



BEYOND OUR VINEYARDS

WINEGROWING AREAS OF SOUTH AFRICA

WESTERN CAPE

COASTAL REGION

Districts

- Swartland
- Stellenbosch
- Cape Town
- Tulbagh
- Paarl
- Franschhoek Valley
- Darling
- Wellington

KLEIN KAROO

Districts

- Calitzdorp
- Langeberg-Garcia

CAPE SOUTH COAST

Districts

- Overberg
- Walker Bay
- Swellendam
- Cape Agulhas
- Plettenberg Bay
- Elgin

OLIFANTS RIVER

Districts

- Lutzville Valley
- Citrusdal Valley
- Citrusdal Mountain

BREDE RIVER VALLEY

Districts

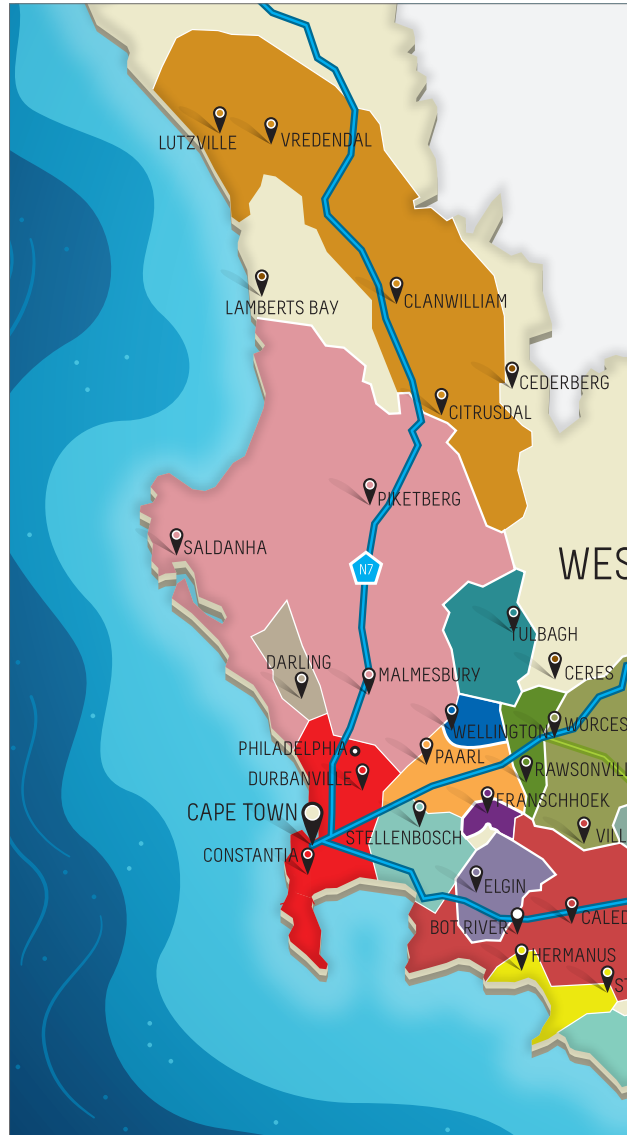
- Breede-kloof
- Worcester
- Robertson

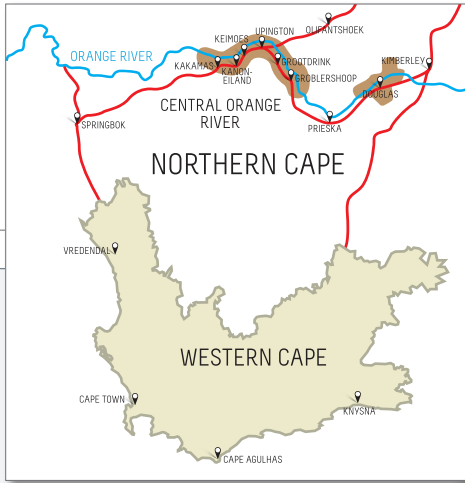
WARDS NOT PART OF A REGION

- Ceres
- Cederberg
- Prince Albert Valley
- Swartberg
- Lamberts Bay

NORTHERN CAPE

- Central Orange River (Ward)







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BEYOND OUR VINEYARDS

FOR MORE THAN THREE-AND-A-HALF CENTURIES, THE CULTURES OF AFRICA, EUROPE AND THE EAST HAVE MINGLED IN CAPE TOWN, THE GATEWAY TO THE SOUTH AFRICAN WINELANDS AND A CULTURALLY VIBRANT CITY WITH A RICH, COLOURFUL HISTORY.

It was here that Nelson Mandela, in 1990, took his historic walk to freedom. Today South Africa, a country of enormous diversity, is a peaceful democracy, home to the 'rainbow nation'.

In the years since the advent of democracy, a fresh new energy has revitalised the South African wine industry, which has its roots in the 17th century and celebrated 350 years of winemaking in 2009. The wine industry changed dramatically as our winemakers and viticulturists tapped into global practices and caught up with advances in the rest of the wine world. African wines have achieved international recognition and been deemed among the most exciting in the world.

South Africa is a leader in production integrity, embracing strict guidelines for sustainable farming, and the responsibility of protecting our environment and conserving our unique biodiversity.

REMARKABLE
ACHIEVEMENTS
AND
ENCOURAGING
RESULTS HAVE
SET THE PACE.



The industry has also been transformed as it has risen to the challenge of redressing the imbalances of the past and ensuring that production is ethical, a culture of respect is nurtured, and an environment of dignity, equality and upliftment for all is promoted.

Needless to say, social accountability extends beyond fair labour practices to a transfer of skills and, ultimately, ownership in an industry that has historically been white owned. The structure of 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 own in 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 a grass roots level and some shining stars leading the way in empowerment and transformation.

Beyond our Vineyards celebrates some of what has been achieved in the years leading up to our democracy coming of age and since.

SUSTAINABLE WINEGROWING



The indigenous /Xam San people of southern Africa were the world's first environmentalists. They regulated their behaviour in harmony with plant and animal cycles, the movements of the stars and climatic phenomena. They saw land as a source of life – a gift to mankind that nourishes, supports and teaches. In this tradition, South African producers have recognised that they now also have a responsibility to farm sustainably and act as custodians of the land, in order to preserve it for the use of our future generations.

THEY SAW LAND
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Sustainable Wine South Africa (SWSA) is the alliance between the Wine and Spirit Board (WSB), the Integrated Production of Wine (IPW) scheme, the Biodiversity & Wine Initiative (BWI) and Wines of South Africa (WOSA). Together these organisations are driving the South African wine industry's commitment to sustainable, eco-friendly production.



For almost two decades there has been a strong focus on sustainability. The WSB, which administers the Wine of Origin (WO) scheme, also administers a scheme known as the IPW, which was introduced in 1998. Producers farm according to independently audited IPW guidelines to prevent further loss of habitat. These guidelines cover health and safety, minimising the use of sprays, monitoring water usage and recycling the maximum water possible, as well as protecting the natural habitat.

More than 95% of our wine is produced in the area known as the Cape Floral Kingdom (CFK). One of six such plant kingdoms in the world, it is the smallest, yet richest, home to over 9 500 plant species, more than in the entire northern hemisphere.

The CFK is one of 36 recognised biodiversity hotspots, with 70% of the plants found here not found anywhere else on earth.

The South African wine industry has embraced the necessity of protecting this unique biodiversity imaginatively, developing hiking trails and nature reserves as part of their visitor experience. The BWI, a pioneering partnership between the South African wine industry and the conservation sector, was established in 2004. In the past dozen years, South African producers collectively set aside over 143 000 hectares 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 95 755 hectares.



AVONDALE DUCK PATROL. PHOTO: RIEHAN BAKKES FROM BAKKES IMAGES

In 2010, South Africa launched the world's first industry-wide sustainability seal. Issued by the WSB, it guarantees a certified wine's environmental credentials according to measurable, auditable criteria (from minimising chemical usage and cleaning up waste water to introducing the natural predators of vineyard pests). It also makes it possible for consumers to verify information simply by entering each seal's unique number on the SWSA website. Already some 93.6% of wines certified in accordance with the WO scheme are meeting the requirements to carry the sustainability seal.

Many South African wine farms are going back to basics by using biological forms of pest control, such as ducks in the vineyards for snail control and predatory wasps to control mealybugs. Some are building perches for birds of prey, which control rodents, and others are even attracting bats to control moths. At the other end of the scale is using cutting-edge technology, such as satellites to capture data, aerial photographic images and moisture-testing probes in the soil to provide a detailed overview of the vineyards. Using this technological information, the viticultural team can then determine the best and most environmentally friendly route to follow.

BIODYNAMIC & ORGANIC

Along with South African producers' commitment to farming sustainably, a growing number of wine farms have been converting to organic and/or biodynamic winegrowing practices. Biodynamic wine is made and grown on the principles first established by Rudolf Steiner. Biodynamic farming looks at vines as part of an organic living whole. This includes the influence of the moon and planets, and the entire interdependent ecosystem of wildlife, natural habitat, vineyards and people. Organic wine has been made from organically grown grapes and has met the standard for certification by one of many recognised organic certification agencies, and these can differ from country to country. chemical pesticides or fertilisers.

In some countries organic wine must be produced without the added use of sulphites. It is possible for organic farmers to not meet the requirements as set down by IPW if, for instance, they are not handling their waste water correctly or ploughing virgin land without permits.

South Africa's 'green' wineries include Klein Constantia Estate in Constantia; Elgin Ridge in Elgin; Avondale and Joostenberg Wines in Paarl; Waterkloof in Somerset West; Laibach Vineyards, Longridge, Reyneke Wines and Spier in Stellenbosch; Org de Rac in the Swartland; Waverley Hills Organic Wines in Tulbagh; and Lazanou Organic Vineyards and Upland Organic Estate in Wellington.

(Source: www.biodynamicorganicwine.co.za)



“WE’VE MADE GREAT PROGRESS. WE’RE NEARLY BACK WHERE WE STARTED. WE BELIEVE THERE’S A LOT TO BE SAID FOR THE WAY WINEMAKING USED TO BE. THERE WERE NO CHEMICALS, NO TECHNOLOGICAL ADVANCEMENTS THAT MADE THE PROCESS A PROCESS, AND NATURAL BALANCE WAS MORE IMPORTANT THAN BALANCE SHEETS.”

(CONTINUES OVERLEAF)

SOME PEOPLE
DISMISS IT AS
OLD-FASHIONED
NOSTALGIA, BUT
WE LIKE TO THINK
OF IT AS ANCIENT
WISDOM. AND WE
EMBRACE IT AS
MUCH AS WE CAN.
NOT JUST BECAUSE
IT'S BETTER FOR
THE EARTH, BUT
BECAUSE IT MAKES
FOR BETTER WINE."

- JOHAN REYNEKE,
OWNER OF REYNEKE WINES



GOING GREEN

The Grier family, owners of Villiera Wines on the outskirts of Stellenbosch, are committed to environmentally friendly farming. In 2010, they installed some 950 square metres of roof-mounted photovoltaic solar panels on the cellars, which are capable of generating 132 KW of power. There is a strong emphasis on water conservation and recycling. The planting of thousands of indigenous trees on the farm has led to a vibrant eco-system. Also part of their vision of creating a better future is the 220-hectare Villiera Wildlife Sanctuary, where visitors are guaranteed sighting of various buck, giraffe, hartebeest and zebra, as well as prolific birdlife, from the energy-saving comfort of an electric-propelled vehicle. Subsequently, many more South African wine farms have invested in solar energy.



ALL ORGANIC
WINE IS
PRODUCED
WITHOUT
CHEMICAL
PESTICIDES OR
FERTILISERS.



REDUCING OUR CARBON FOOTPRINT

Along with Australia, New Zealand and California, South Africa has also developed the International Wine Industry Greenhouse Gas Accounting protocol and calculator, a system that measures carbon dioxide emissions that occur throughout the growing, production, packaging and transportation of wine. Many producers have reduced their carbon emissions through the use of a locally developed lightweight (350g) bottle or other recyclable alternatives to glass; by exploring solar and wind power options; and/or by collaborating with domestic and international logistics companies to make greater use of railroads, for example, thus reducing their dependence on road transport. Backsberg Estate Cellars in Paarl was the first South African farm to attain carbon neutral status.

BACKSBERG
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WATER-WISE SOLUTIONS

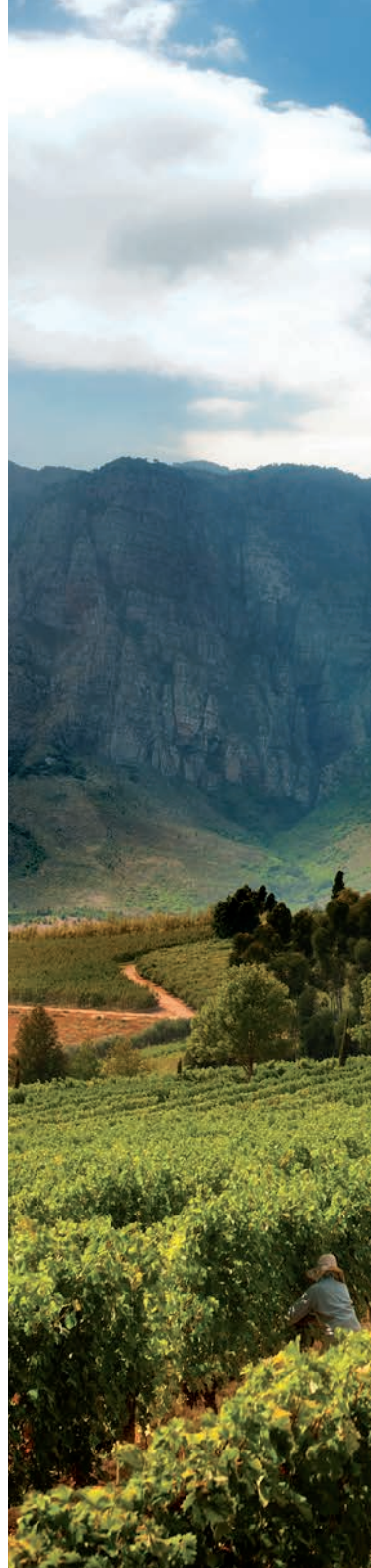
South Africa is considered to be a water-scarce country and prone to drought. Water-wise systems, from specially constructed wetlands to floating islands in dams, form a key part of the solution to the management of cellar effluent by many wineries. An innovative example of a water-wise approach is Fryer's Cove Vineyards in Doringbaai, which utilises the icy Atlantic sea water for cooling in the cellar.



PROMOTING ETHICAL TRADE

CONSUMERS ARE INCREASINGLY
LOOKING FOR PRODUCTS WITH
ACCOUNTABILITY.

South Africa has a special responsibility because of our past and, as a result, our supply chain has come under closer scrutiny than those of our competitors. By the same token, we are proud of having more Fairtrade wineries than any other country. Fair for Life is active in South Africa too. We are also the only wine region in the world that has its own independent auditing body, the Wine and Agricultural Ethical Trading Association (WIETA). The benefit is that while today's consumers may be looking for good value in the current uncertain economic climate, they are also looking for solid values behind the brands they choose.







ETHICAL TRADE IN ACTION

The year 2002 saw the formation of the Wine Industry Ethical Trading Association (WIETA), a unique multi-stakeholder, non-profit, voluntary organisation, which actively promotes ethical trade in the wine industry value chain through training, technical assessment and audits to assess members' compliance with its code of good practice.

Now well established and securely funded, with the support of all wine industry associations and organisations, WIETA launched the Fair Labour Certification seal in 2012, guaranteeing full traceability of ethical and good labour practices for workers working and living on the farms and cellars producing these

wines. WIETA now has some 1 505 producer members and cellars involved in and committed to ensuring fair and equitable labour standards. Those that achieve accreditation are entitled to display this seal.

WIETA drives a pro-active world-class and sustainable ethical trade programme for the South African wine industry and aligned sector. WIETA is also a globally recognised ethical auditing body registered with the Global Social Compliance Programme (GSCP).



“WE ARE ENHANCING WIETA’S CREDIBILITY BY LINKING WITH GLOBAL ETHICAL STANDARDS SUPPORTED BY THE LIKES OF AHOLD, SYSTEMBOLAGET, TESCO, M&S AND COOP. IT DEMONSTRATES THAT OUR CRITERIA STAND UP TO GLOBAL BEST PRACTICE. WE BELIEVE IT WILL ALSO HELP SOUTH AFRICAN PRODUCERS WANTING TO TRADE WITH THESE RETAILERS. MORE IMPORTANTLY, INTERNATIONAL RECOGNITION SPEAKS TO PRODUCERS STRIVING TO CONTINUOUS IMPROVEMENT TOWARDS ATTAINING THE HIGH INTERNATIONAL STANDARDS OF WORKING AND LIVING CONDITIONS THAT WORKERS ON OUR MEMBER FARMS AND CELLARS HAVE A RIGHT TO ENJOY.”

- LINDA LIPPARONI. WIETA CEO

WIETA'S MISSION STATEMENT

WIETA strives to ensure fair treatment, respectful relationships and dignified lives toward achieving a transformed agricultural sector. As an organisation WIETA is committed to ensuring that the following values are embedded in its vision, mission, strategic programmes, and operating and performance standards.

- Commitment to change
- Integrity
- Making a difference
- Taking the lead
- Creating space to interact
- Excellence in what we do

The service to our members and clients is focused on the provision of a framework for the creation and improvement of equitable and harmonious relationships in the workplace, ensuring

- the improvement of the lives of employees;
- increasing market access; and
- providing assurances that South African products are ethically produced.

THE WIETA ETHICAL CODE OF BEST PRACTICE

The code, which is based on the International Labour Conventions' ETI base code and South African legislation within the agricultural context, contains the following 12 important principles:

- Management systems
- Prohibition on child labour
- Prohibition on forced labour
- A safe and healthy work environment
- Freedom of association and the right to bargain collectively
- Workers shall not be unfairly discriminated against
- Fair disciplinary measures shall be adopted
- Working conditions are fair and hours shall not be excessive
- Striving towards the payment of a living wage
- Regular employment shall be provided
- Housing and tenure security
- Striving towards social responsibility and community development as best practice

The code constitutes 12 principles that apply to all members of WIETA within South Africa who strives to be ethically accredited by the organisation, inter alia producers, cellars, estates, co-operatives and temporary employment services. The code affords the highest protection to workers.

WIETA AUDIT PROGRESS:

- 1 505 producer members
- 1 250 audited members
- 985 certified members
- 820 wines approved to carry the Fair Labour Practice seal (* June 2017)

(Figures from September 2017)







BUYING FOR A BETTER WORLD

FAIRTRADE IS AN ETHICAL CERTIFICATION AND ITS MAIN AIM IS TO PROMOTE EQUALITY AND SUSTAINABILITY IN THE FARMING SECTOR.

A product that carries the FAIRTRADE Mark has met the rigorous Fairtrade Standards, which focus on improving labour and living conditions for farming communities, and on promoting a more sustainable way of farming. Using the Fairtrade logo on a bottle of wine makes it instantly

recognisable as being ethically and sustainably produced. By purchasing Fairtrade wines, consumers are contributing directly towards the social development of rural communities. For every bottle of Fairtrade wine sold, 70 cents goes back to farm workers to invest in improving the

lives of their families and communities, such as education bursaries, alcohol rehabilitation programmes and investments for the youth.

South Africa, which boasts the highest number of Fairtrade certified wineries in the world, is the only country to have BEE-compliance criteria. Each producer and trader is physically audited and accredited annually.

South African wines have carried the Fairtrade logo in international markets for several years but it is only since 2009 that Fairtrade Label South Africa, a local not-for-profit organisation, having entered into a historical agreement with Fairtrade International, can promote and facilitate the use of the international Fairtrade Mark in South Africa. In addition, the revenues from the license fees will stay in South Africa and will be used to promote Fairtrade locally.

THE BENEFITS OF FAIRTRADE WINE

FOR FARM WORKERS

- High labour standards & no child or forced labour
- Non discrimination
- Fairtrade development premium to invest in social and economic projects for the whole community

FOR PRODUCERS

- Minimum price guaranteed to ensure producers can cover the costs of sustainable production
- Value added to wine label
- Stronger relationship between the wine brand, its customer and the farming community

FOR THE ENVIRONMENT

- Sustainable farming methods
- Strict regulations on pesticide use
- No GMOs; Progressive CO2 standard

SOME INTERESTING FACTS & FIGURES:

- In 2015, two thirds of global Fairtrade wine sales were from South Africa, making the country the largest producer of Fairtrade wine globally.
- About 5% of South Africa's grape production is Fairtrade certified.
- There are currently 62 certified companies producing and trading wine in South Africa. The 28 growers extend over 70 farms and employ some 2 559 farm workers. Counting their families, we estimate that the sale of South African Fairtrade wine is a key contributor in the improvement of living and working conditions for nearly 11 500 people.
- There has been strong growth in South Africa, with 900 000 bottles of Fairtrade wine sold in 2016, an increase of 28% from 2015.

- There are 49 producer organisations worldwide – 28 are in South Africa; 10 in Chile; nine in Argentina; and one each in Brazil and Lebanon respectively.
 - Over 40 000 people benefit from the sale of Fairtrade wine globally.
 - The top-selling markets are the UK, Germany, Sweden and the Netherlands.
 - The area of wine grape cultivation worldwide that is Fairtrade totals 9 800 hectares.
 - 24.7 million litres of Fairtrade wine were sold globally in 2015, up 12% from 2014.
- In 2015, €7.3billion worth of Fairtrade products was sold globally. Coffee and bananas are the leading product categories.

FAIRTRADE ON THE MOVE

Bosman Family Vineyards was named overall winner of the Fairtrade Award at the International Wine Challenge (IWC) in London in 2015, a significant milestone for the South African wine industry. The De Bos Walker Bay Sauvignon Blanc 2014 was the winning wine. De Bos is the name of the Walker Bay vineyards owned by



the Bosman family and the Adama Appollo Workers Trust, empowerment partners in a landmark joint venture. As a result of Fairtrade wine sales, many social projects can be initiated, maintained and expanded on the farms owned by the partner entities.

This includes the acquisition of two small buses to address transportation needs of schoolchildren and the elderly living on the Bosman Estates, and the renovation of a community centre that houses a pre-school for 100 children. The Bosman family empowered their workers and families through a 26% BEE transaction which includes a shareholding in the land, winery and nursery (ie all facets of the business). A total of 500 hectares of

land is part of the transaction, while beneficiaries also share in the profits of the multi-million rand vine nursery. Since restructuring the business they have increased turnover and profitability.

The **Du Toitskloof-Douglas Green Mobile Library** is a joint initiative between two leading South African wine producers – Du Toitskloof Wines in Rawsonville, the largest Fairtrade winery in the world; and Douglas Green Wine, South Africa's largest independent wine and spirit producer, based in Wellington. A brand new Mercedes-Benz Axor truck fitted with a 15-metre trailer houses the educational material.



The well-equipped mobile library will provide over 1 200 primary school children access to broad-based reading material and internet technology. Some 5 000 new books were specially selected for schoolchildren between Grades 1 and 5. There are also 10 new computers with full internet access via an on-board router. High-tech software, developed by internationally renowned hand-eye co-ordination specialists Eye Gym, is included in the computer programmes.

The mobile library will visit nine primary schools in the area and a full-time librarian will be on hand to assist the learners.

Accolade Wine's South African range **Fish Hoek** achieved Fairtrade certification, with grapes being sourced solely from local Fairtrade suppliers from the 2015 vintage. The brand is committed to Fairtrade as it guarantees investment back into local communities, improving working conditions and the standards of living for farm workers and their families.

"Fairtrade wine goes from strength to strength, both in the UK and globally," said Anna Pieredes, wine manager at the Fairtrade Foundation in the UK. "To have a major business such as Accolade on board is a great boost of confidence for the entire Fairtrade movement, and we hope the switch will inspire other brands to follow suit."



SETTING STANDARDS FOR SOCIAL ACCOUNTABILITY & FAIR TRADE

THE FAIR FOR LIFE SOCIAL & FAIR TRADE CERTIFICATION PROGRAMME OFFERS OPERATORS OF SOCIALLY RESPONSIBLE PROJECTS. A SOLUTION FOR BRAND NEUTRAL THIRD PARTY INSPECTION AND CERTIFICATION IN INITIAL PRODUCTION, MANUFACTURING AND TRADING.

It combines strict social and fair trade standards with adaptability to local conditions. The programme, which is designed for both food and non-food commodities (like cosmetics, textiles or tourist services), includes detailed environmental criteria and complements existing fair trade certification systems.

The Fair for Life programme builds on widely acknowledged baseline standards, such as the conventions of ILO, FLO standards, SA 8000 and IFOAM's social criteria.





STELLAR'S ECO-FAIR JOURNEY

Stellar Winery is South Africa's largest producer of organic fair trade wines. Stellar exports bottled and bulk wine to markets in Europe, Asia, Africa and North America. Innovation is one of their strengths and, since their wines first appeared on the market in 2003, they have broken new ground in both winemaking and social development.

Stellar Winery has been a certified organic producer since 2001 and a certified fair trade producer since 2004. The eco-fair brand promise is backed by accredited independent third-party certification by IMO Fair for Life (for ethical production and fair trade) and Ecocert SA (for organic production).

EDUCATION IS THE KEY

PART OF THE PROCESS OF REDRESSING THE IMBALANCES OF THE PAST IS AN ONGOING EDUCATION DRIVE, SPEARHEADED BY VARIOUS TRUSTS AND INITIATIVES.

A number of Cape wine farmers have also established joint ventures with their workers to give them part ownership and to transfer skills in wine farm management as well as winemaking.

Increasing numbers of black winemakers are entering the wine industry, some through the University of Stellenbosch or via Elsenburg Agricultural College. Various bursaries are available to promising young entrants. These include the Cape Winemakers Guild Protégé Programme and the VinPro Foundation, among others.

Others are coming up through the ranks of the cellars and increasing their skills level by completing various courses, such as those offered by

the Vineyard Academy and Wine Training South Africa. The Thuthukile Skweyiya Western Cape-Burgundy Wine Exchange is a joint initiative that fosters academic and economic ties between the two wine regions, with its focus being on the exchange of learners. For many of the trainees this is their first visit overseas and a highlight of a lifetime.

Skills development is a key area for economic growth and poverty alleviation in South Africa. To this end, the Graham & Rhona Beck Skills Centre opened its doors in Robertson in 2008. The centre's primary focus is to address the training needs of people living in rural communities and to act as a facilitating body, matching training supply to demand.



CHARITY AUCTIONS

Significant funds have been raised over the years to support education in the winelands of South Africa via various charity auctions. A fixture on the Cape wine calendar each year is the Nederburg Auction – the oldest auction in the New World of wine, it celebrated its 43rd birthday in 2017.

The annual Cape Winemakers Guild Auction, which showcases wines produced by some of South Africa's leading winemakers in small quantities exclusively for this auction, held its 33rd auction in 2017. The newest to join the line-up is the annual Cape Wine Auction, which held its fourth auction in 2017.



“THE PAST 15 YEARS HAVE BEEN THE MOST CHALLENGING AND MOST REWARDING TIME OF MY CAREER. WE BELIEVE OUR LEARNERS ARE WALKING ADVERTISEMENTS FOR THE PROGRAMMES AND THEIR ENTHUSIASM IS CONTAGIOUS FOR THEIR COLLEAGUES. WHAT A PRIVILEGE TO BE PART OF THEIR GROWTH AND EMPOWERMENT!”

– EMMA BURGER, PROJECT MANAGER /PRINCIPAL, WTSA

THE CAPE WINE AUCTION BENEFICIARIES

- Aitsa! After Care Centres
- Anna Foundation
- Columba Leadership
- Community Keepers
- Eduvate
- Hemel en Aarde Community Project
- Hope Through Action
- International Wine Education Centre
- Love to Give Skills Academy
- Partners for Possibility
- Pebbles Project
- Pinotage Youth Development Academy
- South African Sommeliers Association
- The Click Foundation
- The Kusasa Project
- The Lunchbox Fund
- The Maranatha Trust
- Usiko Stellenbosch
- Wine Training South Africa

THE NEDBANK CAPE WINEMAKERS GUILD AUCTION BENEFICIARIES

- Circle of Excellence
- The Cape Winemakers Guild Protégé Programme
- Wine Training South Africa

THE NEDERBURG AUCTION BENEFICIARIES

- Sp(i)eel
- The Breytenbach Centre
- Hope Through Action

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CWG PROTÉGÉ PROGRAMME 2017



MENTORING THE NEXT GENERATION

Launched in 2006, the CWG Protégé Programme gives aspirant winemakers the rare opportunity of working side by side with members of the Guild, all masters of their craft, during a three-year internship. By cultivating, nurturing and empowering promising individuals to become winemakers and viticulturists of excellence, the Protégé Programme plays an active role in the transformation of the industry to ensure its long-term health and sustainability. In 2014, the Guild launched its Viticulture Protégé Programme in conjunction with VinPro. This two-and-a-half year internship gives promising, newly graduated viticulturists hands-on training with regards to the intricacies of cultivation practices to ensure top quality grapes for the production of diverse wine types and styles.

DEVELOPING CAPACITY

The Pinotage Youth Development Academy (PYDA), based in the Cape Winelands, develops the capacity of young, disadvantaged South Africans over 12 months to prepare them for employment within the wine industry and related sectors, such as hospitality and tourism. The Academy is located in Stellenbosch, and will initially cater to students from the Stellenbosch and Paarl areas. The Academy offers an integrated programme covering strong vocational skills, as well as the personal growth essential for success. It delivers practical employable skills, together with a mindset and attitude to allow young people to seize or create economic opportunities. This holistic approach is intended to bring positive transformation to the students, as well as to their families, communities, businesses and the country as a whole.



THE PINOTAGE YOUTH DEVELOPMENT ACADEMY 2017

A part of the proceeds from the highly successful annual Cape Wine Auction is allocated to the International Wine Education Centre (IWEC) to fund a Wine & Spirit Education Trust (WSET) wine course for students at the PYDA.

SKILLS TRAINING

The non-profit Wine Training South Africa (WTSA) organisation was initiated in 1987 by cellar technology students at Elsenburg Agricultural College. Today, WTSA offers accredited (FoodBev SETA) training for wine cellar workers. The courses were presented under the auspices of the Elsenburg Cellar Technology Alumni Association (EKOVA) until 2005, when WTSA was founded. Since 2006, WTSA has trained more than 6 000 course participants. The foundation of WTSA is the Senior Cellar Assistant Training Programme (SKOP) courses. There are four

progressive levels of SKOP, after which candidates can continue with a range of winemaking and skills programmes within the National qualifications Framework (NQF) Level 3, which is the equivalent of high school Grade 11. Key partnerships with sponsors and donors include the CWG Trust, Cape Wine Auction, VinPro, Winetech, AgriSETA, the Western Cape's Department of Agriculture and FoodBev Seta, which has helped to drive awareness of the programmes.



SAURY
Saury
Premium
1998

A PEACEFUL DEMOCRACY, A REVITALISED WINE INDUSTRY

IN 1990, NELSON MANDELA WAS RELEASED FROM PRISON AFTER A 27-YEAR INCARCERATION AND TOOK HIS HISTORICAL 'WALK TO FREEDOM'.

He became South Africa's first democratically elected president in 1994. Today, South Africa is a peaceful, culturally diverse democracy, home to the 'rainbow nation'.

During the country's 23 years of democracy the wine industry has been revitalised, with the breaking down of political barriers and the redressing of historical wrongs. While the majority of winegrowing land remains in the hands of white owners, there are now increasing numbers of black-owned wine ventures and people from disadvantaged communities, who historically provided the labour on which the industry is based, are emerging as winegrowers and winemakers in the Cape winelands.

Today, over 160 000 people from previously disadvantaged groups are

employed in the wine industry, which employs approximately 300 000 people, both directly and indirectly, including farm labourers, and those involved in packaging, retailing and wine tourism.

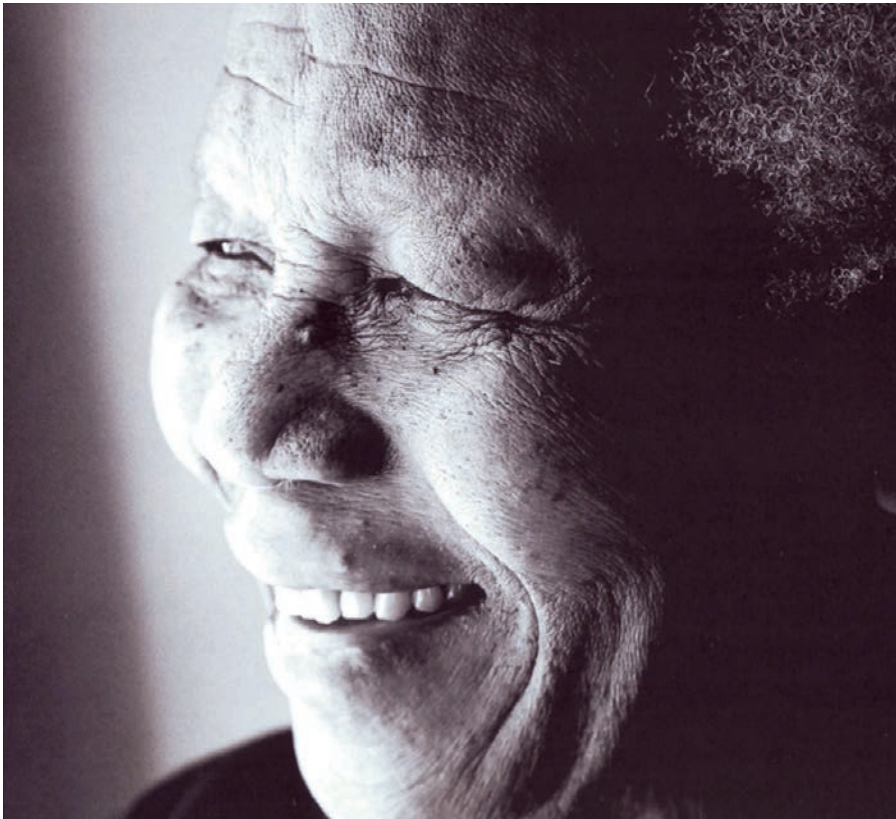
Black Economic Empowerment (BEE), introduced in the 1990s, is a strategic government initiative, driven by the Department of Trade and Industry and intended to promote economic growth in South Africa. To accelerate the process, all ventures in the industry are required to subscribe to a government-monitored scorecard that assesses progress against agreed goals and datelines in terms of skills transfer, employment equity and preferential procurement requirements. Its purpose is twofold - to grow business and address the injustices of the past.

There is a serious commitment to transformation within the wine industry, which has developed its own transformation charter, acknowledged and finalised at government level as a sub-charter of the Agri-BEE Charter. It is the only sector of agriculture to have developed its own transformation charter to date. While there is still much to be achieved, the wine industry is involved, motivated and intent on transformation.

The Wine Industry Strategic Exercise (WISE) has set clear goals for this

sector by 2025, including boosting jobs to 375 000 and growing the value of wine tourism from R6bn to R15bn.

Another step towards improved labour relations in the Western Cape's fruit and wine sectors was taken on 01 June 2015 in Paarl when two key industry bodies, HORTGRO and VinPro, and a national trade union in agriculture, Food & Allied Workers' Union (FAWU), signed a Memorandum of Understanding (MOU) to that effect.





BEE FAST FACT FILE

The transformation of the wine industry has brought about burgeoning black ownership, with some of South Africa's top wineries now courting black directors and shareholders, tangible signs of a more fully representative era in wine.

- There are currently 53 BEE land ownership projects – 10 of these farms are 100% black-owned, with the remainder having between 40% to 70% black ownership. It should also be noted that black farm workers are the beneficiaries for 90% of all land reform initiatives (average of 70 beneficiaries per farm), indicating that empowerment has a focus on those who have

worked in the industry, who are targeted to become eligible shareholders where possible.

- There are a further 55 black-owned businesses which are involved in the value chain such as wine brands, warehousing, bottling and tourism.
- Strategic role player VinPro, the service organisation for its South African producer and cellar members, has reserved R50m to match equity-based enterprise development that is expected to come to fruition soon, while the industry commits nearly R20m per year in levy funding in programmes that catalyse change.

(Source – VinPro)

AS AT NOVEMBER 2017*

BLACK-OWNED BRANDS

THERE ARE A GROWING NUMBER OF BLACK-OWNED WINE BRANDS IN SOUTH AFRICA.

Some of these new entrants to the marketplace are landowners; some have been mentored by an existing estate or have built strong working relationships with an established wine company; some are operating as independent negociants, sourcing their wines from various producers and regions; others are winemakers, who have gained experience in the industry and are now crafting their own ranges.

The people behind these brands have a few attributes in common, though – a genuine passion for wine, the drive to build their own labels and the courage of their convictions. There are only a handful of people brave enough to tackle building a brand in a fiercely competitive industry, where most success stories are built on long-standing relationships and very deep pockets.



ADAMA

www.bosmanwines.com

ASLINA

www.aslinawines.co.za

BAYEDE!

www.bayede.co.za

BLOUVLEI WINES

www.montdutoitwines.co.za



CAPE DREAMS

www.craftsales.co.za

CARMEN STEVENS

CARMEN STEVENS
WINEScarmalitast@gmail.com

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EPICUREAN WINES

www.epicureanwine.co.zaFAIRVALLEY
WINESwww.fairvalley.co.za

FIVE'S RESERVE

www.vanloveren.co.za



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www.houseofmandela.com



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JAN HARMSGAT

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MOUNTAIN BREEZE

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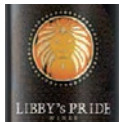
LAND OF HOPE

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LATHITHÁ WINES

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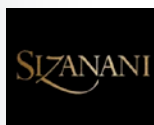
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SIZANANI WINES

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THEMBI & CO

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WINERYwww.townshipwinery.com

THOKOZANI

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VUNANI WINES

vumile@mymtnmail.co.za

WOMEN IN WINE

www.womeninwine.co.za



WINE INDUSTRY ORGANISATIONS

AgriSETA	www.agriseta.co.za
Aitsa! After Care Centres	www.aitsa.org
Anna Foundation	www.annafoundation.com
Industry Association for Responsible Alcohol Use	www.ara.co.za
BAWSI	www.bawsi.org.za
Biodinamic and Organic Wines of South Africa	www.biodinamicorganicwine.co.za
BLACC	ian@vulaafrika.com
Cape Winemakers Guild	www.capewinemakersguild.com
Centre for Rural Legal Studies	www.crls.org.za
Community Keepers	www.communitykeepers.org
Department of Trade and Industry	www.thedti.gov.za
Ecocert SA	www.southafrica.ecocert.com
Elsenburg	www.elsenburg.com
Endurocad	www.endurocad.co.za
Fair for Life	www.fairforlife.org
Fairtrade Label South Africa	www.fairtrade.org.za
FASfacts	www.fasfacts.org.za
Food and Allied Workers Union	www.fawu.org.za
FoodBev SETA	www.foodbev.co.za
Graham & Rhona Beck Skills Centre	www.skillscentre.co.za
Hope Through Action	www.hopethroughaction.com
HORTGRO	www.hortgro.co.za
Indaba Education Fund	www.indabaeducationfund.org
Indaba Montessori Institute	www.indabamontessoriinstitute.org
Integrated Production of Wine	www.ipw.co.za
International Wine Education Centre	www.thewinecentre.co.za
Legal Resources Centre	www.lrc.org.za
Love to Give Skills Academy	www.lovetogive.org.za
MAD Charity	www.madcharity.org
Maranatha Trust	www.maranatha-trust.co.za
Nederburg Auction	www.nederburgauction.co.za
Partners for Possibility	www.pfp4sa.org
Pebbles Project	www.pebblesproject.co.za
Pinotage Youth Development Academy	www.pyda.co.za
South African Sommeliers Association	www.sommeliers.org.za
South African Wine & Brandy Learner Management System	www.sawineandbrandyllms.info
South African Wine Industry Information Systems	www.sawis.co.za
South African Wine Industry Trust	www.sawit.co.za
Sustainable Wine South Africa	www.swsa.co.za
The Cape Wine Auction	www.thecapewineauction.com
The Click Foundation	www.clickfoundation.co.za
The Kusasa Project	www.thekusasaproject.org
The Lunchbox Fund	www.thelunchboxfund.org
The Sustainability Institute	www.sustainabilityinstitute.net
University of Stellenbosch	www.sun.ac.za
VinPro	www.vinpro.co.za
VinPro Foundation	www.vinprofoundation.org.za
Western Cape Department of Agriculture	www.westerncape.gov.za
Wine Industry Development Association	www.wida.co.za
Wine Industry Ethical Trading Association	www.wieta.org.za
Wine Industry Strategic Exercise	www.wisewine.co.za
Wine Training South Africa	www.winetrainingsa.co.za
Winetech	www.winetech.co.za
Wines of South Africa	www.wosa.co.za
WWF South Africa - Biodiversity & Wine Initiative	www.wwf.org.za



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Wines of South Africa
157 Dorp Street, Stellenbosch 7600, South Africa
PO Box 987, Stellenbosch 7599, South Africa
Tel: +27 (0)21 883 3860
Fax: +27(0)21 883 3861
E-mail: info@wosa.co.za

RESEARCH & COPY: Lindsaye Mc Gregor
COORDINATION: Hanlie Eagleton & Thelma du Plooy
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