

CONSUMER EDUCATION PROJECT OF MILK SA

SECOND QUARTERLY REPORT

POPULAR REPORT: APRIL TO JUNE 2023

1. INTRODUCTION

1.1 OBJECTIVE OF REPORT

This report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during second quarter of 2023.

The budget allocated for 2023 was R22 331 459.00.

1.2 OBJECTIVES OF PROJECT

In terms of Regulation 1653 dated 31 December 2021 and similar regulations implemented previously, promulgated in terms of the Marketing of Agricultural Products Act (No. 47 of 1996), part of the income from the levies on dairy products must be spent by Milk SA on consumer education. The Regulation states the following:

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.

1.3 NATURE OF PROJECT

- a. The CEP's communication campaign consists of two integrated elements, namely:
- b. **General communication**, i.e. messages of a general nature about the health and nutritional advantages of dairy products, conveyed to consumers.
- c. **Specialised communication**, i.e. proactive and reactive messages about the health and nutritional advantages of dairy products conveyed to selected target groups that are opinion formers in the South African society.

1.4 TARGET MARKETS

- a. The target market of the general communication element is consumers, LSM (living standards measure) 6–8, with a meaningful spill-over to LSM 9–10 and LSM 4–5 as agreed to by the Advisory Committee of the CEP.
- b. For the purpose of buying media for television, it is estimated that LSM 6–7 households have an income of approximately R5 000+ per month. Those in LSM 8–10 may have an income greater than R19 999 per month. The LSM indicators are used to determine target audiences for the different elements of the CEP
- c. The Socio-Economic Measurement (SEM) segmentation tool is a socio-economic measure that differentiates how people live. It represents a spectrum of low to high socio-economic living standards, based on where they live, the kind of structure they live in and to what they have access in and near

their homes (BFAP 2019–2028). LSM segmentation was discontinued in 2015 and it is not possible to connect LSM data with current data for SEM segments. However, for the purpose of the CEP, SEM segments 4–7, which make up 40% of the total adult market, and SEM segments 8–10, which make up 20% of the total adult market, represented the bulk of the target audience of the CEP.

- d. The target market of the specialised communication element is health professionals, namely doctors, nurses, dietitians, nutritionists, nutrition advisers, health promoters, and community health workers.

1.5 COMMUNICATION CHANNELS

Using different communication channels is necessary to convey messages effectively to the target markets. There are numerous communication opportunities in the marketplace, hence the CEP must be highly disciplined in selecting the most effective communication channels and ensuring that they are used in a balanced and integrated way to convey its messages to the different target markets.

The CEP chose the following communication channels:

- a. Television
- b. Promotional articles (advertorials) in consumer magazines, scientific articles in journals aimed at health professionals and pamphlets for distribution at selected events and trade magazines
- c. Websites
- d. Digital advertising and social media
- e. Presentations at scientific congresses and seminars
- f. Educational information sessions at clinics
- g. Health professionals; academic institutions
- h. School programmes

2. TELEVISION AND SOCIAL MEDIA: Dairy Gives You Go

2.1 New television advertisements

During the first quarter, the Project developed four new 15 second television advertisements.

The target audience (male and female) for the television adverts are:

- a. Primary: Gen Z; LSM 6-10 aged 18-24 years
- b. Secondary target: Young adults; LSM 6-10 aged 25 -27yrs

The aim of the television adverts is to creatively show that the nutrients in dairy work together to deliver more benefits than previously known.

2.1.1 Television campaign assets are:

a. Four 15 second television adverts

- Milk (dancer)
- Yoghurt (business lady)
- Maas (gym athlete)
- Cheese (yoga lady)

b. You Tube Cut downs:

- a five second cut down of each TV advert was developed and runs at the same time as the TV bursts on YouTube.

c. A social media campaign on social media

- Engaging content on Facebook and Instagram supports the television adverts and encourages viewer participation through simple-to-execute call to action (CTA), posted on the Dairy Gives You Go social media pages.

2.1.2 Broadcast Schedule

The television adverts will be broadcast in four bursts namely: March, May, August, and November 2023. Each burst will be supported by the YouTube videos and social media content on Facebook and Instagram. The first burst ran from 10-31 March and the second burst was from 1-21 May.

Insights

The individual adverts performed similarly. Both bursts performed well considering loadshedding was a reality and often the broadcast is missed by some of the target audience. Ad-rotation was prepared for the different stations. The YouTube campaign ensures that the TV ads can be viewed on different devices, even during loadshedding.

2.1.3 YouTube campaign results

A YouTube campaign ran concurrently with the television broadcast schedule. The YouTube campaign consisted of 5 second cut-downs of the 15 second TV adverts. These were posted on YouTube and directed the viewer to the 15 Second TV advert. If the viewer was more interested in the concept, the 15 second TV advert directed the viewer to the Dairy Matrix 15 second educational videos.

Overall (4x TVC 15 second cut-downs) achieved 6.9m impressions with 2.5m completed views and 11k video views (view through rate 35.7%). The educational journey i.e. taking the viewer from the 15 second TVC to the 15 second dairy matrix video achieved 11 000 clicks over the first two bursts. Although the drop-off rate was 51%, it is still an indication that some viewers found the content of the TVC compelling enough to click through to the dairy matrix video.

3. DAIRY GIVES YOU GO (DGYG) SOCIAL MEDIA CAMPAIGNS

Three main (hero) campaigns are planned for the year in May/June, September and November/December. Monthly schedules are planned and are ongoing to educate and engage with the target audience. The ‘Shake your maas’ campaign was the first hero campaign for 2023. The Analytics for the social media pages will be included in the quarterly report and is in-line with industry benchmarks and standards.

Insights

- The Dairy Gives You Go (DGYG) Facebook page continues to demonstrate itself as a powerful hub of information for the DGYG brand. It has continued to deliver reach and engagements, with some significant figures in this period.

- Although Facebook has plateaued in most countries, it is still the leading social media platform in South Africa.

3.1 WORLD MILK DAY 2023

World milk day is celebrated every year on the 1st of June. The Project uses this global celebration day to increase the awareness of dairy's contribution to health and nutrition. Over this period the CEP ran several campaigns across various media streams. These included:

- 3.1.1 **'Shake up your Maas' on the Dairy Gives You Go platform:** The teenage campaign highlighted amasi/maas. The campaign was aimed at Gen Z (9-23yrs) and positioned maas as a cool nutritious product to consume. The campaign communicated the nutritional benefits and uses of maas on its own and in meal preparation. This campaign ran mainly on social media (TikTok, Facebook, and Instagram). Micro influencers were used to promote the campaign and increase awareness. A composer developed an amasi song which was used in the social media campaign to encourage participation in the campaign.

A media release was developed which focussed on the health and nutritional benefits of dairy. This was distributed to digital publication and appeared on nine digital platforms, one TV interview (7 July) and two radio interviews with a dietitian. During the second quarter all the planning and execution for the WMD promotions took place.

On social media, the #Shake Your Maas campaign achieved 6.2 million impressions; 400k engagements and 399k video views.

- 3.1.2 On the Rediscoverdairy platform, a media release that looked at the nutritional value for money and how dairy fits. The Project tasked an agricultural economist to calculate the cost of four important nutrients in dairy present in a selection of 10 commonly consumed foods. During the second quarter. A media release was developed: Unbeatable dairy: Nutrient rich and value for money. This was distributed to digital publications and two radio interviews were conducted.

- 3.1.3 **A healthy me, and healthy environment:** A school campaign that aims to address recycling in local communities across SA was introduced on EClassroom over the WMD period. The campaign encourages the consumption of dairy products, as part of a healthy diet, while giving ideas on recycling dairy containers to showcase the value of living greener. The campaign will also feature on Facebook, and online teaching platforms (E-Classroom), and later the year on governmental education platforms. This campaign runs until World School Milk Day in September to allow for teachers and learners to participate and plan the activity into the terms workplan.

- 3.1.4 WMD communication includes the media releases, radio interviews, as well as interaction with the Global Dairy Platform on social media:

World Milk Day achieved R 206 765,71 media coverage, with a total of 17 articles 6 being featured (media releases) by the Project with a total value of R 113 572,83.

Celebrations were held also by the Western Cape Department of Agriculture

4. REDISCOVERDAIRY

The Rediscoverdairy communication elements include

- Social media pages: Facebook and Instagram
- Media releases
- Consumer print and digital

4.1 REDISCOVERDAIRY SOCIAL MEDIA PAGES: FACEBOOK AND INSTAGRAM

The Rediscover Dairy (RDD) Facebook page was introduced on 21 October 2019 and is aimed at the modern mom (ages 25–55).

The purpose of the RDD Facebook page is to be a portal to trusted nutritional information on dairy. It primarily uses existing content from the RDD website together with newly developed content disseminated through direct posts and established bloggers. The content focussed on the nutritional importance and role of milk and other dairy products in the diet. The information was posted on the platform at least three times per week.

Content is planned a month in advance. In addition to the ‘always on’ content, media releases are developed and used as content for the RDD on Facebook and in the digital media. Where possible, radio interviews are arranged, which strengthened the message and increased the reach of the information.

The Facebook has 25 546 followers and Instagram 4 200

4.2 MEDIA RELEASES

4.2.1 For 2023, five media releases are planned. During the second quarter, two media releases were developed and distributed to digital publications

The content is boosted by means of established bloggers who posts the relevant content on their own social media pages and links it to the RDD Facebook page. This increases the awareness of the RDD social pages and content.

Media release 1: The role of dairy in pregnancy: Does what you eat in pregnancy matter?

Coverage achieved: 20 digital publications and 4 print publications
Estimate PR value: R 540 762.66
Estimated reach: 13 622 840

Media release 2: Load shedding and making sure your dairy lasts

Coverage achieved: 12 digital publications and 2 radio interviews
Estimate PR value: R 416 482.32
Estimated reach: 14 500 706

Media release 3: Unbeatable dairy, nutrient rich and value for money

Coverage achieved 5 digital publications and 2 radio interviews

Popular report, CEP Q2 report, 12 July2023

Estimate PR value: R 137 566.24
 Estimated reach: 3 012 946

Media release 4: Amasi/Maas-memories in a bottle (on Dairy Gives you Go)

Coverage achieved: 9 digital publications and 7 radio interviews
 Estimate PR value: R 379 346.36
 Estimated reach: 2 882 617

All media releases can be viewed at: <https://www.rediscoverdairy.co.za/media-information/>

4.3 CONSUMER PRINT CAMPAIGN: PROMOTIONAL ARTICLES

Promotional articles are written for consumer publications to expand on the key dairy nutrition and health messages by creatively engaging with consumers. The consumer communications campaign is aimed at mothers aged 25 to 55 yrs, with children living at home.

Community newspapers from part of the distribution and publishing of the advertorials, including consumer publications in print and digital.

- Four advertorials are planned and these will be repurposed in digital newspapers/ lifestyle on 55 sites. <https://getitmagazine.co.za/pretoria/>
- Information on World School Milk Day is planned for the last week in September in the School Supplement of the newspaper.

Consumer publications:

- Modern Mom – one advertorial – print and digital (3-month period)
- Virgin Active – one advertorial in summer issue – available for 6 months online and linked to website
- Huisgenoot, You and Kuier: one digitorial in each of the publications . Huisgenoot and You for the month of June and Kuier for the month of November

List of consumer advertorials

Date	Publication	Title of article	Link to article
March/April	Modern mom	What you eat during pregnancy matters.	<ul style="list-style-type: none"> • https://www.modern-momsa.co.za/2023/02/23/what-you-eat-during-pregnancy-matters/
May	Caxton Get it Magazine	Milk – What a winner! Here’s what you should know to choose the best milk option for everyone in your family	Printed in the magazine <ul style="list-style-type: none"> • online version: https://getitmagazine.co.za/blog/2023/05/08/milk-what-a-winner/
June	Caxton papers – added value, free of charge	Made with milk Nutritious food on a budget – Melkkos recipe	Weekly papers
June	Caxton Get it magazine	DAIRY in your diet We highlight the nutritional challenges associated with aging	Printed in magazine <ul style="list-style-type: none"> • online version

		and why having dairy is important when growing older	https://getitmagazine.co.za/blog/2023/06/05/dairy-in-your-diet/
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5. MEDIA LIAISON ACTIVITY

5.1 TRADE PUBLICATIONS

Trade publications such as *The Dairy Mail*, *Farm Link* and *Milk Essay* are vehicles for communicating with the dairy industry and the food industry. Informative articles on the CEP and other relevant topics are published *The Dairy Mail* in 2023.

List of articles published in The Dairy Mail

Publication	Date 2023	Title
The Dairy Mail	Jan	The rising star fermented foods
The Dairy Mail	April	New labelling regulations for the food industry underway
Milk ESSAY	Jan	Daily consumption of dairy products encouraged by researchers

5.2 MEDIA LIAISON MONITORING

The essence of media liaison is to make information on nutrition and health benefits of dairy available to journalists, who then communicate the information to the target markets, serving the interest of the reporters and the media concerned.

Relevant information published in the media on dairy is monitored by Newsclip, an independent specialist firm. Updates are received daily in electronic format. The following table shows the media coverage achieved at no cost to the CEP (Column A). Column B shows the articles that featured the content generated by the Project.

Media coverage of dairy information for the second quarter

Advertising Value Equivalence (AVE)				
	Column A General media (not paid for by CEP)		Column B CEP (Content developed by CEP)	
Media source	No of articles	Value	No of articles	Value
Internet	184	R1 289 962,88	37	R 764 860.39
Magazine	6	R 72 373.96	20	R 522 601.14
Regional Press	12	R 108 226.06	2	R 68 865.31
National Press	8	R 15 480.24	0	0
Radio	4	R 78 569.45	11	R 277 652.57
Trade press ³	3	R 127 947.48	0	0
Health Professional ⁴	3	R 26 637.60	0	0
Total PR	223	R 1 719 197.49	70	R 1 633 979.41

5.3 RECURRING THEMES TOPICS

Topics that refer to dairy and recur frequently in the media and/or are of particular interest to the initiatives of the Project are recorded. The table below lists the topics that recurred during the second quarter and shows which of these messages had a positive, negative, or neutral tone.

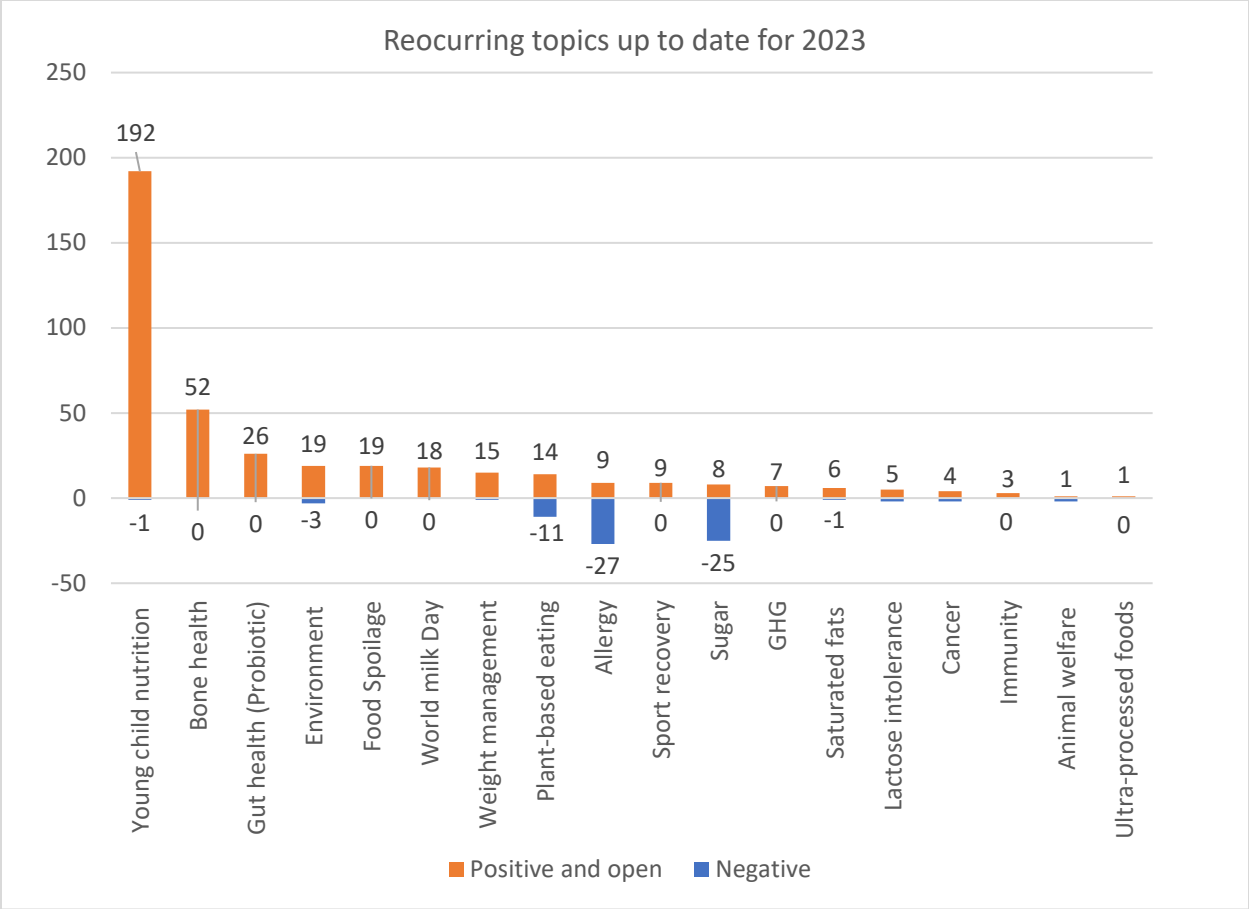


FIGURE 1: Recurring themes for the period January to June 2023

6. SCHOOL EDUCATION PROGRAMME
6.1 GENERAL

The school education programme is aimed at grades 1–7. It consists of two main themes:

- From farm to fridge: grades R–3
- A guide to healthy eating: grades 5 and 6 (the curriculum does not include dairy in grade 4)

Each theme is dealt with through a teacher’s guide, class posters, a fact sheet, and worksheets on each topic. All posters and worksheets are available in English and Afrikaans. The school education programme and learning material are available on the website (www.dairykids.co.za)

The CEP expanded its school education programme in 2022 to include educational material for the Consumer Studies curriculum of the Further Education and Training (FET), grades 10,11 and 12 The content is only available in electronic format on the DairyKids website. The FET will be promoted in 2023 with the relevant target audience. Contact has been established with organisation that will potentially be suited to promote the FET portal.

6.2 Worksheets for the website and E-Classroom website

The teacher’s guide and accompanying worksheets that were developed by the CEP, are hosted on the E-Classroom website. E-Classroom is an independent website that hosts branded worksheets, with external links, for primary school teachers and learners. The website has been endorsed by the Department of Basic Education (DBE) for the e-learning section of the DBE’s website.

6.3 DAIRYKIDS WEBSITE

All the communication products related to the school project are available on the Dairykids website (www.dairykids.co.za). Posters, teacher’s guides, fact sheets and worksheets can be downloaded from the site. The website is also linked to the Dairy Gives You Go and Rediscover Dairy websites. The educational material is aligned with the curriculum of the DBE and guides teachers on how to include information about dairy in their lessons.

6.4 REDISCOVERDAIRY (RDD) WEBSITE

During the first and second quarters, the rediscoverdairy website was revamped. The website had expanded since it was built in 2017 and had become difficult to navigate due to the extensive library of information and resources that the Project had developed over this period. As such the website required a new layout to optimise existing platforms and improve navigation and optimize key search words and improve browsing speed on the CEP web page. The revised website is live.

The RDD website gives information on the health and nutritional benefits of dairy and all educational material developed by the CEP is available on the website. The website is appropriately linked with other relevant organisations such as Milk SA, the MPO, the International Dairy Federation (IDF) and Global Dairy Platform (GDP). The website is maintained, and new information is uploaded continually.

6.4.1 Top pages visits on www.RediscoverDairy.co.za

Total views	Page views	Page visitor
Second quarter	1) Recipe page	3 600
	2) CPD activity	506
	3) CEU articles	438
	4) Evidence based reviews	155
	5) Media	90

7. WELLNESS ACTIVITY

7.1 OVERVIEW

This programme entails community work in public clinics of the Department of Health (DoH) for nutrition advisers, health promoters and community health workers. This is presented in the format of educational information sessions for upliftment of local communities.

Five clinic training events are planned for 2023 in selected districts in Gauteng. Negotiations with management officials from Gauteng is still in process. At the same time, Awuzwe is also negotiating training sessions in the Mpumalanga province to be planned for 2023/24

As part of the clinic training in KZN in 2022/23 the Consumer Education Project (CEP) of Milk South was requested by the KZN authorities to test the participants' knowledge before and after training sessions. The purpose of such an exercise was to test the participants knowledge on the topic of dairy in the diet prior to the training events and test it again afterwards to measure the level of knowledge gained after the presentation on the FBDG ‘Have milk, maas or yoghurt ever day’.

Delegates had to complete a short questionnaire before the start of the training, while a second questionnaire was completed at the end of the training event. To this end, the data was captured of all training sessions and processed by Dr Jane Muchiri - a part-time lecturer from the University of Pretoria.

The first report was made available in June 2022, while the final report was received at the end of March 2023. The CEP of Milk SA can be contacted for the complete results. However, from the reports the training results in improved knowledge of participants on all related milk and dairy topics and a definite appreciation of what they have learned and the material they received.

A recording of the training session presentation was produced in 2022. This can be used for online presentations when ‘in-person’ presentation is not possible in some regions, or where there exists a safety threat.

In June the Project had its first clinic training week – 26th to 30th of June 2023 in Mpumalanga in the Bushbuck Ridge area. During this week the recording of the training session presentations was used for the first time. Feedback on the efficiency of the recordings was very positive and it met the expectations of the Department of Health.

Educational information sessions for 2023

Date	District	Number of people trained
26 - 30 June 2023	Ehlanzeni: Bushbuck Ridge – Thaba Chweu Sub Districts Training	243

For 2023 the CEP started to extend their clinic training programme to the semi-private clinic environment of retail pharmacies (Dischem and Clicks). The target market is the nursing sisters and the clinics functioning within the pharmacies. For the Dischem clinics the CEP made use of their mandatory online educational platform – *Smart Cnnect*. All Dischem health professionals need to complete mandatory training on a monthly basis. The programme has a 90 % engagement rate. and reach 435 nursing sisters nationally working for Dischem. The training is generated by an ‘App’ specifically for all Dischem staff. The training was called: *Exploring the World of Dairy: A Comprehensive Guide on Dairy Nutrients, Varieties, and Uses of Dairy Products*. The training was presented on the ‘App’ with the help of the CEP’s animated video on Dairy products (Tumi) and consisted of five learning areas:

- Dairy - An Overview
- Dairy Nutrients
- A Closer Look at Calcium
- A Closer Look at the Nutrients in Milk
- Milk Varieties
- Milk, Coffee Creamer and Milk Powder

These topics were followed by a summative assessment that the delegates had to complete by the end of June.

The staff involved in the training receive messages throughout the month to encourage them to participate as well as to work through the training material in their own time and at their own pace and through repetition. At the end of the month, they take a test to score specific continuing learning opportunity points.

This training took place during the month of June and a full report on participation will be received in due time.

For the retail group Clicks, physical training sessions of clinic nursing sisters will be presented in Johannesburg, Cape Town and Durban. The sessions consist of an hour educational session to participating clinic sisters. The dietitian of the project presents the programme based on the information and training material presented to the Department of Health's health promoters. However, since all the retail personal generally are all qualified, the level of the presentation was adjusted accordingly. One training session was already conducted on the 24th of May 2023 in Cape Town. A total of 15 nursing sisters attended the training.

8. SPECIALISED COMMUNICATION

8.1 OVERVIEW

The target market for specialised communication is health professionals, i.e. doctors, dietitians, nutritionists and nurses. The messages communicated are based on the latest scientific information on dairy nutrition and health. The CEP uses an independent Technical Advisory Committee (TAC) that comprises specialists in the field of nutrition and health.

Communication channels include:

- Print and digital in the form of scientific advertorials and nutrition reviews
- Education material for dietitians, nutritionists and nutrition advisers
- Education material for dietetic students at universities
- Liaison directly with health professionals through continuing professional development (CPD) events, seminars and conferences
- Exposure on the Association for Dietetics in South Africa (ADSA) website
- A comprehensive website with specific reference to the section on dairy-based nutrition

8.2 HEALTH PROFESSIONAL PRINT

8.2.1 Scientific advertorials and publications

Evidence-based nutrition reviews are written on new topics regarding nutrition, health and dairy. These are aimed at health professionals. Each review is summarised into an advertorial and is published accordingly in publications read by this target audience.

The evidence-based nutrition reviews explore a new topic in dairy health and nutrition that warrants further investigation. The reviews allow for extensive and detailed information on a specific topic without a limitation to the number of words used. The nutrition reviews are posted on the RDD website, under the Dairy-Based Nutrition menu item.

- An evidence-based review was published in the first quarter in the SA Medical Journal (SAMJ) The matrix effect of DAIRY nutrients.
- Diabetes Focus: An advertorial was published on their digital platform: Dairy in the diabetic diet. Recipes containing dairy are included in the Diabetes A to Z guide.
<https://www.diabetessa.org.za/diabetes-focus/>

9. CLINICS: EDUCATIONAL PRESENTATIONS AND MATERIAL FOR HEALTH PROFESSIONALS

9.1 DAIRY-BASED NUTRITION EDUCATION

As part of the communication activities with dietitians, the CEP connects with fourth-year dietetics students at all the universities in the country that offer a degree in dietetics. With each visit the dietitian of the Project present the work and educational material offered by the Project to the student as well as discussing the latest evidence-based information about dairy health and nutrition. This includes awareness of all the dairy-based nutrition reviews, advertorials, and specific links to sections on the website e.g. sports nutrition and the role of dairy, the clinic project, the school project, and the CPD portal. The presentation also provides an overview of the CEP and includes the TV advertisements. No presentations were conducted in the second quarter.

Date	University	Number of students
3 February 2023	Nelson Mandela University	21 students and 4 lecturers
28 February 2023	Sefako Makgatho University	24 students and 2 lecturers
3 March 2023	University of Stellenbosch	28 students and 6 lecturers

As an additional outcome of the visits to the University students, the Project also visits the tertiary hospitals that are connected to the Universities. These hospitals are public hospitals that are used for the fourth-year dietetic students' internship as well as the compulsory post-graduate community service of health professionals. A team of qualified dietitians at each hospital works in various departments and clinics in the public hospitals and the community service dietitians get the opportunity to work for a year under the guidance of the experienced dietitians. The Project visits these hospitals with the aim of sharing the training tool: The importance of dairy in the diet of South African families, with this target market.

These visits are scheduled for every three to four years. In the first quarter of 2023 the following hospitals were visited:

Date	Hospital	Number of dietitians
1 February 2023	Frere Hospital East London	12
2 February 2023	PE Hospital PE	8
2 February 2023	Livingston Hospital PE	9
2 February 2023	Dora Nginza Hospital PE	11

9.2 CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

9.2.1 CDP articles and questionnaires

The annual CPD activity of the CEP provides the Project with an opportunity to communicate latest research on milk and dairy directly to the health professional target markets, i.e. dietitians and nutritionists. Each year scientific articles are selected for this activity focussing on dairy nutrition and health as well as new research results available in nutrition overall. Two articles are specifically selected to provide the delegates with ethical points. The activity allows the health professional to obtain all their mandatory continuing professional points for the years' cycle i.e.25 clinical points and 5 ethical points. The articles and questionnaires are approved and accredited by the Dietetic CPD office. This menu item has proven to be very successful in reaching dietitians and nutritionists.

The peered reviewed articles for 2023 were made available for dietitians and health professionals from 1 April 2023 and remain active until 31st of December 2023 Twelve articles with their applicable questionnaires are available on the rediscoverdairy website, free of charge.

The CEP submits all allocated points of participants directly to HPCSA (Health professionals council of SA). At the same time each dietitian or nutritionist receive a certificate of participation. Health professionals were notified of the availability of the 2023 CPD activity of the CEP via direct emails to the data base of the Project.

Up to the second quarter a total of 2 238 (dietitians and nutritionists) users have registered on the CEP/CPD portal, with a total 653 articles have been successfully completed to date.

10. INDUSTRY RELATED MATTERS

10.1 Consumer Goods Council of South Africa

The Project is a member of the Food Safety Initiative and Health Foods Options Industry Initiative of the Consumer Goods Council of South Africa (CGCSA). The Department of Health (DoH) requested CGCSA support for their Health Food Options Industry Initiative (HFOII).

Front-of-Pack Labelling (FOPL) which envisaged among other, warning labels on food products containing saturated fats, sugar and salt higher than specified levels, has been discussed extensively with the CGCSA and industry. The CEP aligned itself with the guidelines provided by the IDF for FOPL.

The new draft Regulation 3337: relating to the labelling and advertising of foodstuffs, was published in April 2023.

As the Warning Labels that are part of FOPL regulations, may impact on dairy products, a submission by the Milk SA task team was drafted during the first quarter. The task team is responsible for drafting a submission to the DoH based on the scientific review that was developed by the Dairy Science Expert Team under the guidance of Dr Friede Wenhold. The first draft is in development phase and will be completed early in the second quarter.

The submission regarding the intrinsic sugar and saturated fats was drafted and scrutinised by the Milk SA task team. It was edited by an external editor and submitted to the dairy industry for comment on 11 July. Comments received by industry will be collated and the submission will be submitted to the DOH by 21 July.

With regard to the full draft regulation 3337, the Project participated in several meetings with the food industry that was arranged by the CGCSA to work through Regulation 3337, in order to draft a response to the DOH which covers the extent of the food industries comments. The submission is due 21 July.

10.2 South Africa Society of Dairy Technology (SASDT)

The Project Manager is the president of the SASDT and was tasked to organise the symposium for 2023.

The symposium was held on 17 and 18 April, at Fordoun Hotel in the KwaZulu-Natal Midlands.

Under the theme 'Dairy: the next decade' presentations during this two-day event focussed on innovation and sustainability solutions in the dairy industry, to ensure that the dairy industry remains relevant in the food value chain, the symposium website is: <https://sasdt.foodfocus.co.za/>

The symposium was attended by 120 delegates and was a successful event.

10.3 Coordinating Committee of the Dairy Standard Agency, CEP, and Research Project of Milk SA

The Coordinating Committee of the DSA, the CEP, and the Research Project of Milk SA meet quarterly to discuss various matters. The CEP reported on progress made in respect of the new front of pack labelling regulations.

11. WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION

The work related to the IDF is ongoing.

11.1 Mid-year meetings: 21 to 26 May 2023 in Ireland.

- 21 May: Standing Committee on Marketing
- 22 & 23 May; Global Dairy Platform (GDP) (Dublin)
- 24, 25 and 26th May: International Milk Promotion Group (IMP)(Kilkenny)

Annually the International Dairy Federation's different standing committees hold mid-year meetings. This year, the National Dairy Council of Ireland hosted the meetings in Dublin and Kilkenny. The project manager participated in the Standing Committee on Marketing (SCM) meeting, the GDP meeting in Dublin and the IMP meeting in Kilkenny. The IMP is a permanent task-force of the SCM.

11.2 Standing committee on marketing

The Project manager is the vice-chair of the SCM. Minutes of the meeting held on 21 May 2023 are available.

11.3 International Milk Promotion Group (IMP)

The overall theme for the IMP meeting was: Staying ahead of today's consumer – Social acceptance for airy.

The IMP has developed a communication strategy for understanding the 'purpose of dairy'. This work was initiated in Switzerland in 2022 and continued in more detail during the 2023 meeting. The next step is to develop a framework to communicate sustainability, that can be adapted to suit the needs of different countries. Over the two days, 17 presentations from the different participating countries were presented. This included case studies and research projects.

The final day was dedicated to IMP trophy entrees. The three finalists selected were Australia, Canada and South Africa. The winner will be announced at the IDF WDS in Chicago in October 2023.

11.4 Global dairy platform

The GDP theme was: Telling Dairy's Environmental Sustainability Story

The GDP/IMP Marketing Meeting was held May 21-23, 2023, in Dublin. The GDP meetings were attended by dairy marketing and communications professionals from around the world. The meeting focused on how to tell the sector's sustainability story more effectively by integrating dairy's environmental, nutrition and socio-economic benefits. The agenda featured expert speakers from the Irish Food Board, McKinsey & Company, Danone, Dairy Management Inc., Arla Foods, Saputo, Dairy Farmers of America, Fonterra, Norwegian Dairy Council, Riddet Institute, Dairy Australia, Consorcio Lechero, and Global Dairy Platform.

A report on the weeks' presentation is available on request.

11.5 Standing Committee on Nutrition and Health

The Project dietitian is a member of the IDF Standing Committee Nutrition and Health (SCNH) and the representative of the SCNH on the Science and Programme Coordinating Committee (SPCC).

Standing Committee Nutrition and Health

The dietitian on the Project participates in various Action teams (AT):

- AT on School Milk Programmes (action team leader)
- AT IDF Nutrition Symposium 2023
- Member of the task force (TF) on plant-based foods
- AT IDF WDS 2023 SCNH
- AT Dairy Matrix
- Utrecht group planning committee

The project dietitian took part in various meetings of the above ATs throughout the 1st and 2nd quarter of 2023 mostly focussing on planning of the year ahead and specific events.

The SCNH had their annual mid-year meeting in The Hague, in The Netherlands on the 5th of June 2023. Minuets of the meeting are available on request.

11.6 Science and Programme Coordinating Committee

The project dietitian attended various SPCC meetings throughout the first half of the year. The IDF SPCC mid-year meeting was held in Tromsø, Norway on the 8th of June 2023. As part of the mid-year meetings, she also attended the IDF Forum (7th of June) and on invitation the National Committee (NC) meetings on the 8th and 9th of June 2023. As part of the IDF forum, the CEO of EAT-Lancet, Olav Kjørven, addressed the IDF directors, NC members, SPCC representatives and IDF staff on the new EAT Lancet report that will be published later this year. The presentation consisted of some of the adjustments and gaps that the commission made to the new version, their strategy and how they see the future of EAT. It also allowed inter active discussions between the delegates and the EAT representative,

A full report on the mid-year meeting and the Forum is available on request and will be shared with Milk SA and SANCIDF,

11.7 SA National Council of the International Dairy Federation (SANCIDF)

The annual SANCIF meeting was held on 27 March 2023. The project manager reported on the activities of the SCM and IMP and the dietitian of the project reported on SCNH and SPCC activities for 2022.

Christine Leighton

Project Manager of the Consumer Education Project of Milk SA

12 July 2023