

4. LOGO

Logo changes are profoundly complex and need to involve much discussion and can never be undertaken lightly. (See *SA Food Review* magazine, Jun/Jul 1990, p 21).



The very first logo, adopted in 1968, came in for considerable criticism but most notably from Professor Koeppen of Stellenbosch University for the depiction of a sheaf of wheat and the retort in the “upside-down,” unnatural position. This logo was still in use in 1971.



A modified first logo was adopted in 1969 and the abbreviation was changed from SAFST to SAAFST. The “upside down” retort was then corrected as shown here “the way we use it” and the wheat looked more like wheat. The symbols on the logo represent agriculture, science and manufacturing which represent the sectors from which our members are drawn (FIOSA May 1969).



After years of debate, finally, the third logo (drawn up by Mr J Seaman of the Cape Branch) was adopted in 1976 by 73 votes to 22 as the first choice from the many proposed. Again, unofficially, the retort was held to be offensive by some and discussions to “upgrade and modernise” this logo began in 1999.



The next change came in 2007 when the popular acronym SAAFoST was incorporated into the logo, colour was introduced and the symbols representing agriculture, science and manufacturing (a common thread since the first logo) were maintained.