

How to get your slice of the (chicken) pie in trying times

As some food prices soar, South African consumers are having to adjust their buying habits to make already stretched budgets work even harder. Poultry – more specifically chicken – offers a more affordable option than red meat such as beef.

Although pork saw similar increases to poultry in the 2nd quarter of 2022, many South Africans do not eat pork, due to religious or other reasons, making chicken by far the meat protein of choice in this country. Despite year-on-year price increases of around 10% over the past ten years – due to price, versatility, health, or other reasons – South African consumers continue to purchase chicken over red meat.

The average per capita consumption of chicken in South Africa in Q2 2022 was 39.68 kg, while beef consumption was 17.4 kg, pork was 5.4 kg and sheep, lamb and goat meat consumption were 5.4 kg in the same period.

Chicken consumption is more than double the beef consumption and more than four times 9kg of egg consumption in South Africa. Chicken remains a firm favourite, with no sign of consumption abating.



Image courtesy of Priscilla du Preez, Unsplash

A challenging time for the poultry industry

However, with the opportunities presented by chicken, the other side of the poultry coin is that the South African poultry industry is under significant strain. Izaak Breitenbach, GM of the South African Poultry Association Broiler Organisation, says ...

“Rising food prices in South Africa (and globally) are being driven by global fundamentals in the soft commodity markets – most notably high Brent crude oil prices, demand for corn for ethanol production in the US, global weather phenomena, global supply and demand dynamics, and more importantly, Russia’s war in Ukraine that has led to lower levels of production in Ukraine and the resulting inability of that country to properly export their crops, negatively impacting global coarse grain prices.”

In addition to increased input costs, local producers have been dealing with intense challenges of their own, with 145 outbreaks of avian flu over the span of a year and 13 new outbreaks reported in the first three months of 2022.

According to Business Insider, a highly infectious strain of avian influenza first hit a commercial farm in the east of Joburg in April 2021. To date, the industry has culled 3.7 million hens, mainly in the egg industry. Covid-19 also impacted the sector as exports were halted. Now, as the



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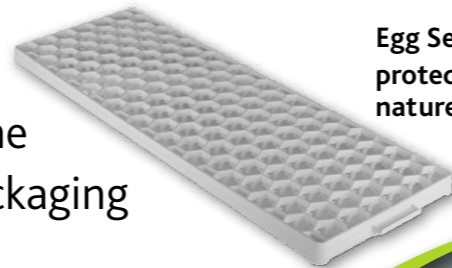


A fresh modern approach to plastic packaging

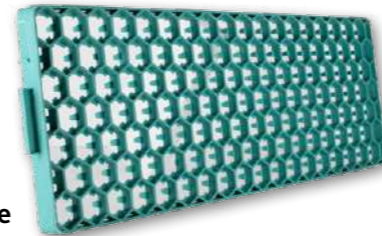
mpact has an array of multi-trip, re-usable containers that constitute the largest range of Returnable Transit Packaging (RTP) systems in South Africa.

All products fall into one of five basic categories...

- Materials handling
- Environmental
- Jumbo bins
- Agriculture
- Retail.



Egg Setter Trays protect the fragile nature of eggs



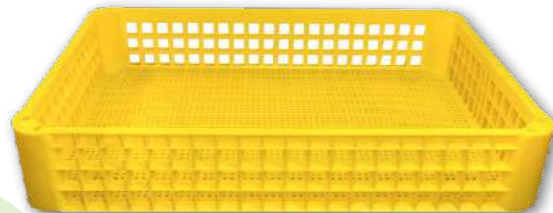
Hatching Crate Designed for the comfortable hatching of chicks



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Easi Tray Used to safely transport live birds from broiler farms to abattoirs



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plastic containers

The company has its own recycling facility where end-of-life plastic containers are recycled to create new plastic containers. In the past five years, the company has diverted more than 24 000 tons of plastic away from landfill.

Mpact Plastic Containers (MPC) forms part of Mpact Operations and is the leading supplier of plastic containers in the southern African market. There are three manufacturing plants ... Atlantis: Western Cape, Brits: North West Province, Castlevue: Gauteng. Both Brits and Atlantis plants host a 5500T Engel Duo machine, which is the largest of its kind in the southern hemisphere.

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The 220 mm high Easi Tray is stacked 5 layers high during transit ...

Save 25% on transport costs !

industry is attempting to recover, there is increasing financial pressure from rising input costs, particularly feed, transport, electricity, and labour. Load shedding has had a harmful effect on almost every industry in the country – and the poultry sector is no different. The cost of feeding and raising a bird to sell is becoming too much to bear for many small farmers and producers. “It’s putting strain on smaller producers,” says Joandra Cloete, Director, Our Poultry Place Farm. Desperate times are pushing farmers into making desperate choices. “At times it has even forced the small producers to quit their projects. Others try to mix their own feed, but it just results in huge death tolls of their chickens,” Cloete says. (Business Insider, 03 August 2022).

In addition, according to Euromonitor International, “Growing awareness of animal welfare might hamper future growth” within the local sector. South Africans, it seems, are becoming more aware of animal welfare and sustainability. Retailers also need to take this into account when sourcing poultry and related products.

A chicken dumping crisis in South Africa?

Chicken dumping is the practice of bringing cheap chicken imports into certain markets. It was reported that South Africa had been flooded with dumped chicken imports for many years up to 2018, when import tariffs started being introduced. The International Trade Administration Commission (ITAC) investigated, and it was determined that Brazil, Spain, Poland, Ireland, and Denmark had been dumping chicken in SACU (Southern African Customs Union) countries at below the cost of production, causing ‘material injury’ to local chicken producers (Engineering News, 01 August 2022).

Chef’s tips for cooking chicken

Courtesy of Astral Chicken



Visual with thanks from www.astralchicken.com

Chefs’ Tip #1

How to stop chicken breasts from drying out

- Roast the chicken breast-side down for two thirds of the cooking time. This allows all the juices to run down into the breast meat, keeping it moist. Once you’re ready to crisp the skin, carefully turn the chicken breast-side up and roast until golden.
- Roasting the chicken at a lower heat for longer will also help to retain moisture.
- Check the temperature using a cooking thermometer. Chicken is cooked perfectly when the thickest part of the meat reaches around 75°C. If it is cooked past this temperature, you will end up with tough, dry meat. To prevent this from happening, remove the chicken from the oven before it reaches 75°C and let it rest. The chicken will continue to cook while resting, without drying out.

Chef’s Tip #2

The best way to slice and dice chicken breasts

- The way chicken is cut will affect how it cooks. To cut slices, hold the chicken breast in your non-dominant hand and curl your fingertips under your knuckles. Use long, even strokes to slice the chicken breast diagonally into one-centimetre strips. Halve each strip lengthwise into longer, thinner strips. Cutting the meat diagonally across the fibres helps keep it tender.
- Avoid accidentally slicing your fingers by placing it in the freezer for approximately 15 minutes. This technique will make the meat firmer, making it easier and safer to cut.
- When it comes to dicing, start by slicing the breast into wide strips. Slice each strip, one at a time lengthwise into thinner strips and then cut across into dice-shaped pieces. Aim for same size pieces for cooking consistency.

https://www.astralchicken.com/chefs_tips/



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Visual courtesy of Salmat



In an about face on the anti-dumping tariffs implemented as part of the Poultry Sector Masterplan, Minister Ebrahim Patel of the DTIC (Department of Trade, Industry and Competition) ...

“ ... announced the suspension of anti-dumping duties against Brazil, Denmark, Ireland, Poland, and Spain, for a period of 12 months. Ostensibly, this was to help combat the rising cost of chicken and ensure that severely cash-strapped South Africans, over half of whom exist below the poverty line, retained access to an affordable protein source. ”

The South African Poultry Association (SAPA), however, argues that there is no evidence that these ‘low prices’ are passed on to the consumer.



Chicken recipe for your deli

Courtesy of Sovereign Foods



Product
Country Range
Crumbed Strips

Visual with thanks from <https://sovereignfoods.co.za>

Crispy Chicken Salad with Tangy Amasi Dressing

This recipe serves 4, but you can supersize it for your deli

<https://sovereignfoods.co.za/sovereign-recipes/crispy-chicken-salad-with-tangy-amasi-dressing/>

INGREDIENTS

Dressing

- 1 cup Amasi
- 2 tbsp fresh lemon juice
- ½ cup mayonnaise
- 2 tbsp chopped chives
- ½ tsp sugar
- 1 tsp salt
- ¼ tsp black pepper

Salad

- Country Range Crumbed Chicken Strips, fried until golden, and seasoned
- 2 heads baby Gem lettuce
- 1 medium sized cucumber, cut into ribbons
- 100g sugar snap peas, sliced
- 50g red onion, thinly sliced
- Fresh parsley to garnish

METHOD

Place the dressing ingredients into a jar, close and shake well. Arrange the salad items on a platter. Top with crispy chicken. Drizzle liberally with the dressing. Leftover dressing can be stored refrigerated in an airtight container for up to two weeks.

<https://sovereignfoods.co.za/wp-content/uploads/2022/06/DSC02610.jpg>



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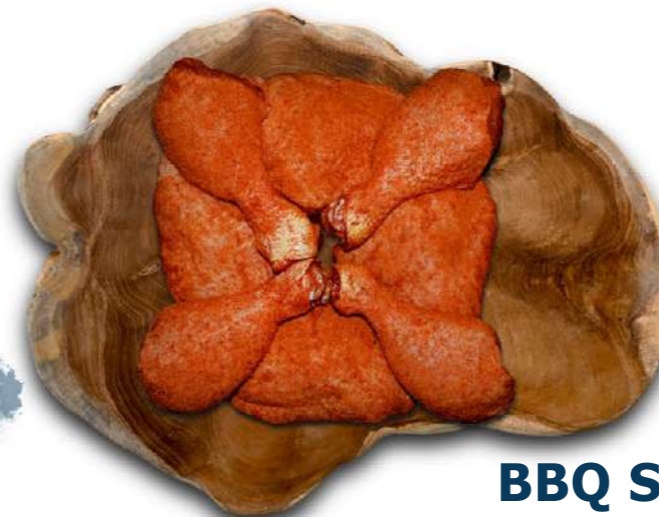
Leg Quarters:
Available plain or spiced



Fillets:
Available plain or spiced



Mexican Drumettes:
Mexican Sprinkle



BBQ Star Pack:
BBQ Sprinkle



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In their statement on the suspension of tariffs, SAPA states ...

“A healthy sustainable poultry industry is what South Africa needs; one that grows, creates jobs, invests locally, and pays its taxes on profits generated. The country cannot import its requirement for protein.”

“The local industry is currently subsidising poultry selling prices, as the inability to fully recover record high feed input costs, and fuel and energy costs, erode margins in a market characterised by record levels of unemployment and dwindling disposable income. One of the primary objectives of the Poultry Sector Masterplan was to increase the level of locally produced chicken in consumption figures and reduce the level of poultry imports to an acceptable level. To date, the industry has invested R1.5 billion in expanding local processing capacity in support of the Masterplan.

“This investment in South Africa’s Agri-processing sector has seen the industry create more than 1 500 new jobs in support of the local economy. Emerging farmers have spent more than R600 million to build new farms to support the increase in capacity, at a time when input costs are against the industry on the back of global macro-economic issues. Unfortunately, not all the available new capacity has been filled with chicken volumes, and the suspension on the implementation of the anti-dumping duty now threatens the industry as capacity will stand idle.”



Deli chicken favourites

- Hot Rotisserie Whole Chicken
- Sliced Chicken Breasts with Basil and Mozzarella
- Chicken Soup
- Chicken Mayo Sandwiches
- Chicken Cordon Bleu
- Parmesan Stuffed Chicken Breasts
- Chicken Salad Sandwich
- Toasted Chicken and Mayonnaise Sandwich
- Chicken Pies
- Chicken strips and nuggets
- Chicken Salad
- Chicken Quarters
- BBQ Chicken

Image courtesy of Vanessa Loring, Pexels

Retailers respond to a constrained market

In the long run, all that retailers can really do is ensure that they support local farmers wherever possible – this will cost more on the medium term, but a stable poultry industry is imperative for food security in South Africa. As NielsenIQ noted in their latest report, consumers are looking for deals that affect their overall basket spend, bearing in mind they are less willing to travel around for different promotions. Consistently good pricing coupled with

great deals on fresh or frozen chicken on a regular basis will keep your customers coming back. Perhaps chicken becomes almost a loss leader, bringing in shoppers who you know will fill their trolleys with their weekly or monthly grocery shop, with cross-merchandising and chicken recipe ideas to encourage the purchase of related products.

Catering for your target market

Retailers need to have a clear and immediate understanding of their consumer demographics in order to monitor buyer behaviour and changing consumer needs and respond accordingly. South Africans are known for using the whole bird, and cash-strapped consumers have turned to traditionally cheaper parts of the bird in order to meet their protein needs. This means the daily analysis of sales data, proper category management, and letting shoppers know through targeted advertising about deals, promotions, and price changes. **SR**

Sources:

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CASE CLOSED

Energy Saving Solutions

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

Air Shield Glass Doors

Features and Benefits

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

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



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

The value benefit

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

You can trust a Glacier door



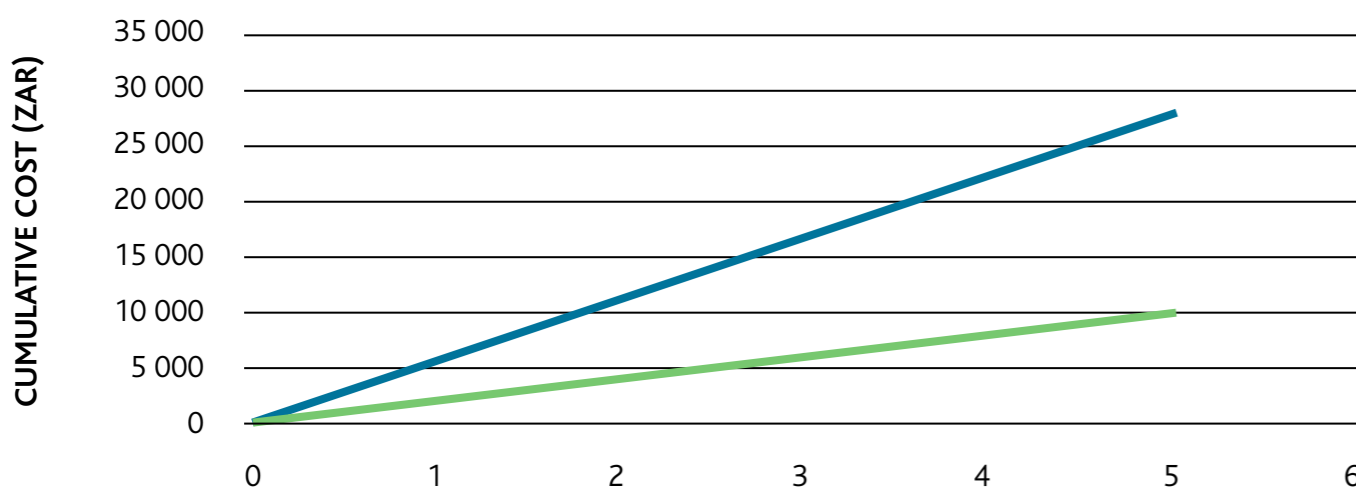
CASE CLOSED

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