



Consumer Education Project of Milk SA
(PRJ-0400-2025)
SAMPRO Consumer Education Project of Milk SA
Quarter 3 2025 (July 2025 till September 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 third quarter in 2025.

The budget allocated for 2025 is 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

- 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 000.00+ 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 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 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 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—RediscoverDairy—starting in the second 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 RediscoverDairy page, and as a result, the majority of the DGYG followers successfully migrated. This initiative led to a substantial increase in the follower base of the RediscoverDairy Facebook page, which grew from 34,000 to 85,000 followers following the merge.

Despite the consolidation of the platforms, the Dairy Gives You Go slogan remains an integral part of the Project's identity and messaging. It continues to be featured prominently in various posts on the RediscoverDairy Facebook page, maintaining its strong recognition and appeal within 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 evaluation's confirmation 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 reinforce key campaign themes.

Following the evaluation phase, a consolidated digital dashboard was developed to further enhance project monitoring and reporting. The purpose of the dashboard is to bring together data from all the communication platforms—Facebook, Instagram, TikTok, and YouTube—and 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 adverts 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 specializes in research of television adverts. 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 is 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 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 and DSTv streaming and DSTv Video on demand (VOD).

During the second quarter, numerous meetings were held with the production house to ensure the elements of the TV were in place i.e. cast selection, wardrobe, location for shoot, products used etc. The TV broadcast is supported by a digital campaign on YouTube to ensure that the target audience that are not active on television can still view the TV adverts.

There are three new TV Adverts

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

- Milk
- Maas
- Cheese

2.2. Post campaign results: June/July

2.2.1 Post campaign results for age 18 to 40 years. (target audience size: 10.92m)

Age: 18 to 40 years	Amps Ratings ¹		Reach ² %	Frequency ³
	Implemented 430	Achieved 472	50	9.6

2.2.2 Post campaign results per creative execution to date (June/July)

	Cheese	Milk	Amasi
Ars ¹ : Implemented	153.0	157.3	157.3
Achieved	152.1	167.3	152.2
Reach % ²	38.8	39.5	39.3
Frequency ³	3.9	4.2	3.9

Amps ratings (ARs): a time-weighted measurement that looks at the potential reach of a programme against a specified target audience.

Reach: The number of people within the defined target market who are potentially exposed to the message at least once. ARs are calculated by reach x frequency.

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

2.2.3 DSTv Streaming live

	Booked impressions views /	Impressions	Complete views	Completion rate%
5 to 30 June	592 592	592615	588499	99
1 to 31 July	555 555	555 673	554 071	99

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 viewers attention. Top performing content was across MNET, Kyknet and Mzansi Magic with sport, drama and Actuality being the top performing genres.

2.2.4 DSTv Stream Video on demand (VOD)

	Impressions	Complete views	Completion rate%	Clicks	CTR (click through rate)%
5 to 30 June	198772	184783	92%	1281	0.64
1 to 31 July	198775	184910	93	1350	0.6

Insights: A high completion rate was achieved which is above the benchmark of 98%

The 1200+ clicks resulted in a CTR of 0.64% which is above the benchmark of 0.3%. Top performing genres include drama, series, movies with Suidooster, Armor, FBI and Lay and order being the top content of choice. Overall the campaign performed well and reached the desired audience.

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 videos: Results for August and September

Snapshot of organic performance	August September
Video views	1266
Engagement	70
Engagement rate	6.9%
Full video watch rate (Avg)	6.4%
Published content	4 videos were published

3.2 Tik Tok Influencer results

The key objectives of the TikTok influencer campaign is the create awareness, and 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 GenZ.

Campaign performance summary for August and September:

Number of posts	Number of influencers	Views	Engagements	Engagement rate	
138	8	247.4K	29.2K	11.8%	

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

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Engagement rate (%)
Third Quarter	6 953	6 600	7 658	1.10	0:00:23	11.5%

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 2025

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

Analytics	July to September
New fans	9 089
Total followers	93 796

Total average engagement rate (%) ¹	25.84%
Total reach	116 749

¹Benchmark for engagement rate: global averages fall between 1% - 3.5% with the Education category averaging 2.2%, and the Consumer & Retail goods averaging 1.0% on Facebook.

* Reminder: The Dairy Gives You Go Facebook page merges with the RediscoverDairy Facebook page in May and there the remarkable increase in new fans.

5.4 Rediscover Dairy Instagram Page analytical data for Q3 in 2025

Analytics	July to September
New fans	1 776
Total followers	12 584
Average engagement rate ² (%)	3.64%
Total reach	110 055

<https://www.instagram.com/rediscoverdairy/>

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

5.5 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 drive traffic to the Rediscoverdairy website. It can include 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.

Analytics	July to September
Views	3 490 842
Total reach	1.4 M
Clicks	40 271
Engagement rate ¹	4.61%

5.6 Media releases

For 2025, six media releases are 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 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. During the third quarter, two media releases were published.

Media release: July: Dairy-inspired winter warmers to sustain your energy on cold days
Publications: 44 (42 digital, 2 print)

Media release: Sept/WSDM: Growing up strong: why milk and dairy matter for teenagers
Publications: 13 digital (still running into October)

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 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. During the third quarter, the following articles were published.

Publication/Platform	Title	Date	Duration
Modern Mom	Growing Little Minds: The Power of Dairy in Your Baby's Brain Development	1 September	3 months
DRUM	Growing up strong: Why milk and dairy matter for teenagers	1 September	1 month
True Love	Growing up strong: Why milk and dairy matter for teenagers	1 September	1 month
Huisgenoot	Melk maak saak vir jou tiener, mams	19 September	1 week
You	Growing up strong: Why milk and dairy matter for teenagers	19 September	1 week
Kuier	Melk maak saak vir jou tiener, mams	18 September	2 weeks

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 second newsletter was distributed in July and covered with first and second quarter 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 Q3(July to September) in 2025

Advertising Value Equivalence (AVE)

	Column A General media (Not paid for by CEP)		Column B CEP ¹ (Content generated and paid for by CEP)	
Media source	No of articles	Value (R)	No of articles	Value (R)
Internet	31	R 40 454.62	69	R 2 218 871.60
Magazine	13	R 165 814.92	6	R 438 696.94
Regional press	21	R 1 260.27	1	R 54 907.20
National press	6	R 1 594.95	2	R 151 577.00
Radio	1	R 73 319.00	3	R 243 350.00
TV ²	0	R 0.00	0	R 0.00
Trade press ³	1	R 18 956.70	0	R 0.00
Health professional ⁴	1	R 99 187.00	1	R 99 187.00
Total PR	72	R 298 466.76	81	R3 107 402.74

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.

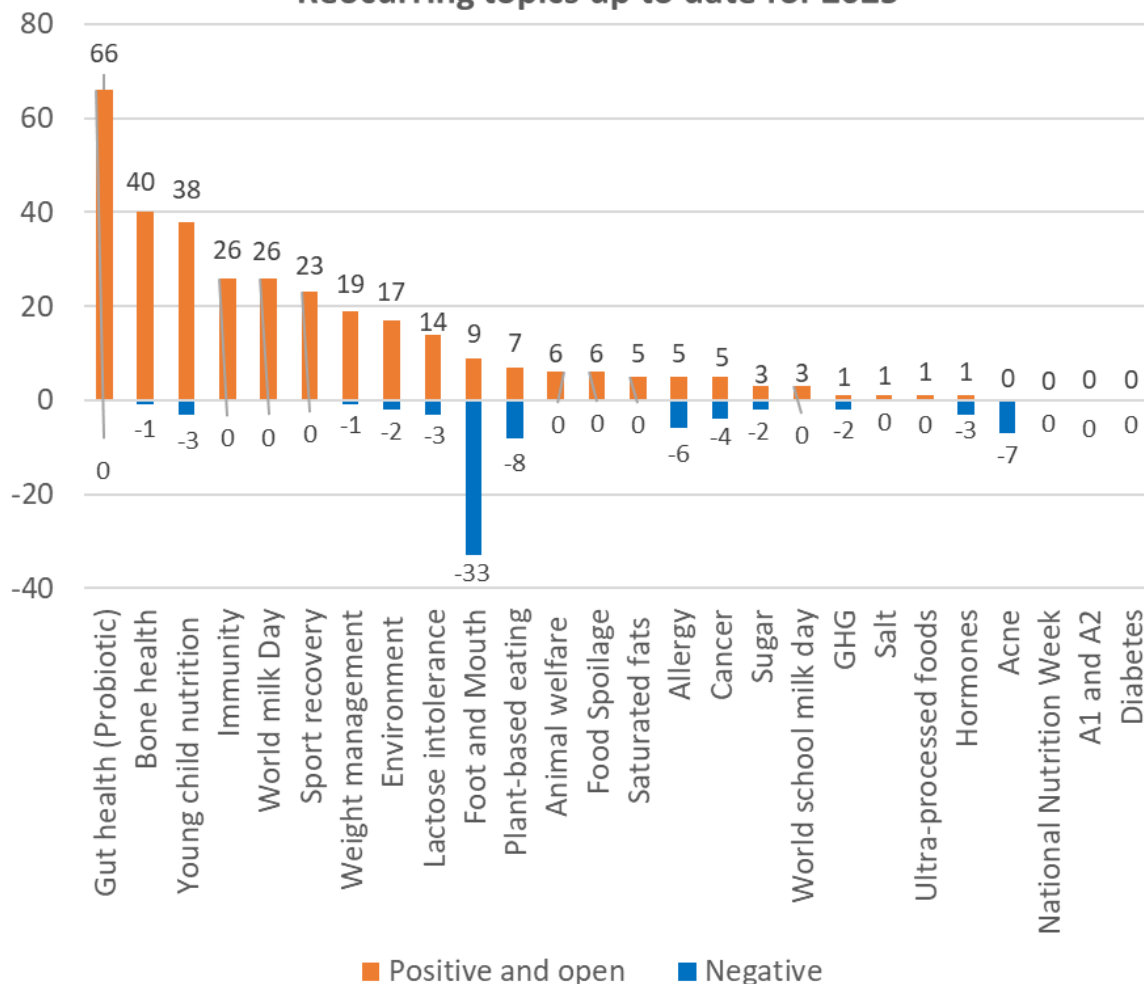
Health professional publications: Specialised publication tailored for health professionals such as doctors and dietitians – includes health journals (print and digital)

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 the second quarter in 2025 and shows which of these messages had a positive, negative, or neutral tone.

FIGURE 1: Recurring themes for the period July to September 2025

Reoccurring topics up to date for 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.

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 EClassroom

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.

8.4 World School Milk Day (WSMD)

Twenty schools were identified by the Département of Basic Education to participate in the World School Milk Day celebrations this year. All twenty school were supported by six independent dairy processors, respectively. The WSMD 2025 concept, developed the Project of 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 supported the holistic development of learners through movement, creativity, and applied nutrition education.

8.4.1 Key Outcomes

Curriculum Integration:

The campaign successfully aligned and developed new content relating to specifically 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 Teachers' 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

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

All the schools received educational material developed by the Project. With a total of 12 820 learners receiving school material.

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

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 the 12th of 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.

As part of World School Milk Day celebrations, the IDF presented a webinar: 'Celebrating school milk: Why it matters', on the 24th of September 2025. As leader of the IDF School Milk Action Team, the dietitian of the Project moderated the webinar. There were two presentations: (1) School milk programs 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 the Q3 in 2025

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Engagement rate (%)
Third Quarter	927	792	1 339	1.44	00:02:23	46.1

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.

Rediscover Dairy website analytics for Q3 in 2025

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Engagement rate (%)
Third Quarter	18 339	16 401	28 204	1.53	00:00:57	24.9

*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	Dairy Maas Good to know Baked Cauliflower CPD for dietitians Dairy CEU articles	10 246 1 916 1 465 1 005 1 270

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 1st and 2nd 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 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

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.

Three clinic training events are planned for 2025 in selected districts in Gauteng. for the second half of this year. Training is planned for the fourth quarter in Johannesburg and Tshwane. Dates provided for the training are: 3-7 November, 24-28 November and 8-12 December 2025. No training took place in the third 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.

The first training event of this year: 'The Dairy Matrix: The unique health benefits of dairy products', started on both the Dischem and XP academy portals from the 1st of June 2025. The first training ran over two months at XP Academy and completed their training by the 31st of July. The second training event's topic was 'Dairy in the diet: Understanding lactose and lactose intolerance'. This training started in August. For Dischem, it ran over 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 will run over two months, October and November.

Results:

Source	Total permanent staff Enrolled for the course	Total user completions
Dischem (June)	478	176
XP Academy (June – July)	400	416
Dischem (August)	527	290
XP Academy (August – September)	350	280

EVIDENCE-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 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 (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 the diet of women during menopause

The following articles are being developed by selected members of the Technical Advisory Committee (TAC) of the Project. These are in different stages of completion and will be posted on the website once completed. A shorter version will be developed and posted on the ADSA website.

Topic	TAC member
Nutritional considerations to sustain a health and active lifestyle in today's fast paced society	Dr Lize Haveman Nell
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

EDUCATIONAL PRESENTATIONS AT TERTIARY INSTITUTIONS

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
25 July 2025	Stellenbosch University	25 students + 2 lecturers
28 July 2025	University of the Western Cape	48 students

CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

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 had to comply with CPD regulations, requiring 25 clinical points and 5 ethical points within 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 data base of the project.

Registered users: Total of 2978

Registered users from 15th March 2025 – 30th of June 2025: 445

Completed questionnaires:

Total since 2019: 24 278

Total for 2024: 4522

For 2025 from 15 March: 5486

INDUSTRY-RELATED MATTERS

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 (HFOLI). The first industry meeting was held on 3 March 2025.

The South Africa Society of Dairy Technology (SASDT)

The CEP's project manager is the president of the SASDT and the 2025 symposium was held on 13 and 14 May 2024 at Piekernierskloof in Citrusdal. During the second quarter the planning of this event coordinated. All presentations can be views on. <https://symposium.sasdt.org.za/speaker-information/> The symposium was attended by 115 delegates and 20 speakers presented excellence in dairy technology and innovation.

As president of the society the Project manager was invited to participate in the evaluation of the South African Dairy Awards competition and attended the awards ceremony.

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.

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 was held from 27 April in Australia. During the third quarter, the agenda and meeting were planned for the SCM WDS 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 was held in Australia from 27 April to 4 May 2025. For the IMP meeting, the Project manager presented two case studies.

17.3 Standing Committee on Marketing (SCM)

During the midyear meeting and SCM was held on 27 April 2025.

Priority items of the SCM under considerations are
Action Team Dairy Matrix Communication
Country report development with the SCDPE
Global Marketing survey

The IMP liaises with Global Dairy Platform

The programme of the GDP focussed on

- Dairy's contribution in a health and sustainable world
- Communicating dairy's value to government
- How to make nutrition resonate with key stakeholders
- How farmers and co-ops communicate sustainability success

A workshop was held on AI (artificial intelligence) by the GDP

The workshop was extended to the IMP meetings and an AI working group was established.

During the IMP meetings, case studies were presented as well as trophy entrees.

SCM related tasks

On 7 July the project manager presented the Global Marketing Survey report on a webinar organised by the IDF.

On 9 July the project manager attended the IDF chairs and vice-chairs meeting.

The Project Manager will be moderating the marketing session at the IDF WDS.

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.

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

The SCNH held its annual mid-year meeting and Utrecht group in Utrecht in The Netherlands from the 16th – 20th of June 2025. The SC has 118 members from around the globe and is managed by the IDF Science and Standards Program 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 & Health Symposium School milk programmes

Dairy bioactives Codex nutrition matters

Global nutrition policy engagement (focus on WHO)

IDF World Dairy Summit

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. The programme consisted of three sessions:

Food authorities' considerations for setting FBDGs

Filling Nutrient Gaps

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

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

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.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	8. August.pdf
Unnecessary spending during period	No

Popular Report

Popular report and Additional documentation

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