



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

5 Nov 2018- 4 Nov 2020

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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 to the project

Lamb & Mutton South Africa has been tasked with the education of consumers since 2007 previously called 'The Sheep Meat Marketing Forum'. Messages on the role of lamb and mutton in a healthy, balanced lifestyle based country specific scientific research in nutrition and food composition undertaken within South Africa, are communicated to all South African consumers in an easily understandable manner via the appropriate platforms with a strong focus on digital, online platforms.

5. Objectives

The following main objectives for the proposed 2018-2020 campaign are based on a high level communication strategy set up with the help of communication consultants based on similar strategies currently used internationally to promote generic red meat products:

- ❖ Build and maintain an overall positive image for South African lamb and mutton meat amongst all South Africans
- ❖ Showcase the versatility of lamb and mutton meat and how it forms an important part of different South African cultures
- ❖ Position lamb and mutton meat as a healthy, enjoyable, sustainable and ethically produced food commodity

- ❖ Educate, inform, support and build relationships with opinion leaders within different South African cultures in the food and health communication environment to enable them to further convey a positive message regarding the health benefits and sustainability of South African lamb and mutton meat consumption
- ❖ Be a willing collaborator and source of information and resources on generic lamb and mutton meat to the trade including big and small retailers and South African lamb and mutton brands (quality indication marks) to enable wider distribution of correct, science based messages on lamb and mutton meat.

6. Outcomes

Ultimately maintain and stimulate consumption by providing accurate and correct information on lamb and mutton meat, to retain or improve profits of the levy paying supplier, protect the industry and safeguard the industry's future whilst keeping stake-holders informed on Lamb & Mutton South Africa's education activities.

7. Methodology

In order to establish and maintain a good level of knowledge and awareness of South African lamb and mutton meat amongst consumers some clear key messages has been identified to act as the core of campaign.

The key messages to be communicated to the consumer are:

- ❖ Lamb and mutton meat fits into a healthy, balanced and nutritious diet
- ❖ Lamb and mutton meat is easy and convenient to prepare
- ❖ Lamb and mutton meat is the number one red meat choice for special occasions and cultural celebrations
- ❖ Lamb and mutton meat is produced in a sustainable, ethical and environmental friendly manner.

In the education process Lamb & Mutton South Africa targets consumers directly but also through established opinion leaders from different South African cultures who are part the nutrition and health as well as popular food and culinary environment. This methodology is in-line with international convention and has been proven to be successful. By informing nutrition and health professionals and collaborating with opinion leaders the message is driven down to the consumer through sources they deem as reliable and trustworthy.

Digital media usage has grown tremendously in the past two years calling for a strong focus on online digital platforms in all communication strategies regardless of the product or target audience. South Africa's active internet users for 2016 were recorded at 26.84 million, with a 49% penetration as per the annual Digital study published by "We are Social". South

Africans spent 5 hours a day online in 2016, and this is an improvement from 3 hours a day, just two years ago. As digital connection and platforms continue to intertwine into the daily process of living, human behaviours are adapting. The power to influence an engaged audience by using persuasive messaging provides an opportunity to create long term consumer relationships instead of just grabbing their attention momentarily. Social media communication becomes more important as communicators share opinions and engage in real dialogue about product experiences.

Lamb and Mutton SA's consumer education campaign will have the following projects:

- ❖ Consumer communication:
 - Directly from Lamb & Mutton SA to the individual or the member of public with a strong focus on digital platforms
 - Curating the established Lamb and Mutton SA website "Cooking With Lamb" (cookingwithlamb.com) - a "one stop shop" for everything on South African lamb and mutton meat with pages and categories including "Science Snippets" containing science based resources on lamb and mutton meat, a recipe dashboard linking to lamb and mutton recipes on reliable food and cooking websites, a "Blog" category offering real time reviews on South African restaurants and events serving lamb and mutton dishes and the latest news and articles on lamb and mutton meat in South Africa as well as a "Budget Cooking With Lamb" category guiding South African consumers on how to cook budget friendly lamb and mutton dishes
 - Maintain a strong social media presence on the established Lamb and Mutton South Africa pages on Facebook, Twitter, Instagram and YouTube as a cost-effective, successful and ever-increasing important platform for immediate and two way communication with consumers
 - Support and take part in large national events such as food and cultural shows where opinion leaders on the food and cooking scene is present and where there is a viable opportunity for consumer education on lamb and mutton meat
 - Collaborate with popular media by co-creating content such as editorials, advertorials and recipes in popular food, cooking and lifestyle magazines and on their digital platforms together with their editorial and creative teams
 - Collaborate with opinion leaders who already has an established following in the nutrition, food and cookery environment on social media projects such as videos, advertorials and special campaigns and features.
 - Create content and resources for own social media platforms as well as for the use of industry- this includes recipe video clips, photographs and electronic sources of scientific information

- ❖ National education- includes advertorials, articles and posters distributed to the stakeholders to keep funders aware of the communication process and activities of Lamb & Mutton SA. Placements are made in the Red Meat magazine, RPO e-newsletter and/or materials sent to the RPO regions, presentations at RPO meetings national and/or regional meetings and conferences
- ❖ Policy and legislation –contribute and help shape the legal environment within which our project and the red meat industry operates

Typical outputs will include:

- ❖ Advertorials, co-created recipes and product features in popular food, health and lifestyle magazines newsletters and publications
- ❖ Electronic, science based resources made available to the public, trade and educational institutions on the cookingwithlamb.com website
- ❖ “Budget Cooking with Lamb” recipes made available on social media and on the cookingwithlamb.com website
- ❖ Radio advertisements with short informative messages and references to the Lamb and Mutton SA website and social media platforms
- ❖ Seasonal campaigns such as the international Red Meat Marketers initiative, “World Iron week”, where similar international organizations to Lamb and Mutton SA collaborate in sharing the latest research on the iron content of red meat. Another seasonal campaign includes “Braai Month” which revolves around heritage day in September, where Lamb and Mutton SA collaborates with “Jan Braai” the founder of “Braaiday” on social media platforms and related events.
- ❖ Reoccurring social media campaigns such as “More than a chop Tuesdays” encouraging consumers to be creative with lesser known lamb cuts to minimize waste, and “Motivation Mondays” where nutrition advise and healthy lamb and mutton recipes are shared on social media.
- ❖ Original videos series created by Lamb and Mutton SA containing relatable South African figures cooking lamb and mutton dishes
- ❖ Television and radio broadcasts introducing the campaign to viewers (*Grootplaas, Nation in Conversation, Agri-radio*)
- ❖ Contributing content and resources to large nationally marketed events revolving around meat and food such as Shisha Nyama festivals and food shows. This includes demonstrations and food theatres by chefs as well as lamb and wine parings with an educational basis.

8. 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 industry. 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 10 years performing this function, and good solid experience in performing this function;
- ❖ Established relationships with South African media houses and event organisers in the nutrition, foods and culinary environment;
- ❖ 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.

9. Annual budget

	05/11/2018 to 31/10/2019	05/11/2019 to 31/10/2020
Administration[#]	184 000	195 040
Operational Projects[*]	230 000	243 800
Educational Projects^{\$}	1 905 369	2 019 691
Liaison^{&}	46 000	48 760
Totals	2 365 369	2 507 291

[#]Administration- 8% of budget

^{*}Operations projects- 10% of budget: Project management; distribution of information; logistics

^{\$}Educational projects- 80% of budget: Digital platforms management, content creation, print media, radio, videos, television

[&]Liaison- 2% of budget: National and international liaison

