



MOOIGEZICHT ESTATES

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Chairman: SC Rossouw MD: FJ Rossouw

New Varieties - New Packaging - New Opportunities

Spring

As we celebrate the arrival of Spring, so the first delicate green shoots are appearing on our earliest vines. This heralds the start of the new season and after a cold, wet winter we are optimistic about the growing conditions for the forthcoming harvest.

Far East Market Visit

To strengthen business ties with our receivers in the Far Eastern markets, Mooigezicht Estates Managing Director Francois Rossouw and the Group's Chief Accountant Guillaume Rossouw will be visiting markets in the region during early September. They will also attend the Asiafruit Logistica Congress in Hong Kong from 8 to 10 September.

We received very positive feedback from our receivers in the region with regard to the quality, flavours and storage ability of the fruit. Our visit to the region is aimed at increasing our understanding of the customer demands in the various regional markets based on the culture, quality requirements and the fruit specifications.

Corporate Social Responsibility

Mooigezicht Estates has over 1000 employees with 170 families living permanently on the estate. "We have a deep commitment to the well-being of our workforce, says Stephanus Rossouw, chairman Mooigezicht Estates. "Our people are without a doubt our most important resource. Table grape production is one of



the most labour-intensive agricultural products to grow and pack. We produce in excess of a million cartons of grapes annually and without our workforce, this would be impossible.

“On a social and spiritual level, we also believe that there is more to life than simply running a business and regard the human dignity and quality of life of all our employees as a priority.

Spiritual Leadership

The general social and spiritual welfare of our people and their children is a key focus area,” explains Mr Rossouw. Mooigezicht Estates is one of the leading members in the establishment and development of the Amos Project since 1997. The directors of the company are personally involved with this religious movement and it has changed the lives of hundreds of our employees and their children.

Children

Up to 150 children attend the 6 fully-equipped child care and pre-school centres located on Mooigezicht Estates. They are in the care of trained teachers and the education programmes are monitored by in-house professionals in this field. Two meals are provided daily.

Mooigezicht has played an important role in the establishment and development of three schools in the Hex River Valley, Bonne Esperance Primary School, Simbabalwe Primary School and Sipumalele High School.

Community involvement

Our corporate social responsibility extends to people in our broader community beyond the boundaries of Mooigezicht Estates.

Soup Kitchens

Mooigezicht runs soup kitchens for children and the elderly living in the informal settlements next to De



Above: Children Give Thanks to God for their meal. Top, middle and and previous page: Pre-school children at one of the crèches at Mooigezicht receive two meals daily provided by the company.



Doorns where there is dire poverty. These are run on a two weekly basis during the winter months of May to September and provide soup and bread free of charge.

During the winter there is limited employment for people in these communities so this is a particularly tough time for them. In winter snow covers the mountains and temperatures can be punishing for people with limited protection from the elements. Staff from the various production units take turns to work at the soup kitchens and distribute these much-needed meals.

Bible Distribution

As part of social responsibility we regularly make donations to institutions for the care of the less privileged. These include blankets, food, building materials, bibles and financial assistance to people in the broader community. As part of the community spiritual outreach project, Mooigezicht Estates recently distributed bibles to people in the informal settlement.



Top: Mooigezicht staff (in picture above at left) and MD Francois Rossouw (centre in picture at top right) at the soup kitchen in the informal settlement adjacent to De Doorns.

Right, second from top: Mooigezicht MD Francois Rossouw distributes bibles in the informal settlement followed by a prayer meeting (pictures below)



Spiritual Values

Mooigezicht Estates is owned by the Rossouw family who take a deep interest in the well-being of their workforce. The family are committed Christians, uphold traditional values and believe in leading by example.

Mooigezicht Estates Chairman Stephanus Rossouw and his wife Laetitia have been involved in spiritual outreach initiatives for many years. Their son Francois is the MD of the company and he is personally involved in spiritual leadership initiatives on Mooigezicht and the broader community.

Francois and his wife Gerda have two teenage sons, Francois and Johan. The boys attend school in Stellenbosch and are achieving great results at tennis and gymnastics respectively.

This concludes our 2010 spring newsletter!

**Kind Regards,
Francois Rossouw
Mooigezicht Estates**

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Right above: Stephanus and Laetitia Rossouw.

Middle: Francois, Gerda and sons Francois and Johan

Right: Johan, Francois, Gerda and Francois jnr. at a rugby test match.

Opposite Page:

Top left: Johan Rossouw during a gymnastics routine

Top Right, Francois Rossouw on the tennis court.

Bottom: Francois and Gerda Rossouw in the vineyard after a heavy snowfall at Mooigezicht Estates



