



Consumer Education Project of Milk South Africa

(PRJ-0309-2022)

SAMRPO: Consumer Education Project of Milk SA

Quarter 1 2022/2022 (January 2022 till March 2022)

Project goals

Goal 1 - General communication: , i.e. messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers.

Achievements

INTRODUCTION

1.1 OBJECTIVE OF THE REPORT

This quarterly report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during the first quarter in 2022.

Budget allocated for 2022 is R22 705 200.00

1.2 Objectives of the project

In terms of Regulation 1653 dated 31 December 2021 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. 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 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 2022

2.1.1 Television broadcast schedule for 2022

Four bursts are planned for 2022.

The new television advert that was introduced in January 2021, will be broadcast in 2022.

The first burst ran from 24 March to 10 April 2022.

2.1.2 Post-campaign results: January 2022

No results were available at the time of reporting.

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

Two main (hero) campaigns are planned for the year in May/June and October/November.

Monthly schedules are planned and are ongoing to educate and engage with the target audience

3.1 ANALYTICS FOR FACEBOOK

Analytics results for DGYG Facebook page

Analytics	January –March 2022
New fans	-7
Total page likes	50,937
Total impressions	7,811,509
Total reach	3,054,922
Total video views	141,746

3.2 ANALYTICS FOR INSTAGRAM

Analytics results for the DGYG Instagram page

Analytics	January – March 2022
New fans	58
Total followers	3,593
Total engagements	104,597
Total reach	3,028,140
Total video views	83,289

Insights

The DGYG Facebook page continues to demonstrate itself as a powerful hub of information for the dairy brand campaign information. It has continued to deliver reach and engagements, with some significant figures in this period.

Although Facebook has plateaued in most countries, it is still the leading social media platform in South Africa.

3.3 DAIRY GIVES YOU GO WEBSITE (DGYG)

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

Analytics for DGYG website

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Bounce rate
Q1	3,279	3,100	4,055	1.24	00:00:17	90.27%

4. REDISCOVERDAIRY

The Rediscoverdairy communication elements include

Social media pages: facebook and Instagram

Media releases

Consumer print and digital

4.1 REDISCOVERDAIRY SOCIAL MEDIA PAGES: FACEBOOK AND INSTAGRAM

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. Where possible, radio interviews are arranged, which strengthens the message and increases the reach of the information.

4.2 ANALYTICS OF THE REDISCOVERDAIRY SOCIAL MEDIA PLATFORMS

Rediscoverdairy Facebook Page analytical data for 2022

Analytics	January to March 2022
New fans	1 543
Total followers	18 789
Total average engagements (%)	11.0%
Total reach	544 669

Rediscoverdairy Instagram Page analytical data for 2022

Analytics	January to March 2022
New Fans	536
Total Followers	2 033
Total Engagements	3.6%
Total Reach	239 061

Rediscoverdairy Twitter analytical data for 2022

Analytics	January to March 2022
New Fans	4
Total Followers	258
Total Engagements	3 459
Engagement rate	1.6%

The Facebook has 19 000 followers and Instagram 2 033.

4.3 MEDIA RELEASES

For 2022, five media releases are planned. During the first quarter, one media release was developed and distributed to digital publications

The content is boosted by means of an established bloggers who posts the relevant content on their own social media pages and links it to the RDD Facebook page.

Media release 1: Affordable, dairy-based recovery strategies for lifestyle athletes: March 2022
 Coverage achieved: 6 digital publications

Estimate PR value: R 216145
 Campaign cost: R 35 000
 Estimated reach: 616,455

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

Promotional articles are written for consumer publications to expand on the key dairy nutrition and health messages by creatively engaging with consumers. The Consumer communications campaign is aimed at mothers aged 25 to 55 yrs, with children living at home. The activities include, print, digital, social media and lifestyle television.

During the first quarter of 2022, two advertorials that were part of the December 2021 – February 2022 publication appeared in **Baby's and Beyond** and **Fresh Living**. Both these two publications also had a digital campaign which included the CEP's material.

In January 2022, a 'back to school' campaign was published in *Sarie* and *True Love*, where the Project provided learning material for teachers and learners.

This first digital advertorial for 2022 will be published in *Huisgenoot* and *YOU* and will be part of their digital platform for the month of June. The first print advertorial will be published in July in *Huisgenoot*, *YOU* as well as *Modern Mom*.

NEW EDUCATIONAL PRODUCTS DEVELOPED FOR THE PROJECT

6.1 ONLINE VIDEO PRODUCTION

The Project planned and developed five online videos to show-case dairy consumption. These will be available in the second quarter.

6.2 DAIRY MATRIX VIDEOS

The Dairy Matrix video is an educational tool that explains the dairy matrix. These videos are complete and available for use by the industry.

The dairy matrix educational tools include:

Video: 2.36 minutes

Three short videos per product: 30 seconds each

Social media: banner and posts per product

Supportive material is available on the website

Content on the Dairy Matrix can be viewed at:

https://www.rediscoverdairy.co.za/evidence-based_reviews/health-benefits-of-dairy-2019/dairy-the-matrix-matters/

6.3 REDISCOVERDAIRY NEWSLETTER

The first newsletter for 2022 on the Project was distributed at the end of January 2022. The newsletter can be accessed here: <https://www.rediscoverdairy.co.za/latest-news-2/newsletter/>

MEDIA LIAISON ACTIVITY

7.1 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 2022.

List of articles published in *The Dairy Mail*

Publication	Date 2022	Title
The Dairy Mail	January	Consumer ready to buy what dairy has to offer (SASDT)
The Dairy Mail	March	SASDT Symposium 2022: A bright future for dairy (SASDT)

7.2 MEDIA LIAISON MONITORING

The essence of media liaison is to make information on 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).

Media coverage of dairy information

	Advertising Value Equivalency					
	Total		CEP ¹		Advertorial ²	
Total PR	263	R1 203 642,45	5	R205 208,53	1	R113 824,68

Internet	202	R829 037,68	5	R205 208,53	1	R113 824,68
Magazine	32	R299 949,98				
Professional	2	R15 494,18				
Regional Press	11	R 9 522,37				
National Press	5	R 9 659,10				
Radio	10	R22 233,31				
TV ³	1	R33 240,00				
Trade press ⁴	2	R526,00				

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.

7.3 RECURRING THEMES TOPICS

Topics that refer to dairy and recur frequently in the media and/or are of particular interest to the initiatives of the Project are recorded. The table below lists the topics that trended during the first quarter and shows which of these messages had a positive, negative, or neutral tone.

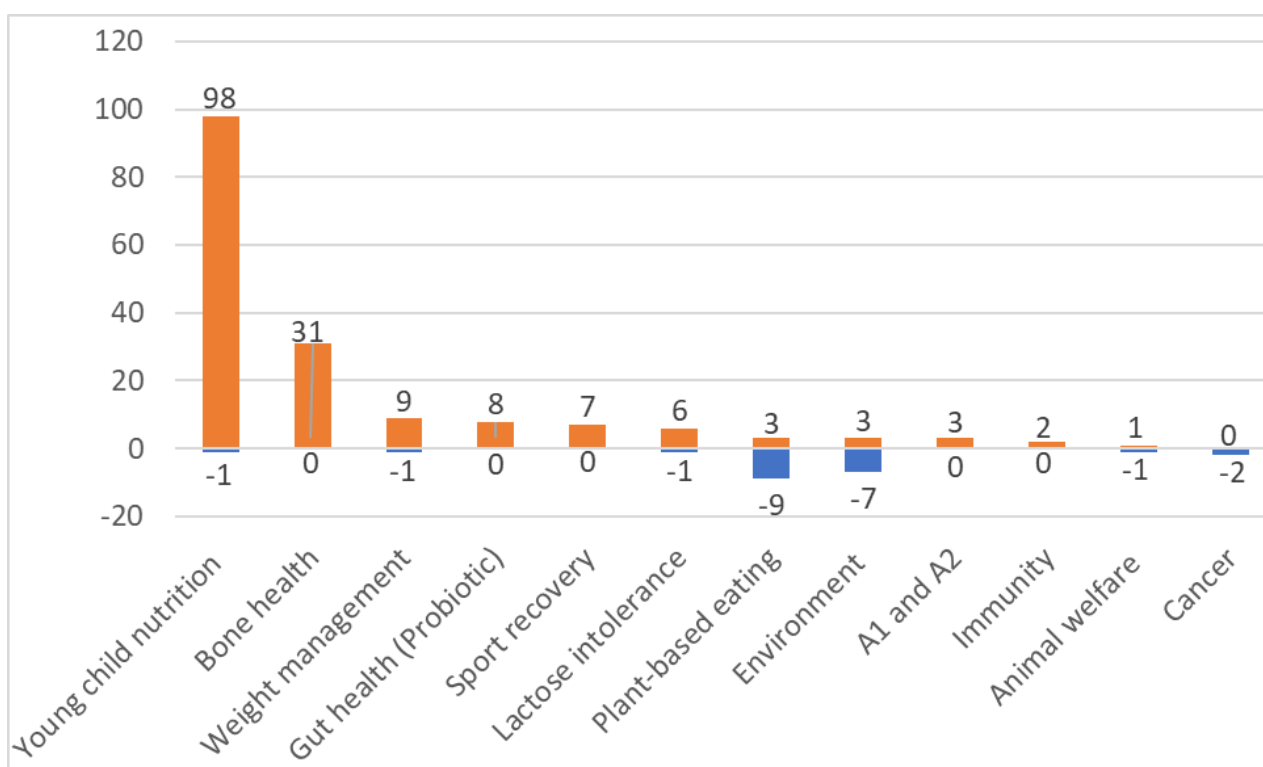


FIGURE 1: Recurring themes for the period January to March 2022

SCHOOL EDUCATION PROGRAMME

8.1 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.

8.1.1 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.

Downloads of the CEP material

First quarter	Second quarter	Third quarter	Fourth quarter
3 489	NA	NA	NA

E-Classroom Social media engagement

Campaign	Reach	Engagement	Entries
Back to school (Jan/Feb 2022)	19 055	1 347	238

8.2 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
First quarter	150	322	1.59	69.07	00:01:17

8.3 REDISCOVERDAIRY (RDD) WEBSITE

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
First quarter	4 626	10 004	1.79	73.51	00:01:0

RediscoverDairy.co.za analytics for 2021

8.3.1 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
71	NA	NA	NA

8.3.2 Top pages visits on www.RediscoverDairy.co.za

Total views	Page views	Page visitor
First quarter:	CNE Dairy CNE events	2 022
	CPD Articles CPD for Dietitians & Nutritionists	1 408
	Information for Health Professionals on milk and milk products	1 068
	Is maas healthy?	506
	How does maas and buttermilk differ?	458
	Recipes	529
	What is the difference between full-cream, medium-fat, low-fat and fat-free milk?	369
What is the difference between cream cheese and cottage cheese?	200	

9. NATIONAL NUTRITION AND OBESITY WEEK

National nutrition and obesity week run in September /October 2022

10. WELLNESS ACTIVITY

10.1 OVERVIEW

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

Eight educational information sessions are planned for 2022, covering eight districts in KwaZulu-Natal. 2014. Educational sessions for health promoters, nursing sisters and community health workers took place in KZN in 2022

Educational information sessions in KZN

Date	District	Number of people trained
21 - 25 February 2022	uMgungundlovu District	49
29 - 31 March 2022	eThekweni District	64

A recording of the training session presentation was produced this quarter. This will be used for online presentations when 'in-person' presentation is not possible in some regions, or where there exists a safety threat.

No Non-achievements / underperformance has been reported

Goal 2 - 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.

Achievements

11. SPECIALISED COMMUNICATION

11.1 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

11.2 HEALTH PROFESSIONAL PRINT

11.2.1 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.

One evidencebased review was published in the first quarter: The effect of dairy product on inflammatory biomarkers.

11.2.2 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. No presentations were planned for the first quarter of 2022.

12. CLINICS: EDUCATIONAL PRESENTATIONS AND MATERIAL FOR HEALTH PROFESSIONALS

12.1 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. During the first quarter, contact was made with the various universities and appointments were offset up for 2022. The University of the Free State will be the first university to visited on 22nd of April 2022.

12. 2 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

12.2.1 CDP articles

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 2022 will be available for dietitians and health professionals from 1 April 2022. 12 articles are available and health professionals (dietitians and nutritionists) can earn 25 clinical continues educational units (CEU) and 5 ethical units by completing the CPD articles on the rediscoverdairy website, free of charge.

The Health Professional Counsel of South Africa (HPCSA) changed their terms and conditions regarding the allocation of CEUs with effect from 1 March 2022. Service providers (in this case the CEP) must now submit all allocated points of participants directly to HPCSA. However each dietitian or nutritionist will still receive a certificate of participation. The CNE menu will be available to dietitians until 31 December 2022. Health professionals were notified of the availability of the 2022 CPD activity of the CEP via the Association for Dietetics in SA's website and FB page, the Nutrition Society of South Africa (NSSA) newsletter and on the Dietitians in Practice (DIP) FB page and direct emails to the data base of the Project.

During the first quarter, the articles were identified, reviewed and questions prepared for this activity. These were submitted to ADSA for accreditation prior to loading it on the website.

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

12.2.2 Continuing Nutrition Education (CNE) for dietitian and nutritionists

The Project presented a CNE event on 3 March 2022 at Avianto in Muldersdrift. The theme of the day was: Sustainable diets: the complicated truth.

The speakers were:

Prof Frank Mitloehner – University of California Davis: Global greenhouse gas emissions

Prof Alice Stanton – RCSI University of Medicine and Health Sciences: The role of animal protein as part of sustainable nutrition

Dr Mieke Faber – Medical Research Council, SA: Food Security

Craig Wilkinson: Motivational speaker on operating with excellence

Claire Julsing-Strydom – Nutrition Solutions: Dairy and inflammation

The event was attended by 90 delegates (dietitians and nutritionists only) and they could obtain 4 CEUs for attendance. Speakers were awarded an extra unit for presenting their specific topic.

All the presentations can be viewed and listened to on:

<https://www.rediscoverdairy.co.za/cne-for-dietitians-nutritionists/dairy-day-cne/>

At this event, the Dairy Matrix concept and videos were shared with the delegates.

12.2.3 Consumer Research

The Project is in the process of planning a consumer research project in conjunction with Bureau for Food and Agriculture Policy (BFAP). Research project is titled: 'Changes in consumer consumption and behaviour of dairy products in South Africa and reasons for it'.

In the first quarter, the questionnaire was developed and circulate for comment. BFAP will conduct the research in the second quarter in 2022.

13. INDUSTRY RELATED MATTERS

13.1.1 Consumer Goods Council of South Africa

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

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

The CEP aligned itself with the guidelines provided by the IDF for FOP labelling. Industry is awaiting response by the DoH in this regard. The first meetings were held on 15 February 2022.

On 16 February, a webinar on obesity was presented by the DOH on World Obesity Day.

13.1.2 South Africa Society of Dairy Technology (SASDT)

The Project Manager is the president of the SASDT and was tasked to organise the symposium, titled: A bright future for dairy. A line-up of 14 speakers presented on four different focus areas i.e.

Consumer insights in sustainable eating, with local insights;
Environmental management and animal welfare
The future of packaging

Future-proofing the dairy industry / consumer behaviour change

The symposium was held at Lanzerac in Stellenbosch on 24 March 2022 and was attended by 97 delegates. Presentation and recordings can be view at: <https://sasdt.foodfocus.co.za/>

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

The meeting reviewed the Regulation 1510 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 for 2022 was arranged and held by the DSA on 11 March 2022. The draft review will be circulated to industry for review.

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

The Coordinating Committee of the DSA, the CEP, and the Research Project of Milk SA met on 17 March 2022.

14. WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION

The work related to the IDF is ongoing.

14.1.1 Standing Committee on Marketing

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

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

The SCM is responsible for the Global Marketing Trends Survey. During 2021/2022 the Global Marketing Trends 2022 questionnaire was developed. The Global Marketing Survey will be conducted again in 2022. The questionnaire was circulated to the task team for comment and has recently been finalised conduct the. The intention is for the survey to be conducted in April 2022.

The aim of the survey is to establish how much impact has the Covid-19 situation had on the

Food market

Dairy market in general

Specific product category markets – milk, cheese, butter etc.

14.1.2 International Milk Promotion group

The first International Milk Promotion (IMP) meeting was held on 16 March 2022. The meeting focused on the planning of the mid-year meeting in Switzerland in conjunction with the Global Dairy Platform.

14.1.3 Global dairy platform

The Project manager is a member of the task team on environmental sustainability communications (ESC). Meetings were held on 24 February 2022.

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

On 18 March 2022 the GDP presented a webinar on: How transformative agri-food systems can help to

achieve the SDGs.

14.1.4 Standing Committee on Nutrition and Health

The Project dietitian is a member of the IDF Standing Committee Nutrition and Health (SCNH) and the representative of the SCNH on the Science and Programme Coordinating Committee (SPCC).

Standing Committee Nutrition and Health

The dietitian on the Project participates in various Action teams (AT):

- AT on School Milk Programmes (action team leader)
- AT on place of sweetened and flavoured dairy in the diet– served as action team leader on the first part of this work, namely: Lactose an important nutrient
- AT IDF Nutrition Symposium 2022
- Member of the task force (TF) on plant-based foods

This NWI on School Milk Programmes is a priority item of the IDF. This project has several goals and is a long-term project on the IDF's working program. The action team aim to achieve the proposed deliverables over the next three years with an end goal in 2025 to once again publish an update Bulletin on SMPs.

Science and Programme Coordinating Committee

The dietitian on the project attended all monthly meeting of the SPCC. The main focus for 2021 was to update and complete a new IDF Strategy and Work plan and this work was finalised at the end of January 2022.

For 2022 the SPCC members reviewed 15 proposals for priority NWI. Six items have been elected as priority items for 2022:

- SCFA: Alignment of food additives provisions between dairy standards and the Codex General Standard for Food Additives
- SCRCC: Knowledge platform on Contaminants – IDF Guidance on detergents and disinfectants
- SCENV: Update of the IDF Guide on Carbon footprint (LCA)
- SCMh: IDF guidelines and IDF input to CCFH guidelines on use and reuse of water.
- SCNH: School milk as part of school feeding programmes in sustainable food Systems
- SCSIL: Impact of Environmental labels for dairy

14.1.5 SANCIDF

The annual SANCIF meeting was held on 28 March 2022. 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 2021/2022.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	3. March.pdf
Unnecessary spending during period	No

Popular Report

[CEP 1st Quarter 2022 Popular 14.4.22, Final.pdf](#)

Additional documentation

[CEP 1st Quarter 2022 Comprehensive 11.4.22, \(2\).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