Creating a conducive environment for transformative sustainable growth

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Mrs Wendy Petersen - SAWITU Executive Manager
SA WINE INDUSTRY STRUCTURE

VINPRO
2,500 members
Wine grape producers
Wine producers & estates
Producer cellars
Associated members

PROMOTING MARKET ACCESS FOR SA AGRICULTURE

SAWITU CO-ORDINATES
APPLICATION OF STATUTORY
LEVIES FOR TRANSFORMATION
DIRECTORS: NAMC, BLACK
BRANDS, LABOUR, VINPRO &
SALBA

SALBA
22 members
Manufacturers, distributors & trade
Mark owners, including
Distell & DGB

SAWIS
Statistics & wine of origin scheme

WINETECH
Research & technology transfer

WINES OF SOUTH AFRICA
Export promoter, builds generic business capacity

THE SAWITU IS MANDATED BY INDUSTRY PRINCIPLES TO OVERSEE THE TRANSFORMATION ACTIVITIES OF THE THREE BUSINESS UNITS
OUR VISION & MISSION

VISION
A Centre of Excellence in the SA Wine Industry focusing on the empowering and advancing of black stakeholders across the entire wine and brandy value chain.

MISSION
Facilitate and support the establishment, growth and empowerment of profitable and sustainable black wine and brandy stakeholders through:

PRIORITY AREAS FOR THIS TRANSFORMATION STRATEGY

- Equitable access to land, infrastructure, cellar with warehouse facilities, manufacturing assets distribution
- Specific market access opportunities and ventures
- Serviced land with water rights
- Conferencing and tourism facilities to actively benefit from Tourism
- Transformation regarding the broader value chain, which should include preferential procurement policies
- Skills development and learning programmes
- Socio Economic development initiatives and programmes
COLLABORATIVE PARTNERSHIPS

- Leverage funding through collaboration
- Greater economies of scale
- Increased revenue & profitability
- More negotiating power
- Bigger footprint
- Strengthening partnerships with key stakeholders throughout the wine value chain
CORPORATE SOCIAL INVESTMENT

“It not only tastes good…”

South African wines are lauded globally for their outstanding quality and distinctive character. Remarkably, it not only tastes good, but makes a significant contribution to the economy and provides 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 produce.

COVID RELIEF FUNDING RAISED FOR EMPLOYEES IN WINE TOURISM
R12 mil. (2021)

1 888 (2018) FARM RESIDENTS COUNSELED
1 203 (2018) CHILDREN MONITORED AT CHILD DEVELOPMENT AND AFTERCARE FACILITIES

COVID FARMER & BRAND SUPPORT
R17 mil. (2021 & 2022)

>43 (2018) CRÈCHE & AFTERCARE WORKERS TRAINED
>977 180 TONNES (2018) CERTIFIED WINE GRAPES
79% (2022) ACCREDITED WINES
29 209 (2022) WORKERS BENEFITTED

PERMANENT WINE TOURISM JOBS RETAINED DURING COVID
1 362

TOTAL NUMBER OF SOCIAL AMBASSADORS APPOINTED
40 (2021)

YOUTH AMBASSADORS
38

TOTAL NUMBER OF COMMUNITIES
62

ALCOHOL PROGRAMME PERSONS WITH ALCOHOL USE CHALLENGES ENGAGED
1 507

TOTAL NUMBER OF REGIONS COVERED
8 (2021)

REFERALS TO SOCIAL WORKERS
327 (2021)

TOTAL NUMBER OF PARTICIPANTS REACHED
20 100

VULNERABLE PERSONS REACHED SOCIAL WORKERS MIGHT BE AREAS
5 850

STAKEHOLDER ENGAGEMENTS THROUGH AAP PROGRAMME (AWARE AMBASSADOR PROGRAMME)
970

LEADERSHIP AND SKILLS DEVELOPMENT

470 CORPORATE GOVERNANCE WORKSHOPS

B-BBEE FARMS ASSISTED

385 HECTARES OF BLACK-OWNED VINEYARDS ASSISTED (2021 & 2022)

32 B-BBEE FARMS ASSISTED IN TRAINING

470 HOURS OF SOIL SCIENCE TRAINING (2021 & 2022)

439 INDIVIDUALS ENROLLED - VINEYARD WORKER TRAINING (2021 & 2022)

10 VINEYARD WORKER TRAINING (2021 & 2022)

71 (2022) BLACK ECONOMIC EMPOWERMENT FARMERS
82 (2022) BLACK OWNED WINE BRANDS

54 PERSONAL DEVELOPMENT THROUGH AGRI’S GOT TALENT
3 POST GRAD BURSARIES
313 HECTARES OF BLACK-OWNED VINEYARDS SUPPORTED WITH TECHNICAL ASSISTANCE
5 WINE BUSINESS MANAGEMENT BURSARIES
15 TERTIARY EDUCATION BURSARIES
1 249 FARM WORKER TRAINING
256 WINE TOURISM LEARNING OPPORTUNITIES
Summary 2019-2022

Vinpro partners with SAWITU, WDoA, Casidra, DALRRD and its members to implement sustainable development.

>100 Enterprises benefited from consulting on Agri-BEE codes

> R70 m raised towards R120 m funding target for black vineyard owners

R13.5 m raised for Covid-19 relief

R2.1 m Vinpro Contribution to SED and Scarce skills at Vinpro Foundation

24 new farms established and linked to off-takers

9 restitution farms procured by DALRRD with Vinpro’s technical participation

Ongoing Advocacy for >2000 ha SIP 11 project related land reform

320 ha footprint of support to SAWITU funded Farms

180 ha being mapped for future establishment. Planning funded by SAWITU

86 due diligence processes concluded

Ongoing technical advice to EU, National Treasury and DALRRD for additional funding to be realised

Vinpro know-how employed on 260 ha for restitution prospects procured

124 farm consultations concluded (viticulture and/or soil) with 300 discounted hours and 100 complementary consulting hours in two years

Vinpro growing together

SA Wine Industry Transformation Unit

MS Management Systems

Western Cape Government

Agriculture

Rural development & Land reform

Department: Rural Development and Land Reform

Republic of South Africa
Available land with water rights

Research and innovation alignment challenges & trends

People development / Capacity building

Cost of non-compliance

Services (technical and business development)

Market access resources

Preferential agreements

Impact and output assessments and evaluations

Sharing of resources

Stakeholder strategy alignment

Funding alignment

Resource alignment (human, projects etc)

Price competitiveness

Increase market share

Increase revenue

Increase profitability

Increase job creation

Knowledge transfer

Risk mitigation
Northern Cape Small Growers in Keimoes Lang Eiland South Africa
SERVICE OFFERINGS

- Wine tastings
- Meeting Room bookings
- Wine Tasting facility bookings
- Conference facility bookings
- Private events
Wendy Petersen
SA Wine Industry Transformation Unit
Office: 27 21 276 3210
Email: wendy@witu.co.za
www.witu.co.za