

# Dairy Day Industry Seminar 2018

Consumer Education Project of Milk SA

Presenters:

Christine Leighton: Project coordinator of the Project

Maretha Vermaak: Dietitian of the Project



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

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



REDISCOVER THE  
GOODNESS OF DAIRY



“Our industry has a responsibility to produce value for money, safe, innovative and tasty products, that are good for the consumer and contribute to their wellbeing, and in this way, grow volume, become a food of choice, create employment and become an industry to be admired “

Quote from the SASDT conference (April 2018) by Mr Geoffrey Grant, IMCD



# Milk and dairy products in human nutrition

<http://www.fao.org/docrep/018/i3396e/i3396e.pdf>

- *“Billions of people around the world consume milk and dairy products every day.*
- *Milk and dairy products a vital source of nutrition for the population of the world*
- *Consumers, **industry** and governments need up-to-date information on how milk and dairy products can contribute to human nutrition and how dairying and dairy-industry development can best contribute to increasing food security and alleviating poverty. “*





# Aim of the presentation

This presentation will demonstrate

- That dairy plays an important role in diet of all South Africans
- New opportunities exist to inform consumers on milk and other dairy products as healthy and nutritious foods.



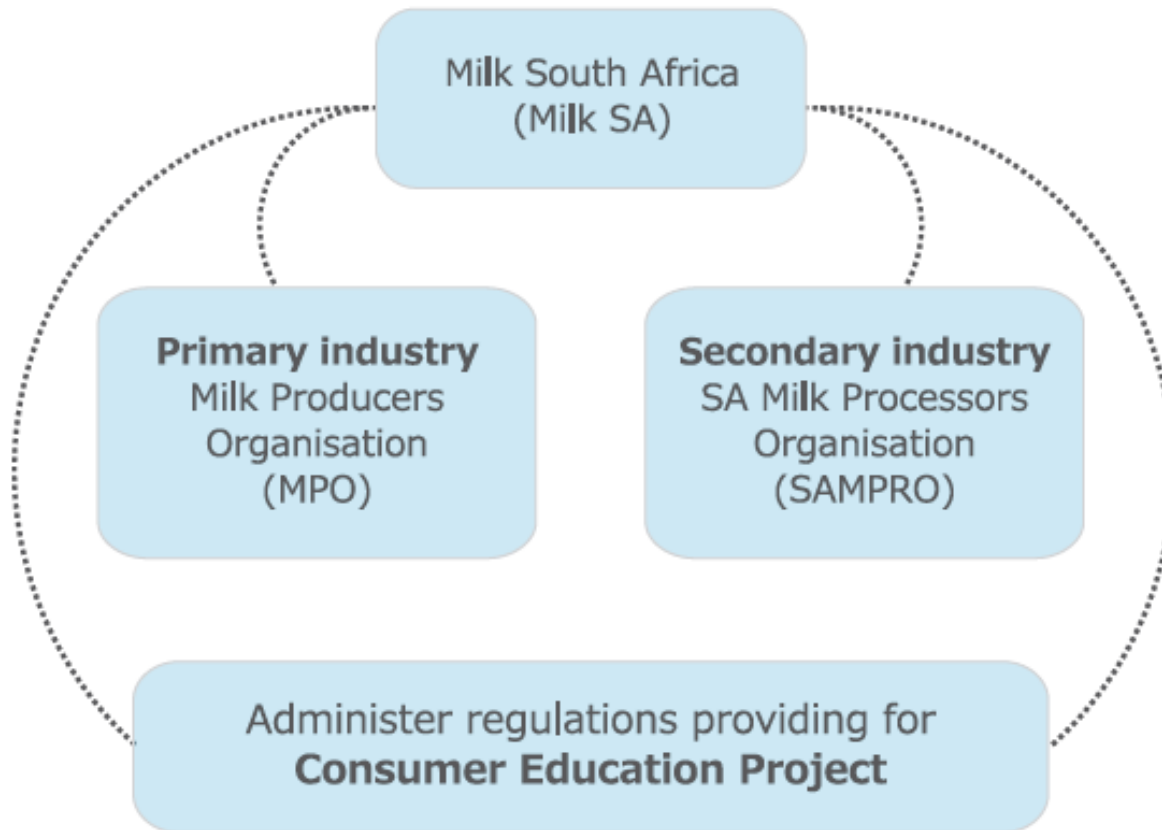


# Presentation outline

- South African dairy industry overview
- Challenges
- Opportunities
- Educating you consumer









# Overview of South African dairy industry

## Primary Sector

Number of  
producers



1364 farmers  
750 000 cows  
Avg: 332/producer

Production/  
year



3,2  
billion litres  
Avg: 20L/cow/day

Milk producing  
provinces

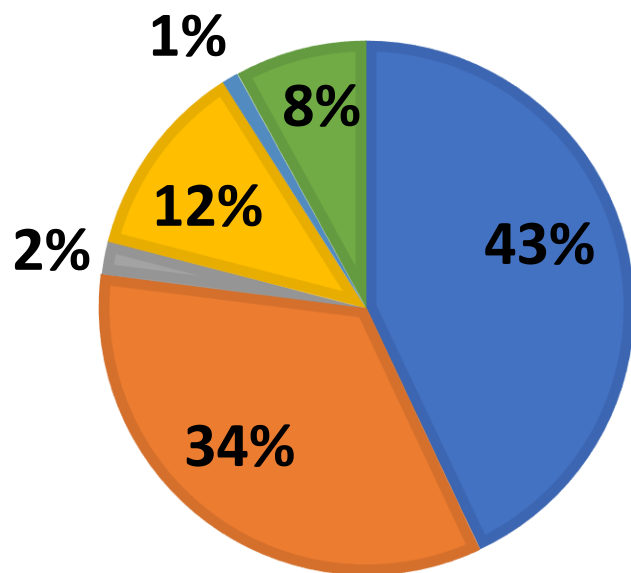
KZN  
WC  
EC

75%



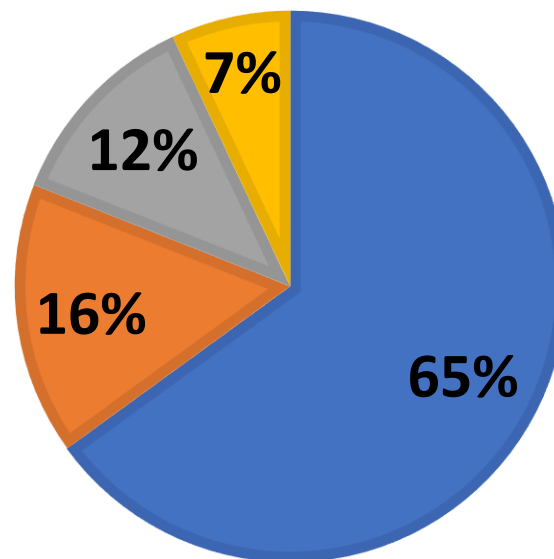
60%  
liquid  
products

- UHT and sterilised milk
- Pasteurised milk
- Flavoured milk
- Yoghurt
- Cream
- Other



40%  
concentrated  
products

- Cheese
- Butter
- Full cream milk powder
- Skim milk powder





# Market situation



PRODUCTS	CHANGE IN DEMAND/ SALES QTYs	CHANGE IN RETAIL PRICES
Fresh milk	-3.8	0.3
Long life milk (UHT)	11.3	-1.5
Flavoured milk	-1.2	3.9
Yoghurt	-0.9	5.6
Maas	6.7	-0.1
Pre-packed cheese	8.3	2.1
Cream cheese	-8.2	5.9
Butter	-6.5	31.8
Cream	-0.4	11.1



# Global market trends

## DRIVERS of consumption

### Macro-economic

- Increasing prosperity and affordability
- A rising middle class in emerging market
- Millennials are shifting into a higher purchasing power age bracket
- Growth of aging population
- Urbanisation
- Globalisation, connectedness and mobility

### Consumers

- Health and wellness based on global obesity concerns
- Wealthy consumers are willing to pay more
- Disadvantaged consumers managing limited budget
- Growing awareness and concern over sustainability
- Place of origin; localisation and ethical integrity





# Key consumer TRENDS

## Consumption habits

- Meal replacement and snacking, change in portion size
- Transformation of packaging and labelling
- Personalised nutrition instead of medication

## Consumer preferences

- Natural sources of origins
- Rise of sophisticated global flavours
- Low or no added sugar
- Low and no calories
- Functionality





How do we ensure that dairy  
remains relevant?

challenges







**By making dairy a real part of the diet of our people.**

- We need to **claim the conversation** about dairy
- Bring the discussions back to dairy and **remind** the consumer of the goodness of dairy



# Health related challenges

## Health and wellness based on global obesity concerns



An abundance of food and beverage choices complicates healthy eating

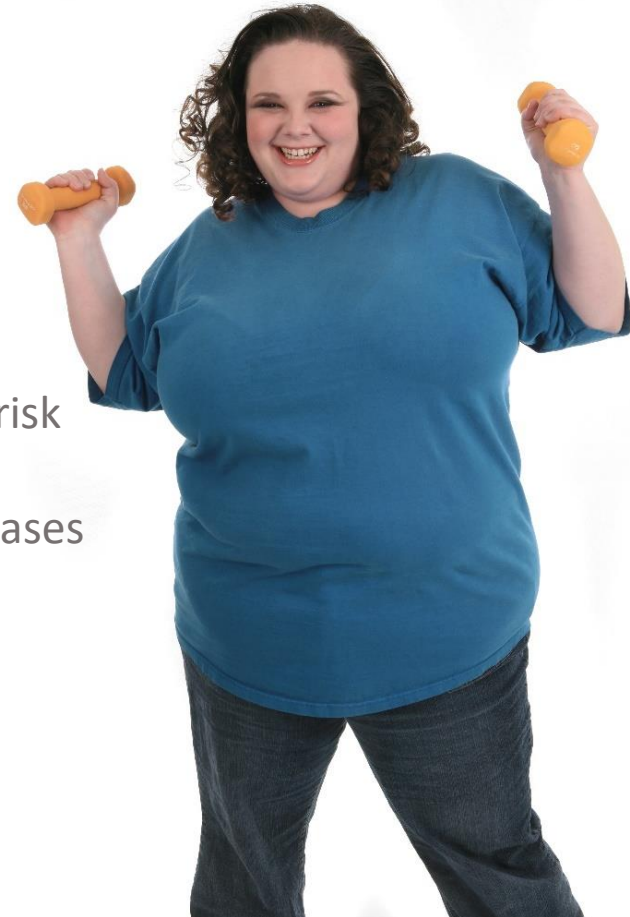




# The risk of disease and dietary patterns



The role of dietary risk factors in non-communicable diseases (NCDs) is now well recognised.





# How do consumers make decisions?

## WATCH: Do dairy products trigger your sinusitis?

June 10, 2018

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**wellness**

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orders over R1000\*

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Home ▶ Articles ▶ 11 Reasons to Ditch the Dairy

## 11 REASONS TO DITCH THE DAIRY

Monday 9 July 2018 by [Wellness Warehouse](#) ◀ Share this article

Your health concerns could be caused by the dairy in your diet. Here's why...




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tonpost.co.za/2018/07/10/cow-appreciation-day-five-reasons-why-sa-love-cows\_a\_23478561/?utm\_hp\_ref=za-homepage

LIFESTYLE 10/07/2018 15:00 SAST | Updated 10/07/2018 15:00 SAST

## Cow Appreciation Day: Five Reasons Why SA Loves Cows

Look away vegans

By Nkosinathi Shazi



AIRING WEBBMAN / REUTERS

"Mo-o-o-o-o-o..."

If you probably didn't know, we Earthlings have World International Days for basically anything and everything. July the 10th is celebrated as World Cow Appreciation Day.

Now as the self-explanatory day describes itself, we decided to take a South African twist to it, and here are five reasons why South Africans appreciate cows.



# FOODS AND DRINKS TIPS

Home

Home » »Unlabelled » Set of Superfoods for Unwanted weight Loss

## Set of Superfoods for Unwanted weight Loss

30  
Jun  
2018

### Foods which help lose weight

It's said that, "If everybody were free regard And yet alas, women will still be weight cons they promise effective fat loss (even if just o burning, that you can stuff standing on, with this is a list of superfoods you should gobble

**Top Superfoods for the purpose of Weig**  
You have got many options from which to ch are actually good should you desire for health

Publication: Men's Health  
Date: Sunday, July 01, 2018  
Page: 67

## The 5 Best Foods to Fight Diabetes

BATTLE THIS POTENTIAL KILLER WITH AMMO FROM THE SUPERMARKET.

### Yoghurt

This big dollop of milk protein helps you feel full. That's one reason the authors of a 2017 Chinese review believe it may help reduce your risk of type 2 diabetes. Another plus: Yoghurt's probiotics (healthy bacteria) may benefit glucose regulation, a 2015 Medicine review suggests.

**TIP** Hey, you know what goes brilliantly with plain yoghurt? A spoonful or two of raisins, and some dark-chocolate shavings.

### Sultanas

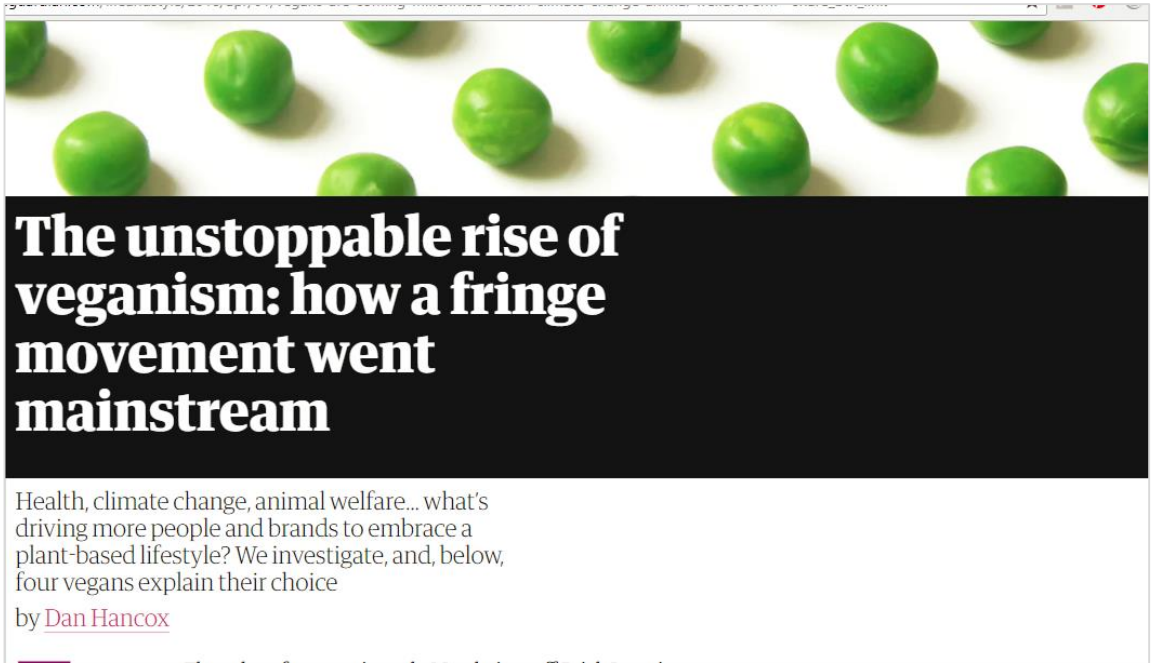
Eating about 85g a day of any dried fruit can lower your risk of type 2 diabetes, a 2017 Spanish study found. That's because dehydration preserves the good stuff – such as the grapes' quercetin, a potent anti-inflammatory flavonoid.

**TIP** Easiest dessert ever: dig a spoonful of peanutt butter out of the jar, top it with sultanas or raisins, shake on some cinnamon, and stick it in your mouth.

» FOOD



Change in  
eating  
habits,  
especially  
among the  
younger  
generation



Flexitarian – try to eat fewer animal products but occasionally deviate and consume animal product



# Challenges due to information overload

## Shopping habits are changing

Millennials are changing tradition shopping habits. Crave an experience with their food.

*Source: J of the academy of nutrition and dietetics 2015*





# More servings of more information

*Source: Ketchum, 2017 global food and nutrition predictions  
<https://www.ketchum.com/>  
Top 10 Nutrition trends for 2016: Dairy Council California*



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



# Misperceptions about allergies and intolerances.

Lactose intolerance could be a barrier to dairy consumption and lead to avoidance of dairy.

## Here's how to tolerate lactose better

### sip it

Have small amounts at a time (125 ml or less). Build up your tolerance by starting small and gradually increase your milk consumption.



### stir it

Use milk together with other foods, like milk with cereal or pap, rather than alone on an empty stomach.



### slice it

Cheeses like Cheddar and Gouda contain very little lactose and are generally well tolerated.



### spoon it

Yoghurt and mas have less lactose and are better tolerated than milk.



### try it

Full-cream milk may be better tolerated than low-fat or fat-free milk, or try lactose-free milk.





# Consumer demand for sustainably-grown and locally sourced foods are increasing.

- Food choices are increasingly driven by factors beyond taste, cost and nutrition. Consumers believe that what they eat is a reflection of who they are.
- The rise of plant-based alternatives





Dairy alternatives are driven by consumer perception that 'dairy-free' is a healthier product than dairy





Price and taste are not incentives for consumers to leave dairy.

Concerns:

- Animal welfare
- Ethical values
- Sustainability
- Giving back
- Emotions

[WEBMD HEALTH NEWS]

## Food Fight: So, What Is 'Milk'?

By Kathleen Doheny





Its not all  
creamy for  
dairy  
alternatives



food  drink

## What you need to know about drinking dairy alternative milks

NUT milks and other dairy-free options are hugely popular, but one expert says there's a major reason you should be wary.



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BETTER NUTRITION  
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**almond milk\***

13g of Protein vs 1g in Almond Milk,  
60% less sugar.

SEE HOW YOUR MILK  
STACKS UP!

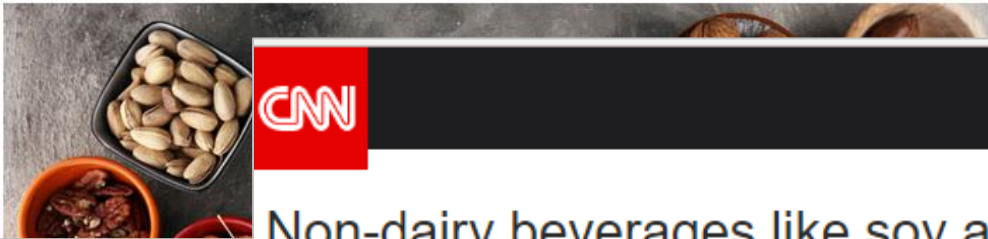
\*compared to the leading brand of almond milk





# European dairy industry calls on bloc to get tough on 'misleading' labels

Three European trade bodies have issued a reminder to member states not to go soft on misleading practices.



CNN

Live TV

☰

Non-dairy beverages like soy and almond milk may not be 'milk,' FDA suggests

Labelling of dairy alternatives



## FDA to crack down on misuse of 'milk'



NC State University will build a dairy education center and creamery cafe off Lake Wheeler Road at the site of the university's dairy farm. There, the public will be able to learn about the university's herd, its milk and ice cream processing facilities.  
By Travis Long

NATIONAL

If it doesn't come from a hoofed animal, you can't call it 'milk,' NC bill says

IFT

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VIDEOS





In South Africa  
the CEP is  
working with DSA  
to ensure  
labelling on dairy  
alternative  
products is  
controlled



agriculture,  
forestry & fisheries

Department:  
Agriculture, Forestry and Fisheries  
REPUBLIC OF SOUTH AFRICA

Directorate Food Safety and Quality Assurance, Private Bag X343, Pretoria 0001  
30 Hamilton Street, Pretoria

**From:** Division: Animal and Processed Plant Products

**Tel:** (012) 319 6093 • **Fax:** (012) 319 6265 • **e-mail:** ThabangK@daff.gov.za

**Enquiries:** Ms. Thabang Rampa • **Ref:** 20.4.11.1.5/ Dairy and Imitation Dairy Products

13 June 2018

Managing Director  
Dairy Standard Agency  
Att: Mr. Jompie Burger

E-Mail: [jompie@dairystandard.co.za](mailto:jompie@dairystandard.co.za)

Dear Mr. Burger,

**USE OF DAIRY TERMS TO DESCRIBE IMITATION DAIRY PRODUCTS**

**1. Introduction**



# Dairy Standard Agency



The Dairy Standard Agency (DSA) is a registered non-profit company (NPC) in terms of the new Companies Act, 2008 (Act 71 of 2008).

The primary objective of the DSA is the promotion of the compliance of milk and other dairy products with product composition, food safety and metrology standards.





# Product challenges

## Product reformulations

- low sugar content of dairy
- substitution of high value ingredients with less expensive ingredients
- reduction of high quality ingredients





Consumers do not  
understand the  
meaning  
claims and  
statements on  
packaging

## Watch what you are eating!

- Imitation dairy products
- Dairy vs dairy/yoghurt based snacks
- Hormone free/ rBST





But there is hope.

# Opportunities





# Good news stories

# ALL4WOMEN

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## How to up your child's dairy intake

June 1, 2018 | by Contributor



ble.tv...

THE PAPER FOR THE PEOPLE

# Sunday Times

NEWS OPINION & ANALYSIS SPORT BUSINESS **LIFESTYLE** PUZZLES



HEALTH & SEX

## 6 tips to con your milk-hating kid into eating more dairy

In honour of World Milk Day (who knew?), we share some pointers on sneaking some more calcium-rich dairy products into your child's diet.

## 5 nutritional benefits of milk for kids

Posted on June 1st, 2018

Dairy products are the main source of calcium in our diets, which is necessary for building healthy bones and teeth. On World Milk Day we look at how you can include more dairy in your child's daily diet.

 Save





Get your  
audience  
Attention  
Know your  
audience

Millennials and Gen Z:  
Take dairy out of the  
kitchen and place it in the  
space of the teen and  
young adult



Millennials: Born 1980  
Gen Z: Born 1995



Talk to the MOMS!  
Serve Milk with every meal





Tell the  
your target  
audience  
the full  
story

Emotional messages



Rational messages

**Melk** maak saak!



*Oud en jonk kan baat by melk.*

Aangesien melk in alle lewensfasse gesondheidsvoordele inhou, boveel gesondheidsvoordele regoor die wêreld.

**3 porsies suiwel per dag**

aan. Die Suid-Afrikaanse voedingsgesondheidsbeveling beveel aan dat mens elke dag melk, room of jogurt behoorlik geniet.

Melk bevat verskeie voedingsstowwe wat noodsaaklik is vir goeie gesondheid. Dit sluit in kalsium, kalium en vitamiene A, wat in vele Suid-Afkaners se dieet ontbreek.



Percentage van daagse behoefte	Voedingstof
48%	vitamiene B <sub>12</sub>
36%	vitamiene B <sub>6</sub>
32%	fluïdum
30%	kalsium
28%	kalium
16%	proteïene
14%	vitamiene A
12%	siroo
8%	magnesium

Die voedingsaanbeveling is om 3 porsies suiwel per dag te geniet.





# Show your target audience: where, why, how and what

Show your audience **where** dairy fits into the diet

Show moms **why** young kids are at a crucial stage for milk's nutrients

Show **how** – milk can be part of meals, in a snack (smoothie), etc.

**Educate** the target audience on the differences between milk and milk alternatives.





Find new ways  
to engage with  
young  
consumers  
through  
product  
innovation

## New age `milk' fever has sales lessons for real dairy



Andrew Marshall

@BurrenAndrew

30 May 2018, 6:30 a.m.

Business



Millennials value natural labels, enjoy cultural  
flavours and want transparency from food companies



## Industry/ innovation challenges

Fluid milk  
remained  
stagnant with  
limited  
innovations for  
many years



And, dairy companies are now  
becoming players  
in the alternative market



# FAIRLIFE story







INSIGHTS SOLUTIONS NEWS CENTER ABOUT

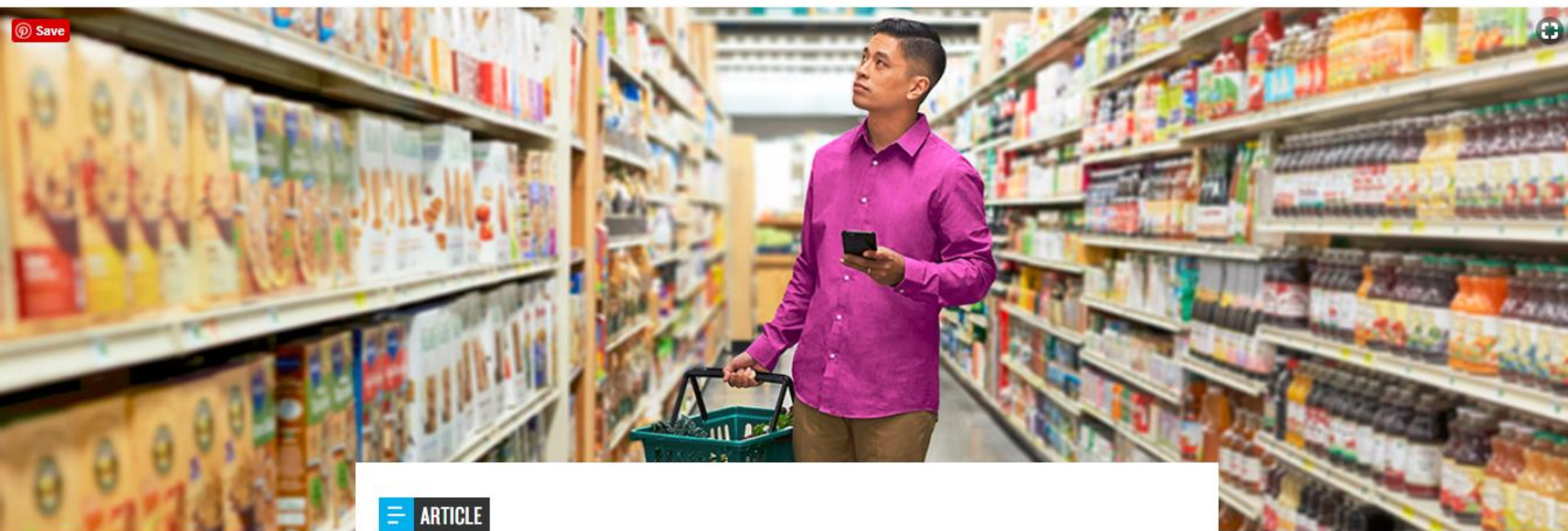
United States

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Transparency continues to drive the growth of consumer goods.



ARTICLE

## IT'S CLEAR: TRANSPARENCY IS DRIVING FMCG



# Transparency continues to drive consumer goods growth (IFT, June 2018)

- Consumers seek transparency in three key product attributes
  - **Sustainability**
  - **Processing claims (organic/natural/free from etc)**
  - **Ingredients**
- Nielsons product insider:

**64%**

US  
households  
buy  
sustainable  
products

**67%**

consumers  
what goes  
into the  
food they  
buy

**15%**

Americans  
trust 'all  
natural'  
marketing

**18%**

never  
trust  
these  
claims

**Clean  
label  
dairy**

1.1% from  
2015 –  
2017.



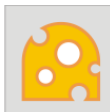
To summarise :

## Key challenges

- Health and diet
- Dairy alternatives
- Consumer knowledge/scrutiny
- Sustainability

## Key opportunities

- Embracing technology
- Diversification/ learning from dairy alternatives
- Changing consumer habits





The way forward.  
Opportunities in  
health and  
nutrition





# Scientific research results provide new insights into dairy science and nutrition

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

- Protein quality
- Saturated fats
- Iodine
- Dairy matrix
- Dairy and sport





# Protein is the nutrient of the decade

The quest for protein intensifies – protein continues to be the nutrient of the decade and its list of health benefits grows beyond muscle building to include satiety and weight management.





- The quality of milk protein has been found to be higher than previously acknowledged
- Functions of dairy protein involve more than only providing amino acids and nitrogen.
- Bioactive peptides in dairy has distinctive functions resulting in milk and dairy being classified as functional foods.

<http://www.rediscoverdairy.co.za/dairy-based-nutrition-4/milk-protein/>

REVIEW 5 MARCH 2014

## Milk protein: new insights into quality and function

The quality of milk protein is higher than previously estimated.  
Milk protein has more functions than previously known.

**SUMMARY**

**M**ilk protein consists of the major whey and casein fractions, numerous minor bioactive peptides, and essential (indispensable) and non-essential (dispensable) amino acid building blocks. The traditional anabolic functions of protein remain important, yet recent research has identified additional metabolic and neuro-

Table 1: Concentration and function of selected cows milk proteins (Pereira 2013; Severin & Wenshu, 2005)

Protein	Concentration (g/L)	Functions
Total caseins	26.0	Mineral transport (Ca, PO <sub>4</sub> , Fe, Zn, Cu) and
α-Casein	13.0	



# Renewed consumer enthusiasm for butter and dairy fats



**CBCnews** | Health

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**Health** Rate My Hospital

## Pass the butter: Cutting saturated fat does not reduce heart disease risk, cardiologists say

Focus should instead be on eating 'real food,' walking and reducing stress

CBC News Posted: Apr 25, 2017 6:59 PM ET | Last Updated: Apr 26, 2017 1:09 PM ET



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# Dairy products may be heart healthy

- No conclusive evidence that milk or dairy food as a total group is associated with harm to health in terms of risk for coronary heart disease.
- Milk protein has been shown to improve the lipid profile and reduce cardiovascular risk factors
- <http://www.rediscoverdairy.co.za/dairybasednutrition>





# Dairy and cardiovascular disease

Cardiovascular disease (CVD) is the leading cause of death worldwide. In the USA, one in every three deaths were related to heart disease, stroke or other CVDs in 2014.<sup>1</sup> According to the NHANES 2011–2014 data, the prevalence of hypertension among US adults is 34%.<sup>2</sup>



Food	Favourable outcomes				Neutral outcomes				Unfavourable outcomes			
	CVD	CAD	Stroke	HT	CVD	CAD	Stroke	HT	CVD	CAD	Stroke	HT
Total dairy			X	X	X	X						
Low-fat dairy			X	X	X	X						
High-fat dairy					X	X	X	X				
Medium-fat dairy						X	X	X				
Milk				X		X	X					
Fermented dairy			X					X				
Cheese			X		X	X		X				
Yoghurt					X	X	X	X				



# Iodine: The forgotten nutrient

Iodine deficiency  
remains a significant  
health problem  
worldwide and affects  
both industrialized and  
developing nations.





# Consumer education drives dairy consumption



**FUEL UP WITH FLAVOURED MILK**

Milk and flavoured milk is the ideal beverage to **drink after sport**

Flavoured milk tastes great and helps with recovery.

Drinking a glass of milk or flavoured milk after exercise will help your body recover and get you ready for your next activity.

During training — whether at the gym or on the sports field — your body uses energy to keep you going and your muscles burn protein. You also lose electrolytes through sweat. After training you need to replace the energy, protein and electrolytes your body has used.

**WHY MILK?**

Milk and flavoured milk provides a unique combination of:

- Carbohydrates to boost energy, combat fatigue and REFUEL energy stores
- Fluid and electrolytes to help you REHYDRATE after training
- Protein to help muscles

**PRACTICAL TIPS**

- Most flavoured milk products can be stored out of the fridge and taken anywhere as they are long-life products.

**ON THE RUN?**

Whether you are training or looking for a snack on the run, flavoured milk

## why dairy is good for you

### Choose healthy!

Milk and other dairy products play an important role in the well-being of all South Africans as it supplies important nutritional benefits in a tasty and satisfying way every day!

- Dairy products provide a wide range of nutrients which contributes to improving the quality of diets.
- The nutrients in dairy products play a vital role in combating malnutrition and contributes to reducing risk of non-communicable diseases.



1 serving of dairy provides **300 mg** of calcium

you need **1000 mg** of calcium per day

Here are some of the important nutrients in dairy products:

- Calcium gives strong bones and teeth
- Vitamin A is important for good eye sight and to fight sickness
- Vitamin B12 is good for brain and memory function
- Potassium is good for your heart and muscles



# Global to local dairy industry

The International Dairy Federation (IDF) represents the global dairy sector.

<http://www.fil-idf.org>



[English](#) | [Français](#) | [Español](#) | [中文](#) | [Русский](#)

**International  
Dairy  
Federation**

[Welcome](#)



## Welcome to the IDF website

The International Dairy Federation (IDF) represents the global dairy sector and ensures the best scientific expertise is used to support high quality milk and nutritious, safe and sustainable dairy products.

Search



**Follow us!**





Local:

# Consumer Education Project of Milk SA

- Communicates the health and nutritional benefits of dairy
- Agricultural Marketing Act

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





# 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**”.*





Communication messages  
appeal to the consumers on a  
**rational and emotional level.**





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

- Television
- Social media
- Print media
- School learner engagement
- Websites
- Direct contact





Consumer  
target audiences  
demand tailored  
messages

Teenagers

Low Income  
Consumers

Primary  
schools

Moms with  
children



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



## THE BENEFITS OF DAIRY

# EVERYDAY

Dairy products are a source of calcium

**JUST  
ONE  
GLASS**  
contains all  
these important  
nutrients



PROTEIN



CARBOHYDRATES



VITAMIN B12 & B2



VITAMIN A



CALCIUM



POTASSIUM

3-A-DAY™ is the recommended Dairy helping for a healthy, balanced diet. It provides approximately 70% of the calcium you need daily (between 9 and 19 yrs) and 90% if older than 19 to help build strong bones and teeth

[READ MORE](#)





# Teenagers as target audience

## Television and social media messaging

[www.Dairy gives you go.co.za](http://www.Dairy gives you go.co.za)

**Sport**

**Music**

**Fashion**

**Chill time**

**2014-2015**

Dusty – athlete with no trophies

Stix – the drummer that plays to hard

**2015-2016**

Loretta Rush – Fashion model that 'just wants to go'

**2016-2017**

Hammock – Cell phone  
Pool – Dog wash  
Ball – Switch off the light

**Take dairy out of the kitchen and place it in the space of the teen**

**Go =  
Mental  
energy/vitality**



# Television and Social media









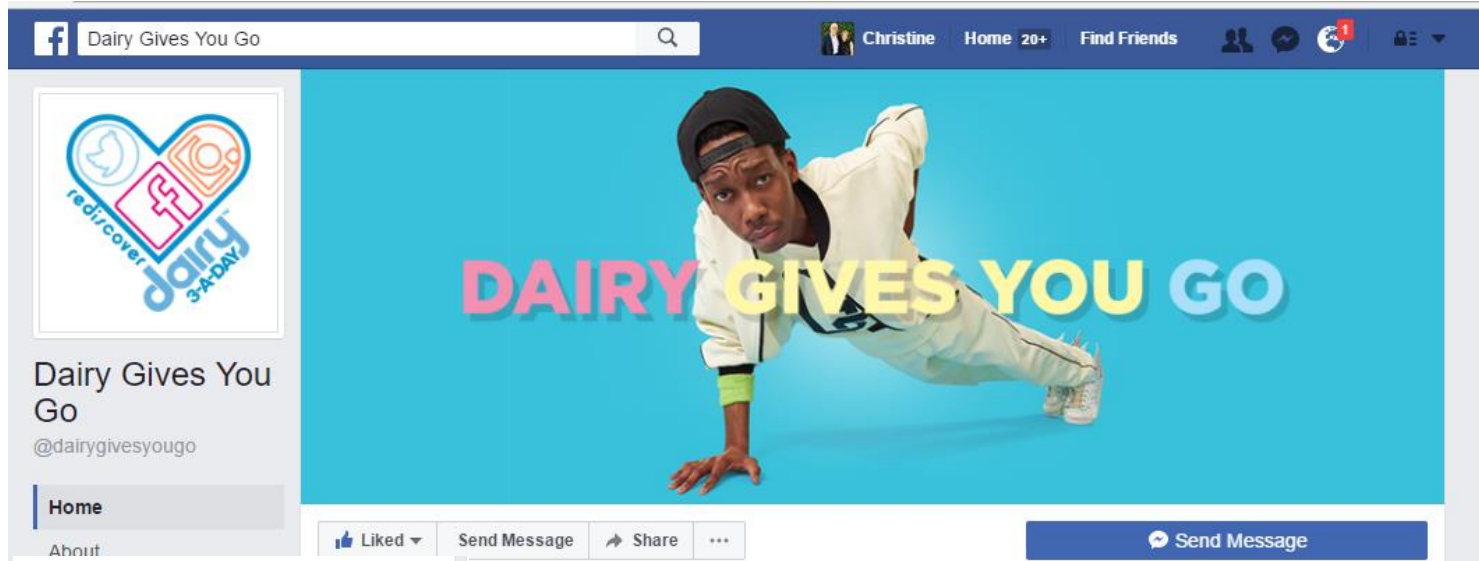






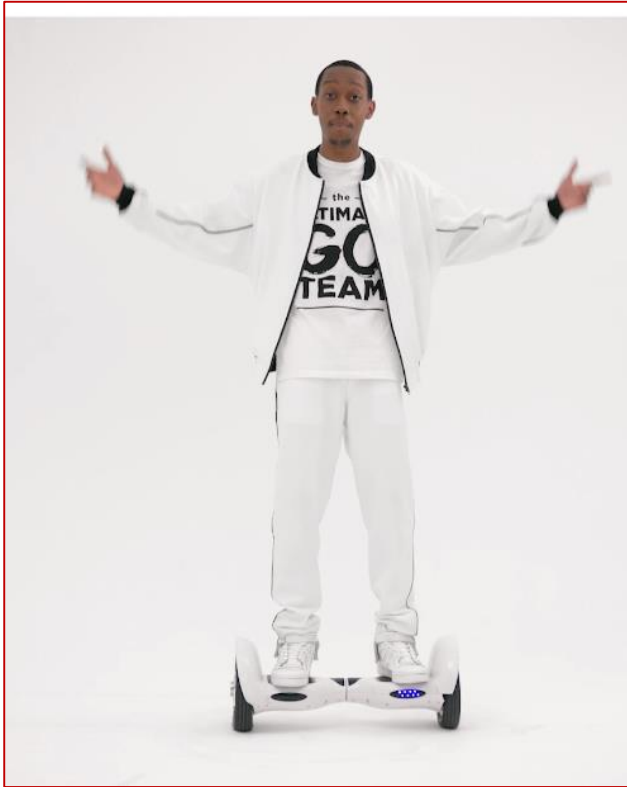


# Facebook: Go Guy engagement with the target audience





# Go Guy: Dairy Go Team campaign (2017/18)





**DAIRY  
GO  
TEAM**













DAIRY  
GO  
TEAM

DAIRY  
GO  
TEAM

DAIRY  
GO  
TEAM



Tasty treat videos to engage with consumers

# PEANUT BUTTER WHIP WITH APPLES





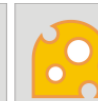
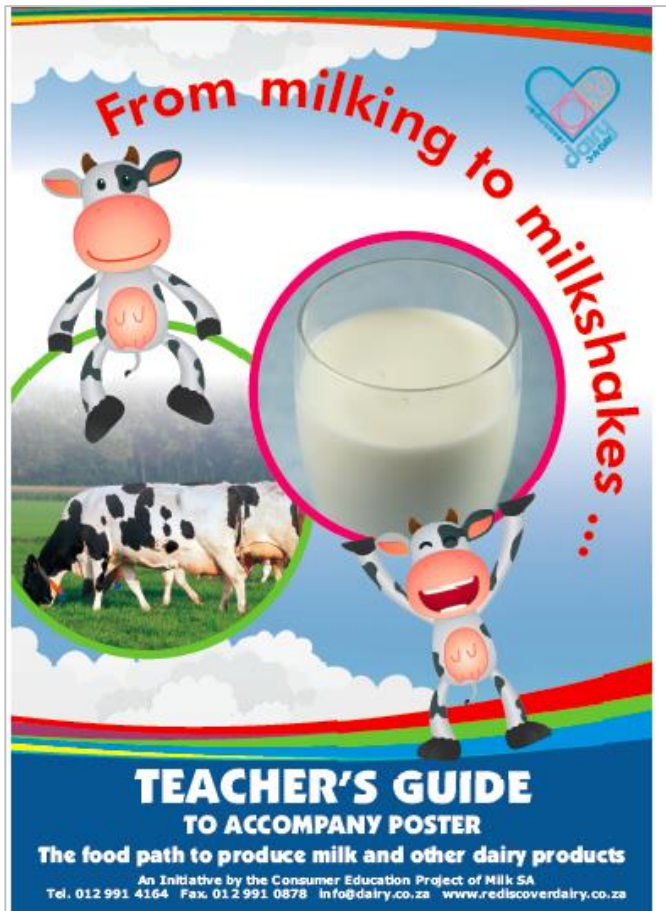
# CHOC BOOST PROTEIN SHAKE





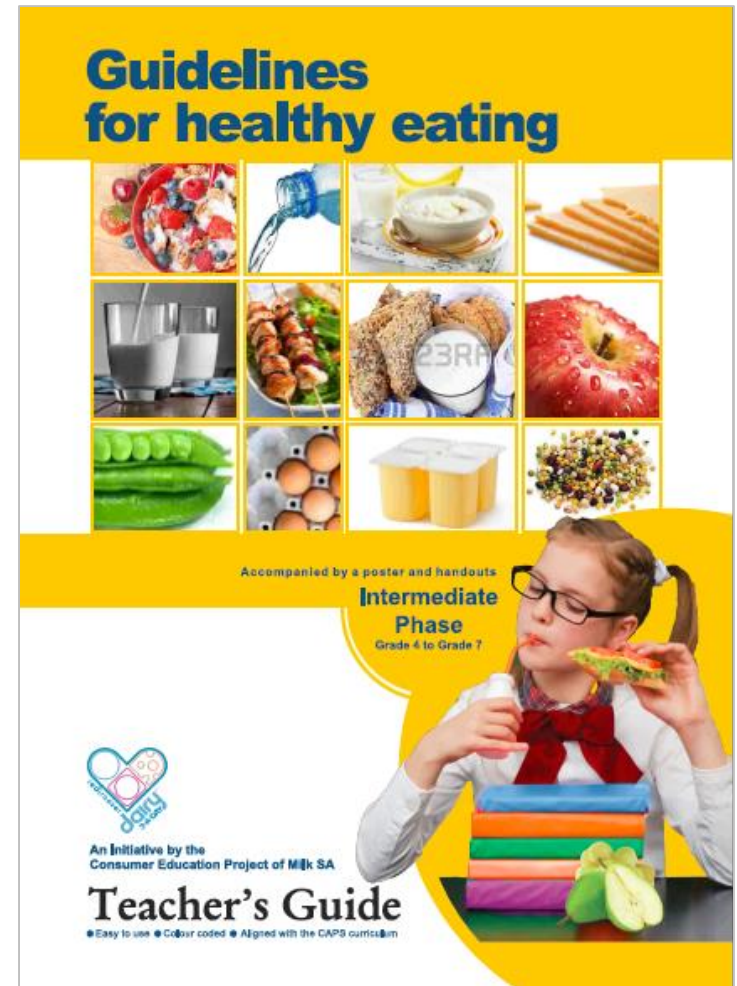
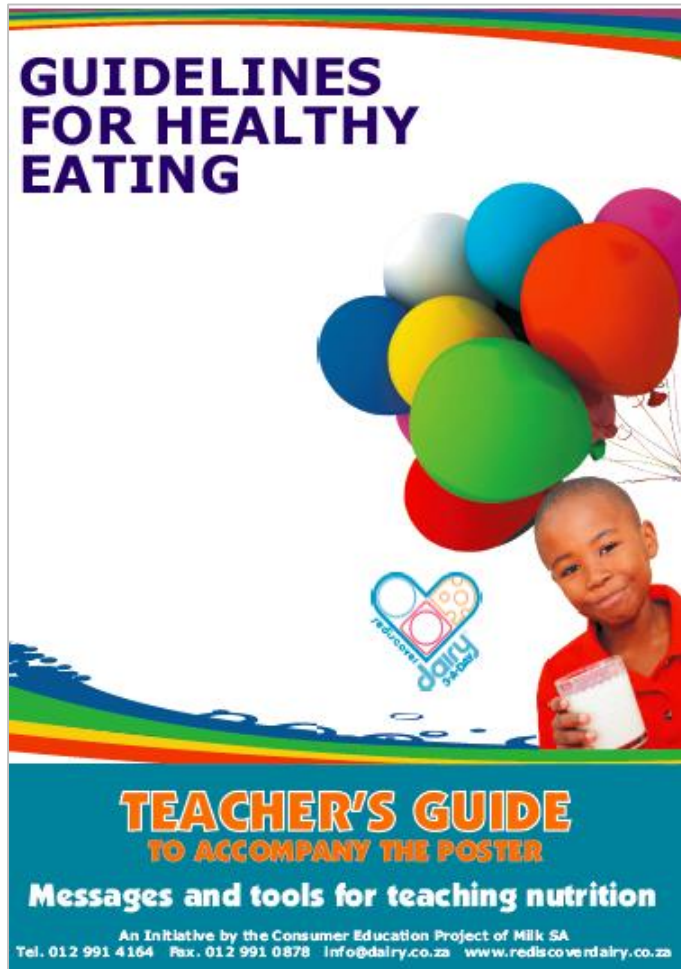
# Communication with Schools.

## Foundation Phase





# Intermediate phase





# Build lasting relationships with the Health Professional community

Target audience: Dietitians, Nutritionists, Doctors, Nurses and health promoters

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



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

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

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







# Science based information is communicated with health professionals

## Development of Nutrition reviews and advertorials



### The role of dairy consumption in preventing Type 2 Diabetes Mellitus



Diabetes Mellitus (DM) is considered one of the most common chronic diseases worldwide. The prevalence of DM (HbA1c > 6.5%) in South Africa is reported to be 9.6%, while 19% of the population has impaired glucose

#### Technical advisory committee

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



The facts

### Can dairy products lower high blood pressure?

More and more research evidence is showing that three servings of milk and/or dairy products a day, as part of a balanced diet, can play a role in preventing both pre-hypertension and stage 1 hypertension.<sup>1,2</sup> Dairy products contain a unique mixture of nutrients and bioactive components, which can act together or independently to promote health.

**M**ilk and dairy products such as milk, yoghurt and cheeses, are integrated food systems that contain specific proteins, fats and carbohydrates that have beneficial physiological properties and also provide essential vitamins and minerals.<sup>3,4</sup>

The evidence



## Wellness project aimed to reach low-income consumers through training initiative

Empowering health promoters in government clinics to confidently advise people in the benefits of dairy: **“Have milk, maas and yoghurt every day”**

**Have milk, maas or yoghurt everyday**

Adding milk, maas or yoghurt to your meal, in a healthy food choice. Daily will not only improve the health of your meat but also prevent intestinal problems and in the long run build a stronger, healthier body.

**Calcium**  
needed for strong bones and teeth

**Protein**  
builds strong bones and muscles to support the body

**Just add dairy**  
to your next meal for more value

**What is dairy?**

Dairy is a group of foods that come from milk. It includes milk, cream, butter, cheese, yoghurt, and ice cream. Dairy products are a good source of protein, calcium, and other nutrients. They are also easy to digest and can be used in a variety of recipes.

**Choose dairy - for extra taste and nutrients**

Nutrients are the building blocks in food, which are needed for good health and a strong body.

Calcium and protein are some of the most important nutrients in dairy.

**1. Milk**  
Milk is a natural source of protein, calcium, and other nutrients. It can be used in a variety of recipes, from smoothies to soups.

**2. Cream**  
Cream is a rich source of fat and protein. It can be used in a variety of recipes, from cakes to soups.

**3. Butter**  
Butter is a source of fat and protein. It can be used in a variety of recipes, from bread to soups.

**4. Cheese**  
Cheese is a source of protein, calcium, and other nutrients. It can be used in a variety of recipes, from pizza to soups.

**5. Yoghurt**  
Yoghurt is a source of protein, calcium, and other nutrients. It can be used in a variety of recipes, from smoothies to soups.

**6. Ice cream**  
Ice cream is a source of fat and protein. It can be used in a variety of recipes, from cakes to soups.

**Drinking a glass of milk with bread makes you feel fuller for longer.**

**Have milk, maas or yoghurt every day**

The whole family needs dairy every day.

For strong bones and teeth

To help with high blood pressure

**Get key nutrients from dairy.**

An Initiative by the  
Consumer Education Project of Milk SA  
[www.rediscovedairy.co.za](http://www.rediscovedairy.co.za)

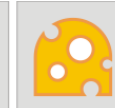
Dairy training tool  
for clinics

**protein**  
builds  
strong bones  
muscles to  
support the body

**dairy**  
more value

**calcium**  
helps build  
strong bones  
and muscles

**vitamins**  
keep you healthy

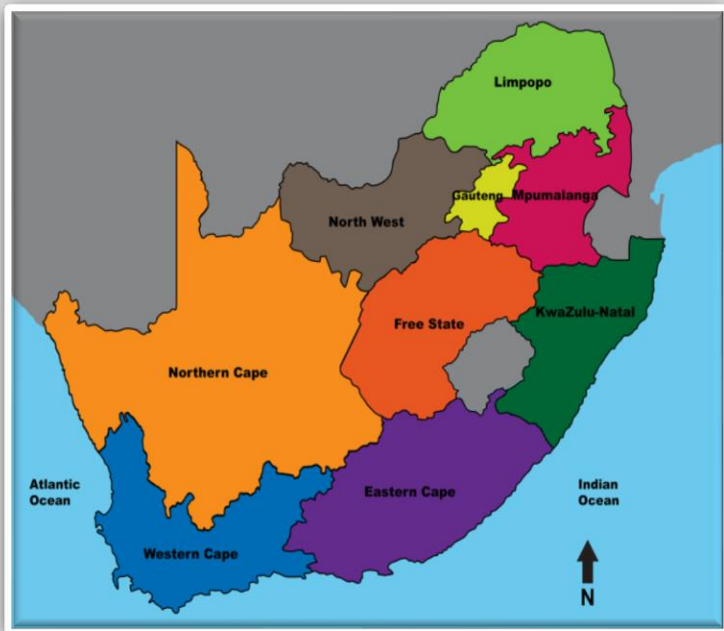




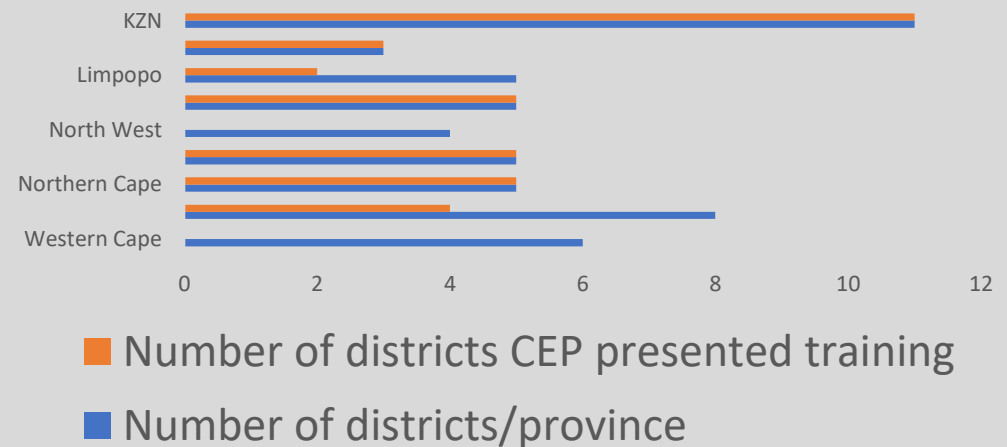
# Clinic and wellness project reach

Nutrition advisors and Health promoters

- 67% of districts in SA
- 2465 total trained since 2014

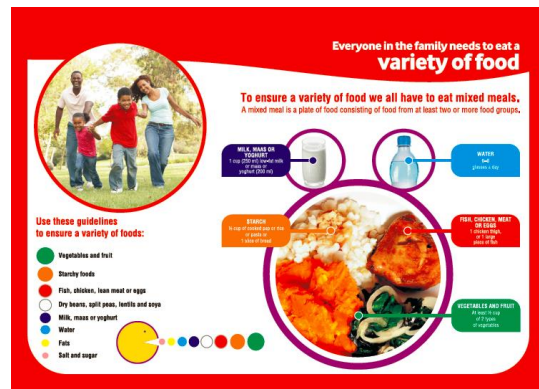


## Districts where CEP presented training





# A4 Clinic educational tool for Health Promoters





# Clinic A5 leaflets available in 9 languages

**Have milk, maas or yoghurt everyday**



**Choose dairy - for extra taste and nutrients**

Adding milk, maas or yoghurt to your meal is a healthy food choice. Dairy will not only improve the taste of your meal but also provide important nutrients and so help to build a stronger, healthier body.

**Calcium** needed for strong bones and teeth

**Protein** builds strong bones and muscles to support the body

**Just add dairy**  
to your next meal for more value

**What is dairy?**



**MILK**  
When making porridge, replace half the water with milk.

**AMASI**  
Add milk or amasi (maas) to your pap, cooked porridge or cereal.

**YOGHURT**  
Yoghurt is an excellent snack option for your lunch box.

**MILK**  
Drinking a glass of milk with bread will make you feel fuller for longer.

Nutrients are the building blocks in food, which are needed for good health and a strong body.

Calcium and protein are some of the most important nutrients in dairy.

**The importance of heat-treating milk**



Heat treatment is used for many different food types. Proper heat treatment limits harmful bacteria that may be present in food and ensure that food is safe to use. Milk is heat treated in four different ways. The label on the milk container will show what type of heat treatment has been applied.

**Look out for these different heat treatments on the milk container:**

- Pasteurisation**
- Ultra Pasteurisation**
- Ultra high temperature** (can be called UHT milk or long life milk)
- Sterilisation** (can be called long life milk)



**Raw milk is not safe**

Raw milk is not safe and should be boiled before use. Raw milk is milk that is used just as it comes from the cow. Such milk has not been heat treated and may carry bacteria that can have serious health risks.

**Storing milk at home**

All fresh milk must be refrigerated (stored at less than 5°C). Long life milk must be treated as fresh milk once the package is opened.

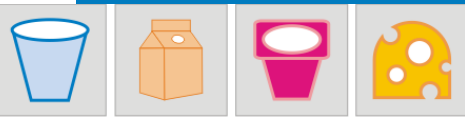
It is essential to work cleanly and safely when storing your milk. Use buckets and containers that have been sanitised (washed with boiling water and air dried) to store milk.

**dairy™**  
3-A-DAY EVERY DAY Aim for 3 servings of dairy per day.



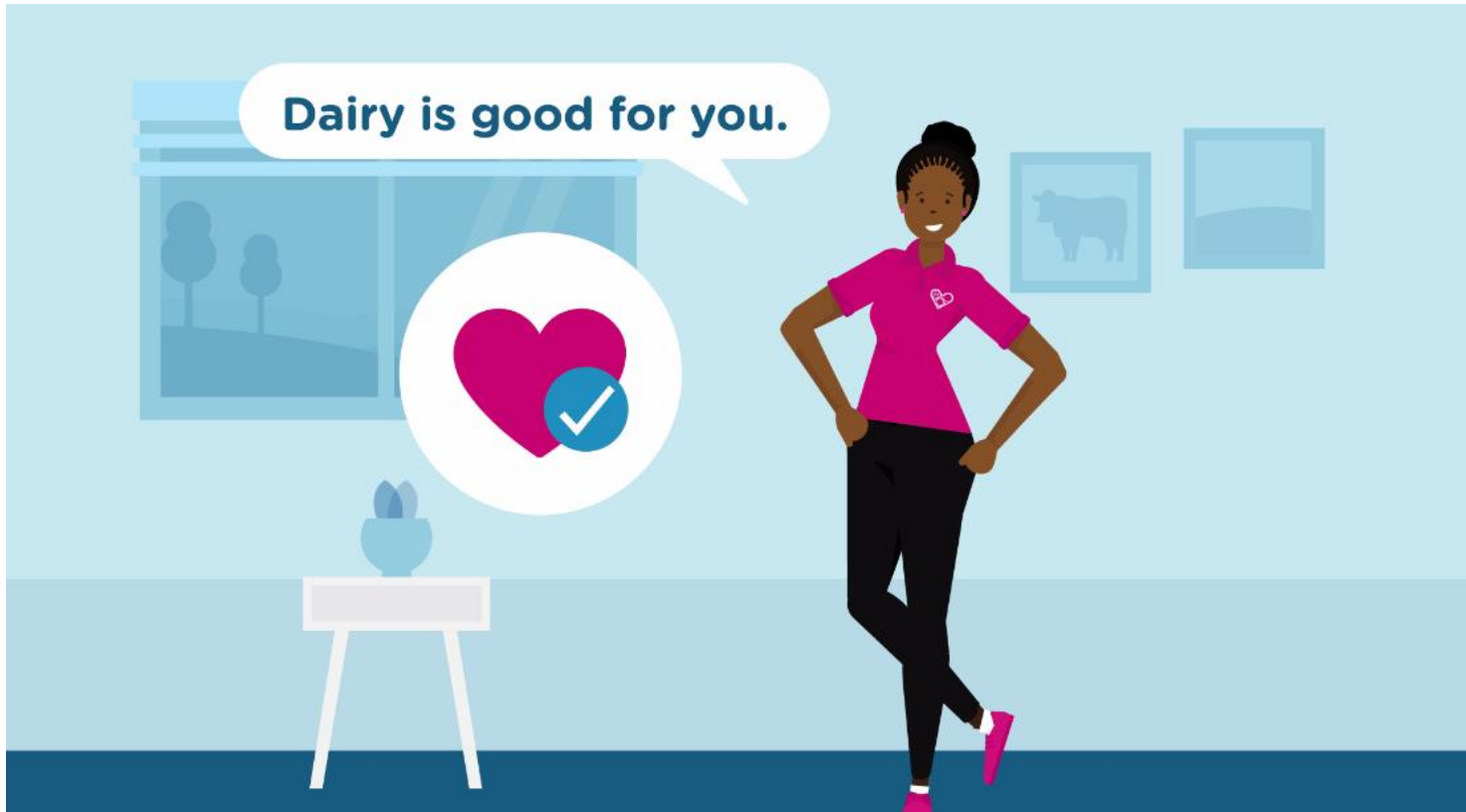
Milk 250ml + Amasi 250ml + Yoghurt 200ml

An initiative by the Consumer Education Project of Milk SA  
For more information, visit us on [www.milksa.co.za](http://www.milksa.co.za)  
or email: [info@ndacovernment.gov.za](mailto:info@ndacovernment.gov.za) • (012) 951 4154





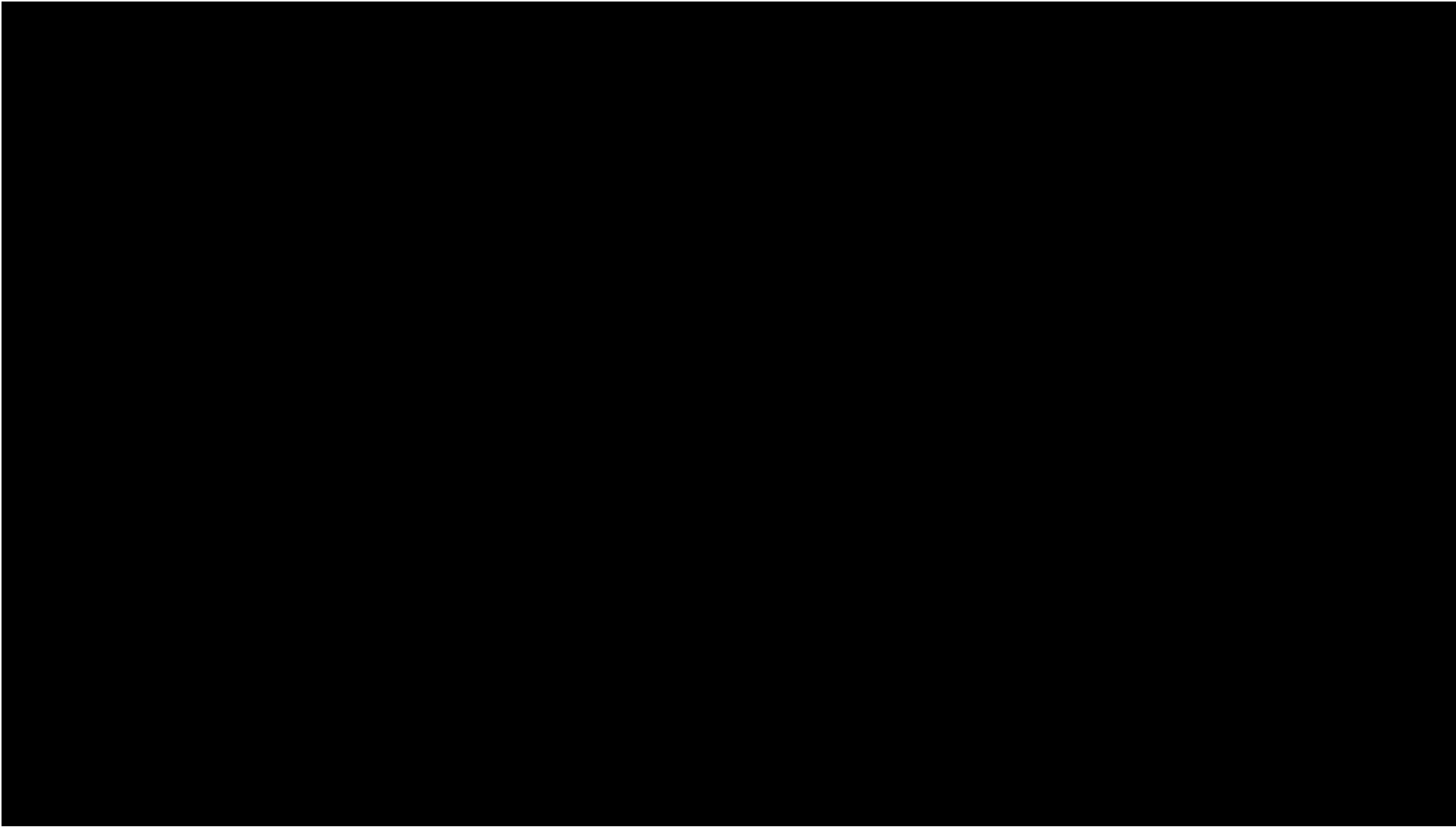
# Video for training of health educators



Also  
Available in  
Tsonga









# Opportunities to celebrate globally







# REDISCOVER DAIRY

The Consumer Education Project of Milk SA

JOIN US ON



DAIRY GIVES YOU GO  
DAIRY KIDS

Search

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- Health Forum – ask the experts
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NUTRITIONISTS

www.rediscoverdairy.co.za







# The way forward for effective consumer education involves

- Building **dairy trust** through science based consumer education
- **Consistent** messaging
- Getting back to **simple information** about food and nutrition



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

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



# Online Dairy Tool

‘Ask dairy’  
‘Do the dairy diary’






# 'Ask Dairy' on-line tool

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

**Ask Dairy**  
The new online tool that answers  
all your questions about dairy.

Simply go to  
[www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)  
and click on the menu item:  
**Ask Dairy**



now  
you will have  
dairy-related  
information  
at the tip of  
your fingers.

**Rediscover**  
all you need to know about dairy.

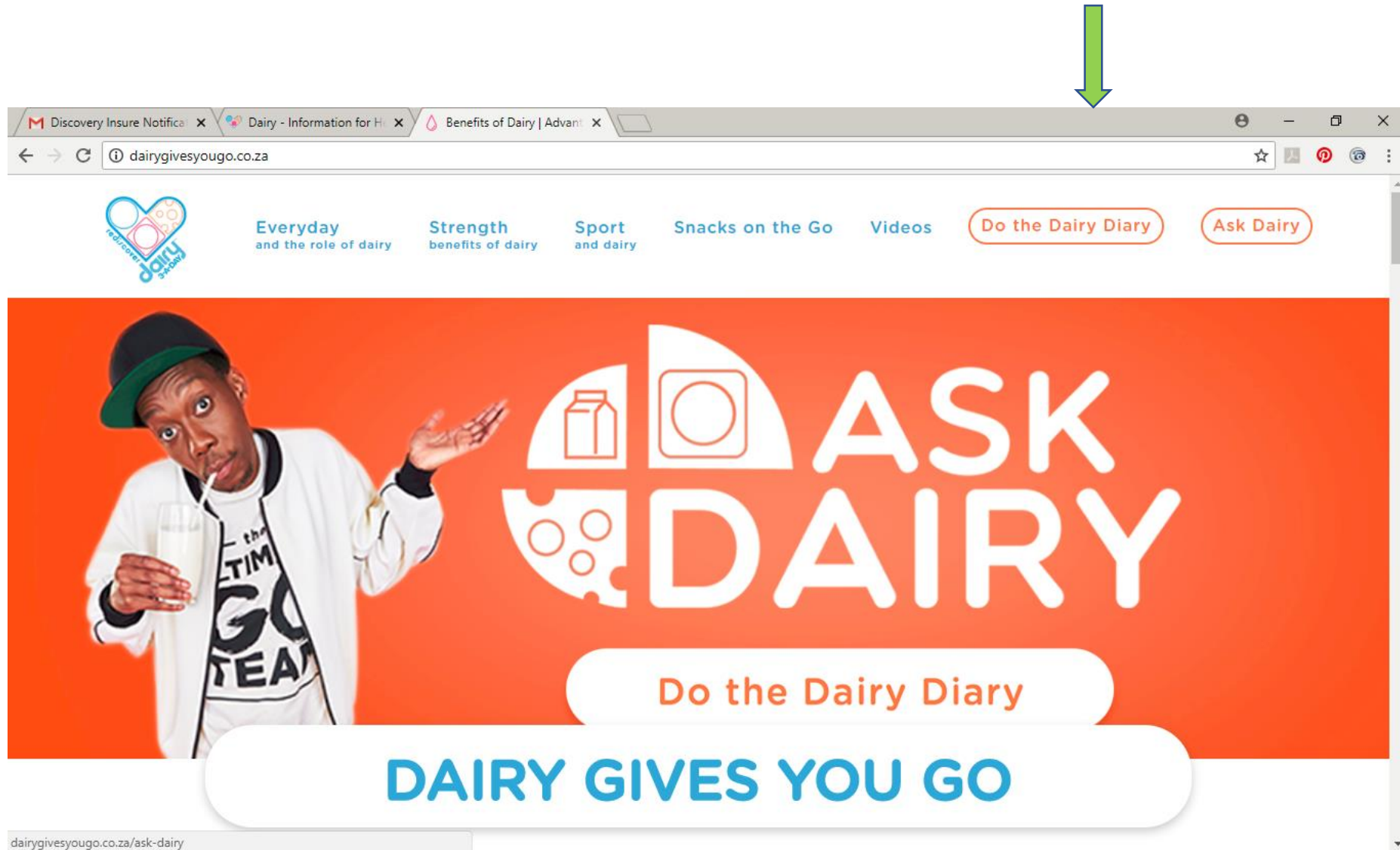


Milk South Africa





# Do the Dairy Diary



The screenshot shows a web browser with three tabs: 'Discovery Insure Notifica...', 'Dairy - Information for H...', and 'Benefits of Dairy | Advant...'. The address bar shows 'dairygivesyougo.co.za'. The website header features a logo on the left and a navigation menu with links: 'Everyday and the role of dairy', 'Strength benefits of dairy', 'Sport and dairy', 'Snacks on the Go', 'Videos', 'Do the Dairy Diary', and 'Ask Dairy'. The 'Do the Dairy Diary' link is highlighted with a green arrow. The main content area has an orange background with a man drinking milk on the left. In the center is a logo with a milk carton and a speech bubble containing the words 'ASK DAIRY'. Below this is a white button that says 'Do the Dairy Diary'. At the bottom is a large white button that says 'DAIRY GIVES YOU GO'. The footer shows the URL 'dairygivesyougo.co.za/ask-dairy'.

Discovery Insure Notifica x Dairy - Information for H x Benefits of Dairy | Advant x

dairygivesyougo.co.za

reDiscover dairy

Everyday and the role of dairy

Strength benefits of dairy

Sport and dairy

Snacks on the Go

Videos

Do the Dairy Diary

Ask Dairy


ASK DAIRY

Do the Dairy Diary


DAIRY GIVES YOU GO

dairygivesyougo.co.za/ask-dairy



 **Do you use MILK?**


☐ Yes ☐ No

 **Do you have AMASI/MAAS?**


☐ Yes ☐ No


 **How much yoghurt do you usually have at a time?**

☐ 1 small tub 100ml
 ☐ 1 cup 200-250ml
 ☐ More than 1 cup 250ml

 **Do you use hard CHEESE e.g. Cheddar or Gouda?**

☐ Yes ☐ No


 [Everyday and the role of dairy](#) [Strength benefits of dairy](#) [Sport and dairy](#) [Snacks on the Go](#) [Videos](#) [Do the Dairy Diary](#) [Ask Dairy](#)



**2.55** **Daily Serving Score**

*You need 3 servings of dairy per day*

• Milk  
 • Amasi  
 • Yoghurt  
 • Cheese



**WELL DONE!**  
Your dairy intake meets recommendations!

Try some dairy recipes to keep this up.

[View Recipes](#) [Ask Dairy](#)





Everyday  
and the role of dairy

Strength  
benefits of dairy

Sport  
and dairy

Snacks on the Go

Videos

Do the Dairy Diary

Ask Dairy



Three servings of dairy every day can help you be at your best. Are you getting enough dairy every day? Use this tool to find out. Simply say how often and how much dairy you have every day – whether as a snack, part of a meal, at home or somewhere else. But don't worry if you're not hitting the gold level yet: we have all the answers to help you get there!

Do the Dairy Diary



## Ask Dairy



Nutrition



Health



Quality &  
Safety



Animal  
Welfare



Environment &  
Sustainability



Dairy Products

Go to Dairy tips

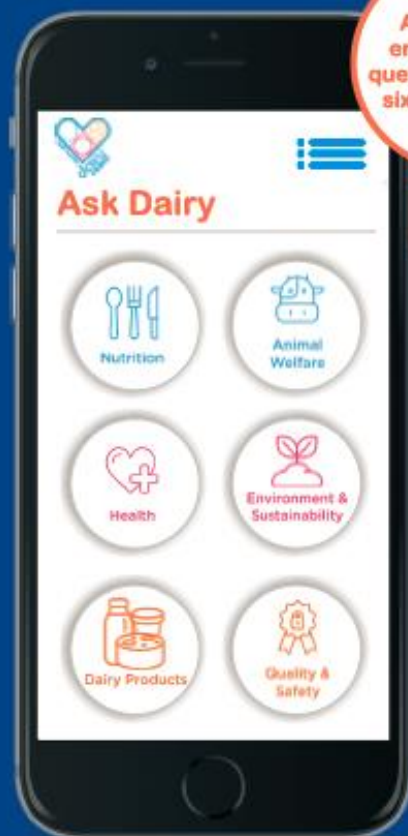




# Ask Dairy

Navigating almost like an application on your phone, the tool is easily accessible and user friendly.

Almost 100 entries cover questions across six categories.



# Do the Dairy Diary

Are you getting enough dairy everyday? Simply do the Dairy Diary.

In this survey consumers can assess their dairy intake by answering brief questions about their daily consumption of milk, maas, yoghurt and cheese.

Dietitians can also use the Dairy Diary as a helpful screening tool in their practice.





# SA Society of Dairy Technology



## **The goals of the SASDT are:**

- The South African Society for Dairy Technology (SASDT) is an active society whose primary objective is to promote and encourage technological and scientific advancement amongst our members who are key role players in our national dairy industry.
- to promote and encourage technological and scientific advancement in the Dairy Industry by:
- the dissemination and application of knowledge,
- and the provision of opportunities for
- discussion, co-operation, education, training and research.



# Members

- The SASDT members are persons and companies from all business sectors involved in the dairy industry.
- Dairy processors, their producers and also suppliers to the dairy industry, are the key members making our society an exciting and vibrant organisation.
- We are currently represented by approximately 100 members country-wide.





# Which dairy related topics are of importance to us?

- Our symposiums deal with various dairy topics i.e.
  - packaging,
  - sanitation,
  - fermentation organisms,
  - dairy economics – domestic and global,
  - dairy trends
  - quality control systems and several
  - other new technological advances impacting our industry.





# Thank you for listening

## *'Dairy gives you go'*

Christine Leighton

[christine@dairycep.co.za](mailto:christine@dairycep.co.za)

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

References used on this presentation

1. Trends: dairy California, Spring 2018
2. Zenith International: presentation IMP June 2018, City of Bath
3. Rabobank: Dare not to dairy, May 2018





# Quiz Time!! Last man standing





# Brunch break





