



Consumer Education Project of Milk SA
(PRJ-0400-2025)
SAMPRO Consumer Education Project of Milk SA
Quarter 1 2025 (January 2025 till March 2025)

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 2025.

The budget allocated for 2025 is R 23 224 720

1.2 OBJECTIVES OF PROJECT

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

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

1.3 NATURE OF PROJECT

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

1.4 TARGET MARKETS

- a. The target market of the general communication element is consumers, LSM (living standards measure) 6–8, with a meaningful spill-over to LSM 9–10 and LSM 4–5 as agreed to by the Advisory Committee of the CEP.
- b. To buy media for television, it is estimated that LSM 6–7 households have an income of approximately R5 000+ per month. Those in LSM 8–10 may have an income greater than R19 999 per

month. The LSM indicators are used to determine target audiences for the different elements of the CEP.

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

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

1.5 COMMUNICATION CHANNELS

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

The CEP chose the following communication channels:

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

1.6 GENERAL COMMUNICATION AND MEDIA EVALUATION

During the first quarter, the Project conducted an evaluation of the General Communication platforms to assess their effectiveness in reaching target markets and whether the content was appropriately tailored for each audience.

The evaluation revealed duplication of content between the Dairy Gives You Go (DGYG) and Rediscover Dairy (RDD) social media pages. As a large percentage of the audience demographics on the social pages of DGYG and RDD overlap, the two Facebook and Instagram pages will be merged. This process will take place over a period of four months to ensure followers on DGYG are retained and migrated to the RDD social pages. Starting in the third quarter of 2025, there will be one Facebook and Instagram page under Rediscover Dairy.

Additionally, TikTok will become a permanent platform for DGYG, as the target audience for DGYG is highly active on TikTok.

2. TELEVISION AND SOCIAL MEDIA: Dairy Gives You Go

2.1 Television advertisements

New television adverts are being developed during the first quarter of 2025. Prior to production, the storyboards were tested with the target audience. The questionnaire was developed in conjunction with Kantar. The research was conducted with 150 respondents that met the criteria to participate in the research.

The aim of the research was to ensure that:

the storyboard should be well understood from a message insight through to story delivery
consumers must enjoy the ad
consumers should easily be able to tell that it is for Amasi / Maas (or relevant dairy product)
consumers should understand the benefits of the product and be motivated to change consumption

behaviour

The research showed that the storyboard is 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 will be produced in the second quarter and will be launched with World Milk Day on 1 June 2025. The TV broadcast will be supported by a digital campaign on YouTube.

There are three new TV Adverts

a. Three 15-second television adverts for television broadcast and 6 second cut-downs for YouTube

- Milk
- Maas
- Cheese

3. DAIRY GIVES YOU GO SOCIAL MEDIA CAMPAIGNS

Dairy Gives You Go will focus on TikTok throughout the year. TikTok is the platform of choice for the Generation Z community (Born 1997-2012).

3.1 Dairy Gives YouGo social media 'always on' platforms; Facebook and Instagram.

The DGYG Facebook page and Instagram continues to demonstrate itself as a worthy hub of information for the DGYG brand.

TikTok is a popular platform for this target audience and shows more growth in the Meta platforms (Facebook and Instagram). For this reason, DGYG will focus more on TikTok in 2025 month to month.

Platform	Followers
Facebook	54 000
Instagram	3970
TikTok	

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

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Bounce rate (%)
Q1						

5. REDISCOVER DAIRY

5.1 General

The Rediscover Dairy (RDD) communication elements include:

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

5.2 Rediscover Dairy social media pages: Facebook and Instagram.

The RDD Facebook and Instagram pages are aimed at adults between 25 and 55 years with the

primary target 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. 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 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 strengthens the message and increase the reach of the information.

5.3 Analytics of the RediscoverDairy social media platforms.

Rediscover Dairy Facebook Page analytical data for Q1 in 2025 **<https://www.facebook.com/RediscoverDAIRY>**

Analytics	January to March
New fans	319
Total followers	32 120
Total average engagement rate (%)	1.8%
Total reach	884 199

Rediscover Dairy Instagram Page analytical data for Q1 in 2025 **<https://www.instagram.com/rediscoverdairy/>**

Analytics	January to February
New fans	637
Total followers	10 128
Average engagement rate (%)	1.6%
Total reach	132 957.00

Media releases

For 2025, six media releases are planned. During the first quarter, one media release was developed and distributed to digital publications.

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

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

During the first quarter, the topics were planned for the year and experts tasked to develop the media releases.

Media release 1: Seasonal suggestions to lift your lunchbox game February 2025

Note: The media release is developed in conjunction with the Stone Fruit organisation at no cost to the Project.

January 2025

Coverage achieved: Publications: 17 Digital, 2 Newspaper
 Estimate public relations value: R 649 056.00
 Estimated reach: 1 738 690

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

CONSUMER PRINT 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 creatively engaging with consumers. The consumer communications campaign is aimed at mothers and caregivers aged 25 to 55 years with children living at home.

In 2025, the Project will be using Media 24 for consumer lifestyle TV. In the first quarter the planning of the episodes were finalised.

6.2 Rediscover Dairy newsletter

The first newsletter of 2025 was distributed in January 2025. It covered outputs in the last quarter of 2024.

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

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 Q1(Jan to Feb) in 2024

Advertising Value Equivalence (AVE)				
Media source	Column A General media (Not paid for by CEP)		Column B CEP ¹ (Content generated and paid for by CEP)	
	No of articles	Value (R)	No of articles	Value (R)
Internet	126	R 242 593.27	46	R 1 362 837.85
Magazine	43	R 118 115.44	4	R 119 829.00
Regional press	13	R 7 177.60	2	R 151 294.00
National press	23	R 30 623.91	4	R 183 792.10
Radio	10	R 588 434.08	5	R 1 247 404.00
TV ²	3	R 57 467.00	3	R 115 600.00
Trade press ³	6	R 7 469.17	0	R 0.00
Health professional ⁴	1	R 13 662.00	0	R 0.00
Total PR	219	R 1 044 411.30	64	R 3 180 756.95

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)

7.1 Recurring topics

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

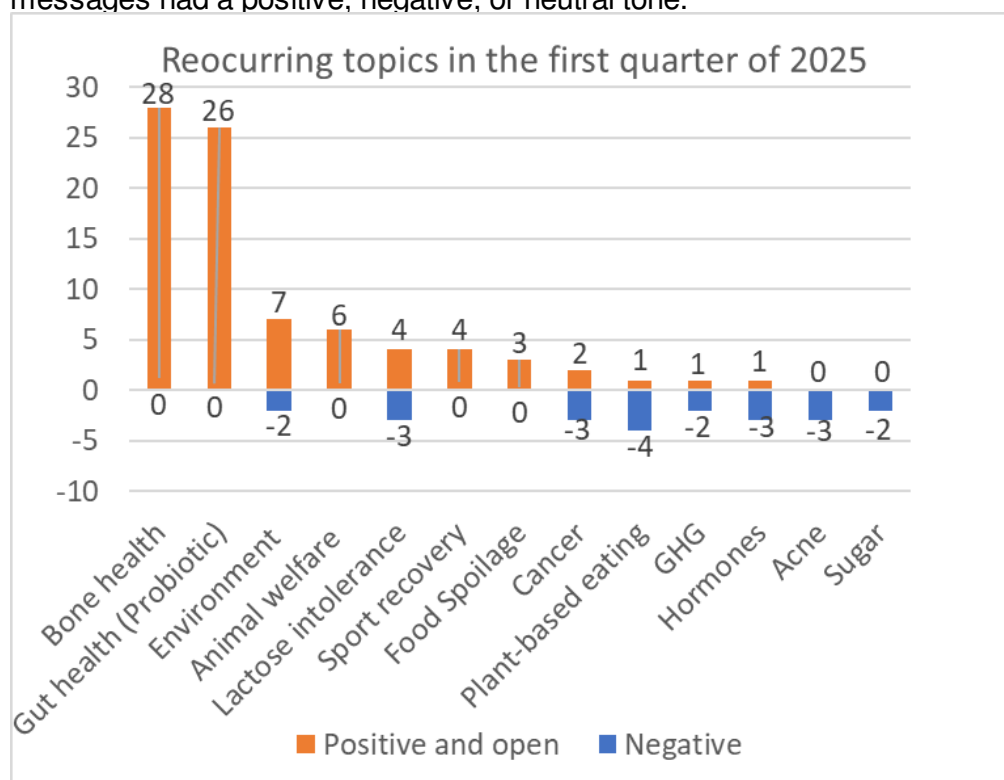


FIGURE 1: Recurring themes for the period January to March 2025

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 grade 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.

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

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. Both events were aimed at school teachers. A leaflet was developed and handed out to delegates.

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's website.

Downloads of the CEP material

First quarter	Second quarter	Third quarter	Fourth quarter
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8.4 School Milk Programmes

As part of the work on School Milk, the Project also report on School Milk Programmes (SMP) worldwide as managed by the IDF. The CEP dietitian serves as Action Team (AT) leader of the IDF School Milk Programmes work group. On the 12th March 2025 the AT hosted a webinar in support of International celebration of school meals to celebrate and highlight the vital role school meal programmes in shaping a healthier future for children. This webinar brought experts together from various fields to discuss the far-reaching impact 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 that was held in Paris on the 26th 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.

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 the Q1 in 2025

Quarter	Total users per quarter	Total page views per quarter	Average pages per session	Average bounce rate (%)	Average session duration
First quarter	590	3 301	4.79	55.35	00:01:36

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 appropriately linked 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.

	Total users per quarter	Total page views per quarter	Average pages per session	Average bounce rate (%)	Average session duration
First quarter	5 643	23 008	3.68	53.05	00:01:03

Rediscover Dairy website analytics for Q1 in 2025

*Note: due 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	CPD Activity	1 782
	Home page	1 758
	CEU articles	1 210
	Dairy in Pregnancy	456
	Recipe	327

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 that comprises 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.

Four clinic training events are planned for 2025 in selected districts in Gauteng. for the second half of this year.

No training took place in the first quarter of 2025

12.2 Clinic training events in retail pharmacies

In 2025 the CEP will continue 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 within the pharmacies. For 2025 the CEP will be using the Dischem and XP-academy online educational platform – SmartCnnect to connect with Dischem nursing sisters as well as nursing sisters from other semi-private pharmacies i.e. XP academy including the Van Heerden, Arrie Nel, Ring Pharmacies etc. These health professionals have to complete a training module that is generated by an app specifically for the pharmacy staff. The training will run a month at a time. For 2025 the CEP is planning three training sessions for both Dischem and XP academy These will take place from June through to August and will focus on the role of dairy on common health risks such as hypertension, diabetes and cardiovascular disease.

These topics will be followed by a summative assessment that the delegates have to complete by the end of each training month.

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

13. 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 a 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 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. No reviews were published in the first quarter

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 that offer a degree in dietetics. With each visit, the CEP dietitian presents the work and educational material offered by the project to the students and discusses the latest evidence-based information about dairy health and nutrition. This includes awareness of all the dairy-based nutrition reviews, advertorials, and specific links to sections on the rediscover dairy website e.g. sports nutrition and the role of dairy, the clinic project, the school project, and the CPD portal. The presentation also provides an overview of the CEP and includes the TV advertisements.

Student presentations		
Date	University	Participants
7 February 2025	Nelson Mandela University	19 students + 1 lecturer
18 February 2025	University of Pretoria	24 students + 1 lecturer
21 February 2025	Sefako Magatho University	34 students + 2 lecturers
25 March 2025	University of KZN	16 students + 1 lecturer

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

Date	Hospital	Participants
6 February 2025	East London: Frere Hospital Cecilia Makiwane Hospital	8 dietitians 8 dietitians
25 March 2025	Pietermaritzburg: Hary Gwala Hospital	8 dietitians

These visits are scheduled for every three to four years and is planned for 2025

15. CONTINUING PROFESSIONAL DEVELOPMENT

15.1 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 2025 are made available for dietitians and health professionals from 15 March 2025 and remain active until 15th of January 2026. Twelve articles with their applicable questionnaires are available on the [www.rediscoverdairy](http://www.rediscoverdairy.com) website, free of charge.

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

To support professionals who have yet to meet the requirements, the CEP of Milk SA launched its CPD activity two weeks earlier than usual. The response has been overwhelming. In just two weeks, the project saw 277 new registrations and 2,714 completed questionnaires—almost matching the total participation recorded over six months in 2024.

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 data base of the project.

The total of 2777 (dietitians and nutritionists) users are currently registered on the CEP/CPD portal,

15.2 Continuing Nutrition Education (CNE) event

To accommodate more national participation from health professionals, the Project is planning a webinar for dietitians and nutritionist on the 7th May 2025. During the first quarter, the programme was developed and two expert speakers on the topic were confirmed. Communication with dietitians, through ADSA, DIP and the CEP's data-base, was developed. The theme for the webinar is: 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, FrieslandCampina, Netherlands	Lactose: Going Beyond Sweetness
Prof. Corinna Walsh – University of the Free State	Moderator

INDUSTRY-RELATED MATTERS

16.1 Consumer Goods Council of South Africa

The CEP is a member of the Food Safety Initiative and Health Foods Options Industry Initiative of the Consumer Goods Council of South Africa (CGCSA). The DoH requested CGCSA support for their Health Food Options Industry Initiative (HFOII). The first industry meeting was held on 3 March 2025.

16.2 The South Africa Society of Dairy Technology (SASDT)

The CEP's project manager is the president of the SASDT and the 2025 symposium will be held on 13 and 14 May 2024 at Piekernierskloof in Citrusdal. During the first quarter the planning of this event coordinated. Registrations are open for the event. <https://sasdt.foodfocus.co.za/>
As president of the society the Project manager was invited to participate in the evaluation of the South African Dairy Awards competition.

INTERNATIONAL DAIRY FEDERATION

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

17.1 Standing Committee on Marketing (SCM)

The CEP project manager is the chair of the SCM. The midyear meeting will be held 27 April in Australia. During the first quarter, the agenda and meeting were planned for the SCM midyear meeting. This entails several meetings with IDF Head Office

17.2 International Milk Promotion Group

The IMP is a permanent task force of the SCM. The annual midyear meeting will be held in Australia from 27 April to 4 May 2025. For the IMP meeting, the Project manager will present a case study and a trophy entree and the presentations were planned and developed during the first quarter.

17.3 Standing Committee Nutrition and Health

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

- AT on School Milk Programmes (action team leader)
- AT IDF Nutrition Symposium 2025
- AT IDF WDS 2025 SCNH
- AT Food-based Dietary Guidelines and other food guides around the world
- Utrecht Group planning committee

The SCNH held its annual mid-year meeting and Utrecht group will be presented in Utrecht in The Netherlands from the 16th – 20th of June 2025.

The dietitian of the project had various AT meetings for the planning of the Utrecht Group as well as the AT on SMPs.

A National Council of the International Dairy Federation

The annual SA National Council 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.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	2. Feb.pdf
Unnecessary spending during period	No

Popular Report

[CEP 2025 first quarterly report POPULAR CL, 2.4.25.pdf](#)

Additional documentation

[CEP 2025 first quarterly report comprehensiveCL, 2.4.25.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