



Consumer Education Project of Milk SA

(PRJ-0251-2020)

SAMPRO

Quarter 3 2020/2020 (July 2020 till September 2020)

Project goals

Goal 1 - General Communication

Achievements

INTRODUCTION

1.1 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 third quarter, July to September 2020.

Due to the COVID19 pandemic, the second quarter started with lockdown in April and the CEP worked from home from 30th March and returned to Office during the third quarter, from September 2020. During this time, digital communication has increased exponentially and the CEP embraced this opportunity by reaching out to consumers regarding the value of dairy in the diet.

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

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

1.5 Communication channels

To convey messages effectively to the target markets, appropriate use of the different communication channels is necessary. Due to the numerous opportunities which exist 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

2.1.1 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 to 10 April 2020 and again from 12 to 25 June 2020. The next burst is from 23 October to 4 November; and the last burst will be from 15 to 21 December 2021.

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.

2.1.2 Post campaign results

Results against the core market i.e. Age 13-19; Household income R 5 999.00 - R 9 999.00

MARCH TO JUNE BURST:

AMPs RATINGS: Planned ARs were 390 and actual was 420.

AR's are a time weighted measurement which look at the potential reach of a programme against

a specified target audience.

Reach: Planned 65%, actual 70%.

Reach: The number of people within the defined target market who are potentially exposed to the message at least once.

Frequency: Planned 6 times and actual 6 times.

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

2.2 SOCIAL MEDIA: FACEBOOK, INSTAGRAM AND TWITTER

2.2.1 FACEBOOK: Dairy Gives you Go (DGYG): 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.

During April and May the Dairy Dance Off campaign was launched to teenagers on the 15th May 2020 on the DGYG social media platforms i.e. Facebook, Instagram and TikTok.

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 sound track was selected which was performed by a local artist. The micro influencers used that same track to develop dance-off TikTok videos, using dairy.

Fans were invited to post their own TikTok video, using the same track and including dairy. The video was posted on TikTok, Instagram and Facebook.

World 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. With the campaign, 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_3AwJdvch8pO

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

The #DairyGOtivation campaign aims to inspire teenagers to 'get up and GO' with dairy by asking a celebrity or important public figure to provide words of encouragement. This message intends to tell teenagers that not only does Dairy "give you go" through nutrition, i.e.

"#DairyGotivation". The campaign runs for two months from mid-September to mid-November. Processors have been invited to participate in the campaign.

2.2.3 Analytics related to the Facebook page for the third 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 followers and Instagram has 2500 followers.

2.2.4 Insights

The DGYG Facebook page remains and continues to demonstrate itself as a powerful hub of information for Dairy brand campaign information. It has continued to also 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 Tik Tok has grabbed the attention of the target market.

2.3 DAIRY GIVES YOU GO WEBSITE (DGYG): www.dairygivesyougo.co.za

The 'Dairy gives you go' website 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 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

2.4 CONSUMER PRINT CAMPAIGN

2.4.1 Promotional Articles

Promotional articles are written for consumer publications with the aim to expand on the key dairy nutrition and health messages by engaging with consumers in a creative manner. The Consumer Printed advertorials were published in Move, You and Huisgenoot – digital. Move publication has been discontinued. As a result, the CEP will lose several of its consumer print channels previously used due to the change. The CEP will still be publishing in magazines: You and Huisgenoot for the remainder of 2020. Three advertorials have been published. From September to December 2020, the CEP partnered with VIA on channel 147, a lifestyle television programme, to feature rediscover DAIRY in 13 episodes. A chef used milk and other dairy products in a variety of dishes to demonstrate how versatile and convenient milk, maas, yoghurt and cheese are. Six key health messages about dairy were communicated while dishes were prepared.

This programme reaches the previous consumer print, Huisgenoot target audiences – primarily Afrikaans speaking audience with an LSM distribution of (74%) LSM 8-10 and (26%) LSM 6-8; 69% White, 24% Coloured, 7% Black.

The TV ad used during the Minki programme is the the Fashion Model, Loretta Rush.

On the 9th September 2020, the CEP of Milk SA's Project Manager was interviewed on VIA, TV channel 147 on the MINKI, explaining the importance of milk and dairy in the diet and the work done as part of the project.

2.5 REDISCOVERDAIRY FACEBOOK PAGE

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

The purpose of the RDD Facebook page is to be a portal trusted information of dairy nutritional information. It primarily uses existing content from the RediscoverDAIRY website together with newly developed content that is disseminated through direct posts and established bloggers. The content focusses 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. In order 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.

To date, three media releases have been developed and distributed:

During the second quarter, which was under COVID 19 lockdown condition, two media press releases were developed and distributed to various digital magazines, and webpages.

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

All content was boosted by means of established bloggers where they posted on their respective pages, as well as on the RediscoverDAIRY Facebook page. The bloggers used the information about dairy, as presented in the media release, to develop their content for their own pages. This is shared on the RediscoverDAIRY Facebook page.

Radio interviews are negotiated for each press release and dietitians are contracted to do the interviews on behalf of the Project. The selected dietitians are briefed and provided with a detailed question and answer document related to the campaign.

Media release 1: Dairy under lock-down, all the best hacks

Coverage achieved: 17 number of digital and print publications

3 number of radio interviews

R 667 921.89

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

Coverage achieved: 21 number of digital and print publications

8 number of radio interviews

R 886541.56

Media release 3: Dairy, centre piece of the Kids food table

Coverage achieved: 11 number of digital and print publications

9 number of radio interviews

R 449 687,27

RediscoverDAIRY Facebook page increased from 1 250 followers in March 2020 to 6400 followers on 30 September 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 Project 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.

Instagram: 172 398 views: <https://www.instagram.com/p/CEb3fimFMeF/>

Facebook: ~290 000 views: <https://www.facebook.com/watch/?v=764487811045522>

2 985 Likes, 228 comments and 2900 shares

2.7 MEDIA LIAISON ACTIVITY

2.7.1 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 and this year, ten articles have been published in The Dairy Mail.

2.7.2 Dairy and Health publication

Dairy and Cancer

An article published the 25th Feb 2020 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, that was distributed to selected publications during March 2020.

2.7.3 Media liaison monitoring

The essence of the activity is to make information on the nutrition and health benefits of dairy available to journalists, who 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):

Newsclip PR for July to September			A.V.E.
Total PR		313	R 3 375 521,59

Media sources	Internet	165	R 1 770 898,07
	Magazine	38	R 640 251,62
	Professional	3	R 76 173,39
	Trade press	7	R 489 538,17
	Regional Press	40	R 96 824,53
	National Press	10	R 18 623,58
	Radio	43	R 526 735,83
	TV	10	R 322 187,95
Sponsored¹		45	R 901 383,67

1 Sponsored content paid for by the Project. A.V.E. (Advertising Value Equivalent) for PR exposure / Making use of independent bloggers to post and write scripted content – captured by Newsclip and grouped under online and print coverage.

2.7.4 CEP Twitter (@CEPMilkSA)

The Project posts selectively on its Twitter account, which now has 196 up from 182 organic followers in the previous quarter.

121 tweets have been posted in total this year that had an average of 0.5%, 1.4% and 0.7% engagement rate for the respective quarters.

2.7.5 CEP Instagram (@cepofmilkSA)

The Project tend its social network by including an Instagram account. It follows the same schedule as is set out for the Facebook. No funds are used to boost the platform, and will only grow organically for the year 2020. Started in the third quarter.

As from the third quarter, the Project has made 13 posts and has gained 30 followers.

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.

A new sports leaflet has been developed and is in final stages of layout and design.

2.9 SCHOOL CURRICULUM PROGRAMME

2.9.1 General

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

The Project 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) phase has been identified as an appropriate target, as the consumer messages developed by CEP will align well with content covered in the 'food and nutrition' section of the curriculum. During the second and third quarters, the Project planned 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 Project, 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 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. In the 3rd quarter, worksheets were downloaded 4538 times from the E-Classroom sight.

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.

2.9.4 Dairy kids website

All the communication products related to the school project are available on this website (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 'dairy gives you go', and Rediscoverdairy website.

The dairykids website has been 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 5 and 6). The educational material is aligned with the curriculum of the Department of Education and guides teachers on how to include information about dairy in their lessons. www.dairykids.co.za

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

2.10 NATIONAL NUTRITION AND OBESITY WEEK (NNOW)

The NNOW 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. NNOW will take place 9 to 19 October 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 Project will be working through the CGCSA (Consumer Goods Council of SA) to contribute to NNOW.

The theme for NNOW for 2020 is: Good Nutrition for Good Community

2.11 WELLNESS ACTIVITY

2.11.1 Overview

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 88.46% of districts in the country have been reached and a total of 4 190 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.

The next training session will take place in October 2020

2.11.2 Promotional material used in respect of the Wellness Activity

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

List of promotional material developed by the project:

- a. Leaflets developed for the continuation of the project in 2015 were translated and printed in nine different African languages i.e. Afrikaans, English, Northern Sotho, Sotho, Tsonga, Tswana, Venda Zulu and Xhos
- b. Poster with main message i.e. “Have milk, *maas* or yoghurt every day”
- c. A3 posters in sets of 6 that supports the educational message.
- d. Banners with the message:
Dairy is nutrient rich
Have milk, *maas* or yoghurt every day
- e. ‘Tear-drop’ banner with the ‘Dairy gives you go’ logo
- f. 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.

2.11.3 Training of Nutrition Advisors and Health Promoters

Training of Health Promoters took place in the first quarter in the North West Province in 2020 and 361 Health Promoters were trained. Training will continue in October 2020

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.

Communication with processors during 2020:

Rediscoverdairy newsletter – April 2020

Dairy Dance Off Campaign on Dairy Gives You Go social media platforms – May 2020

DairyGOtivation campaign on the Dairy Gives You go social media platforms: September to November 2020

No Non-achievements / underperformance has been reported

Goal 2 - Specialized Communication

Achievements

3. SPECIALISED COMMUNICATION

3.1 Overview

The target market for Specialised Communication is health professionals i.e. doctors, dietitians, nutritionists and nurses. The messages communicated are based on the latest scientific information on dairy nutrition and health. The CEP makes use of a Technical Advisory Committee who work independently from the Project, and are specialists in the field of nutrition and health.

Communication channels include:

Print in the form of scientific advertorials and nutrition reviews

Education material for dietitians, nutritionists and nutrition advisors

Education material for dietetic students at universities

Liaison directly with health professionals through the CPD (Continuing Professional

Development) events, seminars and conferences

Exposure on the ADSA website

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

3.2 HEALTH PROFESSIONAL PRINT

3.2.1 Scientific advertorials 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.

During the 2nd and 3rd quarter, a review on plant-based beverages was compiled by the Project and is in the process of being designed for the rediscoverdairy website.

To date, five reviews have been published for health professionals either in health professional publications or through ADSA (Association for dietetics in South Africa).

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 third 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.

The booklet will be supported by a leaflet. The leaflet was completed and edited during the second quarter and is in the final stages of layout and design. The leaflet and booklet are aimed at the sports enthusiast and sports coached/personal trainers. The first final draft of the booklet is due in November 2020.

3.3 CLINICS: EDUCATIONAL MATERIAL FOR HE

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. During 2020, 168 student received the USB educational tool from four different universities.

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. The Educational tool was updated in terms of content and design. The Educational tool was printed and available digitally.

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 and nutritionists.

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 needs 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 Continued Education Units (CEU's) respectively, that have been developed. All articles and questionnaires have been developed to be answered online from the redicoverdairy 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 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.

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

Responses from dietitians:

2 427 answer sheets were processed by 411 participating dietitians, meaning there were 11 articles and 2 427 responses to these articles; in comparison in 2019 there were 850 responses from 173 participating dietitians; in 2018 there was 145 responses from 45 participating dietitians.

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.

The Project is contact with the TAC on a continuous bases and they are consulted regarding scientific issues related to dairy health and nutrition.

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 Dairy Tool will be upgraded in 2020 with additional questions.

3.7 DIETITIANS SURVEY

The Project developed two surveys to be conducted among dietitians to establish possible limitations in the knowledge level regarding nutrition and health benefits of milk and other dairy products by dietitians; as well as their awareness of various information sources provided by the CEP. The first quantitative survey was conducted in September 2020. Results of the quantitative survey is being analysed.

The qualitative survey in the form of personal WhatsApp interviews will be conducted in fourth quarter among 20 dietitians. The results will be used to inform and update the Dairy on-line tool: Ask Dairy.

3.8 REDISCOVER DAIRY NEWSLETTER

The purpose of the Rediscoverdairy newsletter reminds the industry about the CEP; highlights 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. The newsletter was developed in the 3rd quarter and is in the process of being laid out and designed. The topics included reflect the work done during 2020.

3.9 PLANT BASED IMITATION DAIRY PRODUCT: MARKET SURVEY

The Project 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 Dairy Standard Agency (DSA) and Consumer Education Project (CEP) of Milk SA was established. The task team started by considering the current regulation governing compositional standards for dairy products and imitation dairy products, Regulation R1510 of 20 November 2019. Samples were then sourced from retail stores, mainly in the Gauteng province and Cape Peninsula area.

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 of 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

To use the information obtained for future regulatory discussions on plant-based imitation dairy products in South Africa

To use the information for educational purposes with regards to industry and 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 it is an alternative product to dairy. As far as possible one product was purchased per category and per brand, to obtain a representative idea of the market availability and line extension of the brands.

The request from 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.

A detailed report has been compiled and submitted to SAMPRO management and Regulations and Standards for review.

3.10 CONFERENCES AND PRESENTATIONS

3.10.1 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.

3.10.2 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.

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.

3.10.3 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.

3.10.4 National Dairy Council of the United States network group discussion was held on 19th May 2020. The topic of the day was: Country outlook and dairy response to COVID19. The Project manager presented on behalf of South Africa

3.10.5 The Project attended in the IDF Communicating Science webinar on 15th May 2020

3.10.6 During the lockdown period, webinars on various topics were available online regarding dairy health and nutrition, environmental and sustainability topics. The Project selected webinars that were relevant to the Project and contributing to the knowledge of the Project e.g. Front of Pack Labelling systems.

3.10.7 9 JULY: IDF webinar: Plant based communication framework

3.10.8 Attendance of the ILSI Provincial Dietary Intake Study webinar on 4 August 2020

3.10.9 IDF webinar on Food security: 22 July 2020. The dietitian of the Project was responsible for the arrangements and speaker invitations of this webinar.

3.10.10 Danone, One health summit on 27 August 2020

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

3.10.12 Global Dairy Platform annual meeting was held on 24 September 2020.

3.11 WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION

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

3.11.1 Global Dairy Platform (GDP) and the International Milk Promotion roup of the International dairy Federation (IDF)

The midyear meeting that was planned for May 2020 had 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:

Plant-based beverages: Communication framework was developed by a sub-task team of the IMP (complete)

Task-team 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. Meeting was held on 20 May & 25 June 2020

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 of Marketing meeting was held on 29 April; the PM presented the information on Ultra Processed foods.

The PM assisted SAMPRO with the drafting of the Country Report for the IDF SCDPE and SCM, which was submitted to IDF on 25 May 2020. The PM participated in the following meetings

9 July: IMP meeting was held

24 September: Global Dairy Platform, Annual meeting was held.

3.11.2 Standing Committee of Nutrition and Health

The Dietitian on the Project serves Task force on Plant-based beverages: The communication framework is complete and was 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 (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. Complete. On World School Milk Day the IDF presented a webinar on the School Milk Programme. The dietitians of the Project participated in the presentation.

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.

As SPCC representative the dietitian on the project took part in the mid-year meeting for SPCC members on 7th May 2020 and an IDF mid-year meeting with standing committee Chairs, Deputy chairs and Board members on the 4th June. As representative of the SPCC the dietitian on the project often needs to evaluate and comment on work items and projects.

Participate in the SCHN mid-year meeting on the 26th May 2020.

The dietitian on the project coordinated on behalf of IDF a webinar on Nutrition Sustainable models. This was presented on the 4th June 2020

The Dietitian on the project serves as acting Action Team leader on the Lactose and other dairy sugars. Currently the Lactose Bulletin is a working document which she coordinates to be finalised before the end of the year.

During the 3rd quarter of 2020 the dietitian of the Project participated in the following IDF meetings:

23 July and 25 August: SCNH Nutrition Symposium task force

24th September: Global Dairy Platform 14th annual meeting

29 September: SPCC meeting

3.12 WORLD MILK DAY (WMD)

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

The CEP also participated in a physical active campaign on World Milk Day. The Project teamed up with the Milk Producers Organisation, 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 Project liaised with the GDP with regard to World Milk Day who provided content to promote World Milk Day 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: R 748 182.72 (Includes bloggers: total contribution at R 39 084.03)

25 of the 39 articles on WMD, featured in the media in June, where contributed by the CEP

GDP: Total impressions increased more than 25% over last year 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 period. Special mention was made of the CEP in the GDP report surrounding its Dairy Dance Off campaign.

3.13 WORLD SCHOOL MILK DAY

September usually sees us celebrating World School Milk Day, but with restrictions due to the Covid-19 response and the associated disruption in the school calendar, celebrating World School Milk Day like normal was not possible. However, the Project instead used this event as an opportunity to talk to moms about children's particular nutritional needs for healthy growth. The media release, "Dairy – 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 isiZulu, English and Afrikaans to ensure that the messages reached a wide audience.

Additionally, the Project teamed up with E-Classroom and produced a competition on the E-Classroom Facebook for learners from grades 0 to 3. The Project highlighted World Milk School Day 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 product and post them and parents could learn more about dairy as they were directed to Dairykids website. Based on the click through rate, the objectives in drawing followers to the websites, were achieved.

26 drawings were submitted; 313 people likes the posts; 106 people shared the poses and 6 198 people were reached.

3.14 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. The IDF WSD has subsequently been cancelled in South Africa.

3.15 INDUSTRY RELATED MATTERS

3.15.1 Consumer Goods Council of South Africa (CGCSA)/ Healthy Food Options Initiative

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.

Review of the Non-Communicable Diseases (NCD) document:

The Project is participating in the industry discussion regarding the updated version of the NCD document developed by the Department of Health. This was done on a weekly basis in September and the document is evaluated progressively.

3.15.2 SOUTH AFRICAN SOCIETY OF DAIRY TECHNOLOGY

The Project Manager was elected president of the SASDT National in September 2020. Due to Covid-19 the symposium that was planned for 24 March 2020 in Gauteng was cancelled. The SASDT has since held three webinars, ensuring they remain relevant with their members.

The SASDT webinars:

25 June 2020. Ivo Vegter was the speaker at the webinar.

15 September: DSA and Dr Mariaan Wicks

1 October: Cindy Chin

3.15.3 COMPOSITIONAL 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.

3.15.4 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 and 3 June 2020.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	9. SEP, CEP.pdf
Unnecessary spending during period	No

Popular Report

[CEP. 15 October Q3 2020, Popular report for MSA.pdf](#)

Additional documentation

[CEP. Q3 15 October 2020 Business report.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