



COMPANY PROFILE

No.8 Katjeepering Street,
Braklaagte, Zoar, 6656
www.tanniepoppies.co.za



COMPANY BACKGROUND

Tannie Poppie is a pioneering business based in the fertile region of Hoeko Valley. Magdalena Jantjies, the first woman in the area to farm pigs, embarked on a journey to turn adversity into opportunity. Initially feeding pigs with surplus fruits, Magdalena recognized the potential to transform those fruits into high-quality, homemade jams. Using a traditional recipe passed down through her family, she began small-scale production for the local community.

Facing challenging times, she expanded her operations, driven by growing demand. Now, Tannie Poppie is a well-established brand offering a range of jams and pickles, continuing to honour traditional methods of production while embracing modern market opportunities.



VISION

To bring the authentic, ancestral taste of homemade jams and pickles to every household in South Africa, while preserving traditional methods and supporting local farmers.



MISSION

Our mission is to produce high-quality, traditional jams and pickles that celebrate the heritage of our region while expanding our reach through innovation, commitment to sustainability, and an ever-growing customer base.



OUR SERVICES

The Original Tannie Poppie offers a diverse selection of homemade, healthy, and delicious products, made using traditional recipes:



HOMEMADE FRUIT JAMS

- ✓ Figs
- ✓ Apricots
- ✓ Peaches
- ✓ Grapes
- ✓ Strawberries
- ✓ Blackberries
- ✓ Raspberries
- ✓ Makatan Melon
- ✓ Carrot & Pineapple Jam
- ✓ Green Figs Jam



PICKLES

- ✓ Cabbage
- ✓ Onions
- ✓ Carrots

Product sizes range from 260ml, 350ml, 375ml to 750ml jars.





STRONG POINTS

- **Unique, Healthy Ancestral Recipe:** The jam recipe has been inherited from Magdalena's parents, ensuring a deep connection to heritage and authenticity.
- **Farming in a Fruit-Rich Area:** Hoeko Valley offers an abundance of fresh, high-quality fruits, providing the perfect ingredients for jams and pickles.
- **Commitment to Tradition:** Despite plans for expansion, Tannie Poppie is committed to upholding the traditional ways of making jam that have been passed down through generations.

FUTURE PLANS

- **Expansion into Retail:** Tannie Poppie aims to introduce its products to major South African retail chains such as Woolworths.
- **Product Line Expansion:** Plans are underway to add chutney sauces and expand the range of jam and pickle varieties.
- **Increased Production:** Tannie Poppie plans to expand its manufacturing capabilities while staying true to traditional methods.
- **Online Presence:** The company is working towards establishing a strong online presence, with sales anticipated on platforms like Takealot.
- **Family Legacy:** Magdalena's daughter, who works in the food sector, is actively involved in the business, ensuring a smooth transition and continuation of family traditions.



The Original Tannie Poppie is more than just a business; it is a celebration of tradition, community, and resilience. With deep roots in the past and a vision for the future, the company is on a journey to bring its unique products to a wider market, all while staying true to its core values of quality, authenticity, and family legacy.

CONTACT US



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