Global and SA Trends

Back to the big brands? How coronavirus is shaping beverage consumer trends
This time last year, consumers wanted drinks that were new and exciting, and sought out variety and an experience. But has coronavirus turned this completely on its head – are consumers now turning back towards familiar and trusted big brands?
[Click here to read more]

Global Trends - Wine Industry Key Elements

How to refocus your beverage marketing plans: 8 top tips
How do you keep people interested in your beverage brand during the coronavirus crisis - and how can you ensure you’re ready to hit the ground running when restrictions are lifted? Tom Harvey, co-founder of YesMore Beverage Marketing Agency, shares eight top tips to keep beverage marketing relevant.
[Click here to read more]

What should South Africa’s coronavirus endgame look like?
The various options mapped out below take into account what is known, and what’s not known.

What’s known
First, the SARS-CoV-2 virus is highly infectious. Second, no vaccine is available yet and no drug has been shown to prevent transmission of the virus. Third, no virus-specific treatments exist to mitigate the current levels of morbidity. Fourth, the complexity of the economic and social problems arising from general lockdowns means it is very difficult to rely on extended lockdowns without creating a new range of severe socio-economic problems.

Where does uncertainty lie?
First, the extent to which reliance can be placed on social distancing and lockdown strategies in South Africa’s high-density, poor and informal settlements is in question. Second, South Africa appears unable to get testing to the levels necessary to successfully manage a health prevention strategy based on testing and contact tracing. Third, it is unclear when a vaccine will become available. Fourth, therapeutic options based on existing treatments, which could be available soon, are still speculative and unlikely to prove wholly successful. Fifth, therapeutic options based on new technologies are unlikely to be available in South Africa until the latter part of 2021.

Strategic options
Option 1 is to target complete disease control within 2020, without waiting for a successful
treatment or vaccine to be introduced. This would require that public health interventions achieve a sustained reproduction rate of the disease (R) below 1. This would require selective, targeted lockdowns, ongoing social distancing and high rates of population testing, tracing and quarantining.

Option 2 is to keep new infections relatively low, but accept that the epidemic will continue until a vaccine or some other treatment becomes available. This strategy would require keeping the R at around 1, by limiting daily, country-wide new infections to roughly 250 to 300.

Option 3 is to keep new infections sufficiently low that they prevent excessive morbidity at any point in time to avoid health services becoming overwhelmed, but sufficiently high as to achieve early herd immunity within, say, the next 18 months.

Of the above, the third option – allowing infections to rise to achieve herd immunity – is ill-advised, at least for now.

Click here to read more

Major Wine Producing Countries

Australia: Wine export figures positive but full COVID impact yet to come
Wine Australia Chief Executive Officer Andreas Clark said total export value increased by 3 per cent over the previous 12 months to $2.87 billion with a record average value for bottled exports of $7.12 per litre free on board (FOB). Over the same period, total export volume declined by 11 per cent to 728 million litres (81 million 9-litre case equivalents) as there is now less wine available due to lower vintages in 2018 and 2019. Although not yet complete, it is clear that vintage 2020 is delivering exceptional quality fruit but yields are down so we anticipate that inventories will continue to be depleted.

Pleasingly, the average value of Australia’s unpackaged wine exports increased by 5 per cent to $1.26 per litre – levels not seen since late 2005.

Mr Clark warned that the COVID-19 pandemic would take a toll on exports, but due to the patterns traditionally seen in wine exports and with the situation evolving on a daily basis in major markets such as the United Kingdom and the United States of America it was too early to get an accurate picture.

Click here to read more

Natural / Physical Resources

Reducing agriculture emissions through improved farming practices
The agriculture sector’s role in greenhouse gas (GHG) emissions is widely known but not well understood. In truth, more than one-quarter of the world’s GHG emissions come from agriculture, forestry, and land-use change. And unless actively addressed, these emissions are likely to increase as more people populate the Earth and the need for food continues to grow. This report, Agriculture and climate change, looks more deeply at these issues.

Click here to read more

Unsubscribe | Subscribe