

# Rediscover Dairy

February 2024

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

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



## Media releases

**Media releases** are a great way for the **Project** to share health and nutrition-related dairy topics with consumers. The write-ups explain how dairy can contribute to good health in a way that is easy to understand, and are sent to digital publications that speak to a specific target audience.

Radio interviews often follow after media releases, which increases the reach of the messages and awareness among the audience.

In the second half of 2023, the **Project** produced three media releases:

### **a** Dairy tops the charts as nutritional value-for-money foods (June 2023)

The release caption '**Unbeatable dairy: Nutrient rich and value for money**' compared the nutrient profile and current prices of ten commonly consumed foods against dairy products with regard to the cost for protein, calcium, potassium and vitamin B12 content.

When consumers look at ways to cut back on monthly expenses, meeting the same nutrient needs through choosing affordable, nutrient-rich foods is important. This media release explained that dairy is not only versatile but also nutrient-dense value for money owing to its unique nutritional profile. Read more **here**:



### **b** Chill out with dairy in the summer months (September 2023)

Dairy has an essential role in providing nutrients for a healthy body for an active lifestyle. Owing to its versatility as an ingredient, including dairy in your daily diet adds **indulgence, taste and texture** to a variety of dishes and snacks – and nutritional value at the same time.

In addition, milk, yoghurt and cheese offer cost-effective, high-quality protein and several important nutrients such as calcium and B vitamins. This media release highlighted how dairy can be a culinary ally in keeping consumers cool and refreshed, tantalised and satisfied. Read more **here**.



## Summer Recipes



Beetroot, Walnut and Feta salad



Yoghurt Smoothie



Cottage Cheese Waffles



### **Dairy-atrics: Cheers to strong bones and happy hips (November 2023)**

Ageing is a natural and inevitable part of the journey through life. Globally, the number of people aged 60 years and older is expected to climb from 900 million to 2 billion from now until 2050. South African men and women have a life expectancy of 73 and 78 years, respectively..

But with age comes the natural breakdown in the micro-architecture of the bones, which increases the risk of fractures, as well as a loss of muscle, which affects independent movement. Good nutrition choices can help **keep bones strong and muscle mass in tip-top shape**. This release explained that an increased intake of dairy at an older age can have a positive impact on reducing the risk of fracture and loss of muscle mass. Read more [here](#).

## Dairy Day: A Continuing Nutrition Education event for dietitians and nutritionists

On 20 November 2023 and 13 February 2024, the Project hosted a Continued Nutrition Education event for dietitians and nutrition professionals at the Irene Country Lodge.

In line with the day's theme – 'Staying stronger for longer' – talks focused on **the role of dairy throughout life** – from before birth to old age. Two international speakers, Dr Sandra Iuliano from the University of Melbourne and Dr Rivkeh Haryono of Dairy Australia, joined the meeting remotely to talk about the lifelong benefits of dairy in the diet and how these can be communicated to drive policy change.

Dr Monique Piderit of Nutritional Solutions shared practical advice for communicating the health benefits of dairy through social media, stressing the value of keeping posts professional and evidence-based, and why nutrition professionals have a responsibility to stand up to miscommunication.

Dr Liska Robb and Prof Corinna Walsh of the University of the Free State explained why adequate nutrition is important for

**optimal childhood development** and how dairy contributes to **improving the nutritional status** of expecting mothers, young children and adults throughout life, especially in context of the new national dietary intake survey, completed in 2022 (publication pending).

The last presentations focused on the importance of **sustainable dairy farming** as an inextricable part of the cycle of healthy nutrition, to help consumers stay stronger for longer.



WESTERN CAPE  
**CNE Event**  
PRESENTED BY THE  
CONSUMER EDUCATION PROJECT OF MILK SA

**DAIRY DAY**

DAIRY NUTRITION FOR ALL SOUTH AFRICANS  
**Staying stronger for longer**

A report, the presentations and a dairy-based nutrition review is available on the [RediscoverDairy website](#).

# Gen Z as a target audience for the Consumer Education Project of Milk SA

Generation Z – people born around the turn of the century – are an important target audience for the **Project**, as instilling dairy consumption as part of **good dietary habits** among teenagers and young adults can contribute to positive health outcomes for the rest of their lives.

Positioning dairy in the space of the teenager and young adult will help them to develop a love for dairy so that they will take dairy with them into their adulthood and continue including it as part of a healthy lifestyle.

The Project uses **television and social media campaigns** on the Dairy Gives You Go platform to communicate with this target audience.

The Project also uses the RediscoverDairy **Facebook** and **Instagram** channels to talk to moms, explaining

why dairy is a food group that can provide in many of the nutritional needs of the younger segment of this age group.

As most of a person's bone mass is formed between the ages of 9 and 19, **calcium requirements** are high during this life stage.

Having three servings of dairy a day will provide in the calcium needs for this age group and ensure the formation of strong bones.

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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](http://www.dairygivesyougo.co.za) or [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za).