

Rediscover Dairy

With Rediscover Dairy you can stay up to date with news about the health and nutrition benefits of dairy. Every quarter Rediscover Dairy will share what industry experts and scientists have to say about the goodness of dairy.

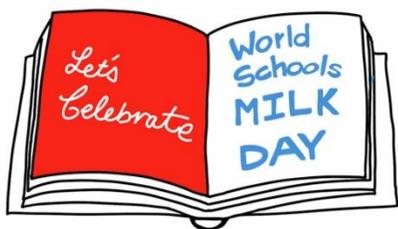
A television and digital marketing campaign by the Consumer Education Project (CEP) of Milk SA

The CEP uses television as one of the communication channels to reach teenagers. We take milk and dairy out of the conventional setting to create a context that teenagers can relate with. The 2019 television campaign featured 'aliens' from outer space landing on a dairy farm on Earth. Upon arrival, the undernourished aliens are invited into the farm kitchen. They are offered dairy products and start to analyse the nutritional profile of milk. By the end of the advertisement, the aliens are keen to take a cow 'home', because milk is a source of energy and much-needed nutrients. View the advertisement [here](#).



The 'Dairy Space Race' game extended the television message on the 'Dairy Gives You Go' Facebook page. Players had to 'adopt' an alien and feed it a dairy product three times a day for improved health and mental ability, reinforcing our 'Three-A-Day' message. Each day that the player fed the alien his three servings of dairy, equated to an entry into the draw. The game ran for 30 days, after which the winner, Mia Steward, enjoyed a five-day, trip to the Kennedy Space Center in Orlando, USA, in September 2019.

Educational material developed as part of the CEP school programme

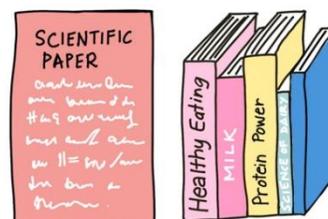


The CEP developed educational material aimed at learners in the Foundation Phase (Gr R–3) and the Intermediate Phase (Gr 5 and 6). The material is aligned with the curriculum of the Department of Basic Education and guides teachers on how to include information about dairy in their lessons. The guides touch on various aspects of dairy production and the role of dairy in the diet. Additional features to assist the teacher include glossaries of important subject terms, useful hints and information about dairy, and activity sheets. Posters and handouts support the lessons. The educational material is freely available from www.dairykids.co.za.

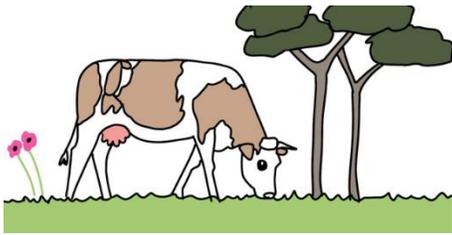
The CEP participated in the 20th World Milk School Day (WSMD) celebration this year in partnership with the MPO and local government. The theme this year was "Dairy gives you go" with the supportive message of "Building better bodies with dairy". The CEP distributed education material to 10 500 learners across 15 rural schools country wide. The CEP attended several of the celebrations of WSMD at various schools, showcasing the educational material and messages of support of healthy eating.

An updated compilation of scientific reviews on dairy-based nutrition

An updated compilation of 26 evidence-based reviews on various dairy health topics is now available [here](#). The reviews are aimed at health professionals and are intended to be a convenient, accessible reference source to assist them in informing their clients of the role of milk and dairy in healthy eating patterns. With this updated compilation, the CEP again affirms its commitment to staying abreast of current research in dairy health



and nutrition and publishing information that is scientifically sound.

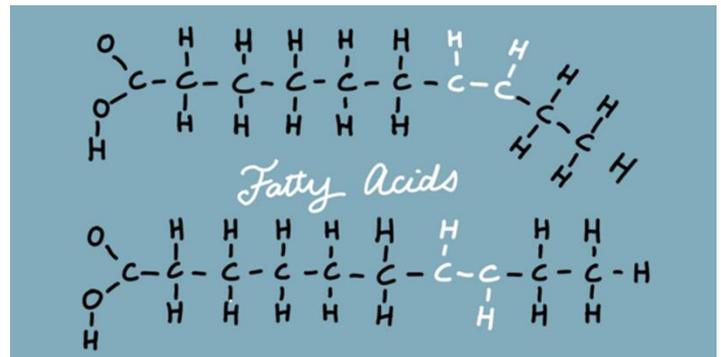


A focus on sustainability at the 2019 Dairy Day

Dairy foods have an important place in sustainable nutrition. The CEP's third biennial nutrition education seminar day was attended by 50 dietitians on 23 August. Presentations by local and international dairy experts focused on dairy as part of a sustainable diet. The day concluded with a visit to a local dairy farm where delegates could learn about [sustainable dairy farming](#) in practice.

An update on saturated and trans fatty acids: Time for a new approach?

The simplified view of the link between cholesterol and heart health is widely questioned. As such, the World Health Organisation is currently updating international guidelines on dietary intakes of saturated fatty acids (SFAs) and trans fatty acids for preventing cardiovascular disease. Recent research shows no conclusive evidence that, as a food group, milk and other dairy products are associated with an increased risk for cardiovascular disease. Read more about dairy fat and the health and nutrition benefits of dairy as a whole food [here](#).



 Please visit our NEW RediscoveryDAIRY Facebook page

An Initiative by the Consumer Education Project of Milk SA