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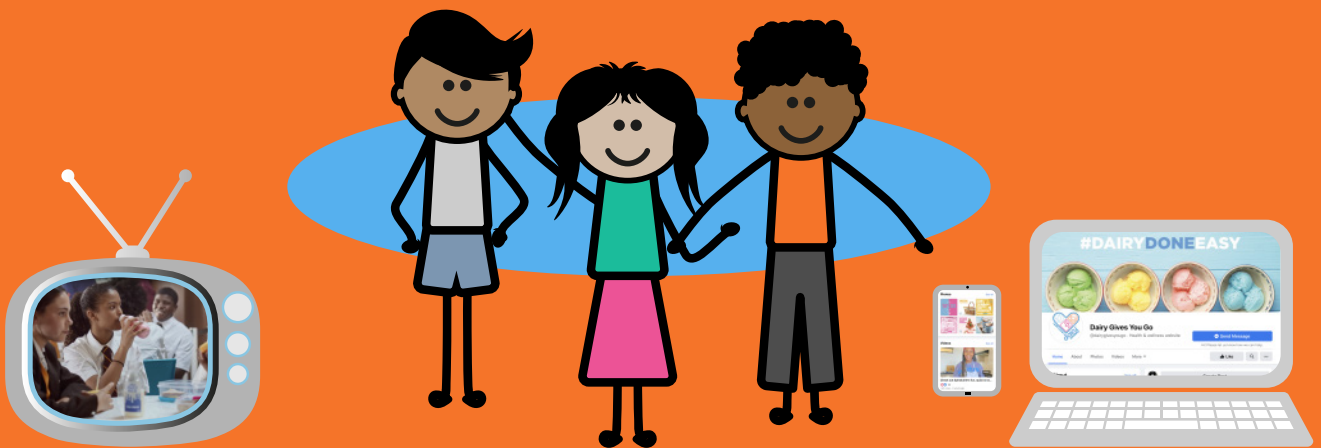
# Rediscover Dairy

July 2021

In this newsletter, the **RediscoverDAIRY** team of Milk SA shares some of the highlights from the first half of 2021. The Project reaches the diverse population of South Africa through focused activities and messages that resonate with each segment of the population.

Find out more about the Consumer Education Project (CEP) of Milk SA at [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) and follow them on their **RediscoverDAIRY Facebook** page.

## Communicating with teens and young adults



### New Television Advert

The 'Dairy Gives You Go' campaign aims to communicate the importance of dairy to teenagers.

As part of this campaign, a new television advert, with the slogan '**Dairy Gives You Whatever Go You Need**', aired in January this year.

Watch the TV ad

The advert shows that as a component of a healthy diet, dairy helps to build strong, healthy bodies and sharp minds. The advert has a somewhat tongue-in-cheek style and shows learners excelling in class and at sport at school. Dairy is therefore taken out of the conventional kitchen setting and placed in the space of the teenager.

The message is that, as part of their everyday diet, dairy offers teenagers the nutritional value needed to support a healthy, active lifestyle and bright academic performance.

### Social Media Campaign

Reaching teenagers demands an active social media campaign. The DairyGivesYouGo pages on **Facebook** and **Instagram** engage this target audience regularly.

CEP runs three main social media campaigns during a year to boost consumer engagement with the accounts and to educate consumers on the importance of dairy in the diet. In May 2021, the **#DairyDoneEasy** campaign showed simple recipes, which all included a dairy product, easily being prepared by teens.

The campaign used the expertise of three micro-influencers to showcase the recipes on TikTok. The micro-influencers have a strong following, which promoted dairy awareness and reach among teens. Viewers were invited to recreate the recipes shown and then share a video on Facebook, Instagram or Twitter to stand a chance of winning a grand prize if all three recipes were submitted.

Watch the videos

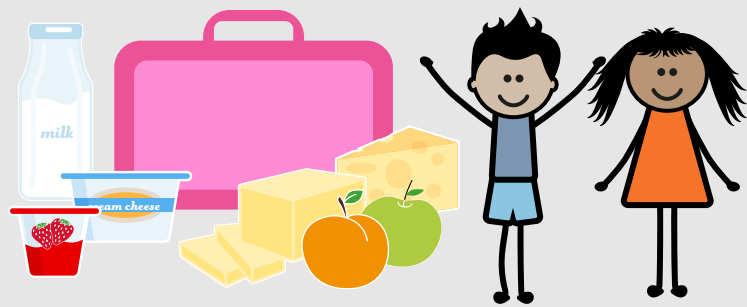
# Reaching moms with sound nutritional information

The **RediscoverDAIRY Facebook** and **Instagram** pages provide a digital platform to talk to moms caring for children at home. This is a critical target audience as the habits formed during childhood can shape food choices later in life.

The campaign's strength is to share content on specific topics that appeal to moms. The primary vehicle is media releases sent out to digital publications, from where it then gets distributed to reach a wide audience. To enhance the uptake of the messages, mommy bloggers are engaged to post the messages on their own pages and share it with the RediscoverDAIRY social media platforms.

The content focuses mainly on dairy nutrition and the platform is well suited to address specific health benefits associated with dairy. Milk has a unique combination of nutrients and contributes to health at all stages of life. Moms need to know that the nutrients in dairy work together to deliver health benefits that help to keep their families healthy and strong.

The content further includes ways to enjoy dairy as part of any meal – breakfast, lunch, dinner or in-between snacks. The page is well positioned and the content appeals to the target audience: the growth in viewing numbers seen over the past 19 months shows that the scientifically sound, easy-to-understand snippets are a hit.



- In February we focused on cheese and talked specifically about its versatility as a lunchbox item for growing children.

## Cheese in Lunchboxes

- The April media release focused on the nutrients in dairy that can help to support the immune system – a pertinent topic at a time when consumers are concerned about health and immunity. The post explained that high-quality protein, vitamin A, zinc, selenium and vitamin B12 as found in dairy contribute to optimal immune function.

## Read the April media release

- World Milk Day was celebrated on 1 June. In the media release for this round, we reminded moms that milk and dairy are great food choices to help their families cope with a busy and demanding lifestyle. From supplying enough energy to get through the day to supporting a good night's rest, the nutrients in milk help to keep our bodies strong and healthy. To boost awareness of World Milk Day among the target audience, dietitians participated in a number of radio interviews. A report of the activities to celebrate World Milk Day can be read here.

## World Milk Day Activities

**RediscoverDAIRY** also teamed up with the Global Dairy Platform to participate in the global celebrations around World Milk Day. This included an online rally on Twitter. Dairy producers were also invited to share their videos on sustainable dairy farming. South Africa was the fifth most active country on social media during this campaign.

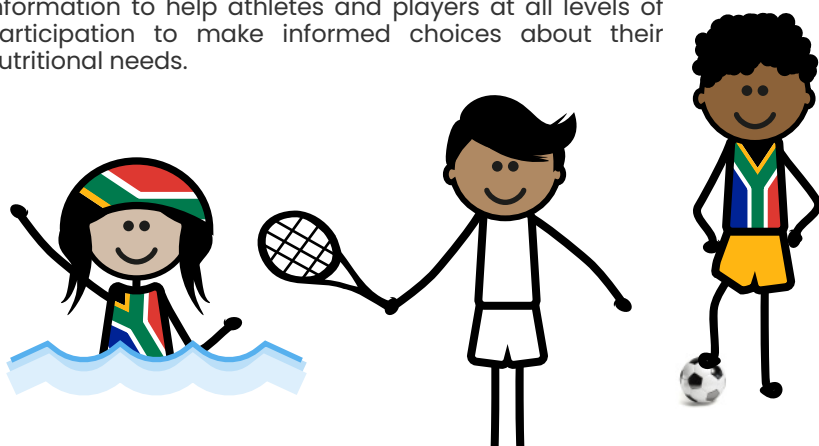
## For the sports enthusiast Sport Nutrition And The Role Of Dairy

Understanding how nutrition affects sport performance is critical for getting optimal benefit from exercise. What athletes and players eat affects their performance, and appropriate food choices will affect how well they train and compete. Healthy food choices at the right time can have a substantial impact on training.

An online manual regarding the role of dairy in sport nutrition is now available on the **RediscoverDAIRY website**. Although the information is not intended as a substitute for individual advice from a qualified health professional, the manual offers concise, general information to help athletes and players at all levels of participation to make informed choices about their nutritional needs.

In the manual, registered sports dietitian Nicki de Villiers and Dr Lize Havemann-Nel (North-West University) give practical advice in the context of basic sport nutrition principles. Infographics and tables can easily be shared using any electronic device.

Read more about the role of dairy in sport nutrition on the **RediscoverDAIRY website**.



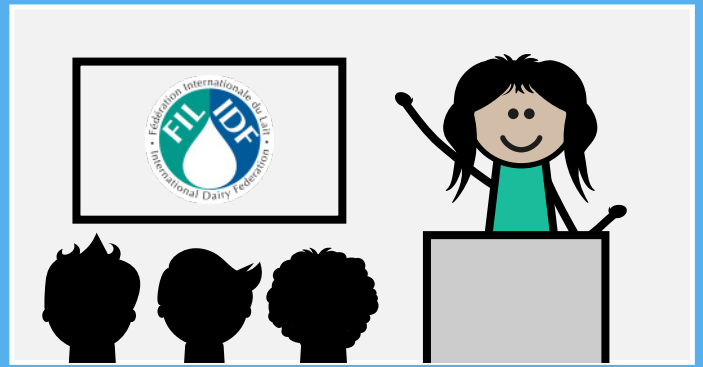
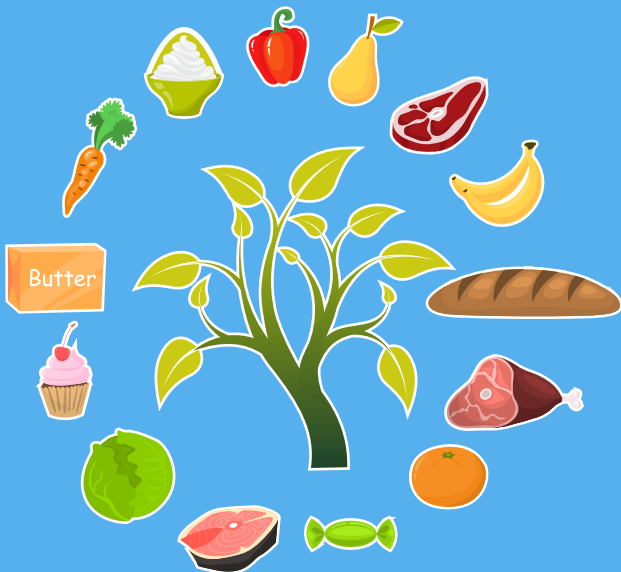
# Talking to health professionals

## Another evidence-based review added to the library: 'Moving towards more sustainable food systems' by Dr Mieke Faber

The food system includes all activities that relate to production, processing, distribution, preparation and consumption of food. The global food system needs to provide enough food for the growing world population, but at the same time it also needs to provide healthy foods to prevent malnutrition. Food systems further need to be economically viable and minimise environmental degradation. When thinking about transforming food systems, stakeholders need to consider the different domains of sustainable diets (nutrition, environment, economics and society) and the trade-offs between them.

In this insightful evidence-based review, the author considers the significant nutritional challenges facing the world, such as widespread malnutrition; dietary shifts due to urbanisation and modernisation leading to the concomitant higher intakes of animal-source foods and processed foods and lower intakes of whole grains; the increased intake of unhealthy foods that drive unhealthy diets and contribute significantly to the global burden of disease, despite raised awareness of the importance of healthy diets; and the food system being resource intensive and associated with considerable environmental impacts.

[Read the full review here](#)



## Dietitians and health professionals attend an international symposium presented by the International Dairy Federation

Through its Standing Committee on Nutrition and Health, the International Dairy Federation presented a two-day virtual nutrition symposium in May this year. The aim was to share the latest developments in the science of dairy health and nutrition with a wide community of people working in the field of nutrition, such as dietitians, nutritionists, government-employed health promoters and health regulators.

The event offered South African dietitians and nutritionists an opportunity to obtain eight continuing professional development points for attending both days of the symposium, which the RediscoverDairy team used to strengthen their relationship with this community of health professionals. In total, 312 South African dietitians attended the Continuing Nutrition Education.

World-renowned speakers participated in the symposium. Dr Franco Branca, Director for/of Nutrition for Health and Development at the World Health Organization, opened the event with an insightful introduction on the impact of diet and nutrition on non-communicable diseases. This was followed by a detailed presentation by Dr Nancy Aburto of the Food and Agriculture Organization on the important role of animal-source foods such as dairy in a sustainable diet.

Excellent presentations by Prof. Adam Drewnowski (University of Washington, USA), Prof. Sabita Soedamah-Muthu (Tilburg University, The Netherlands) and Dr. Anestis Dougkas (Paul Bocuse Institute, France) offered stimulating insights and sparked enthusiastic debate among participants.

[Read more here](#)



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Contact the Consumer Education Project of Milk SA for more information on dairy health and nutrition and the value of dairy products. Learn more about the campaign at [www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za) or [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za).