BI Daagliks - BI Daily

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Major Wine Producing Countries

- A journey into the winelands

Danish journalist Tom Heinemann highlighted the social ills in a recent documentary with the unfortunate and highly emotive title Bitter Grapes – Slavery in the Vineyards. The documentary giving his account of atrocities in the wine industry aired in Denmark and Sweden – and resulted in some South African wines being removed from retail stores in Denmark.

These depictions in the media of the South African wine industry as being rife with injustices are indeed disappointing. Our industry has made significant economic and social progress since joining global markets and has committed itself to achieving transformation and social development targets. Our stakeholders and supporters are with us on this journey and will not be distracted by opportunistic commentary that disregards the historic context, current realities and ambitious transformation and development plans we’ve set ourselves for social and environmental sustainability.

An independent investigation by labour experts revealed that the documentary contained notable inaccuracies, particularly pertaining to claims about workers’ wages, dismissals, deductions and housing.

Attached hereto the industry’s response – A journey into the Winelands – and an article - Not all is doom and gloom in SA’s wine industry - which was published in Business Day on 17 November 2016. Click here to read more

[A journey into the winelands]