

Rediscover Dairy

Midyear 2025



In this newsletter, the **Consumer Education Project (CEP) of Milk SA** shares the highlights from the first half of 2025.

CEP reaches the diverse population of South Africa through focused activities and messages about the nutritional and health benefits of dairy products that resonate with each segment of the population.

Find out more about CEP at www.rediscoverdairy.co.za and follow us on **Facebook** and **Instagram**.

Consumer communication Dairy for all-day focus and energy

During the first half of 2025, CEP focused on communicating the role of dairy in providing sustained energy.

Sustained energy is critical for **focus and performance** all day long, appetite control and balanced nutrition.

When your energy is **properly balanced**, you're less likely to experience fatigue or dips in concentration. Subsequently, cravings for quick-fix snacks reduce, which helps to prevent overeating. Sustained energy is achieved through both our daily lifestyle habits and our food choices.

Foods such as complex carbohydrates that are high in fibre, good-quality protein and nutrient-rich dairy go a long way to **naturally sustaining the body's energy levels** over the course of the day.

This message was communicated using TV adverts and a media release linked to **World Milk Day**.

a TV adverts for Dairy Gives You Go

In June, CEP launched a new series of TV adverts designed to show Gen Z's how dairy can fuel their fast-paced lives and provide sustained energy.

Milk and dairy are pitched as **smart and convenient choices**, and each ad highlights how the combined effect of the nutrients in dairy, all working together, supports a seamless transition from one task or activity to the next.

Watch the ads

DAIRY, GIVES YOU MORE GO THAN YOU KNOW!



Read the media release

b World Milk Day celebration

As part of our World Milk Day celebrations on 1 June, CEP published a **media release** explaining that milk, yoghurt, maas and cheese naturally provide the nutrients that help keep energy levels stable.

The carbohydrate component of dairy (lactose) has a **low glycaemic index**, which means it gets digested slowly, while the **high-quality protein** in dairy, which is so important for building and repairing the body, also **slows digestion** to help keep us feeling fuller for longer. In addition, the unique spectrum of vitamins and minerals in dairy, such as magnesium and calcium, **support energy metabolism**.

Together, this means that the nutrients in dairy foods help to slow down the release of energy into the bloodstream and keep it steady for longer.



Other media releases developed during this period



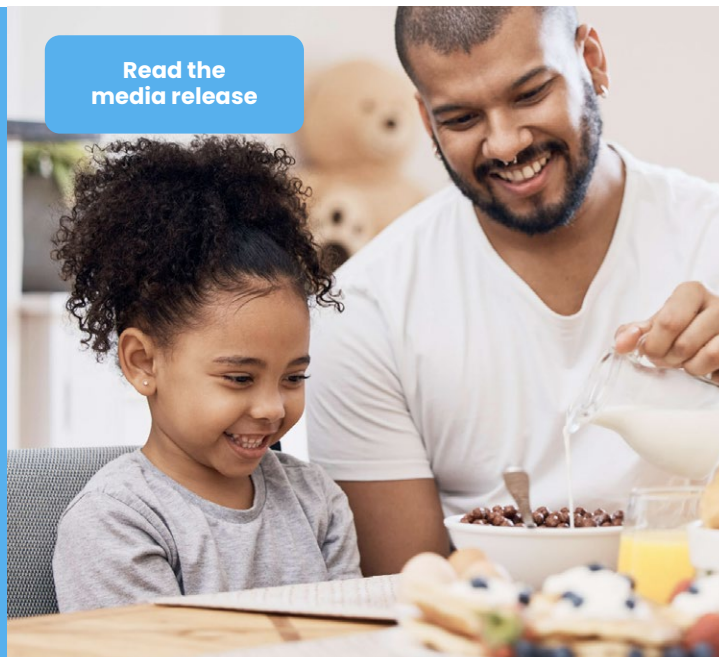
UHT milk is a convenient choice in our homes (February 2025)

Long-life milk – commonly called **UHT milk** – is a convenient choice and has become the preferred milk product in many households.

It's just as nutritious as fresh, pasteurised milk and offers the **same health benefits**, and so fulfils the same important role in a family's diet as fresh milk.



[Read the media release](#)



The unique health benefits of dairy products (dairy matrix) (April 2025)

For years, nutrition science has focused on how individual nutrients in foods are linked to health, like calcium being good for bones or saturated fats being a risk factor for heart disease. However, current research reveals that the **health effects of what we eat** – whether benefits or risks – are related to much more than the individual nutrients.

This is especially true for dairy products, which have **unique structures** that influence how our bodies digest and absorb specific nutrients. This concept, known as the **dairy matrix**, explains why dairy products often have health benefits that cannot be attributed only to individual nutrients.

Comprehensive information about the dairy matrix is available on the **rediscoverdairy website**

[Read the media release](#)



Warm up this winter with dairy (July/August 2025)

With South Africa in the grip of winter in July and August, it's the perfect time to remind consumers that dairy is more than just delicious; it's **comforting and nutritious** too.

Dairy products add richness and flavour to hearty winter meals while also providing **essential nutrients** that support overall health.

Our latest winter-recipe media release is packed with **inspiring new ideas** for mealtimes, including butter chicken, pork schnitzels, crispy hashbrowns and the timeless favourite melkkos.

Read the release **here**.

[Find the recipes here](#)





Health professional communication: Webinar

CEP presented a webinar for dietitians and nutritionists on 7 May.

This session provided cutting-edge insights into lactase non-persistence, lactose intolerance and the broader health benefits of lactose and dairy. The speakers included:

Prof. Miranda Lomer, professor of dietetics in gastroenterology at King's College London.

Her presentation first explained the mechanisms of lactose digestion, the role of lactase in the small intestine, and how lactose malabsorption affects individuals.

She then discussed the prevalence and symptoms of lactose malabsorption before sharing information on diagnostic methods and the best dietary management strategies, which addressed common misconceptions about dairy exclusion.

Prof. Jan Geurts, principal scientist in the expert team nutrition at Friesland Campina in the Netherlands. He highlighted the unique health benefits of lactose and dairy, even for lactose-non-persistent individuals. His presentation focused on lactose and its role in gut health, calcium absorption and metabolic benefits.

The webinar was attended by 500 and equipped attendees with practical knowledge to guide their patients and clients more effectively. Attendees earned four continuing professional development points for the session.

[View the presentations here](#)

[More CPD opportunities](#)

What to look out for in our next newsletter:

CEP launches a new TikTok campaign.

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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 or www.rediscoverdairy.co.za.