

Mondstuk van die Suid-Afrikaanse aartappelbedryf • Mouthpiece of the South African potato industry

CHIPS

VOL 35 NO 01 • JANUARY / FEBRUARY 2021

**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's top marketing trends for 2021

By Immaculate Zinde and Phindiwe Nkosi

Nations, companies, people, and life, too, cease to exist without the ability to plan the future with wisdom and imagination. As the new year commences, the marketing division of Potatoes SA (PSA), through the marketing committee, has outlined the following ten-point marketing agenda:

1. Pursue strategy from a long-term cycle of four to five years with continuous reviews and improvements in the short term.
2. Continue to focus generic product promotion efforts on the end consumer rather than the distribution channel.
3. Identify the core target market as the middle-income consumer segment of all demographic groups.
4. Identify the peripheral target market as low- and high-income segments of all demographic groups.
5. Marketing budget to be allocated to generic product promotion efforts in accordance with the national population share of each demographic group.
6. Work on the strategic positioning of potatoes as a tasty, convenient and versatile meal option.
7. Redirect the health and nutrition messaging to niche consumer markets and sporting events.

8. Deploy the promotion mix elements of PR, above-the-line advertising, digital marketing and sporting events as the driver of all marketing communication messages to end consumers.
9. Pursue 'bakkie trading' studies in a region-focused approach over 12 to 18 months.
10. Pursue foreign market development studies in select African countries with market potential over twelve months.

Attract, retain, grow

The ten-point agenda is guided by the forward-looking strategic marketing vision of attract, retain, grow. PSA will endeavour to add value to the potato industry by executing top-of-mind promotion projects through its marketing division whose fundamental and key goal will be to grow and enhance the overall market share and value of potatoes locally and outside South Africa.

To realise this strategic vision, PSA shall communicate its value proposition through various channels with the end goal of positioning potatoes as a tasty, convenient and versatile product that is at the forefront of ground-breaking fresh produce marketing innovation.

Unprecedented times call for innovative, creative solutions. Luck continues to be on the side of agriculture, more specifically fresh produce, as the 74th Session of the United Nations General Assembly

declared 2021 as the International Year of Fruits and Vegetables. The initiative aims to raise awareness on the nutritional and health benefits of fruit and vegetable consumption.

With the Heart and Stroke Foundation South Africa having seen merit in endorsing fresh potatoes cooked with their skin on, dressed in quality herbs and spices, and cooked in a healthy manner as fit to be incorporated in a heart healthy diet to manage and reduce cardiovascular disease, the time is ripe to show South Africans that there is nothing humble about the underground hidden treasure we call potatoes!

Predicting 'new normal' trends

'New normal' – that is the buzz phrase assigned to these unprecedented times. It is nothing short of a juxtapose, where unfamiliarity and familiarity are contrasted to highlight the global environment we find ourselves in. A vaccine is on the horizon, but not yet rolled out in Mzansi, and if news and expert reports are anything to go by, there could be a third and fourth wave of the coronavirus in the not-so-distant future.

However, PSA declares that 2021 will be a year of recovery, growth and sustainability for the potato industry. Weekly volumes at national fresh produce markets are growing, a clear sign of restored confidence compared to April and October last year. In gearing up for the new year, the organisation


reviewed varied articles pertaining to trends that will define 2021.

PSA predicts the following:

- In-home cooking and searching for novel ways to prepare food will continue to rise in 2021. This, therefore, implies that the need for superior recipe content will become much more important for PSA than ever before.
- The United Nations’ declaration of 2021 as the year of fruit and vegetables will give continued rise to health and nutrition as essentials for staying alive. This could also be an opportune time to show the cool in vegetables through creative and innovative communication programmes.
- The year 2020 sped up the digital transformation of most businesses. This trend is likely to be more robust and fortified in 2021. The Broadcast Research Council of South Africa reports that almost every home in South Africa has a cell phone and minimal incidence of landlines.

- With internet connectivity being a challenge in South Africa and data still being expensive, PSA predicts that radio and television will still dominate as the major sources of news, information and entertainment. According to Stats SA in its latest *General Household Survey*, 59.3% of all South Africans now have access to the internet in some way. With that said, 53% of these people are making use of mobile connections, a positive sign of mobile networks’ contribution to expanding digital access to rural and underdeveloped areas. Access at home, meanwhile, remains relatively low, with only 9.5% of the population having a connection in their household.
- On 15 January 2021, the total number of deaths related to Covid-19 was standing at close to 37 000. News reports and updates on the pandemic paint a gloomy picture for many households. There is no doubt that during times of great

loss, pain and suffering, hope becomes a strategy for survival. Martin Luther King, Jr once said: “We must accept finite disappointment, but never lose infinite hope.” All marketing efforts will aim to inspire and inject hope, while giving birth to optimism. The central theme for most brands, therefore, will slant towards appreciation, hope and giving back.

Whatever era, whichever tools and apps required, PSA is committed to showcasing the value for money, taste, versatility and convenience of South African potatoes. May this year be a productive one of innovative solutions, creative aspirations and working even closer together for the benefit of all South Africans and the entire human race. *Nkosi Sikelel’ iAfrika (God bless Africa).* 

For more information, send an email to Immaculate Zinde at immaculate@potatoes.co.za.



Vra vir die Beste

Hoë kwaliteit kunsmisse vir groente produksie

- Multi-K™ - die beste kaliumdraer vir groente
- Vinnig en effektiewe plantvoedingstofopname
- Nutrigation™ deur spilpunte en druppels



Pioneering the Future

Kontak ons gerus vir u naaste verspreider:
Haifa Suid-Afrika
 Posbus 1409, Brackenfell, 7561, Suid-Afrika
 Tel: 021 982 0309, Faks: 021 981 7637
 Epos: Dawie.Fourie@haifa-group.com
www.haifa-group.com