



# Our Sustainability Journey

VRL  
VAN LOVEREN

LOVE  
EVERY STORY

# Our Milestones



- 1937** Original farm bought by Hennie Retief senior, first vintage
- 1972** Cold fermentation tanks were installed
- 1980** Launch of Van Loveren brand
- 1989** Renewed focus & expansion of noble varieties
- 1990** First exports to UK
- 1992** The 4 Retief cousins join the business (1992-1998)
- 2000** Launch of Four Cousins brand
- 2004** Conclude Workers' Empowerment partnership (BEE) De Goree Farm
- 2005** Launch Five's Reserve and gain Fair Trade accreditation
- 2008** National Agri BEE project of the year award
- 2010** Investment in Cream Liqueur factory
- 2012** Launch Tangled Tree (PET), expanding farming footprint
- 2012** National Farmer of the year award over all agriculture sectors
- 2013** Expanded our bottling capacity
- 2014** Launch of Rhino Run
- 2015** Opened the brand home @Four Cousins in Robertson
- 2016** Acquired Olyfberg Olive farm with the Karaan Family Trust (51% ownership)
- 2017** Middelburg BEE project starts
- 2019** Acquired the brand Zandvliet and rent the original cellar & tasting room  
Launch Almost Zero & Absolute Zero de-alcoholised wines  
Rhino Run Organic re-launch
- 2022** Van Loveren women awarded the International Fairtrade Break the Bias Award  
Established the Kenna Women's Club with 46 members

# Stewardship of the Environment

## IPW

VAN LOVEREN is a proud member of the industry leading Integrated Production of Wine Scheme (IPW)

- A voluntary environmental sustainability scheme established by the South African wine industry, IPW complies with international wine industry criteria.
- IPW provides a set of guidelines specifying good agricultural practices, relating to grape production, and good manufacturing practices and packaging activities.
- Compliance with the scheme provides buyers with the guarantee that grape production was undertaken with due consideration of the environment and the wine was produced in an environmentally responsible manner.
- The Integrity & Sustainability certification is on all our wines.



- 2500 ha of farmland set aside to conserve the natural eco-system.
- Van Loveren was awarded WWF Conservation Champion status for work being done on their Vinkriver farm.



WWF  
Conservation  
Champion



- A portion of the RHINO RUN brand proceeds goes towards anti-poaching awareness. Close to half a million has been donated to various organisations and parks to support the protection of endangered rhinos.
- Alien vegetation clearing from waterways.
- Van Loveren strives to purchase from suppliers who are FSC ACCREDITED (FOREST STEWARDSHIP COUNCIL).



FOREST  
STEWARDSHIP  
COUNCIL

Certification confirms that products are sourced from responsibly managed forests that provide environmental, social and economic benefits.

CONSERVATION

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## REDUCING OUR FOOTPRINT

- Our cellar is equipped with **800 solar panels** which supplies **16% of our daily energy consumption** during the harvest months (summer) and **100% during winter**.
- Our **glass bottles** are **recyclable**.



- We use over **150,000 PET** (Polyethylene Terephthalate) recyclable bottles a year. Their production has a **lower CO2 impact on the environment**.
- We produce wine and alcohol-free products in **aluminium cans** as an alternative to glass bottles. **Cans are 100% recyclable**.
- We run a **successful recycling project** on our farms which **removes paper, plastic and bottles**.
- **Van Loveren is a Carbon Hero!**  
Awarded **Silver status** by the **Confronting Climate Change (CCC) Initiative**, a South African Fruit & Wine industry initiative.



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# Social Sustainability

- Van Loveren is Fairtrade accredited and produce **Pinotage, Pinot Noir and Pinot Gris** under the Fairtrade mark.
- Van Loveren won the Fairtrade International **Women's Day award for empowering women** in the workplace.
- Fairtrade sales have contributed towards school uniforms, transport, education and tertiary bursaries for our **workers and their families**.



FAIRTRADE

WIETA (Wine Industry Ethical Trade Association)

- We are **fully WIETA accredited** with an A-level status.
- WIETA is a non-profit, voluntary association, of many different stakeholders, who are **committed to the promotion of ethical labour practices** in the **wine industry**.
- Stakeholders include **producers, retailers, trade unions, non-governmental organisations and government**.
- WIETA is **recognised by a number of international organisations** and their audit practices are aligned to other international certification schemes, with a **focus on the unique South African social landscape**.

WIETA

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## SIZA

The sustainability initiative of South Africa

- We are **fully Siza certified** with a **Platinum level status**
- Siza is a non-profit company, voluntary association **committed to the promotion of ethical labour practices** and ensuring **environmental standards of compliance**.
- It is a South African standard, developed, owned and operated in South Africa but **aligned to global best practices**.




Annual fundraiser for 5 local schools via the **JAVA MTB & Trail Run**

- Subsidy of housing, transport and pre-school fees **for employees** 
- Long service awards **for employees**
- **Financial support** with funeral expenses



• **Sponsored** Rangers Rugby jerseys (local rugby team)

- **Renovated** De Hoop Rugby Clubhouse
- **Support** Kenna Women's Club for the **development of women's skill** and Community projects 
- Organise various **community projects** and **social events**.



FARM FAMILY SUPPORT



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# Economic Sustainability

## EDUCATION and SKILLS TRAINING

One of the Mission pillars of Van Loveren is to re-invest in our people, and surrounding community, and we look for every opportunity to support our farming family.

- **50% contributed** towards the overhead costs for Vrolike Vinkies nursery and provide transport for the children.
- Assist with administrative support for applications for schools and hostels.
- Provide additional support for school clothes and stationery.
- A bursary fund is available for workers' children who wish to pursue tertiary education.
- Actively seek out or provide adult training opportunities for workers such as learnerships for winemaking and Generic management skills.

## OWNERSHIP & BBBEE INITIATIVES

One of our Growth pillars is economic growth through transformation. BBBEE (Broad-based Black Economic Empowerment) is the cornerstone of several of our initiatives.

- Our farm workers are **26% shareholders** in the Five's Reserve brand. Dividends are annually received to invest back into the community.

Van Loveren has partnered on 2 developments with its workers: De Goree and Middelburg.

- De Goree (138ha) is **52% owned** by the farm workers, which consists out of **42 female and 46 male workers** and a 4-member board of directors.
- The Middelburg farm has a diverse crop with vineyards, cherries, almonds, citrus and vegetables. The farm workers' entity, Mzala Wines, **owns 30%** of the 832ha farm with 2 representatives on the board of 4 members.
- Olyfberg is another BBBEE project that we are proud to be a **49% shareholder** of together with the Karaan Family Trust, as 51% shareholder. On this 1,229ha farm we harvest over 70ha of olives, along with apricots, wine grapes and almonds.



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LOVE LIVES EVERY DAY

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