



Consumer Education Project of Milk South Africa

(PRJ-0288-2021)

SAMRPO: Consumer Education Project of Milk SA

Year 2021/2021 (January 2021 till December 2021)

Project goals

Goal 1 - General communication

Achievements

OBJECTIVE OF THE REPORT

This annual report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during 2021.

Budget allocated for 2021 is R22 260 000.00

1.2 OBJECTIVES OF THE PROJECT

Part of the income from the levies on dairy products must be spent by Milk SA on consumer education. This is according to Regulation 1398 of December 2017 and similar regulations implemented previously, issued in terms of the Agricultural Marketing Act (47 of 1996). The regulation stipulates the following:

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

1.3 NATURE OF THE PROJECT

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

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

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

1.4 TARGET MARKETS

The target market of the general communication element is consumers, LSM (living standards measure) 6–8, with a meaningful spill-over to LSM 9–10 and LSM 4–5 as agreed to by the advisory committee of the CEP.

To buy media for television, it is estimated that LSM 6–7 households have an income of about R5 000.00 to R9 999.00. Those in LSM 8–10 May have an income greater than R19 999.00. The LSM indicators are used to determine target audiences for the different elements of the CEP.

The socio-economic measurement (SEM) segmentation tool is a measure that differentiates how

people live. It represents a spectrum of low to high socio-economic living standards. It is based on where people live and the type of structures they live in and what they have access to in and near their homes (Bureau for Food and Agriculture Policy 2019–2028). LSM segmentation was terminated in 2015 and LSM data cannot be connected with data for SEM segments. However, for the purposes of the Project, SEM segments 4–7, and SEM 8–10 represent the bulk of the target audience of the CEP. They make up 40% and 20% of the total adult market, respectively.

The target market of the specialised communication element is health professionals like doctors, nurses, dietitians, nutritionists, nutrition advisers, health promoters, and community workers.

1.5 COMMUNICATION CHANNELS

Different communication channels must be used appropriately to convey messages effectively to the target markets. Due to the many communication opportunities in the marketplace, the CEP must be highly disciplined in selecting the most effective communication channels. It must ensure balanced and integrated use of these channels to convey its messages to the different target markets.

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

Television

Publications (print and digital) like promotional articles (advertorials) in consumer magazines, scientific articles in journals aimed at health professionals, pamphlets for distribution at selected events, and trade magazines

Websites

Digital advertising and social media

Presentations at scientific congresses and seminars

Educational information sessions at clinics

School programmes

TELEVISION AND SOCIAL MEDIA FOR 2021

2.1 Television broadcast schedule for 2021

The television advertisement was flighted over four bursts in 2021, for two to three weeks per burst.

- *First burst: 6 to 26 January 2021*
- *Second burst: April 2021*
- *Third burst: 25 June to 12 July 2021*
- *Fourth burst: 1 to 15 October 2021*

Kantar Millward Brown conducted a newcomer report for the television advertisement that was presented to the Project on 23 February 2021.

2.2 Post-campaign results: January 2021

Results are presented relative to the core market, i.e. ages 13 to 19.

Performance related to teens:

The teenage population in this income group makes up 3.5% of the population. Over the four bursts, 77% of the target population was reached, with a frequency of 16.6 (number of times the TV advertisement was viewed per person).

Performance related to mothers of teens (aged 35 to 55 years):

No budget is spent on buying media related to mothers, but good performance is achieved in this group. Over the three bursts, 81.6% of the target was reached with a frequency of 16.9 (how often advert was viewed). There is no benchmark for television in the category of non-branded nutrition education. The Project was advised by media experts against increasing frequency, because this does not result in increased reach.

YouTube videos

The YouTube Dairy Gives You Go (DGYG) campaign was launched with an awareness goal with four bumper advertisements and one skippable in stream video. Four 5-second bumper ads (cutdowns) from the 30-second advert were developed. The campaign ran for three months. The only call to action was to click through to the TV advertisement to create awareness of the television commercial. Over 6,4 million

impressions were served. The bumper advertisements clicked through to Facebook. A total of 10 543 clicks were obtained.

2.3 DAIRY GIVES YOU GO SOCIAL MEDIA CAMPAIGNS FOR 2021

Three main (hero) campaigns were executed in the second, third, and fourth quarters of 2021. Monthly schedules are ongoing to educate and engage with the target audience.

2.3.2 Analytics related to the Facebook page for 2021

The analytics of the interaction of visitors with the information posted on the DGYG Facebook page were collected systematically. Targets and budgets are set per month and a digital report is generated monthly. The performance is closely monitored against the set targets, and the social media performance either met or exceeded the set targets. The DGYG Facebook page stood at 51 500 followers and the Instagram platform at 3 541 followers up to the end of 2021.

2.3.2 Campaign 1: #DairyDoneEasy hero campaign, 15 May to 15 June 2021

During the second quarter, the #DairyDoneEasy social media campaign demonstrated how simple recipes with a dairy product included are quick and easy to be prepared by teens. The campaign used the expertise of three micro-influencers to showcase the recipes on TikTok. The micro-influencers have a strong independent following, which enhances dairy awareness and reach among teenagers.

Teenagers were invited to recreate the recipes shown by the micro-influencers, and share their video on Facebook, Instagram, or Twitter. They could win a grand prize if all three recipes were submitted. Watch the videos of the influencers here:

https://www.youtube.com/playlist?list=PLFxl_LqS9LJJPW6-ASw9sNJdrFPX6L6Ya.

The campaign was a success regarding influencers chosen, the quality of the content produced, and the reach and engagement that they received on Facebook, Twitter, and Instagram.

2.3.3 Campaign 2: #WhateverYourTaste, Dairy Gives You Go.

Results obtained with the hero campaigns

Analytics	#DairyDoneEasy	#Whatever your Taste	#MyDairyDoodle
	Campaign period: 15 May to 15 June 2021	Campaign period: 20 Aug to 27 Sept 2021	Campaign period: 15 Nov to 15 Dec 2021
Number of entries	137	216	49
Impressions	> 6 million	4 811 794	4 059 589
Reach	> 4.7 million	3 681 660	3 230 223
Engagements	> 92 000	131 066	66 126
Cross-channel audience growth	581	702	282
CPM (cost per thousand impressions)	R8.12	R10.22	R9.59
CPE (cost per engagement)	R0.55	R0.38	R0.60
Video views		118 916	39 123

The second hero campaign was titled #WhateverYourTaste, Dairy Gives You Go.

Four influencers were assigned to produce content in line with the #WhateverYourTaste campaign. Three challenges were planned, one per week, each time using a different dairy product. The influencers' challenge videos performed well with their respective audiences, as well as on the DGYG's page. The recipe videos received a lot of 'saves' on Instagram – this shows that followers are keen to go back to these recipes and possibly try them. Each influencer posted in their own style and produced tasty dishes using dairy, showing that no matter what your taste is, there is a dairy option for you. Their TikTok posts received a large number of plays, some reaching over 500 000 plays – great exposure for DGYG.

Whatever Your Taste: <https://www.youtube.com/playlist?>

2.3.4 Campaign 3: #MyDairyDoodle

The third hero campaign was titled #mydairydoodle and it ran from 15 November to 15 December 2021 on the DGYG social media pages.

Fans had to design a T-shirt according to specific criteria provided by the Project, as set out in the terms and conditions. Three micro-influencers were used to boost the participation by fans. Each week a different dairy product had to feature on the T-shirt, i.e. milk, yoghurt/maas, or cheese. The design had to include the CEP logo, a dairy product, and a related dairy health benefit. Weekly winners were selected based on the number of likes and/or impressions received from the public. The grand prize winner was selected by a judging panel, including the CEP team. Winners' T-shirts were printed, and they could distribute the T-shirts among their friends as they saw fit.

Dairy Doodle: https://www.youtube.com/playlist?list=PLFxl_LqS9LJKE42WT1WX8edxv8O8bsDMG

2.3.5 Analytics for the hero campaigns

Analytics results for DGYG Facebook page 2021

Analytics	January to December averages
New fans	467
Total fans	51 609
Total impressions	9 728 133
Total reach	6 303 770
Total video views	14 2798
YouTube views	12 400

Insights

The DGYG Facebook demographics show that the biggest age bracket is 18- to 24-year-olds and is a result of the targeting of specific demographics. The target is also more skewed towards females. There is a quarter-on-quarter increase in the DGYG social media platforms.

2.3.6 Analytics for Instagram

Analytics results for the DGYG Instagram page 2021

Analytics	January to December
New fans	301
Total followers	3 030
Total engagement	1 437
Total reach	4 531 815
Total video views	29 568

Insights

The age brackets on Instagram have a more representative split, with the 18- to 14-year-old bracket slightly edging the 25- to 34-year-old bracket. As with Facebook, there is a large skew towards females. There is an enormous quarter-on-quarter increase in net follower growth from negative to positive. This positive is the result of the campaigns run during each quarter.

2.4 DAIRY GIVES YOU GO WEBSITE

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

There are three themes on the website:

Every day and the role of dairy

Sport and dairy

Strength: the benefits of dairy

Analytics for DGYG website (average for 2021)

Period	Sessions	Users	Page views	Pages/session	Avg. session duration	Bounce rate
2021	5 009	4 661	6 877	1.4	00:00:32	78.57%

In addition, all the TV advertisements and Tasty Treat videos can be viewed on the DGYG website, together with the television adverts. No new Tasty Treat videos were planned for 2021.

2.5 REDISCOVERDAIRY FACEBOOK AND INSTAGRAM PAGES

The RediscoverDAIRY (RDD) Facebook page was introduced on 21 October 2019 and is aimed at the modern mother (aged 25 to 55) with children, living at home.

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

Content is planned a month in advance. Together with the 'always on' content, media releases (refer 2.4.2) are developed and used as content for the RDD social media pages and in digital media. Radio interviews are arranged to strengthen the message and increase the reach of the information. The RDD Facebook page followers stood at 17 880 and Instagram at 1 560 as of December 2021.

2.5.1 Analytics of the RediscoverDAIRY social media platforms RediscoverDAIRY Facebook page analytical data for 2021

Analytics	January to December
New fans (average)	1 749
Total followers	15 629
Total average engagements	9.31%
Total reach	463 242

RediscoverDAIRY Instagram page analytical data for 2021

Analytics	January to December
New fans	1 506
Total followers	1 562
Total average engagements	7.5%
Total reach	790 960

2.5.2 Media releases on the RediscoverDAIRY social media platforms

For 2021, five media releases were developed and were then used and repurposed by journalists for their own publications. The media releases focus on dairy health and nutrition. Established bloggers posted the relevant content on their own social media pages, which were then linked to the RediscoverDAIRY social media pages. This further boosted the content of the media releases.

All media releases can be viewed at:

<https://www.rediscoverdairy.co.za/latest-news-2/media-information/>

The five press releases had an estimated PR¹ value of R1 859 771.97 and were published in 98 digital

publications, 5 newspapers, and 10 radio interviews.

List of media releases in 2021

	Campaign period	Title
1	February 2021	'Cheese, full of goodness and a lunchbox favourite'
2	April 2021	'Dairy hacks to get more goodness, for much less'
3	27 May to 14 June	'World milk day reminds us why milk is great for busy moms and families'
4	20 September to 10 October	'Why yoghurt is a healthy eating gateway for kids' 'Waarom jogurt h sleutel is tot gesonde eetgewoontes vir kinders' 'Why active women love yoghurt'
5	November 2021	'Outsmart osteoporosis and bolster joint health with dairy!'

¹ PR value: Is calculated by multiplying advertising rates by the percentage of page area your placement covers. To calculate this measurement, you would retrieve the advertising rates from a publication's media kit.

2.5.3 Digital advertorials on Parenting Hub

The Project ran a digital campaign on Parenting Hub (PH), a digital parenting resource, from May to July 2021. Each month four advertorials were published:

May - Milk: back to basics'

June - Yoghurt: lactose intolerance and recipes on smoothies'

July - Cheese: dairy protein for growth'

Over the three months, 12 advertorials were published and supported with posts on Facebook, Instagram, and Twitter. Each month a banner was developed, which carried a dairy health message for the nutrition section on the PH platform.

Articles published on Parenting Hub

Article published	Unique views*
'Dairy and children, a healthy combination'	32 035
'Dairy: your bone building partner throughout life'	30 719
'Back to basics with dairy'	32 900
'Amasi is simply amazing'	36 019
'World milk day reminds us why milk is great for busy parents and families'	33 105
'Say cheese'	35 116
'Milk: what a winner'	30 795
'14 July is mac and cheese day'	30 940
'Why smoothies can make your breakfast seamless'	36 513
'A balanced diet with dairy for optimal growth'	33 942
'The dairy solution to lactose intolerance'	32 950

*Unique views are the number of single users who click on a tracking link of your campaign. If a single user were to view five times on a link, the server would record five views and one unique view.

Results on the social media pages of Parenting Hub

Facebook engagement	Facebook reach	Twitter engagement	Twitter reach	Instagram engagement	Instagram reach
16 823	18 333	9 611	10 123	3 212	523

2.6 CONSUMER PRINT CAMPAIGN

2.6.1 Promotional articles

Promotional articles are written for consumer publications to expand on the key dairy nutrition and health

messages by creatively engaging with consumers.

Due to the pandemic in 2020, many print publications were discontinued. The Project therefore commissioned a media expert to do a category analysis to identify the best channels to reach the target market for this element of the Project in 2021.

The outcomes of this analysis were used to plan the consumer communications campaign aimed at mothers aged 25 to 55, with children living at home. The activities planned include print, digital, social media, and lifestyle television.

In 2021, 16 advertorials were published as presented in the table below:

Publication	Title of article	Month/2021
Kuier	'Alles wat jy moet weet oor melk'	April
YOU	'Milk: what a winner!'	June
Huisgenoot (digital)	'Melk: wat 'n wenner!'	June
DRUM (digital)	'Milk: what a winner!'	June
Kuier	'Kaas is koningskos'	June
Fresh Living	'Simply Legend-Dairy'	June
Kuier	'Amasi: voedsaam en veelsydig'	August
DRUM (digital)	'Cheese: a favourite full of goodness'	Whole month of September
Huisgenoot (digital)	'Kaas: 'n gesonde gunsteling'	Whole month of September
Babies and Beyond (print and digital)	'Dairy: your bone-building partner throughout life'	September and November
Moeder en Kleuter (digital)	'Suiwel: 'n staatmaker vir sterk bene regdeur al die lewensfases'	Whole month of August
Moeder en Kleuter (digital)	'Melk: wat 'n wenner!'	Whole month of September
YOU	'The matrix effect of dairy nutrients'	November
Kuier	'Jogurt: 'n gesonde keuse vir die hele gesin'	December
Baby's and Beyond (print and digital)	'Be sure to include DAIRY for breakfast' (3-month campaign)	December 2021 January, and February 2022
Sarie	'Wil jy gesonder leef? Maak elke dag 'n suiweldag!' Including 'back-to-school' activity sheets	January 2022

2.6.2 Lifestyle TV

The Project collaborated with the Espresso Morning show on SABC 3. Three interviews were flighted on the show and the television advert was flighted after each interview. At each interview, a CEP banner was displayed, increasing the awareness of dairy during the show.

September: 'The importance of dairy products in the diet.' Interview with the Project manager
 October: 'The health benefits of dairy in all stages of life.' Interview with the Project dietitian.
 November: 'The role of dairy in sports nutrition.' Interview with Nicki de Villiers, sports dietitian.
 Estimated reach: 126 946

2.6.3 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 for members of the dairy industry in their communication with consumers.

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

An online version is available under the Dairy and Sport tab on the RediscoverDAIRY website.

The content of the leaflets is revised and updated when required.

2.7 MEDIA LIAISON ACTIVITY

2.7.1 Trade publications

Trade publications such as *The Dairy Mail*, *Farm Link* and *Milk Essay* are vehicles for communicating with the dairy and food industries. Informative articles on the CEP and other relevant topics were published in *The Dairy Mail* in 2021 as shown below:

List of articles published in *The Dairy Mail*

Publication	Date 2021	Title
<i>The Dairy Mail</i>	January	'Dairy's new consumer culture, webinar'
<i>The Dairy Mail</i>	March	'New television advert for Dairy Gives You Go'
<i>The Dairy Mail</i>	June	'Raise a glass of milk'
<i>The Dairy Mail</i>	July	'New milk products and their health impact'
<i>The Dairy Mail</i>	May	'South African Society for Dairy Technology (SASDT): Are you a member of the SASDT?'
<i>The Dairy Mail</i>	July	'SASDT: The wonderful world of dairy proteins'
<i>The Dairy Mail</i>	August	'Milk and sport, Part 1'
<i>The Dairy Mail</i>	August	'Voedingsimposium: h eerste van sy soort vir die Internasionale Suiwilvereniging'
<i>The Dairy Mail</i>	September	'Milk and sport, Part 2'
<i>The Dairy Mail</i>	November	'World School Milk Day, 2021'
<i>The Dairy Mail</i>	November	'SASDT: Dairy research: Students exhibit their best work'

2.7.2 Dairy and health publications

An article was published in the *Diabetes Focus* magazine.

Diabetes South Africa: 2021 Autumn: Diabetes Focus eMag.

Title of the article: 'Milk alternative: worth the hype or milking the health system?'

Author: Jessica Pieterse, registered dietitian.

Diabetes South Africa

Title of the article: 'All you need to know about cottage cheese.'

Author: Tammy Jardine, registered dietitian.

Medical brief published in [International Journal of Obesity](#), May 2021

Title of the article: 'Regular milk consumption not associated with increased cholesterol.'

Article authors: Karani Santhanakrishnan Vimalaswaran et al.

2.7.3 Media liaison monitoring

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

Relevant information published in the media on dairy is monitored by Newsclip, an independent media monitoring firm. Updates are received daily in electronic format. The following table shows:

- The media coverage achieved across general media (not paid for by the Project),
- Information developed by CEP (content published by the Project, which gets used by media and publishing houses).
- Advertorials (paid content developed and published by the Project).

The PR rand value attributed to the media coverage is estimated on the advertising value equivalency (AVE) as determined by Newsgate.

Media coverage of dairy information for fourth quarter

		A			B			C	
		General media			CEP-generated article¹			Advertorials²	
Total PR per category	1 902	R5 563 509.91	199	R4 651 104.80	18	R591 026.02			
Internet	1 530	R2 522 825.08	154	R2 690 836.92	8	R40 756.10			
Magazine	80	R455 191.31	4	R612 758.20	10	R550 269.92			
For health professionals	7	R105 037.24	9	R357 155.80					
Regional news press	195	R495 317.19	5	R91 389.82					
National news press	11	R244 027.48	1	R6 081.80					
Radio	62	R278 925.51	10	R214 849.66					
TV ³	17	R736 883.00	5	R156 166.67					
Trade press ⁴	43	R830 340,35	11	R424 394,32					

¹ CEP-generated: mentions of the health and nutritional benefits of dairy generated from the content of the media releases, which were circulated by the Project to the media.

² Advertorials: purposeful article placement in the media by the Project.

³ TV: incidental mentions and programmes of content about the health and nutritional benefits of dairy.

⁴ Trade press: articles placed in business-to-business magazines including The Dairy Mail, wherein health and nutritional benefits of dairy are discussed.

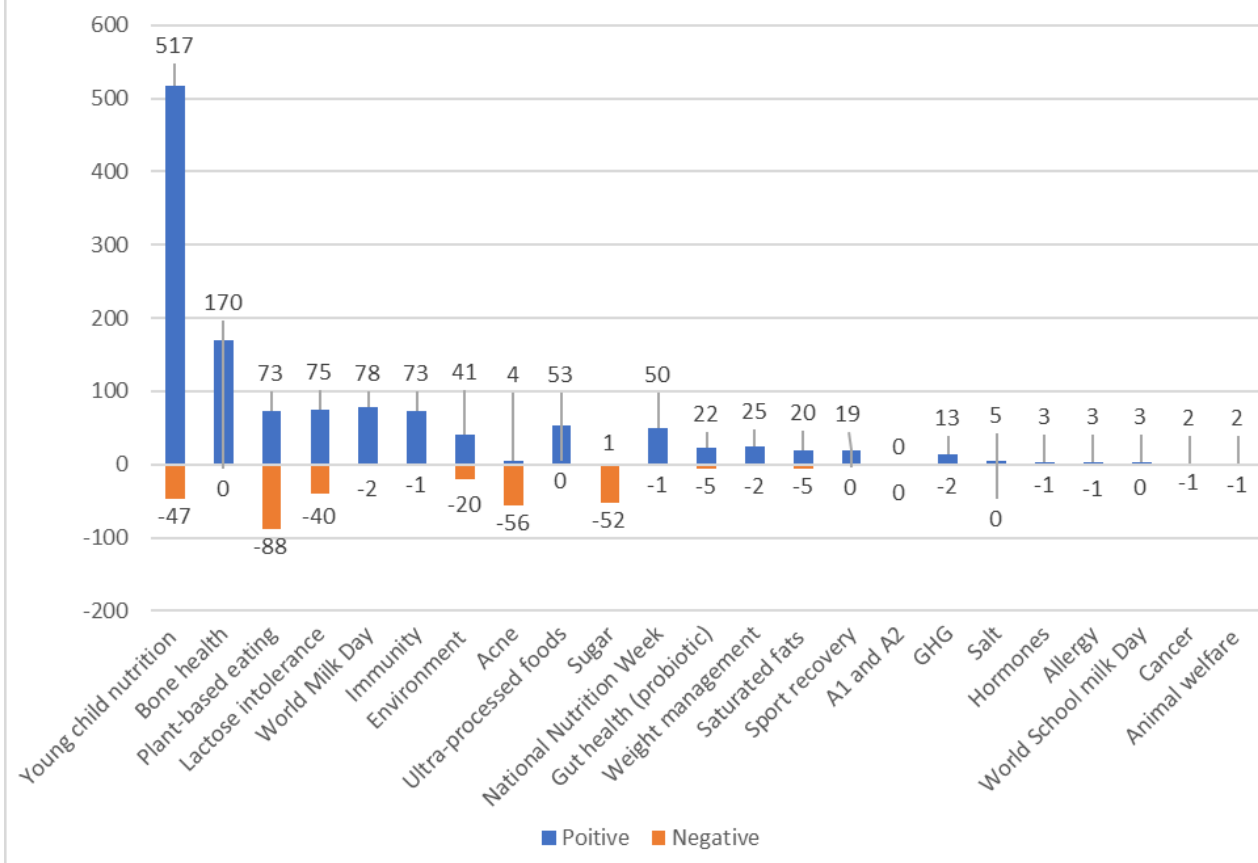
2.7.4 Trending topics

Topics related to dairy health and nutrition, which appear frequently in the media, are called 'trending'. The media monitoring activity of the CEP identified topics that appeared frequently in the media and refer to dairy directly.

The figure below shows the sentiment (referring to the tone of the article: positive, open, or negative) of the main topics of interest to the Project. They deal with health and nutrition of dairy, and where dairy is mentioned specifically across all monitored media.

From the figure it was noted that 'childhood nutrition' had the greatest number of articles published (564 of ~2 101 articles) and had the most overall positive/open sentiment. This was followed by bone health (170), world milk day (78), plant-based eating (73), and lactose intolerance (75). It was observed that the greatest negative sentiment came from articles on plant-based eating (88) and lactose intolerance (40). Others included acne (56), sugar (52), and the environment (20), which had a less balanced view in the media.

Trending topics in South Africa 2021



2.7.5 CEP Twitter (@CEPMilkSA)

The CEP posts selectively on its Twitter account and relies on organic growth (no funds are allocated to Twitter).

RediscoverDAIRY Instagram page analytical data for 2021

Analytics	January to March
New fans	15.55
Total followers	241.8
Total engagements	1.56%
Total impressions	8 021.25

2.8 SCHOOL EDUCATION PROGRAMME

2.8.1 General

The school education programme is aimed at Grades 1 to 7:

'From farm to fridge': Grades R to 3

'A guide to healthy eating': Grades 5 and 6 (the curriculum does not include dairy in Grade 4)

Each phase is dealt with through a teacher's guide, class posters, a fact sheet, and worksheets on each topic.

All posters and worksheets are available in English and Afrikaans. The school education programme and learning material are available on the website (www.dairykids.co.za).

The CEP is expanding its school education programme to include the consumer studies curriculum of the Further Education and Training (FET) for Grades 10 to 12. The consumer messages developed by the CEP aligns well with the content covered in the food and nutrition section of the curriculum. All the content has been developed for each grade. The content will be available in electronic format and will be posted on the website early in 2022.

2.8.2 Worksheets for the website and E-classroom website

The teacher's guide and accompanying worksheets that were developed by the CEP are 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.

Downloads of the CEP worksheets

First quarter	Second quarter	Third quarter	Fourth quarter
6 366	2 096	1 792	1 061

Due to the shift to digital education since the pandemic, the Project has increased its engagement with E-classroom. It has developed additional worksheets that are posted on the E-classroom social platforms and shared with the RDD Facebook page. World School Milk Day (WSMD) forms part of the communication activities with E-classroom. In the last quarter of 2021, worksheets, in the form of comic strips, were developed for a back-to-school campaign in January 2022.

E-classroom worksheet downloads

Campaign	Reach	Impressions	Entries
'Back-to-school' (first quarter)	11 087	13 579	124
World School Milk Day (WSMD) (third quarter)	12 860	N/A	20

2.8.3 Distribution of school curriculum educational material developed by the CEP

On request, existing educational materials for schools, developed by the CEP, are distributed. **List of organisations that received the school programme on request during the first quarter**

Organisation/processor	Comment
AROS	12 sets of Foundation Phase material to teachers in training
Mphebatho Primary School – DBE National School Nutrition Programme (NSNP)	8 sets of Foundation Phase material 4 sets of Intermediate Phase material
Lepono Primary School – DBE-NSNP	4 sets of Foundation Phase material 2 sets of Intermediate Phase material
Mmatlhame Primary School – DBE-NSNP	9 sets of Foundation Phase material 4 sets of Intermediate Phase material

Because of the Covid-19 lockdown, limited amounts of school material were distributed. No enquiries were received for the second quarter.

2.8.4 Dairykids website

All the communication products related to the school project are available on the Dairykids 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 DGYG and RediscoverDAIRY websites. The educational material is aligned with the curriculum of the Department of Basic Education (DBE) and guides teachers on how to include information about dairy in their lessons.

Dairykids.co.za analytics for 2021

Quarter	Total users per quarter	Total page views per quarter	Average pages per session	Average % bounce rate	Average session duration
2021	353	711.25	1.72	66.73	00:00:78

2.9 REDISCOVERDAIRY WEBSITE DOWNLOADS

The rediscoverdairy website gives information on the health and nutritional benefits of dairy. All educational material developed by the CEP is available on the website. The website is appropriately linked with other relevant organisations such as Milk SA, the Milk Producers Organisation (MPO), the International Dairy Federation (IDF) and Global Dairy Platform (GDP). The website is maintained and new information is uploaded continually.

Year	Total users per quarter	Total page views per quarter	Average pages per session	Average % bounce rate	Average session duration
2021	2 929.25	7 943.25	2.29	64.71	00:01:70

Rediscoverdairy.co.za analytics for 2021

Ask Dairy

The Ask Dairy online tool was developed in consultation with members of the Technical Advisory Committee of the Project. The Ask Dairy menu item consists of 100 questions and answers on dairy-related matters. Ask Dairy had been hosted on the DGYG website but was moved to the RediscoverDAIRY website during the first quarter. The navigation of the tool has been improved, and a search function included. An additional 35 questions and answers were added to the online top five page visits on rediscoverdairy.co.za.

Total views	Page views	Page visitor
First quarter: 4 500	Dairy – Information for health professionals on milk and milk products Dairy – Continuing professional development Dairy – Nutrient composition of cheese Dairy – Benefits of dairy training Dairy – TV advertisements and videos	1 007 1 015 126 77 74
Second quarter 10 125	Dairy – Continuing professional development articles Dairy – Information for health professionals on milk and milk products Dairy – Yoghurt, buttermilk, and maas Dairy – Nutrition health and wellness Dairy – Media release	5 434 1 852 132 87 83
Third quarter	Dairy – Information for health professionals on milk and milk products Dairy – Continuing professional development Dairy – How do maas and buttermilk differ? Dairy – Recipes Dairy – Sport nutrition and the role of dairy	1 665 1 212 450 256 253
Fourth quarter	Dairy – Continuing professional development Dairy – Recipe Dairy – Information for health professionals on milk and milk products Dairy - How do maas and buttermilk differ? Dairy – Is maas healthy?	1 204 748 713 518 370

2.10 WELLNESS ACTIVITY

2.10.1 Overview

This entails community work in public clinics of the Department of Health (DoH) for nutrition advisers, health promoters, and community health workers. It is presented in the form of educational information sessions for upliftment of local communities.

Overall, 92.4% of districts in the country have been reached and 4 438 health promoters and community health workers have attended the educational information sessions since 2014.

Educational information sessions in all nine provinces have been completed, except the Western Cape where DoH restrictions in four of its districts do not allow the running of the CEP.

In 2021, the intention was to continue with educational information in KwaZulu-Natal (KZN). KZN received the information sessions in 2014, but since then the educational material has been

upgraded and it was planned for 2021 to revisit this province. Due to unrest and vaccination commitments by the DoH, only two training sessions were presented in KZN at the end of 2021. The educational information sessions are seen as a long-term investment of the CEP and the dairy industry, reaching a target market that is difficult to access.

2.10.2 Promotional material used in the Wellness activity.

Educational material that explains the nutritional value of dairy products advocating the addition of dairy to the daily diet was developed for this project. All the material has been designed to meet the requirements of the target audience. A leaflet was produced to serve as handout to consumers after the educational presentation.

Promotional material developed by the Project:

An educational clinic manual with the message to 'Have milk, maas, or yoghurt every day'. This manual serves as a tool for the health promoters and community health workers to reaffirm the message presented during the educational sessions. They will also use it when they provide education to the community. The manual consists of a visual depiction and a supportive text page for each of the health messages.

Supportive posters in sets of four, which serve as visual support for the DoH representative when presenting the milk and dairy educational messages to their clients in larger groups.

Banners with the message:

'Have milk, maas, or yoghurt every day'

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

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

An educational video available as a download from the RediscoverDAIRY website, in English, Tswana, Zulu, Xhosa, Tsonga, and Sesotho.

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

The above training tools were all updated to comply with the DoH specifications. The training tools were all reprinted at the end of 2021.

In addition, a recording of the training session presentation has been developed. This will be used for online presentations when 'in-person' presentation is impossible in some regions, or where safety risks exist.

To ensure successful uptake of the messages, CEP contracted Awuzwe Health Promotions. They are 100% BEE-compliant and have a Level 1 contributor status. They helped to secure training dates and venues and support for presenting the health messages at state clinics and hospitals in the vernacular language of the local community. The dietitian of the CEP educated the Awuzwe health promoters on the key message 'Have milk, maas, or yoghurt every day' as well as the associated nutritional and health benefits of dairy.

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

2.10.3 Presentation of educational information sessions for nutrition advisers and health promoters

Educational sessions for health promoters took place in North West in 2021.

Educational information sessions in 2021

Date	District	Number of health promoters trained*
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Date	District	Number of health promoters trained*
19–22 January 2021	North West Dr Kenneth Kaunda District	92
2–5 November 2021	KZN Ilembe District	149
22–25 November 2021	KZN Ugu District	98

**Numbers per session were restricted due to Covid-19 regulations*

Training planned for May and June 2021 was postponed to early 2022 due to Covid-19 restrictions and health promoters being involved elsewhere with Covid-19 vaccinations.

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 uses an independent technical advisory committee (TAC) that comprises specialists in the field of nutrition and health.

Communication channels include:

Print and digital in the form of scientific advertorials and nutrition reviews

Educational material for dietitians, nutritionists, and nutrition advisers

Educational material for dietetic students at universities

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

Exposure on the Association for Dietetics in South Africa (ADSA) website

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

3.2 HEALTH PROFESSIONAL PRINT

3.2.1 Scientific advertorials and publications

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

The evidence-based nutrition reviews explore new topics in dairy health and nutrition that warrant further investigation. The reviews allow for extensive and detailed information on a specific topic without a limitation on the number of words used. The nutrition reviews are posted on the RDD website, under the Dairy-Based Nutrition menu item. In 2021, 14 scientific advertorials were published.

Reviews published for health professionals in 2021

Title	Publication or online	Date 2021
'Sport nutrition and the role of dairy'	RediscoverDAIRY website https://www.rediscoverdairy.co.za/dairy-and-sport-2/sport-nutrition-and-the-role-of-dairy/	Jan

Title	Publication or online	Date 2021
'Lactose intolerance'	Professional Nursing today, Vol 25 no 2, 2021 https://ua.medpharm.co.za/journals/pnt/2021/00/25/02	April
'Dairy and cardiovascular disease'	SA General Practitioner https://ua.medpharm.co.za/journals/sagp/2021/00/02/03	May
'The food matrix' Dr Stephan Peters, Dutch Dairy Association	Rediscover dairy, Evidence-based reviews https://www.rediscoverdairy.co.za/wp-content/uploads/2021/06/The-Food-Matrix-by-Dr-Stephan-Peters.pdf	May
'Moving towards more sustainable food systems'	Complete for website https://www.rediscoverdairy.co.za/evidence-based_reviews/sustainable-nutrition/sustainable-food-systems/ To be published in SAJCN	May
'Dairy and cardiovascular disease'	SAMJ Vol 111, no4 2021 https://hmpgjournals.co.za/issues/samj/202104/	May
'Dairy and plant-based beverages'	Modern Medicine http://www.modernmedia.co.za/modernmedicine/DigitalEditions/mm2104-2105-april-may-2021/html5/index.html	May
'Moving towards more sustainable food systems'	Modern Medicine http://www.modernmedia.co.za/modernmedicine/DigitalEditions/mm2106-2107-june-july-2021/html5/index.html	Sept
'A balanced diet with dairy for growth and development'	Professional Nursing Today: Vol 25 no 3 https://ua.medpharm.co.za/journals/pnt/2021/00/25/03	Sept
'Food systems' by Dr Mieke Faber	SAJCN; Volume 34 no 3, published 23/9/21 http://www.sajcn.co.za/index.php/SAJCN/issue/view/99	Sept
'Milk and dairy: helping to give you go during those long hours of work'	SA Medical Journal: Intern 10. What I need to know https://www.samedical.org/files/INTERN_101_WEB.pdf	Nov
'Lactose: the unsung hero'	SAJCN: Volume 34 no 4, published 29/11/21 http://www.sajcn.co.za/index.php/SAJCN/article/view/1566	Nov
'Outsmart osteoporosis and bolster your joint health with dairy'	Professional Nursing Today https://ua.medpharm.co.za/journals/pnt/2021/00/25/04	Dec

3.2.2 Presentations and handouts at Association for Dietetics events

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

Reviews published for health professionals in 2021 on ADSA online portal

Title	Publication	Date
'Dietary Guidelines for Americans: food-based dietary guidelines'	ADSA	February 2021
'Continuing Professional Development activity on the RediscoverDAIRY website'	ADSA	March 2021
'Research under the magnifying glass'	ADSA	April 2021
'CPD notification to dietitians'	ADSA	April 2021
'Invitation to IDF symposium: continuing nutrition education event'	ADSA	May 2021
'Sports nutrition and the role of dairy'	ADSA	June 2021
'Moving to more sustainable food systems'	ADSA	November 2021

3.2.3 Update of the sports booklet

The information on dairy and sports nutrition is aimed at the sports enthusiast and sports coaches/personal trainers. The booklet was updated in 2020 by two sports dietitians to include new research results and references. The information is only available in an electronic format on the RediscoverDAIRY website:

<https://www.rediscoverdairy.co.za/dairy-and-sport-2/sport-nutrition-and-the-role-of-dairy/>

The Sports Nutrition tool is supported by a leaflet which is available as a PDF download on the website.

3.2.4 Participation in sports webinar

The CEP participated in online workshops for school sports coaches, organised and presented by the All-Sport Coaches workshop. Two workshops were presented on 18 and 25 March 2021. The two sessions were 20 min and 30 min each on the respective days. The CEP tasked Nicki de Villiers, a member of the TAC of the CEP, to present a talk at the All-Sport Coaches workshops:

18 March: 'Eating for injury prevention: the role of energy intake.'

25 March: 'Prevention of injuries: timeous intake after training session.'

Attendance: 300 sports coaches registered for the event.

3.3 CLINICS: EDUCATIONAL PRESENTATIONS AND MATERIAL FOR HEALTH PROFESSIONALS

3.3.1 Dairy-based nutrition tool (USB tool)

The dairy-based nutrition tool developed by the CEP is distributed to the third- and fourth-year dietetics students at all the universities in South Africa that offer a degree in dietetics. This is part of the communication activities with dietitians. The tool is a memory stick containing all the scientific information regarding dairy health and nutrition, developed by the CEP. It includes all the dairy-based nutrition science-based reviews, advertorials, and specific links to sections on the website, e.g. sports nutrition and the role of dairy, the clinic wellness programme, and the school programme. It also provides an overview of the CEP and includes the TV advertisements. No university visits were planned for the first and fourth quarter in 2021.

On 26 August 2021, an online presentation about the Project was presented to the Stellenbosch University student. A total of 36 students attended online.

On 4 November 2021 an online presentation was given to the fourth-year dietetic students at the University of the Free State (UFS). A total of 32 students attended the online presentation.

Educational material was also shared with fourth-year university students of the UFS doing the community service year. It included:

the educational tool;

clinic pamphlets and training material;

school curriculum information for Grades R to 3, and Grades 5 and 6; and

the Project's fact sheets and pamphlets.

The materials are used at the district clinics as part of their community nutrition training. This request for material is a result of the presentation to final year students at the UFS.

The Project dietitian also presented a talk on the dairy matrix and the difference between dairy and plant-based beverages to the University of Pretoria fourth-year agricultural animal science students. This formed part of making students aware of the work of the CEP. The presentation is a yearly event on invitation from Prof. Lourens Erasmus. The physical meeting was attended by 26 students on 9 November 2021.

3.3.2 Continuing professional development

The CPD activity provides the CEP with an opportunity to communicate directly with one element of the health professional target markets, i.e. dietitians and nutritionists. The articles selected for this activity focus not only on dairy nutrition and health but also on new research results available in nutrition overall. This menu item has proven to be very successful in reaching dietitians and nutritionists.

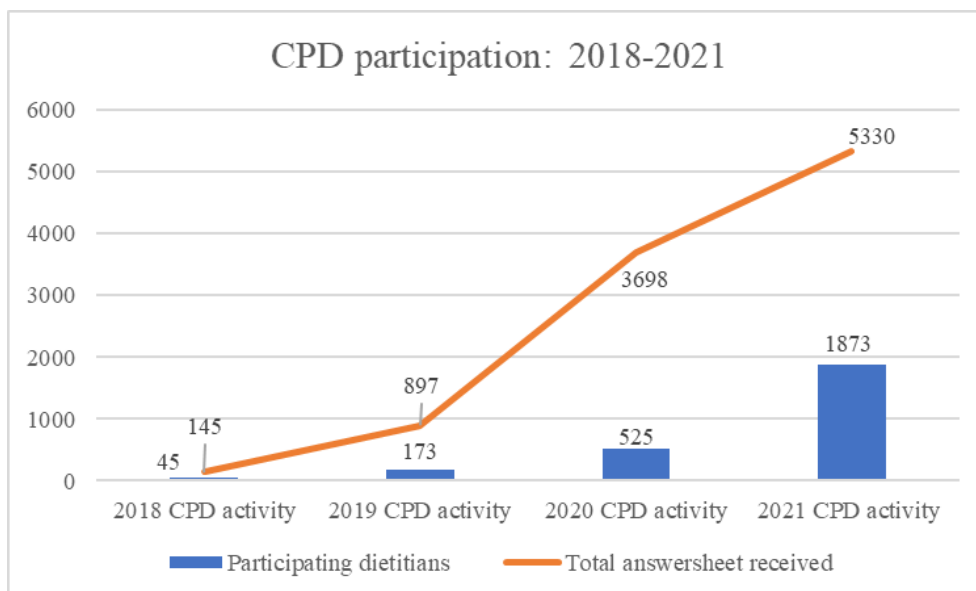
The peer-reviewed articles for 2021 are available for dietitians and health professionals from 1 April 2021. There are 13 articles and health professionals can earn 25 clinical points (CEU) and 5 ethical points by completing the CPD articles on the RediscoverDAIRY website, free of charge. Dietitians have to get 30 points per year, 5 of which have to be ethical points, and therefore they can get all their required CEUs by simply using the CEP portal. The continuing nutrition education (CNE) menu is available to dietitians until 31 January 2022. Health professionals were notified of the 2021 CPD activity of the CEP through:

- the ADSA website;
- the Nutrition Society of South Africa (NSSA) newsletter;
- the Dietitians in Practice (DIP) Facebook page; and
- direct emails to the database of the Project.

In addition, the Project developed a fully integrated and automated online system for registration, submission of articles, and generation of the certificates. This has simplified the process for the Project as well as for participating dietitians.

Responses from dietitians as from April 2021

Participating dietitians: 1 873
Articles complete: 5 330



3.4 TECHNICAL ADVISORY COMMITTEE

The technical advisory committee (TAC) meets once a year. During each year, several consultations are held with individual members.

The annual meeting was held on 11 February 2021 and attended by all six members (present and online).

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

The CEP used four dietitians, each on a topic in their corresponding field of interest, on an ad hoc basis to expand on the work the TAC has delivered. In 2021 the CEP made use of Prof. Mieke Faber, Abby Courtenay, Claire Julsing-Strydom, and Monique Piderit.

Mieke Faber: 'Moving towards more sustainable food systems.'

Abby Courtenay: 'Lactose, the unsung hero.'

Monique Piderit: 'Know your yoghurt.'

Claire Julsing-Strydom: 'Dairy and inflammation.'

3.5 DIETITIANS' SURVEY

The report for the dietitians' survey conducted in 2020 was presented to the Project in January 2021. The CEP developed two surveys to measure limitations in dietitians' knowledge of the nutrition and health benefits of milk and other dairy products. The surveys were also used to explore their awareness of various information sources provided by the CEP. The findings are implemented in the planning of the Project in 2021.

3.6 REDISCOVERDAIRY NEWSLETTER

Two newsletters were developed in 2021. The second newsletter was distributed in January 2022.

3.7 DAIRY MATRIX EDUCATIONAL MATERIAL

As part of the output for 2021, the Project is developing educational material on the dairy matrix. Communication tools have been produced and finalised. The dairy matrix communication educational tools include:

Video: 2.36 minutes

Three short videos per product: 30 seconds each

Social media: banner and posts per product

The communication tools will be available on www.rediscoverdairy.co.za by the end of January 2022.

3.8 CONFERENCES, PRESENTATIONS AND WEBINARS

3.8.1 Webinars presented

INDUSTRY WEBINARS

On 3 March 2021, a webinar was presented to the dairy industry. The webinar focused on the different projects of the CEP and was titled 'Be an ambassador for dairy: RediscoverDAIRY – Your gateway to dairy health and nutrition!'

The three staff members of the CEP presented the webinar. It was attended by 75 people from the food and dairy industries.

On 23 June 2021 the Project dietitian presented a talk, 'Processing: effect on the nutrition value of milk', on the Dairy Standard Agency (DSA) webinar on pasteurisation.

INTERNATIONAL WEBINAR

The IDF's Standing Committee Nutrition and Health presented a two-day virtual Nutrition Symposium on 11 and 12 May this year. The Project used the event to provide an opportunity for local dietitians and nutritionists to get CPD points by attending both days of the symposium. Participating health professionals could earn up to eight CPD points. In total, 312 dietitians from South Africa attended the CNE. The IDF issued certificates to the participants. The CEP invited Megan Pentz-Kluyts to summarise the presentations of the first day of the symposium. The summary will be shared with dietitians on the CEP database.

13 July 2021: virtual presentation by the Project dietitian for Wageningen University's postgraduate Nutrition Summer School.

Title: 'The role of MILK and DAIRY in the diet – from an African perspective.'

This was followed by a panel discussion.

19 July 2021: Participation of the Project dietitian in an international conference of the Institute of Food Technologists.

Presentation title: 'The impact of school milk programmes on children's nutrition and performance: a global perspective.'

The presentation was pre-recorded and is available on the Food Improved by Research, Science, and Technology (FIRST)) platform until December 2021.

3.8.2 Webinar attendance (includes webinars that were attended/listened to online)

DSA, 31 March 2021: 'Understanding the complexities of the dairy regulatory landscape.'

IDF Nutrition Symposium, 11–12 May 2021

SASDT, 14–15 April 2021: 'Dairy proteins.' Simone Kemp and Gary Osthoff

SASDT, 1 July 2021: 'Purpose in the time of turmoil.' Debbie van Eck

SASDT, 26 July 2021: Student event – postgraduate students at UP presented their research

SASDT, 20–22 September 2021: SAAFoST virtual conference

FACTS: Nutritional information masterclass, 28 July 2021

ICD 2021, International Dietetic Conference, 1–3 September 2021 (virtual conference)

IDF Global Dairy Conference, Copenhagen, 13–15 October 2021 (hybrid meeting)

British Dairy Board, 19 October 2021: 'Dairy and sustainable diets – the complicated truth' (virtual event)

DSA, 10 November 2021: 'Packaging and labelling'

3.8.3 Attendance of conferences/seminars

Nutrition Solutions CNE, 8 November 2021. The Project manager and the dietitian participated in the CNE and a short presentation on the products developed by the Project for health professionals.

3.9 WORLD MILK DAY

World Milk Day (WMD) was celebrated on 1 June 2021. The Project planning for 2021 included promotional activities around WMD.

3.9.1 Media release

The consumer media release of the CEP for WMD was titled: '[World Milk Day reminds us why milk is great for busy moms and families](#)'. The media release was circulated on 29 different platforms as set out in Table 1. To boost the awareness of WMD, several radio interviews were conducted with dietitians. This increased awareness and the reach of the target audience.

The estimated advertising value equivalent (AVE) of the Project's media releases was around R663 696.97. This amount relates to the coverage achieved from the communication material distributed over the WMD period by the Project. The cost-to-company was about R35 000.00.

From the monitored media, it is evident that the WMD celebration is gaining popularity in South Africa and is an important date on the calendar for the Project to be active. Showing a growth in media coverage year-on-year, 74 news articles about WMD circulated in digital, print, radio, and TV format by various participating companies in the dairy industry.

Table 1: Coverage of media release on different platforms

		General media		CEP-generated
Internet	29	R205 869.27	16	R359 657.41
Magazine	0	–	0	–
Newspaper	3	R47 310.24	2	R12 515,96
Radio	15	R107 167,27	10	R214 849,66
TV	4	R90 541,67	0	–
Trade press	2	R47 803,65	1	R76 673,94
Total	53	R498 692.11	29	R663 696,97

The overall sentiment was positive, with 97% of the articles being positive or neutral.

3.9.2 Participation on a global and local level on social media

RediscoverDAIRY also collaborated with the GDP and participated in the global WMD celebrations in 100 countries. This included an online rally on WMD on various social media platforms. Dairy producers were also invited to share their videos on sustainable dairy farming. With the support of the local dairy industry and other organisations and municipalities, [South Africa was in the top 10 participating countries for the third consecutive year, as monitored by the GDP. South Africa ranked in](#)

[the fifth spot for 2021](#). A global total reach of 1.38 billion impressions across 199 000 social media posts was achieved. The GDP acknowledged the efforts made by the Project.

Table 2: Top line reports by RediscoverDAIRY

	Reach	Impre
Facebook	21 600	20
Instagram	320	34
Twitter	675	41
Total	22 595	25

The GDP's full online report: <https://worldmilkday.exposure.co/world-milk-day-2021>

3.10 WORLD SCHOOL MILK DAY

World School Milk Day (WSMD) was celebrated on 29 September 2021.

The Project developed activity sheets for foundation and intermediate phase learners. The activity sheets had two applications. It was used for E-Classroom and for WSMD.

3.10.1 E-classroom

The activity sheets were posted on the E-classroom website and a related competition was run on the E-classroom Facebook page. Learners had to design their own labels for yoghurt, using a market sample as inspiration. Three winners were identified based on a lucky draw.

3.10.2 Department of Basic Education's National School Nutrition Programme

The same activity sheets were repurposed for the WSMD celebrations with the National School Nutrition Programme (NSNP). The Department of Basic Education (DBE) posted the activity sheets on their website and alerted all schools to participate in a competition:

<https://www.education.gov.za/WorldSchoolMilkDay2021.aspx>

Learners were invited to complete the activity sheets, and through the relevant school, post the winning entries on the DBE's Facebook Page.

The MPO arranged hampers of dairy products for 63 schools in the different provinces and each school also received a copy of the school material developed by the Project.

The competition ran until 15 October, after which winners were announced on the DBE's website.

A total of 13 schools voluntarily took part in the online competition, with more than 90 successful entries made. A total of 68 prizes were awarded via lucky draws across the participating schools in all nine provinces of South Africa.

3.11 INDUSTRY-RELATED MATTERS

3.11.1 Consumer Goods Council of South Africa

The Project is a member of the Food Safety Initiative and Health Foods Options Industry Initiative of the Consumer Goods Council of South Africa (CGCSA). The DoH requested CGCSA support for their Health Food Options Industry Initiative (HFOII). The CEP contributes to the HFOII national strategic plan for the prevention and control of noncommunicable diseases (NCDs) in South Africa. The initiative gives high prominence to food products containing added sugar.

The CEP attends regular meetings with the CGCSA about the engagement of the healthy food options industry (HFOI) with the Director-General: Health and Beverage South Africa (BevSA). The first meeting was held on 17 February 2021.

Front-of-pack (FOP) labelling has been discussed extensively with the CGCSA and industry. Many industry meetings and consultations hosted by the CGCSA were attended and the Project participated in this discussion on behalf of the organised dairy industry. All retail sectors were given the opportunity to voice their requirements in this regard. The Project completed an industry survey on FOP labelling in conjunction with the DSA, on request from the CGCSA.

The CEP aligned itself with the guidelines provided by the IDF for FOP labelling. Industry is awaiting response by the DoH in this regard. A follow-up meeting was held on 19 October 2021.

The Project attended a workshop presented by the NDOH on Zoom on 24 and 25 November 2021: 'National obesity strategy'.

3.11.2 **South African Society of Dairy Technology**

The Project manager was elected national president of the South African Society for Dairy Technology (SASDT) in September 2020. Four webinars are planned for 2021, starting in April 2021 as set out under 3.8.3.

The SASDT was requested to organise and facilitate a session at the SAAFOST 24th Biennial International Virtual Congress from 20–22 September 2021. The session was titled: 'Nutrition labelling: delivering meaningful outcomes'.

Four speakers took part, and the event was attended by more than 100 delegates.

- › Leanne Keizer: Danone SA
- › Nelene Koen: Stellenbosch University
- › Dr Paula Armstrong: FTI Consulting
- › Dr Camila Corvalan: Institute of Nutrition and Food Technology University of Chile

The SASDT conducted a survey in October 2021 to establish the expectations of its members. The Project manager planned and managed the process through Carnelley Rangecroft Consultancy and the results were presented to the committee on 22 November.

The SASDT will be holding its symposium in March 2022. During the fourth quarter, the programme for the symposium was developed in terms of the theme and relevant speakers.

3.11.3 **Milk SA technical working group meeting: 'Dairy products and the use of dairy terms'**

The meeting reviewed the regulation on dairy terms used in imitation dairy products such as plant-based beverages. The Bulletin of the IDF on the Codex General Standard for use of dairy terms: its nature, intent and implications, was used for this discussion. The Regulation and Standards Project of Milk SA carries the primary responsibility in respect of the matter. The first meeting was arranged and held by the DSA on 26 February 2021. A follow-up meeting with industry was held on 28 September and chaired by the DSA.

3.11.4 **Coordinating Committee of the Dairy Standard Agency, CEP, and Research Project of Milk SA**

The Coordinating Committee of the DSA, the CEP, and the Research Project of Milk SA met on 16 February, 13 May, 23 August, and 23 November 2021.

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

The work related to the IDF is ongoing.

3.12.1 **Standing Committee on Marketing**

The Project manager is a member of the task team responsible for the global marketing survey, which will be conducted in 2022. The questionnaire has been developed and circulated for comment.

The Project manager is a member of the task team of ultra-processed foods. The first task force meeting on dairy products and ultra-processed foods was held at the 2019 IDF World Dairy Summit in Istanbul. A position statement regarding dairy and ultra-processed foods has been shared with members.

A new task team on information sharing was formed by the Standing Committee on Marketing (SCM). Brainstorm meetings were held on 9 and 23 June 2021 to formalise the purpose and goals of the task team. This task team will form part of the work of the SCM.

The Project manager participated in the SMC meeting on 9 June and 11 October 2021, and the joint SMC and SCDPE meetings

3.12.2 **International milk promotion group**

The first international milk promotion (IMP) meeting was held on 24 March 2021. The meeting focused on the planning of the virtual mid-year meeting and the proposed meeting in Denmark in October 2021. IMP Mid-year meeting: 8 June 2021.

The IMP Yves Boutonnat Trophy Awards competition was held virtually on 6 September 2021. The Project entered the television commercial: 'Dairy Gives You Whatever Go You Need'. The Project came third with two other countries.

The Project manager participated in the IMP meeting held on 13 October and 8 December 2021.

3.12.3 Global dairy platform

The Project manager is a member of the task team on environmental sustainability communications (ESC). Meetings were held on 28 January, 18 March, and 29 June 2021.

The Pathway to NetZero campaign was launched on 23 September 2021. The Project manager attended meetings related to the campaign.

The GDP annual meeting was held on 17 November 2021.

3.12.4 Standing Committee on Nutrition and Health

The Project dietitian is a member of the IDF Standing Committee Nutrition and Health (SCNH) and the representative of the SCNH on the Science and Programme Coordinating Committee (SPCC). The following table lists the dietitian's participation in the SCNH and SPCC meetings:

SCNH and SPCC meetings	Dates
'Lactose, as an important nutrient, advocating a revised policy approach for dairy and its intrinsic sugar'	14 April 2021
IDF CNE second quarter: Part of planning SCNH Nutrition Symposium	11 and 12 May 2021 9 December 2021
SPCC: IDF Strategic Action Plan for 2022–2025	16 and 25 March; 14 April 2021; 18 May 2021 7, 10, 15 June 2021; 1 July 2021; 30 September 2021; 12 October 2021; 7 and 9 December 2021.
IDF General Assembly	1 June 2021; 12 October 2021.
SCNH meetings	8 and 23 April 2021; 16 and 26 May 2021. 9 September 2021; 12 October 2021.
SCSIL	27 May 2021; 11 October 2021.
Action team leader: School Milk Programmes (SMPs) Meetings with FAO and WHO representatives with the action team on SMPs to discuss possible collaboration in the future IDF: Action team on School Milk Programmes meeting on proposal of AT SMPs as a continuous work item of the IDF	15 July 2021; 3 and 26 August 2021; 10 and 26 November 2021.

3.13 GLOBAL DAIRY NUTRITION NETWORK

The Project is a member of a global network of nutrition experts in the dairy community with the aim of sharing acquired knowledge, perspectives, and resources. This network collaborates in a collective effort to grow trust in dairy's contribution to health and sustainable food systems among health care professionals and reputational thought leader audiences. The group meets three to four times per year and each meeting has a specific topic for discussion. This year's first meeting was on 14 April 2021 and the topic was 'Food-based dietary guidelines'. On 17 August, the discussion focused on vitamin K in dairy. The Project hosted the meeting on 8 December 2021 and the topic was 'Sports nutrition and the role of dairy'. The work done by the Project in this regard was presented at the meeting.

3.14 SANCIDF

The Project attended the AGM of the SANCIDF meeting on 31 March 2021. The Project manager reported on the activities of the SCM and IMP, and the Project dietitian reported on SCNH and SPCC activities for 2019–2020. She also gave a short description of the forthcoming Food System Summit in September 2021, its purpose and IDF's possible involvement.

3.15 RESEARCH

Planning of a research project titled: 'Changes in consumer consumption and behaviour of dairy products in South Africa and reasons for it'.

In the fourth quarter, the proposal and planning of the research project was developed. The research will be conducted by the Bureau for Food and Agriculture Policy (BFAP).

No Non-achievements / underperformance has been reported

Income and expenditure statement

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

Popular Report

[CEP 2021 popular annual report, 25 Feb 2022. Final.pdf](#)

Additional documentation

[Consumer Education Project, Annual report, 2021.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