



MARKET DEVELOPMENT CASE STUDY

8 March 2017 | Port Elizabeth
Jacques Du Preez | HORTGRO



OBJECTIVES & STRATEGY



“Increase the total value of sales”

- Through:
 - Maintaining & Increasing **current demand** (Increase **consumption**, gaining **market share** over competitors)
 - Creating **“new” demand** (market access, new markets)
 - **Increase sales volumes** and/or Increase **price (profitable industry)**

*Positioning SA as the **preferred supplier** of top quality fruit worldwide.*

*Creating and building the **SA brand** and reputation amongst consumers and the trade.*

BUT FIRST...



1. **Know yourself**, know your industry, get the stats
2. Know your **target market**, get to grips with the trade, consumers, potential of the market, competitors, threats, opportunities, etc
3. What does your **consumers** want and how do they want it?



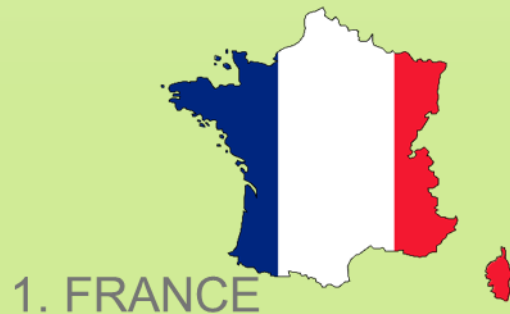
- **Start off** with a **broad view** regarding your potential markets
- Conduct specified market and consumer **research** in these markets
- **Prioritise** markets and choose target markets

EU MARKET RESEARCH

Example



The research will identify:



Historical exports to the EU

What SA has to do to export an increased volume of stone fruit

Is there currently 'enough' volume in the market

Awareness and perceptions of SA in these markets

What are the estimated prices in the market

What are the reasons for the 'perceived' lack of trade from SA

EUROPE



	Ranking - all markets			Ranking - Scandinavian markets
	1	2	3	
Population	FR	IT	SP	SWE
Wealth	FR	IT	SP	SWE
Peach & Nectarine - Size of the market	IT	FR	SP	SWE
Plum - Size of the market	FR	IT	SP	DEN
Peach & Nectarine - Value of imports	FR	IT	NL	SWE
Plum - Value of imports	NL	FR	IT	NOR
Peach & Nectarine - Value US\$/tonne	NOR	NL	FR	NOR
Plum - Value US\$/tonne	NOR	NL	SP	NOR
Peach & Nectarine - SH suppliers	NL	SP	FR	NOR
Peach & Nectarine - SA/SH suppliers	FR	NL	NOR	NOR
Plum - SH suppliers	NL	DE	SWE	DEN
Plum- SA/SH suppliers	NOR	FR	NL	NOR
	FRANCE	ITALY	SPAIN	NORWAY

- Start off with a specific, **focussed campaign** – don't try to conquer the world at once
- Launch **tailor made** market development strategies and campaigns accordingly
- Expand, adapt according to **learnings**
- **No one size fits all** approach
- **LONG TERM** commitment/process – don't expect results overnight (5 years)

- Growers fund campaigns through a statutory levy
 - ALL in, ALL pay
 - 4 year secured financing cycle
 - Put to a vote every 4 years
-
- Secure funding for at least 3-5 years

MOTIVATION FOR FUNDING



- Sell idea, get **buy in**
- Roadshows in production areas
- Get the **big players** involved firstly
 - Exporters, Growers & Packhouses
- **Consult**, communicate, inform, **consult**



- NOT an in and out exercise, one year active, skip a year and then try again – waste of money
- Get all **stakeholders actively involved** – growers, exporters, importers, trade, retailers
- Make sure funders (growers) have a say and are kept informed
- Advisory Committees, Boards = Final say

- The difficult part...
- **Volume & Value** Growth
- Sometimes **stopping decline first**
- Look at **bigger picture** to explain, find reasons for certain things happening in certain seasons
- Additional funds, contributions **leveraged**
- Independent study commissioned:
 - R5-7 increase per carton for 50c/carton investment
 - USA Pear Bureau: ±\$6.50 ROI for every \$1 invested in campaign

- Invitation for proposals
- Depends on needs
- Person/s on the ground in different markets
- Reason/Foot in the door to engage
 - Trade
 - Retail
 - Media



www.beautifulcountrybeautifulfruit.co.uk

UK & GERMANY: EXAMPLES





ON PACK PROMOTIONAL OFFER

- Tesco, Morrisons and Aldi will be labelling across the category, predominantly Gala, Braeburn and Pink Lady; and promoted via adverts/advertorials in the consumer press and social media
- Online entry requirement will drive traffic to the campaign website
- Labels will be dual message, with details about Help a South African School either on the front cover or inside the booklet, as well as the Longleat competition offer and provenance and variety information
- Artwork in production





PROMOTIONAL OFFER

Competition


- Headline offer will be 5 x VIP breaks, to include a stay at one of Longleat's luxury hotels, entry to Longleat and VIP safari tour
- Runners-up prizes will include 100 free tickets, 50 cuddly African animal toys, and £5 off vouchers for all entries




SOUTH AFRICAN CUISINE YOUNG CHEF OF THE YEAR

- South African Cuisine Young Chef of the Year 2017 launched in November
- Press release issued to trade, catering and consumer press on November 10th
- Social media around competition, including targeted boosts began in November
- Closing date for entries was February 1st
- 17 entries received
- Finalists selected in next 2 weeks
- Cook –off will take place w/c 24th April




 **Beautiful Country, Beautiful Fruit**
Published by Pippa Moore [?] · January 6 at 1:14pm · 🌐

'South African Cuisine Young Chef of the Year #competition gives young chefs the opportunity to #win a week's placement at a top restaurant in South Africa. For more information please visit goo.gl/su1SmG University College Birmingham Westminster Kingsway College The Grimsby Institute Leiths School of Food and Wine



Win training at one of South Africa's top restaurants



Click here to download your entry pack

Win training at one of South Africa's top restaurants

8,974 people reached

▶ £8.54 Left

👍 Like 💬 Comment ➦ Share

👤 Adil Hawlery, Pussi Moni and 99 others





CONSUMER ADVERTISING

Consumer advertising in some of the following high profile consumer magazines during May and June, highlighting provenance, taste and giving recipes and details of promotional offer:

- BBC Good Food
- BBC Easy Cook
- Healthy Food Guide
- Olive
- Delicious
- Jamie Magazine
- Top Sante
- Country Homes & Interiors





RECIPE DEVELOPMENT AND PHOTOGRAPHY







BOOK DONATION

- Schools donate unwanted books to the project





AMBASSADORS



Aggie Mackenzie



Rueben Riffel



Jasmine Harman



Kerstin Rodgers



Sophie Michell



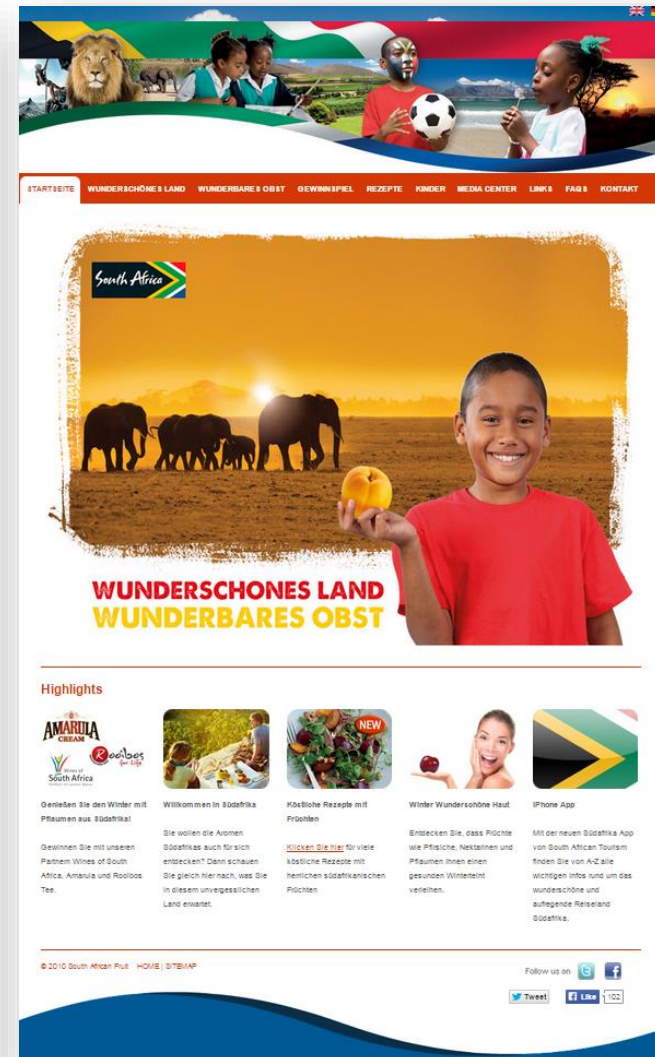
Stefan Gates



CAMPAIGN WEBSITE



UK Homepage



DE Homepage



IN-PACK BOOKLETS



BUYING THIS PACK HELPS SUPPORT THE WORK OF THE NELSON MANDELA CHILDREN'S FUND



The Nelson Mandela Children's Fund has been transforming lives since 1995, when President Nelson Mandela dedicated a third of his annual salary to the children of South Africa. They identify grassroots projects and community partners, supporting and training them to protect, nurture and enrich lives of disadvantaged children.

By buying this pack you are helping to fund the project that will become Nelson Mandela's final legacy, the 200 bed Nelson Mandela Children's Hospital in Johannesburg, which aims to transform paediatric healthcare in South Africa.

PLUS you could win one of 500 DVDs, **Mandela: Long Walk to Freedom**. See over for details. You can find out more about the work of the Nelson Mandela Children's Fund at www.mandela-children.org.uk and you can donate to the Nelson Mandela Children's hospital at www.justgiving.co.uk/SouthAfricanFruit



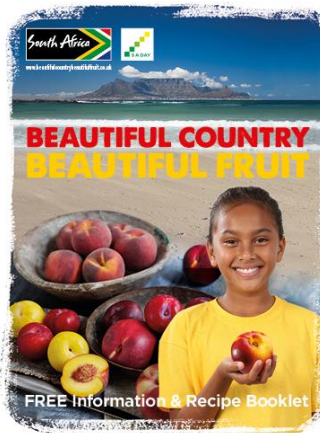
POACHED SOUTH AFRICAN STONE FRUIT IN PASSION FRUIT SYRUP

Serves 4
Preparation time: 10 minutes
Cooking time: 15 minutes

6 South African plums, halved and stones removed
 3 South African peaches or nectarines, halved, stones removed, then thickly sliced
 4 Passion fruits, halved
 150ml Fresh orange juice
 100g Caster sugar
 150ml Dessert wine (if desired)
 150ml Water
 Greek yoghurt, to serve

Method
 1. Scoop the pulp from the passion fruits into a large saucepan and add the orange juice, sugar, dessert wine and water. Place over a medium heat and stir until the sugar has dissolved. Bring to the boil, reduce the heat to low and simmer for 5 minutes.
 2. Add the plums and peaches/nectarines. Cover and cook over a low heat for 5 minutes, or until the fruit is just tender.
 3. Cool and serve with Greek yoghurt.

Recipes created by Reuben Riffel, head chef at Reuben's Restaurant, Johannesburg, South Africa.



South Africa
www.beautifulcountrybeautifulfruit.co.uk

**BEAUTIFUL COUNTRY
BEAUTIFUL FRUIT**

FREE Information & Recipe Booklet

M MORRISONS

Morrisons version



BEAUTIFUL FRUIT

The diverse landscapes in the Western Cape of South Africa are not only stunning to admire and explore, but they are home to many of the farmers who grow delicious plums, peaches and nectarines.

- Fragrant red, purple and yellow plums are in season and available to buy in supermarkets from January to April
- Refreshingly juicy peaches and nectarines are grown in the sheltered valleys of the Western Cape. In season and available from November through to March
- Look out for delicious stone fruit varieties including **Flavour King** and **African Delight** plums, **Rich lady** peaches and **Alpine** nectarines

Visit beautifulcountrybeautifulfruit.co.uk for more information and recipes



BEAUTIFUL COUNTRY

Your purchase makes a difference!

- By buying South African fruit you are helping to create jobs, support families and develop the country.
- One hectare of fruit planted creates approximately one full-time producing job
- As a whole, South African fruit provides almost half a million jobs
- Every South African fruit worker supports, on average, a family of four

facebook.com/beautifulcountrybeautifulfruit @SAFruit

**WIN
MANDELA: LONG WALK TO FREEDOM**

To celebrate our relationship with the Nelson Mandela Children's Fund we are giving you the chance to win one of 500 copies of the DVD **Mandela: Long Walk to Freedom** – the inspirational story of Nelson Mandela's extraordinary life from rural village to becoming President of South Africa.

For a chance to win, simply send your promotional packaging and till receipt along with your name, address, and a contact telephone number to:

Mandela Competition
 PO Box 306
 SK9 4WT

Terms & Conditions
 1. This draw is open to UK residents aged 18 and over. For Northern Ireland residents only, no purchase necessary – simply send your contact details to the above address to be included in the draw.
 2. Closing date for entries is 30.04.2015
 For prize details and full terms and conditions visit www.beautifulcountrybeautifulfruit.co.uk/offers
 Promoter: Hortgro Services, 258 Main Road, PO Box 163, Paarl 7622, South Africa. Do not send entries to this address.




IN-STORE TASTINGS



DE Stand Wrap



POINT OF SALE

- South African logo on-pack
- Leaflets in packs
- Promotional labels







STONE FRUIT GIFT BOXES

- Fruit boxes containing Flavorking plums to arrive with 50 journalists/bloggers on Valentine's Day
- DPS to supply heart shaped punnets
- Label for punnet and double sided card to be included. Designs to be focused on 'love' theme with emphasis on South African stone fruit, particularly Flavorking



PLUM BEAUTIFUL CHEESECAKE TARTS

These quick-to-make desserts are just the thing when you want to impress, without having to go to too much trouble. Result!

Preparation: 15 minutes
Cooking: 15 minutes
Serves: 6

6 individual bought pastry cases
6 South African Flavorking plums, pitted and thinly sliced
100g cream cheese
2 tbsp Greek yogurt
1/2 tsp vanilla extract
1 tsp lemon zest
1 tbsp caster sugar
1 egg yolk
1 passion fruit
20g light muscovado sugar
Fresh mint, to decorate

1. Preheat the oven to 180°C, fan oven 160°C, Gas Mark 4.
2. Put the pastry cases onto a baking sheet. Share half the sliced plums between cases.
3. Beat together the cream cheese, Greek yogurt, extract, zest, caster sugar and egg yolk. Spoon into pastry cases. Bake for 15 minutes, or until set.
4. While the tarts are baking, put remaining plums into a saucepan & scoop in flesh from passion fruit. Add muscovado sugar & 3 tablespoons of water. Simmer gently for 3-4 minutes, then remove from the heat.
5. Serve the tarts while barely warm, with the plum and passion fruit mixture spooned on top, decorated with mint leaves.

Support South African fruit growers by following us on social media:
@SAfruit
@SAfruit
beautifulcountrybeautifulfruit
www.beautifulcountrybeautifulfruit.com





- 50 gift boxes sent to journalists / bloggers containing South African fruit
- Recipients encouraged to post on social media through competition for best tweet



A Nose For... @anoseforfood 2d
Loved my Valentine's delivery from @SAFruit



Nina Pullman @nina_pullman 2d
Game of produce pool? Valentine's Day heart of plums? Or might it be the start of the @SAFruit Flavorking season.. 🍷



Kerstin Rodgers @MsMarm.. 1d
Flavorking plums are now in season: plums with apricot/pluots/plumcots @SAFruit thanks





SAMPLING



IN-STORE TASTINGS



Morrisons Stand Wrap: Front




Morrisons Stand Wrap: Sides

IN-STORE TASTINGS





ONLINE ADVERTISING



[Tesco.com](#) | [My Orders](#) | [My Account](#) | [Sign In](#) | [Register](#) | [Website feedback](#) | [Help](#)

Search with a list of items ▾

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Clean up offers

Delivery Saver

Fresh Food

Bakery

Food Cupboard

Frozen Food

Drinks

Baby

Health & Beauty

Pets

Household

Home & Ents

Inspiration & Events



Win a tasty South African holiday with Trailfinders



One Cape Town wine, game & whales fly drive holiday for two sharing adults for a duration of 10 days plus overnight flights to be won. Offer closes on 30-04-17. No purchase necessary. 18+ only. To enter visit <http://beautifulcountrybeautifulfruit.com/holiday/>



Asda Grower's Selection
Ready to Eat Plums

£2
6 pk

Shop now

**BEAUTIFUL COUNTRY
BEAUTIFUL FRUIT**

Store Finder

Contact us

baby & toddler

Morrisons More Card

Home & Garden

Recipes

CELLAR

Shop Groceries

My Favourites

Offers

New

Delivery Pass

Seasonal

Lemons & Limes

Plums & Apricots

Grapefruit

Melon

Prepared Fruit

Kids

Wholefood Fruit & Nuts

Brands

Morrisons

Options

On Offer

New

Dietary & Lifestyle

Vegetarian

Vegan

Organic

£1.68

**BEAUTIFUL COUNTRY
BEAUTIFUL FRUIT**


Add a delicious taste of South African sunshine to your fruit bowl

SHOW MORE


153 products Sort by: Favourites first

Log in to see accurate stock information


Featured




Morrisons Strawberries 227g




Morrisons Raspberries 150g




Morrisons Small Bananas 7 per pack



Morrisons Ready To Eat Giant Mango



Morrisons Blackberries 150g



Morrisons Pink Lady Apples 6 per pack

PRESS TRIP



- Journalists from four UK and German publications visited Hortgro and South African farms between February 22nd and 26th
 - Helen Graves, food writer for *Sainsbury's* magazine and leading food blogger
 - Peter Marshall, publisher of *Chef* magazine
 - Gabriel Bastian editor of *Fruchthandel*
 - Mike Knowles, managing editor of *Eurofruit* magazine
- Visits included:
 - Stone fruit and pome fruit farms
 - Packing facilities
 - SAPO research and development
 - Fruitfly South Africa
 - BEE projects
 - Chefs – Reuben Riffel meeting





Beautiful Country, Beautiful Fruit

Published by Pippa Moore [?] · October 27 at 3:21pm · 🌐

South African Cuisine Young Chef of the Year 2017 has launched for the fourth year! Open to all UK chefs and students.



18,177 people reached



[View Results](#)

👍 Like

💬 Comment

➦ Share



👤 Pat Bynum, Lora Beaumont and 108 others

Chronological ▾



Facebook

CAMPAIGN NEWS

BEAUTIFUL COUNTRY, BEAUTIFUL FRUIT

W/C December 1st 2014

HORTGRO is preparing to launch its 2014/15 market development campaign for South African fruit in the UK and German markets. Throughout the seasons for stone fruit and pome fruit, we will be sending you a regular update of activity taking place in the UK and German markets. Here is the first.

German and UK supermarkets prepare to support South African stone fruit in store

Following recent meetings with UK retailers, booklets are being inserted into packs of South African stone fruit from December.

This season's promotional offer gives shoppers who buy South African stone fruit the opportunity to support the Nelson Mandela Children's Fund (HMCF) with a contribution to a new children's hospital, under construction in Johannesburg.

Consumers will also be entered into a draw to win 1 of 500 DVDs of the biopic *Mandela: Long Walk to Freedom*.

In ASDA, meanwhile, shoppers can apply to receive one of 1,000 free SA recipe collection books, which will contain some of the best of the South Africa fruit recipes since the season began. They can apply for one by visiting the campaign website and entering their details.

In-store sampling is currently being organised for peaches, nectarines and plums in Asda and for Flavor King plums in Morrisons, which will take place in January and February.



A package of activity is planned for Tesco.com including South African fruit banners on 'Special Offers' and 'Favourites' homepages.

An online campaign has been organised on Sainsbury.co.uk to promote SA peaches, nectarines, Flavor plums and Golden plums. This will convey the message 'If you like peaches, nectarines or plums in the sun why not try them in the winter'.

In Germany, this year's promotion will be highlighting the trade work South African suppliers are doing to ensure South African stone fruit that reaches the shelves in good quality; as well as promoting the pro to shoppers.

In Rewe and Real, apricots and plums are being supported with advertorial articles in customer magazines, with in-store sampling planned in German retailers for Jan and February.

A booklet has been produced to give away to shoppers in the in-store tastings, and includes promotions with Amarula and Wines of South Africa.

CAMPAIGN NEWS

BEAUTIFUL COUNTRY, BEAUTIFUL FRUIT

W/C January 19th 2015

HORTGRO's campaign to promote South African stone fruit and pome fruit in the UK and Germany has begun. Here is the second update on activity taking place in supermarkets, in the media and in schools and colleges. Happy New Year to everyone.

Shopper tastings, information booklets and retailer magazine activity out across HORTGRO stone fruit campaign



The SA stone fruit campaign is now in full-flow in the UK and German markets.

In UK retailers, information and recipe booklets have been inserted into packs of ASDA stone fruit since January 1st. ASDA shoppers can apply to receive a free recipe collection book featuring South African fruit, by visiting the campaign website.

In Tesco stores, Tesco Finest branded Flavor King booklets will be available in packs of the fruit from the end of January, and on the Sainsbury's website, the digital banner campaign - promoting SA peaches, nectarines and Golden plums - began on December 31st.

In Germany, the campaign is focusing on communicating with retailers about the work to improve the eating quality of South African stone fruit to shoppers.

A total of 80 sampling days have been organised in EDEKA stores, which will combine tasting of plums and pears, and begin at the end of February. Sampling in Karstadt (REWE) takes place in 15 stores during the second week of February. Visitors able to visit these tastings in stores in the city from Thursday 5th, Friday 6th or Saturday 7th February (contact dominic@redcomm.co.uk for address details of the stores).

In the retailer magazines, a full-page on South African stone fruit is featuring in the January/February issue of REWE's retail magazine 'Mein Frische Korb' and a double-page in the Quarter 1 issue of REAL's magazine, 'Frishche'. A banner has also appeared on the website of REWE's consumer magazine Laviva since January 14th.

MIDDLE EAST (UAE - DUBAI)

- Linked to certain specifications, cultivars, size
- Build a brand linked and associated with:
 - Quality (Eating, **Taste**)
 - Consistency
 - Continuity





SEASON'S BEST

Founded by a group of growers, Fruits Unlimited grow plums and apricots in South Africa exclusively for Spinneys. We import special varieties, which are cultivated and selected for flavour.

Wine trip to South Africa



WHITE
NECTARINE
SOUTH AFRICA
EAT.
38.50
PER KG
FLUVO

SEASON'S BEST



SEASON'S BEST

SEASON'S BEST



SEASON'S BEST

SEASON'S BEST



SEASON'S BEST



SEASON'S BEST

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Win a trip to South Africa

To enter visit www.spinneys-dubai.com



SPINNEYS
SOUTH AFRICA
KG
22.50 11.25

WHITE PEACHES
SOUTH AFRICA KG
42.50 21.25

RED PLUMS
S. AFRICA KG
24.50 12.25

YELLOW PEACHES
S. AFRICA KG
34.50 17.25

SPINNEYS
SOUTH AFRICA
KG
32.50 16.25

BLACK PLUMS
S. AFRICA KG
32.50 16.25

APRICOTS
S. AFRICA KG
34.95 17.48

POMEGRANATE
SOUTH AFRICA KG
15.95 7.98

SEASON'S BEST
BRINGING YOU THE TASTIEST PRODUCE FROM AROUND THE WORLD



SEASON'S BEST
BRINGING YOU THE TASTIEST PRODUCE FROM AROUND THE WORLD

SEASON'S BEST
BRINGING YOU THE TASTIEST PRODUCE FROM AROUND THE WORLD



SEASON'S BEST SEASON'S BEST SEASON'S BEST





Seasons Best BOARD 10 cm x 22 cm - Back



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To enter visit www.spinneys-dubai.com



SEASON'S BEST

"One of our stonefruit farms, **Boschendal**, is almost completely able to meet their energy requirements using sustainable sources such as hydroelectricity, solar and biomass."

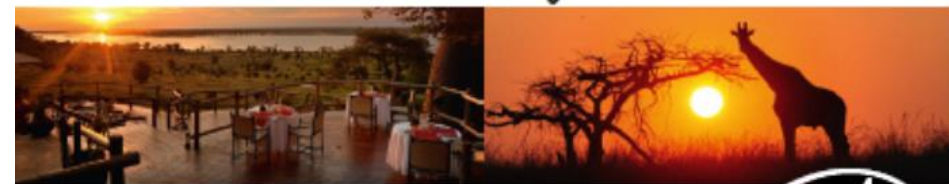


Taste
South African
Fresh Fruit

*The freshest, sweetest and tastiest fruit from
South Africa's famous fruit-growing regions
... now available here!*



WIN a delicious South African Adventure!



SCAN TO ENTER

SCAN THIS CODE to enter our competition, for an all-expenses paid safari to some of Africa's top fruit, wildlife and tourism delights.

* Terms & conditions apply

All of the best from our heart and soil!





Taste
South African
Plums and
WIN!



WIN the sweetest South African Experience!



SCAN TO ENTER

SCAN THIS CODE to enter our competition, for an all-expenses paid safari to some of Africa's top fruit, wildlife and tourism delights.

* Terms & conditions apply

All of the best from our heart and soil!



Plumbelievably revitalising fruit

Plums are perfect body revitalisers and protectors. Packed with vitamins A, C and E, Potassium and Carotene, they're also rich in anti-oxidant and free radical-neutralising Quercetin, Antho-cyanins and Phenols, which can help reduce ageing and even combat the development of diseases like cancer.

... And when they're Taste South Africa Plums, they come with extra goodness in every bite. Not only do they originate from the world famous stone fruit growing Western Cape region, they're also grown to strictest standards of environmental, ethical cultivation and globally recognised fruit-growing science.

Look out for Taste South Africa Plum varieties at Spinneys like: Letitia, Fortune, African Delight and Angelino. Each has its own unique flavour, bite and character - from heavenly sweet to mildly tangy, from lightly crisp to lusciously juicy.



WIN a rejuvenating 5-day Holiday for two to the heart and soil of South Africa's beautiful Western Cape.

It includes excursions to legendary Table Mountain, Cape Point and the Cape Winelands, game viewing at a premier game lodge, accommodation, return flights to Dubai/Cape Town, spending money ... and more!

To find out more, visit www.spinneys-dubai.com

All of the best from our heart and soil!





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* Terms & conditions apply

All of the best from our heart and soil!



- **Quality and consistency** of product and supply the core of any campaign
- No sense in promoting something nobody wants

THE ESSENCE





THANK YOU





THANK YOU