



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

(PRJ-0227-2019)

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**Quarter 4 2019/2019** (October 2019 till December 2019)

### **Project goals**

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

#### ***Achievements***

#### **INTRODUCTION**

##### **1.1 Objective of the report**

The objective of this report is to describe the outputs of the activities of the Consumer Education Project for the fourth quarter, October to December 2019, within the background of the first, second the third quarters.

The project was allocated a budget of R 18 750 000.00.

The unused funds of 2018, of R 403 113.00 were approved for use in 2019. These funds are applied in respect of specific budget items as approved by Milk SA.

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

In terms of Regulation 1398 dated December 2017 and similar regulations implemented previously, issued in terms of the Agricultural Marketing Act (47 of 1996), part of the income from the levies on dairy products should be spent by Milk SA on consumer education. In this regulation the following is stated:

*“From a national point of view and to promote the viability of the dairy industry, consumers should be informed of the health and nutritional advantage of milk and other dairy products. Informed consumers will not only contribute to the national well-being in respect of nutrition and health, but especially also to the viability and sound development of the dairy industry. The education will be conducted in such a way that it will not erode the marketing activities of any firm in the dairy industry that are aimed at differentiating its products from that of competitors.”*

##### **1.3. Nature of the project**

The communication campaign consists of two elements, and the elements are executed on an integrated basis. The elements are:

## **a. General communication**

General communication namely messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers; and

## **b. Specialised communication**

Specialised communication, namely pro-active and reactive messages regarding the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in the South African society.

### **1.4 Target markets**

The target market for General Communication element is consumers, LSM 6-10, with meaningful spill-over to LSM 4 and 5 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:

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

## **GENERAL COMMUNICATION**

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

#### **2.1 Campaign role out during 2019**

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 to 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 Demographics of the target audience:**

13 to 19 years (spillover to 20 to 25 years)

Male & Female

Middle income group

Primarily high school students

## 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.

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

#### 2.4.1 Television results

The 30" TV ad was flighted with a tagline to enter a competition i.e. Dairy Space Race. The television ads were aimed at middle-income groups.

ARs (Average Reach): 97% of goal achieved

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

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

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

#### 2.4.2 Digital results

##### YouTube media results

The 50" TV ad was viewed on You Tube

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

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

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

##### Facebook audience

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

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

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

##### Instagram

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

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

### 2.4.3 Dairy Space Race game performance

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

#### Results:

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

Active players to the end: 2 518

Inactive players: 42

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

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

For mums (Age 35-55/Mothers/HHI R5 000 – 39 999/middle income group) – Total number in target market (1 453 000). The campaign achieved a reach of 73.0% thus total reach was 1 060 690.

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

TARGET MARKETS	TV APRIL 2019			TV JUNE/JULY 2019			TV SEPT/OCT 2019		
Age 13-19 HHI R 5000- R 19 999	ARs	Reach %	Frequency	ARs	Reach %	Frequency	ARs	Reach %	Frequency
Age 13-19 Planned	530	70	7.5	300	59	5.0	224	56	4.0
Age 13-19 Implemented	595	67	8.7	299	58	5.2	242	54	4.5
Age 13-19 Actual	512	67	7.7	411	64	6.4	218	53	4.1

### Cumulative 2019 television performance

Ars 1151

Reach and frequency: 13.2% frequency and 87% reach.

## 3. SOCIAL MEDIA CAMPAIGNS IN 2019

### 3.1 Dairy Dares Campaign:

A digital campaign was introduced on the Dairy Gives You Go (DGYG) Facebook page i.e. Dairy Dares campaign which ran for August and September. 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 and post it on the DGYG Facebook and Instagram pages in order to win prizes.

Processors were engaged to share the campaign on their own social media platforms. Positive engagement was received from target audience.

### 3.2 Dairy cook-off Campaign

The campaign aimed to educate South Africans' on how easy and fun cooking with dairy is – and how most delicious meals contain dairy products – be it cheese, milk, cream, butter, milk etc.

The Dairy Cook Off Campaign was about promoting a healthy lifestyle and relationship with food. One of the main aims of the campaign was to show how easy it is to be healthy, to enjoy treating

yourself (in moderation) and to incorporate dairy into your meals. An influencer campaign encouraged followers to test out and try recipes (those similar to the DGYG Tasty Treats range), have fun with food prep and to enjoy food. The DGYG audience were invited to share their recipes on the Facebook. It's not about being an experienced chef and presenting the perfect dish, and for that reason we went with the audience's vote – which makes the brand and the brand's ideals authentic.

During 2019, eight tasty treat recipes were developed and the winners of the Cook-Off campaign's video formed part of the Tasty Treat component of the DGYG Facebook page. Three winning recipes were also produced as Tasty Treat videos to be broadcast in December 2019 and January and February 2020.

### 3.3 Dairy Gives you go WEBSITE (DGYG): [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)

The 'Dairy Gives You Go' website targets teenagers and gives the health and nutritional benefits of dairy in infographic format. The 'Dairy Gives You Go' website is continually monitored and updated as required.

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

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

Website stats for the period January to December 2019 inclusive.

	Sessions	Users	Page views	Average Page/session	Bounce rate
January to December	6 477	5 310	11 323	1.98	73.03%

## 4. Consumer advertorials

During 2019 eight advertorials were published in You the Huisgenoot and DRUM consumer publications and digital platforms. The message communicated focussed on the importance of calcium in building healthy bones. The printed advertorial included a competition where readers had to visit the Dairy Gives You Go Website. Digitalorials supported the advertorial and were published on the online publications of You, Huisgenoot and DRUM magazines.

## 5. DIGITAL ADVERTISING

### 5.1 DAIRY GIVES YOU GO FACEBOOK PAGE

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.

During 2019, eight tasty treat recipes were developed and the winners of the Cook-Off campaign's video formed part of the Tasty Treat component of the DGYG Facebook page. Three winning recipes were also produced as Tasty Treat videos to be broadcast in December 2019 and January and February 2020.

### Dairy Gives You Go Facebook (DGYG)

The DGYG Facebook Page is aimed at teens and targets and budgets are set per month and a digital report is generated monthly. The performance is closely monitored against the set targets and the social media performance either met, or exceeded the set targets. The DGYG has 54 116 fans.

## 5.2 REDISCOVERDAIRY FACEBOOK PAGE

The RediscoverDairy Facebook page was introduced on 21 October 2019 and is aimed at the modern mom ages 25 – 55yrs).

The purpose of the RediscoverDairy Facebook page (RDD FB) is to be a portal of dairy nutritional information. It primarily uses curated content (existing content) and some newly developed content including bloggers. The page currently has 700 Likes and +700 Followers.

## 6. Trade publications: Dairy Mail

The Dairy Mail provides a platform for the Project to engage with the dairy industry and share activities of the Project and dairy health related messages. Ten articles were developed for the Dairy Mail during this 2019.

## 7. Media liaison

### 7.1 Media Monitoring:

The essence of the activity is to make information on the nutrition and health benefits of dairy available to journalists, who then communicate the information to the target markets as it serves the own interest of the reporter and media. Relevant information published in the media on dairy is monitored by an independent firm who specializes in such work namely, Newsclip. Updates are received daily in electronic format. In 2019, articles and other communication with an estimated value of

**R 13 199 745.75** was identified in consumer and health professional print; regional and trade press; online coverage, TV and radio.

Newsclip PR for 2019 Summary			
<b>Total PR</b>	Total + Trade press	<b>1199</b>	<b>R 13 199 745.75</b>
Summary			
<b>Media sources</b>	Internet	731	R 6 442 547.76
	Magazine	237	R 4 123 428.01
	Trade press	12	R 721 048.08
	National Press	25	R 167 801.68
	Regional Press	165	R 898 514.91
	Professional	11	R 71 890.40
	Radio	13	R 649 838.24
	TV	5	R 124 676.67

### 7.2 Consumer liaison in the media:

The Project participated in three radio interviews on RSG Landbou and one interview on KykNet Grootplaas TV. The topic of the conversation focused on the role of dairy in a healthy diet. The second interview was sparked by a talk on RSG regarding plant-based beverages. The Project was invited to speak on the nutritional difference between plant-based beverages and cow's milk.

### 7.3 Nutritional enquiries from industry and consumer and media responses

The Project receives numerous enquiries or comments regarding the health and nutritional benefits of dairy. Each enquiry is evaluated and the Project determines the best response. The Project processed nine enquiries from consumers and industry either by means of email, phone call or direct contact with editors of different publications

## 8. School Curriculum Programme/ WORLD SCHOOL MILK DAY

As part of the school programme, the CEP developed learning material aimed at learners in the Foundation Phase (Gr R–3) and the Intermediate Phase (Gr 5 and 6). The educational material is aligned with the curriculum of the Department of Education (DBE) and guides teachers on how to

include information about dairy in their lessons. The objective was to distil the science behind milk and other dairy products and to condense the information into a workable guide for teachers. The material fits in neatly with CEP's aim to convey a holistic message about dairy as part of a balanced diet, which creates awareness about milk and other dairy products among consumers of all ages. The guides touch on various aspects of dairy production and the role of dairy in the diet. Additional features to assist the teacher include glossaries of important subject terms, useful hints and information about dairy and activity sheets to allow for interactive learning.

Supplementary to the educational material are posters and handouts, which support and reinforce the lessons. All posters and worksheets are available in English and Afrikaans. The School Programme's learning material are available on the website i.e. [www.dairykids.co.za](http://www.dairykids.co.za)

### **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.

### **8.2 WORLD SCHOOL MILK DAY**

World School Milk Day is an important annual event for the Project which was celebrated during the week of 18 September 2019. The Project participated in WSMD by providing educational material to 15 rural school and attended three events at different schools during this period. At the WSMD celebrations, the Project addressed learners through a presentation and encouraged participation by the learners; the MPO arranged for a milk sample to be provided to each learner at the celebration events.

In total, 12 100 learners were reached and each received a fact sheet; 230 teacher's guides and class posters were distributed.

### **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 theme for 2019 was *"Make eating whole foods a way of life"*.

The Project participated in the communication activities planned by the DOH/NNW by means of the twitter campaign and a television interview.

## ***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***

#### **SPECIALISED COMMUNICATION**

##### **10.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'

## **11. Wellness programme: Training of health promoters took place in the following districts in 2019.**

### **11.1 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 Project 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.

During 2019, 752 health promoters were 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.

## **12. DAIRY BASED NUTRITION: Evidence based scientific reviews and advertorials**

'DAIRY-BASED NUTRITION' is a product of the Project. This compilation of 26 evidence-based nutrition reviews aim to help readers rediscover the health-promoting benefits of milk and other dairy products. This is the third update of the compilation since 2014.

The Project tasked nutrition science experts from various academic institutions in South Africa to examine the latest science behind the nutrition and health benefits of dairy. The result is a compilation of evidence-based reviews that cover a range of dairy health topics and can be downloaded from [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za). The reviews are aimed at health professionals and are intended to be a convenient, accessible reference source to assist them in informing their clients of the role of milk and dairy in healthy eating patterns.

The Project also developed a hand-out to give readers a quick overview of the 26 reviews. It provides a brief summary of each review and serves as a road map for navigating the compilation of full reviews, grouped under four categories: dairy basics, dairy components, options with dairy and health benefits.

All the reviews can be accessed on the website

<http://www.rediscoverdairy.co.za/nutrition-health-wellness/dairy-based-nutrition-2019/>

## **13. Health professional scientific advertorials for print**

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

A nutrition review explores a new topic in dairy health and nutrition that warrants further investigation. The nutrition reviews allow for extensive and detailed information on a specific topic without a limitation to the number of words used. The nutrition reviews are posted on the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website, under Evidence-based nutrition review menu item. Each nutrition review article is also summarised into a scientific advertorial which is published in peer reviewed publications. In 2019 four scientific advertorials were published in peer-reviewed publications such as SA Journal of Clinical Nutrition, Modern Medicine.

As part of the Health Professional print campaign, the project creates awareness on the ADSA (Association for Dietetics in SA; [www.adsa.org.za](http://www.adsa.org.za)) website, especially to inform dietitians of the



new information. The information appears on the 'Rediscoverdairy' website as well as any new scientific information of dairy health and nutrition. The CEP also presents at the ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP.

During 2019, the Project published three times on the ADSA communication portal. The Project also informed The National Nutrition Society of South Africa (NNSSA) regarding new developments and communication material, which was shared with their members on email.

### **13.1 ADSA CNE/KZN**

On the 7th of November 2019 the Project was invited to present at the ADSA (Association for dietetics in South Africa) KZN branch provincial year end Continuing Nutrition Education meeting. A total of 60 Dietitians attended the function. The speakers and topics presented were:

Dr Tuscka Reynders: The Dairy Matrix

Christine Leighton: Dairy as part of a sustainable diet

Maretha Vermaak: Dairy and health and the truth about plant-based beverages

In addition, the CEP provided two CPD articles for the function and the delegates could qualify for a total of 5 CNU's

## **14. Communication with dietitians**

### **14.1 Dairy Day Seminar for health professionals, Western Cape**

On 23 August 2019, the Project hosted its popular biennial dairy day seminar day for dietitians and nutritionists at Durbanville Hills. In keeping with the aim of sharing new research on dairy health and nutrition with health professionals, the seminar focused on the role of dairy in sustainable nutrition.

An expert presenter panel shared key insights into dairy as part of a sustainable dietary pattern. Professor Friede Wenhold of the University of Pretoria presented dairy as a unique whole food for the future, and was supported by dietitian Abby Courtney, who explained what makes dairy an essential part of a sustainable diet. Dr Stephan Peters, nutritionist of The Dutch Dairy Organisation, joined in via webinar from the Netherlands and shared a practical approach to understanding how food choices influence sustainable nutrition. In the last presentation of the day, Dr Jonathan Whitt explained the ethics behind the recently published EAT–Lancet report.

The group of 50 delegates later visited the Farm of Fair Cape Dairies, where Dr Colin Ohlhoff discussed what sustainable dairy farming means practically and described Fair Cape's initiatives to recycle plastic packaging. The presentation was followed by a farm tour during which delegates could see the principles in action

### **14.2 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. The CPD articles are used to inform them of the latest research results in dairy health and nutrition, as well as topics that are of current importance.

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

A new 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 eleven articles in May 2019 on the website, 173 dietitians have registered and answered the questions of one or more of the articles. 33 Dietitians have completed all eleven articles. Overall, 814 articles and questionnaires have been completed and submitted to the Project for certification during 2019.



### 14.3 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.

### 14.4 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.

### 14.5 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 **REDISCOVERDAIRY NEWSLETTER** and the members of MPO and SAMPRO. Two newsletters were circulated in 2019.

### 14.6 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 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

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 Project manager attended the BFAP baseline agricultural outlook for 2019-2018 at Kievits kroon in Pretoria on 14 August 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 presented an overview of the Project at the MPO conference in Port Elizabeth on 28 September 2019.

The Dietitian of the project presented a talk to the BSc Agric IV-year students on the 3rd September 2019. The topic

presented was The Dairy matrix and health as well as Plant-based beverages on the market and how they compare to milk. The dietitian presented a talk on Dairy and Health as part of a plenary Q&A session at the annual IDF WDS in Istanbul on the 24th September 2019.

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

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

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

## 15. INTERNATIONAL DAIRY FEDERATION

### 15.1 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.

### 15.2 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.

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

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

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

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

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

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

The Dietitian of the Project participate in the Utrecht group meeting on 15 & 16 May 2019. This is a closed research group meeting 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 and is highly functional for the CEP.

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

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

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

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

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

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

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

GDP communications framework on sustainability

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

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

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

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.

### **15.5 IDF 2020**

A WDS 2020 meeting was held on the 24th October. All champions had to provide a proposed programme for each discipline by 29th November 2019

### **15.6 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 was monitored for coverage during this period and resulted in a AVE (Average Value Estimated ) of **R436 763.37**

## 16 INDUSTRY RELATED MATTERS

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

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

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

### 16.3 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.

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

### 16.4 COMPOSITIONAL DATA

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

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

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

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

### 16.5 INDUSTRY RELATED MEETINGS

16.5.1 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.

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

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

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

16.5.5 The CEO of SAMPRO and the Project manager participated in a meeting with the DOH (Department of Health) and the HFOII (Healthy Food Options Industry Initiative) on 5 September to discuss the progress on sugar reduction initiatives of the dairy industry.

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

## Income and expenditure statement

Unnecessary spending during period	No
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## Popular Report

[Q4 2019, CEP popular report, 15 Jan 2020.pdf](#)

## Additional documentation

[Q4, CEP Report, 2019. For MSA, 15 Jan 2020.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