

## **APPROACH TO PLANNING OF THE CONSUMER EDUCATION PROJECT OF MILK SA FOR 2023**

1. In terms of previous decisions of the Consumer Education Advisory Committee of Milk SA and of the board of directors of Milk SA, a highly disciplined approach should be followed in respect of the Consumer Education Project (CEP). The discipline is created by:
  - a) The purpose of the project as determined in the relevant regulation;
  - b) The nature of the project;
  - c) The management system of the project;
  - d) The definition of the target markets;
  - e) The definition of messages; and
  - f) The rational choice of communication channels.
2. In the following sections of the report attention is given to each of the matters mentioned in the previous paragraph, the performance of the project and the approach to planning for 2022.
3. All forms of communication linking food to nutrition and health are significantly influenced by the Labelling regulations which came into effect in March 2012.

### **The purpose of the project**

4. The purpose and to a certain extent the nature of the project, is determined by Regulation 1653 of 31 December 2021 which was established by the Minister of Agriculture, Land Reform and Rural Development, Act 47 of 1996 and similar previous regulations. The relevant section of the regulation reads as follows:

*“From a national point of view and to promote the viability of the dairy industry, consumers should be informed of the health and nutritional advantage 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”.*

5. From the previous paragraph it is clear that the purpose of the project is not only to serve the interests of the dairy industry, but also to empower the consumer with information to enable them to make responsible choices. It is also clear that the communication must be done in such a way that it should not undermine the marketing activities of any firm in the dairy industry aimed at differentiating its products in the eyes of the consumer from that of competitors.

### **The nature of the project**

6. The nature of the project, as approved by Milk SA, is as follows:

The communication campaign consists of two elements, and the elements are executed on an integrated basis. The elements are:

- a) The general communication element, namely messages of a general nature regarding the health and nutritional advantages of dairy products, conveyed to consumers; and
- b) The specialised communication element, namely pro-active and reactive messages regarding the health and nutritional advantages of dairy products and the role dairy can play in under-nutrition, micronutrient-deficiencies and overweight, by closing the nutrient gap in local diets, conveyed to selected target groups that are opinion formers in the South African society.

No amendment to the nature of the project is proposed in respect of 2023.

7. The communication campaign is shaped by studies and research with the following objectives:

- To evaluate communication products and activities/training events in order to measure the extent to which the communication messages delivered by the CEP were received and understood by the relevant target markets;
- To determine perceptions and attitudes of specific target markets to guide the project to develop effective and efficient communication products;
- To keep the project informed of the latest research results regarding nutrition and health relevant to the project

8. The studies and research referred to under 7 include:

- a) The outcome of comprehensive research by Markinor in 2007 regarding the views and behaviour of South African consumers in respect of dairy products. The research showed that insufficient knowledge regarding the health and nutritional benefits of dairy products exists and also that meaningful misconceptions in respect of the issues exist;
- b) Knowledge regarding advertising and consumer behaviour obtained from experts involved in the management structures of the project. This includes an agreement with the Bureau of Market Research of UNISA as well as Fox P2 advertising agency;
- c) Knowledge regarding comparable campaigns in other countries. The membership and active participation by CEP in the Global Dairy Platform and the International Milk Promotion group of the IDF, is in this regard very helpful;
- d) Knowledge regarding the role of dairy products in respect of nutrition and health obtained especially from the technical advisory committee (see paragraphs 13), and personnel of the project (see paragraph 15), and new research results (see paragraphs 29 and 30);
- e) Research conducted in 2012 measured consumers' emotions and feelings in respect of the campaign messages. The research provided insights to strengthen the potential impact of future communication efforts and is used to provide information to inform the briefs for new advertisements and the other communication products of the project;
- f) The testing of concept storyboards prior to the development and production of new TV advertisements enriches the understanding of consumer views and acceptance of the messages. Validated research methodologies are applied that not only measure consumers' emotions and

feelings in respect of the campaign messages but also provide strategic insights into consumer reaction to the dairy messages conveyed by the advertisements;

- g) Labelling regulations which govern claims that can be made in terms of food, nutrition and health and other (dairy specific) regulations administered by different government departments;
- h) A survey conducted by the Bureau of Market Research on selected dairy product usage using SAARF AMPS data base (All Media Products Survey) 2007;
- i) Mystery observer study 2012. A mystery-observer study on the 'Interaction at Clinics' project to determine the impact of the project as an indication of effective return on investment. This field-based research technique involves independent, trained fieldworkers posing as consumers to gather specific information about a product and service delivery as well as to experience how it feels to be a consumer of a specific company or product.
- j) A survey conducted in 2015 of SA dietitians', nutrition professionals' and nutrition advisors' attitudes, perceived norms and behavioural control related to the consumption of selected dairy products, of which the results were made available to the advisory committee by the end of 2015 and made public in September 2016.
- k) Biometric research conducted by the Bureau of Market Research, Consumer Neuroscience Laboratory at UNISA measures the subconscious thoughts and preferences of participants. Behavioural measures are integrated via the iMotions platform to allow for real-time synchronisation of all data streams, additional statistical analysis and interpretation of data, which gives insight into the behaviour of members of the target market.
- l) Research conducted by MQ Market intelligence to measure the effectiveness of the training provided to health promoters that are employed by the Department of Health in government clinics. The results indicate that the recall rate of the training initiative proved that all research participants accurately recalled the training initiative, its purpose and the content thereof. This training initiative by the Project will continue in 2023
- m) Research conducted by the Bureau of Market Research, UNISA in July 2017 to explore attitudes, perceptions, usage and behavioural reactions towards dairy products of which the findings contribute to a greater understanding of the teenage and young adult dairy market in the South African context.
- n) Research conducted by the Bureau of Market Research, UNISA in December 2017, to explore the dairy household consumption patterns and dairy products perceptions among different consumer market segments.
- o) Research conducted in July 2018, by the UNISA Bureau of Market Research to test concept of a new television advertisement. The overall aim of the study is to provide strategic insight into consumer reactions to the concept television advertisement. Feeling-related reactions associated with the concept as well as message takeout was established and results were applied in the production of the television advertisement.
- p) Research in 2020 to determine which of the existing TV ads to be broadcast in 2020, conducted among teenagers in a public school in Tembisa by the Bureau of Market Research. The TV as 'Ball' and 'Stix' were selected to 2020

- q) Qualitative research in 2020 among dietitians that measured general perceptions of dairy as part of a healthy diet, conducted by Carnelley Rangecroft Consultancy.
- r) Quantitative on-line research in 2020 among dietitians that established dietitians' awareness and usefulness of the various information sources provided by the CEP, conducted by the Bureau of Market Research.
- s) 2022: Research conducted by the Bureau for Food and Agricultural Policy (BFAP): Changes in consumer behaviour and consumption of dairy products in South Africa. Data was collected by means of a combination face-to-face interviews and self-completion of an online survey questionnaire.

### **The management of the project**

- 9. The project is managed by the Office of SAMPRO within the framework of the decisions of the board of directors of Milk SA and the consumer education advisory committee of Milk SA.
- 10. After a process, that included a general invitation to communication agencies to participate in the project, an award-winning communication agency, namely FoxP2, was appointed on the advice of the consumer education advisory committee of Milk SA.

- 11. SAMPRO appointed a Management Committee and at present it consists of:

The Chairperson (The CEO of SAMPRO, Alwyn P Kraamwinkel – BCom (Industrial Psychology, Economics and Business Economics), BCom Hons (Economics and Business Economics), MCom (Marketing and Management));

The Project Manager (Ms Christine Leighton - BSc Nutrition and Food Science (Ed), and MSc (Consumer Science);

Prof Pierre Joubert of the Bureau of Market Research at Unisa (D Com);

Mr De Wet Jonker of the Office of SAMPRO (B.Econ/B.Com(Hons) Business Economics);

Mrs Lynda Fiebiger of Fox P2; Managing Director.

Mr Godfrey Rathogwa, Transformation Manager and Director of Milk South Africa B.Agric (Fore hare); B.Comm Honours (UNISA); M.Sc in Agriculture and Food Industries (RAU.UK);

Dr Ndumiso Mazibuko, PhD (Agricultural Economics) and MBA (Business Administration and Management).

- 12. SAMPRO manages a separate accounting system for the project which is audited by external auditors.

Payments by the project to SAMPRO, is made for:

- separate accounting services rendered by SAMPRO which includes accounting systems and banking accounts which are formally audited
- For office accommodation the following is included
  - Office rental

- Parking
  - Operating costs
  - Electricity
  - Security
  - Insurance
  - Maintenance office
  - Aircon
  - Interior decoration
  - Storage
- computer services
  - for the time that the CEO of SAMPRO attends to the project as chairperson of the management committee and to matters such as the evaluation of the communication products (advertisements and promotion articles), handling of strategic and policy matters, general planning, liaison and reporting
  - for the time spent by the Office Manager of SAMPRO in respect of the project which includes the work which he conducts regarding administration and financial management, evaluation of communication products and by being a member of the Management Committee.

13. Scientific knowledge regarding the health and nutritional value of dairy products is of fundamental importance to the project. These matters require expert and independent knowledge regarding different disciplines and for this purpose a technical advisory committee was established consisting mainly of nutrition experts from various academic institutions in South Africa

<b>Name (in alphabetical order)</b>	<b>Qualifications</b>	<b>Occupation</b>
Prof Renèe Blaau	PhD (Nutrition), University of Stellenbosch	Associate Professor in Therapeutic Nutrition, Acting Head: Division of Human Nutrition, University of Stellenbosch
Me Nicki de Villiers	MDietetics (UP); Postgrad Dipl Diet (UP); Sport Nutrition Diploma (International Olympic Committee)	Dietitian : High Performance Centre (UP)
Dr Tushcka Reynders	B Dietetics (HPCSA) PhD Biochemistry	Nutritional Consultant Registered Dietitian
Prof Corinna Walsh	PhD, Dietetics, University of the Orange Free State	Associate Professor, Department Nutrition and Dietetics, University of the Free State
Prof Friede Wenhold	PhD.Nutrition; Registered Dietitian (SA)	Senior Lecturer : Department Human

		Nutrition, University of Pretoria
Dr Zelda White	PhD.Nutrition	Senior Lecturer Department Human Nutrition, Faculty of Health Sciences, University of Pretoria
Dr Ingrid van Heerden	DSc Biochemistry	Private Nutrition Consultant & Scientific Editor
Dr Mariaan Wicks	PhD Nutrition	Senior Lecturer: Centre of Excellence for Nutrition, North-West University, Department of Dietetics.

14. The technical advisory committee is very important. The rationale is that messages of the project involve expert knowledge of especially the disciplines dietary science, food science and dairy science. Statements (claims) regarding the health and nutritional value of dairy products should be fully substantiated (in writing) by experts in the relevant fields who act objectively and who use authoritative and relevant scientific information as proof. Informed opinions of persons, who are not formally regarded as experts in respect of the issues concerned, are not sufficient. Furthermore, the members of the technical advisory committee should not be so involved in the project, or so dependent on income from the project, that their objectivity can be questioned. The above is obviously required to protect the integrity of the project. On a practical level, the above is absolutely necessary to deal with potential complaints submitted to the Advertising Standard Authority and for compliance with relevant regulations and scientific knowledge.
15. a) Three people are employed on a full-time, contract basis to conduct the work of the project, namely:
- Ms Christine Leighton: (BSc Nutri Food Science and Nutrition (Ed), and MSc (Consumer Science)) - who acts as project manager
- Ms Maretha Vermaak: (B.Diet (UP) Post Graduate Dipl.Hosp Diet (UP)) - a dietitian
- Mr. Jeandre Johnston: (MSc Food Science) – Food Scientist and communication officer.
- b) The project makes use of part-time services of:
- Mr Jerry Mahlangu: an official of SAMPRO for logistic support to the Project.
  - The project makes use of the services of external service providers for specific elements of the project as provided in specific contracts Fox P2 advertising agency for television and the Dairy Gives You Go Facebook Page.
  - Awuzwe Health promotion: Wellness Programme in government clinics
  - Liquid Lingo: Public relations agency for the Rediscoverdairy social media pages and public relations activities
  - Exousia: website developers
16. It is proposed that the structure as set out in paragraphs 9 to 15, be maintained in 2023.

### **Target markets**

17. On the first level of analysis the target markets, according to the decisions of Milk SA, consist of:

a) GENERAL COMMUNICATION <sup>1</sup>

- The target market for General Communication element is consumers, LSM 6-10, with meaningful spill-over to LSM 4 and 5 and agreed to by the advisory committee. LSM 6-8 groups is typically the middle income group in South African and have an income of approximately R 5 000.00 to R 19 999.00 and LSM 7-10 can have an income greater than R19 999.00. LSM indicators are used to determine target audiences for the different elements of the Project.

Communication with these groups in this project is called the general communication element of the project and it consists of the of general messages to the consumer regarding the health and nutritional advantages of dairy products and misconceptions in respect of these issues; and

b) SPECIALISED COMMUNICATION

Opinion leaders regarding health and nutritional values of dairy products. Communication with this target market is called the specialised communication element of the project.

18. Regarding the target markets for the general communication element of the project, the following is of importance on the second level of analysis:

- a) Originally it was accepted that if the communication is directed on LSM 6 to 8 (the primary target market), LSM 4 to 5 and LSM 9 to 10 (the secondary target markets) would also receive the messages because to a certain extent, they were also exposed to the same canals, but two amendments took place, namely:
  - i) As a result of decisions of the advisory committee of Milk SA, it was decided to increase the messages that reached LSM 9 to 10, by placing the messages in the media in such a way that LSM 9 to 10 would receive it more. The directive was initially that the expenditure should be 70 percent on LSM 6 to 8 and 30 percent on LSM 9 and 10.
  - ii) It was agreed in 2015 by the advisory committee of the project that teenagers and young adults (up to the age of 27 yrs.) would remain the primary target audience for general communication television and social media that falls under the Dairy Gives You Go slogan.
  - iii) The available evidence shows that the advertisements had a meaningful impact on the adult population and that it is realistic to create television advertisements that focus on

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- *Low-income (corresponding to SEM 1-4),*
  - *Middle-income (SEM 5-7), and*
  - *Affluent households (SEM 8-10).*

*The Establishment Survey SEM (socio-economic measure) depicts how South Africans live – based on what they have access to in and near their homes (Source: <https://brcsa.org.za/sem-user-guide/>). Within this measurement, ten SEM segments (with rising socio-economic status towards SEM 10) based on households' access to: A built-in kitchen sink; Water source / Hot running water; Type of toilet; Motor car; Microwave oven; Washing machine; Deep freezer which is free standing; Side-by-side fridge and freezer; Floor polisher or vacuum cleaner; Type of roof material; Type of floor material; Number of sleeping rooms; Home security service; Post office near where you live; Police station near where you live. By evaluating respondents' answers regarding these 14 variables, an online calculator (<https://prc.za.com/sem-calculator/>) was applied to determine the SEM category of a particular household.*

teenagers but also reach young adults meaningfully. This position is also helpful in order to create a fresh youthful (cool) perception of dairy products.

- iv) The other communication channels used by the project will continue to reach the target market as set out under (a).
  - b) Children, in so far as they can be reached by enrichment of the school curriculum with knowledge of the health and nutritional value of dairy, which is provided through the website of the project and through liaison by the Consumer Education Project with the Department of Basic Education's National School Nutrition Programme during the period of World School Milk Day in September annually.
  - c) Teenagers in grades 10-12 in Consumer Science studies will be reached through the newly developed educational material for the 'Further Education Training' that includes dairy in the curriculum.
  - d) Mothers (35 -55yrs) with children living at home is reached though social media communication that focussed on nutrition education
  - e) Liaison with members of the dairy industry who conduct tours for school children at their premises and also have access to school learning material for teachers and learners developed by the project.
  - f) The project is a member of the FSI (Food Safety Initiative) group of the Consumer Goods Council of SA (CGCSA) and participated in discussions regarding 'Healthy Food Options' and the code of practice related to advertising to children.
  - g) Dairy sector engagement: Members of the dairy industry are empowered with general health and nutritional information on dairy through newsletters and an annual webinar.
  - h) Dietitians seminars which are held every second year in a different region in South Africa, alternated with webinars/ virtual CNE (Continuing Nutrition Education)
19. Regarding the target groups of the specialised communication element, a previous decision determined that it should include:
- Dietitians (in public and private sector)
  - Nutritionists
  - Nurses (in public and private sector)
  - Nutrition Advisors and Health Promoters of the Department of Health
  - Medical practitioners
20. It is proposed that the position described in paragraph 18 and 19 be maintained in 2023.
21. A balance between the general communication element and the specialised communication element must be determined on macro-level. In this regard, the following is of special importance:
- a) The relative size of the target market of each of the elements;



- b) The fact that the general communication element also reaches the target markets of the specialised element, but that the specialised elements' target markets require more information in particular styles to use in their professions;
- c) The fact that communication in terms of the general communication element is of a repetitive nature (the same advertisement is given to the same target market repeatedly through the same communication channel), which is not the case with the specialised communication element;
- d) The fact that the same message in different ways (wording, lay-out) is used repeatedly in the general communication in order to convey the core message, using different communication channels, whilst this is not the case with specialised communication;
- e) The lack of knowledge of the medical and health professionals, as a result of their training and scientific approach, is significantly smaller than that of the general consumer.

### **Messages of the project**

22. The subjects of the key messages are, according to the previous decisions:
- a) Bone and teeth strength;
  - b) Weight management: Dairy can be part of a low-fat diet.
  - c) Growth of especially children;
  - d) Muscle strength;
  - e) Fat content of dairy products;
  - f) Rehydration and muscle recovery after sport
  - g) Nutrient rich – dairy is nutrient rich as it contains proteins, vitamins and minerals.
  - h) Dairy Matrix: Dairy is more than the sum of its nutrients
  - i) Lactose intolerance
  - j) Sustainable nutrition
23. All the messages are communicated under the umbrella messages “Rediscover dairy”, “3-a-day” and/or ‘Dairy gives you go’. All three the expressions are registered.
24. In light of the available information, including the information regarding the messages of comparable projects in other countries, the judgement is that the subject of the messages should be retained in 2023. This judgement is based on the need for consistent communication and the view that the messages regarding the subjects can be formulated in order to elicit positive emotion (feeling) in respect of dairy products. Behavioural science provides clear evidence that emotion is a major driver of consumer decision-making and behaviour. As a result, messages which only consist of rational information and arguments, are not sufficient as the messages should also, and especially, encourage positive emotional feelings in respect of the dairy products concerned. The messages communicated by the Global Dairy Platform, International Milk Promotion Group of the International Dairy Federation and countries such as Australia, United Kingdom and USA (among others) are continuously monitored.
25. Messages to the target markets of the specialised communication element focus on new scientific information regarding the issues mentioned in paragraph 24. However, when important new information regarding the role of dairy products in respect of other health and nutritional issues become available, such information is also considered as the topics for communication.

26. Substantial new research results regarding the nutritional value and the impact of dairy products on health are revealed from time to time. As a result, the project provides for actions that deliver the following output:

Evidence-based nutrition reviews developed by members of the Technical Advisory Committee providing a critical evaluation of the relevant research on specific topics.

27. The reports mentioned in the previous paragraph are the inputs for the management committee to take a view on the value and use of the relevant research results in the project.
28. In terms of a decision of the advisory committee, the messages should, over time, relate to milk, cheese, yoghurt and maas.

### **Communication channels**

29. In 2022 the following communication channels were used:

a) Television

Commercial / public

Lifestyle TV will be considered if savings from 2022 are available.

b) Digital media:

I. Digital communication social media platforms such as Facebook and Instagram to relay the health messages and create traffic to the websites as viewers are directed to the microsite.

II. Dairy gives you go Facebook page and Instagram page are aimed at teenagers and young adults provides a platform to engage with its target audience. The Facebook and Instagram pages inform, educate and provide a platform to run competitions related to the project and engage with the followers. The Facebook page creates traffic to the 'dairy gives you go' website.

III. Rediscoverdairy Facebook and Instagram pages is aimed at mothers and adults to communicate the health and nutritional benefits of dairy and the versatility of dairy recipes

c) Printed and digital media in the form of promotional articles for consumers and health professionals and pamphlets for use at selected opportunities. The promotional articles for health professionals are scientific articles which are published in peer reviewed journals. Nutrition Reviews accompany the scientific advertorials for health professionals as a full-scale evidence-based scientific review on the specific topic. This is posted on the rediscoverdairy website under Evidence-based reviews.

d) Web sites: The web-addresses are stated on all communication products as well as on other health/wellness websites. These addresses are:

[www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) is the overarching website for the project.

[www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za) hosts the microsite which is aimed at teenagers.

[www.dairykids.co.za](http://www.dairykids.co.za) hosts the school programme developed by the Project.

- e) Government health clinics; tertiary training hospitals; Department of Human Nutrition at universities.
  - f) Continuous Professional Development (CPD) activities and events of the Association of Dietetics in South Africa.
  - g) Media liaison: Different publications regularly publicize articles regarding food, nutrition and health and the consumer education provide articles, in a user-friendly way, information regarding the health and nutritional benefits of dairy products to empower and to encourage the writers to deal with dairy products in their articles. The main objective is to provide information which the publications can use to serve their own objectives on an on-going basis;
  - h) Dairy industry liaison
 

The purpose of liaison with the dairy industry is to share information regarding the project and especially the communication products of the project, in order to promote communication of the health and nutritional benefits of dairy to the South African society and to empower the dairy industry with knowledge about the health and nutritional benefits of dairy in order to allow them to be informed ambassadors of the value of dairy products. Dairy liaison is the form of

    - Three newsletters per year
    - Communication with the industry through the South African Society of Dairy Technology
    - Annual webinar
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  - i) Interaction with other organisation and projects of Milk SA
    - Coordinating committee of the following projects of Milk SA: Dairy Standard Agency; Regulations and Standards, Consumer Education and Research and Development. Discussion of collective issues in respect of the dairy industry
    - South African Society of Dairy Technology.
    - International Dairy Federation:
      - International Milk Promotion group
      - Standing Committee of Marketing
      - Standing Committee of Nutrition and Health
      - Science and Programme Coordination Committee
      - Presentations on request by Milk SA, SAMPRO and MPO
  - j) Telephonic and email contact. Promotional articles contain the telephone number and email address of the office of the project to allow consumers and health professionals to make enquiries. Such interaction strengthens the messages, the creditability of the messages, the image and the impact of the project and it creates valuable lessons regarding improvement of promotional articles.
  - k) Presentation at scientific conferences and seminars and virtual events locally and globally
  - l) Communication with schools directly or through government institutions such as the National School Nutrition Programme of the Department of Basic Education, and dairy processors.
30. It is proposed that the position described in paragraph 29 be maintained in 2023 with the following additions:

- a) Television: The television advertisements that was developed in 2022 will be broadcast in 2023.
- b) Dairy Gives you Go (DGYG) Website: The DGYG website is an information hub for teenagers that is supported by the television adverts, Dairy Gives You Go Facebook page, Instagram page and the digital media campaign. The maintaining, improving and expanding of the website which is linked to, the rediscoverdairy website, is ongoing.
- c) Dairy gives you go Facebook and Instagram pages  
The Facebook and Instagram pages, aimed at teenagers, are ongoing.  
A twitter account has been created for the project in order to monitor tweets on the campaign. Instagram was introduced in 2018 and will be continued in 2023.
- d) RediscoverDAIRY Facebook page that was introduced in October 2019 is aimed at the modern mom and is ongoing in 2023 with the addition of Instagram, which was introduced in 2021.
- e) Dairy On-line tool  
  
'Ask Dairy' online tool is a simple question-and-answer format which offers useful dairy-related information in brief bursts. Almost 100 entries cover questions across six categories. It serves as an electronic hub of information about dairy. The Ask Dairy online tool is hosted on the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) webpage
- f) Processor involvement project: Communication activities that can be shared with the advisory committee are communicated accordingly.

The 'ask dairy' logo is available to processors for use in their own communication activities, within clear guidelines provided by the project.,

### **The performance of the project**

- 31. The assessment of the performance of a communication project, like the consumer education project, requires assessment of various aspects of the project, namely:
  - a. The messages of the project;
  - b. The target market;
  - c. The communication channels used to convey the messages to the target market;
  - d. The reception of the messages (whether the target market noted and liked the message);
  - e. The change in the behaviour of the target market due to the messages.
- 32. In general it is true that the more the motivations for 31a), 31b) and 31c) are speculative (not rational based on research findings), the greater the need for measuring 31e).
- 33. From the onset the approach followed in respect of the consumer education project of Milk SA was not to base it on speculative reasoning and as a result:

34. The measurement of the products and outputs of the Project is based on the following:

- a) The messages target the lack of information and the misconceptions regarding the health and nutritional value of dairy products of the target market as identified by research. Furthermore, the misconceptions and lack of information are addressed by the project in the context of the needs and wants of the target market.

This link is extremely important as it is well-known that the mere provision of information, which is not linked to the needs and wants (in behavioural science, wants are regarded as those needs which are not essential but are desired or wished for and which are expressions of aspirations) of the target market, has little impact on the perceptions and behaviour of the target market. What is required is not only a change in the rational thinking and understanding of consumers, but also, and especially, the creation and maintenance of positive feelings and emotions regarding dairy products as feelings and emotions are strong drivers of consumer behaviour. The outcome of the research mentioned in paragraph (8m) is valuable to closely align the messages of the project to the emotions and feeling of the consumer

- b) The target market is described in Regulation 1653 of 31 December 2021 issued in terms of the Agricultural Marketing Act 47 of 1996 and similar previous regulations. The differentiation between consumers (general communication element of the campaign) and opinion formers (specialised communication element of the campaign) created by the project is a rational approach which is built on the typical differences in the experience, knowledge and needs of consumers and opinion formers (health practitioners);
- c) The communication channels used to communicate the messages to the consumers are based on the advice of expert media planners. The media planners use the results of the “all media and products survey” or the so-called “AMPS” which is annually conducted by AC Nielsen for the South African Advertising Research Foundation. The survey gives clear indications of the media required to reach particular target markets and the products consumed by them. In respect of specialised communication, the media used are mainly the official journals and magazines of the professions concerned; and

The reception by the consumers of television advertisements is measured in terms of notability and liking by an independent expert market research company, namely Kantar Millward Brown. The outcome of the research regarding the liking and message outtake of the television advertisements as mentioned in paragraph (8f) will add significantly to the understanding of the effectiveness of the television advertisements and the future use of it. The reception of the printed promotional articles for the consumer and the health professionals is not measured. Services in respect of printed media, similar to the services rendered by Kantar Millward Brown in respect of television, are not available.

- d) Specific evidence-based articles are part of the “Continuing Professional Development” programme of the dietician profession which indicates that these articles are extremely well received. A menu item i.e. CPD articles, that was created in 2017 on the ‘rediscover dairy website’, allows health professionals to earn Continuing Education Units and learn more about the nutritional advantages of dairy.
- e) All digital media i.e. websites, digital communication, microsite and Facebook are measured with google analytics. Digital publications is measured in terms of reach, impressions and reactions to the content. Detailed reports guide the CEP on the impact of the platforms in terms of reaching the relevant target audiences.

- f) The research regarding attitudes and feelings of consumers as well as testing of storyboards elaborated in paragraph 8e and 8f.
  - g) Where appropriate, research is conducted on specific activities or elements of the project in order to test the effectiveness of the investment as well as the level of learning of the relevant consumers.
35. Regarding the assessment of the change in the behaviour of the target market due to the communication campaign of the consumer education project, the following is relevant:
- a) In different countries, econometric studies were conducted regarding the impact of generic advertising campaigns. Obviously, these models are costly and time-consuming to create. The models depend on accurate information regarding a very large number of variables and can only be conducted a few years after commencement of the promotion campaign. In South Africa, accurate information on the relevant variables is a major problem. The problem is not limited to variables specific to the South African dairy industry as there is also uncertainty in respect of other relevant variables.
  - b) The South African and the international dairy industries experienced dramatic changes since the beginning of 2007 due to a number of reasons. As a result, the relationships between key variables in the South African dairy industry and the relationship between that and the variables in other Agri-processing and food industries and the macro-economic variables changed meaningfully. Under these circumstances, any attempt through an econometric model, to isolate the impact of one factor namely, the consumer education project which commenced in 2008, will at best be exploratory and not useful in respect of the management of the project; and
  - c) The purpose of assessing the performance of a communication project is important as it will determine the research needed. If the purpose is to identify elements of the project which can be improved, the research will focus on such elements and the research mentioned in paragraph 8 are examples. Such research will differ meaningfully from research which is intended to measure, on a macro level, the size of the impact of the project on the consumption of the product. The simple truth is that scientifically determined messages that are conveyed through scientifically determined communication channels to the target market, in a way which is linked to the scientifically determined needs and emotions of the target market, will impact positively on the sales of the product and the well-being of the consumer. The content of a campaign and the justification for it, will not change simply because the positive impact is, for example, 0,5, 1, 2, 3, 4 or 5 percent.
  - d) Exposure at international level through the International Dairy Federation, the Global Dairy Platform and the International Milk Promotion Group, in order to share and obtain insights from generic educational campaigns globally.
36. In light of the previous paragraph the measuring of the performance of the project through an econometric model, with a view to improve the performance of the project, is not regarded as viable or justified. Also, it does not make sense to limit the communication, which is based on sound information and reasoning, in order to make provision for the high cost of comprehensive research regarding the impact of the campaign.
37. **BUDGET:** The amount budgeted for 2023 is R 23 3461.92. A detailed budget is being prepared.  
As in previous years, the objective is to circulate the budget in November 2022 for comment.

**Christine Leighton (Manager of the Consumer Education Project of Milk SA)**

**Alwyn P Kraamwinkel (Chair of the Management Committee of the Consumer Education+ Project of Milk SA)**

**16 August 2022**

## **ANNEX 1: CONSUMER EDUCATION PROJECT: Extent to which the project proposal addresses empowerment of Previously Disadvantaged Individuals.**

### **A. WELLNESS ACTIVITY OF THE CONSUMER EDUCATION PROJECT (CEP) OF MILK SA**

The Wellness Activity consists of training of nutrition advisors and health promoters and addresses empowerment of Previously Disadvantaged Individuals

#### **Education of Nutrition Advisors and Health Promoters**

Nutrition Advisors and Health Promoters are individuals with basic nutrition and health education who are employed by the Department of Health (DOH) and work in government clinics. The CEP of Milk SA trains the Nutrition Advisors and Health Promoters who, in turn, educate patients and visitors on an ongoing basis at their respective government clinics. The key communication message is ‘Have milk, maas or yoghurt every day’ plus associated nutritional and health benefits of dairy. To ensure successful uptake of the messages, CEP makes use of an organisation who specialises in communication with the target audience, to work in conjunction with the CEP to present the health messages in the vernacular language of the local community.

The Nutrition Advisors and Health Promoters are also equipped with a set of educational tools for their respective clinics, including a Dairy Training tool for use during their respective training sessions. The training has been implemented in KwaZulu-Natal, Limpopo, Mpumalanga, Gauteng, Free State, North West and Northern Cape provinces and is ongoing. This ‘train-the-trainer’ activity is considered a long-term investment for the CEP of Milk SA and the dairy industry, reaching a target market that is difficult to access.

### **B. SCHOOL CURRICULUM PROJECT**

As part of the school curriculum programme, the CEP developed learning material 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 (DBE) and guides teachers on how to include information about dairy in their lessons. The objective was to distil the science behind milk and other dairy products and to condense the information into a workable guide for teachers. The material fits in neatly with CEP’s aim to convey a holistic message about dairy as part of a balanced diet, which creates awareness about milk and other dairy products among consumers of all ages. The guides touch on various aspects of dairy production and the role of dairy in the diet. The School Programme’s learning material are available on the website i.e. [www.dairykids.co.za](http://www.dairykids.co.za)

The school curriculum programme is aimed at grades 1-7. It consists of two main themes i.e.

- ‘From farm to fridge’: grades R to 3
- ‘A guide to healthy eating’: grades 5 and 6
- Further Education for grades 10-12
- Video: Food Based Dietary Guidelines

### **C. GENERAL COMMUNICATION**

The messages conveyed by the Project through television, printed and digital advertorials and media release, also reach Previously Disadvantaged Individuals.