

Aiding SA's economy

 By [Amanda Rogaly](#)

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A range of inferior products are being brought into South Africa at highly competitive prices, but without sticking to the country's laws on labelling.

Not only do these products have consequences for consumers because the labels are not 100% correct, but they also harm local suppliers, who cannot compete on pricing while offering a superior product.

Genuine product?

In addition, consumers are being duped out of their hard-earned money because they believe that they are getting what they are paying for, although at a better price. The age-old adage of 'if it's too good to be true, it's not true' applies, but consumers are often not savvy enough, or think the deal is genuine, to pick up if the product is not what it says it is.

"Pure" virgin olive oil is landing in SA at a fraction of the cost of what Western Cape farmers can make it for. It is being diluted with other oils, such as sunflower oil, and is far from pure.

While this may not be a problem for all consumers, those who use olive oil because of health issues such as cholesterol, or allergies, are being taken for a ride. This has potentially harmful consequences.

According to the SA Olive Industry Association, olive oil contains high levels (65 - 85%) of monounsaturated fatty acids, which maintain the healthiest cholesterol balance and is a higher level than most cooking oils. In addition, extra virgin olive oil is strongly anti-oxidant, and rich in vitamins E, A, D and K, it says. The association also notes that the monounsaturated fat can benefit non insulin-dependent diabetics.

However, inferior imported oils undermine these benefits. The association that no product that does not deserve to be classified as Extra Virgin should be allowed to be labelled and sold as Extra Virgin Olive Oil.

In addition, the problem is not limited to olive oil, as sub-standard products are coming into SA all the time.

Accreditation to protect consumers

FoodSure has a solution with its SureMark accreditation, which aims to protect consumers - and reward honest producers. For a minimal fee, producers can have their products tested and, if what the label says they contain is what is in the bottle, we award them the SureMark.

This has the benefit of winning back consumers' trust, and rewarding companies that play by the rules. This, along with other FoodSure initiatives such as access to a knowledge base and networking opportunities, will aid and help grow the local agricultural and meat producing sectors.

Testing is done by the Council for Scientific and Industrial Research (CSIR) - FoodSure's scientific partner - and is undertaken in accordance with the strictest international requirements. This means that consumers can rest assured that the SureMark gives certainty over what is in the product, and producers can offer home-grown products with pride.

ABOUT AMANDA ROGALY

A seasoned and award winning entrepreneur who is currently the CEO and Founder of the largest and fastest growing parenting platforms in South Africa. Amanda is passionate

about empowering parents, leveraging her own parenting journey to educate others and influence purchasing decisions. Amanda is an aggressive brand builder and is passionate about strategically growing brands to increase top and bottom-line results and has combined her communications excellence with FMCG brands.

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