



Consumer Education Project of Milk South Africa

(PRJ-0288-2021)

SAMRPO: Consumer Education Project of Milk SA

Quarter 2 2021/2021 (April 2021 till June 2021)

Project goals

Goal 1 - General communication

Achievements

INTRODUCTION

Objective of the report

This quarterly report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during the second quarter in 2021.

Budget allocated for 2021 is R22 260 000.00

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

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

1.3. Nature of the project

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

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

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

1.4 Target markets

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

For the purpose of buying media for television, it is estimate that LSM 6–7 households have an income of approximately R5 000.00 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.

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

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

5 Communication channels

To convey messages effectively to the target markets, appropriate use of the different communication channels is necessary. Due to the numerous communication opportunities in the marketplace, the CEP must be highly disciplined in selecting the most effective communication channels and ensuring balanced and integrated use of these channels to convey its messages to the different target markets.

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

Television

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

Websites

Digital advertising and social media

Presentations at scientific congresses and seminars

Clinics educational information sessions

School programme

2. Television and social media for 2021

2.1.1 Television broadcast schedule for 2021

Four bursts are planned for 2021.

The new television advert was introduced in January 2021 and the first burst ran from 6 January to 26 January 2021 and the second ran burst in April 2021.

The next two bursts will be broadcast: July and September.

Kantar Millward Brown conducted a new-comer report for the television advert which was presented to the Project on 23 February 2021.

2.1.2 Post-campaign results: January 2021

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

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

Reporting on the results on the income R5 999.00 to R19 999.00 sub-divided in R5 999.00 to R9 999.00 and R9 999.00 to R19 999.00

Household income:

R5 999.00 to R19 999.00

R5 000.00 to R9 999.00

R9 999.00 to R19 999.00

Post campaign results for age 13-19 in 2021: April burst

Age: 13 – 19 (core target)	Amps Ratings ¹		Reach ²		Frequency ³	
	Target	Actual	Target	Actual	Target	Actual
R5 000 to R19 999	278	328	50	50	3.5	6.5
R5 000 to R9 999	273	360	50	51	5.4	7
R9 999 to R19 999	286	265	52	48	5.5	5.5

Post campaign results for Mothers in 2021: April burst

Mothers (25 – 45yr)	Amps Rating ¹	Reach ²	Frequency ³
R5 000 to R19 999	349	56	6.3
R5 000 to R9 999	407	61	6.6
R9 999 to R19 999	268	48	5.6

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

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

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

Overall, the results of the levels achieved for the higher income groups came in slightly lower than the set targets. Despite challenges with scheduling, the performance levels were very good.

2.2 Dairy Gives You Go (DGYG) Social media campaigns for 2021

Three main (hero) campaigns are planned for the year in the 2nd, 3rd and 4th quarters. Monthly schedules are planned and are ongoing to educate and engage with the target audience.

2.2.1 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 currently has 54 000 followers and the Instagram platform has 2 500 followers.

2.2.2 Campaign 1: #DairyDoneEasy hero campaign, 15 May – 15 June 2021

During the second quarter, the #DairyDoneEasy social media campaign demonstrated how simple recipes, that include a dairy product, 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 following which enhanced dairy awareness and reach among teens. Teens were invited to recreate the recipes shown by the micro-influencers, and share their video on Facebook, Instagram or Twitter and stand a chance to win a grand prize if all three recipes were submitted. Watch the videos of then influencers here

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

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

Results obtained with the #DairyDoneEasy campaign

Analytics	Campaign period: 15 May – 15 June 2021	
Number of entries	137	
Impressions	Over 6 million	
Reach	Over 4.7million	
Engagements	Over 92 000	
Cross-channel audience growth	581	
CPM	R8.12	
CPE	R0.55	

Analytics results for DGYG Facebook page

Analytics	Jan to March 2021	April to June 2021
New fans	295	915

Total page likes	51 584	51,584
Total impressions	2 956 455	11,166,015
Total reach	1 751 191	8,392,445
Total video views	107 930	163,684
YouTube views	12 070	35789

2.2.3 Analytics for Instagram

Analytics results for the DGYG Instagram page

Analytics	Jan – Mar 2021	April to June 2021
New fans	89	282
Total followers	2 518	2,706
Total engagements	325	2060
Total reach	7 293	6,109,462
Total video views	391	92 805

Insights

Overall, there is a positive quarter on quarter growth. Twitter had the largest net audience growth, followed by Facebook and then Instagram. Campaigns that we ran during the quarter, such as our #ComplimentaryChocolates, #DairyDoneEasy also aided the increase.

There is a quarter-on-quarter increase in the number of content pieces published across all platforms. The publishing frequency has increased as a result of additional content pieces from our giveaway and engagement campaigns.

Across all our social media platforms, massive increases in impressions, engagements and engagement rates generated on the content pieces published by the Project during the quarter, are observed.

The #DairyDoneEasy campaign performed exceptionally well. Impressions amounting to over 6M, reach over 4.7M, engagements over 92 000, and cross-channel net audience growth of 581. From the #DairyDoneEasy campaign, a direct positive impact on the influx of new followers can be seen over the duration of the campaign period.

Best performers in Q2 2021 were all static images and competition content pieces. When specifically looking at traffic that has originated from the social channels, sessions have increased by 162.1% quarter on quarter.

Dairy Gives you go (DGYG)WEBSITE

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

There are three themes on the website:

Every day: and the role of dairy

Sport and dairy

Strength: the benefits of dairy

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

Analytics for DGYG website

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Bounce rate
Q1	2 232	1 911	3 402	1.52	00:00:38	69.27%
Q2	5,069	4,690	7,074	1.4	00:00:19	74.79%

2.3 REDISCOVERDAIRY FACEBOOK AND INSTAGRAM PAGES

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

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

Content is planned a month in advance. In addition to the ‘always on’ content, 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.

2.3.1 Analytics of the RediscoverDAIRY social media platforms

RediscoverDAIRY Facebook Page analytical data for 2021

Analytics	January to March 2021	April to June 2021
New fans	2 497	1 874
Total followers	13 264	14 966
Total average engagements (%)	9.55%	11.00%
Total reach	306 887	340 187

RediscoverDAIRY Instagram Page analytical data for 2021

Analytics	January to March 2021	April to June 2021
New Fans	195	331
Total Followers	339	670
Total Engagements	4.00%	11.00%
Total Reach	183 777	263000

2.3.2 Media released on the RediscoverDAIRY social media platforms

For 2021, five media releases are planned. During the second quarter, two media releases were developed and distributed to digital publications.

The content was boosted by means of an established bloggers who posted the relevant content on her own social media pages and linked it to the RDD Facebook page.

Media release 1: (Q1) Cheese, full of goodness and a lunchbox favourite

Updated Coverage achieved:

8 digital publications

1 Newspaper

Estimate PR value: R 196 741.00 + R 16 364.35 (Q2)

Campaign cost: R 35 000

Estimated reach: 12 149 639

Media release 2: (Q2) Dairy hacks to get more goodness, for much less

Coverage achieved: 57 digital publications.

Estimate PR value: R 627 037,27

Campaign cost: R 35 000

Estimated reach: 16 052 887.

Media release 3: (Q2) World Milk Day reminds us why milk is great for busy moms and families.

Coverage achieved 16 digital publications + 2 Regional Newspaper + 10 Regional Radio

Estimate PR value: R 587 023.03.

Campaign cost: R 35 000

Estimated reach: 20 173 309.

The RDD Facebook page followers stands at 15 000.

2.4 CONSUMER PRINT CAMPAIGN

2.4.1 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. As a result, the Project commissioned a category analysis by a media expert to identify the best channels for reaching the previously identified 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.

During the second quarter six 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	Whole month of June
DRUM (digital)	Milk what a winner	Whole month of June
Kuier	Kaas is koningskos	June
Fresh Living	Simply Legend-Dairy	June

2.4.2 Consumer Leaflets

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

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

Online version available under the Dairy and Sport tab on the Rediscover dairy website

2.5 MEDIA LIAISON ACTIVITY

2.5.1 Trade publications

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

List of articles published in The Dairy Mail

Publication	Date 2021	Title
The Dairy Mail	January	Dairy's new consumer culture, webinar. Nichelle Steyn
The Dairy Mail	March	New television advert for the Dairy Gives You Go
The Dairy Mail	June	Raise a glass of Milk
The Dairy Mail	July	Novel Milk products and their health impact
The Dairy Mail	May	SASDT: Are you a member of the SASDT
The Dairy Amil	July	SASDT: The wonderful world of dairy proteins

2.5.2 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: "Dairy and dairy alternatives"

Author: Diabetes Focus eMag

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.

2.5.3 Media liaison monitoring

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

Relevant information published in the media on dairy is monitored by Newsclip, an independent specialist firm. Updates are received daily in electronic format. The following table shows the print coverage achieved in this regard (at no cost to the CEP). In the second quarter a value of almost R 1.5m media coverage was achieved at no additional cost to the Project.

Media coverage of dairy information

		Advertising Value Equivalency				
		General Media		CEP Generated article ¹		Advertorials ²
Total PR per category	366	R1 454 633,84	107	R1 972 506,54	2	R 106 713,90
Internet	277	R1 032 433,21	82	R1 229 522,05		
Magazine	20	R147 313,30	4	R281 333,11	2	R 106 713,90
Professional	4	R24 473,72	2	R 114 041,42		
Regional Press	36	R60 967,62	2	R6 434,16		
National Press	2	R572,94	1	R6 081,80		
Radio	21	R111 778,45	10	R214 849,66		
TV3	5	R101 568,34		R-		
Trade press ⁴	9	R71 219,69	4	R221 769,80		

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.

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

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

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

2.5.4 Trending topics

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

Trending topics and tone of messages

Topics	Number of articles	Positive	Negative	Open
--------	--------------------	----------	----------	------

Plant-based eating	66	4	54	7
Environment	5	1	0	4
Greenhouse gasses	2	1	1	0
Animal welfare	1	0	1	0
Salt	0	0	0	0
Bone health	58	57	0	1
Gut health (Probiotic)	3	2	0	1
Saturated fats	7	4	2	1
Lactose intolerance	3	0	1	2
Young child nutrition	10	9	0	1
Immunity	6	5	0	1
Ultra-processed foods	0	0	0	0
Allergy	1	0	1	0
Acne	54	1	52	1
Sugar	0	0	0	0
National Nutrition Week	0	0	0	0
Weight management	10	10	0	0
Hormones	1	0	1	0
Sport recovery	9	8	0	1
A1 and A2	9	0	0	0
Cancer	1	1	0	0
World milk Day	80	6	2	72
World school milk day	0	0	0	0

i. 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 2021	April to June 2021
New Fans	14	12
Total Followers	224	236
Total Engagements	1.0	1.1%
Total Impressions	3 637	8 962
Mentions	6	74

2.6 School EDUCATION PROGRAMME

2.6.1 General

The school education programme is aimed at grades 1–7. It consists of two main themes:
From farm to fridge: grades R–3

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

Each theme 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, 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) has been identified as an appropriate target, as the consumer messages developed by the CEP will align well with the content covered in the food and nutrition section of the curriculum. During the second quarter, the planning and development of the content for each grade commenced.

2.6.2 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. The website has been endorsed by the Department of Basic Education (DBE) for the e-learning section of the DBE's website. KykNet and Pick n Pay have become the main sponsors of E-Classroom, which creates more exposure.

Downloads of the CEP worksheets:

First Quarter	Second Quarter	Third Quarter	Fourth Quarter
6 366	+ 2 0961	N/A	N/A

Due to the shift to digital education, the Project has increased its engagement with E-Classroom and has developed additional worksheets which are posted on the E-Classroom social platforms and shared with the RDD Facebook page. This campaign will be repurposed for World School Milk Day (WSMD).

E-Classroom worksheet downloads

Campaign	Reach	Impressions	Entries
Total for Back to school (First Quarter)	11 087	13 579	124
WSMD (Third Quarter)	N/A	N/A	N/A

2.6.3 Distribution of school curriculum educational material developed by the CEP

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

List of organisations that received the school programme on request during the first quarter.

Organisation/processor	Comment
AROS	12 set of Foundation material to teacher in training.
Mphebatho Primary School – DBE-NSNP	8 sets of Foundation material 4 sets of Intermediate material
Lepono Primary School – DBE-NSNP	4 sets of Foundation material 2 sets of Intermediate material
Mmatlhame Primary School – DBE-NSNP	9 sets of Foundation material 4 sets of Intermediate material

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

2.6.4 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 Dairy Gives You Go and Rediscover Dairy websites. The educational material is aligned with the curriculum of the DBE and guides teachers on how to include information about dairy in their lessons.

Dairykids.co.za analytics for 2021

Quarter	Total users per quarter	Total page views per quarter	Average pages per session	Average % bounce rate	Average session duration
Q1	549	1 134	1.72	56.21	00:00:38
Q2	500	1 100	1.96	48.42	00:01:11

2.7 Rediscoverdairy website downloads

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

RediscoverDairy.co.za analytics for 2021

	Total Users per quarter	Total page views per quarter	Average pages per session	Average % bounce rate	Average session duration
Q1	1 482	1 788	2.69	59.34	00:02:20
Q2	3 264	14 572	2.60	55.70	00:02:14

2.7.1 Ask Dairy

The Ask Dairy online tool was developed in consultation with members of the Technical Advisory Committee. The Ask Dairy menu item consists of 100 questions and answers on dairy-related matters. Ask Dairy was hosted on the Dairy Gives You Go Website but has been moved to the RediscoverDAIRY Website during the first quarter. This navigation of the tool was improved, and a search function included. An additional 35 questions and answers will be added to this online portal.

First Quarter	Second Quarter	Third Quarter	Fourth Quarter
195	127	N/A	N/A

Top five pages visits on RediscoverDairy.com

Total views	Page views	Page visitor
First Quarter: 4 500	Dairy – Information for Health Professionals on milk and milk products	1 007
	Dairy – CEU Articles	1 015
	Dairy – Nutrient composition of cheese	126
	Dairy – Benefits of Dairy raining	77
	Dairy – TV advertisements & videos	74
Second Quarter 10 125	Dairy – CPD Articles	5 434
	Dairy – Information for Health Professionals on milk and milk products	1 852
	Dairy – Yoghurt and buttermilk and maas	132
	Dairy – Nutrition Health & Wellness	87
	Dairy – Media release	83

2.8 WELLNESS ACTIVITY

2.8.1 Overview

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

Overall, 92.4% of districts in the country have been reached and a total of 4 438 health promoters and community health workers have attended the educational information sessions since 2014. Educational information sessions in all nine provinces have been completed with exception of Western Cape where the CEP cannot be accommodated in four of its districts due to DOH restrictions. However, in 2021, educational information sessions will continue starting with KwaZulu Natal. KZN received the information sessions in 2014, but since then the educational material has been upgraded. KZN will be visited again, and information session repeated to ensure the trainees receive updated material as well as accommodating the personnel turnover since 2014.

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

Eight educational information sessions are planned for 2021, covering one district in North West and seven in KwaZulu-Natal. The CEP aims to repeat the sessions done in KwaZulu-Natal, to provide the upgraded lesson plans and educate health workers who have joined the clinics since 2014.

2.8.2 Promotional material used in the Wellness Activity.

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

Promotional material developed by the project:

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

Supportive posters in sets of four that serve as visual support for the 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, namely Afrikaans, English, Northern Sotho, Sotho, Tsonga, Tswana, Venda, Zulu and Xhosa.

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

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

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

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

2.8.3 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 North West in 2021

Date	District	Number of health promoters trained
19 – 22 January 2021	North West Dr. Kenneth Kaunda District	92 (numbers per session are restricted due to COVID regulations)

Training planned for May and June 2021 was postponed to later in 2021 due to Covid restrictions and health promoters being indisposed for covid vaccinations.

No Non-achievements / underperformance has been reported

Goal 2 - Specialized communication

Achievements

3.1 Overview

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

Communication channels include:

Print in the form of scientific advertorials and nutrition reviews

Education material for dietitians, nutritionists and nutrition advisers

Education material for dietetic students at universities

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

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

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

3.2 Health professional print

3.2.1 Scientific advertorials and publications

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

The evidence-based nutrition reviews explore a new topic in dairy health and nutrition that warrants further investigation. The reviews allow for extensive and detailed information on a specific topic without a limitation to the number of words used. The nutrition reviews are posted on the RDD website, under the Dairy-Based Nutrition menu item.

Reviews published for health professionals in 2021

Title	Publication	Date
The Food Matrix Dr Stephan Peters, Dutch Dairy Association	https://www.rediscoverdairy.co.za/wp-content/uploads/2021/06/The-Food-Matrix-by-Dr-Stephan-Peters.pdf	May 2021
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 2021
Dairy and Cardiovascular Disease	SAMJ	May 2021
Dairy and Plant Based beverages	Modern Medicine	May 2021

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

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

Reviews published for health professionals in 2021 on ADSA

Title	Publication	Date
Dietary Guidelines for Americans: Food based dietary guidelines	ADSA	February 2021
CPD 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: CNE event	ADSA	May 2021
Sports nutrition and the role of dairy	ADSA	June 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 has been updated by two sports dietitians to include new research results and references. The information is only available in an electronic format on the rediscover dairy 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 material for health professionals

3.3.1 Dairy-based nutrition tool (USB tool)

As part of the communication activities with dietitians, the Dairy-based nutrition tool, developed by the CEP, is distributed to the third- and fourth-year dietetics students at all the universities in the country that offer a degree in dietetics. The tool is a memory stick containing all the scientific information regarding dairy health and nutrition as developed by the CEP. It includes 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 project and the school project. It also provides an overview of the CEP and includes the TV advertisements. No university visits were planned for the first and second quarter in 2021.

3.3.2 Continuing Professional Development (CPD)

The CPD activity provides the CEP with an opportunity to communicate directly with one element of the health professional target markets, i.e. dietitians and nutritionists. The articles selected for this activity focusses 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 peered reviewed articles for 2021 is available for dietitians and health professionals from 1 April 2021 13 articles are available 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 need to obtain 30 points per year and therefore they can obtain all their required CEU's by just using the CEP portal. The CNE menu is available to dietitians until 31 December 2021. Health professionals were notified of the availability of the 2021 CPD activity of the CEP via the Association for Dietetics in SA's (ADSA) website, the Nutrition Society of South Africa (NSSA) newsletter and on the Dietitians in Practice (DIP) Facebook page and direct emails to the data-base of the Project.

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

Responses from dietitians from April 2021

1 057 Participating dietitians

3 879 Articles completed by participating dietitians

IDF Nutrition symposium was presented as a CNE (Continuing Professional Development) event, refer 3.8.1

3.4 TECHNICAL ADVISORY COMMITTEE (TAC)

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

This year, 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.

3.5 DIETITIANS' SURVEY

The report for the dietitians survey that was conducted in 2020 was presented to the Project in January 2021. The CEP developed two surveys to establish possible limitations in dietitians' knowledge of the nutrition and health benefits of milk and other dairy products and 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

The newsletter was drafted in the second quarter and will be distributed in the 3rd quarter.

3.7 DAIRY MATRIX EDUCATIONAL MATERIAL

As part of the output for 2021, the Project is developing educational material on The Dairy Matrix. Several meetings were held with the management committee of the Project to ensure the message is correctly understood and interpreted. The final script has been developed and production of educational material will commence in the 3rd quarter.

3.8 CONFERENCES, PRESENTATIONS AND WEBINARS

3.8.1 Webinars Presented

INDUSTRY WEBINAR

On 3 March 2021, a webinar was presented to the Dairy Industry. The webinar focussed on the different projects of the and was titled: Be an ambassador for dairy: RediscoverDairy – your gateway to dairy health and nutrition!

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

On 23rd on June 2021 the dietitian on the project presented a talk on Processing: effect on the nutrition value of milk on the 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 RediscoverDairy team used this event to provide an opportunity for local dietitians and nutritionists to obtain Continuing Professional Development 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 a 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.

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

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

IDF Nutrition symposium: 11 and 12 May 2021

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

SASDT: 1 July 2021: Purpose in the time or turmoil. Debbie van Eck

3.9 WORLD MILK DAY (WMD)

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 reach of the target audience.

The estimated Advertising Value Equivalent (A.V.E.) of the Project's media releases was approximately R 663 696.97. This amount refers to the coverage achieved from the communication material distributed over the WMD period by the Project. The cost to company was approximately R 35 000.

From the monitored media, it is evident that the World Milk Day (WMD) celebration is gaining popularity in SA and is an important date on the calendar for the Project to be active. There was a total of 74 news articles circulated in digital, print, radio and TV about WMD by various participating companies in the dairy industry, showing a growth in media coverage year on year.

Table 1: Coverage of media release on different platforms

		General Media		CEP Generated
Internet	29	R 205 869,27	16	R 359 657,41
Magazine	0	R -	0	R -
Newspaper	3	R 47 310,24	2	R 12 515,96
Radio	15	R 107 167,27	10	R 214 849,66
TV	4	R 90 541,67	0	R -
Trade press	2	R 47 803,65	1	R 76 673,94
Total	53	R 498 692,11	29	R 663 696,97

The overall sentiment was positively received with 97% of the articles being positives/neutral.

3.9.2 Participation on a global and local level on social media

In addition, RediscoverDairy teamed up with the Global Dairy Platform (GDP) and participated in the global WMD celebrations across 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. Together with the support of the local dairy industry, the various other organisations and municipalities, South Africa as a whole, came in under the top 10 participating countries for the third consecutive year, as monitored by the GDP. SA ranked in the 5th spot for 2021. A global total reach of 1.38 billion impressions, across 199 000 social media posts were achieved. The GDP acknowledged the efforts made by the Project.

Table 2: Top line reports by RediscoverDAIRY

	Reach	Impression
Facebook	21 600	20 644
Instagram	320	347
Twitter	675	4 100
Total	22 595	25 091

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

3.10 WORLD SCHOOL MILK DAY (WSMD)

World School Milk Day will be celebrated in September 2021.

The planning of the Project will be aligned to include WSMD.

3.11 INDUSTRY-RELATED MATTERS

3.11.1 Consumer Goods Council Of South Africa (CGCSA):

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

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

Front of Pack (FOPs) labelling has been discussed extensively with the CGCSA and industry. Numerous 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 FOPs in conjunction with the DSA.

The CEP aligned itself with the guidelines provided by the IDF for front of pack labelling. Industry is awaiting response by the Department of Health in this regard.

3.11.2 South African Society of Dairy Technology

The CEP 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.

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

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

The Coordinating Committee of the Dairy Standard Agency (DSA), the CEP and the Research Project of Milk SA met on 16 February 2021 and 13 May 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 (SCM)

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.

SCM meeting was held on 9 June 2021.

TA new task team on 'information sharing' was formed by the SCM, and brain-storm meetings were held on 9 and 23 June 2021 to formulise the purpose and goals of the task team. This task team will form part of the word of the SCM.

3.12.2 International Milk Promotion Group (IMP)

The first IMP (International Milk Promotion) meeting was held on 24 March 2021. The meeting focussed on the planning of the virtual mid-year meeting as well as the proposed meeting in Denmark in October 2021.

IMP Midyear meeting: 8 June 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 2021 and 29 June 2021

3.2.4 Standing Committee on Nutrition and Health

The dietitian on the project is part of the action team responsible for the planning of the nutrition symposium to be presented by the SCNH in the second quarter.

As action team leader on “Lactose, an important nutrient: Advocating a revised policy approach for dairy and its intrinsic sugar”, the dietitian on the project was responsible, in conjunction with members of the SCNH, for finalising the IDF Bulletin that will be launched on 14th April 2021

Meetings were held on 8 April; 23 April; 16 May; 26 June; 27 June 2021.

3.12.5 SPCC

Meetings were attended on 27 January 2021 to work on the IDF 2021 priority New Work items: 16 & 25th March 2021 planning and revising the IDF strategic work plan for 2022-2025

Further work on the IDF strategic work plan for 2022-2025 was discussed on the 14th of April; 18th May; 7,10, 15th June 2021.

The dietitian on the project attended the online IDF General Assembly on the 1st of June 2021.

3.12.6 Global Dairy Nutrition Network

The Project is a member of this small global network of nutrition experts within the dairy community. The aim is sharing of gained knowledge, perspectives, resources and to collaborate 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 3-4 times per year. This year the group met on 14 April 2021 and the topic for discussion was food-based dietary guideline. Each meeting has a specific topic for discussion.

3.12.7 SANCIDF

The Project attended the AGM of the SANCIDF meeting on the 31st of March 2021. The project manager reported on the activities of the SCM, and IMP and the dietitian of the project reported on SCNH and SPCC activities for 2019-2020 as well as presenting a short description on the upcoming Food System Summit in September 2021, the purpose of the summit and the possible involvement of IDF.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	6. June.pdf
Unnecessary spending during period	No

Popular Report

[CEP 2nd Quarter 2021 Popular, 15 July 2021.pdf](#)

Additional documentation

[CEP 2nd Quarter 2021 Comprehensive of 15.7.21 Final.pdf](#)

Statement

Levy funds were applied only for the purposes stated in the contract	Yes
Levy funds were applied in an appropriate and accountable manner	Yes
Sufficient management and internal control systems were in place to adequately control the project and accurately account for the project expenditure	Yes
The information provided in the report is correct	Yes