



## ***Consumer Education Project of Milk SA***

(PRJ-0400-2025)

## ***SAMPRO Consumer Education Project of Milk SA***

**Quarter 4 2025** (October 2025 till December 2025)

### **Project goals**

#### **Goal 1 - General Communication**

#### **Achievements**

Number	Item
1.	INTRODUCTION Objective of the Report Objectives of the Project Nature of the Project Target markets Communication channels General communication: media evaluation
2.	TELEVISION: Dairy Gives You Go Television advertisement Post campaign results Post campaign results – main stream TV Results per creative DSTv Streaming live DSTv Video on Demand (VOD)
3.	DAIRY GIVES YOU GO SOCIAL MEDIA TIKTOK CAMPAIGN TikTok Video results TikTok Influencer results/ campaign performance
4.	DAIRY GIVES YOU GO WEBSITE
5.	REDISCOVERDAIRY 5.1 General 5.2 RediscoverDairy social media pages: Facebook and Instagram 5.3 Analytics of the RediscoverDairy Facebook RediscoverDairy Instagram analytics Paid media Media releases
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17.	INTERNATIONAL DAIRY FEDERATION 17.1 Standing committee on marketing - overview 17.2 International Milk Promotion Group 17.3 Standing Committee on marketing – progress 17.3.1 SCM Action Team: Dairy Matrix 17.3.2 SCM Action Team: plant-based products 17.3.3. SCM Action Team: Artificial Intelligence (AI) 17.4 Standing committee on nutrition and health (SCNH) 17.4.1 SCNH – progress 17.4.2 Utrecht group 17.5 SA National Committee of the IDF

## 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 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 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 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 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).

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: October/ November**

The TV adverts achieved an AMPs rating of 442 with a reach of 48.6 and a frequency of 9 in the November burst of 2025.

Overall the campaign has reached 70% of the total population of 49,95 million (total population age 4+) people in SA at an average frequency of 17.8. This means that 34.7 million people have seen the adverts (cumulatively) more than 17.8 times

#### **2.2.3 DSTv Streaming live**

**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)**

**Insights:** A high completion rate was achieved of 91.64% 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 successfully reached its intended audience, 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.

Note: Results for December will be reported on in the annual report.

### 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 <b>organic performance</b>	December
Video views	2619379
Engagement	1402
Engagement rate	0.09%
Full video watch rate (Avg)	6.44
Published content (videos published)	4
New fans	416

Snapshot of <b>paid performance</b> <sup>1</sup>	December
Impressions	7 732 302
Likes	3 816
Video views	44 816

<sup>1</sup>Paid was only implemented in December 2025.

#### 3.2 Tik Tok Influencer results

The key objectives of the TikTok influencer campaign is to 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.

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](http://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.

### 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	October to December
New fans	8 159
Total followers	101289
Total average engagement rate (%) <sup>*</sup>	NA
Content interactions <sup>3</sup>	19 057
Interaction rate (based on views) <sup>3</sup>	0.7 %
Total reach / Viewers <sup>1</sup>	956 635
Views <sup>2</sup>	2.7 m

\* Meta is discontinued Reach, Impressions and Engagement. This is in Meta Business Suite's overall account performance reporting, including Page Insights and content-level dashboards as of October 2025 in phases. These changes affect how Facebook and Instagram account performance is measured at a combined level.

#### They are being replaced with three new, more consistent metrics:

<sup>1</sup> **Viewers** (closest equivalent to Reach)

<sup>2</sup> **Views** (replacing 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.

<sup>3</sup> **Interactions** (replacing 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.

For overall reporting, Interactions are the updated version of Engagement, but it's more selective. It records only meaningful, intentional actions like likes, reactions, comments, shares and saves. Passive behaviours, like someone watching a video without interacting, no longer count. This means that interaction numbers will often look significantly lower than previous Engagement figures, but this does not mean performance has dropped. The new metric is simply stricter and focuses on quality actions rather than any form of activity. Interactions cannot be directly compared with Engagements, the interactions measurement is expected to be very much lower than engagements.

These KPI metric updates from the Meta reporting changes creates a unified measurement system across posts, Reels, Stories and video formats and offers a more reliable view of how people actually see and interact with content.

Paid meta ads will be reported as normal. Important: Paid Ads Manager Reporting Is NOT Changing These Meta metric updates do not currently affect reporting inside Ads Manager.

Paid campaigns will continue to use:

Reach

Impressions

Engagement

Because Meta Business Suite now uses new definitions at account level, while Ads Manager keeps the legacy definitions, it becomes more difficult to directly separate organic and paid performance within Business Suite's overview metrics.

This distinction matters for accurate year-on-year KPI reporting and for understanding how to interpret combined performance figures in 2025 and beyond.

<sup>\*</sup> Reminder: The Dairy Gives You Go Facebook page merged with the RediscoverDairy Facebook page in June and there is a remarkable increase in new fans.

## 5.4 Rediscover Dairy Instagram Page analytical data for 2025

Analytics	October to December
New fans	389
Total followers	12 630
Average engagement rate <sup>2</sup> (%)	NA
Content interactions	5 824
Interaction rate (based on views)	2.21%
Total reach/Viewers	153 793
Views	262 567

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

<sup>2</sup>Benchmark 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 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	October to December
Views	3 000 000
Total reach	1.1m
Clicks	30 600
Engagement rate <sup>1</sup>	11.28%

## 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.

Media release: November/December 2025: Cheese and stone fruit – a beautiful summer friendship

Publications: 16 (15 digital, 1 print)

Estimated public relations value: R436 562.00

Estimated reach: 104 782

Media release: December (results will be available in January)

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 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.

Publication/Platform	Title	Date	Duration
DRUM	“Milk, Amasi, Yoghurt and Cheese: Why These Dairy Favourites Are More Powerful Than You Think”	1 October	1 month
True Love	“Milk, Amasi, Yoghurt and Cheese: Why These Dairy Favourites Are More Powerful Than You Think”	1 October	1 month
Daily Sun	Amasi is simply amazing	1 October	1 month
DRUM	Age Stronger: How Milk, Maas, Yoghurt and Cheese Help You Stay Active as You Age	1 November	1 month
True Love	Age Stronger: How Milk, Maas, Yoghurt and Cheese Help You Stay Active as You Age	1 November	1 month
Daily Sun	Age Stronger: How Milk, Maas, Yoghurt and Cheese Help You Stay Active as You Age	1 November	1 Month

The Rediscover Dairy campaign executed from September - November 30, 2025 across premium digital platforms including TRUE LOVE, DRUM, and DAILY SUN, delivered substantial reach and engagement across target audiences.

Impressions: Awaiting results

Actual: 1,386,264

**Reach:** Strong Audience Penetration.

Actual: 1,042,356 - Reach-to-Impression Ratio: 75.2%

Performance: Highly Effective.

**Engagement:** +6.0% Above Target

KPI: 20,000 - Actual: 21,204 – Over-delivery: +1,204 engagements.

Performance: Target Exceeded.

**Link Clicks:** +3.6% Above Target.

KPI: 5,500 - Actual: 5,696 – Over-delivery: +196 clicks.

## 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 Q4 (October to November) in 2025**

Advertising Value Equivalence (AVE)				
	Column A General media (Not paid for by CEP)		Column B CEP <sup>1</sup> (Content generated and paid for by CEP)	
Media source	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 <sup>2</sup>	0	R0.00	0	R0.00
Trade press <sup>3</sup>	2	R 3 802.69	0	R0.00
Health professional <sup>4</sup>	0	R 0.00	0	R0.00
<b>Total PR</b>	<b>20</b>	<b>R 5 370 665.76</b>	<b>49</b>	<b>R 1 168 260.93</b>

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.

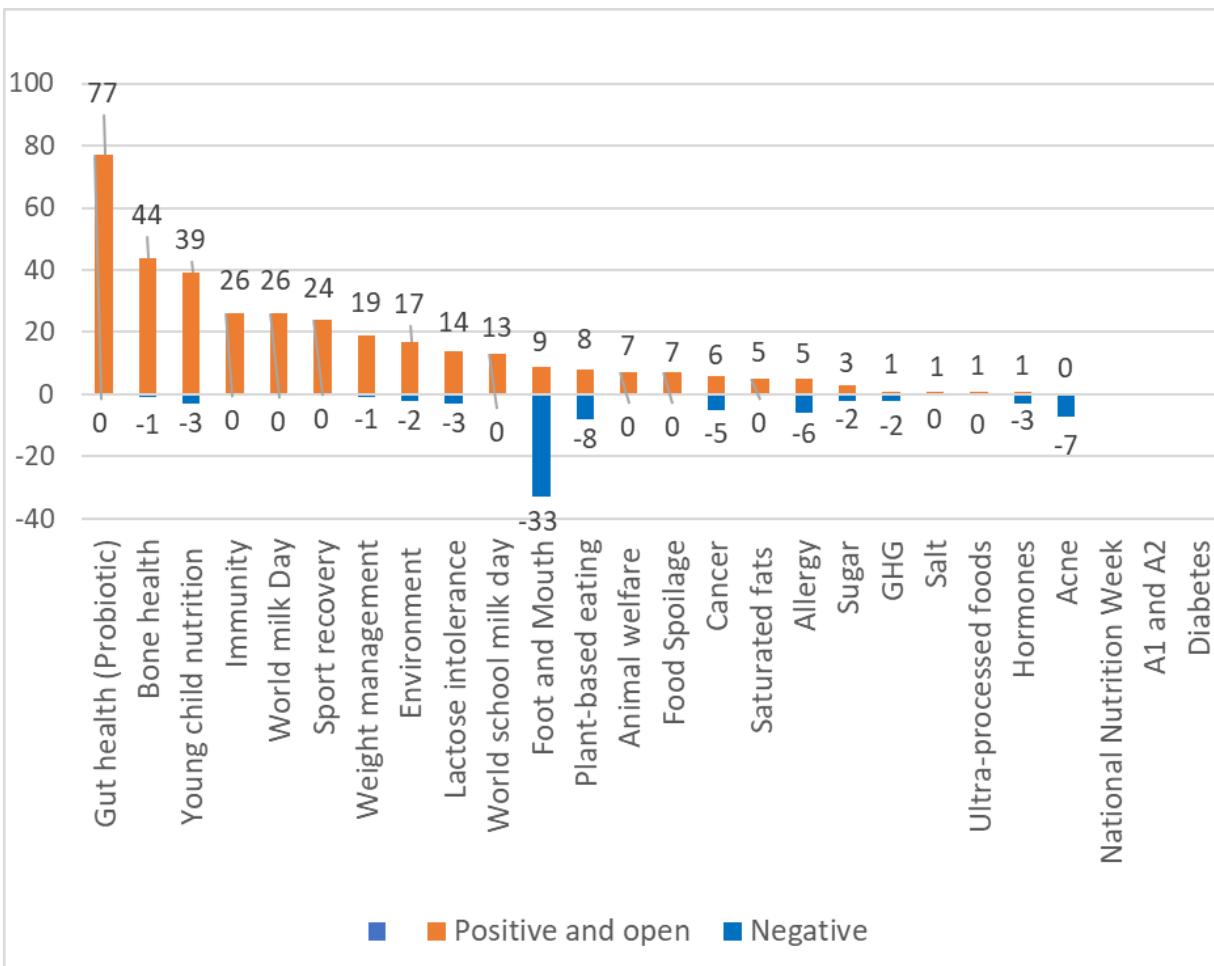
Trade press: Articles placed in business-to-business magazines including The Dairy Mail in which the health and nutritional benefits of dairy are discussed.

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

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

**FIGURE 1: Recurring themes for the period October to December 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 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](http://www.dairykids.co.za)).

The CEP expanded its school education programme in 2022 to include educational material for the Consumer Studies curriculum of the Further Education and Training (FET), grades 10, 11 and 12. The content is only available in electronic format on the DairyKids website. 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 forms part of the CAPS aligned goals for childhood physical and kinetics goals.

### 8.2 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 schools were supported by six independent dairy processors, respectively. The WSMD 2025 concept, developed by 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.

Three media releases 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.

Additional media coverage, not paid by the Project, was circulated:

Number of publications: 12 (3 TV, 3 digital, 4 print, 2 trade press)

Estimated public relations value: R 137 054.32

Reach over 100 000

### 8.3 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.

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 commissioned 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.

### 8.4 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 and on the 12<sup>th</sup> 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 26<sup>th</sup> 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 24<sup>th</sup> 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](http://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 Q4 in 2025

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Engagement rate (%)
Fourth Quarter	2 387	2 250	2 387	1.00	00:00:34	12.36

## 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 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 Q4 in 2025

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Engagement rate (%)
Fourth Quarter	15 640	14 766	20 528	1.31	00:00:42	22:03

\*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](http://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 1<sup>st</sup> and 2<sup>nd</sup> 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.

###### **11.1.1 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.

Two clinic training events took place for 2025 in Johannesburg and Tshwane.

##### **Educational information sessions for 2025**

<b>Date</b>	<b>District</b>	<b>Number of people trained</b>
24 <sup>th</sup> – 28 <sup>th</sup> November 2025	Gauteng: Tshwane District – Tshwane RTC, Kalfong Hospital	230
8 <sup>th</sup> – 12 <sup>th</sup> December 2025	Gauteng: Johannesburg District – Baragwanath Hospital – Lilian Ngoyi Clinic and Hillbrow CHC	322

#### **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 1<sup>st</sup> of June 2025. The first training ran over two months at XP Academy and completed their training by the 31<sup>st</sup> 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
Dischem (October)	544	357
XP Academy (October – November)	Awaiting results	

## 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](http://www.adsa.org.za)) website, especially to inform dietitians of new information. The information appears on the RDD website together with any new scientific information on dairy health and nutrition. The CEP also presents at the ADSA regional meetings. Specific topics for presentation purposes are requested from the CEP.

Publication	Date	Title
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 will be developed and posted on the ADSA website.

Topic	TAC member
Update of the sports nutrition portal on the website	Dr Lize Haveman Nel
<b>Completed DBNs and available on the rediscover dairy website</b>	

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

## 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. No universities were visited in the fourth quarter.

### 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
12 December 2025	Kalafong Hospital	13 dietitians

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

## CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

### 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 remained active until 15<sup>th</sup> of January 2026. Twelve articles with their applicable questionnaires are available on the [www.rediscoverdairy](http://www.rediscoverdairy) 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 3 090

**Registered users from 15<sup>th</sup> March 2025 – 31<sup>st</sup> of December 2025:** 557

**Completed questionnaires:**

Total since 2019: 24 278

Total for 2024: 4 522

For 2025 from 15 March: 6 420

## 15.2 Dairy nutrition presentations and events

### 15.2.1 Industry presentations

The Project manager presented the scope of the Project to the fourth year students of Unisa who are studying Consumer Science Food and Nutrition on 10 October 2025

The Project was invited by Nestle to present the full scope of the Project on 28 October 2025.

This presentation was in person at the premises of Nestle.

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

### 15.2.2 ARC Dairyman awards

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

### 15.2.3 Nutrition Forum for Technical Advisory committee

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

The Forum was held at KleinKaap in Centurion on 5 December 2025. The event was attended by 19 dietitians and 3 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.

## 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 Project manager attended the CGCSA summit on 8 October 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 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 viewed 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.

The presidency has been handed over to Rian Marren, and the Project Manager will fill the position as national secretary of the society.

## INTERNATIONAL DAIRY FEDERATION: WORLD DAIRY SUMMIT

The International Dairy Federation's (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 was submitted to Milk SA.

### 17.1 Standing Committee on Marketing (SCM)

The CEP project manager is the chair of the SCM.

### 17.2 International Milk Promotion Group

The IMP is a permanent Action Team 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. 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

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 jointly working 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 AI Action Team

The Project manager is a member of the AI action team which is managed by Canada. The aim of the 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 the 19<sup>th</sup> of October 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

    Global nutrition policy engagement (focus on WHO)

    The role of dairy consumption in healthy aging (under review)

#### IDF World Dairy Summit

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

- National Secretary meeting (17 &18 October 2025)
- General Assembly (19 October 2025)
- Task Force on Plant-Based products (17 October 2025)
- Task force on animal Protein (17 October 2025)
- World Dairy Summit (20 – 23 October 2025 with focus on Nutrition presentations on the 22<sup>nd</sup> of October). The dietitian of the project presented a presentation on 'The State of School

Milk Programmes Worldwide - Enabling Better Nutrition and Development of Children on the 22<sup>nd</sup> of October 2025.

Mid-year meeting and IDF WDS report have been submitted to Milk SA and are available on 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. 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

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. Next meeting will be held on the 24<sup>th</sup> of February 2026.

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

## **Income and expenditure statement**

Income and expenditure statement	<a href="#">12.Dec.pdf</a>
Unnecessary spending during period	No

## **Popular Report**

[CEP 2025 4th Q Report Final 14 Jan 2026 Popular report.pdf](#)

## **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