



Newsletter: December 2008

A Word from our Managing Director: Harry Norman

Dearest Fellow Stakeholder and friend...

Season's Greetings from the Fine Team; we hope and trust that while you are reading this things are going well and that you are in good health.

Did you know and according to History.com that...

- Each year, 30-35 million real Christmas trees are sold in the United States alone. There are 21,000 Christmas tree growers in the United States, and trees usually grow for about 15 years before they are sold.
- Today, in the Greek and Russian orthodox churches, Christmas is celebrated 13 days after the 25th, which is also referred to as the Epiphany or Three Kings Day. This is the day it is believed that the three wise men finally found Jesus in the manger.
- From 1659 to 1681, the celebration of Christmas was outlawed in Boston, and law-breakers were fined five shillings.
- Christmas was declared a federal holiday in the United States on June 26, 1870.
- Rudolph, "the most famous reindeer of all," was the product of Robert L. May's imagination in 1939. The copywriter wrote a poem about the reindeer to help lure customers into the Montgomery Ward department store.

The start of season has gone really well, bar some minor adjustments via the Market system; the sales staff are extremely busy in meeting the various demands each day. Things should never be taken for granted, especially the efforts that the sales team put in. The pressure and attention to detail that is required by the sales team is very high, yet they are up to the task each and every morning from 3am onwards; doing their best to provide the Producer with the best service delivery and return for their produce. At the same time they are also trying to provide the Buyer with the best quality product; achieving this balance, especially with a perishable product is a very difficult task. Our business is relationships and managing these relationships while delivering unquestionable service delivery is never easy.

The question is: What drives them to continue returning each morning? The answer is simple; Fine Bros sales staff operate with Passion and Urgency; their Passion for the industry and its stakeholders, and the urgency to perform in order to meet their set goals. They want to see the long term sustainability of the Producers, especially in these trying and difficult times.

The theme for this Newsletter is to reinforce the core values of Fine Bros, which are Honesty, Commitment Integrity and Fairness. These values are the fundamentals to building strong relationships that are centered on trust.

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Market Agents

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Honesty is the human quality of communicating and acting truthfully related to truth as a value. Honesty means simply stating facts and views as best one truly believes them to be. It includes both honesty to others, and to oneself and about one's own motives and inner reality. Honesty, at times, has the ability to cause misfortune to the person who displays it, however, it can also mean fairness, and truthfulness, and the avoidance of misleading people. Within our industry we need to be honest in the way we do business. We are the Marketing Arm of the Producers and we are handling their produce everyday, we have a duty to provide honest market related information to the Producer so that their product meets with the demands of the industry.

Commitment means our duty or pledge to something or someone. As previously mentioned, we are the Marketing Arm of the Producer and we need to be committed to delivering consistent service delivery to the Producer. "Fly by nights" within our industry will hurt the Producer; the Producer needs a valued partner and that is the reason for our existence.

Integrity comprises of perceived consistency of actions, values, methods, measures and principles. We need to be consistent in our actions and service delivery to Producers and Buyers. Once again we are the Marketing Arm of the Producers and we need to be consistent, especially for the long term sustainability of our Producer relationships. We must realize that there is always another option for a Producer to market their produce.

Fairness entails decisions that are free from bias, any dishonesty, or injustice. The service delivery to a Producer needs to be fair. They have entrusted their product to be marketed through us and thus we need to be provide them with unquestionable service delivery that is free from bias, any dishonesty and injustice.

We need to also always remember that...

1. We view our Producers and our Buyers, not only as our "Customers" but also as our friends and as part of the Fine family. Our loyalties are to them! We strive to provide them with the Finest Friendship, as well as the most Professional Service Delivery.
2. We view each other, not only as the "Internal Corporate Customer" but also as our friends and as part of this Fine family; therefore we strive to provide each other with the Finest Friendship, as well as the most Professional Service Delivery.

I hope that this Newsletter gives you a better understanding of what Fine Bros is all about and what we stand for. We are Passionate about our business and we will be Urgent in the way we deliver service to our Producers and Buyers. We would like to use this opportunity to wish you and your families all the very best over the festive season; be safe, be careful, be Fine.

Best wishes,



Harry Norman
Managing Director – Fine Bros (Pty) Ltd

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News in Brief:

- In the New Year Fine will be launching some interesting initiatives that it has been working on this year. Be on the look out early in 2009.
- Tanya Cox, the Financial Manager of Fine Bros, successfully completed the Management Development Programme at the University of Stellenbosch and graduated on the 3rd December 2008. Fine Bros would like to use this opportunity to congratulate her; we are very proud of her.
- Fine Bros sponsored a 4x4 day in the Bree Rivier area during November. The event was a huge success.
- Harry Norman and Ryan Norman attended the Lebombo day recently where it was announced that Xander Botha would be the new General Manager. We would like to use this opportunity to congratulate him on his achievement.

Birthdays:

- Lizzy Tekwane 12th November 2008 (Belated happy birthday)
- Albert Hanekom 21st November 2008 (Belated happy birthday)
- Grant Norman 23rd November 2008 (Belated happy birthday)
- Vivian Botes 29th December 2008 (Happy birthday)

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