



FARMSECURE™
SUSTAINABILITY AND PROFITABILITY IN AGRICULTURE

FARMSECURE PROUDLY WELCOMES PRISMA PACKAGING TO THE GROUP

10 February 2012

The Competition Commission of South Africa has unconditionally approved the acquisition of Prisma Packaging by Farmsecure Technologies.

The Farmsecure Group takes a holistic approach to optimization throughout the agricultural value chain to strive towards its vision of 'Sustainability and Profitability in Agriculture'.

Packaging is a critical component of any successful and functional distribution chain, ensuring that the produce/product moves from source of production to end-consumer in an optimal manner, whilst retaining the quality and integrity of the produce/product at all times. It also represents a major agricultural input cost, particularly in the fruit industry.

Schalk Lubbe, CEO of Farmsecure Technologies commented as follows: "As a Group, we aim to optimize the agricultural value chain of inputs, farming operations and outputs. We already have several inputs businesses in our family, and, with packaging material representing the single largest input cost to a fruit farm, the acquisition of Prisma was a very logical step for us."

Prisma Packaging is involved in the distribution and sale of packaging materials for citrus, deciduous, pome fruit and table grapes for the export and local market. The company was initially founded to supply Colors Fruit, one of the largest exporters of South African fruit, and its producers with packaging material, but has since expanded to service a large number of farmers, packhouses and exporters.

Farmsecure partnered with Colors Fruit in 2010, and the mutually beneficial partnership is creating new opportunities for both companies to effectively contribute to an exciting future for agricultural development.

Prisma will continue to supply Colors producers and its other loyal customers with packaging material in the future, but will also significantly expand the quantity and varieties of packaging material supplied to the Group.

Johan du Plessis, Prisma's Managing Director, says "the acquisition by Farmsecure Technologies means that Prisma will now be able to operate at a new level. Prisma's primary offering to its customers will remain the supply of a complete range of competitively priced packaging material of the right quality and specifications; backed up by the same excellent service that Prisma has become renowned for. The foundation is now in place for Prisma to take full advantage of its new position and the available resources within the Farmsecure family, which means it is destined more than ever before to become a major force in the agricultural packaging industry."

For more information visit:

Prisma at www.prismapackaging.com or Farmsecure at www.farmsecure.co.za

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