



Rediscover Dairy

September 2023

In this newsletter, the **RediscoverDAIRY** team of Milk SA shares some of the highlights from the first half of 2023.

Find out more about the Consumer Education Project (CEP) of Milk SA at www.rediscoverdairy.co.za and follow them on their **RediscoverDAIRY Facebook** and **Instagram** pages.



New television advertisements: Dairy gives you more go than you know!

In March, the **Consumer Education Project (CEP)** of **Milk SA** launched four television commercials with the slogan 'Dairy gives you more go than you know'. The adverts are short and punchy and convey the health benefits of milk, maas, yoghurt and cheese in a humorous manner.

The concept of the dairy matrix was used as inspiration for the commercials. It explains that the nutrients in milk and dairy work together as a team to deliver more benefits than previously known – and served as the spark for the campaign's slogan.

[Watch the videos here](#)

Media releases

The **CEP** uses media releases to expand messaging on specific dairy-related topics, taking into account the current trends and mood in the consumer market. The **CEP** develops five media releases every year. You can read more about the different topics below:

Does what you eat during pregnancy matter? (February 2023)

Pregnancy is a sensitive developmental stage for both mother and baby, and maintaining a healthy diet is important to ensure that both stay healthy. This media release looked at the nutrients that are critical for the development of the unborn baby. It also highlighted the important role of iodine during pregnancy.

One of the main uses of iodine in the human body is for producing thyroid hormones, which have a role in maternal energy metabolism (and thus also weight gain) and support the growth and development of the baby in the first trimester.

In addition, it is a vital nutrient for proper brain development, potentially affecting neurocognitive outcomes of children later in their lives.

Read more on the role of iodine during pregnancy [here](#):





Load shedding and making sure your dairy products last (April 2023)

Food waste is a drain on consumers' already limited household resources. One more way in which South Africans have to adapt to regular load shedding is protecting food in our fridges.

In April, the CEP shared with consumers how they can keep their dairy products fresh during frequent power outages due to high levels of load shedding.

Storing dairy at the back of the fridge instead of in the door may help to keep products fresh for longer. Switching to UHT milk can also help consumers manage the souring of milk.

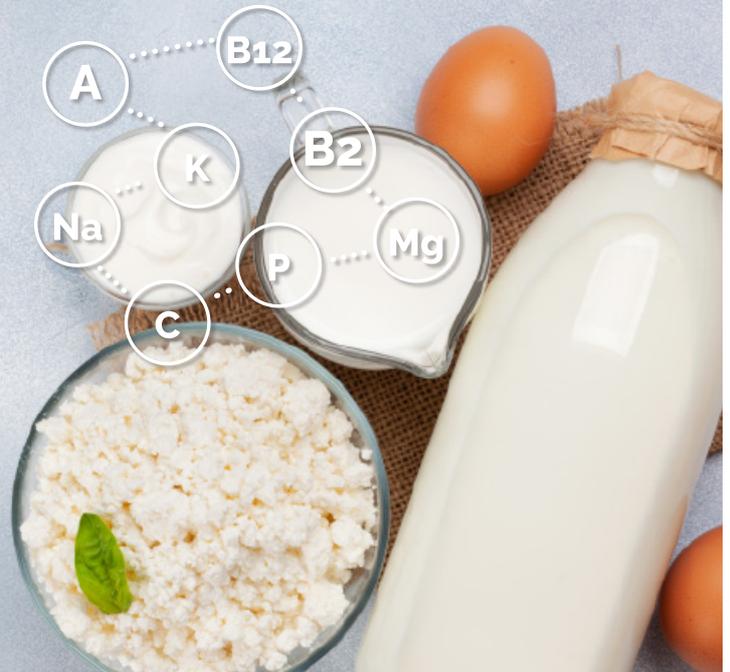
Read more about load shedding and making sure your dairy lasts.

Unbeatable dairy: Nutrient rich and value for money (June 2023)

Published to coincide with World Milk Day in June, this release looked at how consumers can be empowered to make good nutritional choices in tough economic times. In the face of rising living costs, many households have to tighten the purse strings and find creative cutbacks and savings in their food budgets.

The Project tasked Dr Hester Vermeulen, a specialist in consumer economics at the Bureau for Food and Agricultural Policy, to investigate the cost of four different nutrients in ten frequently consumed foods. Her analysis showed that dairy foods were among the top three to give nutritional value for money, especially during tough economic times.

Affordable and versatile, dairy also offers a unique profile of nutrients, working together to provide various health benefits. Read the release [here](#).



Social media campaign: #ShakeYourMaas

The **'Shake your maas'** campaign was launched to remind consumers that maas is a tasty, nutritious and versatile product – and cool to consume.

In June, this uniquely South African staple was celebrated through the **#ShakeYourMaas** campaign that ran on the **'Dairy Gives You Go'** social media pages. Popular South African influencers shared their favourite amasi memories and recipes.

Registered dietitian, Reabetjoe Mokoko, pointed out that having maas daily is included in South Africa's food-based dietary guidelines and demonstrated on the *My Kasi Kitchen* television show how to include maas in a variety of dishes.

Watch the video on the campaign [here](#) and visit our [recipe page](#) on our website.



Health professionals as one of the target markets

Communicating the nutrition and health benefits of dairy to health professionals enhances the credibility of the **Project** and strengthens the case for dairy nutrition.

Dietitians are specialists in the field of nutrition and diet therapy, but not everyone has in-depth knowledge of dairy nutrition.

When the **CEP** started in 2008, there were several misconceptions about milk and dairy among South African consumers, and the work of the Project focused on debunking these through evidence-based communication.

It was essential to include health professionals as a target audience, as it strengthened the messages of the Project and provided credibility to our work.

The **Project** uses various communication channels to communicate with these professionals (specifically dietitians and nutritionists) in South Africa.

For example, 32 dairy-based nutrition reviews are available on the **Project's website** and are occasionally also published in prominent local nutrition science and medical journals.

The reviews are compiled by an independent technical advisory committee, which includes well-regarded academics from the various universities in South Africa.

This not only ensures high-quality reporting of the latest research but also offers unbiased insight into important developments in dairy nutrition.

The CEP regularly presents talks at congresses or symposia and uses such platforms to communicate its work with the target market. A good relationship has been built with the local national associations for dietitians and nutritionists.

Look out for our next newsletter, in which we will explain why teenagers are a target market.



An Initiative by the Consumer Education Project of Milk SA

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