





## WHAT DOES IT MEAN?



THIS SEAL MEANS THAT THE WINE AND SPIRIT BOARD, APPOINTED BY THE DEPARTMENT OF AGRICULTURE. CERTIFIES THAT



- The wine has been produced sustainably, in an earth-friendly manner
- $\cdot$  The wine can be traced all the way from the vine to the bottle
- It was bottled in South Africa so it is 100% South African!

Go to www.swsa.co.za and enter the numbers or your seal or visit www.wosa.co.za for more information.



## CORPORATE 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**

2831 2 494

000



29 209 WORKERS operating under Certified Conditions farr **INFANT & MOTHER** 



12 579

MILLION Social Awareness and Research

CHILDRENS' WELLBEING

> R3.0

>977 180 PERSONS REACHED Awareness, Prevention & Training (2018)

SOUTH AFRICA WINE discover diversity in a aloss

audited for

ethical practices



**MEMBERS** 

**BLACK OWNED** Brands Assisted

Pinotage Youth

PEOPLE REACHED

YOUNG ADULT CAREER SUPPORT

- induced impact placement rate over 10 years



Benefited from community awareness, research, diagnosis,

training, education, and mentorship.

CLINIC VISITS

BENEFICIARIES

**BOOKS CIRCULATED** from the FACET Mobile Library



**BLACK OWNERSHIP** 

Strategies Assisted

183 295 People reached under the binge drinking programme

Patrons reached under pedestrian safety programme



WINE

### 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



#### **TRAINING**

WELLBEING

Attended Corporate Governance Workshops

Wine Worker Training Events by Industry Individuals Enrolled as



Farm Workers Trained by the Industry

'Trainer Trainers'

#### LEADERSHIP AND SKILLS DEVELOPMENT **ASSISTANCE**

Hectares of Black-Owned 550 Vineyards got complimentary Technical Aid

Wine Tourism Learning Opportunities Created

Black-owned Farms Assisted with Complimentary Pruning Strategies

644 PEOPLE TRAINED AND FUNDED R6 858 657

SOUTH AFRICA IS LEADING THE WORLD IN PRODUCTION INTEGRITY

## HERE'S HOW

**SINCE 1974, OUR WINE OF ORIGIN SCHEME** guarantees the information on the label that states where the grapes came from the vintage year and the variety or varieties (www.sawis.co.za)

- South Africa introduced guidelines on sustainability as early as 1998. Roughly 94% of the growers and cellars stick to the guidelines (www.ipw.co.za)
- These guidelines are constantly improved, and independent auditors audit the farms and cellars. If the farms pass the audit, they can use the sustainability seal (www.swsa.co.za)
- South African producers are extremely conservation conscious.
  The WWF Conservation Champions Programme provides
  advisory support to eligible and committed wine farms that
  actively farm with biodiversity in such a way that they protect
  nature, manage agriculture, and restore the function of
  agroecosystems. The programme offers recognition to those
  who are dedicated to farming with nature, not against it.







#### SUSTAINABLE WINE SOUTH AFRICA

By considering the consequences of how we grow and make our wine, we're not just making better wine, we're also making wine better.



IN 2019, 94% OF SOUTH AFRICAN PRODUCERS
QUALIFIED TO USE THE SEAL ON ALL
PACKAGED WINE.

\*The seal may not be used on bulk export wine.



and protea logo on their wine bottles to demonstrate their dedication to

the conservation of the Cape Floral Kingdom's unique biodiversity

home to over 9 500 different plant species,
 70% of which occur nowhere else in the world.

## YOU CAN TASTE

THE LIFE IN OUR WINES BECAUSE

- Nearly all of South Africa's wine is grown in an area called the Cape Floral Kingdom (CFK)
- There are six Floral Kingdoms ours is the smallest and richest in the world, and a World Heritage site
- It is a recognised biodiversity hotspot, with more than 10 000 different species of plants growing here
   not to mention the birds, animals and insects.
- 70% of these plants don't grow anywhere else in the world.
- South African vineyard owners have embraced the huge responsibility of growing wine in such a special place - they are putting vast tracts of land into conservation (www.swsa.co.za)
- The farmers are getting rid of water-guzzling alien (foreign) plants. This restores wet lands and sources the rivers (www.wwf.org.za/waterneural)
- Where our vines grow there is more diverse life per square meter than anywhere else on the planet.





**SOUTH AFRICAN WINES HAVE GONE GREEN.** FROM THE 2010 VINTAGE, SOUTH AFRICAN WINES HAVE AN OFFICAL SEAL.

| IT'S NOT ABOUT MAKING BETTER WINE |

# IT'S ABOUT MAKING WINE **BETTER**

