

**THE SOUTH AFRICAN FEDERATION
OF RED MEAT PRODUCERS**

**A BUSINESS PLAN FOR CONSUMER EDUCATION:
SOUTH AFRICAN SHEEP MEAT (LAMB AND MUTTON):
2010 TO 2014**

Contact details:

Gerhard Schutte (Chief Executive Officer) National RPO

Postal Address: PO Box 36802, Menlo Park, 0102

Physical Address: 318 The Hillside, Lynnwood, Tshwane

Tel: 012-3481933 Fax: 012-3614430

E-mail: rpo@antic.net

TABLE OF CONTENTS

1. UTILIZATION OF LEVY FUNDS DURING PRESENT LEVY PERIOD

1.1. Education campaign position and strategy

1.2. General communication to consumers

1.2.1. Transformation

1.3. Specialised communication to health professionals

1.4. Healthy meat website

1.5. Budget breakdown

2. COMMENTS ON THE NEW PROPOSED COLLECTION FOR THE 2010 APPLICATION

3. BUSINESS PLAN AND BUDGET FOR CONSUMER EDUCATION

3.1. Functions

3.1.1. Health professional campaign

3.1.2. Consumer education

3.2. Budget summary

1. UTILIZATION OF LEVY FUNDS DURING PRESENT LEVY PERIOD

An ongoing campaign among South African consumers, to promote consumption by educating consumers on the health benefits of South African lamb and mutton, was launched in 2007 by the Sheep Meat Marketing Forum on behalf of the Red Meat Industry Forum. As consumers are increasingly more focused on the quality and nutritional characteristics of meat and meat products, the newly determined values on the nutrient composition of South African lamb and more recently mutton, formed the basis of this campaign.

1.1 Education campaign position and strategy

The Sheep Meat Marketing Forum launched a campaign to promote the consumption of South African lamb and mutton among South African consumers. The campaign built on the results of the new composition data and is aimed at educating both consumers and health professionals. Health professionals are particularly targeted as opinion formers in the health and nutrition environment. The marketing campaign of South African lamb and mutton thus consist of two parallel streams of education deployed, namely to the health professionals (specialised communication) and secondly directly to the consumer (general communication).

In both streams of communication five main objectives are targeted. These five objectives include:

1. **Repositioning** and creating a new positive image for South African lamb and mutton.
2. **Educating** both the consumers and health professionals, in order to increase knowledge and awareness of the nutritional value of South African lamb and mutton.
3. Building **partnerships** with health professionals, consumers and the retail chain.
4. Keep **consumption** stable and increase knowledge about South African lamb and mutton.
5. **Communicate** and share information of marketing activities with relevant parties in the supply chain.

In both streams of communication, the main messages conveyed in increasing awareness of South African lamb and mutton, include:

1. **Healthy and nutritious** - conveyed in messages such as "*promotes good health*", "*good source of protein*", "*nutritious*", "*lower in fat than you think*", "*a good source of bio-available minerals like iron and zinc*", and "*contains fatty acids which promote health*"
2. **Safe** - conveyed in messages such as "*safe to consume*", and marketing the products in a hygienic format
3. **Of high eating quality** - conveyed in messages such as "*tasty*" and "*tender*"
4. **A convenient choice** - conveyed in messages such as "*quick and easy to prepare*"

5. **Containing a combination of positive characteristics** - conveyed in messages such as “*naturally produced*” and “*affordable nutrition*”.

1.2 General communication to consumers

General communication involves conveying messages of a general nature regarding the health and nutritional advantages of sheep meat (as identified in light of the outcome of the consumer research) to consumers. During the previous levy period the following outputs were achieved within the general communication element:

- A carcass cut poster was drawn up for distribution to butcheries and tertiary institutions.
- Various advertorials were developed on health themes and published in popular magazines like Huisgenoot/You Pols/Pulse, Sarie Gesond, Heita my friend and Busy body.
- Popular articles were also placed in the Landbou weekblad.
- Together with different retail partners (Spar, Pick ‘n Pay and Checkers), educational material such as pamphlets, leaflets, recipe cards, and posters were developed and in-store promotions were hosted.
- Recipe booklets, pamphlets and posters were developed and printed for distribution to the general public through local butchers, and during certain events such as the Pretoria Show, regional exhibitions etc.
- Newspaper clippings were utilized during specific events such as National Braai Day to educate consumers on health benefits of lean lamb and mutton. Clippings were placed in Beeld, Rapport and Die Burger.
- Various booklets on healthy eating were developed for consumers in with collaboration with other partners, including:
 - Healthy eating for children (in partnership with ADSA, 5-A-DAY, 3-A-DAY and Pick ‘n Pay)
 - Healthy eating to make me healthy (in partnership with Department of Health, Unicef, Consumer Goods Council, 3-A-DAY)
 - South African National Consumer Union (SANCU) booklet on obesity and how red meat can form part of a kilojoule controlled diet
- Television broadcasts on AgriTV introduced the campaign to viewers.

1.2.1 Transformation

The promotional campaign has focused on the Consumer and on the Health Professional. The split between these two focus areas are 75% to 25% in the current levy period. The 75% spend on consumer education is in collaboration and through roll-out in the retail industry. This was

either through the supermarket chains or through local butchers. By distribution through the retail sector (supermarket chains) and butcheries we are reaching the majority of our population.

The lower LSM groups (LSM 1 to 6) make up 69% of the total population (Figure 1). Thus only 31% of the population is in the higher LSM groups (LSM 7-10). Retail figures and LSM bases for visitors to retail shops are presented in Table 1. Within retail, 69% percent of retail shoppers fall within the lower LSM groups (LSM 3 to 6). As the proportion of the funding spent on Health Professional vs. Consumer Education averaged out to 25% and 75% over the current levy period, it can be concluded that 69% of three-quarters (75%) of the allocated amount is spend on transformation (targeting the lower LSM groups). This is comfortably within the 25% margin ear marked for transformation. This is supported with editorials published in targeted media print for lower LSM groups and distributed free of charge.

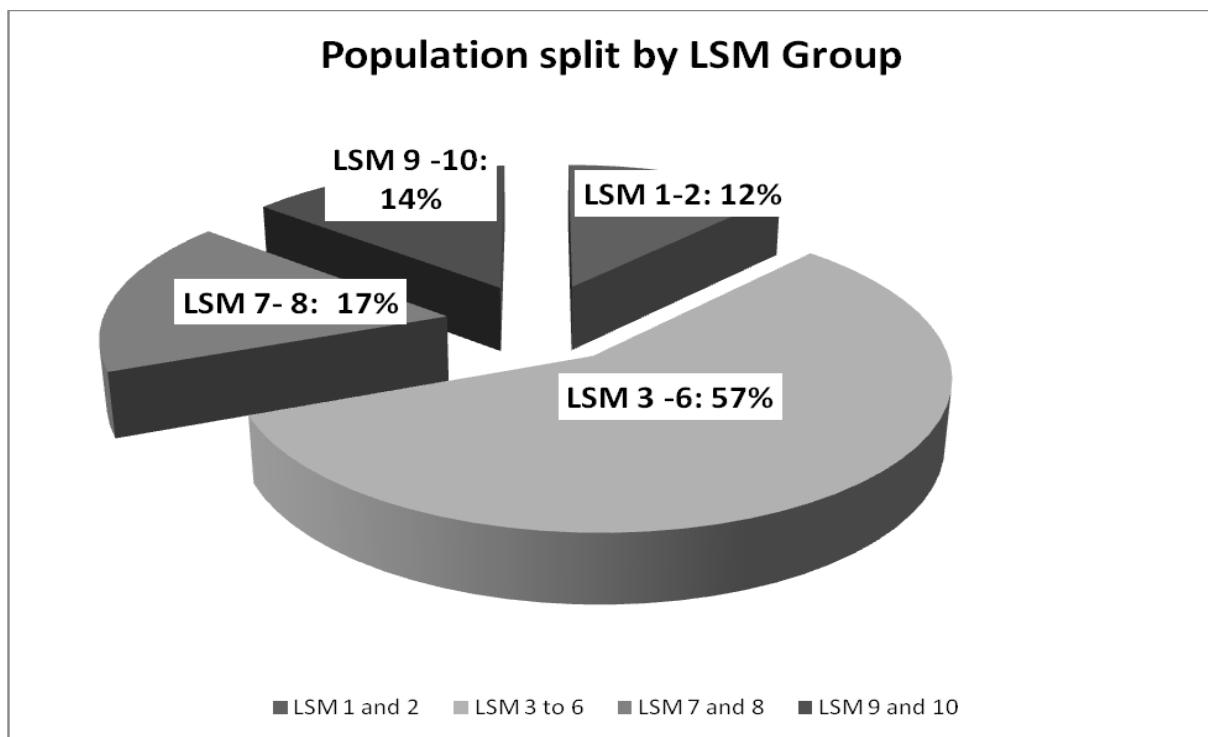


Figure 1: Population split by LSM Group

Table 1: LSM breakdown Retail Shopper profile (December 2008)

| | Male % | Single % | Urban % | Population in millions | % of total population | LSM Group % | Cumulative % |
|----------------|-------------|-------------|-------------|------------------------|-----------------------|-------------|--------------|
| LSM 1 | 31.2 | 51.6 | 0.0 | 1.29 | 3 | 12 | 12 |
| LSM 2 | 48.5 | 53.3 | 2.8 | 3.03 | 9 | | |
| LSM 3 | 50.9 | 57.0 | 14.3 | 3.37 | 10 | 57 | 69 |
| LSM 4 | 50.6 | 57.7 | 24.5 | 4.29 | 14 | | |
| LSM 5 | 50.6 | 56.3 | 44.7 | 4.52 | 15 | | |
| LSM 6 | 50.2 | 50.6 | 68.7 | 5.38 | 18 | | |
| LSM 7 | 52.3 | 40.8 | 81.0 | 2.89 | 10 | 17 | 86 |
| LSM 8 | 53.3 | 35.7 | 81.9 | 2.10 | 7 | | |
| LSM 9 | 50.8 | 28.5 | 82.0 | 2.36 | 8 | 14 | 100 |
| LSM 10 | 49.3 | 25.4 | 80.0 | 1.90 | 6 | | |
| Average | 48.7 | 45.7 | 31.1 | | | | |

1.3 Specialised communication to health professionals

Health professionals are considered as one of the most important sources of nutrition information to consumers. By providing them with new, up-to-date information on the nutrient content and health benefits of lamb and mutton, consumers would be getting information from a source they trust. Medical doctors, nutritionists and dieticians and other medical professionals are targeted.

Health professionals and opinion formers were reached through their scientific organizations, participation at scientific conferences, papers in scientific journals, and advertorials in medical journals.

Summary of outputs during the present levy period within the specialized communication element:

- Various educational advertorials and pamphlets covering current health and nutrition topics supported with recent scientific research were placed and distributed in national Medical Journals. These journals are distributed to medical professionals like doctors, nurses, dieticians and nutritionists. Topics covered included:
 - Focus on iron and zinc: 2 nutrients found in South African lamb and mutton, essential for optimal body functioning
 - Diabetes reduces normal life expectancy by half and doubles the risk of the development of cardiovascular disease
 - Iron deficiency is the world's most common nutritional disorder
 - CLA an anti-oxidant found in SA lamb and mutton
 - South African Lamb - a low fat food

- Recent positive changes in the fat content of red meat
- A food based approach to combat iron anaemia
- Red meat and nutrient density
- Booklets were developed for health professionals, including the booklet titled: “The nutrient content of South African lamb”. In process is the booklet: “The carcass composition and cooking losses of South African lamb and mutton as purchased by the consumer”. These booklets are published in collaboration with the ARC Animal Production Institute, Meat Industry Center, Irene.
- Promotional activities including participation at the SAMA (South African Medical Association) golf day for medical doctors. Promotional material was displayed and the interaction between iron uptake and vitamin C emphasized. Participants were engaged to talk about the benefits of consuming lean lamb and mutton.
- Scientific publications on red meat and lamb have been written, peer reviewed and accepted in various internationally recognized scientific journals.

Peer reviewed and published:

- VAN HEERDEN, S.M., STRYDOM, P.E., SCHÖNFELDT, H.C., KRUGER, R. & SMIT, M.F., 2009. The influence of fat score and fat trimming on primal cut composition of South African lamb. *South African Journal of Animal Science* 39(3):233-242.
- SCHÖNFELDT, H.C. & GIBSON, N., 2008. Changes in the nutrient quality of meat in an obesity context. *Meat Science*. 80(1)20-27.
- DELPORT, R. & SCHÖNFELDT, H.C., 2007. South African lamb and cardiovascular disease risk. *Cardiovascular Journal of South Africa*. 18(3), p136 – 138.
- VAN HEERDEN, S.M., SCHÖNFELDT, H.C., KRUGER, R. & SMIT, M.F., 2007. The nutrient composition of South African lamb (A2 grade). *Journal of Food Composition and Analysis*. 20(8) 671 – 680.

Currently in process:

- SCHÖNFELDT, H.C., GIBSON, N. & WANG, Y.C. Determining iron bio-availability with a constant heme iron value. *Journal of Food Composition and Analysis*. Submitted.
- VERMEULEN, H., SCHÖNFELDT H.C., KIRSTEN, J.F. & LEIGHTON, C. Karoo sheep meat as a potential Geographical Indication (GI) in South Africa. *South African Journal of Animal Science*. Submitted.
- SCHÖNFELDT, H.C., LEIGHTON, C., SMIT, M.F. & VERMEULEN, H. Fatty acid analysis and CLA content as related to flavour of mutton from selected regions in Southern Africa. *South African Journal of Animal Science*. Submitted.

- SCHÖNFELDT, H.C., VAN HEERDEN, S.M. & SAINSBURY, J. A comparison of the nutrient content of South African mutton and lamb. *South African Journal of Animal Science*. Submitted.
- SCHÖNFELDT, H.C. & GIBSON, N. Validity of using a constant value for heme iron. *South African Journal of Animal Science*. Submitted.
- VAN HEERDEN, S.M., STRYDOM, P.E., SCHÖNFELDT, H.C., KRUGER, R. & SMIT, M.F. Effect of fatness on meat quality of the loin cut of Dorper lamb. *Journal of Sensory Studies*. Submitted.
- Various scientific presentations and posters and have been presented at numerous international and national conferences.
 - IUFoST 15th World Congress of Food Science and Technology. Cape Town South Africa. 22 – 26 August 2010. Three abstract submitted for posters, currently under review.
 - International Sheepmeat Forum for producers and Industry. Working to sustainable future. 8-9 October 2009, Brussels. Invited to deliver a paper on marketing and promoting of sheep meat.
 - 8th International Food Data Conference. Quality food composition data – key for health and trade. 1 – 3 October 2009, Asia Hotel, Bangkok, Thailand.
 - SCHÖNFELDT H.C. & GIBSON, N. 2009. Changes in the nutritional composition of meat in an obesity context. Poster.
 - SCHÖNFELDT H.C., VAN HEERDEN S.M., SAINSBURY J. & GIBSON, N. 2009. Effect of age on carcass composition as seen in South African lamb and mutton. Poster.
 - GIBSON, N. & SCHONFELDT, H.C. 2009. Validity of using a constant iron value for animal foods. Poster.
 - 8th Pangborn Sensory Science Symposium, Stazione Leopolda, Florence, Italy, 26 – 30 July 2009.
 - VERMEULEN, H., SCHÖNFELDT H.C., KIRSTEN, J.F. & LEIGHTON, C. 2009. The application of sensory and consumer science to establish the merit of Karoo lamb as a potential Geographical Indication in South Africa. Poster.
 - 10th World Conference on Animal Production, Cape Town, SA. 22 – 28 Nov. 2008.
 - SCHONFELDT, H.C. & GIBSON, N. Validity of using a constant value for heme iron. No 2, p45. Invited paper.
 - SCHÖNFELDT, H.C., LEIGHTON, C., SMIT, M.F. & VERMEULEN, H. 2008. Fatty acid analysis and CLA content as related to flavour of mutton from selected regions in Southern Africa. Poster.

- SCHÖNFELDT, H.C., STRYDOM, P.E. & SMITH, M.F. 2008. Effect of Age on Carcass and Cut Composition of South African Beef Carcasses. Poster.
 - SCHÖNFELDT, H.C., VAN HEERDEN, S.M. & SAINSBURY, J. 2008. A comparison of the nutrient content of South African mutton and lamb. Poster.
- 54th International Congress of Meat Science & Technology (ICOMST), 10-15 August 2008, Cape Town.
 - SCHÖNFELDT, H.C. & GIBSON, N., 2008. Changes in the nutrient quality of meat in an obesity context. Invited paper.
 - GIBSON, N. & SCHÖNFELDT, H.C., 2008. The validity of methods used to determine the heme and nonheme iron content in meat products. Poster.
 - VAN HEERDEN, S.M, STRYDOM, P.E., SCHÖNFELDT H.C., KRUGER, R. & SMITH M.F., 2008. The quality of South African Lamb – carcass, nutritional and sensory attributes. Poster.
- 7th International Food Data Conference, 21 – 24 October, 2007. Sao Paulo, Brazil.
 - VAN HEERDEN, S.M. & SCHÖNFELDT H.C., 2007. The contribution of South African lamb to the diet. Poster.
- 31st US National Nutrient Databank Conference (NNDC), Washington, DC, 27 April 2007.
 - VAN HEERDEN, S.M, SCHÖNFELDT H.C., KRUGER, R. & SMITH M.F. Comparison of the nutrient content of lamb between different countries. Poster.
- 7th Pangborn Sensory Science Symposium, 2007, USA.
 - LEIGHTON, C.S., SCHÖNFELDT, H.C., VAN ZYL, J. & MOREY L. 2007. Sensory profiles of mutton from different regions in South Africa. Poster.
- 22nd Biennial Congress of the Nutrition Society of South Africa and 10th Biennial Congress of the Association for Dietetics in SA. 28 September – 2 October 2008. University of Pretoria. South Africa.
 - SAINSBURY, J. & SCHÖNFELDT, H.C. 2008. Micronutrient interactions between mutton and green leafy vegetables. Poster.
- 19th SAAFoST Congress, ICC, Durban 3-5 September 2007.
 - VAN HEERDEN, S.M., SCHÖNFELDT, H.C., STRYDOM, P.E. & SMITH. M.F. 2007. The quality of South African Lamb Carcass, Nutrient and sensory attributes. Poster.
- National presentations were also delivered during this period. These included invited presentations at the 22nd National Congress of the Red Meat Producers' Organisation,

the 79th National Congress of the National Wool Growers' Association of South Africa, the Bosveld Dorperklub boeredag and the AGM of the South African Federation for Small Stock Breeders Societies, among others.

- During this period the Sheep Meat Marketing Forum sponsored products and took part in the evaluation of the Meat and Livestock Association Black Box Culinary Challenge, in collaboration with the World Association of Chef Societies and the South African Chefs Association.

1.4 Healthy meat website

The whole campaign has been backed up with an informative website. The website has different sections according to the type of user. The Health professional part contains more detailed information about the nutritional value and health benefits of lamb. The consumer section consists of health and educational information and a range of ever popular recipes. The trade section concentrate on informing the butcher and chefs. In the research section the whole research report conducted by dr Ina van Heerden of the ARC-Irene on South African lamb is published for the information seeker's benefit.

All our publications can be loaded down in PDF format for printing or viewing from the web. The Sheep Meat Marketing team can be contacted via the website. The website has recently been moved to a new platform and updated. Many more exciting updates are planned for the website in the Consumer section, the Trade section and the Children's section to correspond with learning targets as set by the Department of Education.

1.5 Budget breakdown on an annual basis during the present levy period

| Function | Amount | |
|-------------------------------------|----------|-----------------|
| Administration and management costs | | R85 000 |
| General communication | | R691 200 |
| • Retail distribution channels | R386 800 | |
| • Other distribution channels | R258 000 | |
| • Website | R46 400 | |
| Specialised Communication | | R74 500 |
| Total | | R850 700 |

2. COMMENTS ON THE NEW PROPOSED COLLECTION FOR THE 2010 APPLICATION

From a national point of view and to promote sheep meat, and other red meat, consumers should be informed on the health and nutritional advantages of sheep meat and other red meat. Informed consumers will not only contribute to the national well-being in respect of nutrition and health, but especially also to the viability and sound development of the sheep meat and other red meat industries. The education will be conducted in such a way that it will not erode the marketing activities of any other role-player in the red meat industry.

The new proposed levy, as agreed upon by the Meat Industry Forum in January 2010, is that the levy on sheep meat increase from 75 cents to 86.25 cents per carcass. The principle was **approved** by the Meat Industry Forum that an additional amount may be 'ring fenced' for Consumer Education.

It is the **proposal** of the Sheep Meat Marketing Forum in consultation with RPO and NERPO that the amount be escalated to 95 cents. This is an additional 8.75 cents per carcass. According to current statistics this will add an extra amount around R430 000 per annum for the proposed new levy period. The Forum also recommends that the additional ring fenced amount be escalated annually according to inflation.

This additional amount will be allocated to consumer education enabling the forum to better meet targets in reaching our consumers across the whole population.

Although this budget is for sheep meat, it is recognized that within the red meat industry there is common ground for the education of all consumers of red meat as part of a healthy, balanced diet. Within the Red Meat Industry Forum focus area number 14 does provide for this. This capacity should be used to address generic issues on red meat and health.

3. BUSINESS PLAN AND BUDGET FOR CONSUMER EDUCATION: 2010

3.1 Functions

3.1.1 Health professional campaign

The health professional campaign will be continued, and will include publication in medical journals; development and distribution of booklets, pamphlets and other material through journals and their scientific organizations; contributions, including participation, posters and presentations at national and international symposiums, congresses and conferences; web information; contributions in scientific peer-reviewed journals and press releases. In the first part of the levy period publications on the new nutrient content data will be developed and distributed aimed at medical doctors and specialists, followed by similar type of publications to nutritionists and dieticians in the second part of the levy period.

3.1.2 Consumer education

This campaign will include the distribution of material portraying health messages in the form of pamphlets, booklets, posters and articles through the retailers, butcheries and the popular media. In the new levy period focus will be placed on the following key points:

South African lamb and mutton is healthy and nutritious - conveyed in messages such as “*promotes good health*”, “*good source of protein*”, “*nutritious*”, “*lower in fat than you think*”, “*a good source of minerals like iron and zinc*”, and “*contains fatty acids which promote health*”

South African lamb and mutton is of high eating quality - conveyed in messages such as “*tasty*” and “*tender*”

South African lamb and mutton is a convenient choice - conveyed in messages such as “*quick and easy to prepare*”

South African lamb and mutton contains a combination of positive characteristics - conveyed in messages such as “*naturally produced*” and “*affordable nutrition*”.

In line with these key points a **school campaign** is planned for roll out in the new budget period in collaboration with the National Department of Education in particular as related to the school subjects: Consumer and Hospitality studies.

3.2 Budget summary

Refer to Table 1 for the new period 5 November 2010 – 4 November 2012 and Table 2 for the period 5 November 2012 – 4 November 2014 for a summary of the proposed budget. Ten percent of the costs of functions are allocated to administration and at least 20 % to transformation. Administrations costs include office rental, financial services, telephone, fax, postage, insurance and personnel costs excluding specific professional functions.

Transformation includes developmental programmes such as the education of consumers on advantages and health benefits of consuming South African lamb and mutton including the 5th quarter. The nutrient benefits such as bio-available iron and zinc for optimum brain development and zinc for growth in children will be stressed. This will form part of the roll out of the school programme in this levy application.

TABLE 1: PERIOD 5 NOVEMBER 2010 – 4 NOVEMBER 2012

| Function | Budget per annum |
|-----------------------------------------------|-------------------------|
| Health professional campaign | R440 000 |
| Consumer education including school programme | R1 759 597 |
| • Transformation | R488 800 |
| Administration | R244 400 |
| Total | R2 443 997 |

TABLE 2: PERIOD 5 NOVEMBER 2012 – 4 NOVEMBER 2014

| Function | Budget per annum |
|-----------------------------------------------|-------------------------|
| Health professional campaign | R484 000 |
| Consumer education including school programme | R1 935 557 |
| • Transformation | R537 680 |
| Administration | R268 840 |
| Total | R2 688 397 |