



Potatoes and sports: An unlikely yet budding partnership

By Phindiwe Nkosi, communication and marketing analyst, Potatoes SA

Sport is a unifier. It has the power to transform strangers into compatriots, team members and supporters. Through sports, emotions are evoked, and people come together to support a common goal. It is against this backdrop that Potato Nation continues to support sporting activities of interest to our stakeholders, which includes our 500 plus potato producers from 16 production regions across South Africa.

The sports initiatives that Potatoes SA supports are selected through liaising with our regional offices to make sure that they represent events that capture the pulse of our key stakeholders.

Golf: Spuds in one

Marketing is not just about showcasing ads and pushing sales. At times, it is about focussing on strength and showing up where it counts. This also entails contributing to causes that are close to the hearts of our constituents. One example is the way in which Potato Nation spread awareness of the goodness of potatoes at the Petrus Steyn Potatoes Golf Day, an event that was very meaningful to potato producers in the region.

“With potatoes being harvested in the local community, it was exciting to see both locals and visitors come together to see how potatoes make a difference. We appreciate the way in which Potatoes SA’s staff treated us and made our day special,” said the principal of JA Malherbe Primary School.

According to Potatoes SA’s stakeholders, it meant a lot to be able to rely on its continuous support, particularly when funds were provided for a community project such as improving the local school.

Keeping our eye on the goal

In the latter part of the year, Potatoes SA also showed up in Clanwilliam to support an event that is meaningful to our regional constituents. Both young and old were able to learn more about potatoes at the Potato Nation stall and discover how potatoes play an integral part in sports performance. It was also great to connect with fellow spud lovers from across South Africa, who supported this community event which has stood the test of time.

“This netball tournament has been going strong for the past 45 years. We are extremely thankful to Potatoes SA for its support. It makes a big difference

to the 500 players here and South Africans at large. It means a lot that you took the time and resources to show up and not just support us with your words, but also your actions,” said Kosie van der Merwe, organiser and chairperson of the Clanwilliam Netball Club.

Uniting for the future

The above are just two examples of how marketing and sports go hand in hand. Potatoes SA remains resolute in its pledge to continue to use sporting events as a means of forging relationships and solidifying ties with our stakeholders. It is to this end that Potatoes SA’s marketing committee made an executive decision during a meeting in October 2022 to continue to use sport as a strategic marketing tool.

Sport is a tool used for showcasing the homely and nurturing attributes of our most beloved spuds – and the relentless appreciation that Potatoes SA has for its stakeholders. 🍌

For further enquiries on Potatoes SA’s marketing campaigns and projects, contact Phindiwe Nkosi at phindi@potatoes.co.za.

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CHIPS

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**SANDSPLEET, SPLEETSKURF
OF ANDER OORSAKE:
OORSIG VAN AARTAPPELKRAKE**

**SANDVELD KULTIVARPROEF
ONDER BESPROEING
OP AURORA IN 2021/22**

Improving diversity
in potato plantings

Use of lime in soil:
Acidity is no longer visible

Reviewed and updated
ARC irrigation manual