

Media release (for immediate release)

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Pork producers launch #YesMrPresident Campaign

The South African Pork Producers' Organisation (SAPPO) launched its digital Facebook #YesMrPresident Campaign today.

"SAPPO believes that South Africa's leaders are facing a daunting task to navigate the nation during the Covid-19 pandemic and with our #YesMrPresident Campaign we want to demonstrate our solidarity with President Cyril Ramaphosa and his colleagues," says Johann Kotzé, CEO of SAPPO.

"Agriculture is one of the essential services and is exempt from the lockdown; farmers will continue to produce food for South Africans. This comes with added risks as it requires people in the industry to travel and work shoulder to shoulder. The agricultural sector wants to show that it is doing the right things to keep people safe. We want to show the government that the agricultural sector is listening," Kotzé says.

People who want to participate are requested to take a photograph or selfie of themselves or their workers, operating in a safe environment, with a message written in black on white paper with the words "YesMrPresident" somewhere on the photograph. If they don't have access to paper and pen a mere thumbs up will do. (See examples below.)

Kotzé says that although the campaign was initially aimed at farmers transporting workers, working their lands, people producing products in factories and processing food and people distributing products, those in other industries and even individuals at home are welcome to participate.

Contributions can be posted on the [SA Pork](#) Facebook page.

Pork vouchers up for grabs

The SA Pork Facebook page invites everyone to either post a picture of themselves with a thumbs-up or a paper sign saying #YesMrPresident.

They also have the choice of entering a competition to possibly win one of 100 x R500 pork vouchers, redeemable at a Food Lovers Markets store up to three months after the lockdown has been lifted.

To enter the competition, participants must like the SA Pork Facebook Page, visit the SA Pork website (<http://www.sapork.co.za>) to fill in their contact details and upload it with their picture onto the SA Pork website.

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