



**Consumer Education Project of Milk SA**  
(PRJ-0379-2024)  
**SAMRPO: Consumer Education PProject of Milk SA**  
**Quarter 3 2024/2024** (July 2024 till September 2024)

## Project goals

### Goal 1 - General Communication

#### *Achievements*

##### 1.1 OBJECTIVE OF REPORT

This report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during the third 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 and academic institutions
- h. School programmes based on the CAPS curriculum

## 2. TELEVISION AND SOCIAL MEDIA: Dairy Gives You Go

### 2.1 TELEVISION ADVERTISEMENTS

The research conducted in the first quarter by Kantar Millward Brown, provided a more in-depth understanding of the performance of the TV advertisement during the previous year. It also determined if the adverts can be re-broadcast in 2024; and established if the development and production of new television advert/s is required in 2024 for broadcast in 2025. The research was conducted with 3500 individuals in the target audience in February 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 and '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.

### 2.3 POST CAMPAIGN RESULTS FOR APRIL AND MAY 2024

Post campaign results for age 17 to 24 years.

Age: 17 to 24 years	Amps Ratings <sup>1</sup>		Reach <sup>2</sup> %		Frequency <sup>3</sup>	
	Implemented	Actual	Implemented	Actual	Implemented	Actual
April/May	169	212	410	414	4.2	5.1
June	101	151	33	40	3.1	3.8
July	104	149	31	36.5	3	4.1

August	98	106	30	31	3.2	3.4
September						

### Post campaign results per creative execution to date (April – August)

	Cheese	Milk	Amasi	Yoghurt
Ars <sup>1</sup>	188	129	133	63
Reach % <sup>2</sup>	48	40	42	29
Frequency <sup>3</sup>	3.9	3.2	3.1	2.2

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 within the target market is supposed to have been exposed to the advertiser's message.

The performance of the bursts came in significantly over the implemented level. 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.

The cumulative TV performance reflects that 61% of the 3.2m in the this target audience have been reached with a frequency of 10.2.

## 2.4 NEW TELEVISION ADVERTS FOR 2025

New television adverts are planned for 2025. The planning of the concept, storyboard and storyboard testing were completed during the third quarter. This included several meetings to ensure that the nutritional messages will be clearly communicated to the target audience.

## SOCIAL MEDIA CAMPAIGNS

Two main (hero) campaigns are planned for 2024. The first main campaign was executed in June.

### 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 (born between 1997 and 2012) 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.

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 3<sup>rd</sup> quarter report

### 3.2 # Be EXTRA with dairy

This is the second brand campaign for 2024. During the third quarter, the planning and food videos and recipes were developed. The campaign will launch in November.

### 3.3 DAIRY GIVES YOU GO SOCIAL MEDIA PLATFORMS

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.

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

## 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.

Rediscoverdairy FaceBook followers: 31800  
Rediscoverdairy Instagram followers: 894

### 4.3 MEDIA RELEASES

**For 2024, six media releases are planned. During the third 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 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 the awareness of the RDD social pages and content. Micro-influencers include food bloggers, dietitians and fitness enthusiasts.

In this quarter, three media releases were published.

Media release 3 June/July 2024 Coverage achieved:	Why dairy has a significant place in sustainable diets Publications: 5 Digital, 1 Print Estimate public relations value: R 189 280.02 Estimated reach: 426 260
Media release 4 August 2024 Coverage achieved	Dairy: your key ingredient in heart winter meals Publications: 12 Digital, 3 Print Estimate public relations value: R 488 100.13 Estimated reach: 9 098 019
Media release 5 September 2024 Estimate public relations value:	The power of dairy nutrition of active teenagers Publications: 12 Digital Estimate public relations value: R 274 617.30 Estimated reach: 249 219

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:

1) Why dairy has a significant place in sustainable diets  
The media release was published across several digital and print publication.

2) #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 shared with the Global Dairy Platform for the WMD global initiative.

#### **4.5 WORLD SCHOOL MILK DAY (WSMD) 2024**

The 2024 WSMD was celebrated across 17 schools identified by the Department of Basic Education reaching more than 10 500 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 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 Foundational 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, Fezile Dabi District. It was attended by the Project Manager and Food Science and Communications officer of the Project. The event was held on the 19th of September 2024.

The WSMD was also supported by a National challenge, as issued by the Department of Basic Education, recycling 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 of specifically grade 4-7 learners for the 2024 calendar year. The competition closed at the end of September and the DBE adjudication panel will convene later, to select winners.

### **CONSUMER PRINT CAMPAIGN:**

#### **5.1 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 is using Media 24 for consumer lifestyle TV. Two episodes are planned for the year. During the 3rd quarter, the Project, in collaboration with the Media 24 production team, planned the content and recipes for the proposed two episodes. The episodes were filmed in Khayelitsha, Western Cape, during August. Following this, the Hope Mzansi Hub was developed, and the episodes were edited, with social media content also produced. The episodes will be available on YouTube for three months starting in October. This will be widely advertised on Media 24's website, social media pages, and in print media.

#### **5.2 PODCASTS**

The Project planned four podcasts for 2024. In the third quarter, the fourth podcast was 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

Milk in the trolley: Khanyi Mjwara

#### **5.3 REDISCOVER DAIRY NEWSLETTER**

The second newsletter of 2024 on the project was distributed at the in September 2024.

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

#### **5.4 MEDIA LIAISON ACTIVITY**

##### **5.4.1 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.

During the third quarter, the Project conducted several radio and television interviews with Plaasmedia. The aim of the interviews is to share content about the project and health benefits with the dairy industry at large.

All interviews can be accessed on the RediscoverDAIRY podcast channel [here](#)

The same interviews were broadcast on several different community radio stations:

August: 11 broadcasts – 9 stations

September (Up to 15 Sept): 8 broadcasts – 7 stations

#### 5.4.2 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 Q3 in 2024

Advertising Value Equivalence (AVE)				
Media source	Column A General media (Not paid for by CEP)		Column B CEP <sup>1</sup> (Content generated and paid for by CEP)	
	No of articles	Value (R)	No of articles	Value (R)
Internet	139	R 391 966.06	41	R 957 341.03
Magazine	8	R 14 724.96	0	R 0.00
Regional press	19	R 262 030.99	4	R 252 670.69
National press	1	R 107.16	1	R 85 740.58
Radio	13	R 12 975.74	19	R 279 689.
TV <sup>2</sup>	1	R 90 800.00	0	R 0.00
Trade press <sup>3</sup>	4	R 41 460.73	0	R 0.00
Health professional <sup>4</sup>	0	R 0.00	0	R 0.00
<b>Total PR</b>	<b>178</b>	<b>R 720 692.26</b>	<b>65</b>	<b>R 1 575 442.05</b>

#### Media coverage of dairy information for Q3 in 2024

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.

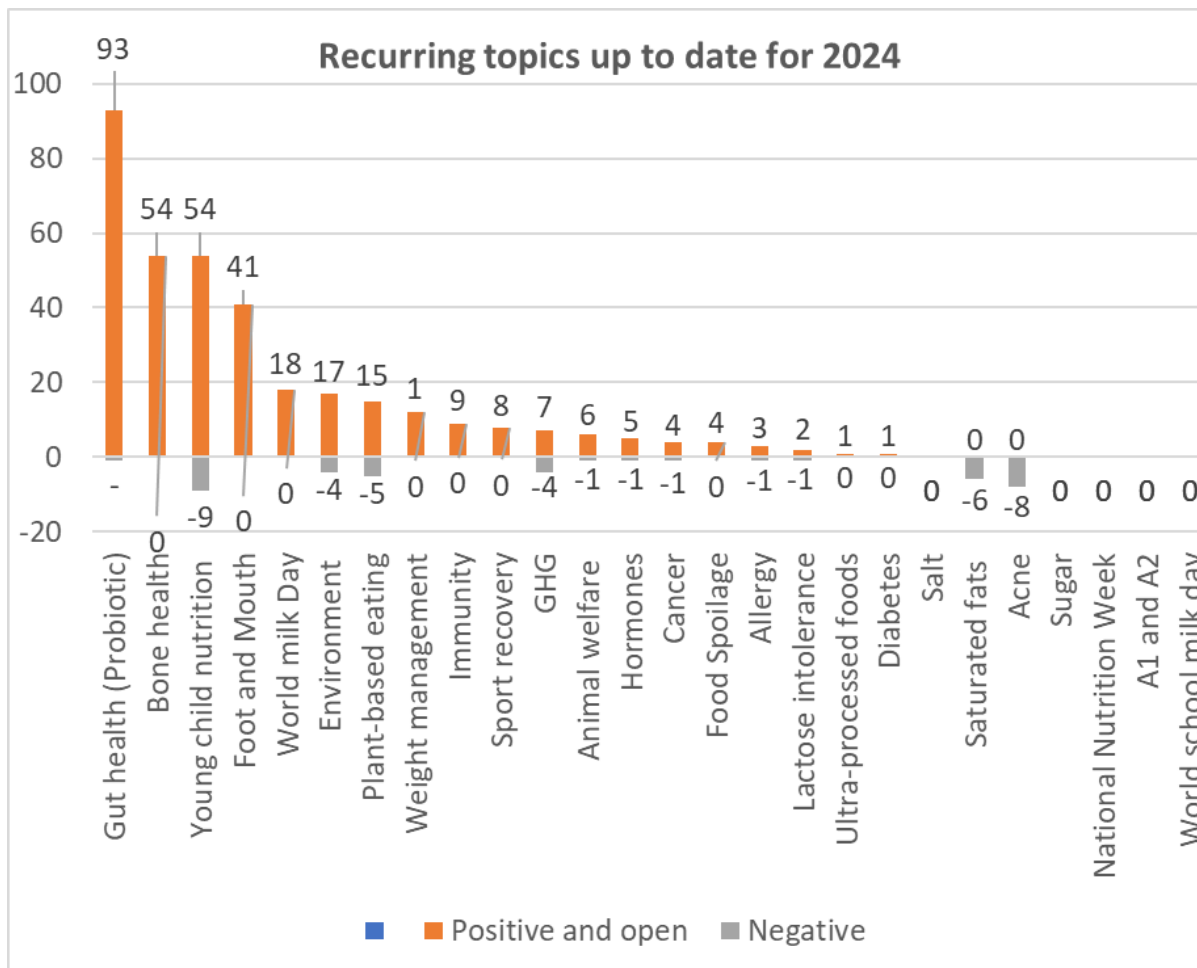
TV: incidental mentions and programs of content about the health and nutritional benefits of dairy.

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)

#### 5.5 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 July to September 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 grade 4 and 7)
- Consumer studies – Food and nutrition: grade 10 to 12

### 6.1 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](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.

### 6.2 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 one of the retailers’ school-hub pages.

### 6.3 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.

### 6.4 SCHOOL MILK PROGRAMMES

As part of the work on school milk, the Project also report 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 Programmes 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 done in 2019. However, questions were refined by adding new options and restructuring some to ensure more accurate and relevant responses. A glossary of key terms, with definitions, was also provided to ensure information is clear and easy to understand. This survey also 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 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 the 25<sup>th</sup> of 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 world wide 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 Human Nutrition, University of Pretoria, South Africa

**REDISCOVERDAIRY WEBSITE: TOP PAGE VISITS ON: [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za)**

Total views	Page views	Page visitors
Annual report	Recipe Turkish Eggs CPD activity CEU Articles Bread and Butter pudding	1 430 677 641 617 426

**WELLNESS PROGRAMME**

**8.1 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 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 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 that took place in April

## 8.2 AGE-RELATED COMMUNICATION

The Project further extended its work by specifically reaching out 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 program 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 3 hour presentation was done online on the 29th of 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 in November 2024.

## 8.3 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 must 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 persons who downloaded the questionnaires: 680  
Number of persons who completed questionnaires: 592 (87%)  
Participants:

Role	Completion rate	Average summative outcome
Clinic sister	99%	99
Dispensary manager	89%	52
Pharmacist assistant	99%	255
Pharmacist Intern	97%	34
Pharmacist owner	98%	41
Responsible Pharmacist	100%	111
<b>TOTAL</b>	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. A CPD article was accredited by HPCSA and was placed on both the Dischem and XP academy online training portals. The CPD article is titled: "Effect of dietary sources of calcium and protein on hip fractures and falls in older adults in residential care: cluster randomised controlled trial. S Iuliano et al. BMJ 2021;375:n2364". Participants had to read the article and answered 10 questions to receive a CPD certificate.

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

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

#### **Achievements**

##### **9. 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 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

##### **9.1 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 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 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](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.

Date 2024	Published	Topic presented
August	Modern Medicine	Why dairy has a significant place in sustainable diets.
September	Supermarket and retailer	All the cheesy goodness

##### **9.2 EDUCATIONAL PRESENTATIONS AT TERTIARY INSTITUTIONS**

###### **9.2.1 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 2024	University	Participants
18 July	University of Stellenbosch	28 Students and 1 Lecturer
22 July	University of Western Cape	24 students and 1 Lecturer
7 August	University of Potchefstroom (Consumer Studies students)	45 students and 1 lecturer
7 August	University of Potchefstroom (dietetic students)	34 students and 3 lecturers
16 August	University of Limpopo	students and 5 lecturers

### CONTINUING PROFESSIONAL DEVELOPMENT 10.1 CDP ARTICLES AND QUESTIONNAIRES

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

The peered reviewed articles for 2024 are made available for dietitians and health professionals from 1 April 2024 and remain active until 31<sup>st</sup> 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 2 588 (dietitians and nutritionists) users are currently registered on the CEP CPD portal and 2677 questionnaires have been submitted since the start of the new cycle on 1<sup>st</sup> of April 2024

### 10.2 PRESENTATIONS PRESENTED BY THE PROJECT

The following presentations were presented on invitation to the Project.

Title of presentation	Audience	Date 2024
Dairy Consumption and Diabetes	12 Medical Doctors – GPs – Western Cape	19 July
Dairy Consumption and Diabetes	Centre for Diabetes and Endocrinology Post-graduate Conference 225 delegates consisting of medical doctors, specialist, CDE nursing sisters and dietitians	24 August
The Dairy Matrix	Dairy Standard Agency webinar 32 Dairy Industry delegates	18 September

## INDUSTRY-RELATED MATTERS

### 11.1 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/>  
Ongoing meetings are held with the committee

## 11.2 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.  
The second meeting was held on 3 July 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.

During the third quarter, the planning for the different business meetings took place with other standing committees and the IDF.

### 12.1 STANDING COMMITTEE ON MARKETING (SCM)

The CEP project manager is the chair of the SCM. The next meeting will be held on 13 October 2024 in Paris. During the third quarter, several meetings were held to plan agendas and work items for discussion at the IDF WDS.

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 by the Project manager.

The SCM, and the SCDPE, are responsible for the Country Reports and presentation thereof at the business meetings of the SCM. The country report was completed by the member of the SCDPE and SCM as well as SAMPRO members. Deadline date was 24 September 2024.

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

### 12.2 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 the 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

The following meeting will be held in Paris on 13 October.

### 12.3 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 on The Dairy Matrix
- 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 11<sup>th</sup> – 13<sup>th</sup> 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.

In the third quarter of this year the dietitian of the Project had various meetings Action Team leader on School Milk Programmes. The data collected through the SMP survey were analysed, she took part in the coordination and writing of the new Bulletin on SMP and was a speaker at the WSMD celebration webinar on 25<sup>th</sup> of September 2024.

The dietitian of the Project was also part of the Action Team on The Dairy Matrix. As part of the teams' work, they published a scientific paper in the international journal Nutrients. The article is titled: The Dairy Matrix: Its Importance, Definition, and Current Application in the Context of Nutrition and Health and it was published in Nutrients · August 2024. DOI: 10.3390/nu16172908.

Meetings as part of the Action Team on Food-based dietary guidelines and the Utrecht Group planning for 2025 were also attended.

On the 23<sup>rd</sup> of September the Project Manager and Dietitian attended the Global Dairy Nutrition Network Meeting on Food Based Dietary Guidelines.

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

## Income and expenditure statement

Income and expenditure statement	<a href="#">8. CEP (002).pdf</a>
Unnecessary spending during period	No

## Popular Report

[CEP 2024 third quarter report Popular report, 9.10.24.pdf](#)

## Additional documentation

[CEP 2024 third quarter report comprehensive 9.10.24.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