



**consumer  
goods council**  
of south africa  
Helping members trade better.

# Welcome to the world of CGCSA

The industry association  
that represents a wide array  
of businesses in the consumer  
goods sector.



## Who We Are

We are an industry association representing over 9 000 member companies in the Consumer Goods, Retail & Services sector, which is one of South Africa's largest in terms of formal employment and contribution to annual GDP.



## Our Purpose

To be the leading platform for advocacy, collaboration and best practices in South Africa and sub-Saharan Africa.



## Our Values

Delivering excellent service to our members and exceeding their needs while building lasting relationships by understanding their businesses and providing tailored services.



## Our Operations

An initiative-based, member-driven, organization, providing support to members for collaboration on non-competitive aspects of trade such as:

- Safe and non-competitive platforms for engagement.
- Regular communication, keeping members informed of relevant matters and offering risk mitigation recommendations.
- Representation on platforms like Business Unity South Africa, Nedlac, Regulatory bodies, and Government engagements.

## Breakdown of Services

### 1. Legal, Regulatory & Stakeholder Engagement Affairs (LRSE)

#### Overview

We shape the legal, regulatory and policy environment through advocacy and lobbying of key decision-makers to enable our members to trade better while building and maintaining strategic

relationships with key and identified stakeholders to create an enabling environment for the viability and sustainability of the sector and our members. Engagement is integral for understanding our stakeholders' needs, interests, and expectations and assists us with strategic and sustainable decision-making.

## Our Promise

To create a supportive FMCG ecosystem, advocating for our members as the united voice of industry on non-competitive matters.

## Benefits

Our bespoke offerings result in the provision of legislative research, analysis, and education as well as inclusion and engagement of key players in government and industry.

## Success Stories

- Successfully lobbied for Diesel rebates for food manufacturers in the sector amounting to savings of more than R5bn in diesel costs.
- Member representative on key structures, enabling access to critical information relating to the AfCFTA.
- Stakeholder engagement with government, including Ministers of all Departments; The Presidency, Government Communication & Information System (GCIS), National Economic Development & Labour Council (NEDLAC) and numerous Parliamentary Committees.
- Bring together senior executives in the business sector to celebrate the achievements of women in themed events.
- Bring members together to shape the policy and regulatory landscape by making multiple submissions on issues that directly impact them, facilitating a 'fit for purpose' regulatory environment.
- Successfully litigated against the seizure of analogue meat products, lobbied for the deferment of an increase in the Health Promotion Levy (HPL) for additional 2 years and the diesel rebate was extended to also benefit food manufacturers

## 2. Food Safety & Sustainability Initiative (FSSI)

### Overview

The leading platform for engagement on food safety and quality, health and wellness, sustainability, and related regulatory matters in Southern Africa, and align our work to the Sustainable Development Goals.

### Our Promise

- A neutral platform for the engagement of industry members.
- Advocacy and media liaison.
- Representation to all government stakeholders.
- A valued networking platform.

## Benefits

- Networking with likeminded professionals to make a difference
- Leaders in the latest industry news, trends, and developments in the food & beverage sector.
- Trusted source of valuable resources & services (labelling assessments, food safety/legislative training, expert assistance on relevant topics).
- Professional development through best practice sharing.
- Posture member companies as industry leaders by gaining leads and Insider opportunities.
- Support legacy creation through member committees which shape the sector on key matters.
- Influential on government decisions relating to food and sustainability laws.
- Increase exposure to new markets and potential clients focusing on trade issues & access to markets.
- Represent industry at various national, regional, and international platforms.

## Success Stories

- Registered as a Producer Responsibility Organisation (PRO) to coordinate efforts to reduce the impact of waste.
- Founder of Healthy Food Options Industry Development and implementation of Healthy Food Options Initiative (HFOII) Program.
- Convener and Secretariat of the first of its kind Food Loss & Waste Initiative (2030).
- Facilitator of the GFSI aligned 'CGCSA Global Markets Programme' for improvement of food safety management.
- Key supporter to sector on technical barriers to trade and access to markets globally.
- Leading communicator regarding national and international food alerts.
- Consistent supporter and guide for compliance with existing regulations and related matters since 2006.
- Developer of various industry guidelines such as 'food recall' and the first ever 'food donations' guideline in South Africa & Africa.
- Consumer educator and media source on COVID-19 pandemic, Listeriosis Outbreak, Social Unrests, Sudan Red, Red Meat Scandal (Cross Contamination), and Date Marking.
- SMME development support of Food Legislation, Food Hygiene & Safety, Global and National Food Control, and Product Labelling.

## 3. Consumer Goods Crime Risk Initiative (CGCRI)

### Overview

Our core focus is to assist the industry in the mitigation of all crime-related issues facing the retail value chain including but are not limited to:

- Armed Robberies & Burglaries.
- CIT incidents.
- Fraud & Theft.
- Truck Hijackings.
- ATM Attacks.
- Illicit Trade & Counterfeit.

- Kidnappings & Extortion.
- Public unrest.
- Any other crime-related issue as identified by members.

### Our Promise

Crime is a non-competitive issue and as such, we commit to constantly engage with all relevant stakeholders in industry in the fight against crime.

### Benefits:

- Information Management; Analysis & crime incident reports.
- Lobbying Government on members behalf.
- Cross industry engagement.
- Development and drafting of Standard Operating Procedures (SOP'S) & Best Practices.

### Engagements with law enforcement

- Liaison with law enforcement daily on all levels.
- Participation at NATJOC (National Joint Operations Command Centre).
- Support ongoing collaborative projects with Law enforcement.

### ID CARDS

Provides various types of access control for merchandisers in retail stores.

ERS – Employee Reference Site

Maintain a centralized database containing factual, non-discriminatory information about candidates' employment history in the retail industry.

### Success Stories

- Anti Illicit Trade & Counterfeit Hotline (0800 014 856) Allows citizens to anonymously report illicit trade & counterfeiting of consumer goods including such as tobacco, liquor, food, pharmaceuticals & apparel.
- Launched a Mobile App which acts as an "ID card" for products, this helps with today's challenges of counterfeiting & illicit goods.

## 4. Training, Transformation & Development (TTD)

### Overview

We support transformation as a business imperative to ensure that there is a positive contribution to society. We combine efforts with industry and government to position skills development at the core of employability.

Through engagement, lobbying, and advocacy, we drive employment, transformation, and stakeholder relations. Our training programs and value-added projects offer turnkey support for industry compliance.

We are committed to providing:

- A neutral platform for the engagement of industry members.
- Advocacy and media liaison for members.
- Representation to all government stakeholders.
- A valued networking platform

### Benefits

We support member companies' strategic objectives as well as their compliance requirements in the areas of transformation, training & development by delivering value through:

- Nedlac and Busa representation.
- Department of Employment & Labour representation.
- Stakeholder engagement.
- SETA engagement and representation.
- Professional designations.
- Training programmes in supply-chain efficiencies, introduction to retail, food handling and customer care.
- SMME Development programs

### Success Stories

- Bespoke Relevant Industry-based Training & Development.
- Seta Stakeholder Engagement and Representation.
- Professional Designations.
- Supply Chain Efficiencies.
- Introduction to the world of Retail.
- Food Handling.
- Customer Care

### Become a Member

Visit [www.cgcsa.co.za](http://www.cgcsa.co.za) or contact our New Business Development Team on 011 777 3300 or send an email to [info@cgcsa.co.za](mailto:info@cgcsa.co.za) and learn more about our leading service.

### A World of Success Awaits:

Experience sustainable business growth by joining the CGCSA as a member organisation and enjoy exclusive benefits that include our subject matter expertise with complete accessibility to a variety of technical and regulatory services that are tailored to suit your needs.