



# Business Profile



## About Us



### Quality Foods

*As one of the upcoming leaders and a diversified producer of processed vegetables, with customers across the South, including some of the most respected brands, our commitment lies in spreading health and happiness through good food.*



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## Our Company

Qaboha Farming Pty Ltd is a South African owned manufacturing, developing, processing, sales and marketing company and is one of the most successful food developers in the Southern Africa's Retail food market.

Established in the early 2015, Qaboha Farming has a range of quality products that are finding its way and the availability on supermarkets South Africa wide. With a passion for good food and a focus on great quality, our aim is to bring innovative foods to our consumers.

The Qaboha brand boasts over 3 years heritage and specialises in bringing traditional and emerging local flavours to South African consumers. We pride ourselves on carefully selecting from dedicated producers, who share our belief that quality has no compromise.

We hope that you enjoy your Qaboha Farming's products as much as we love creating them.





### EDUCATION

**University of Johannesburg**

### HOLDS

**National diploma**  
Food Technology

### OTHERS

HACCP- Implement a HACCP system, GMP as a prerequisite for HACCP, Internal & supplier Auditing Practices

**(Merieux NutriSciences (swift)).**

Tunnel Farming and Plant Production  
**(Dicla Training and Farming)**

### EXPERIENCE

**Company:** *University of Johannes Burg*

**Position Held:** Laboratory Assistant (Food Processing and Food Biochemistry)

**Period:** 2004

**Company:** *Seemann's Quality Meat Products*

**Position Held:** Quality Assurer

**Period:** 2004 – 2007

**Company:** *All Joy Foods*

**Position Held:** Quality Manager (New product development)

**Period:** 2007 -2011

**Position Held:** Production Manager

**Period:** 2011 – 2015

**Company:** *Red Farms International*

**Position:** Deputy Director (Food Processing)  
Period: 2015 to Date

## **Pitsi Winnie Moloto** **Manaana Director**





## Our Business

### Who We Are

Africa is our home, and we are focused on driving her growth. We apply world-class science and the most productive research and development in the food industry to achieve a step change in food productivity.

### What We Do

We provide quality products and solutions to help our clients achieve their goal for a growing population. We work by looking at agriculture through the eyes of growers, and by developing world class products through partnership.

### How We Do It

At the heart of our business are innovation, ethical operations and a collaborative mind-set. Collaboration is essential to our innovation. We work in partnership with the likeminded and we encourage innovators to reach out to us.



## Our Product line



**BOTTLED  
TO  
PERFECTION**



### TOMATO SAUCE

Water, tomato paste, sugar, acidifier (E260.330), food modified starch (E1422), wheat flour, salt, spices, preservatives; potassium sorbate (E202) and sodium benzoate (E211), colourants (E150 and E129)



### BOLOGNESE PASTA SAUCE

Water, tomato paste, sugar, onion fresh, acidifier (E260.E330), vegetables protein(soya), food modified starch(E1422), sunflower oil, herbs, spices, preservatives; sodium benzoate(E211), potassium sorbate(E20)



**BEETROOT SLICED**

Beetroot, water, sugar, acidifying agent (E330), spices, salt, preservatives: sodium Benzoate(E211), potassium sorbate (E202).



**PEPPADEW CHUTNEY**

Peppadew, onion , water , food modified starch (E1422) sugar , salt acidifier (E260), spices, chilli , herbs , preservatives, sodium benzoate (E211) and potassium sorbate (E202).



**PICKLED CARROTS**

Carrots, water, acidifying agent (E330), sugar, spices, salt, preservatives: sodium Benzoate(E211), potassium sorbate (E202).



**SWEET CHILLI**

Water, acidifier (E260), sugar, chilli, onion, food modified starch (E1422), salt, wheat flour (gluten), spices, oleoresin, preservatives, sodium benzoate (E211) and potassium sorbate (E202).

**PICTURES ARE FOR ILLUSTRATION ONLY, PACKAGING MAY BE DIFFERENT**



**HOT SAUCE**

Water, acidifier (E260), sugar, chill, mustard, food modified starch (E1422), salt, wheat flour (gluten), spices, oleoresin, preservatives, sodium benzoate (E211) and potassium sorbate (E202).



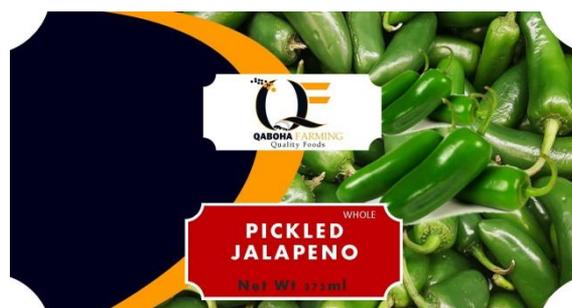
**PICKLED ONIONS**

Onion, water, acidifying agent(E330), sugar, salt, spices, preservatives: sodium Benzoate(E211), potassium sorbate (E202)



**GARLIC PASTA SAUCE**

Water, tomato paste, fresh carrot, sugar, carrots, acidifier (E330.E260), sunflower oil, salt, garlic, food modifier starch(E1422), herbs, preservatives; sodium benzoate(E211) and potassium sorbate (E202)



**PICKLED JALAPENOS**

jalapeno, water, acidifying agent (E330), sugar, spices, salt, preservatives: sodium Benzoate(E211), potassium sorbate (E202)



### CURRY PEAS

Green peas, onion, tomato paste, food modified starch (E1422), sugar, salt acidifier (E260), spices, herbs, preservatives, sodium benzoate (E211) and potassium sorbate (E202).



### PICKLED JALAPENOS sliced

jalapeno, water, acidifying agent (E330), sugar, spices, salt, preservatives: sodium Benzoate(E211), potassium sorbate (E202)



### PICKLED EGGS

Whole egg, water, acidifying agent (E330), sugar, spices, salt, herbs, preservatives: sodium Benzoate(E211), potassium sorbate (E202)



### MEXICAN VEGETABLE

Brinjal, mushroom, onion, broccoli, beans, food modified starch (E1422), sugar, salt acidifier (E260), spices, herbs, preservatives, sodium benzoate (E211) and potassium sorbate (E202).

### MUSHROOM PASTA SAUCE

Water, tomato paste, sugar, onion fresh, acidifier (E260.E330) mushroom, sunflower oil, herbs, spices, preservatives, sodium

### BBQ SAUCE

Water, acidifying agent (E330, E260), tomato paste, food modified starch (E1422), salt, wheat flour (gluten), mustard, spices, thickener (E415), preservatives sodium benzoate (E211), potassium sorbate (E202), colourant (E150)

### MUSTARD PASTA SAUCE

Water, acidifier (E260), sugar, mustard, food modified starch (E1422), salt, wheat flour (gluten), monosodium glutamate, spices, thicker (E415) preservatives, sodium benzoate (E211) and potassium sorbate (E202), colorants(E150)

### PERI PERI

water, chilli, food modified starch (E1422) sugar, salt, garlic acidifier (E260), spices, herbs, preservatives, sodium benzoate (E211) and potassium sorbate (E202).

### PICKLED HABANERO

Habanero red/yellow, water, acidifying agent (E330), sugar, spices, salt, preservatives: sodium Benzoate(E211), potassium sorbate (E202)

### TOMATO GRAVY

Water, tomato, onion, food modified starch (E1422), sugar, acidifier (E260), salt, spices, herbs, preservatives, sodium benzoate (E211) and potassium sorbate (E202).

### FRUIT CHUTNEY

Water, peaches, onion, food modified starch (E1422) sugar, salt, garlic acidifier (E260), spices, preservatives, sodium benzoate (E211) and potassium sorbate (E202), colourant (E150).



## Business Objectives

### Strategy plans

By owning, living and loving our brands, customers and our people we envision being a leading teacher from South Africa to Africa and the rest of the world.

### Strategic goals

Developing a strong relevant brand portfolio in the local market. Raising the performance of local business, by creating a balanced and attractive global spread of business.

### Strategic commitment

- We make the customer and the people our focus
- We commit to production excellence
- We create wealth, sustainably to our customers and society,
- We nurture mutually rewarding relationships,
- We care about people and the environment,
- We live our brands and
- Leveraging our global scale.



wmashalane@gmail.com

**2018**

Qaboha Farming  
Business Profile

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