

Eastern Cape venison awareness drive



A golden opportunity to create game meat awareness presented itself to WRSA-EC in the form of the Wors Carnival initiated by Pick n Pay Grahamstown during the week of 16 – 21 March 2020. Suppliers like Cibo, Crown National, Freddy Hirsch, Exim and WRSA member, Hellsport, were allowed to promote their products in the shop with tasting and demonstrations.

Wednesday, March 17, 2020, was allocated to Hellsport and WRSA-EC.

With the support of the WRSA Grahamstown chamber members who are mainly the producers of the meat to Hellsport Game Abattoir, the public was treated to a delicious, healthy game meat sausage tasting. The Hellsport range of wors includes Cheese wors (warthog), Kudu wors, Sosatie wors, Spicy Impala wors, Breakfast Banger and Chorizo.

The program included the making of two Dishes demonstrating the creative use of “wors” for breakfast and lunch. Nelma Jurgens from Hellsport used their breakfast banger to create a delicious hunters-breakfast and their new spicy impala sausage to create a lunch dish in a pita bread.



The shoppers were pulled in with running commentary while providing facts and information on the healthy, lean and nutritious benefits of game meat. Lively music, the WRSA-EC promotional elephant and Rhino mascot, as well as the prizes sponsored by Buco Grahamstown and Hellsport, contributed to a carnival atmosphere.

In essence, this game meat awareness drive was focussed on the development of the game meat market. A market which is poised to provide a lifeline in the form of cash flow to the wildlife industry in the face of all the difficulties the industry has been facing in the last few years and will be facing in times to come. Large numbers of the public are still ignorant about the benefits and utilization of game meat and the direct interaction provided the opportunity to engage their interest as well as taste buds. “The proof is in the pudding”, proved to be true as many prejudices and predefined ideas were disposed of during this drive and the stock was sold out on the day.

The day concluded in a cook-off between two chefs from Kwandwe Private Game reserve and a professional hunter. The cooks had 30 minutes an open Pick n'Pay store and the objective was to create a delicious dish with "Wors" as the main ingredient.



Zimkize chef from Kwandwe created a cocktail skewer with the spicy impala wors using yellow cherry tomatos red onion for colour and a delicious plum sauce to bring it all together.

Brenda also from Kwandwe made a hearty main course casserole with wors as the core ingredient

Christiaan professional hunter from HELLSPOORT made an all in one pan fried dish with wors, tomato red green and yellow peppers served with cucumber and flat bread.

They provided the shoppers with a first-hand experience on the versatility of game meat sausages. Also proving that the preparation of game meat dishes is not as difficult as perceived by the general public. The competition was fierce, and the judges had their work cut out! The scores were very competitive, and the professional hunter walked away as winner with a very narrow margin.

Thinus and Nelma Jurgens of Hellsport are pioneers in the game meat industry in the Eastern Cape and not only have they been suppliers of game meat to PnP Grahamstown and Port Alfred for two years but their abattoir is a Department of Rural Development and Agrarian Reform reward winning (2019 & 2020) establishment. They are renowned for the best quality, healthy and clean products. No mass production! The high standard of their product ensured that sales have grown substantially over the last two years.

The success of this specific game meat awareness drive has made the importance of interactive and personal marketing very clear. WRSA-EC in conjunction with the WRSA Chambers and members involved in game meat production will strive to develop and introduce this healthy, lean and nutritious product of the wildlife industry to consumers in the Eastern Cape on an ongoing basis this year.

The proof all stock was sold at the end of the day!