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Consumer Education Project of Milk SA

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Taking
science to
consumers

We all eat nutritionally correct!?!

- Preconceived ideas of what food is nutritious
- A google search will confirm your beliefs
- Social media information is fragmented
- Changing a belief or a habit takes

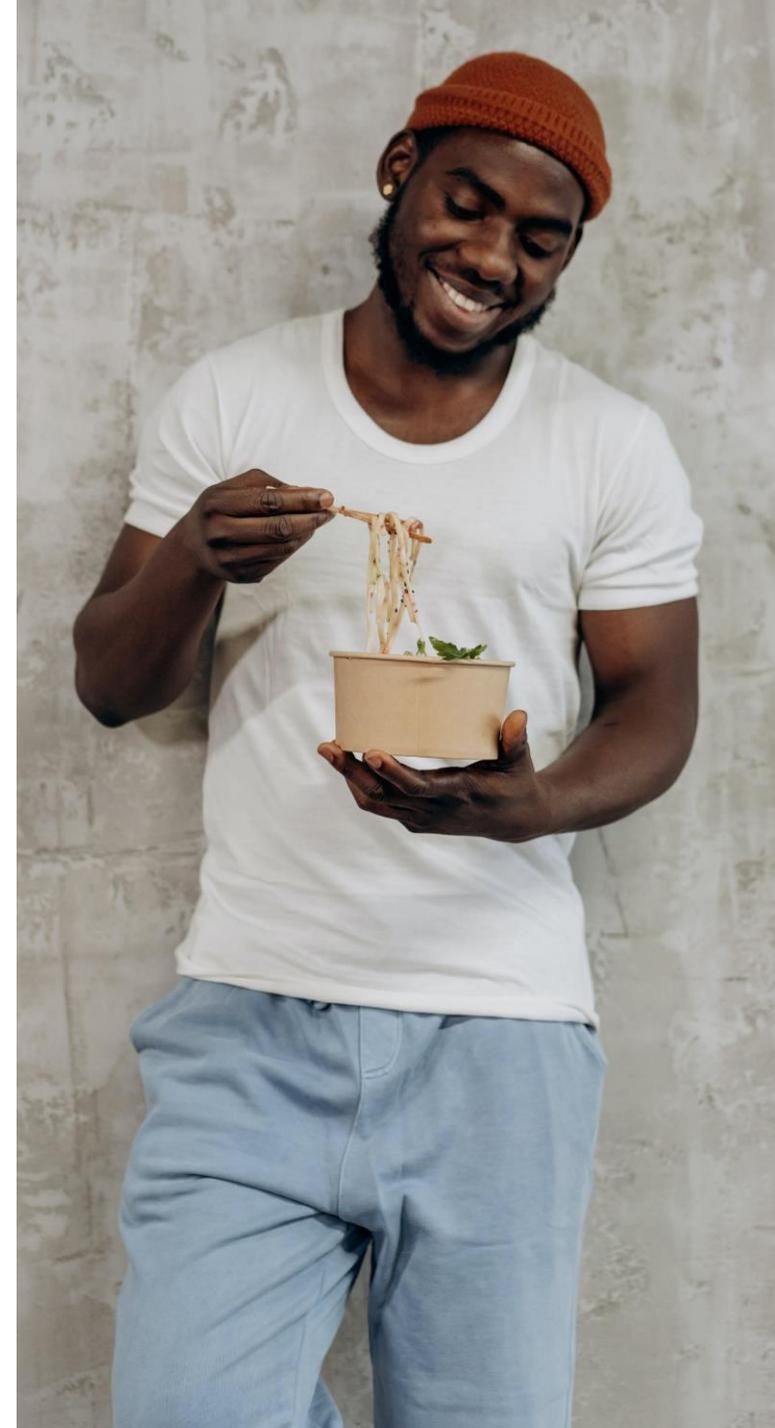


Communicators must be clever
in telling their stories

When consumers have a great
experiences with a product they are
likely to choose the one brand over the
other

How do we give consumers a **great
experience** with dairy

Not only in taste, but nutritional value;
convenience





Know your consumer's landscape

Trends

- economic factors
- high food inflation
- affordability of food
- class mobility – upward movement
- beliefs and attitudes

60m population in 10 different income brackets (BFAP: SEM 2022)





Consumers want the best value for their money

Trigger curiosity

- Get the attention of the consumer on an emotional level
- Then deliver the rational educational message
- https://www.rediscoverdairy.co.za/wp-content/uploads/2023/05/RD-May-PR-2023_v4-pages.pdf



What is the **purpose** of dairy?

Dairy's purpose is to provide **nutritious**
and **sustainable dairy** to the world
today and for future generations

International Dairy Federation

- Scientific knowledge
- Hub of information in ten areas of expertise
 - Animal health and welfare
 - Dairy science and technology
 - Economic and policies
 - **Environment**
 - Food standards
 - Hygiene and safety
 - **Marketing**
 - Methods of analysis and sampling
 - **And nutrition and health.**

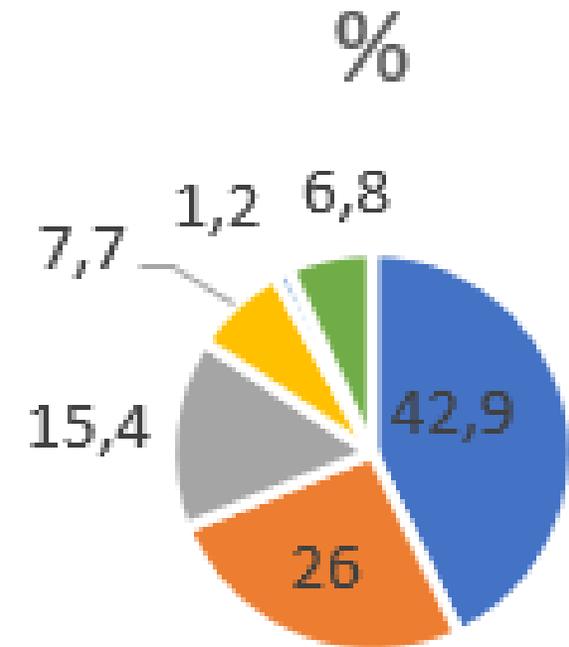


Dairy's landscape

Dairy is **not** a single product

3.349 billion tonnes unprocessed milk production (2022, SAMPRO)

- Drinking milk 42,9%
- Cheese (exc cottage and cream cheese) 26,0%
- Fermented products 15,4%
- Milk powder 7,7%
- Flavoured milk 1,2%
- Other 6,8%



Food matrix and the dairy matrix

Emerging science

Food Matrix \approx 10 years ago (75 research papers published from 2012–2022)

Dairy matrix \approx 2017 – at the IDF World Dairy Summit in Belfast

Since then – many videos to explain the concept (UK, Australia, South Africa)

79 articles published on the dairy matrix by experts in nutrition and health



Key take-out of the dairy matrix

The Dairy Matrix explains
that the nutrients in milk
and dairy **work together
as a team to deliver**
more benefits than
previously known



Why is the Dairy Matrix a valuable tool for dairy communication?

Plant based dairy alternatives is not nutritionally equivalent Cows milk.

The Dairy Matrix **differentiates** dairy products from plant-based products

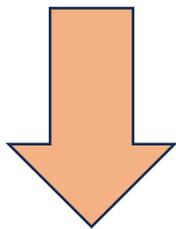
Main reason: Natural product, nutrients naturally present in dairy, bioavailable to the body



How do we
communicate the
Dairy Matrix to
consumers?

Through television
adverts ...

with the slogan...



**DAIRY, GIVES YOU
MORE GO THAN
YOU KNOW!**



FIND OUT MORE ABOUT THE HEALTH BENEFITS OF DAIRY
VISIT WWW.REDISCOVERDAIRY.CO.ZA

Dairy Gives You More Go Than You Know

Main benefits per TVC



Milk

**Hydration
Muscle growth
Energy**

Yoghurt

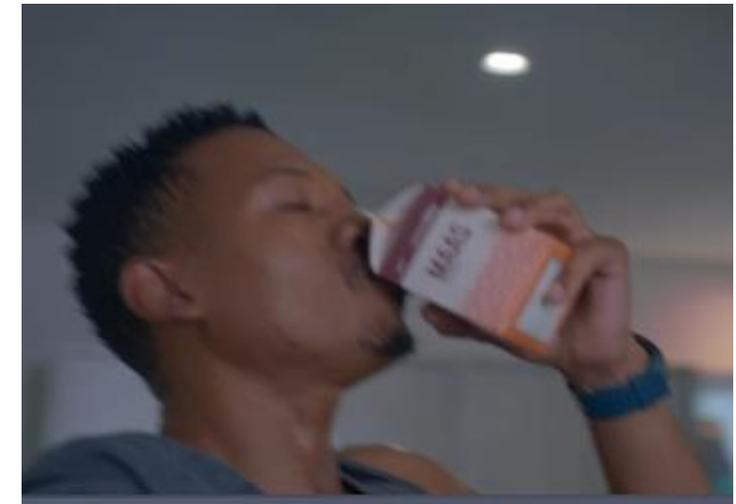
**Healthy gut
Immune support
Mental alertness**

**Maas/
Amasi**

**Gut health
Immune support
Muscle recovery**

Cheese

**Healthy growth
Muscle strength**





Targeted messaging

- Message must fit the purpose to ensure it lands with the audience
- Disciplined approach in messaging and communication channels
- Refer: Planning of the Project.

**DAIRY, GIVES YOU
MORE GO THAN
YOU KNOW!**



FIND OUT MORE ABOUT THE HEALTH BENEFITS OF DAIRY
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**New television adverts
Dairy Gives You More Go Than You
Know**

15 Seconds each

Yogurt



Milk



Cheese

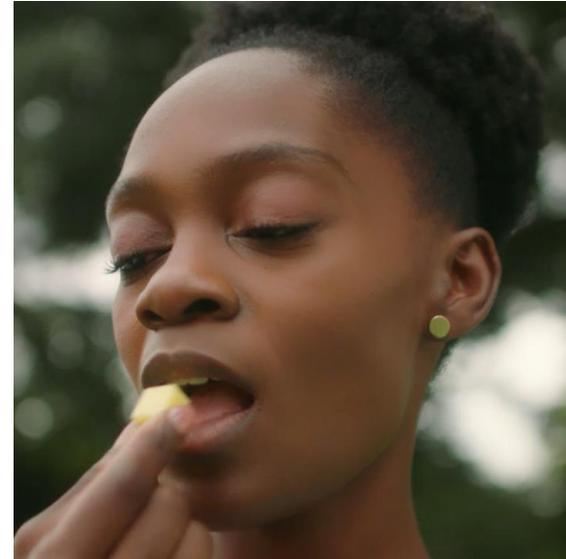
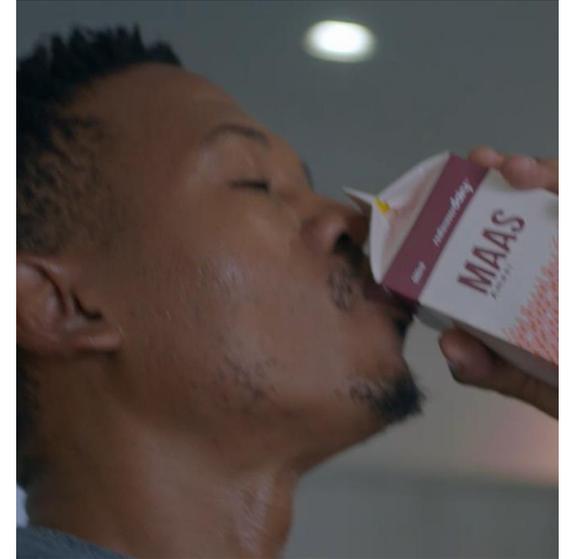


Maas



Television

- Four **15 Second** television adverts: Milk, Maas, Yoghurt and Cheese
- YouTube Cut downs of **5 seconds each**
- Three 15 second **Dairy Matrix videos**



The dairy matrix educational video



www.dairygivesyougo.co.za

Everyday and the role of dairy | Strength benefits of dairy | Sport and dairy | Snacks on the Go | Videos | [Do the Dairy Diary](#) | [Ask Dairy](#) | 🔍

VIDEO ARCHIVE

Watch all our videos

Dairy Matrix : Milk | **Dairy Matrix : Cheese**

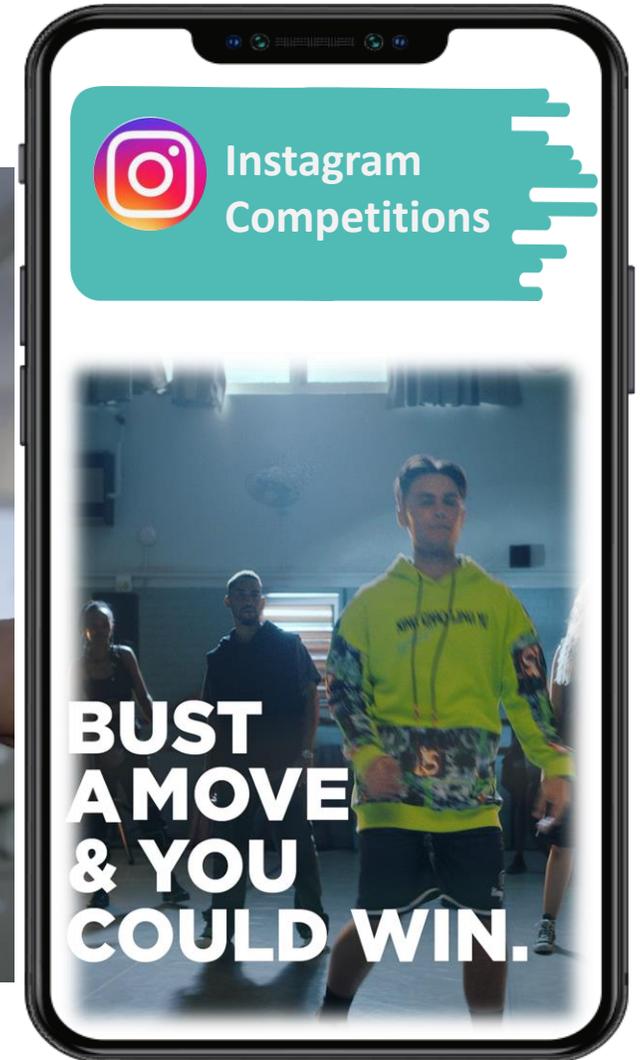
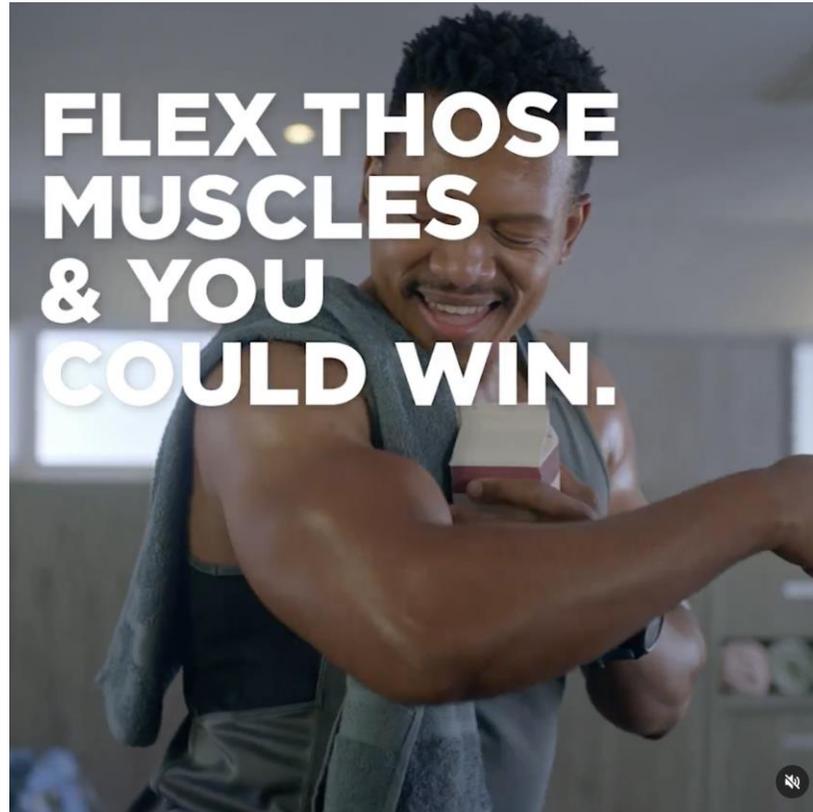
Dairy Matrix : Yoghurt & Maas | **The full Dairy Matrix**

RediscoverDAIRY: Enjoy Amasi | RediscoverDAIRY: Enjoy Cheese

Milk video	1,5m views
Cheese video	431k views
Yoghurt and maas video	238k views
Full video, 2.3 min	138k views

www.dairygivesyougo.co.za

Social media



Be your best #WithDairy.
November 2023



Be your best #withdairy

On Dairy Gives You Go

Facebook, Instagram, TikTok and Twitter

Influencer campaign: 15 Sept – 15 October 2023

Health professionals

- CPD
- Evidence based reviews

Rediscover Dairy

Dairy Kids Dairy Gives You Go

Health Professionals Dairy Matrix Consumer Media Ask

Evidence Based Reviews

CPD for dieticians & Nutritionists

Sport

Dairy as part of a plant-based diet

your trusted source on dairy health a...



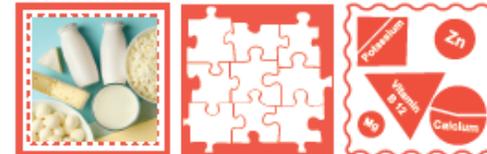
DBN Review N° 32

A resource about dairy-based nutrition
A product of the Consumer Education Project of Milk SA
www.rediscoverdairy.co.za

On 9 Nov 2022, the Consumer Education Project of Milk South Africa hosted a webinar to unpack the science behind the food matrix as it applies to dairy and to explain how it affects overall health and, in particular, cardiovascular risk.

A publication for health professionals

The dairy matrix explained: Health benefits beyond the individual nutrients



The concept of the food matrix suggests that a food's nutritional and health effects are due to its structure and nutrient composition and, in turn, their interaction. Aguilera has described the food matrix as 'the physical domain that interacts with specific constituents of food.'¹ Food is thus more than the sum of its nutrients. The characteristics of the food structure and the nutrients in it (i.e., the food matrix) will impact how the nutrients are digested and absorbed, changing their metabolic and health effects.²

As nutrition science advances, it is becoming more and more evident that the food matrix effect plays a significant role in the impact that food has on health. As a result, we need to reconsider how the health consequences of food beyond the specific nutrients they contain are assessed.³ One of the most thoroughly studied examples of the 'food matrix effect' is the dairy matrix, which has been shown to have beneficial influences on several metabolic outcomes and systems and on overall health.²

On 9 Nov 2022, the Consumer Education Project of Milk South Africa hosted a webinar to unpack the science behind the food matrix as it

Prof. Astrup emphasised that the health effects of nutrients are modified by the food matrix and the carbohydrate content of the diet.⁴ Nutrition scientists realise that the historically preferred single-component approach needs to be replaced with a more holistic understanding of the synergistic effect of the constituent nutrients in whole foods, which he referred to as 'the magic of food.'

Numerous foods that are relatively high in SFAs, like whole-fat dairy, dark chocolate, and unprocessed meat, do not increase the risk of diabetes or CVD.^{4,5} Additionally, fermented dairy products like cheese and yoghurt appear to be protective against CVD.¹

Many clinicians are concerned about the potential of saturated fat to increase low-density lipoprotein (LDL)-cholesterol. However, while eating a diet high in saturated fat may raise LDL cholesterol, it does so because of the large, more inert LDL particles, while the smaller, more atherogenic particles are reduced.⁶ To clinically track the effects of dietary modifications on CVD risk, Prof. Astrup proposed the need for innovative measurements. He commented that 'focusing only on saturated fat as the culprit driving cardiovascular disease is outdated'

Given the above, foods like cheese, yoghurt, whole eggs, dark chocolate, and unprocessed meat can easily be incorporated into diets that prevent CVD, obesity, and osteoporotic fractures.² Instead, emphasis should be placed on decreasing the intake of sugars and refined starchy foods and increasing the consumption of whole foods high in fibre and wholegrains.¹²

Finally, Prof. Astrup emphasised the importance of considering additional effects of dairy consumption on health, such as those on obesity and weight management. Dairy consumption improves body composition in adults participating in weight loss programmes and lowers the risk of weight gain and obesity in children.¹¹ The benefits of dairy should be considered in attempts to prevent and control obesity since overweight and obesity are currently the main risk factors for type 2 diabetes, CVD, and some cancers.¹² These benefits are independent of dairy's saturated fat content and seem to be closely linked to the dairy matrix effect.¹²

In her presentation titled 'Not all fats are the same, with special reference to dairy and cardiovascular disease' Prof. Astrup

<https://www.rediscoverdairy.co.za/evidence-based-reviews/>

Key considerations to shift perception

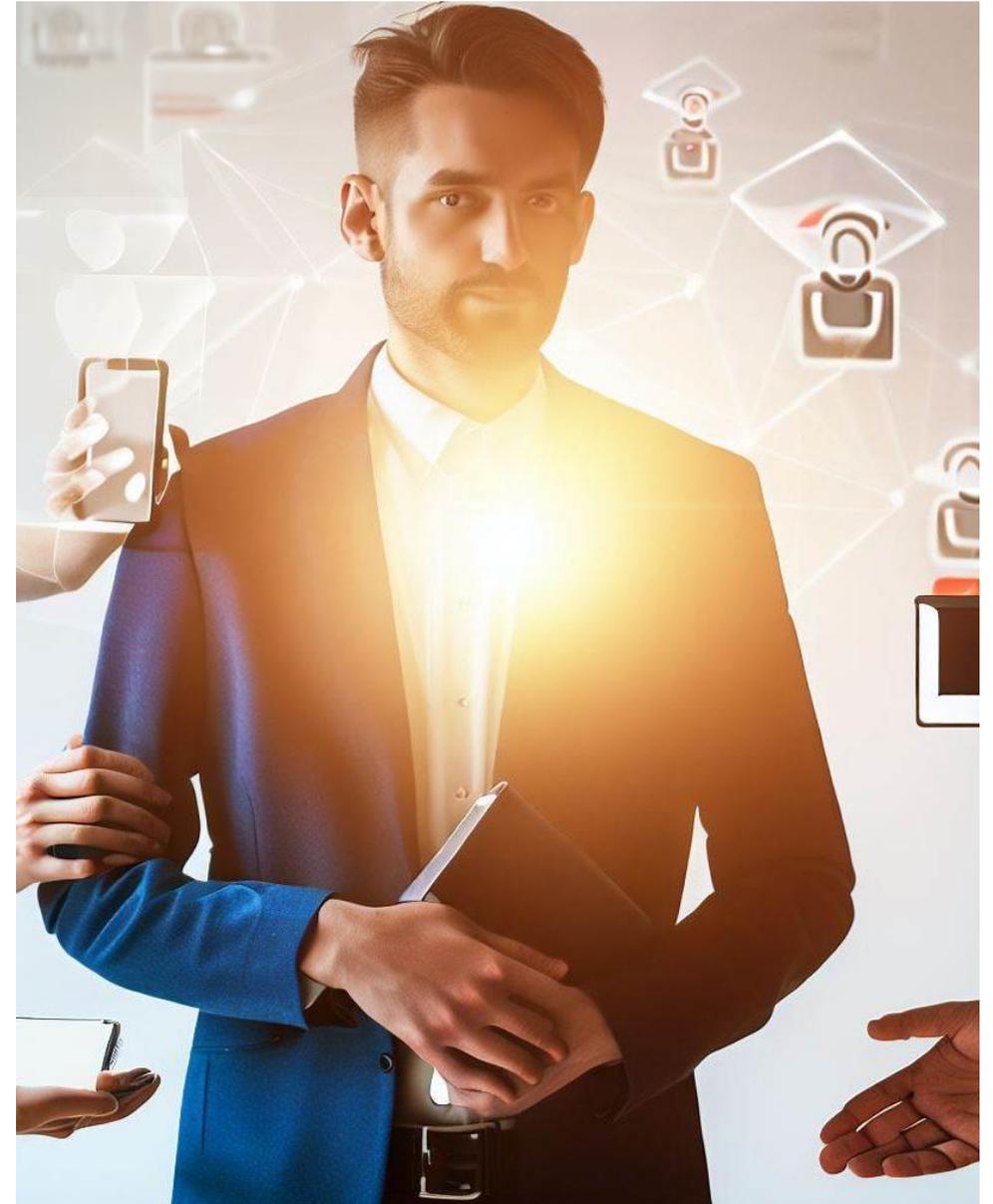
- Progress in new research in dairy nutrition
- Credibility in messaging
- Tapping into the need-state of the consumer
- Be environmental management savvy
- Meet your audience in their space on social



Influencer Type	Number of Followers
Mega Influencer	1 Million+
Macro Influencer	100,000 - 1 Million
Micro Influencer	1,000 - 100,000
Nano Influencer	Less than 1,000

How to bring communication to life

- Media partnerships: media experts
- Influencers: increase awareness and reach
 - Must remain credible





Infographics

- Serve a great purpose
- A visual representation of information or data
- Must be easy to understand

In conclusion

- Give consumers a good experience / memory of dairy
 - Taste
 - Nutritional value
 - Convenience
 - Health benefit



#JUSTADDED
DAIRY



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.



<https://www.rediscoverdairy.co.za/rediscover-dairy-newsletter/>

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 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](#)