



## Press Release

### **ASTRAL ERRONEOUSLY DRAGGED INTO USA IMPORTED CHICKEN ALLEGATIONS**

**15 March 2016: Astral Foods Limited** (Astral), a leading southern African integrated poultry producer, would like to respond to media allegations made which indirectly implicates a product produced by Astral.

It has come to Astral's attention that SABC Online News released an article "South Africa dumping site for American poultry, says SA farmer", where a picture of Astral's Goldi Mixed Portions was used as part of the article. The article covers an array of issues, amongst being a statement made by the Food and Drug Administration (FDA) in the United States of America (USA) admitting that over 70% of their chickens contain cancer causing arsenic. It further states that the Department of Agriculture, Forestry and Fisheries (DAFF) is aware that the study was done in 2011 by the FDA.

Further down in said article, it is alleged that "the presence of American chickens in the South African market may also force South Africans to increase brine percentages in their chicken just to make ends meet says Anderson" and with this part of the article, a photo of Astral's Goldi Mixed Portions was placed, without the knowledge of Astral.

Unfortunately the paragraphs in the article relating to "cancer causing arsenic" found in USA imported chicken product was linked to Astral's Goldi Mixed Portions with an individual concerned consumer taking to social media, warning consumers not to buy Goldi-products.

"We have interacted with the journalist to assure her that Astral is a pure southern African poultry producer and that we are as opposed to USA poultry imports as it threatens the much needed jobs in South Africa and could potentially have a dire impact on the price of the only low cost protein source consumed by the majority of South Africans. This is an unfortunate incident and we trust we have addressed the concerns expressed," assured Chris Schutte, CEO of Astral.

**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
- Earlybird
- Mountain Valley
- Ross Poultry Breeders
- National Chicks
- Meadow Feeds
- Tiger Animal Feeds (Zambia)
- Tiger Chicks (Zambia)
- Meadow Feeds (Mozambique)
- Mozpintos (Mozambique)
- CAL Labs
- Provimi SSA