

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

CHIPS

VOL 36 NO 2 • MARCH / APRIL 2022

**LIMPOPO-KULTIVARPROEF
ONDER BESPROEIING
OP DENDRON IN 2021**

**DIE AARTAPPELBLAARMYNER:
BEHEEROPSIES
TEEN DIE PAPIES**

**Kultivarprestasie op
varsproduktemarkte**

**A diversified approach
for greater liquidity**

**#PassThePotato:
Giving back is good business**

#PassThePotato: Giving back is good business

By Immaculate Zinde, Potatoes SA

Against the backdrop of the country's growing food crisis, Potatoes South Africa (PSA) stepped up to the plate to donate over 4 000 kg of potatoes to feed the hungry from December 2021 to February 2022. They have also challenged businesses and the general public with their #PassThePotato campaign to make a difference in the lives of millions in food insecure households throughout the country.

Highlighting the depths of the crisis currently gripping the country, a recent Ipsos study revealed that as many as 46% of households experienced hunger as a result of the Covid-19 pandemic, following job losses, economic pressures and rising food prices. Meanwhile, the unemployment rate rose to a new record high of 34.9% in the third quarter of 2021, resulting in thousands more breadwinners losing their livelihoods, further exacerbating issues of food insecurity.

PSA employees take the lead

Leading from the front, employees of PSA donated close to a ton of potatoes to various charitable organisations, including Eleos Community Centre in Pretoria East and The Village Safe Haven in Sandton, as well as the Thuthuzela Child Centre and Lutheran Church in Alexandra, to name a few. In addition, PSA employees took to the streets of Diepsloot, Mamelodi, Atteridgeville and Pretoria West, handing out food parcels comprising of 10 kg pockets of potatoes and basic essentials. Following suit, industry stakeholders

joined hands to #PassThePotato, thereby creating a wave of additional donations (Table 1).

The #PassThePotato campaign, mainly driven through PSA's digital platforms, was able to rally support from the general public and a variety of businesses and industry stakeholders, including Grow Fresh Produce Agents, AL3 Boerdery, Tammy Taylor at Dainfern Square, PR Worx, and Instant Pot, a brand of multi-cookers established eleven years ago.

To further enhance the reach of the #PassThePotato campaign, ten nano-influencers, all with a combined captive audience of 107 161 on their social media platforms, were sourced to help launch the campaign and create awareness by sharing images and videos of themselves donating a bag of potatoes to those in need during December 2021. The influencers tagged their friends and family members and challenged them to participate by also donating to those in need.

Furthermore, the #PassThePotato campaign engaged audiences in a fun and interactive manner by way

of a radio campaign with Kaya FM. The aim was to capitalise on the massive reach and listenership that Kaya FM boasts in Gauteng.

Passing more than 4 000 potatoes

In the radio campaign's 'Spot the Spuddy' competition, listeners were invited to keep an eye out for a PSA-branded tuk-tuk (the Spuddy), which drove around Johannesburg from 6 to 10 December to deliver potatoes to various charity organisations. Listeners were required to spot the branded tuk-tuk, take and share a picture of it on social media, and tag both Kaya FM and PSA to stand a chance of winning a R5 000 cash prize.

A total of 150 bags of potatoes were donated to the following organisations via the tuk-tuk: Childline in Parktown, the Lutheran Church in Alexandria, the CHOC Childhood Cancer Foundation in Saxonwold, Phronesis School in Kya Sands, Community Provision and Social Services (aka Compass) in Edenvale, Johannesburg Child Welfare, The Village Safe Haven in Buccleuch, Khensani's Collections in Diepsloot, Western Orphanage in

Table 1: The total number of bags plus individual potatoes donated by various charity organisations.

Organisation	Number of 10 kg bags	Total number of potatoes donated
PSA CEO	50 x 10 kg	500
PSA staff	50 x 10 kg	500
Grow Fresh Produce Agents	100 x 10 kg	1 000
AL3 Boerdery	100 x 10 kg	1 000
Digital influencers	10 x 10 kg	100
Others: Tammy Taylor, PR Worx, Instant Pots, and members of the public	150 x 10 kg	1 500
Total		4 600



Sophiatown, and Stand and Shine Women in Yeoville.

While the radio campaign did not receive the envisioned attention from businesses and the general public, the #PassThePotato campaign received robust media exposure from 1 December 2021 to 31 January 2022, rendering 19 pieces of content (five broadcast plus 14 online articles), free

advertising worth just over R250 000, and a campaign reach to the tune of 2.1 million audience members within the middle-income consumer group.

As theologian John Wesley said: "Do all the good you can, in all the ways you can, to all the souls you can, in every place you can, at all the times you can, with all the zeal you can, as long as ever you can".

To learn more about the campaign, visit www.potatonation.co.za. You can also follow Potato Nation on Facebook, Instagram and Twitter. Alternatively, send an email to Immaculate Zinde at immaculate@potatoes.co.za.