

CAMPAIGN NEWS

BEAUTIFUL COUNTRY, BEAUTIFUL FRUIT

January 2019



The newsletter for Hortgro's Beautiful Country, Beautiful Fruit campaign in the UK and Germany. In this issue: launching the season with a South African-themed stone fruit supplement; new campaign recipes created, including two from Reuben Riffel; young chefs competition launches for seventh year in the UK; and Germany create a new campaign flip-book.

Stone fruit supplement in top UK and German fresh produce titles

We launched the season with a South Africa themed stone fruit supplement, produced by Fresh Produce Journal in the UK and Fruchthandel magazine in Germany. A journalist from each outlet visited South Africa on a research trip in October and the supplement was distributed the following month. The publication focuses on content that emphasises the work, protocols, supply chain and social initiatives behind the success in the UK and German markets. The activity is a first in terms of collaboration between the UK and German Market Intelligence titles and one of the most in-depth pieces of reporting on the industry.



Stone fruit supplement distributed in Fresh Produce Journal and Fruchthandel

Press activity and social media underway

The new season's recipe collection, campaign messaging and Hortgro updates have been distributed to consumer and trade press with one-to-one meetings in progress. The aim throughout the season is to reinforce the work of the campaign, highlight key results and successes and communicate key information about the season.

Regular posts are being scheduled across all social media platforms, with a particular focus on the campaign theme. Content includes recipes, videos, South African fruit USP's and competitions.

South African celebrity chef, Reuben Riffel has created two stone fruit recipes for use in the UK. Both recipes are available to view here - <http://beautifulcountrybeautifulfruit.com/recipes/peaches-nectarines/>



Wake-up-wonderful Breakfast Eggy-Bread from the new stone fruit recipe selection



South African Young Chef of the Year 2019

The activity to encourage young chefs in the UK to learn about South African cuisine has now launched for the seventh year, with a demonstration from South African chef, Petrus Madutlela, which took place at Westminster Kingsway College in November. Entry packs and emails have been distributed to 1,500 colleges and restaurants in the UK.



Front cover of the 2019 South African Young Chef of the Year entry pack

News from Germany

The 2018/19 season continues with the South African producers committing themselves to their motto “Beautiful Land, Wonderful Fruit”....consumers will continue to be addressed. In addition, the dialogue with top representatives of the German retail trade will be sought more intensively than before.

Constructive discussions have begun at Fruit Attraction, where South Africans presented themselves with their own stand for the first time. More meetings are now to follow. The aim is to anticipate the wishes of consumers and thus be able to produce even more sustainably.



German flipbook sent to partners, suppliers and importers

Trading partners, suppliers and importers were sent a gimmick at the start of the season. All received a flip-book, which shows one focus of the campaign in a clear and entertaining way. South African fruit is No. 1 in taste.

Currently many measures and activities are being prepared.

New is the cooperation with “Plantastic”. The South African label makes bracelets from plastic bags found on the beach or in the wild. With “Beautiful Land, Wonderful Fruit” there will be a campaign to support “Plantastic” with the purchase of South African fruit. <https://www.plantastic.co.za/>



To activate the South African fruit there will be cooperations with several trading partners in Germany.

A cooking event for food bloggers will show how innovatively South African fruit can be prepared. As a suitable location, the South African restaurant “The Protea” in Bonn will open its kitchen.



Look out for these newsletters throughout the season. For any questions about the campaign contact Pippa Moore: pippa@redcomm.co.uk