



Newsletter: October/ November 2008

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.

Things at Fine Bros have been going well; despite the challenges being faced each day, we are proud to say that our business has been going well and that we are meeting the various objectives that we have set ourselves for 2008.

2007 and 2008 has been marred by the well publicised global financial crisis. It has been reported that this global financial crisis could well be the worst since the 1930's, the result of which sent the world into a recession. Despite the negativity and the challenge, Fine Bros is on track and we intend remaining on track; with firm policies and governance, Fine Bros is confident in meeting its remaining 2008 objectives.

As some of you may know, by now, Fine Bros is busy with a few initiatives that will directly and positively improve service delivery and assist Fine Bros in delivering unquestionable service excellence. We have recently sent out questionnaires to our Stakeholders, giving them the opportunity to rate us and to provide us needed criticism so that we can ensure that we, truly are, the "Marketing Arm" of our stakeholders. You are welcome to participate in the questionnaire, a link has been provided under the Articles tab in our website (www.finebros.co.za). The questionnaires will be distributed over a three month period; the feedback from you will be consolidated and the results discussed and action plans will be put in place so that we can adapt to the way you want us to operate. The questionnaires are part of the "bigger picture"... Long Term Sustainability of our Industry!

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

Directors: Harry Norman (Managing Director) Kade Lotter

Let me elaborate...

Long Term Sustainability is a process where by benefits achieved are both long term and involve a variety of aspects; where the benefits are shared and there exists a "joint" relationship between all Stakeholders that is based on trust, mutual respect and development. Long term value can only be achieved if business processes are sustainable especially over the next decade. The world is increasingly becoming more Global and businesses are feeling the impact. Local businesses cannot afford to think small, they have to think Global. As the saying goes and it is very relevant in today's world: "Eat or be Eaten!!!"

We at Fine understand that for the benefit of our Stakeholders, we have a responsibility to firstly deliver in all aspects of our business; secondly that for there to be sustainability in our industry, our business needs to have long term sustainable business processes, which we are proud to say, has begun. Through initiatives like our External Customer Survey and our Internal Corporate Customer Survey with the Market Authorities, we are setting ourselves up for long term success.

Season is upon us and we are looking forward to a "fruitful" period; we expect growth and with us having growth the "spinoff" means that the Industry Stakeholders will experience growth. Fine Bros is well positioned to have a successful season; we are also coming off a successful Winter period where both our Vegetable Sections experienced record results, we are very proud of them.

In conclusion then to our first, and not our last, newsletter; help us to help you and make that Fine choice; we are ready and able to be your "Marketing Arm" in these turbulent times.

Best wishes,

Harry Norman
Managing Director – Fine Bros (Pty) Ltd

News in Brief:

- Fine Bros installed their new camera system; 14 cameras strategically placed to ensure peace of mind and to provide "transparency" and "security" of the work place.

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

Directors: Harry Norman (Managing Director) Kade Lotter

- Andre Schreuder joined the Fine Bros Potato Team; he is a man who operates with our core values and we are proud to have him join the Fine family.
- William van Niekerk and Andrew Hon recently became parents. William's wife gave birth to a daughter (Danielle) and Andrew's wife gave birth to a boy (Ethan). Congratulations from the Fine Team.
- Fine Bros hosted a successful Fine Day in Lutzville. Together with the community they raised an impressive R25000.00 for the school.
- Fine Bros has secured a date for their Fine Bros 100 Year function (26th February 2009); where they hope to celebrate the last 100 years and be inspired for the next 100 years.
- Fine Bros also purchased an array of gifts that their supporting Industry Stakeholders will receive in due course. So be on the look out for the Fine Gift!!!
- Banana Distributors received the award for Pick n Pay supplier of the Year and, in addition, also achieved the Longest Supplier of the Year awards for almost 30 Years of unquestionable service delivery to them. Well done Banana Distributors!!!
- Kade Lotter won the "Clay Pigeon" shooting event in the Bree Rivier for the third time running.
- Fine Bros hosted a successful Pre-Season Luncheon for the "Buyer's" on Cape Town Market at Bosa Nova in Durbanville. The event was a great success.

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

Directors: Harry Norman (Managing Director) Kade Lotter