



Consumer Education Project of Milk SA
(PRJ-0379-2024)
SAMRPO: Consumer Education PProject of Milk SA
Quarter 4 2024 (October 2024 till December 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 fourth 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

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.

2.2 Post campaign results for 2024 per month

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

The cumulative TV performance reflects that 75% of the 49.9m in the total SA Market (age 4+) was reached with a frequency of 17.2 with these TV adverts.

2.3 New television adverts for 2025

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

Creating the storyboard was a complex task that required more time than planned for. However, it was successfully completed by the end of the fourth quarter. The next step involves conducting research to test the storyboard with the target audience. The animated version of the television advertisements is now ready, and the research is scheduled for the third week of January 2025.

SOCIAL MEDIA CAMPAIGNS

3.1 # Be EXTRA with dairy

This was the second brand campaign for 2024. On the DGYG platform, the Project launched the #BeExtra Campaign which promoted the idea that eating smaller, more frequent meals offers a range of benefits for young people.

As part of the campaign, eight dairy based, nutrient rich food videos were developed to demonstrate how dairy can be easily incorporated into micro-meals. From quick snack recipes to more substantial micro-meals, these videos show how dairy adds flavour and nutrition to any meal. Each video was accompanied by health messaging that highlighted the benefits of adding dairy to the diet. The campaign included social media posts to promote dairy as part of healthy snack meals, recipe videos were posted on Facebook Instagram and Tiktok.

The eight recipe videos can be watched here: <https://www.dairygivesyougo.co.za/snacks/>

The campaign was extended to the Rediscoverdairy audience, and a media release was developed and distributed to mothers with children living at home as well as young adults leaving home or are students that need to prepare their own meals. The media release was distributed to relevant digital publications and can be read here: <https://www.rediscoverdairy.co.za/wp-content/uploads/2024/12/Easy-Eats-Launch-November-2024.pdf>.

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

Results of the #BeExtra, per platform

Platform	Impressions	Engagement	Engagement Rate	Reach
Facebook	1 481 274	68 196	4,60%	1 192 688
Instagram	2 280 475	117 465	5,15%	1 786 469
Tik Tok	4 264 119	8 760	0,20%	793 942

DAIRY GIVES YOU GO SOCIAL MEDIA 'ALWAYS ON' PLATFORM RESULTS

4.1 ANALYTICS FOR FACEBOOK

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

5.1 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.

5.2 MEDIA RELEASES

For 2024, seven media releases were developed and distributed. During the fourth quarter, two media releases were developed and distributed to digital publications.

The media releases are a very important element of the project as 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.

Media release 6 Dairy: Your ally during menopause.
October 2024 Publications: 16 Digital
Estimate public relations value: R 764 906.70
Estimated reach: 16 057 621 (News24 contributed 13 240 284)

Media release 7 Celebrate summer with dairy
December 2024 Publications: 26 Digital
Estimate public relations value: R 795 448.31
Estimated reach: 13 259 381

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

5.3 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 for, by the Project, and a milk product, provided by various processors. The Project supported the educators of the schools with a total of 106 English 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 convened and selected winners in November. The winners were announced at the National School Nutrition Programme Best Schools and District awards Ceremony on the 6th of December 2024, at the Madjadji Primary School in Limpopo.

CONSUMER PRINT / DIGITAL CAMPAIGN

6.1 PROMOTIONAL CAMPAIGNS

Promotional messages are developed 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 who are still caring for their children.

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

As part of the campaign, Chef Hope visited Khayelitsha to develop recipes that highlighted the use of dairy in township cooking. He created two innovative dishes: roosterkoek made with plain double-cream yoghurt and tender roasted chicken marinated in amasi—a rich, traditional fermented milk. These recipes showcased how versatile and flavourful dairy can be in local cuisine.

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

<https://www.youtube.com/watch?v=NkGA1FQL2lw>

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

Facebook reach: 2 286 508
Instagram impressions: 7 737
News letter opens/read: 414

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

REDISCOVER DAIRY NEWSLETTER

The second newsletter of 2024 on the project was distributed at the in September 2024. The December issue will be distributed in January 2025.
The purpose of the newsletters is to inform the dairy community of the outputs of the project during the year. It provides a summary of all the published material and activities of the Project.
The newsletter can be accessed here: <https://www.rediscoverdairy.co.za/latest-news-2/newsletter/>

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.

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](#)

Plaasmedia interviews

RSG Landbou	Afrikaans	Wêreld skole melkdag
RSG Landbou	Afrikaans	Verskillend melke; Verskillende vetklasse. Poeier melk vs Koffie veromer.
Landbou radio	Afrikaans	Wêreld skole melkdag
Landbou radio	Afrikaans	Clinic Project
Landbou radio	Afrikaans	Verskillend melke; Verskillende vetklasse Poeier melk vs Koffie veromer.
Landbou radio	Afrikaans	VBO projek
Landbou radio	Afrikaans	Diabetes
Plaas TV	Engels	World school milk day
Plaas TV	Engels	CEP Project

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

- October:

10 broadcasts – 6 stations
R45 560.73
Reach: 55 000
- November:

2 broadcasts – 1 station
R 3 584.00 estimated advertising value equivalent
Reach: 2 000

8.2 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 Q4 in 2024

Advertising Value Equivalence (AVE)		
	Column A General media (Not paid for by CEP)	Column B CEP¹ (Content generated and paid for by CEP)

Media source	No of articles	Value (R)	No of articles	Value (R)
Internet	96	R 322 952.76	51	R 1 390 197.38
Magazine	11	R 92 814.24	0	R0.00
Regional press	19	R 9 121.74	3	R 23 135.55
National press	0	R0.00	2	R 26 312.52
Radio	11	R 501 835.33	24	R 172 834.22
TV ²	2	R 81 869.84	0	R 0.00
Trade press ³	4	R 9121.74	2	R 51 328.00
Health professional ⁴	1	R 33 823.50	0	R0.00
Total PR	141	R 1 178 930.38	82	R 1 612 479.67

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)

8.3 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.

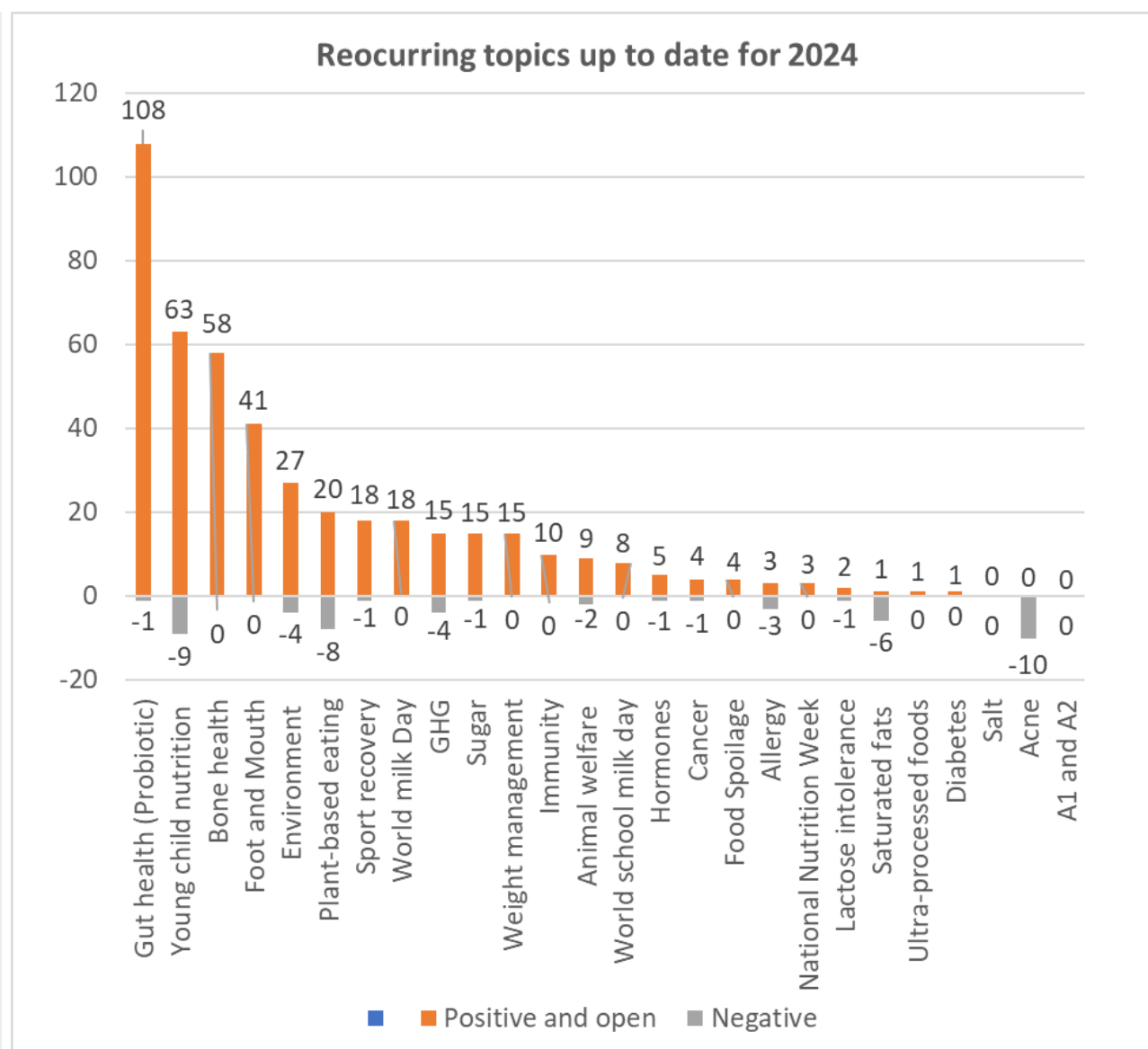


FIGURE 1: Recurring themes for the period October to December 2024

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 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.

9.2 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 early in 2025.

9.3 Clinic training events in semi-private clinics

In 2024 the CEP continued to extend its clinic training programme to the semi-private clinic environment or 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%)

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.

The next training in the format of a CPD article took 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

10. 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

10.1 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 was 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.

Date 2024	Published	Topic presented
October	SA Journal of Clinical Nutrition	Why dairy has a significant place in sustainable diets http://www.sajcn.co.za/index.php/SAJCN/article/view/1734

10.2 EDUCATIONAL PRESENTATIONS AT TERTIARY INSTITUTIONS

10.3 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
08 October	Sefako Makgatho University	Students and 3 lecturers

11. CONTINUING PROFESSIONAL DEVELOPMENT

11.1 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 peer reviewed articles for 2024 were made available for dietitians and health professionals from 1 April 2024 and remained active until 31st of December 2024. Eleven articles with their applicable questionnaires were 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.

At the end 2024 the statistics for the CPD portal was as follows:

Registered users: Total of 2 643

Completed questionnaires:

Total since 2019: 15 076

For 2024: 4 522

Top 5 articles for 2024:

Misinformation and Disinformation in Food Science and Nutrition: Impact on Practice	640
Artificial intelligence, nutrition and ethical issues: A mini review	532
Fermented Foods and gastrointestinal health: underlying mechanisms	514
Diet, cardiovascular disease, and mortality in 80 countries	432
Vitamin K and Hallmarks of Ageing: Focus on Diet and Gut Microbiome	376

11.2 Nutrition Congress 2024 Participation

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

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

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

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

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

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

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

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

Participants of the panel discussion were:

Dr Stephan Peters, Dutch Dairy Association (Netherlands)

Dr Mariaan Wicks, North-West University (SA)

Dr Chantell Witten, University of the Witwatersrand (SA)

Ms Julie Perks, Private Practice (SA)

INTERNATIONAL DAIRY FEDERATION

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

12.1 STANDING COMMITTEE OF MARKETING

12.2 Global Marketing Trends 2024

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

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

12.3 The following business meetings were attended by the Project Manager.

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

12.4 Joint meetings

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

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

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

12.5 Priority items for the SCM

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

12.6 International Milk Promotion (IMP) group, business meetings

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

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

12.7 Standing Committee Nutrition and Health

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

AT on School Milk Programmes (action team leader)

AT IDF Nutrition Symposium 2024

AT IDF WDS 2025 SCNH

AT on The Dairy Matrix

AT Food-based Dietary Guidelines and other food guides around the world

Utrecht Group planning committee

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

The following business meetings were attended:

IDF Task Force (TF) on Plant-based foods (12 October 2024)

IDF Standing Committee Nutrition and Health joint meeting with SC Identity and Labelling (13 October 2024)

IDF Standing Committee Nutrition and Health joint meeting with SC of Marketing, SC on Dairy Policies and Economics and SC Environment (13 October 2024)

IDF Standing Committee Nutrition and Health (14 October 2024)

IDF TF on Women in Dairy (14 October 2024)

IDF All Experts coordination meeting (14 October 2023)

During the SCNH the dietitian of the Project reported on the IDF priority work item, School Milk Programmes (SMPs). As Action Team leader she provided feedback on progress and deliverables of this work. One of the main priorities of this year was to publish a new IDF Bulletin on SMPs and its

nutritional impact on school children worldwide. This Bulletin and an updated Scientific review were published in September 2024 and is available on the IDF website.

The dietitian of the Project was also part of the Action Team on The Dairy Matrix. As part of the 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.

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

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	11.CEP (002).pdf
Unnecessary spending during period	No

Popular Report

[CEP 2024 fourth quarter report POPULAR 14.1.25.pdf](#)

Additional documentation

[CEP 2024 fourth quarter report comprehensive 14.1.25, Final.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