

# 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.

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## MILK AND PLANT-BASED ALTERNATIVES

Communication is the foundation of sharing information, which makes effective communication so much more important in getting the right message across. The Consumer Education Project (CEP) of Milk SA positions itself as a trusted source of information about dairy. Its communication efforts speak directly to consumers and health professionals by dispelling myths and disproving misconceptions through unpacking evidence-based research about dairy's role in health and nutrition. In doing so, the CEP focuses on creating awareness about the importance of dairy in the diet of the South African consumer, backed by sound scientific evidence. Through its insight into consumer behaviour and keeping up to date with consumer concerns and trends, the CEP is well positioned to be a link between the dairy industry and consumers. In this way, the CEP helps to ensure that accurate and relevant information about the dairy industry and the role of dairy in the diet reaches the consumer, while inviting the consumer to be part of the conversation.

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## all the news

### RediscoverDAIRY Facebook: staying connected digitally

Amidst the recent Covid-19 crisis, consumers have become increasingly focused on food safety, health and building immunity through improved nutrition. During this time, the rediscoverDAIRY Facebook campaign provided a platform for talking to consumers in the digital space, sharing with them why dairy is important and how to benefit from dairy in the daily diet. To this end, the CEP published three media releases since April 2020 to address consumers' concerns. The messages were published in digital form and, through collaboration with food bloggers, repurposed on many platforms. This approach created increased awareness about the contribution of dairy nutrients in the diet, especially during these challenging times.

### Dairy under lockdown: All the best hacks ([read it here](#))

At the start of lockdown, many consumers were stockpiling food items such as cheese, long-life milk and milk powder. With dairy being an integral part of healthy eating habits for the whole family, a variety of product solutions and new hacks were shared on the rediscoverDAIRY Facebook page to help consumers manage and store dairy products during this period.

### Affordable, nutrient-dense dairy is the star of tighter food budgets: Celebrating World Milk Day ([read it here](#))

World Milk Day was a perfect opportunity for the CEP to talk to consumers about taking care of their health by including milk and dairy in their diet. We shared health messages that would resonate with consumers at the height of South Africa's Covid-19 response helping them to choose foods that are nutrient rich and which can help to support a healthy immune system, while still balancing the household budget. Food bloggers also shared delicious, dairy-inspired ideas for family treats in celebration of World Milk Day.

### Dairy – centrepiece of the kid's food table ([read it here](#))

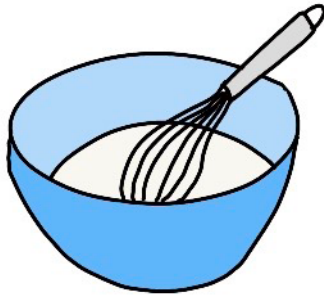
September usually sees us celebrating World School Milk Day, but with restrictions due to the Covid-19 response and the associated disruption in the school calendar, celebrating World School Milk Day like normal was not possible. However, the CEP instead used this event as an opportunity to talk to moms about children's particular nutritional needs for healthy growth. The media release was translated to isiZulu and dietitians were contracted to conduct radio interviews on behalf of the CEP in isiZulu, isiXhosa, English and Afrikaans to ensure that the messages reached a wide audience.

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### Talking to teens: the dairy dance-off campaign

When talking to teenagers, the CEP takes dairy out of the kitchen and positions it in the space of the teenager in a fun and accessible way. On 1 June 2020 – World Milk Day – teenagers were invited to show us how dairy gives them 'go' by uploading a #DairyDanceOff video on TikTok. The idea was that participants had to show how consuming dairy products give them a boost to be active. With the campaign, new audiences were exposed to dairy through influencers on Instagram, which resulted in significant growth in followers for the 'DairyGivesYouGo' Instagram page ([watch the videos here](#))





### Consumer communication: promoting dairy on lifestyle television

From September to December 2020, the CEP partnered with VIA on channel 147, a lifestyle television programme, to feature rediscoverDAIRY in 13 episodes. A chef used milk and other dairy products in a variety of dishes to demonstrate how versatile and convenient milk, maas, yoghurt and cheese are. Six key health messages about dairy were communicated while dishes were prepared.

This newsletter shares some of the activities of the CEP during 2020.

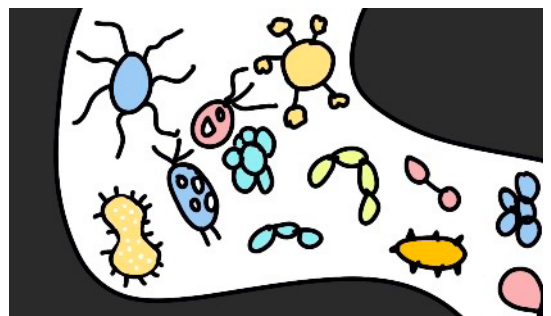


### School programme: check out the new website

The tagline 'Dairy gives you go' encourages everyone to enjoy the goodness of milk and the school programme of the CEP inspires young learners to grab that 'go'. The dairykids website has been revamped for easy navigation and download of learning material developed by the CEP and aimed at learners in the Foundation Phase (Gr R–3) and the Intermediate Phase (Gr 5 and 6). The educational material is aligned with the curriculum of the Department of Education and guides teachers on how to include information about dairy in their lessons.

### Evidence-based nutrition: our microbes could be the key to our health

There is substantial evidence that a balanced diet has a positive effect on the human microbiome, decreasing the risk of developing metabolic and inflammatory diseases. Milk and fermented dairy foods contain microbial, nutritive and bioactive components that benefit the gut microbiome and, consequently, general health. Research related to the potentially lasting effect of habitual dairy intake on the microbiome and the potential to promote shifts in microbiota species is, however, needed. This is especially important in poverty-stricken communities, where the risk for gastrointestinal infections is high. [Read more here.](#)



Best regards

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