



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

(PRJ-0251-2020)

### **SAMPRO**

**Year 2020/2020** (January 2020 till December 2020)

## **Project goals**

### **Goal 1 - General Communication**

#### ***Achievements***

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

This annual report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during 2020..

Owing to the Covid-19 pandemic and the national lockdown that began in March 2020, CEP staff worked mainly from home during the second quarter of 2020. The CEP resumed work from its offices in September 2020. During the working from home period, , digital communication increased exponentially and the CEP embraced this opportunity by reaching out to consumers regarding the value of dairy in the diet.

#### **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 must be spent by Milk SA on consumer education. The regulation states the following:

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 CEP's communication campaign consists of two elements, executed on an integrated basis. The elements are:

**General communication**, i.e. messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers.

**Specialised communication**, i.e. proactive 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 of the general communication element is consumers, LSM (living standards measure) 6–8, with a meaningful spill-over to LSM 9–10 and LSM 4–5 as agreed to by the Advisory Committee of the CEP.

For the purpose of buying media for television, it is estimate that LSM 6–7 households have an income of approximately R5 000 to R9 999. Those in LSM 8–10 may have an income greater than R19 999. The LSM indicators are used to determine target audiences for the different elements of the CEP.

Socio-Economic Measurement (SEM) segmentation tool is a socio economic measure that differentiates how people live. It represents a spectrum of low to high socio economic living standards, based on where they live and what kind of structure they live in and what they have access to in and near their homes. (BFAP 2019-2028). LSM segmentation was terminated in 2015 and it is not possible to connect LSM data with data for SEM segments. However, for the purpose of the Project, SEM segments 4-7, which makes up 40% of the total adult market as well as SEM 8-10, which makes up 20% of the total adult market, represents the bulk of the target audience of the CEP.

The target market of the specialised communication element is health professionals, namely doctors, nurses, dietitians, nutritionists, nutrition advisers 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 communication opportunities in the marketplace, the CEP must be highly disciplined in selecting the most effective communication channels and ensuring balanced and integrated use of these channels to convey its messages to the different target markets.

The communication channels that were selected for use by the CEP were:

### Television

Publications in the form of promotional articles (advertorials) in consumer magazines, scientific articles in journals aimed at health professionals and pamphlets for distribution at selected events and trade magazines

### Websites

Digital advertising and social media

Presentations at scientific congresses and seminars

Clinics educational information sessions

School programme

## 2. TELEVISION AND SOCIAL MEDIA FOR 2020

### Television broadcast schedule for 2020

Four bursts were planned for 2020. The CEP decided to rebroadcast existing television advertisements in 2020. To determine which of the existing TV advertisements to broadcast, research was conducted among teenagers at a school in Tembisa on 19 February 2020 by the Bureau of Market Research. The TV advertisements *Ball* and *Stix* were selected for 2020.

*Ball* and '*Stix*' were flighted from 20 March to 10 April, 12 to 25 June, 23 October to 4 November, and 15 to 21 December 2020

The target audience for 2018–2021 remains teenagers (four-year period); LSM 6-8 with spillover to LSM 9 and 10

### 2.1.2 New television advertisement

A new television advertisement was planned, developed and produced for the CEP during the fourth quarter. This included evaluating the storyboard, selecting the cast, the actors' wardrobe and filming location, and the evaluation and approval of the final advertisement. It will be broadcast from January 2021 and four broadcasts are planned for 2021.

### 2.1.3 Post-campaign results: accumulative over four bursts in 2020

Results are presented against the core market, i.e. age 13–19.

Mothers aged 25–45, were not targeted directly i.e. no media was bought against mothers, but solid performance was achieved against this target group.

Reporting on the results on the income R5 999 to R 19 999 sub-devided in R 5 999 to R9 999 and R 9 999 to R 19 999

Household income:

R 5 999 to R 19 999

R5 000 to R9 999

R9 999 to 19 999

### Post campaign results for age 13-19 in 2020

| Age: 13–19 (core target) | Amps Ratings <sup>1</sup> |        | Reach <sup>2</sup> | Frequency <sup>3</sup> |
|--------------------------|---------------------------|--------|--------------------|------------------------|
|                          | Implemented(target)       | Actual |                    |                        |
| R5 000 to R19 999        | 1 123                     | 1 172  | 86                 | 13,6                   |
| R5 000 to R9 999         | 1 174                     | 1 276  | 87                 | 14,7                   |
| R9 999 to R19 999        | 985                       | 929    | 82                 | 11,3                   |

### Post campaign results for Mothers in 2020

| Mothers (25 – 45yr) | Amps Rating <sup>1</sup> | Reach <sup>2</sup> | Frequency <sup>3</sup> |
|---------------------|--------------------------|--------------------|------------------------|
| R5 000 to R19 999   | 1 137                    | 86                 | 13                     |
| R5 000 to R9 999    | 1 280                    | 89                 | 14                     |
| R9 999 to R19 999   | 861                      | 79                 | 11                     |

Amps Ratings (Ars) are a time weighted measurement which look at the potential reach of a programme against a specified target audience.

Reach: The number of people within the defined target market who are potentially exposed to the message at least once. 4AR's Means that 4% of the target audience will be reached (of the total TV viewing population).

Frequency: The number of times on average that a person within the target market is supposed to have been exposed to the advertiser's message.

Planning TV around the lockdown was challenging. During the lockdown great TV results were achieved, but post-lockdown TV viewing declined in the upper-income groups, who were potentially spending time (and money) engaging in things they were not able to do during the lockdown. Despite the challenges, the performance levels have been good.

## 2.2 SOCIAL MEDIA: FACEBOOK, INSTAGRAM AND TWITTER

### 2.2.1 Dairy Gives You Go: Dairy Dance Off campaign

When talking to teenagers, the CEP takes dairy out of the kitchen and positions it in the space of the teenager in a fun and accessible way.

The Dairy Dance Off campaign was launched to teenagers on 15 May 2020 on the Dairy Gives You Go (DGYG) social media platforms, i.e. Facebook, Instagram and TikTok. The campaign ran from 15 May to 19 June 2020.

The campaign made use of four different micro-influencers. These are people that have a large number of followers on social media platforms such as Instagram and Facebook. One specific soundtrack was selected and performed by a local artist. The micro-influencers used the same track to develop dance-off TikTok videos, using dairy. Fans were invited to post their TikTok videos, using the same track and including dairy, which were then posted on TikTok, Instagram and Facebook.

The campaign was shared with processors to enable them to share the content on their own

social media platforms

Worlds Milk Day, (1 June 2020) fell within the campaign period and this strengthened the engagement with teenagers who were invited to show us how dairy gives them 'go' by uploading a #DairyDanceOff video on TikTok. The idea was that participants had to show how consuming dairy products give them a boost to be active. Hence, new audiences were exposed to dairy through influencers on Instagram, which resulted in a significant growth in followers for the 'DairyGivesYou Go' Instagram page. A compilation of the different videos can be viewed here: [https://www.youtube.com/playlist?list=PLFxl\\_LqS9LJKEYHgP7k\\_3AwtJdvvch8pO](https://www.youtube.com/playlist?list=PLFxl_LqS9LJKEYHgP7k_3AwtJdvvch8pO)

### 2.2.2 #DairyGOtivation campaign on the Dairy Gives You Go social media platforms

The #DairyGOtivation campaign inspired teenagers by asking a celebrity or important public figure to provide words of encouragement. The campaign ran for two months from mid-September to mid-November 2020. Processors were invited to participate.

The #DairyGOtivation campaign aimed to inspire teenagers to 'get up and GO' with dairy. This message was intended to tell teenagers that dairy 'gives you go' through nutrition, using the #DairyGotivation tag. Each week followers nominated a friend or family member who they felt needed some #DairyGotivation from their favourite celebrity. They had to motivate and share a reason why they needed some extra #DairyGOtivation.

Local celebrities selected by the CEP posted #DairyGotivation on the DGYG Facebook page. Celebrities who were familiar to teens, such as Faf de Klerk, Scarra Ntubeni, Teko Modise and Matthew Booth participated in the campaign.

The inspirational videos of the celebrities and recipients were posted on the DGYG Facebook and Instagram pages.

The campaign was shared with processors to enable them to share the content on their own social media platforms

### 2.2.3 Analytics related to the Facebook page for 2020

The analytics of the interaction of visitors with the information posted on the DGYG Facebook page were collected systematically. Targets and budgets are set per month and a digital report is generated monthly. The performance is closely monitored against the set targets and the social media performance either met or exceeded the set targets.

The DGYG Facebook page currently has 54 000 followers and the Instagram platform has 2 500 followers.

#### Analytics results for

##### DGYG Facebook page

| Analytics         | Jan.–Mar. 2020 | April–June 2020 | July–Sept. 2020 | Oct.–Dec. 2020 |
|-------------------|----------------|-----------------|-----------------|----------------|
| New fans          | 5              | 310             | 359             | 335            |
| Total page likes  | 53 362         | 52 807          | 52 356          | 300            |
| Total impressions | 1 567 152      | 2 308 480       | 1 908 820       | 52 396         |
| Total reach       | 1 456 647      | 2 109 930       | 1 731 419       | 592 749        |
| Total video views | 36 800         | 472 500         | 227 400         | 47 5338        |
| YouTube views     | 632            | 721             | 650             | 70 191         |

### 2.2.4 Analytics for Instagram

#### Analytics results for the

##### DGYG Instagram page

| Analytics         | Jan.–Mar. 2020 | April–June 2020 | July–Sept. 2020 | Oct.–Dec. 2020 |
|-------------------|----------------|-----------------|-----------------|----------------|
| New fans          | 285            | 278             | 133             | 57             |
| Total followers   | 2 397          | 2 513           | 2 531           | 2 497          |
| Total engagements | 3 938          | 675             | 442             | 196            |
| Total reach       | 1 456 647      | 526 512         | 24 065          | 47 5338        |
| Total video views | 36 800         | 472 500         | n/a             | 56 688         |

## Insights

The DGYG Facebook page continues to demonstrate itself as a powerful hub of information for the dairy brand campaign information. It has continued to deliver reach and engagements, with some significant figures in this period.

Although Facebook has plateaued in most countries, it is still the leading social media platform in South Africa.

The rise of TikTok has grabbed the attention of the target market.

## 2.3 DAIRY GIVES YOU GO WEBSITE (DGYG)

The Dairy Gives You Go website ([www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)) is aimed at teenagers and provides the health and nutritional benefits of dairy in infographic format. The DGYG website is continually monitored and updated when required.

There are three themes on the website:

Every day: and the role of dairy

Sport and dairy

Strength: the benefits of dairy

In addition, all the TV advertisements and Tasty Treat videos can be viewed on the DGYG website, together with the Ask Dairy and Dairy Diary menu items.

## Analytics for DGYG website

| Period | Sessions | Users | Page views | Page/session | Avg. session duration | Bounce rate |
|--------|----------|-------|------------|--------------|-----------------------|-------------|
| Q2     | 271      | 239   | 787        | 1,76         | 0:41                  | 59,78%      |
| Q3     | 920      | 769   | 1 710      | 1,86         | 01:24                 | 74,02%      |
| Q4     | 1 093    | 921   | 1 841      | 1,68         | 00:51                 | 77,22%      |

## 2.4 DAIRY DIARY/ASK DAIRY

The Dairy Diary online tool was developed in consultation with members of the TAC. This tool allows consumers to establish if they are taking in at least three servings of dairy, and if not, they are directed to the “ask dairy” tool which gives them advice on how to increase their dairy intake of dairy. The Ask Dairy menu item consists of 100 questions and answers on dairy-related matters. The Dairy Diary tool will be upgraded in 2021 with additional questions as identified during the dietitians survey (3.5).

## 2.5 REDISCOVERDAIRY FACEBOOK PAGE

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

The purpose of the RDD Facebook page is to be a portal to trusted information on dairy nutritional information. It primarily uses existing content from the RDD website together with newly developed content that is disseminated through direct posts and established bloggers. The content focuses on the nutritional importance and role of milk and other dairy products in the diet. The information is posted on the platform at least three times per week.

Each month, the content is planned a month in advance. To engage with followers, media releases are developed and used as content for the RDD Facebook and in digital media. With each media release, radio interviews are arranged, which strengthens the message and increases the reach of the information.

## Rediscoverdairy Facebook Page analytical data for 2020

| Analytics | Jan.–Mar. | April–June | July–Sept. | Oct.–Dec. |
|-----------|-----------|------------|------------|-----------|
| New fans  | 921       | 3 150      | 1 095      | 4 534     |

|                               |         |            |            |            |
|-------------------------------|---------|------------|------------|------------|
| Total followers               | 1 455   | 4 287      | 6 433      | 11 179     |
| Total average engagements (%) | 7,04    | 5,03       | 5,83       | 7,87       |
| Total reach                   | 419 435 | 10 435 901 | 18 678 493 | 14 652 003 |

Four media releases were developed and distributed:

During the second quarter, which was under Covid-19 lockdown conditions, two media releases were developed and distributed to various digital magazines and webpages.

During the third quarter, one press release was distributed, which coincided with World School Milk Day (WSMD) (refer point 3.3)

In the fourth quarter, a media release on the role of dairy in sport was developed and distributed.

All content was boosted by means of established bloggers who posted the relevant content on their respective pages and linked it to the RDD Facebook page. The bloggers used the information about dairy, as presented in the media release, to develop content for their own pages. This is shared on the RDD Facebook page.

Radio interviews were negotiated for each press release and dietitians were contracted to do the interviews on behalf of the CEP. The selected dietitians were briefed and provided with a detailed questions and answers document related to the campaign.

Media release 1: Dairy under lockdown, all the best hacks

Coverage achieved: 17 digital publications

3 radio interviews

Estimate PR value R667 921,89

Media release 2: Affordable nutrient dairy is the star of tighter food budgets

Coverage achieved: 21 digital publications

8 radio interviews

Estimate PR value R886 541,56

Media release 3: Dairy, centrepiece of the Kids' food table

Coverage achieved: 11 digital publications

9 radio interviews

Estimate PR value R449 687,27

Media release 4: Why dairy is the top choice for sports recovery

Coverage achieved: 7 digital publications

Estimate PR value R114 361,48

Guest presentation by Nicki de Villiers on Allsports Coaches on this topic (see 3.2.4)

The RDD Facebook page increased from 1 250 followers in March 2020 to 11 000 followers in December 2020.

## 2.6 EGG-IN-THE-HOLE AMASI CHEESE SCONES RECIPE VIDEO

Foodies of SA is an online platform, which aims to revitalise the act of everyday cooking. The CEP developed a recipe with Foodies SA to show the versatility of dairy products while also talking about the health benefits of dairy. The recipe included four different dairy products and three health benefits and three tips with dairy.

Total views: 506 702

Instagram: 175 635 views: <https://www.instagram.com/p/CEb3fimFMeF/>

Facebook: 317 316 views: <https://www.facebook.com/watch/?v=764487811045522>  
 Likes: 3 453  
 Comments: 457  
 Shares: 3 161  
 Pinterest: 140 600  
 YouTube: 13 753

## 2.7 CONSUMER PRINT CAMPAIGN

### 2.7.1 Promotional articles

Promotional articles are written for consumer publications to expand on the key dairy nutrition and health messages by creatively engaging with consumers. Consumer print advertorials were published in *Move*, *YOU* and *Huisgenoot* – digital (advertorial in digital format). Due to the pandemic, the publication *Move* was discontinued. As a result, the CEP lost this consumer print channel. The CEP continued to publish in *YOU* and *Huisgenoot* for the remainder of 2020. During 2020, eight advertorials were published.

#### Advertorials published in 2020

| Publication        | Date           | Title  |
|--------------------|----------------|--|
| Move               | July 2020      | Liquid gold                                      |
| YOU                | 10 August 2020 | Liquid gold                                      |
| Huisgenoot Digital | September      | Melk en yogurt laat ontbyt glad verloop          |
| YOU                | 19 November    | Amazing amasi                                    |
| YOU                | 26 November    | Dairy your bone-building partner throughout life |
| YOU                | 3 December     | Smoothies: Make your breakfast run smoothly      |
| YOU                | 24 December    | Back to basics with Dairy                        |
| YOU                | 31 December    | Cheese please!                                   |

In 2020, the CEP replaced publishing in *Huisgenoot* with *VIA* lifestyle channel broadcasts. *Huisgenoot* and *VIA* have a similar target audience – mostly Afrikaans-speaking (white and coloured) in the higher LSM bracket. The CEP's exposure on *VIA* ran from September to December. The CEP featured on the programme *MINKI*, using a chef to demonstrate the use of dairy products in different recipes and thereby showcasing the versatility of dairy. In addition, banners (squeezebacks) were developed that carried the dairy educational message. Six different banners with six different educational messages were developed for this purpose and featured during the cooking programme with the chef. CEP was offered two interviews (four minutes each) with *MINKI* to highlight some important messages about milk and dairy in the diet.

The programme ran once a week on a Wednesday at 19:30 and each programme was repeated at least once; the TV advertisement *Loretta Rush, fashion model*, was played during the three months.

On 9 September 2020, the CEP's project manager was interviewed on *VIA*'s *MINKI* slot, explaining the importance of milk and dairy in the diet and the work done as part of the project.

On 28 October, the CEP's dietitian was interviewed on *MINKI*, discussing the unique nutritional value of milk and dairy and explaining that plant-based beverages cannot be used as a replacement for milk and dairy in a healthy diet.

On 1 December, the CEO of the South African Milk Processors' Organisation (SAMPRO) was interviewed by *MINKI* to discuss the dairy industry within South Africa; the process which milk and dairy follows to eventually get to the consumer and how dairy is currently performing amid difficult economic conditions and during the Covid-19 epidemic. This specific interview will be

featured as part of Season 7 of *MINKI* in 2021 and the interview will be broadcast on 15 March 2021. The complete set of six squeezeback advertisements that the CEP developed will also be repeated as part of Season 7 in 2021.

### Results achieved on the VIA/Minki programme

|   |           |
|---|-----------|
| Accumulated viewership: 9 September–9 December 2020                     | 3 541 640 |
| Average accumulated viewership per episode: 9 September–9 December 2020 | 272 431   |
| Viewership in episode on 9 September in which SAMPRO interview featured | 276 584   |
| Viewership in episode on 28 October in which SAMPRO interview featured  | 282 275   |
| Advertisements flighted   | 417       |
| Accumulated viewership for advertisements                               | 557 842   |
| Accumulated viewership for <i>MINKI</i> and advertisements              | 4 099 452 |

The *MINKI* programme cost to CEP was approximately R 500 000 (including the renewals of the TV advertisements) and as the television advert was flighted more than 400 times over the 3 month period, the commercial value for the broadcast of this television advert was approximately R 1.4m and the total value of the campaign was R 1.9m.

### 2.7.2 Consumer Leaflets

There are four consumer leaflets and two leaflets for members of the dairy industry. These are intended to communicate health and nutrition messages to consumers. The leaflets are valuable to members of the dairy industry in their communication with consumers.

A new sports leaflet was developed and printed in December 2020.

## 2.8 MEDIA LIAISON ACTIVITY

### 2.8.1 Trade publications

Trade publications such as *The Dairy Mail*, *Farm Link*, *Food and Beverage Reporter* and *Milk Essay* are vehicles for communicating with the dairy industry and the food industry. Informative articles on the CEP and other relevant topics are published and fourteen articles appeared in *The Dairy Mail* in 2020.

### List of articles published in The Dairy Mail

| Publication    | Date 2020 | Title   |
|----------------|-----------|---|
| The Dairy Mail | January   | A new direction, creating a culture of sustainability. L Pretorius                |
| The Dairy Mail | February  | Health Professionals: Dairy Day Seminar   |
| The Dairy Mail | April     | International Dairy Federation News: School Milk Programmes                       |
| The Dairy Mail | April     | Interview: What consumers want  |
| The Dairy Mail | April     | School milk programmes around the world (IDF contribution)                        |
| The Dairy Mail | May       | The effect of pasteurisation on the nutritional quality of milk and milk products |
| The Dairy Mail | June      | RediscoverDairy Facebook  |
| The Dairy Mail | July      | Just Add Dairy: Improving nutrition in rural communities                          |
| The Dairy Mail | August    | Suiwel en voorkoming van diabetes   |
| The Dairy Mail | September | Health effect of dairy foods on the gut microbiome Part 1: Prof. Corinna Walsh    |
| The Dairy Mail | September | Keeping up with the consumer  |
| The Dairy Mail | October   | Health effect of dairy foods on the gut microbiome Part 2: Prof. Corinna Walsh    |
| The Dairy Mail | November  | Dairy Centrepiece of the Kids Food Table  |
| The Dairy Mail | December  | Dairy: Along with a plant-based diet  |

## 2.8.2 Dairy and health publications

### Dairy and cancer

An article appeared in the *International Journal of Epidemiology* on 25 February 2020 that suggested that drinking more than one cup of milk a day may increase women's risk of breast cancer by 50%. The CEP issued a press release that was distributed to selected publications during March 2020, making the following statement:

The CEP of Milk SA is aware of [a new study](#) looking at the associations between dairy consumption and breast cancer risk. The CEP is concerned that the findings of this research study could be misleading and agree with international bodies that further investigation is warranted.

### 2.8.3 Media liaison monitoring

The essence of media liaison is to make information on the nutrition and health benefits of dairy available to journalists, who then communicate the information to the target markets, serving the interest of the reporters and the media concerned.

Relevant information published in the media on dairy is monitored by Newsclip, an independent specialist firm. Updates are received daily in electronic format. The following table shows the print coverage achieved in this regard (at no cost to the CEP).

#### Media coverage of dairy information

|                          |              | Advertising Value Equivalency |           |                        |   |                          |
|--------------------------|--------------|-------------------------------|-----------|------------------------|---|--------------------------|
|                          |              | Total                         |           | Sponsored <sup>1</sup> |   | Advertorial <sup>2</sup> |
| <b>Total PR</b>          | <b>1 758</b> | <b>R 8 402 673,47</b>         | <b>84</b> | <b>R 2 618 912,27</b>  |   | <b>R 385 332,86</b>      |
| <b>Media sources</b>     |              |                               |           |                        |   |                          |
| Internet                 | 1 391        | R 6 041 024,36                | 45        | R 1 607 404,72         | 1 | R 32 870,20              |
| Magazine                 | 126          | R 940 008,30                  | 3         | R 276 134,29           | 5 | R 352 462,66             |
| Professional             | 6            | R 76 361,62                   |           |                        | 3 | R 162 958,12             |
| Regional Press           | 152          | R 318 053,59                  | 6         | R 71 844,46            |   |                          |
| National Press           | 25           | R 159 577,70                  |           |                        |   |                          |
| Radio                    | 48           | R 580 529,89                  | 13        | R 584 028,80           |   |                          |
| TV3                      | 16           | R 363 479,62                  |           |                        |   |                          |
|                          |              |                               |           |                        |   |                          |
| Trade press <sup>4</sup> | 20           | R 641 066,76                  | 12        | R 714 132,65           |   |                          |

Sponsored: Mentions of the health and nutritional benefits of dairy generated from the content of the media releases which were circulated by the Project to the media.

Advertorials: Purposeful article placement in the Media by the Project.

TV: incidental mentions and programs of content about the health and nutritional benefits of dairy.

Trade press: Articles placed in business-to-business magazines including The Dairy Mail in which health and nutritional benefits of dairy are discussed.

### 2.8.4 Trending topics

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

#### Trending topics and tone of messages

| Topics             | Number of articles | Positive | Negative | Open |
|--------------------|--------------------|----------|----------|------|
| Plant-based eating | 101                | 6        | 56       | 39   |

|                        |     |     |    |    |
|------------------------|-----|-----|----|----|
| Environment            | 87  | 24  | 42 | 21 |
| Animal welfare         | 17  | 3   | 7  | 7  |
| Salt                   | 16  | 0   | 1  | 15 |
| Bone health            | 22  | 18  | 1  | 3  |
| Gut health (Probiotic) | 76  | 53  | 1  | 22 |
| Saturated fats         | 19  | 9   | 5  | 5  |
| Lactose intolerance    | 8   | 3   | 0  | 5  |
| Young child nutrition  | 499 | 425 | 4  | 70 |
| Immunity               | 44  | 32  | 2  | 10 |
| Allergy                | 105 | 65  | 1  | 39 |
| Acne                   | 18  | 2   | 15 | 1  |
| Sugar                  | 4   | 0   | 2  | 2  |
| Weight management      | 111 | 27  | 10 | 74 |
| Hormones               | 9   | 1   | 7  | 1  |
| Sport recovery         | 20  | 15  | 1  | 4  |
| Cancer                 | 18  | 8   | 8  | 2  |
| World Milk Day         | 46  | 33  | 0  | 13 |
| World School Milk Day  | 30  | 28  | 0  | 2  |

### (i) CEP Twitter (@CEPMilkSA)

The CEP posts selectively on its Twitter account, which now has 201 organic followers, up from 182

In total, 157 tweets were posted in 2020 that had an average of 0,5%, 1,4%, 0,7% and 1,2% engagement rate for the respective quarters. The cumulative tweet impressions were 50 651.

### (ii) CEP Instagram (@rediscoverdairy)

The CEP extended its social network by including an Instagram account. It follows the same schedule as that for Facebook. No funds were used to boost the platform and it will only grow organically.

## 2.9 SCHOOL PROGRAMME

### 2.9.1 General

The school programme is aimed at grades 1–7. It consists of two main themes:

From farm to fridge: grades R–3

A guide to healthy eating: grades 5 and 6 (the curriculum does not include dairy in grade 4)

Each theme consists of a teacher's guide, class posters, a fact sheet and worksheets on each topic.

All posters and worksheets are available in English and Afrikaans. The school project and learning material are available on the website ([www.dairykids.co.za](http://www.dairykids.co.za))

The CEP is expanding its school programme, following on from the teacher support material developed earlier for the Foundation Phase and Intermediate Phase. The Consumer Studies curriculum of the Further Education and Training (FET) band has been identified as an appropriate target, as the consumer messages developed by the CEP will align well with the content covered in the food and nutrition section of the curriculum. During the fourth quarter, the CEP planned the content required for the development of the material.

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

The teacher's guide and accompanying worksheets that were developed by the CEP, is hosted on the E-Classroom website. E-Classroom is an independent website that hosts branded worksheets, with external links, for primary school teachers and learners. The website has been endorsed by the Department of Basic Education (DBE) for the e-learning section of the DBE's website. KykNet and Pick n Pay have become the main sponsors of E-Classroom, which creates more exposure.

The hosted content is updated annually.

During 2020, worksheets were downloaded 14 732 times from the E-Classroom site. See 3.15 for additional liaison and activities with E-Classroom during World School Milk Day.

## 2.9.3 Distribution of school curriculum educational material developed by the CEP

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

### List of organisations that received the school programme on request

| Organisation/processor                           | Date     | Comment   |
|--|----------|---|
| Levy payer of Milk A                             | 16 Feb.  | on requested educational material for a special school event.   |
| Milk Producers' Organisation (MPO), Eastern Cape | 30 Sept. | New school material was couriered for a local school milk day.  |
| DBE  | 5 Oct.   | The DBE used the material to prepare for the National Nutrition and Obesity Week celebration at a local school in Benoni. |

Because of the Covid-19 lockdown, limited amounts of school material were distributed.

## Dairykids website

All the communication products related to the school project are available on the Dairykids website ([www.dairykids.co.za](http://www.dairykids.co.za)). Posters, teacher's guides, fact sheets and worksheets can be downloaded from the site. The website is also linked to the DGYG and RDD website.

The Dairykids website was revamped for easy navigation and download of learning material developed by the CEP and aimed at learners in the Foundation Phase (Gr R–3) and the Intermediate Phase (Gr 4–6). The educational material is aligned with the curriculum of the DBE and guides teachers on how to include information about dairy in their lessons.

### Dairykids.co.za analytics for 2020

| Quarter | Total users per quarter | Total page views per quarter | Average pages per session | Average % new visitors | Average % bounce rate | Average session duration |
|---------|-------------------------|------------------------------|---------------------------|------------------------|-----------------------|--------------------------|
| Q1      | 457                     | 2 768                        | 5,27                      | 145,67                 | 5,87                  | 00:02:07                 |
| Q2      | 789                     | 3 525                        | 13,08                     | 775,00                 | 3,27                  | 00:01:40                 |

|           |     |       |      |        |       |          |
|-----------|-----|-------|------|--------|-------|----------|
| <b>Q3</b> | 436 | 2 216 | 4,14 | 140,67 | 31,30 | 00:02:45 |
| <b>Q4</b> | 138 | 275   | 1,67 | 43,67  | 78,48 | 00:00:32 |

## 2.10 REDISCOVERDAIRY WEBSITE DOWNLOADS

The RDD website gives information on 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, the MPO, the International Dairy Federation (IDF) and Global Dairy Platform (GDP). The website is maintained and new information is uploaded continually.

### The RDD analytics for 2020

|           | Total Users per quarter | Total page views per quarter | Average pages per session | Average % new visitors | Average % bounce rate | Average session duration |
|-----------|-------------------------|------------------------------|---------------------------|------------------------|-----------------------|--------------------------|
| <b>Q1</b> | 1 703                   | 4 500                        | 2,23                      | 529,33                 | 66,48                 | 00:01:53                 |
| <b>Q2</b> | 3 076                   | 10 125                       | 2,19                      | 938,00                 | 59,96                 | 00:03:03                 |
| <b>Q3</b> | 1 613                   | 6 383                        | 2,63                      | 462,33                 | 57,24                 | 00:03:34                 |
| <b>Q4</b> | 1 036                   | 4 357                        | 2,11                      | 304,00                 | 60,23                 | 00:03:48                 |

## 2.11 NATIONAL NUTRITION AND OBESITY WEEK

The National Nutrition and Obesity Week (NNOW) is an annual initiative by the Department of Health (DOH) and targets the population at large. 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. NNOW took place from 9 October to 19 November 2020.

The first meeting in 2020 was held on 12 March with the Department of Health and other participating stakeholders. The Department of Health has consolidated the partners and going forward the CEP will be working through the Consumer Goods Council of South Africa (GCSA) to contribute to NNOW.

The theme of NNOW for 2020 was: Good Nutrition for Good Community.

## 2.12 WELLNESS ACTIVITY

### 2.12.1 Overview

This entails community work in Public Clinics of the Department of Health for nutrition advisers, health promoters and community health workers. This is presented in the format of educational information sessions for upliftment of local communities. –.

During 2019, 21 educational information sessions were held with an attendance of 752 health promoters and community health workers

In 2020 the CEP presented 15 educational information sessions attended by 517 health promoters and community health workers in North West. Owing to the Covid-19 lockdown, no further educational sessions were possible between March and September.

Overall, 92.4% of districts in the country have been reached and a total of 4 438 health promoters and community health workers have attended the educational information sessions since 2014. Educational information sessions in all nine provinces have been completed with exception of Western Cape where the CEP cannot be accommodated in four of its districts due to DOH restrictions. However, in 2021, educational information sessions will continue starting with KwaZulu Natal, which was the province where it initially started in 2014.

The activity of the educational information sessions is considered a long-term investment of the CEP and the dairy industry, reaching a target market that is difficult to access.

Eight educational information sessions are planned for 2021, covering one district in North West and seven in KwaZulu-Natal. The CEP aims to repeat the sessions done in KwaZulu-Natal, to

provide the upgraded lesson plans and educate health workers who have joined the clinics since 2014.

### 2.12.2 Promotional material used in the Wellness Activity

Educational material that explains the nutritional value of dairy products that advocate the benefits of adding dairy to the daily diet was 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 handout to consumers after the educational presentation.

Promotional material developed by the project:

An educational clinic manual with the complete message on the importance of 'Have milk, maas or yoghurt every day'. This manual serves as an educational tool for the health promoters and community health workers to reaffirm the message presented during the educational sessions but also to use when providing education themselves to the community. The manual consists of a visual depiction and a supportive text page for each of the health messages.

Supportive posters in sets of four that serve as visual support for the educator to present the milk and dairy educational messages to their clients in larger groups.

Banners with the message:

Have milk, maas or yoghurt every day.

The South African food-based dietary guidelines, set out on the banner.

Handout leaflets as leave-behind messages after the health promotor or community health worker has presented their message to their clients. These leaflets are available in nine of the South African official languages, namely Afrikaans, English, Northern Sotho, Sotho, Tsonga, Tswana, Venda, Zulu and Xhosa.

Educational video available as a download from the Rediscoverdairy website, in English, Tswana, Zulu, Xhosa, Tsonga and Sesotho.

The CEP translated the clinic training video *Why dairy is good for you (Tumi)* in five vernaculars in 2019.

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions, that is 100% BEE-compliant and has a Level 1 contributor status, to help in presenting the health messages at state clinics and hospitals in the vernacular language of the local community. The dietitian of the CEP educated 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.

During the education information session, the message is repeated three times. The CEP presents the complete message, after which Awuzwe's health promotor will repeat the key messages. At the end of the presentation, an Awuzwe team member will present the message in the language of the specific area to demonstrate how the training can be used by health promoters and community health workers during a normal workday among their clients. This empowers the field workers to present the information with confidence. Each trainee is provided with a lesson plan and visual aids, which enhances the learning experience at the clinics.

### 2.12.3 Presentation of educational information sessions for nutrition advisers and health promoters

Educational sessions for health promoters took place in North West in 2020.

#### Educational information sessions in North West in 2020

| Date                         | District                | Number of health promoters trained |
|------------------------------|-------------------------|------------------------------------|
| 3–7 Feb.                     | Ngaka Modiri Molema     | 181                                |
| 9–13 Mar.                    | Dr Ruth Segomotsi Mompa | 180                                |
| 19–23 Oct.                   | Bojanala                | 156                                |
| <b>Total trained in 2020</b> |                         | <b>517</b>                         |

## No Non-achievements / underperformance has been reported

### Goal 2 - Specialized Communication

#### Achievements

##### 3.1 Overview

The target market for specialised communication is health professionals, i.e. doctors, dietitians, nutritionists and nurses. The messages communicated are based on the latest scientific information on dairy nutrition and health. The CEP uses an independent Technical Advisory Committee (TAC) that comprises 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 advisers

Education material for dietetic students at universities

Liaison directly with health professionals through continuing professional development (CPD) events, seminars and conferences

Exposure on the Association for Dietetics in South Africa (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 and publications

Evidence-based nutrition reviews are written on new topics regarding nutrition, health and dairy. These are aimed at health professionals. Each review is summarised into an advertorial and is published accordingly in publications read by this target audience.

The evidence-based nutrition reviews explore a new topic in dairy health and nutrition that warrants further investigation. The 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 RDD website, under the Dairy-Based Nutrition menu item.

In 2020, six reviews were published for health professionals either in health professional publications or through ADSA and online.

###### Reviews published for health professionals in 2020

| Title  | Publication            | Date     |
|--|------------------------|----------|
| An overview of the effect of pasteurisation on the nutritional value of milk and milk products | <i>Modern Medicine</i> | March    |
| Notification on ADSA online portal of the CPD/CEU activity of the CEP                          | ADSA                   | April    |
| Dairy allergies and lactose intolerance  | <i>Modern Medicine</i> | May      |
| Health effects of dairy on gut health  | <i>SAJCN</i>           | June     |
| IDF Fact sheet: Dairy's role in supporting a healthy immune system                             | ADSA                   | June     |
| Dairy and a plant-based diet   | <i>SAJCN</i>           | November |

###### Reviews being developed

Moving towards more sustainable food systems

Research under the magnifying glass – how to assess scientific articles

### 3.2.2 Presentations and handouts at Association for Dietetics in South Africa events

As part of the health professional print campaign, the CEP creates awareness on the ADSA ([www.adsa.org.za](http://www.adsa.org.za)) website, especially to inform dietitians of the new information. The information appears on the RDD website together with any new scientific information on dairy health and nutrition. The CEP also presents at the ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP.

### 3.2.3 Update of the Sports Booklet

The CEP tasked two sports dietitians to update the existing sports booklet with new research results and references. The booklet has been completed and will be made available in electronic format on the RDD website during the first quarter in 2021.

The booklet is supported by a leaflet. The leaflet was completed and edited during the second quarter and printed in the fourth quarter. The leaflet and booklet are aimed at the sports enthusiast and sports coaches/personal trainers.

### 3.2.4 Participation in sports webinar

The CEP participated in a webinar for school sports coaches, i.e. the AllSport Coaches workshop. The webinar was presented over four weeks, one afternoon per week, from 14 October to 25 November 2020.

The CEP requested Nicki de Villiers, a member of the TAC of the CEP, to present a talk at the AllSport Coaches workshop on 12 November 2020. The title of her talk was: *Build with Milk: The road to recovery*.

The workshop was attended by 500 people, most of whom were coaches in various schools across South Africa. A full list is available on request.

## 3.3 CLINICS: Educational material for health professionals

### 3.3.1 Dairy-based nutrition tool

As part of the communication activities with dietitians, the Dairy-based nutrition tool, developed by the CEP, is distributed to the third- and fourth-year dietetics students at all the universities in the country that offer a degree in dietetics. The tool is a memory stick containing all the scientific information regarding dairy health and nutrition as developed by the CEP. It includes the dairy-based nutrition booklet, sports booklet, advertorials, nutrition reviews and an overview of the CEP. TV advertisements, the school project and all material used for clinical training are also included. During 2020, 228 students at four different universities received the educational tool. The CEP dietitian visited a number of institutions and delivered a presentation to the students.

### CEP dietitian visits to institutions in 2020

| Date                                | Institution                                | Number of students |
|-------------------------------------|--|--------------------|
| 27 January                          | Nelson Mandela University (Port Elizabeth) | 35                 |
| 30 January                          | University of KwaZulu-Natal                | 40                 |
| 31 January                          | University of Pretoria                     | 21                 |
| 5 March                             | University of North West                   | 72                 |
| 6 October                           | Stellenbosch University                    | 39                 |
| 9 October                           | University of the Free State               | 21                 |
| <b>Total student reach for 2020</b> |  | <b>228</b>         |

The CEP also presented a presentation to fourth-year BScAgric students on the nutritional value of milk and dairy and how it compares to plant-based beverages. A total of 28 students attended the virtual presentation.

### **3.3.2 Educational tool for dietitians**

The A3 Educational Tool was developed by the CEP for dietitians in provincial hospitals and clinics to educate patients on nutrition required during certain life stages. On an ongoing basis, the CEP dietitian visits tertiary training hospitals throughout the country and presents the tool to the dietitians. The Educational Tool was updated in terms of content and design in 2019. The Educational Tool was printed in 2020 and is also available digitally.

### **3.3.3 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)**

The CPD activity provides the CEP with an opportunity to communicate directly with one element of the health professional target markets, i.e. dietitians and nutritionists.

Continuing Nutrition Education (CNE) for dietitians was introduced in 2017 as a new menu item on the RDD website.

Dietitians have to register on the website and then have access to peer-reviewed articles. Each article is accompanied by a questionnaire that needs to be completed by the dietitian to obtain CPD points.

Eleven CNE articles for health professionals was compiled for the CEP's CPD activity for 2020. Questionnaires for each of the articles have been developed and accredited by the ADSA CPD office. The questionnaires consist of 10 or 15 questions. Completion provides two or three Continued Education Units (CEUs) respectively. All articles and questionnaires can be read and answered online on the RDD webpage. These articles focus on dairy's role in health and nutrition and other dietetic-related topics. Dietitians and nutritionists can earn up to 25 CEUs of which five units are ethical points, the total number of ethical points required within a yearly cycle.

The CNE menu item went live on 31 March 2020 and was available to dietitians until 31 December 2020. Health professionals were notified of the availability of the 2020 CPD activity of the CEP via the ADSA website, the Nutrition Society of South Africa (NSSA) newsletter and on the Dietitians in Practice (DIP) Facebook page. This menu item was first introduced in 2017.

The response to the CPD activity was overwhelming under the lockdown conditions as the CEP was positioned favourably to provide CPD articles to dietitians at the right time.

Responses from dietitians:

3 505 answer sheets were received from 506 participating dietitians, meaning there were 11 articles and 3 505 responses to these articles; in comparison in 2019 there were 850 answer sheets were received from 173 participating dietitians; in 2018 there were 145 answer sheets were received from 45 participating dietitians.



### **3.4 TECHNICAL ADVISORY COMMITTEE**

The TAC meets once a year. During each year, several consultations are held with individual members.

This year, the annual meeting was held on 14 February 2020 and attended by all six members (present and online). Dr Mariaan Wicks of North-West University was appointed to the TAC.

The CEP maintains contact with the TAC and consults it about scientific issues related to dairy health and nutrition.

### **3.5 DIETITIANS' SURVEY**

The CEP developed two surveys to establish possible limitations in dietitians' knowledge of the nutrition and health benefits of milk and other dairy products and also explore their awareness of various information sources provided by the CEP. The first, a quantitative survey, was conducted in September 2020.

The qualitative survey, in the form of personal WhatsApp interviews, was conducted in the fourth quarter among 25 dietitians. The results would be presented to the CEP in the second week of January 2021. The results will be used to inform and update the Dairy Diary online tool and to inform communication activities with the target audience.

### **3.6 REDISCOVERDAIRY NEWSLETTER**

The RDD newsletter reminds the industry about the CEP, highlighting its new products and initiatives. The target audience is the dairy enterprises registered with Milk SA and the members of the MPO and SAMPRO; health professionals and nutritionists. The newsletter was developed in the third quarter and is being laid out and designed. The topics reflect the work done during 2020.

### **3.7 PLANT-BASED IMITATION DAIRY PRODUCT: MARKET SURVEY**

The CEP was invited by the IDF Plant-based Beverage Action Team to participate in a survey to review the South African retail market for plant-based imitation dairy products. A Milk SA task team, consisting of the Dairy Standard Agency (DSA) and the CEP, was established. The task team started by considering the current regulation governing compositional standards for dairy products and imitation dairy products, i.e. Regulation R1510 of 20 November 2019. Samples were then sourced from retail stores, mainly in Gauteng and the Cape Peninsula area. The samples consisted of plant-based beverages, plant-based imitation milk (cream, milk powder, sweetened condensed milk), cultured imitation dairy products and plant-based imitation cheeses (vegan cheese).

The purpose of the survey was to:

obtain insights into the plant-based imitation dairy products available in the South African market;  
capture information from the labels regarding the nutritional content, ingredients, other label information and claims;  
use the information obtained for future regulatory discussions on plant-based imitation dairy products in South Africa; and  
use the information for educational purposes within the industry and among consumers.

A sample set of 111 different plant-based imitation dairy products were purchased from various retailers. The samples were purchased based on the criteria that a dairy-related term was visible on the packaging label and/or claims were made inferring directly that these were an alternative product to dairy. As far as possible, one product was purchased per category and brand, to obtain a representative idea of the market availability and line extension of the brands.

The IDF Plant-based Task Team provided each country with a template to complete with country-specific information and the complete template was submitted to the IDF by 15 September 2020.

### **3.8 CONFERENCES AND PRESENTATIONS**

The National School Nutrition Programme (NSNP) of the DBE held a conference at the Lake Hotel, Benoni, and invited the CEP to deliver a presentation on ensuring milk safety (4 March 2020). The CEP was also part of a panel discussion.

The NSNP of KwaZulu-Natal invited the CEP to repeat its presentation on ensuring milk safety and to participate in a panel discussion at their district workshop on 10 March 2020 at San Lameer in the province. These events were attended by approximately 250 individuals responsible for the execution of the NSNP in South Africa. The NSNP feeds more than 9,2 million children per day in underprivileged areas.

Writing course presented by Dr Linda Pretorius: The CEP team attended a training course on writing and editing on 16 and 18 March 2020 at SAMPRO's offices

A National Dairy Council of the United States network group discussion was held on 19 May 2020. The topic of the day was: Country outlook and dairy response to Covid-19. The CEP manager presented information on behalf of South Africa. 3. The CEP attended the IDF Communicating Science webinar on 15 May 2020.

During the lockdown period, webinars on various topics were available online regarding dairy health and nutrition, environmental and sustainability issues. The CEP attended webinars that contributed to the knowledge of the CEP, e.g. front-of-pack labelling systems

9 July: IDF webinar: Plant-based communication framework

IDF webinar on food security: 22 July 2020. The dietitian of the CEP was responsible for the arrangements and speaker invitations of the webinar.

International Life Sciences Institute Provincial Dietary Intake Study webinar on 4 August 2020.

Meeting with National Dairy Council USA; 8 December 2020. Theme: Dairy Matrix

Goat's and Sheep Milk symposium – the nutrition-related topics – 5 November 2020.

FOP nutrition labelling – Nordic countries – 14 October 2020.

The future of sustainable dairy systems – 13 October 2020.

IDF School Milk webinar: 30 September 2020. As action team leader of this IDF survey, the CEP's dietitian presented the results of the survey at the webinar.

Global Dairy Platform annual meeting on 24 September 2020.

Danone One Health Summit on 27 August 2020.

### **3.9. INDUSTRY WEBINAR**

The CEP presents a seminar to the dairy industry every two years. On 18 November 2020, the seminar was presented as a webinar, due to the national lockdown and precautions against Covid-19. The webinar focussed on the communication activities of the CEP to general consumers and was titled: *Dairy's new consumer culture: Adapting for consumer trends and nutritional insights*.

This webinar focused on the youth of South Africa – the Millennials and Generation Z, and how they fit dairy into their busy lives. It also focussed on their digital behaviour and whether TV was still relevant in South Africa. The webinar was attended by 70 people from the industry.

Webinar speakers:

Lauren Rheeders: Strategic planner at Fox P2

Relevance of dairy among Generation Z and Millennials.

Elsa Carpenter-Frank: Media Expert and director of 'Let's Be Frank Consultancy'

Is TV is still relevant to our market?

Sizwe Mbebe: Social media manager, Fox P2

Audiences' digital behaviour, social media in SA, and DGYG campaigns.

### 3.10 WORLD MILK DAY (WMD)

WMD was held on 1 June 2020. The CEP primarily used its RDD Facebook page, aimed specifically at mothers, to talk to consumers about choosing foods that are nutrient-rich and can help to support a healthy immune system, while still balancing their household budget. The RDD Facebook page resonated with this demographic helped to empower mothers to make healthy choices for their families' diets. The CEP also issued a press release on dairy as an affordable source of nutrition, which was published and used by several bloggers (refer to 2.6 Media Liaison Activity).

The CEP participated in a virtual 'physical' active campaign on WMD. The CEP teamed up with the MPO, to organise an online Crossfit competition with various gyms in Gauteng. The CEP ensured that participants were informed about the role of dairy in sport and muscle recovery.

The CEP liaised about WMD with the Global Dairy Platform, which provided content to promote WMD on Facebook, Twitter and Instagram. This resulted in many countries posting the same messages on their social media platforms, using the #EnjoyDairy handle. By having a uniform message, the message about the goodness of dairy was strengthened globally.

Media coverage: WMD Affordable nutrition: R748 182,72 (includes bloggers: total contribution of th CEP was R39 084,03). Of the 39 articles on WMD featured in the media in June, 25 were contributed by the CEP.

GDP: Total impressions increased more than 25% over 2019 to 842 million, and positive/neutral sentiment grew to 97,5% (up from 96% last year), while negative posts decreased to 2,5%. An estimated 104 countries participated, with South Africa being in the top 10 for the consecutive 2019 and 2020 periods. Special mention was made of the CEP's Dairy Dance Off campaign in the GDP report.

### 3.11 WORLD SCHOOL MILK DAY

September usually sees us celebrating WSMD, but with the restrictions due to the Covid-19 response and the associated disruption of the school calendar, celebrating WSMD as usual was not possible. However, the CEP instead used this event as an opportunity to talk to mothers about children's particular nutritional needs for healthy growth. The media release of dairy as the centrepiece of the kid's food table was translated to isiZulu and dietitians were contracted to conduct radio interviews on behalf of the CEP in Zulu, English and Afrikaans to ensure that the messages reached a wide audience.

Additionally, the CEP teamed up with E-Classroom and produced a competition on the E-Classroom Facebook for learners in grades 0–3. The CEP highlighted WSMD by creating a fun and interactive campaign that showed the importance of dairy in our daily lives. Children were encouraged to draw their favourite dairy products and post them and parents could learn more about dairy as they were directed to the Dairykids website. Based on the click-through rate, the objective of drawing followers to the websites was achieved.

In total, 26 drawings were submitted; 313 people liked the posts; 106 people shared the posts and 6 198 people were reached.

### 3.12 INDUSTRY-RELATED MATTERS

#### 3.12.1 Consumer Goods Council of South Africa (CGCSA):

The Project is a member of the CGCSA's Food Safety Initiative and Health Foods Options Initiative, and pays annual membership fee. The Department of Health (DOH) requested the CGCSA for support of their Health Food Options Industry Initiative (HFOII). The CEP is contributing to the actions in respect of the HFOII, which consists of a national strategic plan for the prevention and control of noncommunicable diseases (NCDs) in South Africa. The initiative gives high prominence to food products containing added sugar

The CEP attends regular meetings with the CGCSA about the healthy food options industry engagement with the Director-General: Health and Beverage South Africa (BevSA). During the lockdown, communication with the CGCSA was primarily electronic.

The CEP participated in the weekly industry discussion regarding the updated version of the NCD document developed by

the Department of Health in September; the document was evaluated progressively.

### 3.12.2 South African Society for Dairy Technology

The CEP manager was elected national president of the South African Society for Dairy Technology (SASDT) in September 2020. Owing to the Covid-19 lockdown, the symposium planned for 24 March 2020 in Gauteng was cancelled. The SASDT has since held the following three webinars to ensure that they remained relevant to their members:

25 June 2020: Ivo Vegter

15 September: DSA and Dr Mariaan Wicks

1 October: Cindy Chin

### 3.12.3 Compositional data: Technical Advisory Committee meeting

The CEP purchased maas and yoghurt-based dairy snacks products that were available at different leading retailers. The nutritional information displayed on the products was captured and compared with the values displayed in the Medical Research Council (MRC) tables.

The possibility of reanalysing the nutritional composition of selected dairy products was discussed with the CEP's TAC on 14 February 2020 to obtain a professional opinion on the matter. It was agreed that the CEP would investigate which fat classes are included in the latest MRC tables (2017) once these tables were obtained from the MRC and checked. Only then would the possibility of re-evaluating the composition of dairy products be addressed.

### 3.12.4 Milk SA technical working group meeting: Dairy products and the use of dairy terms

The meeting reviewed the regulation on dairy terms used in imitation dairy products such as plant-based beverages. The *Bulletin* of the IDF on the *Codex General Standard for use of dairy terms: Its nature, intent and implications*, was used for this discussion. The Regulation and Standards Project of Milk SA carries the primary responsibility in respect of the matter.

### 3.12.5 Coordinating committee of the Dairy Standard Agency, CEP and Research Project of Milk SA

The Coordinating Committee of the Dairy Standard Agency (DSA), the CEP and the Research Project of Milk SA met on 6 February and 3 June 2020.

On 1 December 2020, a meeting was held to discuss collective issues regarding sustainability, animal health and welfare, plant-based dairy products, Extended Producer Responsibility regulations and matters related to the 'Assignee', who is appointed to ensure compositional regulations in respect of dairy and imitation dairy products and dairy standards

## 3.13 WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION

### 3.13.1 General

A meeting was held with Louise Gottsche to confirm her role as representative for South Africa on the IDF Action Team on Codex Matters and the IDF Standing Committee on Standards of Identity and Labelling.

The IDF World Dairy Summit was cancelled in 2020. To retain continuation of the work that is performed by the IDF, a series of meetings were held in October and November by the different standing committees. The CEP's manager and dietitian attended the following meetings according to their responsibilities:

12 October 2020: IDF delegates' meeting

14 October 2020: Science Programme Coordination Committee (SPCC) meeting: Analysis of outcome of survey on Covid19

15 October 2020: International Milk Promotions group meeting

26 October 2020: The World Dairy Situation

28 October 2020: SPCC meeting

2 November 2020: General assembly

3 November 2020: IDF Forum

3 November 2020: IDF leaders' panel

5 November 2020: Joint meeting, Standing Committee on Standards of Identity and Labelling (SCSIL) and Standing Committee on Nutrition and Health (SCNH)

9 November 2020: Joint meeting of the Standing Committee on Dairy Policies and Economics with the Standing Committee on Marketing

9 November 2020: SCNH meeting

10 November: Task force on PBB meeting

11 November 2020: Standing Committee on Marketing

12 November 2020: IDF delegates' meeting

17 November 2020: IDF meeting: Standing committee chairs, deputy chairs, SPCC members, board members and IDF staff members

30 November 2020: SPCC meeting – new members

15 December 2020: SCNH action team: Nutrition Symposium meeting

### 3.13.2 Global Dairy Platform (GDP) and International Milk Promotion Group (IMP) of the International Dairy Federation

The virtual midyear meeting of the IDF Global Dairy Platform (GDP) and the International Milk Promotion Group (IMP) was held during the week of 4–7 May 2020.

The CEP's manager serves on a number of action teams or task forces:

Plant-based Beverages: Communication framework was developed by a sub-task team of the IMP (completed).  
 Task team of ultra-processed foods: The first task force meeting on dairy products and ultra-processed foods was held at the 2019 IDF World Dairy Summit in Istanbul. A position statement regarding dairy and ultra-processed foods has been shared with members.  
 Task team on Environmental Sustainability Communications  
 The Global Marketing Survey was completed in 2019 and the final report was shared with the industry globally in 2020. This report was managed and produced by a sub-task team of the IMP.  
 The Standing Committee on Marketing (SCM) meeting was held on 29 April and 9 November 2020; the CEP Manager presented the information on ultra-processed foods.

The CEP manager assisted SAMPRO with the drafting of the country report for the IDF Standing committee on Dairy Policies and Economics and SCM, which was submitted to the IDF on 25 May 2020. The CEP Manager participated in the following meetings:

- 9 July: IMP meeting
- 24 September: GDP Annual meeting
- 1 December: GDP joint meeting with the IMP
- 10 December: GDP: Environmental Sustainability Communications meeting

### 3.13.3 Standing Committee on Nutrition and Health

The CEP dietitian serves on the Task Force on Plant-based Beverages. Its communication framework was completed and presented to IDF members on 8 July 2020. Refer to point 3.9 regarding country-related requirements for the IDF.

Action Team on School Milk Programme: The *Bulletin on the contribution of school milk programmes to the nutrition of children worldwide – 2020 Edition* was completed in January 2020 and published on the IDF website. On WSMD, the IDF presented a webinar on the SMP. The dietitian of the CEP participated in the presentation.

Science and Programme Coordination Committee (SPCC): The dietitian of the CEP was elected as a member of the SPCC during the IDF meetings in Turkey in 2019. As SPCC representative, the dietitian on the CEP took part in the midyear meeting for SPCC members on 7 May 2020 and an IDF midyear meeting with standing committee chairs, deputy chairs and board members on 4 June.

Participate in the Standing committee on Nutrition and Health midyear meeting on the 26 May 2020.

The dietitian of the CEP coordinated a webinar on nutrition sustainable models on behalf of the IDF. This was presented on 4 June 2020.

The dietitian of the CEP serves as acting Team leader on the Lactose and other dairy sugars Action Team of the IDF. Currently, the *Lactose Bulletin* is a working document. During the last quarter of 2020, the *Lactose Bulletin* was circulated to the larger SCNH membership for comments and editing. The document is currently being submitted to the SPCC for approval for publication. This project is also expanding the topic for 2021 and the Action Team aims to specifically look at sugar-sweetened milk and dairy products, developing an advocacy toolkit to exclude lactose from sugar/nutrition profiling to base taxes, and front-of-pack labelling.

During the third quarter of 2020, the CEP dietitian participated in the following IDF meetings:

- 23 July and 25 August: SCNH Nutrition Symposium task force
- 24 September: GDP 14 annual meeting
- 29 September: SPCC meeting

During the fourth quarter of 2020, the CEP participated in the meetings as set out under 3.13.1

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

## Income and expenditure statement

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

## Popular Report

[CEP. Popular Annual report CEP.2020. 8 Feb 2020. FINAL.pdf](#)

## Additional documentation

[CEP. Annual report, comprehensive. 8 February 2020, FINAL.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 |