



FACT SHEET

RADIO PRODUCTION GUIDE

OUTREACH GUIDE

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# THE FOOD INDUSTRY

SOUTH AFRICA

## INTRODUCTION

How to feed our world's population of 7.7 billion people well, in the midst of a climate crisis and rapid environmental deterioration, is one of the most important and complex challenges we face. The food industry contributes to environmental breakdown, social inequality and human illness in many ways: farming destroys natural forests, and grasslands areas rich in biodiversity. Chemical fertilisers and pesticides use a lot of energy to produce and they poison the soil. Industrial fisheries are depleting the oceans, driving the collapse of wild fish populations that provide protein to millions of people living in coastal areas ([Guardian](#)). On land, industrial livestock farming uses lots of natural resources and generates pollution that harms lakes, rivers and the ocean. Food travels long distances via road to get from farms to our table and is responsible for lots of emissions. Foods are also processed using lots of energy and water, and packaged using plastic and styrofoam and other planet unfriendly materials. Food is also wasted all along the value chain: while growing, at harvest, during processing, refrigeration, transport, packing, in shops and when we waste what is on our plate.

Food has become a global commodity over the past 50 years, and therein lies much of the problem. Similar to what we saw with Clothing, Fashion and Marketing, the globalisation of

food has meant that many people are no longer producing their own food or consuming local food, but are instead reliant on distant food value chains whose impacts they do not see. While more than half of the world's food is still produced by small-scale farmers, many of whom suffer chronic food insecurity, multinationals have emerged as a steadily growing force, using their size, wealth and power to shape the food system in ways that serve their own interests but can be harmful to people and the planet. This trend is only accelerating, as ownership of the world's food supply concentrates in the hands of just a few giant multinational corporations. All the pollution, greenhouse gas emissions and waste generated by the food industry are of course harmful to human health too. But that's not the only bad news: highly processed 'industrial food' is also much less healthy than fresh, locally produced food. It is packed with fat and calories, but not much nutrition - and this is contributing to global crises of obesity, diabetes and heart disease. Increasingly, the food industry is making us sick while it is destroying the planet. Every African country now suffers the triple burden of hunger, obesity and micronutrient deficiencies ([WWF-SA](#)), while globally one of every three people is either hungry or obese (IPES-Food, Gordon 2017).

## DEFINITIONS

- **Food security** means having the money and other resources you need to secure access to enough food to sustain an active and healthy lifestyle, which also fits your cultural preferences ([Food and Agriculture Organisation of the United Nations](#)). Food security depends not only on the production of food, but also on food being widely and continuously available and accessible to people. Agriculture makes an essential contribution to food security, which is vital

for the health and wellbeing of people, the economy and society as a whole. However, most of the people who suffer from food insecurity are hungry not because food is not available where they live, but because they cannot afford food. The FAO reports that food insecurity is now rising across Africa for the first time in at least a decade, for reasons including climate change-related crop losses, and rising food prices (FAO).

- **Industrial food** is food produced by corporations, often large multinational corporations, as opposed to by small-scale or local food operations. The industrial food production model emphasizes uniformity, volume and scale: food crops are typically grown in input-intensive monocultures on large farms, and are then exported, processed, packaged and distributed widely, often globally, to supermarkets, fast food chains and other outlets. The industrial food model has brought great volumes of food to people around the world, making more calories of food available to more people than ever before. However, this greater efficiency has come at a heavy cost to the environment and to human health and wellbeing (IPES-Food).
- **Big food, or food corporates**, are the global brands that increasingly control the food supply chain, from the seeds and other inputs used for growing crops to the final products on supermarket shelves. Global supply chains are now controlled by just a handful of companies, giving them massive power to shape how food is produced, how resources are used, how farm and factory workers are treated, and the kinds of food consumers have access to. Twenty years ago, for example, there were about 600 major companies around the world supplying seeds, pesticides and fertiliser to markets. Now just three companies control half the global seed market. Meanwhile, just four corporations control 70% of the global trade in agricultural commodities ([Development + Cooperation](#)), and they supply cheap bulk commodities to the world's largest food companies, who in turn enjoy preferential access to large supermarkets that increasingly dominate the food retail space in Africa's largest cities.
- **Healthy food** is food that is grown in clean, fertile soil and prepared with only light or minimal processing in order to keep its nutrients intact. Healthy diets, both for people and planet, are **diverse diets**, rich in whole grains, legumes, pulses, nuts, seeds, fruits and vegetables; with moderate, optional amounts of meat, fish and dairy (Eat-Lancet). Unfortunately, the industrial food system is about quantity rather than quality and diversity: it is geared towards producing large volumes of cheap, unhealthy food. So for many of us, the staples of a healthy diet are often more expensive and harder to access than cheap, highly processed foods, especially in Africa's rapidly expanding cities.
- **Fast food** is a multi-billion dollar industry, offering pre-cooked, mass-produced food such as hamburgers or chicken nuggets to consumers on-the-go. KFC, Burger King and other popular brands are rapidly expanding across African cities, offering prestige as well as convenience. These companies spend millions of dollars on advertising, projecting an image that fast food is something cool people should aspire to eat. However, fast food has many environmental, social and health impacts: it is part of an industrial food system responsible for greenhouse gas emissions and pollution, land degradation from industrial and factory farming, and low-wage jobs. Fast food also generally contains more fat, salt, cholesterol and sugar than home-cooked food, and is therefore contributing to worldwide epidemics of obesity, diabetes and heart disease.
- **Policy, regulation and trade agreements** are powerful forces shaping how people access food, and the kinds of foods they have access to. For example, the corporate food giants like Nestle and Unilver are subsidised in many ways that make it possible for them to offer cheap food to consumers: they have access to low-interest loans and cheap bulk commodities such as corn; and they are allowed to pay workers very low wages and are often not held accountable for polluting the environment (Raj Patel). When African countries negotiate trade agreements with China, European and North American countries, they are often pressured

to accept subsidised corporate food, inputs and technologies such as GMO's that are too cheap for local farmers and industries to compete with.

- Because food has become a **global commodity**, food prices are sensitive to global markets. Crop failures, oil price hikes, political unrest and trade disputes in other parts of the world can affect the price of food in local supermarkets. Poor households are particularly

sensitive to food price shocks, because they cannot necessarily spend more money on food when the prices go up. Instead, they may opt to buy cheaper food 'to fill the belly', instead of healthier but more expensive fresh and whole foods, regardless of the heavy price to the Earth ([Joubert](#)).

## MYTH BUSTER

### MYTH

The availability of fast food outlets like McDonald's and KFC in gleaming new shopping malls should be celebrated as a sign of progress.

### FACT

Fast food industries spend millions of dollars promoting their products as aspirational and glamorous. But in reality, fast food is just as bad for the planet as it is for your health. The fast food industry relies heavily on industrial meat, which consumes about a third of all the grain produced in the world, and has a comparably heavy water footprint (for example, it takes 15,000 litres of water to produce one kilogram of beef, compared with 322 litres to produce a kilogram of vegetables). Antibiotics are also used routinely in commercial livestock farming, creating widespread antimicrobial resistance. Fast food outlets often also make use of international suppliers instead of local producers - so if you spend your money on a fast food meal, it drains resources away from the local economy and the livelihoods of local farmers ([Guardian](#)).

The best way to save the planet is if everybody becomes a vegan.

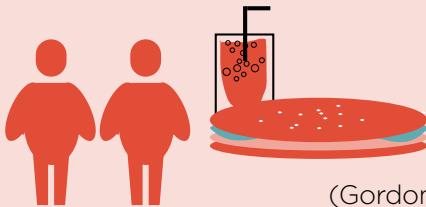
According to the Eat-Lancet commission report, a 'planetary health diet' to support a global population of 10 billion people could only be achieved with a 90% reduction in red meat and milk consumption. Meat and dairy should not be written off entirely, however. In fact, livestock farming is integral to millions of small scale farmers across Africa, and provides them with a multitude of benefits, including organic manure to fertilise crops, as well as much-needed sources of household income and protein. The main problem with meat and dairy production lies with the industrial model of farming and food production, which is incredibly destructive to the land, water and climate.

Households that are food insecure need to take responsibility for their own lives and work towards improving their family's incomes so they can meet their own needs.

The reasons for food insecurity are complex, but they often have far more to do with the dynamics of climate change, joblessness, the commodification of food and other societal concerns than with individual responsibility. For example, a lack of market access and extension and policy support, combined with climate change-related crop losses, and rock-bottom prices offered by buyers, keeps millions of small farmers across Africa so poor that they are food insecure. Poverty and food insecurity may drive small scale farmers to move to cities in search of employment. In cities, however, low wages and informal employment help to perpetuate food insecurity for many people and families, because they cannot regularly afford a healthy and sufficient diet ([Joubert](#)).

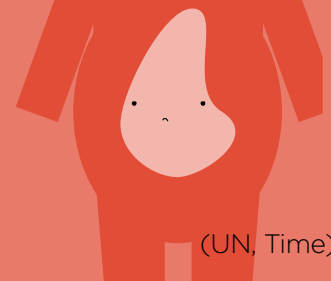
## DID YOU KNOW? (GLOBAL)

Since the 1960s **the total volume of food produced around the world has increased**, while undernutrition has been cut in half. However, **twice as many people are now obese than before.**



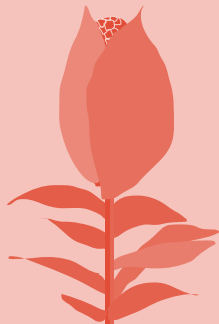
(Gordon, 2017)

**One of every three people in the world is considered malnourished, suffering either from hunger or obesity (Gordon, 2017). That is nearly 800 million people who suffer from hunger worldwide, and a further two billion people who are obese.**



(UN, Time)

The United States spent **\$50 billion over the past decade on subsidies for corn, a cheap bulk ingredient** used in soda, animal feed and other processed foods - which helps to explain why the cost of soda has dropped by 33% over the past 30 years, while the price of fruit has gone up by 40% over the same period.

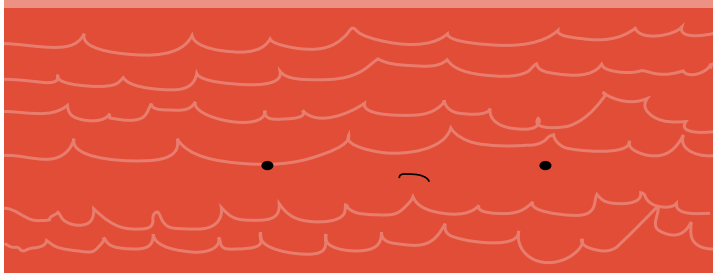


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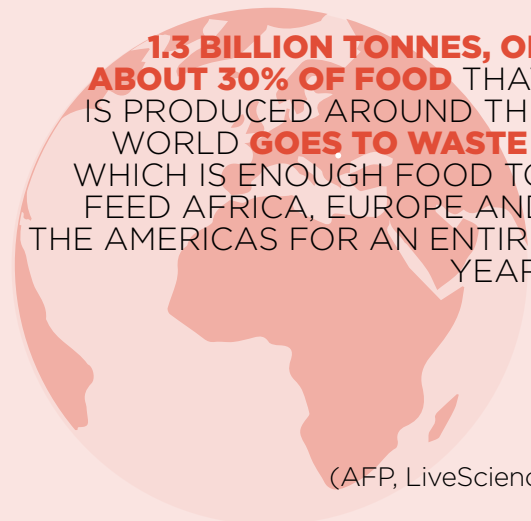
**By 2030, half of Africans are expected to live in cities (up from 25% thirty years ago).** This urbanisation trend is bringing dramatic changes to people's diets and contributing to higher rates of obesity, diabetes and other diet-related illnesses.



A **quarter of the world's chemicals** are used in **textile production**, making this the second-largest polluter of water after industrial agriculture.



**1.3 BILLION TONNES, OR ABOUT 30% OF FOOD THAT IS PRODUCED AROUND THE WORLD GOES TO WASTE** - WHICH IS ENOUGH FOOD TO FEED AFRICA, EUROPE AND THE AMERICAS FOR AN ENTIRE YEAR.



(AFP, LiveScience)

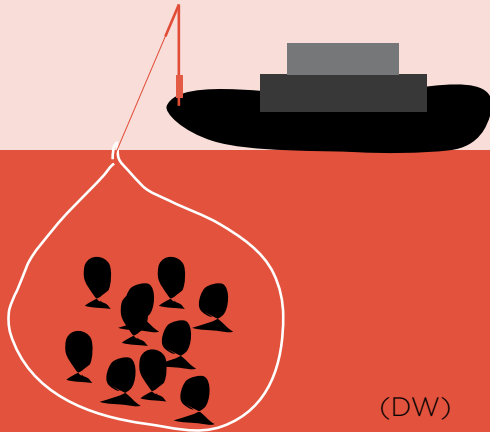
**FOOD PRODUCTION AND TRANSPORT TAKE UP ALMOST A THIRD OF ALL ENERGY GENERATED WORLDWIDE.**



(Barilla)

**DID YOU KNOW? (GLOBAL)****OCEANS ARE BEING DEPLETED BY INDUSTRIAL FISHING,**

ESPECIALLY COMMERCIAL SCALE FACTORY TRAWLING - COMMERCIAL FISHING HAS A HUGE CARBON FOOTPRINT, AND CONTRIBUTES TO THE COLLAPSE OF LOCAL FISHERIES WITH NEGATIVE LOCAL CONSEQUENCES ON EMPLOYMENT, FOOD AND NUTRITION SECURITY.



(DW)

Around the world, the food industry is spending billions of dollars targeting children in their advertising and marketing campaigns. The World Health Organisation has raised concerns that this is contributing to childhood obesity, diabetes, high blood pressure, liver damage and other ailments.



(WHO)

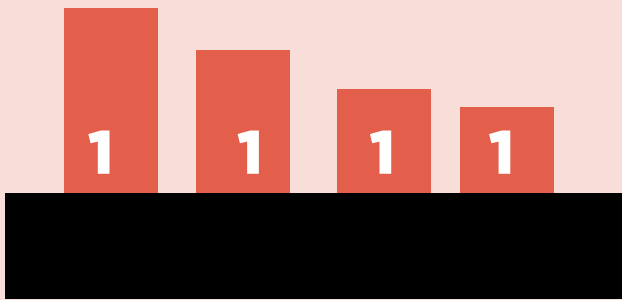
**AFRICAN COUNTRIES IMPORT AT LEAST \$35 BILLION WORTH OF FOOD ANNUALLY,**

In spite of the fact that the continent has the world's richest land and labour resources available for food production, i.e. farmers are the bulk of the labour force in almost every country. Importing food not only contributes to climate change, but also means that crucial opportunities for youth employment in food processing are not being developed, while foreign reserves that could be far more productively spent elsewhere are spent on food.

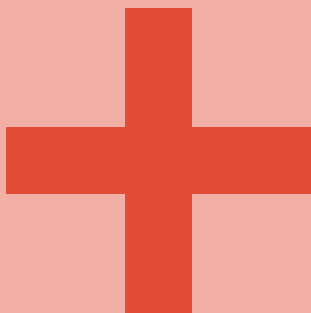
**DID YOU KNOW? (SOUTH AFRICA)**

FOUR CORPORATES MAKE UP 97% OF SALES IN THE FORMAL RETAIL SECTOR IN SOUTH AFRICA:

**38% Shoprite Checkers, 31% Pick n Pay (including Boxer) Spar 20% Woolworths 8%.**



Cancer, heart disease, diabetes and other non-communicable diseases linked to obesity and a 'cheap food' diet, are surpassing HIV/AIDS as the leading causes of death in South Africa (*Forbes*). According to one estimate, non-communicable diseases account for nearly 40% of healthcare spending in the Gauteng province.



(WWF-SA)

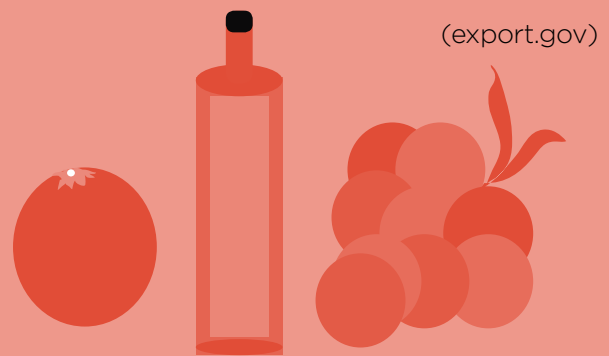
The **percentage of South African adults** who **buy fast food** at least once a month increased from **66% in 2009 to 80% in 2015.**

(Healthshare.co.za)

**SUPERMARKET SECTOR ACCOUNTS** for up to **60% OF ALL FOOD RETAIL** in

SA, while smaller local spaza shops also claim a large (and growing) share of the market.

South Africa both exports and imports food: wine, citrus and other fruits make up the bulk of the country's agricultural exports (\$10.3 billion in 2017), while \$7.8 billion worth of rice, maize, palm oil, wheat, chicken and other products were imported.



(export.gov)

The consumption of **processed meat** has increased by 45.8% since 1994 in South Africa. In 2017, the country experienced the **worst outbreak of Listeriosis**, a harmful bacteria that causes food poisoning, illustrating the heightened health risks posed by industrial meat.



(WWF-SA)

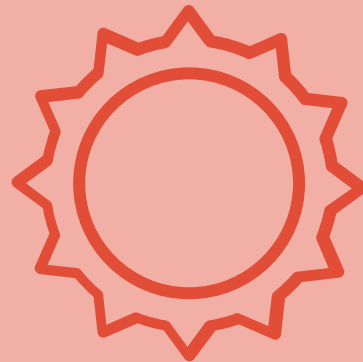
## DID YOU KNOW? (SOUTH AFRICA)

South Africa's high unemployment rate, particularly for young people, drives high levels of food insecurity. Around half the population is either food insecure or at risk of food insecurity, and more than a quarter of children aged 1-5 are stunted from malnutrition ([Mail & Guardian](#)). Half the South African population cannot currently afford a healthy diet.



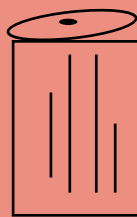
(WWF)

Climate change is expected to exacerbate food insecurity even further, as crop yields and livestock production will be severely threatened and may even collapse with temperature increases of 2 degrees celsius or more.



(IOL)

Through focusing on a combination of five things - inclusive and regenerative farming, optimal water usage, responsible sourcing, reducing food waste, and shifting towards more nutritious diets - South Africa has the potential to improve people's livelihoods and wellbeing, and to feed more people well while protecting the environment.



(WWF-SA)



## TAKING A CLOSER LOOK AT THE CONNECTIONS BETWEEN FOOD SECURITY, RESILIENCE TO CLIMATE CHANGE AND A HEALTHY LOCAL FOOD SECTOR

There are four pillars of food security:

- The **availability** of food depends on the regular production, distribution and exchange of food. This means having sufficient land and water, and a healthy environment to grow food. It also means having transportation, infrastructure and markets in place so that the food can get to people who need it.
- The **accessibility** of food depends on having either direct access to food by growing it, or economic access to food by having enough money to afford food - or a combination of both.
- The **utilisation** of food means that the food is safe, healthy and nutritious. For example, that it has been processed, packaged and prepared as necessary to avoid contamination or spoilage. It also depends on the food being culturally appropriate to meet with people's preferences. And it depends on people having sufficient health and hygiene to metabolise the food effectively, avoiding the spread of disease and intestinal parasites through food, for example.

- The **stability** of the availability, accessibility and utilisation of food is the fourth pillar of food security. People, households and communities need to have continuous access to the first three pillars, without interruption, in order to be considered food secure (Food and Agriculture Organisation of the United Nations).

The food industry cannot be separated from agriculture. Having a local healthy agrifood sector can build food security and resilience to climate change in several ways. There are huge opportunities in the agrifood sector to create jobs that engage young people in building a greener economy, both in farming and in developing small-scale agro-processing businesses further along the value chain. Food security depends on the ability of farmers and entrepreneurs not only to produce food for the household, but also to adapt successfully to key changes to the agrifood sector over the last 20 years, such as the rise of the cash economy, the increased globalisation of the food chain and the unstable, unpredictable food prices in local and global markets ([Committee on World Food Security](#)).

### RESOURCES

- <http://www.tomatoesandtaxiranks.org.za/chapters/2-big-is-beautiful/>
- Raj Patel 'Cheap Nature, Cheap Food, etc.' <http://rajpatel.org/>
- Food waste <https://www.youtube.com/watch?v=IKNwEUytDto>
- Impacts of factory farming of animals: <https://www.youtube.com/watch?v=ILhEmGx8YQE>
- Johan Rockstrom: How food connects all the SDGs <https://www.stockholmresilience.org/research/research-videos/2018-08-22-how-food-connects-all-the-sdgs.html>

# THE FOOD INDUSTRY

## RADIO PRODUCTION GUIDE



### PREPARING FOR THE SHOW

#### ANGLES

#### DIFFERENT WAYS TO TALK ABOUT THE FOOD INDUSTRY

- What changes do you see in people's eating habits in your community?
- Are there more fast food outlets around? What are people's attitudes about fast food?
- How do people access food in your community? Through supermarkets? Local markets? Directly from farmers?
- What are the factors that influence what food is available in your community?
- What are the factors that influence the food choices people make?
- What are some of the traditional foods and crops in your area? How do you feel about these foods? How are they perceived in your community? Do you think people value these foods, or do they aspire to other kinds of diets? Why?
- Do you see ways in which food gets wasted in your community? Why does this happen and do you see ways this could be prevented?
- How food secure do you think your community is? What about your household? What makes people and households food secure or food insecure in your community? Are there ways to improve food security in your community?
- How healthy are the diets people eat in your community? Are people aware of healthy eating? Do they have access to healthy food? Why or why not? And if not, what would people in your community need in order to have access to a healthy diet?
- Do most people eat their particular diet out of choice or necessity? Do you think people are happy with the diets they are eating? Why or why not?
- Do people eat fast food in your community, and why? Is it a special treat? Something to brag about to your friends? How does having a meal in a fast food outlet make you feel, both physically and emotionally?

#### CHOOSE AN ANGLE

How healthy are the diets people eat in your community?

#### Ways to talk about: How healthy are the diets people eat in your community?

- What is considered "a healthy diet" in your community?
- Is healthy food accessible to people in your community?
- What are the challenges to keeping a healthy diet in your community?
- What kind of action, individually or as a community, can be done to improve people's awareness and knowledge of healthy eating habits?

## FORMATS



### VOX POP



#### Vox pop aim

To get many opinions on one topic.



#### Who do you talk to?

Anybody in the community.



#### Question

Do you prefer buying fast food or growing and cooking your own food?



### AUDIO COMMENTARY



#### Audio commentary aim

To get people's opinion about a topic that they care deeply about.



#### Who do you talk to?

Ask a person in the community who grows and consumes/sells their own vegetables to share their opinion.

OR

Ask a young person to share their experience of eating fast food vs. eating a meal prepared at home.

OR

Ask someone who works in a restaurant what they think of food wastage and its effect on the planet.



### AUDIO PROFILE



#### Audio profile aim

To get a first person account of someone's experience, passion or journey. Audio profiles often aim to inspire.



#### Who do you talk to?

An individual or food retail business who can share their experience in buying and selling large quantities and a wide variety of food. Ask them how they deal with wastage, and expired products.

OR

A local entrepreneur who is either growing or selling locally made food within their community.



#### Questions

- Do you see ways in which food gets wasted in your community? Why does this happen and do you see ways this could be prevented?
- How do people access food in your community? Through supermarkets? Local markets? Directly from farmers?
- What are the factors that influence what food is available in your community?
- Do the above factors influence the choices people have when it comes to how they access food?

Please see interview questions in "How to present your show".



## **PUBLIC SERVICE ANNOUNCEMENT**



### **The aim of a PSA**

To create a public awareness message. Create a PSA that encourages people to support locally grown food OR raises awareness about the amount of energy and human resources that are used to maintain the fast food industry.



**Voice 1:** Hey Fatima, please come have lunch at my house this weekend! We're making stew with fresh vegetables that we grew in the garden!

**Voice 2:** Mmmmm, no thanks Refilwe. I'm going to the new Bootleggers for lunch. They just launched a new flavor coffee and all the cool kids will be hanging out there. Why don't you come with?

**Voice 1:** Oh, well I really would like to taste the veggies from the garden. But then, I don't want to miss out on hanging out with everyone.

**Voice 2:** Yes just come it will be fun! We can get dressed up and everything.

**Voice 1:** Ok, lets go!

### **Slogan**

Our eating habits affect climate change. All around the world the food industry spends billions of dollars on advertising and marketing campaigns targeted at children. Don't be a mindless consumer. Think before you buy!

## HOW TO PRESENT YOUR SHOW



Use your produced radio features, your research and the suggested script and questions to write your own script.

[INTRO:]

**Host 1:** It's just gone [TIME] and you're just in time for the [NAME OF SHOW] on [RADIO STATION]. My name is [NAME].

**Host 2:** That's right! And my name is [NAME], and today's show is all about that thing we all can't do without...food! Yes, my friends, you heard it. We'll be talking about how young people can lighten their ecological footprint by becoming conscious of the food they consume/don't consume. We'll be looking at food wastage, growing food and fast food!

**Host 1:** That's right, we'll also be talking about why it's so important that young people, well, and all people, consider the way they think about and treat food from seed to plate. Here's a not so fun fact – South Africa's high unemployment rate, particularly for young people, drives high levels of food insecurity. Around half the population is either food insecure or at risk of food insecurity, and more than a quarter of children aged 1-5 are stunted from malnutrition.

**Host 2:** Yes it's a sad reality. And for the most part, we are aware of this. But what are we doing about it? Half the South African population cannot currently afford a healthy diet. This is not right guys. All the more reason to focus on this topic today. Let's get into it!

**Host 1:** Yes lets! In this show we'll be focusing on the people who buy, sell and grow food in our

community. Almost everybody eats food, but how many of us are aware of the journey these products have been through to get to us from growth to packaging to transport? And how many of us are thinking of how earth friendly the journey of food from seed to plate has been? Today we are sharing the voices of our community to tell us how social media, advertising and brands are consumed by all people young and old in our everyday lives. We're bringing you the much needed information to start open conversations around the positive and negatives in the local food industry.

**Host 1:** Let's hear more on what people think about the food industry in their community.

[PRESENT WHO IS BEING INTERVIEWED]

[PLAY THE INTERVIEW]

[Outro:]

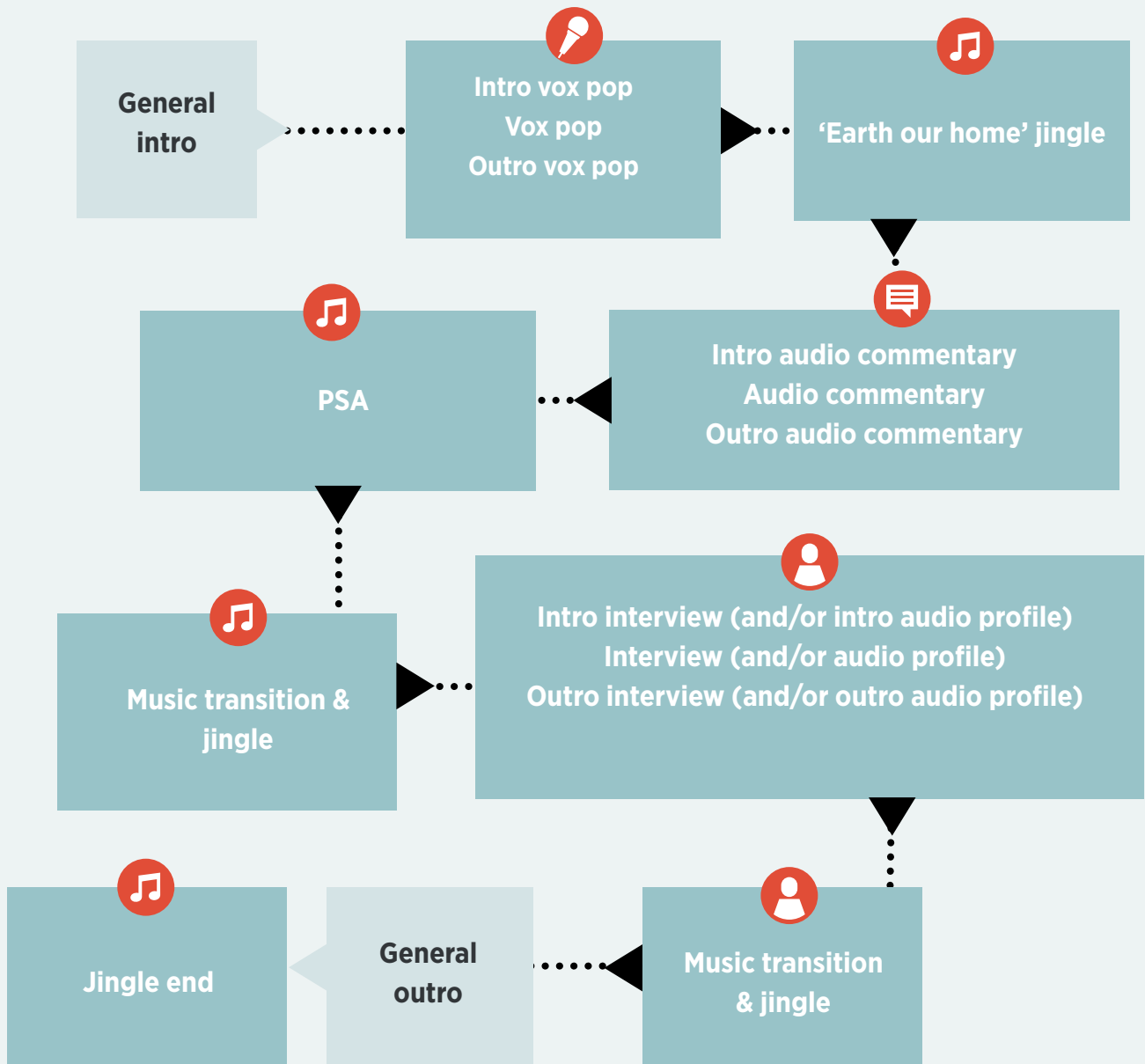
**Host 1:** Today, we've learnt so much about the food industry in South Africa and sustainable ways for all people to interact with the food that they consume!

**Host 2:** Yes! Understanding your earth footprint is very important for us young people to make informed decisions and plans for our lives!

**Host 1:** Next week on [DAY] at [TIME] we'll be talking all about [NEXT WEEK'S SHOW TOPIC]. Until then, it's bye from us!

## SHOW OUTLINE

### Full show on 'the food industry' (1 hour)

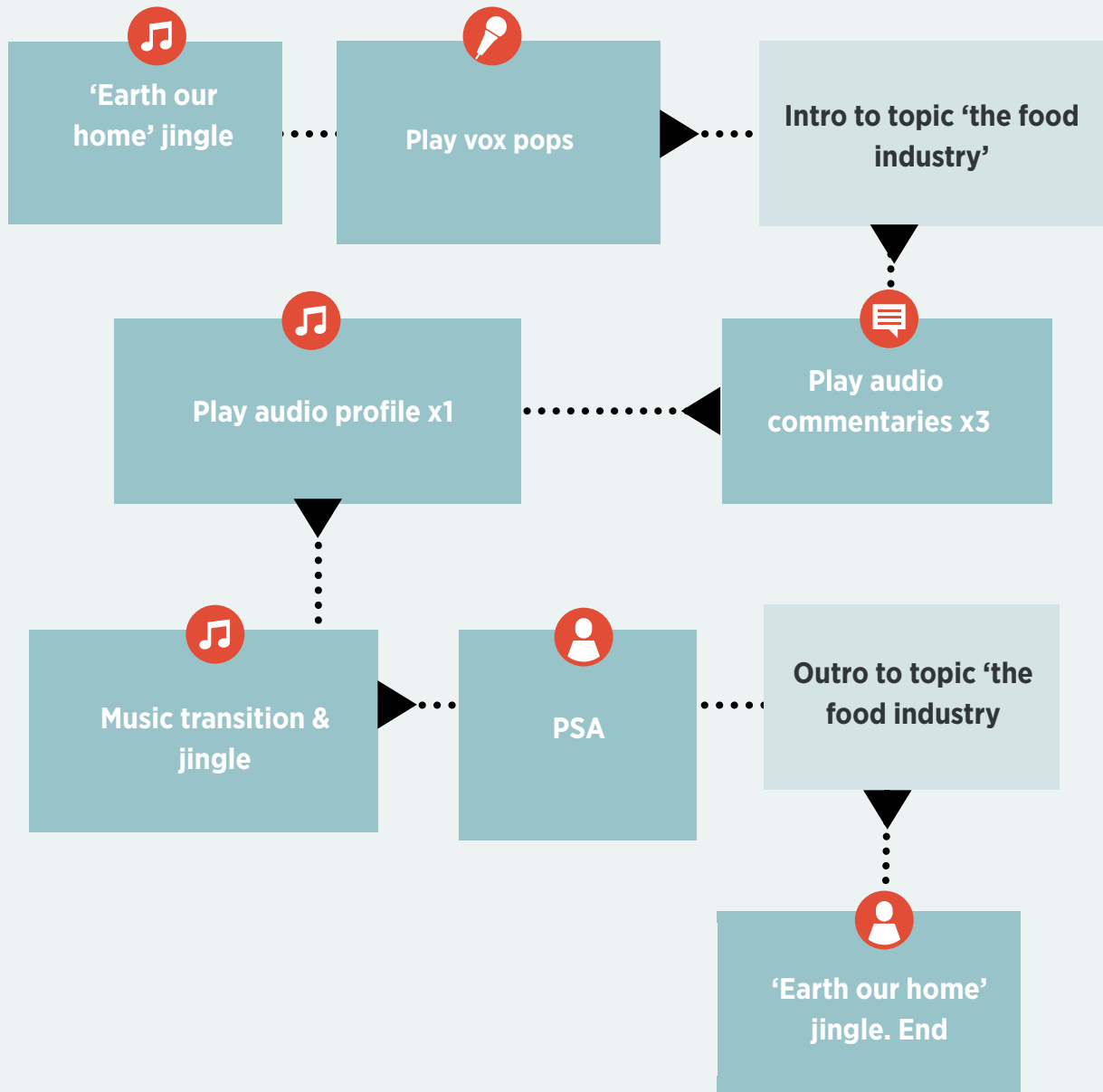


### ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

## SHOW OUTLINE

Green segment on topic of 'the food industry' (10 minutes)

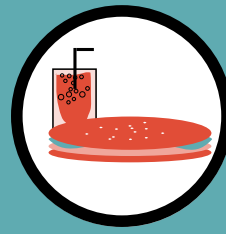


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## OUTREACH GUIDE



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## OUTREACH FORMATS

We can use radio formats to create “The Food Industry/green segment”. We suggest formats that encourage the voices of others and that get the listeners participating in the show.



### GUEST SPEAKER



#### Guest speaker aim

A guest speaker is someone who can share expert knowledge about the impact statement or tell a personal story related to the impact statement.

#### Some questions for the guest speaker to think about ahead of time

- What is the relationship between the food industry and climate change?
- How can young people benefit from understanding the life cycle of the that they buy and consume?
- What is the biggest change in behaviour that young South Africans need to make about buying and consuming?
- How can young people start lightening their footprint on the earth in terms of their spending and consumption of food?



### INTERVIEW



#### Interview aim

An interview is a one-on-one conversation where questions are asked by the interviewer and answers are given by the interviewee.



#### Suggested questions for an interview with someone who works in the growing, manufacturing or selling of food in your community:

- What does an ecological footprint mean to you?
- Describe your experience with “fast food”.
- What were your thoughts and behaviours about the food you grow/manufacture/sell?
- Is the way that you grow/manufacture/sell food affecting the earth’s ecological footprint in a positive or negative way?
- In the community you live in, what are the options for purchasing food products from local growers, manufacturers and retailers?
- What are some of the challenges that young people face when making buying decisions for food?
- If young people wanted to learn more about the life cycle of a food product, where should they go?



### IMPACT JINGLE



#### Impact jingle aim

A jingle is a short song or tune that is easy to sing along to and remember, it has a clear message.

## FORMATS



### ROLEPLAY



#### Roleplay aim

To provide a scenario that allows the audience to “act out” a point about the impact statement. Decide how many characters are needed and set the scene for the “actors” to play out the statement. It is really an improvisation, and the audience “actors” make it up as they go along.

#### Characters

Kholofelo and Tsepho

#### Scenario

Kholofelo is annoyed with his friend, Tsepho. Tsepho has eaten a burger-meal from a famous fast food chain, for supper every day for the past seven months. Tsepho sees no problem with this as the meal is relatively cheap, comes with a drink, in a neat and colourful package and fills him up. Kholo insists that this is not a healthy path for Tsepho to continue on, both for his own health, and the health of the environment. Kholo starts to explain all the reasons why this is harmful consumer behaviour...



### PANEL DISCUSSION



#### Panel discussion aim

A panel discussion involves a group of people discussing one topic in front of an audience. There is usually time for questions from the audience afterwards.



#### Who is on the panel

A restaurant owner, a young person, an entrepreneur who grows and sells raw material to big food manufacturers, a chef, a waiter.



#### Examples of opening questions for the panel:

- What does an ecological footprint mean to you?
- Describe your experience with “fast food”.
- What were your thoughts and behaviours about the food you grow/manufacture/sell?
- Is the way that you grow/manufacture/sell food affecting the earth’s ecological footprint in a positive or negative way?
- In the community you live in, what are the options for purchasing food products from local growers, manufacturers and retailers?
- What are some of the challenges that young people face when making buying decisions for food?
- If young people wanted to learn more about the life cycle of a food product, where should they go?

## FORMATS



### QUIZ



#### The aim of a Quiz

To test and reward your audience's knowledge on the topic

#### Things you need for this activity

- Prepared quiz questions and answers
- Small prizes



#### Process

Present some quiz questions and hand out prizes to those who answer correctly. From the fact-sheet, we created the two following quizzes for you to broadcast in your shows. Once you are done with these two, feel free to create more to put your listeners to the test!

#### Quiz 1:

Question: The percentage of South African adults who buy fast food at least once a month increased from 66% in 2009 to... in 2015.

- A. 80%
- B. 78 %
- C. 75%

Correct answer is A

#### Quiz 2:

Question: The consumption of processed meat has increased by.... since 1994 in South Africa.

- A. 1%
- B. 45.8%
- C. 35%

Correct answer is B

## HOW TO PRESENT YOUR OUTREACH



Use your outreach formats and your research to write your own script. Here is an example of part of a script. Use it as a guide to create your own script for your outreach activity.

[INTRO:]

**Host 1:** Hello and welcome to the [NAME OF OUTREACH EVENT] AT [NAME OF SCHOOL]. My name is [NAME].

**Host 2:** That's right! And my name is [NAME], and today's outreach is all about that thing we all can't do without...food! Yes, my friends, you heard it. We'll be talking about how young people can lighten their ecological footprint by becoming conscious of the food they consume/don't consume. We'll be looking at food wastage, growing food and fast food!

**Host 1:** That's right, we'll also be talking about why it's so important that young people, well, and all people, consider the way they think about and treat food from seed to plate. Here's a not so fun fact – South Africa's high unemployment rate, particularly for young people, drives high levels of food insecurity. Around half the population is either food insecure or at risk of food insecurity, and more than a quarter of children aged 1-5 years old are stunted from malnutrition. Let me see your hands if you agree that South Africa has high levels of food insecurity.

[GIVE THE AUDIENCE A CHANCE TO RESPOND BY A SHOW OF HANDS]

**Host 1:** I see not everybody raised their hands. Can I ask you [REFERRING TO SOMEONE IN THE AUDIENCE] why didn't you raise your hand? What do you think about food insecurity in your community. Does it exist?

[GIVE AUDIENCE MEMBER A CHANCE TO RESPOND]

**Host 2:** Thank you for your feedback. We're going to call on you all throughout the hour to question us, give feedback and share your insights on this topic. Food insecurity is a sad reality. And for the most part, we are aware of this. But what are we doing

about it? And what can we do about it? Half the South African population cannot currently afford a healthy diet. This is not right guys. All the more reason to focus on this topic today. Let's get into it!

**Host 1:** Yes let's! In this conversation we'll be focusing on the people who buy, sell and grow food in our community. Almost everybody eats food, but how many of us are aware of the journey these products have been through to get to us from growth to packaging to transport? And how many of us are thinking of how earth friendly the journey of food from seed to plate has been? Today we are sharing the voices of our community to tell us how social media, advertising and brands are consumed by all people young and old in our everyday lives. We're bringing you the much-needed information to start open conversations around the positive and negatives in the local food industry.

**Host 1:** Let's hear more on what people think about the food industry in their community.

[PLAY PRE - RECORDED AUDIO]

[PLAY THE INTERVIEW]

[ENGAGE AUDIENCE BY ASKING QUESTIONS AND GIVING THEM A CHANCE TO SHARE THEIR THOUGHTS ABOUT WHAT THEY'VE HEARD]

[Outro:]

**Host 1:** Today, we've learnt so much about the food industry in South Africa and sustainable ways for all people to interact with the food that they consume!

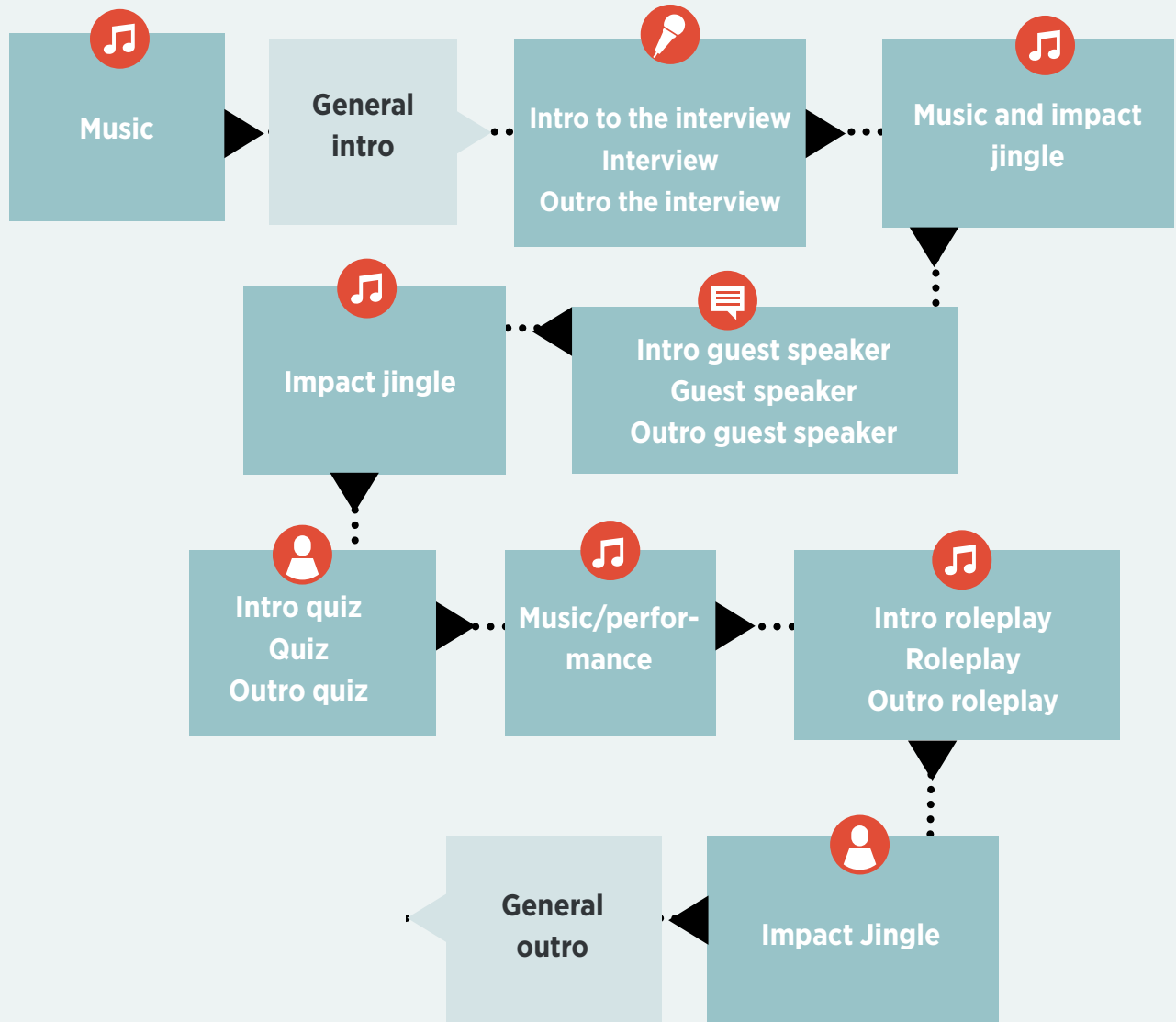
**Host 2:** Yes! Understanding your earth footprint is very important for us young people to make informed decisions and plans for our lives!

**Host 1:** Catch you next time! Until then, listen out for our weekly show on [NAME OF RADIO STATION] at [TIME] we'll be talking all about [NEXT WEEK'S SHOW TOPIC]. Until then, it's bye from us!

# OUTREACH OUTLINE

An outreach plan helps you stay on track during your event. It is a list of the activities and the order in which they will happen in the outreach activity. Allocate a time to each item so that you keep to the time allocation of the outreach activity.

Below is an example of an outreach plan that is one hour long.



### ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

If any incorrect information comes up in any of your formats, like the quiz, roleplay or panel discussion, you must correct it. Don't let your audience leave with myths.

Once you've finalised your script, your performance artists, your outreach outline and prepared all your formats, it's time to start your live event! Enjoy!