



**Consumer Education Project of Milk SA**  
 (PRJ-0379-2024)  
**SAMRPO: Consumer Education PProject of Milk SA**  
**Year 2024** (January 2024 till December 2024)

**Project goals**

**Goal 1 - General Communication**

**Achievements**

Nr	Item
1	Introduction
2	Television and social media: Dairy Gives You Go
3	Social media campaigns: Dairy Gives You Go #Share Dairy # Be Extra with Dairy
4	Always on platforms: Dairy Gives You Go
5	Website: Dairy Gives You Go
6	Rediscover Dairy General Social media pages Analytics Media releases World Milk Day World School Milk Day
7	Consumer Print / Digital Campaign Promotional articles Podcasts Rediscover Dairy Newsletter Media liaison activity
8	School Education Programme
9	Dairy Kids Website
10	Rediscover Dairy website
11	<b>SPECIALISED COMMUNICATION</b>
12	Wellness Programme Clinic training Age related communication Clinic training events
13	Educational presentations at tertiary institutions
14	Continuing Professional Development

15	Reviews and Advertorials
16	Presentation by the Project
17	Industry related matters
18	International Dairy Federation

## INTRODUCTION

### 1.1 Objective of the Report

This report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during in 2024.

The budget allocated for 2024 is R 22 331 457.35

### 1.2 Objectives of the Project

In terms of Regulation 1653 dated 31 December 2021, and similar regulations implemented previously, promulgated in terms of the Marketing of Agricultural Products Act (No. 47 of 1996), part of the income from the levies on dairy products must be spent by Milk SA on consumer education. The Regulation states the following:

From a national point of view and to promote the viability of the dairy industry, consumers should be informed of the health and nutritional advantages of milk and other dairy products. Informed consumers will not only contribute to the national well-being in respect of nutrition and health, but especially also to the viability and sound development of the dairy industry. The education will be conducted in such a way that it will not erode the marketing activities of any firm in the dairy industry that are aimed at differentiating its products from that of competitors.

### 1.3 Nature of the Project

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

- i. **General communication**, i.e., messages of a general nature about the health and nutritional advantages of dairy products, conveyed to consumers.
- ii. **Specialised communication**, i.e., proactive and reactive messages about the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in South African society.

### 1.4 Target Markets

- i. 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.
- ii. To buy media for television, it is estimated that LSM 6–7 households have an income of approximately R5 000+ per month. Those in LSM 8–10 may have an income greater than R19 999 per month. The LSM indicators are used to determine target audiences for the different elements of the CEP.
- iii. 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 in which they live, and to what they have access in and near their homes (BFAP 2019–2028). It is not possible to connect LSM data precisely with current data for SEM segments. However, for CEP, SEM segments 4–7, which make up 40% of the total adult market, and SEM segments 8–10, which make up 20% of the total adult market, represent the bulk of the target audience of the CEP.

iv. 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 in 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:

- i. Television
- ii. Promotional articles (advertorials) in consumer magazines, scientific articles in journals aimed at health professionals, pamphlets for distribution at selected events, and trade magazines
- iii. Websites
- iv. Digital advertising and social media
- v. Presentations at scientific congresses and seminars
- vi. Educational information sessions at clinics
- vii. Health professionals and academic institutions
- viii. School programmes based on the CAPS curriculum

## **2. TELEVISION AND SOCIAL MEDIA: 'DAIRY GIVES YOU GO'**

### **2.1 Television Advertisements**

Research conducted in the first quarter by Kantar Millward Brown provided a more in-depth understanding of the performance of the TV advertisements during the previous year. It also determined whether the advertisements can be re-broadcast in 2024; and established whether the development and production of new television advertisement/s are required in 2024 for broadcast in 2025. The research was conducted with 3 500 individuals in the target audience in February 2024.

The TV advertisements researched were:

#### **Four 15-second television advertisements:**

Milk (dancer)

Yoghurt (businesswoman)

Maas (gym athlete)

Cheese (yoga lady)

In addition, the ‘**Dairy gives you whatever go you need**’ TV advertisement was included in the research.

The results informed the planning for 2024 and are discussed under 2.2.

## 2.2 Television 2024

Based on the research findings by Kantar Millward Brown, the broadcast strategy was adapted to ensure that more of the target audience is reached. In 2024 an ‘always on’ campaign strategy is implemented. This means that the television advertisements are flighted on a monthly basis, as opposed to four dedicated burst periods.

### 2.3 Post-campaign Results for 2024 Per Month

Post-campaign results for age 17 to 24, per creative execution (April–December)

2024 to date/ TV ad	Cheese	Milk	Amasi	Yoghurt
Ars <sup>1</sup>	361	263	262	121
Reach % <sup>2</sup>	58.1	53.1	54.8	38.5
Frequency <sup>3</sup>	6.2	5	4.8	3.2

The aim for 2024 was to limit average frequency (number of times the advertisement is seen) and to maximise the reach (reach a wider audience) by implementing an ‘always-on’ approach. The 2024 TV budget was just over R2.5 m lower than the 2023 budget. However, the reach and frequency are slightly higher than in 2023.

### Overall results for the two years cumulative for all four TV advertisements

2023 and 2024 (all ads)	All four advertisements
	Achieved
Ars <sup>1</sup>	2300
Reach % <sup>2</sup>	78
Frequency <sup>3</sup>	29.7

The cumulative TV performance from launch (2023 – 2024) reflects that 76% of the 50m people in the total SA Market (age +4) with an average frequency of 18.3 was achieved (over all four ads).

Amps ratings (ARs): a time-weighted measurement that looks at the potential reach of a programme against a specified target audience.

Reach: The number of people within the defined target market who are potentially exposed to the message at least once. ARs are calculated by reach x frequency.

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

### 2.4 New Television Advertisements for 2025

New television advertisements are scheduled for 2025. The concept planning, storyboard creation, and testing were finalised during the third and fourth quarters. This process involved multiple meetings to ensure that the nutritional messages will be communicated effectively to the target audience. The storyboard plays a pivotal role in developing the advertisements, ensuring that the benefits of dairy are conveyed clearly and understood easily by the audience.

Creating the storyboard was a complex task which required more time than planned for. However, it was completed successfully by the end of the fourth quarter. The next step

involves conducting research to test the storyboard with the target audience. The animated version of the television advertisements is ready, and the research is scheduled for the third week of January 2025.

### 3. SOCIAL MEDIA CAMPAIGNS

#### 3.1 #ShareDairy (more detail under World Milk Day)

During June, the #ShareDairy campaign ran on the 'Dairy Gives You Go' social pages. The campaign aimed to encourage the inclusion of dairy in a snack meal or treat, which is then shared with friends or family.

The target audience on social media was aimed at Gen Z (born between 1997 and 2012) and young adults. The campaign included three influencers who showed how they use dairy as an ingredient in a meal and how they shared their dairy-rich meal with family and friends.

This campaign, which ran over World Milk Day for the month of June, made use of various influencers who posted content on their own platforms and tagged the 'Dairy Gives You Go' brand.

#### Results of the #ShareDairy, per platform

Platform	Impressions	Engagement	Engagement Rate	Reach
Facebook	1 397 717	132 146	9.45%	1 101 224
Instagram	2 807 273	332 591	11.84%	1 996 452
TikTok	2 656 509	7 747	0.29%	2 279 629

#### 3.2 # Be Extra with Dairy

The target audience for the 'Dairy Gives you Go' campaign is Generation Z – young people born between 1997 and 2012. This generation's focus on inclusivity, diversity, mental health and holistic well-being is a strong driver of current consumer behaviour. Research shows that young people from this age group prefer ready-to-go foods and drinks, with main meal occasions often being disrupted by the rise of snackification.

Following on from this trend, CEP developed micro-meal recipes that include dairy products and are easy to prepare – perfect easy eats. The #BeExtra campaign, launched on the 'Dairy Gives You Go' platform, promoted the idea that young people can benefit from eating smaller, more frequent meals, which can assist in optimising blood sugar control and improved energy levels for young people who are under pressure to perform at their peak throughout the day.

Eight engaging food videos were developed to demonstrate how easily dairy can be incorporated into micro-meals – whether a quick snack or a more substantial dish – to add flavour and nutritional value to any meal. Each video was accompanied by health messages that highlight the benefits of adding dairy to the diet. The campaign included social media posts to promote dairy as part of healthy snack ideas and recipe videos were posted on Facebook, Instagram and TikTok. View videos: <https://www.dairygivesyougo.co.za/snacks/>

By encouraging Gen Z to make healthy food choices and to include dairy in their snacks and meals, these 'Dairy Gives You Go' Easy Eats are helping young South Africans to stay

energised and healthy while juggling the demands of modern life.

The campaign was extended to the Rediscover Dairy audience, and a media release was developed to reach carers looking after teens at home, as well as young adults or students who need to prepare their own meals. Read the media release here: [https://www.rediscoverdairy.co.za/wp-content/uploads/2024/12/Easy-Eats-Launch\\_November-2024.pdf](https://www.rediscoverdairy.co.za/wp-content/uploads/2024/12/Easy-Eats-Launch_November-2024.pdf)

In addition, a dietitian with a strong social media following, was tasked to do radio interviews.

### **‘DAIRY GIVES YOU GO’ SOCIAL MEDIA ‘ALWAYS ON’ PLATFORMS: FACEBOOK AND INSTAGRAM**

The 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.

TikTok is a popular platform for this target audience and shows more growth in the Meta platforms. The net following fluctuates from month to month. During months when a main campaign runs, the net following on Instagram and TikTok will be impacted positively.

<b>Platform</b>	<b>Followers</b>
Facebook	54 000
Instagram	3977

### **‘DAIRY GIVES YOU GO’ WEBSITE**

The DGYG website ([www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)) is aimed at teenagers and provides the health and nutritional benefits of dairy in an infographic format. The DGYG website is monitored continually and updated when required.

There are three themes on the website:

Every day: the role of dairy

Sport and dairy

Strength: the benefits of dairy

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

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

## **REDISCOVER DAIRY: SOCIAL MEDIA PAGES**

### **6.1 General**

The Rediscover Dairy (RDD) communication elements include:

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

### **6.2 Rediscover Dairy Social Media Pages: Facebook and Instagram**

The RDD Facebook page was introduced on 21 October 2019 and is aimed at the modern mom (ages 25–55).

The purpose of the RDD Facebook page is to be a portal to trusted nutritional information on dairy. It primarily uses existing content from the RDD website together with newly developed content disseminated through direct posts and established bloggers. The content focuses on the nutritional importance and role of milk and other dairy products in the diet. The information was posted on the platform at least three times per week.

Content is planned a month in advance. In addition to the ‘always-on’ content, media releases are developed and used as content for the RDD on Facebook and in the digital media. Where possible, radio interviews are arranged, which strengthen the message and increase the reach of the information.

## 6.4 Media Releases

For 2024, seven media releases were developed and distributed. The media releases are a very important element of the project as they identify a specific health topic which is then expanded on. Media releases communicate relevant topics and are distributed widely to digital publications aimed at the target audience, i.e., mothers with children living at home.

The content is boosted using established bloggers/micro-influencers, who post the relevant content on their own social media pages and link it to the RDD Facebook page. This increases awareness of the RDD social pages and content. Micro-influencers include food bloggers, dietitians and fitness enthusiasts. During 2024, the Project developed and published seven media releases as set out below. The coverage received is included under paragraph 7.4.

- Media release 1: Back to school 2024: creating healthy lunch boxes – It’s easier than you think
- Media release 2: Yoghurt, a natural boost for gut health
- Media release 3: Why dairy has a significant place in sustainable diets
- Media release 4: Dairy: your key ingredient in hearty winter meals
- Media release 5: The power of dairy nutrition for active teenagers
- Media release 6: Dairy: your ally during menopause.
- Media release 7: Celebrate summer with dairy

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

## 6.5 World Milk Day (WMD) 2024

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

Why dairy has a significant place in sustainable diets

The media release was published across several digital and print publication.

#ShareDairy

A social media campaign for Gen Z (12–27), where followers were encouraged to share the goodness of dairy with friends, family and loved ones, no matter the occasion. The campaign ran across the @DairyGivesYouGo social media channels. The campaign used several youth influencers to showcase how they #EnjoyDairy and #ShareDairy with their loved ones. This was a very successful campaign and as it ran over the WMD period. The campaign outputs were shared with the Global Dairy Platform for the WMD global initiative.

## **6.6 World School Milk Day (WSMD) 2024**

The 2024 WSMD was celebrated across 17 schools identified by the Department of Basic Education, reaching more than 10 000 learners in South Africa. The theme this year was ‘Dairy gives you GO for a healthy me and environment!’

A total of 10 693 learners received educational material provided for by the Project, and a milk product, provided by various processors. The Project supported the educators of the schools with a total of 106 English Foundation Phase teachers’ guides, 61 English Intermediate Phase teachers’ guides, and 32 Afrikaans teachers’ guides, as well as the same number of posters to the various schools.

The national event was celebrated in the Free State area at Dibaseholo Public School in Koppies, in the Fezile Dabi district. It was attended by the Project Manager and Food Science and Communications officer of the Project. The event was held on 19 September 2024.

The WSMD was also supported by a national challenge, as issued by the Department of Basic Education, to recycle dairy containers to develop art material for WSMD. The challenge was circulated on the official communication channels of the DBE to all schools across SA, to encourage participation, specifically of Grades 4–7 learners for the 2024 calendar year. The competition closed at the end of September and the DBE adjudication panel convened and selected winners in November. The winners were announced at the National School Nutrition Programme Best Schools and District awards ceremony on 6 December 2024, at the Madjadji Primary School in Limpopo.

## **CONSUMER PRINT CAMPAIGN**

### **7.1 Promotional Article**

Promotional messages are written for consumer publications or digital platforms to expand on the key dairy nutrition and health messages by engaging creatively with consumers. The consumer communications campaign is aimed at mothers aged 25 to 55 who are still caring for their children.

The Hope Mzansi Campaign was designed to engage with township communities and mothers with children living at home. The campaign featured Chef Hope, a renowned celebrity chef celebrated for drawing inspiration from township cooking vendors. Chef Hope brings creativity to life through a unique cooking show, incorporating traditional ingredients with a fresh twist.

As part of the campaign, Chef Hope visited Khayelitsha to develop recipes that highlighted the use of dairy in township cooking. He created two innovative dishes: roosterkoek made with plain



double-cream yoghurt and tender roasted chicken marinated in amasi – a rich, traditional fermented milk. These recipes showcased how versatile and flavourful dairy can be in local cuisine.

The campaign gained significant exposure through digital publications, including Drum, Daily Sun, True Love, and Kickoff Laduma. In addition, videos featuring Chef Hope's recipes aired on the Media24 YouTube channel over a three-month period, providing viewers with a chance to explore and recreate these delicious recipes. Watch the videos:

[\[https://www.youtube.com/watch?v=NkGA1FQL2lw\]](https://www.youtube.com/watch?v=NkGA1FQL2lw)

The Rediscover Dairy campaign was hosted on a Shorthand hub on True Love, Drum, Daily Sun, Kickoff, and Soccer Laduma platforms for the period 10 October–30 November 2024. The campaign only ran over these two months.

The digital elements consisted of Facebook posts, Instagram posts and Newsletter blurb used to drive readers to our content. Facebook provided the best result in terms of reach, followed by Instagram.

Facebook reach: 2 297 101

Instagram impressions: 13 899

Newsletter opens/read: 423

Overall, the campaign was well received, and the numbers emphasise the awareness raised during the campaign

## 7.2 Podcasts

The Project planned four podcasts for 2024. Podcasts are posted on Podbean and other podcast platforms as well as on YouTube.

Where milk comes from. Mr Jompie Burger was interviewed for this podcast.

Gut Health with a focus on dairy: Prof. Corina Walsh from the University of the Free State was interviewed for this podcast. <https://rediscoverdairy.podbean.com/>

Dairy in die diet of the elderly: Dr Sandra Iuliano

Milk in the trolley: Ms Khanyi Mjwara

Podcasts can be accessed here <https://www.rediscoverdairy.co.za/podcasts/>

## 7.3 Rediscover Dairy Newsletter

The second newsletter of 2024 on the Project was distributed in September 2024. The December issue was distributed in January 2025.

The purpose of the newsletters is to inform the dairy community of the outputs of the Project during the year. It provides a summary of all the published material and activities of the Project.

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

## 7.4 Media Liaison Activity

### 7.4.1 Trade Publications

Trade publications such as The Dairy Mail, Farm Link and Milk Essay are vehicles for communicating with both the dairy industry and the food industry. Informative articles on the CEP and other relevant topics are published. During 2024, two articles were featured in The Dairy Mail.

The Project conducted nine radio and television interviews with Plaasmedia. The aim of the interviews is to share content about health benefits and about the Project with the dairy industry at large. All interviews can be accessed on the RediscoverDAIRY podcast channel [here](#). Two articles were published in The Dairy Mail.

The same interviews were broadcast on several different community radio stations. Over the period from August to November, the different interviews were broadcast 31 times on the different stations with a total reach of 650 000 per month.

### 7.4.2 Media Liaison Monitoring

The essence of media liaison is to make information available on the nutritional and health benefits of dairy to journalists, who then communicate the information to the target markets, serving the interests of the reporters and of the media concerned.

Relevant information published in the media on dairy is monitored by Newsclip, an independent specialist media monitoring 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 Q4 in 2024

Advertising Value Equivalence (AVE)				
	Column A General media (Not paid for by CEP)		Column B CEP <sup>1</sup> (Content generated and paid for by CEP)	
Media source	No of articles	Value (R)	No of articles	Value (R)
Internet	96	R 322 952.76	51	R 1 390 197.38
Magazine	11	R 92 814.24	0	R0.00
Regional press	19	R 9 121.74	3	R 23 135.55
National press	0	R 0.00	2	R 26 312.52
Radio	11	R 501 835.33	24	R 172 834.22
TV <sup>2</sup>	2	R 81 869.84	0	R 0.00
Trade press <sup>3</sup>	4	R 9 121.74	2	R 51 328.00
Health professional <sup>4</sup>	1	R 33 823.50	0	R0.00
<b>Total PR</b>	<b>141</b>	<b>R 1 178 930.38</b>	<b>82</b>	<b>R 1 612 479.67</b>

CEP generated: Mentions of the health and nutritional benefits of dairy generated from the content of the media releases (including WMD), which were circulated by the Project to the media.

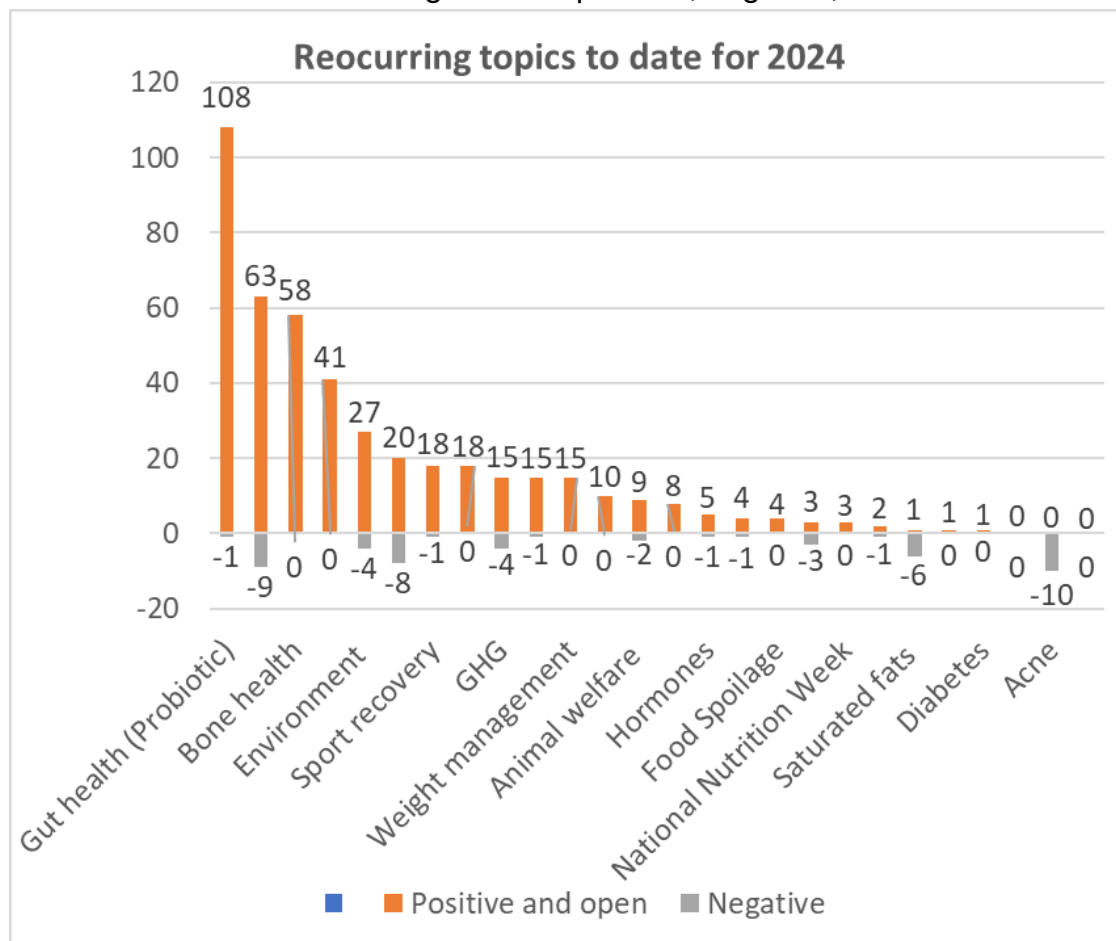
TV: Incidental mentions and programmes of content about the health and nutritional benefits of dairy.

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

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

## 7.5 Recurring Topics

Topics referring to dairy, which recur frequently in the media and/or are of particular interest to the initiatives of the Project are recorded. Figure 1 lists the topics that recurred during 2024 and shows which of these messages had a positive, negative, or neutral tone.



**Figure 1: Recurring themes for the period January to December 2024**

## SCHOOL EDUCATION PROGRAMME

The school education programme is aimed at Grades 1–7, and 10–12. It consists of three 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 Grades 4 and 7)

Consumer studies – Food and nutrition: Grades 10–12

### 8.1 General

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

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

The CEP expanded its school education programme in 2022 to include educational material for the Consumer Studies curriculum of the Further Education and Training (FET), grades 10, 11

and 12. The content is only available in electronic format on the DairyKids website.

## **8.2 Participation in Events**

During the first quarter of 2024, the Project presented the school project, in particular the Further Education Training menu item at two different conferences aimed at educators namely: The Annual ECD & Basic Education Conference 2024 and 16th International SAAFECs (South African Association of Family Ecology and Consumer Science) conference. A leaflet was developed and handed out to delegates. The leaflet provided details about the educational material and contact details.

### **Presentation and participation with other school programmes**

The school material of the Project was shared with the Western Cape Department of Education as well as on the school-hub pages of one of the retailers.

#### **8.4 E-Classroom**

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. The material was downloaded on average 630 times per quarter.

#### **8.5 School Milk Programmes**

As part of the work on school milk, the Project also reports on the global School Milk Programmes (SMP) as managed by the IDF. The CEP dietitian serves as Action Team (AT) leader of the IDF School Milk Programme's work group. In 2023 the AT launched a survey of SMPs around the globe. The 2023 IDF survey was built upon the questions from the previous version undertaken in 2019. The questions were refined by adding new options and by restructuring some to ensure more accurate and relevant responses. A glossary of key terms, with definitions, was also provided to ensure that information is clear and easy to understand. This survey included questions addressing the resilience of SMPs in the face of challenges like the COVID-19 pandemic.

The data collected enabled the IDF to share information with stakeholders around the world, and to assess the overall situation of milk and milk products in School Milk and Feeding Programmes. The results of the survey, accompanied by an updated literature review, was launched during the WSMD celebrations on 25 September 2024. The IDF Bulletin N° 531/2024 is available on the IDF website.

IDF presentation on new research formed part of the WSMD celebrations. A webinar was presented to launch the New Bulletin: The state of milk and milk products in school programmes around the World: Contributing to global child nutrition and development. Responses were received from 70 participants representing 47 countries showing that 210 million children worldwide benefit from milk and milk products served as part of School Milk and School Feeding programmes worldwide. The webinar featured the following speakers and presentations.

Opening and welcome – Laurence Rycken (IDF Director General)

School milk programmes: Ensuring nutrition security and beyond – Katarina Eriksson

(Tetra Pak Director)

School milk programmes around the world: The history of IDF's contribution and the 2024 Bulletin – Maretha Vermaak (Milk South Africa)

Key findings and conclusions from the IDF survey on milk and milk products in schools – Janice Giddens, Vice President, Sustainable Nutrition at U.S. Dairy Export Council and Dr Katie Brown, US President at the National Dairy Council

Literature update and evaluation framework on the nutritional role of milk in school feeding – Friede Wenhold, Professor, Department of Human Nutrition, University of Pretoria, South Africa

## DAIRYKIDS WEBSITE

All of the communication products related to the school project are available on the DairyKids website ([www.dairykids.co.za](http://www.dairykids.co.za)). Posters, teachers' guides, fact sheets and worksheets can be downloaded from the site. The website is also linked to the DGYG and Rediscover Dairy websites. The educational material is aligned with the curriculum of the DBE and guides teachers in terms of how to include information about dairy in their lessons.

## REDISCOVER DAIRY WEBSITE (RDD)

The RDD website gives information on the health and nutritional benefits of dairy. 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 SA Milk Processors Organisation, Dairy Standards Agency, the International Dairy Federation (IDF) and the Global Dairy Platform (GDP). The website is maintained, and new information is uploaded continually.

### Rediscover Dairy website analytics for 2024

Period	Total users per quarter	Total views per quarter	page per session	Average pages per session	Average bounce rate (%)
2024	5 600	13 799		3.98	60.00

## 10.1 Ask Dairy

The Ask Dairy online tool was developed in consultation with members of the Technical Advisory Committee. The Ask Dairy menu item consists of 100 questions and answers on dairy-related matters. Over the year, the Ask Dairy page views were 1 600.

Top page visits on [www.RediscoverDairy.co.za](http://www.RediscoverDairy.co.za)

Total views	Page views	Page visitors
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Annual report	Recipe: Roasted tomato and maas gazpacho	2 996
	Recipe: Cherry and chocolate ice cream	1 949
	CPD activity	1 181
	CEU articles	1 073
	Media information	754

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

## **Goal 2 - Specialised Communication**

### ***Achievements***

#### **11. SPECIALISED COMMUNICATION**

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

The specialised messages are based on the latest scientific information on dairy nutrition and health. The CEP uses an independent technical advisory committee which comprises specialists in the field of nutrition and health.

Communication channels include:

- Education material for dietitians, nutritionists, and nutrition advisers

- Education material for dietetics students at universities

- Liaison directly with health professionals through CPD events, seminars, and conferences

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

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

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

#### **12. WELLNESS PROGRAMME**

##### **12.1 Clinic Training Events**

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

Three clinic training events were conducted in 2024 in selected districts in Mpumalanga.

As part of the clinic training in Mpumalanga in 2023/24, the authorities requested the CEP to evaluate a certain percentage of the participants before and after the training sessions. The participants' knowledge on the topic of dairy in the diet was tested before the training event and again afterwards to measure the level of knowledge gained after the presentation on the food-based dietary guidelines on 'Have milk, maas or yoghurt every day'.

The data captured in the short pre- and post-training questionnaires is summarised and made available to the District offices of Mpumalanga once the provincial training has been completed.

A recording of the training session presentation remains available to use for online presentations where an in-person presentation is not possible, e.g., in certain regions which are a safety risk or under special circumstances, such as a disease outbreak or community strikes or where the dietitian of the Project is not able to attend in person.

The training that took place from January to April and 941 health promoters were trained.

## **12.2 Age-related communication**

The Project extended its work further by reaching out specifically to the aged communities through contact with the association Age-in-Action. This group has existed since 1998 and looks after the specific needs of the elderly in South Africa. The clinic programme was offered online for 23 social workers employed by Age-in-Action. The delegates were from KZN, Western Cape, Northern Cape, Eastern Cape, North West and the Free State. The three-hour presentation was done online on 29 August 2024, after which training materials were sent to all the participants. The social workers who could not attend the first training will be reached by a follow-up training session early in 2025.

## **12.3 Clinic training events in semi-private clinics**

In 2024 the CEP continued to extend its clinic training programme to the semi-private clinic environment or to retail pharmacies (Dis-Chem and XP academy, which include pharmacies such as Van Heerden, and Arrie Nel Ring Pharmacies). For Dis-Chem, the target market is the nursing sisters at the clinics functioning in the pharmacies while XP academy covers the wider pharmaceutical staff, e.g., nursing sisters, pharmacists, pharmacist assistants, etc. The CEP uses the Dis-Chem and XP-academy online educational platform – SmartConnect to engage with the various target markets. The health professionals must complete a training module that is generated by an app specifically for the pharmacy staff. The training will run for a month at a time. For 2024 the CEP has two training sessions planned for XP academy and one training session and a POP Quiz for Dis-Chem staff. The first training was presented to XP academy in June. The title was: Exploring the world of dairy: A comprehensive guide on dairy nutrients, varieties, and uses of dairy products. The training was presented 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

The staff involved in the training receive notifications 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. Typically clinic sisters, dispensary managers, pharmacist and assistants completed the training.

The results of the training within XP academy pharmacies:

Number of persons who downloaded the questionnaires: 680

Number of persons who completed the questionnaires: 592 (87%)

Of the participating pharmacies, 47% were from Gauteng, 25% from KZN, 10% each from the Free State and Eastern Cape, 6% from the Western Cape and 1% each from Limpopo and Northern Cape.

XP academy is running the training again for the month of July at no extra cost.

Training in the format of a CPD article took place in September 2024 in both Dis-Chem and XP academy pharmacies. A CPD article was accredited by HPCSA and was placed on both the Dis-Chem and XP academy online training portals. The CPD article is entitled: "Effect of dietary sources of calcium and protein on hip fractures and falls in older adults in residential care: Cluster randomised controlled trial." (Iuliano, S. et al. BMJ 2021;375: 2364). Participants had to read the article and to answer 10 questions to receive a CPD certificate.

## **12.4 Educational Presentations at Tertiary Institutions**

### **12.4.1 Student Presentations**

**As part of the communication activities directed at dietitians, the CEP connects with fourth-year dietetics students at all the universities in the country which offer a degree in dietetics. With each visit, the CEP dietitian presents the work and educational material offered by the Project to the students and discusses the latest evidence-based information about dairy health and nutrition. This includes awareness of all the dairy-based nutrition reviews, advertorials, and specific links to sections on the Rediscover Dairy website, e.g., sports nutrition and the role of dairy, the clinic project, the school project, and the CPD portal. The presentation also provides an overview of the CEP and includes the TV advertisements. During 2024 330 students attended presentations by the Project.**

## **13. CONTINUING PROFESSIONAL DEVELOPMENT**

### **13.1 CDP Articles and Questionnaires**

The annual CPD activity of the CEP provides the project with an opportunity to communicate the latest research on milk and dairy directly to the health professional target markets, i.e., to dietitians and nutritionists. Each year scientific articles are selected for this activity focusing on dairy nutrition and health as well as on new research results available overall in nutrition. Two articles are selected specifically to provide the delegates with ethical points. The activity allows the health professionals to obtain all their mandatory continuing professional development (CPD) points for the year's cycle, i.e., 25 clinical points and 5 ethical points. The articles and questionnaires are approved and accredited by the Dietetics CPD office. This menu item has proven to be very successful in reaching dietitians and nutritionists.

The peer-reviewed articles for 2024 were made available for dietitians and health professionals from 1 April 2024 and remained active until 31 December 2024. Eleven articles with their applicable questionnaires were available on the Rediscover Dairy website, free of charge.



The CEP submits all allocated points of participants directly to the Health Professions Council of SA (HPCSA). At the same time, each dietitian or nutritionist receives a certificate of participation. Health professionals were notified of the availability of the 2024 CPD activity of the CEP via direct emails to the database of the Project. There was a clear spike in new registrations in April this year with 84 new participants registering on the portal.

At the end of 2024 the statistics for the CPD portal were as follows:

**Registered users:** Total of 2 643

**Completed questionnaires:**

Total since 2019: 15 076

For 2024: 4 522

Continuing Nutrition Education (CNE) event: February 2024

### 13.2.1 CNE Presented by the Project

On 13 February 2024, the Project presented a Dairy Day CNE at Hotel Verde in Cape Town, for dietitians and nutritionists. The theme of the day was: Staying stronger for longer. The CNE included two international speakers who presented online and five local speakers. This CNE was a repeat of the event in November 2023 which was held in Gauteng. The following table outlines the Dairy Day speakers and topics.

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

The CNE was attended by 68 dietitians and nutritionists. The presentations and recordings are available on the website.

<https://www.rediscoverdairy.co.za/cne-events/>

### 13.2.2. CNE Presented by the International Dairy Federation

On 15 May the International Dairy Federation presented their annual Nutrition and Health Symposium. The theme for this year was “Healthy today, tomorrow and in the future: The place of dairy in food-based dietary guidelines.” The symposium was an online event and open to health professionals globally. To accommodate the different time zones, the symposium was presented twice in one day, with each session having its own live panel discussion.

The programme:

Dr Sinead McCarthy, Teagasc Food Research Centre, Ireland: Sustainable dietary guidelines: A balancing act of population and planetary health

Prof. Corinna Walsh, University of the Free State, South Africa: Dietary recommendations in South Africa versus consumption data

Assistant Professor Stephan Van Vliet, Utah State University, US: Achieving dietary adequacy and sustainability through the complementary nature of animal and plant-sourced foods

Dr Natalie Ahlborn, Massey University, New Zealand: Micronutrient bioavailability is an important consideration for the evaluation of milk as a source of nutrition

Prof. Guansheng Ma, Peking University, China: Dairy in the dietary guidelines for Chinese

The event had 1 131 registrations. However, there were only 370 participants on the day. Of these 370 participants 96 (26%) were from South Africa. South Africa remains in the first place of the top ten countries that register and participate in the CNE event. All South African dietitians and nutritionists received CPD points for attending the event.

#### 14. REVIEWS AND ADVERTORIALS

The CEP uses scientific advertorials and print publications to reach the health professionals market. Evidence-based nutrition reviews are written on new research regarding nutrition, health and dairy. These are aimed at health professionals. Each review is summarised into an advertorial and is published accordingly in publications read by this target audience.

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

- An evidence-based review on the role on dairy in older individuals: 'Staying stronger for longer' was completed in the second quarter and was published in the SA Journal of Clinical Nutrition (SACN)

As part of the health professionals print and digital campaign, the CEP creates awareness on the ADSA ([www.adsa.org.za](http://www.adsa.org.za)) website, especially to inform dietitians of new information. The information appears on the RDD website, together with any new scientific information on dairy health and nutrition. The CEP also presents at the ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP. During 2024 four dairy based nutrition articles were published.

#### 15. PRESENTATIONS PRESENTED BY THE PROJECT

The Project presented on Dairy and Diabetes to medical doctors as we as at the Centre for Diabetes and Endocrinology Postgraduate Conference.  
A webinar on the Dairy Matrix was presented to Dairy Standard Agency

##### 15.1 Nutrition Congress 2024 Participation

The Project's dietitian and the Project Manager attended the National Nutrition Congress presented by the Nutrition Society of SA and ADSA from 2 to 4 October 2024 in Durban, KZN. The Project Manager only attended the first day of the Congress.

Five dairy-related presentations were presented in parallel sessions as part of the programme:

Dr Stephan Peters from the Netherlands: Defining dairy matrix and dairy matrix health effects: results of an expert meeting

Prof. Friede Wenhold: Dairy in the diet of South Africans: a criterion-based evaluation

Leanne Kiezer: Market trends and behaviours relating to yoghurt intake in the current economic context in South Africa

Dr Monique Piderit: Dairy intake screener as web-based application is reliable & valid

Dairy also had an opportunity to feature as part of the main programme when Dr Stephan Peters presented a 20-minute talk on Dairy as part of sustainable FBDGs. This session was presented as a plenary session on Ethics and was followed by a panel discussion on: The ethics and sustainability of the diets we design

The moderator of the session was Prof. Ashika Naicker, Durban University of Technology (SA)

Participants in the panel discussion were:

Dr Stephan Peters, Dutch Dairy Association (Netherlands)

Dr Mariaan Wicks, North-West University (SA)

Dr Chantell Witten, University of the Witwatersrand (SA)

Ms Julie Perks, Private Practice (SA)

## 16. INDUSTRY-RELATED MATTERS

### 16.1 Consumer Goods Council of South Africa

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

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

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

The CEP and the Regulations and Standards Project of Milk SA participated in several meetings with the food industry that were arranged by the CGCSA to work through the full Draft Regulation 3337, to draft a response to the DoH which covered the extent of the food industries' comments. The submission date was extended to September 2023 and the report was submitted accordingly. No response has been received from the DoH. The outcomes of the submission

and the regulations are still pending.

### **16.2 The South Africa Society of Dairy Technology (SASDT)**

The CEP's project manager is the president of the SASDT. The 2024 South African Society of Dairy Technology (SASDT) Symposium was held in Menlo Park on 16 May, with the theme Dairy's boundless potential: Advancing science through the International Dairy Federation.

The highlight of the day was the session featuring the International Dairy Federation (IDF), showcasing its expertise across the dairy chain. IDF Standing Committee members discussed various topics, including dairy politics, economics, environment, animal welfare, standards, labelling, identity, nutrition and marketing.

Dr Nick Smith from Massey University in New Zealand emphasised the importance of dairy in sustainable diets, while Prof. Terence van Zyl from the University of Johannesburg explored the potential of AI in the dairy industry. Alwyn Kraamwinkel shared insights on the global and local dairy scene. Agri-Expo wrapped up the event with a review of the South African Dairy Championships.

Presentations can be viewed at: <https://sasdt.foodfocus.co.za/>

### **16.3 Coordinating Committee**

The Coordinating Committee of the Dairy Standard Agency (DSA), Standards and Regulations, the CEP, and the Research Project of Milk SA and the Customs Duty and Market Access 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 first meeting for 2024 was held on 20 March 2024.

The second meeting was held on 9 July 2024

The third meeting was postponed by the chairman of the meeting, Mr. Kraamwinkel, in light of the SAMPRO and Milk SA Project meeting held in late November.

## **17. INTERNATIONAL DAIRY FEDERATION**

The World Dairy Summit (WDS) of the International Dairy Federation was held at the Centre of New Industries and Technologies (CNIT) in La Défense in Paris from 12 October to 18 October. The summit was titled: Dairy 2024: The future.

### **17.1 Standing Committee of Marketing**

#### **17.2 Global Marketing Trends 2024**

A detailed account of the Global Marketing Trends report was presented by the Project Manager at the Summit during a plenary session of the World Dairy Situation.

This research was conducted in April 2024. Although not all countries participated in the research, additional time was allowed until 10 November 2024 for submission. CNIEL would incorporate additional submissions. The final report will be available from March 2025.

### **17.3 The following business meetings were attended at the WDS by the Project Manager:**

- a. Task Force on Plant-Based products (Saturday 12 October 2024)
- b. International Milk Promotion Group (Saturday 12 October 2024)
- c. Joint SC on Dairy Policies and Economics and SC on Marketing (14 October 2023)
- d. SC Marketing (13 October 2024)

- e. Joint SC Marketing, Dairy Politics and Economics; Nutrition and Health and Environment.  
(13 October 2024)

#### **17.4 Joint meetings attended at the WDS**

The need has become apparent for joint meetings between different standing committees (SC), since many topics receive attention across the various standing committees. The Standing Committee on Marketing (SCM) is positioned to assist other standing committees in identifying potential communication messages that need to be disseminated to different target audiences.

At the 2024 WDS, the Project Manger participated in three joint business meetings. The joint meeting with SC Dairy Politics and Economics is an ongoing joint meeting.

The IDF introduced a new joint meeting with SCM, SC Nutrition and Health, SC Dairy Politics and Economics, and SC Environment.

#### **17.5 Priority items for the SCM**

- a. Country reports
- b. Dairy Matrix communication action team
- c. School Milk Programmes and communication required
- d. Greenwashing and marketing

#### **17.6 International Milk Promotion (IMP) group, business meetings**

Although the key IMP meeting takes place midyear over three days, a meeting was convened at the IDF WDS. The main focus was to discuss administration matters such as finances and also to plan the upcoming midyear meeting in Australia, April 2025.

At the WDS IMP meeting, invitations to attend the IMP meeting were extended to countries which attended the WDS as observers. During this part of the meeting, a number of case studies were presented to demonstrate the work of generic marketing campaigns.

#### **17.7 Standing Committee Nutrition and Health**

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

- AT on School Milk Programmes (action team leader)
- AT IDF Nutrition Symposium 2024
- AT IDF WDS 2025 SCNH
- AT on the Dairy Matrix
- AT Food-based Dietary Guidelines and other food guides around the world
- Utrecht Group planning committee

The Project's dietitian attended the IDF WDS in Paris, France from 12 October–18 Oct 2024.

The following business meetings were attended:

- IDF Task Force (TF) on Plant-based foods (12 October 2024)
- IDF Standing Committee Nutrition and Health joint meeting with SC Identity and Labelling (13 October 2024)
- IDF Standing Committee Nutrition and Health joint meeting with SC of Marketing, SC on Dairy Policies and Economics, and SC Environment (13 October 2024)
- IDF Standing Committee Nutrition and Health (14 October 2024)
- IDF TF on Women in Dairy (14 October 2024)
- IDF All Experts coordination meeting (14 October 2023)

During the SCNH, the dietitian of the Project reported on the IDF priority work item, School Milk

Programmes (SMPs). As Action Team leader she provided feedback on the progress and deliverables of this work. One of the main priorities of this year was to publish a new IDF Bulletin on SMPs and their nutritional impact on school children worldwide. This Bulletin and an updated scientific review were published in September 2024 and are available on the IDF website.

The dietitian of the Project was also part of the Action Team on The Dairy Matrix. As part of the team’s work, they published a scientific paper in the international journal Nutrients, August 2024. The article is titled: The Dairy Matrix: Its importance, definition, and current application in the context of nutrition and health. DOI: 10.3390/nu16172908.

A full report on the SCNH’s meeting as well as on her participation in the WDS 2024 is available as part of the SACIDF annual report.

**17.8 Plant-based Dairy Alternative Literature Search for IDF**

On behalf of the IDF, the Project assisted in the collection, grouping and highlighting of literature available on plant-based dairy alternative products. A report on the available literature was compiled and submitted to the IDF taskforce on plant-based dairy alternative products for review.

**A NATIONAL COUNCIL OF THE INTERNATIONAL DAIRY FEDERATION**

The annual SA National Council of the International Dairy Federation meeting was held on 26 March 2024. The CEP project manager reported on the activities of the SCM and IMP, and the CEP dietitian of the Project reported on SCNH and SPCC activities for 2023.

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

**Income and expenditure statement**

Income and expenditure statement	<a href="#">CEP (002).pdf</a> <a href="#">9. Copy of CORFIN151 Standard Monthly Financial report - Project Advances, Dec 2024.xlsx</a>
Unnecessary spending during period	No

**Popular Report**

[CEP 2024 annual 11 Feb 2025 Popular.pdf](#)

**Additional documentation**

[CEP 2024 annual 11 Feb 2025 Final v1.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