

“Rassie het toe sy 31-makkers gekies. Die wat kan hol, pypkan of skop. Kort en lank. Wat hou van op die grond speel of die harde duikslae in te sit. Die verskil ken tussen verdedigende skoppe en ‘n aanvallende goed geplaasde veld-op skoppie. Ook die sterke derduiwels en die wat kan reik vir die sterre. Die wat nog onlangs van hul ma gespeen is, asook enkeles wie se name reeds by Huis Spataar of Kierie Kasteel opgegee is vir ‘n enkel-kamer. ‘n Lekker balans. Spanfoto is geneem. Die manne het gegroet, gekus, gewuif en reeds geland in Toyota Town. En nou wag ons met groot afwagting vir die 20e September, as die skoot klap en onse beste-15-Bokke op die draers van die Kiwi-veer afpyl!!!!

Maar onse wyn-vrinne ken ook hierdie gevoel. Die kameras het ook geflits. Silwerware is uitgedeel. Fotos is geneem en erkenning is gegee vanaf die Pinotage-wenners, Chenin Blanc vaandeldraers, die wat kan blend, Terroir-kundiges tot by die Jongwynskou-trofee ontvangers. Vroeër vandag het Tim Atkin ook sy Top 20 podium-posisies aangekondig.

Baie baie geluk aan elke plaas- en kelderwerker, produsent, eienaar, wingerdboukundige, wynmaker, bemarker, man of vrou agter elke suksesvolle wenner. Om ‘n wenner te wees is great, dit laat die goed-voel hormone vloei en gee ook sommer ‘n nuwe huppel in die stap om nog flinker, meer kreatief en oplossingsgerig te gaan handel. Geniet die oomblik, klink ‘n glasie op jouself en almal wat deel is van jou eie unieke ‘31-stuks’ – put inspirasie hieruit en gaan van krag tot krag om hierdie prestasie ook te laat weerklank vind op die bottom-line!!!”

Hierdie tyd van die jaar word daar druk gesels, diep-gedink en planne gemaak binne sekerlik elke wynbesigheid. Natuurlik is daar klem-verskille, want jy is of gefokus op ‘n spesifieke mark-segment of ‘n kombinasie van bulkwyn/binnelandse mark, bulkwyn/uitvoermark, verpak/binnelandse mark of verpak/uitvoermark. Feit bly staan dat daar ‘n legio van bronne bestaan waar jy inligting kan gaan insamel, om jou te help rig in die neem van besluite – in hierdie opsig wil ons ‘n paar gedagtes en tendense in jul midde laat.

Hereunder you will find some high-level feedback on a number of themes and activities. But, prior you continue, please be so kind and spend some time on the [proposed amendments and regulations to the WO Scheme](#). You can respond directly to André Matthee and/or share any specific views with me. [Read more here.](#)

Lately we have also compiled our own [23-man squad](#) – putting together 23 slides with information that we deem relevant for any board of directors, and/or members of a winery, to literally ‘[workshop](#)’ in their own environment. To have line of sight from the vineyard to the retail shelf and/or any other direct-to-consumer channel. Not telling you what to do, but merely sharing **information** on the liquor market in SA (all categories, with an analysis of the wine category, cultivars, etc), formulate your own **interpretation** – and reach consensus on a **recommendation** (plan of action) going forward. The *homework slide* is the final one and I trust many a healthy debate/dialogue to take shape at this point. Please follow the link, save on your computer and view as a presentation. [Read more here.](#)

Whilst still pondering on the slide show, you can page through the said themes that are currently on our [radar screen](#). In the last paragraph, you will also find some interesting slides - international trends and information pertaining to cultivars.

1. Euro1 Export Certificates

We previously reported on the change in allocation methodology by DAFF and then recently experienced a scenario, where exporters who could not provide a motivation with evidence, lost 50 percent of their allocation. However, those exporters who provided motivation, with evidence, were re-allocated additional quotas.

We have already informed DAFF Marketing - to fully understand the reality of lower export volumes - due to a number of reasons (drought impact, ageing vineyards, lower yields, and lower volumes). It is not a matter of the Industry not utilising this '*offer/opportunity*' as per the EPA-agreement, but just the reality playing out on the ground. In previous years we had to field questions/concerns/remarks from both National & Provincial Government in this regard - seemingly not utilising this FTA-benefit.

We trust our regular engagements will keep them posted on the market-reality and during the upcoming workshop with DAFF Marketing (**06/09/19, Stellenbosch**) these and other matters will be discussed. Welcome to make contact with Michael Mokhoru (Industry Stakeholder Manager) @ mmokhoru@salba.co.za.

2. Illicit trade and Ales

Vinpro has once again raised our concerns and high levels of frustration during the quarterly Alcohol Industry Stakeholder Forum (Customs and Excise). Despite numerous calls to action and the fact that SARS are not responding or even keeping us posted on the progress/status on a number of cases, are not acceptable and this need to be escalated to the highest level. It was minuted as such and post the meeting it was confirmed with an e-mail from Vinpro to SARS Head Office.

SARS has acknowledged receipt of the e-mail (including evidence-based information, as well as the cost-analysis that has been presented to Treasury, during the annual excise presentation in Pretoria) and our plea has been escalated to the **Executive Excise Audit Committee**.

In the interim we will continue with our sound working relationship with DAFF (Product & Quality Control – Wendy Jonker, Stellenbosch) – sharing all doubtful products and even assisting with the laboratory analysis of the said products.

3. Ethical Joint Seal Project

The Wieta Board recently met with the Wine and Spirits Management Committee. During the meeting it was quite clear that the Management Committee was still of the opinion that once a critical mass has been reached (\pm 60% of the annual harvest ethically certified – as per the intent during 2013), an integrated joint ethical seal will come into play.

Vinpro is not protesting against any ethical seal or activities, but merely pointing out that since 2013, the **private initiative (Wieta)** has come a long way and the WSB please need to consult with the broader industry, prior taking any further steps.

It was agreed, that due to the fact that the WSB is driving this initiative, a proper **consultative process** must be followed. To this end Wieta will assist/guide the WSB to draft a document allowing all industry players line of sight to the history, current options and to ensure every stakeholder has the opportunity to share his/her views on the proposal.

In the end the Industry will have to indicate their option and/or leaving the current status quo intact – via the vote of the respective members of the two principals (Vinpro & SALBA).

4. Aware.org.za Commercial Code of Communication

Following the internal/soft launch it is very pleasing to learn the **commitment of Vinpro's members** in this regard – regular enquiries, seeking guidance, verifying interpretation and bouncing-off ideas, as well as implementation at cellar door, tasting rooms, price lists, restaurants, social media and websites. It is of the outmost importance to properly land the commercial code of communication, execute accordingly and illustrate to Government that the Industry have the ability to practice **self-regulation**, without any further amendments to the current Liquor Bill.

The Code must please be treated as a living document, with the content to be viewed as a guideline of minimum requirements (framework) - any entity can do more and/or be creative in promoting responsible drinking.

Small sedan vehicles (courtesy vehicles and no deliveries as such – logo on the door, side-panel or backside) – here we have pointed out the element of tourism/lifestyle activities in the wine industry, oppose to functional delivery trucks. Also with an emphasis on an array of activities that cater for family activities like, cycling, hiking, deli's, restaurants, child-friendly activities, accommodation and *not only* cellar tours or tasting room facilities of selling wine. Hence the important role of smaller vehicles as commercial communication medium - as these family-businesses do not have large marketing budgets to be present on national television, radio, billboards or even retailer leaflets. It is however critical to realise that **no visuals of wine bottles** to be printed on any of these vehicles – the technical team is now in the midst to compile visuals in this regard and more detail to follow in due course.

5. AgriBEE Charter Council engagement

Vinpro hosted the AgriBEE Charter Council to inform them of, amongst other matters, the challenges with measuring **ownership** of wine cellars (this was done after a rare opportunity was taken up to present the industry case to the council at their most recent meeting in Gauteng). Vinpro has contracted a service provider to assist in preparing a **formal submission** to the Charter Council on viable alternatives to the current method of measuring priority elements at cellar level. This is being done at the behest of the charter council chair and deputy. A formal submission will be made within the next month – we will keep you posted.

6. WIETA and Ethical Trade

There still seems to be a number of producers/wineries that are not aware of the full transition to **3rd party auditing** (commenced on the 01/09/2019). It is critical to ensure that all our Vinpro-members are aware of the practical arrangements and to diarise any audits, well in advance – making sure that each production unit is **fully certified** for the 2020 harvesting season (January 2020 until 31 April 2020).

The WIETA Code and Standard, version 3, was adopted in 2016, and is now due for revision in 2019. The review process takes into consideration the latest amendments to South African, international labour, occupational health and safety legislation, recent amendments and additions to the UN and ILO conventions – all in the areas of human and labour rights, as well as global ethical best practice requirements for food and wine supply chains.

Any new amendments to the social code and ethical standards also need to **ensure compliance** with the requirements set out in the Social Supply Chain Initiative (SSCI) guidelines, a new programme under the Consumer Goods Forum (formally known as the GSCP). Consultation around any amendments to the WIETA Code and Standard will further aim to ensure that the standard is **relevant, practical, implementable and sustainable**.

A number of Stakeholder Engagements were completed during August/September. A **HUGE THANKS** to those individuals, wineries and brand owners who took part in these workshops ... your practical input and suggestion are highly appreciated!!

The Vinpro-members are still encouraged to please submit any **further concerns** and/or **practical suggestions** to Wieta. Please make contact with Wieta and/or [visit the website](#) for further information.

7. Women on Farm Project (WFP) // Oxfam

We recently became aware of yet another Oxfam-article (**ban of pesticides**) and video clip that is going around, also referring to WFP. An [industry response](#) has already been circulated in this regard.

You will also recall the allegations of WFP against a number of Stellenbosch Estates during the V&A Wine Festival (**handing out flyers at the entrance**). WCDoA has completed its investigation/visitation to each of the farms and could not find any transgression or truth in the allegations. Following a letter to WFP in this regard, Vinpro will engage with the WFP Management team, including the Department of Labour and Agriculture to be present – discussing both the flyer allegations and call for a total ban on all pesticides, that are already banned in the EU.

8. Directors training

Following feedback from the larger industry and Vinpro Board, we have made contact with some service providers and is in the midst of compiling a **practical one day course**. We need to understand the broader role/accountability of a director ([read this one pager](#)), but also to be clear on the fine line between management (CEO and his team) and the strategic role of a director – as they coin it, *“nose in, hands out”*. We will also soundboard this proposal with a small group of Cellar Directors, prior finalising the content. The planning is to conduct these practical workshops during **May/June 2020**.

9. Local Market/Brand SA Activities

Following from previous local market workshops (**Manifesto and Marketing Plan**), we have met with Platform 5 and is very excited of what is lying in store for brand owners (to be presented in the regions, post the 2020 harvesting season):-

- a) The one day 6-hour workshops will be split in three modules – each containing theory and practical sessions.
- b) The modules are: **Social Media** and **Promotion Campaigns; E-commerce, Influencers and Micro Influencers**.
- c) During the practical sessions the participants will work in groups to create meaningful and real time opportunities to implement learnings from each one of the modules (across their brand, social and digital platform/s).
- d) Guest speakers and leaders in the relevant fields will be presenting content and will also assist in the practical sessions.
- e) Who should attend:- Owner/MD, Social Media Manager, Brand/Marketing Manager, Sales/Trade Manager, Wine Maker, Wine Club Manager and Tasting Centre Manager.
- f) Vinpro will fund the development costs and subsidise a portion of the workshop costs, whilst it will also be a user-pay initiative, at a cost of ± R1500 pp. The x5 workshops will be conducted during **April/May 2020**. More detail to follow in due course.

10. Industry Cultivar Guidelines

The need was expressed at various forums that the industry should formalise **cultivar guidelines** for the medium and long-term. This based on market and consumer trends in the local and global markets, also taking account of uprooting's and plantings over the next 5 years. We believe that this is a much needed exercise, which was not done as part of the original WISE project. It is however common knowledge that producers often plant what is incentivised by price and could thus question medium term guidelines.

A core group with representatives, across the **wine-value-chain**, got together on the 28th August to scope the exercise. We have contracted the services of Jonathan Steyn from UCT to facilitate the discussion and process. More detail to follow in due course.

Soos voorheen genoem wil ek afsluit met 'n paar interessante grafieke, tendense of temas. Dit is tipies die vrae/temas wat ek gereeld hoor in gesprekke, navrae ontvang en ons hier by Vinpro ook gereeld aan die dink hou.

Dit strek vanaf kultivars in verskillende lande/streke, pryspunte op die winkelrakke, internasionale handelsmerke en lande se prestasie, klimaat, organiese wingerde en is bloot 'n poging om vir al die **'Rassies'** onder ons so bietjie van 'n blik te bied op die *ander spanne*, wat ook eersdaags in *Toyota Town* gaan aankom en teen ons gaan kom armdruk om ook op die **hoër pryspunte** en teen **beter marges** te presteer. [Lees meer hier en blaai rustig deur die dokumente.](#)

Ek vertrou jy en jou raadgevers is opgewonde oor die nuwe seisoen en gereed om jou span van **"31-manne/vroue"** te bevestig en regoor die wynwaarde-ketting optimaal te gaan ontplooi.

Tot ons weer gesels ... vreugde en voorspoed,

Christo.