



**SENS ANNOUNCEMENT – TRADING STATEMENT,
SITE VISIT AND INVESTOR PRESENTATION AND
CHANGE TO THE BOARD OF DIRECTORS**

21st July 2010

SOVEREIGN FOODS

SOVEREIGN FOOD INVESTMENTS LIMITED

Incorporated in the Republic of South Africa

Registration Number 1995/003990/06

JSE Code: SOV

ISIN Number: ZAE000009221

(“Sovereign” or “the Company” or “the Group”)

**TRADING STATEMENT, SITE VISIT AND INVESTOR PRESENTATION AND CHANGE TO THE BOARD OF
DIRECTORS**

1. Trading Statement

In accordance with paragraph 3.4 of the Listings Requirements of the JSE Limited (“Listings Requirements”), Sovereign is required to publish a trading statement as soon as it is reasonably certain that the financial results for the period to be reported on next will differ by at least 20% from those of the previous corresponding period.

Sovereign shareholders (“Shareholders”) are advised that Sovereign’s earnings and headline earnings for the 6 months ending 31 August 2010 are expected to be at least 20% lower than those for the 6 months ended 31 August 2009.

Average poultry selling prices for the first 4 months of the financial year ending 28 February 2011 (“FY11”) were 12% lower than the average poultry prices for the previous corresponding period as a result of higher imports, weaker consumer demand and slightly elevated national supply. Notwithstanding pricing pressures, the Group achieved record production and sales volumes with the highest ever monthly sales volumes recorded in June 2010 with 8 580 tons sold.

The financial information on which this trading statement is based has not been reviewed and/or reported on by the Company’s auditors.

2. Site Visit and Investor Presentation

Shareholders are invited to attend a site visit and investor presentation to be held at the business premises of the Company, being Kruis River Road, Uitenhage, on Tuesday 27 July



2010 where investors and analysts will attend a site visit followed by an investor presentation by management regarding Sovereign's operations.

A copy of the investor presentation will be made available on the Company's website at www.sovereignfoods.co.za on 27 July 2010.

Shareholders and investors wishing to attend the site visit and investor presentation should contact Tanya Pepper at tpeffer@sovfoods.co.za in order to make further arrangements in this regard.

3. Change to the Board of Directors

In accordance with paragraph 3.59 of the Listings Requirements, Shareholders are advised of the resignation of Ms Khanyisile Kweyama, who, as a result of timing constraints introduced by other external business commitments, has resigned as a Non-executive Director of Sovereign with immediate effect.

The Chairman and the Sovereign board of directors would like to thank Ms Kweyama for the substantial contribution she has made to the Company during her tenure as a Non-executive Director of Sovereign.

**Port Elizabeth
20 July 2010**

Sponsor: One Capital