



Dairy in the media

I am so fa-moo's



Why, where
and what?

The media landscape in SA



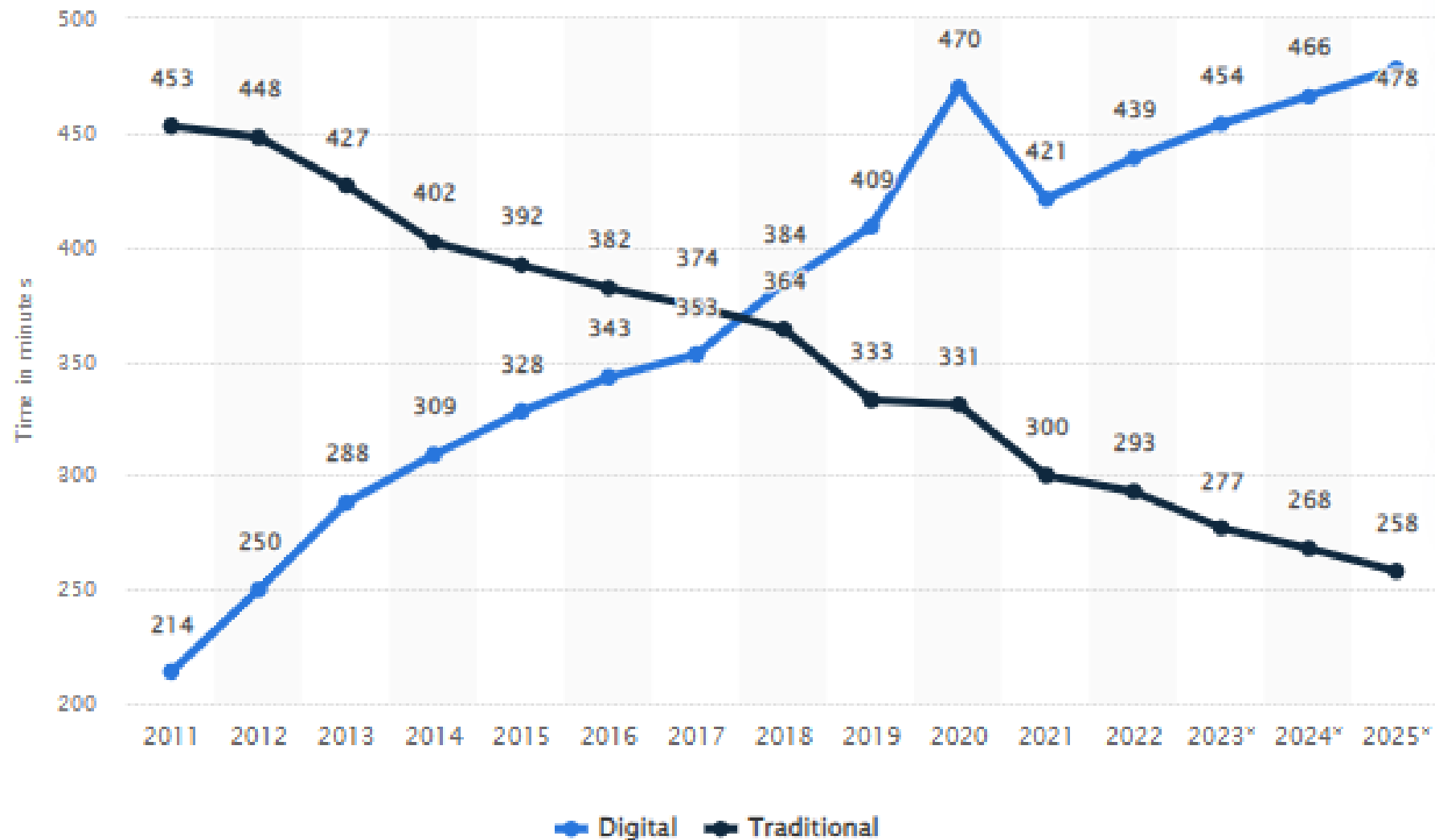


Where is the news



[Ofcom figures](#) show that the number of people consuming traditional media has significantly decreased, with only 24% of UK adults consuming print media. Meanwhile, online consumption grows year on year with a current estimate of 66% actively seeking to read digital media.

-by touchdownpr | Aug 22, 2022



Time spent per day with digital versus traditional media in the United States from 2011 to 2025

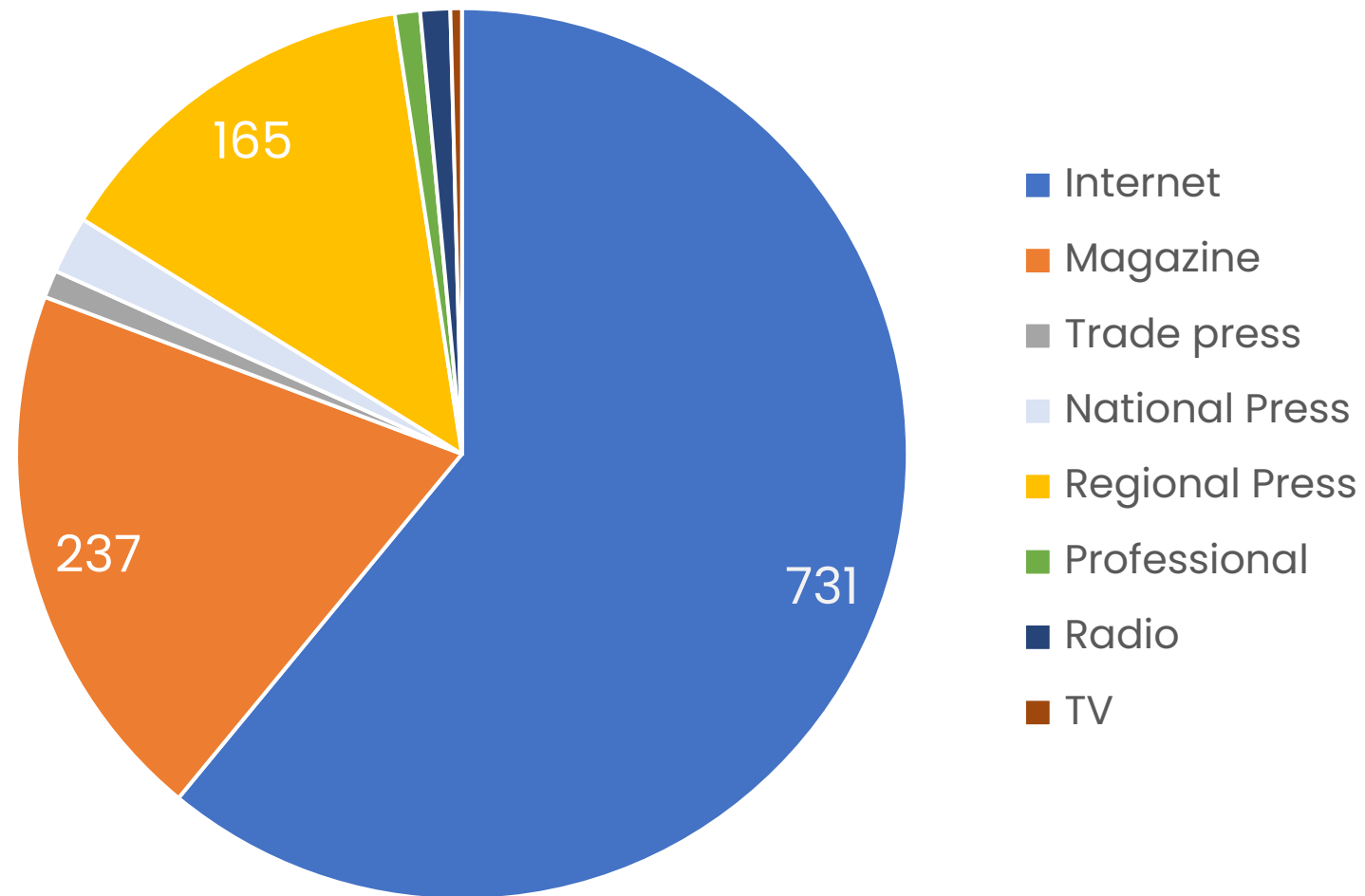
(in minutes)



Chinese search queries for symptoms

Relative volume of searches in Wuhan, Jan 2017 - May 2020

Number of articles per platform for 2019



SOUTH AFRICA IN 21-DAY LOCKDOWN


COVID-19

COVID-19
UPDATE
AND OTHER NEWS

PresidencyZA stateofthenation.gov.za

CORONAVIRUS UPDATE

What is a lockdown?




A lockdown is an emergency protocol that requires South Africans to stay at home except for essential purposes.

Grocery stores, pharmacies, banks and other essential industries will remain open.

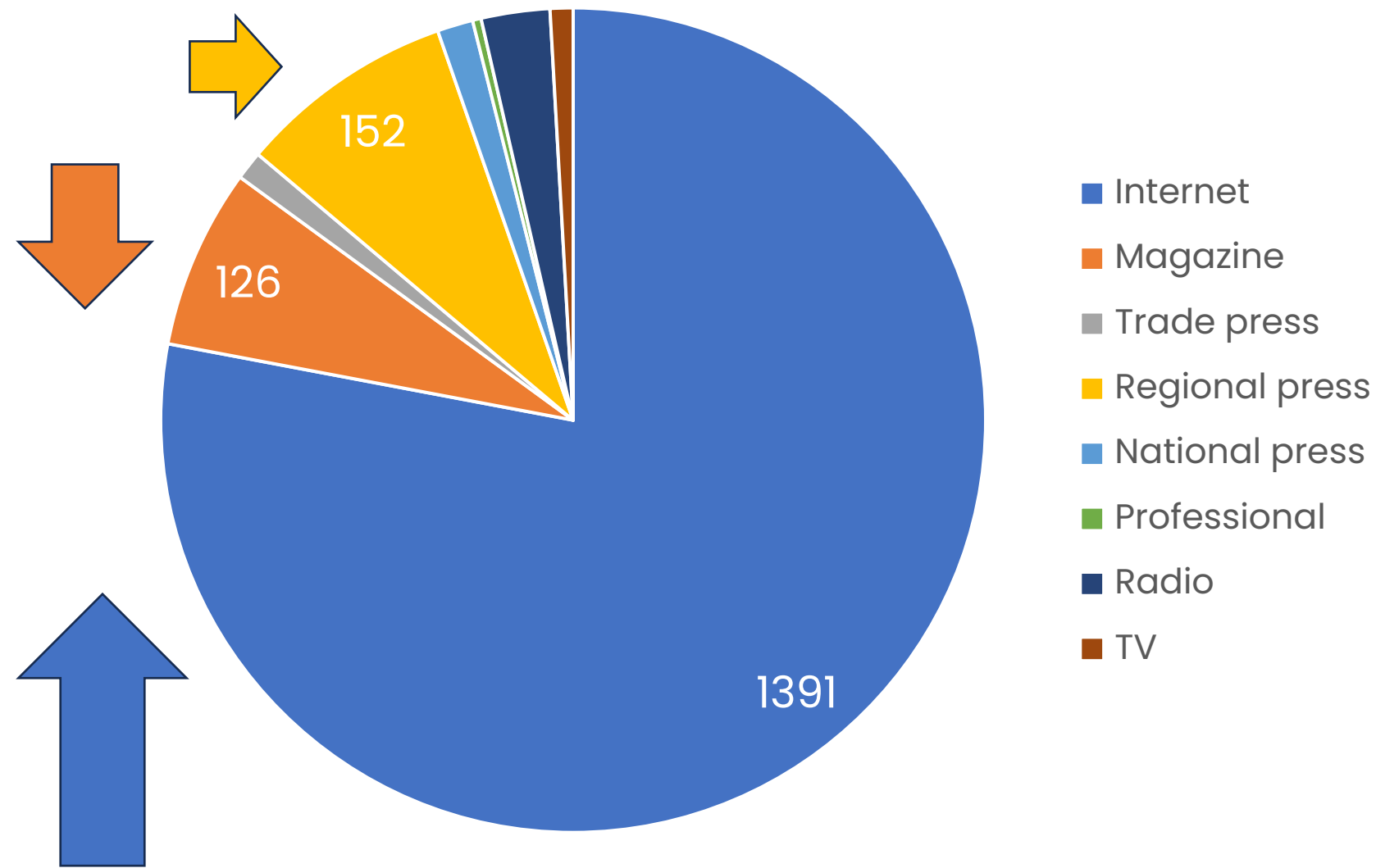
All non-essential activities are suspended.

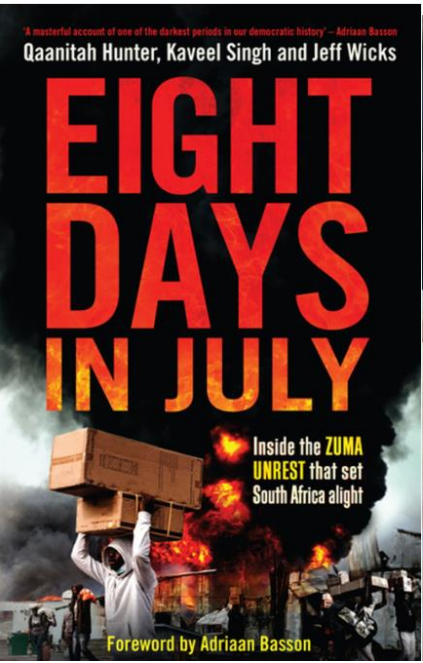
The full national lockdown will begin at midnight on Thursday 26 March, and will continue for 21 days.

WHATSAPP SUPPORT
0600 123 456
EMERGENCY NUMBER
0800 029 999
sacoronavirus.co.za

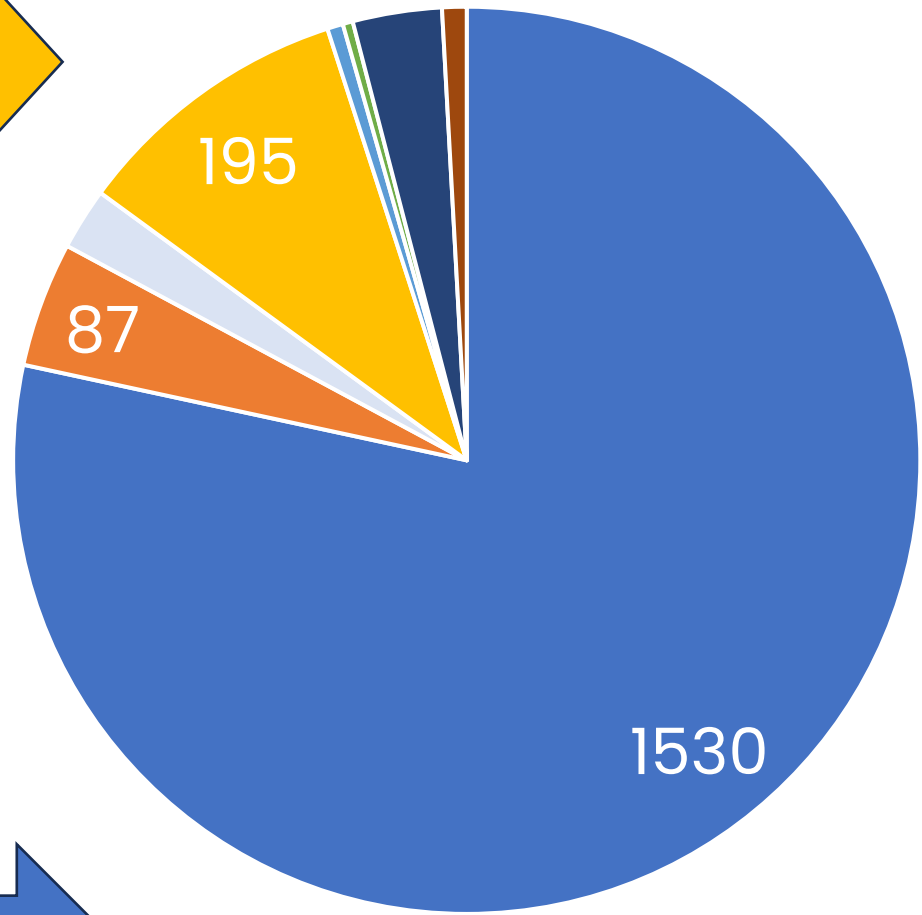
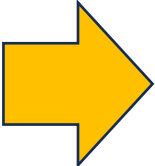



Number of articles per platform for 2020





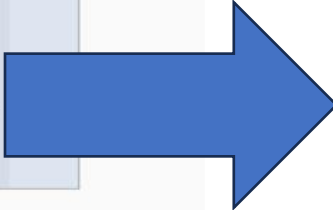
Number of articles per platform for 2021



- Internet
- Magazine
- Trade press
- Regional press
- National press
- Professional
- Radio
- TV

COVID-19: The economy in Q3: 2021 was the same size as what it was in Q1: 2016

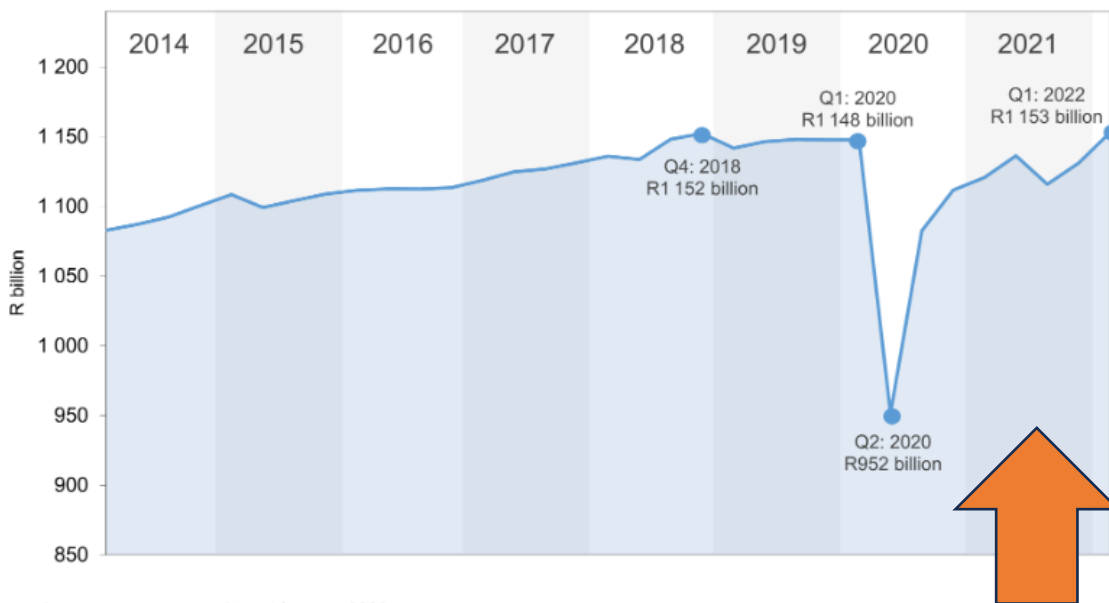
The economy is 3,1% smaller than what it was before the pandemic. Real GDP (constant 2015 prices, seasonally adjusted)



Source: Gross domestic product (GDP), 3rd quarter 2021

COVID-19: In Q1: 2022 the economy returned to pre-pandemic levels

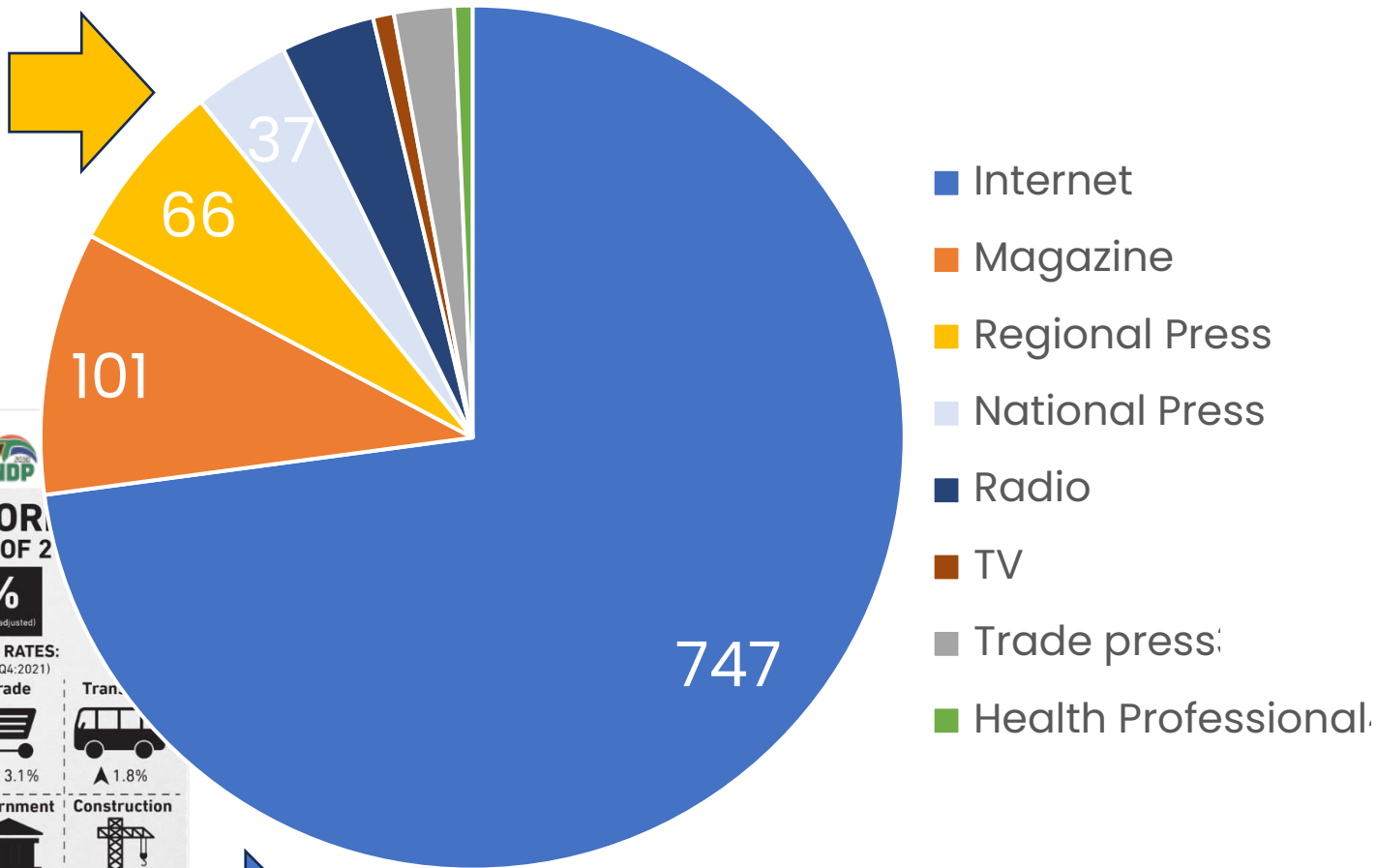
Real GDP (constant 2015 prices, seasonally adjusted)



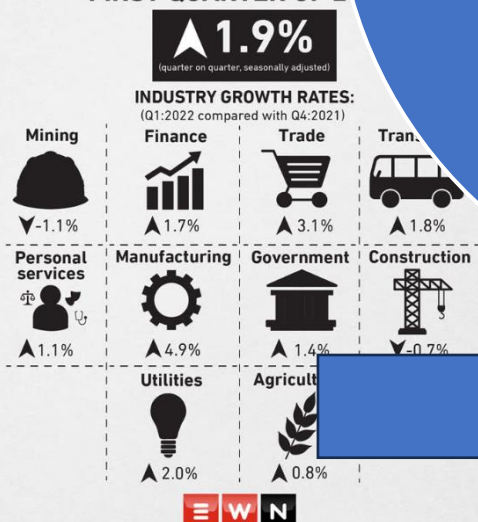
Source: Gross domestic product (GDP), 1st quarter 2022



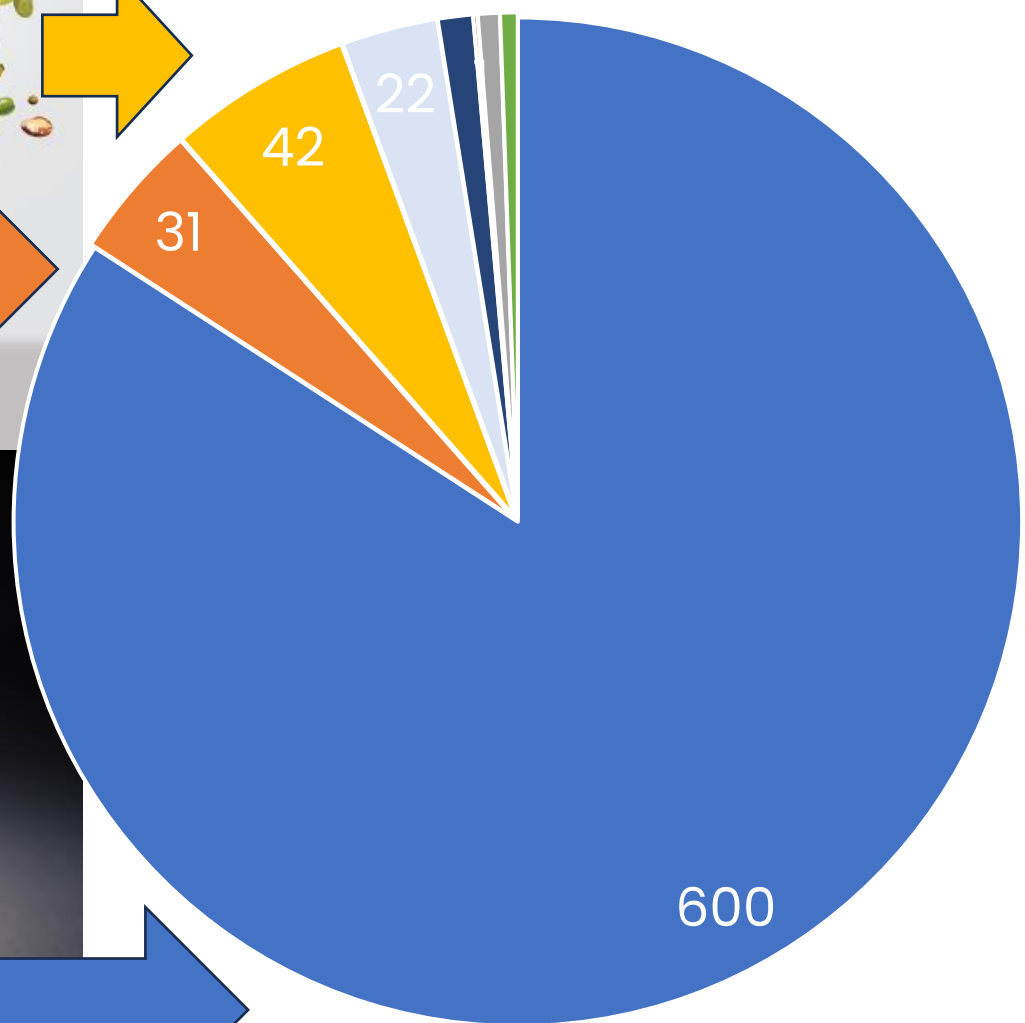
Number of articles per platform for 2022



SA'S GDP PERFORMANCE FIRST QUARTER OF 2022



Number of articles per platform for 2023



- Internet
- Magazine
- Regional Press
- National Press
- Radio
- TV
- Trade press
- Health Professional



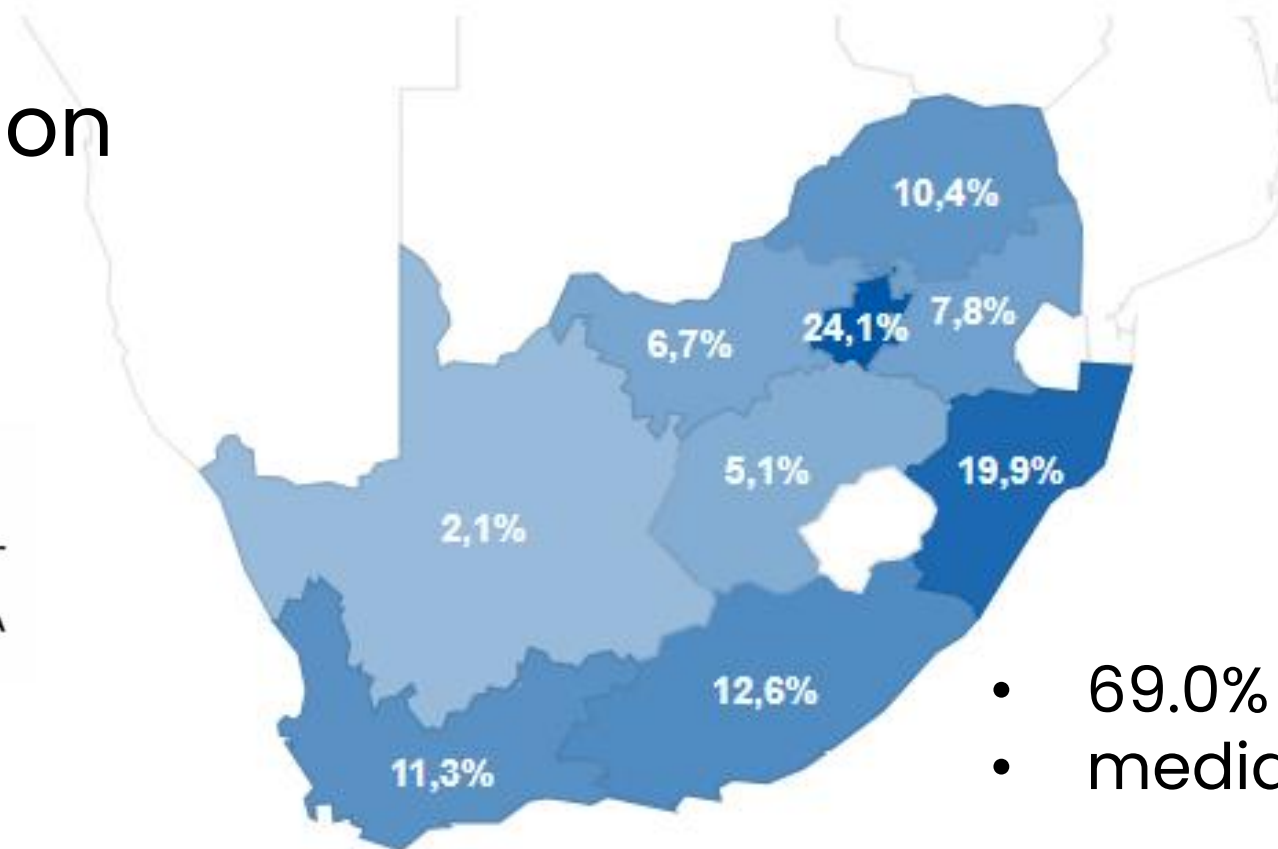
South African population

~ 60,6 million
June 2022



stats sa

Department:
Statistics South Africa
REPUBLIC OF SOUTH AFRICA



- 69.0% ~ urban 2023
- median age 27.6 years

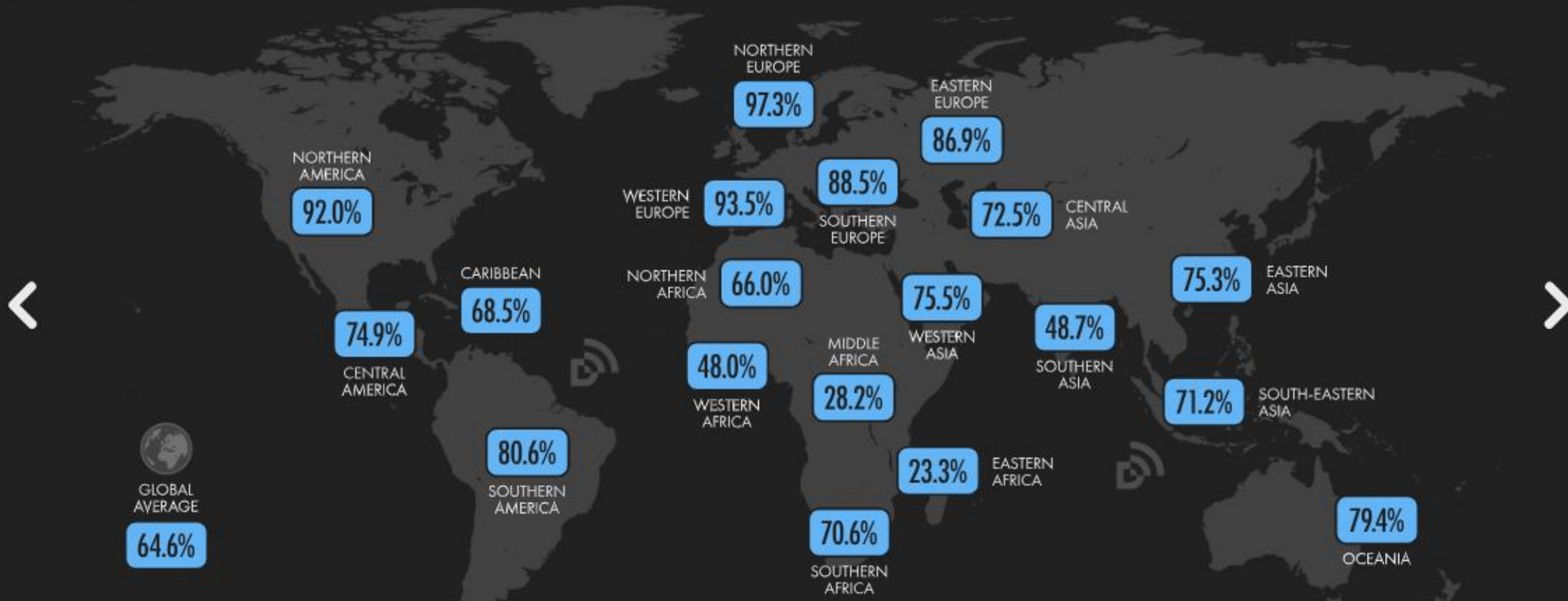
The current population of **South Africa is **60,535,039** as of Tuesday, September 12, 2023, based on Worldometer elaboration of the latest United Nations data

APR
2023

INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

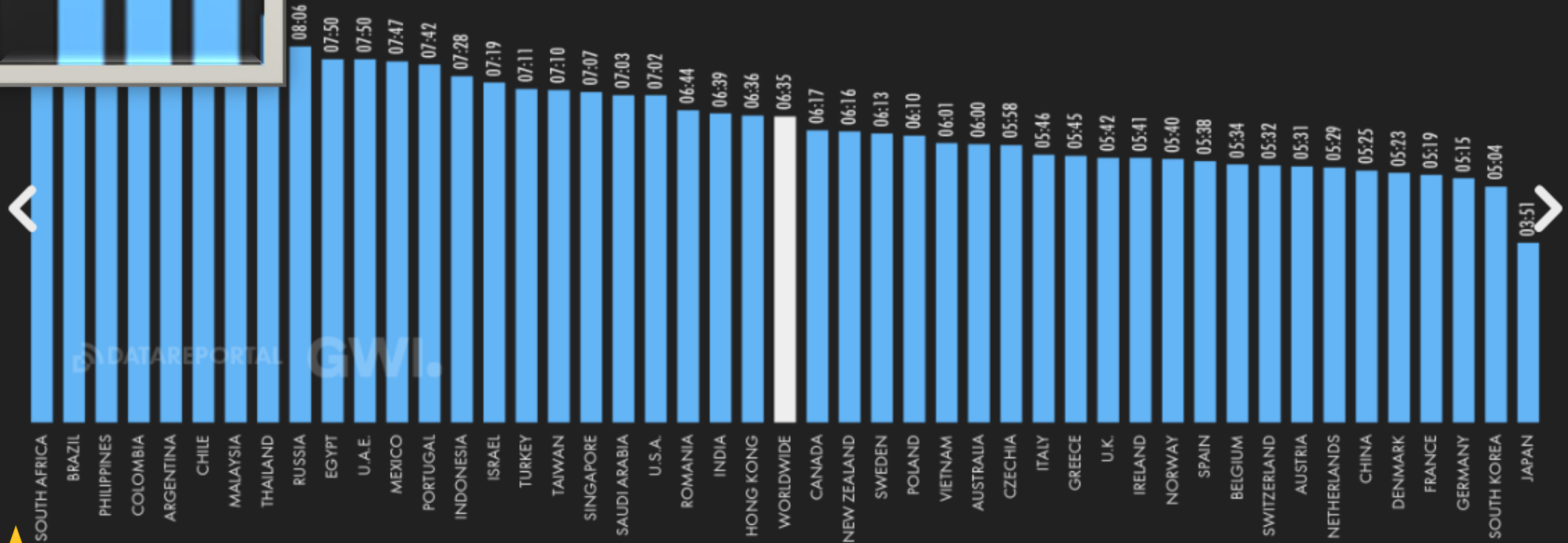
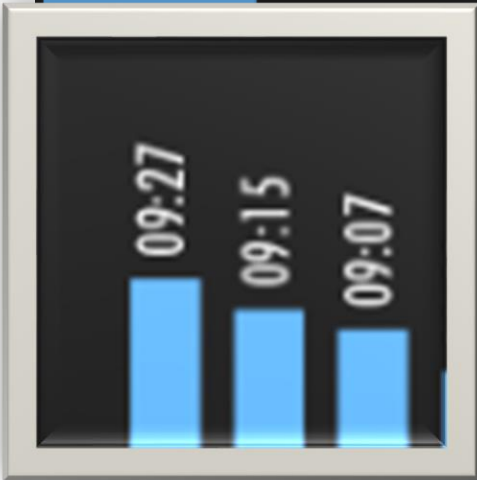
GLOBAL OVERVIEW



39 - 43 million users in SA

TIME SPENT USING THE INTERNET

AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE
 REVISITED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



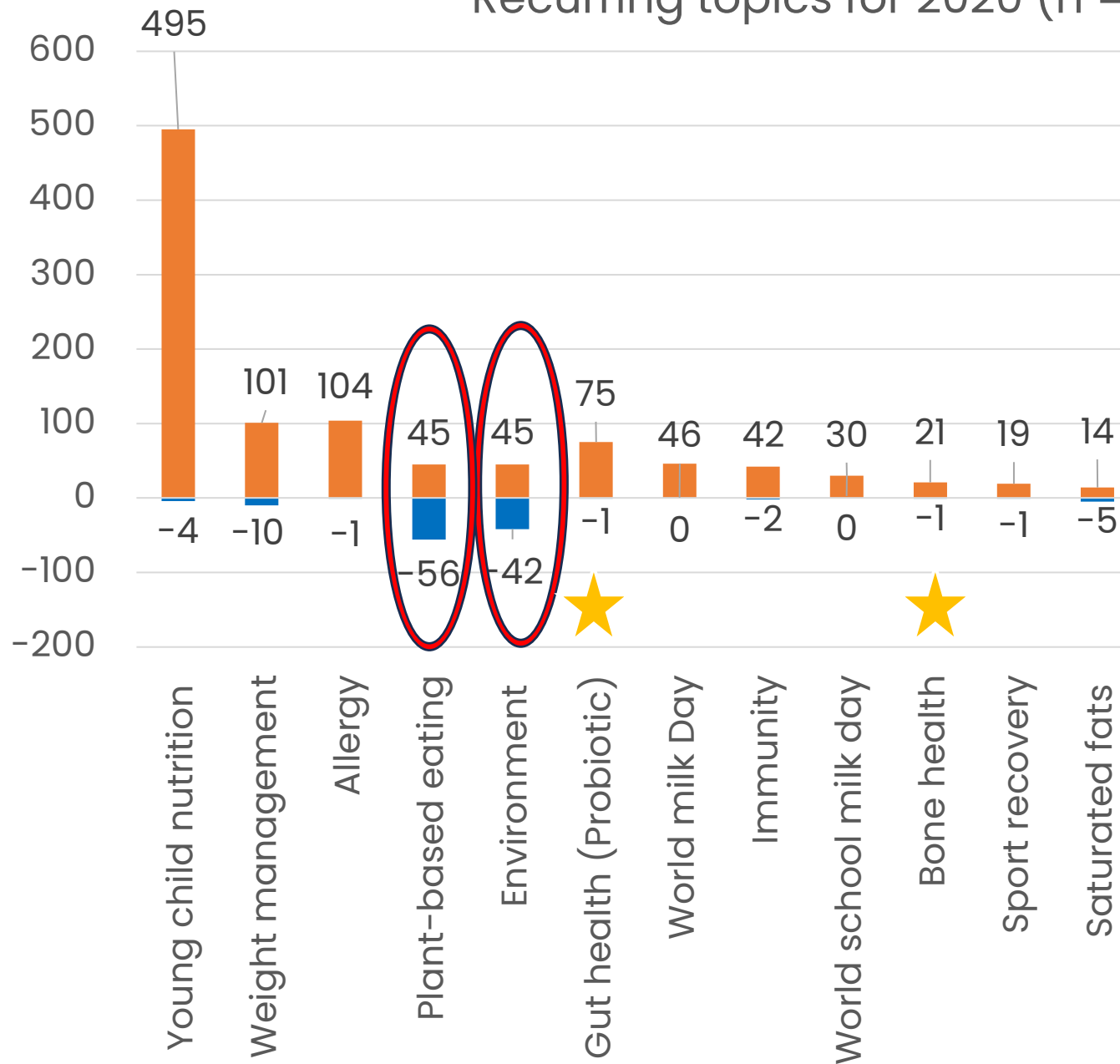
DATA REPORTAL GWI.

SOURCE: GWI (Q4 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

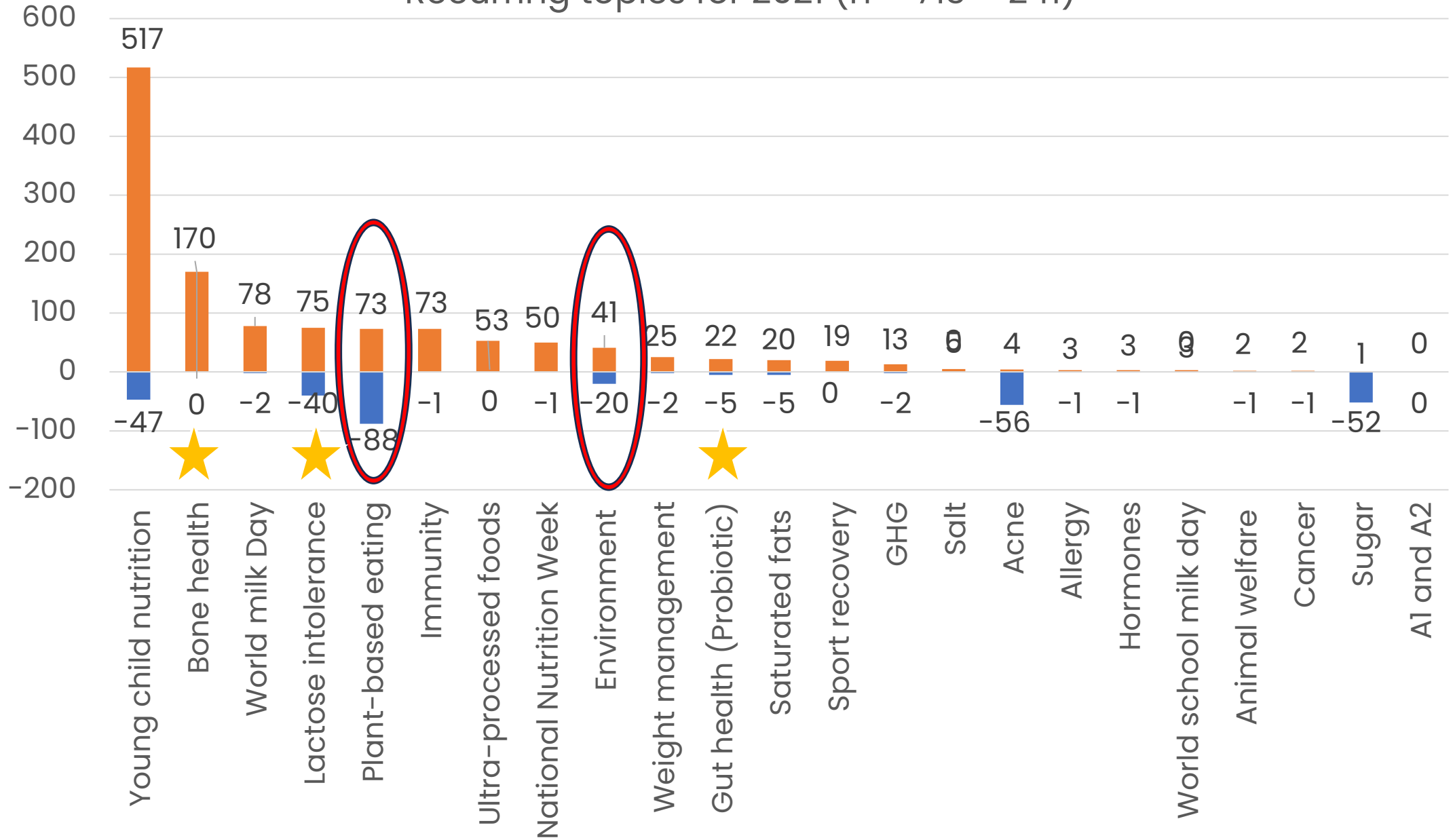
What is in the media?



Recurring topics for 2020 (n = 1758 + 90)



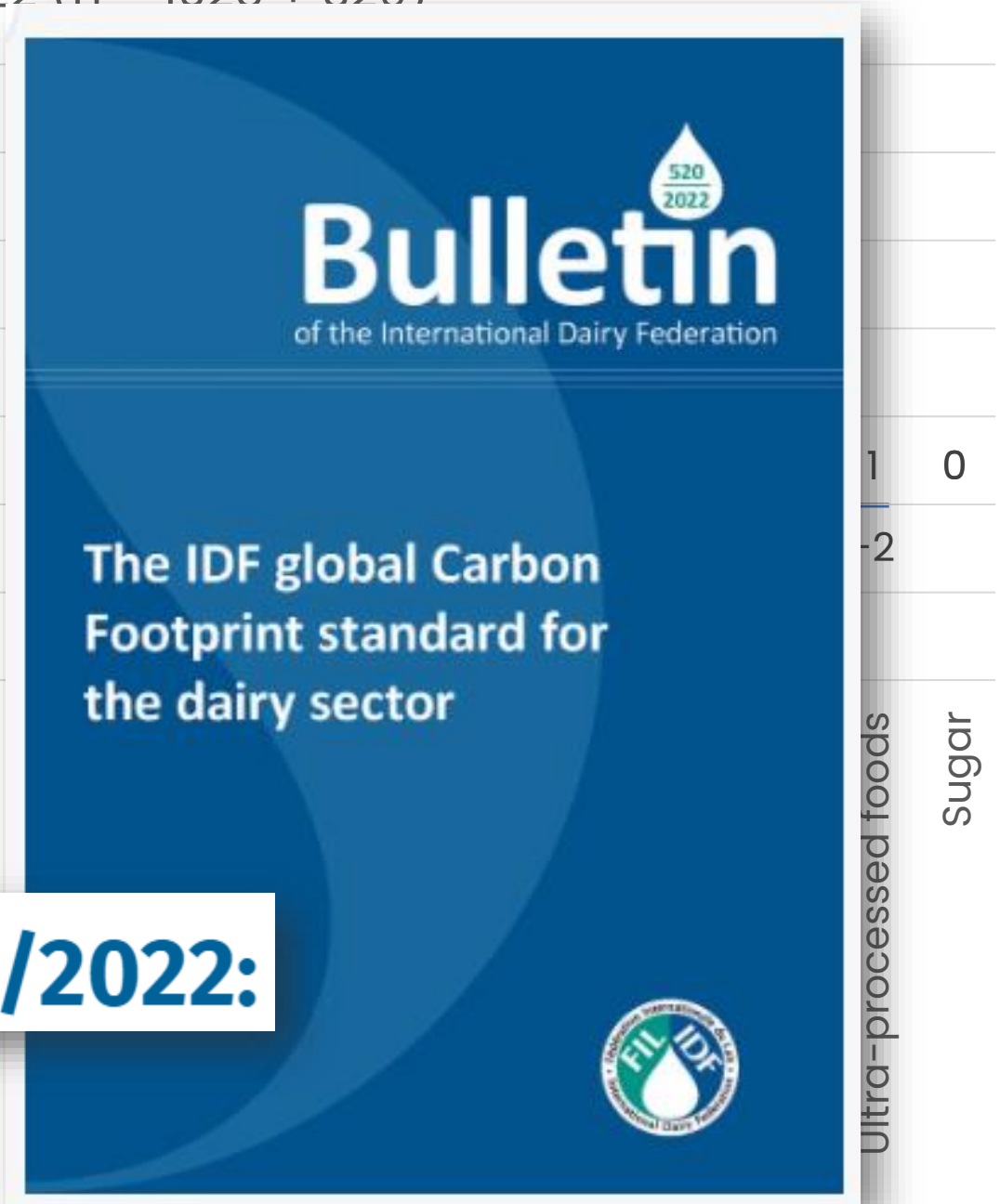
Recurring topics for 2021 (n = 713 + 241)



Recurring topics for 2022 (n = 1025 + 329)

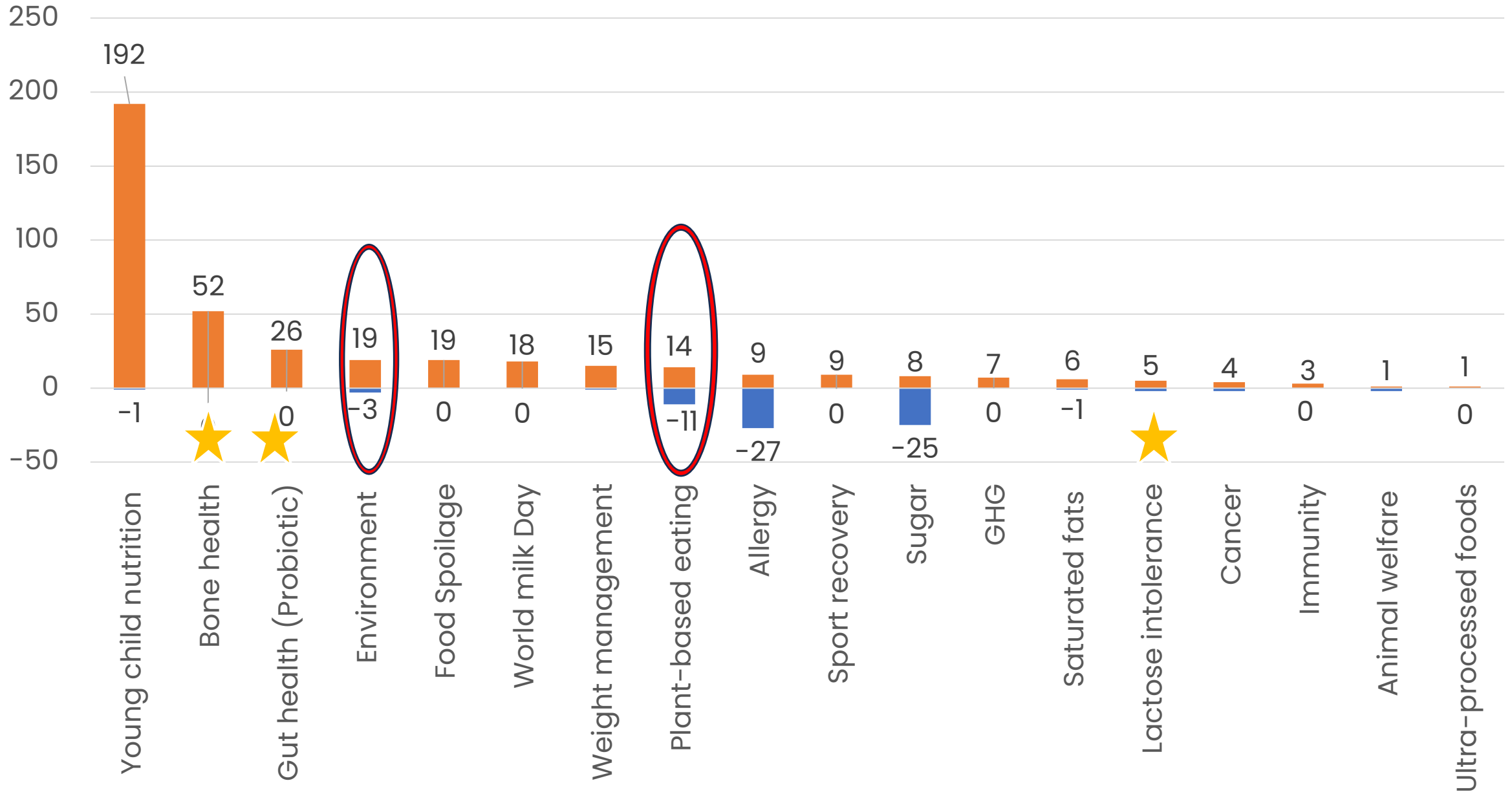


Bulletin of the IDF N° 520/2022:



Ultra-processed foods
sugar

Recurring topics up to date for 2023 (n = 713 + 241)



Opportunities identified

Dairy is seen as:

Important in nutrition for children
Important in gut health
Important in bone health
And Lactose intolerance


Challenges identified

Consumer want to know the impact on:


Plant-based dairy alternatives
Environment




The Consumer Education Project of Milk SA's approach...



Rediscover Dairy



Dairy Kids



Dairy Gives You Go

DAIRY KIDS

The Consumer Education Project is an initiative by Milk SA that was formed to communicate health messages regarding milk and other dairy products to the public at large and to selected target groups that are opinion formers in South African society.



DAIRY GIVES YOU GO

A banner for 'Dairy Gives You Go' featuring a young man in a white hoodie and cap performing a breakdancing move against a blue background.

Consumer advertorials

MEDIA 24

GET IT

- Target: Moms with children living at home
- Aim: to communicate the 'reason' to include dairy in the diet
- Print and digital





Home of Gauteng's Entertainment



Unbeatable dairy: nutrient-rich and value for money May 2023

By SALM TEAM | June 1, 2023 | 4 min read



Unbeatable dairy: nutrient-rich and value for money May 2023

SALM TEAM | June 1, 2023 | 4 min read



OK No thanks



#CareerFocus With Wiedaad Shaik Chief Talent Architect At SAPRO How To Steer Clear Of Loan Sharks

- en in Business
- Business News
- ty & Skincare
- ers
- ng
- ation & Training
- its & Conferencing
- ion
- f & Recipes
- care
- thcare & Wellness
- ellife
- yle & rtainment
- bring
- nting
- onal Finance
- nancy
- erty
- al & Tourism

Unbeatable Dairy: Nutrient-Rich & Value For Money

June 1, 2023



Cost of living isn't getting any easier and South African consumers are stretched to get the best value possible for their shrinking household budgets. One of the biggest concerns is maintaining a healthy lifestyle and optimal nutrition for our families as we are pushed by continuing high inflation to prioritise s above all else.

y households are getting granular with their food budgets to find cutbacks and savings. This means only looking for cheaper substitutions and introducing more meat-free meals, but also considering the tional value of foods to ensure that your family is getting sufficient macro- and micro-nutrients. It's

Cost of living isn't getting any easier and South African consumers are stretched to get the best value possible for their shrinking household budgets. One of the biggest concerns is maintaining a healthy lifestyle and optimal nutrition for our families as we are pushed by continuing high inflation to prioritise s above all else.

Many households are getting granular with their food budgets to find cutbacks and savings. This means not only looking for cheaper substitutions and introducing more meat-free meals, but also considering the nutritional value of foods to ensure that your family is getting sufficient macro- and micro-nutrients. It's not just about full for longer carts and cheaper good quality protein, you need to make sure that children and adults are meeting the recommended daily intake (RDI) of essential minerals such as calcium and potassium, as well as the spectrum of crucial vitamins.

Faithful to Nature Support your immune system

SHOWBIZ SCOPE



Two radio interviews

Recent consumer advertorials

Elderly

ADVERTORIAL

DAIRY IN YOUR DIET

We highlight the nutritional challenges associated with aging and why having dairy is important when growing older

With ageing, your metabolism may slow. This means the body is not as efficient at converting food to energy or absorbing nutrients from food as it used to be. Many elderly people also struggle to maintain a good appetite or experience dental problems that make chewing and eating difficult. Not getting enough energy and nutrients from food can lead to low energy levels and muscle weakness. This, in turn, can affect a person's balance, posture and strength, increasing the risk of falls and fractures or having to depend on others for help.



How to include dairy in your diet

- Use milk instead of water to cook porridge e.g. oats.
- Add grated cheese to scrambled eggs or have a cheese omelette with toast.
- Make a smoothie by blending double-cream yoghurt, fresh fruit and oats together.
- Eat a small tub of yoghurt as a mid-morning or late-night snack.
- Enjoy a glass of cold milk or a cup of warm milk with cinnamon and honey.
- Prepare a milky coffee or enjoy hot chocolate as a comfort drink.
- Treat yourself to a cheese sandwich or have it on toast with avocado and egg.
- Macaroni and cheese is always a favourite. You can also add cheese to white sauce to have with broccoli or cauliflower.
- Stir some grated cheese into soup or sprinkle it over pasta or cottage pie.
- Make a home-made custard as a treat.

Dairy products are convenient, versatile and delicious – a great way to help you achieve a balanced, nutrient-rich diet and stay healthy and strong. They provide many important nutrients that are important for anything from our brains and bones to our muscles and immune system. It is convenient, versatile and taste good! Try to have two to three servings of dairy every day to keep you going no matter your age.

Choose DAIRY to help prevent muscle loss

Dairy products are good sources of protein. Milk, amasi, yoghurt and cheese not only contain good-quality protein but also other nutrients that are essential for maintaining muscle and bone health. Milk and dairy supply all the essential amino acids – the building blocks of protein – that the body needs, together with the minerals calcium and potassium, which support muscle function. Dairy products are also a great choice for people who prefer to have smaller more frequent meals, or those who struggle to chew or do not want to spend much time preparing meals.



For more information, visit www.rediscoverdairy.co.za or follow rediscoverDAIRY on Facebook.
An initiative by the Consumer Education Project of Milk SA

Mothers/ general

ADVERTORIAL

MILK – WHAT A WINNER!

Here's what you should know to choose the best milk option for everyone in your family

Cow's milk is a versatile and convenient source of important nutrients for the whole family. It contains a unique combination of valuable nutrients, of which some are typically lacking in many South Africans' diets. These include calcium, potassium and vitamin A. Milk is also an affordable source of good-quality protein, and its overall health benefit stems from more than just the sum of its individual nutrients. What's more is that milk is ready to be enjoyed just as it is or as a base in other dishes and helps to keep you feeling fuller for longer.



Put healthy options in your basket

It does not matter if you buy fresh, pasteurised milk or long life milk. It is equally nutritious. However, if you buy powdered milk, make sure that it's real cow's milk. Look at your food label and more specifically the ingredients list. The list of ingredients will be short and the first item will always be full-cream or fat-free (cow's) milk. If not, it's not real milk.

Don't be fooled: coffee creamer is not cow's milk! Coffee creamer is made from unhealthy plant fats and contains very little protein (0.1%) and no calcium or any of the other important nutrients of milk. Coffee creamer is not a substitute for milk and can never replace milk or formula milk in the diet of children or babies. Take your pick: you'll get the same unique combination of nutrients and the taste you love whichever milk option you choose!



For more information, visit www.rediscoverdairy.co.za or follow rediscoverDAIRY on Facebook.
An initiative by the Consumer Education Project of Milk SA

Your milk choices

The difference between full-cream, low-fat and fat-free milk is the amount of fat per serving, its energy (kJ) value and the vitamin A content. When the fat of milk is removed, the fat-soluble vitamin A is lost. Children, elderly and immune-compromised people should therefore rather use full-cream milk, while people with diabetes or who are overweight should use low-fat or fat-free milk.



250 ml
Full-cream milk - $\leq 8.5\text{g}$ fat and 640kJ
Low-fat milk - $\leq 3.75\text{g}$ fat and 518kJ
Fat-free milk - $\leq 1.25\text{g}$ fat and 362kJ

You can also choose to buy fresh (pasteurised) milk or milk that keeps for longer, such as long-life (UHT) or powdered milk. It doesn't matter which one you choose – each offers you all the goodness of cow's milk.

Always keep fresh milk in the fridge. Long life milk can be stored in the cupboard until you need it, but put it in the fridge once it has been opened. Powdered milk is convenient because you can prepare only as much as you need at one time.

Did you know?

- It is best to store your milk in the back of the fridge (not the door) to ensure it stays fresh – even when the power is down.
- Want to use milk later or worried about loadshedding? Simply freeze it in smaller containers, and then let it thaw in the fridge before use. A quick shake once thawed and it's ready to drink or use in your favourite recipes.

GET IT

SHOPPING, PEOPLE AND LIFESTYLE IN YOUR NEIGHBOURHOOD

WWW.GETITMAGAZINE.CO.ZA

You're invited ... The weather's turning chilly ... so we've rounded up some delicious dishes and a great red to warm things up a little.

Made with milk

warm bowl of melkkoos ... pure nostalgia!

othing stirs the heart like a warm, comforting bowl of melkkoos. reary melkkoos is loved by many and it is an economical dish at you can whip up quickly for your family. But it's not only delicious, it's nutritious too. Made with milk, melkkoos is packed with protein, energy and many other important nutrients.

Serves 6-8 portions

Ingredients: 2 liter full-cream milk, 1 whole cinnamon stick, 30 ml cake flour, 5 ml salt, 50 g butter, cinnamon sugar to serve
Method: Pour the milk into a large pot and add the cinnamon stick. Let the milk heat gradually.
Milk the milk heats, mix the flour and salt together. Then use your fingers to rub the butter in so that the mixture looks lumpy. (This is called *frummetjies* in Afrikaans.)

Once the milk starts boiling, sprinkle the *frummetjies* into the milk and stir with a wooden spoon till evenly spread through the milk.

Reduce the heat to low and let the mixture simmer for about 2 minutes. Keep on stirring until the mixture thickens. It should be as smooth – melkkoos done right looks lumpy. Cover the pot and allow the melkkoos to cook for another 5 minutes.

Remove from the heat. Sprinkle some cinnamon sugar into empty soup bowls and then spoon the hot melkkoos over it.



Nutritious food on a budget

Eating nutritious food yet watching the budget is a challenge for many households these days. But milk and dairy products generally cost less than other protein sources such as meat, chicken or fish. Milk contains valuable nutrients that help support a growing body at an affordable price.

- Two cups of full-cream milk will cover:
 - A third of your protein needs for a day – to help you grow and support muscle strength
 - Two-thirds of your calcium needs – for healthy bones and teeth
 - Almost all your vitamin B12 needs – to help keep your memory sharp
 - Almost half of your potassium needs – for a healthy heart
 - A quarter of your vitamin A needs – to support your immune system
 - More than a third of your phosphorus needs – to help maintain growth and repair
 - Some magnesium, zinc and vitamin B2 – to support your energy supply and immune system
- Nine important nutrients in every cup of milk – food to fuel your body!

For more information, visit rediscoverdairy.co.za

Caxton: 'Get It' publication

Recent advertorials



Enjoy all **DAIRY PRODUCTS**

as part of a balanced diet



INTERESTING READ



You don't have to miss out on the goodness of milk and dairy if you have diabetes. Rediscover Dairy tells us why.

[Read more](#)

The cover of the 'Diabetes Focus AZ to Local Flavours' recipe book. It features a red circular logo with 'Diabetes Focus' at the top, 'AZ to' in large white letters in the center, and 'Annual, July 2023' at the bottom. Below the logo, the text 'Recipe Book' is written in a red script font, followed by 'LOCAL FLAVOURS' in large, bold, white capital letters. At the bottom, it says 'cultural celebration and made the diabetic way'. The background is a dark, textured surface with a red geometric shape in the top right corner. The Diabetes South Africa logo is visible in the bottom left corner of the image.

Diabetes Focus
AZ to
Annual, July 2023

Recipe Book

LOCAL FLAVOURS

cultural celebration
and made the diabetic way

DIABETES
SOUTH AFRICA

CEP Featured articles in media for 2023

	No of articles	AVE
Internet	193	R 3 454 752,82
Magazine	25	R 759 963,77
Regional Press	7	R 265 078,99
National Press	0	R -
Radio	14	R 310 251,63
TV	0	R -
Trade press	1	R 41 170,15
Health Professional	1	R 102 200,28
Total PR	241	R 4 933 417,64



2023:

Caxton Community paper | Get It Magazine and Digital publications | Modern Mom | Virgin Active | Media 24: Huisgenoot, You and Kuier

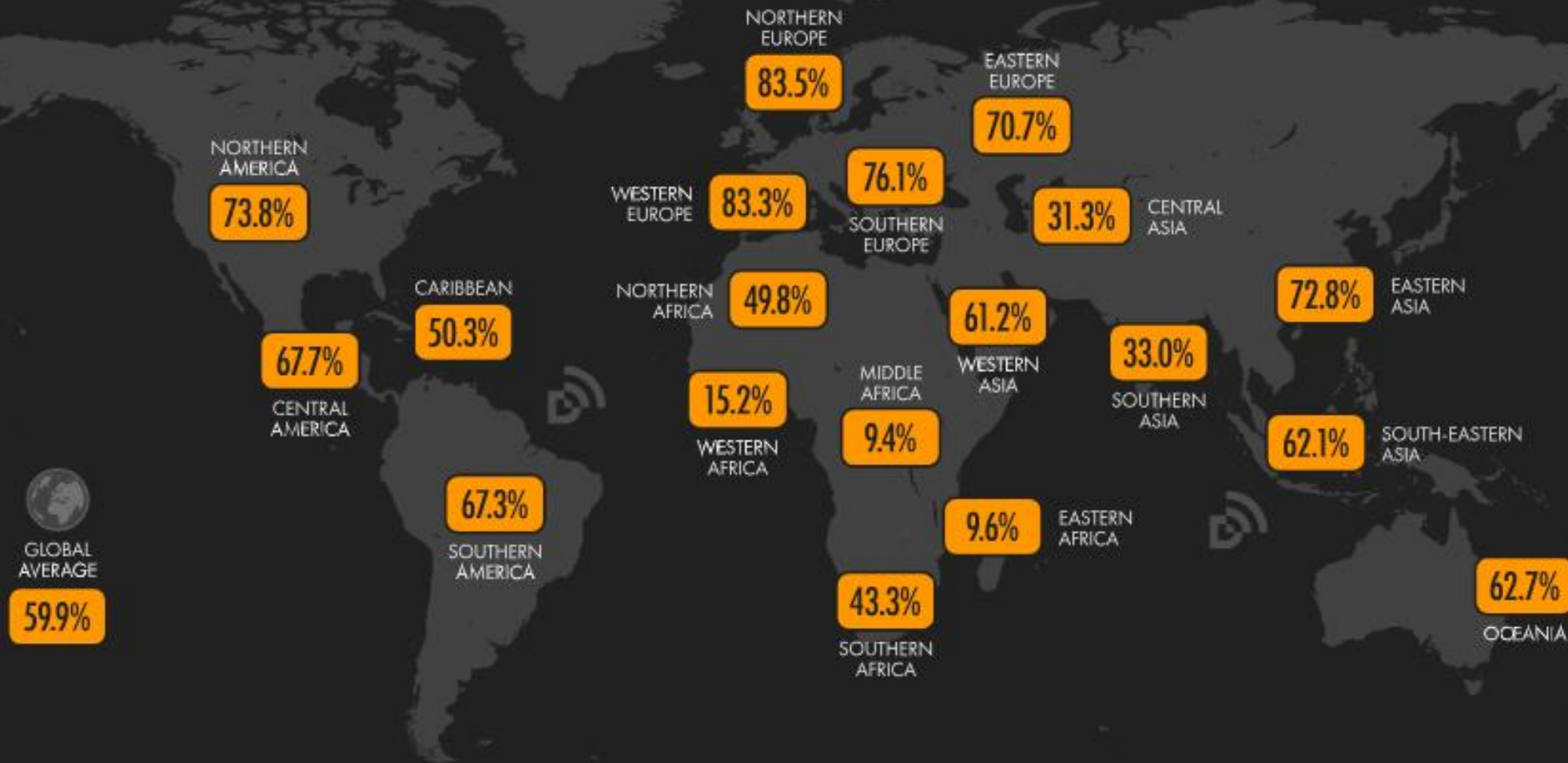


APR
2023

SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



APR
2023

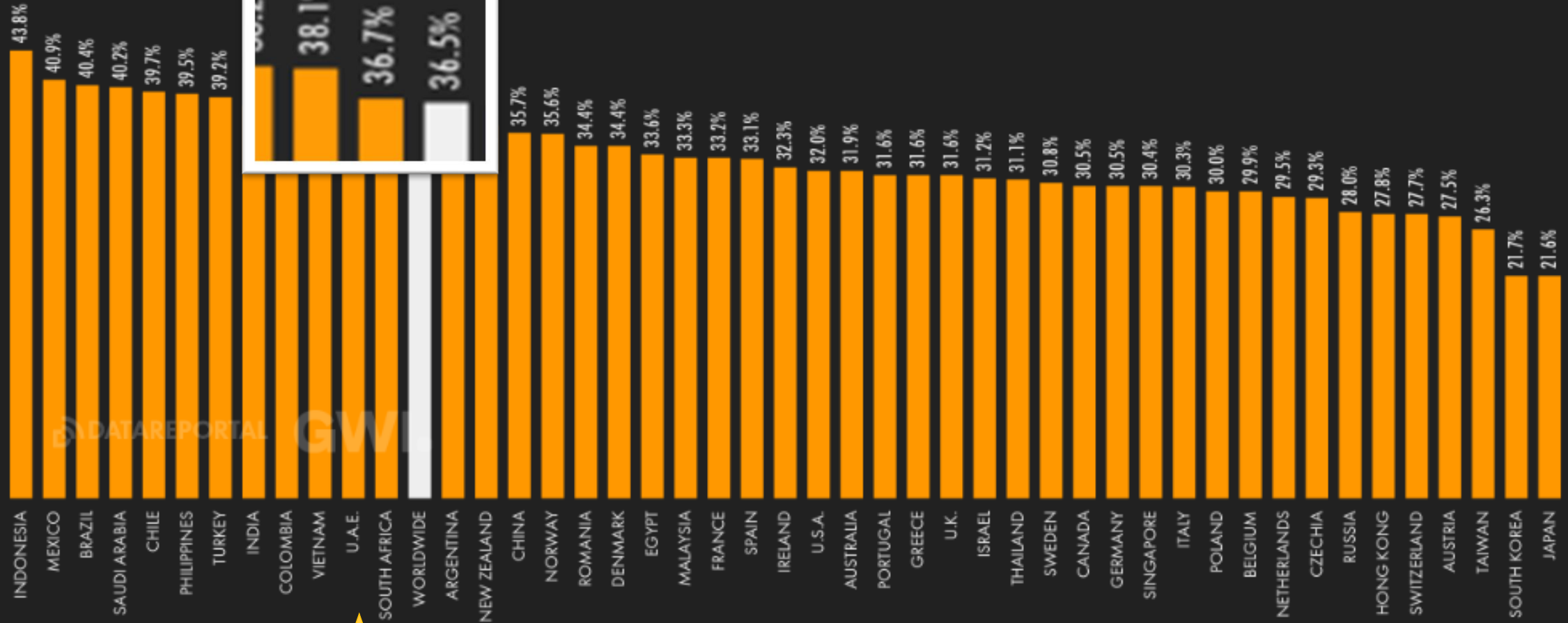
SOCIAL MEDIA'S SHARE OF ONLINE TIME

TIME SPENT USING SOCIAL MEDIA AS A PERCENTAGE OF TOTAL TIME SPENT USING THE INTERNET BY INTERNET USERS AGED 16 TO 64

NOTE: GWI HAS RECENTLY REFINED THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATAREPORTAL GWI



3h47

APR
2023

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

16 TO 24 YEARS OLD		25 TO 34 YEARS OLD		35 TO 44 YEARS OLD		45 TO 54 YEARS OLD		55 TO 64 YEARS OLD	
FRIENDS & FAMILY	46.5%	FRIENDS & FAMILY	46.5%	FRIENDS & FAMILY	48.0%	FRIENDS & FAMILY	50.8%	FRIENDS & FAMILY	52.3%
FILL UP SPARE TIME	41.8%	FILL UP SPARE TIME	38.2%	READ NEWS STORIES	36.5%	READ NEWS STORIES	36.9%	READ NEWS STORIES	36.8%
FIND CONTENT (E.G. VIDEOS)	33.4%	READ NEWS STORIES	34.4%	FILL UP SPARE TIME	35.5%	FILL UP SPARE TIME	33.3%	FILL UP SPARE TIME	29.8%
SEE TRENDING TOPICS	31.0%	FIND CONTENT (E.G. VIDEOS)	31.3%	FIND CONTENT (E.G. VIDEOS)	27.9%	FIND CONTENT (E.G. VIDEOS)	26.2%	FIND PRODUCTS TO BUY	22.6%
READ NEWS STORIES	30.1%	SEE TRENDING TOPICS	29.8%	SEE TRENDING TOPICS	27.4%	FIND PRODUCTS TO BUY	25.1%	FIND CONTENT (E.G. VIDEOS)	21.5%
IDEAS: THINGS TO DO & BUY	27.7%	IDEAS: THINGS TO DO & BUY	27.2%	FIND PRODUCTS TO BUY	26.5%	SEE TRENDING TOPICS	24.6%	SHARE & DISCUSS OPINIONS	20.3%
INFLUENCERS & CELEBRITIES	24.5%	FIND PRODUCTS TO BUY	26.7%	IDEAS: THINGS TO DO & BUY	25.5%	IDEAS: THINGS TO DO & BUY	23.4%	IDEAS: THINGS TO DO & BUY	19.5%
FIND PRODUCTS TO BUY	23.9%	WATCH LIVE STREAMS	25.5%	WATCH LIVE STREAMS	23.2%	SHARE & DISCUSS OPINIONS	22.7%	SEE TRENDING TOPICS	19.4%
MAKE NEW CONTACTS	23.8%	SEE CONTENT FROM BRANDS	24.0%	ACTIVITIES FOR WORK	23.1%	ACTIVITIES FOR WORK	20.7%	FIND LIKE-MINDED PEOPLE	17.9%
WATCH LIVE STREAMS	23.8%	WATCH OR FOLLOW SPORTS	23.9%	SHARE & DISCUSS OPINIONS	23.0%	MAKE NEW CONTACTS	20.2%	MAKE NEW CONTACTS	16.9%

16 TO 24 YEARS OLD

FRIENDS & FAMILY 46.5%

FILL UP SPARE TIME 41.8%

FIND CONTENT (E.G. VIDEOS) 33.4%

SEE TRENDING TOPICS 31.0%

READ NEWS STORIES 30.1%

IDEAS: THINGS TO DO & BUY 27.7%

25 TO 34 YEARS OLD

FRIENDS & FAMILY 46.5%

FILL UP SPARE TIME 38.2%

READ NEWS STORIES 34.4%

FIND CONTENT (E.G. VIDEOS) 31.3%

SEE TRENDING TOPICS 29.8%

IDEAS: THINGS TO DO & BUY 27.2%

35 TO 44 YEARS OLD

FRIENDS & FAMILY 48.0%

READ NEWS STORIES 36.5%

FILL UP SPARE TIME 35.5%

FIND CONTENT (E.G. VIDEOS) 27.9%

SEE TRENDING TOPICS 27.4%

FIND PRODUCTS TO BUY 26.5%

30% = 1h00

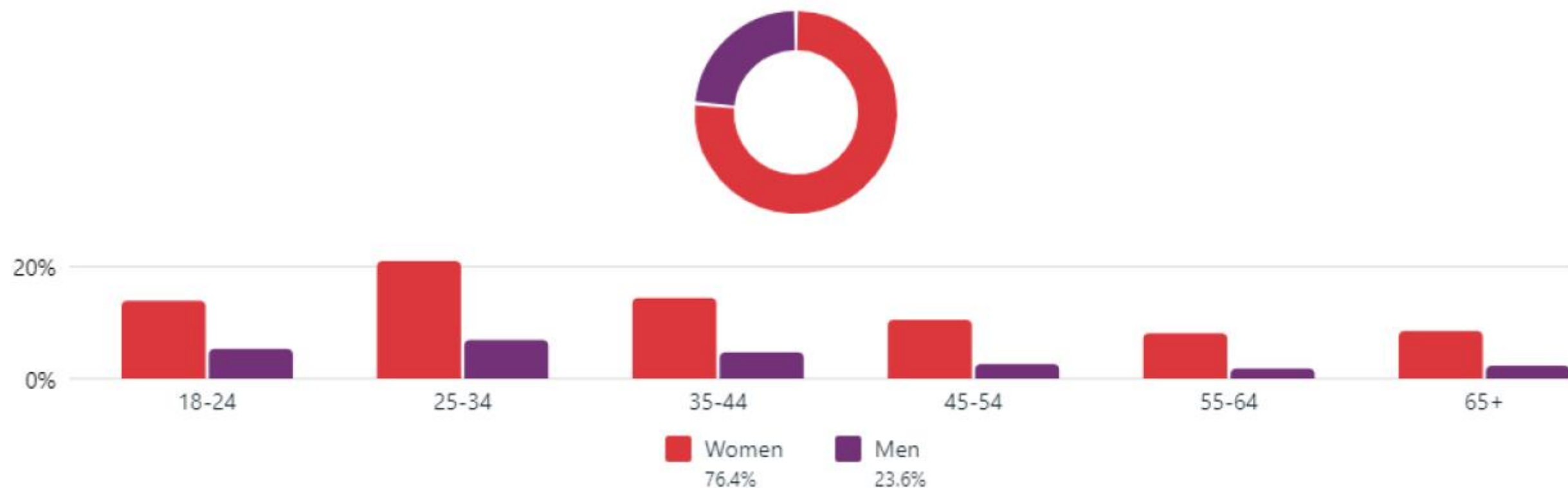
Estimated audience size ⓘ

25,000,000-29,500,000

People on Facebook and Instagram in South Africa and 2 other filters selected

[Advertise](#)

Age & gender ⓘ



Top towns/cities

Cape Town, Western Cape



Pretoria, South Africa



Durban, KwaZulu-Natal



Johannesburg



Soweto, Gauteng



Port Elizabeth, Eastern Cape



Bloemfontein, Free State



Polokwane



Roodepoort, Gauteng



Centurion, Gauteng



10% = 2.5 mil

Top Pages ⓘ



CEP of Social



The illustration shows two people, a man in a red shirt and green pants, and a woman in an orange top and brown pants, shaking a large carton of MAAS milk. The carton has a red cap and the text "SHAKE YOUR MAAS FOR WORLD MILK DAY". Two smaller MAAS cartons are shown being shaken by the individuals. The background is a solid yellow color.



The logo for "Dairy Gives You Go" is circular and features a heart shape containing icons for a cow, a milk carton, and a person. The text "redcover" is written in a curved path above the heart, and "dairy gives you go" is written below it.

Dairy Gives You Go
51K likes · 52K followers

[Message](#) [Liked](#) [Search](#)

Video