



Consumer Education Project of Milk South Africa

(PRJ-0309-2022)

SAMRPO: Consumer Education Project of Milk SA

Quarter 3 2022/2022 (July 2022 till September 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

This document should be read in conjunction with the Comprehensive Progress Report which is included as a PDF on this platform

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 third quarter of 2022.

The 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, promulgated in terms of the Marketing of Agricultural Products Act (No.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 estimated that LSM 6–7 households have an income of approximately R5 000.00 to R9 999.00 per month. Those in LSM 8–10 may have an income greater than R19 999 per month. 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, represent 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 health workers.

1.5 COMMUNICATION CHANNELS

To convey messages effectively to the target markets, the appropriate use of 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

TELEVISION AND SOCIAL MEDIA FOR 2022

2.1 TELEVISION BROADCAST SCHEDULE FOR 2022

Three bursts were planned for 2022: April, July and October.

a. March- April

b. July

c. October

The current television advert, which was introduced in January 2021, is being broadcast until the end of 2022.

2.1.1 Post campaign results: Second burst July 2022

A reduced burst was run in July due to the concern that the digital migration process from the analog signal would impact negatively on performance. Therefore, the pay TV filter was used to plan for the July burst to ensure there was no wastage in spend. The results were pleasing for this burst, considering the country experienced between level 2-5 loadshedding.

2.2 DAIRY GIVES YOU GO (DGYG) SOCIAL MEDIA CAMPAIGNS FOR 2022

Two main (hero) campaigns were planned for the year in the 2nd, 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 social media pages for 2022

The analytics of the interaction of visitors with the information posted on the DGYG social media pages are 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 51 562 followers, and the Instagram platform has 3 831 followers.

2.2.2 Campaign 2: #StepUpYourGo

During the 3rd and 4th quarters, the #Stepupyourgo social media campaign used three different micro-influencers to use dairy in different executions e.g.

- Show that dairy is important to look your best 'glam-up with dairy'

- Show that dairy can inspire you to be a comedian

- Dairy can inspire you to be a fashion star

- Dairy can inspire you to be a sports star

The campaign started in September and will run through until end November on DGYG social pages and influencer videos will be posted on TikTok

2.3 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 an 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, consumption videos and Tasty Treat videos can be viewed on the DGYG website, together with the television adverts

LINKS:

- FACEBOOK: <https://www.facebook.com/dairygivesyougo>

- INSTAGRAM: <https://www.instagram.com/dairygivesyougo/?hl=en>

- TWITTER: <https://twitter.com/dairygivesyougo?lang=en>

3. REDISCOVERDAIRY

The Rediscoverdairy communication elements include

- Social media pages: Facebook, Instagram, and Twitter

- Media releases

- Consumer print and digital

- Influencers

3.1 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 for 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.

The Facebook page has 22 000 followers and Instagram 2 846.

The Facebook page increased by 2 000 followers in the 3rd quarter

The Instagram page increased by over 600 followers in the 3rd quarter

MEDIA RELEASES

For 2022, five media releases were planned. Media releases focus on specific health benefits of dairy and expand on the topic. The media release is distributed to digital publications.

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

Media release 3: August / September 2022

Cooking with dairy: Less waste more goodness

Coverage achieved: 52 digital publications

Estimate PR value: R 1 079 495,91

Estimated reach: 804 069

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

4.1 INFLUENCERS USED IN REDISCOVERDAIRY SOCIAL MEDIA

The Project has contracted seven influencers on an ad hoc basis for increased reach and awareness across social media pages. Influencers, use messages approved by the Project to help build relationships with consumers and followers of the rediscoverdairy social pages and thereby increase exposure.

The influencers consist of

4 x 'mommy' influencers (have their own children)

1 x fitness blogger

2 x dietitian influencers

Each influencer posts 1 post per month on Instagram and uses the content of the media releases developed by the Project to create their own narrative.

In July two posts and five story-based reels were posted on Instagram. These posts achieved an average reach of 66 864 with 122 comments, 93 shares and 1 111 likes. The average engagement was 1.15%.

LINK:

FACEBOOK: <https://www.facebook.com/RediscoverDAIRY>

INSTAGRAM: <https://www.instagram.com/rediscoverdairy/?hl=en>

TWITTER: <https://twitter.com/search?q=%23RediscoverDairy>

CONSUMER PRINT CAMPAIGN

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. 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 third quarter, five advertorials were published in Huisgenoot, You, Kuier, Drum and Modern Mom.

Parenting Hub is an online portal that speaks to moms with young children, During the 3rd quarter, the Project provided three articles, three recipes and six social media posts that were published on Parenting Hub.

5.2 ONLINE CONSUMPTION VIDEOS

The Project developed five online 30 second videos to show-case dairy consumption using milk, yoghurt, cheese, amazi and a 3-a day video. These are available for use by the dairy sector, the below leads to the videos, LINK: <https://www.dairygivesyougo.co.za/videos/>

5.3 REDISCOVERDAIRY NEWSLETTER

The first newsletter for 2022 on the Project was distributed at the end of January 2022.

The second newsletter was published at the beginning of June and covered information about plant-based beverages.

LINK: <https://www.rediscoverdairy.co.za/latest-news-2/newsletter/>

MEDIA LIAISON ACTIVITY

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 2022. In the 3rd quarter, three articles were published in The Dairy Mail and one in Milk Essay.

6.2 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).

Media coverage of dairy information

Advertising Value Equivalency				
	General media		CEP ¹	
	No of articles	Value	No of articles	Value
Total PR	236	R 2.0m	73	R1.2 m
Internet	181	R797 272,23	68	R 1 241 910,28
Magazine	25	R1 073 843,41	1	R37 710,40
Professional	2	R2 371,34	1	R37 710,40
Regional Press	20	R139 662,37	1	R6 577,18
National Press	15	R4 633,84		
Radio	3	R28 731,74	1	R2 109,00
TV ²				
Trade press ³	6	R379 392,61	1	R 90 715,59

CEP Generated: Mentions of the health and nutritional benefits of dairy generated from the content of the media releases (including WMD) which were circulated by the Project to the media.

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 the health and nutritional benefits of dairy are discussed.

6.3 REOCCURRING 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 recurred during the third quarter and shows which of these messages had a positive, negative, or neutral tone.

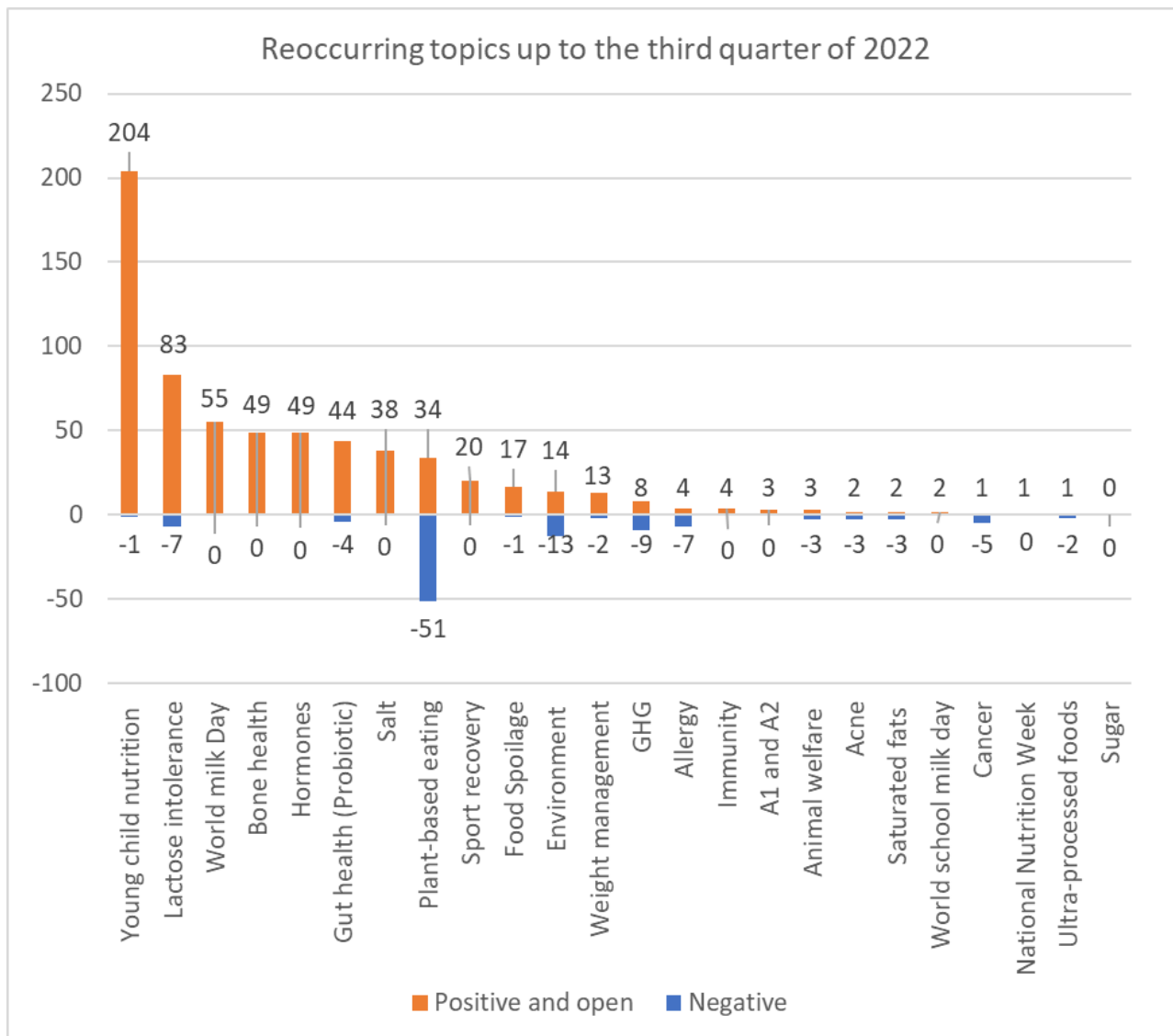


FIGURE 1: Themes for the period July to September 2022 of articles in the media that recurred frequently.

SCHOOL EDUCATION PROGRAMME GENERAL

The school education programme is aimed at grades R to 7. It consists of two main themes:
 From farm to fridge: grades R to 3
 A guide to healthy eating: grades 5 and 6 (the curriculum does not include dairy in grade 4)

Each 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 materials are available on the website (www.dairykids.co.za)

The CEP expanded 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 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 and is available on the Dairykids website

7.1 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.

7.2 WORLD SCHOOL MILK DAY

World School Milk Day (WSMD) is celebrated on the last Wednesday of September. This year the WSMD theme was 'Dairy gives you GO for a healthy me and healthy environment!' which focussed on how dairy makes a difference in the health status of the school learners by getting the learners and teachers involved through a school-driven campaign. The Project developed a WSMD challenge that emphasised the unique combination of nutrients, in each dairy product, that work together in building a healthy body and immune system.

In addition, the important role that communities play in the health of the environment was also highlighted. Learners were challenged to collect empty dairy containers to reuse them in creating a work of art. Working with the Department of Basic Education's (DBE) National School Nutrition Programme (NSNP), the challenge was distributed to schools nationally online. The WSMD challenge ran the entire month of September in various schools (both public and private). The winner will only be announced towards November 2022.

On 28 September, the Project participated in the celebrations at Nkululekweni Primary School in Stilfontein different dairy processors were invited to provide milk and other dairy samples for the learners. In addition to the celebration on the 28th, our project also distributed learning material to 25 schools in rural areas and provided learning material to 8700 learners. The learning material consisted of teachers guide, class poster, and fact sheets. Many processors provided the learners with a milk or dairy sample at these different schools. Of the 25 schools, 15 schools received a sample of dairy for each learner.

8. WELLNESS ACTIVITY

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 the upliftment of local communities.

Eight educational information sessions were planned for 2022, covering eight districts in KwaZulu-Natal. Three educational sessions for health promoters, nursing sisters, and community health workers took place in KZN in 2022 in the third quarter.

A recording of the training session presentation was produced this quarter. This will be used when an 'in-person' presentation is not possible in some regions, or where there exists a safety threat. It will also enable the project to expand to areas previously not reached or address larger groups.

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

9. SPECIALISED COMMUNICATION

9.1 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 to the Association for Dietetics in South Africa (ADSA) website
A comprehensive website with specific reference to the section on dairy-based nutrition

9.2 HEALTH PROFESSIONAL PRINT

9.2.1 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 evidence-based review was published on the website: The effect of dairy products on inflammatory biomarkers. https://www.rediscoverdairy.co.za/evidence-based_reviews/health-benefits-of-dairy-2019/dairy-and-inflammation/

[SAJCN: 31 August 2022: Dairy and Inflammation](#)

[SAJCN: 31 August 2022: Save the date: CPD: Dairy Matrix: health benefits beyond its individual nutrients](#)

9.2.2 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.

- Save the date: Dairy Matrix: health benefits beyond its individual nutrients

10. CLINICS: EDUCATIONAL PRESENTATIONS AND MATERIAL FOR HEALTH PROFESSIONALS

10.1 DAIRY-BASED NUTRITION TOOL

As part of the communication activities with dietitians, the Dairy-based nutrition tool, developed by the CEP, is distributed to third- and fourth-year dietetics students at all the universities in the country that offer a degree in dietetics. The Project's dietitian visits the different universities and presents a presentation to 3rd and/or 4th-year students on all aspects of the work of the CEP. The opportunity is also used to discuss new science and nutrition development in the field of nutrition and 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 evidence-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 TV advertisements. During the first quarter, contact was made with the various universities and appointments were secured for 2022.

The Project's dietitian visited five tertiary hospitals in 2022 where graduate dietitians do their community service. Such hospitals also offer several public clinics that present nutrition education. The purpose of the visit is to inform the dietitians in this work environment about the work and activities of the project and at the same time, the Educational Tool is presented to the graduate dietitians.

As part of the CEP's liaison with the universities, the Project awards an annual prize for the best dietetic student in Community Nutrition. For 2022 these prizes were awarded to the University of Stellenbosch, the University of the Free State, the University of the North West, and the Nelson Mandela University. As part of the prize, the students also receive various educational material/tools for dietitians as developed by the CEP.

10.2 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

10.2.1 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 focus not only on dairy nutrition and health but also on new research results available in nutrition overall. This menu item has proven to be very successful in reaching dietitians and nutritionists.

Twelve peer reviewed articles for 2022 are available for dietitians and health professionals from 1 April 2022 on the rediscoverdairy website. 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 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 the Dietitians in Practice (DIP) FB page and direct emails to the database of the Project.

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

The data-based has 2101 dietitians that have registered on the system of which 228 are newly registered dietitians in 2022.

From July 2022 to 30 September 2022, 351 dietitians have participated in the CPD activity, completing 1885 articles.

10.2.2 CONTINUING NUTRITION EDUCATION (CNE) FOR DIETITIANS AND NUTRITIONISTS

CPD Event: Dairy Matrix, November 2022

On 9 November, the Project will host a webinar during which Prof. Arne Astrup of Denmark of Novo Nordisk Foundation, Denmark, and Prof. Renèe Blaauw of the Human Nutrition Division, University of Stellenbosch, will unpack the science behind the food matrix as it applies to dairy and explain how it affects overall health.

This CPD event is aimed at doctors, dietitians, and nutritionists and will also introduce the Dairy Matrix to this target audience. The invitation will be extended to the dairy sector.

The event has been accredited for 3 CPD points. One for attendance of the webinar, while the project is also providing a CPD article on the topic, providing additional 2 CPD points.

During the 3rd quarter, the detailed planning and development of the CPD event included programme planning; speaker interviews; promoting the event to relevant target audiences.

10.2.3 SUMMER SCHOOL PRESENTATION

On the 12th of July, the Project's dietitian presented a presentation to the students of Wageningen University's Summer School in the Netherlands. The topic of the presentation was 'The role of MILK and DAIRY in the diet – from an African perspective'.

The presentation was attended by 29 students in the field of nutrition and food technology.

11. CONSUMER RESEARCH

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

BFAP conducted and captured data in the second quarter of 2022. The results of the research were presented to the Advisory Committee of the CEP on 23 August 2022. A full report is available

LINK: <https://www.rediscoverdairy.co.za/home2015/members-section/presentations-clips-and-research/>

12. INDUSTRY RELATED MATTERS

12.1.1 ADVISORY COMMITTEE MEETING

The Advisory Committee meetings of the Project were held on 14 April 2022 and 23 August 2022.

12.1.2. 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 contributed 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 labelling (FOPL) has been discussed extensively with the CGCSA and industry. Many industry meetings and consultations hosted by the CGCSA were attended and the Project, together with the Regulations and Standards Project of Milk SA, 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 FOPL in conjunction with the Dairy Standards Agency (DSA), on request from the CGCSA. The CEP aligned itself with the guidelines provided by the IDF for FOP labelling. The industry is awaiting a response by the DoH in this regard. The first meetings were held on 15 February 2022.

12.1.2.1 Front of Pack labelling, working group

From the information received from the CGCSA regarding the proposed thresholds for added sugar and saturated fats, it is clear that certain dairy products will be negatively impacted if intrinsic sugars are calculated as part of total sugars and are not recognised as a beneficial nutrient contributing to the overall nutrient and health benefits of dairy products.

In order to mitigate the impact of warning labels, a small Milk SA task team has been formed consisting of the CEP, DSA, the Regulations and Standards Project of Milk SA and two representatives from the industry and Prof Friede Wenhold to formulate the requirements for a submission to DoH under the umbrella of the Regulations and Standards Project of Milk SA. The intention of the task team is to develop evidence-based submission so that the DoH would:

- consider excluding lactose as intrinsic sugar in dairy products in the calculation of total sugars for the purpose of FOPL;

- and to consider an argument for dairy fats in FOPL, taking into account emerging research results on the health benefits of dairy towards cardiovascular disease and the overall lowering of risks of noncommunicable diseases.

- to propose reasonable cutoff values for intrinsic sugars and saturated fats for consideration by the DoH.

12.1.2.2 Progress made by the Milk SA task Team.

Framework for the development of the submission to the DoH is complete. This framework was accepted by the Milk SA task team

A separate and independent expert-team was formed to develop the different science support documentation required for the submission. These are:

Prof Mieke Faber: Nutrition landscape in South Africa with specific reference to the role of dairy.

Prof Corinna Walsh: Dairy sugars

Prof Renèe Blaauw: Fats in dairy with special emphasis on saturated fatty acids

Prof Friede Wenhold: Management of development of the scientific reviews and liaisons with the Milk SA task team. She will also assist the Milk SA task team in drafting the final submission for the DoH.

The science report developed by the expert team was submitted for review by the Milk SA team in September 2022.

12.1.2.3 Other participation in CGCSA work:

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

12.1.3 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.

[The SASDT held a strategy meeting on 20 September 2022 at Crownfoods head office. A strategist lead the day and the management committee participated in developing a new strategy for the SASDT that will guide the way forward.](#)

[A symposium is planned for May 2023.](#)

12.1.4 MILK SA TECHNICAL WORKING GROUP MEETING: 'DAIRY PRODUCTS AND THE USE OF

DAIRY TERMS'

The meeting reviewed 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 several meetings have been facilitated by the DSA. The draft review was be circulated to industry for review.

12.1.5 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 and 26 July 2022.

13. WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION

The work related to the IDF is ongoing. The IDF World Dairy Summit (WDS) was held in New Delhi in India in September 2022. The Project manager participated virtually and the Project's dietitian attended in person the IDF WDS in India.

13.1 Participation in the WDS 2022

In summary, participation in the IDF WDS included attending the following business meetings:

Project Manager:

Standing Committee Marketing (SCM)

SCM and SCM / SC Dairy Politics and Economic – joint meeting

SC environment

International Milk Promotion meeting

Project's dietitian:

IDF National Committees

New members meeting (presenting the meeting on behalf of IDF HO)

Taskforce on Plant-based beverage

Joint meeting: SC on Nutrition & Health and SC on Standard of Identity and Labelling

SC on Nutrition & Health

IDF General Assembly

SC on Marketing and SC on Nutrition & Health

IDF Chairs and Deputy Chairs (SPCC representative)

Action Team: Sugar-sweetened dairy

Food scientist and communication officer of the Project:

Observer: SC Standards, information and labelling

Observer: SC Environment

13.2 Standing Committee on Marketing

The Project manager is a member of the task team responsible for the Global Marketing Survey, which was conducted in 2022.

The SCM is responsible for the Global Marketing Trends Survey. During 2021/2022 the Global Marketing Trends 2022 questionnaire was developed, and the survey was conducted again in 2022 among several countries. The data has been analysed by CNIel in France and the results were presented at the IDF World Dairy Summit in India.

The Project manager was appointed the vice-chair of the SCM at the IDF WDS at the business meetings in India.

13.3 International Milk Promotion group (IMP)

The Project manager attended several planning meetings for the IMP midyear meetings during the second quarter.

13.4 Standing Committee on Nutrition and Health

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

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

- AT on School Milk Programmes (action team leader)
- AT on 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 new work item (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 aims to achieve the proposed deliverables over the next three years with an end goal in 2025 to once again publish an updated Bulletin on SMPs. Several meetings were attended as part of the SMP action team.

School Milk Programmes as multisectorial platform for education
Launch of the Global School Food Network online Hub

As part of the work on this AT a position paper on SMP was developed for IDF members and posted on the IDF School Milk Knowledge Hub. A reference document with messages has been developed for members to use during WSMD celebrations

The Project's dietitian attended the IDF WDS in New Delhi, India from the 12 – 15th September 2022. On the first day of the Summit the opening ceremony and welcome speech by the President of India was attended. This was followed by the World Dairy Leaders Forum, the World Dairy Outlook 2022 and the relevance of cooperative institutions for the dairy sector. The Nutrition and Health related presentation included the Impact of dairy on nutritional security and exploring dairy diets in the global south. There was also a full session dedicated to School Milk Programmes, highlighting the various public nutrition approaches. The Summit ended with presentations that were focused on Sustainable Dairy for low environmental impact and a technical tour that included a visit to the Saahaj Milk Producers Company.

13.5 Science and Programme Coordinating Committee

The Project's dietitian attended all monthly meetings of the SPCC. The main focus for 2022 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

The following meetings were attended:

Various sub-group meetings to review the IDF SC objectives and working areas
SPCC meeting 30 August 2022

The following international webinars were attended:

27th July: New School Food Global Knowledge Hub launch

27th September: FAO Sustainable procurement for nutritious school food to implement school food nutrition guidelines and standards

29th September Dairy UK: Nutrition for Life: Primary School years

LINK to mid-year meetings' reports: <https://www.rediscoverdairy.co.za/home2015/members-section/annual-reports>

14. GLOBAL DAIRY NUTRITION NETWORK

The Project is a member of a global network of nutrition experts within the dairy community. The aim is sharing of gained knowledge, perspectives, resources and to collaborate in a collective effort to grow trust in dairy's contribution to health and sustainable food systems among health care professionals and reputational thought leader audiences. The group meets 3-4 times per year. This year the group met on 25 May 2022 and the topic for discussion was Iodine. Each meeting has a specific topic for discussion. The work done by the Project in this regard was presented at the meeting.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	9. September.pdf
Unnecessary spending during period	No

Popular Report

[CEP 3rd Quarter 2022 Popular report, 17 October 2022. FINAL.pdf](#)

Additional documentation

[CEP 3rd Quarter 2022 Comprehensive 17 October 2022 FINAL.pdf](#)

Statement

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