

socially
sustainable

DEVELOPMENT



Vinpro's Enterprise Development division provides tailor-made BEE guidance and focuses on the promotion of social development through dedicated ethical trade, training, and research initiatives and funding.

Black Economic Empowerment Advisory Services:



Consultation and development of practical plans to comply with BEE requirements as set by government, as well as guidance with regard to BEE scorecards



Project evaluation and assistance with the establishment and long-term sustainability of new land reform projects



Assistance obtaining funding for new and existing empowerment projects



Training Facilitation:

- Contributing and obtaining external funding for training by private and government bodies
- Group training of vineyard workers via a comprehensive series of training courses

Ethical Trade:

Vinpro supports compliance with ethical trade standards with regard to the working conditions of farm workers, and therefore plays a key role in ensuring that its members also comply with these standards. This includes:



Advice with regard to ethical trade practices and upliftment of farm workers



Monitoring progress with ethical trade in the industry



Close collaboration with ethical trade verification organisations such as WIETA to ensure simpler, quicker accreditation

The SA Wine Industry Transformation Unit (SAWITU) is a non-profit company that was incorporated in 2016 by its founding members, the National Agricultural Marketing Council (NAMC), Vinpro and SA Liquor Brand Owners Association (SALBA), with a fully dedicated operational division established in early 2019. SAWITU's objective is to ensure that it builds businesses and relationships towards a sustainable transformation trajectory. Under the auspices of SAWITU, **The Wine Arc** at the Nietvoorbij Cellar Complex is a first-of-its-kind brand home for black-owned enterprises.

THEIR VALUES:



EMPOWERMENT

Promotion of independence, growth and accountability



INTEGRITY

Honesty, transparency, ethical behaviour



EXCELLENCE

Benchmarking success and business growth



COMMUNITY/ PARTICIPATORY

Partners for progress and sense of community

EDUCATION

By cultivating, nurturing and empowering promising individuals to become winemakers and viticulturists of excellence, the **Cape Winemakers Guild Protégé Programme** plays an active role in the transformation of the industry to ensure its long-term health and sustainability.

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.

Significant funds have been raised over the years to support education in the winelands of South Africa via various charity auctions such as the **Cape Fine & Rare Wine Auction**, the **Cape Winemakers Guild Auction** and the **Cape Wine Auction**.

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 **Pebbles Project** is a non-profit organisation passionate about supporting children and their families in the Western Cape farming communities. Pebbles currently supports 31 Early Childhood Development (ECD) Centres, 21 after-school clubs and a primary school improving the education of over 1 430 children. (2021 Figures)



Imvini Wethu was born when cross-continental partnerships led to creating an exceptional Cape blend made in association with the Cape Winemakers Guild (CWG) Protégé Programme and the Old Vine Project (OVP). The wine carries the Certified Heritage Vineyards seal, the world's first official certification for old vines. All proceeds from wine sales will be donated to the CWG Protégé Programme and OVP.

socially
sustainable

ETHICAL TRADE



Fairtrade is an ethical certification and its main aim is to promote equality and sustainability in the farming sector. 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.

Formed in 2002, the **Wine and Agricultural Ethical Trading Association (WIETA)** is a unique multi-stakeholder, non-profit, voluntary organisation that 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.

WIETA drives a pro-active, world-class and sustainable ethical trade programme and continues to participate in international best practice by engaging global structures.

Over 77% of the industry's vineyard hectareage and 72% of total tonnage is certified ethical. Those that achieve accreditation are entitled to display the Fair Labour Certification seal.



SOME INTERESTING FACTS & FIGURES:

 **WINE SALES >80%**

More than 80% of global Fairtrade wine sales are from South Africa.

 **8% GRAPE PRODUCTION**

About 8% of South Africa's grape production is Fairtrade certified.

50 COMPANIES
23 GROWERS
7 000 HA
2 500 WORKERS



Currently 50 certified companies are producing and trading wine in South Africa. The 23 growers extend over 7 000 ha and employ some 2 500 farm workers. Counting their families, the sale of South African Fairtrade wine is a key contributor in the improvement of living and working conditions for nearly 12 000 people.

  **TOP MARKETS**

The top-selling markets are the UK, Sweden and Germany.

46 MILLION LITRES **SOLD GLOBALLY**



Fairtrade wine sales have increased by 180% since 2015, with more than 46 million litres of South African Fairtrade wine sold to consumers globally in 2020.

(2021 Figures)

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.

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.

