FAIR TRADE IN SOUTH AFRICA
INTRODUCTION

Since the end of apartheid and the coming to power of the ANC (African National Congress) in 1994, South Africa appears to be the great power of the continent, despite the many difficulties the country is facing: very strong ethnic divisions, urban violence, acute social crises, strong spread of AIDS / HIV, etc.

South Africa is also one of the richest countries of the world in terms of biodiversity; it is a rainbow nation where various populations and ethnic groups live together and it is also the first power of a continent with a future. With its rich potential, this multicultural country is very sensitive to innovation, has a clear desire (particularly among black people) to appropriate concepts and techniques of a more equal modern economy, increasingly pays attention to environmental issues and is aware of the threats to the unique heritage of the country.

These factors explain the variety and richness of initiatives in South Africa’s fair trade.
A PRESENTATION OF SOUTH AFRICA

NATURAL PARADISE

A HISTORY OF TEARS AND HOPES

THE COLORS OF THE RAINBOW

SOUTH AFRICAN ECONOMY
Located at the southern tip of Africa, South Africa borders Namibia, Botswana and Zimbabwe to the north and Mozambique and Swaziland to the northeast. Lesotho is, on the other hand, a landlocked state within South African territory. From the Western Lowlands to the shores of the Indian Ocean, South Africa offers varied landscapes with a wide range of climates: Mediterranean in the Cape region, subtropical on the beaches of Durban, arid along the Atlantic coast and tropical on the plateaus in the north of the country.

This variety of landscapes and climates explains the exceptional natural richness of South Africa and its very diverse flora and fauna. The deserts, savannahs, forests and mountains indeed offer ecological niches for a large number of animal and plant species. In Namaqualand on the Atlantic coast, more than 4,000 plant species are in bloom between mid-August and mid-September1.

Along South Africa’s 3,000 km of coastline live large populations of marine mammals including whales, dolphins, pilot whales and very large colonies of sea lions and seals that mainly originate in Antarctica.

South Africa is the first among 17 mega-diverse countries, which hold the majority of species and are therefore considered the richest in world biodiversity by the World Conservation Monitoring Centre, an agency of the United Nations Environment Programme (UNEP-WCMC).
A HISTORY OF TEARS AND HOPES

From prehistory to colonization

The European history of South Africa began in 1488 when the Portuguese navigator Bartolomeu Dias reached the Cape of Good Hope followed a few years later by Vasco da Gama, who ran along these shores to reach the Indies in 1497. But the history of the southern part of the African continent is much older than that. The first traces of human presence in South Africa actually date back to prehistoric times (40,000 BCE) and reveal the presence of indigenous Khoikhoi and Bushmen. From the sixth century, Bantu-speaking peoples of the Niger Delta settled the present province of KwaZulu-Natal.

The later settlement of Europeans in South Africa dates back to 1652 with the establishment at the Cape of the Dutch East India Company, which was joined in 1688 by two hundred French Huguenots who contributed to the foundation in 1691 of the Cape Colony.

The first contacts between the Boers (the name given to free farmers of French and Dutch origin) and indigenous peoples date back to 1770 and turn quickly to conflict. Thus, in 1779 the first of nine «Kaffir wars» began, that opposed white settlers and their descendants to Bantu populations for nearly a century.

The British Empire

The eighteenth and nineteenth centuries are marked by colonisation of the country by British forces who hunt the Boers from their land and kill them, while in the east, Shaka, King of the Zulus, extends his empire. Confrontations between the army of Her Majesty and the powerful Zulu warriors see the victory of the latter during the famous Battle of Isandhlwana, but British troops eventually impose themselves on tribal lands of Zululand. In 1910, the dominion of the Union of South Africa (which brings together the colonies of the Cape, Natal, Transvaal and Orange) is founded as a parliamentary democracy with considerable autonomy and its own sovereign parliament. Two years later, the African National Congress (ANC) is established. It claims greater participation of black people in the affairs of the country.
The time of apartheid

After the First World War, white nationalists create the Broederbond, a secret society that aims at the political, social and economic promotion of Afrikaners (the customary name for Boers). In subsequent years, nationalist scholars develop a new ideological concept based on the physical and cultural divide between ethnic groups, arguing that bringing communities together would lead to an erosion of identity and heritage legacy of the early settlers of Dutch and French origin.

These theories permeate thoroughly the political cultures of white parties that came to power on the eve of World War II. In 1948, the South African government is implementing apartheid and drastic racial measures are deployed against black people whose rights are removed one after the other. From the 1960s onwards, the South African regime is blamed on the international stage. We are in the Cold War and the African continent is shaken on all sides by the upheavals of decolonisation. Many soldiers and South African mercenaries are involved in the fighting waged by white settlers against black nationalist movements throughout southern Africa.

In 1961, the country severed its last institutional ties with Britain, the Republic of South Africa was founded and South Africa withdrew from the Commonwealth. The ANC is committed to armed struggle by creating a military wing, Umkhonto we Sizwe, one of whose leaders is called Nelson Mandela. He is arrested in 1963 and sentenced to life imprisonment for terrorism.

Assassinations, riots, imprisonments... For over twenty years, the spiral of violence unleashed throughout the country which also suffers from economic sanctions and international policies.

Reconciliation and vuvuzelas

In 1990, the new South African President Frederik de Klerk puts an end to apartheid, legalized the ANC and black parties and ordered the release of Nelson Mandela.

A constitutional transition process is initiated in 1994 which led to the first multiracial elections in the country’s history, which are won by the ANC. Nelson Mandela became the first black president of the country. The South African nation is to deal with its history and in 1995 establishes the Truth and Reconciliation Commission chaired by Archbishop Desmond Tutu, which strongly contributes to easing community tensions. This action, which was demanded by Nelson Mandela, is now considered “one of the cornerstones of South African reconciliation.”

Thabo Mbeki leads the country from 1999 to 2008. South Africa must manage the economic and social consequences of transition to a more egalitarian society and face significant challenges such as resource allocation, the spread of HIV and AIDS, the precariousness of a significant portion of the population and deteriorating infrastructure. In 2009, Jacob Zuma becomes the new president of South Africa and faces many challenges, both political and social.

Despite these challenges, South Africa and the “rainbow” nation enter the twenty-first century with determination.

The first power of the continent gains international recognition particularly with the organisation of the Earth Summit in Johannesburg in 2002 and the Football World Cup in 2010.
South Africa’s legacy is characterized by cultural diversity and ethnic ancestry.

**THE COLORS OF THE RAINBOW**

Accounting for about 80% of the total population (50 million in 2010), the black population is made up of different ethnic groups with Zulu and Xhosa prevailing. The white descendants of the Boers and British settlers represent nearly 10% of the population whereas 9% are coloured and 2% are Indian.

South African business has suffered from the social cost of transition in the 1990s. Mass exodus of white graduates, political allocation of resources, impoverishment and rising crime are among the many problems that have affected the country and explain its decline on several international ranking. Thus, South Africa fell 39 places on the UNDP Human Development Index between 1990 and 2009 and the number of people living below the extreme poverty line has doubled in ten years, reaching almost 9% of the population.

**The scourge**

The political and social transition is not the only cause of problems facing the country. Indeed, South Africa has experienced the full spread of HIV and AIDS, which primarily affects productive generations.

Both in number of deaths per year and in number of people living with HIV, South Africa suffers most in the world with nearly 350,000 deaths each year and nearly 5.7 million people infected, or nearly 20% in the age category between 15 and 49. The human and social consequences of this scourge are immense. Not only has the average lifespan dropped in recent years but the age pyramid is upset with a weakened adult population and tens of thousands of orphans in the care of their grandparents. The economic burden of the pandemic is also very heavy. The health system is unable to bear this burden that is often borne by families or social organisations that try as best they can to support those affected.
Since 1994 and the end of apartheid, successive governments have maintained the directions taken so far and opted for economic liberalism tempered by strong state involvement. The state’s functions are to regulate the economy, to rebalance the distribution of wealth and protect the most vulnerable social groups. Despite major social problems and the burden of the AIDS pandemic on the productive economy of the country, the growth rate of South Africa stood at about 4-5% annually for nearly 30 years before falling to -1.8% in 2009 due to the financial crisis of 2008. The figures for 2010 and 2011 show a marked recovery.

END OF ECONOMIC APARTHEID

Since the election of Nelson Mandela in the early 1990s, the South African government supports greater and fairer representation for the black majority in the country’s economy. To achieve this goal and make the end of apartheid a reality, a major Black Economic Empowerment (BEE) programme was launched and affirmative action for blacks were adopted such as requiring companies that respond to tenders to submit a capital structure shared between black and white. Overall, these actions have borne fruit and a black middle class emerged relatively rapidly in South Africa. These provisions, however, did not have only positive effects. Indeed, combined with the growing insecurity, these measures have pushed more than one million white South Africans, among the most qualified, to move to Australia, Britain, Israel or the United States, which caused an immediate shortage in some key sectors such as engineering, health and education. Since 2005, South African governments have tried to correct the unfortunate effects of the affirmative action policy by seeking to encourage the return home of these expatriates.

TREASURES OF THE EARTH

In terms of valuable mineral resources, South Africa is one of the richest countries in the world. Indeed, the country is the second largest producer of gold, the fifth producer of diamonds, the first producer of platinum (holding 75% of known reserves) and it holds other minerals that are in high demand on international markets (uranium, copper, nickel). Despite these riches, over the past few years the South African mining industries had production problems due to weaknesses in the energy sector which is struggling to meet the needs of the mines (especially because of power production blackouts).
Thanks to a technically efficient irrigation and engine system that was put in place throughout the twentieth century, South Africa is a net exporter of food products in many fields (maize, wool, fruit, wine, sugar, peanuts and tobacco). But, as elsewhere in the national economy, this sector is experiencing disruptions related to the transition to a fairer multiracial society.

In fact, given its importance in terms of employment but also in symbolic terms, the agricultural sector quickly became a central concern of post-apartheid governments who were anxious to ensure a better distribution of resources. Based on the principle of restitution of land taken from black farmers since 1913, the agrarian reform plan adopted in 1994 (Broad-Based Black Economic Empowerment) provided to buy 30% of arable land from white farmers by 2014 and to return them to the descendants of dispossessed black farmers.

However, until today, only about 5% of arable lands have been redistributed to nearly a million and a half black farmers, while 60,000 whites still own and manage 80% of land. This has forced authorities to postpone the initial objectives of the programme to 2025.

Frustrated by these delays, some black farmers and activists would like to use the policy of forced and brutal expropriation introduced by Robert Mugabe in Zimbabwe, despite the disastrous economic and social consequences of this authoritarian and counterproductive policy. The South African authorities are now facing difficult choices:

- How to serve justice for the descendants of dispossessed black farmers (and avoid the emergence of a politicized and violent «Landless Movement») while maintaining its current level of agricultural performance (among which, the skills of a mainly white technical workforce)?
- How to ensure an acceptable transition for all parties without compromising the effectiveness of the system?
- How to avoid a brain and skills drain as the one experienced by Zimbabwe, which must now deal with a neglected agricultural system, condemnation of the international community and poverty of its population?

These are the questions to be answered by the South African government.

As discussed in the following pages, fair trade offers very interesting answers to these questions.
FAIR TRADE

THE ORIGINS OF FAIR TRADE

WHAT IS FAIR TRADE?

APPROVED AND INTEGRATED INDUSTRY

AFRICAN FAIR TRADE ORGANIZATIONS
Fair Trade was born from a simple observation: The wealth gap between the populations of the richest countries and the poorest countries is not getting any narrower despite the amounts invested in development aid.

THE ORIGINS OF FAIR TRADE

Wars, natural disasters, failing infrastructure and corruption are among the causes of this imbalance; however, structural economic problems also play a major role. Speculation in raw materials, the debt spiral, subsidised competition from producers in industrialized countries; all these mechanisms constitute obstacles to the sustainable growth of the poorest countries that are unable to control their development.

Although these commercial inequalities have been apparent since the nineteenth century (in particular with the publication in 1860 of the novel Max Havelaar by the Dutchman Eduard Douwes Dekker), it was only in the post-war years that the first fair trade project appeared, promoted by US and British organisations (Ten Thousand Villages in the US and Oxfam in the United Kingdom).

It was in 1964, at the United Nations Conference on Trade & Development (UNCTAD), that the concept of fair trade was defined for the first time with the founding principle of “Trade, not Aid”.

The first fair trade shops opened in Europe in the 1960s, while the cooperatives and producer associations who were to benefit from these fairer trading exchanges, initially in crafts and agriculture, were being set up in developing countries.
WHAT IS FAIR TRADE?

In 1999, the main international organisations for fair trade (the World Fair Trade Organisation (WFTO), Fairtrade International (FLO) and the Network of European World Shops (NEWS) agreed on a common definition:

“Fair trade is a trading partnership, based on dialogue, transparency and respect, which seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers – especially in the South.

Fair trade organisations, backed by consumers, are actively engaged in supporting producers, awareness-raising and campaigning for changes in the rules and practices of conventional international trade.”

In practice, fair trade guarantees producers in the poorest countries more remunerative purchase prices than world prices as well as relative price stability and the establishment of favourable payment periods and terms (and the possibility of advance financing), which means small farmers and craftsmen are no longer obliged to virtually give away their products or resort to loan sharks.

The fair price must cover all costs, including environmental costs, and guarantee the producers a decent standard of living.

In addition, buyers of fair trade undertake to pay additional premiums that are used for productive investments and/or social programmes (literacy, access to care, etc.).

To support the implementation of this economic system, these organisations list 11 main principles to be respected:

1. Creating opportunities for economically disadvantaged producers
2. Transparency and accountability
3. Capacity building
4. Promoting fair trade
5. Payment of a fair price
6. Commitment to gender equity and to freedom of association
7. Providing decent working conditions
8. Preventing child labour
9. Protect the environment
10. Encouraging trading relations based on trust and mutual respect
11. Promoting respect and the dissemination of cultural identity in valued products and production processes (new principle)
Since 1988 and the creation of on the one hand the WFTO, the World Fair Trade Organisation (called IFAT, the International Fair Trade Association until 2009) and on the other hand the launch of the Max Havelaar label, two main fair trade regulation systems have emerged and coexisted: the ‘integrated’ system (in particular WFTO and EFTA – the European Fair Trade Association) and the ‘labelled’ system (in particular Fairtrade Max Havelaar).

THE LABELLED SYSTEM AND THE INTEGRATED SYSTEM

The main characteristic of the historic method of fair trade organisation, the integrated system, is the fact that all the players participating in the creation and marketing of the product (producer, processor, importer and points of sale) are committed to fair trade and comply voluntarily with its principles.

With its 400 member fair trade organisations (most from the South) representing all the links in the fair trade sector (producers, processors and distributors), the World Fair Trade Organisation (WFTO) has been regarded since its creation in 1989 as the main coordinator of organisations in the integrated system.

Recently, the advocates of this model have started developing a system that would enable these production chains to be formally certified (see below). Specifically, compliance with this voluntary WFTO Fair Trade System standard certifies that an organisation has established a set for good social, economic and environmental management practices and procedures.

The labelled system relies on the certification of the marketed product. The businesses producing these products undertake to comply with defined specifications and to source their products from organisations of producers in developing countries (often cooperatives) who have been approved by the labelling organisation, an independent organisation that certifies the compliance with the criteria of the label.

The labelled products can then be marketed at any point of sale, including conventional supermarkets. The Fairtrade label is the best known among labels, but there are also others (namely Fair for Life, Fairwild, Ecocert EFT, Naturland Fair) with their own approach or logic.

The coexistence of these two systems illustrates the existence of different concepts of fair trade, pertaining in particular to the type of relationship to be established with the private economic players (multinationals, supermarkets) and to differing views on development (and denunciation of international trade) on the one hand, and a business outlook based on voluntary commitment, on the other.
The fair trade organisations in Africa are mostly brought together under umbrella organisations that represent them internationally.

AFRICAN FAIR TRADE

COFTA

The Cooperation for Fair Trade in Africa, COFTA, was founded in 2004. It is the regional chapter of the World Fair Trade Organisation (WFTO). On this account, the African organisation, headquartered in Nairobi, Kenya, brings together and represents the producer members of the WFTO in 24 countries of the continent, which are mainly active in handicrafts (80% of the network) and aim at eliminating poverty through fair trade.

Since its establishment, COFTA has fought for a strong and independent continent by strengthening the technical and commercial capacity of African smallholders and by developing new markets. Along with coffee and fruits, crafts were one of the first sectors to benefit from fair and sustainable trade. The attention paid by major organisations of the sector to traditional know-how and heritage has long provided support to social initiatives in developing countries.

But the fair trade market for crafts has evolved and, with less than 20% of the market share, the African crafts(wo)men are experiencing a continuous decline in their income, whereas Asian and Latin American producers see steady growth. Such is the finding of COFTA, which points among the specific causes of this crisis, to the difficulties encountered by the African producers to meet quality and performance standards (deadlines, volumes and prices) imposed by importers, as well as the fact that the main fair certification systems are inadequate for the African realities.

COFTA and the WFTO Fair Trade System

In response to requests from many of its members around the world (including Africa), the WFTO has developed its own certification system, the WFTO Fair Trade System, described as “a comprehensive, effective and light certification system, designed to transform any economic activity into a fair and sustainable activity.”

This new certification has some obvious advantages for cooperatives, value chains, enterprises and associations of producers in developing countries. Indeed, unlike the Max Havelaar Fairtrade label (for example), it applies to the entire organisation and all its products and services. It should allow targeting both local markets and export markets. After a successful audit, conducted by an independent third party, the product sold by the certified organisation may bear a label certifying that its origin and production are consistent with the principles and practices of fair trade.

The World Fair Trade Organisation has launched an international consultation procedure to clarify the criteria for this new certification system, which is in its second version now. The finalisation of the WFTO Fair Trade System depends on recommendations made following pilot studies in Asia, Europe, Africa and Latin America.
In Africa COFTA steers the design work for the new WFTO Fair Trade System certification. To do this, the fair trade organisation has set up an integrated work programme to raise awareness among African producers to project issues, to contribute to trials planned by the World Fair Trade Organisation and to support the first organisations that wish to start in this process.

The programme is first implemented in five African countries (South Africa, Tanzania, Uganda, Rwanda and Senegal) through case studies that will eventually qualify the needs of craftsmen and producers.

With the support of BTC’s Trade for Development Centre

This large-scale mission entrusted to COFTA is part of a project that is supported by the Trade for Development Centre of BTC, the Belgian development agency. The stakes are major. Indeed, the African organisation wants to ensure “support for the African producers who without a voluntary programme to improve their competitiveness will be left far behind and will lose an even larger market share. Moreover, certification requires producers to invest resources that are not available to most small producers in Africa.”

The goal of the project supported by COFTA is clear: to ensure that African producers take up the new certification system. To do this, COFTA must raise awareness and identify the specific needs of African producers so the WFTO take their needs into consideration in the final stages. Afterwards COFTA will have to deploy and coach technical support structures across the continent for small producers who want to start the certification process.

With the financial support of BTC COFTA can carry out all programmed activities: identification of organisations of artisans and producers wishing to evaluate the new certification system, conducting workshops in the five countries selected, assessment of the activities, presentation of recommendations made by the producers at WFTO conferences, preparation and implementation of a first series of training session for interested groups.

The project can meet these challenges. This is to give African producers and artisans technical and commercial instruments that will enable them to become part of the vast progress that fair and sustainable trade is witnessing today.

“Our vision sees a continent that is stronger thanks to fair trade. COFTA considers fair trade a movement in which the African crafts(wo)men and farmers can together undertake to access a sustainable and dignified life.”

COFTA

To know more about it:
www.cofta.org
www.befair.be
wwwbtcctb.org
FAIRTRADE AFRICA

Founded in 2004 in Addis Ababa in Ethiopia as the Africa Fairtrade Network (AFN), Fairtrade Africa is the independent organization that represents all producers Fairtrade (FLO Max Havelaar) in Africa.

As such, Fair trade Africa has the essential function of bringing the producers of the governing bodies and International Fairtrade Certification. Fair Trade Africa is a member of Fairtrade International, the world body that combines three continental networks of producers (Fairtrade Africa, CLAC Latin America and the Caribbean and Asia NAP) and 21 labelling initiatives across Europe, Japan, North America, Mexico, Australia and New Zealand.

Fair trade Africa operates through three regional networks: Fair trade Network of East Africa (Eastern Africa Fair trade Network - EAFN) based in Moshi, Tanzania, the Fair trade Network of West Africa (West Africa Fair trade Network - WAFN) based in Accra, Ghana and Southern African Fair trade Network (Southern Africa Fair trade Network - SAFN) based in Cape Town in South Africa. A new regional network should be established soon in North Africa.

For more information:
www.fairtradeafrica.net

THE NETWORK OF SOUTHERN AFRICA FOR FAIR TRADE- SAFN

SOUTHERN AFRICAN FAIRTRADE NETWORK

The Southern African Network for Fair Trade (Southern African Fairtrade Network SAFN) is the regional body representing Africa Fairtrade (Fairtrade and International) from producers in countries of southern Africa.

The main objective of this structuring is therefore to reconcile the different levels of decision and provide communication both vertically (international bodies to producers and vice versa) and horizontally (between certified producers).

As a regional organization, the Southern African Network on Fairtrade brings together national networks of certified producers in Malawi, Zimbabwe, Madagascar, Mauritius and South Africa (South Africa Fairtrade).

For more information:
www.safn.org.za
FAIR TRADE IN SOUTH AFRICA

With a legacy of close ties with Europe, South Africa has a very particular profile in terms of fair trade, which is unique in the world for several reasons.

“With Fairtrade I feel I have the power to stand up for my rights, and the benefits are felt by the whole community”
Flora - Farm Worker.
At the international level, fair trade is schematically structured around two main systems, the labelled system and the integrated system.

The labelled system, which is especially represented by Fairtrade International and its famous Max Havelaar logo is commercially very visible. It is a vertical system, with a world body (which includes certification agencies) to continental (Fairtrade Africa, for example), regional (Southern African Fairtrade Network) and national representations. In most developing countries, these national organisations are to facilitate the exchange between different levels and provide frameworks for the implementation of the Fairtrade labelling process.

Although more decentralized, the integrated system has a quite similar structure. The World Fair Trade Organisation (WFTO) is represented at the continental level by specific instances (COFTA for Africa for example) that support the creation of national networks (such as network KEFAT - Kenya Federation for Alternative Trade in Kenya).

Generally, the two historical systems of fair trade (the labelled and the integrated system) coexist without real cooperation between actors from either of the fair trade systems.

In South Africa, all actors from both systems created Fair Trade South Africa in 2005, establishing an umbrella organisation to coordinate their activities around a common vision of a «South African fair trade movement that is to ensure justice, equity and sustainable livelihoods for farmers and local workers.»12 This cooperation between fair trade actors in South Africa is also evidenced by their physical home, The Fair Trade House, which hosts most of the member organisations.

The organisational capacity displayed by all fair trade instances in South Africa has certainly helped make this country host to a large number of competent national, regional and continental bodies (COFTA and the Southern African Fairtrade Network - SAFN).

The country has also another peculiarity. Indeed, within the Fairtrade (FLO) Fairtrade Label South Africa (the South African organisation responsible for uniting, representing and assisting producers whose products are certified by FLO-Cert) is the only national organisation originating in the South that is also recognised as a Fairtrade Marketing Organisation and, in addition, an Associate Member of International Fairtrade.

The institutional weight and the network of these actors explain the importance acquired by South Africa in the fair trade sector globally. This rise is reflected also by an explosion in sales volume of fair trade products from South Africa, which rose from 5.7 to 18.4 million rand between 2009 and 201013.
FAIR TRADE PARTNERS IN SOUTH AFRICA

Chosen land of fair trade, South Africa is home to many competent organisations in this field. Beside COFTA, Fairtrade Africa and the Southern Africa Fairtrade Network (SAFN), which have offices in South Africa, the following actors are also present in the country:

Fair Trade South Africa

Founded in 2005 as an umbrella organisation for all fair trade organisations in South Africa, Fair Trade South Africa positions as a platform for information and support for producers and workers in all sectors of activity.

The strategic objectives of the organisation are clear:

- Supporting and strengthening the Fair Trade movement in South Africa
- Facilitate access to national and international markets for certified producers
- Contribute to producer support projects

To achieve these objectives, the organisation puts in place actions and programs of different types:

- Awareness-raising activities for producers, workers and the general public on fair trade
- Promotion of South African fair products and services at local and international events that it organises or participates to
- Creation and animation of partnerships with local governments, support organisations and educational institutions
- Informing and establishing networks of fair trade actors in South Africa

Rewarded by the Trade for Development Centre

In September 2010, Fair Trade South Africa and Fairtrade Label South Africa won the South-South Be Fair Award, which is awarded by the Trade for Development Centre of BTC during the Fair Trade Week. The award recognizes the best South-South fair trade organisation.

For more information:
www.fairtrade.org.za
www.befair.be
**Fair Trade Label South Africa**

Based in Cape Town, Fairtrade Label South Africa is the agency that promotes and manages Fairtrade Labelling programmes in South Africa. In addition, since 27 April 2009, Fairtrade Label South Africa is the first national organisation from the South that is granted the status of organisation promoting fair trade (Fairtrade Marketing Organisation). As such, it has the right to use the Fairtrade label in South Africa and manages a significant share of revenue generated by labeling.

More than sixty groups of producers (representing approximately 12,500 workers) are Fairtrade labelled in South Africa and members of Fairtrade Label South Africa, including:

- Bean There (Coffee)
- Heiveld Co-operative (Rooibos Tea)
- Ukuva iAfrica Foods (Spices and sauces)
- Vuki Farming, Citrusdale-Bergendale (Fruits)

For more information:  
www.fairtradelabel.org.za

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**Fairtrade and economic transition in South Africa**

A special representation of Fairtrade International was established in South Africa with the aim of establishing conformity between the Fairtrade product standards and the principles and rules of the BEE (Black Economic Empowerment Act) Government Programme, which supports larger and fairer representation of the black majority in the country’s economy.

The legal provisions of this programme include the obligation for companies and cooperatives to give more prominence to black workers in their capital and in the higher levels of their organization (top management and technicians).

To ensure the integration of these affirmative action measures in the specifications of Fairtrade certification (and thus ensure the latter’s compliance with the social goals of economic policy in South Africa), in 2007, the special representation of Fairtrade International in South Africa had to change the Fairtrade certification criteria, which are internationally recognized, and to compose standards specifically designed for organisations of South African producers.

Composed of three coordinators in permanent positions and representatives of the certification body FLO-Cert, the task force of Fairtrade in South Africa is therefore to adapt the missions’ certification standards for these specific legal South African and ensure their proper application in partnership with national and regional organizations.
**Fair Trade in Tourism South Africa**

Based in Pretoria, Fair Trade in Tourism South Africa is the first national organisation dedicated to promoting fair tourism in the world.

It is a member of the Bureau of Fair Trade South Africa. Fair Trade in Tourism South Africa’s mission is to develop fair tourism and to support social tourism operators in all branches of tourism (hotels, restaurants, tour operators, etc.).

**Association for Fairness in Trade**

Founded by small producers and workers who were members of Fairtrade certified cooperatives, the Association for Fairness in Trade presents itself as an independent association of beneficiaries of fair trade in agriculture. These small producers and workers from certified Fairtrade farms considered themselves uninformed and too isolated from each other and created AFIT in 2005 to exchange experiences, share information and have a network of mutual support and solidarity.

The association, which has set itself the goal of representing and defending the interests of farmers and workers producing for the fair markets, initiated many economic and social initiatives for its members. It also intends to be perceived as the voice of small fair trade farmers with national authorities but also with communities and public instances.

*For more information:*

www.emg.org.za

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**The WFTO Fair Trade System of the World Fair Trade Organization (WFTO) in South Africa**

Currently, the World Fair Trade Organisation (WFTO) is developing its own certification system, the WFTO Fair Trade System. As a regional chapter of the worldwide organization, COFTA (Cooperation for Fair Trade in Africa) pilots the implementation of this new certification as part of experimental programmes initiated in five African countries, including South Africa.

In May 2009, a first workshop was organised by the COFTA office in Cape Town, with eight members of the African organisation attending: African Home, Streetwires Artist Collective, Ukuva iAfrica Foods Waxit Pty Limited, trading Turqle, Umtha Jewellery, Township Patterns and Designs AMWA.

On this occasion, the technical details (procedures, evaluation criteria, etc.) of the new certification system were presented to participants.

They have shown keen interest in the project and the eight cooperatives and producer organisations are all committed to submit detailed work programmes and a description of actions to be implemented to meet the specifications developed by the World Fair Trade Organization.
FAIR PRODUCER ORGANIZATIONS IN SOUTH AFRICA

ROOIBOS TEA
FRUITS AND VEGETABLES
SPICES
COFFEE
WINE
CRAFTS
AGRICULTURAL FAIR TRADE IN SOUTH AFRICA

With nearly a million workers and good technical infrastructure, the agriculture sector contributes significantly to the economic and social development of South Africa. The country is a net exporter of many agricultural products (fruits, wine, sugar), yet it goes through the difficult transition to post-apartheid and has to manage the redistribution of land and resources desired by the governments of Nelson Mandela, Thabo Mbeki and Jacob Zuma.

Formalized as part of the BEE (Black Economic Empowerment Act) agricultural programme, the strategy of the government plans to redistribute about 30% of arable land to the descendants of dispossessed black farmers by 2014. But these (very ambitious) objectives have not been met and the South African agricultural sector is still largely in the hands of white farmers who own land but, more importantly, retain control of technical and production infrastructure.

On this issue too, fair trade offers remarkable opportunities.
Consumed for centuries by indigenous people, rooibos (“red bush” in Afrikaans) is an endemic plant of the family of wild acacia, which grows only in South Africa on the Cederberg highlands of the north-western Cape.

Although cultivation has been attempted in other parts of the world with similar climates, only this dry and windswept region seems to be able to foster this shrub with its fine yellow flowers.

Traditionally, rooibos leaves are fermented and sun-dried before being consumed as teas. Its sweetness and nutty flavour make the beverage much appreciated in South Africa where it is often drunk with milk and sugar or combined with fruit flavours or spices.

Although its properties have not been clinically proven, rooibos has many medicinal characteristics in the treatment of asthma, allergies, insomnia, colic or eczema. Studies of this emblematic South African plant showed it is rich in antioxidants and high in polyphenols, which is why it is used today in the cosmetic industry for the manufacture of nourishing care products.

In the 1930s, white farmers developed the cultivation of this plant to meet South African and, to a lesser extent, European needs.

During apartheid, a rooibos board was established to support the marketing of this new product, while its cultivation was forbidden to the descendants of indigenous people, who are excluded and marginalized in their ancestral territories. Discriminated because of their colour, these people were kept out of all development opportunities throughout the colonial period and during apartheid.

In recent years, the rooibos business has strongly grown in northern hemisphere markets (in Germany, the Netherlands and Japan in particular) but the revenue generated mainly benefits exporters and retailers instead of the farmers who grow the plant.

Moreover, even today, 95% of the national production comes from large farms where the owners are white and the cheap workforce is black. Faced with this situation, fair trade projects have emerged in this sector. And “small cooperatives like Heiveld Coop, based in the outskirts of Nieuwoudtville in the Northern Cape and Wupperthal in the Western Cape, have made considerable efforts, in partnership with international fair trade organisations, to establish themselves as high-quality organic and fair producers,”

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COOPERATIVE HEIVELD

From the underground to fair trade

Officially founded in 2001, the cooperative Heiveld is the result of a collaboration initiated almost clandestinely during apartheid by 14 small black and coloured farmers from Suid Bokkeveld at a time when production and marketing of rooibos was exclusively reserved to white farmers.

For its formal establishment as a cooperative, the organisation was supported by European and South African NGOs with which it prepared for the organic and fair certification. Social aspects and solidarity are at the heart of this community development project. Consequently, the statutes of the organisation state that 30% of the profits of the cooperative must be paid to the members of the community who have been discriminated against because of their race or gender or must be invested in projects to integrate these men and women who have been excluded from the economic system. The community adopts a participatory model for decision making and establishes a global production value chain, from cultivation to export through processing and product packaging.

The first certified rooibos production chain

These various challenges are resolved expeditiously and, two years after its establishment, the cooperative is the first fair (Fairtrade) and organic certified organisation for rooibos.

The revenue generated by sales to importers of fair trade (including Alter Eco and Claro) and development premiums obtained enable the organisation to grow, to welcome new members and to invest in economic and social projects.

For instance, in 2006, the highlands cooperative installs a first processing unit, whereby it circumvents the service of large neighbouring landowners and appropriates control of the entire production chain, including the stages that add most value. The officials of the cooperative are very committed to the environment and to protection of biodiversity and soon install solar panels and rainwater reservoirs.

Benefits of certification

The efforts of the cooperative since its establishment in 2001 have borne fruit. Producers’ incomes have increased tenfold and many development projects have been completed. In addition to the processing unit, the cooperative, which today has 60 members, has built new sites for drying and storage. A plan to protect wild rooibos trees was established to conserve local biodiversity.

Fair trade and organic positioning is at the core of the Heiveld cooperative project, which in addition to Fairtrade International certification obtained Naturland certification in 2010, which ensures the fairness and sustainability of the entire chain of production and distribution.

Investing for humanity and nature

The social benefits of dual (fairtrade and organic) certification are remarkable. Development premiums were used to establish and equip schools and a training programme for women in the community was implemented by which they were able to appropriate the economic project of the cooperative. They created and produced boxes and bags for packaging rooibos after processing.

Environmental issues are also taken into account in the projects of the cooperative especially since there is seems very vulnerable to climatic changes as was highlighted in studies conducted after the drought that hit the region in 2003. Also, with the help of the South African NGO EMG (Environmental Monitoring Group) which has accompanied the cooperative since its establishment, an action programme was set up to create windbreaks and improve the management of runoff water.

The efforts made by the cooperative in terms of environmental protection and biodiversity have earned it a spot among the 12 finalists in the World Challenge programme of the BBC, which recognizes outstanding small organisations for their ability to mobilize field operators around innovative projects.

For more information:
THE WUPPERTHAL COOPERATIVE

Founded by German Protestant missionaries from Moravia in 1865 on the heights of the Cederberg Mountain, the Wupperthal community was formed in the second half of the nineteenth century by welcoming families of former slaves that were freed after the abolition of slavery in 1838.

In 1998, the missionaries retired and entrusted their facilities to local workers who organise themselves into cooperatives to produce and sell rooibos, the amazing plant that grows only in this region. Soon, farmers who operate on these lands are engaged in a certification process and adopt fair rules of democratic and egalitarian distribution of resources and income. In 2005, the Wupperthal peasant organisation, officially the “Wupperthal Organic Farmers Association” (Wofa), obtained official recognition from public authorities along with its fair trade (Fairtrade) certification. Meanwhile, officials of the organisation, aware of the challenge to obtain European fair trade certification, got involved in the creation of the Association for Fairness in Trade (AFIT) whose objective is to better represent small certified farmers within the national, regional as well as international fair trade institutions.

Today, more than 150 families live from the production and trade of rooibos in the Wupperthal region. Fair trade and organic certification obtained by the cooperative allowed black and coloured member farmers of the organisation to significantly increase their income and to start buying back the land from the former mission of the Moravian Church.

Productive investments were also made to acquire the necessary technical equipment for processing and bagging leaves of rooibos. As in any development project based on the fair certification of a local value chain, the Wupperthal community has reinvested a significant portion of its revenues in social projects aiming at the welfare of the people of the region. Thus, the resources generated (that is, ultimately, the reward of hard work) not only allowed families to purchase the land they cultivate but also to equip schools in the region and increase the number of school-going children.

For more information:
www.ethiquable.coop
www.claro.ch

Much land in this isolated region still belongs to the Moravian church, which openly opposed segregation under apartheid and provided support to black and coloured populations that consist of descendants of slaves and Khoi-San native tribes.
For fruit and vegetables, South Africa is a giant on the continent as it produces large volumes and is a net exporter. The main crops are grapes, citrus fruits, sugar, tea, apples and pears.

**FAIR TRADE AND FRUITS AND VEGETABLES**

It is also a sector in which fair trade is most developed; particularly through the support of major national and international operators.

The importance of agriculture in terms of employment, its potential in terms of social advancement for hundreds of thousands of black workers as well as its symbolic role in the redistribution of land to the descendants of people who were dispossessed during the colonial period and under apartheid are all factors that explain the substantial investment by fair trade organisations in this strategic business area.
EKSTEENSKUIL AGRICULTURAL COOPERATIVE - EAC

It's all in the north

In the north of South Africa, near the border with Namibia, Eksteenskuil is a subtropical region composed of 16 islands on the Orange River connected to each other by roads and bridges.

Local people, mostly families of poor black and coloured farmers, had no right to these lands under apartheid. Since 1994, the situation has changed and non-white farmers were given the right to acquire land and produce and market agricultural commodities. But in Eksteenskuil, it was difficult to apply these provisions, although the officially owned the land that was allocated to them, it took local farmers years to actually obtain their title deeds. These administrative difficulties have significantly slowed the development of the region as producers could not provide guarantees for loans needed for productive investment (purchase of machinery, seeds, etc.).

100% fair

In the late 1990s, a project to establish a grape production value chain was initiated by the company Dried Fruit South Africa with the aim of reducing poverty and creating viable economic activities in this impoverished region. One of the first actions in the framework of this project was precisely to support the families of some 120 local producers to obtain official documents of title.

Soon, a general action plan was implemented to obtain fair trade certification for the grape production in the territory. Aided by South African fair trade organisations, Eksteenskuil farmers mobilized for training programmes and new structures were devised.

In accordance with established frameworks for certification, a participatory organisation was established, which includes in particular the democratic election of officers, a balanced representation of different islands, the presence of women in decision-making bodies and the establishment of an elected committee (Premium Committee) to manage the revenues from fair trade premiums.

The virtuous circle of productive investment

As a study of the Fairtrade Foundation on the impact of fair trade in South Africa highlighted, the benefits of fair trade certification were very sensitive to the farmers of the Eksteenskuil Agricultural Cooperative. Evaluated at about 50,000 euros in 2007, premiums obtained from the UK importer of fair trade Traidcraft, which bought the entire production, were first re-invested in production facilities of the cooperative. In particular, they allowed the organisation to develop new agricultural equipment (tractors, pumps, etc.), to acquire new seeds and to train farmers from the cooperative in organic farming techniques (certification in progress) and business management.

Traidcraft also funded a technical support mission for long-term goals such as a significant increase in productivity and a noticeable improvement of product quality. The new financial resources obtained by the cooperative were also used to make loans to farmers of the cooperative and their families. These have generally been used to improve the parcels or acquire new tools. In addition, a portion of profits obtained was assigned to social projects, especially to improve the education of children of local farmers and equipping schools.

Located one hundred kilometres north of Port Elizabeth, Sundays River Valley enjoys ideal climatic conditions for growing citrus.

It was there, near the Addo Elephant National Park, that the Hannah family founded Sun Orange Farms in 1967 and contributed to the development of industrial infrastructure in the region.

For more information:
www.fairtrade.org.uk - www.traidcraft.co.uk - www.claro.ch
In 2002, the Sun Orange Farms company acquired new land, undertook extensive work and began restructuring that would lead to fair trade certification of its oranges and lemons production. The programme set up required new investment, obtaining public support and recruiting a large skilled and motivated workforce. Eager to see the project succeed and caring for the welfare of farm workers, the Han-nah family agreed to radically change the capital structure of the company by transferring a nearly 40% stake to the Sun Orange Employees’ Trust, an organisation that was created by the predominantly black and coloured workers. This major restructuring is an opportunity for the company, changing both its image and size, to engage in fair trade and, in 2003, one of the production sectors (representing approximately 10% of all volumes sold) is Fairtrade labelled.

Obtaining the famous label has considerably changed the working conditions of farm workers who have seen their salary rise by nearly 20% in two years. A training programme was set up for them to enable them to acquire or improve their mastery of basic skills (reading, writing, arithmetic). Fair trade certification, moreover, led to the creation within the company of a special body, the Sun Orange Community Trust, which main objective is to manage the money from the Fairtrade premiums to benefit both permanent and seasonal workers. Yet, funded projects benefit the whole community, not just the workers of Sun Orange Farms. Resources were used to support the establishment of kindergartens in the townships of the region, to purchase school equipment, to grant scholarships and to set up training programmes for adults.

For more information:
www.sunorangefarms.com
www.fairtrade.org.uk
OTHER INITIATIVES OF FAIR TRADE

UKUVA iAfrica, TASTE FAIR

Art, flavour and solidarity

After 15 years in the restaurant industry in Britain, Nigel Wood, an English cook, left London in 1991 with his family to settle in Cape Town, “the most beautiful city in the world,” he said. Convinced that “the most representative recipes, the most interesting and most original can be discovered on the streets (“Street Food”), the homemade sauces for the hot dog vendors in the aisles agitated at the Central Park“ Sauce of Fire“the old” Timbos “discovered on a deserted beach on the southern borders of Mozambique in darkest Africa“17, he decided to create Ukuva iAfrican Foods, a company manufacturing and marketing of sauces and mixes of spices prepared in accordance with African ancestral culinary traditions.

Nigel Wood travels Africa to discover new flavours and learn new recipes across the continent. He travelled, learned about rare preparations, gathered the spices and the lesser known jewels inspired by Ndebele women to conceive the design of his bottles which he entrust to Joe Mufundi, a famous «Shona» tribal artist living in Cape Town.

The result is a success, a genuine work of Ukuva art, and labels are designed to celebrate “the spirit and beauty of rural workers in Africa and to give the look and feel of a work created in an African hut.”Ornamented and decorated, the Ukuva iAfrica bottles of sauces and spices contain real treasures for the taste buds offering gourmet, flavourful blends that combine exotic spices and flavours of herbs and spices from all over Africa. With his culinary success, Nigel Wood also prepares a special cookbook (see website Ukuva iAfrica - www.ukuvaiafrica.co.za).
The true spirit of Africa

Since its establishment in 1997 in Cape Town, Ukuva iAfrica Foods (which means “Taste of Africa” in the Bantu language of Xhosa) manufactures sauces and spice blends from recipes and ancient African culinary traditions, which are sold on the local market but also worldwide, especially to importers of fair trade (Claro, Oxfam). The company has a social, cultural and humanitarian goal: “Ukuva iAfrica is proud to provide equitable stores worldwide and is committed since its creation in favour of economic welfare, social and environmental marginalized producers in Africa. This means equitable commercial terms, fair wages and fair prices. We strive to promote development that enhances quality of life that is sustainable and responsible, both for people and for the natural world.”

These are culinary preparations, in fact, developed and packaged exclusively by black or coloured women who are socially excluded (they are also shareholders) and the pearl and iron-thread decorated bottles necks are handmade a local institution for the mentally disabled, the Cape Mental Health Society “to create a beautiful product in the true spirit of Africa.”

Economic performance and solidarity

Ukuva iAfrica Foods is one of those social enterprises in South Africa that, long before the enactment of BEE (Black Economic Empowerment) framework legislation, pledged economic and social integration of black and coloured women who are victims of exclusion. In the deepest respect for the values and principles of fair trade, Ukuva iAfrica Foods provides its twenty employees decent compensation packages, access to health care, a pleasant working environment and a stake in the company.

Each year, workers decide together on the allocation of a significant part of profits which are often used to cover school fees for children and buy school materials. Ukuva iAfrica is also responsible for several important health and social projects.

The company not only provides jobs for dozens of mentally disabled people who are entrusted with the decoration of flasks and bottles but also supports a pilot programme to assist orphans affected by HIV and AIDS in the townships of Cape Town.

The financial resources obtained through fair trade premiums also aim at economic goals.

Indeed, to maintain the competitiveness of the company and the quality of its products, technical training is provided to Ukuva iAfrica workers, especially in the field of European standards of hygiene and food safety. The ultimate goal is to obtain certification from the very serious food HACCP (Hazard Analysis and Critical Control Point) which should open interesting avenues for commercial business on the European continent. This constant search for quality, flavour and beauty has earned the company many rewards at culinary trade fairs in the United States.

Fair Trade System certification

In addition to being profitable and supportive, Ukuva iAfrica Foods is one of the few organisations to be both labelled and a FLO member of the World Fair Trade Organisation (WFTO) and COFTA. Nigel Wood and his family are investing heavily in favour of vulnerable populations in Africa. They believe, like many others, that fair trade, a mix of economic performance and respect for tradition and benevolence towards the weak, is one of the keys to a harmonious and balanced development of Africa.

Ukuva iAfrica is an active member of Fair Trade South Africa and one of the organisations and companies selected for the (COFTA-driven) field testing phase of South Africa’s new certification system for the World Fair Trade Organisation, the WFTO Fair Trade System.

For more information:
www.ukuvaifrica.co.za
www.cofta.org
www.claro.ch
www.bidnetwork.org
The South African trading company Bean There was founded by Jonathan and Sarah Robinson, lovers of Africa, who aim at having the countries of the continent discovered through their productions of fair trade coffee.

BEAN THERE
THE FAIR SOUTH AFRICAN COFFEE COMPANY

Bean There became the first organisation in South Africa to roast, prepare and market coffee that was purchased from certified cooperatives in major producing countries in Africa.

On entering the Bean There shop in Johannesburg, you are most likely to be struck by the smell of coffee, a strong aroma that will make you close your eyes with pleasure. Then, when you’ll open them, you will also discover the wonderful source of the smell, a huge roasting machine that sits in the middle of the store and out of which steam sometimes rises. On the shelves you will see packs of single origin coffee from Ethiopia, Kenya, Tanzania and Rwanda, and against the walls, large brown canvas bags filled with coffee beans.

The whole production of the producer organisations with which Bean There buys coffee beans are fair and / or sustainable (Fairtrade and UTZ Certified) certified and as such enjoy better conditions for the sale of their coffee (higher prices, favourable payment conditions, fair premiums).

Indeed, at Bean There, it is believed that “for too long coffee producers have been exploited and treated unfairly through the practices of globalised free trade” and instead “commercial relationship should be established with African coffee producers and they and their families and communities should be supported.”

“Fair trade is not an obligation but an opportunity to actively support development, growth, and social empowerment.”

Bean There
As soon as you have walked through the doors of the store, it will probably be too late. You will definitely want to sample different coffees at a time. Known for its aroma and its slightly lemony sweetness, the Ethiopian Sidamo mix is made from organic and fair beans exclusively from the Ethiopian cooperative Fero, an organisation with about 3,000 certified farmers.

The Tanzanian Mbeya Arabica is very sweet, with a slight scent of chocolate and hazelnuts. It is exclusively made from grain harvested in the Mbeya region of Tanzania, which produces some of the best Arabica in the world. The farmers of this organisation are supported by Bean There, which helped finance washing stations and training of farmers through Project Hope. This project, which involved Biolands, one of the leading exporters of cocoa and organic coffee from Africa, has greatly improved the living standards of thousands of benefiting families.

I think you will also enjoy the Rwandan Kivu with flavours of sweet tangerines. This one is made from coffee beans from the Rwandan cooperative COOPAC, which supports over 2000 families along the shores of Lake Kivu and whose production is certified by Fairtrade since 2003.

But Bean There is not content to leave it to these fair trade rules. Indeed, the South African company is committed to supporting development projects in each coffee farming community, often also in partnership with other fair trade importers. In Ethiopia, for example, Bean There has financed the equipment of several schools near Addis Ababa.

If you go to Johannesburg, go to the Bean There shop, admire their coffee roasters talent and taste the Kenyan Nyeri, known for its subtle taste of blueberry and caramel, which is made from beans from the Ruthagati community that lives on the slopes of Mount Kenya, whose production is UTZ Certified.

I think you will also enjoy the Rwandan Kivu with flavours of sweet tangerines. This one is made from coffee beans from the Rwandan cooperative COOPAC, which supports over 2000 families along the shores of Lake Kivu and whose production is certified by Fairtrade since 2003.

There are others yet to be discovered and each of these coffees comes from a cooperative or a group of producers where Bean There went to “discover the country of origin, personally select the coffee, meet the coffee farmers and their community and partnering with already established programs or initiating new programs.”

Bean There aims at other countries such as Malawi, Uganda, Burundi and Zambia because other communities means other coffees and other flavours.

No worry, you can always come back to get a taste of them.

Pour en savoir plus:
www.beanthere.co.za
Thandi wine - Credit: Thandi Wines / The Company of Wine People
Less iconic than Rooibos but probably just as popular, fair trade wine is truly a showcase for South African fair trade, its dynamism and quality. Today, fair South African wine has become really internationally recognized as evidenced by the numerous awards obtained in recent years by some of the vintage fair trade red, white and sparkling wines produced.22

These undeniable successes should not obscure the racial reality and social situation of the wine sector in South Africa. The wine business remains in effect one of the parts of the country’s economy where the affirmative action policy implemented by the government in the framework of Black Economic Empowerment (BEE) has most difficulties to produce concrete results.

“Although wine making is one of South Africa’s best established industries, it is also seen as a bastion of white influence and affluence. Less than 1% of wine producing companies are owned by black businessmen.”23
The association, which conducts audits of wineries and evaluates them according to a Code of Business Conduct (Ethical Trading Initiative standards), has also made contacts with national fair trade representatives to allow production sites to be fair trade certified without incurring the cost of dual certification. Slowly but surely, these initiatives are bearing fruit. In the face of resistance from many white winemakers, who oppose the division of their land and refuse to sell their vineyards, black producers organise themselves and gradually acquire the resources, expertise and experience needed to succeed in this delicate art of wine making.

More than elsewhere, it is in the fair wine sector that such initiatives are the most impressive and hold most hope for South Africa’s future.

THANDI – In the Xhosa language, Thandi means «Care for the love». In the world of fair trade and the world of wine connoisseurs, Thandi stands for quality, flavour and solidarity. Thandi, before anything else, is the first wine organisation in history to be Fairtrade certified (issued by FLO-Cert).

Thandi’s story begins the day after the election of Nelson Mandela as President of South Africa, when the country realizes the significance of the end of apartheid for social and economic issues and measures this major transition that is awaiting it. By accepting the end of racial segregation, the South African leaders have shown tremendous courage but the obstacles are numerous and opponents are powerful elites within the country.

The first wine organisation majority-owned by blacks

It is 1995. Dr Paul Cluver, a white farmer, makes part of his land available to black farmers in poor communities of Lebanon and Nietbegin in the particularly deprived Elgin region, about 60 kilometres east of Cape Town. They decide to pool the resources allocated to them by the newly elected South African government to invest in the acquisition of these parcels and adjacent land owned by the Forestry Company. “We were lucky”, said Vernon Henn, the current CEO of Black Thandi, “we had leaders within our communities who had both vision and the ability to communicate the importance of restraint. Many black people were unused to having money and spent their government grants straight away.” One of these leaders, the Anglican community minister, proposed Thandi, the first name of his daughter, as the project name and it was selected.

A company is established in 1995 under that name with 250 black farmers from Lebanon and Nietbegin and their families as well as Paul Cluver and Company of Wine People (CWP), one of the leading exporters of South African wine, as shareholders. At first, they turned towards the cultivation of pears, apples and plums, but very soon it became clear that these lands were particularly suitable for viticulture. With the invaluable assistance of Paul Cluver and CWP, who share their expertise and technical means, the first vines of Chardonnay and Merlot were planted in 1999.
The secret: the quality

From the beginning, the emphasis was on product quality: "First and foremost, the project must be economically viable," says Rydal Jeftha, one of the leaders of Thandi. "The quality of Thandi wines must be our main selling point. Especially the quality of our product will ensure future growth.

Any development of the company is based on this principle" as evidenced by Anton Du Toit, the operational manager: "We adopted a pragmatic growth strategy. From the beginning we wanted to achieve excellence in every step of the winemaking process. We were not prepared to compromise and, since we were new and ambitious, it was logical to develop alliances with various producers and work together. (...) We know that the first requirement should be on quality rather than the nature of our project. Thandi must first and foremost be appreciated like a fine wine. Just ethics will not help us if our product is not good."

Partnerships are effectively tied, in particular with Vinfruco, one of the largest exporters of agricultural products in South Africa, and the results are worthy of efforts. The bottles of Cabernet Sauvignon, Merlot, Pinot Noir, Sauvignon Blanc and Semillon produced by Thandi are enthusiastically received by fans.

Moreover, since certification, Thandi has received numerous awards, especially a Gold Medal (2004) and a Silver Medal (2005) at the famous Wine Challenge in London, then another Gold Medal at the Concours Mondial in Brussels in 2008. In Belgium, Thandi wines are available in stores of the Delhaize Group.
Fairtrade and empowerment

If the project and the Thandi company arouse much interest worldwide, it is first and foremost for the quality of its wine (which proves once again, if necessary, wine can be fair and delicious).

That said, as a local initiative based on controlled ownership offering great potential for disadvantaged communities, the story of Thandi is also the subject of special attention in the world of economic and social development actors. Admittedly, the story is amazing.

Poor black farmers of a rather miserable region acquiring land with the help of unconventional personalities, including Dr Paul Cluver and his family, somehow learn the viticulture trade, bet (rather unusual at the time) on the fair production and marketing of wine and, in the following years, win some of the most prestigious international awards.

The reality is somewhat more complex and the obstacles that they had to face were numerous. The witnesses of this adventure have repeatedly emphasized that this success rests in particular on the choice made by the company at critical stages of development and economic benefits associated with obtaining fair trade certification.

Fair trade premiums and dividends received were indeed reinvested to allow black farmers from Thandi to gradually acquire a majority stake in the company with the aim to acquire 100% stake in the next five years. That said, as recommended by the fair trade standards, a number of projects were funded by the certification, although, as Vernon Henn pointed out, “it was not until 2007 that sales volumes, fully labeled, had a concrete impact on the welfare of the community.”

Funded projects are economic, with the organisation of technical training sessions on reducing pesticide use, administration and management, but also social and community-related:

- Setting up a nursery for 40 children of Lebanon and Nietbegin
- Purchase of equipment for local schools
- Creating a scholarship to study viticulture
- Support for the payment of higher education for most deserving children
- Training of all adults in basic communication skills (reading and writing)
- Funding of sports facilities

As requested by the founders of Thandi, education is seen as the future of the communities of Lebanon and Nietbegin as Vernon Henn explains: “There is still a need for massive cultural change. Many black people don’t want to make decisions or want responsibility; they don’t feel that they have the experience. We are trying to educate our children in farm management and winemaking.”

The Thandi model

A showcase of racial and social emancipation, Thandi’s history has received much attention and arouses the interest of many development experts.

The organisation and practices of society is the object of careful study in South Africa, but also from American, Russian and European observers. So much so that today we speak of the Thandi model and that it is taken as an example for the implementation of local development projects in other disadvantaged communities in South Africa and across the continent, for wine production but also for fruit and vegetables. This position is the pride of farmer-shareholders at the origin of this model: “The incredible success of Thandi wines means that our brand embodies our values. It was logical to make these the standard under which future products will be marketed.”

A first project is initiated on this model in the Langkloof region where 135 black farm workers have acquired a farm and 240 hectares of land. Since then, five other farms in South Africa have adopted the Thandi model and sell their produce under that brand name.
45

Stellar Winery is the largest exporter of fair South African wine. It is also the first organisation to be both fair trade and organic certified. A world reference.

**STELLAR WINERY**
**THE FLAGSHIP OF SOUTH AFRICAN FAIR TRADE**

It was in 2001 that Willem Rossouw decided, jointly with his brothers, to plant vines on the family property located in semi-arid Namaqualand, 280 kilometres north of Cape Town. Very sensitive to issues of racial emancipation, early on he involves some of his black collaborators, including the family servant, whom he will sponsor to study viticulture. From the beginning, Willem Rossouw’s ambition is to make organic and fair wine. While he faces scepticism and even hostility of white wine-makers, the project also found many supporters, including from authorities and non-governmental organisations.

On these arid lands, organic viticulture is a challenge, “a bet made more difficult by the terrain, low soil fertility, requiring significant inputs of chemical fertilizers.” By dint of experiments and with the advice of experts Willem Rossouw and his team succeed in developing alternative techniques of fertilization for the ten hectares, using most ingenious solutions. A complex system of drip-irrigation distributes the water of the Olifants River in vineyards that are spread around the farms located on the flanks of the valley. Carefully selected plants repel insects and produce a compost ideally suited for viticulture, ducks move between the rows of vines and eat snails and other pests, sow bugs thrive in crop residue spread out among the feet of grapes to rot faster. Technically, the project is successful. But it is above all the success of a team, achieving close cooperation between the company founder and black workers of the company who are responsible for multiple projects.

To better organise the participation of workers, they reorganise the company, distinguishing on the one hand, Stellar Farming, which includes the farms that produce the grapes for consumption or for wine-making, and, secondly, on the other hand, Stellar Winery, which ensures the production and bottling of the precious beverage.

This reorganisation and employee involvement bear fruit quickly. In 2003, the production value chain of grapes is certified by Fairtrade, followed a year later by the wine’s certification.

In 2011, Stellar is certified Fair for Life and on this occasion decided not to renew its Fairtrade certification.

The capital of the company is shared successfully with the creation in 2006 of Stellar Employees’ Trust, an association of Stellar employees, including some 150 farm workers. Fairtrade premiums and government loans granted by the government under the Black Economic Empowerment programme have enabled the new organisation to acquire a 26% stake in Stellar Winery and 50% in Stellar Winery Agri, a joint venture that integrates Stellar Farming.
Festive and fair

**The Stellar Group is truly a pioneer of fair wine.**

It benefits workers, shareholders and communities and shows in the commercial success of the company. The share of dividends attributed to Stellar Employees’ Trust and premiums (Fairtrade Premium) obtained from fair buyers (almost 330,000 euros between 2006 and 2010) have achieved important social projects and solidarity.

**The working conditions of employees have substantially improved.** They have indeed refurbished housing, with free access to water and electricity, close to the facility and own organic gardens. The sales of vegetables grown on these plots can provide additional income to Stellar workers.

As in many development projects that benefit of fair trade certification, a significant portion of these resources is reinvested in education and training. Thus, a nursery has been created to accommodate the children of workers of the company and surrounding communities, literacy programmes are set up and workers are trained in the training centre that has been equipped with computers. Premiums have also funded an educational programme in the Trawal primary school to educate children of the community in agriculture and viticulture practices. This programme, which includes managing a real vineyard next to the school, even brought forth a special wine whose benefits are shared between the school and the Stellar Employees’ Trust.

First sales from this learning vineyard were offered in 2008 in the Belgian group Delhaize supermarkets.

The welfare of the community is an important concern for the select committee of the Stellar Employees’ Trust, which manages the fair trade premiums. Thus, beside a canteen for the workers and the recent acquisition of a bus, officials of the committee included the creation of a community centre which they named Maria Malan after the Rossouw’s family servant, who became manager of a leading firm of Stellar and died in April 2010.

Health is another pillar of development programmes piloted by the Stellar Employees’ Trust, which established a committee with specific responsibility for health issues. It consists of 13 workers trained by the local healthcare institution and especially manages HIV and AIDS prevention programmes and provides first aid at the viticulture and wine production sites.

Among the many projects funded directly by fair trade certification, the creation of a newspaper, the Stellar Star, run by two workers-shareholders of the company who were trained in journalism, and the establishment of a football team, Stellar United, which participates in local league to the delight of football fans in the community. On the occasion of the World Cup, Stellar Winery launched its Football Project, in partnership with the German importer Riegel, with the construction of a field and changing rooms and much equipment for children.

Stellar Winery offers an original and well thought out segmentation of its offer with thirty different brands of red wine, white wine, rosé and sparkling wine, each corresponding to a type of wine based on grape varieties (Merlot, Chardonnay, Pinot, etc.), the winemaking process (with or without addition of sulphite) or setting (appetizer, digestive, parties, etc.).

In 2008-2009, the Stellar group produced 363,177 tons of grapes, nearly 60% were exported to conventional and fair markets in Europe. Wine production averages 2,250 tons per year and sales for 2010 are about 2 million bottles of fair trade and organic wine.
Trust primarily

As evidenced by the many achievements, Stellar Winery is truly a success story of South African fair trade. But this is first and foremost the result of an accomplished humanist thought, a policy of social promotion based on merit, responsibility and trust rather than on race or social class.

The case of Berty Jones exemplifies this philosophy in the heart of Stellar Winery. Berty started out as a handyman in charge of small crafts on the farms of Stellar. Quickly, his learning skills are noticed and, with funds from the fair trade premium, he trained as an assistant winemaker and will be appointed head of the cellars, then to be elected head of the Selection Committee of Stellar Employee’s Trust. Since, Berty travels the world promoting Stellar Winery and its wines at trade fairs and shows the benefits of fair trade. Since the beginning of 2010, Berty is the director of Stellar Winery.

“Because of the progressive social programmes of Stellar Organics and the empowerment policies and funding provided by Fairtrade I have had the opportunity to fulfill my potential and rise through the company to my present position.”

Berty JONES - Director of Stellar Winery

For more information:
www.stellarorganics.com
www.planete-responsible.com
www.fairtrade.org.uk
www.fairtradelabel.org.za
www.fairtrade.org.za

AND MANY MORE

South Africa is the motherland of fair wine (with Argentina and Chile). More producer organisations have embarked on this adventure and offer exciting stories and sublime wines.

Discover them. Including these:
Sonop Wine Farms et African Terroir (Winds of Change) - www.african-terroir.co.za
Uniwines - www.uniwines.co.za
Stellenrust - www.stellenrust.co.za
Nederburg - www.nederburg.co.za
Riebeek Cellars - www.riebeekcellars.com
Fairhills - www.fairhills.co.za

To learn more about the production and marketing of fair wine in South Africa:
www.wosa.co.za
www.organicwinetradecompany.com
www.thewinesociety.com
www.greatgrapes.nl
www.fairtrade.be

South African winemaker - Credit: International Fairtrade
FAIR CRAFTS IN SOUTH AFRICA
UMTHA, THE ART OF TOWNSHIPS

If the abolition of apartheid ended racial segregation, the fact is that social and economic divisions remain between the very large black and white populations in South Africa. The townships are the most famous illustrations of this misery in which millions of blacks and coloured people still live in the country.

Since the 1960s, the poorest people (who in fact are overwhelmingly people of colour) are pushed to the periphery and urban slums where unemployment, poverty, disease and violence reign.

The history of Umtha, which means «Ray of light» in the Xhosa language, begins in 1991. Dave Milligan is a young white South African who was unemployed for several months. On a rainy afternoon, he enters a bead store in Cape Town, did some shopping and went home to make a necklace for his wife, Cheryl. The jewel is so successful that Dave, inspired, decides to get into this business by selling his creations to passing tourists and craft markets, then to the jewellers in the city centre. Cheryl joined Dave in this adventure, and together they work hard to live from this new activity.

In 1996, they met Jostina Dubase, a young black woman in big trouble, and decide to work together. This meeting marks a turning point in the story of Dave and Cheryl as they decide that Umtha must be a social enterprise and focus on hiring single women of poor townships.

Stained wood beads, coloured beads, shiny shells, semi-precious stones, fragments of ostrich eggs, jewellery... Umtha is very successful and the team grows stronger year after year by welcoming new creative women with difficult personal stories, widowed or divorced, sometimes with HIV and AIDS.

And there, amid beads and strings, each found zest for life.
This is the spirit of Umtha.
“Umtha certainly does live up to the meaning of its name: ‘Ray of Light’.

The business provides its employees with the stability to grow and develop as individuals, provide support for families and break the cycle of poverty in the next generation.”

Beth DURHAM, Human Resources Manager
Umtha

Today, Umtha is one of the most dynamic fair craft companies in South Africa. They now employ close to fifty people from the townships who create these beautiful jewels which the company sells worldwide. The vast majority of these employees are women. Umtha strives to support each stage of their lives, by giving preferential loans, by paying school fees for children and providing medical monitoring of those suffering from major diseases (HIV, tuberculosis, diabetes).

As Dave and Cheryl explain, this is to give these women a way out of the spiral of poverty through work, affection and respect. Moreover, as they proudly announce, “our success stories include 2 women who have left Umtha to start their own beaded jewellery businesses, and another two women have moved on to be involved with adult education and Counseling.”

What is extraordinary about fair trade is the ability to mix entrepreneurial performance and social concerns. The business and creativity in serving the poor. A clear position for Umtha that wants to “achieve excellence in design, production and the management and development of our people, the business will grow and Umtha will continue to achieve its vision of making a difference in South Africa. We want our customers to enjoy Umtha’s innovative, quality jewellery with the knowledge that they are helping to build the new South African economy from the grass-roots up.”

In August 2007, when Umtha experienced strong growth, Dave Milligan participated in a workshop organised by COFTA and the Shared Interest Foundation. The courses offered include a discovery of fair trade, product development, marketing and networking. Later, as a member of COFTA and the World Fair Trade Organisation (WFTO), Dave participates in the creation of South Africa Fair Trade Crafts (FACSA) to promote all fair South African crafts and to share information, experiences and resources.
Facing competition from Asia and South America, African crafts are still developing to achieve levels of production and sales which would permit its emergence as an important economic sector and ensure a significant rise in living standards for the millions of people on the continent who work with wood, iron, fabric and stone.

Yet, crafts and manual creation are central to the African soul. Masks, sculptures, jewellery... In Africa as elsewhere, art, crafts and traditions have mingled for millennia and are one of the main pillars of the wonderful heritage of the black continent.

It is this richness and beauty that Greg Moran wanted to promote and make available to children around the world. After having travelled throughout Africa for nearly five years to discover and meet the creators of toys in every corner of the continent, he created his shop, The African Toyshop, in Johannesburg in 2005 “to enable African manufacturers of handmade toys to access new markets and earn a living as they deserve.”

This willingness to present a toy creator, a history, a country and its traditions is part of an approach of respect for and enhancement of the African heritage, but it is also a selling point, a way of making clear to customers that these toys are original creations. Besides, all sellers of The African Toyshop insist that “the fans are especially fascinated by the stories and it is important for us to make people understand how much love and dedication go into the work.”

Since its establishment, The African Toyshop is struggling to gain recognition for the valuable work of African artisans and to educate buyers to the principles and values of fair trade. And it’s not an easy fight, as pointed out by Greg Moran, who strives every day to explain to clients and passing tourists that if his toys are more expensive than Chinese products sold in other stores this is because each creation is an original and handmade by African designers paid properly for the quality of their work.
That is the secret of The African Toyshop: Each toy is a work, each work has a creator and each creator has a story.

Auguy Kakase is one of the toy manufacturers who work for The African Toyshop. The first time Greg Moran met him was in Kinshasa, in the Democratic Republic of Congo, where he manufactured his toys on the gardens outside the embassy of France. From childhood, Auguy had a passion for the adventures of Tintin, the little Belgian reporter, and it was only natural that he was carving these characters into the wood when he crossed the path of the future founder of The African Toyshop. Auguy's story starts with his grandfather who encouraged him to train with experienced craftsmen to create these tiny figures. Today, he teaches his techniques to a group of apprentices who work with him.

As a member of COFTA, The African Toyshop complies with all fair trade principles that apply to the crafts sector in particular by encouraging producers to organise themselves.

Creating new markets for producers, fair remuneration of creators and producers, fair working conditions, equal respect for males and females, no child labour ... So many rules for a company that strives above all to reward the best craftsmen, to value their work and promote African traditions.

I am shocked when people proudly tell me that they bought the same toys that we have in the shop for ridiculous prices next to the road. What they don’t seem to understand is that they are ripping these people off. It’s a constant battle since there is still this innate notion that anything from Africa must be cheap and that African people don’t need money. It’s so arrogant. It’s racist.”

For more information:
http://theafricantoyshop.prosort.co.za
www.cofta.org

In the field of crafts too, South Africa offers a rich panorama of exemplary initiatives in the field of fair trade.

We invite you to discover:
Streetwires Artists Collective - www.streetwires.co.za
Cape Sun Fair Trade - www.cape-sun.com
Amwa Designs - www.amwa.co.za
Africa Home - www.africanhome.co.za
Townships Patterns - www.township.co.za
Jabulani Jewellery - www.jabulanjewellery.co.za
Ilala Weavers - www.ilala.co.za
Waxit - www.waxit.co.za
Mopani Crafts - www.mopanicrafts.com
Khumbulani - www.khumbulani.co.za
Wola Nani - www.wolananani.co.za
Hooligans Kids - www.hooliganskids.com
For several years now, many economic sectors are showing increasing interest in rare plants and their pharmaceuticals, crop protection, food and/or cosmetics virtues. But this sustained demand also brings about problems for the ecological balance and the well-being of communities in developing countries. Indeed, the harvesting of wild plants and their cultivation without prior study may have disastrous effects on biodiversity and on the lifestyles of local people.

“This observation and consideration of possible threats on the flora, the environment and human communities has led to the creation in 2008 of the FairWild Foundation whose objectives are « the promotion and development of a sustainable and equitable management of resources collected from the wild and their derivatives. »

Aware that “the usual criteria of fair trade or organic production are not adequate for our biodiversity heritage and in particular for medical, cosmetic or food plants”, the FairWild Foundation is inspired by the International Standard for Sustainable Wild Collection of Medicinal and Aromatic Plants (ISSC-MAP) and developed its own FairWild certification system. This “provides guidance on best practices of harvesting and marketing wild plants and similar resources from eleven key criteria covering environmental, social and equitable sustainability.”

Since its establishment, the FairWild Foundation is committed, alongside many partners (WWF), in several projects for the protection of threatened plant species by defining the rules of sustainable exploitation of natural resources and in compliance with the lifestyles of local people who must also benefit from these economic opportunities.

One such project is located in Lesotho and the South African regions surrounding this landlocked state. This initiative aims at studying the plant species Pelargonium sidoides, an herbaceous plant belonging to the family Geraniaceae, a distant cousin of our balcony geranium. This rare plant that grows only in southern Africa, is prized for its medicinal properties, not only in the region but also in Germany for example where it enters the composition of some of the top-selling drugs to fight infections and the ills of winter.

However, although a relatively large industry depends on this plant, little is known about the impact of harvesting on the survival of the species, especially since there was previously no system of measuring, monitoring or managing existing resources.

Exemplary in many respects for the challenges facing sustainable trade, the project led by the FairWild Foundation thus relates to the establishment of regional management to ensure sustainable use of Pelargonium sidoides in Lesotho and South Africa. Specifically, as proposed in the procedures adopted by the FairWild Foundation, all local stakeholders (local authorities, producers, NGOs and private sector) were involved in the development of a Local Plan for Biodiversity Management. This programme is applied by all these partners on both sides of the border.

The supervision of production methods to protect the environment and biodiversity in ensuring observance of the well-being and traditions of local communities offers a very concrete example of fair trade.

For more information:
www.fairwild.org
www.befair.be
With nearly 12% of world GDP and about 200 million workers, tourism is one of the most important sectors of the global economy and also the one who knows one of the most sustained growth. This growth is particularly visible in the South, sunny destinations popular with Westerners. However, populations of these countries will tend to benefit little which primarily benefits the operators of the tourism industry (airlines, tour operators, hotel chains...) even though on-site activities often develop at the expense well-being of local communities (hyper-concentration of infrastructure, environmental degradation, insecure jobs, child labour, child begging, prostitution...) 52.

For tourism to become a true vehicle for human development, it is better to regulate it and ensure it is generating wealth but also of well-being for local people.

The fair and sustainable tourism offers thoughtful answers and relevant to all these questions.

Here is a definition: “Fair and sustainable tourism refers to the founding concepts of fair trade and is based on a just organisation and controlled the entire production chain. This ensures the reinvestment of profits in local development in the region.

Three major concepts underlying the principle of sustainable development: ecology, economics and ethics Equitable and sustainable tourism is based on the tripod as he participates in long-term development in the ecology, economy and respect for the host country.” 53
As in other areas, South Africa is a pioneer in fair and sustainable tourism. Fair Trade Tourism in South Africa was established in this country, on June 13, 2002. It was the first national label for fair and sustainable tourism and aims to “ensure that people whose land, resources natural, work, culture and traditions are used as part of tourism benefit equitably from economic and social benefits of these activities.”

Recognized by Fairtrade International, the Fair Trade Tourism in South Africa label is attributed to tourism organisations that meet a set of specifications, based in particular on the following principles:

**Equitable Distribution**: All stakeholders involved in the activity have the right to participate in decisions that affect them.

**Democracy and Participation**: All stakeholders involved in the activity have the right to participate in decisions that affect them.

**Respect for human rights, cultures, traditions and environment**: This includes practices and safe working conditions, protection of young workers, gender equality, tolerance and understanding of norms and practices, protection of nature and help in the fight against HIV and AIDS and its social consequences.

**Transparency**: The organisation must adopt a strict management and accounting system that is accessible to employees, partners and other parties involved in the activity.

**Support for local development**: The tourism organisation should strive to support economic, social and environmental planning. This may take the initiatives to increase knowledge or to train people, or by improving the optimization of available resources, by supporting local economic activities through the promotion of traditional skills, by actions of environmental protection, etc.

Certification is carried out as part of an overall process in three phases. Initially, the organisation that wants to be labelled conducts a self-assessment from the detailed specification and the guide that is provided by Fair Trade Tourism in South Africa. Then, a second evaluation is conducted by a third party whose report will be reviewed by a panel of experts who will decide whether or not to label. The use of this label is strictly controlled and scheduled by the team of Fair Trade Tourism in South Africa to maintain high quality standards and to maximize its effectiveness as a marketing tool.

Since its establishment, Fair Trade Tourism in South Africa has certified more than sixty institutions and tourist organisations of all types (hotels, lodges, tour operators, etc.) in South Africa.

For more information:
- www.fairtourismsa.org.za
- www.fairtrade.org.za
- www.satravellers.com
- http://satravellers.blogspot.com

Zebras in South Africa - Credit: Lukas Kaffer
THE STAGES OF BOUCANNEERS

In the list of organisations certified by Fair Trade in Tourism South Africa, there are many facilities such as ‘lodges’ that offer accommodation and food but also offer tourist activities that are often original and / or traditional. Labelled at the beginning of the year 2010, ‘Buccaneers Lodge and Backpackers’ is located in Chintsa West, on the Wild Coast north of Port Elizabeth. It has always been run by the Price family. The lodge on the shores of the Indian Ocean offers food and shelter and a wide range of outings and excursions. What convinced the experts responsible for evaluating this property is in particular the importance and quality of investments made by the Price family to ensure the protection of the local environment particularly with the establishment of a comprehensive system for collecting rainwater and the creation of compost from organic waste.

At the social level, the establishment is distinguished by its support to the local education sector for over 20 years, especially in the Agricultural School of Bulugha which, thanks to donations from managers and customers of Buccaneers Lodge and Backpackers has been able to build electrical systems, a computer room and a fully equipped kitchen.
In addition, Buccaneers Lodge and Backpackers, is funding several projects for the computerization of small schools along the Wild Coast and supports local tourism initiatives based on the discovery of knowledge and roads in the region.
Lolla Meyer of Fair Trade in Tourism South Africa wanted to highlight the exemplary nature of the tourist establishment: :

“The Price family has shown incredible commitment and investment towards the local community over the past 20 years. Buccaneers Lodge and Backpackers has developed an exemplary model of responsible interaction between the local community and its tourism activities in the Chintsa area. In addition, Buccaneers offers a fantastic tourism experience in a beautiful location and is very proactive about ensuring that the impacts of its activities do not negatively impact the environment.”

Lolla Meyer, FTTSA Marketing Manager

Simply, this is the fair Tourism.
CONCLUSION

South Africa is a strong power on the continent and has now become a major fair trade country. Based on values of sharing and respect, this alternative model of development is indeed the path taken by many South Africans, black and white, men and women, to bring communities together around unifying and rewarding projects.

Together to produce better living together.
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Producteurs sud-africains - Crédit : Fairtrade International
Trade for Development Centre is a Belgian Development Agency (BTC) programme.

We believe that fair and sustainable trade are a way to decrease poverty. It gives smallholders in the South the opportunity to develop in a sustainable way. We work around three main themes:

> Trade Support

Financial Support

As part of the Trade for Development Centre (TDC), the Producer Support Programme aims at identifying smallholder organisations (cooperatives, associations, businesses) that develop fair and sustainable trade projects and at providing financial support to them as well as financial management and marketing expertise.

Marketing Support

The Centre is expert in «marketing and sales». It supports BTC-projects who want to bring their consumer products and services on the market. We offer:
- Advice in business and marketing
- Analysis of the market
- Coaching in marketing

> Expertise on fair and sustainable trade

The Trade for Development Centre is a centre of expertise that keeps track of the evolution of fair and sustainable trade. The TDC tries to inform consumers, authorities, producers and other economic actors as objectively as possible about existing labels and guarantee systems, among other things.

We disseminate information via our website, newsletters and various publications. We also participate to seminars about fair and sustainable trade.

> Raise awareness

The Trade for Development Centre organises campaigns to encourage consumers, economic stakeholders and Belgian public authorities to eat, drink and use fair and sustainable products from developing countries.
BUILDING A FAIR WORLD