

Dairy Day Seminar 2019

4th Biennial CNE
presented by

The Consumer Education Project of Milk SA

23 August 2019

Dairy Day

Sustainable nutrition

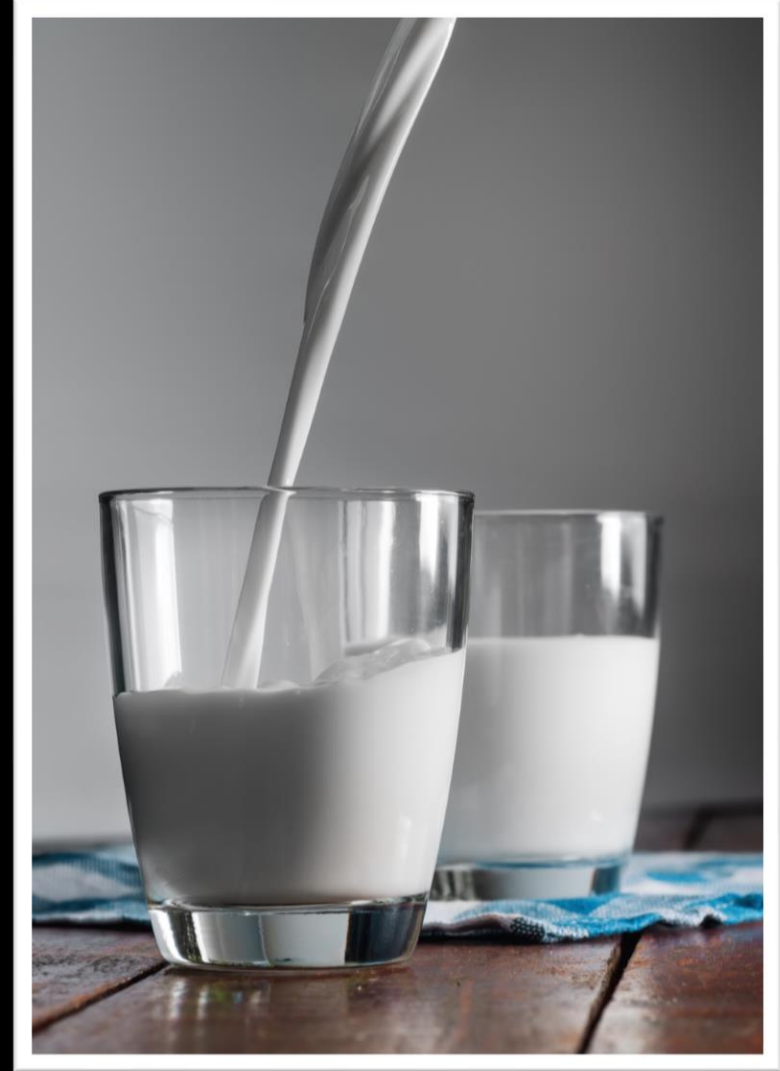
The role of dairy foods in plant-based sustainable eating patterns



The role of dairy in sustainable nutrition

Four pillars of sustainable diets

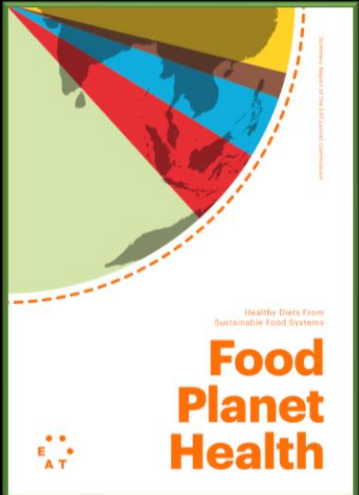
1. Nutrition
2. Economical
3. Society
4. Environment



Earth is home to 7.5
billion people
2050, global population
>9 billion

South Africa
73m people







Impact on
environment



Increased
affordability

30 % of food is wasted
44% of wasted food is
fruit and vegetables



43% of deaths
are caused by
NCDs



>50% increased consumption of processed and
packaged foods since 1994
45.8% consumption of processed meats



Healthy food basket costs 60% more than junk food

Poverty can lead to poor eating habits



12m people have a daily struggle for food

The consumer is blurred by the information provided on labelling and in the media.



Non-credentialed experts that lead the conversation about nutrition is of a concern

Questioning consumer

? Impact of livestock farming on the environment



- Dietary shifts are necessary for health of people and planet, but it is not simple and there is **no single solution**
- Shifting diets is only a piece of the equation to change our food systems.
- A dramatic reduction in food loss and waste is required plus improvements on how we produce food.



More Plants Please!

Now Serving: Plant Forward Meals!

Value of consumer education



Food-Based Dietary Guidelines for South Africa

The food we eat affects our health.

Be active! → Enjoy a variety of foods.

Eating 3 mixed meals a day will give your body all the nutrients it needs to stay healthy.

1 x mixed meal = 3-4 food items from different food groups.

- Make starchy foods part of most meals.**
- Eat plenty of vegetables and fruit every day.**
- Have milk, maas or yoghurt every day.**
- Fish, chicken, lean meat or eggs can be eaten daily.**
- Eat dry beans, split peas, lentils and soya regularly.**
- Drink lots of clean, safe water.**

Use fat sparingly; choose vegetable oils rather than hard fats.
 Use sugar and foods and drinks high in sugar sparingly.
 Use salt and food high in salt sparingly.

Make healthy choices and prevent lifestyle diseases!

Developed by the Consumer Education Project of M&A

DAIRY GIVES YOU GO

www.dairykids.co.za

Guidelines for healthy eating

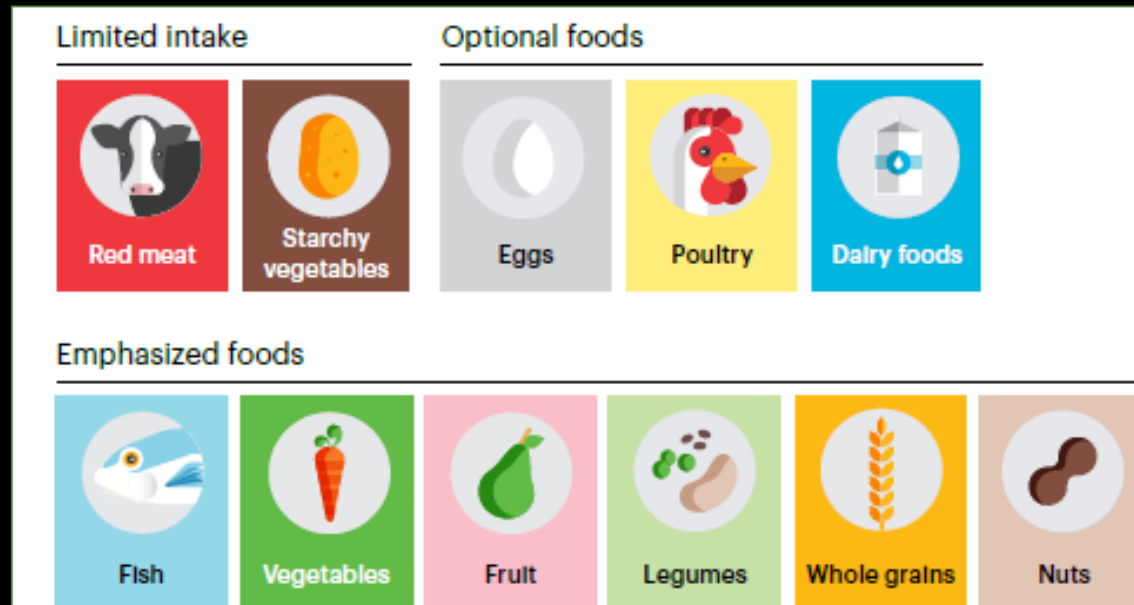
Have milk, maas of yoghurt every day

National Nutrition Week 2019

Making whole foods a way of life

- Enjoy a variety of minimally processed food choices
- Eat plenty of veg and fruit every day
- Eat dry beans, peas and soya regularly
- Animal products???

**EAT Lancet
recommends
250ml milk per day**



Is dairy still relevant?



Research 2017

Consumer
choose dairy:

- As part of meal
- Nutrition
- Taste
- Treat
- Health
- Convenience



3-A-DAY



Dairy perceptions among adults

CEP/BMR survey 2017

Questions / statements asked to participants	Disagree	Neither agree nor disagree	Agree
The treatment of cows with anti-biotics does not concern me	62,6%	20,8%	16,6%
Hormonal treatment of cows to increase the milk yield per cow does not concern me	62,5%	21,0%	16,6%
Dairy farming practices are not harmful to the environment	31,1%	38,8%	30,1%
Plant base milk is an alternative to cow's milk	28,2%	41,3%	30,5%
Plant based "milk" (eg. Almond or Rice) is not as healthy as cow's milk	26,7%	49,0%	24,2%

CHEESY STUFFED MEATBALL CUPS

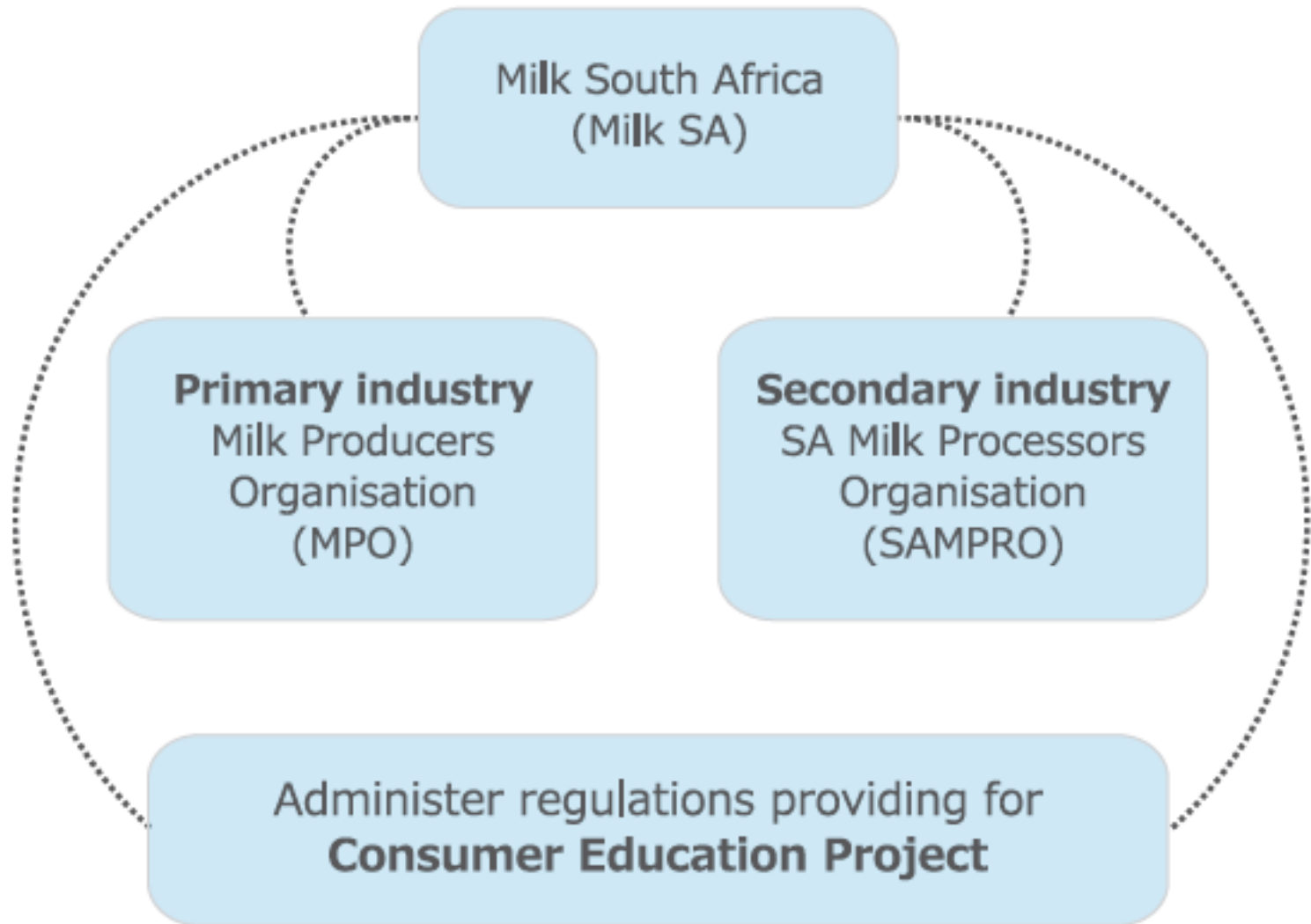


Dairy figures

Changes in the retail sales quantities from the year April 2017 to March 2018, to the year April 2018 to March 2019, and changes in the retail prices from March 2018 to March 2019 of specific dairy products

PRODUCT	CHANGE IN DEMAND (QUANTITY) PERCENT	CHANGE IN RETAIL PRICES PERCENT
FRESH MILK	-4.5	0.73
LONG LIFE MILK (UHT MILK)	14.1	-0.08
FLAVOURED MILK	5.7	7.09
YOGHURT	6.3	1.12
MAAS	19.9	-5.26
PRE-PACKAGED CHEESE	7.0	1.90
CREAM CHEESE	-2.2	3.90
BUTTER	5.4	-7.00
CREAM	-1.8	3.65

Consumer Education Project of Milk SA



Who: TARGET AUDIENCES

Consumers

- Teenagers
- Mothers

Health Professionals

- Dietitians
- Nutritionists
- Nurses

Education

1. Primary school learners
2. University: 4th year students
3. Government clinics: health promoters

Where: INFORMATION PORTAL

Dairy gives you go

Rediscover dairy

Dairy kids; Rediscover dairy & Dairy gives you go

How: COMMUNICATION TOOLS

Television

Social media: Facebook, Instagram

Online tool – Ask dairy/
Dairy diary

Print

Leaflets

Association for Dietetics in SA

Presentations – ADSA/
congresses

CNE – ‘rediscoverdairy’ web

Print – HP journals / reviews

Dairy-based nutrition

Leaflets

School curriculum

Nutrition reviews &
presentations

Targeted training
material and hands-on
training

Leaflets and handouts

Nature of the project

General communication element

The Consumer Education Project of Milk SA



Messages of a scientific nature based on health and nutritional benefits of dairy, conveyed to consumers.

TARGET MARKETS	MEDIA SELECTION; COMMUNICATION AND DISTRIBUTION CHANNELS	COMMUNICATION PRODUCTS
TEENAGERS AND YOUNG ADULTS	Television Social media Websites Dairy online tool Print/published material	Television advertisements Dairy gives you go: Facebook and Instagram Tasty Treat videos www.dairygivesyougo.co.za www.rediscoverdairy.co.za • Do the Dairy Diary • Ask Dairy Leaflets*: Dairy = your health and performance
PARENTS: THE MODERN MOM	Print and digital consumer publications Websites Television Social media	Promotional advertorials: Fact sheets and leaflets* www.rediscoverdairy.co.za www.dairygivesyougo.co.za Television advertisements Rediscover dairy Facebook
LOW SOCIO-ECONOMIC CONSUMERS	Government clinics	Leaflets in 9 official South African languages distributed by health promoters and community health workers as trained by the Consumer Education Project
PRIMARY SCHOOLS: FOUNDATION PHASE GR. R-3	<ul style="list-style-type: none"> Milk Processors (hosting school tours and education) Milk Producers Organisation Department of Basic Education, National School Nutrition Programme 	School programme consisting of: Classroom posters, teacher's guides and hand outs: <ul style="list-style-type: none"> Foundation phase: From farm to fridge Intermediate phase: Guidelines for healthy eating Available in English and Afrikaans Audio visual for grades 5 and 6: Guidelines for healthy eating Worksheets on E-Classroom website for grades R to 3 and grades 5 and 6
INTERMEDIATE PHASE GR 5 and 6		
TEACHERS AND SCHOOL LEARNERS	Website	www.dairykids.co.za
SPORTS COMMUNITY	Printed/published material Websites	Booklet: Sport nutrition and the role of dairy Sports fact sheet Promotional articles www.rediscoverdairy.co.za www.dairygivesyougo.co.za

The diagram is 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.

* Fact sheets: Build Strong Bones • Sport Nutrition • Heat Treating Milk
* Leaflets: Dairy = your health and performance; 1. Dairy essentials • 2. Dairy essentials • 3. Stronger bones stronger you.

www.rediscoverdairy.co.za | info@rediscoverdairy.co.za | (T) 012 991 4164

Nature of the project

Specialised communication element

The Consumer Education Project of Milk SA



Evidence-based messages of a scientific nature regarding dairy health and nutrition, conveyed to health professionals.

TARGET MARKETS	MEDIA SELECTION; COMMUNICATION AND DISTRIBUTION CHANNELS	COMMUNICATION PRODUCTS
DIETITIANS	Educational material Print: • ADSA (Association for Dietetics in SA) • Nutrition & Medical Journals Websites: • www.rediscoverdairy.co.za • www.dairygivesyougo.co.za Symposiums & Seminars	Dairy-based nutrition online resource Evidence-based nutrition reviews and advertorials Educational Tool: Healthy eating for the whole family Sports booklet CEU articles Dairy online tool • Do the Dairy Diary • Ask Dairy Presentations at conferences, and symposiums
GOVERNMENT CLINICS:	Educational training events in collaboration with the Department of Health & government clinics	Training material: • Dairy training tool for clinics • Set of 8 visual posters for educational presentation purposes • Leaflets in 9 different South African languages • Video in 5 different South African languages • Dairy-based nutrition online resource • www.rediscoverdairy.co.za • www.dairygivesyougo.co.za
DOCTORS NURSES	Printed/published material Websites: • www.rediscoverdairy.co.za • www.dairygivesyougo.co.za	Evidence-based nutrition reviews and advertorials Dairy-based nutrition online resource Dairy online tool • Do the Dairy Diary • Ask Dairy

The diagram is 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.

* Fact sheets: Build Strong Bones • Sport Nutrition • Heat Treating Milk
* Leaflets: Dairy = your health and performance; 1. Dairy essentials • 2. Dairy essentials • 3. Stronger bones stronger you.

Agricultural Marketing Act Regulation 57

*“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**”.*



Effective communication demands choosing **correct channels** to talk to selected target audiences



Do it with Dairy



Build lasting relationships with the Health Professional community



rediscover dairy
3-7-2014

REDISCOVER DAIRY

The Consumer Education Project of Milk SA

JOIN US ON 

DAIRY GIVES YOU GO
DAIRY KIDS

Home Good to know Nutrition Health & Wellness Community work CPD for Dietitians & Nutritionists Health Forum – Ask the Experts

Resources Media & news Useful links

Consumer Education Project of Milk SA

Earn 22 CEU's

Build your own CPD portfolio

- > Free of charge
- > Easy to use system
- > 2 Ethic units

MAKE SURE YOU COMPLETE
11
QUESTIONNAIRES



www.rediscoverdairy.co.za

Science based information is communicated with health professionals

Development of Nutrition reviews and advertorials



DAIRY-BASED NUTRITION

DBN A resource tool
about dairy-based
nutrition
A publication for health professionals

amasi

Go with Dairy

DAIRY BASED NUTRITION

Nutrition science experts from various academic institutions in South Africa examined the latest science behind the nutrition and health benefits of dairy.

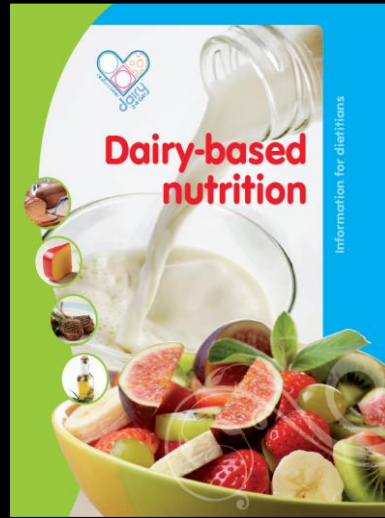


Topic
Food-based Dietary guidelines of SA
Have milk, maas or yoghurt everyday
Nutrient components of dairy
Calcium the essential mineral
Calcium recommendations
Fat classes of milk and dairy
Dairy saturated fats:
Health implication of trans-fatty acids in dairy
Milk protein
Milk sugars
Iodine in dairy
Dairy vs Calcium supplements
Dairy allergies and intolerances
Dairy vs Plant-based beverages
Dairy products: Amasi
The dairy matrix
Bone Health
Dental Health
Weight management
Hypertension
Cardiovascular disease
Diabetes: Type 2
Cancer prevention
Dairy nutrition for the elderly
Preventing Sarcopenia
Sustainable diets and dairy

DAIRY BASED NUTRITION = 26 Evidence-based nutrition reviews



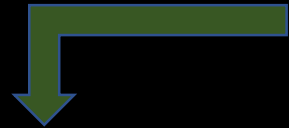
2010-2011



2011 - 2013



2013-2018



SCHOOL PROGRAMME



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

mpo^{ist}

Instituut vir Suiveltegnologie (Edms) Bpk
Institute for Dairy Technology (Pvt) Ltd

School Milk Day - South Africa

Dairy gives you go!

Have milk, amasi or yoghurt every day to help you stay healthy and strong.

Support local dairy farmers.

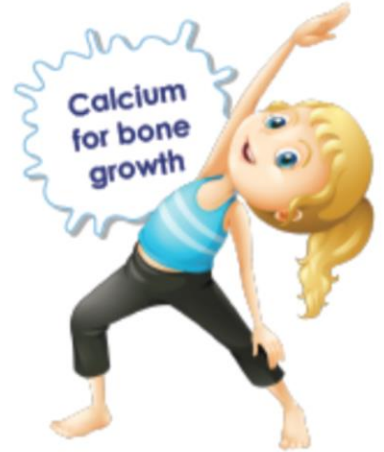


Building Better Bodies with Dairy

Milk and other dairy products are a great source of protein, calcium and energy to help your body grow better!



Protein for muscle growth



Calcium for bone growth



And energy to go go go!



www.dairykids.co.za

Communication with Schools. Foundation Phase:

Grds R - 3



From farm to fridge:
the food path to produce milk and other dairy products

Developed by the Consumer Education Project of Milk SA

1. Grass grows in the fields.

2. Cows eat the grass or hay.

3. The cows give milk.

4. Milk is treated or used to make dairy products.

5. At the processing plant, pasteurisation.

DAIRY GIVES YOU GO

www.dairykids.co.za

This diagram illustrates the dairy production process from farm to fridge. It shows a cow grazing on grass, a cow eating hay, a cow milking, and a milk can. The process then moves to a processing plant where milk is pasteurized and used to make dairy products. The Milk SA logo and website are also present.

From farm to fridge
Let's learn about dairy

The food path to produce milk and other dairy products

Foundation Phase
Grade R to Grade 3

Accompanied by a poster and handouts


An Initiative by the
Consumer Education Project of Milk SA

Teacher's Guide


© Easy to use © Colour coded © Aligned with the CAPS curricula

This section features a photograph of two bottles of milk in the foreground and a cow grazing in a field in the background. Below the photo is a blue banner with the text 'The food path to produce milk and other dairy products'. To the right, a young girl is smiling and holding a handful of butter cubes. The text 'Accompanied by a poster and handouts' is written vertically next to her. At the bottom, the Milk SA logo and the title 'Teacher's Guide' are displayed, along with a small disclaimer.

Intermediate phase: Grds 5-6

 **Food-Based Dietary Guidelines**
for South Africa

The food we eat affects our health.



Guidelines for healthy eating



Be active!  Enjoy a variety of foods.

Make starchy


Accompanied by a poster and handouts

Intermediate Phase
Grade 4 to Grade 7


Teacher's Guide

Easy to use • Colour coded • Aligned with the CAPS curriculum

DAIRY GIVES YOU GO

 **DAIRY 3-A-DAY**

www.dairykids.co.za



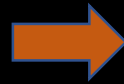
The importance of protecting the dairy industry through:

- Consumer Education is of great importance



- Consumer Education Project of Milk SA

- Awareness and regulation on animal welfare is vital



- SANS 1694: 2018 relating to welfare of dairy cattle

- Monitoring of quality of dairy products and implementation of regulations and standards



- Dairy Standard Agency



The Team



Project
Manager



Dietitian



Food
Scientist



PLUS

- Advertising agency
- Health and Wellness service provider for governmental educational events
- Technical Advisory Committee – 7 dietitians



Dairy Day

Sustainable nutrition

CNE presented by the Consumer Education Project of Milk SA



25 August 2019 . Durbanville Hills, Western Cape

PROGRAMME

**The important role of dairy foods
in healthy eating patterns**

07:45 - 08:15	Registration
08:15 - 08:30	CEP of Milk SA Introduction and setting the scene for the day Christine Inglish - Project Co-ordinator
08:30 - 08:40	The CEP of Milk SA as part of the international dairy science network Marvita Voronak - Project Co-ordinator
08:40 - 09:20	Dairy - a unique whole food for the future Prof. Nicole Weisfeld
09:20 - 10:00	What makes dairy an essential food as part of a sustainable diet Alyx Courtney
10:00	Breakfast break
10:40 - 11:20	How food choices influence sustainable nutrition - webinar Practical approach by Dr Stephen Peacock Scientists of The Netherlands Dairy Organisation
11:20 - 12:20	The science behind the BMJ Lancet publication Dr Jonathan Hill
12:30 - 12:50	Opening the farm gates - a visit to a local dairy farm Dr Gail Gilchrist

Transportation from Durbanville Hills to the farm and back will be provided.
Preferably wear comfortable, walking shoes for the farm visit.



@CEPMilkSA
#Dairyday
#dairygivesyougo

Consumer Education Project of Milk SA Enjoy the day

