB memory sticks, containing CEP's educational material, were distributed to the delegates.

### INTERNATIONAL DAIRY FEDERATION

#### 3.10 GLOBAL DAIRY PLATFORM (GDP)

A meeting with the IMP and GDP on #Enjoydairy, a joint campaign by members of the IMP and GDP, was held on 18

February 2019 to discuss the next initiative which will focus on World Milk Day on 1 June 2019. This initiative was implemented in June 2019. See WMD results below.

### **3.11 INTERNATIONAL MILK PROMOTION (IMP) OF THE INTERNATIONAL DAIRY FEDERATION (IMP/IDF) MID-YEAR MEETINGS.**

The Mid-year meetings of the Standing Committee of Marketing/International Milk Promotion Group and the GDP were held in the USA in April/May 2019.

The GDP meetings were held on 28 & 29 April. The Project Manager presented the sustainability initiatives of South Africa and the GDP meeting.

The IMP meetings were held on 30 April – 3 May in Arizona. The Project Manager presented the Clinic project with focus on: 'Health promoter training in rural areas: Evaluation of effectiveness of training'

The Project Manager is a member of the task team for developing and communication framework for plant-based beverages.

The Project Manager was responsible for the completion of the Global Marketing Survey with a team of experts from SAMPRO i.e. CEO of SAMPRO and the Office Manager of SAMPRO. The completed questionnaire was submitted to the IDF.

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

The Dietitian on the Project participate in the mid-year meeting of the SCNH in the Netherlands on the 14th of May 2019. She is a member of the Task Force on plant-based beverages and is the Action Team leader for the School Milk Programmes. She also serves on the Action Teams on Flavoured and Sweetened Dairy and the programme committee for IDF World Dairy Summit Istanbul 2019,

#### **School Milk Survey (SMP)**

IDF School Milk Programme survey: The Dietitian of the Project contributed to the development of the questionnaire in conjunction with members of the SCNH. The Project was also responsible for converting the final questionnaire into a digital survey on Survey Monkey. This part of the Project was completed and circulation of the survey started on 18 March 2019. This survey was an international survey, following the previous collection of data in 2013. The Dietitian presented the results during the mid-year meeting of the Standing Committee of Nutrition and Health on 14th May 2019.

In November and December 2019, the coordination the editing of the final IDF SMP report and accompanied literature review was managed by South Africa on behalf of the IDF. The final report will be published in March 2020 as an IDF Bulletin.

#### **Utrecht Group as part of the SCNH**

The Dietitian of the Project participate in the Utrecht group meeting on 15 & 16 May 2019. This is a closed research group meeting and is open to members of the SCNH.

Each year the research group focus on a particular theme and gets the best researchers to present on the topics. The theme of this year was Dairy as a Whole food and looking into the NOVA and other food classification systems and is highly functional for the CEP.

#### **IDF Science and Programme Coordination Committee (SPCC)**

The Dietitian of the Project was elected as SPCC member representing the SCNH at the WDS in Turkey. First SPCC meeting was held on the 29 November 2019 and a report on priority new work items for 2020 had to be delivered by 5 December 2019.

#### **IDF work item on Sugar sweetened dairy products**

The Project completed a questionnaire on sugar sweetened dairy products in South Africa. Information was gathered from processors and the questionnaire was submitted to IDF.

### **3.12 IDF WORLD DAIRY SUMMIT, ISTANBUL, TURKEY**

The Project Manager and the Dietitian participated in the IDF WDS 2019, which was held in Istanbul from 20 to 26 September 2019.

The Project Manager participated in the business meetings of the GDP, Standing Committee on Marketing and the IMP and joined the following task-teams:

GDP communications framework on sustainability

Taskteam on ultra-processed foods, representing the Standing Committee on Marketing

Action team for planning of the marketing sessions of the WDS in 2020

The Dietitian of the Project participated in the business meetings of the Standing Committee on Nutrition and Health and serves on the following task teams:

Action team on Flavoured milk

Task force on Plant-based Beverages

The Dietitian of the Project presented on 'Dairy and Health' on 24 September during a plenary session.

### 3.13 WORLD MILK DAY (WMD)

World Milk Day was held on 1 June 2019. The Project participated in WMD by means of:  
Social media campaign on the Dairy gives you go (DGYG) Facebook and Instagram platforms  
Registered events with the Global Dairy Platform's social media campaign which included three videos that were provided by the GDP and included on the DGYG Facebook page.  
Press release on the Dairy Matrix distributed to media  
Visit to Willow Valley Farm, Cullinan. CEP presented its School Programme to teachers and learners from different schools.  
Dates 16 and 30 May 2019  
The CEP attended an event arranged in conjunction with the MPO where educational material developed by the CEP, was distributed at the following three events  
Willow Valley farm and dairy tour with various schools 26 and 30 May  
CrossFit Radium studio on 28 May 2019  
Irene running club on 1 June 2019.

The media monitored in Newsclip for this period was as follows:

APRIL - JUNE 2019		
Press Coverage	Number of articles published	Rand value
Internet	13	R 293 344.17
Magazine	2	R 84 059.88
Newspaper	2	R 14 083.32
Radio	1	45 276.00
<b>TOTAL COVERAGE</b>	<b>18</b>	<b>R436 763.37</b>

#### WMD results on Dairy Gives You Go Facebook and Instagram:

Total Cost Investment: R 4 417.12

Total Reach: 111 611

Total Engagement (reactions and shares): 652 and 66 respectively

Some of the negative engagements noted on the DGYG Facebook, but comments were restricted by the agency. The results from the Global Dairy Platform's WMD initiative showed that South Africa came in under the top ten social media groups to promote WMD due to its active participation.

### 3.14 IDF 2020

The Project Manager and the Dietitian of the Project sits on the planning committee for WDS 2020. The Dietitian of the Project is the champion for the nutrition conference on 2020 and the Project Manager for the marketing conference.

## 4. INDUSTRY RELATED MATTERS

### 4.1 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 20 February 2019 to discuss progress on the Food Safety Initiative. The Chair of the Project and the Project Manager participated in a conference call on 20 May 2019 with Linda Drummond of the CGCSA regarding the Healthy Food Options Industry Initiative (HFOII) on added sugar in flavoured milk and drinking yoghurt  
The CEO of SAMPRO and the Project Manager participated a meeting with the DOH and the HFOII on 5 September 2019 to discuss the progress on sugar reduction initiatives of the dairy industry.

### 4.2 World Wide Fund for Life (WWF)

The Project Managers attended an industry sustainability workshop in Natal and visited three dairy farms to obtain insights on sustainability initiatives at farm level.

### 4.3 SOUTH AFRICAN SOCIETY OF DAIRY TECHNOLOGY (SASDT)

The Project Manager is the Vice-president of the SASDT National. The SASDT held its symposium in July and the Project Manager was responsible for planning the programme for the event in Gauteng and Western Cape.

The 2020 symposium will be held in March and the Project Manager is responsible for the coordination of the programme for the event.

#### 4.4 COMPOSITIONAL DATA

The Project purchased *maas* and yoghurt-based dairy snack products that were available at different leading retailers. The nutritional information displayed on the products were captured and compared and shared with members of the Coordinating Committee of Milk SA.

Food composition data is used by the Consumer Education Project of Milk SA to educate consumers on the nutritional content of milk and other dairy products and to be able to make accurate recommendations of intake relevant to the Recommended Daily Allowance for humans. Food composition data is also used for labelling and advertising purposes, health claims proposed as in R146 (and pending R429). Accurate food composition data, based on South African values, is therefore critical in order to ensure communication in this regard is accurate.

The matter to re-analysis of the nutritional composition of selected dairy products was discussed in view of technicalities regarding the requirements to update the South African existing data-bases on dairy's nutritional composition.

The matter is discussed at the Coordinating Committee of Milk SA and the way forward is pending.

#### 4.5 INDUSTRY RELATED MEETINGS

4.5.1 The Coordinating Committee of SAMPRO, the Dairy Standard Agency; CEP and the Research project of Milk SA. A meeting was held on 27 June 2019. During this meeting matters pertaining to sustainability in the dairy industry are explored.

4.5.2 The Coordinating Committee of the Dairy Standard Agency; CEP and the Research project of Milk SA, 2nd meeting for 2019 was held on 6 September 2019.

4.5.3 LIVESTOCK MEETING: The Project initiated a meeting the members from the livestock industry to have an informal discussion regarding the current trend towards plant-based eating patterns. This meeting was held on 24 June 2019.

4.5.4 The Dietitian on the project attended the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU) preparatory meeting at the DoH on the 13th November 2019, representing the dairy industry.

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

## Income and expenditure statement

Income and expenditure statement	<a href="#">12.SVO.pdf</a>
Unnecessary spending during period	No

## Popular Report

[CEP, Popular Report for 2019. 27.2.20.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