



Consumer Education Project of Milk SA

(PRJ-0251-2020)

SAMPRO

Quarter 1 2020 (January 2020 till March 2020)

Project goals

Goal 1 - General Communication

Achievements

INTRODUCTION

1 OBJECTIVE OF THE REPORT

The objective of this report is to provide the outputs of the activities of the Consumer Education Project of Milk SA for the first quarter, January – March 2020

The Project was allocated a budget of R 21 000 000.00

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

b. Specialised communication

Specialised communication, i.e. 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 and LSM 7-10 can have an income greater than R19 999.00. LSM indicators are used to determine target audiences for the different elements of the Project.

The target market for Specialised Communication element is health professionals, namely doctors, nurses, dietitians, nutritionists, nutrition advisors and health promoters.

5.COMMUNICATION CHANNELS

To convey messages effectively to the target markets, appropriate use of the different communication channels is necessary. Due to the numerous opportunities which exist in the market place for communication activities, it is of extreme importance for the Project to be highly disciplined in selecting the most effective communication channels and to ensure balanced and integrated use of the channels to convey the messages to the different 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

Websites

Digital advertising and Social media

Presentations at scientific congresses and seminars

Media liaison

2. TELEVISION AND SOCIAL MEDIA FOR 2020

2.1 Television broadcast schedule for 2020

Four bursts are planned for 2020. The Project agreed to use existing television advertisements to rebroadcast in 2020.

In order to determine which of the existing TV ads to be broadcast in 2020, research was conducted among teenagers in a school in Tembisa on 19 February by the Bureau of Market Research. The TV as 'Ball' and 'Stix' were selected to 2020

The television advert 'Ball' was flighted from 20 March until 10 April 2020, during the school holidays, as the advertisement is aimed at teenagers.

The target audience for 2018-2021 will remain teenagers (four-year period).

A new TV ad will be developed in the 4th quarter of 2020.

The table below shows the number of times the television advert was flighted per channel during the first burst for 2020. In the case of DSTV, packages are bought.

During the period the TV ad was broadcast on the following channels:

| | Alien TV advert 20 March – 10 April 2020 |
|--------------|------------------------------------------|
| TV Channels | Number of flightings per channel |
| ETV | 55 |
| EToonz | 3 |
| SABC 1 | 12 |
| SABC 2 | 12 |
| SABC 3 | 13 |
| DSTV Package | 20 March – 10 April |

2.2 Dairy Gives you go WEBSITE (DGYG): www.dairygivesyougo.co.za

The 'Dairy gives you go' website targets teenagers which gives the health and nutritional benefits of dairy in infographic format. The DGYG website has three main themes and with infographics. The DGYG website is continually monitored and updated when so required.

There are three themes on the website:

Every day: and the role of dairy

Sport and dairy

Strength: the benefits of dairy

In addition, all the TV ads and Tasty Treat videos can be viewed on the DGYG website/
The Ask Dairy and Dairy Diary menu items are also hosted on this website

| Sessions | Users | Page views | Page/session | Avg. Session Duration | Bounce rate |
|----------|-------|------------|--------------|-----------------------|-------------|
| 271 | 239 | 787 | 1,76 | 0.41 | 59,78% |

2.3 DIGITAL ADVERTISING – TASTY TREAT

Tasty treat videos will not feature on the Dairy Gives You Go Facebook page in 2020. Existing Tasty Treat videos will be repurposed for the RediscoverDairy Facebook page.

2.4 FACEBOOK: DAIRY GIVES YOU GO (DGYG)

The DGYG Facebook page was launched in June 2014. Three new posts are placed on the page per week. The information posted is grouped into four different segments i.e.

Benefit driven posts

Engagement themed posts

Campaign engagement content

Community driven posts

2.4.1 Analytics related to the Facebook page for the first quarter of 2020

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

The DGYG Facebook page currently has 54 000.

The following table presents the analytics results for the DGYG Facebook page:

| | JANUARY TO MARCH 2020 |
|-------------------|-----------------------|
| Analytics | Number |
| New Fans | 5 |
| Total Page Likes | 53,362 |
| Total Impressions | 1,567,152 |
| Total Reach | 38,448 |
| Total Video Views | 36.8K |
| YouTube Views | 632 |

2.4.2 INSTAGRAM

The following table presents the analytics results for the DGYG Instagram page:

| | JANUARY TO MARCH 2020 |
|-------------------|-----------------------|
| Analytics | Number |
| New Fans | 285 |
| Total Followers | 2,397 |
| Total Engagements | 3,938 |
| Total Reach | |
| Total Video Views | 36.8K |

2.5 CONSUMER PRINT CAMPAIGN

2.5.1 Promotional articles

Promotional articles are written for consumer publications with the aim to expand on the key dairy nutrition and health messages by engaging with consumers in a creative manner. No promotional articles were published in the first quarter, but planning of a new campaign took place during this period.

The Project is investigating the use of VIA lifestyle television channel 147 on DSTV to reach the previously consumer print, Huisgenoot target audience – mainly Afrikaans speaking audience with a LSM distribution of 74% LSM 8-10 and 26% LSM 6-8; 69% White, 24% Coloured, 7% Black. The CEP will form part of the lifestyle programme “Minki”. The programme will be on air from 9 September to 2 December 2020. During the first quarter of this year, extensive planning and liaison took place between the CEP and Media 24 to establish the CEP’s role and the opportunities for exposure and advertisement as part of the programme. The TV ad that will be used is Loretta Rush.

2.6 REDISCOVERDAIRY FACEBOOK PAGE (RDD)

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

The purpose of the RDD Facebook page is to be a portal of dairy nutritional information. It primarily uses existing content from the Rediscoverdairy Website and some newly developed content including food bloggers. The content focusses on the nutritional benefits of dairy three times per week content is posted. The page currently has 1450 followers.

2.7 MEDIA LIAISON ACTIVITY

2.7.1 Media interviews

The Project was interviewed on 25 March by Grootplaas and RSG Landbou. The recordings will be broadcast on the 9th April 2020. The theme of the interview was “How milk and other dairy forms part of a healthy, balanced diet to help boost your immune system”. Questions about different dairy products that may be useful to stock-up on during lockdown; how fresh milk differs from long-life milk; and how to use milk and dairy within a budget restricted meal plan were answered.

2.7.2 Trade publications

Trade publications such as Dairy Mail, Farm Link, Food and Beverage Reporter and Milk Essay are used as a vehicle to communicate with the dairy industry and the food industry respectively. Informative articles on the Project and other relevant topics are published

| Publication | Date 2020 | Title |
|----------------|------------|-----------------------------------------|
| The Dairy Mail | Feb 2020 | Health Professionals: Dairy Day Seminar |
| The Dairy Mail | March 2020 | IDF News: School Milk Programmes |
| The Dairy Mail | April 2020 | Interview: What consumers want |

2.7.3 Dairy and Health publication

The article on Dairy and Health was released, a meeting was held by the Global Dairy Platform with the dairy industry. No general media coverage was made with reference to the article.

2.7.4 Dairy and Cancer

An article appeared in the *'International Journal of Epidemiology,'* which suggests that drinking more than one cup of milk a day may increase women's risk of breast cancer by 50%. The Project made the following statement:

"The Consumer Education Project (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 other international bodies that further investigation is warranted"

The Project produced a press release in this regard and this was sent out to selected publications by the Public Relations agency of the Project.

2.7.5 Media liaison monitoring

The essence of the activity is to make information on the nutrition and health benefits of dairy available to journalists, who then communicate the information to the target markets as it serves the own interest of the reporter and media. Relevant information published in the media on dairy is monitored by an independent specialized firm; Newsclip. Updates are received daily in electronic format. The following table shows the print coverage achieved in this regard (at no cost to the project):

| JANUARY - MARCH 2020 | | |
|------------------------------|------------------------------|-----------------------|
| Press Coverage | Number of articles published | Rand value |
| Consumer magazines | 44 | R 446 619,36 |
| National newspapers | 12 | R 49 955,36 |
| Regional press | 40 | R 210 045,55 |
| Trade press | 4 | R 159 115,37 |
| Online coverage | 363 | R 1 914 364,36 |
| Sponsored* | 4 | R 200 211,59 |
| Health professional coverage | 3 | R 21 325,20 |
| TOTAL COVERAGE | | R 2 801 425.23 |

* Sponsored content: Making use of independent bloggers to post and write scripted content – captured by Newsclip and grouped under online and print coverage.

Trending Topics

Topics that appear frequently in the media for a limited period of time are referred to as 'trending'. The media monitoring activity of the Project 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 or negative or neutral tone.

| Topics | # of articles | Positive | Negative | Open |
|------------------------|---------------|----------|----------|------|
| Plant based eating | 15 | 0 | 7 | 8 |
| Environment | 25 | 10 | 9 | 6 |
| Animal welfare | 5 | 3 | 1 | 1 |
| Salt | 2 | 0 | 1 | 1 |
| Bone health | 1 | 1 | 0 | 0 |
| Gut health (Probiotic) | 18 | 15 | 1 | 2 |
| Saturated fats | 4 | 3 | 1 | 0 |
| Lactose intolerance | 1 | 0 | 0 | 1 |

| | | | | |
|-----------------------|----|----|---|----|
| Young child nutrition | 29 | 23 | 3 | 3 |
| Allergy | 6 | 1 | 1 | 4 |
| Acne | 4 | 1 | 3 | 0 |
| Sugar | 2 | 0 | 1 | 1 |
| Weight management | 81 | 10 | 7 | 64 |
| Hormones | 4 | 1 | 3 | 0 |
| Cancer | 8 | 3 | 5 | 0 |
| World school milk day | 1 | 0 | 0 | 1 |

Rapid Responses

A press release was issued on the breast cancer study: two websites posted the content i.e. All4Women and The Star with a A.V.E of R 101 033.70 and R 24 714.72 respectively.

2.8 CONSUMER LEAFLETS

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

These are:

Consumer leaflets

Dairy: The whole story – what's in the milk isle

Bones: Remember to take care of your bones

Sport Nutrition: Give athletes a boost with dairy

The process of heattreating milk

Two separate leaflets for the dairy industry under the umbrella title of 'Dairy: your health and performance' with focus on:

Dairy essentials

Healthy bones healthy you

2.9 SCHOOL CURRICULUM

The school curriculum project is aimed at grades 1-7. It consists of two main themes i.e.

'From farm to fridge': grades R to 3

A guide to healthy eating: grades 5 and 6

Each theme consists of a Teacher's guide, class posters, a factsheet and worksheets on each topic.

All posters and worksheets are available in English and Afrikaans. The school project and learning material are available on the website i.e. www.dairykids.co.za

2.9.1 Worksheets for the website and E-Classroom website

The Teacher's guide and accompanying worksheets, that were developed by the Project, is placed 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 for the E-learning section of the DBE's website. KykNet and Pick'nPay have become one of the main sponsors of E-Classroom, which creates more exposure.

The hosted content is updated on an annual basis.

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

| JANUARY | FEBRUARY | MARCH |
|---------|----------|-------|
| 818 | 698 | 2 254 |

2.9.3 Distribution of school curriculum educational material develop by the CEP

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

| Organisation/ processor | Date | Comment |
|----------------------------|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Transem | 16 Feb | Transem requested educational material for a special school event that they planned for (dates) The Project couriered product to them for the event. |

2.9.4 Dairykids website

All the communication products related to the school project are available on this website (www.dairykids.co.za). As well as all the posters, teacher's guides, fact sheets and worksheets which can be downloaded from the site. The website is also linked to the 'dairy gives you go' website.

2.9.4.1 Dairykids.co.za website analytics

The dairykids website is used by teachers and parents to obtain information relevant to the curriculum-based educational tools for children. The tools, designed for grade R to 6, focus on dairy and dairy products.

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

| dairykids.co.za analytics for 2020 | | | | | | |
|------------------------------------|-------|-----------|-------------------|---------------|---------------|----------------------|
| | Users | Pageviews | Pages per session | % New visitor | % Bounce rate | Ave session duration |
| January | 156 | 1 002 | 5.60 | 148 | 6.15 | 00:02:20 |
| February | 164 | 1 073 | 5.62 | 156 | 6.81 | 00:02:04 |
| March | 137 | 693 | 4.59 | 133 | 4.64 | 00:01:57 |

The following topics searched on google resulted in visits to the 'dairykids' website: Verbatim

| Top searched words Jan - March 2020 | |
|-------------------------------------|-----------------------------------------------------------------------------|
| January | Dairy love info South Africa, milk for kids, milking cows |
| February | dairy products courses in South Africa |
| March | Amasi, kids website about dairy cows, milk products activity gr.4 Afrikaans |

2.9.5 'Rediscoverdairy.co.za' website downloads

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

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

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

| rediscoverdairy.co.za analytics for 2020 | | | | | | |
|------------------------------------------|-------|-----------|-------------------|---------------|---------------|----------------------|
| | Users | Pageviews | Pages per session | % New visitor | % Bounce rate | Ave session duration |
| January | 428 | 1 289 | 2.39 | 393 | 61.97 | 0:02:16 |

| | | | | | | |
|-----------------|-----|-------|------|-----|-------|---------|
| February | 545 | 1 366 | 2.15 | 510 | 67.30 | 0:01:45 |
| March | 730 | 1 845 | 2.16 | 685 | 70.18 | 0:01:37 |

The following topics searched on google resulted in visits to the 'rediscoverdairy' website:
Verbatim

| Top searched words Jan - March 2020 | |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| January | Dairy for Students |
| February | Content butter, South African food based dietary guideline 2012, the benefit of inkomasi and "hypertension", weight rehydration, weight difference before and after exercise hydration |
| March | Benefits of eating maas, density measurement of milk and dairy products tables, nkomasie maas health benefits, south african food guide |

2.10 NATIONAL NUTRITION WEEK (NNW)

The NNW is an annual initiative by the Department of Health 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. NNW will take place 8-13 October 2020.

The first meeting in 2020 was held on 12 March with the Department of Health and other participating stakeholders.

2.11 WELLNESS ACTIVITY

Summary

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

During 2019, a total of 752 health promoters were trained during 21 training sessions. Overall, the 87% of districts in the country have been reached and a total of 4009 health promoters have been trained since 2014.

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.

2.11.1 Promotional material used in respect of the Wellness Activity

A leaflet and a poster, that explains the nutritional value of dairy products that advocate the goodness of adding dairy to the daily diet, were developed for this project. All the materials have been designed to meet the requirements of the target audience. A leaflet was produced to serve as hand-out to consumers after the educational presentation. Copies of the poster are given to each clinic to keep for future use during educational activities.

List of promotional material developed by the project:

Leaflets developed for the continuation of the project in 2015 were translated and printed in nine different African languages i.e. Afrikaans, English, Northern Sotho, Sotho, Tsonga, Tswana, Venda Zulu and Xhosa

Poster with main message i.e. Have milk, *maas* or yoghurt every day

A3 posters in sets of 6 that supports the educational message.

Banners with the message:

Dairy is nutrient rich

Have milk, *maas* or yoghurt every day.

'Tear-drop' banner with the 'Dairy gives you go' logo

Educational video available in 6 languages.

The Project translated the clinic training video on 'Why dairy is good for you (Tumi)' in 5 vernacular languages (Zulu, Xhosa, Tswana, Sotho and Tsonga) during this quarter. These videos are now ready to be used in clinic training sessions and will also be loaded onto the Rediscover dairy website.

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions, who is 100% BEE compliant and has a level 1 contributor status to present the health messages at clinics and hospitals in the vernacular language of the local community. The Dietitian of the CEP trained the Awuzwe Health Promoters on the key message 'Have milk, *maas* or yoghurt every day' as well as the associated nutritional and health benefits of dairy. This empowered the field workers to present the information with confidence. Each promoter was subsequently equipped with a lesson plan and visual aids, which enhanced the learning experience at the clinics.

2.11.2 Training of Nutrition Advisors and Health Promoters

Training of health promoters took place in the following districts in 2020

| Date | District: North West Province | Number of health promoters train |
|---------------------|---------------------------------------------|----------------------------------|
| 3 – 7 February 2020 | Ngaka Modiri Molema District Training | 181 |
| 9 – 13 March 2020 | Dr. Ruth Segomotsi Mompa3 District Training | 180 |

2.11.3 Clinic training video:

The Project translated the clinic training video on 'Why dairy is good for you (Tumi)' in 5 vernacular languages (Zulu, Xhosa, Tswana, Sotho and Tsonga) during this quarter. These videos are ready to be used in clinic training sessions and will also be loaded onto the rediscoverdairy website.

2.12 PROCESSOR INVOLVEMENT

This is an initiative introduced to processors in 2019 whereby processors are given the opportunity to make use of the scientifically sound health and nutritional content that is generated by the Project. The content can be posted or shared on their own Facebook pages or other communication platforms.

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 makes use of a Technical Advisory Committee who work independently from the project, and are specialists in the field of nutrition and health.

Communication channels include:

Print in the form of scientific advertorials and nutrition reviews

Education material for dietitians, nutritionists and nutrition advisors

Education material for dietetic students at universities

Liaison directly with health professionals through the CPD (Continuing Professional Development) events, seminars and conferences

Exposure on the ADSA website

A comprehensive website with specific reference to the section on 'Dairy-based nutrition'.

3.2 HEALTH PROFESSIONAL PRINT

3.2.1 Scientific advertorials 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 are 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 www.rediscoverdairy.co.za website, under the Dairy Based Nutrition menu item.

| Title | Publication | Date 2020 |
|------------------------------------------------------------------------------------------------|-----------------|------------|
| An overview of the effect of pasteurisation on the nutritional value of milk and milk products | Modern Medicine | March 2020 |
| Notification on ADSA online portal of the CPD/ CEU activity of the Project. | ADSA | April 2020 |

3.2.2 Association for dietetics in South Africa (ADSA), presentations and hand-outs at ADSA events.

As part of the Health Professional print campaign, the project creates awareness on the ADSA (www.adsa.org.za) website, especially to inform dietitians of the new information. The information appears on the 'rediscoverdairy' website as well as any new scientific information of dairy health and nutrition. The CEP also presents at the ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP. No presentations were made at ADSA branches during the first quarter.

3.2.3 Update of the Sport Booklet

The Project tasked two sports dietitians to update the existing Sports booklet with new research results and references. This first team meeting was held on 18 February 2020 with Nicki de Villers and Dr Lize Havemann-Nel.

3.3 CLINICS: Educational material for health professionals

3.3.1 Dairy-based nutrition USB (Universal Serial Bus) tool

As part of the communication activities with dietitians, the Dairy-based nutrition USB tool, developed by the Project is distributed to the 3rd and 4th year dietetics students at all the universities in the country that offer the degree. The memory stick carries all the scientific information regarding dairy health and nutrition as developed by the project. Included on the memory stick is the dairy-based nutrition booklet, sports booklet, advertorials, nutrition reviews and an overview of the project.

The dietitian of the project visited the following institution and provided a presentation to the students:

| Date | Institution | Number of students |
|-----------------|--------------------------------------------|--------------------|
| 27 January 2020 | Nelson Mandela University (Port Elizabeth) | 35 |
| 30 January 2020 | University of KZN | 40 |
| 31 January 2020 | University of Pretoria | 21 |
| 5 March 2020 | University of North West | 72 |

3.3.2 Educational Tool

The A3 Educational Tool was developed by the Project for dietitians in provincial hospitals and clinics to educate patients on nutrition required during certain life stages. On an ongoing basis, the Dietitian of the project visits tertiary training hospitals throughout the country and presents the tool to the dietitians. Distribution of the Educational Tool was not planned for the 1st quarter of 2020. The Educational Tool is currently in the proses of being updated for reprinting.

3.4 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

The CPD activity provides the project with an opportunity to communicate directly with one of the

health professional target markets i.e. dietitians.

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

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

A fourth set of 11 CNE articles for Health Professionals have been identified for the CEP's CPD activity for 2020. Questionnaires for each of the articles have been developed and accredited by the ADSA CPD office. Questionnaires consisting of either 10 or 15 questions, providing 2 or 3 CEU's respectively, have been developed. All articles and questionnaires have been developed to be answered online from the rediscoverdairy webpage. These articles focus on dairy health and nutrition and other dietetic related topics. Dietitians and Nutritionist can earn up to 25 CEU's this year, of which 5 units are ethical points, the total amount of ethical point needed within a years' cycle.

The menu item went live from 31 March 2020 and will be available to dietitians until the 31st December 2020. Notification to notify the Health Professionals of the availability of the 2020 CPD activity of the CEP were placed on the Association of Dietetics in South Africa's (ADSA) website as well as the National Society of South Africa (NSSA) newsletter and the Dietitians in Practice (DIP) Facebook page,

3.5 TECHNICAL ADVISORY COMMITTEE

Each year one meeting is held with the Technical Advisory Committee (TAC) and during each year, several consultations are held with individual members.

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

3.6 DAIRY ON-LINE TOOL

The Dairy Diary online tool was developed in consultation with members of the TAC. It includes a menu item 'Ask Dairy' which provides 100 questions and answers on dairy related matters. The questions and answer menu item are updated with relevant information.

The dairy tool will also be used for research by a PHD student of the University of Pretoria.

3.7 Rediscoverdairy newsletter

The purpose of the Rediscover dairy newsletter is to remind the industry about the CEP; highlight new products and initiatives by the Project. The target audience is the dairy enterprise registered with Milk SA and the members of MPO and SAMPRO; health professionals and nutritionists.

3.8 CONFERENCES AND PRESENTATIONS

The NSNP of KZN invited the Project to present the same presentation (Ensuring Milk Safety) and to participate in a panel discussion at their district workshop on 10 March 2020 at San La Meer in KZN.

National School Nutrition Programme (NSNP) of the Dept of Basic Education held a conference at Lake Hotel, Benoni and invited the Project to present: Presentation on Ensuring Milk Safety (4 March 2020). The Project was also part of a panel discussion.

These events are attended by approximately 250 individuals who are responsible for the execution of the NSNP in South Africa. The NSNP feeds more than 9.2 million children per day in underprivileged areas.

3. Writing course presented by Dr Linda Pretorius: The CEP team attended a training course on writing and editing on 16 and 18 March 2020 which was held at the Office of SAMPRO.

3.9 INTERNATIONAL DAIRY FEDERATION

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

The Midyear meeting that was planned for May 2020 has been cancelled and replaced with virtual meetings for the week of 4-7 May 2020.

The Project Manager serves on the following action teams or task force:

Plantbased beverages: Communication framework was developed by a sub-task team of the IMP

Taskteam of ultra-processed foods: The first task force meeting on dairy products and ultra-processed foods was held at the IDF WDS in Istanbul. A position statement regarding dairy and ultra-processed foods have been shared with members.

Task team on Environmental Sustainability Communications:

The GDP task team on Environmental Sustainability Communications had a meeting on 19 February 2020. This task team developed a message map for communicating all aspects related to sustainability in the dairy industry.

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 subtask team of the IMP.

3.9.2 STANDING COMMITTEE OF NUTRITION AND HEALTH (SCNH)

The Dietitian on the Project serves on the Action Teams for School Milk Programmes; Lactose and other dairy sugars; Dietary guidelines; and the Task Force for plant-based beverages as well as the IDF's SPCC.

Task force on Plant-based beverages: The communication framework on plant based and milk will be available online from beginning of April on the IDF website. This is a joint taskforce with the IMP and SCNH.

Action Team on School Milk Programme (SMP): The Bulletin on 'The contribution of school milk programmes to the nutrition of children worldwide – Edition 2020' was finalized in January 2020 and published on the IDF website. To view the bulletin follow this link: <https://store.fil-idf.org/product/school-milk-programmes-2020/>

As part of the reporting on this work the Dietitian of the Project was interviewed by Jim Cornall, the Editor of the Dairy Reporter on the SMP in January 2020. The interview can be followed by clicking on the link

<https://www.dairyreporter.com/Article/2020/01/17/Dairy-Dialog-podcast-65-Spring-Sheep-Milk-Company-DMI-and-IDF>

SPCC: Since the dietitian of the project has been elected as a member of the SPCC during the IDF meetings in Turkey, the committee have had various meetings on prioritizing 'New Work Items' (NWI) for the various standing committees of the IDF.

Teleconferences or zoom meetings

IDF up-coming action on EAT publication – 9 January

Action team on Dietary Guidelines – 10 January

SPCC meetings – 29 January

SCNH discussion of New England Journal of Medicine article: Milk and Health – 13 February

Utrecht group – 19 February & 25 March

3.10 WORLD MILK DAY (WMD)

World Milk Day will be held on 1 June 2020. The Project is liaising with the GDP with regard to World Milk Day

3.11 IDF 2020, South Africa

The Project Manager and the Dietitian of the Project sits on the planning committee for WSD 2020 and a meeting was held on 21 January 2020

3.12 INDUSTRY RELATED MATTERS

3.12.1 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.

3.13 SOUTH AFRICAN SOCIETY OF DAIRY TECHNOLOGY

The Project Manager is the vice-president of the SASDT National. The SASDT planned to hold its symposium on 24 March 2020 in Gauteng. The Project Manager was responsible for securing ten speakers for the event and coordinate the planning of the event. The event was postponed indefinitely due to the COVID-19.

3.14 COMPOSTIONAL DATA

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

The matter to re-analyse the nutritional composition of selected dairy products was discussed with the Project's Technical Advisory Committee on 14 February 2020 in order to obtain a professional opinion on the matter. It was agreed that the Project will investigate which fat classes are included in the new MRC tables (2017), once these tables are obtained from the MRC, and checked. Only then will the matter to re evaluated the composition of dairy products be addressed.

3.15 INDUSTRY RELATED MEETINGS

The Coordinating Committee of the Dairy Standard Agency; CEP and the Research project of Milk SA. Meetings are held on a regular basis. A meeting was held on 6 February 2020.

No Non-achievements / underperformance has been reported

Income and expenditure statement

| | |
|------------------------------------|--------------------------------|
| Income and expenditure statement | 2. Feb SVO.pdf |
| Unnecessary spending during period | No |

Popular Report

[CEP, Q1 2020, 15 APRIL 2020.pdf](#)

Additional documentation

[CEP, Q1 2020, 15 APRIL 2020.pdf](#)

Statement

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|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| 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 |