

1. Introduction to the company

The Food Safety Network was created as a result of a need for an ever increasing demand for food safety information within the food industry.

The Food Safety Network is a South African **first** providing an on-line search portal where the food industry and consumer can have **free and easy access** to a directory of food safety related information, training, events, resources, job vacancies, news and more.

The objective is a unique user friendly, one-stop directory and networking website that will provide information in various categories making the search experience quick, easy and hassle-free with guaranteed results. All sectors from farm to fork can now benefit from the information supplied with free access to the information.

With this unique website, we also provide a platform for beneficial marketing exposure at very competitive rates. Businesses associated with the food safety industry are able to advertise in our quarterly Directory, based on their relevant category.

Now at www.thefoodsafetynetwork.co.za the food industry and consumer are able to easily search for training, information, service providers, events & news relevant to the food safety industry.

Less clicks to food safety – let us take the stress out of food safety. Let The Food Safety Network connect you with the information and the people you need to find.

2. Our Vision and Mission

Our Vision

To be the best and most visited website in our field, servicing both the smallest to the largest role players in the food industry and to become a leading food safety training course provider, recognized for excellence.

Our Mission

- To provide training focused on the needs of the food and beverage industry
 - To effectively meet the need identified within the food industry for easy access to food safety related information by means of our unique website with relevant and accurate news and information
- To provide a comprehensive, efficient and up-to-date online search portal
- To provide a credible food safety support service to the food industry and consumer through our one-stop on-line directory, wealth of information and relevant training courses
 - To provide an economically beneficial marketing platform for advertisers

- To support the food industry in the effective implementation of food safety management systems and compliance to legal requirements by providing easy access to relevant information
- To be an integral part of the food chain in supplying safe food
- To create consumer awareness and to provide the consumer with a broad-based knowledge of food safety
- To foster strong relationships with credible industry experts, associations, organisations and forums that will be of benefit to our common goal of furthering food safety
- To be constantly scanning the horizon for new training opportunities based on industry demands
- To source the most influential food safety role players to present at our annual symposia
- To foster open channels of communication with reputable food safety publications and sources of information within the industry
- To build a distinctive and credible food safety footprint across all social media platforms to promote industry and consumer awareness

3. Marketing Strategy

Our aim is to have a strong industry presence across all available platforms. We aim to continuously build our database of users and stay in contact with them via our informative monthly newsletter. We will connect with companies and individuals on a personal level to build beneficial food safety relationships.

Target Sectors:

- The Food Industry
- The Consumer

Marketing Channels:

- Interactive website
- Electronic marketing
- Social Media
- Planned events
- Strategic alliances and associates
- Word of mouth
- Flyers and branded items
- One-on-one direct marketing to key decision makers
- Sponsorship and exhibition at targeted events

4. Our services

- Public and in-house training courses
- Symposia hosting international speakers
- Competitively priced advertising options in the website directory
- Selection of high quality food safety training resource material
- Website enquiry form for users to send in questions relating to food safety at no charge
- Alerts posted from the Department of Health – Food Control
- Food safety Legislation updates
- Events calendar
- Monthly newsletter distributed to over 5000 subscribers
- Newsfeeds from local and international food safety news

5. Benefits

For the food industry (website user):

Free access through a one-stop on-line portal to all food safety industry related information, training courses and news.

For the advertiser:

A marketing platform at very competitive rates, ensures maximum exposure to the food industry

For the consumer

A user friendly experience, where information is supplied in a logical and hassle-free manner, with a promise that you will find what you are looking for, or at the very least will be pointed in the right direction.

6. The Team

Business Manager: Adele Krogh

Training Co-ordinator: Lizelle van Molendorff

Support: Tracey Botes (Special Projects)
Bridget Day (Media & Information)

7. Geographical coverage

Southern African Region with a vision to expand internationally.

8. Internet-based business profile

www.thefoodsafetynetwork.co.za