



Rediscover Dairy

December 2025

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



Educating consumers on the value of dairy in the diet

When it comes to educating consumers on the health benefits of dairy, scientific evidence matters.

When complex research findings about dairy nutrition are translated into clear, practical messages, consumers can confidently apply **science-backed information** in their everyday decisions.

Under the RediscoverDairy brand, the **Consumer Education Project (CEP)** of MilkSA transforms dairy nutrition science into clear, meaningful consumer messages. This newsletter highlights the value of the Project's work during the second half of 2025.

Visit our website at rediscoverdairy.co.za to see the full scope of our work or follow us on **Facebook**, **Instagram** and **TikTok**.

Growing up strong: Why milk & dairy matter for teenagers

Adolescence is a **critical window** for **building lifelong health**. Between the ages of 10 and 19, the body undergoes rapid growth and development — including the formation of up to half of one's adult bone mass — making nutrition during the teenage years especially important.

Milk and other dairy products provide a **unique combination of nutrients** that support strong bones, muscle development, healthy weight management and cognitive function, yet many teenagers fall short of recommended intakes.



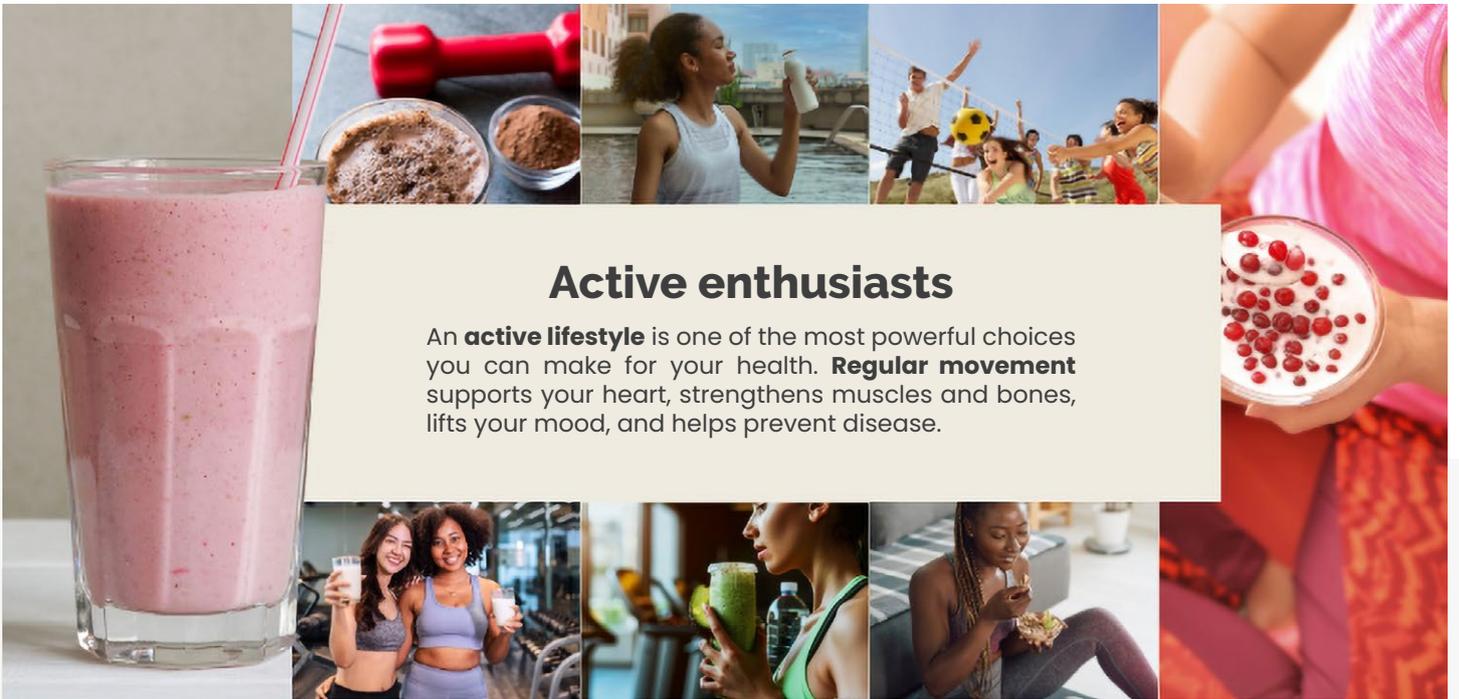
[Read the media release](#)



[Read the review](#)

This full **review** unpacks why dairy matters during adolescence, how much teens really need, and offers practical, science-based guidance to help parents support their teenagers' **growth, health and wellbeing**.

A **media release** was also developed and published in print and digital publications read by moms of teens. Content was further repurposed for social media and appeared on RediscoverDairy's Facebook and Instagram accounts.



Active enthusiasts

An **active lifestyle** is one of the most powerful choices you can make for your health. **Regular movement** supports your heart, strengthens muscles and bones, lifts your mood, and helps prevent disease.

Yet staying active today takes effort: modern life is fast paced, technology heavy and often stressful. True wellness comes not only from exercise, but also from nourishing your body, mind and gut with the **right balance of food, rest and recovery**.

Physically active individuals need to ensure they meet the relevant energy and nutrient requirements to sustain an active lifestyle in today's fast-paced conditions. **This review** highlights important nutritional considerations for sustaining an active lifestyle, with emphasis on **physical activity** and some reference to **mental and emotional wellbeing**.

A variety of foods, including complex carbohydrates, high-quality protein, fruits, vegetables and healthy fats should generally be prioritised, and ultra-processed should be limited.

Adequate fluid intake and optimising gut health are also important – and the intake of milk and dairy is encouraged because of their unique nutrient-dense combination of macro- and micronutrients. Consumers should be **mindful** of what, when and how much they eat – especially when engaging in intensive training and having to balance work and life.

Find out more about how to fuel your active lifestyle [here](#).

World School Milk Day

Every year, the last Wednesday of September is **World School Milk Day (WSMD)**. Over the past 10 years, the CEP has built strong partnerships with the National School Nutrition Programme and the Department of Basic Education, and in 2025 the Department identified 20 schools to participate in the WSMD celebrations.

Under the theme **“Strong bones, strong moves: Milk matters for sport and growing bodies!”**, the CEP-led initiative connected dairy nutrition, bone

health and physical activity through classroom and playground learning. The concept is aligned with the Life Skills curriculum for **Grades R–6** and supports the **holistic development of learners** through movement, creativity and applied nutrition education. Learners all received a milk product provided by participating processors.

Worksheets and educational material can be accessed [here](#).





Amazing amasi: The impact of digital consumer education

Today, digital and social platforms are the primary spaces where consumers engage and learn – and the reach of messaging can be measured in real time. For the CEP, this means that effective communication requires **specialist expertise** – in media targeting, data analysis, content creation and creative adaptation. It can no longer be managed through generic in-house efforts alone.



We saw this first hand in the response to an information drive around amasi, a traditional and much-loved fermented dairy product. Enjoyed regularly in 80% of South African households, it forms part of one of the fastest growing **fermented dairy** categories in the country.

In 2025, the CEP set out to communicate the nutritional benefits of amasi more clearly, emphasising not only its **delicious taste** but also positioning it as a valuable source of live bacterial cultures that are important for **gut health**.

Through expert-led social media execution – spanning multiple platforms, paid Meta advertisements and a dedicated webpage offering nutritional information and ideas for everyday use – the **Project** was able to reach consumers where they already are: online.

The results were exceptional.

Consumer awareness increased sharply and engagement levels on the RediscoverDairy social platforms surpassed expectations.

Digital and AI search traffic showed that **RediscoverDairy** is now recognised as a **primary reference point** for amasi-related consumer information, and the approach demonstrated how digital and social platforms can become powerful engines for long-term learning.

Rediscover Dairy is not only increasing awareness of amasi, but has established itself as the **definitive educational source for South African consumers**, now and into the future. Find out more about **amasi** [here](#).

Health professionals Dairy Nutrition Forum for dietitians.



On 5 December, the **Consumer Education Project of Milk SA** hosted a **Dairy Nutrition Forum** for its Technical Advisory Committee, joined by several industry dietitians. The event offered valuable insights across the following key topics:

- The principles of communicating nutrition science while maintaining credibility
- The importance and benefits of Milk SA's membership in the International Dairy Federation in advancing dairy nutrition science in South Africa
- An update on regulations governing the dairy industry
- A guest presentation titled "Nutrients lost in translation in food-based dietary guidelines" by Dr Stephan Peters (Dutch Dairy Association), highlighting how simplified food-based dietary guidelines may unintentionally create nutrient gaps, even when consumers follow recommended visuals or messages.

The forum provided a **valuable platform for collaboration** and reinforced the importance of evidence-based communication in the dairy and nutrition sectors.



BUTTERMILK CHICKEN WINGS



ROASTED BUTTERNUT SALAD WITH AMASI DRESSING

Dairy delight: Dairy-inspired recipes to sustain energy

Dairy products can be incorporated in delicious recipes that are both healthy and indulgent. Adding dairy – in the form of milk, yoghurt, amasi, cheese, butter or cream – to recipes can enhance the nutritional profile of the dish and add taste and texture.

During the second half of 2025, RediscoverDairy launched a collection of eight winter-warming recipes and four summer recipes, designed to bring both comfort and nutrition to families.

With dairy's unique combination of high-quality protein, low-GI carbohydrates and essential immune-supporting nutrients, the recipes show how milk, maas/amasi, yoghurt and cheese can elevate hearty meals, sides and snacks.



YOGHURT & STRAWBERRY BUNDT CAKE

Click [here](#) to access the delicious dairy inspired recipes for staying nourished and energised.

Follow us on [Facebook](#) and [Instagram](#).



An Initiative by the Consumer Education Project of Milk SA

[Visit Our Website](#)

info@rediscoverdairy.co.za | 012 991 4164

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.rediscoverdairy.co.za.