Wines of South Africa
there's sunshine inside

CORPORATE SOCIAL INVESTMENT

"IT NOT ONLY TASTES **GOOD**..."

South African wines are lauded globally for their outstanding quality and distinctive character. Remarkably, they not only taste good, but make a significant contribution to the economy and provide thousands of jobs. As a world leader in ethical and environmental sustainability, the social development supported by the wine industry is as impressive as the wines it produces.

WORKFORCE SUSTAINABILITY (2024)

wieta

1 356 WIETA MEMBERS

24 683 FARM WORKERS operating under Certified Conditions

154 WIETA CELLARS

1 034 WIETA PRODUCERS

356 AUDITS PERFORMED

INDUSTRY ECONOMIC VALUE

1 069 472 TONNES PRODUCTION (2024)

84 232 TOTAL HECTARES (2024)

270 00 JOBS SUPPORTED (2024)

50.9 bn GDP CONTRIBUTION (2022) at market price

ECONOMIC VALUE OF WINE TOURISM (2022)

9.3 bn GDP CONTRIBUTION

40 108 EMPLOYMENT OPPORTUNITIES (tourism)

SOUTH AFRICA WINE
discover diversity in a glass

81 BLACK OWNED FARMS Assisted (2024)

107 BLACK OWNED BRANDS Assisted (2024)

YOUNG ADULT CAREER SUPPORT

Pinotage Youth Development Academy

90% JOB placement rate

2 500 PEOPLE REACHED - induced impact over 10 years

CHILDRENS' WELLBEING (2024)

Pebbles Project CHANGING LIVES

11 755 consultations provided HEALTH & WELLNESS SERVICE

557 819 meals through the PEBBLES KITCHEN

1 389 beneficiaries in our EDUCATION CENTRES

aware!org
association for alcohol responsibility and education

1 183 295 People reached under the binge drinking programme

88 775 Patrons reached under pedestrian safety programme

100 WOMEN Successfully reached through Healthy Mother Healthy Baby© Programme which focuses on Fetal Alcohol Spectrum Disorder (FASD) awareness and education.

#NOtoU18
10 500+ ADOLESCENTS Benefitted from #NOtoUnder18 programmes

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LEADERSHIP AND SKILLS DEVELOPMENT

TRAINING

470 Attended Corporate Governance Workshops

69 Wine Worker Training Events by Industry

439 Individuals Enrolled as 'Trainer Trainers'

1 249 Farm Workers Trained by the Industry

ASSISTANCE

550 Hectares of Black-Owned Vineyards got complimentary Technical Aid

8 Wine Tourism Learning Opportunities Created

32 Black-owned Farms Assisted with Complimentary Pruning Strategies

644 PEOPLE TRAINED AND FUNDED R6 858 657 (2023 & 2024)

Source: SAWIS, 2025.
For more information visit www.sawis.co.za

VINPRO REPRESENTS 3 500 WINE PRODUCERS & CELLARS.
WIETA IS THE WINE AND AGRICULTURAL SECTOR ETHICAL TRADE ASSOCIATION.