



Consumer Education Project of Milk SA
(PRJ-0379-2024)
SAMRPO: Consumer Education Project of Milk SA
Quarter 1 2024/2024 (January 2024 till March 2024)

Project goals

Goal 1 - General Communication

Achievements

1. INTRODUCTION

1.1 OBJECTIVE OF REPORT

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

The budget allocated for 2024 was R 22 331 457.35

1.2 OBJECTIVES OF PROJECT

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

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

1.3 NATURE OF PROJECT

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

1.4 TARGET MARKETS

- a. The target market of the general communication element is consumers, LSM (living standards measure) 6–8, with a meaningful spill-over to LSM 9–10 and LSM 4–5 as agreed to by the Advisory Committee of the CEP.

b. To buy media for television, it is estimated that LSM 6–7 households have an income of approximately R5 000+ per month. Those in LSM 8–10 may have an income greater than R19 999 per month. The LSM indicators are used to determine target audiences for the different elements of the CEP.

c. The Socio-Economic Measurement (SEM) segmentation tool is a socio-economic measure that differentiates how people live. It represents a spectrum of low to high socio-economic living standards, based on where they live, the kind of structure they live in and to what they have access in and near their homes (BFAP 2019–2028). LSM segmentation was discontinued in 2015 and it is not possible to connect LSM data with current data for SEM segments. However, for CEP, SEM segments 4–7, which make up 40% of the total adult market, and SEM segments 8–10, which make up 20% of the total adult market, represented the bulk of the target audience of the CEP.

d. The target market of the specialised communication element is health professionals, namely doctors, nurses, dietitians, nutritionists, nutrition advisers, health promoters, and community health workers.

1.5 COMMUNICATION CHANNELS

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

The CEP chose the following communication channels:

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

2. TELEVISION AND SOCIAL MEDIA: Dairy Gives You Go

2.1 Television advertisements

During the first quarter of 2024, research was conducted on the TV advertisements to obtain a more in-depth understanding of the performance of the TV advertisement to determine if the adverts can be re-broadcast in 2024; and to establish if the development and production of new television advert/s is required in 2024.

The questionnaire was developed in conjunction with Kantar and the Project. The research was conducted with 3500 number of individuals in the target audience in February 2024.

The research showed that the current TV advertisements can be re-flighted in 2024. The broadcast strategy will be adapted to ensure that more of the target audience is reached.

The TV advertisements that were researched were:

a. Four 15-second television adverts

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

In addition the 'dairy gives you whatever go you need' TV advert was also included in the research.

3. DAIRY GIVES YOU GO SOCIAL MEDIA CAMPAIGNS

Two main (hero) campaigns are planned for 2024 and will be executed in June and October.

4. DAIRY GIVES YOU GO WEBSITE

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

There are three themes on the website:

- Every day: the role of dairy
- Sport and dairy
- Strength: the benefits of dairy

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

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

5. REDISCOVER DAIRY

5.1 GENERAL

The Rediscover Dairy (RDD) communication elements include:

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

5.2 REDISCOVER DAIRY SOCIAL MEDIA PAGES: FACEBOOK AND INSTAGRAM

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

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

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

5.3 MEDIA RELEASES

For 2024, six media releases are planned. During the first quarter, two media releases were developed and distributed to digital publications.

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

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

Media release: Dairy-atrics: Cheers to Strong Bones and Happy Hips
November 2023

Additional coverage achieved in Q1:

Publications: 3 Digital; 3 Print

Estimate public relations value: R 15 281. 75

Estimated reach: 2 296 707

Media release 1: Back to School 2024 – Creating Healthy Lunch boxes- It's easier than you think
January 2024

Coverage achieved:

Publications: 14 Digital; 1 Print

Estimate public relations value: R 316 911.30

Estimated reach: 20 997 059

Media release 2: Yoghurt, a natural boost for gut health
Developed and will be distributed in April 2024

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

5.4 WORLD MILK DAY 2023

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

CONSUMER PRINT CAMPAIGN: PROMOTIONAL ARTICLE

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

In 2024, the Project will be using Media 24 for consumer lifestyle TV. Two episodes are planned for the year. In the first quarter the planning of the episodes were finalised.

PODCASTS

The Project has planned four podcasts for 2024. In the first quarter, two podcasts were planned and recorded. All podcasts will be posted on Podbean and other podcast platforms as well as on You Tube. Where milk comes from. Jompie Burger was interviewed for this podcast. Gut Health with a focus on dairy: Prof Coriina Walsh from the University of the Free State, was interviewed for this podcast. <https://rediscoverdairy.podbean.com/>

REDISCOVER DAIRY NEWSLETTER

The first newsletter of 2024 on the project was distributed at the end of January 2024. The newsletter can be accessed here: <https://www.rediscoverdairy.co.za/latest-news-2/newsletter/>

MEDIA LIAISON ACTIVITY TRADE PUBLICATIONS

Trade publications such as The Dairy Mail, Farm Link and Milk Essay are vehicles for communicating with the dairy industry and the food industry. Informative articles on the CEP and other relevant topics were published in The Dairy Mail in 2024. No articles were published in the first quarter in 2024.

MEDIA LIAISON MONITORING

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

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

Media coverage of dairy information for Q1(Jan to Feb) in 2024

| Advertising Value Equivalence (AVE) | | | | |
|-------------------------------------|--|--------------|---|--------------|
| | Column A General media (Not paid for by CEP) | | Column B CEP ¹ (Content generated and paid for by CEP) | |
| Media source | No of articles | Value (R) | No of articles | Value (R) |
| Internet | 152 | R 548 073.39 | 19 | R 353 730.16 |
| Magazine | 13 | R 191 611.72 | 2 | R 52 399.47 |
| Regional press | 18 | R 95 520.39 | 0 | R 0 |
| National press | 4 | R 6 995.94 | 0 | R 0 |

| | | | | |
|----------------------------------|------------|---------------------|-----------|---------------------|
| Radio | 1 | R 35.81 | 0 | R 0 |
| TV ² | 0 | R 0 | 0 | R 0 |
| Trade press ³ | 1 | R 55 905.36 | 1 | R 43 627.08 |
| Health professional ⁴ | 1 | R 2987.64 | 0 | R 0 |
| Total PR | 189 | R 842.237.25 | 21 | R 406 129.63 |

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

TV: incidental mentions and programs of content about the health and nutritional benefits of dairy.

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

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

RECURRING TOPICS

Topics that refer to dairy and recur frequently in the media and/or are of particular interest to the initiatives of the project are recorded. Figure 1 lists the topics that recurred during 2023 and shows which of these messages had a positive, negative, or neutral tone.

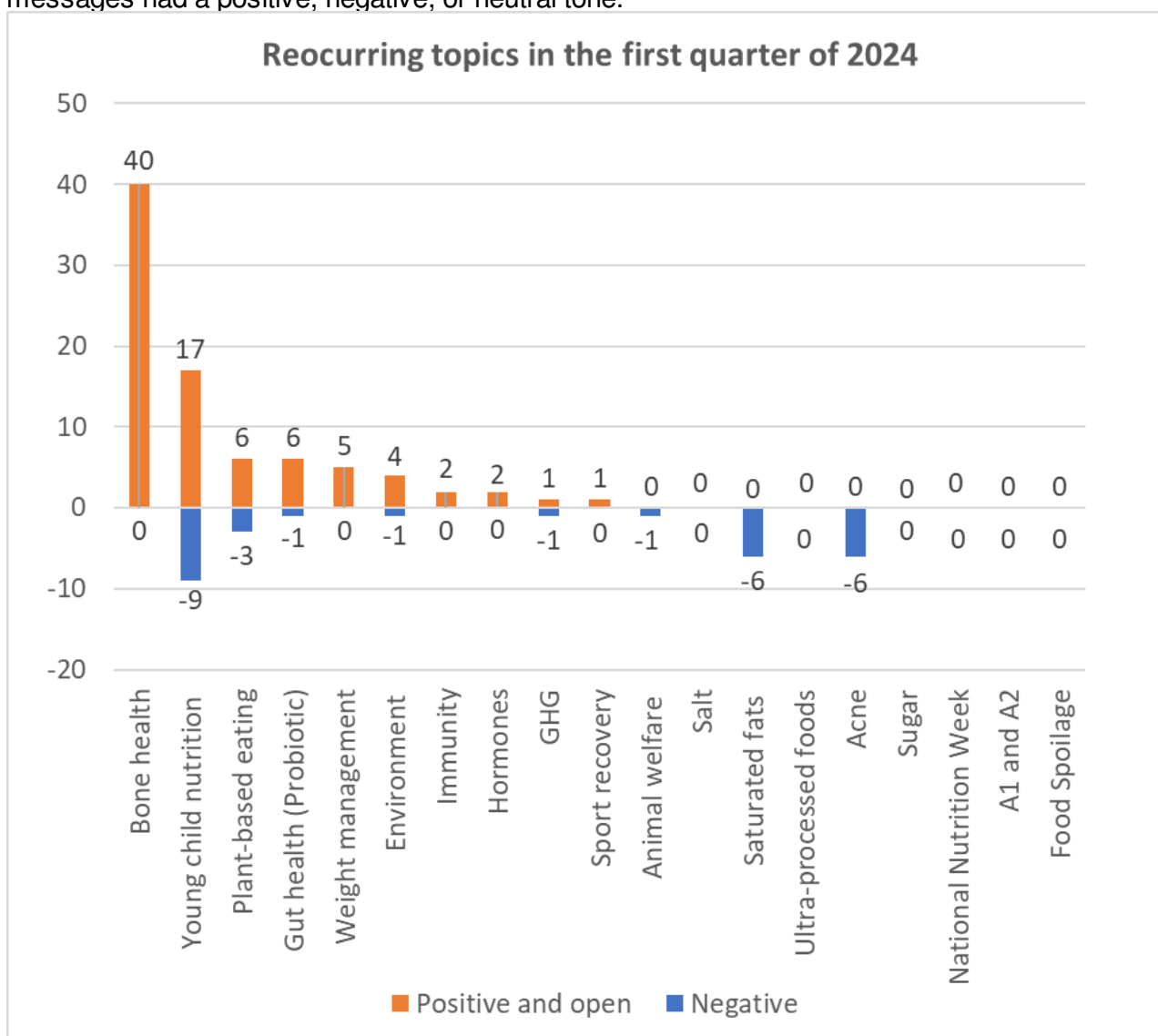


FIGURE 1: Recurring themes for the period January to March 2024

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)

7.1 GENERAL

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

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

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

During the first quarter, the Project liaised with the Western Cape Department of Education. All the educational material for primary schools and the Further Education Phase (grades 10-12) were submitted for review. Once approved, the material will be made available on their electronic portal.

7.2 Participation in events

During the first quarter the Project presented the school project, in particular the Further Education Training menu item on the www.dairykids.co.za website. Both events were aimed at school teachers. A leaflet was developed and handed out to delegates.

| Event | Date | Presentations by the Project |
|--|--|--|
| Annual ECD & Basic Education Conference 2024 | 7 March 2024 Sandton Convention Centre | The importance of milk and dairy in the development of school learners |
| 16 th International SAAFECS (South African Association of family ecology and consumer science) conference | 12 March 2024 Fire and Ice Hotel, Cape Town | Dairy Matrix: health benefits beyond individual nutrients |

7.3 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.

7.4 School Milk Programmes

As part of the work on School Milk, the Project also report on School Milk Programmes (SMP) worldwide as managed by the IDF. The CEP dietitian serves as Action Team (AT) leader of the IDF School Milk Programmes work group. In 2023 the AT launched an extensive re-evaluation and update of the SMP survey. The survey aims to describe the current nature and scope of school milk programmes or school feeding programmes that serve milk and milk products in different countries, states/provinces or cities. The survey will gather updated and unique information on how milk and milk products are placed in schools worldwide. Specific details on distribution, promotion, management, funding and programme resilience will be collected. Questions regarding the impact of the COVID-19 pandemic were also added to the survey.

The data collected will enable sharing of information with stakeholders around the world, and overall assess the situation of milk and milk products in school programmes. It will provide a unique opportunity to learn from one another and to share successes and challenges. The results of the survey, accompanied by an updated literature review on the impact of dairy on the nutrition of school children around the world will be presented as a full IDF Bulletin in September 2024.

REDISCOVER DAIRY WEBSITE (RDD)

Top page visits on www.RediscoverDairy.co.za

| Total views | Page views | Page visitors |
|-------------|------------|---------------|
|-------------|------------|---------------|

| | | |
|---------------|-------------------|-----|
| Annual report | Recipe | 952 |
| | CPD activity | 812 |
| | CEU Articles | 656 |
| | Media Information | 191 |
| | Good to know | 185 |

WELLNESS PROGRAMME

9.1 Clinic training events

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

Three clinic training events were planned for 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 will be 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 will be summarised and made available to the District offices of Mpumalanga once the province training has been completed.

A recording of the training session presentation remains available for use of online presentations where an in-person presentation is not possible. E.g. certain regions that are a safety risk or 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 in Q1 took place in January and February as set out below.

Educational information sessions for 2024

| Date | District | Number of people trained |
|--|---|--------------------------|
| 29 th January – 2 nd February 2024 | Ehlanzeni District: Mbombela & Nkomazi Sub-Districts | 195 |
| 19 th February – 23 rd February 2024 | Gert Sibande District: Mkhondo & Msukaliqwa Sub-Districts | 392 |

Clinic training events in semi-private clinics

In 2024 the CEP will continue to extend its clinic training programme to the semi-private clinic environment of retail pharmacies (Dischem and XP academy). The target market is the nursing sisters and the clinics functioning within the pharmacies. For 2024 the CEP will be using the Dischem and XP-academy online educational platform – SmartCnnect to connect with Dischem nursing sisters as well as nursing sisters from other semi-private pharmacies i.e. XP academy including the Van Heerden, Arrie Nel, Ring Pharmacies etc. These health professionals have to complete a training module that is generated by an app specifically for the pharmacy staff. The training will run a month at a time. For 2024 the CEP has two training sessions planned for XP academy. In the month of June the training presented to Dischem nursing staff will be used for XP academy and in September a new training module will be developed for both Dischem and XP academy. The training presented for June is called: Exploring the World of Dairy: A Comprehensive Guide on Dairy Nutrients, Varieties, and Uses of Dairy Products. The training is 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

These topics will be followed by a summative assessment that the delegates have 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.

No Non-achievements / underperformance has been reported

Goal 2 - Specialised Communication

Achievements

10. SPECIALISED COMMUNICATION

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

10.1 OVERVIEW

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

Communication channels include:

- Print and digital in the form of scientific advertorials and nutrition reviews
- Education material for dietitians, nutritionists, and nutrition advisers
- Education material for dietetic students at universities
- Liaison directly with health professionals through CPD events, seminars, and conferences
- Exposure on the Association for Dietetics in South Africa (ADSA) website
- A comprehensive website with specific reference to the section on dairy-based nutrition

10.2 REVIEWS AND ADVERTORIALS

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

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

- An evidence-based review on the role on dairy in older individuals: 'Staying stronger for longer' was completed in the first quarter and will be published in the SA Journal clinical nutrition (SACN)

As part of the health professional print and digital campaign, the CEP creates awareness on the ADSA (www.adsa.org.za) website, especially to inform dietitians of new information. The information appears on the RDD website together with any new scientific information on dairy health and nutrition. The CEP also presents at the ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP.

10.3 EDUCATIONAL PRESENTATIONS AT TERTIARY INSTITUTIONS

10.3.1 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 that offer a degree in dietetics. With each visit, the CEP dietitian presents the work and educational material offered by the project to the students and discusses the latest evidence-based information about dairy health and nutrition.

This includes awareness of all the dairy-based nutrition reviews, advertorials, and specific links to sections on the rediscover dairy website e.g. sports nutrition and the role of dairy, the clinic project, the school project, and the CPD portal. The presentation also provides an overview of the CEP and includes the TV advertisements.

Student presentations

| Date | University | Participants |
|-----------------|---------------------------|-----------------------------|
| 16 January 2024 | University of Pretoria | 40 students and 6 lecturers |
| 9 February 2024 | Nelson Mandela University | 38 students and 2 lecturers |

Presentations at tertiary hospitals

As an additional outcome of the visits to the university students, the CEP also visits the tertiary hospitals that are connected to the universities. These hospitals are public hospitals that are used for the fourth-year dietetic students' internship as well as the compulsory post-graduate community service of health professionals. A team of qualified dietitians at each hospital works in various departments and clinics in the public hospitals and the community service dietitians get the opportunity to work for a year under the guidance of these experienced dietitians. The project visits these hospitals to share the training tool, 'The importance of dairy in the diet of South African families', with this target market.

These visits are scheduled for every three to four years and is planned for 2024.

CONTINUING PROFESSIONAL DEVELOPMENT

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 2024 are made available for dietitians and health professionals from 1 April 2024 and remain active until 31st of December 2024. Eleven articles with their applicable questionnaires are available on the rediscoverdairy website, free of charge.

The CEP submits all allocated points of participants directly to the Health Professions Council of SA (HPCSA). At the same time each dietitian or nutritionist receive a certificate of participation. Health professionals were notified of the availability of the 2024 CPD activity of the CEP via direct emails to the data base of the project.

The total of 2 379 (dietitians and nutritionists) users are currently registered on the CEP/CPD portal,

Continuing Nutrition Education (CNE) event: February 2024

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

| Speaker | Topic |
|--|--|
| Dr Sandra Iuliano, Senior Researcher, University of Melbourne, Australia | Dairy consumption for bone health and muscle strength |
| Dr Rivkeh Haryono, Senior Nutrition Scientist at Dairy Australia | Make or break – The importance of dairy for older Australians |
| Monique Piderit, Registered Dietitian | Become a micro-influencer: Communicating nutrition science to the SA HP and consumer |

| | |
|--|--|
| Professor Friede Wenhold, Department of Human Nutrition, Faculty of Health Sciences, University of Pretoria | Why food-based dietary guidelines matter |
| Professor Corinna Walsh, Department of Nutrition and Dietetics, Faculty of Health Sciences, University of the Free State | Dairy in the diet of South Africans – nutrient bioavailability and possible health effects of public concern |
| Dr Colin Ohlhoff | 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/>

INDUSTRY-RELATED MATTERS

12.1 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 (HFOLI).

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

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

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

12.2 The South Africa Society of Dairy Technology (SASDT)

The CEP's project manager is the president of the SASDT and the 2024 symposium will be held on 16 May 2024. During the first quarter the planning of this event coordinated. Registrations are open for the event. <https://sasdt.foodfocus.co.za/>

12.3 Coordinating committee

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

The first meeting for 2024 was held on 20 March 2024.

INTERNATIONAL DAIRY FEDERATION

The work related to the IDF is ongoing. The IDF's different standing committees hold annual mid-year meetings.

13.1 Standing Committee on Marketing (SCM)

The CEP project manager is the chair of the SCM. The next meeting will be held on 7 April 2024 in Miami. Due to budget constraint, the project manager will chair the meeting online. During the first quarter, the agenda and meeting were planned for the SCM midyear meeting.

13.2 International Milk Promotion Group

The IMP is a permanent task force of the SCM. The annual midyear meeting will be held in Chile from

9 – 14 April 2024.

13.3 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 2024 SCNH
- AT Food-based Dietary Guidelines and other food guides around the world
- Utrecht Group planning committee

The SCNH held its annual mid-year meeting and Utrecht group will be presented in Utrecht in The Netherlands from the 11th – 13th of June 2024.

13.4 Plant-based literature search for IDF

On behalf of the IDF, the Project assisted in the collection, grouping and highlighting literature available on plant-based dairy alternative products. A report 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 | 3. CEP (002) MArch.pdf |
| Unnecessary spending during period | No |

Popular Report

[CEP 2024 first quarter report 9.4.24, popular.pdf](#)

Additional documentation

[CEP 2024 first quarter report 9.4.24, comprehensive.pdf](#)

Statement

| | |
|---|-----|
| Levy funds were applied only for the purposes stated in the contract | Yes |
| Levy funds were applied in an appropriate and accountable manner | Yes |
| Sufficient management and internal control systems were in place to adequately control the project and accurately account for the project expenditure | Yes |
| The information provided in the report is correct | Yes |