

## The future = Generation Z

The INC (International Nut & Dried Fruit Council) did consumer research focussing on Generation Z. Members of this generation are born between the late 1990's and early 2010's, their oldest members will be 27 in 2023.

Gen Z is acquiring more and more purchasing power as they grow older and will remain the largest consumer group across all generation types throughout the 2030's. The conclusion was quickly made that gen Z is the right audience to target.

The six markets that were included in this study were USA, China, India, Mexico and Chile. In general Pecans are the fifth most consumed nut. Whereas the gen Z's of China and India consume the most nuts in general. The top 3 benefits associated with nuts and dried fruit are: brain health, gut health and energy boosting. Furthermore, India shows an exceptional high percentage of agreement for all benefits associated with the consumption of nuts and dried fruit. Whereas the biggest barrier for these consumer groups is cost.

The future of marketing our pecans to this generation is still unclear, for example social media and influencers are some of the popular marketing strategies that are used. However, we believe generation Z poses countless opportunities for South African Pecans, and we should make full use of them.

## Die Roadshow loop!

Die roadshow vir die bewys van voldoende steun, vir die verlenging van statutêre maatreëls, is goed aan die gang. Ons doen 19 besoeke reg oor die land en is al bykans halfpad. Dankie aan almal wat reeds die roadshows bygewoon het, die besoeke het besonders goed afgeloop tot dusver.

Die besoeke wat nog gaan plaasvind is te Orania, Jacobsdal, Citrusdal, Skeerpoort, Modimolle, Louis Trichardt, Mbombela, Groblersdal en Cullinan.

Skakel gerus vir SAPPA of jou streeksdirekteur vir meer inligting <https://www.sappa.za.org/directors-staff-and-regions/>

Of Kyk onder die webtuiste <https://www.sappa.za.org/events/>

## Adolphus Manuel's trees are bearing.

Adolphus is a farmer between Vryburg and Tosca. SAPPA started its involvement with him in 2019 and has since helped with 200 trees and the irrigation system.

Mr Manuel is a bit of a joker who loves to talk about his farm, he is quick to show photos of his beautiful cattle and to brag about his trees that's bearing at a young age.

We as SAPPA are enjoying our relationship with you Adolphus.



T: (021) 870 2900 | E: [sappa@hortgro.co.za](mailto:sappa@hortgro.co.za) | PO Box 163, PAARL, 7620  
[www.sappa.za.org](http://www.sappa.za.org)

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