



## ***Consumer Education Project of Milk South Africa***

(PRJ-0309-2022)

## ***SAMRPO: Consumer Education Project of Milk SA***

***Quarter 4 2022*** (October 2022 till December 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 fourth 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

Health professionals; academic institutions

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, was broadcast until the end of 2022.

During the 3<sup>rd</sup> and 4<sup>th</sup> quarters new television adverts were planned with the Agency. The storyboards were finalised. The storyboards were tested by the Bureau of Market Research of Unisa using neuroscience and accredited research methods, with the target audience. The results were used to make minor adjustments to the TV adverts, which will be produced in 2023.

### **2.2 POST-CAMPAIGN RESULTS**

#### **2.2.1 Post-campaign results:**

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

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

#### **Reporting on the results on the household income R5 999.00 to R19 999.00 per month**

##### **Post campaign results for age 13-19 in 2022**

Age: 13 – 19 (core target)	Amps Ratings <sup>1</sup>		Reach <sup>2</sup> %		Frequency <sup>3</sup>	
	Implemented	Actual	Implemented	Actual	Implemented	Actual
Burst 1: April	275	262	53	50	5.2	5.3
Burst 2: July	362	335	52	53	7	6.5
Burst 3: Sep/Oct	403	326	51	50	7.9	6.5

### Post campaign results for Mothers in 2022

Mothers (25 – 45yr)	Amps Rating <sup>1</sup>	Reach <sup>2</sup> %	Frequency <sup>3</sup>
Burst 1: April	340	63	5.4
Burst 2: July	329	56	5.9
Burst 3: Sep/Oct	410	63	6.5

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

Reach: The number of people within the defined target market who are potentially exposed to the message at least once.

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

The September/October burst was, unfortunately, impacted negatively by the loadshedding that occurred at the time. It was a fairly heavy burst however, and the achieved AR level (albeit lower than implemented) would have been weighty enough to ensure noting –especially since this campaign has already been well established.

The cumulative performance of the campaign shows that, since launch, the total AR level is 2 059 as opposed to the implemented 2 171 which is only 5% down on the implemented level. The change in our target market for the July burst to target only the Pay TV audience due to the intended digital migration end June would have influenced this to a degree, but the choice to change target markets for that burst was a sensible one at the time.

Total reach for the campaign has been 82% and total average frequency is 25, so the campaign as a whole has done well. When looking at mums, total ARs are even higher at 2339. Reach is a healthy 90% and average frequency 25.

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

Two main (hero) campaigns were planned for the year in the 2<sup>nd</sup>, and 4<sup>th</sup> quarters. Monthly schedules are planned and are ongoing to educate and engage with the target audience.

### 2.3.1 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 52 414 followers, and the Instagram platform has 3 925 followers.

#### 2.3.1.1 Insights of Dairy Gives You Go Facebook

Most followers are within the secondary target audience, between the ages of 18 and 24 with a large skew towards females.

Net page likes increased by a massive 405% period on period, this can be attributed to the #StepUpYourGo campaign.

The number of content pieces published increased for the month mainly due to the additional content pieces from the #StepUpYourGo campaign.

Educated impressions increased due to the increase in media spend for the month.

#### 2.3.1.2 Insights of Dairy Gives You Go Instagram

The largest number of followers is in the group of 18-24 years old, closely followed by the 25-34 years old group, with a large skew towards females, mirroring that of Facebook.

There was a month-on-month increase in net follower growth on Instagram.

### 2.3.2 ANALYTICS FOR FACEBOOK

#### Analytics results for DGYG Facebook page 2022

Analytics	January to March	April to June	July - Sept 2022	Oct – Dec 2022
Total page likes	50 937	51,529	51,562	51,560
Total impressions	7 811 509	18,393,209	15,541,208	24,008,522
Total reach	3 054 922	7,611,266	6,994,402	9,356,981
Total video views	141 746	181,983	252,376	137,671

### 2.3.3 ANALYTICS FOR INSTAGRAM

#### Analytics results for the DGYG Instagram page

Analytics	January to March	April to June	July - Sept 2022	Oct – Dec 2022
Total followers	3 593	3,725	3,831	3,920
Total engagements	104 597	206,578	186,048	131,170
Total reach	3 028 140	7,379,273	6,489,892	8,000,039
Total video views	83 289	138,971	133,882	62,004

### 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.

### 2.3.4 Campaign 1: #Imgoingplaces, June 2022

The first campaign ran during the second quarter. The #Imgoingplaces social media campaign asked teens to showcase their consumption moments with dairy in their everyday life. Four challenges were promoted, that showcased breakfast, hot beverage, lunch with cheese and custard in desserts. The

campaign used three micro-influencers<sup>[1]</sup> to showcase the different challenges and strengthen the reach and engagement. Teenagers were invited to recreate the consumption occasions shown by the micro-influencers, and share their video/pictures on Facebook, Instagram or Twitter as part of the awareness campaign. An incentive was used to entice participation.

The campaign was a success in terms of influencers chosen, the quality and content they produced as well as the reach and engagement they received on Facebook, Twitter and Instagram. 527 entrees were received.

#### Entrees received per platform

Campaign/ product	Facebook	Twitter	Instagram
Dairy products/ intro	28		
Dairy breakfast	74	19	7
Hot beverage	47	39	6
Lunch	155	47	5
Custard treat	65	31	4

### 2.3.5 Campaign 2: #StepUpYourGo

During the 3<sup>rd</sup> and 4<sup>th</sup> 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 ran through until end November on DGYG social pages and influencer videos will be posted on TikTok

Results will be included in the annual report as the campaign ended in December 2022 and results were not available at the time of submitting this report.

### 2.4 DAIRY GIVES YOU GO WEBSITE (DGYG)

The Dairy Gives You Go website ([www.dairygivesyougo.co.za](http://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

#### 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%
Q2	1,061	950	1,894	1.79	00:00:45	49.20%
Q3	1,170	1,050	1,650	1.41	00:01:03	85.64%
Q4	3,340	3,153	3,933	1.18	00:00:19	90.51%

#### 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

Influencers

Consumer print and digital

#### 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 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.

### 3.2 ANALYTICS OF THE REDISCOVERDAIRY SOCIAL MEDIA PLATFORMS

**Rediscoverdairy Facebook Page analytical data for 2022**

	Jan to March	April to June	July-Sept	Oct - December
New fans	1 543	960	534	659
Total followers	18 789	19 787	21 133	22 780
Total average engagements rate	11.0%	10.0%	6.9%	8.5%
Total reach	544 669	426 063	418 283	569 846

**Rediscoverdairy Instagram Page analytical data for 2022**

Analytics	January to March	April to June	July-Sept	Oct - December
New Fans	536	130	438	332
Total Followers	2 033	2 209	2597	3022
Total average engagements rate	3.6%	5.1%	1.2%	3.1%
Total Reach	239 061	126 306	48 210	162910

**Rediscoverdairy Twitter analytical data for 2022**

Analytics	January to March	April to June	July to September	Oct - December
New Fans	4	9	8	4
Total Followers	258	258	274	300
Total Engagements	3 459	9 097	3 874	1 584
Total average engagements rate	1.6%	2.3%	2.1%	2.5%

The Facebook has 22 000 followers and Instagram 2 846.

### 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 releases are 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 1: March 2022  
Affordable, dairy-based recovery strategies for lifestyle athletes  
Coverage achieved: 61 digital publications  
Estimate PR value: R 478 887,13

Estimated reach: 692 280

Media release 2.1: May/June 2022

World Milk Day communication: How dairy helps you find the weekday balance between nutrient-rich and portion-limits

Coverage achieved: 9 digital publications

Estimate PR value: R238 358,96

Estimated reach: 147 757

Media release 2.2: June 2022

World Milk Day communication: How dairy helps you to provide affordable, nutrient-rich lunchboxes for kids

Coverage achieved: 2 digital publications

Estimate PR value: R 86 157,66

Estimated reach: 3 824 280

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

Media release 4: October 2022

Fermented Food Frenzy

Coverage achieved: 3 digital publications

Estimate PR value: R R 67 722,62

Estimated reach: 6 789 315

Media release 5: December 2022

Cheese, star of this summer's platters, pairings and picnics

Coverage achieved: 9 digital publications

Estimate PR value: R 154 414,40

Estimated reach: 657 987

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

#### 4.1 INFLUENCERS USED IN REDISCOVERDAIRY SOCIAL MEDIA

The Project contracted seven influencers in 2022 on an ad hoc basis. The micro influencers are used to increase 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.

#### Results of the micro influencers (7 influencers)

	May	June	July	August	September
Number of posts	9	5 post and 6 reels	2 posts, 5 reel and 1 Insta story-based campaign	8	6
Total reach	44 634	48 901	66 864	45619	62609
Total comments	132	126	122	133	106
Total shares	71	183	93	87	194
Total likes	1125	1799	1 111	1184	2299
Ave engagement <sup>1</sup>	1.9%	3.03%	1.15%	3.10%	4.3%

<sup>1</sup>The average engagement rate for all your posts, calculated as the sum of engagement rates for each post divided by the number of posts. The engagement rate for a post counts the percentage of engagements (likes, comments, and saves) on the post out of the number of people who viewed it.

#### Observations:

Reels <sup>[2]</sup> get much better engagement rate than static posts

NOTE: Global engagement benchmarks for Instagram:  
for all posts: 0.68% plus photo: 0.70%  
plus video: 0.47%  
plus carousel: 0.85%

LINKS:

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.

	Title of article	Month/2022
Sarie	Back to school, digital	January- February
True Love	Back to school, digital	January – February
Huisgenoot Digital	Suiwel – propvol voedingskrag	1 June – 30 June
You digital	Dairy – a nutrient power pack	1 June – 30 June
Huisgenoot PRINT	Die SUIWEL-oplossing vir laktose-intoleransie	28 July
YOU PRINT	The DAIRY solution to lactose intolerance	28 July
Modern Mom Full page digital advertorial + Widget +FB + IG	Children and dairy: a healthy combination	June, July and August
Kuier digital	Die SUIWEL-oplossing vir laktoseactose-intoleransie	1 September – 30 September
DRUM Digital	The DAIRY solution to lactose intolerance	1 September – 30 September

### 5.2 [ONLINE CONSUMPTION VIDEOS](#)

The Project developed five online 30 second videos to show-case dairy consumption using milk, yoghurt, cheese, amasi 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 [DAIRY MATRIX VIDEO](#)

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

LINK: [https://www.rediscoverdairy.co.za/evidence-based\\_reviews/health-benefits-of-dairy-2019/dairy-the-matrix-matters/](https://www.rediscoverdairy.co.za/evidence-based_reviews/health-benefits-of-dairy-2019/dairy-the-matrix-matters/)

### 5.4 [RECIPE PORTAL ON WEBSITE](#)

Twenty recipes and five recipe videos were developed for the website and are used in social media communication to increase traffic to the [www.rediscoverdairy](http://www.rediscoverdairy) website. Each recipe includes the nutritional analysis of the recipe. This menu item is a popular search item.

LINK: <https://www.rediscoverdairy.co.za/resources-and-tools-2/recipes/>

## **REDISCOVERDAIRY NEWSLETTER**

Three newsletters were developed in 2022. The aim of the newsletters is to capture some of the outputs of the Project and share it with industry and health professionals on the CPD database. The third newsletter for 2022, will be published by the end of January 2023

LINK: <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**

	<b>Date 2022</b>	<b>Title</b>
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)
The Dairy Mail	May	SASDT Symposium: Environmental management and animal health (developed by Sandra Berning)
The Dairy Mail	June	Cosy up with Dairy this winter
The Dairy Mail	July	Daily champion during lunch: World Milk Day
The Dairy Mail, AgriVoice app	August	Recording: Role of school milk programmes
The Dairy Mail	November	Building our youth with Dairy
Milk Essay	Aug	Milk SA task team: report of Front of Pack labelling Rediscoverdairy snippets
	September	About the Project
	November	Guiding graduate dietitians IDF news on the Standing committee on marketing and dairy promotion

### **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 for the fourth quarter**

Advertising Value Equivalency (AVE)				
	<b>General media</b> (not paid by CEP)		<b>CEP<sup>1</sup></b> (Content generated by CEP)	
	<b>No of articles</b>	<b>Value</b>	<b>No of articles</b>	<b>Value</b>
Internet	138	R 473 569.16	172	R 1 686 760.66
Magazine	23	R 322 462.68	4	R 224 416.14

Regional Press	24	R 83 814.59	4	R 370 856.61
National Press	7	R 255 839.06	2	R 21 568.48
Radio	1	R 44.49	0	0
Trade press <sup>3</sup>	5	R 140 797.57	1	R 65 767.17
Health Professional <sup>4</sup>	2	R 21 334.12	0	0
<b>Total PR</b>	<b>200</b>	<b>R 937 094,18</b>	<b>183</b>	<b>R 2 369 369.06</b>

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.

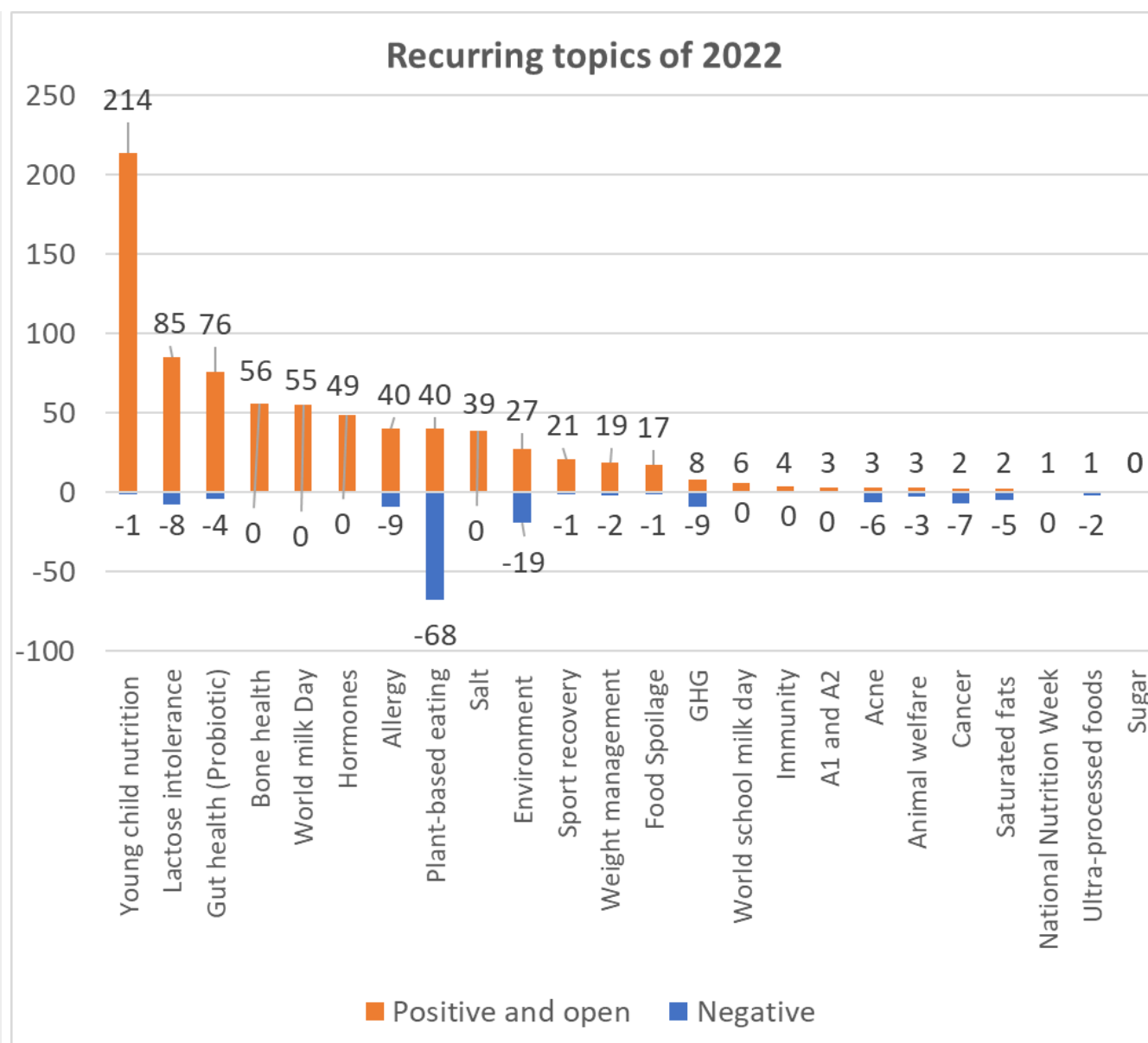
Trade press: Articles placed in business-to-business magazines including The Dairy Mail in which the health and nutritional benefits of dairy are discussed.

Health professional publications: Specialised publication tailored for health professionals such as doctors and dietitians – includes health journals (print and digital)

Caxton and Rooi Rose, two major publishing houses published recipes developed by the Project and which appear on the rediscoverdairy website, in various digital and press media at no cost to the Project. The additional coverage amounts to: R 1 418 876.64 to approximately 271 258 readers.

### 7.3 RECURRING 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 fourth quarter and shows which of these messages had a positive, negative, or neutral tone.



**FIGURE 1: Themes for 2022 of articles in the media that recurred frequently.**

#### 7.4 WORLD MILK DAY REPORT (WMD)

WMD communication includes the media releases (under no 4), radio interviews as well as interaction with the Global Dairy Platform. World Milk Day: R 547 573,72 with a total of 52 articles 9 being sponsored (media releases) by the Project with a total value of R 170 808,06

Media sources	Number	NET A.V.E.
Internet	18	R 395 364,00
Magazine	0	
Newspaper	7	R 30 957,73
Radio	25	R 70 785,32
TV	2	R 50 466,67
<b>TOTAL</b>	<b>52</b>	<b>R 547 573.72</b>

A majority of the article referred to celebration held by the [Western Cape Department of Agriculture](#)

According to the global report by the GDP, South Africa was again ranked under the top 10 participating countries since and has remained a relevant participant since 2019.

GDP Report: <https://worldmilkday.exposure.co/world-milk-day-2022>

## SCHOOL EDUCATION PROGRAMME

### 8.1 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](http://www.dairykids.co.za))

The CEP expanded its school education programme, following on from the existing teacher support material developed for the Foundation Phase and Intermediate Phase. The Consumer Studies curriculum of the Further Education and Training (FET/grades 10-12) was identified as an appropriate target, as the consumer messages developed by the CEP align well with the content covered in the food and nutrition section of the curriculum. All the content was developed for each grade and is available on the Dairykids website

## 8.2 WORKSHEETS FOR THE WEBSITE AND E-CLASSROOM WEBSITE

Insert para in EClassroom

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.

E-Classroom is a dedicated platform used by educators. It hosts topic specific educational material per grade and assist educators with lesson plans. The CEP has recently extended its school material with several worksheets aimed specifically in literature, to supplement its addition worksheets. This material has since enjoyed a favourable download rate from the E-Classroom platform.

### Downloads of the CEP material

First quarter	Second quarter	Third quarter	Fourth quarter
3 489	2 132	2 342	1 341

E-Classroom also has an active community social media page, targeted and parents with children, and educators. It hosts short information pieces, and competitions are posted to drive engagement. It also develops original content that is used by various organisations to promote and advance education in SA. The CEP has had long standing success and improved reach by utilising the E-Classroom page as a trusted influencer.

### E-Classroom Social media engagement

Campaign	Reach	Engagement	Entries
Back to school (Jan/Feb 2022)	19 055	1 347	238
World School Milk Day	10 644	149	19

## 8.3. WORLD SCHOOL MILK DAY

World School Milk Day (WSMD) is celebrated on the last Wednesday in 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 it 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 winners will only be announced toward 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 sample for the leaners. 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 leaners. The learning material consisted of teachers guide, class poster and fact sheets. Many processors provided the leaners with a milk or dairy sample at these different schools. Of the 25 schools, 15 schools received a sample of dairy for each learner.

List of schools that received educational material from the Project in September

Province	Number of schools identified	Number of learners	Number of materials provided	
			Books	Factsheets
KZN	1	554	14	554
Gauteng	1	1318	20	1318
Free state	4	295	11	295
Mpumalanga	4	1207	30	1207
Limpopo	2	168	5	168
North West	9	4281	107	4281
Western Cape	1	386	9	386

## DAIRYKIDS WEBSITE

All the communication products related to the school project are available on the Dairykids website ([www.dairykids.co.za](http://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 2022

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
Second quarter	328	214	1.75	61.84	00:00:43
Third quarter	715	2 489	3.74	55.83	00:00:58
Fourth quarter	235	664	257	59.03	00:00:47

## 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	00:01:08
Second quarter	5 828	15 626	2.24	57.48	00:01:19
Third quarter	2 030	5 434	2.64	47.53	00:01:01
Fourth quarter	1 701	4 491	2.64	39.46	00:00:53

## Rediscoverdairy.co.za analytics for 2022

### 10.1 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. This navigation of the tool was improved, and a search function included.

#### Analytics for Ask Dairy

First quarter	Second quarter	Third quarter	Fourth quarter
71	81	27	13

### 10.2 TOP PAGES VISITS ON [WWW.REDISCOVERDAIRY.CO.ZA](http://WWW.REDISCOVERDAIRY.CO.ZA)

Total views	Page views	Page visitor
Second quarter	CPD Articles	1 453
	Information for health professional's	1 239
	Recipes	1 131
	Is maas healthy?	438
	Hoe does maas and buttermilk differ?	343

## 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 and nursing sisters. This is presented in the format of educational information sessions for upliftment of local communities.

Eight educational information sessions were planned for 2022, covering eight districts in KwaZulu-Natal. Educational sessions for health promoters, nursing sisters and community health workers took place in KZN in 2022 are listed here. In total 949 number of health promoters received training from the Project 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
21 - 23 June 2022	uThukela District	75
4 - 7 July 2022	Amajuba District	114
26 - 29 July 2022	Harry Gwala District	103
29 Aug - 2 Sept 2022	Zululand District	259
4 - 7 October 2022	Umkhanyakude District	86
1 - 4 November 2022	Umzinyathi District	199

A recording of the training session presentation was produced this quarter. The recording will be used when '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. The recording consist of two sessions of 10 min and 34 min respectively and cover the full training module.

As part of the clinic training to the various district clinics in KZN, the KZN DoH requested that the CEP test participants pre and post the training events to test the knowledge gained. The test has been applied in four training sessions and the questionnaire was completed by 360 participants. The data that was collected was evaluated by the Dr Jane Muchiri - a part-time lecturer from the University of Pretoria. The first report includes all presentation opportunities from October 2021 to

April 2022 and the results of the research are available on request from the CEP office.

The results showed that the participants benefited from the training events in that their knowledge gained regarding dairy health and nutrition, increased. General comments about the research included a high level of satisfaction with the content, presenters and training material provided.

The second phase of the research will be available during the course of the first quarter in 2023.

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[1] The influencers are non-affiliated consumers that have a dedicated fan base a.k.a. following. Their influence enhances the dairy awareness and reach among the target group.

[2] Reels, refers to short form video content that is only viewable for 24 hours. Reels are preferred engagement drivers as they are situated at the top of the feed. The higher engagement, and interactive nature of reels play a very important role in drive community engagement and increase viewer reach. People come to Reels to participate in cultural trends, collaborate with the community and discover new ideas

## ***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***

#### **12. SPECIALISED COMMUNICATION**

##### **12.1 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 and dietitians at tertiary training hospitals.

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

##### **12.2 HEALTH PROFESSIONAL PRINT**

###### **12.2.1 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 product on

inflammatory biomarkers. [https://www.rediscoverdairy.co.za/evidence-based\\_reviews/health-benefits-of-dairy-2019/dairy-and-inflammation/](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

## 12.2.2 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](http://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.

The following notifications were posted on the ADSA online portal:

- Notification of the CPD activity on the rediscoverdairy website
- Notification of the CNE event of the IDF Standing Committee Nutrition and Health
- Save the date: Dairy Matrix: health benefits beyond its individual nutrients

## 13. CLINICS: EDUCATIONAL PRESENTATIONS AND MATERIAL FOR HEALTH PROFESSIONALS

### 13.1 DAIRY-BASED NUTRITION TOOL

As part of the communication activities with dietitians, the Project communicates with the 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 3<sup>rd</sup> and/or 4<sup>th</sup>-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 Project also visits tertiary hospitals 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, provide them with the Educational Tool: Healthy eating for the whole family – covering the importance of dairy in the diet of South African families throughout all life stages.

Date of visit	University	Number of students/dietitians attended
22 April 2022	University of the Free State	24
26 May 2022	University of Stellenbosch	28
26 May 2022	Tygerberg Hospital	18
27 May 2022	Groote Schuur Hospital	13
8 July 2022	University of Pretoria	26

As part of the CEP's liaison with the universities, the Project awards an annual prize for the best dietetic student in Community Nutrition at specific universities. For 2022 these prizes were awarded to students at 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, each winner also received various educational material/tools for dietitians as developed by the CEP.

## 13.2 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

### 13.2.1 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 were 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. This amounts to the total number of units needed in a year by dietitians and nutritionists.

The CNE menu was 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 database of the Project. The project has developed a database of participating dietitians and nutritionists and newsletters and or notifications can be sent to all dietitians registered on the portal. Currently 2169 users are registered on the portal of which 293 were added in 2022

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

. A total of 3 298 answer sheets were completed in 2022

### 13.2.2 CONTINUING NUTRITION EDUCATION (CNE) FOR DIETITIAN AND NUTRITIONISTS

#### a. **CNE March 2022**

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.

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

#### b. **CNE: IDF May 2022**

The Project participated in the CNE presented by the IDF, Standing Committee of Nutrition and Health on 12 May 2022. The theme of the symposium was: Nutrition, dairy and health across the life course. Professor Lianne du Plessis from the University of Stellenbosch was one of the presenters at the symposium. She presented on 'The role of dairy as part of the Paediatric Food-based Dietary guidelines of South Africa'. As part of this event the CEP applied for CPD points for dietitians. 250 South Africans registered for this event and for attendance they could obtain 3 CPD points.

In addition, the presentation was also attended by 30 students in the field of nutrition and food technology.

#### c. **CPD Event: Dairy Matrix, November 2022**

On 9 November 2022, a second Continued Professional Development event was hosted by the Consumer Education Project (CEP) of Milk SA for the year. The webinar focused on the latest research on what the dairy matrix – the unique combination of nutrients in dairy and the way they work together – means for heart health.

This online event was moderated by Prof. Corinna Walsh, Esteemed nutrition experts Prof. Arne Astrup of the Novo Nordisk Foundation in Denmark and Prof. Renée Blaauw from Stellenbosch University, South Africa, unpacked the science behind saturated fat as found in dairy and its implications for cardiovascular disease.

The event was 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. The CPD article was made available to doctors, dietitians and nutritionists.

The CPD event was attended by 235 dietitians, 9 nutritionists and 63 doctors. 61 participants were from other institution such as academia or the dairy industry. A total of 534 people registered and some listened to the recording afterwards which was available on the rediscoverdairy website as well as on the Food Focus portal.

The recordings of the event can be accessed here:

LINK: <http://cne.foodfocus.co.za/>

### **Summer school presentation**

On the 12<sup>th</sup> 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'.

## **CONSUMER RESEARCH**

The Project embarked on a consumer research project in conjunction with Bureau for Food and Agriculture Policy (BFAP). 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/>

## **INDUSTRY RELATED MATTERS**

### **15.1 ADVISORY COMMITTEE MEETING**

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

### **15.2 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.

### **15.3 FRONT OF PACK LABELLING, WORKING GROUP**

From the information received from the CGCSA regarding the proposed thresholds for added sugar and saturated fats, it has become clear that certain dairy products could 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 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.

#### **15.3.1 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 Renée 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 and returned to the independent expert team

The next step is to finalised editing of the report and plan a communication strategy to inform industry.

#### 15.4 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/>

[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 17 and 18 April 2023 at Fordoun Hotel in KZN. The theme of the symposium is: Dairy: The next decade](#)

#### 15.5 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.

#### 15.6 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, 26 July 2022 and 4 November 2022. The meetings are extremely useful due to the overlapping nature of events and challenges.

#### MILK SA RESEARCH FORUM

The Project manager participated in the Milk SA research forum meeting which was held on 25 May 2022.

#### 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.

#### 17.1 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

## 17.2 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.

## 17.3 INTERNATIONAL MILK PROMOTION GROUP (IMP)

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

### **Midyear meetings: International Milk Promotion group and Global Dairy platform.**

The Project manager participated in the GDP and IMP midyear meetings held in Switzerland from 6-8 June 2022. The meetings consisted of 2 days with GDP and 2 full days with IMP.

The discussion of the mid-year meetings focussed on dairy's communication challenges in sustainability. During the GDP meetings, the ambition was to get insights of the dairy industry globally with regard to their sustainability initiatives and goals and this was shared with the delegates by international organisations such as Tyson Foods, Nestle, Arla foods and Dairy Management Inc (DMI).

The work sessions at IMP workshop focussed on understanding the 'purpose of dairy' and to use the insights obtained to approach dairy's communication challenges in sustainability. A full day strategy session was presented by Futerra, a 'change agency' that specialises in strategies on sustainability. The session gave the IMP group direction as to how to develop a communication strategy and factors to consider in order to move forward on developing a framework to communicate sustainability, that can be adapted to suit the needs of different countries.

The Project manager is a member of the task team that is working on the 'purpose of dairy' communication strategy and various meetings were attended in this regard.

LINK: <https://www.rediscoverdairy.co.za/wp-content/uploads/2022/10/Report-for-MSA-on-IMP-and-GDP-29-June-2022.-C-Leighton.pdf>

## 17.4 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.

The work with the GDP is ongoing.

## 17.5 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 following meetings were attended:

Utrecht research group: Various meetings in April and May as part of the planning for the Utrecht group meeting in June 2022 and again in November and December 2022 as part of the planning for the Utrecht group in 2023

Sugar sweetened dairy action team: 20 May and 23 June 2022

SCNH mid-year meeting 13, 14 June 2022. At this meeting the dietitian on the project reported on South Africa's nutrition matters as well as on the CEP CPD activity process and portal

L I N K : <https://www.rediscoverdairy.co.za/wp-content/uploads/2022/10/Standing-Committee-Nutrition-and-Health-mid-year-meeting-report-June-2022-Maretha-Vermaak.pdf>

Utrecht group: 15 & 16 June 2022

School Milk Programme action team meetings were held in February, September and November 2022

IDF Nutrition Symposium 2023 planning meetings

The Project presented the SA FBDG on the 7<sup>th</sup> of June 2022 on invitation by the Global Dairy Platform (virtual event). This presentation was part of the Global Dairy Platforms drive to discuss the place of milk and dairy as part of the FBDGs worldwide and the possible inclusion of environmental sustainability. Eight countries presented on the process of establishing their own FBDGs, where milk and dairy fits in and how much dairy is recommended.

The Project's dietitian attended the IDF WDS in New Delhi, India from the 12 – 15<sup>th</sup> 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.

## 17.6 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)
- SCM: 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:

IDF Forum, SPCC and NC meetings 3-5 May 2022

IDF meeting with Chairs and deputy chairs of all Standing Committees, roundtable discussion – 31 May 2022, 27 June and 5<sup>th</sup> of December 2022.

IDF sub-group on reviewing of Standing Committees mandates 18 May and 30 June 2022

IDF General Assembly 8 June 2022

Various sub-group meetings to review the IDF SC objectives and working areas

SPCC meeting 30 August and 6<sup>th</sup> of December 2022

The following international webinars were attended:

27<sup>th</sup> July: New School Food Global Knowledge Hub launch

27<sup>th</sup> September: FAO Sustainable procurement for nutritious school food to implement school food nutrition

guidelines and standards

29<sup>th</sup> September Dairy UK: Nutrition for Life: Primary School years

22<sup>nd</sup> November Dairy UK: Nutrition for Life: The First 1,000 Days

8<sup>th</sup> December IDF: Protein from a dairy perspective: Methodologies explained

## 17.7 PLANT BASED LITERATURE SEARCH FOR IDF

The IDF task team on plant-based products requested the Project to conduct a literature search with the aim to identify and review published research works in the areas of nutrition, environment, processing and consumer insights of plant-based dairy analogues

The Food Scientist of the Project conducted an internet search and a meeting was held with the IDF task-team leader on the 15<sup>th</sup> of December 2022 to provide feedback on progress.

## 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.

### 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	<a href="#">CEP.pdf</a>
Unnecessary spending during period	No

## Popular Report

[CEP 4th Quarter 2022 Popular, 16.1.23.pdf](#)

# Additional documentation

[CEP 4th Quarter 2022 Comprehensive 12 Jan 2023 \(1\).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