

# DANONE NEWSLETTER



DANONE  
ONE PLANET. ONE HEALTH

QUARTER 4



DANONE DAY 2021  
READ MORE ABOUT THE CELEBRATIONS INSIDE

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SHARE THE JOY WITH ULTRAMEL THIS CHRISTMAS



WORLD QUALITY CELEBRATIONS



ONE DESK .ONE CHILD RECYCLING UPDATE

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ULTRAMEL & DANUP MARULA FLAVOUR



# WELCOME TO OUR LAST NEWSLETTER OF 2021 ...



We faced a lot of challenges this year, but the message that endured was one of hope and solidarity. We experienced this not only as a nation but at Danoners as well. Our caring culture could be seen through words of compassion for one another during the riots in July as well as the continuous advocacy on the vaccination. Being part of this collective drive to succeed – no matter what, is what makes me proud to be a Danoner every day.

As we all know, Christmas is synonymous with Ultramel and during the festive season you will see the retailers painted yellow as we spread the joy! Next year this beloved brand turns 50 years old and we cannot wait to share the joy of this incredible milestone with you. I cannot share too much of our future plans with you at this stage but we will also be bringing you a very exciting new addition to the Nutriday stable.

**FROM ALL OF US AT DANONE  
SOUTHERN AFRICA, I WOULD LIKE  
TO WISH YOU AND YOUR LOVED  
ONES A SAFE AND FESTIVE  
SEASON AND PROSPEROUS  
NEW YEAR!**

**NELLI CELE  
MARKETING DIRECTOR.**



**NUTRICIA  
EARLY LIFE  
NUTRITION**

**DID YOU KNOW?**

**IN 2021 DANONE  
SOUTH AFRICA HAS  
EXPANDED OUR SCOPE TO  
INCLUDE EARLY LIFE  
NUTRITION**



# Getting To Know OUR DANONERS

IN A REGULAR FEATURE WE ASKED TWO OF OUR DANONERS TO SHARE MORE ABOUT THEIR LIVES AT DANONE AND WHAT THEY FEEL PASSIONATE ABOUT.

## NOSIPHO KUNENE | HR BUSINESS PARTNER – OPERATIONS

“ Nosi is a mum, a wife, a student, an HR professional and lover of life. I’m originally from KZN, born in Ixopo, raised in Durban and moved to Gauteng 5 years ago. I am BSc graduate but found my purpose and fell in love with HR. And it allows me to make a tangible difference every day. I believe in being the difference I want to see in the world, and huge advocate of leaving people and places better off than were you found them, that is my call to serve. ”



### Q: WHAT IS YOUR ROLE AT DANONE AND HOW LONG HAVE YOU BEEN WITH DANONE?

My role is HR Business Partner for Operations, Quality and R&I, and I’ve been at Danone for 1 year 4 months, although I feel like I’ve been around for much longer.

### Q: WHAT BOOK CAN WE FIND ON YOUR BEDSIDE TABLE – WHY IS IT SIGNIFICANT TO YOU?

A bible and a textbook of some sort – my bible as I’m rooted quite deeply spiritually and a textbook as I’m currently doing 3rd year in a BCom, so I usually have my textbook to study after the kids go to bed.

### Q: WHAT IS YOUR TAKE ON ONE PLANET ONE HEALTH AND WHY IS IT IMPORTANT FOR COMPANIES TO TAKE THIS SERIOUSLY?

Definitely topical, relevant and talks to being a responsible business that cares about the future. It’s important to preserve the planet and its resources for the next generation. People are also becoming more conscience of businesses being more responsible and using sustainable practices, so our customers and consumers want to be associated with companies and brands that look after the health of the planet and its people.

### Q: WHAT HAVE YOU INCORPORATED IN YOUR PERSONAL LIFE TO BRING OPOH TO LIFE?

I’m trying hard to teach my son to separate recyclable waste, especially plastic. And also, we make sure that we do the basics, no littering, no wasting water and dispose waste correctly.

### Q: WHAT IS YOUR FAVOURITE HEALTHY FOOD AND WHY?

I love a woolies fruit salad, all day any day!!

### Q: WHAT ARE YOUR HOLIDAY PLANS AND WHICH DANONE PRODUCTS WILL BE PART OF IT?

I’m going home to KZN to see family, that’s always the plan for many of us not born and bred in Gauteng. We take the great migration, lol. And of course, ULTRAMEL will always be a part of those family moments, what’s Christmas without Ultramel!

### Q: WHAT GIVES YOU HOPE?

I am inspired by the possibility of what things could be. I believe there is so much that is not going right that all it presents is opportunity to be and do better. In terms of Danone - We are such are surrounded by amazing people with the potential to do amazing things given the right environment and time, I look forward to the day we rise like the phoenix.

## JOANNA GOODMAN | HEAD OF EARLY LIFE NUTRITION



“ I was born in South Africa and spent the first 15 years of my life here. After a stint at an English boarding school where I did my A-levels, I got a degree in Psychology from Warwick University. My first real job was with FedEx in the UK where I started in the call centre, and ended up as Station Manager for the Birmingham operation. I moved back to South Africa in 2003 with my (now) husband, and we have never looked back. We are parents to a son (14), daughter (12), three-legged dog, a dog who thinks she is a cat, and 3 cats – all of whom run rings around us. ”

### Q: WHAT IS YOUR ROLE AT DANONE AND HOW LONG HAVE YOU BEEN WITH DANONE?

I will have completed 8 years at Danone at the end of December. It has been a rollercoaster but I love it!! My current role is to head up the new ELN business where we want to create a portfolio of food solutions for children from birth to 6 years old. On a day-to-day basis, this involves a myriad of diverse accountabilities including deciding which products to launch and at what price; working out the strategy for creating demand; finding a logistics supplier to deliver the products; getting the product listed and merchandised in store; recruiting a team of medical reps; managing the P&L's, and many other things. Fortunately, I don't have to do it alone, and work with some really incredible people inside and outside Danone to bring it all together. The things I love most about my job are the people I work with, the fact that every day is different, and the opportunity to make a difference to the health of children in South Africa..

### Q: WHAT BOOK CAN WE FIND ON YOUR BEDSIDE TABLE?

In fact, I have a Kindle – best invention ever! I read a lot, but only fiction. For the serious stuff, I prefer podcasts.

### Q: WHAT IS YOUR TAKE ON ONE PLANET ONE HEALTH AND WHY IS IT IMPORTANT FOR COMPANIES TO TAKE SUSTAINABILITY SERIOUSLY?

One Planet One Health is the reason I am passionate about working for Danone. I worry a lot about the state of the world that my children will inherit, and since the COP26 summit failed to agree on actions to reduce carbon emissions sufficiently to prevent catastrophic climate change, it is going to be up to individuals and organisations to save our planet. I believe strongly in the role that good nutrition in childhood plays in long term health and learning. We have a role to play in providing that food, but also educating parents on the importance of the food decisions they make for their children.

### Q: WHAT HAVE YOU INCORPORATED IN YOUR PERSONAL LIFE TO BRING OPOH TO LIFE?

We recycle glass, plastic and cardboard, and have a compost bin. We also have a Jojo tank to collect rain water, and are in the process of converting our garden to water wise plants. We are trying to cut down on the amount of meat that we eat, and focus on free range and sustainable food choices as much as possible. When I walk with my dogs, I collect bottle caps and recycle them. Each year I choose an action to reduce single use plastics – so far we have virtually stopped using cling film; chewing gum and plastic carrier bags.

### Q: WHAT IS YOUR FAVOURITE HEALTHY FOOD AND WHY?

I know this is going to sound cheesy, but I love yoghurt and use it in cooking as well as eating it on its own. My absolute favourite breakfast is plain yoghurt with berries, toasted seeds and drizzled with honey.

### Q: WHAT ARE YOUR HOLIDAY PLANS AND WHICH DANONE PRODUCTS WILL BE PART OF IT?

We will celebrate Christmas with my parents and 2 sisters, before taking a road trip to the coast (COVID permitting...). Nutriday Double Cream plain is my favourite for making tzatziki, which we have as a staple for informal lunches with bread, cheese and cold meat; I like to freeze the fruit 6 packs to eat as a healthy “ice cream”; my son is completely addicted to the full cream vanilla Nutriday. And no doubt there will be a malva pudding or two, served with Ultramel.

### Q: WHAT GIVES YOU HOPE?

I am an eternal optimist, and always see the “hope” in every situation. I believe that the humanism and resilience that has been demonstrated by the majority of South Africans over the last 2 years, will ultimately prevail over the challenging times that we are experiencing at the moment.

NUTRICIA  
**EARLY LIFE  
NUTRITION**



# DANONE LAUNCHES EARLY LIFE NUTRITION CATEGORY

Danone globally is a leading manufacturer in the Specialised Nutrition category, comprised of Early Life Nutrition and Advanced Medical Nutrition. The Specialised Nutrition category offers nutritional solutions with the shared goal of improving the health and well-being of vulnerable individuals. With over 50 years of ongoing research into the first 1000 days of life, Danone Nutricia Early Life Nutrition combines science and experience to support parents, carers and healthcare professionals. We are pleased to have expanded our local Danone business into the Early Life Nutrition category with the launch of Aptamil.



OFFER SUPERIOR  
FOOD EXPERIENCES  
AND  
INNOVATE,  
ALWAYS

## WORLD QUALITY DAY



World Quality Day was celebrated on 9 November 2022 and this year the theme was: "Offer superior products in a sustainable way". Each product undergoes 104 quality from farm to spoon, as we strive to offer the best possible products to our consumer and a leading company in our industry. "It involves each Danoner EVERYWHERE and EVERYDAY. It is not only our responsibility in design, in sourcing, in plants and logistics but also in stores in order to ensure outstanding quality on shelf and in consumption." Jessica Govender Head of Quality.

Stay tuned, and I invite you to join iCare Workplace community, as well as your local animation, to fully participate in the activities. My wish for you all is to enjoy and make the best of this day by learning and connecting on Quality.

This year the Quality Team taught Danoners how to evaluate and appreciate the sensorial aspects of tasting a yoghurt.

# DANONE WINS SPECIAL RECOGNITION AWARD

## ONE DESK. ONE CHILD CAMPAIGN

We are honoured that our desk received the Judges Special Mention at the #RecycledProductoftheYearAwards2021, hosted by the South African Plastics Recycling Organisation (SAPRO).

We would like to acknowledge partners Interwaste Recycling, Mpac Recycling, Infinite Industries, Extruwood SA and Pick n Pay who have helped us scale and amplify the campaign, proving to learners that waste has value.

We would also like to congratulate all the winners, producers, suppliers and manufacturers who contributed to this cause!



## RECYCLING PROJECT



**Emmanuel Marchant, Managing Director of Danone Southern Africa at our last desk handover with scholars for the Urban Comet Preschool**

On the 17th of November, we donated another 50 desks to Urban Comet Preschool! This last handover for the year was done in the presence of our new MD Emmanuel Marchant.

As 2021 draws to a close, we would like to extend an enormous thanks to the schools and learners who have helped us collect yoghurt tubs and achieve our goal to donate 500 desks.

It's through educating learners that we build recycling advocates, influencing their community and the wellbeing of our planet. And we look forward to reaching more schools, more learners and diverting more yoghurt tubs away from landfills in the following year.

Remember, each of these desks uses the equivalent of 245 x yoghurt 6 packs and 914 x 1kg yoghurt tubs to produce.



LEARN MORE ABOUT THE  
ONE DESK. ONE CHILD PROJECT HERE



CLICK  
HERE

# LOCAL SCHOLAR REPRESENTS SOUTH AFRICA IN WORLD CHAMPIONSHIP



Fifteen year old Hendré de Kock from Waterkloof, Pretoria has qualified for the World Final of The Danone Nations Club, an extension of the iconic football tournament taking place each year for the last 20 years. Hendre will be representing the Africa continent after he beat a player from the Reunion islands in the October qualifier. Hendre will represent Africa in the finals to be held in Paris, France in April.

**“Like proud parents, we at Danone Southern Africa are fully behind Hendre. We were so happy to hear of his qualifying position in the E-Danone Cup and we will be rooting for him all the way,” says Marlinie Kotiah, General Secretary Director for Danone Southern Africa.**

Each year more than 2.5 million children from around the world take part in The Danone Nations Cup making it the biggest soccer tournament for aged 10 - 15. Due to the sanitary crisis around the world the iconic Danone Nations Cup could not be held in 2021, but organisers instead opted to keep the game alive with a new online competition: the Danone Nations Club! Participants could take part in different online challenges as they moved up on the leader board.



# WHY ON PACK RECYCLING LABELS (OPRL)?



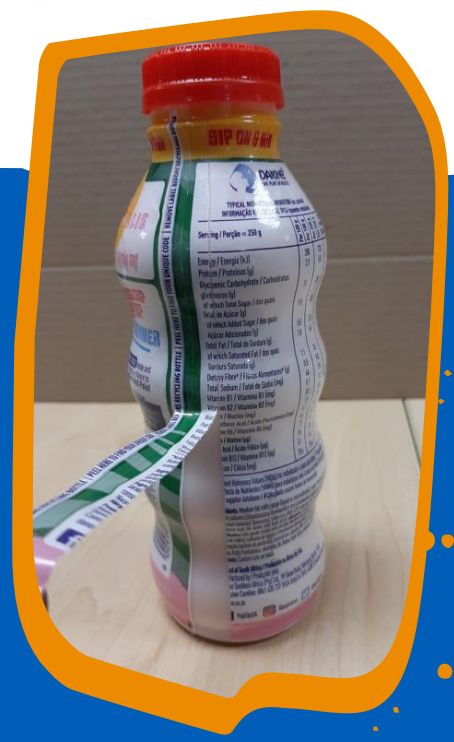
PRESERVE AND RENEW THE PLANET'S RESOURCES

It's no secret that plastic waste and pollution is a global pandemic and needs urgent attention and meaningful intervention from industries and communities across the planet. Most waste ends up in nature due to a lack of infrastructure and poor handling of the waste.

Well, here in SA the Minister Department of Fisheries, Forestry's and Environment Minister Barbara Creecy has gazetted the new updated section 18 of the waste management act rendering Extended Producer Responsibility (EPR) as mandatory, which in short now mean all industries in SA will pay a fee for all packaging put into the market, this money will be spent to increase recycling rates in SA.

Ok, so what can we do as consumers? Well, separation at source of waste is key in the whole value chain. With the help of OPRL we can now separate our waste in the comfort of our homes and by so doing we can increase the value of the waste; increase the price the waste collector receives for the clean separated waste and create better livelihoods for their families.

With Danone's obsession to bring health through food to South Africans, Yogisip® responded to the call for ease of recycling and separation of waste at source with the new innovative easy to remove sleeve from the bottle, exposing the clear pure HDPE (OPRL no 2) and increasing the value of this bottle when it goes into the recycling stream.



1	2	3	4	5	6	7
PETE	HDPE	PVC	LDPE	PP	PS	OTHER
polyethylene terephthalate	high-density polyethylene	polyvinyl chloride	low-density polyethylene	polypropylene	polystyrene	other plastics, including acrylic, polycarbonate, polyactic fibers, nylon, fiberglass
soft drink bottles, mineral water, fruit juice container, cooking oil	milk jugs, cleaning agents, laundry detergents, bleaching agents, shampoo bottles, washing and shower soaps	trays for sweets, fruit, plastic packing (bubble foil) and food foils to wrap the foodstuff	crushed bottles, shopping bags, highly-resistant sacks and most of the wrappings	furniture, consumers, luggage, toys as well as bumpers, lining and external borders of the cars	toys, hard packing, refrigerator trays, cosmetic bags, costume jewellery, CD cases, vending cups	

Next time when you enjoy your Yogisip®, please remember to remove the sleeve and put this with your general waste and your clean pure and clear HDPE bottle with your other valued recyclables. Look out for your OPRL labels on the products you purchase and Happy recycling!!!



# DANONE DAY 2021

Each year 100 000 Danone employees around the world celebrate Danone Day – a celebration highlighting all that we have accomplished together and what's to come in the next year. This was the seventh year we celebrated Danone Day and this year the theme was #UnitedForGrowth. “United for growth is all about coming together as a team, learning from each other and building on our unique strengths in order to fuel our business with our mission at heart ‘bringing health through food to as many as possible’,” said Communication Manager Gisela Kruger.

At the time of the event, lockdown restrictions and Covid-19 cases were at a minimum, making it possible for teams to get together in a safe way to enjoy a marketplace based on our 2030 Goals, an integrated agenda to serve our ambition and aligned with the UN sustainability goals. Danone Marketplace is one of Danone’s iconic festivities rooted in our culture and celebrating our passion, energy, expertise as well as our collective determination to success with an inclusive and open mindset.



TO VIEW THE  
COMPILATION  
VIDEO...





# DANONE DAY 2021

# USING OUR DIGITAL PLATFORMS TO HELP OUR CONSUMERS CHOOSE WELL FOR THEIR IMMUNITY

Healthy eating is one of the pillars of a strong immune system, but we don't always know how to include all the necessary nutrients – especially with young, fussy eaters and a busy lifestyle.

We are simplifying the top tips to support your immunity on our Facebook and Instagram pages, teaching our consumers about critical nutrients in an accessible and engaging way!

So far, our content has reached 8 million consumers, supporting encouraging healthy eating habits across South Africa.



WATCH THE  
VIDEO HERE

JOIN THE CONVERSATION:



ZINC

**Pop Quiz!**

WHICH NUTRIENT HELPS TO

**SUPPORT**

- ✓ Healthy skin
- ✓ Good vision
- ✓ A strong immune system?

**Choose Well**



**Choose Well**

**FOOD SOURCES OF VITAMIN A**

[www.danone.co.za](http://www.danone.co.za)

**Choose Well**

VITAMIN A

**Did you know?**

OUR BODIES DON'T PRODUCE ZINC.

**EAT IT!**

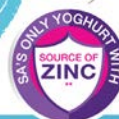
Red meat, whole grain cereals, pulses & legumes are all sources of Zinc!



NUTRIDAY IS ALSO A

**SOURCE**

OF ZINC!



**HELPS SUPPORT**

**YOUR IMMUNE SYSTEM**



**Choose Well**



# ULTRA MEL®

## MAKING MEMORIES WITH ULTRAMEL THIS CHRISTMAS

It could have been a Birthday, Christmas lunch, Graduation celebration or just a Sunday lunch at Grandma's house, Ultra Mel was always the last treat that brought joy to the occasion.

What makes this brand iconic is that over the years it has formed a strong emotional relationship with South Africans, based on positive experiences, creating memories and the trust consumers have in the consistent quality of the product.

**Ke December Boss!!** As we get into the festive season and take a bit of time off and reminisce on the wins and challenges faced in this year, we should not forget to create good memories. Come together with friends and family this festive and "Share the Taste of Joy" with a cup or bowl of Ultra Mel because the best thing about memories is making them.

# DANUP

## INTRODUCING MARULA FLAVOUR

DANUP® is one of Danone's fastest-growing brands. It was launched in September 2016 as a disrupter, in a highly traditional Mageu category and now 5 years later the brand shows no signs of slowing down. DANUP® is currently in the #2 position within the category, with a YTD value share of 31,9 % as of Sep 2021 which translates to R239 million in value.

DANUP® growth is on the rise and this growth has been driven by a combination of different factors including an increase in distribution and rate of sales as well as shoppers up-trading from the small pack to the bigger pack size.

Historically, we have seen inspiring incremental value and volume when we introduce new flavours onto the DANUP® portfolio. Armed with these insights and the understanding of the preferred consumer flavour profiles, DANUP® Marula was launched. DANUP® Marula offers shoppers choice variety with an indulgent new taste that will keep consumers "fuller for longer..." which all sounds like a winning combination.





LOOK OUT FOR OUR NEXT  
NEWSLETTER EARLY 2022!

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