

Dear SAAFoST Members,

Set the afternoon and evening aside to attend three special events at the Northern Branch meeting on Monday 30 September at 3M in Woodmead. The afternoon will start at 16h00 with a tour of the new 3M Customer Innovation Centre. It will be followed by the SAAFoST Northern Branch BGM and then a presentation on the brining of chicken by the CEO of the SA Poultry Association.

Get some insight into why 3M is one of the world's most innovative companies, take part in the Branch Biennial General Meeting and meet the Committee for the period 2013 to 2015 and then hear the Poultry Association's point of view on the very controversial topic of frozen brined chicken.

More detail on the programme and booking procedure follows.

Regards,

Northern Branch Committee

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## **SAAFoST Northern Branch Lecture**

### **Brining - making frozen food a better proposition**

Much has been written and said about the controversial issue of chicken brining and many consumers have very strong opinions on it. Against the backdrop of looming legislation, the speaker will set out to describe the chicken brining business and will leave it up to the audience to decide whether consumer and media opinions on it are based on emotion or facts.

#### **Speaker: Mr Kevin Lovell.CEO, South African Poultry Association (SAPA)**

*Kevin has a BSc in agriculture from the University of Natal and a B.Inst.Agrar.(Hons) from the University of Pretoria and has been with SAPA for seven years. The Association represents the interests of commercial and small scale producers and processors and deals with a wide range of matters ranging from VAT on meat and trade protection to food safety, food security and animal health and welfare. It represents South Africa in international forums such as the International Egg Commission and the International Poultry Council and has a cooperative programme with the National Department of Agriculture, Forestry and Fisheries on notifiable avian influenza surveillance.*

#### **Date:**

Monday 30 September 2013

#### **Venue**

3M South Africa.

Address: 146a, Kelvin Drive, Woodmead,Johannesburg.

Directions: see end of notice.

#### **Programme:**

15:45 for 16:00: Arrival at reception area & welcome by 3M

16:00 to 17:00: Introduction to 3M & tour of Customer Innovation Centre

17:00 for 17:15: SAAFoST Northern Branch BGM & election of new Branch Committee

17:55 for 18:00: Welcome & speaker introduction

18:00 to 19:00: Presentation, discussion & thanks

19:00 to 20:00: Light dinner, socialising & networking

20:00: Closure

**WARNING** - prepare for the usual heavy afternoon traffic in this area by leaving work early and arriving in time for the tour!

**Cost:** R70 per person for dinner.



- At the bottom of Woodlands Drive turn left into Kelvin Drive
- 3M South Africa is the first building in Kelvin Drive on your left-hand side



*Meeting organised by Owen Frisby (Tel/fax: 012-346 2091).*

*Notice circulated by Turners, the SAAFoST National Secretariat, Durban. (Tel: (031) 368 8000)*