

DOUGLAS GREEN'S FAIRTRADE STATUS A BOOST FOR ITS GLOBAL COMPETITIVENESS

The legendary Douglas Green, one of South Africa's most distinctive wine brands, has become a partner in the international Fairtrade programme, a worldwide initiative encouraging Third World producers of wine and other agricultural products to commit to improving the lives of people involved at all levels of the production process. This entitles certain Douglas Green wines to use the globally recognised Fairtrade classification on wines sourced from a Fairtrade certified producing wine-farm in Stellenbosch, Koopmanskloof Vineyards.

The Fairtrade Foundation is an international independent non-profit organisation that licenses the use of the Fairtrade mark on agricultural products in accordance with internationally agreed Fairtrade standards. Concentrating on agricultural producers in the Third World, Fairtrade's vision is of a world in which justice and sustainable development are at the heart of trade structures and practices ensuring that everyone involved in the production process can maintain a decent and dignified livelihood and develop their full potential.

According to Pieter Terblanche, Douglas Green Marketing Manager, the opportunity of branding two of its wines with Fairtrade certification, is of significant importance.

"Consumers, especially in the Northern Hemisphere where South Africa's main wine market lie, are becoming increasingly encouraged to ensure that an agricultural product from the Third World bears the Fairtrade mark before they make their purchase," he says. "To be able to use the mark not only confirms Douglas Green's commitment to the development and well-being of people involved in producing our wines, but also represents significant business opportunities for the brand in these markets.

Terblanche said that a high-profile wine brand needs to continually develop ways through which this profile can be maintained. "Excellence in wine products and stylistic developments are non-negotiable," says Terblanche. "However, in today's competitive climate Douglas Green has to be at the forefront of developments in the marketing arena, and here Fairtrade status is a welcome step in this direction."

Douglas Green's first two Fairtrade certified wines originate from one of its Stellenbosch producers, Koopmanskloof. The brand's first Fairtrade mark is used on certain lines of the Douglas Green Chenin Blanc 2008 and Cabernet Sauvignon-Merlot 2008.

Koopmanskloof Vineyards received its Fairtrade certification in 2007 as a result of various initiatives to ensure farm-worker ownership and a drive to social upliftment among the farm-worker community.

ISSUE BY MediaVision

FOR Douglas Green

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