

Collaborating for a better soy world

Henry Davies, SSA Chairman



Talking to stakeholders



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Research methodology

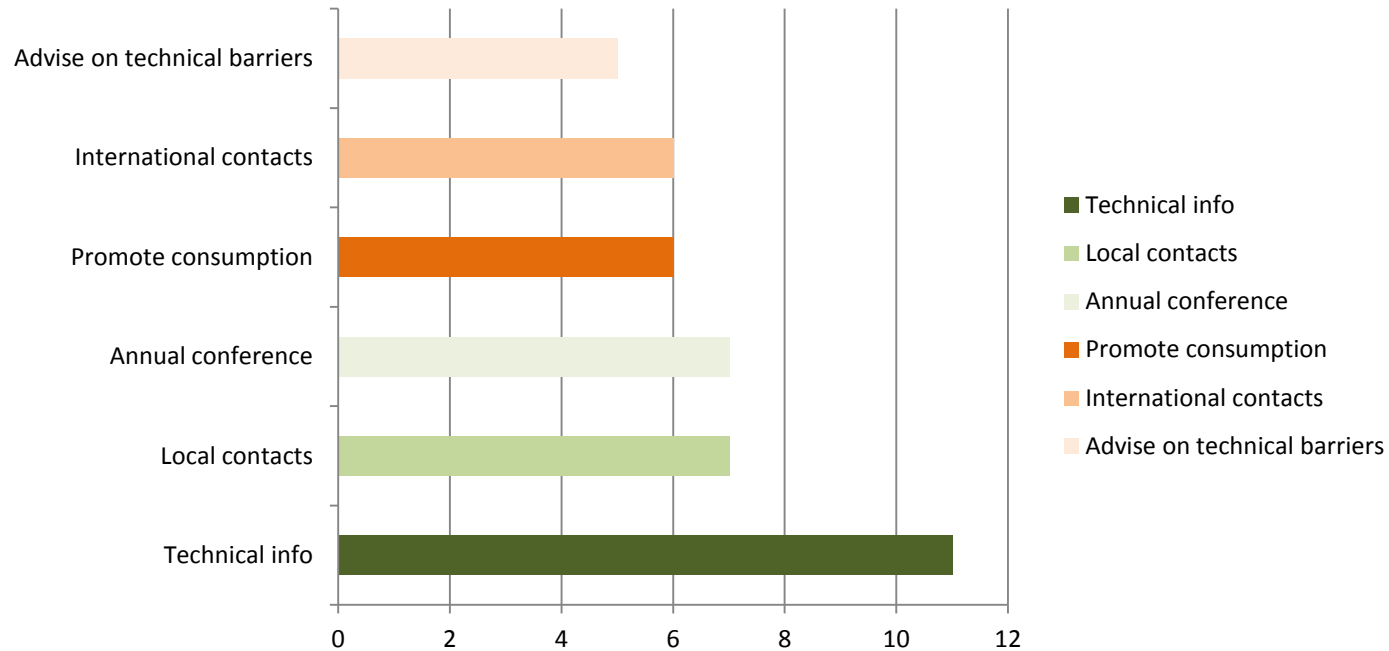
1. Stakeholders and Executive members split
2. Focus on key focus on awareness and needs
3. Qualitative



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What stakeholders asked for



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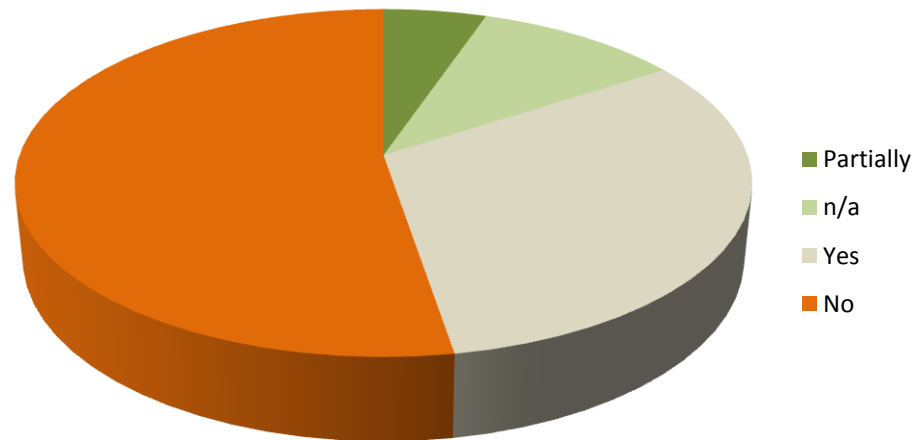
Other requested activities

1. Research
2. Newsletters and communications
3. Trend reports
4. GMO status
5. Advocacy



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Measuring an understanding of technical standards and barriers



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Some key messages requested

1. Promotion as cheap protein source
2. Publish standards and quality measures (+)
3. Publish nutritional advantages (+)
4. Protein supply for the future
5. Promote employment in the sector (+)
6. SMME focus
7. GMO status (+)
8. Food security



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Refreshing our positioning



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Soy Southern Africa –
promoting soy food through
awareness, knowledge and
trade linkages for business
development.



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Understanding our audience



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Key target audience

SA Government

Health (DOH)
Basic Education (DBE)
Higher Education and Training (DHET)
Agriculture (DOA)
Trade and Industry (dti)

NGOs

WFP
GAIN
JAM
WorldVision
WiSHH
Gates Foundation
UNICEF
Malnutrition Matters

Consumers

Halaal Community
Lactose Intolerant
Vegetarians
LSM 9 – 10



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Key target audience cont.

Retailers	Lower income groups Health shops Food retail groups Pharmacies
Professionals	Nutritionists (NSSA) Dieticians (ATSA) Food technology (SAAFost)
Associations	SAAFECS GRAIN SA AFMA
Processors and Manufacturers	Big entities Medium entities SMMEs
Catering/ Institutional Feeding	
Processors	
Media	



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The blueprint for success



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Critical success factors for SSA

1. Resources
 - Secretariat
 - Champion (technical expert)
 - Revenue model
2. Operations
 - Including brand refresh and marketing
3. Members including membership drive and services
4. Leadership supported by incumbent and new executives



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A high-level overview of the way forward



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Year one

Strategic workshop

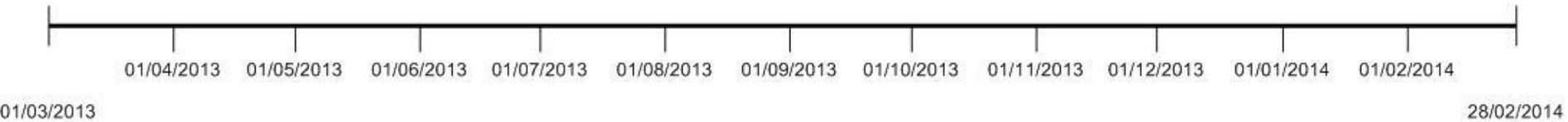


POSSIBLE OUTCOMES:

1. Development of a permanent secretariat and champion
2. Rebrand and relaunch of SSA
3. Membership drive
4. Implementation of marketing plan
5. Collaborative ecosystem community development (communities including members, businesses, organisations and later public)

Year two

1 March 2013 – 28 February 2014

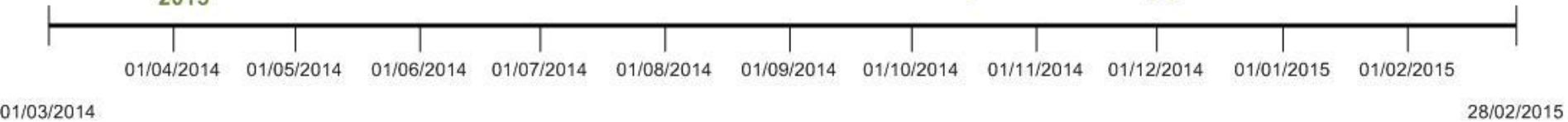


POSSIBLE OUTCOMES:

1. Maintenance of the SSA brand
2. Membership value – conferencing/information/co-promotions?
3. Retail value – co-promotions?
4. Ongoing public awareness campaign
5. Collaborative ecosystem community growth

Year three

1 March 2014 – 28 February 2015



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The collaborative hub

A digital platform that will provide;

1. Collaborative engagement among stakeholders
2. Profiling of all organisations within our ecosystem
3. A great learning platform
4. Private and public engagement spaces
5. Building of soyfood communities across southern Africa
6. Empowerment and capacity building for SMMEs



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First step to collaboration



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www.ssa.org.za/collaboration



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Supporters



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Thank you to

- The Oilseeds Advisory Committee for sponsorship of the SSA stand at WSRC
- WiSHH for supporting the strategy development process
- USAID Southern Africa Trade Hub for supporting collateral for SSA at WSRC



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Thank you



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