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**Shining
a spotlight
on health
& safety**

**Energy...
management,
efficiency &
reduction**



**What can make or
break your customer
experience?**

**Empowering spazas
for economic growth
& development**

**Clever Awards
... country's best
butcheries**

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Health & safety compliance in 2022



Image courtesy of Testo

We shine a spotlight on safety as the SA government has mandated several new safety measures for

shoppers and store employees, and some retailers and wholesalers have also introduced their own health and hygiene precautions.



Energy savvy: Power play ...

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The powers that be



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Image: Getulio Moraes, Pexels



Image: Anete Lusina, Pexels



Helen Maister

Out of the notorious frying pan and into the fire. We were hopeful that the Omicron strain was showing signs of weakening and thereby being able to wave goodbye to COVID for the most part. We were excited to get back to 'normal'. Back to doing the things we loved. Going to the rugby or to a concert.

But Russia invaded Ukraine and the world was thrown into turmoil again. Threats of gas and oil shortages, shortages of cooking oil, wheat and more disruption to the supply chain. This means consumers are going to feel it most as prices rise in the food and transport industries and therefore to life itself.

Add to this, the energy crisis in South Africa shows no signs of abating. Load-shedding, aging infrastructure, theft, and corruption, have made guaranteeing a stable energy supply all but impossible. To add insult to injury, significant power price increases have already been agreed for 2022 ... and more are on the way. It is crucial for retailers and wholesalers to look at energy efficient equipment and alternative power sources to minimise

disruption and damage to their business. In addition to this, more stringent energy efficiency targets were set at the November 2021 COP26 conference, as the increasing toll of climate change, emissions, and energy consumption becomes ever more evident.

Never before has in-store health and safety been so public. Pandemic-struck and now war-struck consumers demand and expect their in-store experience to be as safe as possible. The South African government has mandated several new safety measures for shoppers and store employees ... and some retailers and wholesalers have also introduced their own health and hygiene precautions.

However, despite the massive impact the pandemic has had on health and safety, it's not all about Covid, and it never has been. South African consumers have experienced their share of food-related safety issues in the last few years, with a listeriosis outbreak doing severe damage to consumer trust levels and fatally toxic noodles causing a stir. Consumers want to know that the food they are buying and feeding to their families is safe.

Helen Maister

Helen Maister



What can make or break your customer experience?

This is the next article in a short series on how behavioural economics and 'being human' affects your business.

Aki Kalliatakis

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“Customers perceive service in their own unique, idiosyncratic, emotional, irrational, end-of-the-day, and totally human terms. Perception is all there is!”

Tom Peters

This has a massive effect on our behaviour, and you can either be overwhelmed by it ... or you can take advantage of it using what has come to be known as a 'psych hack'.

In this article I'd like to briefly share five powerful options that you can think about and apply in your business. These are reciprocity, social proof, loss aversion, perceived effort, and uncertainty.

The first, and easiest to understand, is the principle of reciprocity: Most people love getting something for nothing, and it doesn't have to even be something that has financial value. But the moment someone does something nice for us, we hate to be seen as takers, cheapskates or freeloaders. We have an obligation to repay the favour. It works in all societies, all over the world. It could be as simple as paying a compliment, or giving a tiny sample of something, or helping someone out who is struggling with something, be it physical ("It's raining outside. Let me to walk you to your car with my umbrella"), or intellectual ("I also struggled to understand this remote when I first saw it. Here, let me show you how it works").

Number two is social proof. As much as we like to think we are unique and independent of what

The faithful old toaster blew up and it was time for a replacement. But my response, even for my reputation as the world's stingiest consumer, surprised even me, because I spent 90 minutes on the internet looking a for a new one – just to save the grand sum of less than R75. Imagine trying to do that face-to-face in a supermarket in the real world or even over the telephone. It would be embarrassing, not to mention that it would be completely impossible!

This type of shopping behaviour allows people to carry out purchases without any social friction, without having to worry about what other people will think of me. And to increase your sales, you need to remember two things: you can either add motivation, or remove friction.

It all sounds awfully scholarly, but it's also a great illustration of the theme of this series of articles – which is about how wrong we are if we expect our customers to be rational and logical.



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other people do, the reality is that by far most of the decisions we make go with the flow of what we see other people doing. When we see other people doing something, especially in conditions when there is uncertainty or doubt in our mind, we imitate them. It's a powerful way to get customers to do things that are desirable but is just as powerful as preventing undesirable acts.



“In one powerful experiment, a university put up posters that showed that more than 90% of students indulged in binge drinking to the point where they passed out and couldn't remember what happened. Instead of reducing drinking, it made it more acceptable, and the campaign had no effect.”

But in another example, let's say you want customers to buy a more expensive baby seat for their car. You could quote scary statistics and use parent's fears to try to convince them to pay more.



Or you could state "93% of new parents bought this baby seat."

Problem solved, no more confusion in my mind.

The third influencer of human behaviour is loss aversion. It refers to "a phenomenon where a real or potential loss is perceived by individuals as psychologically or emotionally more severe than an equivalent gain." (Investopedia.) So for most of us, the pain of losing R100 is often far greater than the joy gained in finding the same amount. That's why statements like, "only while stocks last," are so powerful. "If I lose this now, who knows when I'll find it again?"

It's all about FOMO, or the fear of missing out. There are many ways you can use loss aversion, but if we can continue with the example of the baby

car seat, imagine parents who already have children, and are seemingly happy to use the hand-me-down seat that they have used before. So they will feel reluctant to lose what they already have – even though there is a superior option. Your strategy here must be to point out the disadvantages of what they currently use, and make sure that they see the far greater advantages of changing, and part of that will be to get a commitment from them to the idea that their child's safety is their greatest priority in life. Paint a picture in their mind of them already owning the seat.

In previous columns I've discussed the issue of perceived effort, and one of your biggest priorities in creating loyal customers must be to make their lives easy and effortless. Customers don't want to jump through hoops to give you their money, and there are massive opportunities in most industries to reduce effort.

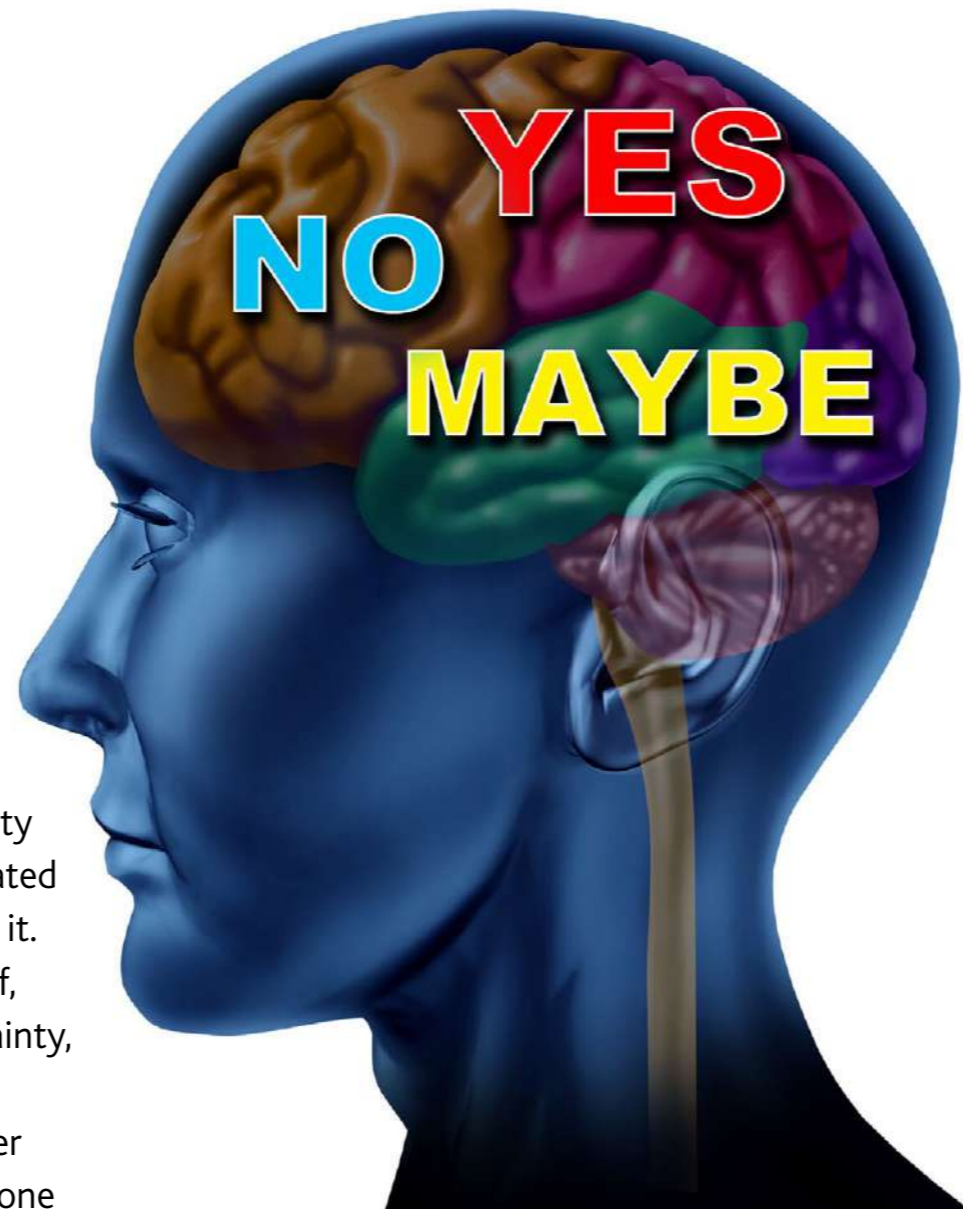
Why do great new products get ignored and ultimately fail? Often it's something like the loss aversion we looked at above, but inevitably customers' their perception is that it's just too hard and too risky to start learning and using this again. That may not be true, and it is your job to point it out to them.

Keeping it simple can have a big impact on your business. Want proof? Ask Apple. But a great example that you are probably familiar with is that of 'too many choices'.

“ There’s enough research to prove that when customers are given too many choices, it confuses them – and they walk away. And you can help by limiting these or even making suggestions, as waiters do at restaurants. ”

And finally, uncertainty. I had the opportunity to use self-checkout at a grocery store situated near my hotel in London. I shied away from it. Why? I didn’t want to make a fool of myself, and delay other customers with my uncertainty, and even though waiting for a cashier took far longer, I preferred that option. If you offer a shopping app, it had better be as easy as ‘one click buying’ from Amazon, ordering an UBER, or signing up with Netflix. It needs to be transparent and reassuring. I do own a few apps on my phone from the major retailers. I have yet to use them because nobody took five minutes to explain them to me. What a wasted opportunity.

To summarise: people are never as logical and rational as we’d like them to be, and there are literally hundreds of examples of how human being default to seemingly irrational choices – choices that are imbedded in our DNA over thousand



of years of survival. We looked at five, but there are many more.

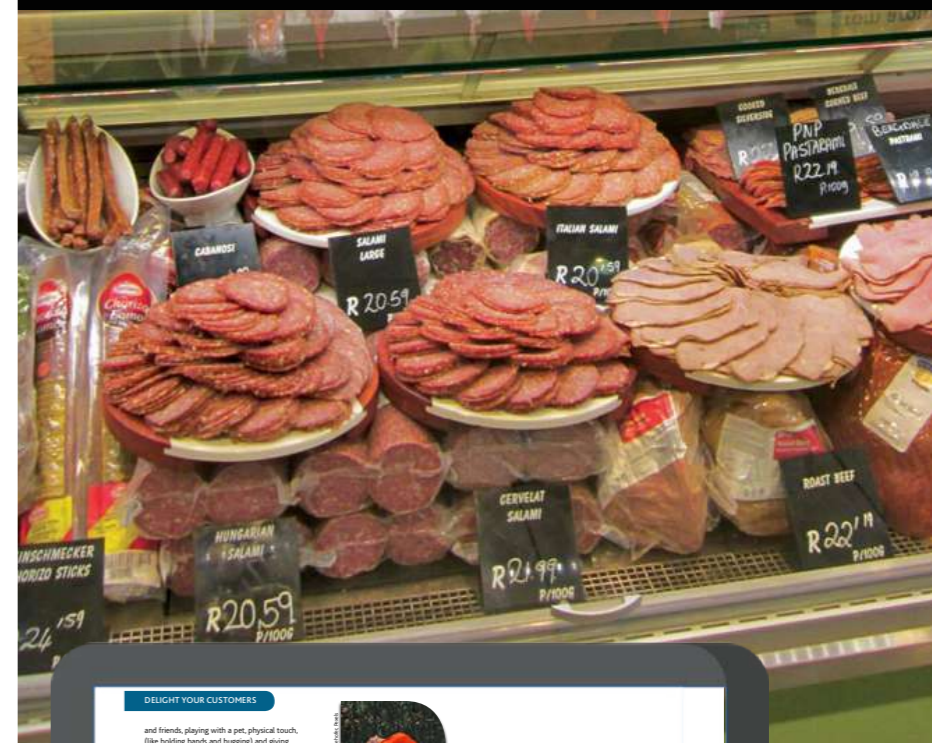
Businesses that understand these and use these insights will always win. **SR**



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DELIGHT YOUR CUSTOMERS

and friends, playing with a pet, physical touch, (like holding hands and hugging) and giving compliments to others. It produces feelings of love and connection, and it's what binds human beings to each other.

While you need to think very carefully before you go out there and start hugging your customers, simple gestures like a handshake, or allowing a customer to feel a soft toy or similar can make a difference.

“ A short personal chat can also work wonders, especially if it acknowledges that your customer is someone you know, recognise and appreciate. ”

But it should also be obvious to you that simple acts of generosity and kindness achieve the same, especially if they hit some problem – like dropping some of their shopping, or being unable to find something, or reach something. But there is one very important factor that plays a role in this. Obviously, the person on the receiving end feels good, and the person who does something nice also gets a bit of dopamine (which makes it more likely that we pay it forward again). But even an *act of kindness* can produce dopamine, before kind and

To a lesser degree some fragrances or a massage also help. Once again, what you can do is obvious, and you can manage these things in your business without spending a fortune.

Now, one final word of advice – unless you are like my dad whose need to understand the science was so important – don't get caught up in the terminology and try to identify which chemical plays what role. We've looked at a bunch of things that you can do to create positive feelings that result in loyalty. ”

And finally, **endorphin**, the pain killer chemical. Endorphins trigger positive emotions

don't have to do it every time. The principle of occasional reinforcement – a little surprise out of the blue – can also be potent.

“ When we develop addictions – to gambling, eating, smoking, drugs, online gaming, likes on social media, and so on it's the dopamine that makes it so hard to stop. ”

But you can also use dopamine effectively by celebrating things with your customers. Anything that you do to make them feel even a small win can trigger

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Health and safety compliance in 2022

Shining a spotlight on safety

Never before has in-store health and safety been so public. Pandemic-struck consumers demand and expect their in-store experience as safe as possible.

The South African government has mandated several new safety measures for shoppers and store employees, and some retailers and wholesalers have also introduced their own health and hygiene precautions. However, despite the massive impact the pandemic has had on health and safety, it's not all about Covid, and it never has been.

South African consumers have experienced their share of food-related safety issues in the last few years, with a listeriosis outbreak doing severe damage to consumer trust levels and fatally toxic noodles causing a stir. Consumers want to know that the food they are buying and feeding to their families is safe.

In conjunction with these issues, Occupational Health and Safety (OHS) is a real concern in stores where employees operate potentially dangerous machines and handle possibly toxic materials such as cleaning fluid and medication on a daily basis. Ensuring your store meets OHS standards for the safety of consumers, contractors, and employees is a legal requirement – so where do you start?



Image courtesy of Cottonbro, Pexels

How has covid-19 affected occupational health and safety and food safety?

Covid-19 has had a lasting effect on the OHS sector, and rightly so. The importance of regular and effective cleaning and sanitisation of the entire retail space, as well as frequent hand washing and sanitising by employees, suppliers, and customers, has been emphasised by the pandemic. In a broader sense, this has also underlined the importance of food health and safety compliance, as well as OHS for the built environment.

In-store sanitisation is here to stay

It's probably safe to say that trolley and basket handles have never been so clean, and more concerningly, neither have everyone's hands. It's taken a pandemic for people to realise the benefits of hand washing – but old habits die hard, and retailers may need to take matters into their own hands to ensure clean hands remain the order of the day.

The very nature of the retail space leads consumers and employees to touch everything – surfaces, handles, keypads, packaging, products, trolleys, and handbaskets. Even areas that are not considered 'high touch' will, at some

point, come into contact with someone's hands. Requiring shoppers to sanitise their hands upon entering the store and employees to either sanitise or hand wash at set points throughout the day is every day common sense. The need for increased and sustainable hygiene at home, at the office, and in retail spaces is clear.

No-touch hand sanitisers are a good solution for retail store entrances. Customers like them because they don't have to touch the same spray bottle as everyone else, but they can be finicky,



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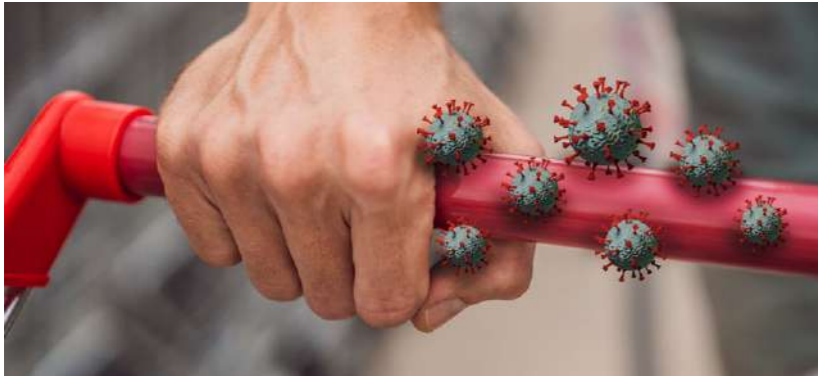


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prone to breaking, and do need to be checked and replenished with an effective yet not-too-harsh sanitising product on a regular basis.

There are two issues that retailers should consider when it comes to sourcing reliable sanitising products – efficacy and environmental impact. An effective, high-quality product may come at a price, but it also comes with guarantees. It also may come with decades of experience, product innovation, and a sense of trust. Look for recyclable or biodegradable wipes and eco-friendly sanitising products for increased sustainability and decreased environmental impact.

Sanitising wipes are useful as many customers prefer to wipe down their trolleys or basket handles themselves. Wipes are also useful for employees tasked with cleaning high touch areas or equipment, as well as food production and preparation areas.

Sanitising wipes have become the undeniable heroes of the retail sanitisation space. They are used for trolley and basket handles, high touch areas and equipment such as card machines and keypads, till surfaces, and even behind the scenes in food preparation areas and bathrooms.



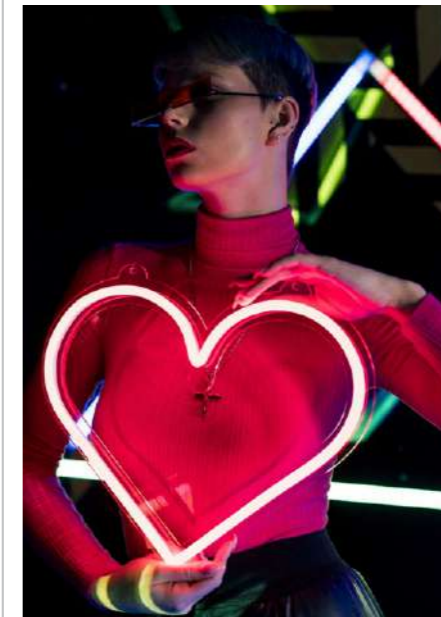
Pre-saturated wipes are convenient and effective and reduce the risk of cross-contamination. Scientists tend to agree that pre-moistened wipes are more effective than a spray-and-wipe solution. They also agree that detergent disinfectant wipes are effective against the Covid-19 virus, providing the right combination of detergent to dissolve the virus' fatty layer and disinfectant to render it inactive is used.

But not all wipes are suitable for all surfaces. Using the correct wipe substrate and fluid is essential for effective pathogen elimination. Annette Devenish, Marketing Manager at Sani-touch, says "Wipes physically remove dirt, bacteria, and any micro-organisms, including viruses, that may be present on a surface. These germs get trapped into the fibres of the wipes, allowing the fluid to coat them, deactivate them and destroy them."

Depending on the intended use, for example hand cleaning, catering or food preparation area sanitisation, or surface disinfecting, you can find 70% alcohol wipes or alcohol-free wipes that contain a safe yet effective combination of detergents and disinfectants.

New to the market and in response to the environmental impact the surge in the use of sanitising wipes has caused, companies such as Sani-touch and Stealth Wipes have launched eco-friendly biodegradable or 100% recyclable wipes.

For general cleaning, wet wipes simply can't cope with the area that needs to be cleaned, so a more targeted approach is necessary. Colour coded cloths are a practical solution to a common problem. Colour coded single use or launderable cloths prevent cross contamination when cleaning and sanitising several areas. This is particularly important in food preparation areas.



“ UV disinfection is effective against common air pollutants such as pollen, dust, and tobacco, as well as pathogens such as mould, bacteria, and viruses. ”

Image courtesy of Alena Darmel, Pexels

UV disinfection

Ensuring employee and consumer health is a moral issue, but it can also affect your bottom line. If too many staff members call off sick for Covid-19 infection (or any other serious illness), you could end up seriously short-staffed. In addition to affecting your instore processes, you might well



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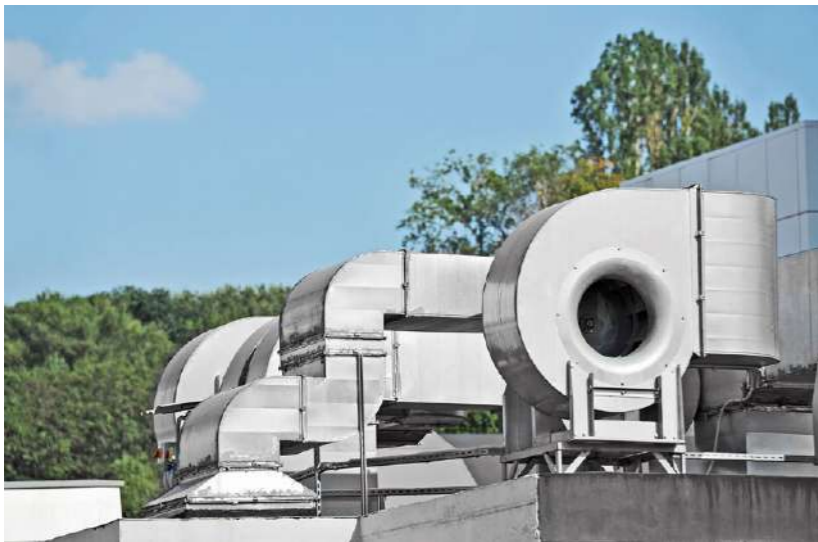
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have unhappy customers complaining about long queues or lack of service on the floor. And with the South African Covid-10 and Influenza seasons scheduled to coincide this winter – that scenario is looking more than possible. If you don't have access to exterior doors and windows, then air circulation can be a health and safety issue.



In all instances, efficient HVAC (heating, ventilation and air conditioning) filters are a must. One of the most effective options is an accredited HEPA high-efficiency particulate absorbing filter. Filters meeting the HEPA standard must satisfy certain levels of efficiency.

For those looking for an alternative, a UV filter disinfectant option such as the Induct Air Sterilisation System from Technilamp offers a UV filter disinfectant option that delivers sterile air on a 24/7 basis. The system is custom designed according to each store's specific air flow and duct size. It has a centralised CRM programme and, says Hugh Ward, Divisional Manager at Lascon

Lighting Group, "Retailers looking at options like this should ensure they come with full support and maintenance." UV disinfection is effective against common air pollutants such as pollen, dust, and tobacco, as well as pathogens such as mould, bacteria, and viruses.

Labelling requirements for food safety

Labels are an essential cog in the retail machine. Ensuring that your customers know exactly what they are buying, from ingredients to weight and sell by dates, is not a nice to have – legislation demands it. Reliable product tracing and data monitoring is a vital part of maintaining food safety.

Regulation R146 was published in the Government Gazette on March 01, 2010, but has not been regularly or effectively enforced, until now. With compliance a key issue, scale and labels experts Bizerba has put together a solution for retailers. Rob Kuipers, Bizerba Head of Sales – Retail Channel, notes that "with new labelling regulations in the pipeline geared towards replacing R146, understanding the complex nature of our South African labelling legislation has never been more important." Suppliers and retailers should take note of the many food labelling legislations as these will impact their marketing, label design, and ultimately their relationship with the consumer.



Regulation R146 protects the consumer from misleading information or information presented in such a way which may confuse them. It governs what information must appear on a label and how that information should be presented on a product. This mandatory information includes name and description of the foodstuff, country of origin, list of ingredients, storage instructions, date marking, and allergens.



Labelling solutions such as Bizerba's traceability system allows ingredient information to be printed on the label, as well as the country of origin and extra product descriptions. New batch numbers (also called LOT numbers) can also be added when the supplier batch changes, which enables the data to be easily and efficiently managed. This information can then be automatically uploaded to Bizerba scales. "In addition, linerless labels allow retailers to not be limited to a specific label size – you can print exactly what you need without running out of space or wasting label paper. It is important that manufacturers, retailers, and wholesalers are compliant with all legal traceability requirements set by food safety regulators in South Africa, to cover themselves against any legal claims by their customers," explains Kuipers.



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Testing

Food safety: Microbiology testing

Failing to do microbiology food safety testing can result in a slew of complications. But what to test for? How often should products be tested? What does the law say about microbiology testing?

It is a manufacturer's responsibility to ensure that food products comply with standards and regulations. So, you need to clarify your testing strategy. To do that, you need an understanding of microbiology testing. So, let's get into it.

Assurecloud



What is microbiology testing?

This is the process of analysing products to detect and quantify pathogenic microorganisms to ensure that the food is safe for consumption.

We have previously discussed the ins and outs of microbiology testing labs. But to quickly recap ...

How does this fit into overall food safety?

Foodstuffs can carry hazards that are not visible to the human eye. These could be microbiological or chemical risks. Common hazards include bacteria like salmonella. Food products can also contain parasites and pathogens. If ingested, these can cause illnesses and disease.

What does the law say?

The Department of Health has made regulations for microbiological standards, in terms of the Foodstuffs, Cosmetics and Disinfectants Act, 1972 (Act no. 54 of 1972). They detail various organisms

that are not allowed to be present in food products and specify the necessary tests. For instance ...

- Food products are prone to spoilage. Microorganisms like Echerichia coli, listeria monocytogenes, as well as salmonella should be absent in ready-to-eat foods.
- Partly cooked or uncooked sea-water or fresh-water foods like mussels should have a limited amount of Vibrio and Shigella. In 25 grams of these products, microorganisms should be absent.

These are just two examples to show you the laws are in place to keep people safe.

What should you test for?

The first group are microorganisms that result in spoilage. These will not cause people to get sick, but will cause the food to go off. For this category you would test for bacteria, moulds and yeast.

Second, you should test for pathogens that cause food poisoning. For example, E.coli or Salmonella.

Remember that there are limits for the presence of all microorganisms in food products.

How often should you do microbiology testing?

The frequency of testing depends on the type of product you are producing. Moist foods need to be tested more often than dry foods. This is because dry environments are not hospitable to bacteria.

Despite the technicalities of how often you should test, it is still a good idea to test frequently.

In 2017–2018, a pathogen called Listeria monocytogenes went undetected in certain meat products. This led to a listeriosis outbreak in South Africa, causing the death of more than 180 people.

If pathogens go undetected in your products, you face severe reputational risks, unnecessary costs (the sum of recalls, legal fees, damages and more), and you are putting people in harms way. It's better to test frequently to avoid a situation like this.

In conclusion

Anything that results in food poisoning or spoiled foods, is a risk to food safety. That's why microbiology testing is so important. Undetected harmful substances can cause your business and your customers harm. Avoid this by getting in contact with accredited providers of food and occupational health and safety testing to analyse your products. **SR**



Image courtesy of Testo



Testing and accreditation

The food industry is obligated to remain compliant with applicable legislations and standards, to ensure the provision of safe food and to maintain a high degree of hygiene. Transport and storage, production and preparation, display and sales, every step of

a food product's life must comply with Hazard Analysis and Critical Control Points (HACCP) regulations.

Image courtesy of Testo



Maintaining the cold chain

When it comes to food safety, maintaining the cold chain is paramount. Cold chain management, specifically temperature monitoring, is crucial to ensure not only the shelf life of a product, but its safety for consumption too. Measuring instruments

and systems experts Testo says spot-check measurements using portable thermometers, logging of data and data monitoring is essential to maintaining your cold chain and associated products on a continuous basis.

According to Testo, while cold chain integrity is critical, food safety extends to many other relevant items such as cooking oil quality testers. Measurement and data monitoring also comes into play with refrigeration, ventilation, and aircon testing and quality control.



Image courtesy of Testo



Pallet Rack damage and collapses are a problem in South African warehouses. In the UK it is a legal requirement for staff to check pallet racking on a regular basis. Rack damage is identified quickly, noted and repaired before it can lead to a collapse.

[Click on this link to view a rack collapse.](https://youtu.be/i8YdMhCEq5Q)
https://youtu.be/i8YdMhCEq5Q

RACK SAFETY AWARENESS TRAINING FOR ON-SITE STAFF

Barpro Storage has developed a 1-day training session which allows suitable warehouse staff to establish, amongst other things, if a pallet racking frame is safe to load or not.



Rack testing inspection tool

All necessary tools are supplied, including Barpro's Rack Testing device, as well as documents to check and record rack damage. The training is both theoretical and practical, covering the knowledge required by a PRRS (Person Responsible for Racking Safety) in the UK.

THE TRAINING IS FOR A MAXIMUM OF 4 PEOPLE PER DAY.



Rob Kershaw of Barpro Storage with four trainees



Gaven Swanepoel of Barpro Storage with four trainees



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Image courtesy of Testo

Digital management solutions

Eric Moore, Certified Professional – Food Safety and Director of Food Safety and Regulatory Compliance, Testo North America, says a digital management solution utilising automated temperature monitoring of refrigerated or deep-frozen products allows retailers to adopt a more preventative approach in controlling food quality and safety. With options such as the one provided by Testo, retailers can access a central database with remote monitoring from anywhere at any time.

Testing and certification

Taking a holistic approach and engaging a single service provider such as testing services specialists AssureCloud can help retailers meet their testing, inspection, certification, and training needs. Locally based, accredited testing services providers understand local legislation requirements and industry best practice.



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Testing, inspection, and certification experts SGS also provides a comprehensive range of food safety and quality solutions. Their services include training and inspection, audit and certification, testing, technical and advisory services.

Their laboratories undertake food contaminant and food microbiology testing as well as nutrition and composition testing, and supply food audits and certification, customised audits, and authenticity certifications, for example gluten-free or Kosher.

For retailers and manufacturers who are serious about food safety (which should be everyone), or who need to get ahead of a potential food safety issue, working with a fully accredited partner who knows and understands the complex South African legislative landscape and the customer-retailer relationship is critical.

OHS and occupational risk management in the built environment

Occupational Health and Safety encompasses everything from a building's safety measures (think fire doors, sprinkler systems, evacuation plans, and safety officers), to the protective gear your cold store workers wear, and how you stack, rack, and store your inventory, including storage rack safety inspections. Safety officers and facilities managers require extensive training to maintain an acceptable level of compliance. In some cases, particularly if your safety team is small or your premises large, you'll need to outsource certain OHS and occupational risk management functions and safety audits.



Image courtesy of Artem Podrez, Pexels

and should cover everything from the effect of accidents on business and the need for inspections, right through how and when to undertake an inspection and how to complete, record, and collate the relevant information. Training such as this provides a preventative safety solution for an in-house maintenance team.

NOSA (National Occupational Safety Association)

NOSA provides occupational health, safety, and environmental training, with independent audits undertaken by qualified personnel. The 10-step process focuses on site specific risk management. Areas of concern and non-compliance are identified and addressed, and solutions are offered. Visit NOSA for more information.

Storage rack inspections ensure the safety of staff and consumers, and some companies, such as mobile racking and storage specialists Barpro Storage, offer a rack inspection tool together with rack safety awareness training. In a storage or warehouse setting, rack safety is often taken for granted and damage goes unnoticed or is not deemed actionable until too late. Proper training in this area ensures that personnel are able to detect upright, beam, rack, and bracing damage,

In summary

Training and testing are two of the main pillars of Health and Safety compliance. For both ends of the business, from managers and floor workers right through to consumers, health and safety is where you never want to be caught on the back foot. With the complexities of South Africa's OHS and Food Safety legislation, poor enforcement by the authorities, and the high expectations of local consumers, getting it right can be harder than you might think.

Ensuring your own team remains up to date with legislation and best practice necessitates ongoing training from accredited instructors.

Appointing an outside service provider to implement effective, compliant, and practical solutions requires an investment of both time and money, but ultimately it could save your store or brand's reputation.

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Facilities managers education and OHS training



Natasja Ware
Afroteq Academy
Manager

Facilities Managers (FM) and OHS practitioners are often shifted into these positions out of necessity and without the training and education these positions require. Accredited by the South African Facilities Management Association (SAFMA), the Afroteq Academy offers several FM- and OHS-related courses and training opportunities that are aligned to the Facilities Management ISO 41001:2018 standard.

According to Natasja Ware, Afroteq Academy Manager, the outbreak of the COVID-19 pandemic two years ago has highlighted the important role of Occupational Health and Safety (OHS) officers in the workplace. Ware says ...

“The appointment of OHS representatives is a legal requirement. To enable OHS representatives to function optimally, they must undergo training that will not only help them create a safe working environment, but also empower them to identify any risks or hazards that might endanger their fellow employees.”

Retailers are advised to seek training that is endorsed, easily accessible, outcomes-based aligned and covers all the most important and necessary elements.



Image courtesy of Christina Morillo, Pexels



“The Occupational Health and Safety Act is vital to ensure a healthy and safe workplace. The onus rests on employers to prove that they have put the necessary measures in place to prevent accidents and

preserve the health of their workforce, while ensuring that employees are kept safe, and that the workplace is well maintained and fully functioning. While most people act instantly and instinctively when facing a dangerous situation, we believe it is always better to approach such an incident with a reasoned plan that is based on sound training and situational awareness,” Ware concludes. Some of the courses offered include:



Image courtesy of Kateryna Babaieva, Pexels

- Occupational Health & Safety Application
- Occupational Health & Safety Legislation
- Hazard Identification and Risk Assessment
- OHS Incident Investigation
- Occupational Health & Safety Representative
- Handyman Training: hand and power tool safety
- Compensation for Occupational Injuries and Diseases Act (COIDA). **SR**

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Ann Baker-Keulemans, a highly experienced business and consumer journalist, is published in numerous print and online platforms, writing on topics related to business, lifestyle, and health, with extensive knowledge on the SA retail and wholesale landscape. She holds a Bachelor of Arts degree in English Literature (British and Commonwealth) and Media Studies and is a member of the Golden Key Honour Society. ann@wilkinsross.co.za

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Empowering spazas to be the pivot point for economic growth and development



By Andrew Dawson
MD of MACmobile

Spaza shops are the heart and soul of many communities, and they have the potential to be so much more, thanks to technology.

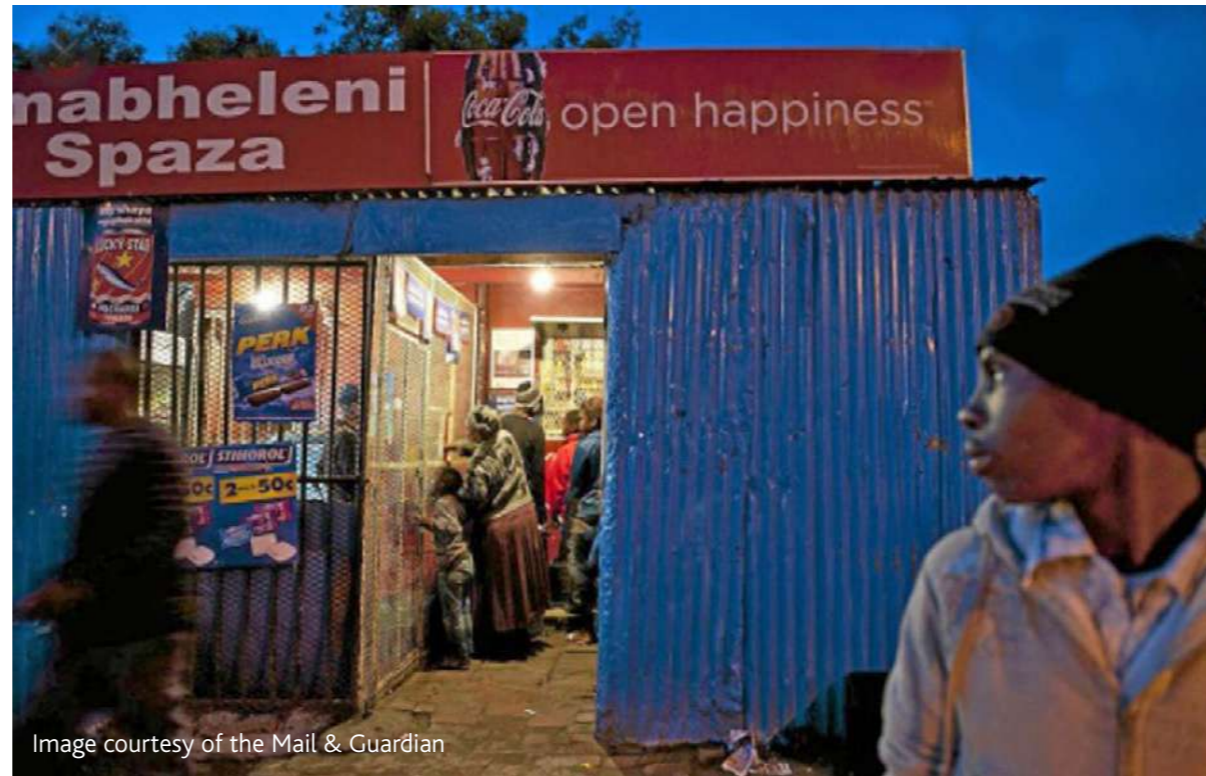
Mobile technology solutions can help these traders not only move more toward a more advanced trading marketplace, but also help them to become increasingly self-sustainable, spreading this into the communities at large.

Sustainability, humanitarian growth and giving back to communities are becoming increasingly important topics of conversation. We need to look at ways of leveraging the technology we already have to help these community hearts and centres to become the pivot point for economic growth and development in South Africa.

A platform for growth

One of the focuses for current technology solutions is on delivering improved ordering and stock management systems to help spazas have better and more product availability.

While this is important in helping them to serve their communities with goods, there is far more power in the technology.



These platforms have the potential to expand from a business to business, to a business to community offering, that offers untold opportunities. They can be used as hubs of education, job creation and self-empowerment.

The technology is there, but what we need is a change in mindset, from simply enabling the marketplace to showing the communities the direct positive impact that technology can have on their lives. We need to start engaging on the level of the 'community place' instead of just the marketplace.

It's not about ticking boxes

Enterprise and supplier development is an essential component of doing business in South Africa, as is Broad-Based Black Economic Empowerment (B-BBEE). The problem is that they have become tick-box exercises, simply a compliance process that holds up business if it is not complete.

We need to take a step back and embrace the spirit of these initiatives, change the narrative around them so that we can bring the community back into focus and have an actual positive impact on communities that are lesser served.

There are unique ways that this funding can help empower and nurture merchants, giving them a platform where they can go and study mobile-friendly courseware on entrepreneurship, finance, merchandising, sales, and other tools to help them run a better business.



This can be delivered through existing technology platforms, enabling spaza owners to better support their communities, with a positive spin-off effect to the community itself at large.

Altruism to the fore in 2022

Sustainable growth and development need a mind shift. We need to become more altruistic in the way we approach the channel – it is not about pushing product, but about creating community support, which will, in turn, drive sales if it is done in the right way.

We need to work toward creating channels to allow funding from mandatory initiatives to start targeting our vulnerable communities.

This is the only way to start making a real, meaningful and sustainable difference.

If we can channel the funds to the right communities for the right reason, we can make a significant difference. We need to bring the real spirit of *Ubuntu* back to Africa – it is not just a catchy buzzword like B-BBEE has become, but a movement that means so much more.

Umuntu ngumuntu ngabantu means that people are people because of other people, and the same spirit applies to the channel. From manufacturer, through to distribution, to retailers like spaza owners, the channel only exists because of the other parts.



Image courtesy of GG Alcock, gg@kasinomics.co.za

“Spazas are at the heart of South Africa’s economy and they have massive power to create sustainable economic growth and development.”

SR

<p>BIN SALES AND PALLET SALES Contact: Johan or Angelique salesteam@masterjack.co.za 082 374 6903</p>		 <h1 style="margin: 0;">MASTER JACK</h1> <p style="margin: 0;">Lifting Equipment • Pallets • Bins Since 1989</p>		<p>PALLET JACK SALES Contact: Brendan or Darren internalsales@masterjack.co.za www.MASTERJACK.co.za</p>					
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<p>Pharmaceutical Hygienic Pallet</p>  <p>1200mm x 1000mm x 150mm</p>		<p>Aluminium Pallet</p>  <p>1200mm x 1000mm x 150mm</p>							

Oh Crumbs!



Crumbed Chicken Panko Burgers

Grain Field Chickens has launched a range of juicy, delicious crumbed products that are quick and easy to prepare.

Global emerging food trends

- Busy lifestyles have created a demand for convenient, quick and easy meal preparations. Due to Covid-19, many children and teens are still receiving home-based education, adding to the demand for easy to prepare, snack based foods.
- The increased demand for meals and snacks that can be prepared in an air fryer. The Grain Field Chickens product range allows the consumer to cook a crispy product with an air fryer – however conventional cooking methods can be used.



Crumbed Chicken Panko Nuggets



Southern Style Crumbed Chicken Strips



Crumbed Chicken Schnitzels

The new Grain Field Chickens product range offers a quick and easy substitution for restaurant and take away meals – easy cooking for snacking, lunch and dinner. These products will be merchandised in the freezer alongside other frozen products.



Available in 1 kg bags or 3 kg packs

Grain Field Chickens uphold three good old business principles ... honesty, communication, and respect.

These traditional values have kept us true to our mission in being the preferred poultry brand in South Africa.

Grain Field Chickens products and service quality are non-negotiable.

We believe in locally-sourced products, local job creation, and creating value for the South African consumer.

Our farm chickens are fed only with high-quality broiler feed and are raised in a stress-free environment to produce fresh and healthy South African poultry products.

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POWER PLAY

Energy management, energy efficiency and energy reduction

The energy crisis in South Africa shows no signs of abating. Loadshedding, aging infrastructure, theft, and corruption, have made guaranteeing a stable energy supply all but impossible.

To add insult to injury, significant power price increases have already been agreed for 2022, and more are on the way. It is crucial for retailers and wholesalers to look at energy efficient equipment and alternative power sources to minimise disruption and damage to their business. In addition to this ...

“More stringent energy efficiency targets were set at the November 2021 COP26 conference, as the increasing toll of climate change, emissions, and energy consumption becomes ever more evident.”

In light of this, understanding the current energy landscape in South Africa is vital for forward-looking businesses who want to remain ahead of the game.



Image courtesy of Markus Distelrath, Pexels

Building energy management

In an article published in early 2021 titled *E4 Country Profile: Energy Efficiency in South Africa*, the International Energy Agency (IEA) noted ...

“South Africa is one of the most energy intensive economies, at 0.179 ktoe (Kiloton of Oil Equivalent) per unit GDP compared with [a] world average of 0.111.”

The article goes on to highlight the fact that increased energy savings and efficiency could be achieved in the buildings sector by “strengthening energy management systems and standards for appliances, especially for cooling.”

Cooling, heating, ventilation, and lights are energy consumers that are often overshadowed by bakeries and refrigeration. These big energy users account for the lion’s share of a store’s energy consumption and therefore tend to be the areas that we focus on. But there is so much more that stores can do.



Reducing
energy costs
by more than 30%



Hydrocarbon Range

*In keeping with reducing the impact of our units on the environment and our commitment to enabling the race to Net-Zero, many of our units are available with **Hydrocarbon refrigerant gas** either as standard or as an option.*



For more information on our products and how we are constantly striving to reduce their impact on the environment, please contact us on 056 819 8097 or by mail to info@staycold.co.za

www.staycold.co.za



Trust the Experience



Image courtesy of Luca Nardone Pexels

Energy efficient lighting is not new, and neither is smart lighting, however, as a report titled *Energy Efficient Lighting on sustainable.org* reminds us: “The replacement of lights with highly energy efficient [alternatives] is one of the simplest and most cost-effective measures to reduce electricity consumption and related greenhouse gas emissions.”

“The replacement of incandescent light bulbs with CFL or LED lights reduces the electricity consumption by around 80% to 90%.”

Replacing your existing lights with LEDs is still the easiest way of achieving energy efficient lighting, but you could also consider a lighting

control system that uses motion and lux (unit of illuminance) level sensors in areas that receive little or intermittent traffic.

Heating, ventilation, and air conditioning. While the energy efficiency of your HVAC system depends on its age, operation, and what sort of system it is, research suggests that correct maintenance has a significant impact on performance.

Clean filters and clean heat exchanger surfaces can affect the energy efficiency of any system. Three steps to consider when looking to optimise your HVAC system are ...

- ensuring that the controls are set with a wide enough band of temperature separating the cooling and heating functions

- including outdoor air temperature scheduling to influence supply air and chilled water temperature
- if space allows, incorporating an economy cycle operation to air handling units.

According to Solo Aircon and Refrigeration, retailers and wholesalers should ensure ...

“... their service provider is well qualified to provide in-depth knowledge and advice regarding the most efficient option for their location and operation.

Engaging an expert in the field is the most sensible way to make sure you invest in a reliable system.”





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Integrated energy management

Ensuring your building, equipment, and processes are as energy efficient as possible is one thing, but ensuring they stay that way is another. Energy monitoring and management allows stores to achieve these goals.

Energy monitoring and management solutions have come a long way. The developments in the technology and hardware used to monitor systems, appliances, and equipment has become so sophisticated and sensitive, and are so easy to use, that not having an integrated management system makes no business sense.

As Daniel de Beer at Emerson Process Management South Africa often reiterates ...

“ Without proper maintenance and monitoring, even the most advanced systems can become less efficient over time. This drop can be miniscule at first, but even a small increase in energy usage can cause costs to rise significantly over time. ”

The other benefit to monitoring your systems and processes closely is that when you do notice a change, you can often quickly and easily identify the problem and rectify it before it becomes a big, costly exercise.

Knowing what you pay for electricity and how much energy you use, and where you use it, goes a long way to identifying areas of possible improvement. It also ensures that if you do invest



in upgrading to more energy efficient systems and processes, you can measure your ROI and quantify your cost savings. If you aren't seeing the savings you expect, having documented data is important in terms of how you can remedy the issue.

Energy efficient equipment

From refrigeration units to bakery equipment, display units and cold rooms, the pace of product development has resulted in a host of innovative energy efficient solutions.

Whether you are looking for a full turnkey offering, a slow and steady revamp, a simple retrofit, or you just want to change out the refrigerant coolants you're using for a natural gas, there are a number of accredited and acknowledged industry experts available to discuss and implement the

most effective solutions for your store. Colcab, ROCS Africa, Insulated Structures, Concord Refrigeration, SCM Ref Africa, Just Refrigeration, and Danfoss are all committed to providing energy efficient products and solutions backed by years of experience, a nuanced understanding of South African conditions, and a whole lot of targeted research and development.



Refrigeration display cases

Walking through the refrigerated aisles of several of South Africa's leading supermarket chains, the effect of 'close the case' is obvious. Shoppers no longer need their own cold weather gear to peruse the frozen foods department, and smart glass or acrylic doors and sliders are very much



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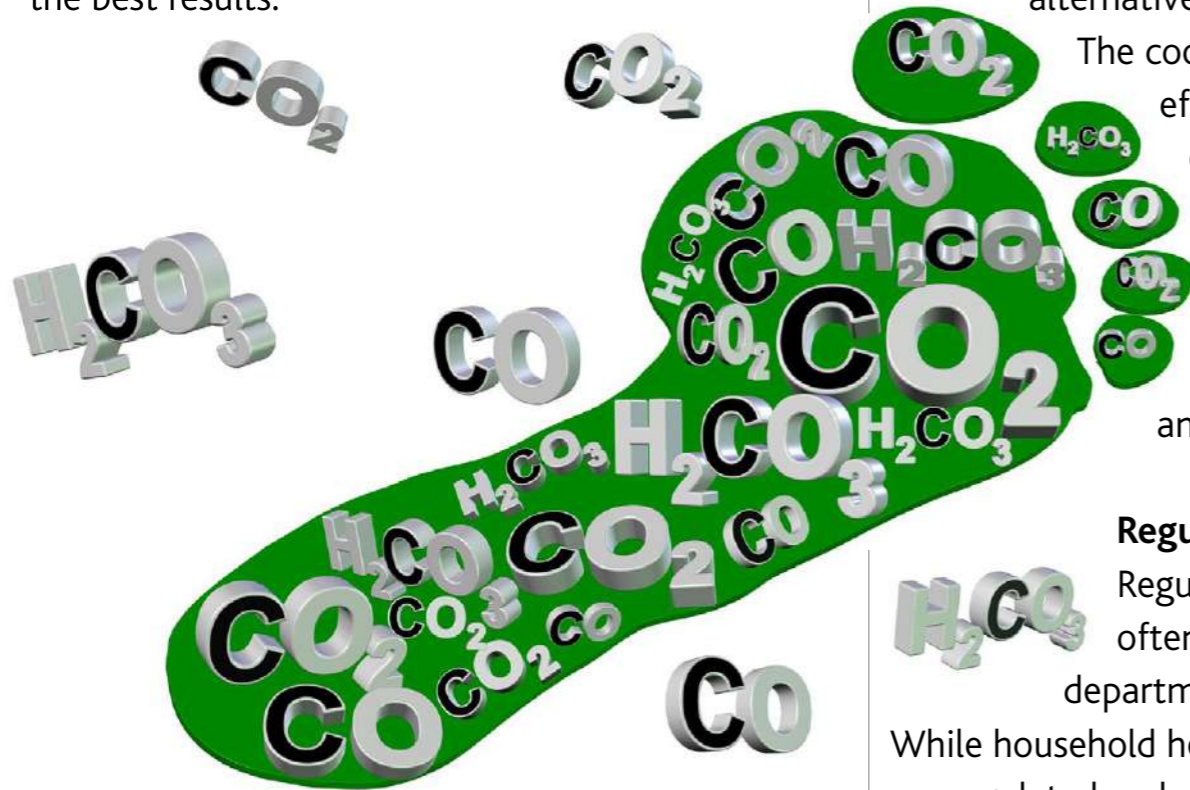
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in evidence. This is because the energy savings achieved alongside the improved shelf life of chilled or frozen produce more than makes up for the cost of adding these closures. Glacier doors has long been a leader in this industry and offers a wealth of knowledge and experience to help stores achieve the best results.



Staycold International have been acknowledged and included in the London-based Environmental Investigation Agency (EIA) publication: The Pathway to Net-Zero Cooling Product List thanks to their HD1140-HC cooler, which uses a Hydrocarbon refrigerant (R290) – a net-zero compatible alternative to HFC-based systems.

The cooler also features high energy efficient fans, a Danfoss digital energy management device, low e-glass doors, and ECOMate® Insulation foam, all of which further assist with reducing its carbon footprint and reducing HFCs.

Regulation in the energy sector

Regulation in South Africa is often complex, overseen by several departments, and poorly enforced.

While household heating and refrigeration units are regulated and receive an A, B, C, or D energy efficiency rating, industrial or commercial units do not.

Greenwashing – conveying a false impression or providing misleading or unsubstantiated information about how a company’s products are more environmentally sound – is a real problem globally and in many industries, and South Africa is

no exception. Claims need to be backed up by proven facts and empirical evidence. When you are buying new equipment, retrofitting your system, or simply maintaining your existing units properly, you need guarantees that the product or service you are using is a legitimate one that delivers the environmental outcome you require.

Staycold International Managing Director Lena le Roux says ...

“Supermarkets and retailers should be encouraged to hold their supply base accountable for supplying them with energy smart products. They should also demand that marketing statements are backed up by facts and not only flashy marketing material. “This is the only way in which we can create an educated chain, with the benefits of saving then effectively flowing from source to the end consumer. From store manager to the shopper, everyone can then play their part in the drive for Net-Zero emissions by 2050.”

Net zero carbon emissions

Race to Zero is a United Nations Framework Convention on Climate Change (UNFCCC) campaign that is made up of a coalition of net zero initiatives, representing 1 049 cities, 67 regions, 120 countries, 441 big investors, 5 235 businesses, and 1 039 institutions of higher education. It is the largest ever alliance committed to achieving net zero carbon emissions by 2050 at the latest, with the goal of net-zero global greenhouse gas emissions being to limit global warming to 1.5 °C.



Source: Theolivetreeproject.com



STAYCOLD coolers offer 33% energy savings

Staycold International, a South African manufacturer of self-contained commercial fridges and freezers, offer supermarket and restaurant owners energy efficient units to save on their monthly electricity bills. This goes a long way in easing Eskom's proposed double digit tariff increase, effective the first half of 2022, as energy costs in a supermarket form a significant contribution to the overall running costs of the business.

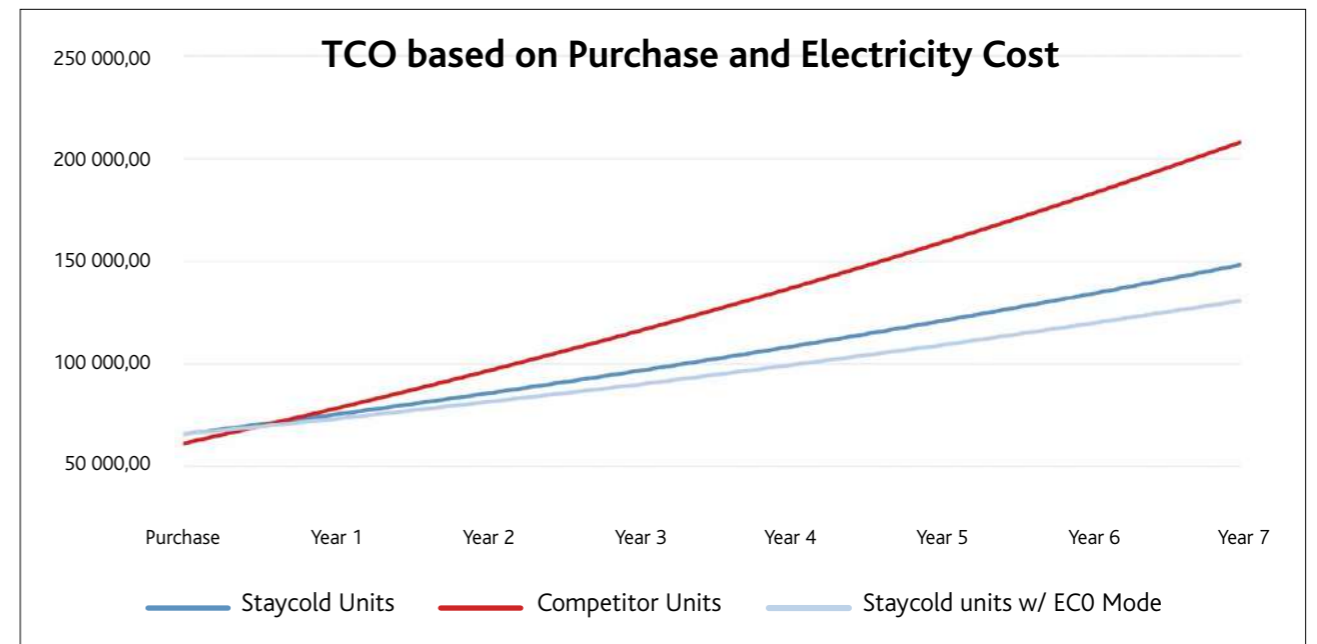
Staycold units have been found to use over 33% less electricity than other brands in a recent energy test at an operational restaurant business in Johannesburg. With most supermarkets having multiple refrigeration units, these savings can often amount to thousands of Rands per month and tens of thousands of Rands per annum.

The reasons why these local units are more energy efficient, is that each Staycold model utilise many, or all of the following technologies and designs: Hydrocarbon refrigerants, high energy fan motors, digital energy management device (EMD) and Low Emissivity glass doors. Operators and owners should thus look for these amongst other things, when comparing product specifications to fully take advantage of efficiency gains.

The cold drink isles in supermarkets where the glass door beverage coolers are often deployed, as well as the underbars in the deli used to prepare the food, are areas that require daily electricity and where Staycold offer these units that could help with monthly savings.

Looking at Staycold's leading cooler, their HD1140-HC, which has a consumption figure of 3.18 kWh/24hr which equates to a daily cost of R7 per day. As of the proposed 1st April 2022 Eskom tariff increase, that same cooler will cost just under R8 per day. Other brands have been seen to use closer to 10kWh/24hrs, so the post hike running costs of these units would be more than R20 per day. So its seen that the Staycold HD1140-HC could save supermarkets R360 per month, or more than R4 000 per year. With a few supermarket outlets, this could equate to hundreds of thousands of Rands that could be recorded as a profit, rather than being paid out as an expense.

Staycold has been manufacturing self-contained commercial fridges and freezers from their factory in Parys, in South Africa for 40 years. They were also acknowledged last year and included in the London-based Environmental Investigation Agency (EIA) publication: The Pathway to Net-Zero Cooling Product List. The product list has been designed to support and accelerate the race to zero emissions by 2050 and to demonstrate the feasibility of urgent action.



“With the electricity costs in South Africa going up year on year, our market will no doubt be calculating the total cost of ownership of their equipment over their lifespan. By choosing a Staycold, companies are ensuring that they not only get a great quality, reliable, powerful and durable product, but also a product that over time will reduce their energy costs by a significant amount while at the same time being better for the environment as a whole.”

Lena le Roux, Staycold's Managing Director

For more information on this case study or Staycold's coolers and freezers, contact them on ...

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Alternative energy sources

In a sun-rich country like South Africa, investing in solar energy as an alternative energy source makes a lot of practical sense, but up until recently the sheer cost of such an exercise has been prohibitive for all but the biggest chains. The savings are undeniable, but the capital layout has been an obstacle.

One of the biggest challenges is the batteries – traditionally the technology has been lacking and the expense prohibitive. Massive battery banks were massively expensive, used a fair amount of space, and needed replacing more often than was feasible.

Over the last few years battery technology has been catching up with demand, resulting in better

quality batteries that hold more energy, last longer, and can withstand the particular power challenges that go hand-in-hand with South Africa’s unpredictable load shedding schedule.

With several companies providing bespoke solar conversion solutions, whether you want to run just your basic critical load including lights, points of sale, and ventilation, for example, or if you want to set your entire store up to run on solar power, the options are there.

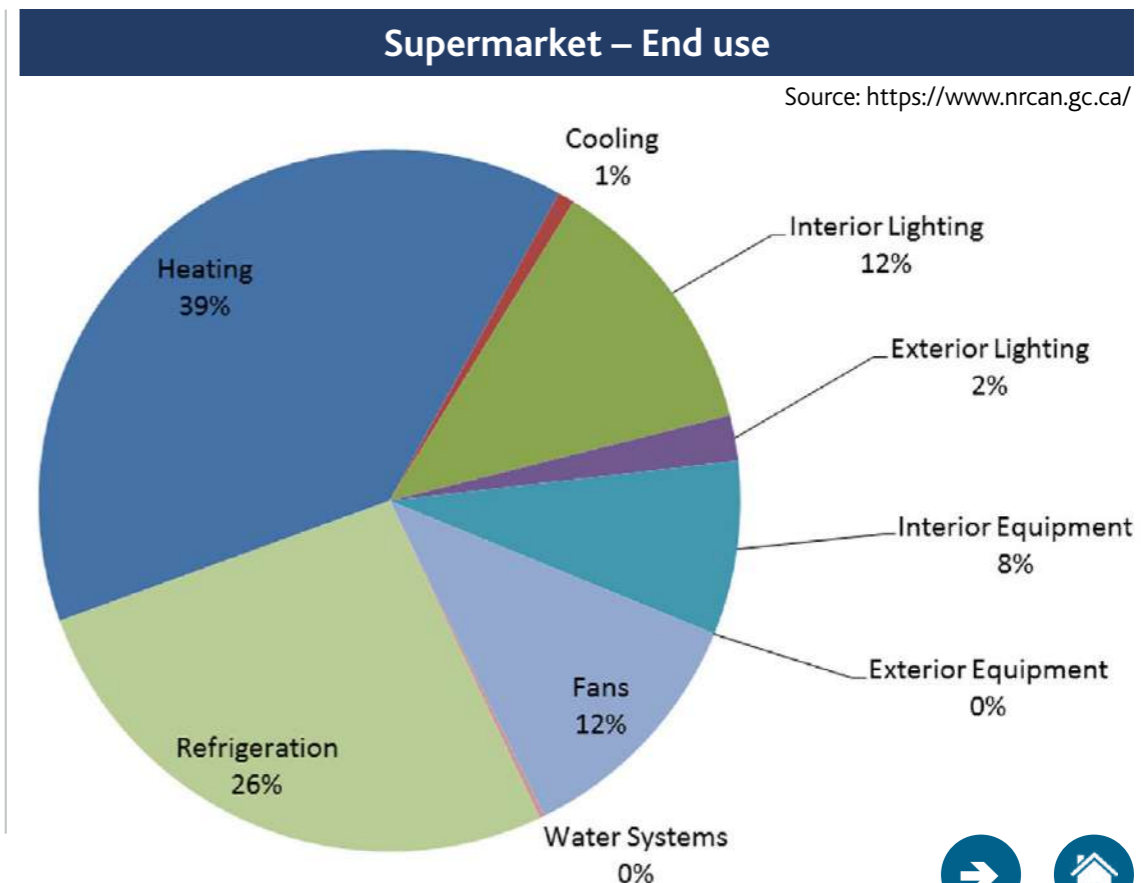
significantly reduce a battery’s lifespan, so make sure to ask these questions before you commit.

If solar is not an option due to your location or physical obstacles such as an incompatible roof space or no space in general, then an Uninterrupted Power Supply (UPS) is your solution. PowerMode provides a customisable and scalable UPS solution using high quality lithium-ion batteries. The benefit of a UPS system is that the changeover from grid power to battery back-up is instantaneous. You can use your UPS system to cover the gap between grid power going down and a generator kicking in (short run), or you can use it to run your specified critical load for the entirety of load shedding (long run), making this a very flexible option.

Lithium-ion battery chemistry has come a long way over the last five years or so and demand

It is important to remember that for a solar setup to work, you need access to a flat surface that can support the number of solar panels you need, and these panels will need regular maintenance and upkeep, such as cleaning and possibly repair work.

The deciding factor will be the batteries – what sort of batteries to use, how much power they provide and for how long, and how long are they guaranteed for? The constant up and down and associated power surges caused by load shedding can





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Source:
www.powermode.co.za



This long-run Uninterrupted Power Supply visual from PowerMode shows the workings of the battery pack. Retailers are advised to check the guarantees on any UPS system before making a purchasing decision.

is high, bringing the cost more in line with what is deemed acceptable by store owners and managers. They can also be considered a more environmentally friendly option than lead acid batteries and generators, so although not a 'green' option, these batteries do use less fuel and cause fewer emissions.

High quality new generation lithium-ion batteries don't need to be drained completely before being recharged, so operating according to a load shedding cycle does not affect the lifespan of these

batteries. PowerMode's Q-On I-Series is a high-quality long run UPS with a seven-to-10-year guarantee and the Q-On ionbank is a lithium-ion battery pack with a sophisticated battery management system. Together this solution can be considered a 'green' energy option as the lithium-ion batteries are recyclable, chemically stable, and non-toxic. According to PowerMode, they charge up to 90% more efficiently than lead acid batteries and offer a significantly longer lifespan.

Surge protection technology added to a UPS unit is a valuable add on when dealing with expensive equipment as it can be cheaper to replace the UPS than the equipment itself, and with our aging energy infrastructure the likelihood of power surges caused by load shedding is increasing. Another benefit of using a lithium-ion battery-supported UPS solution is that you can build up your battery banks. For instance, a store may decide to start small with 5kva capacity to run its POS systems, lights, security, and their network, and ultimately

build up to 45kva which could run an entire mega store with ease. The good news is that in some cases it is possible to retrofit or drop a lithium-ion battery solution into an existing lead acid system, although this is not always the case.

One caveat is that the quality of lithium-ion batteries can vary quite a bit. Older batteries can be revamped and sold as new, but these won't include recent developments such as the sophisticated battery management systems and aluminium casings that make newer batteries more reliable, efficient, and longer lasting. It is also true that batteries will need to be recharged by grid power, and this can be costly if done during peak charge times. On the other hand, a generator can keep running as long as your fuel stores hold out. Emissions and fuel costs aside, this is still a reliable and predictable alternative power supply.





Up to 40% energy saving with our Close the Case Glass Doors

Ways to save

With energy costs rising and food retailers looking to improve the shopping environment for customers, Insulated Structures has developed an effective solution to reduce the cost of in-store refrigeration while enhancing the customer experience.

Insulated Structures doors are easy to retrofit on in-store cabinets to reduce the energy required to keep chilled foods at the correct temperature.

Meanwhile, customers are able to clearly see and access the products on offer. Reduced energy requirements means smaller refrigeration plant selection for new stores. These savings will offset the cost of the doors. Up to 40% reduction in refrigeration requirement has been achieved.

Benefits

- Reduced energy consumption
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- Glass doors have optional mullion lights
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The future of energy in South Africa

Eskom has admitted that the sheer scope of repair, renovation, and critical maintenance on their existing power stations was badly underestimated. They are also suffering a lack of skilled workers in

key positions, and there is even talk of sabotage. Added to this the country's infrastructure is under immense strain, and has already started to fail, leading to some areas being without power for hours every day or days at a time. If and when businesses are able to supply excess energy to the grid thanks to solar installations, this will certainly ease some of the burden on the state utility – but that process is proving to be agonisingly slow.

In the meantime, time of use charging that sees stores running on battery power during peak cost hours and charging those batteries during lower cost hours is saving money, but also negatively affecting those batteries. Generators are reliable, but the cost of fuel is rising, and generator emissions are controversial to say the least.

Where it is an option, stores that can afford to are turning to cleaner energy solutions, reducing harmful emissions, and investing in as much energy efficient technology as they can. As the price of electricity rises, so saving on energy consumption becomes an essential business move, as well as an environmentally friendly one. Now is the time to do it.



Ann Baker-Keulemans, a highly experienced business and consumer journalist, is published in numerous print and online platforms, writing on topics related to business, lifestyle, and health, with extensive knowledge on the SA retail and wholesale landscape. She holds a Bachelor of Arts degree in English Literature (British and Commonwealth) and Media Studies and is a member of the Golden Key Honour Society. ann@wilkinsross.co.za
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CASE CLOSED

Energy Saving Solutions

Glacier Door Systems has introduced the Air Shield ('Close the Case') Glass Door retrofit solution for refrigerated supermarket display cases, as well as the Eco Leaf Replacement Glass Door for existing glass door freezer rooms and glass door freezer display cabinets. Both solutions guarantee energy-savings in an ever-increasing energy cost environment. Part of the well-established Universal Industries Group, Glacier has 26 years' experience and are acknowledged industry leaders in refrigeration door technology. Innovative and forward-thinking, the company is built on cutting-edge technology, technical expertise and a customer-centric approach.

Air Shield Glass Doors

Features and Benefits

- Double glazed glass doors with Argon gas fill for superior insulation.
- Glass durability and clarity with torsion bar for positive closing.
- Glass door heating option for high humidity environments.
- Glass doors available with hold open brackets and LED lighting options.
- Flex modelling means glass panels are customised to fit existing cabinets and are tailored to suit each store's specific environment.

A quick and easy energy-saving retrofit solution, Air Shield Glass Doors can be fitted to any existing open refrigeration case, saving up to 40% on energy consumption.



Note: The value proposal is based on R1.31 per kWh and 40% energy saving. These are averages based on our experience and can be validated per store.

The value benefit

- High-quality locally manufactured solutions featuring the latest energy-saving technology.
- Demonstrated good pay back periods can be expected.
- Customised solutions to suit your store.
- ISO 9001 accredited factory.
- Safety toughened glass in accordance with SABS/SANS certification.
- Flexible installation timing to offset any customer disruption.
- Financing options available.

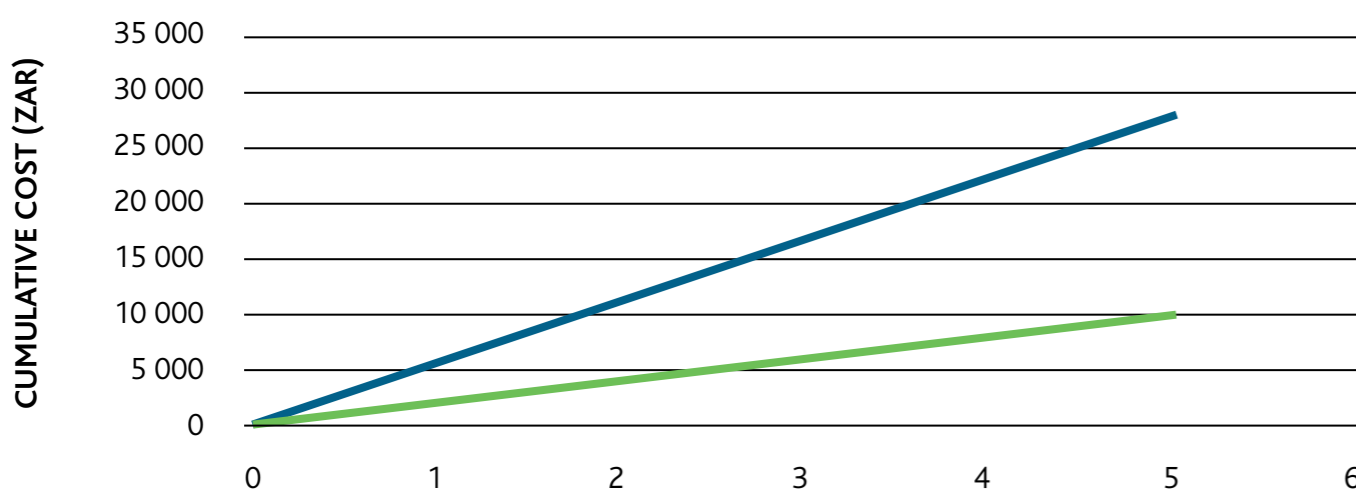
You can trust a Glacier door



Eco Leaf Freezer Doors

Designed as a 'swop-out', energy-saving replacement glass door utilising 220V technology that eliminates the need for voltage-reducing capacitors. This results in an amperage reduction from 1.29A on the standard door to 0.46A (64%) with the replacement Eco Leaf Door.

The Eco Leaf door is 64% more efficient than the standard door. The value proposal is based on R1.31 per kWh and 64% energy saving. These are averages based on our experience and can be validated per store.



	AMPS	VOLTS	WATTS
Glacier Eco Leaf Door	0,46	230	105.8
Glacier Standard Door	1,29	230	296.7

Customer remains king as country's best butcheries announced

Despite the numerous obstacles faced over the past 24 months by the red meat industry, and indeed the entire South African agricultural sector, this year's Cleaver Awards have proven that not only does this industry remain robust, but that our butchery standards are still amongst the best in the world.

Now in their 17th year, these awards, which are proudly supported by Freddy Hirsch, are honouring the best of the best from both 2020 and 2021.

The Cleaver Awards, a Red Meat Industry Forum initiative, are held annually to recognise the country's best butcheries based on quality, service, hygiene, and value for money. The awards have become well-respected by consumers countrywide as a seal of approval. This is primarily due to the fact that butcheries, once they have entered, cannot nominate themselves, as the awards are given based on customer votes. All butcheries that receive over 100 votes are then anonymously audited by The South African Meat Industry Company (SAMIC) against an extensive 212-point checklist.

"With lockdowns, changes in demand and shifts in consumer behaviour, our butcheries have had to become increasingly agile, in some instances transforming their approaches and accommodating new ways of business. And even though many were hit hard due to the pandemic, these Cleaver Awards



National winners: Deon van Vuuren (Saveway Superspar Witbank), Eloff du Toit (Kings Meat deli Castle Walk Erasmuskloof), Clayton Lombard (Bluff Meat Supply Beach Road, Durban), Walter Rossouw (Impala Vleis Brits) and José de Klerk (West End Vleismark, Kimberley). Absent: Franks Meat Mall, Middleburg.

confirm that our butcheries are still very much worth their beef," says Dewald Olivier, Executive Officer of The South African Feedlot Association (SAFA).

Several common attributes amongst the winning butcheries have been reinforced, including training and upliftment of staff, a passion for the business, and above all else, customer-centricity, being core to any successful butchery.

The awards luncheon, held today at Emperors Palace, was attended by senior members of the meat production and retail industry, award finalists, judges and media.

A special thank-you must once again go to Freddy Hirsch for supplying the Cleaver Awards for the winners.

National winners

4 and more tills

1. Kings Meat Deli Castle Walk Erasmuskloof . . . Platinum
2. Impala Vleis Brits Gold

Up to 3 tills

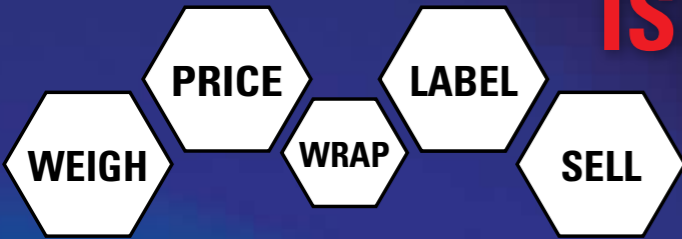
1. Franks Meat Mall Middelburg Platinum
2. West End Vleismark, Kimberley Gold

Meat markets

1. Bluff Meat Supply Beach Road, Durban Platinum
2. Saveway Superspar, Witbank Gold

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ISHIDA UNI-5/7 Range



ISHIDA UNI-3 Label Printing Scale range



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Gauteng

4 and more tills

1. Boma meat Market Moreleta Park Platinum
2. Forsmay Muslim Butchery Fordsburg Gold
3. Meat World Elarduspark Gold

Up to 3 tills

1. Delft Butchery and Deli Randpark Ridge Platinum

Meat market

1. Uitkyk Meat & Supermarket Silverton Platinum
2. Pick 'n Pay Family Store Brackenhurst Gold

North West

4 and more tills

1. Vision Meat Klerksdorp Platinum

Mpumalanga

Up to 3 tills

1. Franks Meat CBD Middelburg Platinum

Meat market

1. Komatipoort SuperSpar Platinum

Free State

4 and more tills

1. Fredilia Meat, Welkom Platinum

Up to 3 tills

1. Tevere de Vleismark, Vrede Platinum

Eastern Cape

4 and more tills

1. Cuyler Butchery, Uitenhage Platinum

Meat markets

1. Levyvale SuperSpar, Uitenhage Platinum
2. Swartkops Spar, PE Platinum
3. Debi Lee SuperSpar, East London Gold

Western Cape

Up to 3 tills

1. Hartenbos Slaghuis, Hartenbos Platinum
2. Darling Meat Market, Darling Gold

Kwazulu-Natal

4 and more tills

1. Michael Frey's Fresh Meat, Margate Platinum
2. Bluff Meat Supply, Pietermaritzburg Gold

Meat Markets

1. Bluff Meat Supply Richards Bay Platinum
2. Bluff Meat Supply Pinetown Gold

Limpopo

4 and more tills

1. Vleislapa – Marshall Street, Polokwane Platinum



Mpumalanga: Komatipoort SuperSpar's Joe Mabunda and Pieter Koekemoer who won a Platinum Meat Market Cleaver Award.



KwaZulu Natal: Simlindile Zondi from Bluff Meat Supply in Pietermaritzburg with Chairperson of the SA Feedlot Association, Dewald Olivier.



Gauteng: Faizaan Khan, Najeeb Fazli and Tosif Fazli from Forsmay Muslim Butchery, Fordsburg, Johannesburg, who won Gold in the 4 and more tills category for Gauteng. **SR**

For more information about the Cleaver Awards and other initiatives within the Red Meat Industry in South Africa, go to www.beefstalk.co.za.

Photographer: Yolanda Van der Stoep

Amidst global upheavals new data reveals full effects of consumer inflation



Ged Nooy
NielsenIQ
South Africa MD



- 60% top consumer goods have experienced price increases above inflation
- South African shoppers are becoming masters of mindful shopping and restraint

Amidst the ongoing fallout from the Covid-19 pandemic and the aftershocks of creeping cost pressures and higher basket spend, NielsenIQ analysis of its South African Retailer Measurement Service data has revealed that almost 60% of the top consumer goods product categories experienced price increases ahead of Consumer Price Inflation (CPI) during Quarter 4, 2021.

It also shows that 48% of the top consumer goods categories that generate more than 80% of NielsenIQ tracked sales saw an average pack price increase of between 5% and 11% (Quarter 4, 2021 vs. Quarter 4, 2020) while 9% of those categories saw an increase well beyond 11%.

NielsenIQ South Africa MD Ged Nooy comments; "There is a general acceptance that the cost of goods sold will continue to be higher this year and we, therefore, have to recognise that we are in a hypersensitive consumer environment where Covid-19 has accelerated the polarisation



of consumer finances leading to new trade-offs we haven't seen before.

“Having gone through a prolonged period of financial challenge, what is clear is that we have returned to a time of austerity shopping much like that experienced during and after the second world war.”

“South African shoppers are becoming the masters of mindful shopping and restraint and the next three to six months will therefore be a critical time to have a clear understanding and tactics in place for price and promotional plans across an extended time horizon.”

Category reactions

In light of this, NielsenIQ South Africa has undertaken an in-depth price per pack analysis that talks to the real price pressures South African shoppers are facing with a full analysis and understanding of the price increases that consumers are dealing with at the till point.

The analysis looked at categories where the price per pack increases was higher than CPI of 5.7% due to factors such as price changes, changes in price promotions, consumers trading up or down namely cheaper or more expensive products or purchasing of larger or smaller packs.

Nooy explains, "Our analysis provides a clear picture of what South African shoppers are paying on average. It's important to remember though that the price is an average and that ...

“... price increases may be more in certain categories or lower in others. This stems from shoppers deploying tactics such as switching to lower priced products and/or upsizing to larger packs while manufacturer' tactics include keeping prices low by deploying shrinkflation.”



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Top line findings

Of the categories that have seen the highest overall price increase above 20%, Cooking Oils stand out with the highest price increase (25%) amongst all the sub-categories analysed due to issues such as drought and other key input costs. But it has only seen a marginal drop in volume sales despite its steep price increase pointing to the extent to which cooking oil is a necessity and not a nice to have.

However, when we look at other food types ...

“... we can isolate the impact of inflation on the purchase of Frozen Chicken that saw a 14.7% increase in price and has experienced a significant drop in both volume and pack sales as a result. This indicates that cash strapped consumers have been forced to drop this key source of protein in their diet from their baskets.”

In addition, other meat sources such as Vienna Sausages and Bacon have both seen a significant price per pack increase and a corresponding drop in both pack and volume sales. With an average pack price of more than R40 Bacon has quite simply become a luxury with consumers buying it on occasion or dropping it from their baskets entirely.

Where to from here?

What's clear is that the last six months have exposed structural fragilities in global and domestic supply chains that will increasingly struggle. There is also no doubt that the events in Ukraine will



affect the rest of the world in terms of increased inflation given the impact on the oil price and the agricultural sector, with Ukraine supplying 10% of global wheat exports (UN Food and Agricultural Organisation), which often sees it described as the 'breadbasket of Europe'.

In terms of how this inflationary scenario will play out in a South African context, Nooy says ...

“We don't see local consumers being given any relief over the next six months. Within this pressure cooker of prices, something has to give and it seems as if certain meat products such as those mentioned above, are already being excluded from shopper baskets as a result.”

“Fortunately, across the next 24 months, manufacturers and retailers will have more ability to make some bigger adjustments and also instigate new elements to better navigate continued inflationary pressures. Nooy concludes ...

“The key lesson is to be aware of shifting channel dynamics and consumer preferences in inflationary environments. Whether consumers change their consumption, stock up, or downsize, manufacturers and retailers should not lose sight of the nuanced ways different channels can fulfil consumer needs.”

SR

NielsenIQ provides a complete, unbiased view of consumer behaviour. Powered by a ground-breaking consumer data platform and fueled by rich analytic capabilities, it enables bold, confident decision-making for the world's leading consumer goods companies and retailers. NielsenIQ has operations in nearly 100 markets, covering more than 90% of the world's population. Visit www.nielseniq.com.

The rise of eCommerce

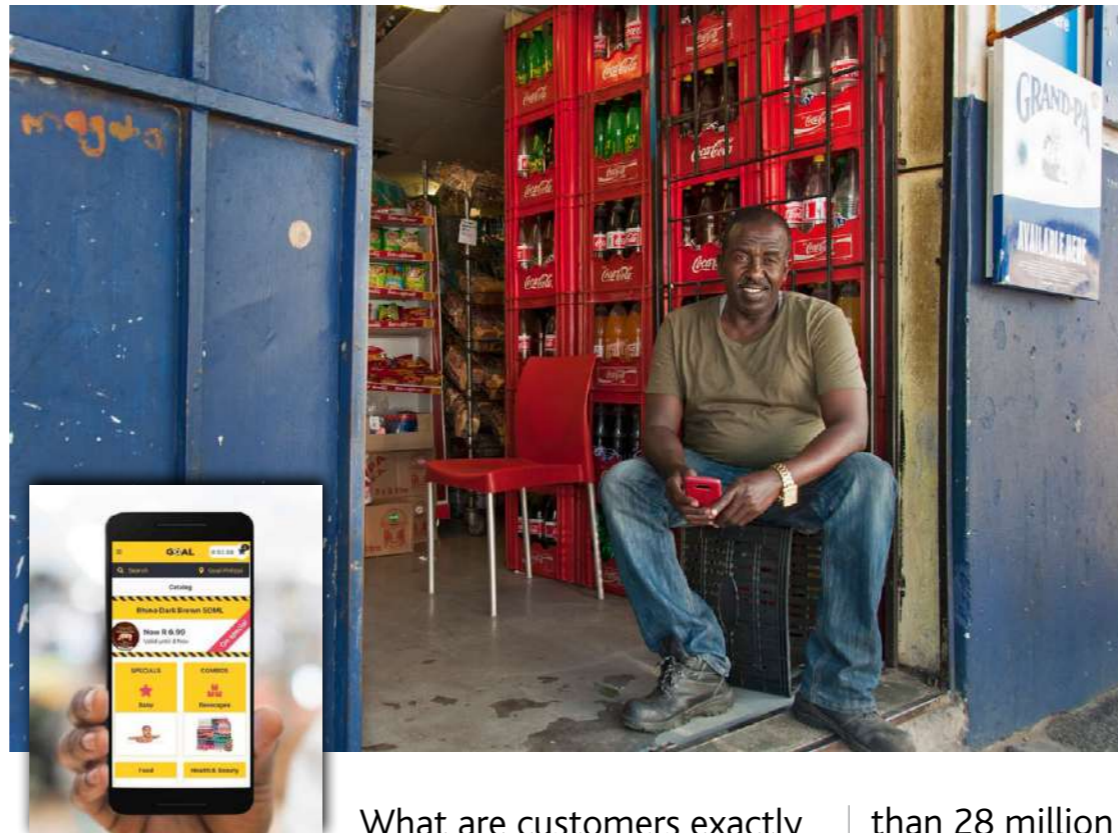
How your stores can benefit from it



By Arnaud Blanchet
Founder and CEO
of Shop-it

Online sales have skyrocketed over the last two years, boosted by the Covid-19 outbreak. Some retailers and wholesalers took advantage of it and grew their sales and market shares during lockdown thanks to their early adoption of eCommerce.

With the rise of new customer expectations shaped by ever more digital habits, eCommerce should remain a priority for store managers, especially if they are not yet offering a convenient online shopping experience to their customers.



What are customers exactly looking for? How can retailers and wholesalers adapt and benefit from the eCommerce trend? We will explore this topic in a series of six articles over the next six months.

Let's get started! We explore today why you should also get online

South Africa had a late start but is quickly catching up on the global eCommerce trend.

Online sales represented only 1,4% of SA retail purchases in 2019 but were already growing three times faster than in-store sales. The first Covid-19

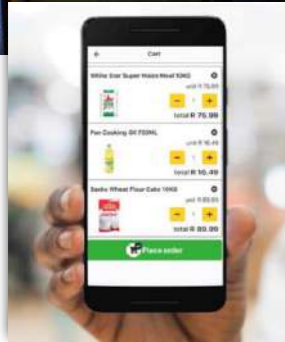
outbreak and its lockdown measures hurried this change. A survey conducted by Visa found out that 64% of consumers in South Africa bought groceries online for the first time because of the coronavirus lockdown. These new online behaviours will last as market researcher Urban Studies found that only 50–70% of customers returned to stores after the lockdown.

South African consumers are ready for the change: more than 28 million South Africans already have access to the Internet and over two third are online daily. Accenture found out that the share of digitally enabled South Africans grew to 70% in 2018. The data cost, still high in South Africa, is slowly dropping, as the prices of smartphones, allowing more consumers to get online, even in low-income communities.

Online retailers and wholesalers are winning market shares

During the Covid-19 crisis, some retailers quickly adapted and shifted their focus from primarily





brick-and-mortar store sales to convenient online stores. They were mainly large retailers that had initiated this shift before the pandemic.

Pick n Pay only needed a few weeks after the start of the lockdown to offer groceries on their previously liquor-focused Bottles app and Checkers aggressively rolled out their Sixty60 app. Both have largely benefited from their online stores: the Pick n Pay app has been downloaded over a million times and Sixty60 is said to be processing over 10 000 orders a day during lockdown.

The wholesale business is also quickly changing. The last two years have seen the rise of new African giants: Tradedepot in Nigeria, Wasoko in Kenya, or MaxAB in Egypt each raised over 100 million dollars to grow their business selling FMCG straight from manufacturers to informal grocery stores. They are replacing traditional wholesalers and provide stock to over a hundred thousand stores already.



eCommerce becomes the new norm for retail and wholesale, both in high and low-income consumer markets. Stores that did not adapt are starting to miss out on this market opportunity and could end up like Sears or Toys R Us in the United States that went down for missing this shift.

Customer expectations have changed and adapting is key

Adapting to this new online reality means answering new customer expectations. Shoppers now expect 24/7 availability, immediate response, personalized service, convenient delivery and return solutions, and a seamless experience.

To meet these new expectations, retailers must offer an omnichannel experience (both online and offline). Customers want to be able to order online and pick up in store or order in store and get a delivery. They expect a personalized experience using loyalty programs and data-based recommendations and rewards. They want automated and live conversations tools on their preferred media (SMS, Messenger, WhatsApp, etc.)

Stores should also boost their social media presence to meet their customers where they are and where they take their purchasing decisions. According to Accenture, "56 percent of internet users in South Africa say that when they buy online, their choices are influenced by social media".

Independent retailers and wholesalers can easily adapt and thrive

It might seem difficult for independent supermarkets and wholesalers to adapt to these trends. The digital transformation can appear to require large investments and a set of technical skills that retailers and wholesalers rarely have in their current team (like software developers).

But it does not have to be this way: managing a free Facebook page, operating some WhatsApp broadcasts, advertising promotions online, and getting a managed online store are easy first steps and it does not require initial investments.

Over the next six months in this series of articles, we will explain to you how to take your stores online with practical information and easy to implement action plans. We will share examples to show you what benefits it creates for supermarkets and wholesalers that have already gone online.

In the next article, we will focus on social media. What are the most interesting ones to use for retailers and wholesalers? How to set up your social media accounts correctly and what benefits to expect? **SR**

Shop-it offers turnkey and managed online stores to supermarkets and wholesalers in Africa, as well as digital marketing services to grow your sales.



CBD usage and attitudes in South Africa



By Candice Pillay
Insights Associate
at KLA

Research reveals strong consumer interest in the category

For the past four years there has been a growing demand in the cannabinoid or CBD market, fuelled by increasing global trends and changing local legislation. In 2018 we saw the legalisation of cannabis for personal consumption, while CBD products with a quantity less than 20mg for daily dose were legalised in 2019.

These changes have opened the market and contributed towards international market growth which is predicted to grow to \$91,5 billion by 2028.

Since the legalisation, we've seen an emergence of CBD suppliers in South Africa in established retailers, niche specialist stores, as well as on social media.

As a relatively new category and product, with a range of health and wellness benefits claimed, how do South Africans use and perceive CBD products, and where is the potential for this category going forward? Beyond residual stigma-related perceptions, what are the key barriers to overcome?

KLA investigated this with an online survey (n=501) via our YourView online research panel (in November 2021), with some interesting results.



Understanding has enabled high levels of trial

For the majority, there is a general understanding as to what CBD is; 88% understand it to be

a chemical that derives from cannabis or hemp that does not have any psychoactive effects. The high rate of understanding is one of the factors that enable a willingness to try CBD products, with 71% having tried them at least once.

Overall, there is a considerable interest to try CBD products, with 27% saying they would be interested in trying them in the future (having never tried them before). And only 12% said that they have not tried them, nor are they interested in trying them.

There are several benefits to enable trial

Most (76%) feel that CBD products are best suited to help with stress and anxiety. In addition, 54% believe they improve sleep, 48% believe they relieve muscle pain, and inflammation, and 45% feel they help with headaches and migraines.

Only 3% believe CBD products have no benefits, but 27% feel they are mainly for recreational purposes.

Interestingly, among the more mature age groups, we see higher interest to try CBD products (37% of 45-50-year-olds are interested in trial, and 48% of 55-year-olds are interested in trial) with the belief that it is effective in assisting with muscle pain and inflammation as well as joint pain.



What do you think CBD and CBD products help with?	44-55 years	55 years +
It relieves muscle pain and inflammation	74%	61%
It relives joint pain	71%	58%

I use CBD and CBD Products regularly (i.e. at least once a week)	15%
I use CBD and CBD products occasionally (i.e. once or a few times a month)	23%
I have tried CBD and CBD products once or twice	23%
I have never tried CBD or CBD products, but I am willing to give it a try	27%
I have never tried CBD or CBD products and I am not intending to give it a try	12%

CBD products have a foot in the door.

However, there are barriers to usage and regular usage is low. Given that CBD products are relatively new to the market, there are price-ceilings that restrict many South African from purchasing frequently.

It is still a relatively niche offering, that is not always readily available to the mass market. This clearly shows in the research, where 29% are apprehensive about using CBD products based on affordability, and 15% feel the lack of availability prohibits them from using CBD products.

While the potential for misinformation presents itself as a minor barrier, 20% are apprehensive about using CBD due to the perceived legal implications.

While these barriers are not considerable, price and affordability would certainly play a key role, and may have something to do with the high trial but low regular usage – only 15% are using CBD products regularly (once a week) and 23% are using them once a month.

Which one of the following apply to you with regards to your relationship with CBD and CBD Product? n=501



Channels to purchase: retailers lead, but close contacts are trusted.

In-store retailers such as Clicks and Dischem are the leading stores that sell CBD products (39%), while 34% of respondents purchased based on personal referral, 32% have purchased online, 29% from a friend, and 26% have purchased via social media.

This would indicate that respondents are more likely to purchase CBD products from a reliable and trusted source. When making a first-time purchase, it is likely to be through a recommendation from someone known and trusted.

Specialist stores (such as GoodLeaf) were reported as a route to purchase for 24% of respondents, which could correlate to affordability and availability. Respondents may have more of a difficult time accessing speciality stores as these sell at a steeper price, and at a less convenient location.

Opportunities to grow the category

It is evident in the research that CBD products have managed to position themselves in this category as a viable option. To enable regular usage, perceptions around benefits, affordability, accessibility, and legalities would need to be adjusted. Education is a fundamental step in shifting these perceptions, as lack of knowledge, mass misinformation, and stigmatisation hinder growth of the industry. The lack of education creates uncertainty around legalities. As it stands, CBD products with a daily 20mg dosage are considered legal, while higher doses require a prescription.

Currently, the Cannabis for Private Purposes Bill is being reviewed by parliament which aims to further commercialise the industry. Due to limited information, there is also apprehension regarding the benefits and reliability of CBD products, which impacts price perceptions.

To move forward, consumers would need more information to validate the price points. There are vast parts of the category that have been untapped due to this hindrance. Shifting perceptions would enable further growth and with this growth, CBD products would become more accessible to the mass market. **SR**

