



**Consumer Education Project of Milk SA**  
(PRJ-0347-2023)  
**South African Processors Organisation (SAMPRO)**  
**Quarter 4 2023/2023** (October 2023 till December 2023)

## Project goals

### Goal 1 - General Communication

#### *Achievements*

#### INTRODUCTION

##### 1.1 OBJECTIVE OF REPORT

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

- 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 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 of 2023, 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 were broadcast in four bursts namely: March, May, August, and November 2023. Each burst was 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, the third burst from 1 to 21 August 2023 and the fourth burst was 1-21 November 2023.

### Reporting on the television results on the household income (HHI) R5 000.00 to R19 999.00 per month:

The individual adverts performed similarly. All the bursts performed well although loadshedding was a reality and often the broadcast was 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 have been reached with a frequency of 19 (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.

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, 76 % of the population have 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 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 four bursts, the YouTube ads 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 TVC 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 increased significantly.

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

Social media campaigns with a specific focus and message take-out ran on the Dairy Gives You Go social pages in June, September and November. The objective of the 'hero' campaigns were 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 one hero campaign in the fourth quarter.

## 3.1 POWER YOUR STUDIES #WITH DAIRY

The third 'hero' campaign in 2023 was named: PowerYourStudies#WithDairy ran in November 2023. This campaign used three influencers which consisted of one main influencer and three micro influencers. The main influencer is a school teacher and 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 8.3m impressions and reached 6,38m people with an engagement rate of 2.7%

## 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 fourth quarter, two media releases were 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 communicate 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 (Oct) September 2023	Chill out with dairy this summer
Coverage achieved (to date)	24 digital publications and 1 magazine. Estimated PR value R 555 997.91 Estimated reach 7 884 475

Media release (Nov) November/ December 2023	Dairy-atrics: Cheers to Strong Bones and Happy Hips
Coverage achieved (to date)	9 digital publications, 3 radio interviews (repurposed on different stations) and 1 magazine.
1 x YouTube interview on RSG plaasmedia	Estimated PR value R 382 480,24, Estimated reach 1 385 781

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. The consumer communications campaign is aimed at mothers aged 25 to 55 yrs, 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 World School Milk Day was 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 digitorial in each of the publications. Huisgenoot and You for the month of June and Kuier for the month of November

#### 4.4 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/>

#### 4.5 MEDIA LIAISON ACTIVITY

##### 4.5.1 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.

#### List of articles published in industry publications.

Publication	Date 2023	Title
The Dairy Mail	October	Art in celebration of dairy: 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.

##### 4.5.2 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.

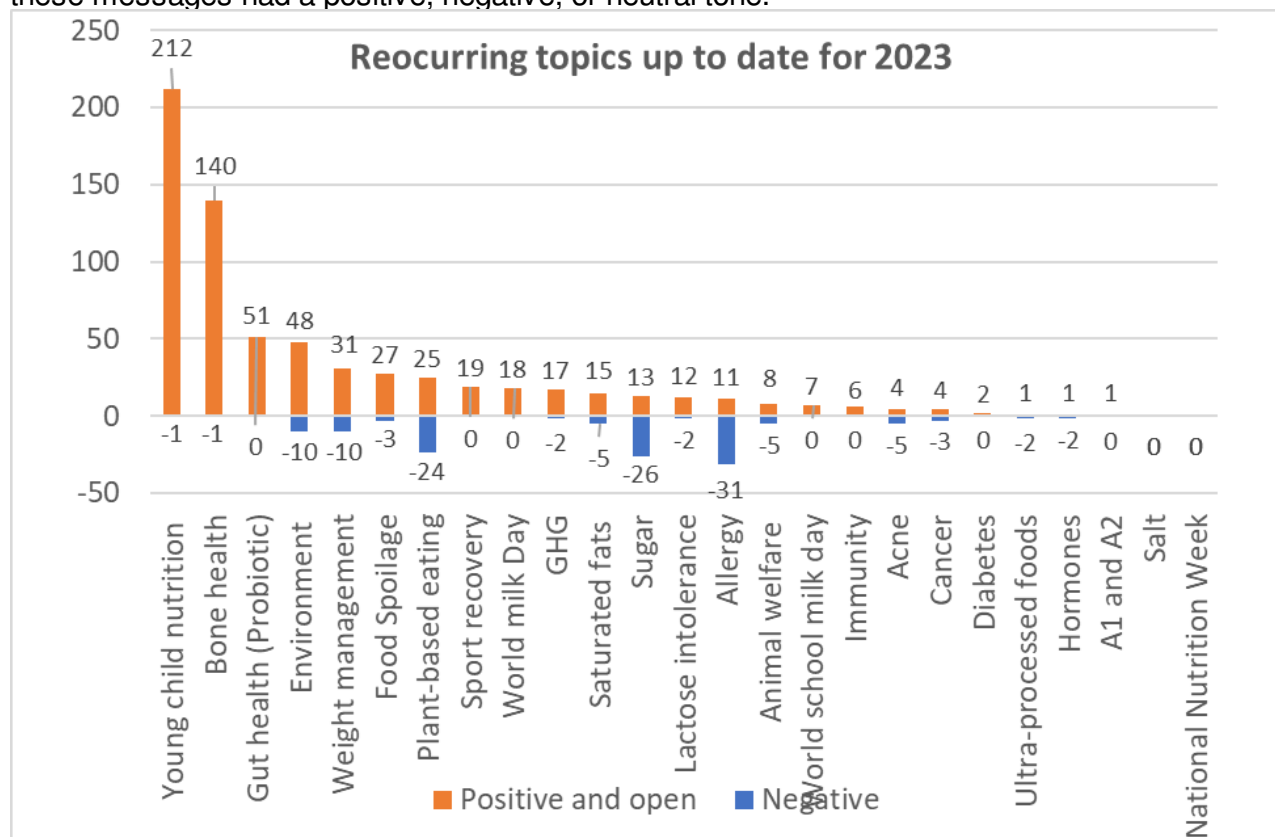
#### Media coverage of dairy information for the fourth quarter

Advertising Value Equivalence (AVE)				
Media source	Column A General media (Not paid for by CEP)		Column B CEP (Content developed and paid for by CEP)	
	No of articles	Value	No of articles	Value
Internet	199	R 892 788.57	297	R 2 167 652.07
Magazine	23	R 205 403.38	10	R 253 082.23
Regional Press	18	R 41 857.53	6	R 340 880.87
National Press	7	R 62 563.64	0	R 0
Radio	12	R 176 581.74	1	R 4 414.33
TV	1	R 130 433.33	3	R 432 000.00
Trade press <sup>3</sup>	9	R 79 793.07		

Health Professional <sup>4</sup>	1	R 108.76	2	R 134 916.22
<b>Total PR</b>	260	R 1 509 628.19	317	R 2 626 027.57

### 4.5.3 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 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

### 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, September 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.

## 6. 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.

### Educational information sessions for Q4

Date	District	Number of people trained
6 November – 10 November 2023	Mpumalanga: Nkangala: Emakhazeni Gert Sibande: Chief Albert Luthuli, Dipaliseng Sub Districts	310

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:

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 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.

##### **7.3 EDUCATIONAL PRESENTATIONS AND MATERIAL FOR HEALTH PROFESSIONALS**



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. No presentations were conducted in the fourth quarter.

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. Six hospitals were visited in 2023.

## 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 peered 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.

The total of 2 343 (dietitians and nutritionists) users registered on the CEP/CPD portal, with a total 2 854 articles have been successfully completed in 2023 (31/12/2023).

### 7.4.2 Continuing Nutrition Education (CNE) event: November 2023

On 20 November, the Project presented a Dairy day CNE to dietitian 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 that presented online and five local speakers.

Speaker	Topic
Dr Sandra Iuliano, Snr researcher, University of Melbourne, Australia	Dairy consumption for bone health and muscle strength
Dr Rivkeh Haryono, Snr 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
Prof. 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 SA's – 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 dietitians in the Western Cape region are reached.

## 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>

## 8. INDUSTRY RELATED MATTERS

### 8.1.1 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

### 8.1.2 South Africa Society of Dairy Technology (SASDT)

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

### 8.1.3 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.

Q4: 15 November 2023

## 9. WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION

### 9.1 IDF World Dairy Summit

The International Dairy Federation, World Dairy Summit: Chicago, themed - Boundless potential. Endless possibilities, was attended by the project manager and the dietitian of the Project. Business meetings were held on 13 – 15 October and the summit ran from 16-19 October 2023.

### 9.1.2 Summit attendance by the Project manager:

The 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 SMC for input.

The project manager attended:

Task Force on Plant Based beverages (Friday, 13 October 2023)

International Milk Promotion Group (Friday, 13 October 2023)

Joint 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 attended on 16, 17 and 18 October 2023.

A full report is available

### 9.1.3 Summit attendance by the dietitian of the project

The Project dietitian attended:

IDF National Committee meeting – 13 October 2023

IDF New experts meeting. Presented a presentation on my 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 attended on 15 and 18 October respectively

Conference sessions attended on 16, 17, 18 and 19th of October 2023

A full report is available

During the WDS in Chicago in October 2023 the dietitian on the project's term serving on the SPCC came to an end. Ms Isabel Neiderer from Canada took over the position as representative of the SCNH.

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

## Popular Report

[CEP 4th quarter popular 1 12 Jan 2024.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