



Consumer Education Project of Milk SA
(PRJ-0347-2023)
South African Processors Organisation (SAMPRO)
Quarter 1 2023 (January 2023 till March 2023)

Project goals

Goal 1 - General Communication

Achievements

1. INTRODUCTION

1.1 OBJECTIVES OF REPORT

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

The budget allocated for 2023 was R22 331 459.00.

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 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 PROJECT

The CEP's communication campaign consists of two integrated elements, namely:

- a. **General communication**, i.e. messages of a general nature about the health and nutritional advantages of dairy products, conveyed to consumers.
- b. **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 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 to R9 999 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.

- 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 the purpose of the 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.

- 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

TELEVISION AND SOCIAL MEDIA: Dairy Gives You Go

2.1.1 New television advertisements

During the first quarter, the Project developed four new 15 second television advertisements.

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

Primary: Gen Z; LSM 6-10 aged 18-24 years
Secondary target: Young adults; LSM 6-10 aged 25 -27yrs

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

2.1.2 Television campaign assets are:

Four 15 second television adverts were developed i.e.

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

You Tube Cut downs: a five second cut down of each TV advert was developed and will run at the same time as the TV bursts on YouTube.

A social media campaign on social media

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

2.1.3 Broadcast Schedule

The television adverts will be broadcast in four bursts namely: March, May, August and November 2023. Each burst will be supported by the YouTube videos and social media content on Facebook and Instagram. The first burst ran from 10-31 March and the post campaign results will be reported on in the

second quarterly report.

DAIRY GIVES YOU GO (DGYG) SOCIAL MEDIA CAMPAIGNS

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

The Analytics for the social media pages will be included in the quarterly report.

3.1 DAIRY GIVES YOU GO WEBSITE (DGYG)

The Dairy Gives You Go website (www.dairygivesyougo.co.za) is aimed at teenagers and provides the health and nutritional benefits of dairy in infographic format. The DGYG website is continually monitored and updated when required.

There are three themes on the website:

Every day: and the role of dairy

Sport and dairy

Strength: the benefits of dairy

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

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

REDISCOVERDAIRY

The Rediscoverdairy communication elements include

Social media pages: Facebook and Instagram

Media releases

Consumer print and digital

4.1 REDISCOVERDAIRY SOCIAL MEDIA PAGES: FACEBOOK AND INSTAGRAM

The Rediscover Dairy (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 used existing content from the RDD website together with newly developed content disseminated through direct posts and established bloggers. The content focussed 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 was planned a month in advance. In addition to the 'always on' content, media releases were developed and used as content for the RDD on Facebook and in the digital media. Where possible, radio interviews were arranged, which strengthened the message and increased the reach of the information.

The Facebook has 24 023 followers and Instagram 3 570

4.2 MEDIA RELEASES

For 2023, five media releases are planned. During the first quarter, one media release was developed and distributed to digital publications

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

Media release 1: The role of dairy in pregnancy: Does what you eat in pregnancy matter?

Coverage achieved: 20 digital publications and 4 print publications

Estimate PR value: R 540 762.66

Campaign cost: R 38 000

Estimated reach: 13 622 840

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

4.3 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. This consumer communications campaign is aimed at mothers aged 25 to 55 yrs, with children living at home. The activities include, print, digital and social media.

During the first quarter of 2023, the media plan for this element of the Project was planned and verified with an expert media planner.

The Project investigated the use of community papers to communicate the health benefits of the dairy. The planning for this element was completed and the Project will publish in the 'Get It' publication of Caxton. Four advertorials are planned and these will be repurposed in digital newspapers/ lifestyle on 55 sites. <https://getitmagazine.co.za/pretoria/>
Information on World School Milk day is planned for the last week in September in the School Supplement of the newspaper.

Other media:

Modern Mom – one advertorial – print and digital (3 month period)

Virgin Active – one advertorial in summer issue – available for 6 months online and linked to website

Huisgenoot, You and Kuier: one digitorial in each of the publications . Huisgenoot and You for the month of June and Kuier for the month of November

During the first quarter, one advertorial was published in the Autumn edition of Modern Mom (March, April and May). The title of the article was 'What you eat during pregnancy matters'. Focussing on the many nutrients in milk and dairy and especially iodine and how it can help support a healthy pregnancy. This article was available in print and digital media. Follow the link to the digital article: <https://www.modern-momsa.co.za/2023/02/23/what-you-eat-during-pregnancy-matters/>

4.4 REDISCOVERDAIRY NEWSLETTER

The first newsletter for 2023 on the Project was distributed at the end of January 2023. The newsletter can be accessed here: <https://www.rediscoverdairy.co.za/latest-news-2/newsletter/>

MEDIA LIAISON ACTIVITY

5.1 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 2023.

5.2 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 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 first quarter

Advertising Value Equivalency (AVE)				
	Column A General media (not paid by CEP)		Column B CEP (Content generated by CEP)	
	No of articles	Value	No of articles	Value
Internet	496	R 1 357 448.03	171	R 2 689 892.43
Magazine	26	R 443 005.28	5	R 237 362.63
Regional Press	30	R70 054.10	5	R 496 216.68
National Press	14	R7 060.77	0	0
Radio	4	R 236 262.00	3	R 32 599.06
Trade press ³	1	R 6 433.34	1	R 41170.15
Health Professional ⁴	1	R 70.31	1	R 102 200.28
Total PR	545	R 2 120 293.52	185	R 3 257 268.08

5.3 RECURRING THEMES TOPICS

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

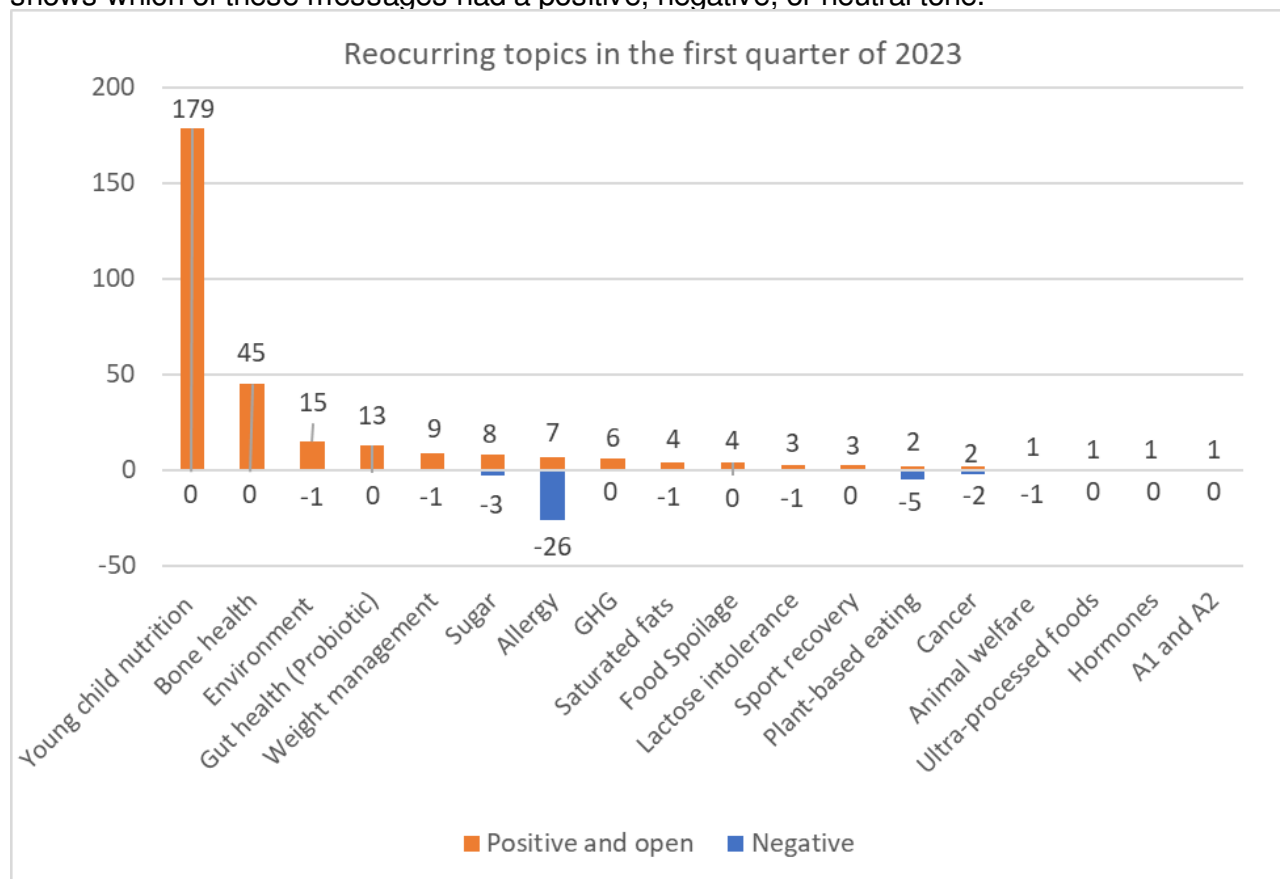


FIGURE 1: Recurring themes for the period January to March 2023

SCHOOL EDUCATION PROGRAMME

GENERAL

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

From farm to fridge: grades R–3

A guide to healthy eating: grades 5 and 6 (the curriculum does not include dairy in grade 4)

Each theme is dealt with through a teacher's guide, class posters, a fact sheet, and worksheets on each topic.

All posters and worksheets are available in English and Afrikaans. The school education programme and learning material are available on the website (www.dairykids.co.za)

The CEP 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. The FET will be promoted in 2023 with the relevant target audience.

6.2 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.

6.3 DAIRYKIDS WEBSITE

All the communication products related to the school project are available on the Dairykids website

(www.dairykids.co.za). Posters, teacher's guides, fact sheets and worksheets can be downloaded from the site. The website is also linked to the Dairy Gives You Go and Rediscover Dairy websites. The educational material is aligned with the curriculum of the DBE and guides teachers on how to include information about dairy in their lessons.

6.4 REDISCOVERDAIRY (RDD) WEBSITE

During the first quarter, the rediscoverdairy website was revamped. The website had expanded since it was built in 2017 and had become difficult to navigate due to the extensive library of information and resources that the Project had developed over this period. As such the website required a new layout to optimise existing platforms and improve navigation and optimize key search words and improve browsing speed on the CEP web page.

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. Due to website upgrades and migration, no analytics could be processed for March.

6.5 Ask Dairy

The Ask Dairy online tool was developed in consultation with members of the Technical Advisory Committee. The Ask Dairy menu item consists of 100 questions and answers on dairy-related matters. Ask Dairy was hosted on the Dairy Gives You Go Website but has been moved to the RediscoverDAIRY Website during the first quarter. This navigation of the tool was improved, and a search function included. An additional 35 questions and answers will be added to this online portal.

Top pages visits on www.RediscoverDairy.co.za

Total views	Page views	Page visitor
First quarter:	Information for Health Professionals on milk and milk products	309
	CPD Articles	196
	Difference between cream cheese and cottage cheese	178
	Difference between double thick, clotted, whipping and cooking cream	153
	Is maas healthy?	116
	Dairy recipes	100

WELLNESS ACTIVITY

OVERVIEW

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

Five clinic training events are planned for 2023 in selected districts in Gauteng. Negotiations with management officials from Gauteng is still in process. At the same time, Awuzwe is also negotiating training sessions in the Mpumalanga province to be planned for 2023/24

As part of the clinic training in KZN in 2022/23 the Consumer Education Project (CEP) of Milk South was requested by the KZN authorities to test the participants' knowledge before and after training sessions. The purpose of such an exercise was to test the participants knowledge on the topic of dairy in the diet prior to the training events and test it again afterwards to measure the level of knowledge gained after the presentation on the FBDG 'Have milk, maas or yoghurt ever day'.

Delegates had to complete a short questionnaire before the start of the training, while a second questionnaire was completed at the end of the training event. To this end, the data was captured of all training sessions and processed by Dr Jane Muchiri - a part-time lecturer from 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 of Milk SA can be contacted for the complete results. However, from the reports it is clear that the training results in improved knowledge of participants on all related milk and dairy topics and a definite appreciation of what they have learned and the material they received.

A recording of the training session presentation was produced in 2022. This can be used for online presentations when 'in-person' presentation is not possible in some regions, or where there exists a safety threat.

No Non-achievements / underperformance has been reported

Goal 2 - Specialised Communication

Achievements

8.1 OVERVIEW

The target market for specialised communication is health professionals, i.e. doctors, dietitians, nutritionists and nurses. The messages communicated are based on the latest scientific information on dairy nutrition and health. The CEP uses an independent Technical Advisory Committee (TAC) that comprises specialists in the field of nutrition and health.

Communication channels include:

Print and digital in the form of scientific advertorials and nutrition reviews

Education material for dietitians, nutritionists and nutrition advisers

Education material for dietetic students at universities

Liaison directly with health professionals through continuing professional development (CPD) events, seminars and conferences

Exposure on the Association for Dietetics in South Africa (ADSA) website

A comprehensive website with specific reference to the section on dairy-based nutrition

8.2 HEALTH PROFESSIONAL PRINT

8.2.1 Scientific advertorials and publications

Evidence-based nutrition reviews are written on new topics regarding nutrition, health and dairy. These are aimed at health professionals. Each review is summarised into an advertorial and is published accordingly in publications read by this target audience.

The evidence-based nutrition reviews explore a new topic in dairy health and nutrition that warrants further investigation. The reviews allow for extensive and detailed information on a specific topic without a limitation to the number of words used. The nutrition reviews are posted on the RDD website, under the Dairy-Based Nutrition menu item.

One evidencebased review was published in the first quarter in the SA Medical Journal (SAMJ)

The matrix effect of DAIRY nutrients.

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

As part of the health professional print campaign, the CEP creates awareness on the ADSA (www.adsa.org.za) website, especially to inform dietitians of the new information. The information appears on the RDD website together with any new scientific information on dairy health and nutrition. The CEP also presents at the ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP. No presentations were planned for the first quarter of 2023.

9. CLINICS: EDUCATIONAL PRESENTATIONS AND MATERIAL FOR HEALTH PROFESSIONALS

9.1 DAIRY-BASED NUTRITION EDUCATION

As part of the communication activities with 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 dietitian of the Project present the work and educational material offered by the Project to the student as well as discussing 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 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. During the first quarter, contact was made with the various universities.

Date	University	Number of students
3 February 2023	Nelson Mandela University	21 students and 4 lecturers

28 February 2023	Sefako Makgatho University	24 students and 2 lecturers
3 March 2023	University of Stellenbosch	28 students and 6 lecturers

As an additional outcome of the visits to the University students, the Project 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 the experienced dietitians. The Project visits these hospitals with the aim of sharing 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. In the first quarter of 2023 the following hospitals were visited:

Date	Hospital	Number of dietitians
1 February 2023	Frere Hospital East London	12
2 February 2023	PE Hospital PE	8
2 February 2023	Livingston Hospital PE	9
2 February 2023	Dora Ngizwa Hospital PE	11

9.2 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

CPD articles and questionnaires

The annual CPD activity of the CEP provides the Project with an opportunity to communicate latest research on milk and dairy directly to the health professional target markets, i.e. dietitians and nutritionists. Each year scientific articles are selected for this activity focussing on dairy nutrition and health as well as new research results available in nutrition overall. Two articles are specifically selected to provide the delegates with ethical points. The activity allows the health professional to obtain all their mandatory continuing professional points for the years' 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 peered reviewed articles for 2023 are made available for dietitians and health professionals from 1 April 2023 and remain active until 31st of December 2023 Twelve articles with their applicable questionnaires are available on the rediscoverdairy website, free of charge.

The CEP submit all allocated points of participants directly to HPCSA (Health professionals council of SA). At the same time each dietitian or nutritionist receive a certificate of participation. Health professionals were notified of the availability of the 2023 CPD activity of the CEP via direct emails to the data base of the Project.

10. INDUSTRY RELATED MATTERS

10.1 Consumer Goods Council of South Africa

The Project is a member of the Food Safety Initiative and Health Foods Options Industry Initiative of the Consumer Goods Council of South Africa (CGCSA). The Department of Health (DoH) requested CGCSA support for their Health Food Options Industry Initiative (HFOII).

Front-of-pack (FOP) labelling has been discussed extensively with the CGCSA and industry. The CEP aligned itself with the guidelines provided by the IDF for FOP labelling.

The new draft Regulation 2986: relating to the labelling and advertising of foodstuffs, was published on 31 January 2023.

The industry was notified that the incorrect version of draft R2896 was published and that a revised version will be made available soon.

The draft regulations are open for comment by end of April. However, as the incorrect draft R2986 was published, it is unclear if the date for comment will be postponed or not.

The Project attended a workshop presented by SAAFOST on draft R2986

Included in the draft regulation is the Frontof Pack warning labels. (FOPL)

The cut off values as proposed by the DoH are included in the draft R2986.

As the Warning Labels that are part of FOPL regulations, may impact on sweetened dairy products, a submission by the Milk SA task team was drafted during the first quarter. The task team is responsible for drafting a submission to the DoH based on the scientific review that was developed by the Dairy Science Expert Team under the guidance of Dr Friede Wenhold. The first draft is in development phase and will be completed early in the second quarter.

10.2 South Africa Society of Dairy Technology (SASDT)

The Project Manager is the president of the SASDT and was tasked to organise the symposium for 2023. The symposium will be held on 17 and 18 April, to be held at the Fordoun Hotel in the KwaZulu-Natal Midlands. Under the theme 'Dairy: the next decade' presentations during this two-day event will focus on innovation and sustainability solutions in the dairy industry, to ensure that the dairy industry remains relevant in the food value chain, the symposium website is: <https://sasdt.foodfocus.co.za/>

10.3 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 will meet on 20 April 2023.

11. WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION

The work related to the IDF is ongoing.

11.1 Standing Committee on Marketing (SCM)

The Project manager is the vice-chair of the SCM. During the first quarter mid-year meeting was planned.

The Project manager is a member of the task team of plant-based products. The Project has assisted the IDF on gathering literature that is available on plant-based products i.e. cheese, yoghurt and cream. this work will be shared at the SCM in May.

11.2 International Milk Promotion group

The first International Milk Promotion (IMP) meeting was held on 10 March 2023. The meeting focused on the planning of the mid-year meeting in Ireland in conjunction with the Global Dairy Platform.

11.3 Global dairy platform

The Project manager is a member of the task team on environmental sustainability communications (ESC).

11.4 Standing Committee on Nutrition and Health

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

Standing Committee Nutrition and Health

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

- AT on School Milk Programmes (action team leader)
- AT IDF Nutrition Symposium 2023
- Member of the task force (TF) on plant-based foods
 - AT IDF WDS 2023 SCNH
 - AT Dairy Matrix
 - Utrecht group planning committee

The project dietitian took part in various meetings of the above ATs throughout the 1st quarter of 2023 mostly focussing on planning of the year ahead and specific events.

Science and Programme Coordinating Committee

The project dietitian attended SPCC meetings on the 24th of January and 15th of March. The main focus for the meeting in January was on the approval of priority New Work Items for 2023. In March the main discussion was to review the progress on the IDF Programme of Work and an update on the status and

implementation of the IDF strategic work plan.

12. SANCIDF

The annual SANCIF meeting was held on 27 March 2023. 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 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 1st Quarter 2023 Popular Q1.pdf](#)

Additional documentation

[CEP 1st Quarter 2023 Comprehensive \(13 April \).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