



Consumer Education Project of Milk SA

Dairy Day 2019



Science-based communication
to Dietitians - from global to local



Maretha Vermaak

Registered Dietitian

**Communicating the nutritional
and health benefits of dairy**

www.rediscoverdairy.co.za
www.dairygivesyougo.co.za

Purpose of the project

Communication Pillars

Communicate health and wellness

Share evidence-based information

Build consumer confidence in dairy

- Educate consumers on the health and nutritional benefits of dairy
- Address misconceptions about the product among consumers
- Inform the Health Professional on dairy nutrition through evidence-based and credible messages about the latest research results on milk and other dairy products

Why the Dietitian?

Building
lasting
relationships
with the
Health
Professional
community
are essential

Target audience: Health professionals:
Dietitians & Nutritionists

- Health Professionals
enhances credibility of project and
strengthens messages
- Influence consumers and **encourage
behaviour change** by educating the
general public



Communication channels used to communicate to Dietitians/Nutritionist

Dietitians

Nutritionists

Other Health Professionals

Doctors Nurses

Websites

Evidence-based reviews

CNE opportunities

ADSA liaison

Print media



- www.rediscoverdairy.co.za
- www.dairygivesyougo.co.za



- Dairy-based Nutrition
- Health benefits of Dairy



- CNE articles
- CNE events

From GLOBAL to LOCAL:

Communicating up-to-date dairy-related nutrition science

The [International Dairy Federation \(IDF\)](#) represents the global dairy industry with 42 countries being members



South Africa

Milk SA

MPO

SAMPRO

Consumer Education Project

Dairy Standard Agency



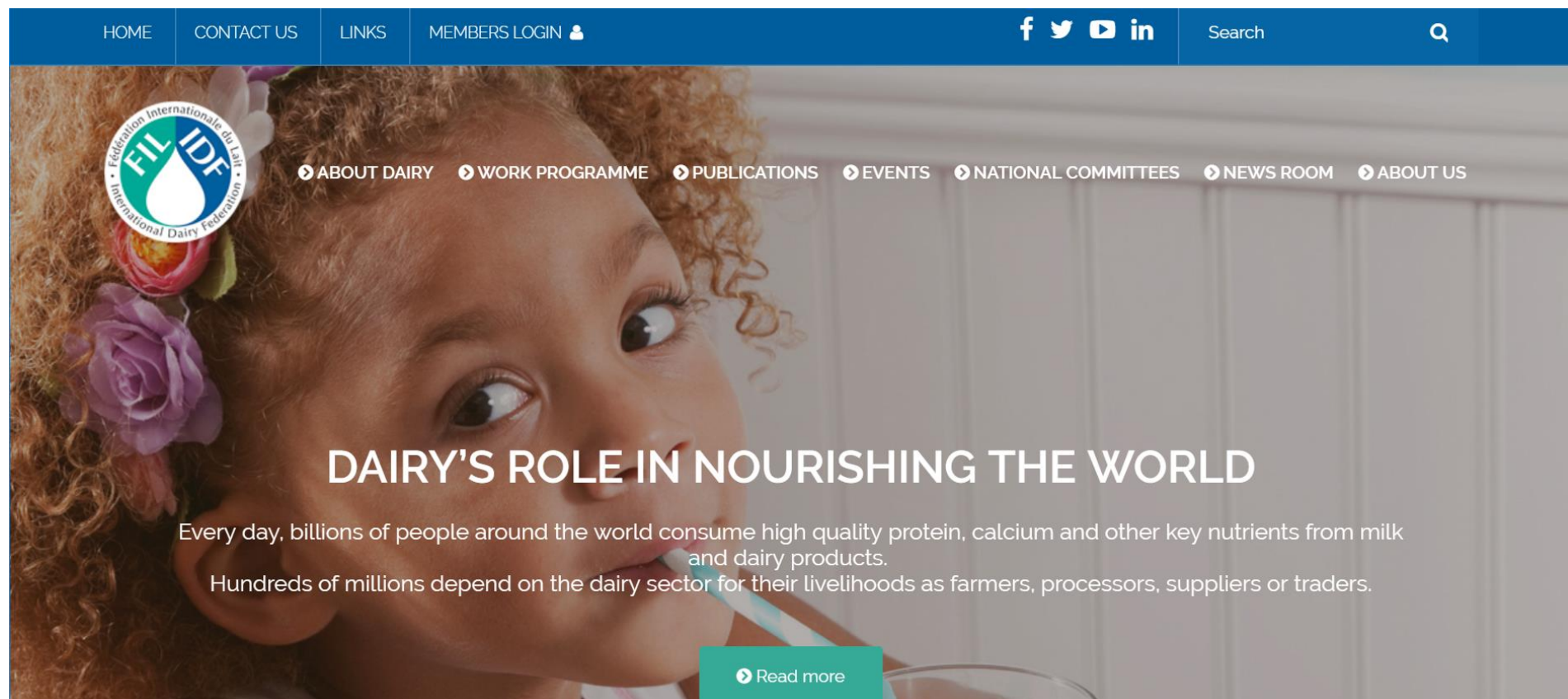
Milk South Africa



International Dairy Federation

NATIONAL COMMITTEES

IDF's membership is made up of National Committees, constituted by dairy organisations in each country and representing as fully as possible the various dairying activities of the country such as milk production, manufacture, distribution, technology and science, human nutrition, marketing, economics, education and administration.



Consumer Education project of Milk SA liaison with IDF



Milk South Africa



Areas of involvement

As member of the SCNH

Task force on plant-based beverages

Various action teams

- Lactose and Galactose – Project leader
- School Milk Programmes -Project leader – international survey in collaboration with FAO and Tetra Pak
- Dairy nutrition and sustainability
- Flavoured and sweetened dairy products

Utrecht research group:

Organised and presented by the Netherlands Dairy Organisation

- an annual event for the past 33 years
- attendance by invitation only
- no commercial companies allowed



Milk South Africa



Utrecht group, The Netherlands

- Two-day research reports and discussions
- Leading researchers from around the world - independent and objective research reporting
- Topics past three years:
 - Lactose in dairy; A1 and A2 milk; Reductionisms or Whole foods; Food classification systems e.g. NOVA and Siga
- Some of the speakers:
 - Dr Andrew Mente: Principal Investigator PURE study
 - Dr Mario Kratz Associate Member, Cancer Prevention Program
 - Dr Dariush Mozaffarian: Cardiologist and Epidemiologist
 - Dr Guy Vergères: Bern Switzerland - Head Functional Nutrition Biology



Contributions of the CEP to the IDF platform

Scientific excellence • Industry applicability • Strategic networking • Global influence

Health Benefits of Dairy

IDF Factsheet 006/2019-04

Scientific excellence • Industry applicability • Strategic networking • Global influence

Reasons why galactose is good for you

IDF Factsheet 002/2017-03

Scientific excellence • Industry applicability • Strategic networking • Global influence

Scientific evidence supports the role of milk and dairy products as a key component of a healthy diet and lifestyle pattern. Dairy foods are a rich source of calcium, vitamins B2 and B12, and potassium, and are also a source of protein and carbohydrates in the diet. Dairy products are also rich in magnesium, potassium, and vitamin D (in fortified products). Being aware of the benefits of dairy products for bone and dental health, a growing body of evidence has linked dairy consumption to health benefits^{1,2}. This makes dairy a key component of a healthy diet and lifestyle pattern.

Key facts

- Galactose is a vital structural element and serves as a key source of energy, especially in neonates ^[2,3,6].
- In normal conditions, galactose is quickly and almost completely metabolized to glucose in the liver.
- Galactose serves as a substrate for cerebroside, ganglioside and mucoproteins in the brain and nervous system, which supports its neural and immunological role ^[2,3,6,7].
- Sources of galactose are not limited only to lactose-containing foods. Galactose is also present in legumes and some fruits and vegetables ^[5,6,10].
- The human body has the ability to produce galactose endogenously ^[2,6].

Milk South Africa



Contribution of the CEP to the GLOBAL platform

VOEDING Magazine

I amsterdam ABCDstudie

WELKE FACTOREN BEINVLOEDEN DE GEZONDHEID VAN KINDEREN

- 12** Corné van Dooren Kennisspecialist duurzaam eten, ziet kansen voor een "low Lands diet"
- 18** Onderzoek De voedingsmatrix als verklaring voor gezondheids-effecten
- 24** Zuid-Afrika Educatieproject verbetert kennis over zuivel op Afrikaans platteland

Onderwijs en voorlichting

essentieel belang voor het slagen van de training. Hij of zij onderhoudt alle contacten met functionarissen van het Ministerie van Volksgezondheid en voedselzorg en voor blijvende effectiviteit. De training werd goed gewaardeerd, bleek uit het onderzoek. De mate waarin de training werd herinnerd was 100% en driekwart van de deelnemers beschouwde het trainingsmateriaal als nuttig. Na de training gaven deelnemers aan dat zij het belang van melk of zuivel in het dagelijkse leven

kamen meestal geen Engels en hebben ze een beperkte toegang tot elektriciteit of stromend water. Dat laatste is van invloed op het koelen van voedsel en heeft effect

aan leden van de gemeenschap uitgedeelde en zijn beschikbaar in negen van de officiële talen. Aan het einde van de trainingsdag wordt de kennis van alle deelnemers

- het verschil tussen poedermelk en echte (verse) melk (7%);
- De belangrijkste lessen uit de trainingen over de rol van zuivel in het voedingspatroon waren volgens de deelnemers:
 - Zuivel houdt botten en tanden gezond en calcium is goed voor sterke botten

Consumenten stelden vooral vragen over de voordelen van melk en hoeveel melk kinderen en volwassenen moeten consumeren

meer erkenden (43%) en ook de voedingswaarde van melk en zuivelproducten meer op waarde schatten (23%). Daarnaast bleek de training een positieve invloed te hebben op het zelfvertrouwen van opleiders. Na de training had 43% van de deelnemers het gevoel meer zelfverzekerd over de voordelen van zuivelproducten te kunnen adviseren. Deelnemers aan de training werd achteraf ook gevraagd over welke onderwerpen consumenten binnen hun gemeenschap hoofdzakelijk vragen stelden. Zij gaven aan dat consumenten vooral vragen stellen over:

- de voordelen van melk en waarom melk belangrijk is (30%);
- hoeveel melk kinderen en volwassenen moeten consumeren (11%);
- (82%);
- Gezondheidsvoordelen van zuivel en dat zuivel goede energie levert (54%);
- Voedingswaarde van zuivel (39%);
- Zuivel is van essentieel belang voor de ontwikkeling van kinderen (32%);
- Het belang van dagelijkse inname van zuivel (18%);
- Zuivelproducten bevatten calcium (13%);
- De rol van zuivel in het onder controle houden van de bloeddruk (9%);
- Zuivel versterkt het immuunsysteem (7%).

Voortzetting en uitbreiding

Het CEP verzorgde voor dit trainingsinitiatief ongeveer 40 trainingsdagen per kalenderjaar en reisde 15.000 km om

diverse trainingslocaties te bereiken. De gemiddelde kosten voor het trainen van een gezondheidswerker zijn €158 per trainer. Het CEP gaat door met het ondersteunen van het trainingsprogramma voor mensen die in de gezondheidszorg werken en hoopt zo mee te bouwen aan een betere gezondheid voor alle mensen in Zuid-Afrika. <

Over de auteur Marentha Vermaak is als afstudeerwerkzaam bij de non-profitorganisatie Melk SA waarvoor ze onderzoek deed naar het Consumer Education Project.

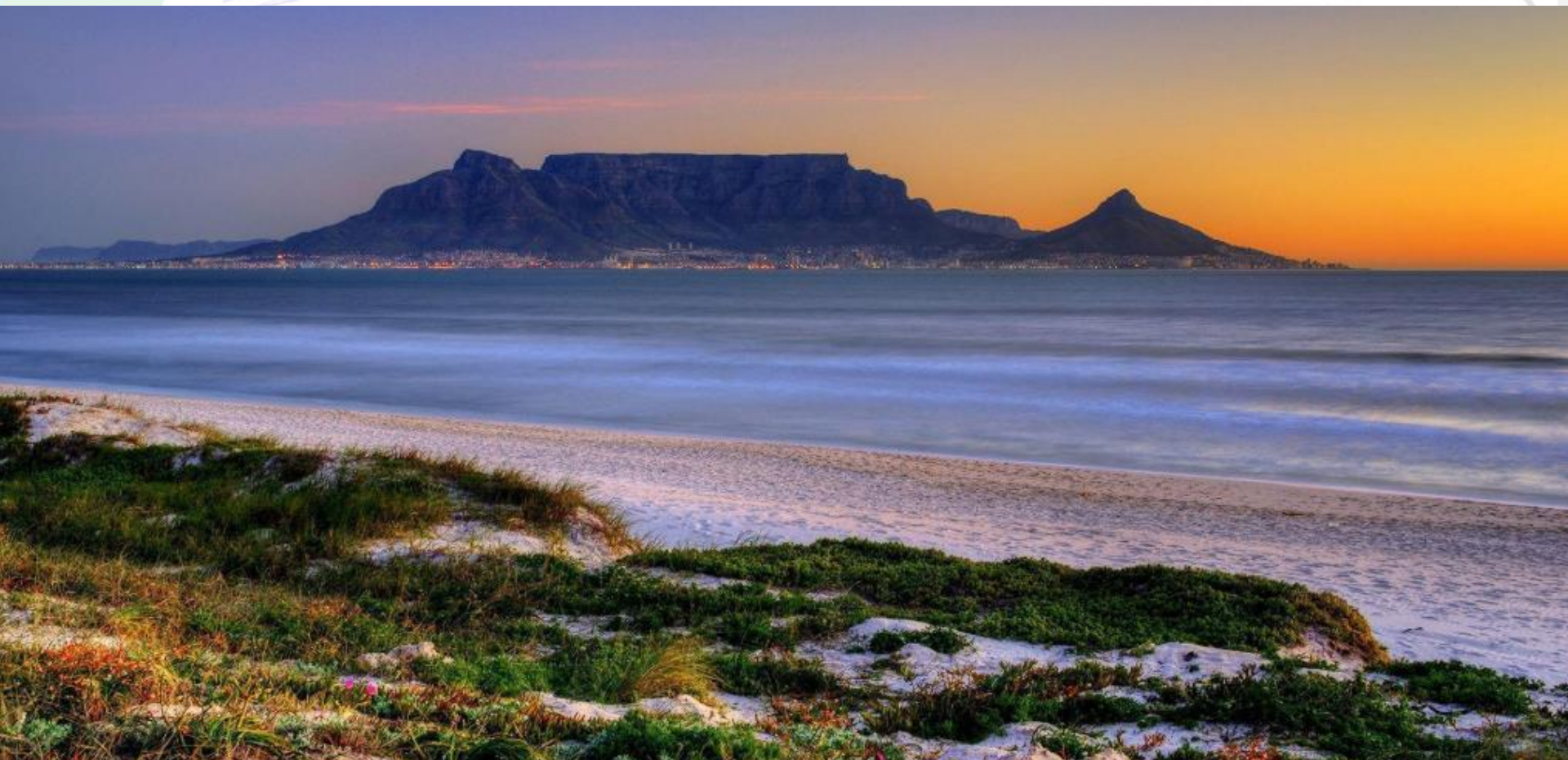
Referenties

1. Zuid-Afrikaanse bureau voor de statistiek, 2016. Community Survey. Statistiese publikasie 102301. Zuid-Afrikaanse bureau voor de statistiek, Pretoria.
2. Zuid-Afrikaanse bureau voor de statistiek, 2017. Poverty trends in South Africa: An examination of absolute poverty between 2006 and 2015. Statistiese Generaal Rapport No. 59-10-06. Zuid-Afrikaanse bureau voor de statistiek, Pretoria.
3. Zuid-Afrikaanse bureau voor de statistiek, 2017. Mid-year population estimates - 2017. Statistiese publikasie 102302. Zuid-Afrikaanse bureau voor de statistiek, Pretoria.
4. Ministerie van Volksgezondheid, 2016. South African Demographic and Health Survey 2016. Verslag oor belangrike indikaties. Ministerie van Volksgezondheid, Pretoria.
5. Shisana O, Labatarios O, Ruffalo T, et al. 2013. South African National Health and Nutrition Examination Survey (SANHANES-1). HSC Press, Kapstadt.
6. Vermaak MH, Boshoff JB, Venter CS. An Introduction to the revised food-based dietary guidelines for South Africa. S Afr J Clin Nutr 2013;26(3):E1-S164.
7. Vermaak MH, Wessels FHM, Wright HM, Wenzel-Vrijland E, Venter CS, Vermaak M. Food-based dietary guidelines for South Africa: where does milk, meat, oil and sugar fit in? S Afr J Clin Nutr 2013;26(3):Suppl:557-565.
8. Food and Agricultural Organization (Voedsel- en Landbouuorganisatie). Food-based dietary guidelines of South Africa. Beschikbaar via <http://www.fao.org/nutrition/education/food-based-dietary-guidelines/regional/countries/south-africa/en/> (toegankelijk op 10 augustus 2018).

NZO Nutrition Magazine

IDF WORLD DAIRY SUMMIT 2020

Cape Town, South Africa
24 September – 1 October 2020



Bringing GLOBAL news to our LOCAL target market



- Keeping up with latest research in dairy-nutrition
- Following trends of around the world
- Aware of challenges within the industry often before it hits home



Evidence-based nutrition reviews

Technical advisory committee

- Prof FriedeWenhold
- Dr Zelda White
- Dr Tuschka Reynders
- Prof Rene Blaauw
- Prof Corinne Walsh
- Nicki de Villiers
- Dr Ingrid van Heerden



Development of Nutrition reviews and advertorials

The cover of the DBN Review N° 1 publication, titled 'Dairy as part of the South African food-based dietary guidelines'. It features the DBN logo, a list of key messages, and a detailed text section about the revision of the South African food-based dietary guidelines. The cover is designed for health professionals and includes a list of key messages and a detailed text section.

DBN Review N° 1
A resource about dairy-based nutrition
A product of the Consumer Education Project of Milk SA
www.rediscovdairy.co.za

This review describes the rationale behind country-specific food-based dietary guidelines (FBDGs) and the implementation of FBDGs in South Africa to guide dietary choices.

A publication for health professionals

Dairy as part of the South African food-based dietary guidelines

- **Have milk, *maas* or yoghurt every day.**
- Fish, chicken, lean meat or eggs can be eaten daily.
- Drink lots of clean, safe water.
- Use fats 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.

Have milk, *maas* or yoghurt every day

The most striking change in the revised FBDGs for South Africa is the addition of the guideline recommending the daily intake of milk, *maas* (fermented milk) or yoghurt.¹ Previous assumptions about South Africans' use of and preference for dairy products were revisited, with specific reference to the affordability of milk and the prevalence of lactose intolerance and osteoporosis. Rapid urbanisation and westernisation of the South African population encouraged researchers to study conditions such as lactose intolerance² and the positive health effects of dairy for preventing or managing a number of diseases other than osteoporosis. Nutritionists also realised that the popular fermented milk product, *maas* is highly nutritious and is consumed by many South Africans, even those who are lactose intolerant.

According to the South African Health and Nutrition Examination Survey³ of 2013, many South Africans' diets are deficient in vitamin A, thiamine (vitamin B₁), niacin, riboflavin (vitamin B₂), vitamins B₆, B₁₂ and C, calcium, iron and zinc. Dietary variety and consumption of nutrient-dense foods such as milk, *maas* and yoghurt can help to prevent or combat such deficiencies.

Health benefits of dairy: Combating a spectrum of diseases

The health benefits of dairy foods are impressive. Consuming milk and fermented dairy foods such as *maas* and yoghurt can help to lower blood pressure, reduce the risk of heart disease and reduce overweight and obesity, which, in turn, lower the incidence of type 2 diabetes.⁴ However, the dairy intake of most South Africans is low: few people consume the recommended 500 ml (2 cups) of milk or *maas* a day. Nutritionists worldwide encourage the use of milk – whether fresh or fermented, in liquid or powder form – with energy-rich staple foods such as maize or rice. Seeing that milk is rich in high-quality protein, B vitamins and calcium, combining milk and staple foods can help to bring actual nutrient intakes closer to the recommendations for a balanced diet.

Researchers agree that it is difficult to achieve the daily recommended intake of calcium without the inclusion of dairy products in the diet.⁵ Calcium deficiency before birth and during the infant years can hamper the development of a

Revision of the South African food-based dietary guidelines

To keep pace with changes in dietary trends, socioeconomic conditions and disease patterns, FBDGs should be updated regularly.⁶ For example, in Africa, the incidence of malnutrition rose from 17% to 27% between 1991 and 2012.⁷ A change like this may be attributed to factors that negatively affect food security and dietary quality, such as rising food prices, unemployment, increasing urbanisation, an increasing dependence on fast foods and population growth. At the same time, obesity also appears to have been increasing, and currently South Africa is regarded as one of the most obesity-burdened countries in the world. In a recent survey (2016), 50% and 82% of South African women were found to be overweight by the age of 20 and 45, respectively.⁸

Such trends, pointing to diet-associated health decline, encouraged a revision of the initial South African FBDGs. The current set of FBDGs for South Africans aged 6 years or older are as follows:⁹

- Enjoy a variety of foods.
- Be active!
- Make starchy food part of most meals.
- Eat plenty of vegetables and fruit every day.
- Eat dry beans, split peas, lentils and soya regularly

Milk South Africa



Sharing Evidence-based resources with our local Dietitians-Nutritionists

DBN evidence-based reviews / CPD activity / CNE events

Health Professionals
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

A PUBLICATION FOR HEALTH PROFESSIONALS

Saturated fatty acids in dairy:

Dairy Day

Sustainable nutrition

Dairy and health

- Dairy and cardiovascular disease
- The role of dairy consumption in preventing type 2 diabetes mellitus
- Dairy foods and cancer prevention
- Dairy nutrition for the elderly
- Preventing sarcopenia: Dairy protein and muscle mass maintenance in the elderly
- An introduction to sustainable diets and the value of dairy

Summer education of milk sales is aimed to educating farmers and health professionals on the health-giving benefits of milk products.

Downloaded from discoverdairy.co.za

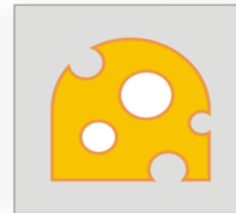


Consumer Education Project of Milk SA

Thank you !



maretha@dairycep.co.za



Communicating the nutritional and health benefits of dairy

www.rediscoverdairy.co.za
www.dairygivesyougo.co.za