



Consumer Education Project of Milk SA
 (PRJ-0423-2026)
South African Milk Processors Organisation

Quarter 1 2026 (January 2026 till March 2026)

Project goals

Goal 1 - General Communication

Achievements

**FIRST QUARTERLY REPORT
 COMPREHENSIVE REPORT: JANUARY TO MARCH 2026**

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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 first quarter in 2026.

The budget allocated for January to June 2026 is R 10 451 125.00

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.
- e. The project incorporates ongoing evaluation through the systematic tracking of key performance indicators across all communication platforms it utilises, including digital analytics, social media engagement, media coverage, and participation in educational activities. These metrics provide valuable insights into reach, audience engagement, and content effectiveness, enabling continuous refinement of strategies

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

2. TELEVISION: DAIRY GIVES YOU GO MORE GO THAN YOU KNOW

2.1 Television advertisements

New television adverts were produced during the second quarter of 2025 and were broadcast from June to December 2025. In 2026, the TV adverts will broadcast again in the 2nd quarter of the year.

The broadcast schedule includes SABC 1,2,3, eTV, DSTv package and DSTv streaming and DSTv Video on demand (VOD).

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

- Milk
- Maas
- Cheese

3. DAIRY GIVES YOU GO SOCIAL MEDIA TIKTOK CAMPAIGN

Dairy Gives You Go introduced a TikTok campaign in August this 2025. 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.

During the first quarter, the TikTok Campaign was planned and will be executed in the second quarter.

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 (%)
First quarter	1 253	1 208	1 370	1.09	00:00:23	9.42

5. REDISCOVER DAIRY

5.1 General

The Rediscover Dairy (RDD) communication elements include:

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

5.2 Rediscover Dairy social media pages: Facebook and Instagram.

The Rediscover Dairy (RD) 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 RD social media is to be a portal to trusted nutritional information on dairy. It primarily uses existing content from the RD 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 platforms at least three times per week. Topics for the year are planned in advance.

Content is developed a month in advance. In addition to the 'always on' content, media releases are developed and used as content for the RDD on Facebook, Instagram and in the digital media. Where possible, radio interviews are arranged, which strengthens the message and increase the reach of the information.

Analytics of the RediscoverDairy social media platforms.

5.3 Rediscover Dairy Facebook Page analytical data 2026

Analytics	January to March
Page followers	111 800
Total average engagement rate (%)	4.0%
Views	2.8 m
Total engagements	112 400
Link clicks	69 000
Average engagement rate	4%

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

5.4 Rediscover Dairy Instagram Page analytical data for 2026

Analytics	January to March
Total followers	13 900
Views	28 800
Media reach	14 300
Engagement	2 266
Ave engagement rate	7.88 %

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

5. Paid social 2026

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

Analytics	January to March
Views	2.8 million
Total reach	1.1 million
Clicks	69 000
Engagement rate ¹	8.88 %

5.6 LinkedIn

In January 2026, the Project embarked on a LinkedIn campaign. The aim of the campaign is to create an awareness of the Rediscover Dairy Project as a brand – what the Project stands for, what it is about and why the Project exists.

Analytics	March
Followers	353
Views/ impressions	71 200
Clicks	4 000
Engagement	7 500

Engagement rate (very high as it from a very low base)	10.88
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5.7 Report on Social Media Insights – Q1 (Facebook, Instagram and Paid Media)

Q1 2026 delivered strong results across paid social media. The strategy evolved over the quarter — starting with a focus on driving traffic in January, shifting to audience growth in February, and moving to a more balanced, full-funnel approach in March.

Overall, the Rediscover Dairy campaigns achieved significant reach and traffic. Importantly, the quarter also highlighted clear, repeatable content and creative approaches that consistently deliver strong results. A key takeaway is that performance is not random — it is driven by relevance, value, and consistent use of effective formats. Content that meets audience needs and is presented in an engaging way continues to perform best.

5.7.1 Core Performance Drivers

Amasi remains the strongest content pillar.

Amasi content consistently delivered the highest reach, engagement, and most cost-efficient traffic across all campaign objectives. Its versatility — across recipes, educational content, and AI-driven formats — positions it as a key driver of future growth.

5.7.2 Recipe-led education drives engagement and value

Content that combines practical recipes (featuring dairy as an ingredient) with educational information performed best across all audience segments. This type of content not only drives high engagement but also encourages saves and shares, indicating strong relevance and usefulness. It also supports increased dairy consumption.

5.7.3 Boosting high-performing organic content maximises ROI

Amplifying high-performing organic posts through paid media delivered the highest engagement rates of the quarter. This reinforces the value of a “test-and-scale” approach, where content is first tested organically and then promoted once it proves effective. (Organic posts are boosted with paid media after demonstrating strong audience engagement.)

5.7.4 Contextual, moment-based content enhances relevance

Content linked to real-world events and moments performed better, highlighting the importance of timing and cultural relevance in content planning. Examples from this quarter include:

Cycle Tour (fitness and nutrition relevance)

School holidays (family and recipe relevance)

5.7.5 Search-led content strategy improves performance

Content developed from search trends (e.g. Amasi, child nutrition, dairy education) consistently outperformed other content. Aligning website search insights with social media content ensures relevance and meets existing audience needs.

5.7.6 AI-generated video enables efficient scale

AI-generated video content proved to be both cost-effective and scalable. It performed well across key metrics, including reach, engagement, and traffic.

5.7.7 Overall Performance Highlights

Engagement rates remained consistently above benchmark (5–6%+)

Strong follower growth, with a peak in February

March delivered the most efficient traffic and a significant increase in link clicks

Clear improvement in content strategy maturity and full-funnel effectiveness

Media releases

For 2026, Jan to June, three media releases are planned. During the first quarter, three media releases were developed and two were 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.

Note: Estimated public relations value and reach/views are based on the circulation of relevant publications

Media release 1: Dairy Delights for summer
January-March 2026
Publications: 56 (46 Digital: 9 Print)
Estimated public relations value : R 1 105 678.78 Estimated reach/Views: 140 445 450

Media release 2: Fuel an active lifestyle with dairy
March 2026
Publications: 15 (13 Digital: 2 Print)
Estimate public relations value: R 505 317.00
Estimated reach: 1 673 087

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.

As part of the 2026 communication activities of the CEP, the Project entered into an awareness campaign with VIA lifestyle television channel. The Project is involved in two separate programmes on VIA, DSTV Channel 147.

Via is lively, inspiring and unpretentious lifestyle channel for aspirational Afrikaans families. During the first quarter, the planning and development for the VIA program was executed.

6.1.1 **‘Ja, Daddy kan lekka eet’** is a studio-based cooking show that puts a fresh spin on the tradition of intergenerational cooking: Thameenah Daniels shares her culinary expertise with her dad while cooking various dishes inspired by her Cape Malay and Indian roots. During the programmes, CEP banners, which will carry the health and nutritional benefits of dairy products, will be displayed on the television screen. Ja Daddy will run from April to June 2026.

6.1.2 **‘Gesels’** met Leandie du Randt who is a South African actress and television presenter.

In this talk show, Leandie du Randt invites people who interest and inspire her to join her on her couch for an open and honest chat.

The campaign includes an interview with Anneke Van Niekerk (Regulatory Consultant to Milk SA) on labelling of dairy products.

And includes Herman’s kitchen: Dairy as a vital ingredient in six episodes. In each episode, Herman Lensing will prepare a dish where dairy plays a central role, naturally woven into the recipe and conversation.

‘Gesels’ will run from May to June 2026 and will also feature the ‘Dairy Gives You More go Than You Know’ television adverts.

6.2 **Rediscover Dairy newsletter**

The final newsletter of 2025 was distributed in January 2026. It covered outputs in the last quarter of 2025.

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 Q1 (October to November) in 2026

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	19	R 374 311.21	73	R 1 920 914.16
Magazine	3	R 2 360.18	8	R 296 795.00
Regional press	1	R 104.07	2	R 152 506.06
National press	1	R 538.80	1	R 1047.06
Radio	2	R 2 369.00	1	R 14 949.60
TV ²	2	R 538.80	0	R 0.00
Trade press ³	1	R 17 041.00	0	-
Health professional ⁴	2	R 39 956.42	0	-
Total PR	30	R 389 833.26	85	R 2 385 164.82

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.

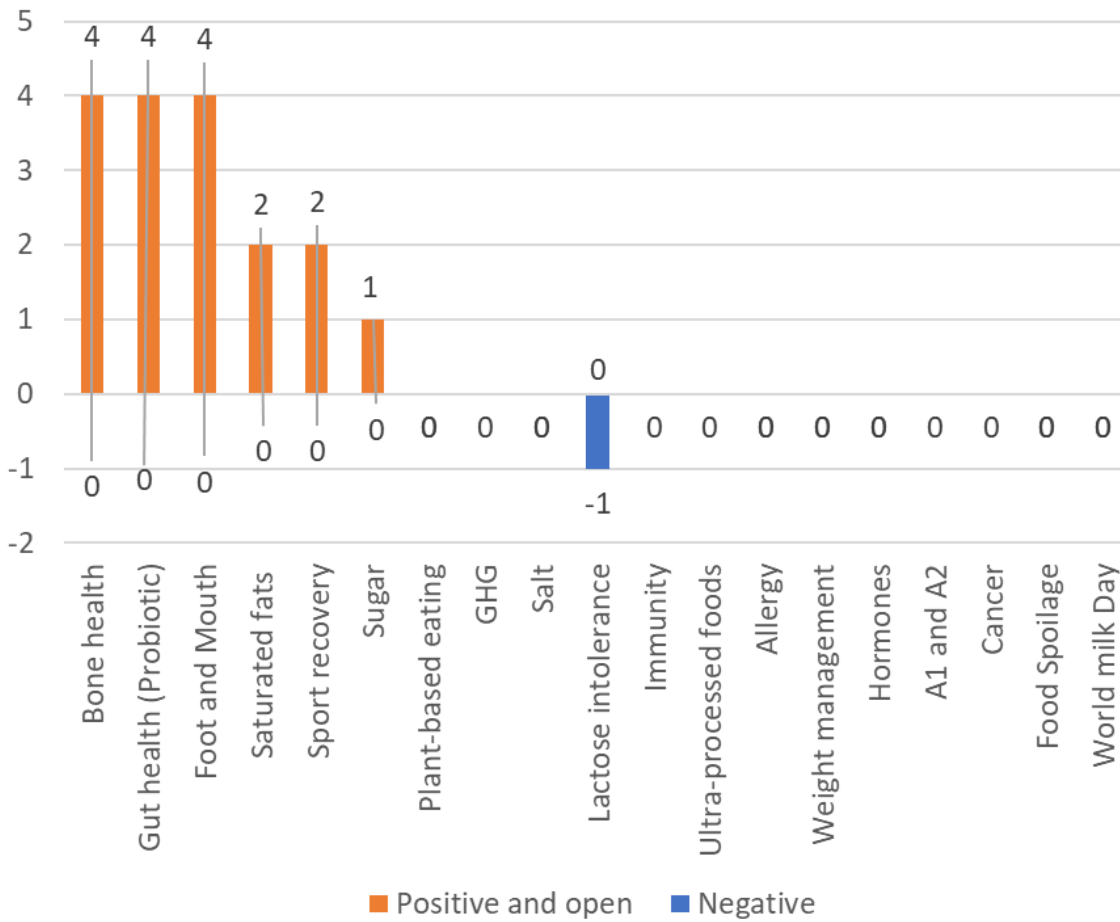
Health professional publications: Specialised publication tailored for health professionals such as doctors and dietitians – includes health journals (print and digital)

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 January to March 2026

Reoccurring topics in the first quarter of 2026



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).

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. The event was aimed at schoolteachers. A leaflet was developed and handed out to delegates.

ECD: Early Childhood Development presentation presented as follows:

The 5th Annual ECD & Basic Education Conference
- Presentation 12 March in Sandton

8.3 E-Classroom

The teacher’s guide and accompanying worksheets that were developed by the CEP, are hosted on the E-Classroom website. E-Classroom is an independent website that hosts branded worksheets, with external links, for primary school teachers and learners. The website has been endorsed by the Department of Basic Education (DBE) for the e-learning section of the DBE’s website.

8.4 World School Milk Day (WSMD)

World School Milk Day is celebrated in September 2026.

The Global Dairy Platform acknowledged the CEP campaign results obtained in 2025 for its WMD media release on sustained energy with dairy. It placed Milk SA CEP alongside global efforts in dairy education and reflected the value of the work being done locally. This recognition reinforced the importance of continuing to inform and support consumers, while contributing to a broader, international conversation around the role of dairy in the diet.

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 first quarter in 2026

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Engagement rate (%)
First quarter	1 700	1 552	1 853	1.09	00:00:59	15.82

10. REDISCOVER DAIRY WEBSITE (RD)

10.1 The RD website gives information on the health and nutritional benefits of dairy and all educational material developed by the CEP is available on the website. During the first quarter, a new Rediscover Dairy digital portal was planned, designed and is in the process of being development. This portal is critical to support the general and specialised communication activities of the Project and provide relevant content to the viewer. Until this portal is finalised, the current Rediscover Dairy website remains active.

Rediscover Dairy website analytics for Q1 in

2026

Period	Sessions	Users	Page views	Page/session	Avg. session duration	Engagement rate (%)
First quarter	46 010	42 299	55 137	1.20	00:00:31	14.37

10.2 Top page visits on www.RediscoverDairy.co.za

Total views	Page views	Page visitors
Annual report	CEP Recipe: Cheese and mielie meal bread	16 296
	Amasi info page	8 138
	Ask dairy diabetes	3 865
	Fuelling an Active lifestyle with dairy	3 031
	Maas flatbread	2 881

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

Clinic training events in Q in 2026

Date	District	Number of people trained
9,12,13,16 & 20 February	Ekurhuleni	305

In 2026 the CEP will continue with clinic training programme at government clinics in Gauteng.

EVIDENCE BASED REVIEWS

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 RD 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	February 2026	Active Enthusiast: Nutritional considerations and the use of milk and dairy to sustain a healthy and active lifestyle in today's fast paced society

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
Completed DBNs and available on the rediscover dairy website	
Update on Dairy and Cardiovascular disease	Prof Renée Blaauw
The role of dairy in modern weight management	Dr Monique Pideret

14. EDUCATIONAL PRESENTATIONS AT TERTIARY INSTITUTIONS

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.

14.1 Student presentations

Date	University	Participants
2 February 2026	Nelson Mandela University	40
17 February 2026	University of Pretoria	26

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. No presentations were conducted in the first quarter

15. 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 2026 are made available for dietitians and health professionals from 1st of March 2026 and will remain active until 31st of December 2026. Twelve articles with their applicable questionnaires are available on the [www.rediscoverdairy](http://www.rediscoverdairy.com) website, free of charge.

The CEP submits all allocated points of participants directly to the Health Professions Council of SA (HPCSA). At the same time each dietitian or nutritionist receives a certificate of participation. Health professionals were notified of the availability of the 2026 CPD activity of the CEP via direct emails to the data base of the project and on ADSA's official communication channels.

Registered users: Total of 3 119

New registered users since 1st of March 2026: 110

Completed questionnaires:

Total since 2019: 25 759

Total for 2025: 6 635

From 1st of March 2026 : 1 481

15.2 Industry presentations

A follow-up session (online) was presented to a wider nutrition audience of Nestle, on 15 February 2-2026. 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.

The CEP of Milk SA was invited to present a talk to a group of retired professionals – UA3. The dietitian of the project presented to the group on the 3rd of February 2026. The topic was on the role of Dairy in the diet of the Elderly. The presentation was attended by 112 people.

16. 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 (HFOLI).

The Project manager attended the CGCSA meeting on 25 February 2026

16.2 The South Africa Society of Dairy Technology (SASDT)

The Project manager was invited to be a judge at the SA dairy championships on 27 March. During the first quarter, the Project planned the Cheese Sensory Workshop of the SASDT to be presented on 25 June 2026.

17. INTERNATIONAL DAIRY FEDERATION: WORLD DAIRY SUMMIT

17.1. Standing Committee on Marketing (SCM)

The CEP project manager is the chair of the SCM. During the first quarter, several meetings were held to plan the SCM and IMP midyear meeting to take place in May 2026.

During the mid-year meeting, the new IDF strategy will be presented and discussions will focus on the role of the SCM in the implementation of the IDF strategy regarding communication.

AI ction 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.

Dairy Matrix communication action team: 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.

Plant-Based Products Action Team: This New Work Item is for discussion at the mid-year meeting.

17.2 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 Food-based Dietary Guidelines and other food guides around the world
- Utrecht Group planning committee
 - Task Force on Place of Dairy in Protein Transition
 - Task Force on Women in Dairy

Standing Committee Nutrition and Health: progress

The SCNH has one IDF priority work item for 2026: 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 (NWI for 2026)

Task Forces to which the SCNH are contributing:

- Task Force on Place of Dairy in Protein Transition
- Task Force on Women in Dairy

The SCNH has also developed a publication archive for nutrition and health matters as well as an encyclopedia of dairy nutrition and health references. The SC also has a knowledge sharing, or communication hub which share information on Journal Clubs and Webinars.

This year the Annual SCNH virtual Symposium will be held on Thursday 21st May 2026 at 8am CEST & 4pm CEST. The theme for this year is: Lactose 360°: From Biology to Emerging Benefits
The mid-year meeting is taking place in Utrecht, Netherlands on the 23rd of June 2026.

Utrecht Group meeting

The theme of the 2026 Utrecht Group meeting is: **Ultra Processed Foods and Dairy**. The meeting will be held on the 24th and 26th of June 2026. The dietitian of the project was involved in the planning and moderation of one of the three sessions. The programme consisted of four sessions:

- An introduction to NOVA and Ultra Processed Foods
- What does science tell us about UPF and health outcomes
- Dairy and Processing
- Consequences of UPF/Nova-Based Policies: Early Adopter Evidence and Implications for Consumers, Dairy, and Nutrition Security

17.3 South African National Committee of the International Dairy Federation

The annual SA National Committee of the International Dairy Federation meeting was held on 31 March 2026. 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 NC activities for 2025.

The dietitian of the Project has been appointed as secretary of SANCIDF since 1 October 2025. Reports of all primary representatives and World Dairy Summit attendees are available on request. Next meeting will be held on the 4th of August 2026.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	3. March.pdf
Unnecessary spending during period	No

Popular Report

[CEP 2026 1st Q Report. POPULAR, 15 April 2026 VF.pdf](#)

Popular report and Additional documentation

[2026 April 15 CEP 1st Q Report 15 April 2026 FINAL.pdf](#)

Statement

Levy funds were applied only for the purposes stated in the contract	Yes
Levy funds were applied in an appropriate and accountable manner	Yes
Sufficient management and internal control systems were in place to adequately control the project and accurately account for the project expenditure	Yes
The information provided in the report is correct	Yes