



RED MEAT PRODUCERS' ORGANISATION



BUSINESS PLAN FOR CONSUMER EDUCATION SOUTH AFRICAN SHEEP MEAT (LAMB AND MUTTON)

5 NOV 2014 – 4 NOV 2018

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1. Function

Consumer communication and education.

2. Service Provider

Red Meat Producers' Organisation (RPO) - Lamb & Mutton South Africa

3. Contact address

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4. Introduction and background

Lamb & Mutton South Africa has been tasked with the education of consumers since 2007 previously called 'The Sheep Meat Marketing Forum'. Education on the role of lamb and mutton in the diet, based on recent scientific research undertaken within South Africa, are communicated to the consumers. The project focused on Health professionals as opinion formers in the health and nutrition environment as well as focusing directly on the consumer.

5. Comparative ad spend

Comparative spend on other protein foodstuffs within South Africa in the 2013 to 2014 levy period.

Product	Annual Budget
Poultry products	R 12.07 million
Frozen fish	R7.5 million
Pork	R8.8 million
Beef	R7.26 million
Lamb & mutton	R2.01 million

6. Objectives

The proposed 2014 – 2018 campaign has the following main objectives:

- ❖ Maintain a positive image for South African lamb and mutton as a healthy, enjoyable and safe food choice which is sustainable in the long term;
- ❖ Educate the Consumer and the Health Professional in the health benefits of South African lamb and mutton and provide information to enable the trade, the educator, the consumer, the retail with resources to enable the distribution of knowledge on lamb and mutton.
- ❖ Maintain and stimulate consumption in order to retain or improve profits of the levy paying supplier, protect the industry and safeguard the industry's future. We wish to keep our stake-holders informed about Lamb & Mutton South Africa's education activities.

7. Outcomes

A successful outcome is an informed public and stable yet increasing local consumption of South African lamb and mutton.

8. Methodology

We aim to maintain a good level of knowledge and awareness of the nutritional value and health benefits of South African lamb and mutton.

The key messages to be conveyed to the consumer are:

- ❖ Healthy, safe and nutritious;
- ❖ Convenience;
- ❖ Enjoyment and pleasure;
- ❖ Sustainable, ethical and environmental friendly.

In the education process Lamb & Mutton South Africa targets consumers directly and through health professionals. This methodology is in-line with international convention and has been proven to be successful. By informing the health professionals the message is driven down to the consumer.

Consumer education will have the following projects:

- ❖ Consumer communication:
 - Directly from Lamb & Mutton SA to the individual or the member of public through: electronic means, leaflets, advertorials in popular magazines, radio talks, newspapers, television, etc;
 - Maintain and enhance the electronic platform and social media as a cost-effective, successful and ever-increasing important means by employing – website, facebook forum, twitter, mail-chimp for press release and on-line advertising banners;
 - In collaboration as joint projects with the retail chains produce: brochures, posters, leaflets;
 - Produce and make resources and materials such as information, photographs, recipes and scientific information available to the trade and retail to promote lamb and mutton
 - By educating the trade and the butcher with information, videos and other resources;
 - By educating the educator targeting and producing materials for use by: Chef Schools, tertiary education, primary schools and secondary schools. Materials include: electronic means, printed material and advertorials to make the educators aware of the materials available;
 - By sending press releases of topics or activities to our media database, which result in free advertising space.

- ❖ Health professional education – communication with this group through advertorials, books, electronic means and printed materials. Health professionals include doctors, dietitians and nutritionists. Typically advertorials are placed in Health professional magazines;

- ❖ National education – advertorials, articles and posters distributed to the stakeholders to keep our sponsors aware of the communication process and activities of Lamb & Mutton SA. Placements are made in the Red Meat magazine, RPO e-newsletter, communication direct and/or materials sent to the RPO regions, presentations at RPO meetings national and/or regional;

- ❖ Policy and legislation –contribute and help shape the legal environment within which our project and the red meat industry operates.

Typical outputs are:

- ❖ Advertorials in popular consumer magazines, newsletters or publications;
- ❖ Material to be distributed directly to butchers and through SAMIC and other industry role-players countrywide, including carcass posters, classification leaflets and recipe leaflets;
- ❖ Material to be made available to the trade and educational institutions;
- ❖ Popular articles and advertorials placed in industry magazines;
- ❖ Regular Braai day campaign on Heritage Day in the national media;
- ❖ Joint campaigns with the retailers to distribute material to the consumer making it possible to reach remote consumers;
- ❖ Television broadcasts on Agri TV introduced the campaign to viewers;
- ❖ Strong presence on the web through a website, regular posts on Facebook page and daily Twitter messages;
- ❖ Broadcasts on radio providing information.

9. Capacity of Service Provider

Lamb & Mutton South Africa is an advisory committee to the RPO. The committee is representative in that members are drawn from the trade, the industry, the academic field and the science field. Lamb and Mutton South Africa is well placed to perform the task of educating the consumer on lamb and mutton within the South African context.

The advantages of Lamb & Mutton South Africa steered by the advisory committee are:

- ❖ A successful track record of 8 years performing this function, and good solid experience in performing this function;
- ❖ A presence, image and identity has been developed in the market with past advertisements and identifiable logo;
- ❖ A management structure in place with a management committee, auditory committee and house rules as guidance;
- ❖ Good knowledge of the local market and how it operates;
- ❖ Vast knowledge in the nutrition field on our particular product based on research commissioned;
- ❖ Solid science base acts as foundation for material development;
- ❖ A team of experts with skills in material writing and development, website management and design;
- ❖ Strong links with partners in the industry and are well-known for knowledge and skills;
- ❖ Good relationships and a strong support systems with various independent service providers to ensure high quality outcomes.

10. Annual budget

	05/11/2014 to 31/10/2015	05/11/2015 to 31/10/2016	05/11/2016 to 31/10/2017	05/11/2017 to 31/10/2018
Administration	202 203	222 424	244 667	269 131
Operational Projects*	251 200	273 100	301 200	324 600
Educational Projects[§]	1 989 141	2 193 775	2 413 461	2 662 430
Liaison^{&}	85 000	91 000	99 000	108 000
Totals	2 527 544	2 780 299	3 058 328	3 364 161
Transformation[#]	1 070 504	1 177 554	1 295 310	1 424 841

*Operations projects: Website; distribution; dissemination; logistics

§Educational projects: Back-to-Basics project; Offal project; School Campaign; Health Professionals; Social media; Trade & Butchers campaign; Sustainability

&Liaison: National and international liaison

#Transformation: 40% of all projects are targeted at transformation at a national level. Specific outputs, including offal project and school campaign, are translated into Sepedi and Zulu. These outputs are disseminated to lower LSM consumers at taxi ranks and through targeted media.