

/ O P E N I N G S E M I N A R

A NEW ERA FOR SOUTH AFRICAN WINES

Carina Gous

WINES OF SOUTH AFRICA Chairperson

1 2 S e p t e m b e r 2 0 1 8

www.capewine2018.com

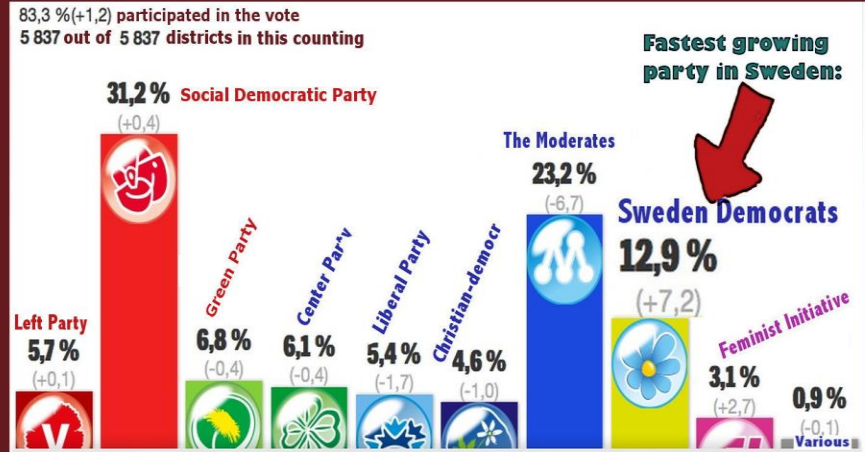
...

CAPEWINE 2018

DELIVERED BY



The world we live in

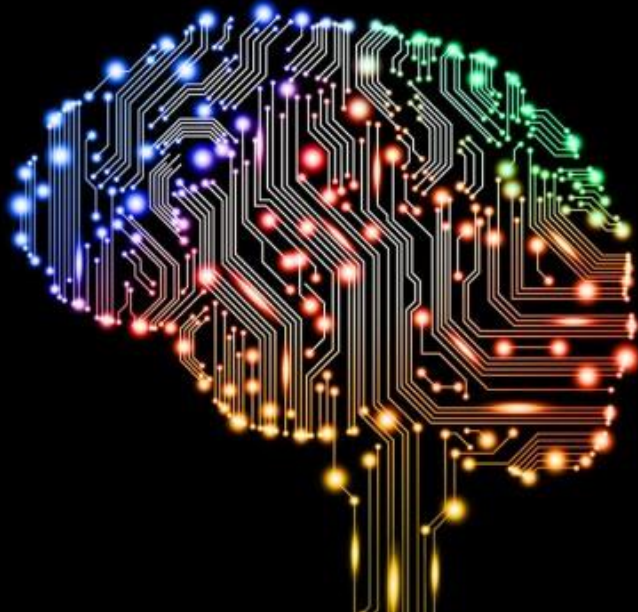


@Professorblogg

Source [in Swedish] Expressen

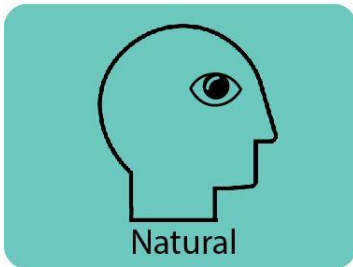


The world we live in



Real World

Digital World



Natural



Mobile



Wearable

Physical Reality

Augmented Reality

Virtual Reality

Closer to home



State of the Industry - How sustainable is our wine industry?



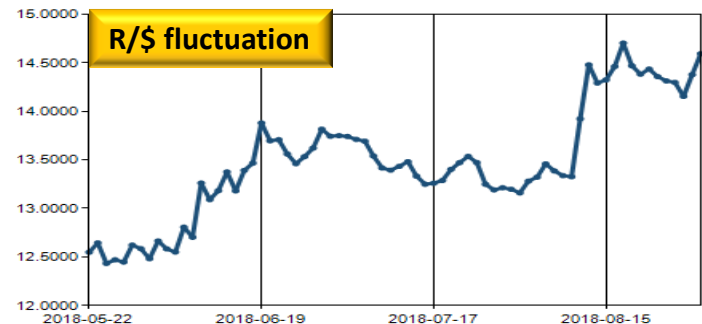
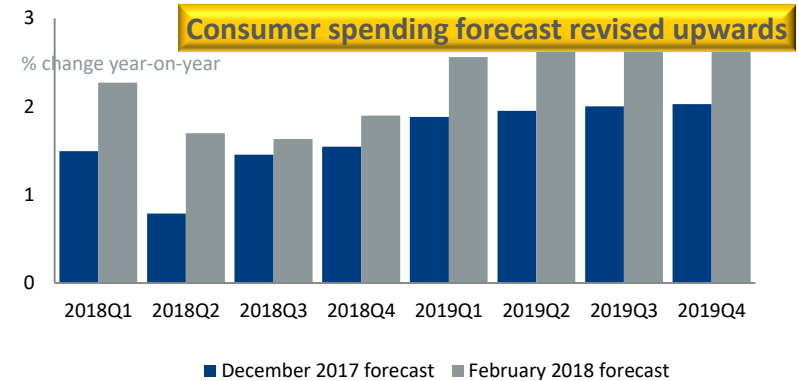
South African Wine Industry – Major challenges



Macro-economic landscape has improved,

but:

- Political uncertainty
- Key policy changes
- Unemployment remains unusually high
- Above inflation excise increases
- Inflation increases
- VAT increase
- Volatility of the rand exchange rate



South African Wine Industry – Major challenges

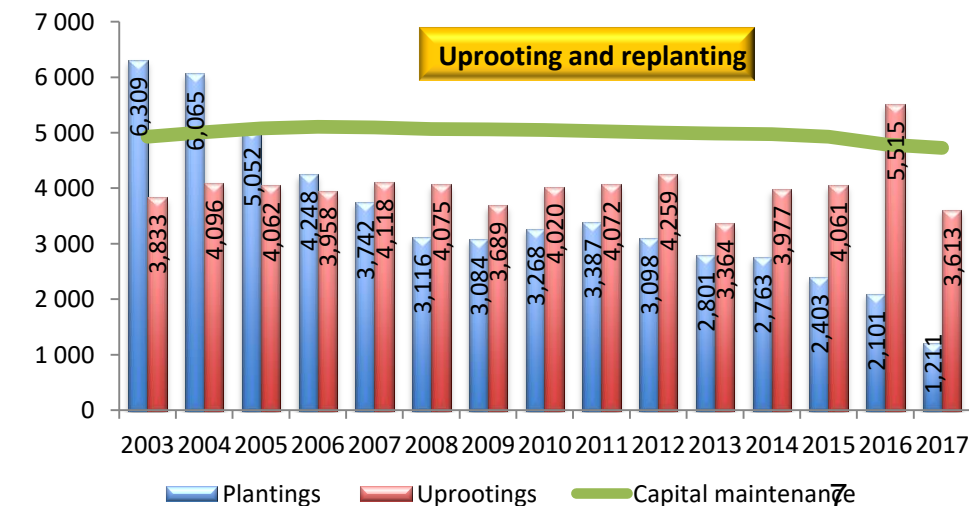
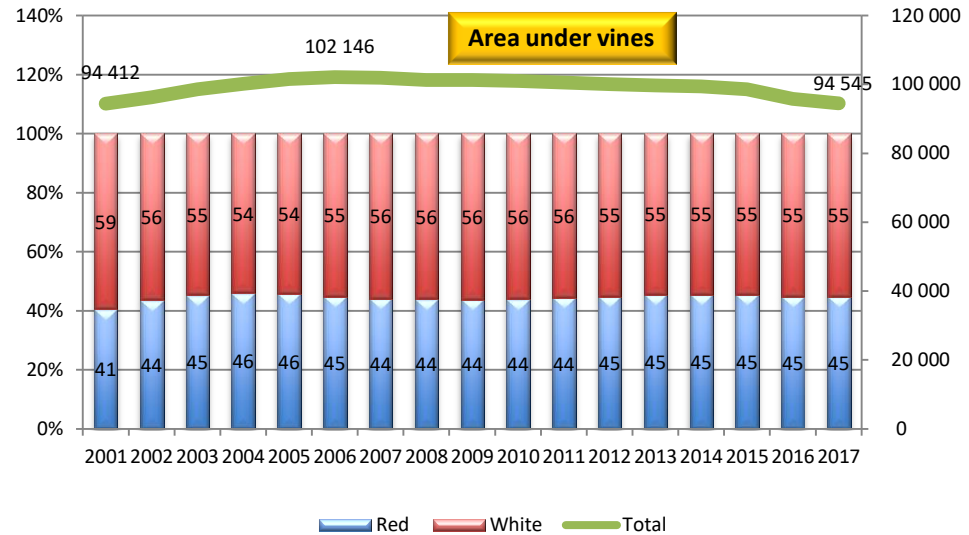


Structural challenges:

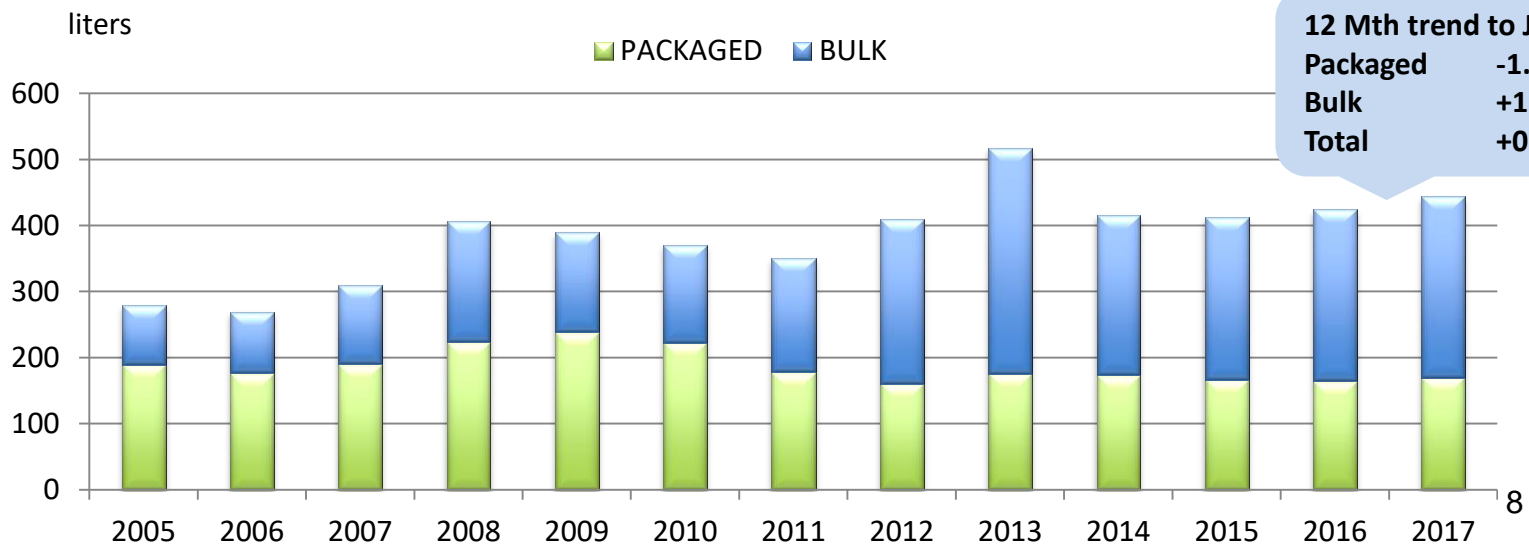
- Profitability under huge pressure
- Primary grape producers declining
- Area under vines in decline with further decline predicted
- Average age of vines increasing
- Bulk vs Packaged exports

Other:

- Water shortage 2017/18
- Global short supply
- Negative global publicity

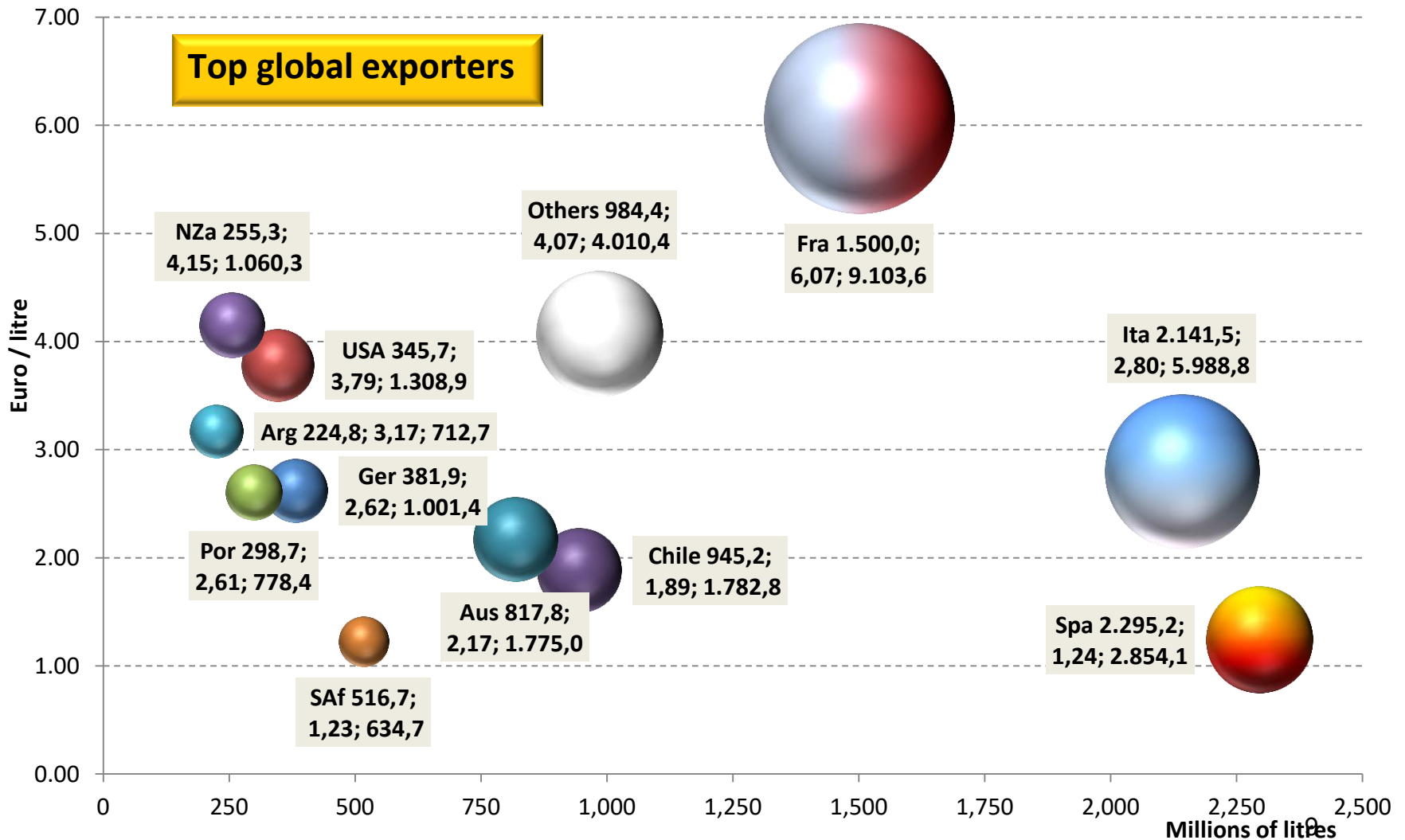


South African Wine Industry – Development of export markets



12 Mth trend to July
Packaged -1.2%
Bulk +1.3%
Total +0.4%

South African Wine Industry – Global competitiveness



South African Wine Industry – Addressing our challenges



*Ensure we are a future fit,
sustainable industry despite
the ever changing
circumstances.*

Sustainability



Sustainability *noun*

UK /səˌsteɪ.nəˈbɪl.ə.ti/ **US** /səˌsteɪ.nəˈbɪl.ə.t̩i/

the **quality** of being **able** to **continue** over a **period** of **time**:

*the **long-term** sustainability of the **community***

environment : the **quality** of **causing** little or no **damage** to the **environment** and **therefore able** to **continue** for a **long time**:

*the company's **commitment** to **environmental** sustainability*

Sustainability



HANNUWA

The gathering of good fortune through living in harmony with the environment in order to nurture and support family and community.

Sustainability



PEOPLE

- Respect for the community that we live in
- Honour the dignity of its people
- Creating an enabling environment for more people to realise their potential

NATURE

- Respect for eco-systems
- Respect for the land as source of life and the sustenance it provides
- Protection of the natural environment for future generations

People



10 REASONS TO HAVE A
vineyard wedding

Currently 300 000 people
employed directly and
indirectly by the industry
Aim to add another 75 000
jobs by 2025



People



People



GRAPES
620,129 tons of wine grapes are ethically produced

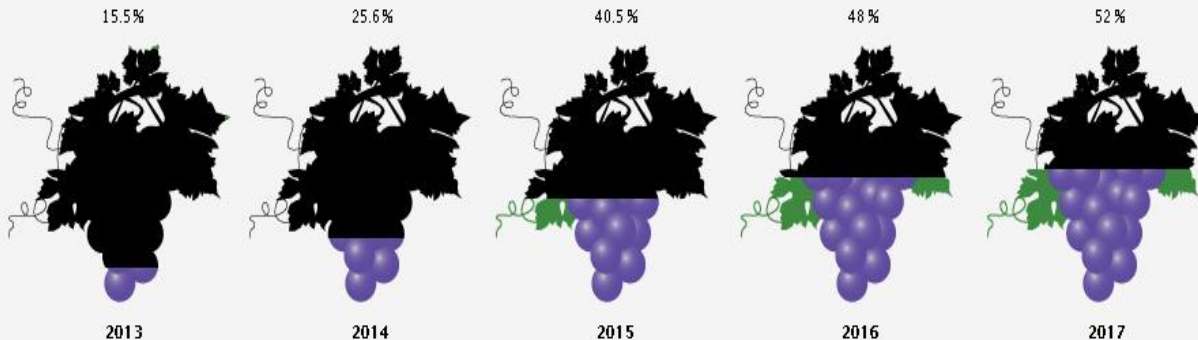


Look for the WIETA seal

PRODUCERS
1401 members committed to ethical production



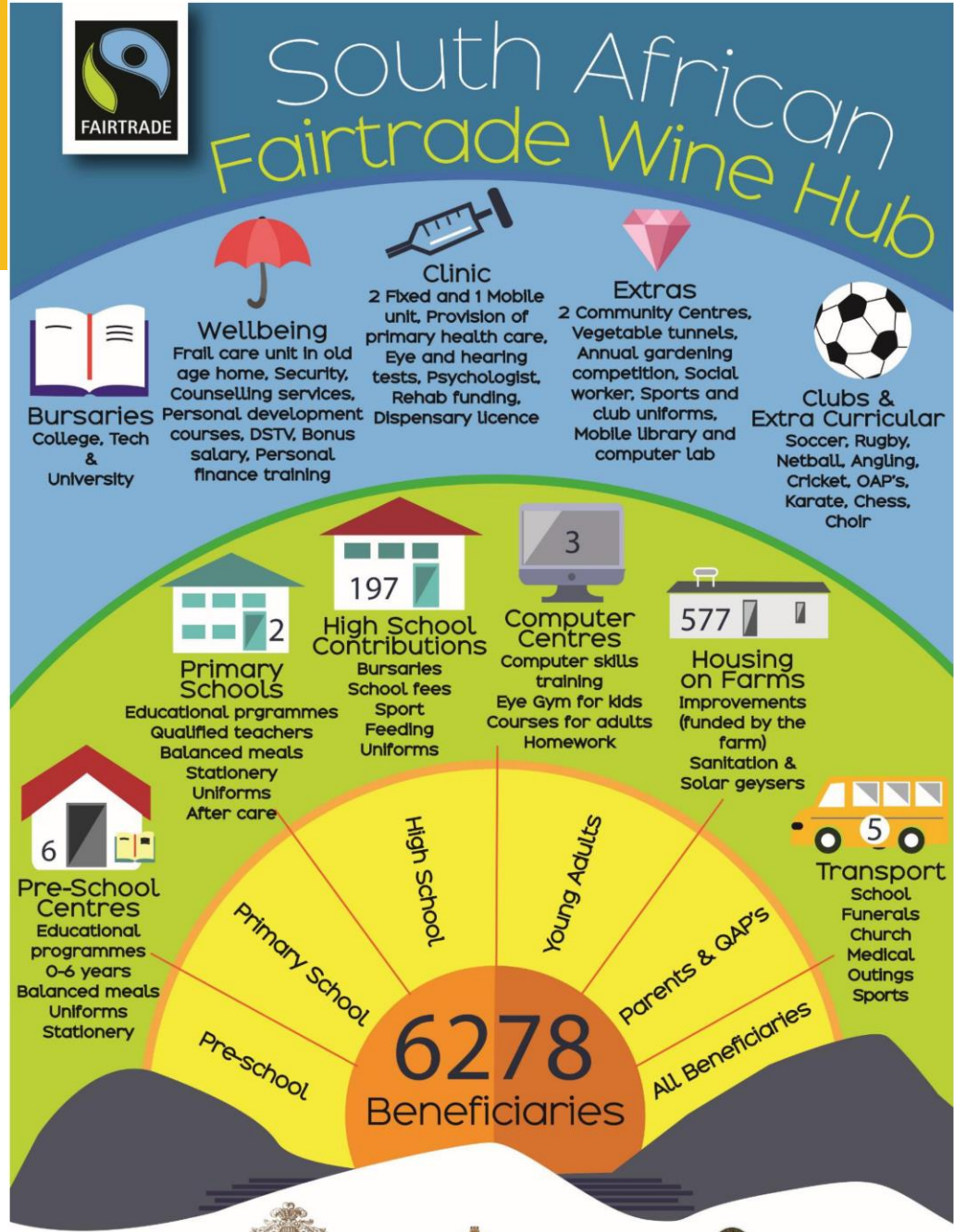
**WIETA ACCREDITED GRAPES OF TOTAL GRAPE PRODUCTION
ETHICAL GRAPE TONNAGE**



People



LAUNCHING TALENT TO BE THE DIFFERENCE



Nature



**INTEGRITY &
SUSTAINABILITY**

Certified

WINE AND SPIRIT BOARD
www.swsa.co.za

**4477
796701**

Quick facts

- **Established in 1998**
- **First vintage certified – 2000**
- **Joint seal - 2010**

Guidelines for farms

1. IPW training
2. Conservation and improvement of farm and vineyard environment
3. Soil and terrain
4. Cultivars and rootstocks
5. Vineyard layout
6. Cultivation practices and nutrition
7. Irrigation
8. Pruning, training and trellising
9. Crop and canopy management
10. Growth regulators
11. Integrated pest management
12. Handling of chemicals
13. Record keeping

Nature



1. Threatened ecosystems
2. Alien invasive species
3. Fire management
4. Corridors and habitat fragmentation
5. Restoration/Rehabilitation
6. Game/livestock management in natural areas
7. Waste management

Nature



CERTIFIED
HERITAGE
VINEYARDS



Working together – Addressing climate change



Working together – Addressing climate change



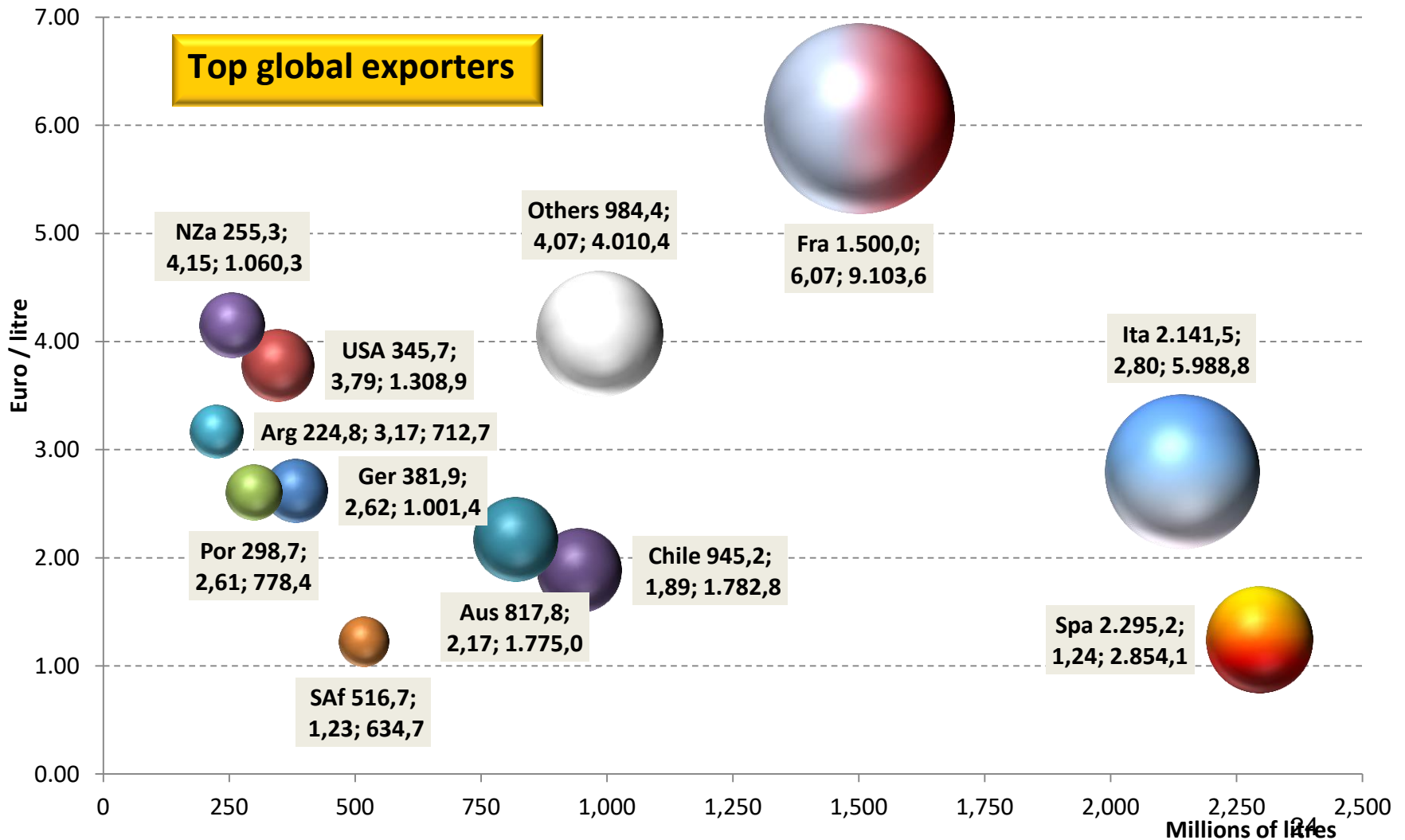
Looking Forward



We will continue to:

- Protect our natural environment
- Minimise the impact of farming and cellar activities
- Continue our transformation initiatives
- Protect and upskill our workers
- Teach life skills and business skills
- Develop our youth
- Invest in technology

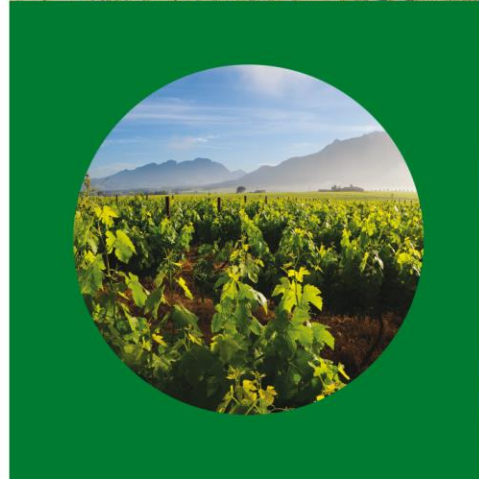
Looking forward



Spirit of UBUNTU

*Loosely, it means
humanity but when
translated directly
means:*

**“I am because we
are.”**



...

CAPEWINE 2018

DELIVERED BY



/ THANK YOU