

*A Family
Business*

Woodlands Dairy Newsletter

2025

December Edition
Volume 63



message from the CEO



As I review my first complete year in this organisation, I am honoured to be part of a company with a legacy of thirty years marked by growth, partnership, collaboration, innovation, and community engagement. The dedication demonstrated by our employees, farmers, suppliers, and customers continues to distinguish our business within the industry.

I would like to thank Mr Lex Gutsche for his guidance and support this past year, without which my life would have been a whole lot more challenging.

The year 2025 continued to present significant challenges for the business. Consumers remain under financial strain, resulting in reduced spending as economic pressures persist. While demand for dairy products has grown across multiple subcategories, this increase in volume has not been matched by a rise in value, primarily due to surplus inventories within the market. In response, widespread discounting became necessary, as reflected among retailers nationwide. Consequently, we continue to face considerable difficulty in recovering value from the marketplace.

I'm happy to share that our First Choice brand is still performing strongly and experiencing solid growth. We've achieved excellent brand activity and visibility in stores, at events, and on multiple platforms. One of this year's standout innovations has been our High Protein range extension, and we're excited about its ongoing expansion and success. It's already featured at several sporting events nationwide and is proving to be a real success!

Our LTIFR performance this year has been strong, remaining below both last year's figures and our target threshold. However, with a few weeks left in the year, I urge everyone to stay alert and keep safety as the top priority. We've also just wrapped up our annual internal engagement survey, and I'm thrilled to report our score increased from 84% to 92.3%. This outstanding result reflects everyone's dedication to open communication and tackling challenges throughout the organisation.

Our factory is operating smoothly without any significant issues. The cheese plant upgrade, completed in May, has been performing strongly. We've also added a new buttermilk tank, which helps us separate and store buttermilk more efficiently. In addition, two Meurer automatic packaging machines were installed at the end of the line, enabling us to automate the packing of UHT 1 litre products directly from the filling lines.

While Foot and Mouth disease now appears to be under control in our province, it is emerging in other provinces, creating significant challenges for the industry across South Africa. Although most of our local farmers are no longer in quarantine, there are still major delays in obtaining movement certificates due to limited resources, which understandably slows the recovery from last year's devastating outbreak.

New business projects launched this year are showing solid progress. The S&OP process is driving greater collaboration and alignment company-wide, while TPOA and Procure4 are both improving efficiency across departments. And, of course, the most recent announcement of our intended purchase of the Ladismith Cheese company (Pty) Ltd and its subsidiaries. We are extremely excited about this news as it will bring numerous opportunities for growth and expansion into our business. As mentioned, we are still awaiting regulatory approval of this transaction and will keep everyone informed accordingly.

As we conclude another demanding year, I encourage everyone to maintain their dedication in ensuring our factory consistently delivers high-quality products. I would like to express my sincere appreciation to all who have contributed to our business over the past year. Our collective efforts are the foundation of our success. Let us continue this commitment to excellence and focus as we pursue our vision of becoming the Most admired dairy company in Africa.

I would like to thank our farmers, customers, staff, management and my Board for your support of the business this year.

Wishing you and all your loved ones a blessed Christmas and a healthy, happy and prosperous 2026.

Helen McDougall
CEO

Faith Message from the CEO

Psalm 28:7

"The Lord is my strength and my shield, my heart trusts him, and he helps me. My heart leaps for joy, and with my song I praise him".

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30 Years of Choosing Good

WOODLANDS DAIRY TURNS 30!

Before ESG became a buzzword, Woodlands Dairy was already Choosing Good – investing in communities, championing sustainability, and putting people first.

For 30 years, we've lived this philosophy quietly and consistently. Our anniversary was a moment to celebrate how far we've come – and the people who made it all possible. With a campaign spanning PR, in-store, digital media and CSI initiatives, we did just that.

A CELEBRATION OF PROGRESS

We marked this milestone with a media event at our Humansdorp facilities. On the 19th and 20th of June 2025, guests got to see firsthand how much we've achieved since officially launching our sustainability journey in 2012.

Our CEO, Helen McDougall, shared the five guiding principles that have shaped our success: integrity, passion, environmental stewardship, inclusivity, and excellence. These values continue to guide us toward our vision – to be the most admired dairy company in Africa.

Marketing Executive Marisa Maccaferri spoke about Choosing Good as more than a slogan. "Choosing Good is a deeply embedded philosophy that guides how we source, produce, and engage – always balancing environmental issues, social issues, and corporate governance."

Andre Adendorff, our Sustainability Manager, also shared updates on our sustainable infrastructure – from the biomass boiler to our water recovery plant – before guests toured these facilities to see our impact in action.

TAKING THE CELEBRATION NATIONWIDE

But the celebrations did not stop at Woodlands Dairy. We also ran a retail campaign nationwide. Across 90 Pick n Pay stores and 70 Checkers stores, shoppers had the chance to win R3 000 daily cash prizes and a R30 000 grand prize. All they had to do was buy any two First Choice products across four categories. With over 46 000 entries received (and plenty of insights into consumer preferences), the competition was a massive success.



SPREADING THE GOOD ONLINE

In the digital space, we kept the party going across our social platforms. Impact Digital Agency produced a series of videos to show just how far we've come over three decades. Our *Here's to Choosing Good* video charts just how many lives our dairy production touches. From Woodlands Dairy chairman Lex Gutsche to our team members to everyday shoppers, they all raise a glass of First Choice milk to Choosing Good. We also showed how far our UHT Milk packaging has come since its humble beginnings with a special timelapse video. The original illustrated cow of 1995, our iconic blue skies, and the (even more) sustainable update of 2025, it's all in there!

With our Good Facts videos, we gave audiences quick, shareable insights into our sustainability wins – like saving over 1 580 billion litres of water through our recovery plant. To keep the momentum going, we sent 150 nano-influencers First Choice party boxes filled with our products and sustainability facts. They shared their celebrations online, helping us reach well over 7 million consumers throughout the campaign.

30 YEAR GALA EVENT

Earlier this year we held a Gala event on Woodlands Farm to celebrate Woodlands Dairy's 30-year existence. Long-standing staff, suppliers, farmers, customers, SAMPRO board members, MilkSA Board members, Gutsche family members and Woodlands Dairy board members attended the event.

Lex Gutsche, our chairman, opened the event with a speech, recognising all stakeholders' valuable contributions to making Woodlands Dairy a success. Helen McDougall, our CEO, then spoke about the future of Woodlands Dairy. The evening only had these two speeches, because the focus was on delicious food and celebrating, which included dancing to the music of Centre Stage, which kept everyone smiling and energised.

HERE'S TO THE NEXT 30 YEARS

As we look to the future, we extend an enormous thank you to those who have made it possible – our leadership, team members, partners, and of course, loyal First Choice consumers.



HERE'S TO THE NEXT 30 YEARS OF CHOOSING GOOD, TOGETHER!



marketing NEWS

COOK UP A WIN WITH FIRST CHOICE CHEESE

The First Choice Cheese Mid-Year Promotion, which ran from 21 July to 22 August across the Top 100 Pick n Pay stores nationwide, delivered exceptional results. Focused on driving sales and boosting awareness for our Cheese slices and 700g Vac Pack Cheese products, the campaign achieved remarkable growth both in-store and online.

Engagement across media platforms more than doubled, highlighting the strength of our strategy, the effectiveness of our content, and our ability to not only reach but expand our target audience. This strong digital performance reinforced our brand's visibility and impact across key channels. PnP in-store execution played

a crucial role and, both Cheese slices and Vac Pack Cheese 700g saw a double digit growth, with strong contributions from all SKUs and regions. These results reflect both excellent consumer response and the success of our retailer partnerships. Overall, the campaign surpassed expectations and set a new benchmark for integrated promotional success.



NEW HIGH PROTEIN

We are excited to launch the new look and improved recipe of our High Protein range!

Driven by the growing success of the brand and strong consumer engagement, we have refreshed our packaging and upgraded our formula to bring you an even better product.

We have also expanded the range with exciting new additions launched; a new Salted Caramel flavour High Protein Recovery 21g and new range High Protein Max delivering 27g of protein in three delicious flavours: Chocochino, Double Berry and Cookies & Cream. Perfect for consumers looking for a higher protein boost!

The new look and feel are now available online at Takealot, retail and pharma stores. The launch will be supported by an in-store campaign and national sport activations.

HIGH PROTEIN

PUSH PAST POSSIBLE

RECOVERYMILK.CO.ZA

A TASTE OF THE SOFT LIFE CUSTARD

Our custard got even better. Rediscover the comfort that you deserve. We're thrilled to announce the relaunch of our beloved custard brand. After listening to our fans and diving deep into what makes custard truly comforting, we've reformulated our recipe to deliver an even better tasting experience. Every spoonful is now silkier and more satisfying — the kind of treat that turns an ordinary moment into something special. But that's not all. We've also reimagined our brand positioning to reflect what our custard has always stood for: **the soft life**.

In South Africa, the soft life isn't just about luxury - it's about choosing joy, ease, and the little things that make life sweeter. Whether it's a quiet moment after dinner, a family gathering, or a solo indulgence, our custard is your invitation to slow down and savour the taste.

New Look. New Feel. Same Heart. Our refreshed packaging brings this new positioning to life - warm, inviting, and unmistakably indulgent. It's custard that

looks as good as it tastes. So go ahead. Treat yourself. You deserve the soft life.



NO MESS | NO SCOOPS | JUST GRAB & GO
PUSH PAST POSSIBLE



27G PROTEIN PER SERVING

**MORE THAN 6g
BCAA PER SERVING**

**NO ADDED
SUGAR**



**21G PROTEIN
PER SERVING**

**MORE THAN
4g BCAA
PER SERVING**

THE GROCERY EXPRESS PE TRADE SHOW

We participated in the Grocery Express GQ Trade Show on 31 July 2025 which was extremely successful. Our stand looked bright and attractive and we really grabbed customer attention. Over 1200 customers attended from all over the Eastern Cape.

Customers loved the Whipping Cream and Softy, and commented on taste and texture. Baby Gouda was a big hit – all the customers that often make platters loved the idea and colour of it (this will be a new listing at Grocery Express). Customers loved the Velvet and a lot of education was given regarding the uses of this product – we definitely picked up new business on this line. Milki 200ml was also marketed – a lot of

people were unaware of this new line and absolutely loved it which makes us confident that we'll get new business through schools. Dairy Snack Double Cream (all flavours) was also a big hit – customers loved it and had many ideas for use in dessert menus. Dairy Snack Smooth and Fruited – both of these lines have picked up in Grocery Express and many customers did not know the fruited variety was now available.

In general this was an excellent marketing day, and we are sure to get increased range and orders on all of our products.

Thanks to the team for an excellent day!



FIRST CHOICE MILKI HOLMELEIGH FARM FESTIVAL

The First Choice Milki Carnival activation was a fantastic success across both days, drawing enthusiastic crowds and delighted customers. The strawberry and chocolate flavours remained crowd favourites, confirming their lasting popularity.

Interestingly, many attendees were unfamiliar with our cream soda and banana flavours. However, after tasting the samples, the banana flavour quickly won hearts – outpacing cream soda in appeal. Customers especially praised the enticing aroma of the chocolate and banana options, with the majority of children expressing a special fondness for the chocolate flavour.

Adding to the fun, children's face painting was a big hit, bringing extra smiles and excitement to the event. Combining sales with vouchers for face painting created a win-win scenario, boosting engagement and making the carnival experience even more memorable for families.

Overall, the First Choice Milki Carnival not only showcased our delicious flavour range but also created joyful moments for all who attended.



events

NEWS

YARONA C&C SAMPLING CAMPAIGN

We are thrilled to share that our recent campaign was exceptionally well-received, sparking high levels of customer engagement and interaction. The promotional mechanics struck a strong chord with our target audience, leading to a marked increase in product visibility and in-store activity. Not only did the campaign boost brand recall, but it also created a dynamic shopping experience that drew attention and encouraged trial. Our client shared very positive

feedback, highlighting how the promotion played a key role in moving stock efficiently during the campaign period. They were particularly pleased with the results and expressed interest in partnering with us again for future activations. Most notably, the campaign drove a notable increase in sales, clearly demonstrating its impact and success. We're excited to build on this momentum in upcoming initiatives. Campaign period - 27th, 28th, 29th August & 1st September 2025.



2025 U/13 CRAVEN WEEK - EAST LONDON

The 2025 U13 Craven Week was hosted in East London at the prestigious Selborne College. First Choice High Protein Recovery proudly partnered with the Western Province U/13 team during the tournament, providing crucial recovery support for the boys after each game. With a winning formula in place and an exceptionally talented squad, Western Province advanced to the final and emerged as the 2025 Craven Week Champions.

In addition to WP's triumph, the Academy side also showcased tremendous skill and determination throughout the tournament. They fought their way to the final, playing their hearts out, and were ultimately crowned runners-up in their division.



MADIBAZ NETBALL HOSTS 2025 USSA NETBALL CHAMPIONSHIPS

Madibaz Netball hosted the University Sport South Africa (USSA) Netball Championships at Nelson Mandela University's South and North Campus courts from 30 June to 4 July. The tournament featured 55 teams (35 female, 20 male) from across South Africa, with over 660 players, 275 team officials, and 225 technical staff and volunteers. The second edition of the men's competition showed strong competitiveness. The University of Johannesburg won both Male and Female Super Divisions. The partnership with Woodlands Dairy was well received, especially the High Protein Recovery drink, and their financial support which was key to the event's success.

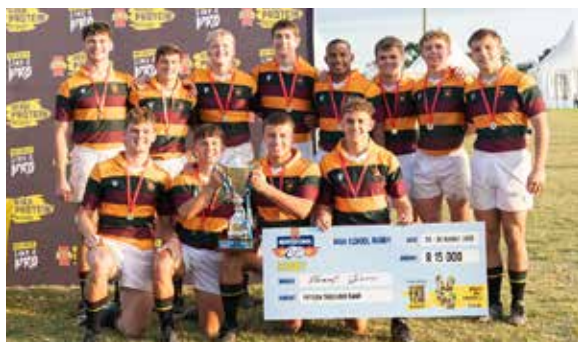


Thanks to Noma-Afrika Jafta and Stephane Blou for their hard work and dedication.

THE 6TH ANNUAL FIRST CHOICE INVITATIONAL

From 28–30 August 2025, Nico Malan High School hosted an action-packed showcase of youth sport, bringing together top primary and high school teams from different provinces. The Rugby 7's and Fast 5 Netball tournaments delivered high-energy matches filled with skill, teamwork, and determination. In Rugby 7's, Onze Rust Primary School claimed the U/13 title,

while Paarl Gimnasium dominated the U/17 high school division. The Fast 5 Netball competitions crowned Stulting as U/13 champions and Pearson as U/17 winners. Proudly sponsored by High Protein Recovery Milk, the tournament fuelled athletes to perform at their very best over three thrilling days. A true celebration of South Africa's emerging sporting talent!



BLUE RIBBON SOWETO KOTA FESTIVAL 2025



The 8th annual Blue Ribbon Soweto Kota Festival brought Dobsonville to life with vibrant township flavours, live music, and cultural celebrations, drawing thousands of visitors over two action-packed days. The festival, held on Saturday and Sunday, celebrated the beloved kota, a township favourite, alongside a wide variety of street food to satisfy every palate.

This year's event was a resounding success, welcoming over 18000 attendees across the two days. First Choice proudly served as the main cheese sponsor, ensuring every kota was perfectly topped with delicious sliced cheese.

SANLAM CAPE TOWN MARATHON EXPO 2025

We at First Choice High Protein Recovery were excited to take part in the 2025 Sanlam Cape Town Marathon Expo at DHL Stadium, Green Point. Over 41 000 runners, families, and supporters visited the Expo, creating an energetic atmosphere ahead of the marathon weekend. We proudly launched our refreshed look and introduced the 27g High Protein MAX, which was very well received by attendees. It was great to connect with the running community and share our passion for nutrition and recovery.

Unfortunately, just minutes before the race started, the marathon was cancelled due to bad weather. Despite this, the Expo was a vibrant celebration of community, health, and excellence, and we were proud to be part of it.



FESTIVE FRUIT CAKE

INGREDIENTS PART 1:

- 250g dates, chopped
- 200g cherries
- 200g soft brown sugar
- 75ml sherry, brandy or orange juice (non-alcoholic option)
- 250ml water
- 5ml mixed spice
- 5ml bicarbonate of soda
- 500g fruit cake mix
- 200g FIRST CHOICE Butter

INGREDIENTS PART 2:

- 2 eggs
- 270g cake flour
- 2.5ml salt
- 5ml baking powder
- 100ml FIRST CHOICE Pouring Cream
- 150g roughly chopped pecan nuts or toasted almonds
- 80ml brandy (for pouring over cake once out of the oven)
- 5ml vanilla extract or vanilla essence
- 2.5ml salt
- 30ml flour
- 200g pitted cherries
- 120g blueberries
- 15ml corn flour

DIRECTIONS PART 1:

1. Mix all the ingredients together, place in a large saucepan and simmer on low heat for 20 minutes. Stir a few times.
2. Cool completely.

DIRECTIONS PART 2:

3. Preheat the oven to 140°C. Grease and line a cake tin of 22cm in diameter.
4. Beat the eggs together well and mix them into the cooled fruit mixture from stage 1.
5. Sift the cake flour, salt and the baking powder together and add it to the fruit and egg mixture. Add the cream and mix well to make the batter
6. Mix in the chopped nuts.
7. Spoon the mixture into the prepared tins and bake for 2 ½ hours OR until a skewer inserted comes out clean.
8. Pour the brandy over the cake as soon as they come out of the oven. Cool in the tin.
9. Once cooled, remove the cake from the tin, wrap in clingfilm and store in an airtight container for a few weeks. You can drizzle about 25ml brandy over the cake once a week while it is maturing.
10. Optional: Use crystallised fruit and/or nuts to decorate the cake on top.

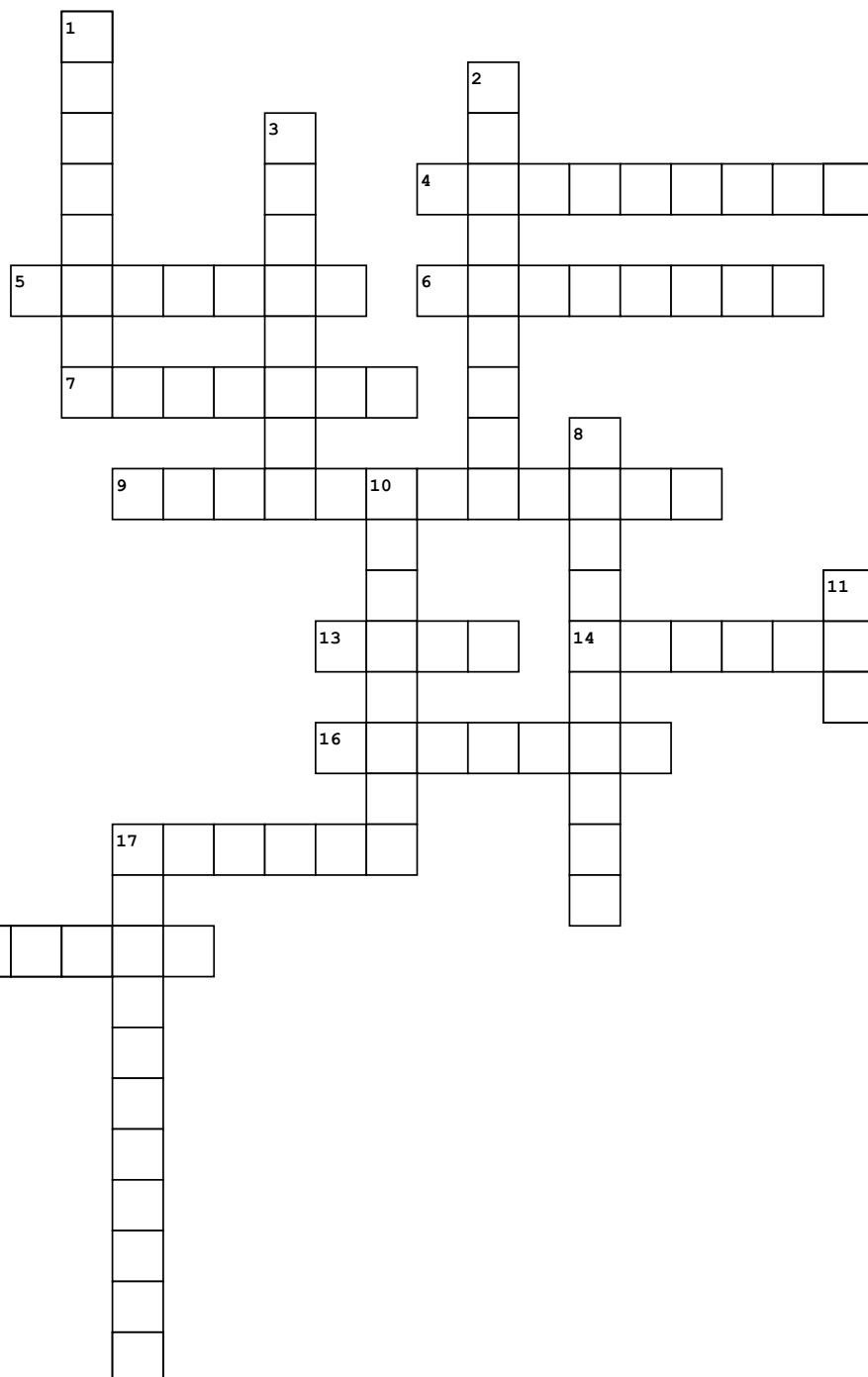
WIN WITH CROSSWORD

Davrill Freeks Our R250 Spar voucher
crossword puzzle winner!!!



December Newsletter Crossword

Stand a chance to win a R250 SPAR voucher. Complete the crossword. Drop it in the entry box at main reception.



Down

1. What does our custard reflect?
2. The hospital that hosted a feeding day honouring Mandela Day?
3. One of the retail stores we ran our 30 year campaign in?
8. The location of Angels Day Care Centre?
10. High Protein _____ sponsored the Invitational.
11. The new High Protein product that was launched?
12. The farmyard that hosted Milki?
17. The amount of protein in the NEW High Protein product?

Across

4. What kind of video did we use to show our old packaging in the 30 year campaign?
5. Department that works hard and has fun?
6. National store that we ran a cheese campaign in?
7. Grocery _____ Trade show was attended by us.
9. Which foundation got R50 000 in our 30 year campaign?
13. Choosing _____ is our guiding philosophy in sustainability.
14. _____ Bay Creche got an upgraded playground from Woodlands.
15. We donated sanitary pads so girls would not have to miss _____.
16. Child _____ partnered with Woodlands to distribute supplies to school children.
17. The age of Woodlands Dairy?
18. What did Woodlands sponsor at the Kota festival?

SERVING WITH PURPOSE: HONOURING MANDELA DAY THROUGH COMMUNITY PARTNERSHIP



Woodlands Dairy collaborated with Masikhathalelaneni NPC and Care4U to provide warm meals to the local community, embodying Nelson Mandela's legacy of compassion. The initiative took place at Life Isivivana Hospital, which hosted the outreach event.

Earlier in the year, Woodlands Dairy supported Care4U with a donation of a stove and groceries. We are proud to stand beside these dedicated organisations, living out our values and reaffirming our commitment to doing good - for the good of all. In addition, to honour Mandela Day on July 18, Woodlands Dairy donated First Choice products to several local organisations, including Bet-El Revival Centre, Joykids International, Sewende Laan Soup Kitchen, and Shekinah Soup Kitchen, to aid their efforts in supporting vulnerable individuals and families. These donations underscore Woodlands Dairy's commitment to uplift communities and reinforce its corporate values.



CHOOSING GOOD FOR THE NEXT GENERATION

As part of our 30-year celebrations, we donated R50 000 to the MENstruation Foundation. The foundation's work tackles period poverty and provides young women and girls with the resources and education they need to live with dignity and confidence. Our donation is a small way of honouring the people who have been at the heart of our journey, because Choosing Good has always been about more than what we make; it's about how we care.



ANGEL'S DAY CARE CENTRE

Angel's Day Care Centre, located in Gill-Marcus, Humansdorp, is preparing to move into a new, larger building to better accommodate the children and enhance its learning environment. To ensure a smooth transition, the centre required several essential items, including a deep fridge, mini stove, stationery, and toys to support both the children's educational and recreational needs. Recognising the importance of these resources, Woodlands Dairy generously stepped in to provide the necessary supplies. This thoughtful gesture highlights Woodlands Dairy's ongoing commitment to the well-being of the Kouga community and its dedication to empowering local organisations that make a meaningful difference in the lives of children and families.



WORLD SCHOOL MILK DAY 2025

As part of our commitment to the community and promoting the nutritional benefits of dairy, we celebrated World School Milk Day 2025 with visits to three schools:

- Kate van der Merwe Pre-Primary School, Humansdorp
- Pellsrus Primary School, Jeffreys Bay
- Makukhanye Primary School, Jeffreys Bay

We donated milk sachets and engaged with learners on how dairy contributes to strong bones, healthy teeth, and bright smiles.



FIRST CHOICE + CONSUMER EDUCATION PROJECT OF MILK SA (CEP)

The Consumer Education Project of Milk SA (CEP) invited all members of the dairy industry to participate in this year's World School Milk Day.

In partnership with the Department of Basic Education's National School Nutrition Programme, CEP called on processors to donate milk and other dairy products to schools identified by the Department.

Our Contribution: 6248 units donated (200ml Fino – School Feeding Milk)
Reaching schools across 6 provinces:

- Free State
- Limpopo
- Gauteng
- Northern Cape
- Eastern Cape
- Western Cape



A BRIGHT NEW PLAYGROUND FOR MADIBA BAY CRÈCHE

In 2025, we continued supporting Madiba Bay Crèche by improving their play areas. This year, we repaired and upgraded the playground. We painted the walls in bright, cheerful colours and refreshed the play area to make it safer and more inviting. These updates have created a fun, safe, and colourful space where children can play, learn, and enjoy their time at the crèche.



Before



After



After

KEEPING GIRLS IN SCHOOL DURING EXAMS

We're proud to support Mzingisi Primary School, St. Patrick's Primary School, and Kruisfontein Primary School by donating sanitary pads ahead of exams. For many young girls, a lack of access to basic hygiene products can mean missing school - especially during

critical exam periods. Education is a right, and no learner should have to miss out. By providing these essential products, we're helping girls stay in school, perform their best, and continue on their journey to success.



SPREADING JOY WITH GROCERY HAMPERS

We're delighted to share that we recently purchased groceries for Masikhathalelanelane, a non-profit organisation dedicated to integrated disaster relief and addressing challenges affecting our communities. These groceries will be used to create hampers that will provide essential food items directly

to families and individuals, helping to ease daily struggles and bring comfort to their homes.

Even small gestures can have a big impact. Through initiatives like this, we aim to spread kindness, care, and a strong sense of community where it's needed most.



CARE4U SUPPORT

Woodlands Dairy continues to support Care4U Support, a non-profit organisation in Jeffreys Bay that has been providing twice-weekly nutritious meals to the homeless, sick, elderly, and unemployed since June 2019. In 2025, for the second time, Woodlands Dairy supplied key ingredients to help Care4U Support prepare and distribute meals more efficiently.

Better Meals: Fresh ingredients and the new stove enable the preparation of more nutritious and varied meals.

Ongoing Support: The donation helps sustain Care4U Support's essential services.

Committed to Community: This partnership highlights Woodlands Dairy's dedication to the Jeffreys Bay community and shows how corporate responsibility can make a meaningful difference in people's lives.



WINTER CONTRIBUTION TO CHILD WELFARE SA HUMANSDORP

As part of our continued commitment to education and community upliftment, we donated a new round of essential school supplies to support learners in need. The donation included school shoes, warm raincoats, sanitary pads, and a wide range of stationery items - all carefully selected to ensure students can attend school with confidence, dignity, and comfort during the colder months. Child Welfare SA Humansdorp plays a vital role in distributing these supplies to schools across the region, ensuring that support reaches those who need it most.





CHRISTMAS ON THE DAIRY FARM

Christmas on a South African dairy farm looks a little different from the snowy scenes in American and European movies. While many families are opening presents or preparing for church, farmers and farm teams are already up before sunrise, because the cows don't take Christmas off, and neither do the people who care for them.

The day begins much like any other, milking, feeding calves, checking water and cleaning the dairy. These essential tasks continue because caring for animals is a responsibility that doesn't pause for holidays. But even in the busyness of the farm, the Christmas spirit is alive and well.

In the lead-up to Christmas, farm managers host a special braai to give thanks for the year's hard work, the dedication of the team, and the strength shown through challenges and long days. It's a moment of community, gratitude, and pride, a chance to reflect and celebrate together before the holiday season begins.

On Christmas morning, the staff gather after milking for snacks and cooldrinks, a small but meaningful celebration recognising that even though work continues, it's still a special day. After the essential duties are done, the atmosphere shifts. Some team members head off to church with their families for a moment of worship and thanks. Others return home to celebrate Christmas Mzansi-style, surrounded by friends and family with lots of food, laughter and love.

At the heart of it all is gratitude, for the land, the animals, the people who make dairy farming possible, and the privilege of producing food that families across the country enjoy on their own Christmas tables. So, while the work never stops, neither does the heart behind it.

This Christmas, we salute the dairy farmers and farm teams who make sure that, even on the most special day of the year, there's milk for coffee, cream for the pudding, and butter for freshly baked ginger cookies.

Merry Christmas from our farms to your family.



WOODLANDS DAIRY WOMEN'S DAY CELEBRATION

On 8 August, we celebrated Women's Day with a delightful tea party filled with love, laughter, and inspiring conversations.

We are deeply grateful to our CEO, Mrs Helen McDougall, for her empowering words and to all the incredible women who shared their inspirational stories and joined us in their vibrant "doeke," bringing colour, culture and a sense of unity to the day.

At Woodlands Dairy, we are committed to uplifting and celebrating women everyday - For The Good Of All.



WOODLANDS DAIRY ANNUAL TOWNHALL

Our CEO, Mrs Helen McDougall, delivered a heartfelt speech celebrating 30 Years of Choosing Good, a milestone that highlights our steadfast commitment to quality, community, sustainability, and care.

The event was alive with energy, connection, and fun, featuring exciting giveaways, long service awards, and thrilling lucky draws that brought smiles to everyone's faces.

We were delighted to welcome over a thousand employees in person, while many more joined from across regions via livestream, making it a truly inclusive celebration.

Here's to honouring our past, embracing the present, and moving forward together toward an even brighter future.



department NEWS

FINANCE TEAM WORKS HARD AND PLAYS HARD

Between audits, month-end madness, tight deadlines, system upgrades, filing, balancing, and reconciling, one thing's always stayed the same in our department - we work hard but we know how to have fun. Under Lex's leadership as Head of Finance, hard work has always come with plenty of laughs and unforgettable moments.

The first photo, taken way back on 07/09/2007, shows Lex wearing a wedding dress - yip, really! Back then, she was leading a much smaller team, which helped set the tone for the fun, light-hearted culture we've built over the years. Fast-forward to this past Valentine's Day, and the second photo shows a bigger, brighter team that has grown in more ways than one.

These snapshots say it all: our team's mix of dedication and good humour has helped shape a department that's not just grown in size, but in spirit. A team with heart — and a whole lot of love for Woodlands Dairy.



employee NEWS

Long Service Tributes

Lex Adendorff

Lex is honoured for her pivotal role at Woodlands Dairy, beginning as a Financial Accountant in 1996 and advancing to Financial Manager, a role she's held for nearly three decades. Known for her exceptional work ethic, technical expertise, and straightforward communication style, Lex built a foundation of trust and clarity within her team. Her directness was never harsh, but rather a form of respect that brought clarity and trust. Her team has learned invaluable lessons under her guidance like: the importance of accuracy, neatness, and consistency.

Beyond her professional excellence, Lex's care and compassion for her team have made her an inspiring leader. Her leadership fostered a culture of achievement and care, exemplified by the introduction of monthly and annual awards to motivate staff. Under her guidance, the finance department achieved outstanding audit results and garnered the confidence of management. Lex's loyalty, integrity, and authenticity have left a legacy, greatly contributing to the company's growth and reputation which will continue to inspire, long after her next chapter begins. Lex, we thank you deeply and wish you every blessing and continued success in the years ahead.



Marianne Venter

Marianne began her journey with Woodlands Dairy on 14 March 1996 as the first Bookkeeper and has since progressed to Procurement Manager, demonstrating unwavering commitment and professional growth over 29 years. Her role as Warehouse Manager showcased her ability to ensure accuracy, order and efficiency. Beyond her professional skills, Marianne is known for her transparency, compassion, and faith, which guide her actions. She is honoured for her dedicated service and exemplary character, for her many years of faithful service, her example of strength, grace, and her unshakable commitment to both Woodlands and the values she holds dear.



Mandy Carelse

We celebrate Mandy's exceptional 30-year tenure at Woodlands Dairy, highlighting her dedication and professionalism as Quality Assurance Manager. Known as the "Queen of Audits," she has consistently delivered remarkable results and earned respect for her efficiency and precision. Throughout various management changes, Mandy has maintained quality and integrity, significantly contributing to the company's success. We honour her as a crucial pillar of Woodlands Dairy and wish her blessings and success. Thank you, Mandy, for 30 extra ordinary years of service and excellence!



Serena Smith

We honour and celebrate Serena, whose 27-year career in the milk industry began on June 22, 1998, after 11 years in the building sector. Starting as a Debtors Clerk, she advanced to Credit Manager, leading her department with integrity. Her skills in credit assessment and financial analysis have significantly contributed to the company's financial stability. Serena's fearless and determined nature is exemplified by a memorable incident where she continued unfazed despite a fall when Owen urgently wanted a file. We honour not just her career achievements, but the energy, warmth, and steadfast commitment she's brought to every task. Congratulations on an extraordinary journey - and here's to many more chapters of success and laughter ahead.



Owen Gush

Owen has been with Woodlands Dairy for over 26 years, providing disciplined financial management that ensured robust cash flow and departmental accountability. His practical problem-solving and decisiveness have been pivotal for the company's stability. The tribute highlights his leadership, honesty, and clarity in communication, all of which fostered a respectful working environment. Thank you for always listening, guiding, and offering wise advice. May the Lord bless you and keep you, may His face shine upon you and be gracious to you during your remaining time at Woodlands and beyond. One of your favourite sayings will always stay with us: "Lose the battle but win the war."



Yolande Dirker

Yolande has committed over 28 years to Woodlands Dairy, starting in finance before becoming a personal assistant to the then MD and Exco. She has demonstrated exceptional organisational skills, managing her bosses' schedules, preparing presentations, and controlling access to them, and for the past 20 years the personal assistant to the CFO. Her loyalty and determination are highly valued, even in challenging circumstances. Thanks for your dedication to Woodlands Dairy!



Appointments - Welcome to our new employees

JUL-DEC 2025

Goodwell Fono
Yonelani Balani
Matt Dean Vosloo

Logistics PE
Sustainability
Sustainability

Riaan Vermeulen
Sandile Ngodwana
Siphamandla Mjongozi
Jasmine Van Wyk
Phumla Kamte
Siyabonga Jack
Nandipha Mduna
Moipane Augustinus
Sikhokele Mfazwe
Ashanti Nowala
Zimkhitha Boo
Bulelani Doyi
Yanelisa Vanstaden
Charl Du Plessis
Londiwe Thusi
Nikilitha Nkubungu
Wisani Maluleke
Thandile Malangeni
Chuma Dyasi

Maintenance
Maintenance
Process Cheese
Quality Control
Procurement
Cold Storage
Quality Control
Cold Storage
Warehouse
HR
Butter
Butter
Procurement
Maintenance
Warehouse
HR
Maintenance
Warehouse
ICT

From left to right



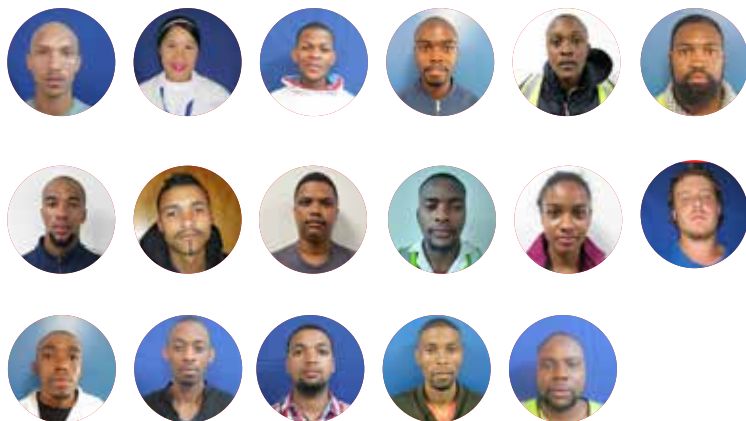
Promotions - Congratulations on your promotion

JUL-DEC 2025

Alwano Solomon
Jene Booysen
Lwazi Gelebe
Oyena Ngwele
Mvelo Malishe
Sivenati Rasi
Lionerick Booisen
William Felix
Gaiwin Kettledas
Lulama Soyi
Tiffany Maclean
Jaenre Heunis
Lukhanyo Mdlazi
Ntethelelo Nhlumayo
Jurell Booysen
Daniel Swanepoel
Ndivhuho Ramalata

Maintenance
Quality Control
Cold Storage
Maintenance
Warehouse
Maintenance
Cheese
Concentrates
Warehouse
Warehouse
Production
Maintenance
Cheese
Process
Cold Storage
Warehouse
Warehouse

From left to right



Online NEWSLETTER

Did you know that you can also read our Newsletter online? Explore what's happening at work, follow live links to videos, discover delicious recipes and so much more!



READ PREVIOUS
EDITIONS HERE!

The next newsletter will be published in April 2026. Contact Karen Kannigadu for newsletter submissions before 1 February 2026. Please e-mail: KKannigadu@woodlandsdairy.co.za.