



Consumer Education Project of Milk SA
(PRJ-0423-2026)
South African Milk Processors Organisation
Quarter 2 2026 (April 2026 till June 2026)

Project goals

Goal 1 - General Communication

Achievements

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1. INTRODUCTION

1.1 Objective of the 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 was R10 451 125.00

1.2 Objectives of the 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 the Project

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

a. **General communication**, i.e. messages of a general nature about the health and nutritional advantages of dairy products, conveyed to consumers.

b. **Specialised communication**, i.e. proactive and reactive messages about the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in South African society.

1.4 Target Markets

a. The target market of the general communication element is consumers, LSM (living standards measure) 6–8, with a meaningful spillover to LSM 9–10 and LSM 4–5 as agreed to by

the Advisory Committee of the CEP.

b. To buy media for television, it is estimated that LSM 6–7 households have an income of approximately R5 000.00+ per month. Those in LSM 8–10 may have an income greater than R19 999.00 per month. The LSM indicators are used to determine target audiences for the different elements of the CEP.

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

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

e. The Project incorporates ongoing evaluation through the systematic tracking of key performance indicators across all the 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: DSTv live streaming; DSTV Video on demand
- b. Promotional articles (advertorials) in consumer magazines, scientific articles in journals aimed at health professionals and pamphlets for distribution at selected events and trade magazines
- c. Websites
- d. Digital advertising and social media
- e. Presentations at scientific congresses and seminars
- f. Educational information sessions at clinics
- g. Health professionals; academic institutions
- h. School programmes.

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 were broadcast again in the second 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 broadcast on TV and for YouTube

- Milk
- Maas
- Cheese

2.2 Post-Campaign Results: Second Quarter 2026

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

The March to May burst achieved 10.3% more ARs than implemented. Two of these ARs were from the VIA channel (not planned as part of this burst). The additional ARs came from a number of channels, which contributed to the over performance.

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

The aim of the flighting schedule was to achieve equal numbers of ARs for 'Milk', 'Cheese' and 'Amasi' Since it is difficult to control flightings by ARs insofar as packages are concerned, the

outcome of this burst is that the AR levels were acceptable, despite Milk having slightly higher ARs.

In summary:

2025/2026 Performance to date (excluding June): Target Market – Age 18–40; Household income (HHI) R5000+; population 11.4m; Reach 70%; Frequency 22.5 (Thus, 8.01m of the 11.4m were reached)

2025/2026 Performance to date (excluding June): Target Market – Age 4+; Population 49.98m; Reach 76%; Frequency 24.4 (Thus, 38.2m of the 49.9m people were reached)

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. The aim is mass awareness with minimal wastage.

2.4 DSTv Stream Video on Demand (VOD)

Week-on-week progression showed a clear progression of awareness to intent with audience interaction reinforcing the link between high-impact environments and Video-on-Demand viewing. Mobile devices were primary drivers of views and engagement, showing the importance of mobile-first delivery and interest. Overall, the campaign also demonstrated strong resonance with the targeted audience.

REDISCOVER CONSUMER COMMUNICATION

3.1 General

The consumer communication element includes:

Social media:

Rediscover Dairy Social media pages: Facebook, Instagram and LinkedIn

Dairy Gives You Go: TikTok campaign

Rediscover Dairy Media releases

Rediscover Dairy Consumer print and digital Websites

3.2 Rediscover Dairy Social Media Pages: Facebook and Instagram

The Rediscover Dairy (RD) Facebook and Instagram pages are aimed at adults between the ages of 25 and 55 with the primary target being 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 focuses 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 increases the reach of the information.

3.3 Analytics of the Rediscover Dairy Social Media Platforms

Facebook: The average engagement rate increased from 8.18% to 32.39% (+306.0%), as reported by the dashboard, which is an exceptional result. This is due to the boosted posts for World Milk Day and weight loss-related boosted posts during Q2.

Facebook following stands at 118 000 followers

Instagram: The decrease during Q2 is due to a strong Q1 for Instagram – it is a return to the normal baseline and not a weak performance.

Instagram following stands at: 14 000 followers

Paid social: This 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 Rediscover Dairy website. It can include boosted posts, sponsored content, video ads, and influencer partnerships.

Clicks were down during Q2 as we kept more users in the social media platforms. That said, paid social continues to be the primary driver of website visits for Rediscover Dairy.

TikTok: Dairy Gives You Go introduced a TikTok campaign in August 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. During this period, eight recipes were posted on the Dairy Gives You Go TikTok Page.

A TikTok influencer campaign using eight influencers, including selection of suitable influencers, messaging and communication with the influencers.

TikTok organic reach also carries a current follower count of 10 800 (not tracked as a comparable metric in the Q1 report).

TikTok Influencer Campaign: no results are provided in the source data for this period – awaiting results from the Agency, as per Q1.

TikTok following stands at 11 400 followers

LinkedIn: In January 2026, the Project embarked on a LinkedIn campaign. The campaign aims to create awareness of the Rediscover Dairy Project as a brand: what the Project stands for, what it is about and why the Project exists. LinkedIn following stands at 381 followers

Please refer to the comprehensive report for full details on performance metrics.

3.4 Media Releases

During the second quarter, three media releases were developed and were distributed to digital publications.

The media releases are a very important element of the Project as they identify specific health topics and then expand on them. 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 were 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)

Media release 2: Fuel an active lifestyle with dairy

March 2026

Publications: 15 (13 Digital: 2 Print)

Media release 3: Why dairy matters on our weight loss journey. April 2026

Publications: 14 (14 Digital)

Media release 4: a) World Milk Day: Every day dairy for lifelong bone health

Publications: 27 (11 Digital: 6 Print)

Radio: 10 interviews

TV: 1 interview

b) World Milk Day: Women in dairy

Refer to results under 5.8

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

3.4.1 World Milk Day

In terms of World Milk Day 2026, the Project had adopted a two-pronged approach, that being a focus on RediscoverDairy and Bone Health; and the Global Dairy Platform (GDP), focusing on 'Women in Dairy'.

Regarding bone health, a media release on Dairy and Bone health was developed and distributed to digital publications as well as many radio interviews were conducted. In addition, the Project was invited for an interview on Expresso Morning Show in television at no charge to the Project.

The 'Women in Dairy Campaign' linked up with the GDP and the Project interviewed three women in dairy, i.e. a farmer, a processor and a cheesemaker.

Media release 4: b) World Milk Day: Women in dairy

Publications: 12 (8 Digital: 4 Print)

CONSUMER PRINT AND DIGITAL CAMPAIGN

4.1 Promotional Articles

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

children living at home. During the second quarter, three articles were published in Kuier.

4.2 VIA Channel

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 a lively, inspiring and unpretentious lifestyle channel for aspirational Afrikaans families.

During the first quarter, the planning and development for the VIA programme was executed.

4.2.1 ‘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 carry the health and nutritional benefits of dairy products, are displayed on the television screen. Ja Daddy ran from April to June 2026.

4.2.2 ‘Gesels’ with 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.

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

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

4.2.3 VIA Interview

On 27 June 2026, VIA conducted an interview with Anneke van Niekerk, consultant to DSA. The interview covered issues of labelling in the dairy industry.

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

5. 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 Q2 (April to June) 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	14	R89 268.79	49	R1445 059.00
Magazine	6	R80 202.94	3	R116 351.00
Regional Press	2	R1 335.15	115	R 622 102.00
National Press	2	R1 079.92	14	R 748 687.00
Radio	3	RR59 355.01	10	R652 795.00
TV ²	3	R478.66	4	R223 070.00
Trade Press ³	4	R99 960.97	1	R19 680.00
Health Professional ⁴	0	R0.00	0	R0.00
Total PR	30	R231 720.47	195	R3 827 744.00

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

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

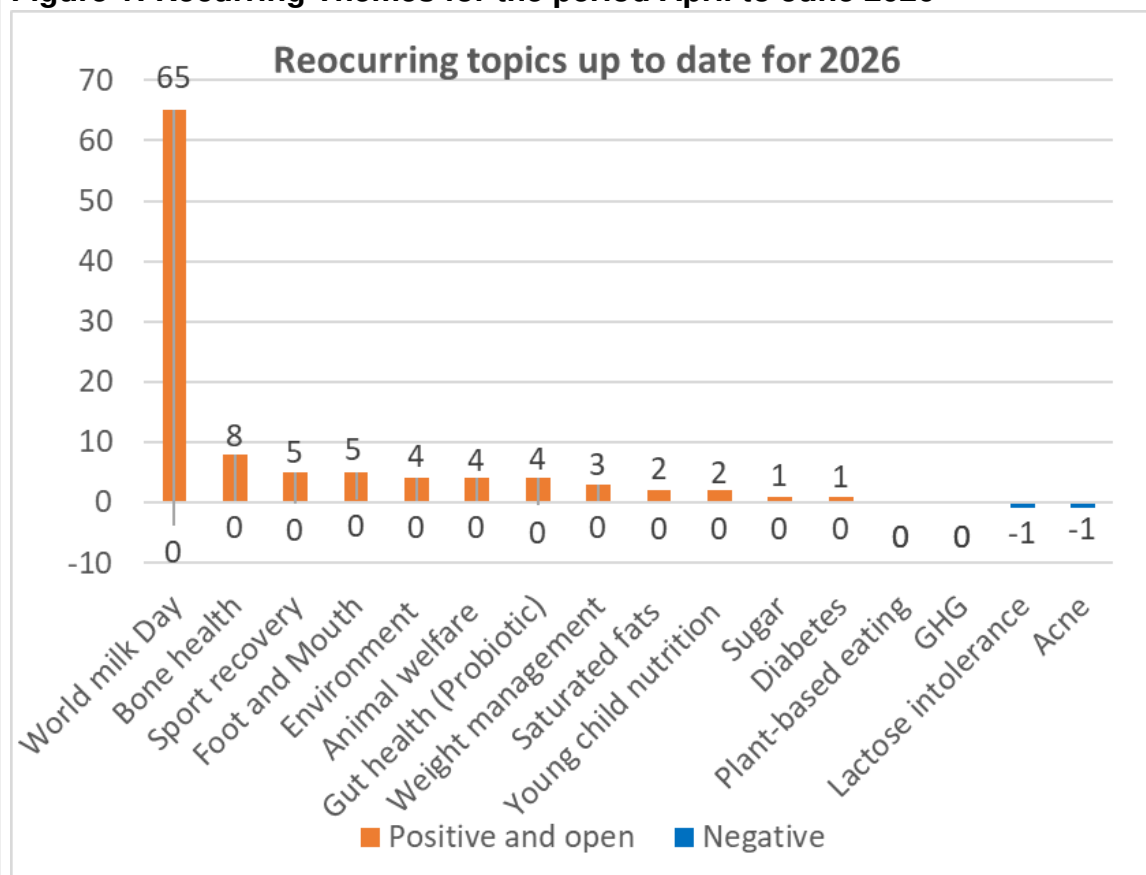
Trade press: Articles placed in business-to-business magazines including The Dairy Mail in which the health and nutritional benefits of dairy are discussed.

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

5.1 Recurring Topics

Topics that refer to dairy and recur frequently in the media 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 2026 and shows which of these messages had a positive, negative, or neutral tone.

Figure 1: Recurring Themes for the period April to June 2026



6. 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)

6.1 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).

6.2 Rediscover Dairy Participation at the Wits Yebo Gogga Exhibition

The Rediscover Dairy project participated in the annual '[Yebo Gogga Yebo amaBlomo](#)' exhibition hosted by the School of Animal, Plant and Environmental Sciences at the University of the Witwatersrand (Wits). The exhibition is a well-established science and biology engagement platform focused on plants, insects, animals, environmental awareness, and interactive science learning. According to Wits, the event aims to expose learners and the public to the wonders of nature and science through interactive educational experiences.

The **2026 exhibition theme focused on food and water**, creating an ideal platform to position dairy as part of a balanced diet and to educate learners about milk production, nutrition and agriculture. Rediscover Dairy participated in the Yebo Gogga exhibition by presenting an interactive educational stand focused on:

The journey of milk from farm to fridge

The role of dairy in a healthy, balanced diet
 Understanding the cow's digestive system
 The importance of dairy within South Africa's food system.

Highlights

Event	Wits Yebo Gogga Yebo amaBlomo 2026
Duration	13–17 May 2026
Learners reached	2 608
Educators reached	164
Educational institutions represented	36
Key partner	Nestlé Nespray and MILO
Supporting partner	Grow@Eduplus
Primary focus	Dairy education, nutrition and agricultural awareness

7. WEBSITES

7.1 Rediscover Dairy Website (RD)

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 quarter, a new Rediscover Dairy digital portal was planned, designed and is in the process of being developed. 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 Q2 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
Second quarter	30 191	28 748	40 200	1.33	00:00:39	24.40

7.2 Top Page Visits on www.rediscoverdairy.co.za

Total Views	Page Views	Page Visitors
Annual report	Amasi Dairy in pregnancy Buttermilk Butter Chicken Fuelling an active lifestyle CPD for dietitians	9 288 8 665 5 269 2 302 884

1 Ask Dairy Portal: <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

7.1.2 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 Q2 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
Second quarter	1 209	1 027	1 456	1.20	00:01:20	22.99%

No Non-achievements / underperformance has been reported

Goal 2 - Specialised Communication

Achievements

8. SPECIALISED COMMUNICATION

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

8.1 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
- Educational material for dietitians, nutritionists, and nutrition advisers
- Educational 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

8.2 Wellness Programme

8.2.1 Clinic Training Events

The wellness programme presents clinic training events at 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. During the second quarter, two training events/weeks were conducted in Gauteng where 645 health promoters were exposed to the educational presentations.

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 topics without limitation to the number of words used. The nutrition reviews are posted on the Rediscover Dairy 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. During the second quarter two articles were published.

Articles Published from April to June 2026

Publication	Date 2026	Title
Supermarket and retailer	June	Why dairy for all-day focus and energy Included: LinkedIn post, Facebook and Instagram
ADSA	June	What is new in the dietary management of cow's milk allergy? Carina Venter, PhD RD

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.

Articles Developed by the TAC

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

9. EDUCATIONAL PRESENTATIONS AT TERTIARY INSTITUTIONS

9.1 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. During the second quarter, two universities were visited by the dietitian of the Project.

Student Presentations

Date	University	Participants
1 April 2026	North-West University	40
19 May 2026	University of KZN	12

CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

10.1 CDP Articles and Questionnaires

The annual CPD activity of the CEP provides the Project with an opportunity to communicate the latest research on milk and dairy directly to the health professional target markets, i.e. dietitians and nutritionists. Each year, scientific articles are selected for this activity focusing on dairy nutrition and health as well as on 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 were available for dietitians and health professionals from 1 March 2026 and will remain active until 31 December 2026. Twelve articles with their applicable questionnaires are available on the www.rediscoverdairy 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 database of the Project and on ADSA's official communication channels.

Registered users: Total of 3 269

New registered users since 1 March 2026: 150

Completed questionnaires:

From 1 March 2026: 2 232

11. INDUSTRY-RELATED MATTERS

11.1 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 meeting on 25 February 2026

11.2 The South African Society of Dairy Technology (SASDT)

The Project Manager was invited to be a judge at the SA dairy championships on 27 March.

On 25 May, the SASDT presented the Processors' day in George. The Project Manager and communications officer of the Project attended the event.

During the second quarter, the Project, on behalf of the SASDT, presented the Cheese Sensory Workshop of the SASDT on 25 June 2026. The event included seven speakers and fifty delegates. The Project manager gave a presentation on: Cheese insights – The South African cheese market, consumer trends and growth opportunities

12. INTERNATIONAL DAIRY FEDERATION: WORLD DAIRY SUMMIT

12.1 Standing Committee on Marketing (SCM)

The IMP and GDP mid-year meetings were held in Canada, Montreal and Quebec from 11–13 May (GDP) and 14–16 May (IMP). During these meetings, a meeting for the SCM was also convened.

The CEP Project Manager is the chair of the SCM. During the first quarter, several meetings were held to plan the SCM and IMP mid-year meeting to take place in May 2026.

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

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.

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: Positioning the Role of Dairy Products Within Plant-Based Diets. This New Work Item was discussed at the mid-year meeting and work will begin in the 3rd quarter.

12.2 International Milk Promotion Group (IMP) and Global Dairy Platform

The Global Dairy Platform/IMP Workshop in Montreal highlighted the rapid shift to an AI-driven communication landscape where success depends on being the trusted answer rather than on simply being visible. Discussions focused on the need for AI-ready, evidence-based content, stronger credibility through trusted partnerships, and translating science into clear, consumer-friendly stories. Trust emerged as the central driver of reputation, supported by authentic farmer voices, health professional engagement and consistent messaging. The workshop also emphasised prioritising key nutrition, sustainability and animal welfare conversations, aligning messaging across the dairy sector, and adopting a strategic, AI-first approach to content, monitoring and stakeholder engagement.

During the IMP meetings, 17 countries that conduct similar projects as the CEP shared case studies and communication campaigns.

Highlights were

- Nutrition communication to health professionals, especially GPs
- The importance of teenagers as a target audience for dairy education
- The role and importance of dealing with influencers
- The IMP Yves Boutonnat Trophy.

For the IMP Yves Boutonnat trophy, the Project entered their television campaign, Dairy fuelling Gen Z – Dairy Gives You More Go Than You Know – which was one of the three finalists of the Yves Boutonnat Trophy competition. The winner will be announced at the IDF World Dairy Summit (WDS) in November 2026 in New Zealand.

12.3 Standing Committee Nutrition and Health

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

- AT on School Milk Programmes (action team leader)
- AT 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

12.3.1 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 and Health Symposium

School milk programmes

Global nutrition policy engagement (focus on WHO)

The role of dairy consumption in healthy ageing (NWI for 2026)

Task forces to which the SCNH is 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 shares information on Journal Clubs and Webinars.

This year the Annual SCNH virtual Symposium was held on Thursday 21 May 2026 at 8am CEST & 4pm CEST. The theme for this year was: Lactose 360°: From Biology to Emerging Benefits

The mid-year meeting took place in Utrecht, Netherlands on 23 June 2026.

The meeting was attended by 26 delegates in person and 13 online. The meeting included updates on the IDF Strategic Plan, Standing Committee activities, Action Teams, and emerging nutrition and health priorities, with a strong focus on evidence-based communication, food systems and international collaboration. South Africa provided a national update covering the continued delay in the release of the 2022 National Food Consumption Survey and subsequent revision of the Food-based Dietary Guidelines, progress on the review of the Food Labelling and Advertising Regulations, including proposed front-of-pack warning labels, and the ongoing Foot-and-Mouth Disease outbreak and its impact on the South African dairy sector. For a complete report, please contact the CEP office.

12.3.2 Utrecht Group meeting

The theme of the 2026 Utrecht Group meeting was: **Ultra Processed Foods and Dairy**. The meeting was held on 24 and 25 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

Eleven presentations were presented at the Utrecht Group

The meeting highlighted the growing body of evidence indicating that food processing should be evaluated in the context of food structure, nutrient composition and the food matrix, rather than of processing alone. Particular emphasis was placed on the need for evidence-based communication and policies that reflect accurately the nutritional value and health impacts of dairy foods.

13. 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. The next meeting will be held on 4 August 2026.

During the IDF June mid-year meeting, the dietitian of the Project attended the IDF Leader's Forum as National Secretary for South Africa. The meetings were held in Brussels, Belgium, from 9–11

June 2026.

The IDF Leaders Forum brought together the IDF Board of Directors, the SPCC representatives, and all the National Secretaries to discuss the implementation of the new **IDF Strategy 2026–2030** and opportunities to strengthen collaboration across the Federation. Discussions focused on aligning committee activities with the strategic priorities, enhancing cross-disciplinary cooperation, increasing the impact and visibility of IDF outputs, and improving communication of science-based information to stakeholders. Particular emphasis was placed on innovation, knowledge transfer, strengthening expert engagement, and ensuring that IDF continues to provide global leadership on issues affecting the dairy sector.

The National Secretaries' Meeting provided an opportunity for National Committees to exchange experiences, discuss governance matters and share progress from their respective countries. South Africa reported on efforts to strengthen communication between IDF and national experts, update the national expert database, increase stakeholder engagement and develop strategies to grow SANCIDF membership. The meeting also included discussions on implementing the new IDF Strategy, engaging younger experts, strengthening National Committee activities, and improving the dissemination of IDF information and resources to national dairy sectors.

No Non-achievements / underperformance has been reported

Income and expenditure statement

Income and expenditure statement	6. June.pdf
Unnecessary spending during period	No

Popular Report

[2026 July 2nd Q Report 13.7.26. to POPULAR REPORT.pdf](#)

Popular report and Additional documentation

[2026 July 2nd Q Report 13.7.26. 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