



PR UPDATE

March 2013

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the south african mushroom farmers' association.



Awareness And Action On World Cancer Day

February 4 was World Cancer Day and in Johannesburg the South African Mushroom Farmers' Association (SAMFA), Pick 'n Pay and Yucca Packaging celebrated this day dedicated to raising awareness and education about cancer, by handing over a cheque of R570 668.00 to breast cancer support group, Reach for Recovery.

Beulah Jankelowitz of Reach for Recovery was totally overwhelmed on receiving the cheque as it far surpassed Reach for Recovery's wildest expectations. "We are entirely reliant on the generosity of donors like SAMFA, Pick 'n Pay and Yucca as it's donations like these that strengthen our capacity to assist women who have gone through the traumatic diagnosis of breast cancer. We are really happy to know that so many women will benefit from this donation during 2013 and we will be placing our first order for silicone prostheses this week!"

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Mushrooms in South Africa first turned pink on supermarket shelves in October 2010 to help raise national awareness of breast cancer during October's Breast Cancer awareness month. In total over the past 36 months, mushrooms have raised over R1 000 000.00 for Reach for Recovery. (R232 524.00 in 2010; R380 620.00 in 2011 and R570 668.00 in 2012)

"It is an extraordinary industry achievement," concluded SAMFA's, chairperson Ross Richardson, "and we are immensely proud of the efforts our members made to make this initiative the success that it is. We can proudly say that the mushroom industry is making a real difference to the well-being of breast cancer survivors."

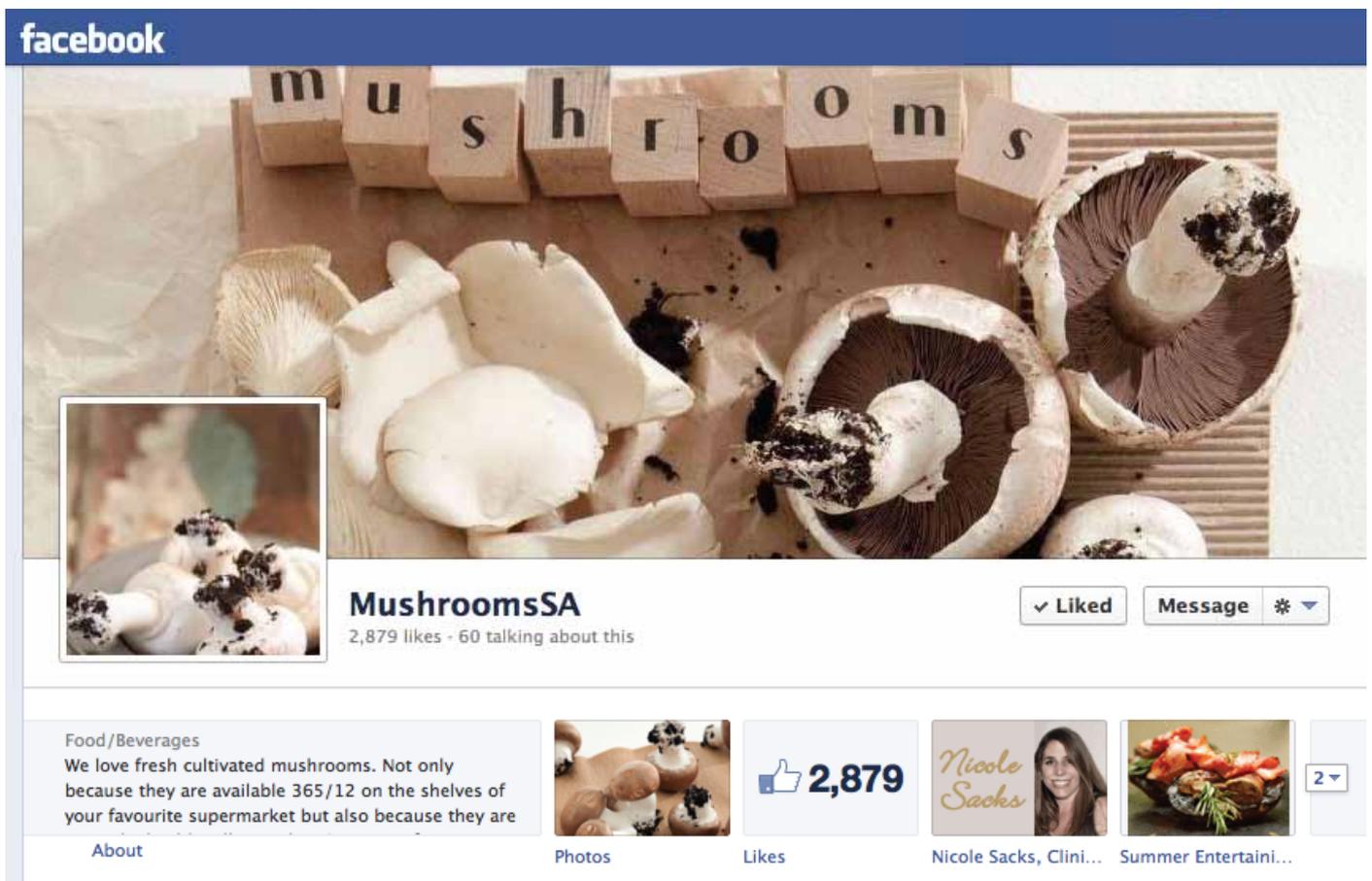


Face-to-face With Facebook

In its 2012 Social Media Marketing Industry report, Social Media Examiner found that more than 93% of B2B marketers use social media to market their businesses whilst 85% of all marketers indicated that their social media efforts have generated more exposure for their businesses.

SAMFA has been investing consistently in Facebook <http://www.facebook.com/MushroomsSA> over the past 18 months focusing on creating interesting content to drive interaction such as comments and shares and supporting content with competitions to a variety of campaigns to increase fans. We are currently standing on just over 2800 fans; with a lively interaction around our posts which include Meatless Mondays, health information, and tips on how to cook with mushrooms, recipes and general information about fresh cultivated mushrooms.

In 2013 we will be building on this solid foundation and are exploring more interesting campaigns, expanding our conversations onto Twitter more extensively and looking at competitions that will promote more sharing, more conversation and a loyal following.



facebook

mushrooms

MushroomsSA
2,879 likes · 60 talking about this

✓ Liked Message * ▾

Food/Beverages
We love fresh cultivated mushrooms. Not only because they are available 365/12 on the shelves of your favourite supermarket but also because they are

About

Photos Likes Nicole Sacks, Clini... Summer Entertaini...



2013 Media Coverage Highlights To Date

Heita magazine February 2013

Easy on your budget and your waistline

With the indulgence of the festive season behind us we're all seeking the budget! But that doesn't mean we have to lose flavor. Mushrooms offer healthy, low-cost taste packed with vital nutrients, they're low in sodium and cholesterol and simply delicious. Plus, at less than R9,00 per serving, they're easy on the wallet as well as the waistline.

PORTABELLA BURGERS

Serves: 4 Burgers
Preparation Time: 15 minutes
Cooking Time: 15 minutes

Cost per burger: R9.00



MUSHROOM AND POTATO CURRY

Serve 4
Preparation: 15 minutes
Cooking: 45 minutes

Cost per serving: R9.40



MUSHROOM TAPENADE

Serve 4
Preparation Time: 10 minutes
Cooking Time: 10 minutes

Cost per serving: R8.60



Boost your love life... munch on mushrooms!

Mushrooms are packed with 10 vitamins essential for the release of sex hormones that will increase the body's natural energy levels. They also inhibit estrogen production and encourage the growth of testosterone, increasing male fertility. Mushrooms have a high libido effect.

STUFFED TUNA & CORN MUSHROOMS

Ingredients:

- 4 big brown mushrooms
- 4 Tbsp cornmeal
- 1 Tbsp olive oil
- 1 slice garlic
- 1kg tinned tuna, drained
- 1/2 cup corn kernels
- 1/2 cup feta cheese
- 2 Tbsp fresh herbs, chopped
- 2 Tbsp olive oil
- 1/2 cup mushrooms, sliced
- Salt and black pepper to taste

Method:

Preheat oven to 180°C. Wash mushrooms and brush off water with the cornmeal oil, season with salt and pepper and arrange on a baking sheet. Bake for 10 minutes. Chop the corn kernels and feta cheese. Chop the mushrooms and mix with the tuna, corn kernels, feta cheese, herbs and olive oil. Spoon the mixture into the mushrooms. Bake for 10 minutes. Serve with a salad and bread.



MUSHROOM, SPINACH AND STRAWBERRY SALAD

Ingredients:

- 1/2 cup strawberries, sliced
- 1/2 cup spinach, washed
- 1/2 cup mushrooms, sliced
- 1/2 cup salmon, cooked
- 1/2 cup feta cheese, crumbled
- 1/2 cup olive oil
- 1/2 cup balsamic vinegar
- 1/2 cup salt and pepper

Method:

Wash the spinach and mushrooms. Slice the mushrooms and salmon. Mix the strawberries, spinach, mushrooms, salmon, feta cheese, olive oil, balsamic vinegar, salt and pepper. Toss well. Serve immediately.



Busy Body February 2013

every cent counts

techno girls

mobile education

5% of SA's population are in the digital workforce

74% of these don't have the skills to get a job

more mobile



Ackerman's Club January 2013



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