

The
grow

APRIL 2019

Gazette

HARVESTING A
GREENER TOMORROW
FOR SOUTH AFRICA

WWW.GROWFRESHPRODUCE.CO.ZA



NOORDVAAL ACQUISITION

01 February 2019 was a significantly important day for the Grow family because our 51% share acquisition of Noordvaal Market Agents came into effect. Established in 1987 by Protea Market Agents, Noordvaal now operates from the Tshwane Fresh Produce Market. The transaction is part of our broader growth strategy of having a footprint in all 4 major Fresh Produce Markets in SA. We currently have a footprint in 2 of the 4 major markets, and are currently investigating the possibility of acquiring market agency businesses on the Durban and Cape Town Fresh Produce Markets.

ON BEHALF OF THE
GROW FAMILY, WE'D
LIKE TO EXTEND A VERY
WARM WELCOME TO
THE NOORDVAAL TEAM.



RECORD MONTH FOR GREEN NETWORK'S POTATO SECTION

We're excited to announce that Bilal Karani is officially a Green Network record holder! With the highest ever monthly turnover, we'd like to send out a HUGE congratulations to Bilal. Thank you for all your hard work and continued effort, we are incredibly proud to have you on our team.





It was Mango Madness week from 22 – 24 January 2019 on our Marco Fruit Floor in co-operation with Mohlatsi Mangoes. Customers who purchased a pallet or more of Mohlatsi mangoes were automatically entered into a lucky draw to win a grand prize, which included a beach blanket, cooler box, sunglasses and a pen. Thank you to all our valued customers and especially Mohlatsi for making Mango Madness week a huge success.



MARCO RECORD BREAKERS

We'd like to send out a HUGE congratulations to Jonathan Neto and Candido Fugareu from the Marco vegetable floor. Since joining the team 3 years ago, the past 6 months have been the most successful, as they've consecutively broken their turnover record month on month. We're incredibly proud of the duo, keep up the excellent work!

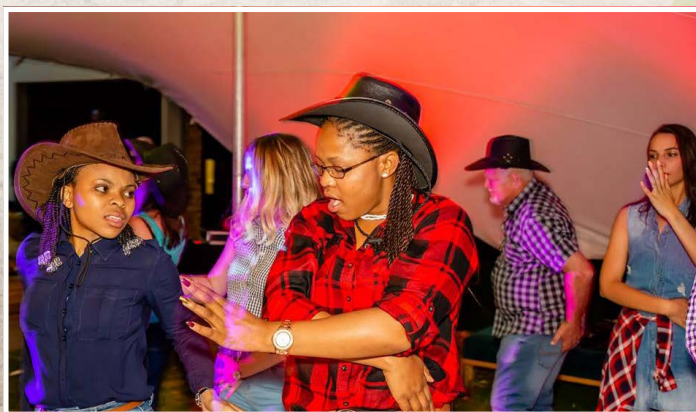




YEAR END FUNCTION

AT ROODT RESORT

On 9 December 2018 we hosted one of the most memorable year-end functions in Grow history! About 100 employees attended the Country Western Themed event at Roodt Resort, where we danced the night away and braved it out on the mechanical bull. Thank you to each employee for attending the event, we certainly celebrated 2018 in the best possible way. Here's to prosperity and growth throughout 2019!



BOTHAROODT ATTENDED THE OOS-VRYSTAAT AARTAPPELWERKGROEP

On 8 March 2018 BothaRoodt attended the Oos Vrystaat Aartappelwerkgroep at the District Farmers' Union Hall at Warden. The main purpose of the event is to provide potato producers and other stakeholders the opportunity to engage in business discussions. Speakers included representatives from the main sponsorships, including Bayer SA, Atlas Kunsmiss and Aartappels SA's CEO and Manager of Business Information. Each speaker touched on relevant crop information, forecasts and market trends.

Over the years, the Oos-Vrystaat Aartappelwerkgroep has developed into a full-fledged platform to exchange knowledge between producers, researchers, different cultivar companies and other related organizations that contribute to the success of the potato industry. BothaRoodt was very blessed to attend the event!





TOP 10 FARMERS FOR 2018

SUPPLIER TURNOVER FOR JANUARY – DECEMBER 2018

Marco

- 1 H P N PRETORIUS BOERDERY
- 2 CAPESPAN EXPORTS(PTY) LTD
- 3 MONTINA/MAKEPISI
- 4 DORTANNION FARM
- 5 CLEARWATER FARMS (PTY) LT
- 6 REMHOOGTE BOERDERY
- 7 A & J FARMS
- 8 WATERPOORT TAMATIES BELEG
- 9 FRUITWAYS
- 10 RORICH'S COOL CARROTS

BothaRoodt

- 1 MONTINA/MAKEPISI
- 2 INYONI BOERDERY (EDMS) BP
- 3 WILLIAMS A & B
- 4 WILDEKLAWER BOERDERY
- 5 CARPATHIAN FARM
- 6 AL 3 BOERDERY
- 7 SESISONKE FARMING (PTY) L
- 8 C & H KRUGER BOERDERY
- 9 KAAIMANSGAT BOERDERY BPK
- 10 POTATO PRIDE CC



GROW

- 1 MONTINA/MAKEPISI
- 2 INYONI BOERDERY (EDMS) BP
- 3 WILLIAMS A & B
- 4 WILDEKLAWER EDMS BPK
- 5 H P N PRETORIUS BOERDERY
- 6 CARPATHIAN FARM
- 7 CAPESPAN EXPORTS(PTY) LTD
- 8 AL 3 BOERDERY
- 9 MODELPAK
- 10 DORTANNION FARM

Noordvaal

- 1 SANDQUEST FARMING
- 2 KARSTENS MARKETING (PTY) LTD
- 3 ALCARI FARMS CC
- 4 VTV BOERDERY EDMS BPK
- 5 JIMSU BDY
- 6 MATUMONDO BDY TRUST
- 7 KROMCO LTD (FALCONS) LTD
- 8 CPJ ERASMUS EN SEUN
- 9 BELI FARMING (PTY) LTD
- 10 PRETORIUS H P N

Green Network

- 1 DE HOEK TRUST
- 2 LINHAGEN BOERDERY BK
- 3 C & H KRUGER BOERDERY
- 4 Potato Pride CC
- 5 WIGGILL FARMING (PTY) LTD
- 6 CALBY FARMING
- 7 NJ HENDRIKS
- 8 MALEMBA BOERDERY Edms Bpk
- 9 FRESHLY BLESSED (PTY) LTD
- 10 VLIELAND BOERDERY

GROWING TOGETHER

At Grow, what was once a stand-alone business is now an amalgamation of BothaRoodt, Green Network, Marco and Noordvaal. To signify unity within the Grow group of companies, we recognized the importance of developing a co-brand. That being said, we recently went through a rebranding process where we incorporated Grow elements across each logo. We are proud to present the new logos of each company and we are tremendously excited about the road ahead.



THEBE STUDENT ACCOMMODATION FOOD DRIVE

Thebe Property Asset Management (TPAM) is a subsidiary of the Thebe Investment Corporation that offers affordable student accommodation to those less fortunate. TPAM recently came to realize that the need for affordable accommodation is not their only challenge. Most of them lack nourishment, as it is too expensive to live a healthy lifestyle with a wholesome diet.

As a united front, the TPAM team developed a food drive that addresses the need for nutritious meals. The pilot was launched on 23 November 2019 and Marco Fresh Produce Agents distributed fruit to the value of R7020.00 to 223 TPAM tenants. The Grow family is incredibly excited to be taking part in this project, and we look forward to making additional fruit and veg donations on a regular basis.





Valentine's Day AT grow

This Valentine's Day, we showered our staff members with a whole lot of love! Throughout the day, the Grow Market was filled with happiness and delicious treats as we treated each one of them to heart shaped sweets and chocolates.



2018 PERFORMANCE

2018 was a momentous year for the Grow group. After an incredibly successful year, **we now own 22% market share and we aren't stopping there!**

MARCO DONATES SCHOOL SHOES AND SOCKS

Marco Fresh Produce Agents recently donated 60 pairs of school shoes and socks to Happy Faces After School Care Centre in Langrivier. We are incredibly proud of the Marco team for generously helping the underprivileged.



"Bianca, namens Happy Faces Afterschoolcare Centre wil ons u hartlik bedank dat u ons regtig so goed te gemoed gekom het met die skoolskoene en skryfbehoefte projek. Ons as personeel, ouers en kinders waardeer dit opreg uit ons harte uit baie dankie. Is regtig so n voorreg om te weet dat daar ver mense is wat omgee vir ons plaaskinders. En bo alles mense wat jou nie ken nie wie se harte reg klop baie dankie. ONTHOU DAT U EN BESIGHEID ALTYD IN ONS GEBEDE IS. HAPPY FACES GROETE"

Thank you to our producers, buyers and staff members for your commitment, determination and ongoing support. As we venture further into 2019, we look forward to seeing what the rest of the year has in store for us.

grow



t. +27 (0)11 613 6981 f. +27 (0)11 613 8781 | e. info@growfreshproduce.co.za

Johannesburg Fresh Produce Market, Heidelberg Rd, City Deep, Johannesburg

PO Box 86009, City Deep, 2049, South Africa



www.growfreshproduce.co.za

