



PRESS RELEASE

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PMA hosts Retailers Connections' Lunch

The Produce Marketing Association (PMA) recently hosted its third annual Retailers' Connections Lunch at the Kleinkaap Boutique Hotel in Pretoria, with over 50 fresh produce supply chain representatives in attendance.

"PMA's events are specifically designed to enhance networking opportunities, inspire new connections and enrich relationships that have already been forged. The PMA Retailers' Connections Lunch is one of a series of local touch point events, along with the Thought Leadership Breakfast, Fresh Connections Southern Africa Conference and Trade Show, Women's Fresh Perspectives Breakfast, and Young Professionals' Breakfast," said Lindie Stroebe, General Manager of PMA Southern Africa.

"The aim of the Retailers' Connections Lunch is to provide a platform for retailers and buyers to meet and connect with growers and business solution providers on what they have most in common – the consumer."

May Krugel, consumer marketing strategist at Consumer Link, set the tone discussing the drivers behind produce consumers' decisions and how to translate their wants and needs onto the supermarket shelf.

She referred to the 2019 Nielsen South Africa Shopper Trends Report, which revealed that 'lowest prices' are no longer the key driver of store choice in the country and that it is value for money, along with an enhanced shopping experience that are driving South African consumers' buying decisions. She did, however, emphasize that price awareness remains a key influencer in an environment where consumers have a wealth of choices. Promotions, loyalty programmes and benefits from a variety of retailers also come into play.

Krugel said South African shoppers have become technologically savvy, informed and critical of retail. This has put a lot of pressure on retailers to innovate and convince shoppers to choose their stores and products over others.

The event also provided opportunity for four growers and a seed company to provide insights on their respective businesses, operations, products and how they add additional value to the fresh produce industry. Participants in this session were CT van der Merwe of Al 3 Boerdery, Tracey Maxted of Harvest Fresh, Gert Upton of Schoonbee Landgoed, Arne Kaffka of Enza Zaden and Francois Schwalb of ZZZ.

About Produce Marketing Association

Produce Marketing Association (PMA) is the leading trade association representing companies from every segment of the global produce and floral supply chain. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. For more information, visit www.pma.com.

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