



Consumer Education Project of Milk SA
 (PRJ-0400-2025)
SAMPRO Consumer Education Project of Milk SA
Year 2025 (January 2025 till December 2025)

Project goals

Goal 1 - General Communication

Achievements

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INTRODUCTION

1.1 Objective of Report

This report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during fourth quarter in 2025.

The budget allocated for 2025 was R 23 224 720.00

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

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

- a. **General communication**, i.e., messages of a general nature about the health and nutritional advantages of dairy products, conveyed to consumers.
- b. **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 spillover 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 000.00+ per month. Those in LSM 8–10 may have an income greater than R19 999.00 per month. The LSM indicators are used to determine target audiences for the different elements of the CEP.
- c. The Socio-Economic Measurement (SEM) segmentation tool is a socio-economic measure that differentiates how people live. It represents a spectrum of low to high socio-economic living standards, based on where they live, the kind of structure they live in and to what they have access in and near their homes (BFAP 2019–2028). LSM segmentation was discontinued in 2015 and it is not possible to connect LSM data with current data for SEM segments. However, for CEP, SEM segments 4–7, which make up 40% of the total adult market, and SEM segments 8–10, which make up 20% of the total adult market, represented the bulk of the target audience of the CEP.
- d. The target market of the specialised communication element is health professionals, namely doctors, nurses, dietitians, nutritionists, nutrition advisers, health promoters and community health workers.

1.5 Communication Channels

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

The CEP identified the following communication channels:

- a. Television: Main stream; DStv; DStv Stream: DStv Video on Demand.
- 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

1.6 General Communication and Media Evaluation

During the first quarter, the Project undertook a formal evaluation of its General Communication platforms. The primary aim of this evaluation was to determine how effective these platforms were in reaching their intended target markets and to assess whether the content shared on each platform was appropriately tailored to resonate with the specific audiences they were meant to engage.

One of the key findings from this evaluation was the duplication of content between the social media pages of Dairy Gives You Go (DGYG) and Rediscover Dairy (RDD). Given that a significant portion of the audience demographics for both pages overlapped, it was deemed inefficient to maintain them as separate entities with largely similar content. As a result, a strategic decision was made to merge the Facebook and Instagram pages under one unified identity – Rediscover Dairy – starting in the third quarter.

To ensure a smooth transition, followers of the Dairy Gives You Go Facebook page were informed in advance about the planned merge. This communication campaign encouraged followers to join the Rediscover Dairy page and, as a result, the majority of the DGYG followers migrated successfully. This initiative led to a substantial increase in the follower base of the Rediscover Dairy Facebook page, which grew from 34 000 to 85 000 followers after the merge in June 2025.

Despite the consolidation of the platforms, the Dairy Gives You Go slogan remains an integral part of the identity and messaging of the Project. It continues to be featured prominently in various posts on the Rediscover Dairy Facebook page, maintaining its strong recognition and appeal in the overall communication strategy.

In parallel with these changes, TikTok has been adopted as a permanent platform for the DGYG campaign. This decision was based on the confirmation of the evaluation that TikTok is highly relevant to the DGYG target audience, who are particularly active on this platform. The presence on TikTok allows for tailored, youth-oriented content that aligns with the habits and preferences of this demographic.

Television continues to be used as an essential platform that supports both the Dairy Gives You Go and Rediscover Dairy campaigns. Content aired on TV is aligned with the messaging across the digital platforms to ensure consistency and to reinforce key campaign themes.

Following the evaluation phase, a consolidated digital dashboard was developed to enhance project monitoring and reporting further. The purpose of the dashboard is to bring together data from all the communication platforms – Facebook, Instagram, TikTok, and YouTube – and to present it in a comprehensive, graphic format. This allows for a visual representation of audience engagement and interaction across the various platforms. The dashboard provides an accessible and integrated view of performance metrics, enabling stakeholders to track the effectiveness of each channel, identify patterns, and make informed decisions for ongoing communication efforts.

2. TELEVISION: DAIRY GIVES YOU GO

2.1 Television Advertisements

New television advertisements were produced during the second quarter of 2025. Prior to production, the storyboards were tested with the target audience. The questionnaire was developed in conjunction with Kantar Millward Brown, a global research house that specialises in research of television advertising. The research was conducted with 150 respondents that met the criteria to participate in the research.

The research showed that the storyboard was well understood by consumers and minor adjustments had to be made to ensure the TV ads would resonate with the target audience and be remembered. The TV adverts were produced in the second quarter and launched on 5 June 2025. The broadcast schedule includes SABC 1, 2, 3, eTV, DStv package, DStv streaming and DStv Video on Demand (VOD).

There are three new TV Adverts

Three 15-second television adverts for television broadcast and for YouTube

- Milk
- Maas
- Cheese

2.2 Post-campaign Results: 2025

2.2.1 Post-campaign Results for Ages 18 to 40 years (Target audience size: 11.252m)

Age: 18 to 40 years	Amps Ratings ¹		Reach ² %	Frequency ³
	Implemented	Achieved		
2025: June–December	1129	1278	66	19.5

2.2.2 Post-campaign Results per Creative Execution 2025 (Target audience size: 11.252m)

	Cheese	Milk	Amasi
ARs ¹ : Implemented (aim)	429	418	429
ARs: Achieved (actual)	425	437	416
Reach % ²	58	57	57
Frequency ³	7.4	7.7	7.3

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 in the defined target market who are potentially exposed to the message at least once. ARs are calculated by reach x frequency.

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

Insight: Overall, the campaign has reached 72% of the total population of 49.95 million (total population age 4+) people in SA at an average frequency of 20.7. This means that 36 096 million people have seen the adverts (cumulatively) more than 20.7 times

2.2.3 DStv Streaming Live

	Booked Impressions/Views	Impressions	Complete Views	Completion Rate%
1–31 August	370 370	371 726	370 597	99
1–31 October	351 851	351 866	349 008	99
1–31 December	351 851	351 913	349 857	99.42

DStv Stream live: Targeted ads are served to live audience. Different sets of ads are served in the streaming environment to find the audience faster and more efficiently. Mass awareness with minimal wastage.

Insights: high completion rate such as 99% means that a vast majority of viewers are staying tuned to the video long enough to encounter the mid-roll ad. This suggests that the video is compelling and keeps the attention of viewers. Top performing content was across MNET, KykNet and Mzansi Magic with sport, movies and series being the top performing genres.

2.2.4 DStv Stream Video on Demand (VOD)

	Impressions	Complete Views	Completion Rate%	Clicks	CTR (click-through rate)%
1–31 October	124 426	114 020	91.64	669	0.54
1–31 December	124 378	124 392	116.671	592	0.48

Insights: A high completion rate was achieved of 92.79%, which outperforms the benchmark of 89%.

This underscores strong viewer engagement and minimal drop-off across impressions.

The majority of the impressions were delivered via Connected TV (CTV), highlighting a preference for lean-back viewing environments and extended dwell times on channels such as Hudson and Rex, Isibia, Football, Diepe Waters.

The campaign reached its intended audience successfully, with genre and platform distribution reinforcing strategic targeting.

With 0.5% CTR versus 0.3 % benchmark, the campaign not only succeeded expectation but also signalled meaningful audience intent and brand engagement.

3. DAIRY GIVES YOU GO SOCIAL MEDIA TIKTOK CAMPAIGN

Dairy Gives You Go introduced a TikTok campaign in August this year. TikTok is the platform of choice for the Generation Z community (Born 1997–2012). The TikTok campaign has two pillars:

Recipe videos created specifically for TikTok and posted on the DGYG TikTok page.

A TikTok influencer campaign with using eight influencers. The TikTok influencer campaign was introduced at the same time. The planning included the selection of suitable influencers, messaging and communication with the influencers.

3.1 TikTok DGYG Recipe Videos: Results for August to December

Snapshot of organic performance	August–September	October	December
Video views	1266	1027	2619379
Engagement	70	42	1402
Engagement rate	6.9%	4.09%	0.09%
Full video watch rate (Avg.)	6.4%	3.95	6.44
Published content (videos published)	4	3	4
New fans	79	79	416

Snapshot of paid performance ¹	December
Impressions	7 732 302
Likes	3 816
Video views	44 816

¹ Paid was only implemented in December 2025, hence the high video views in December.

3.2 TikTok Influencer Results

The key objectives of the TikTok influencer campaign is to create awareness and to educate the target audience on quick, fast meals and powering through the day with dairy. It also encourages habitual use of dairy products and builds cultural relevance and brand salience with the trendy world of Gen Z.

Campaign Performance Summary for August and September and November/December

Number of Posts	Number of Influencers	Views	Engagements	Engagement Rate
138	8	247 400	29 200	11.8%
32	8	726 1200	98 870	13.62%

Awaiting results for October to December

Overall organic engagement rate: 12.76%, which is 88.4% higher than the Humanz Influencer

Marketing Benchmark for SA (benchmark 6.4%) specifically looking at food and beverages.

4. DAIRY GIVES YOU GO WEBSITE

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

All the TV advertisements and Tasty Treat videos can be viewed on the DGYG website, together with previous TV adverts on the archive section.

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

Analytics for DGYG Website: Average per Quarter

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Engagement rate (%)
Ave/quarter	5917	5385	6184	1.12	0:00:30	14.98

5. REDISCOVER DAIRY

5.1 General

The Rediscover Dairy (RDD) communication elements include:

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

5.2 World Milk Day Campaign

As part of the World Milk Day (WMD) initiative, the Project implemented two integrated awareness campaigns aimed at highlighting the nutritional benefits of dairy, with a specific focus on sustained energy.

The campaign included a public relations component centred on a primary media release titled “Why Dairy for All-Day Focus and Energy”, which emphasised the role of dairy products in supporting sustained energy levels throughout the day. This was complemented by targeted social media content distributed across Facebook and Instagram to extend reach and engagement.

In addition, three new television advertisements were launched at the beginning of June under the overarching slogan, “Dairy Gives You More Go Than You Know.” The messaging focused on the contribution of dairy to sustained energy and its role in supporting individuals as they transition between daily activities. The advertisements included:

- Dairy Gives You Go – Soccer Amasi
- Dairy Gives You Go – Gym/Artist Milk
- Dairy Gives You Go – Teacher Cheese

The TV adverts were broadcast across mainstream and paid television platforms and were also made available on YouTube to enhance digital visibility.

During the WMD campaign period, the Rediscover Dairy website also experienced increased traffic, reflecting heightened consumer interest and engagement.

TV ads can be viewed here: <https://www.dairygivesyougo.co.za/videos/>

5.3 Rediscover Dairy Social Media Pages: Facebook and Instagram.

The RDD Facebook and Instagram pages are aimed at adults between 25 and 55 years of age with the primary target being mothers and caregivers with children living at home.

The purpose of the RDD Facebook page is to be a portal to trusted nutritional information on dairy. Primarily, it uses existing content from the RDD website together with newly developed content disseminated through direct posts and established bloggers. The content focuses on the nutritional importance and role of milk and other dairy products in the diet. The information is 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.

5.4 Analytics of the Rediscover Dairy Social Media Platforms

Rediscover Dairy Facebook Page analytical data 2025 (January to December)

<https://www.facebook.com/RediscoverDAIRY>

Page Followers	Page Views ¹	Impressions ²	Total Reach	Total Engagements ³
105 400	16 700	9.9 million	557 000	226 300

¹ **Page Views** (Reach)

² **Impressions**

Views is intended to measure how many unique people actually saw a piece of content, giving a clearer sense of how many people viewed your content. This will be a lower number than reach – and for some types of content this can be up to 35% lower.

³ **Total Engagement** The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels and more.

Reminder: The Dairy Gives You Go Facebook page merged with the Rediscover Dairy Facebook page in June and there is a remarkable increase in new fans.

5.5 Rediscover Dairy Instagram Page Analytical Data for 2025

<https://www.instagram.com/rediscoverdairy/?hl=en>

Page Followers	New Followers (past 28 days)	Views	Media Reach	Profile Reach	Engagement
13 200	570	137 100	91 600	44 600	34000

²Benchmark for engagement rate: global averages fall between 1%–3.5% with the Education category averaging 4.2%, and the Consumer & Retail goods averaging 3.0% on Instagram

5.6 Paid Social 2025

Paid social is a digital marketing strategy where the Project pays to display ads on social media platforms like Facebook to reach specific, targeted audiences beyond their organic following. These paid campaigns use demographic, interest and behaviour-based targeting to increase the awareness of dairy health benefits and to drive traffic to the Rediscover dairy website. It can include boosted posts, sponsored content, video ads and influencer partnerships. The Project introduced **Paid Social from July this year** and the results have been phenomenal in terms of views reach and engagement with the relevant content.

Paid social results

Analytics	July to September	October to December
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Views	3 490 842	3 000 000
Total reach	1.4m	1.1m
Clicks	40 271	30 600
Engagement rate ¹	4.61%	11.28%

5.7 Media Releases

For 2025, six media releases were planned. During the second quarter, three 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 upon. 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.

During 2025, eight media releases were developed and distributed.

January 2025	Seasonal suggestions to lift your lunchbox game	February 2025
April 2025	The unique, healthy benefits of dairy products.	
May/June 2025	What dairy for all-day focus and energy?	
June 2025: TV launch	(The media release announced the new TV adverts to business publications)	
July 2025	Dairy-inspired winter warmers to sustain your energy on cold days	
Sept/WSDM:	Growing up strong: why milk and dairy matter for teenagers	
November/December 2025:	Cheese and stone fruit – a beautiful summer friendship	
December (with run-over into January 2026)	Dairy delights for summer days	

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

6. CONSUMER PRINT AND DIGITAL CAMPAIGN

6.1 Promotional Articles

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

In 2025, the Project used Media 24 for consumer lifestyle TV. Twelve advertorials were published in 2025. These publications included: Modern Mom, DRUM, Tue Love, Huisegenoot, You Kuier, Daily Sun. The REDISCOVER DAIRY campaign executed from September–30 November 2025 across premium digital platforms including TRUE LOVE, DRUM, and DAILY SUN, delivering substantial reach and engagement across target audiences. The had a strong audience penetration and a >6% engagement rate – above target.

6.2 Rediscover Dairy Newsletter

Two newsletter were distributed in July and December, which covered the achievements of the

Project.

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

7. 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 and published by the Project through the PR activities.

Media Coverage of Dairy Information for 2025

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	6	R 4 762 372.73	37	R 1 096 878.78
Magazine	10	R 164 308.03	5	R 206 233.00
Regional press	3	R 36 937.00	5	R 171 933.30
National press	0	R0.00	1	R 219.85
Radio	1	R 407 048.00	1	R 78 657.00
TV ²	0	R0.00	0	R0.00
Trade press ³	2	R 3 802.69	0	R0.00
Health professional ⁴	0	R 0.00	0	R0.00
Total PR	20	R 5 370 665.76	49	R 1 168 260.93

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

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

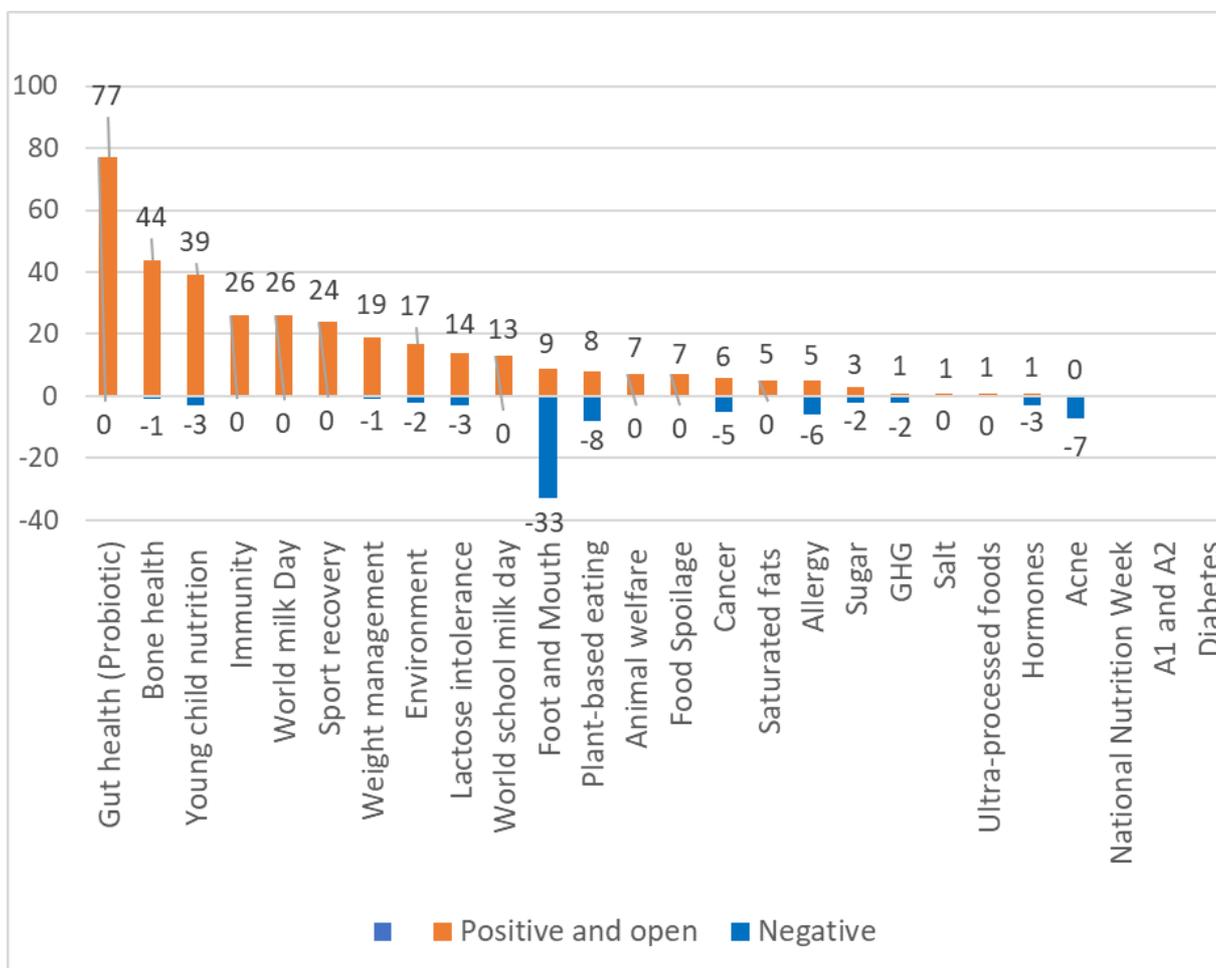
Trade press: Articles placed in business-to-business magazines, including The Dairy Mail, in which the health and nutritional benefits of dairy are discussed.

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

7.1 Recurring Topics

Topics are recorded that refer to dairy and recur frequently in the media and/or are of particular interest to the initiatives of the Project. Figure 1 lists the topics that recurred during the fourth quarter in 2025 and shows which of these messages had a positive, negative or neutral tone.

Figure 1: Recurring Themes for the Year 2025



8. SCHOOL EDUCATION PROGRAMME

The school education programme is aimed at Grades R–6. 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 Grades 4 and 7)

8.1 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. This year, the Project introduced new worksheets under the Physical Education category (in collaboration with the World School Milk Day). The new material aims to highlight the importance of dairy after physical activity, through a series of engaging games and activities that form part of the CAPS-aligned goals for childhood physical and kinetics goals.

8.2 Participation in Events

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

ECD: Early Childhood Development presentations presented as follows:

The 5th Annual ECD & Basic Education Conference

- Presentation 6 March in Sandton and 21 May in Durban
- Presentation at Akademia: onafhanklike hoëronderwysinstelling, in Centurion

8.3 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 website.

8.4 World School Milk Day (WSMD)

Twenty schools were identified by the Department of Basic Education to participate in the World School Milk Day celebrations this year. All 20 schools were supported by six independent dairy processors, respectively by means of a dairy product sample given to each learner during this period. The WSMD 2025 concept developed the Project for Milk SA, outlined an integrated educational campaign themed "Strong Bones, Strong Moves: Milk Matters for Sport and Growing Bodies!"

This initiative connects nutrition from dairy, bone health and physical activity through classroom and playground learning. It aligns with the Life Skills Curriculum (CAPS) for Grades R–6 and supports the holistic development of learners through movement, creativity and applied nutrition education.

Three media releases, developed by Plaasmedia, were published in Agriorbit, Stock Farm and Veeplaas, reaching 22 000 viewers. The estimated public relations value (AVE) is R 34 348.00. Several social media posts went live during and after the event.

8.4.1 Key Outcomes

Curriculum Integration:

The campaign aligned and developed new content successfully relating specifically to dairy and bone-health education with CAPS topics on food, health and physical development, ensuring relevance across Foundation and Intermediate Phase learning areas.

Educational Resources Developed:

CEP produced a Teacher's Activity Guide and interactive worksheets (Grades R–6) featuring dairy-themed physical activities (e.g., yoghurt tub stilts, milk box cars, milk bottle bowling). These reinforce fine and gross motor skills, STEM (science, technology, engineering and mathematics learning), and teamwork, while linking nutrition messages to play. These Teacher's Guides can be downloaded from the DairyKids website: <https://www.dairykids.co.za/world-school-milk-day/>

These activities promote creative, active learning while reinforcing healthy eating habits and the role of dairy in supporting energy, strength and growth.

Parent and Educator Outreach:

The media release on adolescence was used as support educational material. Growing up strong: why milk and dairy matter for teenagers. https://www.rediscoverdairy.co.za/wp-content/uploads/2025/09/RD-Sept-PR-2025_v3.pdf

The 2025 WSMD campaign bridged nutrition education and physical development, positioning milk as both an academic and lifestyle learning tool. It strengthens the role of the dairy industry in promoting child health through education, play and empowerment.

All 20 schools that participated in WSMD, received educational material developed by the Project, with a

total of 12 820 learners receiving school material.

The national WSMD celebration was held at Mandlomsobo Primary School, Bronkhortspruit and was attended by the Project and by representatives from processors. Plaas Media also attended the day, and released a media piece in December in their publication.

In addition, a World School Milk Day (WSMD) celebration was held in Bloemfontein on 19 September, in the Mangaung District at Heide Primary School. The Project tasked a local dietitian to share messages on the health benefits of dairy with the learners, while all teachers received educational materials developed by the Project. A total of 1 500 milk samples were provided by processors for the learners who attended, along with nine hampers awarded to participants of the WSMD milk packaging recycling competition.

8.5 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 and, on 12 March 2025, the AT hosted a webinar in support of international celebration of school meals to celebrate and highlight the vital role of school meal programmes in shaping a healthier future for children. This webinar brought experts together from various fields to discuss the far-reaching effect of school meal programmes and the role of dairy in ensuring balanced, sustainable and nutritious diets for children.

The IDF SMP also participated at the Nutrition for Growth Summit which was held in Paris on 26 March 2025. This is a global nutrition conference held every four years to drive progress in ending malnutrition by seeking financial and governmental commitments. IDF took part in a side event on the role of dairy and School Milk Programmes in child nutrition.

As part of World School Milk Day celebrations, the IDF presented a webinar on 24 September 2025: 'Celebrating School Milk: Why it matters'. As leader of the IDF School Milk Action Team, the dietitian of the Project moderated the webinar. There were two presentations: (1) School Milk Programmes and child Nutrition: Leveraging local governments and markets, presented by Dr Vivek Pandey, a Professor of Economics from India; and (2) Japan's School Milk programme: A model for global nutrition and education, presented by Dr Hiroko Nakazawa, a Professor in the Department of Food and Health Sciences at the University of Nagano, Japan. The webinar had 106 registrants and was attended by 47 delegates from around the world as well as 30 delegates from the Ukraine. The Ukrainian team was streaming the webinar in real time to YouTube, allowing Ukrainian delegates to listen to the presentation in their mother tongue. Both the IDF webinar and the Ukrainian You Tube link were made available after the close of the webinar.

9. DAIRYKIDS WEBSITE

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

DairyKids Website Analytics for 2025

Period	Sessions	Users	Page Views	Page/Session	Avg. Session Duration	Engagement Rate (%)
Avg. per quarter	1128.5	995	1327	1.26	00:01:51	33.19

10. REDISCOVER DAIRY WEBSITE (RDD)

The RDD website gives information on the health and nutritional benefits of dairy and all educational material developed by the CEP is available on the website.

10.1 General

The website is linked appropriately with other relevant organisations such as SAMPRO, Milk SA, the Milk Producers' Organisation, the International Dairy Federation (IDF) and the Global Dairy Platform (GDP). The website is maintained, and new information is uploaded continually.

Rediscover Dairy Website Analytics for 2025

Period	Sessions	Users	Page Views	Page/Session	Avg. Session Duration	Engagement Rate (%)
Avg. per quarter	13140	11525	21 959	1.88	00:01:09	31.78

*Note: owing to website upgrades and migration, no analytics could be processed for March–April.

10.2 Top Page Visits on www.RediscoverDairy.co.za

Total Views	Page Views	Page Visitors
Annual Report	Amasi cookies and ice-cream Active enthusiasts Dairy Sport page Home page Ask Dairy – diabetes	2 904 2 145 1 200 1 065 1 022

10.3 Ask Dairy Portal: [www. https://www.rediscoverdairy.co.za/ask-dairy-menu/](https://www.rediscoverdairy.co.za/ask-dairy-menu/)

The Ask Dairy Portal consists of 154 questions and answers. During the first and second quarter, the questions and answers were revisited and updated.

The Ask Dairy menu item includes six topics, i.e.

- Nutrition
- Health
- Quality and safety'
- Animal welfare
- Environment and sustainability
- Dairy products

No Non-achievements / underperformance has been reported

Goal 2 - Specialised Communication

Achievements

- 11. SPECIALISED COMMUNICATION

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

11.1 Overview

The specialised messages are based on the latest scientific information on dairy nutrition and health. The CEP uses an independent technical advisory committee comprising specialists in the field of nutrition and health to develop evidence-based nutrition reviews for the Project.

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

12 WELLNESS PROGRAMME

12.1 Clinic Training Events

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

Two clinic training events took place for 2025 in Johannesburg and Tshwane and 552 Health Promoters were trained by the Project and equipped with educational tools to use in their own clinic environment.

12.2 Clinic Training Events in Retail Pharmacies

In 2025 the CEP continued to extend its clinic training programme to the clinic environment of retail pharmacies (Dischem and XP Academy). The target market is the nursing sisters and the clinics functioning in the pharmacies. For 2025 the CEP used the Dischem and XP Academy online educational platform – Smart Connect to connect with Dischem nursing sisters as well as nursing sisters from other semi-private pharmacies i.e., XP Academy, including the Van Heerden, Arrie Nel, Ring Pharmacies, etc. These health professionals have to complete a training module that is generated by an app specifically for the pharmacy staff. The training ran for a month at a time. The CEP planned three training sessions for 2025 for both Dischem and XP Academy. These took place from June through to August and focused on the role of dairy in common health risks such as hypertension, diabetes and cardiovascular disease.

These topics were followed by a summative assessment that the delegates had to complete by the end of each training month.

The staff involved in the training received messages throughout the month to encourage them to participate as well as to work through the training material in their own time, at their own pace and through repetition. At the end of the month, they took a test to score specific continuing learning opportunity points.

The first training event of this year was: ‘The Dairy Matrix: The unique health benefits of dairy products’, started on both the Dischem and XP Academy portals from 1 June 2025. The first training ran over two months at XP Academy and participants completed their training by 31 July. The topic of the second training event was ‘Dairy in the diet: Understanding lactose and lactose

intolerance'. This training started in August. For Dischem, it ran throughout the month of August, and for XP Academy, August and September. The last training event was titled: 'Understanding milk: Types, benefits and smart use in everyday diets'. This training was presented by Dischem, and XP Academy and it ran over two months, October and November. In total 2650 permanent staff enrolled for the course and with completion by 1574 individual (60% completion)

13. EVIDENCED-BASED REVIEWS AND ADVERTORIALS

The CEP uses scientific advertorials and print publications to reach the health professions market. Evidence-based nutrition reviews are written on new topics regarding nutrition, health and dairy. These are aimed at health professionals. Each review is reduced to a shorter scientific 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 limitation to the number of words used. The nutrition reviews are posted on the RDD website, under the dairy-based nutrition menu tab.

As part of the health professionals print and digital campaign, the CEP creates awareness on the ADSA (Association for Dietetics in SA) (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.

Publication	Date	Title
Modern Medicine	June 2025	The role of dairy in die diet of women during menopause
Modern Medicine	October 2025	The role of milk and dairy in adolescent health

The following articles were developed by selected members of the Technical Advisory Committee (TAC) of the Project. These are posted on the website. A shorter version was developed and posted on the ADSA website.

Topic	TAC member
Update of the sports nutrition portal on the website	Dr Lize Haveman Nel
Completed DBNs and available on the Rediscover Dairy website	
The role of milk and dairy in adolescent health	Dr Mariaan Wicks
Update of the Dairy-based Nutrition Review on cancer	Dr Friede Wenhold
Update on the Dairy-based Nutrition Review on calcium	Dr Zelda White
Active Enthusiast: Nutritional considerations and the use of milk and dairy to sustain a healthy and active lifestyle in today's fast-paced society	Dr Liza Haveman Nel

14. EDUCATIONAL PRESENTATIONS AT TERTIARY INSTITUTIONS

14.1 Student Presentations

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

Student Presentations

Date	University	Participants
7 February 2025	Nelson Mandela University	19 students + 1 lecturer
18 February 2025	University of Pretoria	24 students + 1 lecturer
21 February 2025	Sefako Makgatho University	34 students + 2 lecturers
25 March 2025	University of KZN	14 students + 1 lecturer
30 May 2025	University of the Free State	12 students + 2 lecturers
25 July 2025	Stellenbosch University	25 students + 2 lecturers
28 July 2025	University of the Western Cape	48 students

14.2 Presentations at Tertiary Hospitals

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

Date	Hospital	Participants
6 February 2025	East London: Frere Hospital Cecilia Makiwane Hospital	8 dietitians 8 dietitians
25 March 2025	Pietermaritzburg: Harry Gwala Hospital	8 dietitians
12 December 2025	Kalafong Hospital	13 dietitians

These visits are scheduled to take place every three to four years and have been planned for 2025

15. CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

15.1 CPD 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 focusing on dairy nutrition and health as well as new research results available in nutrition generally. Two articles are specifically selected to provide the delegates with ethical points. The activity allows the health professionals to obtain all their mandatory continuing professional development (CPD) points for the year's cycle, i.e., 25 clinical points and 5 ethical points. The articles and questionnaires are approved and accredited by the Dietetics CPD office. This menu item has proven to be very successful in reaching dietitians and nutritionists.

The peered-reviewed articles for 2025 were made available for dietitians and health professionals from 15 March 2025 and remained active until 15 January 2026. Twelve articles with their applicable questionnaires were available on the www.rediscoverdairy website, free of charge.

As of 1 April 2025, all health professionals had to comply with CPD regulations, requiring 25 clinical points and 5 ethical points in a one-year cycle. Those who were not compliant by this deadline would be de-registered and would have to pass a comprehensive exam to be reinstated.

To support professionals who had to meet the requirements, the CEP of Milk SA launched its CPD activity two weeks earlier than usual, i.e. 15 March 2025. This was welcomed by the dietitians and many responded to the new articles.

The CEP submits all allocated points of participants directly to the Health Professions Council of SA (HPCSA). At the same time, each dietitian or nutritionist receives a certificate of participation.

Health professionals were notified of the availability of the 2025 CPD activity of the CEP via direct emails to the database of the Project.

Registered users: 3 090

Registered users from 15 March 2025– 31 December 2025: 557

Completed questionnaires:

Total since 2019: 24 278

Total for 2024: 4 522

For 2025 from 15 March: 6 420

15.2 Continuing Nutrition Education (CNE) Events and Dairy Nutrition Presentations

15.2.1 CEP of Milk SA CNE Event

To accommodate more national participation from health professionals, the Project presented a webinar for dietitians and nutritionists on 7 May 2025. Communication was developed with dietitians, through ADSA, DIP and the CEP database. The theme for the webinar was: The lactose link: Myths, management strategies, and health benefits.

Speaker	Topic
Prof Miranda Lomer – Professor of Dietetics in Gastroenterology, King's College London	Lactose Intolerance: Insights and management strategies
Dr Jan Geurts – Principal Scientist in the Expert Team Nutrition, Friesland Campina, Netherlands	Lactose: Going beyond sweetness
Prof. Corinna Walsh – University of the Free State	Moderator

The webinar had **671 registrations** and **500 online attendees**. The participants were mostly dietitians and nutritionists, but there was good representation from the industry (local and international) as well as other disciplines within the medical environment. Health professionals could obtain 1 CPD points for attendance and 3 extra CPD points for completing the CPD article made available afterwards on the Rediscover Dairy CPD portal.

15.2.2 IDF SCNH CNE Symposium

On 20 May 2025 the IDF Standing Committee Nutrition and Health presented their annual Nutrition and Health Symposium. This webinar was accredited for 2 CPD points for all South African participants. In addition, a CPD article was loaded onto the Rediscover Dairy CPD portal, providing a total of 5 CPD points for participation. The theme of the symposium was: Exploring the Role of Dairy and Plant-Sourced Foods for Nutritious and Healthy Diets.

This year's IDF Nutrition and Health Symposium topics

- The health implications of more plant-rich diets and the reduction of animal-sourced foods
- Nutritional differences between dairy and plant-sourced drinks and foods
- The bioavailability of nutrients in dairy and plant-sourced foods
- The bio-accessibility and digestibility of proteins in plant-sourced foods and dairy
- Intolerances and allergies related to dairy and plant-sourced products

Presenters were Dr Lynnette Neufeld, Director Food and Nutrition Division FAO; Dr Ty Beal, Global Alliance for Improved Nutrition (GAIN); Professor Hassan Vatanparast, College of Pharmacy and Nutrition, University of Saskatchewan, Canada; Dr Molly Muleya, Nottingham University, United Kingdom; Dr Suzanne Hodgkinson, Massey University, New Zealand; Professor Carina Venter, University of Colorado, United States. The moderator for the early morning session was Prof. Louise van den Bergh from the University of the Free State (ZA)

The symposium was presented in two sessions to accommodate the different time zones around the

globe. There were a total of 1 286 registrants and 634 participants. Of these participants, 243 were from South Africa (38%). This once again made South Africa the country with the best participation for the fifth year in a row.

15.2.3 University of the Free State CNE Event

On 12 June 2025 the University of the Free State presented a CNE event for health professionals. It was a hybrid event and the dietitian of the Project participated as an online delegate. The Project participated in by providing 190 CNE bags for the event to ensure visibility of the CEP. In addition, the CEP participated by providing a copy of the Dairy Matrix video (developed by the Project), which was presented/played twice during the day.

15.2.4 Industry Presentations

The Project Manager presented the scope of the Project to the fourth-year students from Unisa who are studying Consumer Science Food and Nutrition, on 10 October 2025.

The Project was invited by Nestlé to present the full scope of the Project on 28 October 2025. This presentation was in person at the premises of Nestlé.

A follow-up session (online) was presented to a wider nutrition audience of Nestlé, on 10 December 2025. This is an ongoing relationship to showcase the work of the Project and to share products with Nestlé that they can use among their health professionals.

15.2.5 ARC Dairyman Awards

The Project Manager was invited by AgriExpo to give an overview presentation on the IDF World Dairy Summit 2025 held in Chile, at the annual ARC Dairyman awards on 13 November 2025 at Lanzerac, Stellenbosch.

15.2.6 Nutrition Forum for Technical Advisory Committee

The Project presented a Nutrition Forum for the Technical Advisory Committee and invited industry dietitians also to attend

The Forum was held at Klein Kaap in Centurion on 5 December 2025. The event was attended by 19 dietitians and three industry professionals.

The programme was as follows:

Exploring the work of the Consumer Education Project of Milk SA	Christine Leighton, Project Manager
Dairy nutrition: An international perspective	Maretha Vermaak, Project Dietitian
Update on SA labelling regulations	Anneke van Niekerk, Milk SA
Sustainable and nutritiously optimal diets: Balancing animal-based and plant-based foods	Dr Stephan Peters, NZO Nutrition, Health and Sustainability Manager

16 INDUSTRY-RELATED MATTERS

16.1 Consumer Goods Council of South Africa

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

The Project Manager attended the CGCSA summit on 8 October 2025.

16.2 The South Africa Society of Dairy Technology (SASDT)

The SASDT presented the 2025 symposium on 13 and 14 May 2024 at Piekernierskloof in Citrusdal. The planning of this event was coordinated during the second quarter by the Project Manager. All presentations can be viewed on <https://symposium.sasdt.org.za/speaker-information/>

The symposium was attended by 115 delegates and 20 speakers presented about excellence in dairy technology and innovation.

The Project Manager was invited to participate in the evaluation of the South African Dairy Awards competition and attended the awards ceremony in April 2025.

The presidency was handed over to Rian Marren of Crown Foods in November, and the Project Manager fill the position as national secretary of the society.

16.3 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.

17. INTERNATIONAL DAIRY FEDERATION: WORLD DAIRY SUMMIT

The International Dairy Federation (IDF) World Dairy Summit (WDS), held in October 2025 in Santiago, Chile, brought together experts, scientists, industry leaders and farmers from across the globe to discuss how the dairy sector can continue to nourish the world sustainably – today and into the future. With participation from 283 member organisations worldwide, the summit highlighted both the immense opportunities and the serious challenges facing global dairy production. The Project Manager and the dietitian of the Project attended the WDS. Full reports on the mid-year meetings and WDS were submitted to Milk SA.

17.1 Standing Committee on Marketing (SCM)

The CEP Project Manager is the chairperson of the SCM.

17.2 International Milk Promotion Group

The IMP is a permanent Action Team of the SCM. The annual mid-year meeting was held in Australia from 27 April to 4 May 2025. For the IMP meeting, the Project Manager presented two case studies. A full report was submitted to Milk SA

17.3 Standing Committee on Marketing (SCM)

The following business meetings were attended by the Project Manager at the WDS

- a. SC Marketing (18 October 2025)
- b. International Milk Promotion Group (17 October 2025)
- c. Joint SC on Dairy Policies and Economics and SC on Marketing (17 October 2025)

- d. Force on Plant-Based products (17 October 2025)
- e. All Experts meeting (17 October 2025) IDF report

17.3.1 SCM Action Team: Dairy Matrix Communication

The Dairy Matrix is an important concept for communicating the health and nutritional benefits of milk and other dairy products. However, developing effective communication messages around this topic can be challenging.

To support this effort, an Action Team (AT) was established to develop communication messages related to the Dairy Matrix. The team comprises members of the IDF Standing Committees on Nutrition and Health (SCNH) and on Marketing (SCM). IDF member countries were invited to upload their existing communication materials to the IDF intranet cloud.

To assist the AT in reviewing this material, the Communication and Education Project (CEP) tasked a fourth-year Nutrition Science student from the University of Pretoria to evaluate and categorising the submitted content.

Eight countries contributed a total of 78 communication pieces. These materials were categorised by target audience (health professionals or consumers), by country, by dairy product, and by language. The findings from this evaluation was presented to the Action Team for further input and discussion.

During the SCM meeting at the IDF World Dairy Summit in October, the work on the Dairy Matrix was presented to the SCM and SCNH.

Dairy Matrix Communication Action Team: SCM and SCNH are working jointly on the Dairy Matrix communication framework. Existing marketing and communication materials on the Dairy Matrix have been collected from IDF member countries and compiled in an Excel file on the IDF Cloud. Global claims and messages have been consolidated with cited science. The next step is for SCNH experts on the ad-hoc team to evaluate the messages using track changes. After scientific review, the SCM Dairy Matrix ad-hoc team will produce a concise message map for marketers.

17.3.2 Plant-based Products Action Team

An Action Team was formed to address the risk of dairy being positioned as an alternative or in opposition to plant-based foods, rather than as a complementary component. The AT will develop and position a science-based communication framework that articulates clearly the role of dairy in modern plant-based diets – emphasising inclusion and complementarity, rather than exclusion or opposition. A New Work Item was submitted before the deadline date of 1 December.

17.3.3 Artificial Intelligence (AI) Action Team

The Project Manager is a member of the AI Action Team, which is managed by Canada. The aim of the Action Team (AT) is to explore ways to influence AI on the correct scientific information about dairy.

17.4 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 2025
- AT IDF WDS 2025 SCNH
- AT Food-based Dietary Guidelines and other food guides around the world

- Utrecht Group planning committee

17.4.1 Standing Committee Nutrition and Health: Progress

The SCNH held its annual meeting as part of the WDS in Santiago, Chile on 19 October 2025. The SC has 118 members from around the globe and is managed by the IDF Science and Standards Programme Manager, Anabel Mulet Cabero.

The SCNH has one IDF priority work item for 2025: Dairy as part of Food-based Dietary Guidelines (FBDG), which focuses on identifying, documenting and addressing trends in national FBDGs and global dietary recommendations. Other work items include:

- IDF Nutrition and Health Symposium School Milk Programmes
- Global nutrition policy engagement (focus on WHO)
- The role of dairy consumption in healthy ageing (under review)

IDF World Dairy Summit

The following business meetings were attended by the Dietitian at the WDS

- a. National Secretary meeting (17 and 18 October 2025)
- b. General Assembly (19 October 2025)
- c. Task Force on Plant-based Products (17 October 2025)
- d. Task Force on Animal Protein (17 October 2025)
- e. World Dairy Summit (20–23 October 2025 with focus on Nutrition presentations on 22 October).

The dietitian of the Project offered a presentation on 'The State of School Milk Programmes Worldwide – Enabling Better Nutrition and Development of Children', on 22 October 2025.

The mid-year meeting and IDF WDS reports have been submitted to Milk SA and are available upon request

17.4.2 Utrecht Group Meeting

The theme of this year's Utrecht Group was: Protein transition and dairy in FBDGs. The dietitian of the Project was involved in the planning and moderation of one of the three sessions of the programme, which were:

Food authorities' considerations for setting FBDGs

Prof. Cristina Palacios (Florida International University): The US process of developing FBDGs

Steffi Schluechter, (Scientific Sector Nutrition, Bern Switzerland): Swiss dietary recommendations

Prof. dr. Mario Herrero (Connell University USA): Eat lancet updated report

Dr. Helle Margrete Meltzer (Norwegian Institute for Public Health): Norwegian FBDG's

background and key considerations

Filling Nutrient Gaps

Dr. Miriam Clegg (University College Cork): Global overview nutrient adequacy: bridging the gap through food

Prof. Corinna Walsh (Professor | Free State University South Africa): Why milk nutrients

matter: Dairy Consumption and Nutritional Equity in South Africa

Prof. dr. Bee Koon Poh (Universiti Kebangsaan Malaysia): Bridging Nutrient Gaps in Asia: Insights from Malaysia and Beyond (40 min)

Dr. Stephan Peters (NZO): Recalculating foodbased dietary guidelines on nutrient adequacy

The role of plant-based products as alternatives for animal based in FBDGs: Panel discussion with

Prof. dr. Lynn Moore (Boston University): Fat substitution analysis focused on the impacts of substituting SFA with PUFA and MUFA

Prof. dr. Thom Huppertz (University Cork): Implications of switching out animal proteins with plantbased proteins

Prof. dr. Cristina Palacios (Florida International University): Implications of switching out animal source foods with plant-based foods on micronutrient adequacy

17.5 South African National Committee of the International Dairy Federation

The annual SA National Committee of the International Dairy Federation meeting was held on 26 March 2025. The CEP Project Manager reported on the activities of the SCM and IMP and the CEP dietitian of the Project provided a report on SCNH and SPCC activities for 2024.

The dietitian of the Project has been appointed as secretary of SANCIDF. The next meeting will be held on the 24 February 2026.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	12. Dec.pdf
Unnecessary spending during period	No

Popular Report

[CEP 2025 Annual report popular 25.2.26.pdf](#)

Popular report and Additional documentation

[CEP 2025 Annual report comprehensive 25.2.26.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