

## **ADDITIONAL INFORMATION**

### **WINES OF SOUTH AFRICA**

Wines of South Africa is an industry-owned, not-for-profit organisation. Its mission is to contribute to the global success of the South African wine industry by building Brand South Africa.

For more information, visit [www.wosa.co.za](http://www.wosa.co.za)

## **GEOGRAPHY**

### **Africa**

Africa is the second largest and second most populous continent on earth with an estimated population in 2017 of over 1.2 billion people. Africa's Nigeria is currently one of the most populous countries in the world, with over 190.8 million people (2017), estimated to reach nearly one billion people by 2100.

### **South Africa**

South Africa's population is 56.7 million (2017), with 80.2% black, 8.8% coloured, 8.4% white and 2.5% Indian/Asian. The coastline stretches almost 3 000 kilometres from the border with Namibia in the west all the way around to the border with Mozambique on the east coast. From north to south, it measures 1 600 kilometres. This makes it a medium-sized country, geographically speaking, with a land area of 1.2 million square kilometres – around the same size as Colombia or Angola. South Africa can fit into the United States eight times!

A growing GDP, middle class and young population is evidence enough that Africa will be a critical driver of future export growth for the South African wine industry. Africa's economy is estimated to be US\$ 1.6 trillion collective GDP and US\$ 860 billion combined consumer spending. Collective GDP is expected to be US\$ 2.6 trillion in 2020 and consumer spending to be US\$1.4 trillion in 2020. Africa has been one of the world's fastest growing regions over the past decade but a commodities slump has hit its oil and mineral exporters hard, bringing growth down to 3% in 2015. This economic downturn is viewed as temporary and has not dampened the optimistic spirit of African and foreign investors, who see Africa as an investment hub with an attractive future return on investment.

Economically, South Africa has a broad-based industrial economy and the annual GDP is valued at USD\$ 294,8 billion (2016). It's a country rich in natural resources with well-developed financial, legal, communications, energy and transport sectors. The Johannesburg Stock Exchange (JSE) is ranked in the top 20 in the world and the country's banking regulations are among the best globally.

### **Cape Winelands**

The winegrowing region is limited mainly to the south-western tip of South Africa in the Western Cape Province. The Western Cape is the fourth largest of South Africa's nine provinces, with its 129 000 square kilometre area making it equivalent to the size of Greece, but its population is estimated at only 6.5 million (mid-2017). The Western Cape is also the province with the fourth largest population in the country. The city of Cape Town's population stands at 3.74 million (Census 2011). Both topographically and climatically, it's a varied region with the southern coastline fringed by

mountains. The west coast region, as well as the Karoo plateau in the interior, is extremely dry. Within just a two- to three-hour drive of the Cape peninsula lie the winelands, an area making the most of its Mediterranean climate to cultivate grapes.

## **HERITAGE**

Africa is the cradle of mankind. National Geographic's well documented Genographic Study indicates clearly that human migration began in Africa around 60 000 years ago. The DNA doesn't lie...

Earliest South African peoples were the pastoralists (the Khoi-Khoi) and the hunter-gatherers (the San) who were known collectively as the Khoisan.

Portuguese explorer Bartolomeu Dias is credited with being the first Westerner to make landfall and 'discover' South Africa in May 1488 but there is archaeological evidence that the Phoenicians and even the Chinese had already done so.

Circumnavigating Africa allowed the trading nations of Europe a safer passage to India and a permanent settlement was established at the Cape of Good Hope (also known earlier as the Cape of Storms) in 1652 by the Dutch East India Company, specifically to provision their trading ships. French Huguenot refugees and Germans also settled in the Cape but clashed with the local indigenous peoples, setting the tone for centuries of conflict.

Settlers had extended their footprint in the Cape to the Great Fish River by 1779 – and that was when the Frontier Wars with the Xhosa people began. The British took control of the Cape at the end of the 18th century, marking the beginning of yet more conflict with the local Afrikaner populace.

This led to the Great Trek, when the Afrikaner farmers – the Boers – headed off into the hinterland around 1836. Unfortunately the consequence was confrontation with a range of African tribes, notably the Zulus under King Shaka, who occupied the land between the Drakensberg Mountains and the east coast of Natal.

The Independent Boer republics of the Orange Free State and the Transvaal were declared in 1852 and 1854, straining relations with the British government. The discovery of gold in the Transvaal and diamonds at Kimberley between 1870 and 1886 saw an influx of Europeans, as well as an economic boom.

The first Anglo-Boer War was fought in 1880–1881, and followed by the second Anglo-Boer War in 1899–1902. In both cases the British prevailed and in May 1910 the Union of South Africa was formed, uniting the British colonies of the Cape and Natal with the former Boer republics of the Transvaal and Orange Free State. Political power rested solely in the hands of the whites, although South Africa was a self-governing region.

The forerunner to the African National Congress, the South African Native National Congress, was formed in Bloemfontein in 1912. Its central tenets were universal enfranchisement, removal of all racially based restrictions and parliamentary representation for blacks.

Apartheid became the official doctrine in 1948 when the National Party (NP) won the all-white elections and passed legislation enforcing racial separation. In 1961, South Africa became a republic

and withdrew from the Commonwealth, mainly because of international protests against apartheid. The Pan-African Congress and the African National Congress (ANC) were banned and many of their leaders – among them Nelson Mandela – were imprisoned in the 1960s because of their opposition.

Mass action by students in 1976, and the uprisings in black and coloured townships in 1985, created a greater awareness of the need for political change among certain members of the NP government. Secret discussions between NP members and Nelson Mandela began in 1986. With FW de Klerk's accession to power in September 1989, the process of paving the way to democratic transition began. In February 1990 the ANC, PAC and all other anti-apartheid groups were unbanned. Nelson Mandela was released after 27 years in prison two weeks later.

A long process of negotiation ensued, with in-depth debates over the new South African constitution which came into being in December 1993. South Africa's first non-racial democratic elections, held in April 1994, were won overwhelmingly by the ANC. A Government of National Unity came into being with executive power being shared by the ANC, NP and the Inkatha Freedom Party (IFP). This power sharing was scheduled to last for five years until the 1999 elections but the NP withdrew in June 1996 to become part of the opposition.

South Africa then saw the transition of power pass from President Nelson Mandela to Thabo Mbeki who served two terms of office before Jacob Zuma was sworn into office in 2009 as the third democratically elected national president. Following his resignation on 14 February 2018, Cyril Ramaphosa was sworn in as president.

### **Over 350 Years of South African Wine**

South Africa is unique in that it can pinpoint precisely when its wine industry began: 02 February 1659. The first Governor of the Cape, Jan van Riebeeck, wrote in his diary: "Today, praise be to God, wine was made for the first time from Cape grapes..."

1652 – Jan van Riebeeck arrives at the Cape to set up a refreshment station for the Dutch East India Company.

1655 – The first vines are shipped to the Cape, arriving from France, the Rhineland and Spain, and planted in the Company Gardens.

1658 – Jan van Riebeeck plants 1 000 vines on his farm, Boscheuvel, in what is today Bishops Court and Wynberg.

1659 – "Today, praise be to God, wine was made for the first time from Cape grapes..." Jan van Riebeeck's famous diary entry of 02 February.

1678 – The town of Stellenbosch is established by Jan van Riebeeck's successor, Simon van der Stel.

1685 – Some 10 000 vines are planted on Simon van der Stel's farm on the slopes of the Steenberg – now called the Constantiaberg, in what is today the ward of Constantia.

1688 – Fleeing religious persecution in France, a group of 150 Huguenots arrives, settling in the Drakenstein valley which subsequently becomes known as the Fransche Hoek.

1761 – Constantia wines are exported to Europe and earn great acclaim by 1788 for their sweet and luscious nature. Sales stimulated by shortages due to the Seven Years War (1756–1763).

1822 – 10% of all wines consumed in Britain are South African.

1886 – Phylloxera discovered on vines on the banks of the Liesbeek River in Mowbray for the first time. The disease spreads rapidly, and results in the uprooting and destruction of millions of vines throughout the Cape.

1918 – The Ko-operatiewe Wijnbouwers Vereeniging van Zuid-Afrika Beperkt (KWV) is formed under the leadership of Charles W H Kohler, saving the industry from disaster.

1925 – Professor Abraham Perold successfully crosses Pinot Noir and Hermitage (Cinsaut) to create Pinotage, the first uniquely South African grape variety ever.

1955 – The viticultural and oenological research institute Nietvoorbij is founded on the outskirts of Stellenbosch.

1959 – A semi-sweet white wine called Lieberstein, launched by SFW, revolutionises wine-drinking habits in South Africa and, by 1965, is the single biggest-selling branded wine in the world.

1961 – The first-ever Pinotage (a 1959 vintage from Lanzerac) is commercially released.

1971 – The founding of the Stellenbosch Wine Route, the first of its kind.

1973 – Wine of Origin legislation instituted.

1990 – Nelson Mandela is released, paving the way for increased acceptability of South African wine abroad.

1992 – The KWV quota system is scrapped.

1994 – South Africa becomes a democracy. Wine exports are less than 50-million litres but start to take off.

1997 – KWV is registered as a private company.

2004 – The groundbreaking Biodiversity & Wine Initiative (BWI) is initiated to incorporate biodiversity best practices into the local wine industry.

2008 – South African wine exports reach a record 407-million litres.

2009 – The anniversary of 350 years of winemaking is celebrated.

2010 – South Africa introduces the world's first sustainability seal as a guarantee of eco-friendly production.

2012 – An ethical seal that only producers who pass the WIETA audit criteria annually are entitled to use is introduced. Exports reach 417 million litres, 10 million litres more than the previous record of 407 million litres achieved in 2008.

2013 – Another record year for South African wine exports, which break the 500 million mark for the first time, reaching 525.3 million litres for the year.

2015 – South Africa achieves a significant 50% increase in gold medals at the International Wine & Spirit Competition.

2016 – South Africa earned higher prices for its wines in several key markets. While the year-on-year rand per litre price for bottled wines increased by 13% in the UK for the 12 months to August, it rose by 19% for the same period in Germany and Canada, and by 32% in the Netherlands.

2017 – Total exports of wine increased by 4.7% to 448.5 million litres in 2017.

### **Respect for our Environment**

South Africa boasts some of the oldest viticultural soils in the world, traceable back to the first super continent some 1 000 million years ago. The constant interplay between these ancient soils, soaring mountains, valley slopes and coastal breezes results in a natural environment exceptional in its biodiversity.

Table Mountain is one of the seven natural wonders of the world and also one of the most distinctive symbols of South Africa. This flat-topped mountain is one of the oldest on earth – millions of years old, it is six times older than the Himalayas, for example, and five times older than the Rockies.

Sandstone began forming underwater 800 million years ago and although a relatively soft rock, it was strengthened by magma bubbling up from the earth's core. This cooled underground and formed granite – the rock which is obvious throughout the Cape nowadays, most noticeably in a pluton outside Paarl.

Around 300 million years ago, the mountain was at sea level during an ice age. Ice sheets flattened the layers of sandstone, leading to the distinctive flat table top. Through the movement of the various continental plates, stresses of abduction and adduction led to the lifting and subsidence of parts of the earth's crust. Table Mountain's granite component meant it was able to withstand the pressures but it rose upwards, instead of folding as other sandstone areas in the Cape did. That's why the mountains are called the Cape Fold Mountains, and that bending of the rock is visible in the striations and structure, particularly near Worcester.

Weathering by means of wind, ice, fire and water has shaped this distinctive geographical feature. The flat face of the mountain is the result of wave action when the sea once crashed into it. It stands on a peninsula connected to the southern tip of Africa by means of the Cape flats, a sandy expanse which was once part of the seabed. The Cape has been considered geologically stable for the past 65 million years.

Variations in weather patterns over the years along with various inundations by the sea gave rise to great soil diversity over short distances. Soil provides the major influence on the vine's growth, since it is both the anchor for the vine, and provides moisture and nutrition. But the bedrock plays a role too – since granitic bedrock forms acidic soils which can restrict root growth. The soil's structure and

texture are also important – permeability and water retention in clay soil is different to that of other soils.

In the coastal zone, the general pattern is sandstone mountains, often situated on granite intrusions, surrounded by shale at lower altitudes. Inland, shale parent material and river deposits usually predominate.

Reddish and yellowish-brown soils are usually associated with granitic hills – such as those in Bottelary, Malmesbury and Darling – and the granitic foot slopes of sandstone mountains like those of Table Mountain, Stellenbosch, Helderberg, Simonsberg and the Hottentots Holland mountains. These soils, often on steep slopes and at altitudes of 150–400m, are relics of past, high rainfall tropical era, are highly weathered and acid, very stable and well drained with good water-retention capacity.

Other granite-derived soils occur on gently undulating hills between the mountains and seas, around 20–150m altitude in a zone frequently inundated by the sea because of land uplifting and recession. Soils consist of coarse sand, often with yellow-brown gravel on wet clay. Extremes in wetness and drought in these soils curtail vigour – and make these good soils for consistent performance and good quality wine when combined with exposure to cooling sea breezes.

Malmesbury shale landscapes usually surround granite domes or plutons, and are adjacent to the sandstone on granite mountain ranges. Soil types vary here from stony, weathered rock residual soils on hill crests, to strongly structured soils on mid and food slopes, but with the weathered shale substrata usually within reach of vine roots.

### **Cape Point and Two Oceans**

Popular belief has it that it is at the southern end of this peninsula that the two oceans – the warm Indian Ocean and the cold Atlantic Ocean – meet. Oceanographers have been able to prove that the cold waters of the north-flowing Benguela Current from the Antarctic mix with those of the warm Agulhas (or Mozambique) Current flowing southwards down the east coast in the region of Cape Agulhas, the real southernmost point of the African continent.

What cannot be disputed is the influence of these maritime wind movements on the Cape winelands, providing moist fogs and cooling breezes at crucial times.

### **Winds**

Slope orientation and topography play a major role in terroir – and South Africa has a dramatically varied topography. Individual wine farms often have a variety of slopes and soil types as a result of the underlying geology. One farm in Stellenbosch boasts north-, south-, east- and west-facing vineyards on its 105 hectares! Obviously the topography affects wind, which has a role to play in viticulture.

Any viticulturist will tell you how important row direction is when planning new plantings. This is done for a number of reasons – sun exposure and prevailing wind direction, either for cooling or drying.

The country's first commercial wind farm is located on the West Coast, in the hills around Darling – coincidentally, it's also one of the prime areas for cool climate Sauvignon Blanc in South Africa. The pilot wind project was located at Klipheuwel, at the centre of a triangle formed by Paarl, Stellenbosch and Philadelphia. What makes the Western Cape ideal for this form of green power generation are the two prevailing winds – the southerlies and the northerlies.

The effect of these winds can be felt in virtually every vine growing region. The west coast is known for its rolling mists and fog banks, the result of the winds passing over the cool Benguela current from the Antarctic and encountering the warm landmass. Darling, for example, experiences strong, cool winds on a daily basis while Elim has gale-force or storm-strength southeasters in summer. Areas such as Constantia and parts of Stellenbosch are in view of the sea, so the maritime influence is marked. Further inland, the cooling influence of the sea breezes can be felt as far as Robertson.

Research has shown that the winelands' summer temperatures are lower than those of similar latitudes and altitudes in the northern hemisphere due to the moderating marine influence (Dr Victoria Carey and Jan Booysen).

### **Cape Floral Kingdom**

The Cape winelands are located in the Cape Floral Kingdom – one of six such plant kingdoms in the world. It is the smallest, yet richest, and is home to over 9 500 plant species. Table Mountain alone has more floral species than the entire United Kingdom. One of the 36 most recognised biodiversity hot spots – 70% of the plants found here are found nowhere else on earth – the Cape Floral Kingdom is a world heritage site.

There are places where more than 25 000 plants have been found in one sod of soil a metre square (10.75 square feet) and 10 centimetres (4 inches) deep. Many species are found in very site-specific areas, sometimes occurring only in a single square kilometre (0.40 square mile). This huge variety of species has evolved over time by adapting to nutrient-poor soils and specific microclimates.

Diversity of soils is matched by diversity of climate and geography, creating a treasure trove of winemaking possibilities. The options really are endless. This is already demonstrated in the flavour profiles which make a Sauvignon Blanc from Elim so different to one from Elgin – or a Shiraz from Paarl so different to one from Stellenbosch.

Preserving this unique natural heritage is also in the nature of the South African wine producers, many of whom have farmed their land for generations. They are keen to identify what is unique, rare and special on their farms, find ways to preserve the *fynbos* and *renosterveld* (indigenous vegetation) of the Cape Floral Kingdom, and minimise the further loss of our threatened natural habitat.

### **Varieties**

With much of South Africa's winemaking having been transformed in recent years, 28.6% of all plantings are under 10 years old. There has been a distinct move from volume production to the cultivation of noble grapes for quality wine. Once dominated by white-wine varieties, predominantly red new plantings have shifted that. In the last five years, winegrowers have started planting more whites than reds, a reversal of the 10-year trend to planting more reds.

- Chenin Blanc is the most widely planted grape with 18.5% of all white plantings, with Sauvignon Blanc and Chardonnay accounting for 9.7% and 7.2% respectively.
- Cabernet Sauvignon is the most planted red-wine variety with 11.1% of the total followed by Shiraz (10.4%) and Pinotage (7.4%).

Pinotage is a matter of both pride and frustration. Pride because it is South Africa's own grape, and frustration that there is a marked lack of understanding and knowledge about this 1925 crossing of Pinot Noir and Hermitage (or Cinsaut) both locally and internationally. Consider the following: the grape has only been around in commercial quantities since the 1950s – and made with any serious intent since the 1980s – so it is still a work in progress and much has yet to be learned about its potential. Extensive research has been undertaken into both the viticulture and winemaking, and, each season, new information comes to light and is eagerly applied.

South Africa has experienced a sea change in wine styles since the move to democracy. Prior to 1990, methods remained essentially unchanged and very traditional. Post 1990, South African winemakers were exposed to modern winemaking and viticulture practices, research and changed wine styles.

The emphasis on drinkability and fruit expression demanded by modern consumers has been the most noticeable change. Quality rather than volume production meant winemakers had to go back to the vineyards and adjust their plantings, farming methods and crop levels. For example, the stylistic differences between South African Chardonnay from the 1980s and post 2000 are marked. Less reliance on wood, better fruit expression and more emphasis on terroir expression are obvious.

## **PRODUCTION INTEGRITY**

### **Wine of Origin**

The vineyards of Europe have, over hundreds of years, developed an origin control system. This system of origin protects both the consumer and the producer. Determining the character and quality of a wine are nature (soil, climate and location) and human intervention (grape choice, viticulture and winemaking). Of the two, nature is considered the most important. In South Africa, there are massive variations in soil, climate and location between regions. The Wine of Origin scheme was introduced in 1973 and is administered by the Wine and Spirit Board, appointed by the Department of Agriculture.

The borders of all production areas in South Africa are demarcated and defined by law. There is a differentiation between regions, districts and wards. A ward is defined when soil, climate and ecological factors play a clear role in influencing the character of the wine. The ward name must also reflect a real geographic feature of the place.

Districts have to meet the same criteria as wards – but with a broader definition of the relevant area using macro geographical characteristics such as mountains and rivers. A greater variety of soil types are consequently allowed.

Regions are even larger, encompassing areas which in the case of a river, for example, stretch from the source to the mouth.



The Wine of Origin Scheme was amended to incorporate the defining of a geographical unit. South Africa currently has five: Western Cape, Northern Cape, Eastern Cape, Limpopo and KwaZulu-Natal. It also now recognises wines from a defined vineyard.

### Regions

South Africa has 95 775 hectares (2016) under vines and the winelands encompass six officially demarcated regions, 27 districts and 71 smaller wards.

The five main regions are the Breede River Valley, Cape South Coast, Coastal Region, Klein Karoo and Olifants River. Boberg is for use in respect of fortified wines from Paarl, Franschhoek, Wellington and Tulbagh.

### PRODUCTION AREAS DEFINED IN TERMS OF THE WINE OF ORIGIN SCHEME

#### 1. GEOGRAPHICAL UNIT: WESTERN CAPE

REGION	DISTRICT	WARD
<b>BREDE RIVER VALLEY</b>	BREEDEKLOOF	Goudini Slanghoek
	ROBERTSON	Agterkliphoogte Bonnievale Boesmansrivier Eilandia Hoopsrivier Klaasvoogds Le Chasseur McGregor Vinkrivier
	WORCESTER	Hex River Valley Nuy Scherpenheuvel
<b>CAPE SOUTH COAST</b>	CAPE AGULHAS	Elim
	ELGIN	No ward
	OVERBERG	Elandskloof Greyton Klein River Theewater

	<p>PLETTENBERG BAY</p> <p>SWELLENDAM</p> <p>WALKER BAY</p> <p>No district</p>	<p>No ward</p> <p>Buffeljags Malgas Stormsvlei</p> <p>Bot River Hemel-en-Aarde Ridge Hemel-en-Aarde Valley Sunday's Glen Upper Hemel-en-Aarde Valley Stanford Foothills</p> <p>Herbertsdale Lower Duivenhoks River Napier Stilbaai East</p>
<b>COASTAL REGION</b>	<p>CAPE TOWN</p> <p>DARLING</p> <p>FRANSCHHOEK/ FRANSCHHOEK VALLEY</p> <p>PAARL</p> <p>STELLENBOSCH</p> <p>SWARTLAND</p>	<p>Constantia Hout Bay Durbanville Philadelphia</p> <p>Groenekloof</p> <p>No ward</p> <p>Simonsberg-Paarl Voor Paardeberg</p> <p>Banghoek Bottelary Devon Valley Jonkershoek Valley Papegaaiberg Polkadraai Hills Simonsberg-Stellenbosch</p> <p>Malmesbury Riebeekberg St Helena Bay</p>

	TULBAGH	No ward
	WELLINGTON	No ward
<b>KLEIN KAROO</b>	CALITZDORP	No ward
	LANGEBERG-GARCIA	No ward
	No district	Cango Valley Montagu Outeniqua Tradouw Tradouw Highlands Upper Langkloof
<b>OLIFANTS RIVER</b>	CITRUSDAL MOUNTAIN	Piekenierskloof
	CITRUSDAL VALLEY	No ward
	LUTZVILLE VALLEY	Koekenaap
	No district	Bamboes Bay
	No district	Spruitdrift Vredendal
No region	CERES PLATEAU	Ceres
	No district	Cederberg Lamberts Bay Prince Albert Valley Swartberg

**2. GEOGRAPHICAL UNIT: NORTHERN CAPE**

<b>REGION</b>	<b>DISTRICT</b>	<b>WARD</b>
No region	DOUGLAS	No ward

	SUTHERLAND-KAROO	No ward
	No district	Central Orange River Hartswater Prieska

3. **GEOGRAPHICAL UNIT: EASTERN CAPE**

REGION	DISTRICT	WARD
No region	No district	St Francis Bay

4. **GEOGRAPHICAL UNIT: KWAZULU-NATAL**

REGION	DISTRICT	WARD
No region	CENTRAL DRAKENSBERG	No ward

5. **GEOGRAPHICAL UNIT: LIMPOPO**

REGION	DISTRICT	WARD
No region	No district	No ward

6. **GEOGRAPHICAL UNIT: FREE STATE**

REGION	DISTRICT	WARD
No region	No district	Rietrivier FS

*Source: SAWIS (05/06/2017)*

Up-to-date information is available on [www.wosa.co.za](http://www.wosa.co.za)

## **Origin**

If a wine claims origin on the label, it is subject to the statutory regulations which ensure it really *is* from that origin. For example, if the term Wine of Origin (or the abbreviation W.O.) Robertson or Stellenbosch is used, it confirms that 100% of the grapes contained in that wine came from that specific area. To claim vintage, 85% of wine must be from that vintage. To claim variety, 85% of wine must be from that variety. The certification seal on the bottle is an absolute guarantee to the consumer that the claims on the packaging regarding vintage, variety and origin are true, and the wine was of good quality when evaluated by the Wine and Spirit Board for certification.

## **Respect for our People and Environment**

A San word/verb that is associated with good fortune (as in having enough to eat or to gather) is *hannuwa*, meaning to be 'comfortable, happy, good, nice or fortunate' (Bleek 1956). It is a collective word suggesting a life of harmony and plenty; in other words, success in sustaining life. Wines of South Africa is using *hannuwa* to encapsulate the philosophy of the wine industry as embodied in the pledge signed by the producers: to farm sustainably; to be a custodian of the land and preserve it for future generations; to nurture a culture of respect among the people who work on the farms and in the cellars; to promote an environment of dignity, equality and upliftment for all; to protect the unique and valuable biodiversity of our winelands; and to safeguard the rich heritage of South Africa's winelands.

## **Sustainable Wine South Africa**

South Africa has some of the most progressive wine legislation in the world. When it comes to production, winemakers promise that wines will not contain substances they should not – and commit to adherence to the Integrated Production of Wine (IPW) guidelines in order to protect the environment. This is incredibly detailed, and governs all aspects of growing and making wine. It covers carbon emissions, light and noise pollutions, acceptable chemicals and all aspects pertaining to their use and storage, waste water treatment, transportation of grapes, staff training and conservation of soil, rivers and wetlands.

The IPW system was introduced in 1998 and in 2016 93.6% of all wine certified adhered to the system, while representing 95.3% of all grapes harvested. There is a high level of self-regulation required but this is also policed by means of annual audits of documentation and environmental spot-checks.

This is not currently an enforced system: producers participate because they want to, not because they have to. The IPW has a huge amount of buy-in by all concerned because of the long-term benefits to the environment, the consumer and the producers alike.

The Wine and Spirit Board also administers the IPW Scheme under Sustainable Wine South Africa. Sustainable Wine South Africa is upgrading the IPW scheme, and introducing more frequent and vigorous auditing with a view to ultimately making sustainable farming practices a prerequisite for certification.

Since 2010, producers who are certified as sustainable by Sustainable Wine South Africa have been able to use the new Wine and Spirit Board certification seal, which highlights their commitment to

environmentally sustainable wine production. Consumers can trace every bottle to the vineyard practices of its source, and know that the wine has been sustainably produced and audited as such.

### **Biodiversity & Wine Initiative**

The Biodiversity & Wine Initiative (BWI), a pioneering partnership between the South African wine industry and the conservation sector, was established in 2004. In the past decade, 221 of South African producers have collectively set aside over 143 000 ha of conservation worthy land on their farms, ensuring the South African wine industry's conservation footprint is now well in excess of its current vineyard footprint of 95 775 ha.

### **Green Accolades**

*The Drinks Business* published its Green List of the 50 most influential companies and personalities in the wine industry in the January 2009 edition of the magazine. This ranking relates specifically to environmental affairs. Wines of South Africa ranked fifth overall, behind Tesco, Carrefour, Wal-Mart and Barack Obama.

At *The Drinks Business* Green Awards 2012 held in London, WOSA won the Generic Sustainability Award of the Year for its work in promoting sustainable practices in the country.

In 2013, WOSA won a Green Award for Cape Wine 2012 and Su Birch, then CEO, won a Lifetime Achievement Award.

### **Ethical Trade**

South Africa is unique in that our wine industry has established the Wine Industry Ethical Trade Initiative (WIETA), an independent, not-for-profit, multi-shareholder organisation established in 2002 and committed to ethical trading, and improving and safeguarding the working conditions of employees in agriculture. In 2012, WIETA introduced a new ethical seal that testifies to reasonable working conditions, based on rigorous and closely monitored qualification criteria. This is believed to be a world first among wine-producing countries.

South Africa has more Fairtrade wines than any other country. In 2016, two thirds of all Fairtrade wines sold in the world originated in South Africa.

### **Social Issues**

South Africa's readmission to the international fold in the 1990s saw massive changes. The country is a huge socio-political and -economic case study. After years of political oppression, there was a near miraculous transition to peaceful democracy. However, over 40 years of apartheid policies needed to be redressed. The wine industry is no different to any other segment of the economy. More than 160 000 people from historically disadvantaged groups are employed in the wine industry.

Ongoing educational programmes are the most obvious. Many wine farms have voluntarily opened up crèches and primary schools for the children of staff. One organisation, the Pebbles Project, assists with fundraising and establishing of such facilities, and staffing them with trained teachers. Even after-school care is provided, with homework supervision and sporting activities supplied. Most recently, Pebbles has introduced a mobile toy library.

Wines of South Africa, along with the industry, created an innovative top-quality wine brand, Fundi. Proceeds from the sales of this wine were used to train 2 010 previously disadvantaged people as wine stewards by 2010, when South Africa hosts the FIFA World Cup.

As with the rest of the local economy and industrial sectors, the wine industry has changed too – black business consortia are investing in vineyards and wineries, people of colour are becoming winemakers and role players in the various sectors of the industry, and workers' trusts are seeing previously disadvantaged South Africans owning shares in the wine farms they've toiled on for generations. Remarkable achievements and encouraging results have set the pace. While there is still a lot of work to be done, journey through the winelands and you'll see real change taking place at grass roots level and some shining stars leading the way in empowerment, transformation and upliftment. A full list of these initiatives is available on WOSA's website. Black-owned brands are gaining momentum and increasing numbers.

The Cape-Burgundy Exchange Programme, the Cape Winemakers Guild Protégé Programme, Nedbank Cape Winemakers Guild Development Trust, Dombeya Scholarship and the Spier Vineyard Academy are all examples of wine-specific black empowerment and educational initiatives that are making substantial differences to the lives of formerly disadvantaged workers.

Although the Western Cape has the lowest prevalence of HIV/Aids, South Africa as a whole has the highest prevalence in the world. Socio-economic factors contribute massively to the spread of this disease, something local authorities are very aware of. Awareness and education programmes are very active and there are indications that they are bearing fruit, with the latest figures showing a levelling off of infection rates nationally, particularly among young adults.

Because of the high incidence of alcohol dependence among Western Cape communities, the province has one of the highest incidences of Foetal Alcohol Syndrome (FAS). Children born with the syndrome have lifelong growth, learning and behavioural problems as a result of their mothers' excessive alcohol consumption during pregnancy. There are a number of projects actively addressing this problem, all actively supported by the industry. The wine industry has imposed a levy on all participants to fund Industry Association for Responsible Alcohol Use (ARA).

## **WAMKELEKILE – THE WARMEST WELCOME**

South Africa is a melting pot of cultures. Indigenous inhabitants, settlers, immigrants, slaves and miners – all have played a role in populating this ancient land. Anyone who has visited cannot fail to notice the diversity and vibrancy of the people. Nobel peace laureate Bishop Desmond Tutu described South Africans as the Rainbow Nation.

### **Extraordinary People**

Born to Xhosa royalty in the Eastern Cape in 1918, Nelson Mandela was educated at Fort Hare University for two years before heading to Johannesburg. It was here that he met Walter Sisulu in 1941. Sisulu also obtained a job for Mandela with a law firm. He simultaneously enrolled at law school and joined the ANC.

Together with Sisulu and Oliver Tambo, Mandela formed the ANC Youth League in 1944 to make it a more dynamic body and recruit more youthful members. He also married Evelyn Mase, a nurse, and mother to three of his children.

He acceded to the presidency of the Youth League in 1951 and became one of the most visible faces of the ANC's defiance campaign of non-violent mass resistance, launched in 1952 in protest against the government's apartheid legislation and policy. Mandela was banned from political and public meetings for two years – a ban which continued for nine years. Together with Sisulu, Mandela opened a law firm in Johannesburg. He was also elected deputy president of the ANC and contributed to plans for the ANC to operate underground.

1955 was a key date with the Congress of the People held at Kliptown where the Freedom Charter was drawn up. Along with 150 other people, Mandela was arrested and tried for High Treason – a court case which dragged on for a number of years. He divorced his wife in 1957 and married a young social worker, Winnie Madikizela in 1958. They had two daughters.

Following the Sharpeville Massacre in March 1960 in which 69 black protesters were shot – mainly in the back – while protesting against South Africa's pass laws, the ANC was banned and a State of Emergency declared. Once again, Mandela was arrested while Oliver Tambo was sent abroad to continue the work of the ANC.

A year later, in March 1961, the ANC scored a massive victory with the Rivonia treason trialists declared not guilty. However, things did not improve and Mandela went underground, forming Umkhonto we Sizwe (Spear of the Nation), and targeting government institutions and symbols of apartheid. He travelled in Africa and Europe, studying guerrilla warfare and drumming up support for the ANC.

On his return in August 1962, the Black Pimpernel, as he was then named, was arrested and imprisoned on Robben Island. He faced charges of overthrowing the government in 1963 and 1964 with his fellow Rivonia treason trialists and was found guilty. They escaped execution (for South Africa had the death penalty at that stage) but were sentenced to life imprisonment on Robben Island.

Oliver Tambo launched the Free Mandela campaign in 1980, bringing him to the attention of the world. In March 1982, he was transferred to Pollsmoor Prison in Cape Town. Mass protests gained momentum over the years with consequent State of Emergency legislation allowing for drastic police and military intervention. However, in July 1986 secret talks were held between Mandela and the NP government, without the knowledge of the ANC structures. Combined with the Reagan administration's insistence on strict economic sanctions against South Africa which began in late 1986, this provided the spur for the transition of power.

In 1988, Mandela was transferred to Victor Verster prison outside Paarl after a bout of tuberculosis. This allowed him a greater degree of freedom. He was accommodated in a former prison warder's house rather than a cell. Mandela met with President PW Botha in July 1989, but by August PW Botha had resigned and FW de Klerk took over as leader of both the NP and the Government.

De Klerk began dismantling the apartheid structures, abandoning the programme of separate development and freeing the Rivonia treason trialists. On 02 February 1990, De Klerk announced the unbanning of the ANC and all other political organisations. After 27 years of imprisonment, Nelson Mandela walked free on 11 February 1990.



In July 1991, the ANC held its first national congress in South Africa since its banning and Nelson Mandela was elected president of the organisation. He focused on reconciliation and working towards a peaceful transition of power. Sadly, Mandela's marriage to Winnie did not stay the course and the couple separated in 1992, although the divorce was only finalised in 1996.

In between Convention for a Democratic South Africa (CODESA) negotiations, mass action, violent protests and strikes culminated in the death of 46 people in Boipatong, followed a few months later by the assassination of Communist leader Chris Hani in April 1993. At a time of extreme tension and volatility, Mandela called for peace and calm. In December 1993, De Klerk and Mandela were jointly awarded the Nobel Peace Prize and, in April 1994, South Africa's first-ever multi-racial democratic elections were held.

On 10 May 1994, Nelson Mandela was inaugurated as South Africa's first black president, a position he held until the 1999 elections when he handed over the reins of power to his successor, Thabo Mbeki.

His presidency was marked by tremendous efforts at social reconstruction, peace and reconciliation – work he continued after his retirement from office in 1999. He married former Mozambican First Lady, Graca Machel, in July 1998, on his 80th birthday.

South Africa boasts a number of Nobel laureates. Winners of the respected Nobel Peace Prize include Chief Albert Luthuli, Bishop Desmond Tutu, FW de Klerk and Nelson Mandela. For literature, Nadine Gordimer and JM Coetzee, and for Physiology or Medicine, Max Theiler (who developed a vaccine against yellow fever), Allan M Cormack (whose research on x-ray computed tomography led to today's CT scans) and Sydney Brenner, a molecular biologist.

### **Ubuntu**

Ubuntu is a classically African concept and is a humanist philosophy of the individual's relationship in terms of others. Bishop Desmond Tutu has explained it as follows: "Ubuntu speaks about the fact that you can't exist as a human being in isolation. It speaks about our interconnectedness."

It's about humanistic ideals, and service and wellbeing of the community above self.

During apartheid, when activists were arrested, they spent time in detention safe in the knowledge that their children and families were taken care of by neighbours, friends and family – in the spirit of ubuntu.

### **Cuisine**

South Africa's cuisine draws its inspiration from myriad sources. Its origins as a refreshment station for ships plying the Spice Route mean that the exotic tastes and flavours of the East are well entrenched. The use of cumin, cinnamon, coriander and other spices in traditional dishes such as bobotie, curries, *blatjang* (chutney) and *atjar* (pickles) are accepted as part of the South African flavour palette. Even the *koeksister*, a syrupy sweet dough treat, has its origins in the East.

Add to this the Dutch influence, hearty British fare, Indian cuisine and also indigenous African input and you have a rich, varied, flavoursome casserole!

## **Braai (Barbecue)**

Cooking meat on a fire is not unique to South Africans. Civilisations the world over have done it for hundreds of years – but on the southern tip of the African continent it is almost a religion. This is when South African men display their machismo! Everyone has a favourite fuel – dried vine stumps are favoured in the Western Cape; favoured cuts of meat; and even favoured methods. A hot favourite in the Cape is either the snoek or kreef braai where fish or crayfish are cooked over the coals.

## **Great Wine Capitals**

Cape Town is also one of the world's most popular wine cities and a member of the Great Wine Capitals of the World Global Network. Fellow Great Wine Capitals are: Adelaide in South Australia, Bilbao/Rioja in Spain, Bordeaux in France, Lausanne in Switzerland, Mainz/Rheinhessen in Germany, Mendoza in Argentina, Porto in Portugal, San Francisco/Napa Valley in the USA, Valparaiso/Casablanca Valley in Chile and Verona in Italy.

This network gathers to share information and best practices in a range of endeavours with one common goal: marketing their internationally renowned wine regions. One of the key features at the annual gathering is the Best of Wine Tourism Awards. South Africa was well-represented in the following fields – architecture, restaurants, accommodation, art and culture, significant wine tourism experiences and sustainable wine tourism.

## **Outdoor Lifestyle**

The weather encourages an outdoor lifestyle. South Africans are happiest when not confined by four walls. Our abundance of fauna and flora means we can most often be found hiking or climbing mountains, viewing wild animals in game parks, kite surfing, fishing, sailing or swimming in the sea, and just generally making the most of the wonderful weather and spectacular scenery.

## **Wine Tourism**

South Africa attracts millions of visitors annually, with the Western Cape a popular destination. Table Mountain ranks as the second most popular single destination behind the Kruger Park, according to departing visitors.

Tourism is one of the fastest-growing areas of the economy. The Department of Tourism aims to increase the number of foreign tourist arrivals from seven million in 2009 to 15 million by 2020 and the number of domestic tourists from 14.6 million to 18 million.

With its unique Cape Dutch heritage and over 350-year-old winemaking history, the Cape and its vineyards have much to offer. The Cape winelands are considered some of the most scenically spectacular in the world.

The Cape winelands has 19 organised wine routes, most within just a few hours' drive of Cape Town. These range from Constantia and Durbanville to Darling, Stellenbosch, Paarl, Franschhoek, Robertson and Worcester. Then there are others which offer dramatically different scenery – such as the Swartland, Tulbagh, the Little Karoo and West Coast.

Wine routes operate best when wineries work together with a common goal. Each area has something which sets it apart. So Franschhoek's emphasis is on the marriage of food, wine and gourmet travel, while Durbanville's emphasis is on Sauvignon Blanc, for example.

### **Soccer 2010**

South Africa successfully hosted the FIFA Soccer World Cup in 2010. Preparations for the event created 129 000 additional jobs, upgraded infrastructure such as roads, rail and transport networks, built new sporting stadiums in a number of centres and contributed billions of rand to the local economy.

The event also introduced the world to uniquely South African traditions – such as blowing the *vuvuzela* (stadium horn) and wearing a *makaraba* (decorated miner's safety helmet) at the games.

### **Industry Statistics**

South Africa is ranked the world's seventh largest producer of wine with 3.9% of the global total according to 2016 figures.

- 95 775 hectares of vines – 55.2% white plantings, 44.8% red.
- Some 300 000 people are employed in the wine industry, directly or indirectly.
- In 1990, 84% of the vineyards were planted to white wine varieties. In 2016, the figure was 55.2%.
- 28.6% of South Africa's total vineyards are under 10 years old.
- The country's annual harvest exceeds 1 000 m litres. The figure was 1 089 m litres in 2016; 82.5% of which was used for wine, 3.5% for wine for brandy, 10.7% for distilling wine and 3.3% as grape juice concentrate and grape juice.
- Since the advent of democracy South Africa has achieved notable success in exports, with volumes increasing from 50 million litres in 1994 to 448.5 million litres in 2017. The trend is obvious – all upward.
- There are 3 145 primary producers, 493 cellars, 48 co-operatives and 27 producing wholesalers (2016 figures).
- The UK is South Africa's number one export destination, followed by European countries such as Germany, The Netherlands and Sweden. The USA, China, Canada and Africa are increasingly important destinations.

### **Accolades**

The years since the first democratic elections in 1994 have seen a remarkable period of growth – not just in exports and quality, but in recognition. International critics such as Robert Parker, Jancis Robinson, Steven Tanzer and others have assisted this recognition by rating South African wines highly.

Probably the greatest accolade has been the International Wine & Spirit Competition's annual Winemaker of the Year, an award South Africans have won a number of times. The first-ever winner

was Beyers Truter of Kanonkop in 1991, in 2001 it was won by Altus le Roux of Boland Winery, and in 2008 it was won by Abrie Beeslaar of Kanonkop.

### **We are all South Africans...**

National Geographic has spent the past few years mapping human migration. By researching the changes in mitochondrial DNA – and the gene mutations that have occurred over the years – the scientists have been able to prove that the origins of mankind lie in Africa.

This is borne out by archaeological evidence in the Cradle of Humankind in South Africa. Ancient remains provide the proof of the origin of the species.

National Geographic's Genographic Project has found that human migration began in Africa 60 000 years ago. Well, South African wine began taking some significant steps, striding onto the world stage less than two decades ago. Is it any surprise, then, that when people taste and enjoy our wines there is a sense of familiarity, a cellular recognition of a taste of 'home'?

We'd like to extend a welcome to all to revisit their roots, to make the journey back to Africa. You're guaranteed a warm welcome – Wamkelekile!

ENDS