

Southern Oil

a company at the forefront of agricultural advancement



B-well – a new brand of healthier oil.

In 1993 Southern Oil (Pty) Ltd revolutionised agriculture in the Western Cape by further developing and permanently establishing canola as a crop in South Africa. The objective was to process locally grown GMO free canola seeds and to stimulate the growth of a revolutionary new product in the SA market place.

What began as an ambitious enterprise development project with the aim of creating jobs, has grown from strength to strength and today SOILL is a leader in the ever growing canola oil market. Ever since opening its doors in 1996, SOILL's goal was to provide farmers with an alternate income stream. SOILL's modern extraction plant and impressive oil refinery is located in Swellendam in the Western Cape.

Sustainable agriculture

SOILL works closely with a network of over 600 farmers through a dedicated agricultural team. SOILL has formed great relationships with the farmers which continue to grow.

Sustainable and ethical agriculture is at the core of Southern Oil's company vision. By developing and implementing a programme that drives sustainable agriculture, SOILL has positioned itself as a company at the pinnacle of positive and forward thinking change in the agricultural sector.

SOILL's involvement with and impact on their farmers are broad and include the following areas:

- Direct involvement with the decision making process. This service can range from cultivar evaluations, planning of harvest timelines to advising the farmers on how to treat the plants for optimal health.
- Keep farmers up to date with the

latest technology and trends via articles and newsletters.

- Study groups in key areas aid farmers to really gain insight into the specific challenges for their region and how to overcome these challenges.
- Farmers are guided to implement sustainable agriculture techniques and strategies that cater for their specific needs and challenges.

expansions have translated to a factory that can crush upwards of 500t per day of canola and similar seed types.

Quality is king

SOILL is committed to producing a product of consistent high quality which is safe for human consumption. This is achieved through the implementation and maintenance of a food safety and quality system that sets

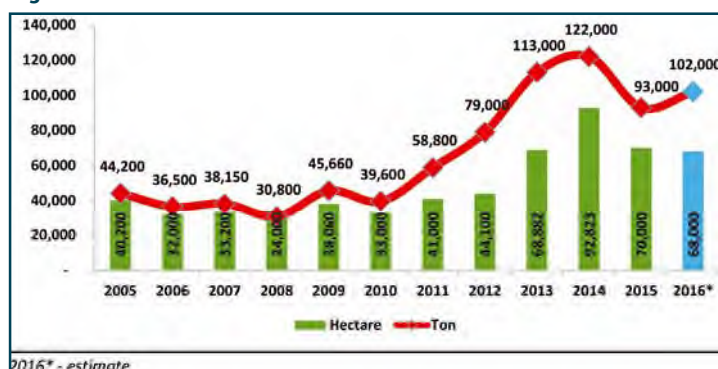
the need of the customer first and is based on the creation of a culture, attitude and organisation that stands for high quality. By conforming to both statutory and regulatory

requirements as well as food safety requirements from customers, SOILL adheres to the FSSC 22000 System as a method for minimising the entry of food hazards into the food supply in order to protect human health.

SOILL has produced a wide range of canola based products which retails under the brand "B-well". The product range includes: Canola Oil; Canola & Olive Oil Blend; Cooking & Baking Sprays; Original Tangy & Creamy Gourmet Mayonnaise; Grapeseed Oil; Omega 3 Cooking Oil; Chef Catering Oil.

B-well products are available in Pick & Pay, Spar and Food Lovers Market and all reputable retail stores.

Figure 1: Growth over time.



2016* - estimate

Since 2008 the canola industry has increased dramatically in hectares as well as tonnage produced. Canola fits in perfectly in the grain producing areas of the Western Cape and is a valuable rotational crop as well as a cash crop in its own right. Effective management is the key to a high yielding canola crop.

The South African industry is still relatively young. Yields will continue to increase as new knowledge is gained. SOILL is committed to the local industry with two agriculturalists available in the Southern Cape and Swartland area.

Continuous analyses and improvement of the production process at SOILL has moulded a manufacturing process able to supply the volumes and quality expected by local and international customers. Critical equipment upgrades and

For more information, visit the websites: www.soill.co.za or www.bwellfoods.co.za