



ASTRAL REQUESTS RETRACTION OF MISLEADING BLOOMBERG ARTICLE

20 June 2018: Yesterday afternoon, 19 June 2018, it came to the attention of **Astral Foods Limited** (Astral), South Africa's leading integrated poultry producer, that Bloomberg published the following articles:

- *South Africa includes Meat, Poultry in Hazard Control System* – Alastair Reed 06/19/2018; 09:42:39; and
- *Tiger, Astral Fall as South Africa Amends Meat Safety Rules* – Anthony Squazzin 06/19/2018; 12:28:40

The articles refer to the Government Notice, gazetted by the Minister of Health on 14 June 2018, whereby the Minister amended the regulations relating to the Hazard Analysis and Critical Control Point System (HACCP), which were published under Government Notice No. 908 of 27 June 2003 in terms of the Foodstuffs, Cosmetics and Disinfectants Act, 1972 (Act No. 54 of 1972). This regulation makes provision for the Minister to list specific food sectors and food handling enterprises associated with such sectors requiring them to implement a certified HACCP system. Such declaration is made by listing these sectors in Annexure B of the regulations and includes an implementation date by which this should be achieved.

In accordance with this provision the Minister, by way the Government Notice of 14 June 2018, added the processors of ready-to-eat, heat treated meat products as defined in SANS 885 to Annexure B, in the following two sectors:

1. Meat and Edible Meat Offal, Preparations and Products sector
2. Poultry, Preparations and Products sector

Astral hereby draws your attention to the fact that Astral does not produce or process any ready-to-eat products as defined by SANS 885. All poultry products produced by Astral have to be properly cooked prior to consumption and are therefore **NOT** defined as ready-to-eat as per the SANS definition. Consequently, the amendments gazetted do not specifically refer to, or have any direct bearing on Astral.

Regardless of the recently gazetted requirement, it should be noted that all of Astral's abattoirs are already FSSC 22000 certified. Internationally, leading abattoirs maintain hygiene standards using the FSSC 22000 Food Safety Management System, which provides a framework for effectively managing an organisation's food safety responsibilities. FSSC 22000 is fully recognised by the Global Food Safety Initiative (GFSI) and is based on existing ISO standards, including HACCP. Astral is regularly audited by the SABS for compliance with the FSSC 22000 requirements.

Bloomberg's reference to Astral in the abovementioned articles, and the direct association of these articles with the Astral "ticker", is therefore unfounded and harmfully misleading. This misrepresentation by Bloomberg has erroneously presented Astral in a negative light to the company's stakeholders causing reputational damage to Astral. It further "misaligns" Astral with Tiger Brands whose Enterprise operations were specifically implicated in the Listeriosis outbreak that these articles refer to. Astral was not in any way implicated in this unfortunate outbreak.

Astral has requested that Bloomberg formally retracts the statement and has indicated that it will reserve its rights to take further legal action, if deemed necessary.

Ends

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Company background

Astral Foods Limited (Astral), a leading South African integrated poultry producer, with key activities in animal feed pre-mixes, manufacturing of animal feeds, broiler genetics, production and sale of day-old chicks and hatching eggs, with integrated breeder and broiler production operations, abattoirs as well as sales and distribution of various key poultry brands. The brands in the Astral stable include:

- County Fair
- Festive
- Goldi
- Mountain Valley
- Supa Star
- Ross Poultry Breeders
- National Chicks
- Meadow Feeds
- Tiger Animal Feeds
- Tiger Chicks
- Mozpintos
- CAL Labs