



PRODUCER PROFILE

WINE GRAPES



Name:

Journeys End Brands (Pty) Ltd

Production Area:

4680 hectares

Country: South Africa

FLO ID: 34711

Certification

Since: 2017

Type of organisation:

Producer Hired Labour Organization

Number of Certified Members: 4,214,
18 with 28% of women



FAIRTRADE
AFRICA

Introduction

In 1995 the Gabb family, originally from Shropshire, UK, fell in love with this picturesque wine farm surrounded by 20 ha of gorgeous vineyards. We are incredibly lucky to be nestled amongst the Schapenberg hills, beneath which lay 350-million-year-old decomposed granite soils. This creates one of the most prestigious terroirs in South Africa and is where our vines are planted. As well as fantastic views, our vineyards benefit from the cooling and cleansing south-easterly wind, known locally as the 'Cape Doctor', which comes in from nearby False Bay and the Atlantic Ocean.

The team has always been committed to being environmentally sustainable and socially responsible. As well as being WIETA and IPW accredited, Journey's End converted to solar power in 2014 and the farm became fully Fairtrade certified from April 2017.

In 2020 we were named Ethical Company of the Year by The Drinks Business Green Awards, in recognition of Journey's End Foundation's work, which, since it began, aims to provide 1,000,000 meals to our local community by the end of the year.

Early in 2021, we attained WWF Conservation Champion status, for our continued commitment to sustainable farming and conservation of native fauna and flora. We believe in drinking well, while truly being a force for good.

VISION STATEMENT:

At Journeys End Brands we are 100% committed to producing top-quality single-vineyard and appellation wines that are intricate, integrated, and true to the terroir of the vineyards and climatic benefits of the region.

MISSION:

We aim to build a portfolio of very strong, highly profitable, and valuable premium South African wine brands.

CORE VALUES:

Integrity, Premium Quality, Centered People, Team Players, Customer Centric Approach, Socially Responsible, Environmentally Friendly, Legally Compliant, Creative & Progressive, Dynamic

Growing and Processing

Journeys End Brands and the whole of their supply chain is committed to quality assurance through:

- For the past years, no insecticides have been used on Journey's End. IPW will also not certify us if we use too much disease control and if the chemicals are too hard on the environment.
- Irrigation only take place during the growth season. We only irrigate at critical growth periods and when necessary i.e., flowering period, etc.
- We also irrigate more during extremely dry and hot seasons and keep a close eye on the vines.
- Usually, we dig profile holes in the vineyard to see where the moisture level in the soil is and it also gives us a good indication of how much to irrigate.
- We are also in the process of covering the ridges in the vineyards with wood chips which help with soil moisture preservation.
- We have made huge improvements on all the drainage ditches on the farm to ensure that we collect maximum run off water from rain into our collection dams.
- Every three years, we collect soil samples and have them analyzed in a lab to determine the nutrient content of the soil so that we can follow guidelines not to over or under fertilize the vineyards.
- All the fertilizers get applied through the drip lines to ensure that the vines get maximum benefit from the fertilizer, this method also ensure that we use much less fertilizer.
- Collaborating with customers around the world to bring best practices to our operation.

The main harvesting period is from January to March within which the harvested grapes are delivered to the cellar for processing and when bottle ready, transported in wine tanks to the bottling facility and stored until dispatch to the harbour for exporting.

Benefits of Fairtrade

Good Governance

The company is implementing Fairtrade standards to promote good governance. Through Fairtrade, the rights of workers have been promoted. We are also implementing WIETA and SMETA (Sedex) which is also ethical standards to promote the rights of workers.

Sustainability

To combat climate change and sustainability challenges, the company is implementing climate mitigation measures. We have areas on the farm that is not cultivated and used for replanting indigenous fynbos and indigenous trees. We also in the process of eradicating alien plant species. We also have 24 beehives to help with the pollination of fynbos. We just planted over 6000 spekboom to help reduce Journey's End carbon footprint. Because JE is part of Fairtrade member, we are only permitted to use fungicides, pesticides and herbicides that are on Fairtrade's green list and are the most environmentally friendly. Journeys End track their energy use, we have already implemented and are utilising solar panels which are used to offset electrical consumption from the grid. Expansions to solar panels are currently being investigated. Journeys End was the second wine farm in SA to move over to solar energy. Water Intake and effluent is checked and serviced on a monthly basis by WPS. Journeys End additionally checks water intake and effluent volumes on a twice per week basis. We also analyse water intake and effluent analyses and rectify pH dosing accordingly. We have a caustic dosing pump which adjusts the pH (making the water intake more alkaline) as well as a 4 UV lights as an antimicrobial protection. We use hydrated lime to adjust the pH of our water effluent which also runs through multiple separators and delta separator channels until it is pumped onto our horse paddocks to irrigate. All refuse from Journeys End is recycled to the best of our abilities. We separate everything according to plastic, cardboard, glass, and the rest goes in as general waste. Wines are shipped directly from the bottling facilities where they were bottled to reduce the use of emissions.



Premium Projects

The Company, through the FPC (Journeys End Premium Trust), has successfully:

- Supported workers' children through the supply of school stationery.
- Purchased Healthy and Safety Products such as hand wash soap, hand sanitizers, free standing hand sanitizer stations, face masks, water bottles, hand paper towels, water dispensers, cleaning utensils that were issued to workers through FTA Relief Funds.
- Purchased a projector, screen, and TV screen for training purposes through the FTA Relief Funds.

Challenges

Some of the challenges experienced are:

AT HOME:

- Political instability.
- Skills gap due to legacy of apartheid regime.
- Self-protectionism and lack of teamwork between producers.
- Lack of government support in the industry.
- Climate change.
- Do not have enough of our own grapes to sell Fairtrade wines, which means not too much premium is being received for workers to run projects.

IN PRODUCTION:

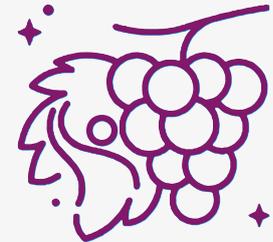
- Lack of range and competition in dry goods supply. (Inflation at 6%.)
- Water shortages between 2015 – 2018 (worst in 100 years).
- Electricity shortages and lack of government investment in infrastructure.

WITH DISTRIBUTION:

- Global perception of South Africa.
- Insufficient knowledge of 'premium' South Africa.
- Volatile exchange rates and increasing import duties.
- Global competition.

Solutions

- Planted trees to help with climate change.
- Implemented a system to become carbon neutral.
- The company will be looking into a donation system to the premium funds for workers to do projects.



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