

An overview of the  
**Consumer Education Project  
of Milk South Africa**





AMASI

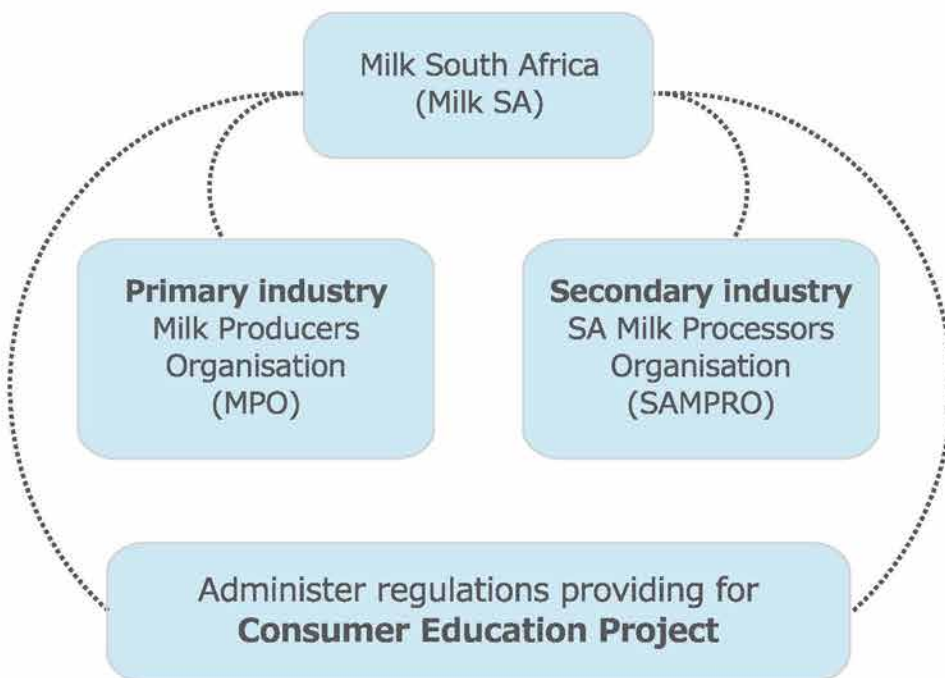
## The South African organised Dairy Industry Structure

### INDUSTRY

**The Consumer Education Project of Milk SA**, aimed at conveying the health and nutritional benefits of dairy, is continually evaluated and developed.

In 2011, the project received the IDF Dairy Innovations awards in the categories 'Best Consumer TV/ cinema and Social Networking campaign' and 'Best Generic Marketing Campaign'.

The project has also received acknowledgements for its TV advertisements from the South African organised advertising industry.



### Milk South Africa

is a voluntary, non-profit company set up to promote the development of the dairy industry. Its members are MPO and SAMPRO. Milk SA administers regulations implemented in terms of the Marketing of Agricultural Products Act, 1996 (amended). In terms of regulations, Milk SA deals with consumer education as a strategic issue.



## Purpose and nature of the **Consumer Education Project**

Communicating the health and nutritional benefits of  
**dairy to consumers and health professionals**



## Elements of the project

The project consists of two main elements, which are performed on an integrated basis:

- a. General communication**  
General communication consists of general messages to consumers about the health and nutritional benefits of dairy products.
- b. Specialised communication**  
Specialised communication consists of pro-active and reactive scientific messages to health professionals regarding the health and nutritional advantages of dairy products.

The purpose of the project is not only to serve the interests of the dairy industry but also to empower the consumer with information to help them make responsible choices.

## RATIONALE

### Supporting information

The purpose is determined by Regulation 57, which was promulgated by the Minister of Agriculture, Forestry and Fisheries in terms of the Marketing of Agricultural Products Act, 1996 (amended). The relevant section of the regulation reads as follows:

*"From a national point of view and to promote the viability of the dairy industry, consumers should be informed of the health and nutritional advantage 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."*







# Management structure of the Consumer Education Project

## MANAGEMENT STRUCTURE

### Management structure and processes reflect the importance of

- the multidisciplinary and multidimensional nature of the project
- balanced communication of scientific information
- the need to promote the integrity and thus the credibility of the project.

MILK SOUTH AFRICA	Board of Directors
ADVISORY COMMITTEE	Experts nominated by members of Milk SA
MANAGEMENT COMMITTEE	Experts from different fields appointed by SAMPRO
OFFICE COMMITTEE	CEO of SAMPRO Project coordinator Office manager of SAMPRO
PROJECT PERSONNEL	Project coordinator BSc Food Science and Nutrition (Ed) and MSc Consumer Science  Dietitian B.Diet (UP) and Post graduate Dipl.Hosp Diet (UP)  Consumer scientist B.Consumer Science (Hons)
INDEPENDENT TECHNICAL ADVISORY COMMITTEE	Independent experts in fields of nutrition, dairy science and dairy technology



Messages are organised under the umbrella slogans '**Rediscover dairy**' and '**Dairy gives you go**'.

The **3-A-DAY™** message forms part of all communication.





# Messages of the project

## MESSAGES

### a. Consumer messages

Six central themes shape messages to consumers, namely:

#### Growth

Dairy promotes growth through protein and calcium content.

#### Muscle development

Dairy builds muscle through protein and amino acids.

#### Skeletal health

Dairy strengthens bones because of its calcium content.

#### Weight loss

Dairy forms part of a low-fat diet.

#### Fat content

Dairy has less fat than generally perceived.

#### Nutritional content

Dairy is a nutrient-rich food, as it contains proteins, vitamins and minerals.

### b. Health professional messages

Scientific messages that communicate the role of dairy as part of a healthy lifestyle, and in treatment and prevention of lifestyle diseases such as hypertension and diabetes. Information regarding the role of dairy in sport nutrition is also communicated.

The messages are compiled and reviewed by members of the technical advisory committee as it requires expert knowledge in disciplines such as nutrition, food science and dairy science.

The above ensures that statements regarding the health and nutritional value of dairy products are fully substantiated by subject experts, who act objectively and use authoritative and relevant scientific information as proof.

Health professionals play a critical role in the short, medium and long term to convey messages in a credible way to all LSM\* groups.

*\*LSM: Living Standards Measure. A marketing research tool to gain a better idea of the socio-economic status of an individual or group in South Africa.*

#### Effective communication

The messages are communicated through various communication channels selected to reach each target market and are supported by a media liaison effort.





## Specialised communication

TARGET MARKETS	COMMUNICATION CHANNELS	COMMUNICATION PRODUCTS
<b>DIETITIANS</b> <ul style="list-style-type: none"> <li>• University lecturers</li> <li>• Prospective dietitians: dietetic students</li> <li>• Government clinics</li> <li>• Tertiary training hospitals</li> <li>• Department of Health</li> <li>• Dietitians in private practice</li> </ul>	Educational material	Dairy-based nutrition (USB tool) Nutrition education tool
	Continuing Professional Development (CPD)	CPD articles and symposiums
	Print	Scientific advertorials Nutrition reviews
	Website	<a href="http://www.rediscoverdairy.co.za">www.rediscoverdairy.co.za</a>
	Presentations	Conferences and symposiums
<b>DOCTORS</b>	Print	Scientific advertorials Nutrition reviews
	Website	<a href="http://www.rediscoverdairy.co.za">www.rediscoverdairy.co.za</a>
<b>NURSES</b>	Print	Scientific advertorials Nutrition reviews
	Website	<a href="http://www.rediscoverdairy.co.za">www.rediscoverdairy.co.za</a>
	Government clinics	Wellness TV

These diagrams are a simplified representation of the target markets and applicable communication channels and products. The specific target market will not only be reached by the communication products as listed but will also be influenced by messages from other communication products.

TARGET MARKETS	COMMUNICATION CHANNELS	COMMUNICATION PRODUCTS
GENERAL CONSUMERS	Print	Promotional articles
	Website	<a href="http://www.rediscoverdairy.co.za">www.rediscoverdairy.co.za</a>
	Television	Television advertisements
SCHOOL LEARNERS AND TEACHERS	Printed educational material	School posters, teacher's guides and fact sheets
	Liaison with Department of Health	National Nutrition Week
	Website	<a href="http://www.rediscoverdairy.co.za/KidsCorner">www.rediscoverdairy.co.za/KidsCorner</a>
TEENAGERS AND YOUNG ADULTS	Television	Television advertisements
	Microsite	<a href="http://www.dairygivesyougo.co.za">www.dairygivesyougo.co.za</a>
	Digital advertising	Digital advertising on social media sites and other websites
	Website	<a href="http://www.rediscoverdairy.co.za">www.rediscoverdairy.co.za</a>
	Print	Booklet: Sport nutrition and the role of dairy
LOW SOCIO-ECONOMIC CONSUMERS	Government clinics	Wellness TV
	Print	Promotional articles
	Printed educational material	School posters, teacher's guides and fact sheets
SPORTS COMMUNITY Active athletes, coaches and dietitians	Print	Booklet: Sport nutrition and the role of dairy
	Website	<a href="http://www.rediscoverdairy.co.za">www.rediscoverdairy.co.za</a>
	Microsite	<a href="http://www.dairygivesyougo.co.za">www.dairygivesyougo.co.za</a>





Tel: +27 12 991 4164

Fax: +27 12 991 0878

[info@dairy.co.za](mailto:info@dairy.co.za)

[www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za)  
[www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)

An Initiative by the Consumer Education Project of Milk South Africa