



Consumer Education Project of Milk SA
(PRJ-0441-2026)
SAMPRO

Quarter 1 2026 (July 2026 till September 2026)

Project goals

Goal 1 - General Communication

Achievements

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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 the first quarter of 2026 of the new regulation.

The budget allocated for July to December 2026 was R 7 730 000

1.2 Objectives of the Project

In terms of Regulation 7621, dated 30 June 2026, 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 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, represent 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

Three 15-second 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 2nd quarter of the year. The broadcast schedule includes SABC 1, 2, 3, eTV, DSTv package, DSTv streaming, and DSTv Video on demand (VOD). In the 3rd quarter, the TV ads were broadcast on 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: First Quarter 2026 (new regulation)

The existing television adverts are being broadcast during the 3rd and 4th quarters on DSTv Video on Demand and DSTV Streaming. There will be one post-campaign report at the end of the campaign in the 4th quarter.

3. REDISCOVER DAIRY 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. Primarily, it 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.

3.2.1 Rediscover Dairy Facebook Page Analytical Data 2026 – Facebook Organic and Boosted Posts

Analytics	April to June	July to September
Total page followers	118 575	122 314 (+3.2%)
Total average engagement rate (%)	32.39%	68.59% (+135.5%)
Views	49.4k	42.9k (-13.2%)
Engagements	114.6k	99.2k (-13.4%)

Facebook page followers increased from 118 575 to 122 314 (+3.2%). The average engagement rate rose from 32.39% to 68.59% (+135.5%), while views fell from 49.4k to 42.9k (-13.2%) and engagements from 114.6k to 99.2k (-13.4%). Of the 33 posts published, the fresh vs long-life milk post recorded the most likes (2 939 likes, 31,964 views, a 10.03% engagement rate). The pasteurisation post recorded the most views (43 607 views, a 5.24% engagement rate).

Follower growth slowed in Q3. Facebook added 3 739 followers, compared with 7 984 in Q2. This follows a change by Meta that removed the ad format previously used to drive follower growth. The paid formats now available drive page visits instead.

Q3 also saw a shift towards more purely educational content on Facebook and Instagram, and on Facebook this content is working well for engagement. Educational posts on nutrients in dairy, winter nutrition, '3 a day', rising food prices and fresh vs long-life milk were among the strongest performers of the quarter. Four of them were among the five boosted posts with the highest engagement rates (see Paid social 2026 below). The '3 a day' post recorded a 16.13% engagement rate and 1 321 clicks, and reached 42 208 people – the highest reach of the ten boosted posts with the highest engagement rates.

Recommendation for Q4: continue with the educational content approach on Facebook.

3.2.2 Rediscover Dairy Instagram Page Analytical Data for 2026

Analytics	April to June	July to September
Total followers	14 127	14 310 (+1.3%)
Views	13.1k	7.8k (-43.4%)
Media reach	9.0k	5.4k (-44.1%)
Engagement	325	174 (-48.1%)
Average engagement rate	2.49%	2.25% (-8.2%)

Instagram followers increased from 14,127 to 14,310 (+1.3%). Views (-43.4%), media reach (-44.1%) and engagements (-48.1%) all declined. Measured against views, engagement held up: the engagement rate dipped slightly, from 2.49% to 2.25% (-8.2%). The top post by reach was the melkkos recipe post on 28 August (440 reach, 16 likes, 3 shares). The top reel by reach was the amasi rolls reel on 10 July (498 reach, 8 likes, 2 comments, 7 shares).

Net follower growth on Instagram also slowed, from 227 in Q2 to 183 in Q3, following the same change in Meta's ad formats.

Recommendation for Q4: keep a 'less is more' approach to content, with boosting used to make sure each post is seen by the relevant audiences through precise targeting on demographics and interests; change the format for reels, so that these can be boosted too, which should result in an uplift in all metrics during Q4.

3.2.3 Instagram Influencer report

Reels	5
Influencers	5
Total Page views	542 185
Total accounts reached	84 510
Total Comments	78
Total shares	1745
Total Saves	1064
Total reposts	17
Average post engagement	3.9 5

Post engagement: Reactions (likes, saves, comments) divided by number of followers x 100

3.2.4 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.

Paid Social

Analytics	April to June	July to September
Views (impressions)	2.9 million	4.5 million (+52.7%)
Total reach	1.2 million	1.8 million (+45.7%)
Clicks	43.9k	31.6k (-27.9%)
New followers	7 872	4 453 (-43.4%)
Engagement rate	8.53%	4.56% (-46.5%)

Paid Meta impressions rose from 2.9 million to 4.5 million (+52.7%) and reach from 1.2 million to 1.8 million (+45.7%), on a spend of R60 220 (-4.9%). Clicks fell from 43.9k to 31.6k (-27.9%), new followers from 7 872 to 4 453 (-43.4%) and the engagement rate from 8.53% to 4.56% (-46.5%).

Against the dashboard targets, page likes (4.5k vs a target of 3k) and reach (1.8 million vs 370k) were above target. CTR (0.5% vs 1.7%), CPC (R1.90 vs R1.10-R1.20) and engagement rate (4.56% vs 6-8%) did not meet target.

Q3 included four reach ads – two nutrition label reels and two lactose posts; in addition, two boerie roll ads were set up to drive page growth. These use the format Meta now offers in place of follower ads, built to drive reach and page visits rather than interaction. Because these ads were designed for reach and growth, they pulled the overall engagement rate down.

Excluding the reach ads, the five ads with the highest engagement rates were the nutrients in dairy post (25.91%), the winter nutrition post with Registered Dietitian Maretha Vermaak (23.66%), the rising food prices post (18.94%), the fresh vs long-life milk post (18.77%, 232 clicks) and the Meet Zanell goat farming story (17.60%, 775 clicks).

Recommendation for Q4: continue testing 'pure' educational content in both Meta platforms (FB and Insta).

3.2.5 TikTok

Dairy Gives You Go launched TikTok ads 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. The new content launched in September.

A TikTok Influencer campaign using eight influencers, including a selection of suitable influencers, messaging and communication with the influencers. This launched in September.

TikTok Organic Performance – Q1 2026 (new regulation)

Video	Reach	Likes	Comments	Shares	Video views	Engagement rate
Spring chicken salad with yoghurt dressing	22 882	474	0	20	76 380	0.65%
Amasi guacamole	23 462	419	4	17	79 293	0.55%
Yoghurt and peanut butter dip with apple	21,117	399	6	17	91 697	0.46%
Homemade paneer	3 535	44	1	2	3 807	1.23%
Grand total (four videos)	70 996	1,336	11	56	251 177	0.56%*

*Engagement rate for the grand total is calculated as total likes, comments and shares divided by total video views. The dashboard grand total (2.90%) adds the four per-video rates together, and the dashboard summary card shows 0.72%.

TikTok followers increased from 10 800 to approximately 15 000 (+38.9%). Compared with the Q2 report, organic reach increased from 51 833 to 70 996 (+37.0%), video views from 146,308 to 251,177 (+71.7%), shares from 24 to 56 and comments from 7 to 11, while likes fell from 1776 to 1 336 (-24.8%). The three spring recipe videos (salad, guacamole and yoghurt dip) accounted for 67 461 of the 70 996 reach (95.0%). Average view time ranged from 2.36 to 4.57 seconds per video.

TikTok Ads – Q1 2026 (new regulation)

Metric	Q3 2026 (change vs Q2)
Cost	R21 284.43 (+753.2%)
Impressions	935.0k (+949.7%)

Reach	329 804 (+588.7%)
Video views	905.1k (+949.2%)
Paid likes	10 657 (+716.6%)
Paid follows	4 406 (+753.9%)
Engagement rate	1.2% (-22.2%)

TikTok Ads ran 18 ads in Q3. Spend increased from R2 494.58 to R21 284.43 (+753.2%), and impressions, reach, video views, paid likes and paid follows each increased by between 588.7% and 949.7%. The engagement rate fell from 1.5% to 1.2% (-22.2%). Gauteng recorded the most impressions of any province (approximately 350k), followed by the Western Cape and KwaZulu-Natal. The 18–24 age group accounted for (nearly) all impressions.

As impressions and reach grew, the engagement rate declined accordingly. Paid likes (+716.6%) and paid follows (+753.9%) grew strongly, but at a slower rate than impressions (+949.7%). The campaign targeted 18–24-year-olds specifically, which is reflected in the age split of impressions.

TikTok Influencer campaign: no results provided in the source data for this period – awaiting results from Agency.

3.2.6 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 Organic Q1 2026 (new regulation)

Analytics	April to June	July to September
Followers	381	482 (3 new organic followers, 0.0%)
Views/impressions	1,922	5 183 (+149.7%)
Clicks	296	2 183 (+622.8%)
Engagement	393	2 311 (+479.2%)
Engagement rate	20.39%	44.59% (+132.0%)

Three organic posts were published in Q3. Organic impressions rose from 1 922 to 5 183 (+149.7%) and clicks from 296 to 2 183 (+622.8%). The Women in Dairy post on 23 September recorded 2 456 impressions, 2 042 clicks and an 84.77% engagement rate – 47.4% of the organic impressions of the quarter and 93.5% of its clicks. The CNE save-the-date post (7 August) and the Evidence-Based Nutrition Forum post (7 September) recorded 309 and 293 impressions, respectively.

The Women in Dairy content is driving this engagement. The 23 September post accounted for 93.5% of organic clicks and recorded the highest engagement rate of any LinkedIn post in the quarter.

Paid LinkedIn Q1 2026 (new regulation)

Analytics	April to June	July to September
New followers	0	40
Views/impressions	263.8k	184.8k (-30.0%)
Clicks	227	4 061 (+1 689.0%)
Engagement	106	7 700 (+2 555.2%)
Engagement rate	0.11%	4.2% (+3 691.6%)

Paid LinkedIn spend increased to R13 364.47 (+93.2%) across four creatives. Impressions fell from 263.8k to 184.8k (-30.0%), while clicks rose from 227 to 4 061, of which 625 were landing page clicks. CTR was 2.2% and CPC R3.30 (-89.2%). Business Consulting and Services and Technology, Information and Internet were the top industries by impressions, and Operations and Education the top job functions.

Across organic and paid, LinkedIn is starting to see more traction. Paid clicks increased from 227 to 4 061 and the paid engagement rate from 0.11% to 4.2%, alongside the organic increases in impressions (+149.7%) and clicks (+622.8%).

3.3 Media Releases: Rediscover Dairy

During the third quarter, two 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 influencers, who post the relevant content

on their own social media pages and tag the RDD Facebook page. This increases the awareness of the RDD social pages and content. Micro-influencers include food bloggers, dietitians and fitness enthusiasts.

In 2026, seven media releases will be published.

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

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

Potential views: 1 673 087

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

Publications: 14 (14 Digital)

Estimated PR value: R 505 046.00

Potential views: 8 839 914

Media release 4: a) World Milk Day: Every day dairy for lifelong bone health. June 2026

Publications: 27 (11 Digital: 6 Print)

Radio: 10 interviews

TV: 1 interview

Estimated PR value: R 1 809 293

Potential views: 26 751 015

b) World Milk Day: Women in Dairy

Refer to results under 5.8

Media release 5: Inspiring winter meals, made better with dairy. July 2026

Publications: 17 (14 digital, 3 Print)

Estimated PR value: R518 130.25

Potential views: 8 371 831

Media release 6: Dairy and heart health – what the science shows. September 2026

Publications: 7 (7 digital)

Estimated PR value: R168 322.00

Potential views: 1 594 250

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

3.3.1 World Milk Day

World Milk Day on 1 June 2026 was a highlight for Rediscover Dairy this year, with the Project not only sharing a media release regarding the event but also interviewing remarkable women working in the dairy industry in South Africa.

Media release: Everyday dairy for lifelong bone health

The CEP used World Milk Day as an opportunity to sensitise consumers on the importance of bone health throughout life. Dairy is well known for its bio-available calcium and other nutrients that contribute to bone growth. This media release emphasised how consumers can build and maintain strong bones by focusing on three easy steps:

Have three servings of dairy every day.

Get 30–40 minutes' exposure to sunlight before 11:00 and after 15:00 every day.

Do 40–50 minutes of weight-bearing exercise four to five times per week.

Read the full media release here. https://www.rediscoverdairy.co.za/wp-content/uploads/2026/05/Everyday-dairy-for-lifelong-bone-health-May-2026-_v2.pdf

Media release: Women shining in the South African dairy industry

In honour of the United Nations International Year of the Woman Farmer, the Global Dairy Platform launched the 'Women in Dairy' initiative. The Project participated by interviewing four remarkable women from different parts of the dairy landscape: two farmers, of whom one works with a goat

herd; a processor; and a cheesemaker. Recognising the achievements of women in dairy shines a light on the expertise, leadership and dedication that strengthen the industry every day. Their stories inspire others and highlight the many career opportunities to be explored. This campaign attracted significant attention and all four interviews can be accessed here. <https://www.rediscoverdairy.co.za/woman-in-dairy/>

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

Publications: 12 (8 Digital: 4 Print)

Estimated PR value: R 85 100.67

Potential views: 20 202 066 (Bizcommunity; eNCA)

4. 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 25 to 55 years with children living at home.

Printed Media Advertorials

Publication	Topic/Title	Publication date – on street
Kuier Magazine	Kaas is koningskos	15 May 2026
Kuier Magazine	Melk en suiwel: boustene vir sterk bene	29 May 2026
Kuier Magazine	Suiwel jou woema regdeur die dag	12 June 2026

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.

4.2.1 ‘Ja, Daddy kan lekka eet’

This 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, will be displayed on the television screen. Ja, Daddy has run 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 the couch for an open and honest chat.

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

It also included 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. During the demonstrations, he shared valuable information about the versatility of dairy and how it enhances taste. He also highlighted some of the benefits of adding dairy to a meal.

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

4.2.3 VIA Results

The television advert was shown on all 13 episodes of Gesels and Ja, Daddy as well as on the repeats. The TV ad was broadcast 304 times on each of the two programmes including repeats. Thus, in total, the CEP TV adverts were shown 760 times over the three month period.

Food insertions

Six food insertions with Herman Lemming, showcasing dairy in recipes in each episode
One interview with Leandie – and Anneke Van Niekerk of DSA.

4.3 Rediscover Dairy Newsletter

The newsletter for Q1 and Q2 was distributed in August 2026.

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 Q1 2026 (new regulation)

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	25	R431 029.53	27	R 499 753.00
Magazine	4	R 92 657.24	2	R 66 308.25
Regional Press	8	R 41 661.25	1	R17 022.00
National press	0	R0.00	0	R 0.00
Radio	3	R 90 302.43	5	R 37 444.00
TV ²	0	R 0.00	13	R 258 336.00
Trade Press ³	0	R 0.00	0	R 0.00
Health Professional ⁴	0	R 0.00	0	R 0.00
Total PR	39	R 655 650.45	48	R 878 863.25

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.

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

4. 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 third quarter in 2026 and shows which of these messages had a positive, negative or neutral tone.

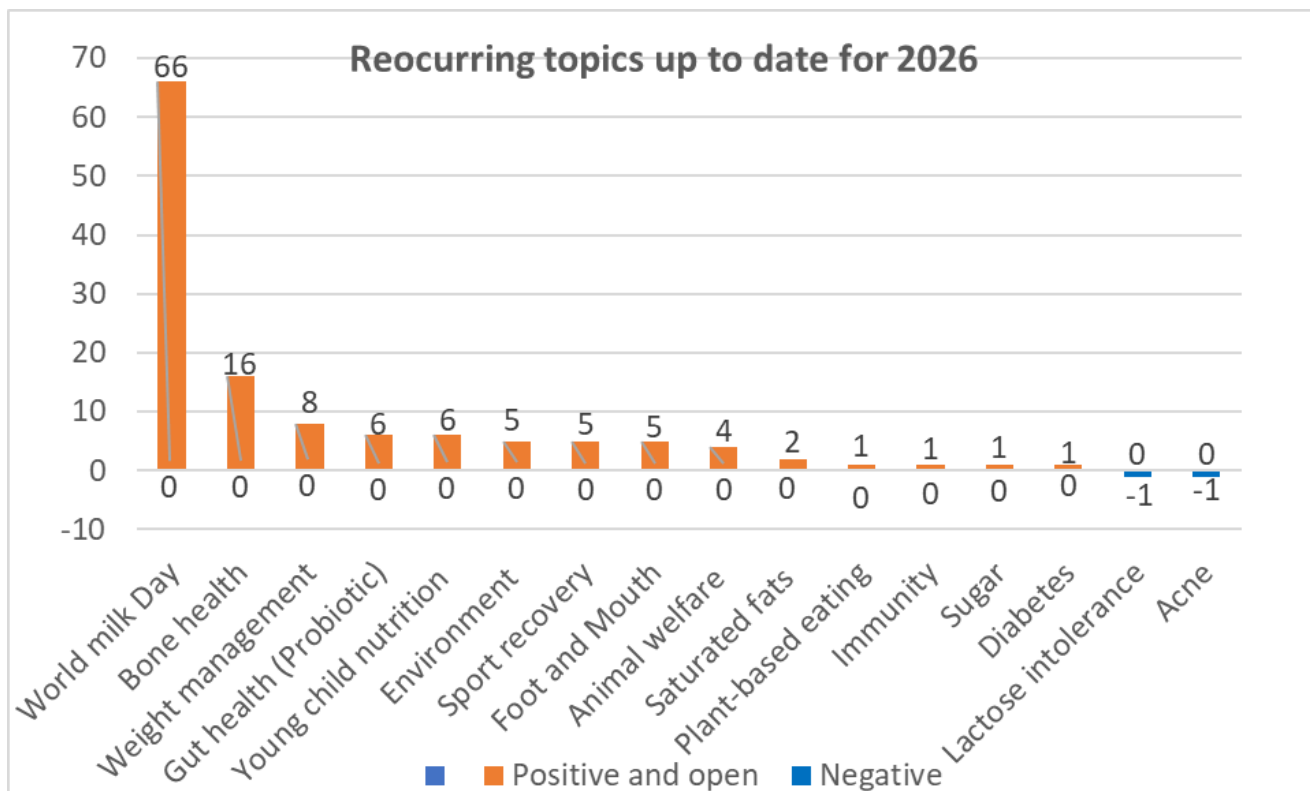


Figure 1: Recurring Themes for the period July to September 2026

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 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.

6.3 ECD: Early Childhood Development Presentation

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

6.4 Rediscover Dairy Participation at the Wits Yebo Gogga Exhibition

The Rediscover Dairy project participated in the annual [Yebo Gogga Yebo amaBlomo](http://www.yebo-gogga.co.za) 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 digestive system of the cow.
 The importance of dairy in 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

6.5 World School Milk Day (WSMD)

The World School Milk Day is celebrated in September 2026.

World School Milk Day is an opportunity to promote the role of milk and dairy in school nutrition and school meals.

The CEP partnership with the NSNP provides an important platform to bring nutrition education to learners in a meaningful and engaging way. Through resources, activities and competitions developed around WSMD, the CEP reinforces the messages about the role of dairy in nutrition and bone health – turning a celebration into an opportunity for learning.

The celebrations this year took place on 3 September at Nkululeko Primary School near East London. There was a special highlight for learners on the day: participating milk processors provided dairy products for the children to enjoy.

In addition, WSMD celebrations were also held in 21 schools in South Africa, reaching approximately 8 042 learners across Limpopo, Western Cape, KwaZulu-Natal, Eastern Cape, Gauteng, Free State, Mpumalanga and North-West. The initiative was supported through collaboration among the CEP, the National School Nutrition Programme (NSNP) of the Department of Basic Education, various schools and dairy industry partners. Ten dairy companies contributed dairy products to support the school celebrations. The CEP also provided school materials (teachers guides, posters, factsheets) to all the participating schools as part of celebrations and awareness campaign. The schools celebrated under the theme: 'Strong bones, strong moves. Milk Matters for sport and growing bodies'. Material specifically developed in 2025 was repurposed for the WSMD 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. A new Rediscover Dairy website is in the making and should be completed by the end of 2026. This website is critical to support the general and specialised communication activities of the Project and provide relevant content to the viewer. Until the new website is finalised, the current Rediscover Dairy website remains active.

7.1.1 Rediscover Dairy Website Analytics for Q1 2026 (new regulation)

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
Third quarter	20 740	18 278	30 246	1.46	00.0053	26.53

7.1.2 Top Page Visits on www.RediscoverDairy.co.za

Total Views	Page Views	Page Visitors
Annual Report	Amasi Triple mac and cheese Chocolate and banana milk Rediscover Dairy Home page Good to know	3 426 3 164 2 705 1 529 840

7.1.3 Ask Dairy Portal: [www.https://www.rediscoverdairy.co.za/ask-dairy-menu/](https://www.rediscoverdairy.co.za/ask-dairy-menu/)

The Ask Dairy Portal consists of 154 questions and answers. During the 1st and 2nd quarter, the questions and answers were revisited and updated.

The Ask Dairy menu item includes six topics, i.e.

- Nutrition
- Health
- Quality and safety
- Animal welfare
- Environment and sustainability
- Dairy products

7.2 Dairy Gives You Go (DGYG) 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 in the archive section. <https://www.dairygivesyougo.co.za/videos/>

7.3 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 regarding how to include information about dairy in their lessons.

DairyKids Website Analytics for Q1 2026 (new regulation)

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%
Third quarter	1249	1130	1611	1.29	00:01:19	28.3

No Non-achievements / underperformance has been reported

Goal 2 - Specialised Communication

Achievements

SPECIALISED COMMUNICATION

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

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 dietetics 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 clinic training events are presented at public clinics of the Department of Health (DoH) for nutrition advisors, health promoters and community health workers. They are presented in the format of educational information sessions for the upliftment of local communities.

Clinic Training Events in Q1 2026 (new regulation)

Date	District	Number of people trained
9,12,13,16 & 20 February	Ekurhuleni	305
9, 10,13,17 & 23 April 2026	Gauteng: Sedibeng District	335
–8 May 2026	Gauteng: West Rand	312
31 August–4 September 2026	Sedibeng & West Rand Districts	335

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

8.3 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.

Articles Published from January to September 2026

Publication	Date 2026	Title
Modern Medicine	February	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 Lize Haveman Nel
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
Supermarket and retailer	September	Why dairy matters on our weight-loss journey

The following articles were developed by selected members of the Technical Expert Committee (TEC) 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 TEC

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.

Student Presentations

Date	University	Participants
2 February 2026	Nelson Mandela University	40
17 February 2026	University of Pretoria	26
1 April 2026	North-West University	40
19 May 2026	University of KZN	12
20 June 2026	University of Western Cape	34
21 June 2026	Stellenbosch University	20
14 August 2026	University of the Free State	
22 September 2026	University of Limpopo	46
29 September 2026	Sefako Makgatho University	29

9.2 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 internship of the fourth-year dietetic students as well as for 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. In addition, 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 third quarter.

10. CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

10.1 CPD 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 professionals to obtain all their mandatory continuing professional points for the year's cycle, i.e. 25 clinical points and 5 ethical points. The articles and questionnaires are approved and accredited by the Dietetics 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: A total of 3 380

New registered users since 1 March 2026: 182

Completed questionnaires:

Total since 2019: 25 759

Total for 2025: 6 635

From 1 March 2026: 3 252

10.2 Nutrition Forum: Beyond Processing: Understanding Food, Health and Modern Nutrition

The Project presented a Nutrition Forum for Health Professionals on 2 October. This is a CNE (Continuing Nutrition Education) event and dietitians can obtain CPD points for attending the event. During the third quarter, extensive planning took place, i.e:

- Development of the programme

- Liaison with all the speakers and the logistics related to each speaker in terms of flights, travel and accommodation

- Printing of programme and other materials

- Planning with the venue in terms of the catering and other logistics related to the day

The programme included six speakers and two moderators/panel participants, as follows:

Session 1:

Understanding ultra-processed foods: Dr Daniella Martini from University of Milan, Italy

Food processing, public policy and nutrition: Finding balance in a polarised debate – Nigel Sunley.

Session 2:

Overweight and obesity in modern society: Dr Angela Murphy, Specialised Physician

Modern weight and obesity management: Dr Monique Piderit, Registered Dietitian

Session 3: Milk processing, dairy matrix and health: Prof Renée Blaauw, University of Stellenbosch

Session 4: Evidence practice for dietitians: Dr Sanja Nel, Registered Dietitian

10.3 Presentations: Industry and Other

A follow-up session (online) was presented to the wider nutrition audience of Nestlé, on 15 February 2026. This is an ongoing relationship to showcase the work of the Project and to share products with Nestlé 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 3 February 2026. The topic was on the role of dairy in the diet of the elderly. The presentation was attended by 112 people.

The Project Manager and the Dietitian were invited by the University of the Third Age (U3A). U3A is an international movement whose aims are the education and stimulation of mainly retired members of the community. The Project Manager and the Dietitian of the project were invited to showcase what the CEP does and the role of dairy for bone health in the elderly. This was held in Bryanston and was attended by 105 elderly people.

Nutritional Solutions: Cape Province

The Nutritional Solutions Winelands event was held on 10 September 2026 at Vrede en Lust in Paarl, with a total of 62 healthcare professionals in attendance.

The delegates represented a broad range of healthcare professionals, including dietitians from private practice, hospital and community settings, medical practitioners and specialists with a particular interest in nutrition.

As part of the programme, the dietitian of the Project presented a 15-minute presentation on 'The Dairy Matrix – Why Does It Matter?' The presentation provided an opportunity to highlight the concept of the dairy matrix and the importance of considering the whole food and the interaction between its various components when discussing the health effects of dairy.

Fair Cape Dairies generously sponsored yoghurt smoothies for the delegates. The smoothies provided a practical and enjoyable way to include dairy as part of the event, and the variety was particularly well received by the delegates and organisers.

The event provided a valuable opportunity to engage directly with healthcare professionals and to share evidence-based information on the role of dairy in nutrition and health.

10.4 IDF World School Milk webinar

As part of the annual World School Milk Day celebrations, the IDF presented a World School Milk Day webinar which was held on 30 September 2026, bringing together international experts to discuss the cost, affordability and nutritional value of dairy in school feeding programmes, as well as lessons for future national school feeding initiatives.

The programme included a presentation by Derek Headey, Senior Research Fellow at the International Food Policy Research Institute (IFPRI), titled 'The Cost and Affordability of Nutritious Diets: Insights for School Nutrition Policies.'

The second presentation was delivered by Dr Mieke Faber of the South African Medical Research Council, titled 'Evaluating the Affordability and Nutritional Value of Dairy in School Feeding Programmes (Bulletin of the IDF No. 539/2025).' Dr Faber's participation provided an important South African perspective in the international programme and highlighted the relevance of evidence on dairy affordability and nutritional value to school feeding programmes.

The programme concluded with a panel discussion on 'Lessons learnt and future opportunities for dairy in national school feeding programmes', with contributions by experts from Mexico and Ireland.

The dietitian of the Project and also team leader for the IDF Action Team, School Milk Programme, moderated the webinar.

The webinar attracted 180 registrations, with 65 participants attending live, including 16 participants from South Africa. This provided a valuable platform for sharing international research and perspectives on school nutrition while also highlighting South African expertise and experience in the international dairy community.

The webinar was particularly relevant to the ongoing discussion around the role of nutritious, affordable foods in school feeding programmes, and the contribution that dairy can make in these programmes.

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 and several other meetings held by the CGCSA. She also attended the Food Safety summit online on 29 September.

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 50 delegates.

The Project Manager gave a presentation on: Cheese insights – The South African cheese market, consumer trends and growth opportunities

Webinars: Two webinars were presented by the SASDT: '

Northern Branch: Putting the Senses to Work in Cheese Evaluation

Western Cape Branch: Explore the Microbial Ecosystems behind Cheese Quality

The newsletter will be published by the end of October.

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 was also convened for the 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 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 working jointly 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.

The Communication message map is in the process of being developed.

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

Country report: the SCM was involved in the questionnaire and has added additional questions in the marketing section of the survey.

The Agenda for the WDS was developed in the third quarter. The agenda includes the new strategy of the WDS and how each priority item aligns with the goals of the IDF.

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 simply on 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 and 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 is: **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

Presentations included:

Prof. Daniela Martini (University of Milan) – Overview of the NOVA classification system, the role of ultra-processed foods in nutrition policy and dietary guidelines and current perspectives from international regulatory authorities.

Prof. Thom Huppertz (University College Cork) – The importance of considering food technology and dairy processing when interpreting the NOVA classification.

Prof. Susanne Bügel (University of Copenhagen) – Current scientific evidence linking UPFs with health outcomes and the challenges of interpreting intervention studies.

Prof. Ciarán Forde (Wageningen University) – The relationship between food structure, eating behaviour, energy intake and obesity, including evidence on gut microbiome responses to UPF-rich diets.

Dr Frederick Duan (Wageningen University) – Interpretation of epidemiological evidence on UPFs and cardiometabolic health, highlighting methodological challenges and future research needs.

Prof. Ian Givens (University of Reading) – Evaluation of the NOVA classification of milk and flavoured milk and its implications for health.

Prof. Angelo Tremblay (Université Laval) – The effects of yoghurt processing on health and evidence supporting yoghurt as a healthy food regardless of processing category.

Dr Emma Feeney (University College Dublin) – Cheese, food processing and health, with emphasis on the dairy food matrix, food structure and emerging evidence relating to cheese consumption and health outcomes.

Dr Susana Socolovsky (Argentina) – Lessons learned from the implementation of UPF-based policies in Latin America.

Royce Wiryohandjojo (GAIN) – The impact of UPF policies on food reformulation, innovation and food systems.

Adriana Quintero (Independent Consultant) – The implications of UPF-focused policies for nutritional security, affordability, consumer understanding and equitable access to nutritious foods. 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 processing alone. Particular emphasis was placed on the need for evidence-based communication and policies that reflect the nutritional value and health impacts of dairy foods accurately.

For a complete report please contact the CEP office

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 was appointed as secretary of SANCIDF, from 1 October 2025. Reports of all primary representatives and World Dairy Summit attendees are available on request. The next meeting was to 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	9. Sept.pdf
Unnecessary spending during period	No

Popular Report

[CEP Popular Report final. July to Sept.pdf](#)

[2026 CEP Comprehensive Report 14.10.26 \(July to September\) final.pdf](#)

Popular report and Additional documentation

No file has been uploaded

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