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Business knowledge for smart retailers
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**Stay on top
of hygiene
& pest control**

**Sweets, chocolates &
desserts in South Africa**

**Delight your customers:
Copy. Improve. Rinse. Repeat**

FEATURES



Sweets, chocolates



& desserts

Hardly a necessity,

Ann Baker-Keulemans

says this intriguing category proved quite resilient during the Covid-19 pandemic. Those that did struggle are already gaining back lost ground and it appears that consumers are happily stocking up with sweets and chocolate treats once more.



Visual: Sani-touch



Image: Erik Karits, Unsplash

Sanitation, hygiene & pest control

In the aftermath of the Covid-19 pandemic, innovative approaches to in-store hygiene and

Contents

creating a healthier environment for employees and customers have been a game changer. No longer just a case of complying with health and safety legislation, ensuring the safety of everyone within your store has become something that employees and customers expect.

COLUMNS



Image: thetimes.co.uk

Copy. Improve. Rinse. Repeat

Aki Kalliatakis says that looking elsewhere to find new and innovative ways to add value for your customers is always a great idea – and that it's a relatively easy thing to do.

NEWS

Social commerce

Mike Smollan says that social media platforms light up creating opportunities for big and small brands.



He also talks about target markets & sales ... unpacking the benefits for retailers and consumers of tapping into social commerce.

NielsenIQ research

58% of South African consumers say they're buying a greater variety of brands than before Covid.

Climate impact

The transition to alternative proteins continues ... accelerated by consumers motivated by healthier diets and to have a positive impact on climate.

Privacy & cybercrime

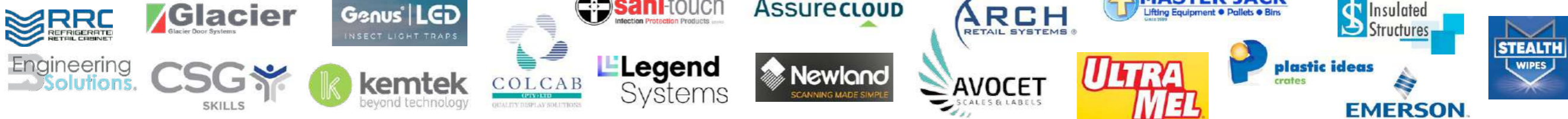
Wendy Tembedza says artificial intelligence (AI) is being deployed to help shoppers make better choices, but retailers must be aware of their obligations under personal privacy and cybercrimes laws.



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It's pruning season



Helen Maister

After the harvest we cut back, we prep and we plan. We do this because the bounty of summer is coming. Bring on the warmth, the festivities, bring on the sweetness of life.

The Confectionery Category, comprising Sweets and Chocolates, is intriguing. Hardly a necessity, sweets and chocolates proved quite

resilient during the Covid-19 pandemic. Those that did struggle are already gaining back lost ground and, judging by some of the empty shelves we saw just before Easter, it appears that consumers are happily stocking up with sweets and chocolate treats once more.

In the current confectionery market, retailers can expect to see consumers who can afford to buy in bulk and take advantage of special offers, and consumers who shift brand loyalty to more affordable brands or stores. This hasn't dampened the demand for innovative and exciting flavours and a strong call for nostalgia – many consumers were not happy when Nestlé announced they were discontinuing the Chocolate Log!

Where there is heat, there is also room for pathogens and pests to grow.

Hygiene and Pest Control are essential to your store's wellbeing. Making sure your premises remain pest-free is legislated by three laws in South Africa – Act 36 of 1947 (Fertiliser and Farm Act); National Health Act R918 (HACCP); and the Occupational Health and Safety Act. There are also a number of other laws that come into play: SANS 10133:1997 (the application of pesticides in food environments); SANS 10049:2012 (food safety management requirements for prerequisite programmes); Prerequisite Programmes (PRPs: the foundations for food safety, hygiene and quality to allow your business to comply with HACCP); SANS 10156:2007 (the handling of chilled and frozen food); and the Foodstuffs, Cosmetics and Disinfectants Act 54 of 1972.

However, legislation aside, the power of social media and word of mouth means your reputation is only as good as the next viral post. The same can be said of effective and efficient hygiene measures for both your customers and your employees.

In his regular lively column on how 'being human' affects your business, Aki Kalliatakis encourages us to draw inspiration from the natural world and everything else around us to enliven our customers' shopping trip.

Mike Smollan takes us further into using the internet wisely to our advantage. He unpacks for us the difference between ecommerce and social commerce, explaining



that the latter form of marketing and retailing works by allowing brands to feature their products and services in social content that users can interact with while they scroll through their favourite social media networks.

We report on NielsenIQ latest research on brands and buying. And also the first BCG and Blue Horizon multi-market survey of alternative proteins where concerns for their health and climate impact are motivating consumers to change their diet.

Artificial intelligence (AI) is being deployed to help shoppers make better choices, but Wendy Tembedza points out that retailers must be aware of their obligations under personal privacy and cybercrimes laws.

Helen Maister

Helen Maister



Copy. Improve. Rinse. Repeat.



Image courtesy of thetimes.co.uk

Did you know that in Botswana they paint huge realistic-looking eyes on the rear ends of most cattle?

Aki Kalliatakis
aki@leadershiplaunchpad.co.za

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

Why would they do that? Well, the answer is quite simple: many natural species, for example some birds, fish, and butterflies, have developed markings that also resemble huge eyes in order to put off any other creature that wants to eat them for breakfast. It works extremely well. In many areas of Botswana where there are predators, innovative cattle farmers have discovered that this helps them too.

They noticed this natural phenomenon and decided to do the same on their cattle that

strayed freely into territory where predators like lions would pick them off. This unique form of preservation proved to be a very cost-effective way to solve a big problem.

Looking elsewhere to find new and innovative ways to add value for customers is always a great idea, and it's a relatively easy thing to do. You want new ways to entertain your customers? Look at stand-up comedy or the movie industry. Interested in learning about how to make things happen faster? Check out how take-away chains deliver

a full meal for four people in seconds. Like those farmers you can look in the world of nature, but you are definitely not limited to that.

Look beyond your industry to other industries. Look to how countries have solved problems. Look at how major projects – like NASA's endeavours or a new construction project – can teach you about running your business better.

Want to simplify your customers' lives? Think about how 'taking away' can be better than adding stuff. When we overlook subtraction, it leads to

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more busy-ness in our lives, more bureaucracy and red tape in our companies, and overburdened customers. Taking things away just doesn't seem to occur to people as often as adding does (especially when we are distracted by so many other things), and that makes everything more complicated and expensive. Adding tends to be the default across a range of conditions and circumstances.

When we are in what is called 'cognitive load' by psychologists, our natural tendency is to go into a problem-solving mode which usually means coming up with more ideas to do more new things. And yet when people pause, have more time and less distractions, they tend to find more efficient ways to do things. That's exactly what you can do for your customers.

There are so many ways that we can improve the lives of customers by simplifying things, but our natural tendency as human beings – especially in business – is to add rather than subtract. (And your business saves money in the process too.)

For example, like most of you, I learned how to ride a bike decades ago on a bike with pedals, a bike chain, and little learner wheels that were attached to the back wheel. All awfully complicated.

At a kids' party recently I saw something completely new, and it gave me one of those, "Why didn't I think of that?" moments. It was a small bicycle with a frame and two wheels – no pedals, no chain, no training wheels. And the children riding on it were using their legs to power

it and keep their balance simultaneously – without help from an adult. Wish I'd had the chance to learn on that, but also wish I could have taught my children on that bike instead of exhaustedly chasing around the park.

Here's another example: Customers are sometimes overwhelmed by too many choices for the products that they are considering, and studies show that the more choices you offer, the less likely they will purchase. We sometimes also take shortcuts at home to make sure

our complicated lives are simplified. So how many of you reading

this have used masking tape to cover all of the irrelevant buttons on your TV's remote control?

In your store, maybe offering too many options leads to less satisfied customers, and you'd be doing them a favour by limiting the options. By doing so you not only make their lives simpler, but you can increase their own satisfaction and also prevent the confusion of the buyer's remorse that may follow if they are trying something new.

Taking this thinking one step further, we've all experienced going to a restaurant and being confronted with too many choices on a menu. When you finally make up your mind and close the menu, it's a relief, but it's made even better when the server takes your order and says, "Great choice!"



Why didn't I think of that?

“ A small bicycle with a frame and two wheels – no pedals, no chain, no training wheels. And the children riding on it were using their legs to power it and keep their balance simultaneously – without help from an adult ”

It boosts your confidence and certainty, and you can do the same for your own customers. It's a physical, conversational and symbolic act of closure that immediately makes customers feel a lot more positive.

But there are other ways in which you can also simplify customers' lives and make things easier. One commonly used principle is called chunking. Chunking is a mental shortcut that we use to make things simple, especially when we try to process information. "Rinse and repeat" is a good example. Do you easily remember a sequence of 10 numbers? Probably not. But if you have a telephone number to remember, you usually chunk it: 011 640 12 34. Aah, much easier now! It's also how musicians practice and eventually get to success.

And as a final point, it's also a great idea to just stop and watch your customers. Observe not only what you see, but also what you don't see. There was a wonderful story of something that occurred during World War 2 in the American Air Force, and I quote from the Wikipedia article ... "… the statistician Abraham Wald took survivorship bias into his calculations when considering how to minimize bomber losses to enemy fire ... [He] examined the damage done to aircraft that had returned from missions and [counterintuitively] recommended adding armour to the areas that showed the least damage. The bullet holes in the returning aircraft represented areas where a bomber could take damage and still fly well enough to return safely to base. Therefore, Wald proposed that the Navy reinforce areas where the returning aircraft were unscathed inferring that planes hit in those areas were the ones most likely to be lost."

Imitated innovation could have big implications for your business, and make the lives of both your customers and your team more fulfilling. **SR**



Image courtesy of Jon Robinson, Unsplash



Aki Kalliatakis is the managing partner of The Leadership LaunchPad, a company dedicated to helping clients become more customer driven. He can be contacted at +27 (0) 83 379 3466, or via the website at www.leadershiplaunchpad.co.za



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Testing

Why is nutritional analysis in food important for businesses?

Food labels and comprehensive information about what each product contains has gained importance in recent years, as consumers have begun looking for more information about their food.

“ Through nutritional analysis, brands are able to give consumers detailed information – and, by having clear and comprehensive food label content on food, brands are able to build consumer trust and a positive brand reputation for transparency. ”



What is nutritional analysis in food, and what elements are measured?

Nutritional analysis in food is the process of assessing the nutritional content of food. As a vital part of analytical chemistry, it provides a range of information that is used by the business to inform consumers about the composition of the food.

This information includes the nutrients that are commonly used for food labelling purposes – such as energy, protein, carbohydrate and total fat; as well as other micronutrients such as salt and sugar. Nutritional analysis of food is a complex matrix that involves several techniques used to perform nutritional analysis in food, including laboratory analysis, mass spectrometry, and nutrient analysis instrumentation, among others.

The overall analysis also tests for contamination of the food, and identifies allergens.

What foods are analysed, and why is nutritional analysis in food important?

Any food product that will be used for consumption – including beverages, meat, sauces, dairy, fruits, and infant food – needs to undergo nutritional analysis. It is important for reasons, such as ...

- Product consistency across geographies and batches
- Better quality assurance of the product
- Identifying contamination and allergens
- Assisting consumers in making product choices based on the nutritional analysis and composition
- Adhering to the laws related to food composition.

Assurecloud

Nutritional analysis in food is increasingly important for businesses

In order to adhere to the laws that govern food safety, businesses are increasingly required to test foods extensively. Partnering with an expert with state-of-the-art chemical laboratories – such as Assurecloud – will ensure that your testing is done efficiently and effectively ensuring that the information shared with consumers is accurate. **SR**

Image courtesy of Chokniti Khongchum, Pexels.



Sweet treats Insights into the sweets, chocolates and desserts categories in South Africa

The Confectionery Category, comprising Sweets and Chocolates, is intriguing. Hardly a necessity, sweets and chocolates proved quite resilient during the Covid-19 pandemic. Those that did struggle are already gaining back lost ground and, judging by some of the empty shelves we saw just before Easter, it appears that consumers are happily stocking up with sweets and chocolate treats once more.

Innovation, experience and nostalgia

With innovation, customer experience, and nostalgia driving the market, producers and manufacturers are also looking to meet the demand for environmentally friendly and sustainable ingredients, recyclable packaging, and products that are better for your customers.

Mindful snacking and portion-controlled offerings are gaining traction as consumers (sometimes) indulge responsibly. Budget constraints for many families mean value for money, resulting in on-promotion sweets and chocolates holding strong in the local market.

Chocolate still growing

Chocolate remains a consumer favourite in South Africa. According to Euromonitor International, the South African chocolate confectionery market will still see growth in the foreseeable future, but slower than in previous years.



Image courtesy of ekaterina-bolovtsova, Pexels

categories in South Africa

New flavours

Following the outbreak of the global pandemic in 2020, chocolate confectionery companies aimed to lift the mood of South Africans by adding new innovative flavours to their portfolios.

We also said goodbye ...

Nestlé South Africa caused a temporary upset when they announced that several brands will be discontinued by the end of 2020, among others their Chocolate Log brand.



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A rise in premiumisation and value for money offerings

The Covid-19 pandemic, together with the rising cost of production and an undeniable recession locally has impacted the industry. Euromonitor notes that the rise in premiumisation and value for money have blunted some of this impact, but a steep rise in cost due to higher electricity tariffs, the cost of raw materials, and inflation) means the demand for volume will decrease.

Steep unit price increases due to rising production costs

The market is seeing an increase in unit prices for chocolate confectionery. Inflation, the rising cost of electricity and raw materials have contributed to an increase in average unit prices for chocolate confectionery for the last several years.

Discounts and promotions, but at what cost?



Historically, consumers were brand loyal, with Mondelez South Africa and Nestlé standing out as leaders of the chocolate confectionery industry. However, in recent years, value for money options along with premium chocolate confectionery

products launched in South Africa, shaking up the status quo.

Even before the pandemic started, South Africa was already in a recession and many South Africans



Image courtesy of Elle Hughes, Pexels

have already changed their purchasing behaviour by looking for discounts and specials. To make ends meet, many consumers buy in bulk while others switch to cheaper supermarkets or trade down to economy brands. However, chocolate pouches, bags and tablets are expected to grow in the medium term in volume terms while seeing growth in retail value sales.

Players must stay agile and forward-thinking to stay ahead of the trends

Trends are ever-changing and since product research and development takes time, brands need to stay agile and forward thinking to remain competitive. Furthermore, cheap imports intensify the competition locally.

The consumer response

Retailers can expect to see one of two things in this instance – consumers who can afford to buy in bulk and take advantage of special offers, and consumers who shift brand loyalty to more affordable brands or stores. This hasn't dampened the demand for innovative flavours and a strong call for nostalgia.

Growth opportunities

According to an article by Philippa Larkin on IOL (www.iol.co.za/business-report/companies/), Mondelez International, the owner of global brands such as Cadbury Dairy Milk, Oreo and local brands like Chappies bubble gum, is aiming to accelerate its growth and share gains in sub-Saharan Africa and Africa. In the article, Alisdair Sinclair, MD South Africa at Mondelez International Sinclair said that like most companies, Mondelez has had to navigate Covid-19 and supply chain disruptions.

“But now that the world is becoming a little bit more stable ... we're going to drive our gum and candy brands ... with the primary focus on our chocolate brands in South Africa.”

Meanwhile another multinational, The Barry Callebaut Group, is expanding its cocoa and chocolate operations in South Africa, through establishing a regional direct distribution network for the country. As reported by the editor of Confectionery Production magazine Neill Barston, “The company's expansion in the region will see an increase the number of distribution points and establish its position as a master distributor for

South Africa and neighbouring countries with a wide range of products from its gourmet brands. This will include the likes of Callebaut, Mona Lisa, Cacao Barry, and Carma. By expanding its local product range and doubling the size of its local team, the company will meet the increasing demand for high-quality chocolate indulgence and support the growth within African markets.” The article states that GlobalData figures predict that the South African food and grocery retail market will grow at a CAGR of +4.9% between 2020 to 2025. This suggests real opportunities for the confectionery category.

The consumer response

In the current confectionery market, retailers can expect to see consumers who can afford to buy in bulk and take advantage of special offers, and consumers who shift brand loyalty to more affordable brands or stores. This hasn't dampened the demand for innovative and exciting flavours and a strong call for nostalgia – many consumers were not happy when Nestlé announced they were discontinuing the Chocolate Log!

While the Covid pandemic and supply chain disturbances did impact on chocolate and sweets, this is a resilient category. The re-opening of offices, a move to hybrid work set-ups, and schools returning to in-class learning are having an uplifting effect on convenience and impulse sales.

It's essential for retailers to manage their merchandising and stock and take advantage of new trends. This requires data collection and data analytics, an excellent customer-retailer relationship, and an agile approach to the category (quick responses to market developments, responding in real-time, being less strict and rigid about how the category is managed and not being afraid of an unorthodox approach).



Images courtesy of the Chocolate Academy



Making chocolate an everyday luxury

For Gauteng-based sweet and confectionery manufacturer Richester Foods, local is most certainly lekker. With the January 2022 launch of their first chocolate bar called Coco Bongo (milk chocolate with a creamy centre), Richester Foods is looking to attract consumers to an affordable luxury that has a price tag of R2.50.

Richester Foods MD Dr Hussein Cassim says, "Richester invested heavily into this chocolate bar, from consultations with Swiss chocolate

masters and research into texture and flavour, to a R20-million investment in a new chocolate manufacturing facility in Centurion [Gauteng]. With rising costs of living, we want Coco Bongo to be part of consumers' daily lives."

Chocolate trends to watch

Origins matter. Retailers can expect to see a renewed focus on origins as consumers are increasingly wanting to know exactly where their chocolate comes from, and if it is organic and fair trade certified. They also want to know what goes into their chocolate, with additives and 'unnecessary' ingredients treated with suspicion.



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Low sugar, diabetes-friendly, vegan. These are all keywords to watch for when it comes to product innovation and new offerings. South Africa has a massive obesity and diabetes challenge. Post-pandemic, consumers are starting to take their health a little more seriously. This means 'better-for-me' options with sugar-free sweeteners, low- or no sugar, dark chocolate varieties, and anything with a health benefit are on the consumer's radar – think blueberry or cranberry toppings, nuts in dark chocolate, and even CBD-infused chocolates

Novelty and seasonal offerings seem to be holding steady, and Easter sales appear to have exceeded some store's expectations, with far less post-season excess and sales in evidence, particularly when compared to the Covid-hit years of 2020 and 2021. Meanwhile Halloween has gained in popularity within some sectors of the South African market, a trend of which retailers in suburban areas should take note. The third 'chocolate occasion', Christmas, always sees a spike in chocolate sales, but competition is intense and many consumers will be looking for affordability.

Ultra-luxe options for gifting and special occasions are a niche but exciting opportunity. Top-quality chocolate gifts that can be customised, and those that offer unique or interesting flavour combinations, appeal to chocolate connoisseurs. Premium chocolates offering intense or exciting flavour combinations are guaranteed to attract consumers, but in limited numbers and for the right audience. The presence of Chcoloza, a boutique chocolatier providing a premium product in some revamped Checkers stores is proof of this concept.



Image courtesy of Markus Spiske, Pexels

Smaller sizes, pouches, bags, and tablets. In some cases, mainly due to packaging and production costs, chocolate bar minis are more expensive than their full-size counterparts, but this is not always the case. These bite-size treats are perfect for mindful snacking and a favourite for school lunchboxes and work snack drawers. Tablet slabs are easily sectioned into small bites and, for those consumers blessed with extraordinary willpower, a great option for portion-controlled consumption.

Mordor Intelligence identifies some interesting recent global developments in the chocolate category ...

- In February 2022, Hershey's created a chocolate bar to celebrate All Women and Girls. This limited-edition is called "Celebrate SHE" bars. The brand highlighted SHE at the centre of the milk chocolate bar.
- In January 2022, Mondelez International's brand Cadbury launched the Twist Wrap packaging solution for its Duos range, allowing consumers to snack in small portions by twisting and sealing the package after consuming half of the chocolate bar.
- In September 2021, Ferrero pre-launched the new Ferrero Rocher Tablets into the travel-retail channel in partnership with Lagardère. The new product introduced Ferrero into the chocolate tablet category, available in three flavours: milk, dark 55% cocoa, and white.

● In January 2021, Mars expanded its vegan range with two brand new chocolate bars just in time for Veganuary. After launching its first free-from chocolate with Galaxy Vegan in 2019, it has released a vegan version of two of its most iconic chocolate bars, Bounty and Topic.

Sweet satisfaction – candies and confectionery weather the storm

For many, price matters. The sweets, candies, and confectionery category is vast. Local manufacturers and well-known international brands are facing stiff competition from cheaper imports, particularly from Asia and Indonesia. Usually sold in bulk, these imports may be less expensive but often at the cost of quality. Their popularity, however, suggests that for many, cost is the absolute defining factor when it comes to making a purchase.

On the whole, the category has remained relatively stable. This year saw the Sweets & Snacks Expo in North America celebrate its 25th anniversary with attendee levels that almost matched pre-pandemic levels. John Downs, president and CEO of the National Confectioners Association, says, "There's something for everyone trending this year, whether you are looking for a new twist on a classic favourite or something brand new altogether."

“ Innovation and product development continue to drive growth, as consumers seek out intense, interesting, exotic, and unexpected flavours and experiences. ”



Nostalgia has ensured traditional sweets and tastes either remain stable or, in some cases, even make a comeback.

Gum and mints

Mondelēz International announced in May 2022 its plans to divest itself of its gum and mint business, ostensibly to allow these brands a chance to grow and develop. Their press release even stated that the long-lived Halls brand "has the potential for greater value under new

ownership." According to Food Stuff South Africa, "Cookies and chocolate made up 79% of Mondelēz's net revenues in 2021, while gum and candy comprised 10%. Gum and mints were one of the hardest-hit categories during the pandemic, as masked consumers were less self-conscious about their breath."

That said, Mondelēz has also announced plans to retain their gum and mint brands in developing markets, suggesting the potential for growth outweighs the current economic burden.

Overall gum and mints are looking to recover and even grow their market share, particularly now the mask mandate has been lifted in

South Africa and many consumers are back to a hybrid or fulltime in-office work situation. Sugar-free gums and mints have long been popular but now we can also expect to see more vegan options entering the market, as well as more intense flavours and even caffeinated gum.

Sweets and candies

Richester Foods offers a diverse range of sweets, and their strategy focuses on launching new products, while also bringing back nostalgic favourites and childhood treats. Richester MD Dr Cassim says, "Something changed in all our lives post-Covid. Nostalgia is a link to a good memory from the past and we feel that we are



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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.

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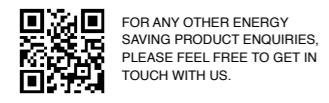
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helping bring moments of happiness back with the traditional toffees, chocolates, and mints that people love.”

Innovation is also key, and Cassim says, “We can expect to see a range of innovative confectionery with unique fusion flavours and some combinations of different ingredients to create new products, particularly items such as vegetarian vitamin gummies, vegetarian marshmallows, and so on.”

His take on the industry is cautiously optimistic. Covid-19 impacted the market significantly, and although it is stabilising, it hasn’t recovered its full potential yet. The repercussions of the pandemic and subsequent lockdown on production and consumers have created a challenging environment, to say the least, but the potential for growth is there.

“ A further challenge, however, is the current socio-political-economic climate as the prices of raw materials increase, the supply chain comes under pressure again, and raw materials are not always readily available. ”

For Cassim, the effect on consumers is clear. “They want to buy smaller on-the-go packs and affordable options for immediate consumption. For many consumers, it’s more about impulse buying in the moment, so shelf visibility and distribution are key to making your product a success.”



Sweet trends

- Existing and upcoming trends noted at the Sweets & Snacks Expo include intense flavours in sweet, salty, and even sour or spicy treats. ‘Newstalgia’, a fresh and innovative twist on the classics.
- We all enjoy chocolates and sweets a little differently, meaning different flavours, pack sizes, and products appeal to different consumers, which explains the multitude of SKUs in these categories. Bulk purchases, individual portions, family-size packs and combo deals provide even more choices for the multitude of consumer preferences.
- CBD lollies, hydration jellies (perfect for children, the elderly, and those who may struggle to remain hydrated using liquids), caffeinated chewing gum, and international taste inspirations– think matcha, yuzu, Fuji apple and white peach – will make a splash in the coming year.
- Packaging is a question that every market player must face. Reduce, reuse, and recycle is

a mantra that is growing across the globe – and producers and manufacturers must adapt to new legislation and to consumer demands. Reduced and recycled packaging, and sustainable processes and materials are inescapable.

Social media sneak peek – trends to watch

- Don’t underestimate the power of social media to create trends and promote them to the local market. Dessert boards, mini desserts, checkered desserts, vintage tea parties, and vegan remakes of traditional favourites are all notching up the likes.
- In person, people are engaging their senses when it comes to food – sight, smell, and even touch is important to a consumer base that was forced to learn to appreciate the little things in lockdown.
- The mindful eating movement has inched its way into the dessert category and people are determined to savour every aroma and mouthful.

Catering to particular diets, from sugar-free, diabetic friendly, vegetarian, vegan, kosher, and halaal, right through to keto options, gluten-free alternatives, and ingredients with reputed health benefits, the dessert category has embraced innovation and product development to meet the changing needs of consumers.



Image courtesy of tastetomorrow.com

Desserts are here to stay

Ready-made, heat-and-eat, innovative flavours, convenient premixes, traditional favourites – desserts are very popular with South Africans. Due to the current economic climate, value for money is key for most consumers as they buckle their belts and hope to weather rising food and fuel costs. Lazola Dali, Marketing Manager for Local Icons, Danone Southern Africa, says, “The Covid-19 pandemic has resulted in more consumers looking for escape and treat moments. The dessert market is stable and should weather both the post-Covid-19 pandemic situation and the looming inflation storm.”

Traditional desserts offer comfort in tough times

Traditional desserts are front and centre for South Africans. Think malva pudding, sticky toffee pudding, crème brûlée, and traditional loaf cakes served with custard or cream (or both!).

Dali says, “Consumers continue to look for treats for themselves and their families. Even in these hard times, we all need something to lift our spirits.” That said, innovation is driving the market, even when it comes to well-loved brands such as UltraMel.

Having recently launched UltraMel milkshakes in “three delicious full cream shelf-stable flavours,” says Dali, “Retailers can expect more exciting innovations that will build love for one of South Africa’s iconic brands. UltraMel milkshake is just the beginning of this exciting journey.”



Bite-sized perfection

Miniature versions of decadent desserts deserve a special mention. Ideal for dessert platters and boards, these little sweet treats pair well with mindful eating, portion control, and savouring little luxuries without overindulging. They are also an excellent way of reducing waste and splurging on something luxurious without breaking the bank.

Healthier options

Simple Truth at Checkers offers several vegan, reduced sugar jelly powders, and traditional favourites like Moir’s instant chocolate pudding mix is available in a reduced sugar option. Gluten-free alternatives are also gaining in popularity.

Vintage high teas

Vintage high teas are on the rise as tea offerings increase and more consumers look to this traditional beverage for a more affordable tea break. Consumers can choose from healthier or caffeine-free hot beverage alternatives, and the incredible range of flavours offered by international teas and tea pairings.

Tiny desserts, exotic cupcakes and vintage-inspired treats are an ideal fit for this trend. Tea ceremonies are also on the rise, which are complemented by Asian-inspired options such as Burma kadayif, a Turkish sweet baklava made with shredded dough rolled around ground or whole pistachio nuts, baked, drenched in a lemon-flavoured syrup, cut into bite-size pieces and sprinkled with ground pistachios before serving.



Image courtesy of tastetomorrow.com

Top dessert trends in South Africa 2022

Nostalgic desserts: Malva pudding, melktert, aartappel (potato) pudding, hertzoggies, sticky toffee pudding, pumpkin fritters, melkkos, asynpoeding (vinegar pudding). Boeber (Cape Malay pudding with sago, vermicelli, milk, rose water, cinnamon and cardamom), koeksisters, amagwinya (vetkoek), oat crunchies, peppermint crisp tart, pannekoek (pancakes). Spice cookies, queen cakes, trifle, rusks, Bombay crush (falooda topped with vanilla ice cream), fridge tart, Cape brandy pudding (tipsy tart).

South African desserts are a multicultural mix of flavours, ingredients and taste sensations that have stood the test of time and remained firm favourites through generations. You can’t go wrong if your store’s dessert selection includes any of these.

New generation desserts: Gelato, anything with berries: frozen berry yoghurt cake, lime cake, coconut and lime panna cotta with strawberry coulis, berry crumble. White chocolate custard, exotic milkshakes, desserts incorporating superfoods, apple crème caramel, coconut crème brulee, rose infused desserts, desserts that replace standard white flour with rye, sorghum, buckwheat or oat flour. Younger consumers are especially willing to try new flavours and tastes, but you must let them know they can find these options in your store. **SR**

Image: Ella Olsson, Pexels

Image: Valeria Boltneva, Pexels



Sources:

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Ann Baker-Keulemans is a highly experienced B2B and B2C journalist, writing on topics related to business, lifestyle, technology, 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. Contact annbk@wilkinsross.co.za | www.wilkinsrossglobal.com

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KEEP IT CLEAN

Stay on top of your hygiene and pest control game

Hygien and Pest Control are essential to your store's wellbeing. Making sure your premises remain pest-free is legislated by three laws in South Africa – Act 36 of 1947 (Fertiliser and Farm Act); National Health Act R918 (HACCP); and the Occupational Health and Safety Act. There are also a number of other laws that come into play: SANS 10133:1997 (the application of pesticides in food environments); SANS 10049:2012 (food safety management requirements for prerequisite programmes); Prerequisite Programmes (PRPs: the foundations for food safety, hygiene and quality to allow your business to comply with HACCP); SANS 10156:2007 (the handling of chilled and frozen food); and the Foodstuffs, Cosmetics and Disinfectants Act 54 of 1972.

However, legislation aside, the power of social media and word of mouth means your reputation is only as good as the next viral post. The same can be said of effective and efficient hygiene measures for both your customers and your employees.



Visual courtesy of Sani-touch

Health and safety compliance

In the aftermath of the Covid-19 pandemic, innovative approaches to in-store hygiene and creating a healthier environment for employees and customers have been a game changer. No longer just a case of complying with health and safety legislation, ensuring the safety of everyone within your store has become something that employees and customers expect. Hygiene and sanitation also have a marked effect on pest and pathogen control – a clean, tidy environment attracts fewer pests and harbours fewer pathogens.



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High touch areas

Frequent sanitising can reduce the risk of harmful pathogens collecting on high touch surfaces

Annette Devenish of Sani-touch knows a thing or two about infection protection products.

Sani-touch has done their own research and been guided by international learnings to gain insight into safe and effective hygiene and sanitisation solutions. Devenish shares some of that insight with us.

Trolley and basket handles are the number one high touch areas in a store. Sanitising wipes are a must, but container lids are yet another high touch point. Sani-touch addressed this issue by manufacturing their Saniwipe containers using Polygiene silver ion technology.

Other high touch points include door handles in the frozen, refrigerated, and chilled sections – these should be cleaned routinely and as often as possible. In this case, using the correct products (and not the same old dirty cloth) in the correct way can ensure a safe and sanitary shopper experience.

Pre-saturated wipes are a good idea, and these can also be used on glass and metal surfaces to keep them clean, streak-free, and sanitary. Consider the entire life cycle of your hygiene and sanitising products and use a recyclable product whenever possible.

Conveyor belts and till areas are the second most high touch areas in a store. Everything from consumers and employees to every single grocery or household item (including that leaky tray of



raw chicken) touches your point-of-sale surface. Devenish says, "A quick spray with a detergent disinfectant and a wipe between each and every customer is critical to ensure these areas stay safe and hygienic. Till cloths should be changed at least every shift or every four hours. A dirty or improperly cleaned cloth not only creates a terrible impression to the customer, but it can also often be smelled before it is seen."

Devenish adds that card machines are a distressingly dirty culprit. "Research has shown that many bank cards carry faecal matter from people not washing their hands correctly after using the toilet. These bacteria can then be transferred onto a card machine. Staff accepting and swiping loyalty cards for customers stand the risk of picking up the bacteria throughout their work day. Retail stores should make sure that good quality hand sanitisers are available not only for customers but also for staff protection."

Communal space utilised by customers should receive proper cleaning attention, as should areas such as bathrooms and washrooms used by staff at the back of the store. Areas to focus on include all surfaces, toilets, handles, hand dryers, taps, and sinks. Don't forget back of house equipment such as work surfaces and equipment, scales, desks, keyboards, printers, phones, monitors, and kitchen equipment.

Devenish says, "Colour coded cloths are critical to ensure that cross contamination does not occur. Colour coding should be by area or by function. Cloths should be replaced at least once a day, and either be thrown away or laundered in an effective solution. It's also imperative to training cleaning staff on effective techniques such as colour coding and cleaning in a zig-zag motion. And remember that sanitising surfaces using the correct dwell time (keeping the surface wet for long enough to kill microorganisms), and drying a surface thoroughly, is vital to ensure correct cleaning and sanitising."

How tech innovations are changing the landscape of in-store health and hygiene

No-touch hand sanitisers are becoming an ever-more common sight in retail stores, and with good reason. Easy to use and convenient, they are a quick and effective way of dispensing the correct amount of hand sanitiser without impeding store entry. However, ensuring the equipment remains in good working order and is always filled can be a stumbling block – nothing irritates consumers more than faulty equipment that is supposed to make their lives easier, or safer.

UV-C air sterilisation systems are a gold-standard in pathogen control. Placed within a recirculating air system (or HVAC system), a UV-C system deodorises the air and does not leave any strange or harsh chemical smells behind. These systems destroy microorganisms such as viruses, bacteria, and mould, and help prevent diseases from spreading. This makes for a cleaner, healthier, safer store.

Image: themistingcompany.com



The effect of Covid-19 on the pest control sector – an unintended consequence

Pathogen & Environmental Solutions (PES) Director Wouter Hillebrand notes that the Covid-19 pandemic had an unexpected effect on the pest control sector. He says, "During the Covid-19 lockdown, the focus shifted from ensuring good

Food Lovers Market_themistingcompany.com



standards of hygiene all over the shop, to focusing on preventing Covid by disinfecting the shop area and ensuring staff and shoppers sanitised their hands. In many cases retailers ended up spending a lot of money on purchasing the correct treatment options, such as ultra-low misting machines or thermal fogging machines with the correct disinfecting products, as well as hand sanitiser options, or on paying a third party to provide these services. Because of this shift in focus and the additional expenses incurred, some retailers started to neglect their pest prevention processes, perhaps forgetting that these could lead to other pathogens being released in-store." While the focus on Covid was essential, pest control remains an integral part of store hygiene and safety.

TOP TIPS FOR EFFECTIVE CLEANING



Visual courtesy of Sani-touch



- One cloth for one area for one day. The most diligent cleaner is often at the greatest risk for spreading microorganisms with each swipe of a dirty or improperly cleaned dish cloth.
- Always clean from the cleanest area to the dirtiest, from the bottom to the top. Clean in a zig-zag motion, never in round circles. This is relevant for all surfaces, including walls, windows, glass doors, and display units and floors.
- Wash your hands frequently and if soap and water are not available, use hand sanitiser.
- Areas should look and smell clean. Bad odours come from bacteria, mould, and fungi. Cleaning often and correctly will prevent mould and fungi build-up.
- Cleaning routines and schedules in stores are critical for each staff member to know what to do, when to do it, and how to do it. By everyone taking responsibility for their area, their section, and their workspace, a cleaner, more hygienic and welcoming retail space will be created.

Source: Annette Devenish, Sani-touch





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Visual courtesy of Rentokil



Sustainable and environmentally friendly pest control

When it comes to pest control and integrated pest management solutions, environmentally friendly, sustainable, and natural pest control alternatives are on the rise as the effects of dangerous chemicals and toxins become more evident. Many consumers find inhumane pest

traps to be abhorrent, and as legislation begins to catch up with this sentiment at an international level, we can expect local consumers to become more aware of these issues.

The need for non-toxic and chemical-free pest control has also increased, as consumers recognise the potential dangers associated with certain traditional pest control solutions. Certain industries and specific areas require non-toxic pest control for reasons

Visual courtesy of DSD, Pexels



that include organic certification as well as biodiversity safety issues. For example, retailers based in protected nature spots, or those with an active population of wild animals that could be negatively impacted by the use of chemical pest control, require new methods that are based on low- or non-toxic solutions.

Pest control and technology

Technology can make pest management and control much easier. From monitoring and identifying pest incursions, to data collection and collation that makes compliance, management, and effective control easier, and even the distribution of pesticides, bait stations, and other pest control solutions, technology has earned a place in integrated pest management.

Five health and hygiene mistakes

Sani-touch's Devenish shares what, in her experience, retailers most often overlook when it comes to hygiene and sanitation.

- First impressions! Never has the entrance to a store been more important. As we emerge from Covid, store entrances need to be clean, neat and tidy, clutter-free, and inviting. They need to show the consumer that the retailer cares for their safety and hygiene. Staff at the door need to look neat and presentable and be aware of the hygiene offering at the entrance to the store.
- Long before the Covid pandemic, scientific studies discovered that trolley handles harboured more bugs and bacteria than a toilet seat. Trolley wipes should be available and accessible right at the trolley and basket station, ready for a customer to use as they enter the store. Broken catches on the top of wipe buckets can cause the wipes to dry out and active ingredients to evaporate, rendering the wipe ineffective.
- Hand sanitising stations should be touch-free, easily accessible, and in working order. So often a spray bottle just gets left on top of a bucket of wipes for consumers to pick up and use – which sort of negates the whole purpose of a sanitising spray.
- Employees need to be made aware of the small things that customers notice. Research into the importance of cleanliness and hygiene in retail stores has shown how something that is seen as irrelevant or not important can influence buying decisions and the length of time a shopper remains in a store. This is particularly important in food and grocery stores. Sticky dirty floors need to be cleaned and dried as quickly as possible after an in-store spill. Unpleasant or strong odours around fish counters and butchery areas can cause customers to leave a store. Employees working within a store often overlook or become inured to basic things such as odour. Reusing the same cloth can also do more harm than good if the correct processes using the right products are not followed.
- Often-overlooked areas are staff and customer toilets. If a washroom is dirty and unkept the automatic assumption is that the kitchens and back of house areas are filthy, too.



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PES director Wouter Hillebrand says ...

“Integrated pest management has made the use of unnecessary pesticides by retailers and pest control operators redundant. Pesticides are often used as a last resort to control pests. The first point of action is pest-proofing and recommendations to limit pest entry and habitation areas.”

In recent years, emerging technologies have increased the number of non-toxic pest control solutions, as well as improving delivery mechanisms by ensuring they are more accurate and target only specific pests, not nearby wildlife or children.

LED fly repellents: effective, sustainable fly control

According to Brandenburg (b-one.com), a UK-based pest control company with over 70 years in the industry, LED insect traps are here to stay, and with good reason.

They say, “While fluorescent insect light traps are prevalent, they have their reasonable share of drawbacks. Fluorescent insect light traps are the least energy-efficient and the lamps contain mercury. As is widely known, mercury is non-biodegradable and highly toxic, even in minute quantities. Fluorescent insect light traps can also be notoriously power-hungry, thus contributing to significant amounts of carbon emission.”

Visual courtesy of Egor Kamelev, Pexels



For local hygiene and pest control suppliers PES (Pathogen & Environmental Solutions), LED technology is part of their commitment to sustainability. LED units use less power, last longer,



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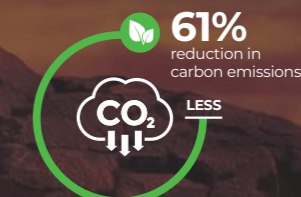
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and produce significantly reduced carbon emissions – a cost-effective solution to a problem that plagues large parts of South Africa. Hillebrand says, “You can achieve a 68% reduction in electrical running cost when running LED electronic fly catchers versus traditional fluorescent units.”

Non-toxic heat treatments

Fumigation, disinfection, and pest control experts Rentokil’s Entotherm solution uses non-toxic heat treatment to eradicate bedbugs, cockroaches, and wood boring insects, as well as stored product insects, textile pests, and certain moulds and pathogens. This ISPM15-certified treatment is a portable, chemical-free heat pod, which is quick and effective, heating up to between 56°C and 60°C for a specified length of time, thus eliminating these pests through the controlled, targeted application of heat. The treatment is effective against all stages of an insect’s life cycle, making this a fast-acting, safe, and cost-effective way to manage pest infestations.

Electronic or intelligent bait stations

While bait stations containing rodenticide are still popular, the risk of secondary poisoning cannot be completely eradicated. An electronic bait station uses battery power to form an electric circuit. When a rodent enters the station and stands on the metallic plate, it is killed by electrocution. This removes any poisoned carcasses from the ecosystem and is a more humane solution for the rodents as death is almost instant. These do need to be monitored and cleared frequently.

Ultrasonic pest control – fact or fad?

Pest deterrent devices that use ultrasonic soundwaves to deter pests are controversial. Scientific testing has shown limited efficacy and proven that different pests react to different frequencies. However, anecdotal evidence suggests a measure of success. As these are easy to use – they just need to be plugged into a mains point – it probably can’t hurt to try.

Natural pest control deterrents

“ Feral cat populations should be spayed and neutered to avoid population explosions, and monitored for contagious diseases such as FIV (Feline Immunodeficiency Virus). ”



Visual courtesy of Mermek Avitia, Pexels

Natural pest control requires a delicate hand and an understanding of the local ecosystem. From feral cat populations to owl boxes and bat colonies, nature can be called on to assist with pest control. But in these cases, secondary poisoning can and will occur, so non-toxic methods of pest control must be utilised in conjunction with the natural deterrents.

Local animal shelters such as the SPCA and feral-specific charities can help with trap, neuter, and release programmes. Shelter, water, and supplementary feeding are also necessary to maintain a healthy and effective feral cat population capable of keeping rats and other rodents at bay.

Visual courtesy of Pixabay, Pexels



“ Owl boxes are not always successful but having an owl or two in residence can be a remarkably effective way of reducing the local rodent population. ”

Bats are excellent for insect control and are particularly unobtrusive. EcoSolutions and the Owl Rescue Centre are excellent resources for natural pest control advice.



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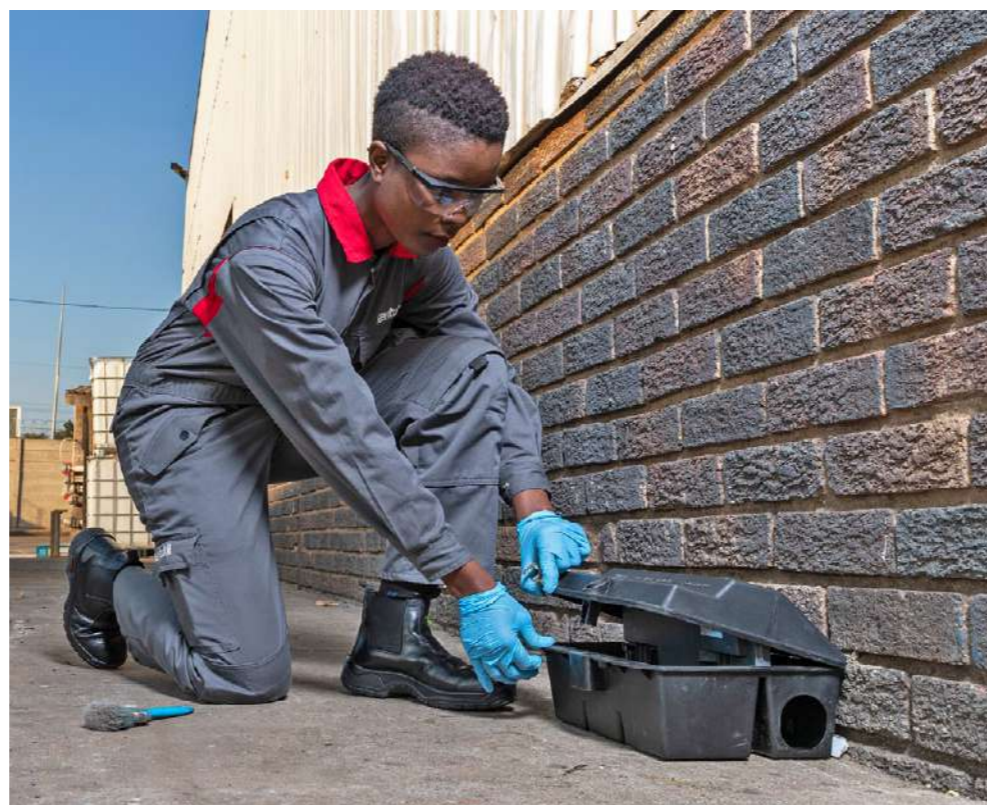
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Know your enemy – early detection and correct identification of pests

Early identification of an infestation is one of the best ways to successfully eradicate pests. Knowing what type of pests you are dealing with is also key. But all too often, pests are already well-established and infestations severe before they are noticed, which makes getting rid of them that much harder. In addition, incorrectly identifying pests and using management processes that are targeted at something else reduces efficacy dramatically.

Hillebrand says, "Pest control is a vital part of almost any business and has evolved significantly over the years in certain areas. The introduction of technology such as real-time online reporting systems creates a better understanding of what, where, and how treatments should be done. These reports also generate online recommendations, which are visible to all management staff or owners, allowing them to act faster to reduce risks of infestation. This in turn minimises the need for unnecessary toxic baits, as problem areas can be identified earlier."

Charles Park, founder of Emerald for Home (www.emeraldforhome.com), a site that provides readers with information that is both easy to understand and put into action, says, "Extremely effective devices and methods for locating and monitoring pest activity have been developed, allowing pest control professionals to go directly to the source of the problem."



Visual courtesy of Rentokil

In his article on pest control technology, Park identifies several monitoring technologies ...

“ One of the great benefits that modern technology has brought to the pest control industry is the ability to remotely detect and monitor a variety of pests. ”

“**Electronic monitoring** provides real time data about what pests are lurking, where they are, and the scale of their activity, removing any guess work and allowing for improved methods of dealing with the situation.” This is important for early detection and correct identification, which are vital to preventing large-scale loss or destruction and for quick, decisive, and effective pest management.

Eco-friendly products

Wouter Hillebrand, director of PES, shares the pros and cons of eco-friendly pest control.

Pros

- Eco-friendly products such as live catch traps can contribute to using fewer toxic baits and using more non-toxic attractants to lure pests to an area.
- Pests will be caught immediately when using traps and can be disposed of safely according to operating procedures.
- Eco-friendly alternatives reduce the risk of secondary poisoning.
- This in turn means less toxic waste to be disposed.
- Pests have less chance of developing chemical resistance to toxins.
- You can reduce your carbon footprint.

Cons

- Currently, it is more expensive to use eco-friendly options.
- Some of the eco-friendly options available do take significantly longer to produce results.
- Using live and catch traps is time consuming as these traps need to be inspected for activity at least every six hours.
- More resources are needed to replace pesticides.

Eco-friendly options

- Live catch traps (rodents)
- Live catch traps (flies)
- Insect monitors for cockroaches (monitoring device)
- LED electronic fly unit options to replace fluorescent tubes that contain mercury.

Trail cameras are excellent for detecting larger animals such as rodents or other wildlife and can be easily set up and monitored in-house. Drones are also an effective monitoring tool that allow safe and easy access to out-of-the-way places like rooftops. Actuation drones can also be used for the targeted and accurate deployment of pesticides.

Thermal imaging may seem like the stuff of science fiction, but it can be a most useful tool. Park explains: "Thermal imaging is a non-intrusive solution for helping locate pests inside cavities, ceiling voids, walls, and other hidden places."

Infrared radiation can be used to identify temperature irregularities, such as hot spots on surfaces like floors, walls, and ceilings. This can indicate nesting sites, for example, whereas cold spots in insulated areas can indicate pest damage.

Park goes on to say, "More sensitive thermal imaging cameras can detect temperature variations due to the build-up of moisture, holes in insulation, cavities in woodwork, and other signs of pest damage. The resulting thermal image produces irregular but characteristic thermal signatures. What's more, the nature of the irregularity is usually an indicator as to the type of pest."

This is where it gets even more fascinating, as he explains: "Carbon dioxide is released from the digestive system of termites, which generates heat. Termites also construct mud tubes that have high moisture content. These create irregular heat patterns on the surface of walls, ceilings, and floors,

which helps identify the culprit." He adds, "Wasp nests, beehives, and other clusters of social insects can generate enough heat to be detected with a thermal imaging camera."

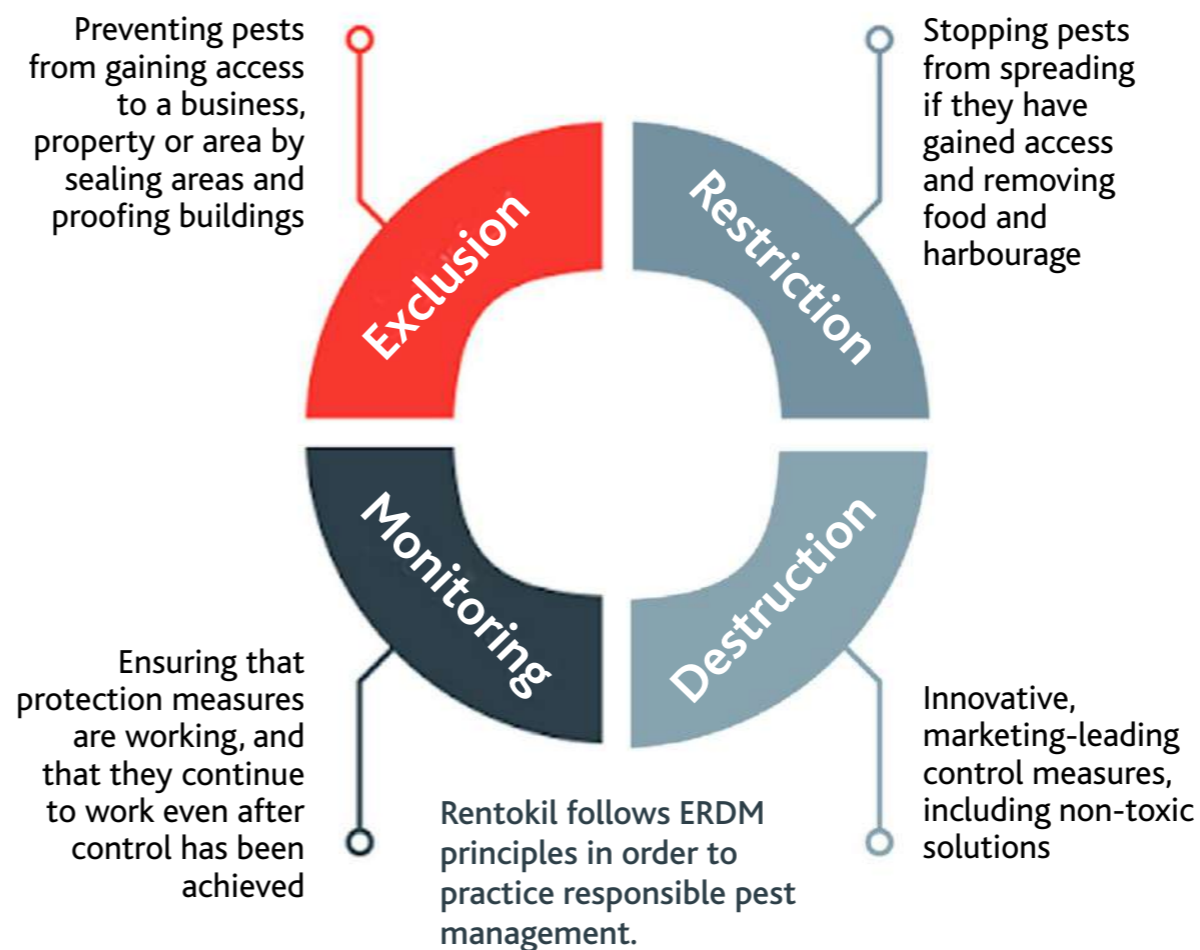
Integrated Pest Management – a holistic approach to pest control

Nathalie Leblond, Marketing Communication Manager at Rentokil, admits that pest control is not traditionally thought of as a 'green' or even an 'eco-friendly' industry. That said, Rentokil has always had a strong focus on being as environmentally friendly as possible. She says, "While we often do have to use chemicals to achieve our desired outcome, we also strictly adhere to the principles

of integrated pest management (IPM). IPM is an environmentally sensitive approach to pest management that employs a combination of practices, including comprehensive information on the life cycles of pests, their behaviour, biology, and their interactions with their environment, to eliminate the root cause of a pest infestation."

The aim, Leblond explains, is to manage pest damage by the most economical means, and with the least possible hazard to people, property, and the environment. She says IPM takes advantage ...

“... of all appropriate pest management options including, but not limited to, the careful and targeted use of pesticides.”



IPM is based on four principles we call ERDM: exclusion, restriction, destruction, and monitoring.

This graphic explains how using ERDM also ensures that we are environmentally responsible in our pesticide use because we only resort to 'destruction' when all the other options have been exhausted."



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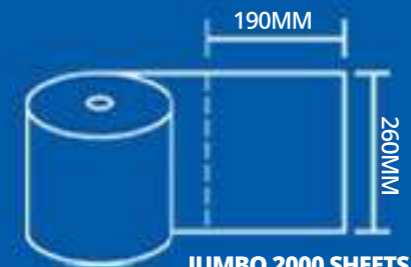
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“The most overlooked issue when it comes to pest management,” says Leblond, “is the concept of inspection and pest activity identification. Without these, we’re treating sites blindly, not knowing which chemicals are required to combat the issues. Incorrect pest identification leads to continued infestation and longer turnaround times, which obviously leads to bigger issues, as pests bring on other pests as well.”

Added to this is planning and store design. She says, “Facilities managers need to understand the industry in which their tenants operate, to better support them when it comes to pest exclusion. For example, when waste areas are being designed and planned out in the pre-construction phase, don’t allow these areas to have direct access into stores, loading areas, and receiving passages, as this just offers pest direct access.”



Visual courtesy of Rentokil

Rentokil has implemented several additional initiatives to increase the level of environmental responsibility they offer to retailers. This includes paperless reporting using the myRentokil pest management programme. Rentokil’s electric fly traps utilise LED lights that are power efficient and fully recyclable.

Visual courtesy of Andrew Claypool, Unsplash



Visual: Thierry Fillieul, Pexels



These bulbs only need to be replaced every three years instead of every two for standard light bulbs. While Rentokil has introduced electric cars for their technicians in Europe and the US, in South Africa they have implemented strong logistics software that is aimed at minimising unwanted travel for both fuel and time efficiency.

Pest control and social media

Social media, says Leblond, is a factor that can and will affect retailers. She says, “The rise of social media means that any pest activity is a potentially far bigger problem than it ever was before.

Any pest control issue that’s spotted by the public may be shared far and wide on social media, and customers are becoming far less tolerant of pests – even if audits have thresholds.”

Integrated management is the answer

Hygiene, sanitation, and pest control are individual parts of a whole. Smart, effective, and efficient hygiene and sanitation processes feed into integrated pest management. Removing pathogens and pests from the environment is a never-

ending cycle, so it makes sense to constantly re-evaluate processes and procedures, implement newer solutions and innovative technology, ensure staff training is always up-to-date, and keep an open dialogue with service providers to ensure you stay on top of your game. **SR**

Sources:

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Ann Baker-Keulemans is a highly experienced B2B and B2C journalist, writing on topics related to business, lifestyle, technology, 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. Contact annbk@wilkinsross.co.za | www.wilkinsrossglobal.com

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



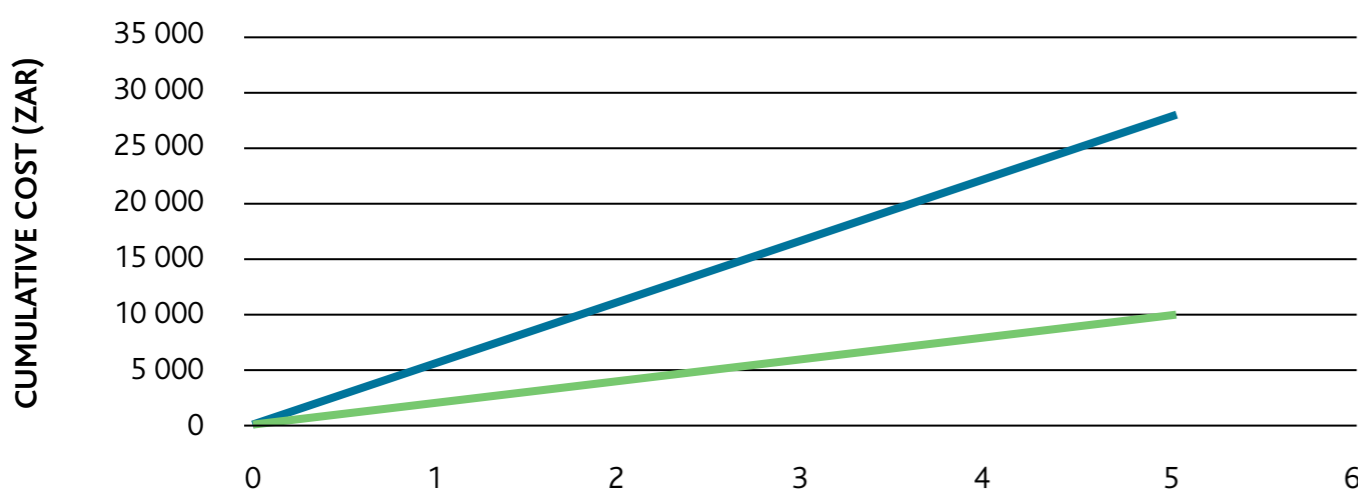
CASE CLOSED

Energy Saving Solutions

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

SOCIAL COMMERCE



Mike Smollan
Chief Growth and
Innovation Officer
Smollan

From content to commerce

Unpacking social commerce that is shifting shopping behaviours as social media platforms light up creating opportunities for big and small brands.

What it's not – a click through to social-media ads that take you to a brand site. Instead, it's a way of selling products directly on channels like Facebook, Instagram, TikTok and Pinterest. It's more interactive than say ecommerce which refers to a brand's stand-alone shopping websites, as it offers an uncomplicated consumer path in a social selling space – it's as easy as seeing, clicking, and buying.

So how does social commerce work? www.masterclass.com states that the beauty of this form of marketing and retailing works by allowing brands to feature their products and services in social content that users can interact with while they scroll through their favourite social media networks.

Practically, it looks like this ...

- A retailer or brand can share products in their posts or stories that have a 'buy now' button or swipe up or checkout feature.
- Videos are massive on Instagram, TikTok and Facebook and allows retailers to punt promotions or highlight products that encourage customers to make purchases.



Image courtesy of Mikael Blomkvist, Pexels

- So too, the power of the influencer has gone cyber giving it a 'word-of-mouth' authenticity and driving consumers sales.
- User-generated content is another social commerce tactic where consumers are encouraged to produce their own content, related to products or services sometimes using hashtags, giveaways, or polls – which further allows brands to collect valuable data.

- Close on its heels, is the affiliate marketing strategy where businesses use third parties to advertise their products and pay them on a commission basis.

According to Smollan, "Commerce on social media is a natural fit if one has a clear understanding of exactly which social media channels to plug into, how to make use of really slick, high-quality content all packaged in a personal way

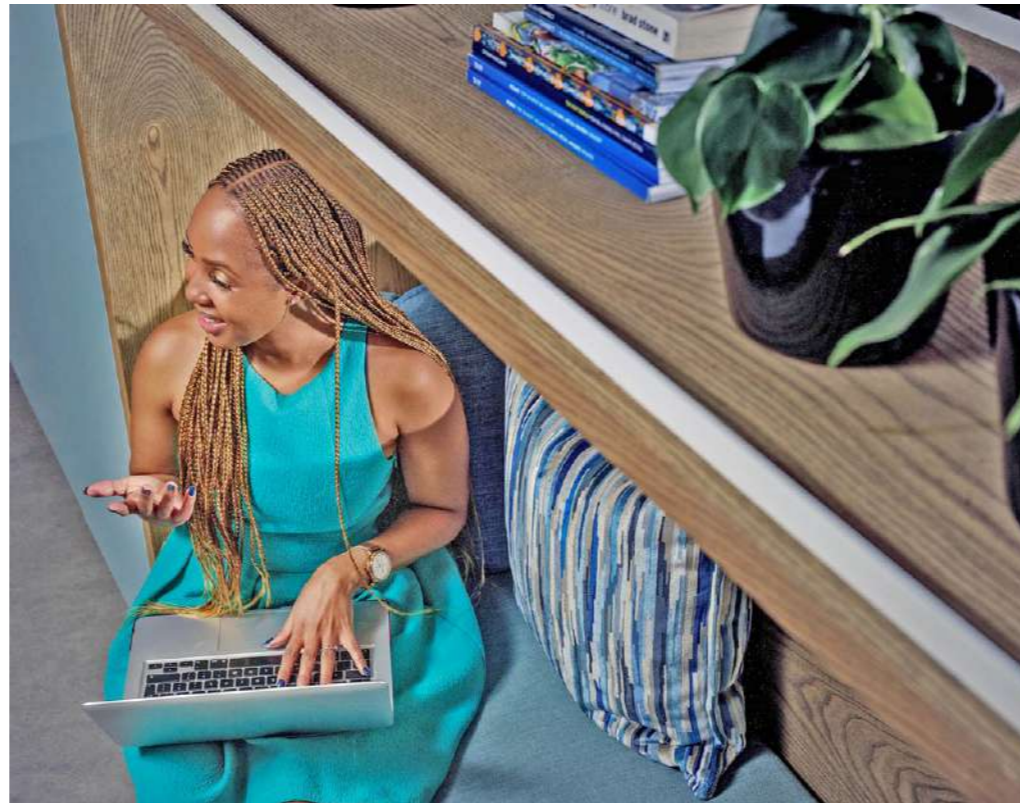
that relates to a specific target market. It's brilliant as, if it's done the right way, it offers shorter paths to purchase and removes friction from online shopping experiences."

In South Africa, the social commerce industry is expected to reach US\$833.3 million this year [BusinessWire] as the popularity of this sector has surged significantly. According to Q1 2022 Global Social Commerce Market Survey, nearly 60% of

South African consumers purchased products online in 2021 with the number set to increase year on year. In turn social networks are increasing their investment in the sector.

“ Hootsuite found that South Africans spent an average of 3.5 hours a day on social media – hence the natural evolution for social networks to become the next marketplace for consumers. ”

With approximately 38.2 million people in SA engaging in online activity (specifically social media) the comfortable shift to purchase directly via social platforms is on the up [Incubeta]. Facebook is the favourite with Instagram and



TikTok not far behind. Woolworths have tapped into social marketplaces allowing customers to try on their make-up products virtually on Instagram with the option to purchase directly from the platform.

Social commerce holds a lot of possibility for Africa and specifically the South African market, familiar with adaptability and leaning into change. Engaging on social media is more than just a trend, it has become a standard that customers expect and offers retailers a space to remain competitive in an increasingly digital era. **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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SOCIAL COMMERCE

Benefits, target market & sales



Mike Smollan
Chief Growth and
Innovation Officer
Smollan

Unpacking the benefits for retailers (and consumers) of tapping into social commerce

Ryan Kaji, a nine-year-old boy who in 2020 had an income of USD\$30m from his YouTube channel called Ryan's World (30 million subscribers and 12.2 billion views) ...

“ Ryan Kaji entered an additional USD\$200m from his line of toys and clothes and signed a multi-million-dollar deal for his own television series on Nickelodeon. Ryan describes himself as an influencer and is the clearest example of social commerce. Nine years old! 🎉”

Staying with big numbers – globally social commerce is expected to grow at an annual rate of 31.4% reaching +USD\$600bn in 2027. Within developing markets, the benefit is notable, as much of it depends on informal businesses. In this way ...

“ Social commerce democratizes the power of purchase and sale within the market, allowing both small businesses and people to sell with tools that are already used by large brands. 🎉”

AC Ventures 2021



For starters –

- It allows for ultra-precise audience targeting. With so much data available on social media, retailers can fine-tune their targeting with pinpoint accuracy.
- It increases brand reach as the power of word-of-mouth on social media offers an ideal space to create a buzz around products and services.
- Stats show that using social commerce will make more money for retailers. Winner!

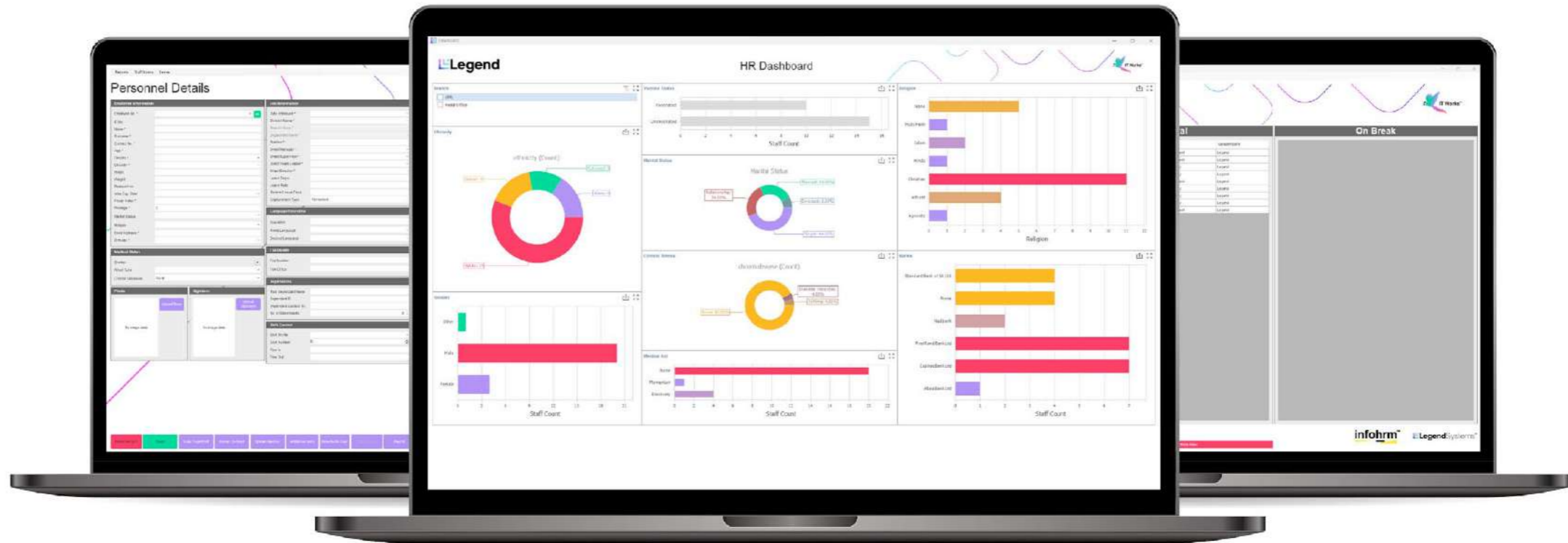
We know that consumers are buying products and services directly via social media platforms and that the entire buying process, from product discovery to check out, all happens in one place. But why not just have a redirect to a retailer's website – why keep it on the social media platform?

- It offers an easier way for customers to engage with retailers, leave feedback, and ask questions. It offers customers a human connection in a way you just don't get with traditional ecommerce.
- It works for B2B too. From cultivating brand awareness to increasing credibility, social commerce has much to offer with even the most technical or 'boring' of products or services benefitting from social selling.



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Contact us to find out more about HR Support and how it will benefit your business.



Image courtesy of Tim Douglas, Pexels

In Africa, the online shopping boom parachutes nicely into the current social commerce landscape with www.itweb.co.za reporting that South African-based PayFast shows a year-on-year increase of 218% in the 18-24 age bracket



(Gen Z) who make up over 40% of social media engagement in South Africa.

With an eye on the continent at large, this sector is becoming an important business model throughout Africa with a recent study by Caribou Data finding for example that 92% of SMEs in Kenya use social commerce to conduct their businesses. The high adoption of social media in Africa, has popularised this selling platform where content sharing, messaging and payment come together – a bridge if you like between full ecommerce and someone working informally.

According to the Q1 2022 Global Social Commerce Market Survey, nearly 60% of consumers in South Africa purchased products online in 2021. Facebook recorded the fastest growth in the social commerce space in South Africa among consumers across all age groups, however the popularity of Instagram, Pinterest and TikTok is also growing. An estimated six million people are using TikTok in South Africa, add to this their global reach launching, for example, their #TikTokMadeMeBuyIt campaign – a way for users to show off their recent purchases where one post can be all it takes for a product to go viral.

“This opens a platform for retailers, whether big or small to authentically connect with their audience pulling customers in rather than pushing products out and that’s the beauty. It is about interacting on a human level with users, reminding them that there are real people behind the logo, the ads, the receipts, and the hashtags,” said Smollan. **SR**



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SCAN TO VIEW MAGAZINE





- Consumers are also largely in search of their perfect brand match, with 76% of South African respondents feeling that if they look hard enough, they can find a brand that fits their exact needs
- NielsenIQ updates consumer brand preferences – with a focus on small and medium brands – in its latest report

According to the latest NielsenIQ study released today, 58% of South African consumers say they're buying a greater variety of brands than they were before COVID-19. Consumers are also largely in search of their perfect brand match, with 76% of South African respondents feeling that if they look hard enough, they can find a brand that fits their exact needs.

These findings appeared in the Brands Balancing Act, which focuses on how inflationary pressures are changing the way small and medium brands can justify their worth and remain aligned to the core values sought by consumers.

The analysis also highlighted:

- 55% of South African consumers prefer to buy locally made products from small businesses in their area
- 62% try to support small brands where possible, but are finding it harder to find them on the shelf

58% of South African consumers say they're buying a greater variety of brands than before Covid



- 48% feel that small brands are more authentic and trustworthy than big brands
- 43% think that small brands are usually more expensive, but consumers are prepared to pay a bit more.

NielsenIQ Global Director of Thought Leadership Lauren Fernandes says; "Despite being largely 'unfamiliar' by respondents in terms of notoriety,

small and medium brands have a great opportunity in today's changed consumer landscape. Our data shows that the pandemic has changed consumer needs, values and priorities, and this has had a significant impact on their buying behaviour."

Amongst the list of reasons to buy a brand, good value for money (97%), availability (96%) and a satisfying customer service (95%) are of utmost importance when making their purchasing decisions. As prices continue to rise across categories, affordability is a top reason backing this trend in functional buying.

"With 48% of global respondents saying that they plan to buy more from smaller brands in the future, clearly, the small and medium sized businesses who can understand motivators for purchase in this new landscape will most likely benefit from consumers' updated preferences," says Fernandes.

"Today's macroeconomic environment has created a perfect storm for small and medium-sized businesses to connect with consumers. The key will be finding the right levers, based on the right consumer data, to innovate within this space." **SR**

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The transition to alternative proteins continues

... accelerated by consumers motivated by healthier diets and having a positive impact on climate

- More than 30% of consumers would fully switch their diets to alternative proteins to make a positive climate impact, reports the first BCG and Blue Horizon multi-market survey of alternative proteins.

Dramatic, above-inflation price increases for animal-based products over the course of the pandemic led to an unprecedented spike in the sales, funding, and public awareness of the alternative protein sector. Increasing global concerns about food security and climate impact have further fuelled this development. With 25% of global greenhouse gas emissions caused by the food value chain, the shift to alternative proteins may be the most capital-efficient and high-impact solution to addressing the climate crisis.

Projected to represent at least 11% of all meat, seafood, eggs, and dairy consumed globally by 2035, alternative proteins will save 3x the emissions for each dollar invested compared with the next-best tool in the box – decarbonising cement – according to a forthcoming report from Boston Consulting Group (BCG) and the impact investor Blue Horizon.

The report, *The Untapped Climate Opportunity in Alternative Proteins*, presents findings from a survey of more than 3 700 consumers in seven countries (China, France, Germany, Spain, United Arab Emirates, United Kingdom, and the United States) regarding their reasons for trying alternative proteins and the inhibitors that keep them from buying even more. Three-quarters of survey respondents cited a healthier diet as

their primary motivator for consuming alternative proteins, while more than 30% of consumers would fully switch their diets to alternative proteins if they believed doing so would have a major positive impact on climate.

Across all markets surveyed, consumers view alternative proteins positively: 76% are aware of the category, and approximately nine out of ten said they like at least some of the alternative-protein products they have tried.

While consumers in China and Germany are the most willing to pay close to parity with protein equivalents, no consumer in any region is willing to pay a premium for alternative proteins that match meat for taste, texture, and nutrition – a price premium requires value add.

“Nearly one in three people across the world



are plagued by food insecurity. Coupled with the impact of the continued geopolitical crises on the supply chain and food prices, there is immense pressure on the global food system,” says Ben Morach, a BCG managing director and partner.

“Pivoting away from animal-based proteins will lead to shorter, more resilient, and potentially more local supply chains. Widespread adoption of alternative proteins can remove the risk of supply chain disruptions and play a critical role tackling climate change, with consumers playing a key part in propelling this transition.”

Image courtesy of Alesia Kozik, Pexels



Image courtesy of Pixabay, Pexels

technology allows for increasing innovation. We’ve seen the fast-paced development of these technologies in our own portfolio as well as the wider food-tech industry, leading to an overall better consumer product range.

“This is great news for today’s consumers, but we’re just at the beginning, really.

Bjoern Witte, CEO of Blue Horizon, adds: “The products consumers are seeing on the shelves today will be followed by a wave of cleaner, healthier, and tastier alternative proteins, as

Future generations will benefit greatly from the demonstrable impact this will have on the environment, as shown through our analysis of climate data.

Research shows that consumers like alternative proteins

76%

of consumers are familiar with alternative proteins

50%

of experienced users increased their consumption of alternative proteins during the pandemic, mainly because of greater health consciousness

+100%

is the potential increase in exclusive or near-exclusive users if the main inhibitors – health and nutrition, taste, and safety – are resolved

0%

of consumers are willing to pay a price premium at taste parity, without value added over conventional animal protein

31%

of consumers consider a major positive impact on climate as a primary reason to fully switch their diet to alternative proteins

Source: Blue Horizon and BCG Customer Survey (February–April 2022, N = 3 729), BCG analysis

“This is the second report from BCG and Blue Horizon confirming that protein transformation is the most capital-efficient way to avoid emissions and deliver Impact of Capital Employed (IoCE). If we reach 11% market penetration by 2035, which is our goal, we could save more carbon emissions than decarbonising 95% of the aviation sector. The positive impact is absolutely massive, and secular drivers have never been stronger – the time to invest is now.”

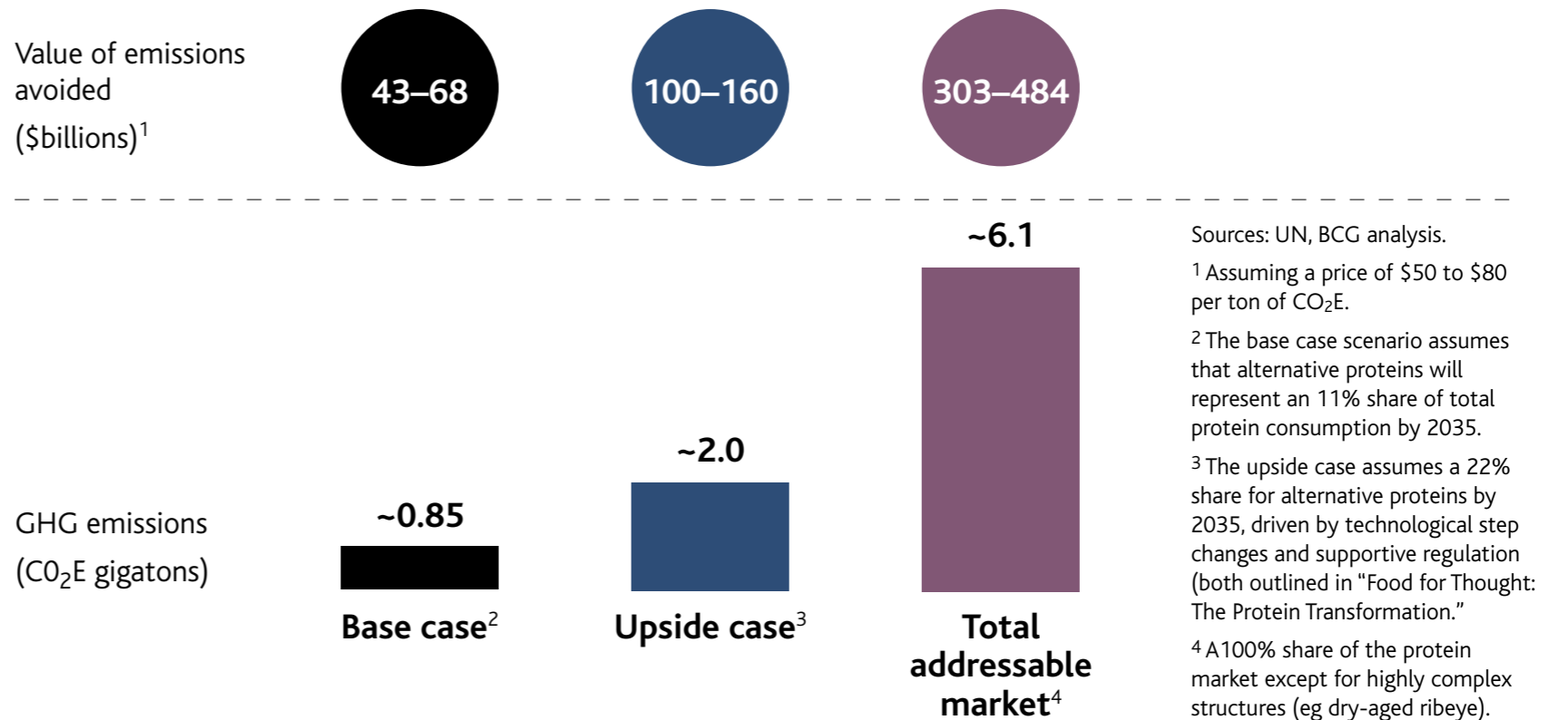
An acceleration in funding

Capital invested in alternative proteins rose at an annual rate of 124%, from \$1 billion in 2019 to \$5 billion in 2021, with investments in fermentation and animal-cell-based companies leading the way. Investment in alternative proteins is increasingly global. Middle East funders, which tend to focus on animal-cell-based investments, made up 11% of worldwide investment in alternative proteins last year while APAC investment, fuelled by plant-based deals, increased by 92%.

For investors, a key finding of the report is the fact that investments in plant-based proteins are more CAPEX-efficient with regard to carbon dioxide and methane emission reductions than in any other industry. Plant-based protein market penetration as forecasted in the *Food for Thought* base case would save 0.85 gigaton of emissions by 2035. This savings potential is equivalent to decarbonising a majority of the aviation industry. Investing in plant-based proteins has the highest emission savings per invested capital – at least

Alternative proteins could eliminate up to 6.1 gigatons of GHG emissions, representing a potential savings of \$303 billion to \$484 billion

Emission savings potential in 2030 from replacing animal-related proteins with alternative proteins



Sources: UN, BCG analysis.
¹ Assuming a price of \$50 to \$80 per ton of CO₂E.
² The base case scenario assumes that alternative proteins will represent an 11% share of total protein consumption by 2035.
³ The upside case assumes a 22% share for alternative proteins by 2035, driven by technological step changes and supportive regulation (both outlined in “Food for Thought: The Protein Transformation.”
⁴ A 100% share of the protein market except for highly complex structures (eg dry-aged ribeye).

twice as effective as investments in cement, iron, steel, chemicals, or transport. Blue Horizon developed a proprietary impact framework whereby every investment is assessed via a theoretical impact value, allowing the company to calculate a precise IoCE.

Significant progress in the regulation of alternative proteins

Sensible and effective regulation is imperative to ensure that the rapid innovation and growth of the alternative protein market deliver safe, healthy,

and transparent food to customers. There has been an acceleration, around the globe, to provide regulatory approval for fermentation-based and animal-cell-based products. In 2015, Israel led the way by announcing that its novel framework for regulating food safety would apply to alternative proteins. And in its latest five-year plan released in January 2022, China acknowledged the need to “expand beyond traditional crops, livestock, and poultry to more abundant biological resources” and made animal-cell-based meat and other alternative proteins part of its food security strategy. **SR**

Retailers using AI should be aware of personal privacy and cybercrimes issues

Artificial intelligence (AI) is being deployed to help shoppers make better choices, but retailers must be aware of their obligations under personal privacy and cybercrimes laws

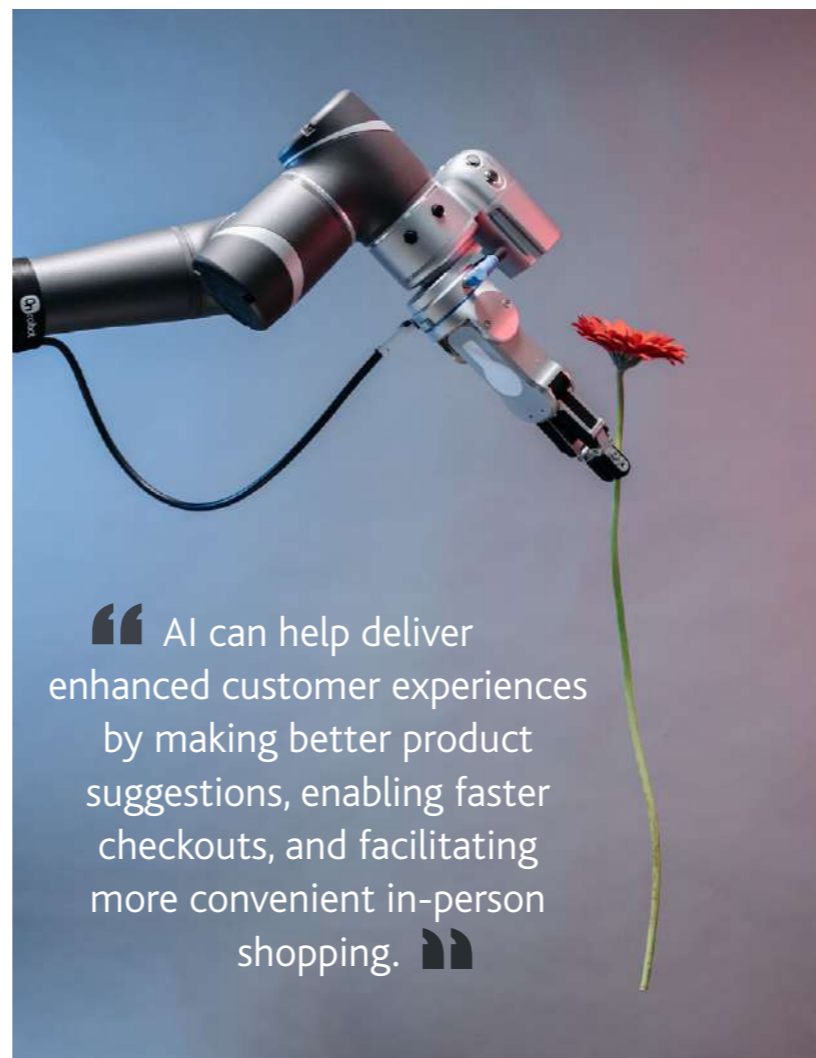


By Wendy Tembedza
Partner at Webber Wentzel

The acceleration of the fourth industrial revolution due to the Covid-19 pandemic has contributed to our general understanding of artificial intelligence (AI). AI is no longer viewed as a creation of science fiction. Instead, it is now understood in relation to its capabilities that allow machines to perform tasks that require human intelligence.

Specifically, AI functions by using complex algorithms to assess large amounts of data and gain insights from the data. The continuous ingestion of data teaches the AI tool to identify patterns and provide insights that can be predictive in nature. Increasingly, retailers are seeing the benefits of using these AI capabilities to better service consumers.

Personalised retail achieved through AI is redefining customer shopping trends.



“ AI can help deliver enhanced customer experiences by making better product suggestions, enabling faster checkouts, and facilitating more convenient in-person shopping. ”

Image courtesy of Pavel Danilyuk, Pexels

An example of AI in retail can be seen in the use of facial and voice recognition. The SPD Group, a London-based e-commerce solutions company,

has developed a system for product suggestions based on tracking a customer's location and actions in-store.

The system analyses video footage from cameras, identifies customers in frames and tracks the customer's location in the store. Walmart, Tesco, and many other established retail brands, use Google or Amazon AI technology to provide customers with simple and quick voice searches.

For example, the introduction of Walmart Voice Over by Walmart and Google allows customers to simply say “Hey Google, talk to Walmart and add milk to my cart” to their Google Assistant. The specific milk the customer regularly buys is then added automatically to the customer's online cart.

Retailers are also using AI in virtual fitting rooms which are a great way for customers find the perfect outfit while saving time. A virtual fitting kiosk from Me-Ality can scan a customer in 20 seconds and measure 200 000 points of their body in this period. Companies like Levi's and Gap have installed these scanners in selected stores and have seen a notable increase in sales as a result.

Locally, Superbalist.com recently launched Fit Finder – the first South African retailer to do so. Consumers know all too well that certain brands do not always run true to size. Fit Finder, developed by Fit Analytics GmbH, is an intuitive tool that assists consumers shopping online to make accurate sizing choices by answering a series of size- and brand-related questions. Fit Finder then uses the responses, along with sale and return records, to suggest the correct size.

The viability of AI-driven consumerism depends on retailers' ability to show they can process personal data responsibly. While the use of AI creates opportunities for retailers, the deployment of any AI tool in the South African retail context must be carefully scrutinised for compliance with data protection laws. AI tools should be configured and operate in such a way that they help the retailer to meet its obligations under the Protection of Personal Information Act, 4 of 2013 (POPIA).

For example, the use of facial recognition AI meets the definitional requirements of personal information regulated by POPIA. Retailers will therefore need to be comfortable that their chosen tool includes appropriate controls to reduce the risk of unauthorised access to the relevant data.

Retailers must also be aware of the implications of the Cybercrimes Act, 19 of 2020 (Cybercrimes Act) on their operations. The Cybercrimes Act creates offences in relation to cybercrime. AI requires access to vast volumes of data, which results in an increased risk of cybercrimes. Cybersecurity is essential as a prerequisite



Image courtesy of Sora Shimazaki, Pexels.

and enabler of AI processing. It is best practice for retailers to put measures in place to reduce the risk of the occurrence of an offence contemplated in the Cybercrimes Act, for example, measures to prevent the unlawful access to, or interception of, data. Certainly ...

“ Retailers should be alive to the reputational consequences of a failure to put measures in place to guard against the identified cybercrimes and should understand that their AI tools should be configured in such a way as to assist in this protection. ”

AI can have a significant positive impact on how retailers deliver personalised customer experiences. It has been shown that these experiences can result in retailers not only retaining their existing customer base, but also gaining new customers. However, when implementing AI retailers must be cognisant of their obligations under POPIA and the Cybercrimes Act. **SR**

SUPERMARKET & RETAILER



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 hit of serotonin (which makes it more likely that we pay it forward again). But even an **endorphin** who releases serotonin, helps bind 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.

Image right: Tim Douglas, Flickr
Image below: Jonathan Peterson, Pexels

“ 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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