



MOOIGEZICHT ESTATES

P.O. Box 2, De Doorns, 6875, South Africa
Tel: +27 (0) 23 356 2953 Fax: +27 (0) 23 356 3223 email:mooigezicht@mweb.co.za
Chairman: SC Rossouw MD: FJ Rossouw

New Varieties - New Packaging - New Opportunities



October

One of the best known poems in Afrikaans (South Africa's second official language) is called *Oktobermaand* by the poet C. Louis Leipold and the opening line of the poem reads "Dit is die maand Oktober! Die mooiste, mooiste maand!". Translated this means that October is the most beautiful month of the year and this is certainly true here at Mooigezicht as nature weaves her Spring magic with our vines.

Beautiful as October is, it is also very important in the development of our crop. During October our vines start flowering and the resulting fruit set determines the quantity and quality of fruit for the harvest ahead. This year our growing season has started earlier than last year and indications are that on average the harvest could be two weeks earlier. (see adjusted cultivar harvest and marketing chart attached) For optimal flowering and set good weather conditions are important. During this time we start with suckering of excess shoots and thereafter our first crop control.

Far East Market Visit

The September visit to markets in the Far East by Mooigezicht Estates Managing Director Francois Rossouw and the Group's Chief Accountant Guillaume Rossouw was very successful. "We were stunned by Asia's economic growth, strengthening currencies and spending power of the customer," explained Francois Rossouw. "Fresh food is important to the Asian consumers and it was explained to us that Asian shoppers spend more than 45% of their monthly grocery on fresh foods. There is a 16% year-on-year growth as the increasing level of health consciousness drives cultural change and consumers

continued on page 2



Above: Our visit to Sun Yuan Harn Fresh Products Co. Ltd in Taichung Hsien, Taiwan. From left to right: Jensen (Vanguard International), Amy Wang, Guillaume Rossouw, Francois Rossouw, Danny Kuo, Peter Pan

continued from page 1

move away from the traditional wet markets. Asian shoppers are changing their shopping behaviour, switching from traditional counter service stores to modern supermarkets. These are easily comparable to upmarket European and UK supermarkets, most notably the 360 Marketplace in Singapore and HERO Stores in Indonesia. There is a continued investment in business expansion with new hypermarket and supermarket outlets opening. It is thus not surprising to note that European investors are currently very interested in investing in good Asian companies.

“Guillaume and I want to thank Freshworld and Vanguard for the privilege to visit various markets and clients and gather valuable information for production purposes.”

Right Above: Ferry Gunawan, Fresh Director in Jakarta, Indonesia for the Dairy Farm Group with punneted grapes in one of the upmarket Hero Supermarkets in Jakarta

Right: Our visit to Royal Island Co Taipei, Taiwan. From left to right: Francois Rossouw, Jensen (Vanguard Taiwan), JC Greeng (President Royal Island Co, Ltd), Guillaume Rossouw



Mooigezicht Sports Day 3 September 2010

When a day with perfect weather dawned on 3 September, the excitement and anticipation at Mooigezicht were palpable. The company was hosting a sport day for the entire workforce. Staff and management were all involved in the organising of the day and everyone had an opportunity to participate in the events. The pre-school children in the Mooigezicht Estates pre-school facilities were also included in the activities.

This was no small undertaking as around 800 people were involved from Mooigezicht's 10 production units and the ages varied from age 3 to 70! There



were seven teams and each team had its own team colours and slogan. Along with team colours, banners and posters, there was a great show of team support and bravado accompanying all the action on the track and field.

The events included a 5km run, 10km cycle race and various distance track events as well as tug-of-war. There were also fun events such as sack races, three-legged races, egg-and-spoon (apple in ladle to keep with the fruit theme) races and other fun events. The grand finale of the day was the strongly contested Iron Man competition which included activities that the men perform in their line of work such as carrying heavy objects, pushing heavily-laden wheelbarrows and scaling obstacles. The crowds cheered as the men showed their brawn and speed. Not to be outdone, the ladies, whose dexterity with a pair of scissors is important in their job, had a ribbon cutting challenge. The object of this innovative challenge was to cut a narrow ribbon vertically as quickly as possible and here the ladies certainly exhibited their skills!

"Our sport day was a resounding success says Nico Verster, Director of Human Resources at Moogezicht Estates. "This was a truly rewarding exercise in team building and the various teams showed a rousing spirit throughout the day. Young and old, staff and management and even the preschoolers had the opportunity to participate. We had trophies for the winners in various categories and the contestants who achieved first, second and third place in each event received certificates in recognition of their achievements."

This was the first time an event of this proportion has been organised on Mooigezicht and this kind of event is certainly not commonplace in the South African fruit industry. The event was officially a working day so people still received their day's salary and all participants were served three meals

continued on page 4



continued from page 3

during the course of the day. Besides the obvious team-building benefits, the event also emphasised the importance of exercise and healthy living within a part of the community where this is often overlooked. The pictures certainly tell the tale!

While the flowering of our vines is topical, enjoy the sad and romantic legend of our beautiful valley below that involves a rare flower from our region.

This concludes our October newsletter. Thank you for your interest.

**Kind Regards,
Francois Rossouw
Mooigezicht Estates**

francois@mooigezicht.co.za
Tel: +27 23 356 2953
Mobile: +27 82 573 4581



The Legend about the Origin of the name of our Hex River Valley

Our picturesque Hex River valley also has a unique legend surrounding the origin of the name of the valley. The name "Hex", the Afrikaans word for witch, and the legend is based on a true story from the early days of the valley's settlement. The story is about of the beautiful young Eliza Meiring who had several young men as suitors. In order to decide which one to choose she challenged her suitors to climb to the heights of the mighty Matroosberg Mountain behind her parents' home. The first one to bring her one of the rare and beautiful Disa orchids from its treacherous heights would win her hand in marriage. Her favourite suitor slipped and fell to his death, and Eliza was racked with guilt and grief by this tragedy. Her mourning was so intense that she lost her mind and had to be confined to her home as all she wanted to do was head into the mountains to look for him. One day she tried to escape from an upper floor window but fell head first and was killed. From this sad story the legend grew, and it is said that at full moon, Eliza's spirit can be found wondering the mountain slopes of the Matroosberg, searching for her lost love.



An example of a Disa orchid which grows only at high altitudes in the mountains of South Africa's Western Cape



MOOIGEZICHT ESTATES

MOOIGEZICHT ESTATES 2011 GRAPE CALENDAR SINGAPORE

Production Weeks		51	52	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Marketing Weeks Singapore		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Varieties	Type																		
Prime	Seedless																		
Flame	Seedless																		
Alpha Red	Seeded																		
Starlight	Seedless																		
Midnight Beauty	Seedless																		
Coachella	Seedless																		
Sugraone	Seedless																		
Evening Pearl	Seeded																		
Desert	Seedless																		
Victoria	Seeded																		
Regal	Seedless																		
Sunred	Seedless																		
Thompson	Seedless																		
Alphonse Lavallée	Seeded																		
Autumn Royal	Seedless																		
Crimson	Seedless																		
Sundance	Seedless																		
Red Globe	Seeded																		
Moonballs	Seeded																		
La Rochelle	Seeded																		
Ebony Star	Seeded																		
Bonheur	Seeded																		
Dauphine	Seeded																		
Barlinka	Seeded																		
Scarlotta	Seedless																		