



## CHIEF OPERATING OFFICER

EARLYBIRD FARM

OLIFANTSFONTEIN

Earlybird Farm, a Division of Astral Operations Limited, is one of the leading producers of quality poultry and poultry products in South Africa. Earlybird Farm (Olifantsfontein), as a fully integrated poultry producer with an annual turnover in excess of R1 billion, prides itself on the production of poultry products produced according to the highest operational quality and hygiene standards within an extremely competitive environment. The Earlybird brand includes the well-established and highly respected Goldi and Festive brand names.

**Key performance areas of the COO will include:** • strategic direction of the company within the Group context • continuously building the company's market share in the poultry industry • ensuring sound corporate governance • managing and improving the company's financial performance • overall management and coordination of activities of the company's various sites • negotiating prices and contract provisions with suppliers and customers • maintaining and improving product quality and housekeeping • managing a large and diversified team of personnel.

Possible candidates for this rewarding and challenging position should have sound business acumen at a senior/executive level, with production / processing experience within the field of agricultural production beneficial. Poultry-specific knowledge/experience are not essential for this position, but an engrained ability to achieve exceptional business performance in a fast-paced and dynamic FMCG environment is paramount.

The remuneration package, inclusive of performance incentives, is commensurate with a position of this nature.

**E-mail your application in confidence to dr Johan Malan at the address below before 28 February 2011.**

Specialist Executive  
Search and Senior  
Management Recruitment

(Registration No. 1986/007524/23)

**J.A.MALAN**  
AND ASSOCIATES C.C.

E-mail:  
rmalan@global.co.za

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