



Consumer Education Project of Milk SA

(PRJ-0251-2020)

SAMPRO

Quarter 4 2020/2020 (October 2020 till December 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 fourth quarter, October to December 2020.

Due to the COVID19 pandemic, the second quarter started with lockdown in April and the CEP worked mainly 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 6-8, with meaningful spill-over to LSM 9 and 10 plus LSM 4 and 5 as 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 were 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 2020 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; 12 to 25 June 23 October to 4 November; and from 15 to 21 December 2021.

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

2.1.2 New television advert

A new television advert was planned, developed and produced for the Project during the fourth quarter. This included evaluation of the storyboard; selection of the cast and the wardrobe of the actors; location for the making of the advert; evaluation and approval of the final television advert. The new TV advertisement 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 against the core market i.e. Age 13-19

Mums 25-45: Mums are not targeted directly, but solid performance is achieved against this target group.

Household income:

R 5 999.00 - R 19 999.00

R5 000 to R9 999

R9 999 to 19 999

Age: 13-19	ARS		1Reach	2Frequency
	Implemented	Actual		

R 5 000 to R 19 999	1123	1172	86	13.6
R 5 000 to R 9 999	1174	1276	87	14.7
R 9 999 to R 19 999	985	929	82	11.3

Mums	ARs	1Reach	2Frequency
R 5 000 to R 19 999	1137	86	13.
R 5 000 to R 9 999	1280	89	144
R 9 999 to R 19 999	861	79	11

Planning TV around lock-down was challenging. During lock-down great TV results were achieved, but post lock-down achieved reduced TV viewing in the upper income groups, potentially spending time (and money) engaging in things they were not able to do over lock-down.

Despite the challenges – the performance levels have been good.

1Reach: The number of people within the defined target market who are potentially exposed to the message at least once.

2Frequency = 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.

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_3AwJdvvch8pO

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 in the campaign. The #DairyGOtivation campaign aimed to inspire teenagers to 'get up and GO' with dairy. This message intended to tell teenagers that dairy "gives you go" through nutrition, i.e. "#DairyGOtivation". Each week followers nominated a friend or family member who they felt needed some #DairyGOtivation from their favourite celebrity. They needed to motivate & share a reason why they need some extra #DairyGOtivation. Local celebrities, as selected by the Project, gave them that much needed #DairyGOtivation on the Dairygivesyougo Facebook page. Celebrities who were familiar to teens such as Faf de

Klerk or Scarra Ntubeni or Teko Modise or Matthew Booth participated in the campaign. The inspirational video of the celebrity and that of the recipient were posted on the DGYG Facebook and Instagram pages

2.2.3 Analytics related to the Facebook page for the fourth 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.

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

	Numbers			
Analytics	Jan to March 2020	April to June 2020	July to September 2020	October to December 2020
New Fans	5	310	359	
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	36.8K	472.5k	227.4k	475,338.60
YouTube Views	632	721	650	70,191

2.2.4 Analytics for Instagram

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

	Numbers			
Analytics	January To March 2020	April To June 2020	July To September	October To December
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	475,338.60
Total Video Views	36.8K	472.5k	n/a	56,688

Insights

The DGYG Facebook page 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

Date	Sessions	Users	Page views	Page/session	Avg. Session Duration	Bounce rate
Q2	271	239	787	1.76	0:41	59.78%
Q3	920	769	1710	1.86	01:24	74.02%
Q 4	1,093	921	1,841	1.68	00:51	77.22%

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. Due to the pandemic, Move publication was discontinued. As a result, the CEP lost several of its consumer print channels previously used due to the change. The CEP continued to publish in You and Huisgenoot for the remainder of 2020. During the fourth quarter, five advertorials were published.

Publication	Date	Title
Move	July 2020	Liquid Gold
YOU	10 Augustus 2020	Liquid Gold
Huisgenoot Digital	The month of September	Melk en yoghurt 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, CEP replaced publishing in the Huisgenoot with VIA lifestyle channel broadcasts. Huisgenoot and VIA have to some degree a similar target audience - mostly Afrikaans speaking (white and coloured) in the higher LSM bracket. The exposure of CEP on VIA ran from September to December. 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 (squeeze backs) 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 19h30 plus at least one repeat of each programme; the TV Advertisement, namely Loretta Rush, Fashion model, was played during the three-month period.

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.

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

On the 1st of December the CEO of 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 in the midst of difficult economic conditions and during the Covid-19 epidemic. This specific interview will be featured as part of the 7th season of MINKI in 2021. The complete set of squeezeback advertisements (6 in total) the CEP of Milk SA developed, will also be repeated as part of season 7 in 2021.

Accumulated viewership: 9 September - 9 December	3 541 640 viewers
Average accumulated viewership per episode: 9 September - 9 December	272 431 viewers
Viewership in episode on 9 September in which SAMPRO interview featured	276 584 viewers
Viewership in episode on 28 October in which SAMPRO interview featured	282 275 viewers
Advertisement flighted	417
Accumulated viewership for above mentioned advertisements	557 842
Accumulated viewership for MINKI and advertisements	4 099 452

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.

2020	Numbers			
Analytics	January To March	April To June	July To September	October To December
New Fans	921	3 150	1 095	4 534
Total Followers	1455	4287	6433	11179
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 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)

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 where they posted the relevant on their respective pages, as well as linking it to 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 were negotiated for each press release and dietitians were contracted to do the interviews on behalf of the Project. The selected dietitians were briefed and provided with a detailed questions and answers document related to the campaign.

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

Coverage achieved: 17 number of digital 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 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 publications

9 number of radio interviews

R 449 687,27

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

Coverage achieved: 7 digital publications

R 114 361.48 124 8410 estimated reach

There was a guest presentation by Nicki de Villiers on All sport coaches on this topic (ref 3.3.4)

RediscoverDAIRY 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 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.

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>

3453 Likes, 457 comments and 3161 shares

Pinterest: 140600

You Tube: 13 753

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 vehicles 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, eleven articles have been published in The Dairy Mail.

Publication	Date 2020	Title
The Dairy Mail	Feb	Health Professionals: Dairy Day Seminar
The Dairy Mail	March	IDF 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	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	December	Dairy: Along with a plant-based diet

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 October to December			A.V.E.
Total PR		679	R 2 405 840,06
Media sources	Internet	610	R 1 606 904,70
	Magazine	33	R 612 964,27
	Trade press	5	R 210 604,36
	Regional Press	25	R 12 665,57
	National Press	4	R 2 889,41
	Radio	1	R 85,48
	TV	2	R 43 655,67
Sponsored1		15	R 691 333,36

1Sponsored 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 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, negative or neutral tone.

Topics	Number of articles	Positive	Negative	Open
Plant-based eating	19	5	5	9
Environment	18	2	6	10
Animal welfare	0	0	0	0
Salt	14	0	0	14
Bone health	8	6	0	2
Gut health (Probiotic)	19	14	0	5
Saturated fats	7	3	3	1
Lactose intolerance	3	2	0	1
Young child nutrition	340	278	0	62
Immunity	2	1	0	1
Ultra-processed foods	0	0	0	0
Allergy	60	29	0	31
Acne	9	0	8	1
Sugar	0	0	0	0
National Nutrition Week	0	0	0	0
Weight management	7	3	2	2
Hormones	2	0	2	0
Sport recovery	9	9	0	0
Cancer	5	3	2	0
World milk Day	0	0	0	0
World school milk day	2	2	0	0

2.7.5 CEP Twitter (@CEPMilkSA)

The Project posts selectively on its Twitter account, which now has 201 up from 182 organic followers in the previous quarter.

157 tweets have been posted in total 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 impression were 50 651.

2.7.6 CEP Instagram (@rediscoverdairy)

The Project extended 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 fourth quarter.

The Project has made 42 posts and has gained 85 followers from the previous 30 in the third quarter.

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 was developed and printed in December 2020.

2.9 School curriculum

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 fourth quarter, the Project 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 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 4th quarter, worksheets were downloaded 2042 times from the E-Classroom sight.

Refer 3.15 for additional liaison and activities with E Classroom during WSMD

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.

Q 2	Q3	Q4
8 152	4 538	2042

2.9.4 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. The Project couriered product to them for the event.
MPO, Easter Cape	30 Sep	New School material was couriered, which was intended for a local school milk day.
DBE	5 Oct	The DBE used the material in preparation of the National Nutrition and Obesity Week celebration at a local school in Benoni.

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

2.9.5 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

dairykids.co.za analytics for 2020						
	Total Users per quarter	Total Pageviews per quarter	Average Pages per session	Average % New visitor	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
Q3	436	2 216	4.14	140.67	31.30	00:02:45
Q4	138	275	1.67	43.67	78.48	00:00:32

2.9.7 '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.

rediscoverdairy.co.za analytics for 2020						
	Total Users per quarter	Total Pageviews per quarter	Average Pages per session	Average % New visitor	Average % Bounce rate	Average session duration
Q1	1 703	4 500	2.23	529.33	66.48	00:01:53
Q2	3 076	10 125	2.19	938.00	59.96	00:03:03
Q3	1 613	6 383	2.63	462.33	57.24	00:03:34
Q4	1 036	4 357	2.11	304.00	60.23	00:03:48

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 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 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, health promoters and community health workers – communication targeted at health professionals.

During 2019, a total of 752 health promoters and community health workers were trained during

21 training sessions.

In 2020 the project trained health promoters and community health workers in the North West province. Due to the Corona epidemic the planned training had to be interrupted. No training was possible between March and September. However, 517 health promoters and community health workers were trained during 15 training sessions for 2020.

Overall, the 88.46% of districts in the country have been reached and a total of 4 346 health promoters and community health workers 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.

Eight training sessions are planned for 2021. One district in North West province and seven in KZN. The project aims to repeat training sessions done in KZN not only to provide the upgraded lesson plans, but also to provide the opportunity to also train health workers who have joined the clinics since 2014.

2.11.2 Promotional material used in respect of the Wellness Activity

Training material 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.

List of promotional material developed by the project:

An A4 clinic training tool with the complete message on the importance of "Have milk, *maas* or yoghurt every day". This A4 tool serves as a training manual to the health promoters and community health workers to reaffirm the message presented during the training session but also to use when doing training themselves. The A4 tool consist of a visual depiction and a supportive text page for each of the health messages.

A3 posters in sets of 8 that serves as a visual support for the educator to present the milk and dairy educational messages to their clients in lager groups.

Banners with the message:

Have milk, *maas* or yoghurt every day.

The South African FBDGs

Hand out leaflets as a leave behind messages after the health promotor or community health worker 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 download from the Rediscover Dairy websit This video is available in English, Tswana, Zulu, Xhosa and Tsonga and Sesotho.

The Project translated the clinic training video on 'Why dairy is good for you (Tumi)' in 5 vernaculars in 2019.

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 help in presenting the health messages at governmental 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.

On a typical training day, the message is repeated three times. The Project will present 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 amongst 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 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 North West Province 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 Mompota District Training	180
19 – 23 October 2020	Bojanala District Training	156
Total trained for 2020		517

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 December 2020

No Non-achievements / underperformance has been reported

Goal 2 - Specialized Communication

Achievements

3. 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.

In 2020, six reviews were published for health professionals either in health professional publications or through ADSA (Association for dietetics in South Africa) and online.

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
Dairy allergies and lactose intolerance	Modern Medicine	May 2020
Health effects of dairy on the gut health	SAJCN	June 2020
IDF Fact sheet, Dairy's role in supporting a healthy immune system	ADSA	June 2020
Dairy and a plant-based diet	SAJCN	November 2020

Reviews in process of development
Moving towards more sustainable food systems
Research under the Magnifying Glass – how to assess scientific articles

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. The booklet is complete and will be available in electronic format on the www.rediscoverdairy.co.za 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 Project participated in a webinar that was targeted at school sports coaches i.e. All Sports Coaches Workshop. The webinar was presented over a period of four weeks, one afternoon per week from 14 October to 25 November 2020.

The Project requested Nicki de Villiers, who is a member of the Technical Advisory Committee of the CEP to present at the All Sports 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 those who are coaches in various schools across SA. A full list is available on request.

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. TV advertisements, the school project and all material used for the clinic training is also included. During 2020, 228 students received the USB educational tool from four different universities.

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
6 October 2020	University of Stellenbosch	39
9 October 2020	University of the Free State	21
Total student reach for 2020		228

The Project also presented a presentation to the 4th year BSc Agric 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

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 in 2019. The Educational tool was printed in 2020 and is also 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 were 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 rediscoverdairy 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.

This menu item went live from 31 March 2020 and was 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:

3 505 answer sheets were received of which 3 113 qualified and processed by 506 participating dietitians, meaning there were 11 articles and 3 505 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 basis 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 2021 with additional questions.

3.7 DIETITIANS SURVEY

The Project developed two surveys that were 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.

The qualitative survey, in the form of personal WhatsApp interviews, were conducted in fourth quarter among 25 dietitians. The results are being presented to the CEP in the 2nd week of January 2021. The results will be used to inform and update the Dairy on-line tool: Ask Dairy; and to inform communication activities with the target audience.

3.8 Rediscoverdairy 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 reflected 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.

3.10 CONFERENCES AND PRESENTATIONS

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.

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.

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.

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

Goats 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 Project's dietitian presented the results of the survey at the webinar

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

Danone, One health summit on 27 August 2020

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

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

9 JULY: IDF webinar: Plant based communication framework

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.

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

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

3.11 **INDUSTRY WEBINAR:** Dairy's new consumer culture: Adapting for consumer trends and nutritional insights.

The project 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 pandemic. The webinar focussed on the communication activities of the CEP to general consumers. The seminar was titled: Dairy's new consumer culture: Adapting for consumer trends and nutritional insights.

This webinar focused on the youth of South Africa - Millennials and Generation Z, and how they fit dairy into their busy lives. It also focussed on their digital behaviour and the big question of, "is TV still relevant in South Africa"?

The webinar was attended by 70 people from industry

Webinar speakers:

Lauren Rheeders

Relevance of dairy among Generation Z and Millennials.

Elsa Carpenter-Frank

Is TV is still relevant to our market

Sizwe Mbebe

The audiences' digital behaviour, social media in SA, and Dairy Gives You Go campaigns.

3.12 **WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION**

3.12.1 **General**

A meeting was held with 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.

The IDF World Dairy Summit was cancelled in 2020. In order 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 Project Manager and Dietitian of the Project attended the following meetings according to their responsibilities

12 October 2020: IDF delegates meeting

14 October 2020: SPCC meeting: Analysis outcome survey COVID19

15 October 2020: International Milk Promotions group meeting

26 October 2020: The IDF presented the World Dairy Situation

28 October 2020: SPCC meeting

2 November 2020: General assembly

3 November 2020: IDF Forum was presented

3 November 2020: IDF leaders' panel

5 November 2020: Joint SCSIL and SCNH meeting

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

9 November 2020: SCNH meeting

10 November: Task force: PBB meeting

11 November 2020: Standing committee of Marketing

12 November 2020: IDF delegates meeting

17 November 2020: IDF meeting: Standing Committee's 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

3.12.2 **Global Dairy Platform (GDP) and the International Milk Promotion Group (IMP) of the International Dairy Federation (IDF)**

The virtual midyear meeting was held during 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 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 and 9 November 2020; the Project Manager presented the information on Ultra Processed foods.

The Project Manager 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.

1 December: Global Dairy Platform joint meeting with the IMP

10 December: Global Dairy Platform: Environmental Sustainability Communications meeting was held

3.12.3 **Standing Committee of Nutrition and health (SCNH)**

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: The Dietitian of the Project was elected as a member of the SPCC during the IDF meetings in Turkey in 2019. 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.

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

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

The Dietitian of the Project serves as acting Action Team leader on the Lactose and other dairy sugars. 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 tool kit to exclude lactose from sugar/nutrition profiling to base taxes and Front Of Pack labelling ..

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

During the 4th quarter of 2020 the the Project participated in the meetings as set out under 3.13.1 topics

3.13 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 virtual '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.

3.14 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.

3.15 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 for 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 for the next two years.

3.15.3 **Compositional data: Technical advisory committee meeting**

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 **Milk SA Technical WG 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.

3.15.5 **Coordinating committee of the DSA, CEP and Research Project of Milk SA**

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.

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; assignee.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	10. SVO (004).pdf
Unnecessary spending during period	No

Popular Report

[CEP. Popular report, 14 Jan 2021 Q4.pdf](#)

Additional documentation

[CEP. Q4 14 Jan 2021 comprehensive .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