

Rhinos!
by
Simon Wiedemann

© 2020

As I'm typing this, I'm eating very tasty Cruga Biltong steak. Perfectly normal, but the packaging on the other hand is a different story. As well as it featuring the brand name, it also says 'Save the rhino'. Are rhinos more important than cows? They seem fairly similar to me. 'But the packaging is simply saying that rhinos are in danger and we should protect them'. First of all, cows are in danger, too. Just because there are more of them, doesn't stop them being killed. All animals are equal as far as I'm concerned. Put it this way: Some Myers Briggs personality types are rarer than others. How would you feel if you had the most common one and you were in a room with the rarest type. Then someone says they're going to have to kill you, to save the other guy? To me, the phrase makes as much sense as 'Save the cows'. Imagine seeing that on steak packaging.

And here's another thing, we SHOULD endanger cows, as they keep farting the temperature up. Animals are responsible for global warming just as we are. In fact, I think they may even be evil. Can't they hold their farts in like people can? If not, why not? They clearly hate mankind so much, they don't care about putting themselves at risk, too. Sure, we keep killing them all the time, eating them and coming up with adverts that are most likely quite offensive to the animals, but they taste too good. In fact the packaging actually says 'Great taste'. Sure nobody in their right mind would make an advert saying 'Bad taste', I'm just trying to say it's the cow's own fault. A marketer saying 'Biltong Steak, save the cows, bad taste' would be truly out of his mind, but still, as schizophrenia has a tendency to get worse if not treated, that's the kind of advert you may see in the future. And yes I am saying the Biltong company are run by the mentally ill. Once again does 'Save the rhinos, kill the cows' sound like a normal phrase to you? And the name 'Cruga' sounds like a neologism, just saying.

Do I have any suggestions for the company? First of all and to be clear, medication sounds like a good idea. The employees would go from saying things like 'Cruga, bruga, fluga' or whatever to 'Smith's Meat Company' for example, in no time - if the meds are effective. I for one hold my fingers crossed for them. I don't mean to sound offensive but I'm reminded of what angry tramps shout in the street. And yes I KNOW this is another article about mental illness, I've probably written over a dozen similar ones now, but this is perhaps one of my most valid. Interestingly whilst there IS a picture of a rhino on the top left of the product, there aren't any on the main picture. Instead, the illustration seems to be an empty African countryside area. It seems saving the rhino hasn't gone according to plan. Cruga clearly are a company that needs improving but to be fair their stuff is actually very tasty as I mentioned earlier. Good to be clear.

Should this last paragraph be a massive apology, so I don't get sued? Again, that's a question I have asked myself many times.

As I'm unaware of any lawsuits against me, I'm going to take my chances and keep mocking Cruga. How about that? So, what's this phrase supposed to mean?: 'This package contains an oxygen absorber packet to enhance the freshness of your biltong. The absorber packet contains harmless minerals which should not be eaten.' Well if they're harmless what's the problem? It's like saying 'Warning!! Don't enter this building! Even if nothing will happen, whatsoever.' Cruga really are all over the place, aren't they? To conclude - What are your goals? Why do you have them? Do they make sense? Get that stuff sorted out and you'll actually have something pretty good. I'm serious. And on that positive note... Bye!