



Newsletter: February & March 2009

A Word from our Managing Director: Harry Norman

Dearest Fellow Stakeholder and friend...

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.

Food for Thought

Life can be difficult, frustrating and stressful and as things evolve and become more and more complex, we sometimes forget that we also have to remain positive at all times or else we will peril in the downward spiral of negativity. It is not all that bad and "Mother Nature" gives us ways of keeping our moods positive. So if you are feeling stressed; if you are feeling unhappy, pressured and frustrated then this is for you. The best mood-elevating snack is the banana and here is why... The potassium, which is known to be a natural stress reliever, and vitamin B6, which assists in regulating blood sugar levels are found in bananas. In addition to the above, bananas also contain tryptophan and this is known to build serotonin levels within humans. So go and grab yourself one or two bananas at the nearest supermarket and leave the "Bar ones" alone; the healthiest option and most sustainable would be the banana for a longer lasting positive experience.

At Home...

Things at Fine Bros have been going well; as with any business there are always challenges. Dealing with the challenges is vital, but it is the way you deal with the challenges that shows character. We remain positive knowing that the calibre of talent within Fine remains of the highest ever experienced. Young, dedicated and committed to achieving successful careers in the fresh produce industry. The Fine team are streamlined and brilliant; good talented individuals make up that team and we stand together believing that you don't have to be the biggest to be the best, we believe that being the best will make us the biggest.

Fine Bros (Pty) Ltd Reg No 1996/012982/07
VAT/BTW No 4800102248
Market Agents

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Fine Bros has been putting a lot of effort into promoting the core values (Honesty, commitment, integrity and fairness) of our company. Market Agencies cannot take the industry stakeholders for granted; we have to work harder than before to promote our business. At the recent Fine Bros 100 year celebration, it was mentioned that we need to service our clients or else they will go elsewhere. Not just service... but a service delivery that is filled with Urgency and Passion. Big corporates sometimes miss the Passion aspect; everything is a "number" part of a bigger giant. And there is nothing better than being a number, right? Wrong, Passion is about being 24 hours; it is about being that standout who wants to aspire; it is about going the extra mile because you know and believe that in your heart you are doing the right thing. The classic example is within our business at Fine Bros... If we don't service anyone of our clients then that client or clients will seek better service delivery elsewhere. It is one thing having core values; we can easily have our core values displayed on our walls and website; but what is the point if we don't adhere or live those core values?

Thanks and best wishes,



Harry Norman
Managing Director – Fine Bros (Pty) Ltd

News in Brief:

- Last year we mentioned that we would be launching an initiative within Fine Bros; I am proud to say that Mike Cordes (Well known and respected veteran and journalist of our industry) can now be found on the Fine Bros website at "Online with Mike". We want to make our industry a better place for all; those who want to know things or who want to make comments about the industry are welcome to contact Mike Cordes via our online portal.

Online with Mike

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- Recently Fine Bros celebrated their 100th anniversary and we did it in style. Together with Cape Town Market, Fine Bros showed their class with an elegant do at the Cape Town Market. Special thanks goes to Cape Town Market for their support and for allowing that function to take place on their premises.



Birthdays:

- Andrew Hon - 26th January 2009 (Belated Happy Birthday)
- Billy Luyt – 27th January 2009 (Belated Happy Birthday)
- Andre Schreuder – 1 February 2009 (Belated Happy Birthday)
- Tersia Stoffberg – 3 March 2009 (Happy Birthday)
- Nadia McCrae – 20th March 2009 (Happy Birthday)

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