



Consumer Education Project of Milk SA
(PRJ-0379-2024)
SAMRPO: Consumer Education PProject of Milk SA
Quarter 2 2024/2024 (April 2024 till June 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 the second quarter in 2024.

The budget allocated for 2024 is 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). It is not possible to precisely 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 individuals in the target audience in February 2024.

The research showed that the current TV advertisements can be re-flighted in 2024.

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.

2.2 TELEVISION 2024

Based on the research findings 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 adverts are flighted on a monthly basis as opposed to 4 dedicated burst periods.

The performance of this burst in April/May came in significantly over the implements level (+25%). This was due to conservative planning to address potential load shedding as well as three DSTV channels that achieved more than double the anticipated Ars.

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 that is then shared with friends or family.

The target audience on social media was aimed at GenZ and young adults. The campaign included three influencers that 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 ran over World Milk Day for the month of June and July.

The campaign made use of various influencers that posted content on their own platforms and tagged the Dairy gives you go brand.

The results will be reported on in the 3rd quarter report.

3.2 DAIRY GIVES YOU GO SOCIAL MEDIA CAMPAIGNS

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

4. REDISCOVER DAIRY

4.1 GENERAL

The Rediscover Dairy (RDD) communication elements include:

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

4.2 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.

4.3 MEDIA RELEASES

For 2024, six media releases are planned. During the second 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 2 (April): Yoghurt, a natural boost for gut health
Developed and will be distributed in April 2024
Coverage achieved: Publications: 71 Digital
Estimate public relations value: R 773 782.16
Estimated reach: 15 243 142

Media release 3 (June) Why dairy has a significant place in sustainable diets

Coverage achieved: Publications: 3 Digital, 1 Print
 Estimate public relations value: R 121 784.44
 Estimated reach: 63 089

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

4.4 WORLD MILK DAY 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:

a. Why dairy has a significant place in sustainable diets

The media release was published across several digital and print publication, and was supported by social media messages and SA-influencers collaborations.

b. #SHAREDairy

A social media campaign for Gen Z (15-25), 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.

The campaign outputs were share with the Global Dairy Platform.

CONSUMER PRINT CAMPAIGN:

5.1 PODCASTS

The Project has planned four podcasts for 2024. In the second quarter, three podcasts were produced. Podcasts are 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 Freestate, was interviewed for this podcast. <https://rediscoverdairy.podbean.com/>

Dairy in die diet of the elderly: Dr Sandra Iuliano

5.2 MEDIA LIAISON ACTIVITY

5.2.1 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 were published in The Dairy Mail in 2024. No articles were published in the first quarter in 2024.

Articles published in the Dairy Mail

Date	Publication	Title
February	Dairy Mail	A toast to strong bones and happy hips
March	Dairy Mail	Fermented food for gut health

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 Q2 in 2024

Advertising Value Equivalence (AVE)				
Media source	Column A General media (Not paid for by CEP)		Column B CEP ¹ (Content generated and paid for by CEP)	
	No of articles	Value (R)	No of articles	Value (R)
Internet	79	R 572 491.50	92	R940 071.52
Magazine	18	R 604 031.19	2	R 72 053.65

Regional press	13	R 60 724.10		
National press	16	R 137.827.76		
Radio	7	R 14 010.96	1	R 67 000.00
TV ²	1	R 27 633.33		
Trade press ³	1	R 24 566.82		
Health professional ⁴	0	R 0.00		
Total PR	134	R 1 274 123.28	95	R 1 079 125.17

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)

6.1 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 2024 and shows which of these messages had a positive, negative, or neutral tone.

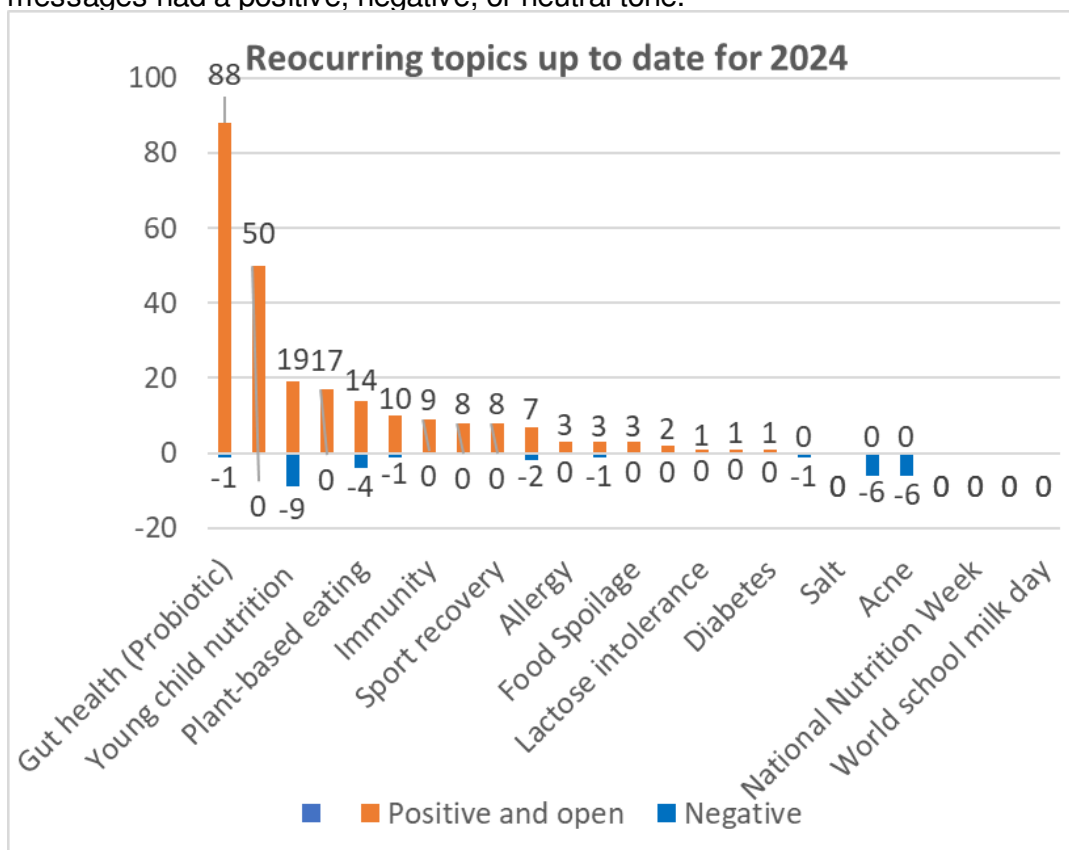


FIGURE 1: Recurring themes for the period April to June 2024

SCHOOL EDUCATION PROGRAMME

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 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.

REDISCOVERDAIRY WEBSITE

TOP PAGE VISITS ON WWW.REDISCOVERDAIRY.CO.ZA

Total views	Page views	Page visitors
Annual report	Recipe	3 175
	CPD activity	2 502
	Media Information	520
	Sport Nutrition	188
	Nutrient Component of Dairy	157

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 is 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 Q2 took place in April as shown below:

Educational information sessions for 2024

Date	District	Number of people trained
8 th April – 12 th April 2024	Mpumalanga: Gert Sibande District Govan Mbeki, Pixley ka Seme & Lekwa Sub-Districts	354

9.2 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 or retail pharmacies (Dischem and XP academy which include pharmacies such as Van Heerden, Arrie Nel Ring Pharmacies). For Dischem, the target market is the nursing sisters at the clinics functioning within the pharmacies while XP academy will cover the wider pharmaceutical staff e.g. nursing sisters, pharmacists, pharmacist assistants etc. The CEP uses the Dischem and XP-academy online educational platform – SmartCnnect to engage with the various target markets. The 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 and one training session and a POP Quiz for Dischem 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.

The results of the training within XP academy Pharmacies:

Number of downloads: 680

Number of completed questionnaires: 592 (87%)

Participants:

Role	Completion rate	Average outcome	summative
Clinic sister	99%	99	
Dispensary manager	89%	52	
Pharmacist assistant	99%	255	
Pharmacist Intern	97%	34	
Pharmacist owner	98%	41	
Responsible Pharmacist	100%	111	
TOTAL	97%	592	

Of the participating pharmacies, 47% were from Gauteng, 25% KZN, 10% each in the Free State and Eastern Cape, 6% Western Cape and 1% each in Limpopo and Northern Cape. XP academy is running the training again for the month of July at no extra cost.

The next training in the format of a CPD article will take place in September 2024 in both Dischem and XP academy Pharmacies.

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 second 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. Dietitians on were notified of the new CPD portal through the ADSA online portal.

EDUCATIONAL PRESENTATIONS AT TERTIARY INSTITUTIONS

11.1 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
24 May 2024	University of the Free State	tudents and 4 lecturers

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 peer 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. There was a clear spike in new registration in April this year with 84 new participants registering on the portal.

A total of 2 546 (dietitians and nutritionists) users are currently registered on the CEP CPD portal and 1 929 questionnaires have been submitted since the start of the new cycle on 1st of April 2024

12.2 CNE PRESENTED BY THE INTERNATIONAL DAIRY FEDERATION

On the 15th of May the International Dairy Federation once again 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 within one day, with each session having its own live panel discussion.

The speakers and presentations were from a very high standard with one of the Project’s Technical Advisory Committee members, Prof Corinna Walsh, was part of the line-up.

The programme:

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

Dietary recommendations in South Africa versus consumption data presented by Professor Corinna Walsh, University of the Free State, South Africa

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

Micronutrient bioavailability is an important consideration for the evaluation of milk as a source of nutrition presented by Dr Natalie Ahlborn, Massey University, New Zealand; Dairy in the Dietary Guidelines for Chinese presented by Professor Guansheng Ma, Peking University, China

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 of the countries that register and participate in the CNE event. All South African Dietitians and Nutritionist received CPD points for attending the event.

INDUSTRY-RELATED MATTERS

13.1 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 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. No response has been

received from the DoH.

13.2 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 May 16, 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 emphasized the importance of dairy in sustainable diets, while Professor 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/>

13.3 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. The Project also submitted its television adverts in the Innovation awards competition and is awaiting the outcome.

14.1 STANDING COMMITTEE ON MARKETING (SCM)

The CEP project manager is the chair of the SCM. The next meeting will be held on 23 October 2024 in Paris. Due to budget constraint, the project manager chaired the meeting online.

Current work items are:

Global Marketing Trends survey is managed by CNIEL, on behalf of the IDF, and was circulated to countries in April for completion. The results will be reported on at the World Dairy Summit The SCM, and the SCDPE, are responsible for the Country Reports and presentation thereof at the business meetings of the SCM.

The Project works alongside the IDF to compile a report on the literature available on plant-based product (yoghurt and cheeses).

14.2. INTERNATIONAL MILK PROMOTION GROUP

The IMP is a permanent task force of the SCM. The IMP midyear meetings were held in Santiago, Chile, from April 10 to 13, 2024. During the same period, the Global Dairy Platform (GDP) meetings took place in Miami from April 7 to 9. However, the Project Manager did not attend thw GDP meetings in Miami, due to budget constraints.

The central message of the IMP meetings was that a balanced diet respecting planetary health is essential. This should be communicated effectively to inform health professionals and consumers about maintaining a healthy, balanced, and sustainable diet. Additionally, consumers are increasingly seeking information about sustainable farming practices, leading many countries to launch communication campaigns highlighting these efforts.

The program for the IMP meetings consisted of four main sections, each featuring a workshop:

Focus on Sustainability/Communicating Sustainability

Focus on Nutrition

Artificial Intelligence in Communication

IMP Trophy Awards

14.3 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 on the 11th – 13th of June 2024 in Utrecht, The Netherlands.

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 progress and deliverables of this work. One of the main priorities of this year is to publish a new IDF Bulletin on SMPs and its nutritional impact on school children worldwide. The SCNH meeting was followed by two days with research reports by top researchers in the field of nutrition. The theme of this year's Utrecht group was "Controversies about dairy products' health effects". The topics addressed were:

Lactose intolerance: Insights and management strategies

The role of fermented dairy in the nexus between gut microbiome, obesity and cardiometabolic health

Milk intake and risk of type 2 diabetes: role of host LCT genotype, gut microbiota and blood metabolites

Dairy and Brain Health/Parkinson's Disease

Dairy versus plant-based products health differences

Dairy Methodologies and background

A full report on the SCNH's meeting as well as the Utrecht group will be made available as part of the SACIDF annual report.

14.4 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 on the available literature was compiled and submitted to the IDF taskforce on plant-based dairy alternative products for review.

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	6. CEP (002).pdf
Unnecessary spending during period	No

Popular Report

[CEP 2024 second quarter report popular 11.7.24.pdf](#)

Additional documentation

[CEP 2024 second quarter report 5.7.24, comprehensive Final, 11.7.24.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