



13 March 2018

RCL FOODS Bulletin

RCL FOODS is publishing a series of new bulletins this week in our effort to continue our focus on informing and protecting our consumers against this outbreak. As always, we are dedicated to ensuring food safety. This new bulletin communicates as widely as possible, the facts we currently know and the actions we are taking to deal with concerns about Listeriosis.

Important Reminder:

The Minister of Health's announcement on the 4th March confirmed ST6 as the cause of South Africa's Listeriosis outbreak. The Minister also emphasized that Rainbow polony did NOT contain ST6. Even so, Rainbow recalled all polony products in the interest of public safety.

Rainbow Vienna's, Russian's and other ready to eat Rainbow products have not been part of the Department of Health precautionary recall.

What's new:

- 1. Internal Communication to employees has been running via mobile employee app & SMS.**
- 2. We initiated a national radio campaign to educate consumers on the safety of our Rainbow chicken products.**
- 3. We executed an in-store campaign to inform consumers about the safety of our Rainbow chicken products.**

What we know so far:

1. Cooked food is safe as cooking kills listeria.
2. The Department of Health has concluded that the source of the recent outbreak of listeriosis was from a production facility in Polokwane (owned by Enterprise).
3. The Minister of Health has announced that RCL FOODS polony products have tested positive for Listeria monocytogenes, but NOT the ST6 sequence responsible for the outbreak.





4. The Department of Health has not yet concluded its investigation of the RCL FOODS polony production facility in Wolwehoek. We await the report to confirm the results.
5. RCL FOODS has recalled all its polony products as a precautionary measure from its entire customer base.
6. Rainbow polony products can be returned to the store where the product was purchased for a full refund.
7. The recall concerns only polony. All other Rainbow Chicken products produced at our other plants are not subject to this recall. This includes fresh & frozen products.
8. Rigorous food safety procedures are in place at all RCL FOODS facilities in line with the company's strict food safety protocol. These include rigid controls to mitigate any food safety risks, including microbiological risks at all of our food production facilities.
9. The halaal status of our products has not been affected by the recall. All our products remain halaal certified by the MJC at both our Hammarsdale P1 and Wolwehoek sites.
10. It is only Rainbow polony that has been recalled, not any of the other Rainbow frozen or fresh products.
11. As part of the investigation into the issue the company has had visits from government officials at various sites.

What we have done so far:

1. RCL FOODS is co-operating fully with the government in its efforts to end the listeriosis outbreak.
2. This includes compliance to the notice issued by the Department of Health in terms of Section 83 (1) and (2) of the National Health Amendment Act (No 12 of 2013), which has resulted in a halt of all production at our Wolwehoek facility.
3. We are working closely with the Department of Health, the Department of Agriculture, Forestry and Fisheries (DAFF), and the National Institute of Communicable Diseases (NICD). We are sharing all results from its testing, both internally and externally, with the relevant authorities.
4. We have further strengthened our food safety measures and procedures.
5. As a precautionary measure, we have recalled all our polony products produced at the Wolwehoek facility. This has been done even though the specific strain of the pathogen responsible for the listeriosis outbreak has to date not been linked to Wolwehoek plant or to any other RCL FOODS facilities.





6. We have instituted a money-back guarantee for consumers returning Rainbow polony products to retailers.
7. All our product samples analysed at an independent laboratory have to date tested negative for Listeria. We await our results for environmental swabs which would include DNA analysis.
8. We have requested the detailed reports from the Department of Health on the tests conducted to date.
9. We have dedicated a team of experienced executives to manage our response to the Listeriosis outbreak.
10. We have contacted all of our customers and suppliers, and informed them of the government statement and the product recall.
11. We have issued a statement to advise the public of the government statement and the product recall.
12. We have issued a statement on the JSE SENS news service to advise shareholders of the government statement and the product recall.
13. We have issued internal notices to advise all of our staff of the government notice and the product recall.
14. We have issued regular updates to public via our social media channels as well as our daily bulletin updates to media and all other stakeholders.
15. We have completed most of the recall of our polony stock from trade.
16. An internal SMS communication plan will highlight listeria facts to our employees.
17. A product disposal protocol has been confirmed with government and will be used to destroy recalled product.
18. 100% of affected product have been removed from shelves, bagged and awaiting upliftment.
19. We have set up a consumer hotline (0 800 204 675)
20. RCL FOODS is also supporting the efforts of Prof Lucia Anelich, a leading South African food safety expert, who has set up a website www.listeriosisfacts.co.za to provide independent expert information on the listeriosis outbreak.





In Store:

<p>KENNISGEWING</p> <p>Rainbow het alle polonies as 'n voorsorgmaatstreef herroep soos deur die Minister van Gesondheid, Dr Aaron Motsaaleli op 4 Maart 2018 versoek was.</p> <p>Vars & Gevriesde Rainbow hoender produkte word nie beïnvloed nie</p> <p>VIR MEER INLICHTING: Kliënteopsorgingslyn: 0800 204 675</p> <p>RAINBOW</p>	<p>NOTICE</p> <p>Rainbow has recalled its polony as a precautionary measure and as instructed by the Minister of Health, Dr Aaron Motsaaleli on the 04 March 2018.</p> <p>Rainbow fresh and frozen chicken products are not affected</p> <p>FOR MORE INFORMATION: Consumer Care Hotline: 0800 204 675</p> <p>RAINBOW</p>	<p>TSIBISHO</p> <p>Rainbow etsere mahato agotlosa Paloni kamoka goya ka legato ya Minister Dr Aaron Motsaaleli ka di 4 March 2018.</p> <p>Kgogo ya Rainbow yona ele nama ga ena bothatha</p> <p>Ditshibho ka bottalo letshetsha Mogala wa: 0800 204 675</p> <p>RAINBOW</p>	<p>ISAZISO</p> <p>i-Rainbow isibuyisele emuva yonke imikhqizo kapolony kuyisihyathelo sokuvikelela abathengi. Njengokuyalelwa ngungqongqoshe wezemphilo uDr Aaron Motsaaleli mhlazingu 04 March 2018.</p> <p>Imikhqizo yakwa Rainbow yenkukhu ethambile nebandisiwe ayinabo ubungozi</p> <p>EMINYE IMINININGWANE: Shayela lenombolo yesizo: 0800 204 675</p> <p>RAINBOW</p>	<p>ISAZISO</p> <p>I-Rainbow lye yamisa ipoloni yayo njengendlela yokulondoloza. Oku kwenziwa kwimiyalelo kaMphathiswa wezeMpilo, u-Dr Aaron Motsaaleli ngomhla we-4 Matshi 2018.</p> <p>Inkukhu evela kwi-Rainbow enqabileyo okanye efrizwe ayichaphazeli</p> <p>UKUNOKHOBISA ULWAZI: Yokunakhelela amakhosimende: 0800 204 675</p> <p>RAINBOW</p>
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Employee Mobile Application:

National Mobile Campaign:

