



SOUTH AFRICAN FEEDLOT ASSOCIATION
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June 2010.

SA Beef – Beef Up on the Best.

Business Plan and Budget.
(Levy Period 2010 - 2014)

Function Consumer Communication and Education.

Service Provider SA Feedlot Association.

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1. Introduction and Background.

We concentrated during 2008 - 2010 on addressing issues highlighted during the 2008 / 2009 consumer surveys:

- Re-inforcing the SA Beef brand, with the Sizzle advertisements on 9 radio stations and 3 TV channels
- Developing new beef recipes in pullout magazine format
- Educating consumers on using beef cuts and carcass classification via printed media.

We have continued to build on the SA Beef brand value communicating the health and convenience value from economical family meal solutions supported by the final custodian of our product – the Butcher.

Making the consumer aware of what she should expect from her butcher and what he should offer to his clients was addressed by the Cleaver Awards across three categories of butchers in all nine provinces. 11 000 sms nominations have been received and 95 finalists independently judged according to a 212 point checklist.

These Cleaver Awards are now a recognized prestigious award across all categories of butchers.

2. Adspend Comparisons.

Comparative Adspend on other protein foodstuffs per annum are as follows:

Poultry Products	R12,07 million
Frozen Fish	R 7,5 million
Canned Fish	R 20,08 million
Pork	R 8,8 million

3. Objectives

The proposed 2010 - 2014 campaign will address:

- New beef recipe development
- Versatility and value for money in family meals
- Health value in balanced family meals especially to lower income groups - editorials
- The important role played by the butcher with his knowledge and service on budget meals and explaining the awareness to all butchers.

4. **Outcomes.**

- Communicate the value beef plays in budget beating meals for families
- Increase the awareness of including beef in a healthy balanced family diets
- Encourage the butchers to play an important role in promoting, classified beef from reputable abattoirs out of an hygienic store
- Communicate to the black consumer the versatility of Beef and its goodness for body and brain building in children`s diets.
- Communicating new ways of preparing beef meals

5. **Methodology.**

To use the following communications:

5.1 **Television.**

SABC 1 + E TV	Black Market
SABC 2	Whites and Colored's (Afrikaans)
SABC 3	Mass English Market
Total reach estimated 11 847 200 people.	

Historical % reach was 65% of adult viewers.

5.2 **Radio** in the 7 local vernacular

Ukhozi (Zulu)
Umhlobo Wenene (Xhoza)
Lesedi (Sotho)
RSG (Afrikaans)
5FM (English)

5.3 **Magazines**

You	2 110 000 readers per issue
Drum	1 627 000 readers per issue
Huisegenoot	2 157 000 readers per issue

5.4 **Public Relations.**

Family health and awareness articles in the press and magazines and radio talk shows by specialists in their fields on the importance of beef in a balanced family diet.

5.5 **Cleaver Awards**

To encourage both consumer and trade participation in identifying favorite retail butcher attributes.

Educate consumers on new beef recipes, carcass cuts and meal solutions.

SMS nomination and recipe line with judging of a shortlist of finalists by the SAMIC coordinators.

Announcing a National winner and a runner up in each of three categories of butchereries, as well as Provincial Winners and awarding them:

- a) 3 and fewer tills
- b) 4 and more tills
- c) Food Markets

6. **Capacity of Service Provider.**

SA Feedlot Association has over the previous 6 years been well equipped to implement the Beef Up Campaign and will have no difficulty with implementing the proposed expanded campaign.

7. **Implementation.**

The proposed campaign is to commence during Nov 2010 and will run up until the end of Nov 2014.

8. Budget per annum

8.1 2010 - 2012

		Transformation
Television	R 1 983 600.00	R 1 144 091.00
Radio	R 1 515 250.00	R 337 685.00
Magazines	R 582 683.00	R 158 579.00
Clever Awards	R 482 125.00	R 70 308.00
Public Relations	R 90 992.00	
Promotional Material	R 95 209.00	
Tracking success of Campaign	R 137 750.00	
Total	R 4 887 609.00	R 1 710 663.00

8.2 2012 - 2014

		Transformation
Television	R 2 182 268.00	R 1 258 500.00
Radio	R 1 666 675.00	R 371 453.00
Magazines	R 640 863.00	R 174 437.00
Clever Awards	R 530 110.00	R 77 339.00
Public Relations	R 100 000.00	
Promotional Material	R 104 839.00	
Tracking success of Campaign	R 151 615.00	
Total	R 5 376 370.00	R 1 881 729.00

The funds are required in 3 equal annual payments in April, June & August of each year.

DAVE FORD.
EXECUTIVE DIRECTOR