

1941 Ouma Rusks

Among the first 150 requests for assistance was one that might have seemed insignificant to most financial institutions. It came from the Cape, near the village of Molteno where Mrs M J S Greyvensteyn had great faith in the popularity of her rusks, made from an old family recipe. Demonstrating its trademark open-mindedness and flexibility at this very early stage, the IDC investigated the claim and found that the venture could indeed be viable. In line with its policy of fostering the food processing industry, the first recorded loan in the IDC's report of the directors in 1941 was for £1 500 and the legendary "Ouma's Rusks" label was launched

