



## Press Release

### LEGENDARY BOK CAPTAIN BECOMES ASTRAL's BRAND AMBASSADOR



Astral Foods Limited (Astral), a leading southern African integrated poultry producer, has appointed rugby legend, Wynand Claassen, as its Brand Ambassador with effect from 1 October 2016.

Andy Crocker, Managing Director of Astral's Meadow Feeds division, says Claassen is the ideal candidate for Brand Ambassador. "Wynand is well-known and a revered personality in the rugby and sport fraternities, and will be able to represent the group's brands across all of Astral's activities. His leadership capabilities during difficult times, resonates with Astral and we are proud to be part of this association."

In his role as Brand Ambassador, Claassen will attend and participate in Astral corporate and customer functions and will promote and represent Astral's major brands. At a function held at Meadow Feeds' office on 26 September 2016, Claassen received a Toyota Hilux Double Cab to enable him to perform his duties.

Claassen is well known for his illustrious career in rugby which began in 1973, when he made his debut for the Blue Bulls. The culmination of his rugby career came when he led the Springbok rugby team as Captain between 1981 and 1982 in seven official test matches and 13 other games for South African sides. Between 1980 and 1984, Claassen also played 65 games for the (then) Natal province, all as Captain. In 1985 he became the youngest ever

National Springbok Selector also serving in this and other capacities for both the sevens and U/19 teams until 2004.

He is a qualified architect and owns his own architectural firm in Pretoria, where he still practices. In 1985 he published his autobiography, *“More Than Just Rugby”*, which topped the best-seller’s list in South Africa for three consecutive months and was reprinted in 1996 as *“The Final Chapter”*. He recently published another autobiography about his youth, *“Kaalvoetklong tot Rugbytoks”* and served as Editor-in-Chief for *“Rugby Weekly”* and the *“Sharks Magazine”* during his career. Claassen, being the ultimate sportsman, has also completed 11 Comrades Marathons, the Duzi2C mountain bike race, three Cape Argus cycle races and two 94.7 cycle races.

“I’m honoured to be chosen as the Astral Brand Ambassador and look forward to represent and promote Astral’s leading poultry and animal feed brands,” confirmed Claassen.

Chris Schutte, CEO of Astral, said: “Wynand’s appointment as the Brand Ambassador formalises a relationship that spans many years. His leadership abilities, both on and off the field, sometimes in extremely trying political and sporting conditions, are legendary and earned him respect from several quarters. We are proud to welcome Wynand to the Astral family.”

## ENDS

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### Note for the Editor

**Astral Foods Limited** (Astral) is a leading South African integrated poultry producer, with key activities in animal feed pre-mixes, manufacturing of animal feeds, broiler genetics, production and sale of day-old chicks and hatching eggs, with integrated breeder and broiler production operations, abattoirs as well as sales and distribution of various key poultry brands. The brands in the Astral stable include:

- County Fair
- Festive
- Goldi
- Earlybird
- Mountain Valley
- Ross Poultry Breeders
- National Chicks
- Meadow Feeds
- Tiger Animal Feeds (Zambia)
- Tiger Chicks (Zambia)
- Meadow Feeds (Mozambique)
- Mozpintos (Mozambique)
- CAL Labs
- Provimi SSA

For more information, visit [www.astralfoods.co.za](http://www.astralfoods.co.za)

**Meadow Feeds**, a subsidiary of Astral, is regarded as the market leader in the Southern African animal feed industry. The company produces a variety of specialised diets and custom feed mixes for the poultry, dairy, ostrich and swine industries. Meadow Feeds also supplies a full range of technical services to its customers, including advice on nutrition, feeding programmes, animal husbandry and production techniques. For more information, visit [www.meadowfeeds.co.za](http://www.meadowfeeds.co.za)