



Winelands Pork

COMPANY PROFILE



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Our Vision

Winelands Pork's aim is to strategically position ourselves amongst the most admired global marketers and distributors of pork meat in the world and to meet the various needs of the consumer everyday by marketing and selling pork meat of a consistently high quality. The confidence that consumers have in our products is a result of our company's many years of knowledge in pig farming, slaughtering of pigs, research and development as well as continuity. Consumers relate to this and feel they can trust our products. We are ranked among the most admired companies in South Africa and our vision is to expand this status to that of a global one.



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Our Mission

Our mission is to create value for both the farmers and consumers through our products, serve the nutritional needs of local and global communities and grow responsibly by fostering and focusing on our platform of producing pigs and the slaughtering thereof in the Western Cape. We will achieve our mission by:

- Expanding the size and reach of our core operating model.
- Continually expanding the volume and diversity of our product base.
- Managing costs.
- Focusing on sustainability and compliance with the law.
- Improving the lives of consumers.
- Focusing on health and food safety.
- Respect, Integrity, Communication and Excellence



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Introduction

Winelands Pork (Pty) Ltd was founded in 2001 in the Western Cape, South Africa. Since then we have grown into an export approved abattoir specializing in the slaughtering of pigs and selling thereof. All our pigs are sourced only from selected, approved and some compartmentalized farms by the Department of Agriculture, ensuring quality, consistency and traceability is of the highest standard. We only use residue-free pigs which are bred from a supplier with proven genetics. Winelands Pork is committed in finding constructive ways to participate with its clients in order to ensure the brand involves a sense of pride, quality and superiority at all times. Being approved as an export abattoir ensure that our product meets the highest standard not only nationally, but internationally. Our clients can be assured of the best quality at all times. All Winelands Pork staff members are experts in their respective fields and certainly our most valuable asset. Not only is teamwork the secret of our success but we adhere to a Hygiene Management Systems (FSSC 22 000) and operate with responsibility, ethics and integrity.



Company Structure

Board of Directors & Shareholders

Managing Director : Ken Polley

Operations Manager : Henry Shaw

Financial Manager : Adèle Venter

Credit Manager : Coreen van Zyl

Business Analyst : John Roselli

HR Manager : Freynette Muller

Procurement Manager : Lana Verster

Sales Manager : Alex Pasjar

Abattoir Manager : Freddy Williams

Hygiene & Quality Manager : Jacques Theron

Production Manager : Juanita Wilson

Butchery Manager : Cindy-lee Kinnear

Maintenance Manager : Johan Zandberg

Risk Manager : Johan Mouton

Health & Safety Manager : Ernst Sevenster

Distribution Manager : Basie Mouton

Logistics Manager : Janita Mouton

Animal Welfare Officer : Nigel Johnson





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The Abattoir

With a current slaughtering capacity of 8000 pigs per week, it is classified as the largest pig abattoir in the Western Cape. Winelands Pork is an export approved abattoir and focus is only on pork and therefore we pride ourselves as specialists in the market. The onsite Veterinarian along with a number of AFS (Agency for Food Safety) inspectors ensure that the abattoir functions to the strictest of standards as required locally and internationally. Pig carcasses are graded via the Hennessy system and Abaserve software ensures the safe and reliable capturing of data thereby putting trace ability at ease. Pig carcasses are selected from specific farmers in the province ensuring a 100% traceability and consistent supply of healthy quality meat. Farmers supplying the abattoir are regularly evaluated to ensure consistency in terms of quality, service and animal welfare. Grading is done by an independent grading company and is regularly tested by SAMIC (South African Meat Industry Company) to ensure carcass classifications are correct and legal.



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Tray Ready Deboning

The deboning department can process between 200 and 400 pig carcasses per day. This department produces high quality primal cuts for the retail and wholesale industry. Most of these items end up in the finest production factories and retail chain stores. Product is boxed and bar-coded to assist with traceability. The cold rooms are adequate to store at least 600 ton of product at any given time. At the end of 2004 we added the Pre-Pack (Tray-ready) section to our service. As a result we have been allocated the right to produce and packout produce for one of the largest chainstore groups in the Western Cape in South Africa.



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Our Markets

Winelands Pork is a proud supplier of high quality pork to the majority of production and retail outlets in the Western Cape Province of South Africa. A certain portion of our carcasses are exported to Namibia and primal-cuts to Mauritius, Africa and the Eastern Countries. By direct supply as well as through wholesalers our products are sold in the top chain stores in South Africa, e.g. Pick 'n Pay, Shoprite/ Checkers, Spar and Food Lover's Market. We make our products available to the public by trade through our on site meat market, Winelands Pork City. These chain stores have international status and therefore require suppliers to meet very tough and demanding requirements. We also supply clients in other provinces in South Africa.



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The Butchery

Winelands Pork City is the proud supplier of a variety of high quality pork products. Our butchery supplies pork products direct to the public, from household use to the informal traders. We have well trained meat technicians, sausage makers and other team members with a wealth of meat experience to assist clients with orders, queries about pork meat cuts, spices, cooking/preparation, ideas and techniques. Our range includes carcasses, meat cuts, processed products, sausages and biltong.

Visit our website and products list for full range at www.wlpork.co.za.





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Contact us

Plant and Profile

La Belle Road Stikland Bellville 7530 Cape Town

+27 21 948 1821

+27 21 946 4275

www.wlpork.co.za

Directors

DM Osborne (Chairman)

K Polley (MD)

P von Memerty (Director)

E de Brink (Vice-Chairman)

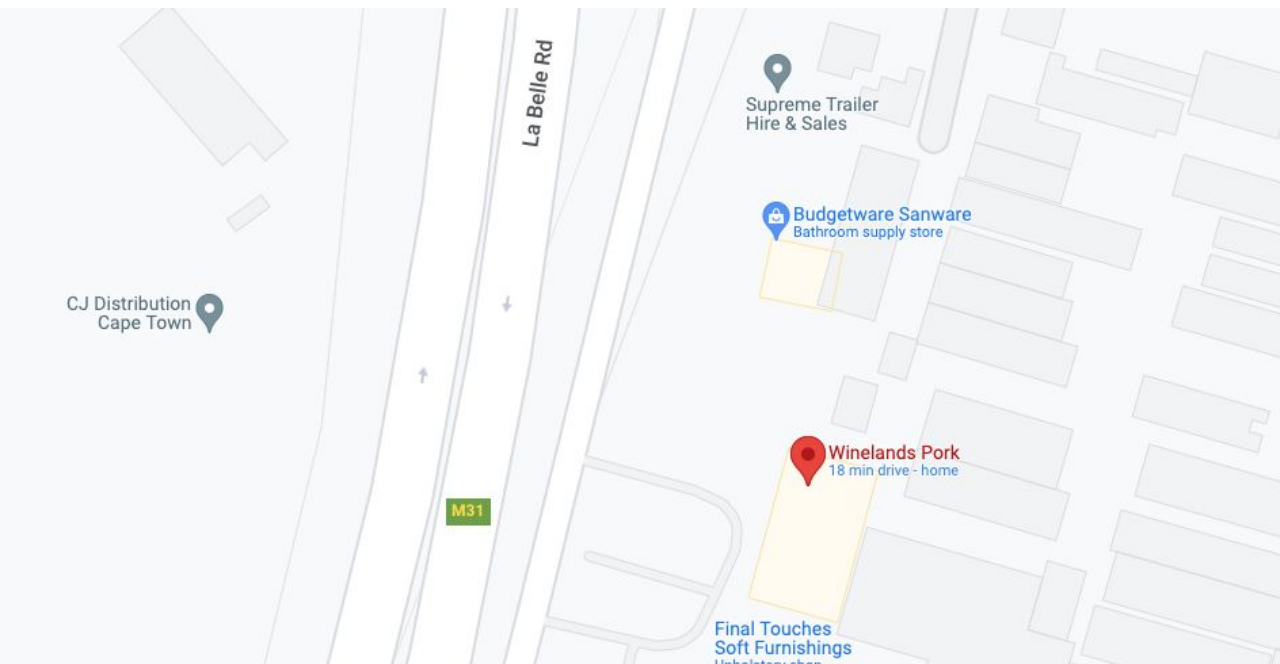
J Miles (Marketing Director)

Staff: 300

Directions & Co-ordinates:

S 33.8948° E18.6732°

N1 towards Paarl Brackenfell / Old Oak turn off (Exit25). Turn right into Old Oak Road (M31). Cross 2 robots (Frans Conradie & Old Paarl Road). You are now in La Belle Road Over bridge (railway line). Winelands Pork factory on left.





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Tel: +27 21 948 1821 | Fax: +27 21 946 4275 | Web: www.wlpork.co.za | La Belle Road, Stikland

