



# Newsletter



# A MESSAGE FROM THE CEO OF CGCSA

It is a pleasure to share with you the last newsletter for the year 2024, which has updates of developments, projects and initiatives by the CGCSA, which are all guided by our mandate of enabling members to trade better.

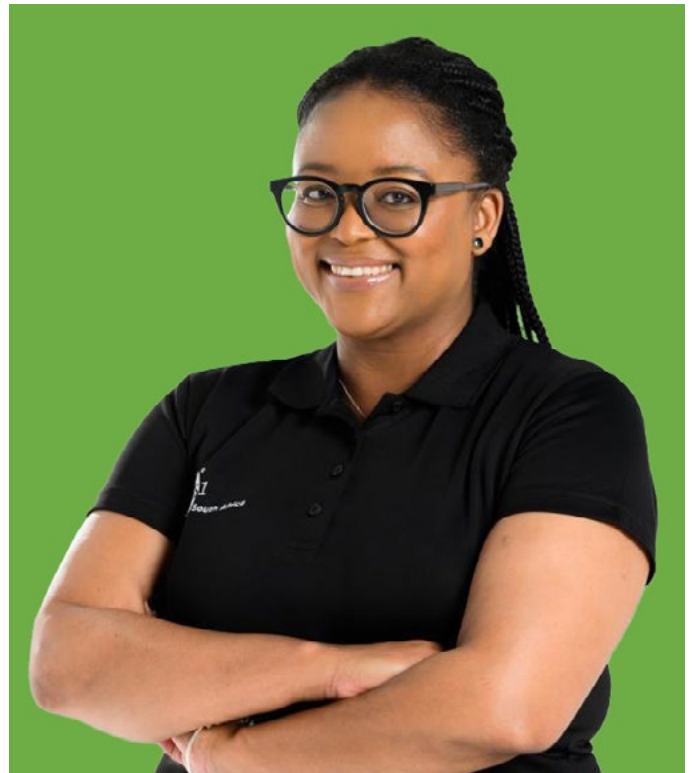
The CGCSA Board approved our new strategy that aims to champion innovation and growth for the sector, while contributing meaningfully to the country's economic reconstruction strategy and prioritises industry needs. Our strategy will be enabled by among others, advisory and advocacy, research and stakeholder collaborative capabilities, underpinned by the emphasis on the adoption of GS1 standards.

Significant progress has and continues to be made particularly in areas such as food safety with intensified efforts to address the scourge of illicit and counterfeit trade, which is impacting our members, the economy and communities. Members will read elsewhere in the newsletter about the illicit awareness campaign which CGCSA launched to complement national efforts to combat this problem, which unfortunately resulted in fatalities, including those of children who consumed suspected poisonous food products. We wish to thank our members and stakeholders who have been supporting the campaign which we hope will raise heightened awareness among communities about the dangers of illicit products.

Regulatory and policy matters affecting our members in particular, continue to be addressed with the relevant government departments. In this regard, I am pleased that at a macro-economic level, we are witnessing improving business confidence and investor sentiment in response to promises by the Government of National Unity (GNU) to pursue business-friendly policies.

As CGCSA, we have and continue to stress the importance of government, working and collaborating with organised business, to accelerate structural and policy reforms to unlock the economy's potential to attract investment and create jobs.

In this reporting period, we have engaged various government ministers to share solutions-based interventions that will benefit the consumer goods sector and the wider economy. We are particularly pleased that the Minister and Deputy Ministers of Trade, Industry and Competition, engaged the CGCSA Board and members on 20 November 2024 and reaffirmed government's commitment to creating an enabling environment for businesses and advancing measures that promote inclusive economic growth.



**ZINHLE TYIKWE**

We are anticipating the second phase of the collaboration between business and government to address critical areas, specifically the water challenges in certain parts of the country and manufacturing areas where a number of our members operate.

It is through these initiatives that we can ensure sustained economic recovery and growth, which can only be beneficial to our sector, given its critical role in ensuring national food security and the manufacture and supply of basic commodities and pharmaceuticals. We therefore look forward to the new year with renewed optimism of a brighter future for our country and our sector in particular.

Enjoy reading the updates in this newsletter, and as usual, please feel free to contact us if you need any clarity or further information on any of the updates contained therein.

I wish you all a restful festive season, and safe journeys for those travelling to rest and enjoy time with family. I also wish everyone a successful 2025.

**Until the next newsletter, happy reading!**



# Supply Chain and Crime Situation

## Engagements with Law Enforcement

The Consumer Goods Crime Risk Initiative (CGCRI) hosted several senior police officials including provincial police commanders. These engagements were largely centred on sharing updates on the crime situation in their respective provinces, as well as discussing crime mitigating strategies. Ongoing projects were also discussed including the MY CGCSA App which has been developed to assist law enforcement and the public to verify the authenticity of products by scanning the barcode.

## Counterfeit & Illicit Products

The fight against counterfeit & illicit goods is an ongoing process, with numerous disruptive raids conducted by law enforcement resulting in the seizure of illicit cigarettes worth over millions of rand and the arrest of numerous suspects.



Illicit cigarettes with estimated street value of R2.5m  
(Hazyview, Mpumalanga)



Illicit cigarettes with estimated street value of R1m  
(Zebediela, Limpopo)



CEO Ms. Zinhle Tyikwe  
destroying counterfeit liquor

## Destruction of Counterfeit Alcohol

On Friday the 13th of September 2024, the CGCSA was invited to attend the Destruction of Counterfeit & Illicit Liquor by the SAPS Gauteng Provincial Commissioner. During this event counterfeit and illicit alcohol seized during enforcement operations were destroyed. Law enforcement members who attended the MY CGCSA App training expressed appreciation of the app and how it had aided them during enforcement operations. Our CEO Ms. Zinhle Tyikwe gave the message of support during the event and had an opportunity to destroy some of the counterfeit alcohol.



# Food Sustainability and Safety

## Food Donation Management Standard Development: South African Bureau of Standards (SABS)- SANS 2088

We are pleased to report that steady progress is being made, with increased participation from experts in the field at each meeting. This collaborative effort is crucial as we strive to create a comprehensive and effective standard.

To facilitate this development, there are scheduled monthly working group meetings. These sessions provide an opportunity for continued dialogue and collaboration among stakeholders, ensuring that diverse perspectives are considered as we continue to refine the standard.

We would like to extend our sincere gratitude to all food safety and food donation experts who have actively engaged in this initiative. Your contributions and insights are invaluable, and your commitment to this project is instrumental in shaping a robust framework that will benefit the entire food donation ecosystem.

Thank you for your dedication and support. We look forward to our continued collaboration as we work towards the successful completion of the SANS 2088 Food Donation Management Standard.

## Food Fraud Action Plan

A comprehensive food fraud action plan has been developed, detailing specific actions to mitigate counterfeit goods through rigorous identification and authentication methods, enhancing supply chain transparency, implementing legal measures, raising consumer awareness, partnering with law enforcement, conducting thorough vendor screenings, and deploying advanced technological solutions.

In conjunction with this initiative, we conducted an in-depth analysis of the members listed on the Global Standards (GS1) registry platforms. This analysis, which focused on 50 members of the Food Safety and Sustainability Initiative (FSSI), revealed that 58% of these members are currently registered on the GS1 platforms. However, it is imperative that the data presented on these platforms is complete and satisfactory. Our findings indicate that some entries lack essential information, such as images and nutritional details, which compromises the effectiveness of the registry.

**We strongly encourage all members to engage with the Global Standards Solution (GSS) division. By doing so, supply chain personnel can gain vital insights into maximizing the benefits of these platforms, thereby enhancing our collective efforts to combat food fraud.**





As part of the focus areas outlined in the Food Fraud Action Plan, we are committed to fostering collaborations with government departments and entities, which are key stakeholders in our collective effort to address the rising incidence of food fraud.

Recently, we received an invitation from the South African Local Government Association (SALGA) to present on how we can support their initiatives and explore potential collaborative opportunities. The engagement proved to be highly productive, as it included Environmental Health Managers from nearly all provinces in the country. It became evident from our discussions that there is an urgent need to break down silos and ensure that our efforts in the private sector align with governmental initiatives. Working together, we can better protect consumers and uphold their trust in our products.

Following our engagement with SALGA, we received an invitation from the Ehlanzeni District in Mpumalanga. This demonstrated that our message was well received during the National SALGA meeting and suggests a growing willingness among government entities to collaborate with industry stakeholders.

We urge CGCSA members to proactively demonstrate the key identifiers that officials should consider when conducting investigations of your products. Additionally, we recommend that you implement internal strategies to support these efforts, ensuring that you are prepared to respond effectively when intervention is required.

## Trade Pillar : Trade Barriers 5-point Plan

An ongoing dialogue is in place, providing members with the opportunity to address any trade-related inquiries in the presence of officials from the Department of Trade, Industry and Competition (the dtic). The dtic officials have committed to reporting on updates and progress regarding the challenges raised by members during our monthly meetings, which are scheduled to continue until December 2024. We will assess the potential for expansion of this initiative at the beginning of 2025, based on the progress achieved by the end of December.

We have consistently advised members to utilise the non-tariff barriers online reporting platform to report any obstacles encountered in the markets with which you trade. The dtic communicated that the processing of these reports takes a bit longer than anticipated to reach them. To address this, the dtic developed a national reporting tool designed to facilitate prompt and effective resolutions by allocating the necessary resources to queries raised by members. The tool also includes a section for opportunities that have been identified but due to trade barriers, were denied. The Africa market access centre reporting tool, which can be found, [here](#) and we encourage all members to use this new tool, for new trade barriers and particularly barriers that have not been thoroughly addressed previously.

**Note that the utilisation of this form does not repeal the official formal platform where barriers are to be notified**

Through this initiative, we successfully arranged a presentation from the Border Management Authority (BMA) in response to a need identified in the five-point plan. The BMA conducted an information session to provide members with an overview of its current mandate, as well as the processes and procedures related to ports and other pertinent matters.

The BMA outlined that it is prioritising border management issues to enhance security and ensure that all items entering the country through the port of entry are thoroughly inspected. This approach allows for prompt decision-making regarding any potential problems, enabling necessary consignments to be addressed or returned at the port itself. The functions being transferred to the BMA include immigration, agriculture, health, and environmental oversight. Border law enforcement and other entry management responsibilities will be exclusively undertaken by them and they are currently managing transitional issues until it is fully equipped to assume complete operational control.

## Members are requested to share any potential challenges or feedback to the BMA.

In addition to the local trade facilitation, on 10 October, we participated in an online session of the inaugural EU-South Africa Agri-Food Trade Roundtable hosted by H.E. Ambassador Dr Tokozile Xasa at the Embassy of #SouthAfrica to the EU.

The event provided us with a platform to raise challenges that members face with regards to market access and presented a few proposals for consideration, this to support the evolving EU-South Africa agricultural trade relationship. Many opportunities exist in this partnership and there is a great need for dialogue and pilots to collectively learn of challenges and formulate solutions collectively.





# Food Loss and Waste

## New appointments

We are excited to announce the expansion of the South African Food Loss and Waste Initiative team! To better serve the signatories and drive impactful change, we've added a Communications Specialist, two dedicated Key Accounts Managers and an Administrator. This talented team will focus on enhancing our outreach efforts, building stronger partnerships, and ensuring the smooth operation of the Initiative.

## Reports submissions and follow up

Our newly appointed Key Accounts Managers are now following up with signatories on outstanding reporting data and conducting final follow ups for submissions. They are working to ensure that the data is complete and as accurate as possible. Once finalised an internal analysis will be done, after which the anonymised data will be shared with third parties for further analysis. Signatories will be contacted to ensure that the necessary permissions are in place.



The FLWI Team with WRAP colleagues Nicola Jenkin and Michael Jones (Centre left and centre right)

## UN Day of Awareness of Food Loss and Waste

The 29th of September has been dedicated by the Food and Agriculture Organisation of the United Nations, to raising awareness of the issue of food loss and waste globally each year. This date is known as the International Day of Awareness of Food Loss and Waste and was observed for the fifth time this year.

This day has an added significance to the CGCSA since the South African Food Loss and Waste Initiative was launched on this day in 2020. In belated observance of this important day and in celebration of the FLWI's 4th anniversary, on the 1st of November, we invited a limited number of stakeholders to a fun and interactive workshop on food rescue and preservation at home. In South Africa, around 18% of food waste occurs at a consumer level. Reducing this number by 2030 is something that everyone can contribute to with a few small changes. Hence the theme of our event is 'Reimagining waste in the kitchen.' The invitees formed part of gaps we have identified in our signatory base, and we are aiming to recruit them into the Initiative.



## Health and Wellness

Insights gathered from members regarding the Healthy Food Options Industry Initiatives (HFOIIs) are being reviewed and will be used to tailor the programme. The CGCSA's workforce nutrition programme was launched in May this year. Nutrition Education is being provided to employees on Wednesdays through the CGCSA's internal communication channels, the annual Nutrition-focused Health Check will take place at the end of October and work is underway to launch the Breastfeeding Room in the CGCSA's offices.

# Global Standards and Solutions

## From GS1 Barcodes to QR Codes with GS1 Standards.

This year marks the 50th anniversary of the first product barcode to be scanned in a grocery store. In the early 1970s, retailers and manufacturers worked together with GS1 the global organisation for data standards to adopt the barcode as the universal way to identify products.

The GS1 barcode is used today on billions of products worldwide and is great for enabling many processes like scanning at checkout, category management, fulfilment in distribution centers and much more.

Today, more than ever, consumers and regulatory bodies are demanding more product information, such as usage instruction, safety, ingredients, nutrition, certifications, recycling, etc., and here is an ongoing need for enhanced products traceability through the supply chain to mitigate risk and improve customer service.

However, the traditional barcode that has served us so well doesn't have the capacity to support these future needs. To meet these new demands, the consumer goods industry will be best served by transitioning to QR Codes with GS1 standards, as they can store extensive amounts of product information and are easily accessible via smartphones.

This would open a range of new possibilities, providing all the information consumers need and desire, improving traceability and driving efficiencies through the supply chain, while still enabling scanning at checkout with the project called Sunrise 2027.

For Sunrise 2027 to succeed, industry must once again come together to adopt a unified approach, requiring changes from both retailers and manufacturers. We expect that this transition will happen gradually and believe that those who lead this transformation will be best positioned to unlock valued new capabilities and provide more benefits to their customers, shoppers and consumers.

To learn more about QR codes with GS1 standards and get involved, go to: <https://gs1za.org/media/>

Leaders from the world's biggest companies have signed an Industry Global JOINT Statement calling for the transition to QR Codes with GS1 standards to revolutionise the consumer experience. 22 companies signed the global statement before the announcement on 26 June.

## GS1 Activate

Activate is a service offered by GS1 to make it easy for you to put a barcode on your products. Whether you're selling in retail or in other sectors, we provide all you need so you can get your products listed fast. And the faster you list your products, the more you can sell.

In addition to facilitating Barcode management through GS1 Activate, we provide comprehensive support and guidance to ensure your product listing process is smooth and efficient. With GS1's extensive expertise and resources, you can be confident that your products will be accurately identified and readily accessible to retailers and consumers alike. By utilising GS1 Activate, businesses can generate and share product data helping you trade better locally and globally.

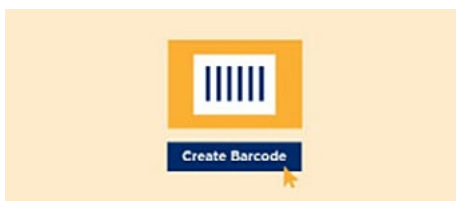
Do not miss out on the opportunity to maximise your sales potential with GS1 Activate!

### What activate can do for you:



#### Get barcode numbers for your products

Barcode numbers (also called GTINs) identify your products uniquely and enable them to be sold anywhere in the world.



#### Generate barcode symbols

Once you have a barcode number, you can generate the barcode symbol to print on product packaging. We'll also give you advice on how to print and place the barcode so it scans well first time!



#### Share your product data

The basic product data that you add to GS1 Activate will be made available globally so that retailers and marketplaces can view it.



# GS1 GDSN and GS1 Global Data Model

GS1 Global Data Model & Attribute Definitions for Business (ADB) enable greater data quality within the network



## Global Data Synchronising Network (GDSN)

The GDSN program is a powerful platform designed to enhance product visibility and streamline interaction with major retailers across any market. It makes it possible for any company, in any market, to share high-quality product information seamlessly. The benefits of GDSN include gaining access to a vast network of retailers and trading partners, enabling efficient listing and managing product data in accordance with industry standards.

### How the GDSN works:

#### Load Data:

The information supplier loads products and company information in its data pool.

#### Register Data:

A small subset of this data is sent to the GS1 Global Registry.

#### Request Subscription:

The information recipient, through its own data pool, subscribes to receive the information.

#### Publish Subscription:

The information supplier's data pool publishes the requested information to the information recipient's data pool.

#### Confirm & Inform:

The recipient sends a confirmation to the information supplier via each company's data pool, which informs the information supplier of the action taken by the information recipient retailer using the information.

#### The benefits therefore for GDSN are:

- Share real-time product content with all trading partners simultaneously
- Decrease data management time and costs
- Eliminate manual processes and reduce errors, generating quality
- Bring new products to market quickly and easily
- Enable brand transparency to consumers and patients.

To read more on GS1 Standards [click here](#).



# Legal, Regulatory and Stakeholder Engagement

As we navigate the ever-evolving legal and regulatory landscape in the FMCG sector, our LRSE department remains committed to advocating for a supportive environment that enables our members to trade better. This section of the newsletter highlights our continuous efforts in shaping policies, managing risks, and fostering strategic relationships.

## Competition Commission: Reports and Market Inquiries

Our previous reports highlighted various Competition Commission's Reports which have reached conclusions that potentially damage the reputation of the food value chain. In the August report, we discussed the Fresh Produce Market Inquiry (FPMI), the preliminary finding of which identified several factors impeding competition within the market. These factors include deteriorating infrastructure at National Fresh Produce Markets (NFPMs), challenges faced by smallholders and historically disadvantaged farmers in accessing these markets, high retail mark-ups, and a reliance on imported inputs, such as fertilizers and seeds. The inquiry found the domestic fresh produce market was estimated at more than R53bn annually, comprising R21bn for fresh produce sold through NFPMs and R32bn through formal retail and that though the size of the market was relatively big, the inquiry found the share of black-owned farms, market agents and small-scale farmers was negligible in general.

The inquiry identified 29 practical and reasonable provisional remedial actions and recommendations that could address distortions in the fresh produce market and opened up a public consultation process. The CGCSA participated in the public consultation process by making written submissions about the inquiry's fairness, pointing out strict deadlines, a lack of transparency, and unclear calculations used for determining mark-ups. We recommended that the Commission allow more reasonable response timelines and conduct thorough supply chain analyses in future inquiries. In response, the Commission has extended the deadline for public comments on the Provisional Report to January 2025.

Following the Fresh Produce Market Inquiry Preliminary Report, the Competition Commission published the Essential Food Pricing Monitoring (EFPM) Report on 4 October 2024, which continues tracking essential food prices throughout the value chains of selected essential food items. The Commission observed that prices remain high and are increasing at a rate that is unaffordable for low-income households. The October 2024 edition of the EFPM Report found that easing cost pressures have been slow to translate into lower food prices in several essential food value chains, giving the impression that the food value is not price sensitive and oblivious to the tough economic conditions experienced by many South Africans.

The CGCSA has noted inconsistencies in the Commission's data gathering processes, and particularly the limited to no consultation of our members. These reports are used as engagement tools in platforms such as Nedlac and have led to the sector being viewed in a very bad light – maintaining high prices to the detriment of consumers.

The CGCSA has been made aware that the Competition Commission has approached a number of members to influence the adoption of the recommendations from the Essential Food Pricing Monitoring Report. Considering this and considering the potentially damaging conclusions of the Commission, management engaged the Competition Commissioner in the 3rd week of November to address the challenges and unintended consequences of the reports. Principally, the meeting identified constructive consultation processes whenever the Commission conducts inquiries or collects data.

## National Minimum Wage

The National Minimum Wage Commission (the Commission) is set to release its annual report and recommendations for the possible adjustment of the 2025 National Minimum Wage later this year. Ahead of these recommendations, the Commission invited written submissions from stakeholders, including employers and trade unions. In response, CGCSA members were asked to provide their input by 20 September 2024, addressing key issues such as the economic impact of wage increases, sector-specific challenges, compliance concerns, social and ethical considerations, and the long-term implications for business sustainability.

On 25 September 2024, CGCSA held a member workshop to review the process and gather further input to shape CGCSA's final submission to the Commission. Subsequently, on 30 September, we submitted recommendations suggesting that any wage adjustments be aligned with the Consumer Price Index (CPI) and that the adjustment process should be subjected to NEDLAC processes. The Commission is expected to publish its report and recommendations in December 2024.



## Socio-Economic Impact Assessment (SEIA) Report on Health Promotion Levy

Previously, we reported that we had submitted feedback to the Presidency on the Socio-Economic Impact Assessment (SEIA) of the Health Promotion Levy (HPL). The HPL SEIA report covers the levy's impact on dietary intake, non-communicable diseases, employment, and investor sentiment. In our submission, we raised concerns about the SEIA process, particularly the lack of sufficient consultation with key stakeholders and inadequate notice for the recent roundtable. We also highlighted potential bias due to the involvement of PRICELESS SA, a research institute known for advocating an increase in the HPL. To ensure a more robust and credible policy development process, we recommended that the Presidency align the SEIA with ongoing discussions at NEDLAC.

Following our submission, we reached out to the Presidency for an update on the process and guidance on the next steps. The Presidency confirmed it is conducting a comprehensive study that will involve consultation with all key industry stakeholders and address concerns raised in the written submissions. They expressed full agreement with the recommendations regarding the collaboration between all interested parties and alignment with the objectives of the GNU that seek to pursue every action that contributes to sustainable, rapid economic growth and the removal of obstacles that stand in the way of growth.

## Liquor Products Act: DRAFT Regulations Amendments

On August 27, 2024, the Department of Agriculture, Land Reform, and Rural Development (DALRRD) held an in-person meeting in Cape Town on the Draft Regulation Amendments under the Liquor Products Act, Act 60 of 1989. The meeting focused on reviewing comments from various stakeholders, including the CGCSA, following our 2024 submission on the proposed amendments. These Draft Regulation Amendments aim to introduce new requirements for different types of alcoholic spirits, gins, and other fermented beverages.

We are currently awaiting the final comments derived from this discussion. If successful, this will be a win for the liquor industry as ingredients for alcoholic spirits, gins and fermented beverages would remain unchanged.

## Control of Tobacco Products and Electronic Delivery Systems Bill, 2018

The CGCSA has successfully advocated for the Tobacco Bill to be sent back to the National Economic Development and Labour Council (NEDLAC) for review with an approved Socio-Economic Impact Assessment (SEIAS), ensuring a well-rounded understanding of tobacco harm reduction and effective regulation. This after Parliament had reported during the last week of October 2024, that the Bill will not be going back to NEDLAC.

### Background of the Bill:

- The initial draft was released for public input by the National Department of Health in May 2018.
- A revised version of the Bill was approved by Cabinet in September 2022.
- The Tobacco Products and Electronic Delivery Systems Control Bill was introduced to Parliament on December 9, 2022.

### Purpose of the Bill:

The Bill aims to enhance public health protections, align South African tobacco control laws with the World Health Organization Framework Convention, and replace the Tobacco Control Act of 1993 (Act No. 83 of 1993). Proposed changes include:

- Designating 100% smoke-free indoor public spaces and specific outdoor areas;
- Banning cigarette sales through vending machines;
- Requiring plain packaging with graphic health warnings;
- Banning point-of-sale displays; and
- Regulating electronic nicotine and non-nicotine delivery systems.

## Process So Far:

After its introduction to the National Assembly (NA) in December 2022, the NA began public consultations, inviting stakeholders to submit written comments by September 4, 2023. In its submission, CGCSA urged the Portfolio Committee overseeing the Bill to refer it back to NEDLAC for comprehensive review. However, the Committee proceeded with public hearings, consulting eight of the nine provinces to date, with KwaZulu-Natal scheduled for consultation from November 8-10, 2024.

## Importance of NEDLAC:

The NEDLAC process is essential for identifying knowledge gaps around tobacco harm reduction and establishing effective regulations to reduce smoking rates. Additional considerations include potential job losses in the industry, an increase in illicit tobacco trade, and reduced tax revenue from legal tobacco products and electronic delivery systems.

## Current Status:

A NEDLAC has been constituted to further debate the Bill, the CGCSA will occupy 10 of the 12 representatives allocated to the Business constituency.

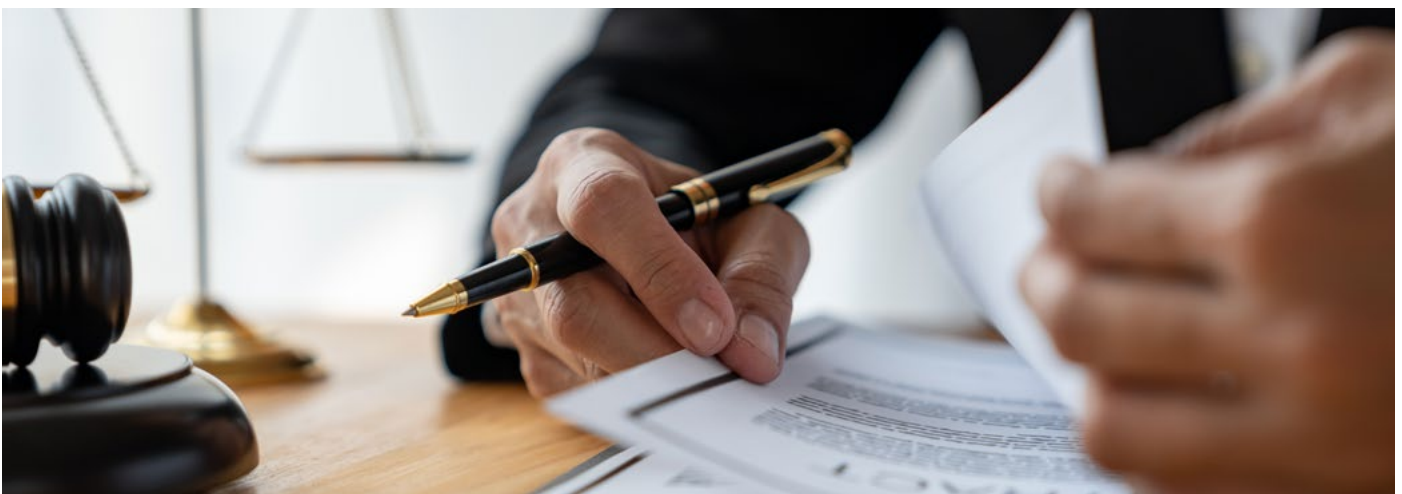
## Policy Review of the Taxation of Alcoholic Beverages

We are pleased to inform members that, following our request for an extension to the comment period on the Policy Review of the Taxation of Alcoholic Beverages, National Treasury has considered our request among other requests, and granted an extension until 14 February 2025.

This is an important milestone and demonstrates the GNU's commitment to working together with the private sector.

## Leaf Services Submission

On 12 August 2024, CGCSA submitted comments to Leaf Services, the assignee designated by the Minister of Agriculture to conduct inspection services under the APS Act. Leaf Services is tasked with conducting inspections, grading, and sampling for the quality control of grains and grain products. Leaf Services recently published proposed inspection procedures and fees for public comment. Our submission raised concerns regarding the proposed inspection methodologies, fees, and the frequency of inspections, following two prior notices published in November 2023 and March 2024.





# Stakeholder Engagements

## Board Engagement with Minister and Deputy Minister of the Department of Trade, Industry and Competition

The CGCSA Board engaged Minister Tau and Deputy Minister Goglimpi on 20 November 2024. In the meeting the Department of Trade, Industry, and Competition (the dtic) reaffirmed its commitment to creating an enabling environment for businesses and advancing measures that promote inclusive economic growth. The dtic and CGCSA will drive critical industry initiatives, that include the implementation of supplier development programmes providing SMMEs with greater access to markets and promote food safety. To ensure a coordinated and impactful approach, the dtic and CGCSA established a joint working group tasked with advancing these priorities and tracking progress.



Additionally, the department is exploring global best practices, including the EU's Digital Trade Passport requirements for steel and textiles industries. Such exploration will inform our strategies to enhance local industries' competitiveness in international markets.



## FoodForward SA Site Visit

The Food Loss and Waste Initiative team had the privilege of visiting FoodForward SA's head office in Cape Town. As well as meeting their executive team a tour of their warehouse and logistics centre was also organised. An associate signatory to the FLWI, FoodForward SA is the largest food distribution organisation in South Africa, alleviating hunger while reducing the environmental impact of food loss & waste by recovering quality surplus food from farmers, manufacturers & retailers to feed vulnerable communities. Aiding over 2,500 beneficiary organisations and with 920 000 beneficiaries served daily FoodForward SA has helped get 21 760 tonnes of food to those that need it.





# Training and Skills Development

## MY CGCSA APP training of law enforcement officers

We conducted training on the MY CGCSA App to over 300 law enforcement officials. The purpose of the training was to enable law enforcement to use the App when conducting operations/inspections at formal & informal retail stores in the fight against counterfeit & illicit trade. The App enables a user to verify the authenticity of the barcode on the product by providing manufacturer details as well as product information. Should this barcode not match the product information displayed then this raises a red flag. An investigation by law enforcement into the product will then follow in consultation with the CGCSA team. Members of the public have been encouraged, through the use of the App to report any suspicious product to the CGCSA hotline 0800 014 856.

The attendees expressed their excitement in the App which they said would help in the fight against counterfeit and illicit trade.



CGCSA auditorium: SAPS Training on the MY CGCSA App

## TechnoGirl: Supporting the Digital Skills Divide

We have partnered with TechnoGirl to support the digital skills divide with a focus on young learners. This partnership will see the FMCG sector build an inclusive future for young girls in the science, technology, engineering and mathematics (STEM) careers. The Foundation is leading the way to unlock future talent by creating job shadowing opportunities for Grade 9-11 learners in South Africa. Five girls were hosted during the June and September 2024.

In the quarter under review, we hosted students from the Techno Girl Programme for 3 days. During this period soft skills training was conducted covering topics such as time management, personal budgeting, communication and interpersonal skills, self-awareness and problem solving. The students had an opportunity to spend a day at Mitas Corporation (Pty) Ltd with the aim of exposing them to the solution provider aspect of the supply chain. They engaged in hands-on activities and learnt about innovative projects Mitas Corporation is working on.





# CGCSA Producer Responsibility Organisation (PRO) Related Activities

Partnerships for impact is our CGCSA guiding force and this time we partnered with Urban Surfer, a leader in innovative waste management solutions, who partnered with Focus Rooms event venue to roll out its waste initiative using micro reclaimers during the CGCSA 2024 Summit. This initiative significantly boosted the event's recycling rate, raising it from a modest 15% to an impressive 85% of event waste, marking a monumental step toward sustainability for both the venue and the CGCSA.



By implementing Urban Surfer's unique waste management approach, which leverages micro reclaimers to sort, process, and recycle waste, Focus Rooms has not only demonstrated its commitment to environmentally responsible practices but also positioned itself as a leader in sustainable event hosting. This achievement highlights Focus Rooms' dedication to sustainability and sets a benchmark for other venues in the industry to follow.

For CGCSA, this initiative aligns perfectly with their newly launched CGCSA PRO (Producer Responsibility Organisation). The CGCSA PRO initiative aims to create a sustainable and inclusive waste management ecosystem by empowering micro reclaimers and promoting responsible waste disposal practices. Through this collaboration with Urban Surfer, CGCSA has shown its strong commitment to sustainability and its active role in driving the change toward a greener future.

Matlou Setati, head of the CGCSA PRO initiative, commented, "The partnership with Urban Surfer and the successful implementation of their waste solution at the CGCSA 2024 Summit is a significant step toward our goal of creating a more sustainable and circular economy. By increasing recycling rates so dramatically, we're not just reducing waste—we're setting an example for the entire industry."



Join us as a PRO of choice by emailing [pro@cgcsa.co.za](mailto:pro@cgcsa.co.za)



## Call for Expressions of Interest (Eoi)

An Expression of Interest (Eoi) was sent out to over 350 interested parties (including via the CGCSA's members) to identify potential organisations or partners to administer and deliver one or more of four Foundation projects, identified as follows:

<p><b>STEM and digital skills for marginalised youth</b></p>	<p>Managing and delivering an initiative aimed at empowering, in particular young women, in STEM (Science, Technology, Engineering, and Mathematics) and digital skills</p>
<p><b>Community Gardens (Including: Access-to-market skills for community and small-scale food producers)</b></p>	<p>Managing and delivering a training programme and/or courses aimed at small-scale and community food garden producers in the areas of food safety, business and agricultural skills to enhance their economic sustainability through improved access to the food market.</p>
<p><b>Adopt-a-Substation</b></p>	<p>Spearheading efforts to revitalise, maintain and secure critical power substations within the City of Ekurhuleni, ensuring municipal, industry and community engagement and sustainable operations.</p>
<p><b>Clean-up campaigns that empower youth and vulnerable communities</b></p>	<p>Leading initiatives to organise and execute clean-up drives in cities or areas blighted by poor waste management services, fostering long-term community engagement and empowerment.</p>

## Expression of Interest were received from a number of organisations



**JOIN THE  
CGCSA FOUNDATION  
TODAY**



Email us at: [foundation@cgcsa.co.za](mailto:foundation@cgcsa.co.za)





# Events and Workshops

## Signatory Workshops

We hosted three in-person workshops with our current signatories in August. They were held in Cape Town, Durban, and Johannesburg. The purpose of these workshops was to bring all our current signatories together to reflect on what had been achieved by the South African Food Loss and Waste Initiative to date, and to present the proposed plans for 2024/2025 for their inputs.

The feedback from signatories was used in identifying key focus areas for the Initiative's work in the coming year. Further Information from these workshops as well as the planning for the next year will be shared once finalised.



## Participation at ISWA Congress

Alongside our international partner The Waste and Resources Action Programme (WRAP), we participated in a presentation at the International Solid Waste Association (ISWA) Congress in September. The theme for our discussion was Tackling food loss and waste at scale through collaborative action in South Africa and beyond. We also hosted a panel discussion entitled Fixing our broken food system: how can we all play our part? We would like to thank two of our core signatories, Shoprite and Sea Harvest, for their valuable contributions to this discussion, which helped raise awareness of the need for collaboration to tackle the important issue of food loss and waste in our country.



Matlou and Michael presenting as FLWI & WRAP at ISWA

## Member Spotlight

This month, we feature two of our member companies British Tobacco and Danone, both leaders in their sectors. We were honoured to be a part of their sustainability-oriented summits where they showcased their efforts and bold plans in their sustainability journey, packaging solutions. Learn how they are making strides in sustainability by visiting their various websites. #Shapingsustainabilitytogether



## Annual Legal Seminar

The Consumer Goods Council of South Africa, in partnership with ENSafrica hosted the 2024 CGCSA/ENSAfrica Annual Legal Seminar on 14 November 2024. This was the third consecutive Seminar since its resuscitation in 2022.

### CGCSA and ENS Annual Legal Seminar 2024

**Date:** THU 14 November 2024  
**Time:** 08:00am - 08:30am (UTC +2) | arrival and registration  
08:30am - 03:30pm (UTC +2) | seminar  
**Venue:** ENS | The MARC | Tower 1 | 129 Rivonia Road | Sandton | Johannesburg

The Seminar was an in-person event at ENSafrica offices aimed to empower our members and key stakeholders with relevant up-to-date content, enabling them to proactively manage legal and regulatory risks, and respond to the ever-changing landscape.

## Annual Women Colloquy: Advancing Inclusivity in the FMCG Sector

The Consumer Goods Council of South Africa (CGCSA) hosted the 2nd Annual Women Colloquy on 29th August 2024 at the Killarney Country Club in Houghton Estate. This flagship event built on the success of the inaugural colloquy in 2023, reaffirming CGCSA's commitment to promoting inclusivity, equity, and diversity within the fast-moving consumer goods (FMCG) sector. As a pivotal Industry Association, CGCSA continues to champion initiatives that empower women across all levels of the workplace, driving transformation and sustainable growth. With the theme "Accelerating Inclusivity, Equity, and Diversity Programme," the colloquy provided a platform for participants to exchange insights, explore new opportunities, and address challenges in a rapidly evolving business landscape.

The 2024 event attracted 117 participants, reflecting strong engagement from sector leaders and stakeholders. The colloquy showcased robust sponsorship support from major brands, including Amka, Coca-Cola, Kellanova, Lindt, RFG, SAB, W&RSETA, and Red Bull.

As the CGCSA looks ahead to the 3rd Annual Women Colloquy on 27th August 2025, plans are underway to expand the event's financial and strategic impact while strengthening its inclusivity initiatives. By fostering collaboration and innovation, CGCSA remains committed to empowering women across the sector and contributing meaningfully to South Africa's economic growth and societal advancement.



A promotional banner for the CGCSA Women Colloquy 2024. The banner features the CGCSA logo at the top left, the event title "CGCSA Women Colloquy" in large blue letters, and the tagline "ACCELERATING INCLUSION, EQUITY AND DIVERSITY" in orange. Below this, the event details are listed: Date: 29 August 2024, Time: 08:00 - 12:00, Venue: Killarney Country Club, and Cost: R1000.00 per person. A prominent blue button says "REGISTER TO ATTEND". On the right side, there is a stylized graphic of several women's faces. At the bottom, a row of logos for sponsors is displayed, including Amka, Coca-Cola, Kellanova, Lindt, RFG, SAB, and W&amp;RSETA.



# Launch of the National SAPS Safer Festive Season Campaign

As per norm, the CGCSA was invited to participate in the launch of the National SAPS Safer Festive Season Campaign. The launch was held on 11th October 2024 at Moretele Park in Tshwane. The purpose of the campaign is to increase SAPS visibility and deployment in identified high risk areas including malls, shopping centres and routes. The CGCRI assists in identifying vulnerable areas, malls and high-risk routes as well as identifying high risk times of day and high-risk day of the week. During the event the CGCSA showcased its service offering by setting up an exhibition stand.

All the other respective provinces will also be launching their SAPS Provincial Safer Festive Season Campaigns ahead of the start of the festive season.



Police Minister; Mr. Senzo Mchunu; SAPS National Commissioner General Fannie Masemola & stakeholders at the Launch of the SAPS Safer Festive Season Campaign in Tshwane.

# CGCSA Summit 2024



# Campaigns

## CGCSA Illicit Campaign. Checka Daai Deng, Reka Makoya!

Illicit and counterfeit products pose a significant threat to South African brands, the economy, and the health and safety of its citizens. These fake goods often mimic legitimate products, misleading consumers and undermining trust in authentic brands. The circulation of counterfeit goods directly impacts economic growth by depriving the government of tax revenue, harming legitimate businesses, and fostering criminal activity. More alarmingly, these products frequently bypass regulatory safety standards, posing severe health risks to consumers. This reality was tragically underscored in early November when an outbreak involving counterfeit snacks sold in spaza shops resulted in the deaths of 23 children—a sobering reminder of the dire consequences of illicit trade.

In response, the Consumer Goods Council of South Africa (CGCSA) launched its Illicit Campaign on 11 November 2024, with the pre-planned objective of educating consumers ahead of the festive season. The campaign, themed Checka Daai Ding, Reka Makoya! (translated as Check What You're Buying, Buy the Real Product), aims to empower South Africans with the knowledge to identify counterfeit products. To further aid consumers, CGCSA has promoted the My CGCSA App, which allows users to scan a product's barcode and verify its authenticity by comparing the app's information with the physical product. This innovative approach enhances consumer confidence and helps combat the prevalence of counterfeit goods.

The three-month campaign utilises a robust multi-channel strategy, including partnerships with the Government Communication and Information System (GCIS), community print and radio stations, as well as engaging & seeking advice from professional marketing and communication agencies. CGCSA has also encouraged its member organisations to amplify the campaign's message through their social media platforms and other communication channels to reach a broader audience. From educational content on barcodes and packaging to discussions on product safety, the campaign underscores the collective effort needed to fight illicit trade. CGCSA remains committed to safeguarding South African consumers and ensuring the integrity of the consumer goods industry.

CHECKA DAAI DING, REKA MAKOYA

**ILLICIT GOODS CAN HARM YOU AND YOUR FAMILY!**

DO YOUR PART AND REPORT THE TRADING OF ILLICIT GOODS ON THE MY CGCSA APP OR HOTLINE.

**0800 014 856**

consumer goods council of south africa  
Helping members trade better.

GET IT ON Google Play | Download on the App Store

The banner features a red and white color scheme. On the left, a red box contains the text 'ILLICIT GOODS CAN HARM YOU AND YOUR FAMILY!' in white. Below this, a dark blue box contains the text 'DO YOUR PART AND REPORT THE TRADING OF ILLICIT GOODS ON THE MY CGCSA APP OR HOTLINE.' in white. On the right, there is a photograph of a glass jar of orange jam with a red lid. To the right of the jar is the CGCSA logo, which includes a shopping cart icon and the text 'consumer goods council of south africa' and 'Helping members trade better.' At the bottom right, there are two icons for downloading the app: 'GET IT ON Google Play' and 'Download on the App Store'.





# Cooperation Agreements Signed

The CGCSA management team through our CEO Ms. Zinhle Tyikwe was invited to the ministerial signing of cooperation agreements with the different Metros in Gauteng by SAPS Gauteng. The objective of the ministerial signing is to facilitate cooperation with the different metro police.

## Ekurhuleni

The Ekurhuleni Metro signing of cooperation agreement was held on 8th October 2024 at the Tsakane Stadium.

## Alexandra

The Johannesburg Metro signing of cooperation agreement was held on 10th October 2024 at the San Kopano Resource Centre in Alexandra.

## Tshwane

The Tshwane Metro signing of cooperation agreement was held on 10th October 2024 at the Lucas Moripe Stadium in Atteridgeville, Tshwane.



**MINISTERIAL SIGNING OF COOPERATION AGREEMENT**

The Minister of Police, Mr ES Mchunu (MP), cordially invites you to the Ministerial Signing of Cooperation Agreement

**THURSDAY**  
10 October 2024

**09:00**

San Kopano Resource Centre, Alexandra  
**GAUTENG**

**ENHANCING PARTNERSHIP WITH CITIZENS FOR SAFER COMMUNITIES**

Follow us on       MySAPS App | www.saps.gov.za



Citizen Secretariat for Police Service  
Police



# Happy Holidays!

Our offices will be closed from **20 December 2024** and reopen on **6 January 2025**.

Ensure your family's safety this season by purchasing authentic products.

**Cheka Daal Deng, Reka Makoya!**

We wish you a safe and joyful holiday season and a prosperous New Year!



## Save the Date!

- **GS1 Indaba:** 08 April 2025
- **CGCSA Women Colloquy:** 28 August 2025
- **CGCSA Summit:** 08 October 2025

# Contact us



**011 777 3300**



**@CGCSA1**



**The Consumer Goods Council of South Africa (CGCSA)**



**[www.cgcsa.co.za](http://www.cgcsa.co.za) | [www.gs1za.org](http://www.gs1za.org)**



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