**TRADE COMMUNICATION:**

**Ethical production from vineyard to cellar: WIETA certification explained**

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From vintage 2016 onwards, all of Spier’s wines will be 100% WIETA certified.

*What does this mean?*

WIETA, the Wine and Agricultural Ethical Trading Association, is a non-profit representative body of producers, labour, government and NGOs. WIETA’s code of conduct encompasses working conditions, health and safety, and housing and tenure of workers. Its standards and benchmarks are aligned with South Africa’s labour occupational health and safety legislation and the international Global Social Compliance Programme.

WIETA members are audited to measure compliance with the WIETA code of conduct. The wines that are WIETA-certified throughout their entire supply chain, from vineyard to cellar, may carry a WIETA seal on the bottle, endorsing the product as being ethically produced.

*Spier: an ethical pioneer*

In 2004, Spier became the first WIETA-certified winery in South Africa and today all of the farms that Spier owns are WIETA-certified. Spier also purchases wine and grapes from other farmers. From 2016’s vintage onwards, all of these suppliers will be 100% WIETA certified.

*A new era*

Previously only wine bottled in South Africa could carry the WIETA seal.

After Spier developed an online system that facilitates complete traceability and monitoring of its wines bottled in Denmark, WIETA gave Spier permission for these wines to carry the seal too, making Spier the first winery in the world to carry the seal on wine bottled outside of South Africa.

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