



Consumer Education Project of Milk South Africa

(PRJ-0288-2021)

SAMRPO: Consumer Education Project of Milk SA

Quarter 4 2021 (October 2021 till December 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 fourth 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:

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 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.

1.5 COMMUNICATION CHANNELS

To convey messages effectively to the target markets, appropriate use of the different communication channels is necessary. Due to the numerous 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 (print and digital) 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

TELEVISION AND SOCIAL MEDIA FOR 2021

2.1.1 Television broadcast schedule for 2021

The television advertisement was flighted over four bursts in 2021, over approximately 2-3 weeks per burst: January 2021 and the first burst ran from 6 January to 26 January 2021; the second ran burst in April 2021 and the third burst ran from 25 June to 12 July 2021 and the fourth burst 1 to 15 October 2021.

Kantar Millward Brown conducted a new-comer report for the television advertisement 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.

Performance against 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 had was viewed per person).

Performance against mothers of teens ages 35-55yrs

No budget is spent on buying media against 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 is 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, as this does not result in increased reach.

YouTube videos

The YouTube Dairy Gives You Go 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 sec 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.

2.2 DAIRY GIVES YOU GO (DGYG) SOCIAL MEDIA CAMPAIGNS FOR 2021

Three main (hero) campaigns were 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 51 500 followers and the Instagram platform has 3 541 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 independent following which enhanced 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 to stand a chance to win a grand prize if all three recipes were submitted. Watch the videos of the influencers here https://www.youtube.com/playlist?list=PLFxI_LqS9LJJPW6-ASw9sNJdrFPX6L6Ya. The campaign was a success in terms of influencers chosen and in terms of the quality of the content produced, and the reach and engagement that they received on Facebook, Twitter and Instagram.

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

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

Four influencers were tasked to produce content in line with the #WhateverYourTaste campaign. Three challenges were planned, one per week, 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 your taste, there is a dairy option for you.

Their TikTok posts received a large amount of plays, some reaching over 500 000 plays – which is great exposure for Dairy Gives You Go

2.2.4 Campaign 3: #MyDairyDoodle

The third hero campaign was titled #mydairydoodle and ran 15 November to 15 December on the Dairy Gives you Go 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 and different dairy product had to feature on the T-Shirt i.e. milk, yoghurt/maas and 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.

2.2.5 Analytics for the hero campaigns

	#DairyDoneEasy	#Whatever your Taste	#MyDairyDoodle
Analytics	Campaign period: 15 May – 15 June 2021	Campaign period: 20 Aug to 27 Sept 2021	Campaign period: 15 November to 15 December
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)	R 8.12	R 10.22	R 9.59
CPE (cost per engagement)	R 0.55	R 0.38	R 0.60
Video views		118 916	39 123

Results obtained with the Hero campaigns

Analytics results for DGYG Facebook page 2021

Analytics	Jan-March	April - June	July to September	October to December
New fans	295	915	379	280
Total Fans	51 584	51,584	51 495	51 775
Total impressions	2 956 455	11 166 015	19 965 968	14 874 393
Total reach	1 751 191	8 392 445	7 719 618	7 351 828
Total video views	107 930	163 684	181 296	118 284
YouTube view	12 070	35 789	1 148	594

Insights:

The DGYG Facebook demographics show that the biggest age bracket is for 18-24 year old's 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

2.6 Analytics for Instagram

Analytics results for the DGYG Instagram page 2021

Analytics	Jan-March	April - June	July to September	October to December
New Fans	89	282	621	212
Total followers	2 518	2 706	3 359	3 537
Total engagement	325	2060	979	2 386
Total reach	7 293	6 109 462	6 691 366	5 319 141
Total video views	391	92 805	24 065	1 014

Insights

Looking at the age brackets on Instagram, there is 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.

We are seeing an enormous quarter on quarter increase in net follower growth moving from negative to positive growth. This positive is as a result of the campaigns ran during the quarter.

2.3 DAIRY GIVES YOU GO (DGYG) WEBSITE

The DGYG 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

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%
Q3	10 366	9 818	13 767	1.30	00.00.18	85.84%
Q4	2369	2225	3267	1.39	00.00.28	84.40

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.

2.4 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) with children living at home.

The purpose of the RDD social media pages 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 platforms at least three times per week.

Content is planned a month in advance. In addition to 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 which strengthens the message and increases the reach of the information.

The RDD Facebook page followers stands at 17 880 and Instagram 1 560 followers.

2.4.1 Analytics of the RediscoverDAIRY social media platforms RediscoverDAIRY Facebook Page analytical data for 2021

Analytics	January to March	April to June	July to September	October to December
New fans	2 497	1 874	1 214	1 411
Total followers	13 264	14 966	16 195	18 093
Total average engagements	9.55%	11.00%	8.8%	7.9%
Total reach	306 887	340 187	821 318	384 576

RediscoverDAIRY Instagram Page analytical data for 2021

Analytics	January to March	April to June	July to September	October to December
New Fans	195	331	590	390
Total Followers	339	670	1 225	1 562
Total average engagements	4.00%	11.00%	10.3%	4.7%
Total Reach	183 777	263 000	212 379	131 804

2.4.2 Media releases on the RediscoverDAIRY social media platforms

For 2021, five media releases were developed. During the fourth quarter, one media release was developed and distributed to digital publications.

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

All media releases can be viewed at: <https://www.rediscoverdairy.co.za/latest-news-2/media-information/>

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

Campaign period: February 2021

Updated Coverage achieved:

8 digital publications

1 Newspaper

Estimate PR¹ value: R 196 741.00 + R 16 364.35 (Q2)

Campaign cost: R 35 000

Estimated reach: 12 149 639

Media release 2: (Q2) Campaign period: April 2021

Dairy hacks to get more goodness, for much less

Coverage achieved: 57 digital publications.

Estimate PR¹ value: R 627 037,27

Campaign cost: R 35 000

Estimated reach: 16 052 887.

Media release 3: (Q2) Campaign period: 27 May to 14 June

World Milk Day reminds us why milk is great for busy moms and families. (also refer to 3.9 for more detail)

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

Estimate PR¹ value: R 587 023.03.

Campaign cost: R 35 000

Estimated reach: 20 173 309.

¹PR Value: PR value is calculated by multiplying advertising rates by the page percentage your placement covers. To calculate this measurement, you'd pull the advertising rates from a publication's media kit.

Media release 4.1: (Q3) Campaign period: 20 September to 10 October

Why yoghurt is a healthy eating gateway for kids

“Waarom jogurt ‘n sleutel is tot gesonde eetgewoontes vir kinders”

Coverage achieved 5 digital publications

Estimate PR¹ value: R 55 154,50

Campaign cost: R 35 000

Estimated reach: 207 624

Media release 4.2: (Q3) Campaign period: 20 September to 10 October

Why active women love yoghurt

Coverage achieved 8 digital publications + 2 Regional Newspaper

Estimate PR¹ value: R 253 738,52

Campaign cost: R 35 000
Estimated reach: 12 033 757

Media release 5 (Q4) Campaign period: November 2021
Outsmart osteoporosis and bolster joint health with dairy!
Coverage achieved 4 digital publications
Estimate PR¹ value: R 123 713,30
Campaign cost: R 35 000
Estimated reach: 1 894 627

2.4.3 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:

Milk: Back to basics
Yoghurt: Lactose intolerance and recipes on smoothies
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	96

*Unique views are the number of the unique users that click on a tracking link of your campaign. If a single user views 5 times on a link, the server will record 5 views and 1 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	9611	10 123	3212	3523

2.5 CONSUMER PRINT CAMPAIGN

2.5.1 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 fourth quarter, 5 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 (digitorial)	Melk wat 'n wenner	Whole month of June
DRUM (digitorial)	Milk what a winner	Whole month of June
Kuier	Kaas is koningskos	June
Fresh Living	Simply Legend-Dairy	June
Kuier	Amasi, voedsaam en veelsydig	August
DRUM (digitorial)	Cheese a favourite full of goodness	Whole month of September
Huisgenoot (digitorial)	Kaas 'n gesonde gunsteling	Whole month of September
Baby's and Beyond (Print and digital)	Dairy: Your bone-building partner throughout life	September - November
Moeder en Kleuter (digitorial)	Suiwel: 'n statmaker vir sterk bene regdeur al die lewensfases	Whole month of August
Moeder en Kleuter (digitorial)	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 digitorial)	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
True Love	Back to basics with DAIRY Including 'back to school' activity sheets	January 2022
Fresh Living – Print Digital	Understanding DAIRY 5 Recipes using dairy (runs over 3 months)	December 2021, January and February 2022

2.5.2 Lifestyle TV

The Project teamed up with Expresso Morning show on SABC 3. Three interviews were conducted and the television advert was flighted after each interview. During the interview, a CEP banner was displayed, increasing the awareness of dairy during the show.

September: Title: The importance of dairy products in the diet. Interview was held with the Project manager

October: Title: The health benefits of dairy in all stages of life. Interview was held with the dietitian of the Project.

November: Title: The role of dairy in sports nutrition. Interview was held with Nicki de Villiers, sports dietitian.

Estimated reach: 126 946

2.5.3 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 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

The content of the leaflets is being revised and updated if required.

2.6 MEDIA LIAISON ACTIVITY

2.6.1 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	Titl
The Dairy Mail	January	Dairy's new consumer culture, webinar.
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 Mail	July	SASDT: The wonderful world of dairy proteins
The Dairy Mail	August	Milk and Sport, part 1
The Dairy Mail	August	Voedingsimposium: 'n 1ste van sy sort vir die Internasionale Suiwelvereniging
The Dairy Mail	September	Milk and Sport part 2
The Dairy Mail	November	World School Milk Day, 2021
The Dairy Mail	November	SASDT: Dairy research: Students showcase their best work

2.6.2 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.

2.6.3 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 fourth quarter a value of R 834 596 media coverage was achieved at no additional cost to the Project.

Media coverage of dairy information for fourth quarter

		Advertising Value Equivalency				
		General Media		CEP Generated article ¹		Advertorials ²
Total PR per category	411	R834 596.07	73	R1 455 137.71	7	R413 467.54

Internet	341	R454 980.73	61	R955 800.39	1	R40 756.10
Magazine	16	R186 611.71	2	R106 346.92	6	R372 711.44
Health Professional		R0.00	4	R148 040.04		
Regional Press	91	R96 364.39	2	R71 584.14		
National Press	5	R95 999.34		R0.00		
Radio	1	R462.90		R0.00		
TV ³	2	R177.00	1	R25 500.00		
Trade press ⁴	5	R96 086.74	1	R76 282.08		

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.

2.6.4 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	17	4	6	7
Environment	3	0	1	2
GHG	6	1	1	4
Bone health	42	34	0	8
Gut health (Probiotic)	4	4	0	0
Saturated fats	4	2	1	1
Lactose intolerance	3	1	1	1
Young child nutrition	228	134	0	94
Immunity	5	3	0	2
Allergy	1	0	0	1
Acne	1	0	1	0
Sugar	52	0	52	0
National Nutrition Week	6	3	0	3
Weight management	8	2	1	5
Cancer	1	0	1	0
World school milk day	3	0	0	3

2.6.5 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	April to June	July to September	October to December
New Fans	14	12	10	25
Total Followers	224	236	242	251
Total Engagements	1.0	1.1%	1.7%	2.0%
Total Impressions	3 637	8 962	12 329	3 650

Mentions	6	74	17	24
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2.7 SCHOOL EDUCATION PROGRAMME

2.7.1 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. All the content has been developed for each grade. The content will only be available in electronic format and will be posted on the website in January 2022.

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	+ 2 096 ¹	+ 1 792	+ 1 061

Due to the shift to digital education since the pandemic, 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).

During the fourth quarter, 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
Total for Back to school (First Quarter)	11 087	13 579	124
WSMD (Third Quarter)	12 860	N/A	20

2.7.2 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.

2.7.3 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
Q3	166	303	1.64	77.60	00:01:11
Q4	198	308	1.53	84.69	00:00:52

2.8 REDISCOVERDAIRY (RDD) 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.

	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
Q3	3 747	8 060	1.93	72.32	00:01:23
Q4	3 224	7 353	1.92	71.47	00:01:24

RediscoverDairy.co.za analytics for 2021

2.8.1 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.

Analytics for Ask Dairy

First Quarter	Second Quarter	Third Quarter	Fourth Quarter
195	127	114	55

Top five page visits on RediscoverDairy.co.za

Total views	Page views	Page visitor
<i>First Quarter: 4 500</i>	<i>Dairy – Information for Health Professionals on milk and milk products</i>	<i>1 007</i>
	<i>Dairy – Dairy – Continuing Professional Development</i>	<i>1 015</i>
	<i>Dairy – Nutrient composition of cheese</i>	<i>126</i>
	<i>Dairy – Benefits of Dairy raining</i>	<i>77</i>
	<i>Dairy – TV advertisements & videos</i>	<i>74</i>
<i>Second Quarter 10 125</i>	<i>Dairy – Continuing Professional Development Articles</i>	<i>5 434</i>
	<i>Dairy – Information for Health Professionals on milk and milk products</i>	<i>1 852</i>
	<i>Dairy – Yoghurt and buttermilk and maas</i>	<i>132</i>
	<i>Dairy – Nutrition Health & Wellness</i>	<i>87</i>
	<i>Dairy – Media release</i>	<i>83</i>
<i>Third Quarter</i>	<i>Dairy – Information for Health Professionals on milk and milk products</i>	<i>1 665</i>
	<i>Dairy – Dairy – Continuing Professional Development</i>	<i>1 212</i>
	<i>Dairy – How does maas and buttermilk differ?</i>	<i>450</i>
	<i>Dairy – Recipes</i>	<i>256</i>
	<i>Dairy – Sport Nutrition and the Role of Dairy</i>	<i>253</i>
<i>Fourth Quarter</i>	<i>Dairy – Dairy – Continuing Professional Development</i>	<i>1 204</i>
	<i>Dairy – Recipe</i>	<i>748</i>
	<i>Dairy – Information for Health Professionals on milk and milk products</i>	<i>713</i>
	<i>How does maas and buttermilk differ?</i>	<i>518</i>
	<i>Dairy – Is maas healthy</i>	<i>370</i>

2.9 WELLNESS ACTIVITY

2.9.1 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.

In 2021, the intention was to continue with educational information in 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. Due to unrest and vaccination commitments by the DOH, only two training sessions were presented in KZN at the end of 2021.

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.

2.9.2 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 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.

- d. 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.

The above training tools were all updated to comply with the DoH's specifications. The training tools were all re-printed 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 not possible in some regions, or where there exists a safety threat.

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 training 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 to the audience. 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.

2.9.3 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
19 – 22 January 2021	North West Province Dr. Kenneth Kaunda District	92
2 – 5 November 2021	KZN Province Ilembe District	149
22 – 25 November 2021	KZN Province Ugu District	98

***Numbers per session are restricted due to COVID regulations**

Training planned for May and June 2021 was postponed to early 2022 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 and digital 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 / online	
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/	
Lactose intolerance	Professional Nursing today, Vol 25 no 2, 2021 https://ua.medpharm.co.za/journals/pnt/2021/00/25/02	
Dairy and Cardiovascular Disease	SA General Practitioner https://ua.medpharm.co.za/journals/sagp/2021/00/02/03	
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	
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	Sep

Title	Publication / online	
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/	
Lactose intolerance	Professional Nursing today, Vol 25 no 2, 2021 https://ua.medpharm.co.za/journals/pnt/2021/00/25/02	
Dairy and Cardiovascular Disease	SA General Practitioner https://ua.medpharm.co.za/journals/sagp/2021/00/02/03	
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	
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	Sep
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	Sep
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 (ADSA) 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
Continuing Professional Development (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: 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 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 PRESENTATIONS AND 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 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 University of Stellenbosch student. A total of 36 student attended online.

On 4th November 2021 and online presentation was presented to the 4th year Dietetic students of the University of the Free State. A total of 32 students attended the online presentation.

Educational material (educational tool, clinic pamphlets and training material, school curriculum information for Gr R-3 and Gr 5 and 6 and the Project 's fact sheets and pamphlets) was also shared with fourth year University students of the Free State, doing the community service year. 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 University of the Free State.

As part of making students aware of the work the CEP, the dietitian on the project also presented a talk on the Dairy Matrix and the difference between dairy and plant-based beverages to the 4th year students in Agriculture, Animal Science of the University of Pretoria. This presentation is a yearly event on invitation from Prof. Lourens Erasmus. 26 students attended the physical meeting on the 9th of November 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 peer 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 of which 5 have to be ethical points, 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 January 2022. 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 as from April 202

1 873 Participating dietitians
5 330 Articles complete

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 at the time). 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 within their corresponding field of interest, on an ad hoc basis. In 2021 the CEP made use of Prof. Mieke Faber, and dietitians Abby Courtenay, Claire Julsing 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 dietitian's survey that was conducted in 2020 was presented to the Project in January 2021. The survey aimed to establish possible limitations in dietitians' knowledge of the nutrition and health benefits of milk and other dairy products, and of various information sources provided by the CEP. The findings are implemented in the planning of the 2021 survey.

3.6 REDISCOVERDAIRY NEWSLETTER

Two newsletters were developed in 2021. The second newsletter will be 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. The material has been finalised. The Dairy matrix communication educational tools include:

Video: 2.36 minutes

Three short videos per product – 30 seconds

Facebook: Banner and posts per product

Twitter: Banner and posts per product

The communication tools will be available on the www.rediscoverdairy.co.za website by end 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 focussed on the different products and the role of the dairy 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 dairy industry.

On 23rd June 2021 the dietitian on the project presented a talk on Processing: effect on the nutrition value of milk. The topic was Pasteurisation.

INTERNATIONAL WEBINAR

The IDF's Standing Committee Nutrition and Health presented a two day virtual Nutrition Symposium on 11 and 12 May 2021. This event to provide an opportunity for local dietitians and nutritionists to obtain Continuing Professional Development (CPD) points. Participating health professionals could earn up to eight CPD points. In total 312 dietitians and nutritionists participated. The IDF issued certificates to the participants. The CEP invited a Megan Pentz-Kluyts to summarise the symposium. The summary will be shared with dietitians on the CEP database.

13th July 2021: virtual presentation by the dietitian of the Project for the Wageningen University's Post Graduate Certificate in Food Safety and Quality. Titles: The role of MILK and DAIRY in the diet – from an African perspective, followed by a panel discussion.

19 July 2021: Participation of the dietitian of the Project in an international conference of The Institute of Food and Nutrition. Presentation title: The Impact of School Milk Programs on Children's Nutrition and Performance: A Global Perspective. The presentation was recorded and is available on the FIRST (Food Improved by Research, Science, and Technology) platform.

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 of turmoil. Debbie van Eck

SASDT: 26 July 2021: Student event: post graduate students at UP presented their research

SASDT: 20, 21 and 22 September 2021: SAAFOST virtual conference

FACTS Nutritional Information Masterclass: 28th July 2021

ICD 2021: International Dietetic Conference from 1 – 3 September 2021, a virtual conference
 IDF Global Dairy conference: Copenhagen; 13 – 15 October 2021, hybrid meeting
 British Dairy Board: Dairy and Sustainable diets – the complicated truth, a virtual event: 19 October
 DSA: 10 November 2021: Packaging and labelling

3.8.3 Attendance of conferences/seminars

Nutrition Solutions CNE (Continuing Nutrition Education) 8 November 2021. The Project Manager and a short presentation on the products developed by the Project for health professionals.

3.9 WORLD MILK DAY (WMD)

WMD was celebrated on 1 June 2021. The Project planning for 2021 included promotional activities around

3.9.1 Media Release

The consumer media release of the CEP for WMD was titled: "[World Milk Day reminds us why milk](#)". The media release was circulated on 29 different platforms as set out in Table 1. To boost the awareness, the release was 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 35 000.00.

From the monitored media, it is evident that the WMD celebration is gaining popularity in SA and is an important event to be active. There was a total of 74 news articles circulated in digital, print, radio and TV about WMD by 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	
Magazine	0	R -	0	
Newspaper	3	R 47 310,24	2	
Radio	15	R 107 167,27	10	849,66
TV	4	R 90 541,67	0	
Trade press	2	R 47 803,65	1	673,94
Total	53	R 498 692,11	29	

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 campaign. This included an online rally on WMD on various social media platforms. Dairy producers were also involved in dairy farming. Together with the support of the local dairy industry, the various other organisations and media, the campaign was successful. [in under the top 10 participating countries for the third consecutive year, as monitored by the GDP. SA reached a reach of 1.38 billion impressions, across 199 000 social media posts were achieved. The GDP acknowledged the success of the campaign.](#)

Table 2: Top line reports by RediscoverDAIRY

	Reach
Facebook	21 600
Instagram	320
Twitter	675
Total	22 595

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. (WSMD was on 29 September 2021)
The Project developed activity sheets for foundation and intermediate phase learners. The activity sheets

3.10.1 E-Classroom:

The activity sheets were posted on the E-Classroom website and a related competition was run on the website. Learners had to design their own label for yoghurt, using a market sample as inspiration. Three winners were drawn.

3.10.2 Department of Basic Education's (DBE) National School Nutrition Programme (NSNP):

The same activity sheets were repurposed for the WSMD celebrations with the NSNP. The DBE informed all schools and alerted all schools to participate in a competition: <https://www.education.gov.za/WorldSchoolMilkDay>. Learners were invited to complete the activity sheets, and through the relevant school, post the work on the website.

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

The competition runs until 15 October, after which winners will be announced on the DBE's website.

As part of the WSMD celebration the CEP attended a webinar presented by IDF on School Milk Programme. A total of 13 schools voluntarily took part in the online competition, with more than 90 successful entries in the lucky draw across the participating schools in all 9 provinces of South Africa.

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 Food Options Industry Initiative. The Project requested the CGCSA for support of their Health Food Options Industry Initiative (HFOII). The CEP is a member of the HFOII, which consists of a national strategic plan for the prevention and control of noncommunicable diseases. It gives high prominence to food products containing added sugar.

The CEP attends regular meetings with the CGCSA about the healthy food options industry engagement. The CEP is a member of the CGCSA's 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 meetings hosted by the CGCSA were attended and the Project participated in this discussion on behalf of the organisation, given the opportunity to voice their requirements in this regard. The Project completed an industry survey requested from the CGCSA.

The CEP aligned itself with the guidelines provided by the IDF for front of pack labelling. Industry is awaiting the outcome of 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 Dairy Day.

3.11.2 South African Society of Dairy Technology

The Project manager was elected national president of the South African Society for Dairy Technology. 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 Conference in September 2021. The session was titled: Nutrition Labelling: Delivering meaningful outcomes.

Four speakers were organised 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 2022 in order to establish the expectations of members. The survey was planned and managed the process through Carnelley Rangelcroft Consultancy and the results were published in November.

The SASDT will be holding its symposium in March 2022. During the fourth quarter, the programme will be 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 Codex General Standard for use of dairy terms: Its nature, intent and implications, was used for this Project of Milk SA carries the primary responsibility in respect of the matter. The first meeting was arranged in 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 Dairy Standard Agency (DSA), the CEP and the Research Project of Milk SA met on 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 (SCM)**

The Project manager is a member of the task team responsible for the Global Marketing Survey which 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 was held at the 2019 IDF World Dairy Summit in Istanbul. A position statement regarding dairy and ultra-processed foods was developed.

A new task team on 'information sharing' was formed by the SCM, and brain-storm meetings were held to define 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 SCM meeting on 9 June, 11 October 2021 and the joint SCM and SMC meeting on 13 October 2021.

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 IMP meeting as well as the proposed meeting in Denmark in October 2021.

IMP Midyear meeting: 8 June 2021

The IMP Yves Boutonnat Trophy Awards competition was held virtually on 6 September 2021. The Project Manager participated in the competition. 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) and participated in the ESC meeting on 29 March 2021 and 29 June 2021.

The Pathway to NetZero campaign was launched on 23 September 2021 and meetings related to the campaign were held. The GDP annual meeting was held on 17 November 2021.

3.12.4 **Standing Committee on Nutrition and Health**

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

SCNH and SPCC meetings	
Lactose, as an important nutrient, Advocating a revised policy approach for dairy and its intrinsic sugar"	
IDF CNE 2 nd quarter: Part of planning SCNH Nutrition Symposium	
SPCC: IDF Strategic Action Plan for 2022 – 2025 - meetings	
IDF General Assembly	
SCNH meetings	
SCSIL	

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 continues work item of the IDF

3.13 GLOBAL DAIRY NUTRITION NETWORK

The Project is a member of a global network of nutrition experts within the dairy community. The aim is resources and to collaborate in a collective effort to grow trust in dairy's contribution to health and sustainable professionals and reputational thought leader audiences. The group meets 3-4 times per year. This year the for discussion was food-based dietary guideline. Each meeting has a specific topic for discussion. On 17 August the discussion focused on Vitamin K in dairy. The Project hosted the meeting on 8 December 2022 and the topic was sports nutrition and the role of regard was presented at the meeting.

3.14 SANCIDF

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

3.15 RESEARCH

Planning of a research project titled: Changes in consumer consumption and behaviour of dairy products. In the fourth quarter, the proposal and planning of the research project was developed. The research will be and Agriculture Policy).

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 4th Q CEP Popular report 14 Jan 2022.pdf](#)

Additional documentation

[CEP 4th Q comprehensive 14 Jan 2022.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