



Consumer Education Project of Milk SA

(PRJ-0227-2019)

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Quarter 3 2019/2019 (July 2019 till September 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 of the activities of the Consumer Education Project for the third quarter, July to September 2019.

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

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

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.

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 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.

	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

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	228 091	59 275

2.2 Campaign analysis

2.2.1 Overview

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

The campaign is aimed specifically at teenagers and consists 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 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 a trip to the Kennedy Space centre in the USA in September 2019. During the trip, the winner be engaged with fans by sharing the experience on the ‘Dairy gives you go’ Facebook page.

2.2.2 Campaign roll-out

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 and the winner received the prize in September 2019.

2.2.3 Demographics of the target audience:

13 to 19 years (spillover to 20 to 25 yrs)
Male & Female
Middle income group
Primarily high school students

2.2.4 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.

2.2.5 Top-line results for Alien television and digital:

Television results:

The 30" TV ad was flighted with a tagline to enter a competition i.e. Dairy Space Race
The television was aimed at middle-income groups.
ARs (Average Reach): 97% achieved
Reach: Aimed to reach 70% of teens and actual reach was 67%
Frequency: Aimed for 7.5 against teens and actual achieved was 7.7%.

Awareness and Noting by Millward brown

The awareness and noting level for the television advert was lower than expected and below the norm.

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% 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% 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:

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

Total number in target market (Age 13-19 HHI R5000-39999/middle income group) is 2 183 000. The campaign achieved a reach of 67% 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% thus total reach was 1 060 690.

2.3 SOCIAL MEDIA CAMPAIGN FOR 3RD QUARTER

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 post a picture or video of themselves doing the dare and tag @DairyGivesYouGo and #DairyDare.

For every challenge completed, people received a **letter from the word 'DAIRY'** and could win an instant airtime or data prize.

Once they have completed all 5 dares and **collected all the letters to spell 'DAIRY'** they entered into a draw to win a prize.

Weekly prizes included data giveaways

Overall the Dairy Dares campaign performed well and generated use participation, with a total of 200 entries over the five 'dares'; total impression increased by 7%; engagement increased by 4.3%; total followers on Instagram increased by 3.5% (46 more followers).

2.4 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	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	1405	1.84	72.95

2.5 DIGITAL ADVERTISING

2.5.1 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
July to September	Cinnamon Protein Milk Punch		406	5 606	Not promoted on You Tube
	Scrambled Egg Pitass		54 532		Not promoted on You Tube

2.6 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

2.6.1 Analytics related to the Facebook page for the third 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	JULY TO SEPTEMBER
New Fans	717	399	448
Total Page Likes	54 116	54 089	53 760
Total Impressions	3 322 636	3 670 796	810 806
Total Video Views	382 407	113 818	59 275
Total Reach	2 945 408	3 255 753	776 473
YouTube Views	395 126	228 123	228 091

2.7 CONSUMER PRINT CAMPAIGN

2.7.1 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.

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

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
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 1275 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 Dairygivesyougo website and Facebook page.

Total reach for Huisgenoot and You: 212 277

Total engagement Huisgenoot and You: 4994

Digital page views Huisgenoot: 1217 for average time on page of 4 min 10sec

Boosted Facebook post shares: 198

Digital page views You: 1021 for average time on page of 3 min 45sec

2.7.2 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 Rediscoverdairy Facebook page will go live on 21 October 2019.

2.8 MEDIA LIAISON ACTIVITY

2.8.1 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.

2.8.1.1 Nutritional enquiries from industry/consumers

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 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 manager. 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

2.8.2 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 (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

2.8.3 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):

Newsclip July to September			
Total value		413	R 5,777,032.40
Summary			
Media sources	Internet	230	R 2,766,118.61
	Magazine	87	R 1,788,074.00
	Trade press	6	R 319,672.93
	National Press	12	R 105,413.62
	Regional Press	63	R 512,256.51
	Professional	7	R 49,875.67
	Radio	6	R 520,898.81
	TV	2	R 15,576.67

2.8.4 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	# of articles	Positive	Negative	Open
Plant based eating	16	2	4	10
Environment	11	9	1	1
Animal welfare	8	1	1	6
Salt	0	0	0	0
Bone health	23	16	0	7
Gut health (Probiotic)	29	14	1	14
Saturated fats	13	3	9	1
Lactose intolerance	6	0	1	5

Young child nutrition	7	3	1	3
Ultra-processed foods	0	0	0	0
Allergy	8	0	0	8
Acne	2	0	2	0
Sugar	14	4	5	5
Weight management	10	5	1	4
World Milk Day	3	0	0	3
World School Milk day	4	0	0	4

2.8.4.1 Media responses

Radio and television interviews:

September 2019: The dietitian of the project had a radio interview on RSG Landbou on the topic: 'Die plek van suiwel in 'n gesonde dieet'

5 September 2019: Radio interview on RSG Driesestig: The dietitian of 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 dietitian of the project had a Television interview on the agricultural channel on the topic: 'Die Martiks effek van suiwel – waarom suiwel sekere gesondheidsvoordele inhou'

2.9 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.

2.10 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.

2.10.1 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.

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

Report	Total
First Quarter	1 274
Second Quarter	1 675
Third quarter	1 803

2.10.3 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	Kensington Primary 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)

2.11 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 Consumer Education Project of Milk South Africa (CEP of Milk SA), Milk Producers Organisation (MPO) and various milk processors work together to educate, supply and celebrate the wholesomeness of dairy among school going children

This year, 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. 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 judge 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 proceeding was 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)

A full list of participating schools and suppliers can be viewed on request

2.11.1 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.

dairykids.co.za analytics for 2019						
	Users	Pageviews	Pages per session (Average)	% New visitor (Average)	% Bounce rate (Average)	Ave session duration (Average)
January to March	2 276	4 667	6	2 189	240	0:04:36
April to June	443	2 805	17	440	27	0:06:53
July to September	664	3 514	14	653	33	0:06:22

2.11.2 '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.

rediscoverdairy.co.za analytics for 2019						
	Users	Pageviews	Pages per session	% New visitor	% Bounce rate	Ave session duration
January to March	2 276	4 667	6	2 189	240	0:04:36
April to June	795	2 144	4	758	142	0:04:35
July to September	980	3 057	5	916	140	0:04:38

2.11.2.1 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 to March	1 678	568	37	7
April to June	554	228	14	4
July to September	668	280	35	4

DairyKids	Organic Search	Direct	Referral	Social
January to March	314	126	14	2
April to June	319	105	20	1
July to September	483	172	8	4

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 to September 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 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?

<p>July to september</p>	<p>Amasi full cream good for women. Calcium in amasi. Content of milk, does ikomazi make you fat, nutritional difference between buttermilk and mass, serving a low fat dairy a day, what are nutrients of dairy products nkomazi maas is good for high blood pressure, Milk and amsai best, before dates, www.full cream milk competition.co.za Milk fat body Suiwelprodukte, wold school milk day in Brazile dairy products for preschoolers, mil and amsie best before dates</p>
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2.11.2.2 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.

2.12 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"*.

2.13 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.

2.13.1 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. In 2019, 752 health promoters were trained.

2.13.2 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.

2.13.3 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 Alfred 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 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.

Planning meetings for clinic training of health promoters for 2020 were held with KZN and North West DoH district heads. Dates for training have yet to be confirmed.

2.13.4 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.

During the third quarter, the social media campaign 'Dairy Dares' was shared with processors.

Every week a new 'Dare' was announced on the Dairy Gives You Go Instagram & Facebook pages calling out to followers to attempt to complete the **dare** within the week and having their friends record them.

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 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

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 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. Distribution of the Educational Tool was not planned for quarter.

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 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.

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 (436), followed by the number of them that have completed all 11 articles for CPD points. The last column indicates the number of articles (1373) that have been submitted month of month.

CEU Articles Report for 2019			
Date:	Number of participating Dietitians	Number of Dietitians that have completed all 11 articles	Articles submitted
April	25	2	47
May	31	4	75
June	80	7	157
July	86	12	218
Aug	99	13	378
September	115	20	498
TOTALS	436		1373

3.5 CONTINUING NUTRITION EDUCATION EVENT, WESTERN CAPE

Dairy Day Seminar for health professionals.

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 seminar was held at Durbanville Hills on 23 August 2019 and 50 dietitians and nutritionists attended the event.

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 were then transported to 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.

3.6 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.

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

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.

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

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

The Dietitian of the project also participated 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

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.

3.12 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 taskteams:

GDP communications framework on sustainability

Taskteam on ultraprocessed 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:

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

The dietitian of the project was appointed member of the Science and Programme Coordination Committee of the IDF.

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 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. 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 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 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 (HFOLI) on added sugar in flavoured milk and drinking yoghurt. The CEO of SAMPRO and the Project manager attended a meeting with the DOH and the HFOLI on 5 September to discuss the progress on sugar reduction initiatives of the dairy industry.

4.2 SOUTH AFRICAN SOCIETY OF DAIRY TECHNOLOGY

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.

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.

4.4 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 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.

4.4.3 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.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	8. Aug SVO.pdf
Unnecessary spending during period	No

Popular Report

[Q3, CEP popular report.pdf](#)

Additional documentation

[CEP Quarter 3 Jul Aug Sept 2019 \(Final draft\).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