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CHIPS

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**BESPROEINGSBESTUUR VIR
OPTIMALE AARTAPPELPRODUKSIE**

Die ekonomiese
impak van 2020 op
varsproduktemarkte

**MINIMUM WAGE INCREASE
AND THE POTATO INDUSTRY**

Oranjeville en Ceres
kultivar-evaluasies
onder die vergrootglas

Sebenzangamandla
on its way to reach
commercial status

PSA reaches out to Thuthuzela Aid Community Centre

By Immaculate Zinde and Phindiwe Nkosi

Amid uncertainty, rising unemployment and much more pronounced food insecurity brought about by Covid-19, Potatoes South Africa (PSA), through its marketing and public relations efforts, provided hope and much-needed assistance to Thuthuzela Aid Community Centre during December 2020. This is part of PSA's ongoing commitment to showcasing potatoes as a powerful and positive mitigator to hunger, poverty, and unemployment.

Putting social media to good use

Thuthuzela Aid Community Centre is an orphanage and day-care centre that provides a place of safety for Alexandra township's abandoned, abused, and neglected children. PSA hosted a Christmas party for the children in early December – an event which

represented the culmination of a month-long challenge titled #AmazambaneForLife, a campaign which saw PSA partnering with several influencers, experts and **opinion leaders** such as dietitian Ashleigh Solomon, economist Sifiso Ntombela, foodie Sithembiso 'Ndash' Ndashe, founder of Ndash Food Concepts, and Joani Johnson, former Mrs South Africa.

The influencers were tasked to use their social media voice to highlight the top four attributes that South Africans look for when making purchase decisions relating to food and fresh produce.

In the 2019 national usage and attitudes study piloted by PSA, respondents ranked taste/indulgence, convenience, and versatility as the top three things they look for in food and vegetables. Given the current economic climate, it was only fair that the value for money



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attribute is incorporated into the challenge to reassure South African consumers that good and nutritious food can be accessed cost-effectively.

Comforting the comforters

'Thuthuzela' is a Xhosa word meaning comfort. In as much as it is easy to get taken aback by the smiles, talents and beaming eyes of the children at the orphanage and day-care centre in Alexandra; the pending court cases and realities of these children narrates a story of trials and triumph against all odds. One soon learns that the orphanage heavily relies on the goodwill of others, and that children come here for food and sustenance. It is a shelter away from abuse, neglect and in some cases, child-headed homes.

#AmazambaneForLife is an integrated PR and digital campaign which highlights not only the lifelong health benefits of consuming potatoes, but South Africans' lifelong



Helping a community in need.



A Christmas party, made possible by Potatoes SA, was held for the children of Thuthuzela Aid Community Centre in early December.

relationship and love for potatoes. The launch of the campaign focused on the overall campaign message, which is the love for potatoes. As an added touchpoint to wrap up the sentiments of our country's love for potatoes, videos of the value chain (from producers to consumers) will be showcased in 2021.

A highlight of the campaign was encouraging participation from South Africans to create delicious meals using potatoes. It is safe to say social media was abuzz with excitement as the chosen influencers each implored their followers to join them in preparing a potato-based meal representing taste, convenience, versatility, and value for money. During October and November last year, engagement across all Potato Nation's social media platforms was very strong, leading to Instagram finally surpassing the 14 000-follower mark.

Campaign objectives

The key objectives of the campaign were:

- Through the hashtag *#YourPotatoesOurWay* – inspire South Africans to cook with potatoes during November to showcase the product's strong attributes of taste, convenience, versatility, and economic contribution during times of crisis.
- Show PSA's community support by donating fresh fruit and vegetables proudly sponsored by Grow Fresh Produce Market Agents to the country's most vulnerable and food insecure.

- Gifting the gift of love and time to orphaned children during the incredibly trying and unprecedented times of Covid-19.
- Forge strong relations with media and relevant stakeholders for the campaign.
- Generate total advertising value expenditure of between R200 000 to R300 000.

Driving a successful campaign

Through this initiative, the Thuthuzela Aid Community Centre received cash donations from campaign influencers, media in attendance of the event, and the public to the value of R7 000. The campaign also attracted free media coverage to the value of approximately R1,7 million by end December 2020. The media releases and/or campaign-related interviews received coverage on *kykNET*, *Radio 702*, *Thobela FM*, *The Post*, *Sowetan*, *Die Groot Ontbyt*, *The Witness*, and more.

This value far surpasses what the marketing team had set as an objective, proving once again that the marketing efforts of PSA are not going unnoticed. The media finds PSA's initiatives worthy of airtime and sharing with the broader South African population through the varied consumer segments each media house engages with. 📍

For enquiries, contact Potatoes SA on 012 349 1906, visit www.potatoes.co.za or www.potatonation.co.za.

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