

**CONSUMER EDUCATION PROJECT OF MILK SA  
ANNUAL REPORT  
JANUARY TO DECEMBER 2022**

## **1. INTRODUCTION**

### **1.1 OBJECTIVE OF REPORT**

This annual report describes the outputs of the activities of the Consumer Education Project (CEP) of Milk SA during 2022.

The budget allocated for 2022 was R22 705 200.

### **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**

The CEP's communication campaign consists of two integrated elements, namely:

- a. **General communication**, i.e. messages of a general nature about the health and nutritional advantages of dairy products, conveyed to consumers.
- b. **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**

- 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.
- For the purpose of buying media for television, it is estimated that LSM 6–7 households have an income of approximately R5 000 to R9 999 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.
- 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.
- 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) Academic institutions
- h) School programmes

## **2. TELEVISION AND SOCIAL MEDIA**

### **2.1 TELEVISION BROADCAST SCHEDULE**

- Three bursts were planned for 2022:
  - a. March–April
  - b. July
  - c. October
- The current television advert, which was introduced in January 2021, was broadcast until the end of 2022.
- During the third and fourth quarters, new television adverts were planned with the CEP's agency. The storyboards were finalised and tested on the target audience by the Bureau of Market Research of Unisa, using neuroscience and accredited research methods. The results were used to make minor adjustments to the TV adverts, which will be produced in 2023.

### **2.2 POST-CAMPAIGN RESULTS**

The core market consisted of young people in the 13–19 age group and the post-campaign results for this group are reflected in the report. Mothers aged 25–45 were not targeted directly, and therefore no media space was bought pertaining to them, but solid performance was nevertheless achieved against this target group as well.

The thirty-second 'Dairy Gives You Whatever Go You Need' television advertisements were broadcast three times in 2023. When the July burst was planned, it was anticipated that the analogue switch-off at the end of June would result in reduced amps ratings (ARs). As a precaution, a pay TV filter was used for the July burst and its results could therefore not be included in the annual overview, as the target audience differed. The results for the March and October bursts and the July burst are presented separately.

#### **Results for the household income R5 999 to R19 999 per month group**

##### **Post-campaign results for youth (13-19 years) in 2022**

	<b>Amps ratings<sup>1</sup></b>	<b>Reach<sup>2</sup> %</b>	<b>Frequency<sup>3</sup></b>
	Actual	Actual	Actual
Bursts March and October	786	66	11,9
Burst: Pay TV July	1 148	81	14,3

#### **Post-campaign results for mothers (25–45 years) in 2022**

	<b>Amps ratings<sup>1</sup></b>	<b>Reach<sup>2</sup> %</b>	<b>Frequency<sup>3</sup></b>
Burst March and October	948	76	12,4
Burst: Pay TV/July	1 234	84	14,6

1. Amps ratings (ARs): a time-weighted measurement that looks at the potential reach of a programme against a specified target audience.
2. Reach: The number of people within the defined target market who are potentially exposed to the message at least once. ARs are calculated by reach x frequency
3. Frequency: The number of times on average that a person within the target market is supposed to have been exposed to the advertiser's message.

### **2.3 Dairy Gives You Go social media campaigns for 2022**

Two main (hero) campaigns were planned for the year in the second and fourth quarters, with ongoing monthly schedules, to educate and engage with the target audience.

#### **2.3.1 Social media pages analytics for 2022**

The analytics of the interaction of visitors with the information posted on the Dairy Gives You Go (DGYG) social media pages were collected systematically. Monthly targets and budgets were set and a monthly digital report was also generated. The social media performance was closely monitored against the set targets and either met or exceeded the set targets.

The DGYG Facebook page currently has 52 414 followers, and the Instagram platform has 3 925 followers.

#### **2.3.2 Campaign 1: #Imgoingplaces, June 2022**

The first campaign ran during the second quarter. The #Imgoingplaces social media campaign asked teens to showcase their consumption moments with dairy in their everyday life. Four challenges were promoted, which showcased breakfast, hot beverage, lunch with cheese and custard in desserts. The campaign used three micro-influencers<sup>1</sup> to showcase the different challenges and strengthen their reach and engagement. Teenagers were invited to recreate the consumption occasions shown by the micro-influencers and share their videos/pictures on Facebook, Instagram or Twitter, as part of the awareness campaign. An incentive was used to entice participation.

The campaign was a success in terms of the influencers chosen, the quality and content they produced, and the reach and engagement they received on Facebook, Twitter and Instagram. Altogether, 527 entries were received.

#### **2.3.3 Campaign 2: #StepUpYourGo**

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<sup>1</sup> Influencers are non-affiliated consumers that have a dedicated fan-based following. Their influence enhances the awareness and reach of dairy among the target group.

During the third and fourth quarters, the #StepUpYourGo social media hero campaign used four different micro-influencers to boost the campaign's reach and encourage consumers to use dairy. The hero campaign ran from 1 September to 8 December 2022, with the objective of increasing the platform reach and average engagement in the target group.

The focus of #StepUpYourGo was to increase reach, which was reflected in the video plays (Instagram and TikTok) as well as the overall reach. A total number of 1 060 005 video plays and an overall reach of 1 211 391 was achieved, with a cross-channel net audience growth of 318. The influencers' content was positively received, and greatly contributed to reaching the targeted group.

## **2.4 DAIRY GIVES YOU GO WEBSITE**

The DGYG website ([www.dairygivesyougo.co.za](http://www.dairygivesyougo.co.za)) is aimed at teenagers and describes the health and nutritional benefits of dairy in an infographic format. The DGYG website was continually monitored and updated when required.

There were three themes on the website:

- Every day: the role of dairy
- Sport and dairy
- Strength: the benefits of dairy

In addition, all the TV advertisements, consumption videos and Tasty Treat videos can be viewed on the DGYG website, together with the television adverts.

### **LINKS:**

- FACEBOOK: <https://www.facebook.com/dairygivesyougo>
- Instagram: <https://www.instagram.com/dairygivesyougo/?hl=en>
- TWITTER: <https://twitter.com/dairygivesyougo?lang=en>

## **3. REDISCOVER DAIRY COMMUNICATION ACTIVITIES**

The Rediscover Dairy communication elements included:

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

### **3.1 REDISCOVER DAIRY ON 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 used 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 was planned a month in advance. In addition to the 'always on' content, media releases were developed and used as content for the RDD on Facebook and in the digital media. Where possible, radio interviews were arranged, which strengthened the message and increased the reach of the information.

The RDD Facebook had 22 000 followers and Instagram 2 846.

#### 4. MEDIA RELEASES

**Five media releases were planned for 2022. Media releases focus on specific health benefits of dairy and expand on the topic. The media releases were distributed to digital publications.**

The content is boosted by means of established bloggers who post the relevant content on their own social media pages and link it to the RDD Facebook page.

The topics were:

March 2022: Affordable, dairy-based recovery strategies for lifestyle athletes

May/June 2022: World Milk Day communication: How dairy helps you find the weekday balance between nutrient-rich and portion limits

June 2022: World Milk Day communication: How dairy helps you to provide affordable, nutrient-rich lunchboxes for kids

August/September 2022: Cooking with dairy: Less waste, more goodness

October 2022: Fermented Food Frenzy

December 2022: Cheese, star of this summer's platters, pairings and picnics

LINKS: <https://www.rediscoverdairy.co.za/latest-news-2/media-information/>

#### 4.1 INFLUENCERS USED IN REDISCOVER DAIRY SOCIAL MEDIA

The CEP contracted seven micro-influencers in 2022 on an ad hoc basis. Such micro-influencers are used to increase reach and awareness across social media pages. The influencers used messages approved by the CEP to help build relationships with consumers and followers of the Rediscover Dairy social pages and thereby increase exposure.

The influencers consisted of

- Four 'mommy' influencers (who have their own children)
- A fitness blogger
- Two dietitian influencers

The seven micro-influencers created content that addressed health and nutrition with dairy. Thirty posts and ten reels were developed, which over a period of 7 months, generated an average reach of 41 446, with 661 comments, 733 shares and 8 587 likes. The outcome was an average engagement rate of 3,8%, which is well above the average benchmark of 0,32% according to the 2022 Top 100 Health Food Brands rankings.

It is significant that reels obtained a much better engagement rate than static posts. Reels consist of short-form video content that is only viewable for 24 hours. They are preferred engagement drivers as they are situated at the top of the feed. The higher engagement and interactive nature of reels play a very important role in driving community engagement and increasing viewer reach. People access reels to participate in cultural trends, collaborate with the community and discover new ideas.

The global engagement benchmarks for Instagram are:

5 (CEP, Annual Comprehensive, 20 Feb)

- for all posts: 0,68%
- plus photo: 0,70%
- plus video: 0,47%
- plus carousel: 0,85%

**LINKS:**

Facebook: <https://www.facebook.com/RediscoverDAIRY>

Instagram: <https://www.instagram.com/rediscoverdairy/?hl=en>

Twitter: <https://twitter.com/search?q=%23RediscoverDairy>

## **5. CONSUMER PRINT CAMPAIGN**

### **5.1 PROMOTIONAL ARTICLES**

Consumer Print includes promotional articles written for consumer publications to expand on the CEP's key dairy nutrition and health messages by creatively engaging with consumers. The consumer communication campaign is aimed at mothers aged 25 to 55 years, with children living at home. The activities include print, digital, social media and lifestyle television; nine insertions were planned and achieved in 2022. Articles were published in *Sarie*, *True Love*, *Huisgenoot* (digital), *You*, *Modern Mom*, and *Drum* (digital).

### **5.2 ONLINE CONSUMPTION VIDEOS**

The CEP developed five online 30-second videos and a three-a day video to showcase dairy consumption using milk, yoghurt, cheese, and amasi.

These are available for use by the dairy sector and can be found at

<https://www.dairygivesyougo.co.za/videos/>

### **5.3 DAIRY MATRIX VIDEO**

The Dairy Matrix video is an educational tool that explains the dairy matrix. These videos are complete and available for use by the industry.

The Dairy Matrix educational tools include:

- Video: 2.36 minutes
- Three short videos per product: 30 seconds each
- Social media: banner and posts per product
- Supportive material is available on the website.

LINK: [https://www.rediscoverdairy.co.za/evidence-based\\_reviews/health-benefits-of-dairy-2019/dairy-the-matrix-matters/](https://www.rediscoverdairy.co.za/evidence-based_reviews/health-benefits-of-dairy-2019/dairy-the-matrix-matters/)

### **5.4 RECIPE PORTAL ON WEBSITE**

Twenty recipes and five recipe videos were developed for the website and used in social media communication to increase traffic to the Rediscover Dairy [www.rediscoverdairy](http://www.rediscoverdairy) website. Each recipe includes the nutritional analysis of the recipe. The recipes are a popular search item and can be found at <https://www.rediscoverdairy.co.za/resources-and-tools-2/recipes/>

## **6. REDISCOVER DAIRY NEWSLETTER**

Three newsletters were developed in 2022. Their aim was to capture some of the outputs of the CEP and share it with industry and health professionals on the continuing professional development (CPD) database. The third 2022 newsletter was carried over to the end of January 2023.

LINK: <https://www.rediscoverdairy.co.za/latest-news-2/newsletter/>

## **7. MEDIA LIAISON**

### **7.1 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. Seven informative articles on the CEP and other relevant topics were published in *The Dairy Mail* in 2022 and another five articles appeared in *Milk Essay*.

### **7.2 MEDIA LIAISON MONITORING**

The CEP's media liaison seeks to make information on nutrition and health benefits of dairy available to journalists, who then communicate the information to the target markets, serving the interests of the reporters and the media concerned. Print coverage and consumer awareness are generated at no additional cost to the CEP.

Relevant information on dairy published in the media was monitored by Newsclip, an independent specialist firm. Updates are produced daily in electronic format. General media were monitored on different platforms, i.e. print, digital, television and radio. Over the reporting period of 12 months, the Newsclip monitor captured at least 1 025 articles that mentioned dairy health and/or nutrition, translating to an advertising value equivalent of R6,2 million. In addition, the print or digital advertorial media releases by the CEP that were published by various media companies generated an average advertising equivalent of R6 million.

Caxton and Ramsay/Highbury media, two major publishing houses, published recipes developed by the CEP in various digital and press media at no cost to the CEP. The additional coverage amounted to R1 4m and reached 271 258 readers.

### **7.3 FREQUENT MEDIA TOPICS**

Topics that refer to dairy and appear frequently in the media and/or are of particular interest to the initiatives of the CEP are monitored. In 2022 the following topics recurred frequently in the media: child nutrition, lactose intolerance, gut health, World Milk Day (WMD), hormones, allergies, and plant-based drinks.

### **7.4 WORLD MILK DAY**

WMD communication consisted of media releases, radio interviews and interaction with the Global Dairy Platform. Fifty-two articles were observed in the media; the CEP provided nine additional articles that generated mentions. The WMD celebrations held by the [Western Cape Department of Agriculture](#) featured largely.

According to the report by the Global Dairy Platform (GDP), South Africa has been a relevant participant since 2019 and was again ranked under the top 10 participating countries.

The GDP Report is available at <https://worldmilkday.exposure.co/world-milk-day-2022>

## **8. SCHOOL EDUCATION PROGRAMME**

### **8.1 GENERAL**

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

7 (CEP, Annual Comprehensive, 20 Feb)

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

Each theme is packaged as 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 materials are available on the Dairykids website ([www.dairykids.co.za](http://www.dairykids.co.za)).

The CEP expanded its school education programme, following on from the existing teacher support material developed for the Foundation Phase and Intermediate Phase. The Consumer Studies curriculum of the Further Education and Training (FET/grades 10–12) curriculum was identified as an appropriate target, as the consumer messages developed by the CEP align well with the content covered in the food and nutrition section of the curriculum. All the content was developed for each grade and is available on the Dairykids website.

## **8.2 WORKSHEETS FOR 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.

E-Classroom is a dedicated platform used by educators. It hosts topic-specific educational material per grade and assist educators with lesson plans. The CEP extended its school material by several additional worksheets aimed specifically at the subject, literature, to supplement its addition worksheets. The material has since enjoyed a favourable download rate from the E-Classroom platform, where teachers and learners downloaded it 9 304 times in 2022.

E-Classroom has an active community social media page, targeted at educators and parents with children. It hosts short information pieces, and competitions to drive engagement. It also develops original content that is used by various organisations to promote and advance education in SA. The E-Classroom page is a long-standing and trusted influencer that has successfully improved the CEP’s reach.

## **8.3 WORLD SCHOOL MILK DAY**

World School Milk Day (WSMD) is celebrated on the last Wednesday in September. In 2022, the WSMD theme was ‘Dairy gives you GO for a healthy me and healthy environment!’, which focussed on how dairy makes a difference in the health status of school learners by involving learners and teachers through a school-driven campaign. The CEP developed a WSMD challenge that emphasised the unique combination of nutrients in each dairy product that work together in building a healthy body and immune system.

In addition, the important role that communities play in the health of the environment was also highlighted. Learners were challenged to collect empty dairy containers to reuse them for creating a work of art. Working with the DBE National School Nutrition Programme, the challenge was distributed online to schools nationwide. The WSMD challenge ran throughout September in various public and private schools. The winners will only be announced in 2023.

On 28 September, the CEP participated in the celebrations at Nkululekweni Primary School in Stilfontein in North West. The CEP also distributed learning materials such as teacher guides, class posters and fact sheets to 25 schools in rural areas, reaching 8 700 learners. Various dairy processors participated by giving milk or dairy samples. Of the 25 schools, 15 schools received a sample of dairy for each learner.



## **9. DAIRYKIDS WEBSITE**

All the communication products related to the WSMD school project are also available on the Dairykids website ([www.dairykids.co.za](http://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 DGYG 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. During 2022, the Dairykids page was viewed 3 700 times.

## **10. REDISCOVER DAIRY WEBSITE**

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 Milk Producers Organisation, the International Dairy Federation (IDF) and GDP. The website was maintained and new information uploaded regularly. The Rediscover Dairy website was viewed 32 765 times. The most frequently viewed items were CPD articles, information for health professionals, recipes, and information about maas and buttermilk.

### **10.1 ASK DAIRY**

The Ask Dairy online tool was developed in consultation with members of the Technical Advisory Committee. The Ask Dairy menu consists of 100 questions and answers on dairy-related matters. Ask Dairy was hosted on the DGYG website but has since been moved to the Rediscover Dairy website. The navigation of the tool was improved and a search function included. Ask Dairy was viewed 200 times in 2022.

## **11. WELLNESS PROGRAMME**

The wellness programme entails training in community work at public clinics of the Department of Health (DoH) for nutrition advisers, health promoters, community health workers and nursing sisters. It is geared at providing educational information sessions for the upliftment of local communities. Eight educational information sessions were planned for 2022, covering eight districts in KwaZulu-Natal (KZN). In total, 949 health promoters received training from the CEP in 2022.

A recording of the training session presentation was produced this year. The recording can be used when 'in-person' presentations are not possible in some regions, or where a safety threat due to possible unrest situation, exists. It will also enable the CEP to expand to areas previously not reached or address larger groups. The recording consists of two sessions of 10 and 34 minutes respectively and covers the full training module.

As part of the clinic training to the various district clinics in KZN, the KZN DoH requested the CEP to test participants' knowledge before and after the training events. The test was applied in four training sessions and the questionnaire was completed by 360 participants. The data that was collected was evaluated by the Dr Jane Muchiri – a part-time lecturer at the University of Pretoria. The first report included all presentation opportunities from October 2021 to April 2022 and the results of the research are available on request from the CEP office.

The results showed that the participants benefited from the training events in that their knowledge of dairy health and nutrition increased. General comments about the research included a high level of satisfaction with the content, presenters and training material provided.

The results of the second phase of the research will be released during the course of the first quarter of 2023.

## **12. SPECIALISED COMMUNICATION**

### **12.1 OVERVIEW**

The CEP's specialised communication is intended for health professionals, i.e., doctors, dietitians, nutritionists and nurses. The messages are based on the latest scientific information on dairy nutrition and health. The CEP is guided by an independent technical advisory committee that comprises specialists in the field of nutrition and health.

Communication channels include:

- Scientific advertorials and nutrition reviews (print and digital)
- Education material for dietitians, nutritionists and nutrition advisers
- Education material for dietetic students at universities and dietitians at tertiary training hospitals
- Direct liaison with health professionals through CPD events, seminars and conferences
- Exposure on the Association for Dietetics in South Africa (ADSA) website
- A comprehensive website, [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za), with specific reference to the section on dairy-based nutrition

### **12.2 HEALTH PROFESSION PRINT MEDIA**

#### **12.2.1 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 submitted to publications read by this target audience.

The evidence-based nutrition reviews explore new topics in dairy health and nutrition that warrant 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.

- One evidence-based review was published on the website, namely *The effect of dairy products on inflammatory biomarkers*, available at [https://www.rediscoverdairy.co.za/evidence-based\\_reviews/health-benefits-of-dairy-2019/dairy-and-inflammation/](https://www.rediscoverdairy.co.za/evidence-based_reviews/health-benefits-of-dairy-2019/dairy-and-inflammation/)

The CEP publishes its dairy-based-nutrition (DBN) reviews in the *SA Journal of Clinical Nutrition*. In 2022, the DBN on dairy and inflammation was published, together with the notification of the Continuing Nutrition Education (CNE) event, on the Dairy Matrix in the *SAJCN*.

#### **12.2.2 PRESENTATIONS AND HANDOUTS AT ASSOCIATION FOR DIETETICS IN SOUTH AFRICA EVENTS**

As part of the health professional print campaign, the CEP creates awareness on the ADSA ([www.adsa.org.za](http://www.adsa.org.za)) website, especially to inform dietitians of the new information. The information appears on the RDD website together with any new scientific information on dairy health and nutrition. The CEP also presents on the CEP/dairy health and nutrition, at the ADSA regional meetings. The CEP is asked to deliver presentations on specific topics. In 2022, the ADSA portal was used to notify dietitians of the CPD activity on the website, the CNE events and the DBN on dairy and inflammation.

## **13. CLINICS: EDUCATIONAL PRESENTATIONS AND MATERIAL FOR HEALTH PROFESSIONALS**

### **13.1 DAIRY-BASED NUTRITION TOOL**

As part of the communication activities with dietitians, the CEP communicates with the third- and fourth-year dietetics students at all the universities in the country that offer a degree in dietetics. The CEP's dietitian visits these universities and addresses third and/or fourth-year students on all aspects of the work of the CEP. New science and nutrition developments in the field of nutrition and dietetics are then discussed.

The CEP visits the tertiary hospitals where graduate dietitians do their community service. Such hospitals also offer several public clinics that present nutrition education. The purpose of the visit is to inform the dietitians in this work environment about the work and activities of the CEP and at the same time, provide them with the educational tool known as 'Healthy eating for the whole family – covering the importance of dairy in the diet of South African families throughout all life stages'. During 2022, three universities and two hospitals were visited and 109 students attended the presentations by the CEP.

As part of the CEP's liaison with the universities, it awards an annual prize for the best dietetic student in Community Nutrition at specific universities. In 2022 these prizes were awarded to students at Stellenbosch University, the University of the Free State, North-West University and the Nelson Mandela University. As part of their prize, each winner also received various educational materials and tools for dietitians developed by the CEP.

### **13.2 CONTINUING PROFESSIONAL DEVELOPMENT**

#### **13.2.1 CPD Articles**

The CPD activity enables the CEP to communicate directly with one element of the health professional target markets, i.e. dietitians and nutritionists. The articles selected for this activity focus not only on dairy nutrition and health but also on new research results available in nutrition overall. This menu item on the [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) website, has proven to be very successful in reaching dietitians and nutritionists.

Twelve peer-reviewed articles were made available to dietitians and health professionals from 1 April 2022 on the Rediscover Dairy website. Health professionals (dietitians and nutritionists) could earn 25 clinical continuing educational units (CEU) and 5 ethical units by completing the CPD articles on the Rediscover Dairy website, free of charge. This amounts to the total number of units needed in a year by dietitians and nutritionists.

The CNE menu was available to dietitians until 31 December 2022. Health professionals were notified of the availability of the 2022 CPD activity of the CEP by various means: the website and Facebook page of the ADSA; the Nutrition Society of South Africa newsletter; the Dietitians in Practice Facebook page; and direct emails to the database of the CEP, which consists of participating dietitians and nutritionists. Newsletters and notifications can be sent to all dietitians registered on the portal. Currently, 2 169 users are registered on the portal, of which 293 were added in 2022.

A fully integrated automated online system for registration, submission of articles and generation of the CPD certificates was developed to simplify the process for the CEP and participating dietitians. In 2022, a total of 3 298 answer sheets from the different articles were completed.

#### **13.2.2 Continuing Nutrition Education (CNE) for dietitian and nutritionists**

In 2022, the CEP presented two CNE events and participated in the CNE event presented by the IDF's Standing Committee Nutrition and Health.

**a. First CNE: March 2022**

The CEP presented its first CNE event on 3 March 2022 at Avianto in Muldersdrift. The theme of the day was: ‘Sustainable diets: the complicated truth’. Experts in nutrition and sustainable diets presented papers at the event. The speakers were:

- Prof. Frank Mitloehner – University of California Davis: ‘Global greenhouse gas emissions’
- Prof. Alice Stanton – RCSI University of Medicine and Health Sciences: ‘The role of animal protein as part of sustainable nutrition’
- Dr Mieke Faber – Medical Research Council, South Africa: ‘Food Security’
- Craig Wilkinson – Motivational speaker: ‘Operating with excellence’
- Claire Julsing-Strydom – ‘Nutrition and inflammation’

The event was attended by 90 delegates, limited to dietitians and nutritionists only, and they could obtain 4 CEUs for attendance. Speakers were awarded an extra unit for presenting their specific topic.

LINK: <https://www.rediscoverdairy.co.za/cne-for-dietitians-nutritionists/dairy-day-cne/>

**b. IDF May 2022**

The CEP participated in the CNE presented by the IDF, Standing Committee of Nutrition and Health on 12 May 2022. The theme was ‘Nutrition, dairy and health across the life course’. Prof. Lisanne du Plessis of Stellenbosch University delivered a paper on ‘The role of dairy as part of the Paediatric Food-based Dietary guidelines of South Africa’. As an incentive for attendance, the CEP applied for CPD points for dietitians. In total, 250 South Africans registered for this event and obtained 3 CPD points. In addition, the presentation was also attended by 30 students in the field of nutrition and food technology.

**c. Dairy Matrix, November 2022**

On 9 November 2022, the CEP hosted its second CPD event in the form of a webinar on the latest research on what the dairy matrix – the unique combination of nutrients in dairy and the way they work together – means for heart health.

This online event was moderated by Prof. Corinna Walsh. Two esteemed nutrition experts, Prof. Arne Astrup of the Novo Nordisk Foundation in Denmark and Prof. Renée Blaauw from Stellenbosch University in South Africa, unpacked the science behind saturated fat as found in dairy and its implications for cardiovascular disease.

The event was accredited for three CPD points. One point was for attendance of the webinar, while the CEP also provided a CPD article on the topic, worth an additional two CPD points. The CPD article was made available to doctors, dietitians and nutritionists.

The CPD event was attended by 235 dietitians, 9 nutritionists and 63 doctors. Of these, 61 participants were from other fields, such as academia or the dairy industry. A total of 534 people registered and some listened to the recording afterwards, which was available on the Rediscover Dairy website and the Food Focus portal.

The recordings of the event can be accessed here:

LINK: <http://cne.foodfocus.co.za/>

### **13.2.3 Summer school**

On 12 July the CEP's dietitian addressed the students of Wageningen University's Summer School in the Netherlands online. The topic of the presentation was 'The role of milk and dairy in the diet – from an African perspective'.

## **14. CONSUMER RESEARCH**

The CEP embarked on a consumer research project in conjunction with the Bureau for Food and Agriculture Policy (BFAP), titled 'Changes in consumer behaviour and consumption of dairy products in South Africa and reasons for it'.

The BFAP conducted the research and captured data in the second quarter of 2022. The results of the research were presented to the Advisory Committee of the CEP on 23 August 2022. A full report is available on the Rediscover Dairy website.

LINK: <https://www.rediscoverdairy.co.za/home2015/members-section/presentations-clips-and-research/>

## **15. INDUSTRY-RELATED MATTERS**

### **15.1 Advisory Committee**

The Advisory Committee meetings of the CEP were held on 14 April and 23 August 2022.

### **15.2 Consumer Goods Council of South Africa**

The CEP is a member of the Food Safety Initiative and Health Foods Options Industry Initiative of the Consumer Goods Council of South Africa (CGCSA). The DoH requested CGCSA's support for their Health Food Options Industry Initiative (HFOII). The CEP contributed to the HFOII national strategic plan for the prevention and control of noncommunicable diseases in South Africa. The initiative gives high prominence to food products containing added sugar.

Front-of-pack labelling (FOPL) has been discussed extensively with the CGCSA and industry. Many industry meetings and consultations hosted by the CGCSA were attended and the CEP, together with the Regulations and Standards Project of Milk SA, participated in this discussion on behalf of the organised dairy industry. All retail sectors were given the opportunity to voice their requirements in this regard. The CEP completed an industry survey on FOPL in conjunction with the Dairy Standard Agency (DSA), at the request of the CGCSA. The CEP aligned itself with the guidelines provided by the IDF for FOPL. The industry is awaiting a response from the DoH in this regard.

### **15.3 Front-of-Pack labelling working group**

The information received from the CGCSA about the proposed thresholds for added sugar and saturated fats has made it clear that certain dairy products could be negatively impacted if intrinsic sugars are calculated as part of total sugars and are not recognised as a beneficial nutrient contributing to the overall nutrient and health benefits of dairy products.

To mitigate the impact of warning labels, a Milk SA task team has been formed consisting of the CEP, DSA, the Regulations and Standards Project of Milk SA, two industry representatives, and Prof. Friede Wenhold, to formulate the requirements for a submission to DoH under the umbrella of the Regulations

and Standards Project of Milk SA. The intention of the task team was to develop evidence-based submission so that the DoH would:

- consider excluding lactose as an intrinsic sugar in dairy products in the calculation of total sugars for the purpose of FOPL;
- to consider an argument for dairy fats in FOPL, taking into account emerging research results on the health benefits of dairy towards mitigating cardiovascular disease and the overall lowering of risks of noncommunicable diseases;
- to propose reasonable cut-off values for intrinsic sugars and saturated fats for consideration by the DoH.

### **15.3.1 Milk SA Task team progress**

- i) The framework of the submission to the DoH was completed and accepted by the Milk SA task team.
- ii) A separate and independent expert team was formed to develop the different science support documents required for the submission. These are:
  - Prof. Mieke Faber: Nutrition landscape in South Africa with specific reference to the role of dairy
  - Prof. Corinna Walsh: Dairy sugars
  - Prof. Renè Blaauw: Fats in dairy with special emphasis on saturated fatty acids
  - Prof. Friede Wenhold: Management of development of the scientific reviews and liaisons with the Milk SA task team. She will also assist the Milk SA task team in drafting the final submission for the DoH.
- iii) The science report developed by the expert team was submitted for review by the Milk SA team in September 2022 and returned to the independent expert team. The revised review was received from the expert team in December 2022.
- iv) The next step is to finalised editing of the report and plan a communication strategy to inform the industry.

### **15.4 South African Society of Dairy Technology**

The Project Manager is the president of the South African Society of Dairy Technology (SASDT) and was tasked to organise the symposium ‘A bright future for dairy’. The symposium was held at Lanzerac in Stellenbosch on 24 March 2022 and was attended by 97 delegates. A line-up of 14 speakers presented papers on four different focus areas:

- Consumer insights in sustainable eating, with local insights
- Environmental management and animal welfare
- The future of packaging
- Future-proofing the dairy industry/consumer behaviour change

The presentations and recordings can be viewed at: <https://sasdt.foodfocus.co.za/>

The SASDT held a strategy meeting on 20 September 2022 at the Crownfoods head office. A strategist led the day and the management committee participated in developing a new strategy for the SASDT that would guide the way forward.

A symposium is planned for 17 and 18 April 2023 and will be held at Fordoun Hotel in KZN, Midlands. The theme of the symposium is ‘Dairy: The next decade: Opportunities and Challenges’.

### **15.5 Milk SA technical working group meeting: Dairy products and the use of dairy terms**

The meeting reviewed Regulation 1510 on dairy terms used in imitation dairy products such as plant-based beverages. The *Bulletin of the IDF on the Codex General Standard for the Use of Dairy Terms: Its nature, intent, and implications* was used for this discussion. The Regulation and Standards Project of Milk SA bears the primary responsibility in in this area. Several meetings have been facilitated by the DSA. The draft review was be circulated to industry for review.

### **15.6 Coordinating Committee of the Dairy Standard Agency, Consumer Education Project, and Research Project of Milk SA**

The Coordinating Committee of the DSA, the CEP, and the Research Project of Milk SA met on 17 March, 26 July and 4 November 2022. These meetings were extremely useful for discussing overlapping events and challenges.

## **16. MILK SA RESEARCH FORUM**

The Project Manager participated in the Milk SA research forum meeting which was held on in 2022.

## **17. WORK RELATED TO THE INTERNATIONAL DAIRY FEDERATION**

The work related to the IDF is ongoing. The IDF World Dairy Summit (WDS) was held in New Delhi in India in September 2022. The Project Manager participated virtually and the CEP's dietitian attended in person.

### **17.1 PARTICIPATION IN THE WDS 2022**

In summary, participation in the IDF WDS included attending the following business meetings:

#### **Project Manager**

- Standing Committee Marketing (SCM)
- SCM and SCM/SC Dairy Politics and Economic – joint meeting
- Subcommittee on Environment
- International Milk Promotion Group meetings

#### **CEP dietitian**

- IDF National Committees
- New members' meeting (presented on behalf of IDF head office)
- Task Force on Plant-based Beverages
- Joint meeting: Subcommittee on Nutrition and Health and Subcommittee on Standard of Identity and Labelling
- Subcommittee on Nutrition and Health
- IDF General Assembly
- Subcommittees on Marketing and Nutrition and Health
- IDF Chairs and Deputy Chairs as representative of Science and Programme Coordination Committee (SPCC)
- Action Team: Sugar-sweetened dairy

#### **Food scientist and communication officer of the CEP**

- Observer: Subcommittee Standards, Information and Labelling
- Observer: Subcommittee Environment

The GDP invited the CEP to present the food-based dietary guidelines (FBDG) for South Africa on 7 June 2022 (virtual event). This presentation was part of the GDP's drive to discuss the place of milk and dairy as part of the FBDGs worldwide and the possible inclusion of environmental sustainability. Eight countries

reported on the process of establishing their own FBDGs, where milk and dairy fitted in and how much dairy was recommended.

## **17.2 SCIENCE AND PROGRAMME COORDINATING COMMITTEE**

The CEP's dietitian attended all monthly meetings of the SPCC. The focus of 2022 was to update and complete a new IDF strategy and work plan and this work was finalised at the end of January 2022.

In 2022, the SPCC members reviewed 15 proposals for priority New Work Items. Six items were selected as priority work items for 2022:

- SCFA: Alignment of food additives provisions between dairy standards and the Codex General Standard for Food Additives
- SCRCC: Knowledge platform on Contaminants – IDF Guidance on detergents and disinfectants
- SCENV: Update of the IDF Guide on Carbon footprint (LCA)
- SCMh: IDF guidelines and IDF input to CCFH guidelines on use and reuse of water
- SCNH: School milk as part of school feeding programmes in sustainable food systems
- SCSIL: Impact of environmental labels for dairy

## **17.3 PLANT-BASED LITERATURE SEARCH**

The IDF task team on plant-based products requested the CEP to conduct a literature search to identify and review published research work in the areas of nutrition, environment, processing, and consumer insights of plant-based dairy analogues.

The food scientist of the CEP conducted an internet search and a meeting was held with the IDF task team leader on 15 December 2022 to report on progress.

## **18. GLOBAL DAIRY NUTRITION NETWORK**

The CEP is a member of a global network of nutrition experts within the dairy community. The network shares gained knowledge, perspectives, resources and collaborates in a collective effort to grow trust in dairy's contribution to health and sustainable food systems among health care professionals and reputational thought leader audiences. The group meets three to four times per year. Each meeting has a specific discussion topic and the CEP reported on work done in this regard.

## **19. SOUTH AFRICAN NATIONAL COMMITTEE OF IDF**

The annual South African National Committee of the IDF meeting was held on 28 March 2022. The Project Manager reported on the activities of the Standing Committee on Marketing and the International Milk Promotion Group, and the CEP dietitian reported on the Standing Committee on Nutrition and Health and Science and Programme Coordination Committee activities for 2021/2022.

***Christine Leighton***

*Project Manager of the Consumer Education Project of Milk SA*

*1 February 2023*



## LIST OF ABBREVIATIONS

ADSA	Association for Dietetics in South Africa
AR	Amps ratings
BFAP	Bureau for Food and Agriculture Policy
CEP	Consumer Education Project
CEU	Continuing educational units
CGCSA	Consumer Goods Council of South Africa
CNE	Continuing Nutrition Education
CPD	Continuing professional development
DBE	Department of Basic Education
DBN	Dairy-based-nutrition
DGYG	Dairy Gives You Go
DoH	Department of Health
DSA	Dairy Standard Agency
FBDG	Food-based dietary guidelines
FOPL	Front-of-pack labelling
GDP	Global Dairy Platform
HFOII	Health Food Options Industry Initiative
IDF	International Dairy Federation
KZN	KwaZulu-Natal
LSM	Living standards measure
NSNP	National School Nutrition Programme
SASDT	South African Society of Dairy Technology
SEM	Socio-Economic Measurement
SPCC	Science and Programme Coordination Committee
WDS	World Dairy Summit
WMD	World Milk Day
WSMD	World School Milk Day