



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

(PRJ-0227-2019)

**Christine Leighton**

**Quarter 1 2019/2019** (January 2019 till March 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**

##### **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 2019.

The project was allocated a budget of R 18 750 000

##### **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 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. LSM 6-8 groups have an income of approximately R 5000 to R 9999 and LSM 7-10 can have an income greater than R19 999. 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 and to ensure balanced and integrated use of the channels to convey the messages to the target markets.

The communication channels that were selected for use by the project are:

Television

Print in the form of promotion articles (advertorials) in consumer magazines, scientific articles in magazines aimed at health professionals and pamphlets for distribution at selected events;

Schools

Clinics

Website

Digital advertising and Social media

Presentations at scientific congresses and seminars

Media liaison

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

Three bursts are planned for 2019. The new television advert was flighted from 15 March until 4 April 2019.

Strategic planning meetings for the next three years were held on 19 March 2019. At the meeting the target audience, messaging and communication channels for 2019 to 2021 were identified. The target audience for 2018 -2021 will remain teenagers (four-year period).

### **2.1 Television broadcast schedule for 2019**

The new Alien Television campaign was launched on 15 March 2019 and until 4 April 2019, during the school holidays, as the advertisement is aimed at teenagers.

The online mobile game has been introduced on Facebook and users can sign up to play the game from 15-31 March. The game will run from 8 April to 3 May 2019.

The winner will be announced on 13 May and the prize will be awarded in June 2019.

The message of the television advertisement is 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 choose a world in which it lives. Players have to feed their aliens a dairy product three times a day to improve the alien's health and mental ability. This reinforces CEP's three-a-day message, which promotes three servings of dairy a day for good health.

Registering for the game enters the player into the 'Dairy Space Race' competition. The game runs for 30 days. Each day that the player feeds the alien his three servings of dairy, equates to an entry into the draw, to win an all-expenses paid trip to the Kennedy Space centre in the USA in June 2019. During the trip, the winner will be engaging with fans by sharing the experience on the 'Dairy gives you go' Facebook page.

The table below shows the number of times the television advert was flighted per channel during the first burst for 2019. In the case of DSTV, packages are bought.

	Alien TV advert 15 March – 4 April 2019
TV Channels	Number of flightings per channel
ETV	95
SABC 1	15
SABC 2	1
SABC 3	25
Mnet	30
DSTV Package	15 March – 4 April

### 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.

Updates on the DGYG website:

The website has been updated to carry the new TV ad and details around the online mobile game

Website stats for the period January to March 2019 inclusive.

Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
3098	2525	4997	1.61	n/a	78.11

### 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.

Tasty treats: eight new Tasty Treat videos will be developed for 2019

Month 2019	Tasty Tuesday Treat
February	Strawberry frozen yoghurt bars
February/March	Apple pie overnight oats

## 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 the first quarter

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. Currently the Facebook likes are

54 000.

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

	January – March 2018
Analytics	Number
New Fans	717
Total Page Likes	54 116
Total Impressions	3 322 636
Total Reach	2 945 408
Total Video Views	382 407
YouTube Views	395 126

### 2.5.2 Facebook and YouTube: TV ad views

The television advert was launched on 15 March 2019. Google analytics will be included in the second quarterly report.

## 2.6 CONSUMER PRINT CAMPAIGN

## 2.6.1 Promotional 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. This element is ongoing and in 2019.

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

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

## 2.6.2 The 'rediscoverdairy' Facebook page

A new Facebook page is planned for the Project in 2019 i.e. Rediscoverdairy. Target market for the page will be Moms with children; teenagers and sporting partners.

The agency was tasked to prepare the strategy for the Facebook page and it was presented to the Project on 19 March 2019. The rediscoverdairy Facebook page will be implemented from July 2019.

## 2.7 MEDIA LIAISON ACTIVITY

### 2.7.1 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.

### 2.7.2 Nutritional information enquiry

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

Request from industry for nutritional information for an editorial prepared for the Sarie publication.

### 2.7.4 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.

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

## 2.8 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 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):

<b>JANUARY - MARCH 2019</b>		
<b>Press Coverage</b>	<b>Number of articles published</b>	<b>Rand value</b>
Consumer magazines	14	R 306 731,02
National newspapers	1	R 15 670,96
Regional press	14	R 145 909,83
Trade press	1	R 111 864,50
Online coverage	49	R 896 541,83
Health professional coverage	0	
<b>TOTAL COVERAGE</b>		<b>R 1 476 718,14</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 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 project and learning material are available on the website i.e. [www.dairykids.co.za](http://www.dairykids.co.za)

Progress:

The Teachers guides (TGs) were re-written in 2018 in order to make the TGs more user friendly for teachers. The TGs were printed in January 2019.

The fact sheets and posters were developed for Grds R-3 and Grds 5 & 6 during the first quarter.

### 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.

Organisation/processor	Date	Number of products distributives
Douglass Dale	29/3/2019	Teachers guides (one book per school) (x10) Gr R to 3: From farm to fridge (x10) Gr R to 3: Van koei tot in die koelkas (x10) Gr 5 to 6: Guidelines for healthy eating (x10) Gr5 to 6: Riglyne vir gesonde eetgewoontes (x20) melk to melk skommel  Pamphlets for each child (x300) Voedselgids vir gesonde eetgewoontes (x182) From farm to fridge  Additional information provided (x150) Pasteurisation info page (x100) Know your dairy (x50) Your health and performance: strong bones (x50) your health and performance: Dairy essentials (x4) posters (x1) DVD (x1) banner  1 Teachers guide: Grd R-3; Afrikaans and English 1 Teachers guide: Grd 5 & 6: Afrikaans and English
Enquiry from loca school		

### 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)). As well as all 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.

### 2.9.5 '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.

	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
January	745	1387	1.7	715	80.93	0:01:16
February	772	1312	1.58	746	80.91	0:01:09
March	759	1968	2.23	728	78.51	0:02:11

### 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:  
Verbatim

Top searched words Jan - March 2019		
January	February	March
"Amasi make my stomach to run"	uht fresh milk manufacturers in south africa	All about buttermilk and maas
Calcium in milk yoghurt how much per day metric		Importance of galactose and effect
How many calories maas milk		3 servings of calcium
is Amasi ok for people with diabetics		Commercial butter composition 82% fat
		Dairy space race
		Is it good to eat Amasi full cream

### 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.

Progress: This task is ongoing and the Projects is working systematically through 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 2019.

Progress:

The first meeting was held on 7 March with the Department of Health and other participating stakeholders.

The theme for 2019 will focus on promoting the consumption of whole foods.

## 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 with the 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 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

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' 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.

### **2.11.13 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) that 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:

Training of health promoters took place in the following districts in 2019

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>

#### 2.11.4 Clinic training video:

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 rediscoverdairy website.

#### 2.11.5 Processor involvement

This is a new initiative introduced to processors whereby processors will be 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.

A concept letter was sent to the advisory committee in February 2019. No objections to this new initiative were received.

The first Project was the Alien Game on Facebook. The processors used the contents provided by the Project, to post on their own social media platforms: in order to increase the awareness of dairy and the Alien online game.

## ***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***

#### **3.1 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.

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.

<b>Title</b>	<b>Publication</b>	<b>Date 2019</b>
Iodine nutrition review	SAJCN online	February 2019
Iodine nutrition review	ADSA	March 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)) website, especially to inform dietitians of the new information. The

information appears on the 'rediscoverdairy' website as well as 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.

Progress: Update of Dairy Based Nutrition Booklet

The DBN booklet was updated in 2018; all nutrition reviews were edited and updated with new references by the Technical Advisory Committee (TAC). The DBN booklet will not be available in hardcopy, but only online as individual pdf files.

Progress:

24 articles are with the editor to check correctness

Layout of articles is currently with designer

Each TAC member had to provide a 500 word summary with will be designed into a booklet and advertorial

Booklet will be distributed at the dietitians seminars later in August 2019

#### **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 2018, 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.

Progress:

A second set of 11 CNE articles for 2019 have been identified and accredited. These articles focus on dairy health and nutrition, and relevant questions have been developed for dietitians to earn 22 CEU's. The menu item will be live again from 17 April – December 2019. A notification

will be placed on the ADSA website to notify dietitians of the availability of the 2019 publications.



### 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.

Progress:

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

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

### 3.6 DAIRY ON-LINE TOOL

The Dairy Diary online tool was developed in consultation with the Technical Advisory Committee.

**Progress:**

A 'search function' key has been added to the Ask Dairy section of the website.

The questions and answers section have been summarized by Technical Advisory Committee (TAC) as some of the answers to the questions on Ask Dairy were too long. These were added to the Q&A on the website

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

### 3.7 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 enterprises registered with Milk SA and members of MPO and SAMPRO.

Progress:

The third 'rediscover dairy' newsletter was developed in January 2019. It was distributed through mailchimp, an electronic distribution platform. The topics covered in the third newsletter were:

The dairy team: dairy matrix

Sustainable diets – a complex challenge

New online tool: Dairy diary and Ask dairy

World school milk day

### 3.8 CONFERENCES AND PRESENTATIONS

The CEP also received an invitation to the Western Cape's NSNP mini conference in June

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).

### 3.9 GLOBAL DAIRY PLATFORM (GDP) AND INTERNATIONAL MILK PROMOTION OF THE INTERNATIONAL DAIRY FEDERATION (IMP/IDF)

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.

### 3.10 INTERNATIONAL DAIRY FEDERATION

#### 3.10.1 STANDING COMMITTEE OF NUTRITION AND HEALTH (SCNH)

The Dietitian on the Project serves on the Action Team, Lactose and other sugars. As part of the team she and three colleagues from France (CNiel) was responsible for the development of a questionnaire that will be circulated to all IDF members. This questionnaire is a task that resulted from the work done on Lactose and Galactose. This is still an ongoing Project.

Teleconferences or zoom meetings

IDF School Milk Programme – 4 and 27 February

Action team on Flavoured milk – 12 and 26 February

Task force on Plant-based Beverages – 12 March

Utrecht group – 19 February

Action team IDF WDS 2019 Turkey – 13 and 21 March

#### 3.10.2 School Milk Survey

IDF School Milk Programme survey: As action team leader of this IDF SCNH taskforce, the Dietitian on the Project played a role in the development of the questionnaire. 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 has started on 18 March 2019. This survey is an international survey following the previous collection of data in 2013

#### 3.10.3 WORLD MILK DAY (WMD)

World Milk Day will be held on 1 June 2019. The Project is liaising with the GDP with regard to World Milk Day

#### 3.10.4 IDF 2020

The Project Coordinator and the Dietitian of the Project sits on the planning committee for WSD 2020 and a meeting was held on 5 March 2019.

### 3.11 INDUSTRY RELATED MATTERS

#### 3.11.1 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.

#### 3.11.2 SOUTH AFRICAN SOCIETY OF DAIRY TECHNOLOGY

The Project Coordinator is the vice-president of the SASDT National. The SASDT will hold its symposium in July and the Project Coordinator is responsible for planning the programme for the event in Gauteng and Western Cape. Planning of the one-day seminar with the management team of the SASDT is ongoing.

#### 3.11.3 COMPOSTIONAL DATA

The Project purchased maas and yoghurt-based snack products that were available at different leading retailers. The nutritional information displayed on the products were captured and compared.

#### 3.11.4 INDUSTRY RELATED MEETINGS

The coordinating committee of the Dairy Standard Agency; CEP and the Research project of Milk SA. Meetings are held on a regular basis. No meetings were held in the first quarter of 2019.

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

## Income and expenditure statement

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

## Popular Report

[CEP Business report.. Q1, 15 April 2019.pdf](#)

## Additional documentation

[CEP, Quarter 1, 2019.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