

AFRISAM HANDS OVER COMMUNITY PROJECTS

Thursday 25 August 2011 - AfriSam Corporate Social Responsibility Manager, Mr. Tsholo Diale officially handed over the Isiqalo Poultry Primary Co-operative and Bakery Projects today in Westonaria, west of Johannesburg. The Executive Mayor of Westonaria Municipality, Councillor Maserame Khumalo, who established the Isiqalo Co-operative, was also in attendance.

AfriSam identified the Isiqalo Poultry and Bakery Projects in November 2010 and found them to possess great potential for creating employment and enhancing economic development in the area and specifically for women. The company highlighted the need for equipment upgrading as well as empowering the women who were running the operations with the requisite training – all of which was provided by AfriSam in line with the company's corporate social responsibility mission to uplift the communities within which it operates.

"We are proud to be associated with this project. It is truly inspiring to see a group of hardworking women determined to succeed in being able to provide a sustainable living for themselves and their families. It is through sustainable projects of this nature that as AfriSam, we continue to demonstrate our commitment to empowering communities with the knowledge and skills to become independent," said AfriSam Corporate Social Responsibility Manager, Mr. Tsholo Diale.

AfriSam will continue to provide financial support to these projects until they are fully able to sustain themselves into the future.

Prior to AfriSam's intervention, the poultry project was operating in very poor conditions due to a general lack of resources. The chicken houses provided unhygienic living conditions for the birds and with that a vulnerability to diseases. This coupled with the lack of training for the operators meant high shrinkage levels (loss of chicks) which hampered the operation's ability to generate profits.

The premises for the bakery already existed at the poultry site but it needed to be revamped to be suitable. The bakery was reintroduced to be a part of the whole project. Furthermore, adequate training was provided to the bakery staff in the form of basic business management, gas safety skills, bread baking theory and practical as well as confectionery.

In addition, AfriSam's interventions were to renovate and alter the existing buildings, supply new doors, windows and tiles, install all of the required plumbing, fittings, pipes, sewerage and geyser, as well as installation of ventilation systems. The company also improved security on the premises by erecting a 2.1 metre high security wall and wire fence as well as security gates.

Mr. Diale added that AfriSam is proud of its commitment to the Westonaria community.

ENDS ... AUGUST 2011