



**Consumer Education Project of Milk SA**  
(PRJ-0347-2023)  
**South African Processors Organisation (SAMPRO)**  
**Quarter 3 2023** (July 2023 till September 2023)

## Project goals

### Goal 1 - General Communication

#### *Achievements*

#### INTRODUCTION

##### 1 OBJECTIVE OF REPORT

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

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

**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

- 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. For the purpose of buying 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 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.
- 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

## TELEVISION AND SOCIAL MEDIA: Dairy Gives You Go

### 2.1 New television advertisements

During the first quarter, the Project developed four new 15 second television advertisements, for broadcast throughout the year.

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

- a. Primary: Gen Z; LSM 6-10 aged 18-24 years
- b. 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.

#### 2.1.1 Television campaign assets are:

- a. **Four 15 second television adverts**

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

- b. **You Tube Cut downs:**

- a five second cut down 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 simple-to-execute call to action (CTA), posted on the Dairy Gives You Go social media pages.

#### 2.1.2 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; the second burst was from 1-21 May and the third burst from 1 to 21 August 2023

#### Insights

The individual adverts performed similarly. All the bursts performed although loadshedding was a reality and often the broadcast was missed by some of the target audience. Ad-rotation was prepared for the different stations.

Over the three bursts the TV ads achieved good reach and frequency, exceeding the goals set for the TV advert. Over the three bursts, 61% of the target audience have been reached with a frequency of 17 (the number of times the television adverts have been viewed). But bear in mind that there are four TV adverts and on averaged each TV advert has been seen 5-6 times as set out in the table below.

TV media buying was against the target population of 17-24years old. But the results also showed that when looking at the whole population from 4yrs and older, 71 % of the population have been reached with an average frequency of 6.4 per advert.

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

#### 2.1.3 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 three bursts, the YouTube ads achieved 22million impressions with 16million completed views and 22 000 clicks. The educational journey i.e. taking the viewer from the 15 second TVC to the 15 second dairy matrix video showed good results. These results are from the launch of the dairy matrix videos in 2022 but since these videos were linked to the TV campaign, views increased significantly.

### DAIRY GIVES YOU GO (DGYG) SOCIAL MEDIA CAMPAIGNS

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

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

#### 3.1 # SHAKE YOUR MAAS CAMPAIGN (more detail under World Milk Day)

During June, the #ShakeYourMaas campaign ran on the Dairy Gives You Go social pages. Maas is a well-known product in South Africa but 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 GenZ and young adults. The campaign included the development of a 'amasi' song which was used by various influencers to create an awareness of amasi. An additional PR 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 that posted content on their own platforms and tagged the Dairy gives you go brand.

**Results:**

Impressions: 6,3million

Engagements: 400 912 (6.3%)

Video views: 399 704

**Results of the #ShakeYourMaas campaign, per platform**

Platform	Impressions	Engagement	Reach
Facebook	1,6m	194 974	1,3
Instagram	1,7m	199 333	1,3m
Tik Tok	2,9m	6 605	1,5

**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 uses 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 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 strengthened the message and increased the reach of the information.

**4.2 MEDIA RELEASES**

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

The media releases are a very important element of the Project as it identifies a specific health topic which is then expanded on. Media releases communicates relevant topics and is 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 posts the relevant content on their own social media pages and links 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?
Media release 2: April 2023	Load shedding and making sure your dairy lasts.
Media release 3: June 2023	Unbeatable dairy, nutrient rich and value for money
Media release 4: June 2023	Amasi/Maas-memories in a bottle (on Dairy Gives you Go)
Media release 5: September 2023	Chill out with dairy this summer

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

**4.3 WORLD MILK DAY 2023**

World milk day is celebrated every year on the 1<sup>st</sup> of June. The Project uses this global celebration day to

increase the awareness of dairy's contribution to health and nutrition. Over this period the CEP ran several campaigns across various media streams. These included:

**4.3.1 'Shake up your Maas' on the Dairy Gives You Go platform:** The teenage campaign highlighted amasi/maas. The campaign was aimed at Gen Z (9-23yrs) 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 which focussed on the health and nutritional benefits of dairy. This was distributed to digital publication and appeared on nine digital platforms, one TV interview (7 July) and two radio interviews with a dietitian.

**4.3.2 On the Rediscoverdairy platform,** a media release that 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.

**4.3.3 A healthy me, and healthy environment:** A school campaign that aims to address recycling in local communities across SA was introduced on EClassroom over the WMD period. The campaign encourages 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, and 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 in September to allow for teachers and learners to participate and plan the activity into the terms workplan.

**4.3.4 WMD communication** included the media releases, radio interviews, as well as interaction with the Global Dairy Platform on social media:

## 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 yrs, with children living at home.

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

Four advertorials were planned for 2023 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.

Consumer publications:

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

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

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

### List of consumer advertorials

Date	Publication	Title of article	Link to article
Winter Issue July – September	Modern mom Added value, free of charge	DAIRY and plant-based alternatives to milk: What you need to know	<a href="https://www.yumpu.com/en/document/read/68357463/modern-2023-final">https://www.yumpu.com/en/document/read/68357463/modern-2023-final</a>

September	Caxton Get it magazine	Cheese: An all-time favourite that's good for you	Printed in magazine online version <a href="https://getitmagazine.co.za/ballito-umhlanga/blog/2023/08/29/c-time-favourites/">https://getitmagazine.co.za/ballito-umhlanga/blog/2023/08/29/c-time-favourites/</a>
September	Caxton Magazine sleeve	Added value free of charge	Cheesy portobello mushroom pizzas Uses and benefits of cheese
September 26 - 29 <sup>th</sup> Sept	Caxton, Newspapers	Celebrating World School Milk Day	<a href="https://www.gate5.co.za/read/30429/qv/104188027/153631729">https://www.gate5.co.za/read/30429/qv/104188027/153631729</a>

#### 4.5 REDISCOVERDAIRY NEWSLETTER

The first newsletter for 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/>

#### 4.6 MEDIA LIAISON ACTIVITY

##### 4.6.1 TRADE PUBLICATIONS

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

##### 4.6.2 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.

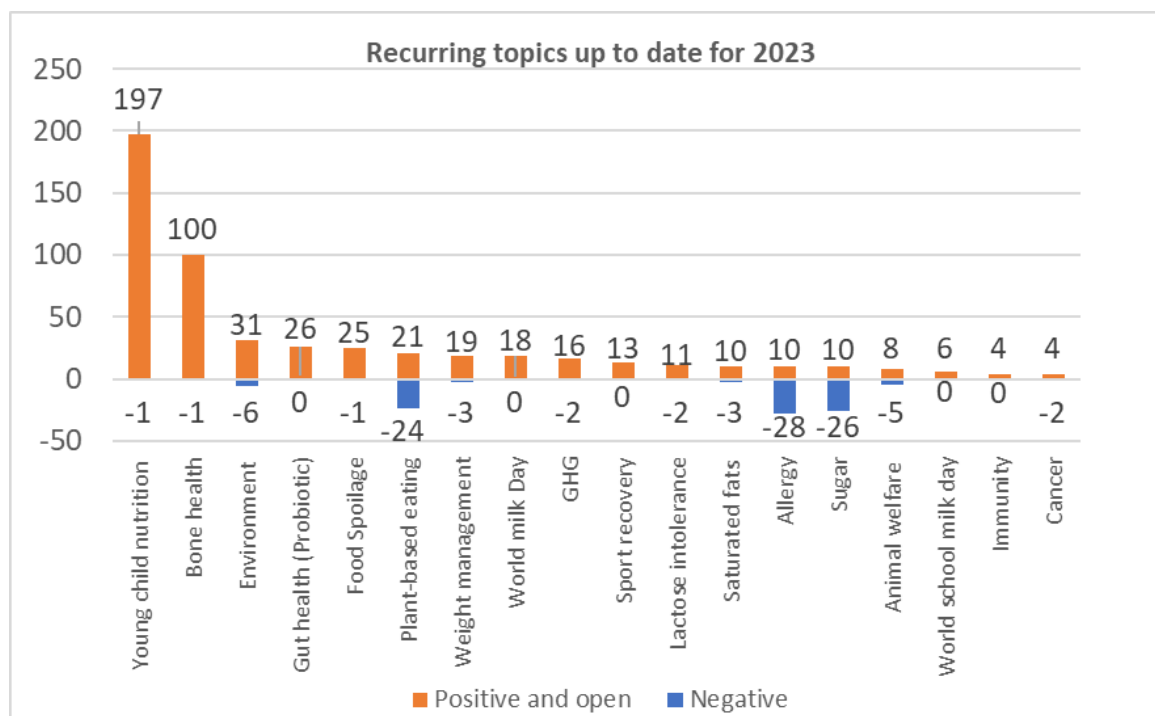
Relevant information published in the media on dairy is monitored by Newsclip, an independent specialist firm. Updates are received daily in electronic format. The following table shows the media coverage achieved at no cost to the CEP (Column A). Column B shows the articles that featured the content generated by the Project.

##### Media coverage of dairy information for the third quarter

Advertising Value Equivalence (AVE)				
Media source	Column A General media (Not paid for by CEP)		Column B CEP (Content developed by CEP)	
	No of articles	Value	No of articles	Value
Internet	173	R 788 128.77	221	R 1 644 359.14
Magazine	22	R 205 271.86	1	R 60 085.68
Regional Press	16	R 41 410.74	6	R 340 880.87
National Press	7	R 62 563.64	0	0
Radio	12	R 176 581.74	1	R 4 414.33
TV	1	R 130 433.33	3	R 316 200.00
Trade press <sup>3</sup>	9	R 79 793.07	0	0
Health Professional <sup>4</sup>	1	R108.76	2	R 134 916.22
<b>Total PR</b>	<b>231</b>	<b>R 1404 390.08</b>	<b>232</b>	<b>R 2 500 856.24</b>

##### 4.6.3 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 second quarter and shows which of these messages had a positive, negative, or neutral tone.



**FIGURE 1: Recurring themes for the period January to September 2023**

## SCHOOL EDUCATION PROGRAMME

### 5.1 GENERAL

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

From farm to fridge: grades R–3

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

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

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

### 5.2 World School Milk Day(WSMD)

#### 5.2.1 National School Nutrition Programme (NSNP), awards event

The Project was invited to attend the National School Nutrition Programme’s best school and districts awards in recognition of the dairy container recycling arts initiative that was launched in 2022 World School Milk Day as part of the Project’s new school material outputs. The school that was nominated by the Department of Basic Education(DBE) as the overall winner of the awareness was Kamagugu Inclusive School in Mapumalanga, Mbombela.

The Project was also invited to the award handover in July 2023 at Kamagugu school and given special recognition as partner to the NSNP. The Project has been collaborating with the NSNP with many years of partnership with the DBE. Learner 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 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.

#### 5.2.2 National celebrations 2023

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

Project Manager Christine Leighton of the CEP 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 ground, and the meaning was cemented in their 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.



## WELLNESS ACTIVITY

### 6.1 OVERVIEW

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

Five clinic training events were 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 evaluate 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 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. The recording has proven to be a very valuable tool to accommodate sessions where the dietitian was not able to attend in person - as indicated in the table below.

In June the Project had its first clinic training week – 26<sup>th</sup> to 30<sup>th</sup> of June 2023 in Mpumalanga in the Bushbuck Ridge area. During this week the recording of the training session presentations was used for the first time. Feedback on the efficiency of the recordings was very positive and it met the expectations of the Department of Health.

#### **Educational information sessions for 2023**

<b>Date</b>	<b>District</b>	<b>Number of people trained</b>
28 August – 1 September 2023	Mpumalanga Nkangala: J.S. Moroka - Emalahleni Sub Districts Training	264
16 September – 22 September 2023 Used recording on 20 and 22 September	Mpumalanga Nkangala: Thembisile Hani, Steve Tswete, Victor Khanye Sub Districts Training	321

For 2023 the CEP started to extend their 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. For the Dischem clinics the CEP made use of their mandatory online educational platform – Smart Cnnect. All Dischem health professionals need to complete mandatory training on a monthly basis. The programme has a 90 % engagement rate. and reach 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:

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 from 408 staff members). 94% of those that downloaded the training completed the training and 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, KZN 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.

For the retail group Clicks, physical training sessions of clinic nursing sisters will be presented in Johannesburg, Cape Town and Durban. The sessions consist of an hour educational session to participating clinic sisters. The dietitian of the project presents the programme based on the information and training material presented to the Department of Health's health promoters. However, since the retail personal generally are all qualified, the level of the presentation was adjusted accordingly. One training session was conducted on the 24<sup>th</sup> of May 2023 in Cape Town. A total of 15 nursing sisters attended the training. Further training to Clicks nursing staff were cancelled and the project awaits new possible dates.

## ***No Non-achievements / underperformance has been reported***

### **Goal 2 - Specialised Communication**

#### ***Achievements***

#### **7. SPECIALISED COMMUNICATION**

##### **7.1 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

##### **7.2 HEALTH PROFESSIONAL PRINT**

###### **7.2.1 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.

An evidencebased 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/diabetesfocus/>; May 2023

Modern Medicine: The dairy matrix explained: health benefits beyond individual nutrients; July 2023

## 7.2.2 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.

Date 2023	Place	Topic presented
8 September	Northern Cape ADSA Branch CNE Bloemfontein	The Dairy Matrix 25 Dietitians attended Earned 2 CPD points for attending the presentations.
26 September	Nutritional Solutions CNE, Johannesburg Country Club Participation by project manager and dietitian of the project.	Acknowledged nutrient gaps and shortcoming identified with the first publication of the EAT report Eat Lancet 2.0 to be launched in 2024. 100 dietitians attended the event

## 7.3 EDUCATIONAL MATERIAL FOR HEALTH PROFESSIONALS

### 7.3.1 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.

Date	University	Number of students
22 September	University of the Free State	12 student and 7 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	
22 September 2023	Universitas Hospital, Bloemfontein	Head of Department
22 September 2023	Palanomi Hospital, Bloemfontein	Head of Department

## 7.4 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

### 7.4.1 CDP 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 peer reviewed articles for 2023 were made available for dietitians and health professionals from 1 April 2023 and remain active until 31<sup>st</sup> of 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 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.

Up to the second quarter a total of 2 306 (dietitians and nutritionists) users have registered on the CEP/CPD portal, with a total 1 500 articles have been successfully completed to date.

## 8. WEBINAR PRESENTED TO THE DAIRY INDUSTRY:

The Project presented a webinar for the dairy industry and members of the SASDT on 19 September 2023.

Webinar details: HOW Dairy Gives You More Go Than You Know. The webinar highlighted the health aspects of dairy by unpacking how the dairy matrix applies in 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>

## 9. INDUSTRY RELATED MATTERS

### 9.1 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 Labelling (FOPL) which envisaged among other, 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. The new 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 impact on dairy products, a submission by the Milk SA task team was drafted during the first quarter. The task team was 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 submission regarding the intrinsic sugar and saturated fats was drafted and scrutinised by the Milk SA task team. 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.

With regard to the full draft regulation 3337, the Project and the Regulations and Standards Project of Milk SA, participated in several meetings with the food industry that was arranged by the CGCSA to work through Regulation 3337, in order to draft a response to the DOH which covers the extent of the food industries comments. The submission date has been extended to September 2023.

### 9.2 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 was held on 17 and 18 April, at Fordoun Hotel in the KwaZulu-Natal Midlands. Under the theme 'Dairy: the next decade' presentations during this two-day event 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 website is: <https://sasdt.foodfocus.co.za/>  
The symposium was attended by 120 delegates and was a successful event.

### 9.3 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 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 in respect of the new front of pack labelling regulations.

Quarterly meetings are held.

Q2: 20 April 2023

Q3: 17 August 2023

Q4: Date TBC

## 10. WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION

The work related to the IDF is ongoing.

### 10.1 GDP/IMP Mid-year meetings: 21 to 26 May 2023 in Ireland.

21 May: Standing Committee on Marketing

22 & 23 May; Global Dairy Platform (GDP) (Dublin)

24, 25 and 26th May: International Milk Promotion Group (IMP)(Kilkenny)

Annually the International Dairy Federation's different standing committees hold mid-year meetings. This year, the National Dairy Council of Ireland hosted the meetings in Dublin and Kilkenny. The project manager participated in the Standing Committee on Marketing (SCM) meeting, the GDP meeting in Dublin and the IMP meeting in Kilkenny. The IMP is a permanent taskforce of the SCM.

### 10.2 Standing committee on marketing

The Project manager is the vice-chair of the SCM. Minutes of the meeting held on 21 May 2023 are available.

### 10.3 International Milk Promotion Group (IMP)

**The overall theme for 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 presented. This included case studies and research projects.

The Project manager presented a case study on the work done by the project for its 3dr media release of the year i.e. Unbeatable dairy, nutrient rich and value for money. This case study was very relevant in the economic climate.

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

The three finalists selected were Australia, Canada and South Africa. The IMP trophy presentation will be presented at the IDF WDS in Chicago.

The winner will be announced at the IDF WDS in Chicago in October 2023.

### 10.4 Global dairy platform

**The GDP theme was: Telling Dairy's Environmental Sustainability Story**

The GDP/IMP Marketing Meeting was held May 21-23, 2023, in Dublin. The GDP meetings were attended by dairy marketing and communications professionals from around the world. The meeting focused on how to tell the sector's sustainability story more effectively by integrating dairy's environmental, nutrition 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 Global Dairy Platform.

## 10.5 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).

### **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 1<sup>st</sup> 2<sup>nd</sup> and 3<sup>rd</sup> quarter of 2023 mostly focussing on planning of the year ahead and specific events.

The SCNH had their annual mid-year meeting in The Hague, in The Netherlands on the 5<sup>th</sup> of June 2023.

As part of the work as Action Team leader of the IDF School Milk Programmes, the dietitian of the project took part 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 coordinator of the Swiss-Ukrainian program "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 school learners from various schools. The dietitian of the Project presented on behalf of the IDF. The presentation formed part of the WSMD celebrations.

### **Science and Programme Coordinating Committee (SPCC)**

The project dietitian attended various SPCC meetings throughout the first half of the year. The IDF SPCC mid-year meeting was held in Tromsø, Norway on the 8<sup>th</sup> of June 2023. As part of the mid-year meetings, she also attended the IDF Forum (7<sup>th</sup> of June) and on invitation the National Committee (NC) meetings on the 8<sup>th</sup> and 9<sup>th</sup> of June 2023. 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,

With the upcoming WDS in Chicago the dietitian on the project's term serving on the SPCC will come to an end. Ms Isabel Neiderer from Canada will be taking over the position as representative of the SCNH.

## 10.6 SA National Council of the International Dairy Federation (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	<a href="#">8. August.pdf</a>
Unnecessary spending during period	No

## Popular Report

[CEP 3rd Quarter 2023 Popular report 4 Oct 2023 .pdf](#)

## Additional documentation

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