

# Super Marketing's South African sanction scoop

A sanction-busting operation, involving the re-labelling of South African produce, has been uncovered by *Super Marketing* news editor Andrew Don. The operation is to be discussed in the British and European parliaments.

Andrew has been working on the story for five months after being inspired by an article in the *Mail on Sunday* in February. The story covered the re-labelling of South African fruit as the produce of other countries, such as Botswana and Swaziland.

"That article spurred me on to look further into the operation, as the *Mail on Sunday* had not uncovered any evidence of any such produce reaching the UK, and they didn't seem to understand the scale of the operations," said Andrew.

"After exhaustive international enquiries I stumbled across the discovery of a box of grapes that had been found by an anti-apartheid supporter in a grocer's

in North-west London. The box had been labelled 'Produce of Botswana'. My enquiries established that Botswana doesn't export grapes," said Andrew.

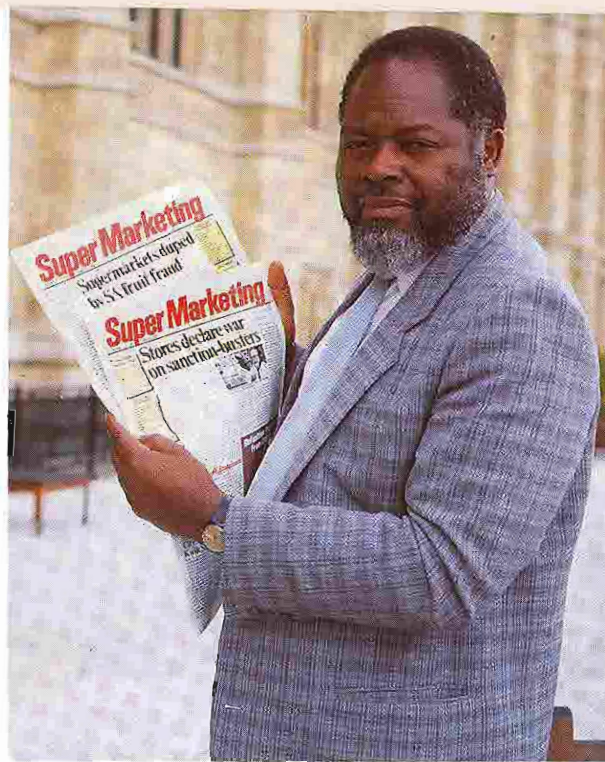
Further research uncovered a worldwide network of fraudulent distribution, and now Andrew's efforts have resulted in action by Tottenham MP Bernie Grant and Brent East MP Ken Livingstone.

"I'm liaising with Bernie Grant and he has some researchers looking into the situation. Trade sources say that this is a multi-million pound fraud, so investigations are by no means complete," said Andrew.

Bernie Grant is pressing for the matter to be brought up in the European parliament in Strasbourg, while Ken Livingstone is to table a question in the Commons.

Andrew's research has resulted in four *Super Marketing* front-page stories to date.

"There is still a lot of research to be done and I'll be following



Bernie Grant - pressing for action in the European parliament.

up the story further. I intend to give the story to the nationals and to television and hopefully

that will give *Super Marketing* some of the publicity and prominence that it deserves."

the 1988 management presentation on 15 July at the Anugraha, near Egham, Surrey.

Recalling 1986/87 as "a year of recovery", Graham described 1987/88 as "a year of achievement" and told RBP's managers: "you have demonstrated that you can, and do, deliver the goods."

"When sleeping giants wake, they tend to stamp over the unwary."

Nearly £5 million was spent on development last year, much of the investment going into re-aligning or refining existing titles so as to better serve the needs of advertisers and readers.

The investment also went towards gaining market shares, and fighting off competitors who were moving against RBP pro-

business," said Graham. "I believe we are now seen for what we are: a customer-oriented business committed to producing high-quality magazines and services; and to developing and rewarding high-quality employees."

Where next?

"I have confidence that we can sustain the success in 1988/89 - and we can share in this success," Graham told his managers. "In the first three months since the introduction of the RBP profit-sharing scheme, we are on track to pay out."

"This year we can achieve new heights, which will add up to another year of achievement - a better achievement than ever before."

## Baking Update raises dough on telethon

*Baking Update* editor Sarah Orton received two minutes of prime-time nationwide coverage when she appeared on ITV's Telethon '88 on Bank Holiday Monday 30 May.

She appeared at 3.08pm with David Hirst from the Milk Marketing Board to hand over a cheque for \$25,000, raised by the baking industry, to Telethon presenter Gloria Hunniford. \$1,000 of the sum was donated by *Baking Update*.

And to celebrate the donation, 25,000 blue-and-white balloons were released by Gloria.

*Baking Update* received coverage not only from Sarah but from *Update* logos printed on the sweatshirts of those appearing in the two-minute slot. And a snippet from the appearance was included in the Telethon high-lights at the end of the marathon 27-hour broadcast.

Sarah Orton saw the appearance as tremendous publicity for



Sarah Orton (next to Gloria) with the cheque for charity.

the journal as well as for the baking industry: "It's incredible to think that although the baking industry is relatively small, the bakers for Telethon presented one of the largest cheques. It typified the enthusiasm and caring spirit that one finds in this industry," said Sarah.

A massive cream cake, decorated with the "Bakers for Telethon" logo - "Raise some dough for it" - was baked for the occasion.

## INSIDE

Overweight? Help out *Farmers Weekly* with their sponsored slim for charity - see page 2.

Who's who in Creative Services - see their spitting images on pages 6 and 7.

And who sniffed up tea and scattered diamonds at a sales presentation? Find out on page 4.

## Reed's global logo

Reed Business Publishing is to leave a new logo from 1 September.

The current "maze" is to be replaced by the new Reed International circle/globe, which will be displayed in pillar-box red when in colour.

"When the new Reed logo appeared we produced some visuals to incorporate the logo into the RBP design," said Creative Services director Roger Hale.

Roger is co-ordinating the implementation of the new logo by working with a nominated person from each division.

Creative Services is also producing a style book which gives samples of the logo and the different ways that it can be used in magazines and on promotional material. The style book is to be circulated in advance of the target date for adoption of the logo.

