


**TACKLING PLUMMETING SALES OF POULTRY
AND
ADDRESSING CONSUMER CONCERNS DURING AN AI CRISIS**

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What if?

While Avian Influenza (AI) H5N1 or Bird Flu isn't present in South Africa, an outbreak poses a real threat to the economic welfare of poultry and egg producers, retailers, fast food outlets, restaurants and related industries.


Even though the H5N1 virus is perceived as a milder threat now, it is still "actively circulating among poultry in a number of hotspots" and entrenched in Indonesia and Egypt. Continued vigilance and investment worldwide to combat the disease remains necessary



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What if?


Although AI is currently an animal disease – not a human one, perceptions may be different. Therefore, SAPA has developed the 'Safe to Eat' campaign to communicate facts and manage perceptions of AI and its risks to the general public, producers and the trade once an outbreak occurs or is imminent. As a notifiable animal disease, only the SA National Department of Agriculture Forestry and Fisheries can rule on the presence or absence of AI in SA. This makes the State an essential partner in the 'Safe to Eat' campaign.



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What if?

This presentation provides a campaign overview and all elements necessary for quick incorporation into packaging as well as examples of marketing information and material to be used once an AI outbreak occurs or is imminent. We will continue to track and monitor AI across the globe as well as in Africa, and will maintain a state of preparedness. The campaign logo is trademarked and licensed to participants at no cost.



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The result



"The situation is so bad nobody is buying any poultry these days."
M.M Khan, a senior official of the Bangladesh Poultry Association.



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The result: Sales plummeted



The discovery of bird flu at a Bernard Matthews plant in Suffolk in February led to a 30 per cent slump in sales for the company, which was forced to lay off 300 staff.

Retail industry expert Stuart Whitwell, of Intangible Business, said: "This is a very frightening time for turkey farmers. If the virus spreads that could have devastating consequences for sales.

"On the one hand, you could see a shortage of fresh birds. On the other side of the coin the reputation of turkey meat becomes tainted. Either way, sales and income will suffer."


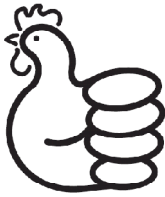


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Our project



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A SOUTHERN AFRICAN POULTRY ASSOCIATION INITIATIVE



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Key Principles

- *Plan*
- *Practice*
- &
- *Prevent*



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Why do we need the AI campaign?



And just like Dave's mates in the flock know; it's no laughing matter.



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Consumer Behaviour



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Why do we need the AI campaign?

As consumer behaviour is largely governed by perception, if perceptions are inaccurate and misinformed, the reactions will be too. The reality though is that properly-prepared poultry, poultry products and eggs are safe to eat regardless of whether AI is present.

The Safe to Eat campaign will proactively manage, influence and control public perceptions once an outbreak of AI occurs or is imminent by educating, informing and reassuring the public that SA poultry, poultry products and eggs are, literally, safe to eat.



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Why do we need the AI campaign?

As has been shown in Europe, Asia and the USA, we believe an AI outbreak will similarly be devastating for the SA poultry and egg industry in a number of ways:

- There will be a real impact on the **availability of chicken and eggs**
Quarantine and culling used to prevent the spread of the disease
- There will be a severe **financial impact for producers and retailers**
Destruction of flocks to contain the disease and disease mortalities
- A rapid **decline in sales of chicken, processed poultry products and eggs**
Consumers respond to fear in a rational way and stop buying chicken and eggs even though there is no logical reason to do so



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What are the goals of the AI campaign?

- To protect the consumer
By providing accurate and credible information and certifying that the poultry products they buy are safe to eat. The formal certification process will be part of the State compartmentalization process
- To protect the industry
By combating false perceptions and hysteria with credible information that aims to ensure the majority of consumers from all cultures continue to buy poultry and eggs



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What are the goals of the AI campaign?

- To protect the brands
By positioning SAPA as the main association with AI and not the brands
- To protect the retailer
By ensuring the products that are sold are certified safe to eat
- To protect the profits
Of all parties involved in the poultry industry, from farm to freezer..



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What are the goals of the AI campaign?

Safe to Eat is a comprehensive and detailed campaign that includes through-the-line elements. These include:



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Safe to Eat Campaign Elements

•Crisis Communications

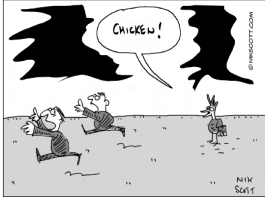
To correctly manage public perceptions, all media enquires on AI are channelled through SAPA as the first port of call. An identified and media-trained Crisis Communications Team will deal with broadcast and print media calmly, professionally and authoritatively. Holding statements have been prepared. The role of the State is to provide factual information




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Safe to Eat Campaign Elements

•Media Relations
 A multi-faceted approach targets the media through regular 'meet & greets', press conferences, information briefings and press releases.



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Safe to Eat Campaign Elements

'Safe to Eat' Above and Below the line
 The public will be addressed through pre-prepared educational advertorials, ads and Q&As in print media supported by radio because of its wide reach and efficient cost.
 These include:


- Educational 'Asked and Answered' fliers
- 'Safe to Eat' print media advertisements
- 'Safe to Eat' fliers for inserts and Point of Sale
- 'Safe to Eat' radio spots in several official languages
- 'Safe to Eat' in-store hangers
- 'Safe to Eat' stickers for product
- 'Safe to Eat' artwork for incorporation into package design.




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Safe to Eat Campaign Elements

•Information Booklets and Fliers
 Protecting the consumer, the industry and the country from Avian Influenza



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Safe to Eat Campaign Elements

•Radio Advertisements in multiple languages






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Safe to Eat Campaign Elements

•Point of Sale and in-store materials




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When should the AI campaign begin?

Safe to Eat aims to deal with an outbreak or imminent outbreak of AI. The objective is to manage and control perceptions of the disease and its effects and not to create publicity or awareness locally where none currently exists.

The only authority that can confirm the presence of AI is the SA National Department of Agriculture Forestry and Fisheries. Until such notification has been received and made public the various aspects or elements of this campaign should not be initiated without the prior approval of the Southern African Poultry Association.



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Thank you



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