

GWK LAUNCH A NEW SOUTH AFRICAN BRAND WITH REAL ORIGIN ON THE FARM

GWK innovates the agri-sector with new range of premium consumer foods

7 April 2016, Johannesburg – [GWK](#), the farmer-owned South African agribusiness operating from its head-office in the Northern Cape, announced today that a new, proudly South African farmer brand with real origin on the farm will be marketed under its new Nature's Farms brand.

The announcement was made at the unveiling of the new multi-million rand GWK Farm Foods wheat mill, pasta plant and biscuit factory in Modder River, not far from Kimberley.

GWK [Farm Foods](#), a subsidiary of GWK, produces ranges of pasta and biscuits, white and brown bread flours, cake flour and maize meal from the new agri-processing facility at Modder River and its already established maize mill in Christiana.

"Extension of the product line to include more products from the farm is already planned," says Pieter Spies, GWK's Managing Director.

The new Nature's Farms pasta, biscuits, wheat flour and maize meal will soon be available in major retail outlets in Gauteng, KwaZulu-Natal, the Free State and the Northern Cape, with the full product line planned for distribution across the country in the near future.

"Nature's Farms is a true South African farmer brand. GWK is owned by farmers and we are involved at every step of the production process, from supplying inputs to farmers, supporting farmers with the latest in trends and technology, and ensuring the best channels to market for products from the farm.

"The new brand's origin on the farm is celebrated with its packaging that showcases farming in a very unique way. To honour our roots, each product line is also named after one of the farms where the raw materials are sourced," says Spies.

The wheat used to produce the new pasta, biscuit and flour ranges is sourced from farms in the Northern Cape, where grains known for their very high quality are produced sustainably under irrigation.

"Our decision to launch a range of premium foods from the farm reflects consumers' growing interest in not only the quality of food they consume, but also in its origin," says Spies.

The launch of the new farmer brand comes shortly after the release of GWK's innovative marketing campaign at the end of 2015 aptly named ["This man is building a rocket"](#), showcasing the important role of farmers producing food for the world.

"We will continue to invest in the GWK and Nature's Farms brands to continue to build trust, love and joy among consumers. We also remain committed to innovation in the retail space with our partners

and we will continue to listen to their insights to make sure that we offer them the most appealing products possible,” says Spies.

Notes for the editor:

- The wheat used in Nature’s Farms products has a higher than average protein content.
- The Nature’s Farms pasta range includes macaroni, small shells, spaghetti, penne, screws and elbows, supplied in 500 gram packs.
- The Nature’s Farms biscuit range includes Black Forest, Choc Chip and Ginger flavours in 200g packs.
- Nature’s Farms flours (cake, white bread and brown bread flour) are milled specifically for the baker – individual baker needs are assessed, and flour production is tailor-made for each requirement. Nature’s Farms flours are available in pack sizes ranging from 1kg to 50kg.
- Nature’s Farms maize meal is produced at the GWK Farm Foods mill in Christiana.

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About GWK

GWK is a public, farmer-owned company, operating from its head office in Douglas in the Northern Cape, with offices also in the Western Cape, Eastern Cape, Northwest, Free State and KwaZulu-Natal. GWK is involved in grain products, specialist crops and meat and auction services amongst others, providing farmers with the inputs they need, supporting them with the best solutions on the farm and ensuring the best channels to market for their products, locally and abroad. GWK’s premium branded foods are manufactured with a plough-to-plate philosophy, linking consumers with farmers through sustainably manufactured products from the farm.

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