



FAIRTRADE
BELGIUM

Wine: impact & stories

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Diego Guarchaj © Sean T. Hawkey

Impact of Fairtrade in *South Africa*

UniWines Vineyards, is the fourth largest primary producer of wine in South Africa. Yearly, 15% of its wine is sold under Fairtrade standards.

The group has invested the Fairtrade Premium in the following projects:

- The investment in TVs, DSTV decoders, satellite dishes for all the workers' houses;
- The foundation of soccer and fishing clubs and the investment in all the requisite kit and gear;
- The investment in a pick-up truck and minibus to tackle the problem of transport in the rural areas;
- A crèche for the children of the workers
- A meeting room and new office for the Premium committee;
- The investment in winter jackets and blankets;
- The offering of voluntary counselling sessions;
- Help for the members to get their drivers' licenses;
- The investment in solar water heaters on the members' roofs;
- The construction in a large community hall which will be used for functions and meetings;
- The funding of school fees, uniforms and further studies.

Bettie Prins, member of the
Premium Committee:

"Fairtrade has created the opportunity for us to grow as a community, because we have to communicate with one another and make decisions together. As women, we were very much discriminated against in the past, but now we realize that we are just as important as anyone else."



Prins is proud of their accomplishments:

"We've already accomplished so many things, it's hard to remember them all!"



Pedro, member of the Premium committee, tells us about how his son benefited from the Fairtrade Premium:

"When there was no money for him to continue his course in Information Systems Engineering, we approached the community and they agreed to provide the funds to allow him to complete his training. It's the younger generation, like him, who will see the real benefits of Fairtrade."



Impact of Fairtrade in *South Africa*

Stellenrust is one of South Africa's largest family-owned wine farms. It became Fairtrade certified in 2010.

The community has invested its Fairtrade Premium funds in the following projects:

- a food kitchen, which ensures that the children of the workers follow a healthy and nutritious diet;
- the funding of the school fees of the children, stationary, and school uniforms;
- strict laws on child labour;
- a community vegetable garden;
- the funding of a new classroom with computers;
- trainings for the workers.

At the 2012 Michelangelo International Wine awards, Stellenrust Barrel Fermented Chenin Blanc 2011 was crowned as the Best Fairtrade Wine, and it was awarded with a coveted double gold metal!



Bonnie Heneke is convinced of the benefits of Fairtrade for the owners, the farm workers, the environment and the consumers.

"By enabling us to provide for ourselves, our families and our community, Fairtrade has given us the ability to lead a decent life."



Bonnie Heneke, the Fairtrade Premium Committee's chairperson, has a 19-year old daughter who is now a second-year student at Boland College in Stellenbosch. Her fees are funded by the Fairtrade Premium.

"On many other farms, workers still can't afford to send their kids to school, but for our children, there's a brighter future. We encourage them to go to school and college, which gives them the opportunity to find better-paying jobs."



Impact of Fairtrade in *South Africa*

The Florence Farm is another Fairtrade certified wine-producing farm in South Africa. It is part of the Fairhills Association, one of the biggest Fairtrade wine projects, active in South Africa, Chile and Argentina. The association was set up in 2003.

They have invested their Fairtrade premium in several social projects, with a focus on education, health and infrastructure. Examples of their projects are:

- Local alcohol rehabilitation programmes, as many workers struggle with alcohol addiction due to the “dop” system (which paid farm workers’ wages partially in alcohol) which was outlawed in 1961, but which still has a considerable legacy today;
- a computer centre with internet access available for high school students;
- a funeral care programme benefiting the families of deceased farm workers;
- bursaries for tertiary education for the farmers’ children;
- the funding of crèches;
- the employment of nurses who check the health of the farmers and their children;
- vehicles for transportation of children to and from school;
- a sports programme;
- a ladies club.

Fairtrade has had a considerable impact on the life of Dawid Kiewits, a worker on the Florence farm who battles an alcohol addiction. With the help he received at the recovery centre, he got rid of his old habits.

"I learned a lot here and I got my family back."





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Thank you

Any questions?

www.fairtradebelgium.be

