

CORPORATE
SOCIAL
RESPONSIBILITY
NEWSLETTER

> Cool Fresh International's philosophy has always been to go beyond 'only' importing and exporting fruits and vegetables. For many years we have been developing our company strategy around those issues which our employees are most passionate about. Equally important is that we want our approach to business to directly and indirectly enable our clients to participate in sustainable corporate social responsibility projects. Corporate social responsibility is sometimes categorised as those issues which involve the 3 P's: People, Planet, Profit. At Cool Fresh International, we rather talk about 'making a difference to the world we live in'.

WE TRUST THAT YOU WILL ENJOY READING THIS
CSR-SEGMENT OF OUR NEWSLETTER.

COOL FRESH EMBARKS ON CSR CERTIFICATION



DURING THE COMING MONTHS, THE COOL FRESH TEAM WILL BE WORKING HARD AT IMPLEMENTING THE CSR PERFORMANCE LADDER. THE COMPANY HAS BEEN INTENSIVELY INVOLVED IN CORPORATE SOCIAL RESPONSIBILITY SINCE 2003, AND HAS DEVELOPED A NUMBER OF GREAT SOCIAL PROJECTS IN SOUTH AFRICA. DUE TO THE FACT THAT CSR HAS BECOME A WAY OF LIFE FOR COOL FRESH INTERNATIONAL, THE FORMALISATION OF THE COMPANY'S CSR POLICIES BY WAY OF THE CSR PERFORMANCE LADDER WILL DEFINITELY BE ADDING VALUE TO OUR CORPORATE PROFILE AS WELL AS OUR INTERNAL PROCESSES.



Since being founded by Cool Fresh International in 2006 (as a direct result of the Freedom Fruit strategy), Stars in



their Eyes has trained 450 community leaders from more than one hundred disadvantaged communities in the Western and Eastern Cape. 50 South African coaches have had the experience of a lifetime to undergo advanced training at the Royal Dutch Football Association in The

Netherlands. 13 own lecturers have been trained in the programme methodology, enabling the Stars-legacy to be self-sustainable and alive for long after 2010. Finally, 41 Dutch football clubs have already been linked to these communities in South Africa as partners.

Many politicians have visited the Stars project, amongst others Mrs. Erica Terpstra, previously chairperson of the Dutch Olympic Committee (pictured above left with Cameron Dugmore, a previous Minister of Sport in South Africa's Western Cape Province) and Mrs. Jet Bussemakers, previously the Dutch State Secretary for Sport (pictured above right with Elton Hart, general manager of the Stars in their Eyes Foundation).



IN 2011, THE 'WOMEN TAKING THE LEAD' INITIATIVE WAS DEVELOPED IN PARTNERSHIP WITH THE ROYAL DUTCH FOOTBALL ASSOCIATION, AND THE FIRST COURSE WAS HELD AT STELLENBOSCH UNIVERSITY DURING JANUARY 2011.

The course is intended for women who believe that lives can be changed through football, and who wish to use their experiences as football players (whether as professionals or amateurs) to improve the lives of children and adults in their communities. The course content is based on the Royal Dutch Football Association's 'WorldCoaches' syllabus, combined with the life skills training which Stars in their Eyes believes in: HIV-Aids counselling, Anti-alcohol and drug abuse, Leadership development and Gender equality. Twenty five delegates attended, including 7 ex-BanyanaBanyana players, as well as top provincial players and some 'wildcards' from all over the country. Desiree Ellis of the Stars in their Eyes Foundation was responsible for managing the organisation of the course.



Above: Desiree Ellis (on the right) with Johan Crujff and Rohan Bergstedt of the Stars in their Eyes Foundation.

MASS TOURNAMENT IN CITRUS AREA

ON WEDNESDAY 30 MARCH 2011, COOL FRESH INTERNATIONAL HOSTED A MASS YOUTH TOURNAMENT FOR THE NOMASANTANQA DISADVANTAGED COMMUNITY IN THE SUNDAYS RIVER REGION IN THE EASTERN CAPE, ONE OF SOUTH AFRICA'S GREAT CITRUS PRODUCTION AREAS. THE EVENT WAS A CONTINUATION OF THE OUR COMMITMENT TO SOCIAL RESPONSIBILITY IN THE COUNTRIES AND REGIONS WHERE WE ARE COLLABORATING WITH GROWERS. THE AFOREMENTIONED TOURNAMENT COINCIDED WITH THE VISIT BY A SPECIAL DELEGATION FROM EUROPE.



> Workers during the first project.



> Even the cows were part of the festivities!

RUUD KOOPMANS AND LUCIEN HOEK, COACHES OF DUTCH FOOTBALL CLUB TVC 28 SPENT A WEEK IN THE REGION, DURING WHICH TIME THEY ASSISTED A LARGE NUMBER OF COMMUNITY

COACHES WHO HAVE BEEN TRAINED BY THE STARS TO DATE. JAN GREEVE AND NIC JOOSTE, BOARD MEMBERS, AS WELL AS ELTON HART, GENERAL MANAGER OF THE STARS IN THEIR EYES FOUNDATION WERE PRESENT AT THE EVENT. COINCIDENTALLY, SJAAK OOSTHOEK AND YURI VAN GILS, DIRECTORS OF COOL FRESH INTERNATIONAL'S SISTER COMPANY INNOVERDE BY WERE ALSO VISITING THE REGION AT THE TIME.



^ Coach Zola with the winning team.

THE 'NEW BEGINNINGS' APPROACH WAS DEVELOPED BY THE COOL FRESH TEAM FOLLOWING A SPECIAL SET OF CIRCUMSTANCES WHICH OCCURRED IN LATE 2010.



On the one hand Cool Fresh International wanted to provide an additional set of skills to its most senior coaches in the form of an advanced course, and on the other hand the company wanted to continue breaking new ground in terms of its vision in taking the leadership development spinoffs to individuals who most need it. A unique partnership was formed with the Department of Correctional Services (Prisons) and from 15 - 27 February 2011 a group of 21 senior coaches from all over the country resided at the Drakenstein Youth Correctional Facility - previously the Victor Verster Prison where Nelson Mandela spent some years before being released. During the practical and life skills sessions the Stars-coaches worked intensively with the inmates, some of whom are serving life sentences.

The structure created intense emotional interactions between Stars-coaches and inmates. A number of inmates who are due to be released soon will be joining the Stars in their Eyes 'New Beginnings' upon their.



Above: Elton Hart of the Stars in their Eyes Foundation (2nd right) with inmates of the Drakenstein Prison.

COOPERATION WITH GOVERNMENTS

Cool Fresh International and the Stars in their Eyes Foundation have a proud history of collaborating with the South African and Dutch governments. For five years (2006-2010) a memorandum of agreement with the Western Cape Minister of Sport was in effect. Since 2008 we have enjoyed the support of the Dutch government, and have been accredited as '2010 Legacy Projects' by the Dutch Ministry of Foreign

Affairs as well as the Dutch Ministry of Health, Welfare and Sport. We are today collaborating with the national Department of Correctional Services; the Department of Education of the Northern Cape; the Eastern Cape Provincial Government (Sport, Recreation, Arts & Culture); and the Department of Community Safety in the Western Cape.

A SPECIAL STAR

Sometimes Cool Fresh International – through Stars in their Eyes – is privileged to play a role in a truly life-changing experience. For quite some time our Boland regional coach Rohan Bergstedt has been coaching and guiding Gavin Hammers, a 'natural talent' from Cloeteville in Stellenbosch.



^ Rohan – on the right – working with a group of children

Gavin's mother has been an invalid and wheelchair ridden since 1996, when she was innocently struck by a wayward bullet fired during a robbery close to her house. Notwithstanding this, she raised Gavin and his brother to be upstanding citizens who shun all forms of violence. Their house is in a poor area, and to say that Gavin's mother has been struggling for many years is an understatement.



Gavin and his mom's house ^ Gavin Hammers

Rohan saw Gavin's potential as a sportsman years ago, and has been investing a lot of time in the young man. Gavin always attended his Stars in their Eyes sessions, and has always remained positive and hard-working. It was a great day when early in February we were informed that Gavin was offered a professional contract by Amazulu, the Premier Soccer League team of KwaZulu Natal. His mother is tremendously proud, and we will continue to remain involved in Gavin's life.



DURING THE PAST SIX MONTHS COOL FRESH INTERNATIONAL SUPPORTED THE STARS IN THEIR EYES FOUNDATION TO HOST THE FOLLOWING COURSES.

- 23-28 January: Women taking the Lead, Stellenbosch University Sports Performance Institute. 25 female coaches received their WorldCoach certificates.
- 15 to 27 February 2011: Advanced Coaching Course, Drakenstein Correctional Services Centre. 21 senior coaches graduated.
- 23-28 May: Women taking the Lead, Drakenstein Correctional Services Centre, Paarl. 22 female coaches received their WorldCoach certificates.
- 30 May-4 June: WorldCoach course, Somerset East, Eastern Cape Province. 17 female coaches and 8 male coaches received their WorldCoach certificates.
- 6-11 June: Women taking the Lead, Wits University, Johannesburg. 25 female coaches received their WorldCoach certificates.

During the three courses in May and June, the Dutch Embassy in Pretoria made it possible for Larry Joe, a very special South African singer/songwriter to perform for the attending coaches and children of the surrounding communities.

This is Larry's life's story....

Some people get a second chance, a pause in life. Larry Joe's second chance came one warm February morning in 2008 at the funeral of his grandfather.

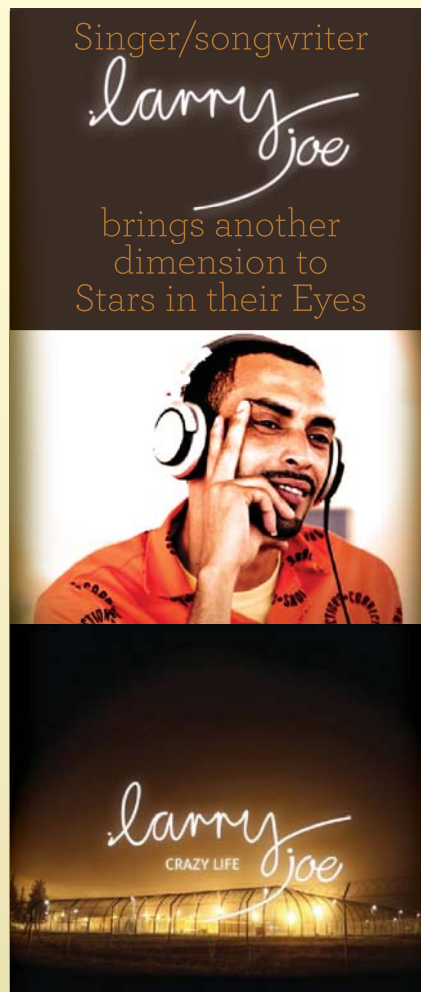
Larry Joe had spent the previous seven years of his life as a fugitive, a drug addict, and a gang member in the Cape Flats, a rough-and-tumble part of Cape Town, South Africa. He knew that police would be watching for him at his grandfather's funeral in his hometown of Douglas in Northern Cape Province.

"It made me not comfortable, being a fugitive," recalls Larry Joe. He decided to turn himself in to the police.

As he took responsibility for a burglary he'd committed years before, he found himself taking control of his life. "I realized, if I'm not going to do this now, I'm not going to have a better life," he says.

In prison, he distanced himself from prison gangs and even requested solitary confinement to help him think - and later, to start writing songs. He had a lot

to write about. His 18-month-old daughter, who had long been ill, died. His father had died a few months earlier. Maybe it was to reconnect with his late father that Larry Joe started to turn to music. "My father taught me to play guitar and to sing. It was a very good way to deal with the pain and the struggle I was facing inside myself. "



to write about. On World Aids Day in 2008, Larry Joe was performing at a government function, and there he met Aron Turest-Swartz, founder of FreshlyGround, the well-known multi-award winning South African band.

Aron recalls: "He walked onstage, this tall thin man with a guitar. He started singing. Everyone was totally riveted. I thought, 'I wonder whose songs those are?'" Impressed by Larry's outstanding voice and the songs he had written behind bars, Aron approached the prison authorities and offered to work with Larry to develop his skills and produce a solo album. The album, *Crazy Life*, was recorded in a single cell in the Douglas Correctional Centre and was released on 13th December 2010; the same day that Larry was released from prison.

Larry Joe is a living testimony of someone who has undergone a truly remarkable inner transformation with music being at the very core of this process. After handing himself in to the authorities, Larry composed over 40 original songs in English, Afrikaans, Xhosa, Spanish and Portuguese, collaborating with fellow inmates, as well as one of the wardens, who have helped him translate his songs.

The "Larry Joe at Drakenstein" video may be viewed on

<http://www.youtube.com/watch?v=tF9xF747Gks>

or his "Let You Know" song

<http://www.youtube.com/watch?v=9EaDGYCSFc8>

or his website:

www.larryjoelive.com