

## **PROMOTIONS**

South African pork producers have been involved in the promotion of their product for many years. With the help of experts and professionals in the promotional and marketing fields SAPPO's Promotions Committee continuously inform consumers of the virtues of pork by means of various media and projects.

SAPPO conducts consumer and product research on a regular basis.

### **Pork must be kept in people's minds**

The purpose of SAPPO's promotional activities is to create more pork eaters in South Africa, to keep current pork eaters happy, and to encourage occasional pork eaters to enjoy it more frequently.

It is important to keep the special eating qualities of pork in the minds of the people who cook and prepare meals for their families, and to teach consumers how to prepare pork to achieve a delicious and satisfying eating experience. Many purchasing decisions are made on impulse, or at the point of sale, therefore the in-store cooking promotions (see below), and the customer interaction that it offers, is a vital part of the educational process.

This challenging task is done at provincial level, supported by SAPPO, supplying the in-store teams with recipe leaflets and any cooking or nutritional input they need to address customers' enquiries. Good progress has been made in 2015 by increasing the amount of in-store promotions in the township areas where pork is now being offered by retailers in ever-increasing volumes.

### **Magazines, newspaper and radio advertisements**

Advertisements, articles and recipes appear regularly in consumer and specialised magazines and in newspapers countrywide. Radio is also a popular medium used by SAPPO. These media are used to inform consumers

not only of a healthy, tasty and modern pork eating experience, but also of the nutritional value of pork.

Pork gets a lot of publicity, often free, in the popular media.

### **Television**

Pork made its debut on television in 2010 with a series of television advertisements that were broadcast on various television channels. The advertisements coincided with the 2010 Soccer World Cup. The television advertisements linked pork to a healthy lifestyle.

### **Competitions**

Consumer competitions to promote pork, sometimes in conjunction with the big supermarket chains, are conducted regularly.

### **Special publications**

Special and educational publications appear from time to time to coincide with special occasions such as during the Christmas period to ensure that consumers are reminded of pork as an excellent choice for the Christmas menu. SAPPO conducted a very successful gammon promotion with Woolworths in December 2015.

Pork recipes are also continuously distributed to consumers. Educational booklets, not only aimed at consumers, but also among others, health practitioners are also distributed countrywide.

### **Retail promotion campaigns**

SAPPO's promotions team successfully conducted partnership campaigns with various retail groups each year. These include Checkers, Shoprite, Food Lovers Market and Woolworths. All these promotions hugely boost the sale of pork in a tough consumer-spending environment.

## **In-store demonstrations**

SAPPO makes use of trained promotion ladies in supermarkets who demonstrate how to cook pork. They also inform consumers about the virtues of pork. The in-store demo ladies are usually deployed during promotions with supermarkets.

In the provinces, the provincial promotions teams conduct regular in-store demonstrations of tasty pork dishes and they distribute recipes. DVDs demonstrating basic pork cooking skills are also shown in some super markets.

## **Training**

Training on professional pork cutting up techniques and cooking methods, among others in townships, woman groups, tertiary institutions, the trade and hotel and restaurant schools are conducted regularly.

## **Inter hotel challenge for chefs**

SAPPO's popular inter hotel challenge competition has become a highlight on the culinary calendar. The idea is to introduce pork to a new generation of chefs in top restaurants and hotels. The contestants have to cook with pork during the challenge and every year they came up with wonderful, new and inventive pork dishes. Many well known food personalities such as Reuben Riffel judge in the competition.

The competition receives good media coverage every year. The department of tourism is also now involved and it provides bursaries for further studies to promising young chefs. SAPPO will also in future sponsor a bursary for the participant with the best pork dish for further training in pork related matters. The wine industry is also closely involved with the competition.

SAPPO is also sponsoring a chef's training project, aimed at providing a

sharper focus on pork, among the second-year chef school students at six different chef training schools.