

Gaining consumer confidence and trust

The Southern African Poultry Association is embarking on a journey to create our own Quality Assurance Mark for our products. *What is a Quality Mark and why do we need it?* Consumers have become more demanding and more conscious of the impact their food has on their health and this has created a need for Quality Marks that reflect the processes and treatments used on a consumable product. These marks are established to safeguard consumer interest. The Quality Mark is to be incorporated into existing packaging by SAPA members. It will be designed in a manner that does not compete with the brand it endorses. The mark will be instantly recognisable. It is simple, straight to the point and will not require an explanation as to the message it is trying to convey. Marketing activities to support the mark will be explored so that the market is sensitised about the mark and its benefits. The symbols will serve to ensure that:

Products bought bearing this symbol are guaranteed of quality, safety of meat or eggs and that strict standards have been met to ensure that a quality product has been produced.

The Quality mark will serve to further entrench in the consumers' minds that the Poultry Association is serious about maintaining the integrity of our products. The Quality Mark will carry the following attributes:

- *Quality*
- *Distinctly South African*
- *Safe*
- *Locally produced*
- *High standards*
- *Nutritious*

The mark will serve as a **Quality Poultry Guarantee**. The process of applying this mark will be simple and easy to understand. We believe that our members are adhering to the strictest standards as laid out in the Code of Practice and this is to further enhance that Promise to the consumer.

