



Consumer Education Project of Milk SA

(PRJ-0227-2019)

Christine Leighton

Quarter 2 2019/2019 (April 2019 till June 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

April - June 2019

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 second quarter, April to June 2019.

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

The unused funds of 2018 of R 403 113 were approved for 2019. These funds are applied in specific budget items.

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 determined by research conducted in 2007 and agreed to by the advisory committee. LSM 6-8 groups have an income of approximately R 5 000.00 to R 9 999.00 an LSM 7-10 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:

2. 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

2Television and social media for 2019

2.1 Television broadcast schedule for 2019

Three bursts were planned for 2019. The new television advert was flighted from 15 March until 4 April 2019 and 15 -28 June 2019, 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 and the prize will be awarded in September 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).

Description of the on-line game

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 lived. 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 an all-expenses paid trip to the Kennedy Space centre in the USA in September 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 and second bursts for 2019. In the case of DSTV, packages are bought.

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

The detailed post campaign analysis for both broadcast sessions will be presented to the Project on 23 July 2019, after which results will be incorporated into the report.

The table below presents the number of times the TVC was viewed on social media platforms

Dairy Alien TVC views	You Tube	Facebook
Space race TVC	228 057	58 606

2.2 Dairy Gives you go WEBSITE (DGYG): 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 when so 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 has been updated to carry the new TV ad and details around the online mobile game

Website stats for the period January to June 2019 inclusive.

	Sessions	Users	Page views	Page/session	Bounce rate
January to March	3098	2525	4997	1.61	78.11%
April to June	1 406	1 080	2 964	2,87	61,89%

2.3 DIGITAL ADVERTISING

2.3.1 Tasty treats:

Tasty treat videos are short videos of recipes where dairy is the hero ingredient. One Tasty Treat Video is developed per month and posted on Facebook and Instagram social media platforms.

Tasty treats: eight new Tasty Treat videos will be 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

2.4 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

2.4.1 Analytics related to the Facebook page for the second quarter of 2019

Facebook video views are inclusive of all video. 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
New Fans	717	399

Total Page Likes	54 116	54 089
Total Impressions	3 322 636	3 670 796
Total Video Views	382 407	113 818
Total Reach	2 945 408	3 255 753
Youtube Views	395 126	228 123

2.5 CONSUMER PRINT CAMPAIGN

2.5.1 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. No advertorials were published during the second quarter.

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

Title	Publication	Date 2019
Die matrikseffek van die nutrient in suiwel	Huisgenoot	January 2019
The matrix effect of dairy nutrients	You	January 2019
Children and dairy	Babies and beyond	February 2019

2.5.2 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 The Modern Mom with children; questioning teenagers and sporting partners.

The agency was tasked to propose the strategy for the Facebook page and it was presented to and considered by the Project on 19 March 2019. The Rediscoverdairy Facebook page details are being investigated and will be implemented in the fourth quarter of 2019.

2.6 MEDIA LIAISON ACTIVITY

2.6.1 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.

2.6.1.1 Nutritional enquiries from industry/consumers

The dietitian on 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 dietitian of the project also 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 of 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 Coordinator. The insert was at no cost to the Project.

Ruth Marcus: Milk allergies and lactose intolerance. Respond by email
 Ingrid Falck: Animal welfare in the dairy industry. Respond by email

2.6.2 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.

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
The Dairy Mail	July	SASDT symposium

2.6.3 Media liaison monitoring

The essence of the activity is to make information on the nutrition and health benefits of dairy available to journalists; who in turn can then communicate the information to their 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):

JANUARY - MARCH 2019		
Press Coverage	Number of articles published	Rand value
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	
TOTAL COVERAGE		R 1 476 718.14

APRIL - JUNE 2019		
Press Coverage	Number of articles published	Rand value
Consumer magazines	66	R 1 344 690.83
National newspapers	6	R 30 238.82
Regional press	47	R 136 260.38
Trade press	2	R 102 668.50
Online coverage	191	R 1 595 509.78

Health professional coverage	1	R 6 827.76
Radio	2	R 87 282.96
TOTAL COVERAGE	315	R 3 200 810.53

2.6.4 Trending Topics

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

Topics from April to June				
Topic	# of articles	Positive	Negative	Open
Plant based eating	15	3	7	5
Environment	4	0	3	1
Salt	2	0	2	0
Bone health	4	2	2	0
Gut health (Probiotic)	15	12	0	1
Saturated fats	14	5	5	4
Lactose intolerance	11	4	1	6
Young child nutrition	7	4	1	2
Allergy	10	0	0	10
World milk day	18	9	0	9
Keto diet	4	4	0	0

2.7 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 leaflet has been completed in English, but will not be designed at this stage.

2.8 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

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 and is also available online at www.dairykids.co.za

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

2.8.1 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.

2.8.2 Number of downloads of worksheets downloaded from the E-Classroom website

Report	Total
First Quarter	1274
Second Quarter	1675

2.8.3 Distribution of school curriculum educational material develop by the CEP

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

Date:	Client:
29/3/2019	Douglass Dale
29/3/2019	Local School
15/5/2019	Woodlands
16/5/2019	Pretoria Chinese School (WMD)
30/5/2019	Jacaranda College (WMD)
	Willow Valley Farm (WMD)
	Saint Pauls College (WMD)

2.8.4 Rediscoverdairy/ Dairy kids website

All the communication products related to the school project are available on this website (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.

	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
January	60	500	2.35	50	8.00	0:01:00
February	110	1000	4.56	90	7.50	0:01:50
March	100	900	5.89	80	6.00	0:02:32
April	99	601	5.72	99	8.57	0:02:45
May	186	1054	4.97	185	8.49	0:01:24
June	158	1150	6.18	156	10.22	0:02:44

2.8.5 'Rediscoverdairy' website downloads

The website gives information of the health and nutritional benefits of dairy and all educational material developed by the CEP is available on the website. The website is appropriately linked with other relevant organisations such as Milk SA, MPO, International Dairy Federation and Global Dairy Platform.

The website is maintained and new information is uploaded on a continual basis.

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

rediscoverdairy.co.za analytics for 2019						
	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
April	298	971	2.54	278	68.41	0:02:28
May	497	1173	1.9	480	74.03	0:02:07
June	Maintenance of the website (no data available)					

2.8.5.1 Acquisition for the websites

The following table show where and how the search engine acquired access to the respective web sites.

Rediscoverdairy	Organic Search	Direct	Referral	Social
January	569	166	11	4
February	568	187	16	2
March	541	215	10	1
April	207	86	4	2
May	347	142	10	2
June	Maintenance update (no data available)			

DairyKids	Organic Search	Direct	Referral	Social
January	20	10	2	1
February	80	20	6	0

March	100	20	5	0
April	70	27	4	0
May	139	39	8	0
June	110	39	8	1

Organic Search: This is when the user searches for a topic that has not been boosted by paid advertising

Direct Search: Organic traffic consists of visits from search engines, while direct traffic is made up of visits from people entering your company URL into their browser.

Referral: Acquisition to web site via links from partnering sites, paid links or links from different websites not originating from itself or on social media.

Social: Search resulted from another social media platform

The following topics searched on google resulted in visits to the 'Rediscoverdairy' and '*Dairykids' website: Verbatim

Listed searched words Jan - June 2019	
January	Amasi make my stomach to run Calcium in milk yoghurt how much per day metric How many calories maas milk is Amasi ok for people with diabetics
February	UHT fresh milk manufacturers in south africa
March	All about buttermilk and maas Importance of galactose and effect 3 servings of calcium Commercial butter composition 82% fat Dairy space race Is it good to eat Amasi full cream
APRIL	can a diabetic eat full fat maas *healthy eating food guidelines children co.za south africa
MAY	how good is amasi for you Infants and Maas is inkomazi good for diabetics sour milk and pap for weight gain
JUNE	*amasi vs buttermilk *Is amasi buttermilk?

2.8.5.2 Dairy website update, www.rediscoverdairy.co.za and www.dairykids.co.za

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.

All the menu items have now been updated and the design has been standardised throughout the website.

2.9 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 first meeting in 2019 was held on 7 March with the DOH and other participating stakeholders. Meetings were also held on 6 May and 10 July.

The theme for 2019 is *"Make eating whole foods a way of life"*.

2.10 WELLNESS ACTIVITY

The Wellness Activity has a two-pronged approach

Educational presentations at government clinics and hospitals - communication targeted at consumers. *This part of the programme is not active at present and the focus is on training the health promoters*

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

2.10.1 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 aim to convey information about the health and nutritional benefits as a result of including dairy products in the daily diet.

2.10.2 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

A3 posters in a set 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 Rediscoverdairy 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.

2.10.3 Education of Nutrition Advisors and Health Promoters

Nutrition Advisors and Health Promoters are individuals with basic nutrition and health education who are employed by the 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.

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.

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

During 2019, 752 health promoters have been trained.

Overall, the 82.6% of districts in the country have been reached and a total of 3 829 health promoters have been trained since 2014.

Date	district	Number of health promoters train
EASTERN CAPE: District Afred Nzo		
5 February	Matatiele	62
6 February	Mt Frere	33
7 February	Ntabankulu	32
8 February	Mbizana	40
		167
JOHANNESBURG Metro district		
19 February	Midrand, Doornfontein, Randburg, Alexandra	37
20 February	JHB CBD, Orange Farm	17
21 February	Soweto and Ennerdale	25
		79
EASTERN CAPE: District Chris Hani		
25 March	Cradock	31
26 march	Queenstown	32
27 March	Lady Frere	39
28 March	Comvimvaba	40
29 March	Engcobo	33
		175
EASTERN CAPE: District Joe Gqabi		
9 April	Aliwal North	28
10 April	Sterkspruit	44
11 April	Cala	36
12 April	Mount Fletcher	48
		156

WESTERN CAPE: Cape Town Metropole		
11 June	Belville	33
14 June*	Stikland Hospital, Cape Town	25
		58
EASTERN CAPE: Sarah Baardman District		
25 June	Somerset East	40
26 June	Grahamstown	38
27 June	Humansdorp	39
		117

*On the 14th of June, 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.

2.10.4 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. Two more educational events will be shared with processors during 2019.

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

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 website, under 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

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) 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.

Title	Publication	Date 2019
Weekly newsletter: Earn 22 CEU's (advertising the new batch of articles for dietitians to complete and earn CEUs)	ADSA	April 2019
Weekly newsletter: Save the date (notification to dietitians and nutritionists regarding the CNE event in August 2019, presented by the CEP)	ADSA	June 2019

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 24 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.

The DBN booklet 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. Distribution of the Educational Tool was not planned for quarter.

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 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.

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 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.

Since the introduction of the new set of 11 articles in May 2019 on the website, 80 dietitians have registered and answered the questions of one or more of the articles. Seven dietitians have completed all eleven articles. Overall, 278 questionnaires have been completed and submitted to the Project for certification.

3.5 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 Coordinator 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.

3.6 DAIRY ON-LINE TOOL

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

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

During this period a list of myths was developed which will feature on this portal and will be loaded online in the 3rd quarter of the 2019.

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.

3.7 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.

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 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.

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 Project coordinator 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 attended 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 Tigerberg Campus on the 30 – 31st May 2019.

The Dietitian of the project also 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

3.9 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.

3.10 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 coordinator 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 coordinator presented the Clinic project with focus on: 'Health promoter training in rural areas: Evaluation of effectiveness of training'

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

The Project coordinator 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.

3.10.1 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

School Milk Survey

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.

Utrecht Group as part of the SCNH

The Dietitian on the Project attended the Utrecht group meeting on 15 & 16 May 2019. This is a closed research group meeting that has been held every year for the past 33 years 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.

3.11 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 two events

CrossFit Radium studio on 28 May 2019

Irene running club on 1 June 2019

The media monitored 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
TOTAL COVERAGE	18	R436,763.37

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.

3.12 IDF 2020

The Project coordinator and the Dietitian of the Project sits on the planning committee for WDS 2020 and a meeting was held on 5 March 2019 and 3 July 2019. The Dietitian of the Project is the champion for the nutrition conference on 2020 and the Project coordinator 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 coordinator 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.

4.2 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. The planning of the one-day seminar with the management team of the SASDT is ongoing.

4.3 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.

4.3 INDUSTRY RELATED MEETINGS

4.4.1 The Coordinating Committee of the Dairy Standard Agency; CEP and the Research project of Milk SA. A meeting was held a meeting on 27 June 2019.

During this meeting matters pertaining to sustainability in the dairy industry are explored.

4.4.2 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.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	5. CEP, May.pdf
Unnecessary spending during period	No

Popular Report

[Q2, popular report.docx.pdf](#)

Additional documentation

[CEP, Quarter 2, April - June 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