



Consumer Education Project of Milk SA
(PRJ-0347-2023)
South African Processors Organisation (SAMPRO)
Year 2023/2023 (January 2023 till December 2023)

Project goals

Goal 1 - General Communication

Achievements

1. INTRODUCTION

1.1 OBJECTIVE OF REPORT

This report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during 2023.

The budget allocated for 2023 was R22 331 459.

1.2 OBJECTIVES OF 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 advantages 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 PROJECT

- a. The CEP's communication campaign consists of two integrated elements, namely:
- b. **General communication**, i.e. messages of a general nature about the health and nutritional advantages of dairy products, conveyed to consumers.
- c. **Specialised communication**, i.e. proactive and reactive messages about the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in South African society.

1.4 TARGET MARKETS

- a. 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.

b. To buy media for television, it is estimated that LSM 6–7 households have an income of approximately R5 000+ 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.

c. The 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, the kind of structure they live in and to what they have access in and near their homes (BFAP 2019–2028). LSM segmentation was discontinued in 2015 and it is not possible to connect LSM data with current data for SEM segments. However, for CEP, SEM segments 4–7, which make up 40% of the total adult market, and SEM segments 8–10, which make up 20% of the total adult market, represented the bulk of the target audience of the CEP.

d. 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

Using different communication channels is necessary to convey messages effectively to the target markets. There are numerous communication opportunities in the marketplace, hence the CEP must be highly disciplined in selecting the most effective communication channels and ensuring that they are used in a balanced and integrated way to convey its messages to the different target markets.

The CEP chose the following communication channels:

- a. Television
- b. Promotional articles (advertorials) in consumer magazines, scientific articles in journals aimed at health professionals and pamphlets for distribution at selected events and trade magazines
- c. Websites
- d. Digital advertising and social media
- e. Presentations at scientific congresses and seminars
- f. Educational information sessions at clinics
- g. Health professionals; academic institutions
- h. School programmes

2. TELEVISION AND SOCIAL MEDIA: Dairy Gives You Go

2.1 New television advertisements

During the first quarter of 2023, the project developed four new 15-second television advertisements, for broadcasting throughout the year.

The target audience (male and female) for the television adverts is:

- a. Primary: Gen Z; LSM 6–10 aged 18–24 years
- b. Secondary target: young adults; LSM 6–10 aged 25–27 years

The television adverts aimed to creatively show that the nutrients in dairy work together to deliver more benefits than previously known.

2.1.1 Television campaign assets are:

a. Four 15-second television adverts

- Milk (dancer)
- Yoghurt (business lady)
- Maas (gym athlete)
- Cheese (yoga lady)

b. YouTube Cutdowns

- a five-second cutdown of each TV advert was developed and runs at the same time as the TV bursts on YouTube.

c. A social media campaign on social media

- Engaging content on Facebook and Instagram supports the television adverts and encourages viewer participation through a simple-to-execute call to action, posted on the Dairy Gives You Go (DGYG) social

media pages.

2.1.2 Broadcast schedule

The television adverts were broadcast in four bursts, namely: March, May, August, and November 2023. Each burst was supported by YouTube videos and social media content on Facebook and Instagram. The first burst ran from 10 to 31 March; the second burst was from 1 to 21 May, the third burst from 1 to 21 August 2023 and the fourth burst from 1 to 21 November 2023.

2.1.3 Television results for the household income (HHI) R5 000 to R19 999 per month

Overall post-campaign results to date for four adverts over four bursts in 2023

| | Post-campaign performance to date Target market: 17–24/HHI 5 | | Post-campaign performance to date Total population 4 years+ |
|---------------------|---|---------------------|--|
| ARs ¹ | 1 078 (implemented) | 1 293 (achieved) | 1 960 |
| Reach | 66% | | 76% |
| Frequency | 19 | | 26 |
| Reach of population | 66% of 3 130 million | | 76% of 49 995 million |

Post-campaign results per creative execution over four bursts
Age 17–24/HHI R5000+

| | Milk | Cheese | Amasi | Yoghurt |
|------------------------|------|--------|-------|---------|
| Reach (%) ² | 55 | 55 | 54 | 54 |
| Frequency ³ | 5.7 | 6 | 6 | 6.1 |

1. Amps ratings (ARs): a time-weighted measurement that looks at the potential reach of a programme against a specified target audience.
2. Reach: The number of people within the defined target market who are potentially exposed to the message at least once. ARs are calculated by reach x frequency.
3. 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.

Insights

The individual adverts performed similarly. All the bursts performed well, although load shedding was a reality and the broadcast was often missed by some of the target audience.

Over the four bursts, the TV ads achieved good reach and frequency, exceeding the goals set for the TV advert. Over the four bursts, 66% of the target audience has been reached with a frequency of 19 (the number of times the television adverts have been viewed). However, there were four TV adverts and on average each TV advert was seen 5–6 times.

TV media buying was against the target population of 17–24 years. The results also showed that when looking at the whole population from 4 years and older, 76% of the population had been reached with an average frequency of 5–6,1 per advert.

The YouTube campaign ensures that the TV ads can be viewed on different devices, even during load shedding.

2.1.4 YouTube campaign results

A YouTube campaign ran concurrently with the television broadcast schedule. The YouTube campaign consisted of 5-second cutdowns of the 15-second TV adverts. These were posted on YouTube and directed the viewer to the 15-second TV advert. If the viewer was more interested in the concept, the 15-second TV advert directed the viewer to the Dairy Matrix 15-second educational videos.

Over the four bursts, the YouTube advertisements achieved 25,4 million impressions with 18,4 million completed views and 30 450 clicks and reached 14,86 million unique users. The educational journey, i.e. taking the viewer from the 15-second television advert to the 15-second Dairy Matrix video, showed good results as set out in the table below. These results are from the launch of the Dairy Matrix videos in 2022,

but since these videos were linked to the TV campaign, views have increased significantly.

Dairy Matrix video views

| | |
|------------------------|-------------------|
| Milk video | 1,8 million views |
| Cheese video | 67 000 views |
| Yoghurt and maas video | 87 000 views |

3. DAIRY GIVES YOU GO SOCIAL MEDIA CAMPAIGNS

Three main (hero) campaigns were executed for the year in May/June, September and November/December. Monthly schedules were planned and aimed to educate and engage with the target audience.

The analytics for the social media pages were included in the quarterly report and are in line with industry benchmarks and standards.

4. SOCIAL MEDIA CAMPAIGNS

Social media campaigns with a specific focus and message take-out ran on the DGYG social pages in June, September and November. The objective of the 'hero' campaigns was to grow the audience and increase the awareness of dairy among Gen Z and younger adults and reach as many people in this target audience as possible. These campaigns made use of micro-influencers that posted content on their own platforms and shared it with the DGYG community. Influencers were carefully selected to ensure they fit the campaign objectives and have a large following that would be beneficial to the DGYG platform. In 2023, the project ran three hero campaigns.

4.1 #SHAKE YOUR MAAS CAMPAIGN

During June, the #ShakeYourMaas campaign ran on the DGYG social pages. Maas is a well-known product in South Africa but is often overlooked as a nutritious product that can improve the nutritional profile of any food or meal.

The target audience on social media was aimed at Gen Z and young adults. The campaign included the development of an 'amasi' song by a music artist, which was used by various influencers to create awareness of amasi. An additional public relations campaign, aimed at mothers 25–55 with children living at home, included a media release and a dietitian influencer.

The campaign made use of various influencers who posted content on their own platforms and tagged the DGYG brand. A competition was linked to the campaign and fans could win a pair of sneakers when posting their actions using the 'amasi' song.

Results:

Impressions: 6,3 million
Engagements: 400 912 (6,3%)
Video views: 399 704

4.2 BE YOUR BEST#WITHDAIRY

The second 'hero' campaign was named BeYourBest#WithDairy. This campaign used four influencers who had to use the DGYG TV ads as inspiration to create posts that showed how dairy inspired them to be their best.

The objective of this campaign was reach and awareness, and no competition was linked to the campaign, thus no reward-driven call to action was directed at the audience. However, the audience did engage with the campaign.

The campaign generated 8,9 million impressions, 275 000 engagements and reached 6,5 million people. The engagement rate was 4,2%.

4.3 POWER YOUR STUDIES#WITH DAIRY

The third 'hero' campaign in 2023 was named: PowerYourStudies#WithDairy. This campaign used three influencers which consisted of one main influencer and three micro-influencers. The main influencer is a school teacher who shares study tips and programmes on social media. The campaign demonstrated the importance of a study plan to reach your goals and how to include dairy in your study routine. The campaign ran in November during the year-end exam period.

The objective of this campaign was reach and awareness and no competition was linked to the campaign, thus no reward-driven call to action was directed at the audience, although the audience interacted with the campaign.

Overall, the campaign generated 8.3 million impressions and reached 6,38 million people with an engagement rate of 2,7%.

4.4 DAIRY GIVES YOU GO WEBSITE

The DGYG 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: the role of dairy
- Sport and dairy
- Strength: the benefits of dairy

In addition, all the TV advertisements and Tasty Treat videos can be viewed on the DGYG website, together with the television adverts.

<https://www.dairygivesyougo.co.za/videos/>

5. REDISCOVER DAIRY

5.1 GENERAL

The Rediscover Dairy (RDD) communication elements include:

- Social media pages: Facebook and Instagram
- Media releases
- Consumer print and digital

5.2 REDISCOVER DAIRY SOCIAL MEDIA PAGES: FACEBOOK AND INSTAGRAM

The 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 nutritional information on dairy. It primarily uses existing content from the RDD website together with newly developed content disseminated through direct posts and established bloggers. The content focusses on the nutritional importance and role of milk and other dairy products in the diet. The information was 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 on Facebook and in the digital media. Where possible, radio interviews are arranged, which strengthen the message and increase the reach of the information.

5.3 MEDIA RELEASES

For 2023, five media releases were planned. During the fourth quarter, two media releases were developed and distributed to digital publications.

The media releases are a very important element of the project as they identify a specific health topic which is then expanded on. Media releases communicate relevant topics and are distributed widely to digital publications aimed at the target audience, i.e. mothers with children living at home.

The content is boosted through the use of established bloggers/micro-influencers who post the relevant content on their own social media pages and link it to the RDD Facebook page. This increases the awareness of the RDD social pages and content. Micro-influencers include food bloggers, dietitians and fitness enthusiasts.

| | |
|--|---|
| Media release 1: February 2023 | The role of dairy in pregnancy: Does what you eat in pregnancy matter? |
| Coverage achieved: | 20 digital publications and 4 print publications. |
| Media release 2: April 2023 | Load shedding and making sure your dairy lasts. |
| Coverage achieved: | 12 digital publications and 2 radio interviews. |
| Media release 3: June 2023 | Unbeatable dairy, nutrient-rich and value for money |
| Coverage achieved | 5 digital publications and 2 radio interviews. |
| Media release 4: June 2023 | Amasi/Maas – Memories in a Bottle (on DGYG) |
| Coverage achieved: | 9 digital publications and 7 radio interviews. |
| Media release 5: September 2023 | Chill out with dairy this summer |
| Coverage achieved (to date) | 24 digital publications and 1 magazine. |
| Media release 6 November/ December 2023 | Dairy-atrics: Cheers to Strong Bones and Happy Hips |
| Coverage achieved (to date) | 9 digital publications, 4 radio interviews (repurposed on different stations) and 1 magazine. |
| 1 YouTube interview | |

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

5.4 WORLD MILK DAY 2023

World Milk Day is celebrated every year on 1 June. The project uses this global celebration day to increase awareness of dairy's contribution to health and nutrition. Over this period, the *CEP ran several campaigns across various media streams. These included:*

5.4.1 Shake up your Maas' on the DGYG platform: The teenage campaign highlighted amasi/maas. The campaign was aimed at Gen Z (9–23 years) and positioned maas as a cool nutritious product to consume. The campaign communicated the nutritional benefits and uses of maas on its own and in meal preparation.

This campaign ran mainly on social media (TikTok, Facebook, and Instagram). Micro-influencers were used to promote the campaign and increase awareness. A composer–influencer developed an amasi song which was used in the social media campaign to encourage participation in the campaign.

A media release was developed that focussed on the health a nutritional benefits of maas. This was distributed to digital publications and appeared on nine digital platforms, one TV interview (7 July) and two radio interviews with a dietitian.

5.4.2 On the RDD platform, a media release looked at the nutritional value for money and how dairy fits. The project tasked an agricultural economist to calculate the cost of four important nutrients in dairy present in a selection of 10 commonly consumed foods. A media release was developed: Unbeatable dairy: Nutrient-rich and value for money. This was distributed to digital publications and two radio interviews were conducted.

5.4.3 A Healthy Me, and Healthy Environment: A school campaign that aimed to address recycling in local communities across SA was introduced on E-Classroom over the World Milk Day period. The campaign encouraged the consumption of dairy products, as part of a healthy diet, while giving ideas on recycling dairy containers to showcase the value of living greener. The campaign also featured on Facebook, online teaching platforms (E-Classroom), and later the year on governmental education platforms. This campaign was introduced in July and ran until World School Milk Day (WSMD) in September to allow teachers and learners to participate and plan the activity into the terms' work plan.

5.5.4 World Milk Day communication included media releases, radio interviews, and interaction with the Global Dairy Platform on social media

World Milk Day achieved media coverage of R206 765,71, with a total of 17 articles, 6 being featured (media releases) by the project with a total value of R113 572,83.

CONSUMER PRINT CAMPAIGN: 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 years with children living at home.

Community newspapers from part of the distribution and publishing of the advertorials, including consumer publications in print and digital.

- Four advertorials were planned for 2023 and these were repurposed and published in digital newspapers/lifestyle on 55 sites. (<https://getitmagazine.co.za/pretoria/>)
- Information on WSMD was planned for the last week in September in the school supplement of the Caxton newspaper.

Consumer publications:

- Modern Mom – one advertorial – print and digital (3-month period)
- Virgin Active – one advertorial in the summer issue – available for 6 months online and linked to the website
- Huisgenoot, You and Kuier: one digitorial in each of the publications. Huisgenoot and You for June and Kuier for November

List of consumer advertorials

| Date | Publication | Title of article | Link to article |
|-------------|---|---|--|
| March/April | Modern Mom | What you eat during pregnancy matters | • https://www.modern-mom.co.za/2023/02/23/what-you-pregnancy-matters/ |
| May | Caxton Get It Magazine | Milk – What a winner! Here's what you should know to choose the best milk option for everyone in your family | Printed in the magazine. • online version: https://getitmagazine.co.za/blog/2023/05/08/milk-winner/ |
| June | Caxton papers – added value, free of charge | Made with milk. Nutritious food on a budget – Melkkos recipe | Weekly papers |
| June | Caxton Get It magazine | DAIRY in your diet We highlight the nutritional challenges associated with ageing and why having dairy is important when growing older | Printed in magazine. • online version https://getitmagazine.co.za/blog/2023/06/05/dairy-in-your-diet/ |
| July | Huisgenoot, YOU and Kuier | AMASI is simply amazing! | Online in the whole month of July 2023 |

| Date | Publication | Title of article | Link to article |
|-----------------------------|--|---|--|
| July–December | Virgin Active magazine | Power up after your workout the milky way | file:///C:/Users/maret/Downloads/Activate%20Winter%202023/page 19 |
| Winter Issue July–September | Modern Mom Added value, free of charge | DAIRY and plant-based alternatives to milk: What you need to know | https://www.yumpu.com/en/document/read/68357463/modern-2023-final |
| September | Caxton Get It magazine | Cheese: An all-time favourite that's good for you | Printed in magazine · online version https://getitmagazine.co.za/ballito-umhlanga/blog/2023/08/29/c-time-favourites/ |
| September | Caxton Magazine sleeve | Added value free of charge | Cheesy portobello mushroom pizzas Uses and benefits of cheese |
| September 26–29 Sept | Caxton Newspapers | Celebrating WSMD | https://www.gate5.co.za/read/30429/qv/104188027/153631729 |
| November | Caxton Get It magazine | Yoghurt and amasi – your go-to fermented dairy | Printed in magazine · online version https://getitmagazine.co.za/blog/2023/11/08/good-gut-h |

REDISCOVER DAIRY NEWSLETTER

The first newsletter of 2023 on the project was distributed at the end of January 2023.

[The second newsletter was distributed in September 2023.](#)

The newsletter can be accessed here: <https://www.rediscoverdairy.co.za/latest-news-2/newsletter/>

MEDIA LIAISON ACTIVITY

7.1 TRADE PUBLICATIONS

Trade publications such as The Dairy Mail, Farm Link and Milk Essay are vehicles for communicating with the dairy industry and the food industry. Informative articles on the CEP and other relevant topics were published in The Dairy Mail in 2023.

List of articles published in industry publications

| Publication | Date 2023 | Title |
|----------------|-----------|---|
| The Dairy Mail | Jan | The rising star: fermented foods |
| The Dairy Mail | April | New labelling regulations for the food industry underway |
| Milk ESSAY | Jan | Daily consumption of dairy products encouraged by researchers |
| The Dairy Mail | October | Art in celebration of dairy: World School Milk Day (WSMD) |
| The Dairy Mail | November | Understanding the goodness of dairy: The Dairy Matrix |
| The Dairy Mail | December | Unbeatable dairy: Rich in nutrients and value for money |

7.2 MEDIA LIAISON MONITORING

The essence of media liaison is to make information on the nutritional and health benefits of dairy available to journalists, who then communicate the information to the target markets, serving the interests 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 media coverage achieved at no cost to the CEP (Column A). Column B shows the articles that featured the content generated by the project.

Media coverage of dairy information for the fourth quarter

| Advertising Value Equivalence (AVE) | | | | |
|-------------------------------------|--|---------------------|---|---------------------|
| | Column A General media (Not paid for by CEP) | | Column B CEP ¹ (Content generated and paid for by CEP) | |
| Media source | No of articles | Value (R) | No of articles | Value (R) |
| Internet | 199 | 892 788,57 | 297 | 2 167 652,07 |
| Magazine | 23 | 205 403,38 | 10 | 253 082,23 |
| Regional press | 18 | 41 857,53 | 6 | 340 880,87 |
| National press | 7 | 62 563,64 | 0 | 0 |
| Radio | 12 | 176 581,74 | 1 | 4 414,33 |
| TV ² | 1 | 130 433,33 | 3 | 432 000,00 |
| Trade press ³ | 9 | 79 793,07 | | |
| Health professional ⁴ | 1 | 108,76 | 2 | 134 916,22 |
| Total PR | 260 | 1 509 628,19 | 317 | 2 626 027,57 |

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)

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. Figure 1 lists the topics that recurred during 2023 and shows which of these messages had a positive, negative, or neutral tone.

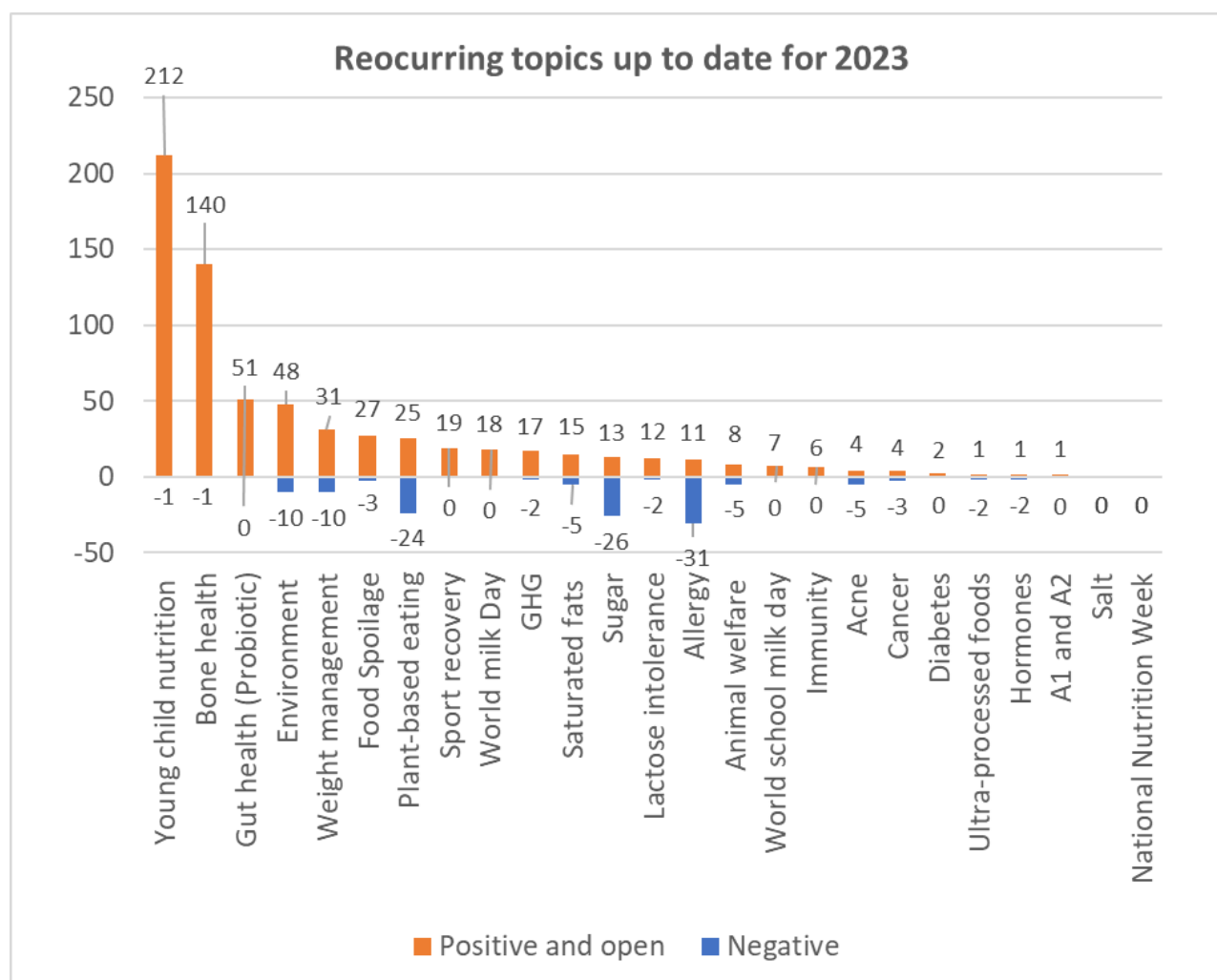


FIGURE 1: Recurring themes for the period January to December 2023

SCHOOL EDUCATION PROGRAMME

The school education programme is aimed at grades 1–7. It consists of two main themes:

- From farm to fridge: grades R–3
- A guide to healthy eating: grades 5 and 6 (the curriculum does not include dairy in grade 4)

8.1 GENERAL

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 in 2022 to include educational material for the Consumer Studies curriculum of the Further Education and Training (FET), grades 10, 11 and 12. The content is only available in electronic format on the DairyKids website.

8.2 Worksheets for the website and E-Classroom website

The teacher's guide and accompanying worksheets that were developed by the CEP are hosted on the E-Classroom website. E-Classroom is an independent website that hosts branded worksheets, with external links, for primary school teachers and learners. The website has been endorsed by the Department of Basic Education (DBE) for the e-learning section of the DBE's website.

8.3 World School Milk Day

8.3.1 National School Nutrition Programme (NSNP) awards event

The project was invited to attend the National School Nutrition Programme's best school and district awards in recognition of the dairy container recycling arts initiative that was launched in 2022 on World

School Milk Day as part of the project's new school material outputs. The school that was nominated by the DBE as the overall winner of the awareness was Kamagugu Inclusive School in Mbombela, Mpumalanga.

The project was also invited to the award handover in July 2023 at Kamagugu School and given special recognition as a partner to the NSNP. The project has been collaborating with the NSNP for many years in partnership with the DBE. Learners were provided with a milk sample sponsored by the dairy industry.

The event was also attended by the Deputy Minister of Basic Education, Dr Reginah Mhaule, and the Deputy Minister of Agriculture, Land Reform and Rural Development, Mr Mcebisi Skwatsha. A full report of the DBE of the event is available on request.

8.3.2 National celebrations 2023

The National Celebration of WSMD, held at Pelangwe Primary School in Limpopo, was attended by the CEP, NSNP and district officials.

The CEP project manager, Christine Leighton, addressed the delegates and learners on the health benefits of dairy. The slogan that was chanted on the day, 'DAIRY GIVES YOU GO!' truly echoed over the school grounds, and the meaning was cemented in the participants' minds.

In addition, twelve underprivileged rural schools were selected by the NSNP to participate in the WSMD celebrations. Nearly 4 000 dairy products were handed out on the day at the selected schools across the country in celebration of WSMD. The milk samples were generously provided by dairy processors. Each school also received education material, developed by the CEP. This material supports the educators in their lesson plans, equipping them with the correct information about dairy.

DAIRYKIDS WEBSITE

All the communication products related to the school project are available on the Dairykids website (www.dairykids.co.za). Posters, teacher's guides, fact sheets and worksheets can be downloaded from the site. The website is also linked to the DGYG 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.

REDISCOVER DAIRY 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.

10.1 GENERAL

The website is appropriately linked with other relevant organisations such as Milk SA, the Milk Producers' Organisation, the International Dairy Federation (IDF) and the Global Dairy Platform (GDP). The website is maintained, and new information is uploaded continually.

10.2 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 initially hosted on the Dairy Gives You Go website, but was moved to the Rediscover Dairy website during the first quarter. This navigation of the tool was improved, and a search function was included. An additional 35 questions and answers will be added to this online portal.

10.3 Top page visits on www.RediscoverDairy.co.za

| Total views | Page views | Page visitors |
|---------------|---|---------------|
| Annual report | 1) Recipes | 6 897 |
| | 2) Continuing professional development (CPD) articles | 2 560 |
| | 3) CEU Articles | 2 540 |
| | 4) More recipes | 1 244 |
| | 5) Evidence Based Reviews | 319 |

WELLNESS PROGRAMME

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

Five clinic training events were planned for 2023 in selected districts in Gauteng. Awuzwe negotiated training sessions in Mpumalanga for 2023/24.

As part of the clinic training in KwaZulu-Natal in 2022/23, the authorities requested the CEP to evaluate the participants before and after the training sessions. The participants' knowledge on the topic of dairy in the diet was tested before the training event and again afterwards to measure the level of knowledge gained after the presentation on the food-based dietary guidelines on 'Have milk, maas or yoghurt every day'.

The data captured in the short pre- and post-training questionnaires were processed by Dr Jane Muchiri, a part-time lecturer at the University of Pretoria.

The first report was made available in June 2022, while the final report was received at the end of March 2023. The CEP can be contacted for the complete results. Both reports reflected that participants' knowledge of all related milk and dairy topics had grown and that they definitely appreciated what they learnt and the material they received.

A recording of the training session presentation was produced in 2022. It was used for online presentations where an in-person presentation was not possible in some regions, or where a safety threat existed. The recording has proven to be a very valuable tool to accommodate sessions that the dietitian was not able to attend in person – as indicated in the table below.

The CEP clinic training weeks in 2023 took place in Mpumalanga and the Project trained 1243 health promoters.

In 2023 the CEP started to extend its clinic training programme to the semi-private clinic environment of retail pharmacies (Dischem and Clicks). The target market is the nursing sisters and the clinics functioning within the pharmacies. The CEP used Dischem's mandatory online educational platform – SmartConnect. All Dischem health professionals had to complete the monthly training. The programme had a 90% engagement rate and reached 435 nursing sisters nationally working for Dischem. The training is generated by an app specifically for all Dischem staff. The training was called: Exploring the World of Dairy: A Comprehensive Guide on Dairy Nutrients, Varieties, and Uses of Dairy Products. The training was presented on the app with the help of the CEP's animated video on dairy products (Tumi) and consisted of five learning areas:

- Dairy – An overview
- Dairy nutrients
- A closer look at calcium
- A closer look at the nutrients in milk
- Milk varieties
- Milk, coffee creamer and milk powder

These topics were followed by a summative assessment that the delegates had to complete by the end of June. The staff involved in the training receive messages throughout the month to encourage them to participate as well as to work through the training material in their own time and at their own pace and through repetition. At the end of the month, they take a test to score specific continuing learning opportunity points.

The report from Dischem showed that 75% of the target audience took part in the training provided by the project (305 out of 408 staff members); 94% of those who downloaded the training completed it and the assessment successfully. Of those 291 were nursing practitioners, 10 were clinic receptionists and 4 were managers. All nine provinces took part in the training with the largest proportion of participation in Gauteng, KwaZulu-Natal and Western Cape.

As a follow-up to the training the CEP of Milk SA also launched a survey amongst those that took part in the training. The purpose of the survey was to establish if participants could recall the training on dairy and if they gained any valuable knowledge about dairy nutrition.

The project awaits the results of the survey. Physical training sessions were presented to nursing sisters employed by the retail group Clicks, in Cape Town. The presentation consisted of a one-hour educational session for participating clinic sisters. The CEP's dietitian presented the programme based on the information and training material presented to the DoH's health promoters.

No Non-achievements / underperformance has been reported

Goal 2 - Specialised Communication

Achievements

12. SPECIALISED COMMUNICATION

The target market for specialised communication is health professionals, i.e. doctors, dietitians, nutritionists and nurses.

12.1 OVERVIEW

The specialised messages are based on the latest scientific information on dairy nutrition and health. The CEP uses an independent technical advisory committee 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 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 REVIEWS AND ADVERTORIALS

The CEP uses scientific advertorials and print publications to reach the health professional market. 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 new topics in dairy health and nutrition that warrant 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 tab.

- An evidence-based review was published in the first quarter in the SA Medical Journal (SAMJ): The matrix effect of dairy nutrients. January 2023.
- Dairy, a source of iodine during pregnancy: SAMJ; April 2023.
- Diabetes focus: An advertorial was published on their digital platform: Dairy in the diabetic diet.

Recipes containing dairy are included in the Diabetes A to Z guide.

<https://www.diabetessa.org.za/diabetes-focus/>; May 2023

- Modern medicine: The Dairy Matrix explained: health benefits beyond individual nutrients; July 2023

12.3 Presentations and handouts at Association for Dietetics (ADSA) in South Africa events

As part of the health professional print and digital campaign, the CEP creates awareness on the ADSA (www.adsa.org.za) website, especially to inform dietitians of 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. In 2023, two presentations were presented to dietitians by the Project.

12.4 EDUCATIONAL PRESENTATIONS AND MATERIALS

As part of the communication activities directed at dietitians, the CEP connects with fourth-year dietetics students at all the universities in the country that offer a degree in dietetics. With each visit, the CEP dietitian presents the work and educational material offered by the project to the students and discusses the latest evidence-based information about dairy health and nutrition. This includes awareness of all the dairy-based nutrition reviews, advertorials, and specific links to sections on the rediscover dairy website e.g. sports nutrition and the role of dairy, the clinic project, the school project, and the CPD portal. The presentation also provides an overview of the CEP and includes the TV advertisements. In 2023, 85 students and 19 lecturers attended presentations on the project.

As an additional outcome of the visits to the university students, the CEP also visits the tertiary hospitals that are connected to the universities. These hospitals are public hospitals that are used for the fourth-year dietetic students' internship as well as the compulsory post-graduate

community service of health professionals. A team of qualified dietitians at each hospital works in various departments and clinics in the public hospitals and the community service dietitians get the opportunity to work for a year under the guidance of these experienced dietitians. The project visits these hospitals to share the training tool, 'The importance of dairy in the diet of South African families', with this target market.

These visits are scheduled for every three to four years. The table below outlines the hospitals visited, where 42 dietitians attended the presentations.

CEP hospital visits

| Date | Hospital | Number of dietitians |
|-------------------|------------------------------------|-----------------------------|
| 1 February 2023 | Frere Hospital East London | 12 |
| 2 February 2023 | PE Hospital Gqeberha | 8 |
| 2 February 2023 | Livingston Hospital Gqeberha | 9 |
| 2 February 2023 | Dora Nginza Hospital Gqeberha | 11 |
| 22 September 2023 | Universitas Hospital, Bloemfontein | 1 (Head of Department) |
| 22 September 2023 | Pelonomi Hospital, Bloemfontein | 1 (Head of Department) |

13. CONTINUING PROFESSIONAL DEVELOPMENT

The annual CPD activity of the CEP provides the project with an opportunity to communicate the latest research on milk and dairy directly to the health professional target markets, i.e. dietitians and nutritionists. Relevant articles and events serve to broaden their understanding.

13.1 CDP articles and questionnaires

Each year, scientific articles are selected that focus on dairy nutrition and health as well as new research results available in nutrition overall. Two articles are specifically selected to enable health professionals to obtain all their mandatory continuing professional development points for the year's cycle i.e. 25 clinical points and 5 ethical points. The articles and questionnaires are approved and accredited by the Dietetic CPD office. This menu item has proven to be very successful in reaching dietitians and nutritionists.

The peer-reviewed articles for 2023 were made available to dietitians and health professionals from 1 April to 31 December 2023. Twelve articles with their applicable questionnaires are available on the rediscoverdairy website, free of charge.

The CEP submits all allocated points of participants directly to the Health Professions Council of SA. At the same time, each participating dietitian or nutritionist receives a certificate of participation. Health professionals were notified of the availability of the 2023 CPD activity of the CEP via direct emails to the database of the project.

Overall, 2 343 users (dietitians and nutritionists) registered were on the CEP/CPD portal, and 2 854 articles were successfully completed as at 31 December 2023.

13.2 Continuing Nutrition Education (CNE) event: November 2023

On 20 November 2023, the project presented a Dairy Day CNE to dietitians at the Irene Country Lodge to dietitians and nutritionists. The theme of the day was: Staying Stronger for Longer. The CNE included two international speakers who presented online and five local speakers. The table outlines the Dairy Day speakers and topics.

| Speaker | Topic |
|--|--|
| Dr Sandra Iuliano, Senior Researcher, University of Melbourne, Australia | Dairy consumption for bone health and muscle strength |
| Dr Rivkeh Haryono, Senior Nutrition Scientist at Dairy Australia | Make or break – The importance of dairy for older Australians |
| Monique Piderit, Registered Dietitian | Become a micro-influencer: Communicating nutrition science to the SA HP and consumer |
| Professor Friede Wenhold, Department of Human Nutrition, Faculty of Health Sciences, University of Pretoria | Why food-based dietary guidelines matter |
| Professor Corinna Walsh, Department of Nutrition and Dietetics, Faculty of Health Sciences, University of the Free State | Dairy in the diet of South Africans – nutrient bioavailability and possible health effects of public concern |

| | |
|--|--|
| Dr Heinz Meissner, Animal Science Consultant | Environmental management by the dairy sector |
| Andre Adendorff | Woodlands: Environmental management |

The CNE was attended by 70 dietitians and nutritionists. The CNE will be repeated in Cape Town in 2024 to ensure that dietitians in the Western Cape are reached.

14. DAIRY INDUSTRY WEBINAR

The CEP presented a webinar for the dairy industry and members of the South African Society of Dairy Technology (SASDT) on 19 September 2023. The webinar dealt with how dairy gives you more go than you know, highlighting the health aspects of dairy by unpacking how the Dairy Matrix applies to milk, yoghurt, maas and cheese.

The programme was as follows

- What is the Dairy Matrix concept? – Maretha Vermaak
- Taking the science to consumers: Delivering the Dairy Matrix to consumers – Christine Leighton
- Health-conscious consumers: How dairy looks in the media – Jeandré Johnston

Attendees: 93 people registered for the webinar, which was attended by 46 delegates. One radio broadcast followed the webinar.

The recording is available at: <https://www.foodfocus.co.za/home/Industry-Topics/food-safety/WEBINAR-I-HOW-Dairy-Gives-You-More-Go-Than-You-Know>

15. INDUSTRY-RELATED MATTERS

15.1 Consumer Goods Council of South Africa

The CEP 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).

Front-of-pack labelling (FOPL), which envisages, among others, warning labels on food products containing saturated fats, sugar and salt higher than specified levels, has been discussed extensively with the CGCSA and industry. The CEP aligned itself with the guidelines provided by the IDF for FOPL. Draft Regulation 3337, relating to the labelling and advertising of foodstuffs, was first published in April 2023.

As the warning labels that are part of FOPL regulations, may affect dairy products, a submission regarding intrinsic sugar and saturated fats by the Milk SA task team was drafted during the first quarter. The submission to the DoH was based on a scientific review developed by the Dairy Science Expert Team under the guidance of Dr Friede Wenhold. It was edited by an external editor and submitted to the dairy industry for comment on 11 July. The submission was sent to the DoH in July 2023.

The CEP and the Regulations and Standards project of Milk SA participated in several meetings with the food industry that were arranged by the CGCSA to work through the full draft Regulation 3337, to draft a response to the DoH which covered the extent of the food industries' comments. The submission date was extended to September 2023 and the report was submitted accordingly.

15.2 The South Africa Society of Dairy Technology (SASDT)

The CEP's project manager is the president of the SASDT and was tasked to organise the 2023 SASDT symposium, which was held on 17 and 18 April, at Fordoun Hotel in the KwaZulu-Natal Midlands, attended by 120 delegates. The symposium's theme was 'Dairy: the next decade' and the presentations focussed on innovation and sustainability solutions in the dairy industry, to ensure that the dairy industry remains relevant in the food value chain. The symposium papers are available on its website, <https://sasdt.foodfocus.co.za/>

The year-end function of the Western Cape Division of the SASDT, was held on 23 November and Gauteng's on 7 December 2023.

The Coordinating Committee of the Dairy Standard Agency (DSA), the CEP, and the Research Project of Milk SA meet quarterly to share information about issues of mutual interest and to promote harmony between the actions of the projects. The CEP reported on progress made concerning the new FOPL

regulations. The committee met three times in 2023, on 20 April, 17 August and 15 November.

16. INTERNATIONAL DAIRY FEDERATION

The work related to the IDF is ongoing. The IDF's different standing committees hold annual mid-year meetings. This year, the National Dairy Council of Ireland hosted the meetings in Dublin and Kilkenny between 21 and 26 May. The CEP project manager participated in the Standing Committee on Marketing (SCM) meeting (21 May), the GDP meeting in Dublin (22 and 23 May) and the IMP meeting in Kilkenny (24, 25 and 26 May).

The IMP is a permanent task force of the SCM. A full report was submitted to Milk SA.

16.1 Standing Committee on Marketing

The CEP project manager is the vice-chair of the SCM. Minutes of the meeting held on 14 October 2023 are available. A priority item of the SCM is the Global Marketing Trends. The questionnaire for the next survey in 2024 was circulated to members of the SCM for input.

16.2 International Milk Promotion Group

The overall theme of the IMP meeting was: 'Staying ahead of today's consumer – social acceptance for dairy'.

The IMP has developed a communication strategy for understanding the purpose of dairy. This work was initiated in Switzerland in 2022 and continued in more detail during the 2023 meeting. The next step is to develop a framework to communicate sustainability, that can be adapted to suit the needs of different countries. Over the two days, 17 presentations from the different participating countries were tabled. This included case studies and research projects.

The CEP project manager presented a case study on the work done by the project for its third media release of the year i.e. Unbeatable dairy, nutrient-rich and value for money. This case study report was very relevant in the economic climate.

The final day was dedicated to IMP trophy entrees. The CEP project coordinator presented the new television advert, Dairy Gives You More Go than You Know, as an entry into the IMP Trophy competition.

The finalists were Australia, Canada, and South Africa. The IMP trophy was presented at the IDF WDS gala dinner in Chicago in October 2023. The winner of the IMP trophy was Australia.

16.3 Global Dairy Platform

The GDP/IMP Marketing Meeting was held in Dublin from 21 to 23 May, under the banner of 'Telling Dairy's Environmental Sustainability Story'. The GDP meetings were attended by dairy marketing and communications professionals from around the world. The meeting focussed on how to tell the sector's sustainability story more effectively by integrating dairy's environmental, nutritional, and socio-economic benefits. The agenda featured expert speakers from the Irish Food Board, McKinsey & Company, Danone, Dairy Management Inc., Arla Foods, Saputo, Dairy Farmers of America, Fonterra, Norwegian Dairy Council, Riddet Institute, Dairy Australia, Consorcio Lechero, and the Global Dairy Platform.

16.4 Standing Committee Nutrition and Health

The CEP project dietitian is a member of the IDF Standing Committee on Nutrition and Health (SCNH) and the representative of the SCNH on the Science and Programme Coordinating Committee (SPCC), and in this capacity participated in various action teams (AT):

- AT on School Milk Programmes (action team leader)
- AT IDF Nutrition Symposium 2023
- Task force on plant-based foods
- AT IDF WDS 2023 SCNH
- AT Dairy Matrix
- Utrecht Group planning committee

The CEP project dietitian participated in various meetings of the above ATs throughout the first, second and third quarters of 2023, mostly focussing on planning the year ahead and specific events.

The SCNH held its annual mid-year meeting in The Hague in The Netherlands on 5 June 2023.

As part of the work as Action Team leader of the IDF School Milk Programmes (SMP), the CEP dietitian participated in an extensive re-evaluation and update of the SMP survey. The IDF updates all information on the nature and scope of school milk programmes or school feeding programmes that serve milk and milk products around the world every five years. This survey was launched on WSMD 2023 for circulation to specific contact points within various countries. The closing date for the collection of survey data was extended to 16 February 2023, to have the full results and Bulletin ready for WSMD in September 2024.

As part of the WSMD celebrations in September 2023, the coordinator of the Swiss-Ukrainian programme on the development of trade with higher added value in the organic and dairy sectors of Ukraine invited the IDF School Milk Programme to present on the impact of school milk programmes on school-going children worldwide. The presentation was presented to representatives of the Ukraine dairy sector as part of a round table discussion on milk and dairy products in a model for healthy nutrition of school children in the Ukraine. There were 101 online attendees, including learners from various schools. The CEP dietitian of the project presented on behalf of the IDF.

16.5 Science and Programme Coordinating Committee

The CEP dietitian attended various SPCC meetings throughout the first half of the year. The IDF SPCC mid-year meeting was held in Tromsø, Norway, on 8 June 2023. As part of the mid-year meetings, she also attended the IDF Forum (7 June) and on invitation the National Committee meetings on 8 and 9 June. As part of the IDF forum, the CEO of EAT-Lancet, Olav Kjørven, addressed the IDF directors, NC members, SPCC representatives and IDF staff on the new EAT-Lancet report that will be published later this year. A full report on the mid-year meeting and the Forum is available on request and will be shared with Milk SA and SANCIDF.

During the WDS in Chicago in October 2023, the CEP dietitian's term of service on the SPCC came to an end. Ms Isabel Neiderer from Canada took over the position as representative of the SCNH. Maretha Vermaak also received an award for excellent service on the SPCC for representing the SC on nutrition and health.

The IDF World Dairy Summit: Chicago, themed 'Boundless Potential. Endless Possibilities', was attended by the CEP project manager and dietitian. Business meetings were held from 13 to 15 October and the summit ran from 16 to 19 October 2023.

16.6 Summit attendance by CEP project manager

The CEP project manager is the vice-chair of the SCM.

A priority item of the SCM is the Global Marketing Trends. The questionnaire for the next survey in 2024 was circulated to members of the SMC for input.

The project manager furthermore attended:

- Task Force on Plant-Based beverages (Friday, 13 October 2023)
 - International Milk Promotion Group (Friday, 13 October 2023)
 - Joint Standing Committee (SC) on Dairy Policies and Economics and SC on Marketing (14 October 2023)
 - Joint SC Nutrition and Health and SC Standard Identity and Labelling (observer: 14 October 2023)
 - SC Marketing (14 October 2023)
 - Joint SC Nutrition and Health and SC Marketing (14 October 2023)
 - Welcome Reception: 15 October 2023
 - Conference sessions on 16, 17 and 18 October 2023
- A full report is available was submitted to Milk SA

16.7 Summit attendance by CEP dietitian

The CEP dietitian attended:

- IDF National Committee meeting – 13 October 2023
 - IDF New Experts meeting. Submitted a presentation on her role as SCNH and SPCC member – 14 October 2023
 - SC Nutrition and Health meeting – 15 October
- Reported on IDF School Milk Programme business and actions for 2023
- IDF Joint SC Nutrition and Health and IDF SC on Marketing meeting – 15 October 2023
 - IDF TF on Women in Dairy – 15 October 2023
 - IDF Experts Roundtable – 15 October 2023
 - Welcome reception and Gala dinner on 15 and 18 October respectively
 - Conference sessions on 16, 17, 18 and 19 October 2023.

A full report was submitted to Milk SA
17. SA National Council of the International Dairy Federation

The annual SA National Council of the International Dairy Federation meeting was held on 27 March 2023. The CEP project manager reported on the activities of the SCM and IMP and the CEP dietitian of the project reported on SCNH and SPCC activities for 2022.

No Non-achievements / underperformance has been reported

Income and expenditure statement

| | |
|------------------------------------|-------------------------|
| Income and expenditure statement | CEP.pdf |
| Unnecessary spending during period | No |

Popular Report

[CEP 2023 Annual report, Final 26 Feb 2024, popular.pdf](#)

Additional documentation

[CEP 2023 Annual report, Final 26 Feb 2024, comprehensive.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 |