



FAIRTRADE WINE IN LATIN AMERICA

CURRENT CONTEXT OF FAIRTRADE WINE



Wine is the leading Fairtrade product from Argentina and Chile, where some of the world's greatest wine-producing regions are located, including the Vitivinicola region of the central valley in Chile and the province of Mendoza in Argentina.

The cultivation of grapes for wine is centenary, dating back to the colonization period. These farming practices have been preserved over time thanks to the dedication of families, who, with care, seek to maintain a balance between tradition and innovation. Today, these farming families offer a unique and high quality product, meeting the demands of the international market.

The first organizations, made up of small-scale grape producers, to become Fairtrade certified were Cooperativa Agrícola Vitivinicola de Cauquenes in Chile and La Riojana Cooperative in Argentina, in 2005. Later, in 2008, the first grape plantation was certified in Chile. From that moment on, small producers, plantations and family wineries were brought together by the Fairtrade system, bringing with them a great diversity of wines and types of production, to serve a wide and diverse market.

Currently, there are eight small-scale producer organizations and six certified plantations, with approximately 600 producers and 650 workers, selling 8.5 million liters of Fairtrade wine per year.

Principle markets for Fairtrade wine, from Latin America, include: the United Kingdom, Sweden, Norway, Finland, Belgium, Germany and the Netherlands.



Benefits of Fairtrade wine for:

Workers

- Access to decent working conditions under strict labor standards.
- Fairtrade Premium: invested in improving their health and homes, as well as capacity-building.

Small-scale producers

- Access to better sales conditions with long-term contracts.
- Fairtrade Minimum Price: covers the costs of production and provides a reference value for better negotiations.
- Fairtrade Premium: invested in production and improvements in members' livelihoods.

Rural communities

The small producer organizations and Fairtrade Premium committees (plantations) invest Fairtrade Premium funds in their communities, to build and improve schools and libraries, and provide safe drinking water, among other activities.



SERVICES AND SUPPORT

CLAC technical staff support both producer organizations and plantation committees by providing technical assistance, trainings and workshops, as well as other services.

Workshops are organized on specific topics, according to the needs identified by the producers and workers themselves, such as:

- Fairtrade standard compliance
- Fairtrade requirements for hired labor
- Collective bargaining
- Safe use of agrochemicals
- Integrated pest management
- Premium use plans



FAIRTRADE PREMIUM USE

ORGANIZATION: COOPERATIVA
VITIVINIFRUTICOLA DE LA RIOJA
(LA RIOJANA)

COUNTRY: ARGENTINA

PROJECT: EDUCATION, HEALTH AND WATER
ACCESS

La Riojana is a cooperative of small and medium-sized winemakers founded in 1940, located in the Famatina Valley, in the province of La Rioja, Argentina. The cooperative produces and commercializes a variety of wines, sparkling wines, grape juice and olive oils.

In 2006, they became Fairtrade certified under the Hired Labor Standard and as a small producer organization in 2013. La Riojana's daily work includes assisting its members and promoting their development, while guided by the Fairtrade principles. The cooperative's vision is based on continuous innovation and productive investment, with the hope of expanding export activity and establishing a strong presence in national and international markets.

With the Fairtrade Premium, the cooperative has carried out a variety of activities. For example, in order to improve the community, they invested in fresh drinking water. To do this, La Riojana participated in and contributed to the Malligasta drilling arrangement and the installation of a drinking water plant in Tilimuqui.





Regarding education, the cooperative invested in the construction of an agro-technical secondary school in Tilimuqui, which once completed, was donated to the National University of Chilecito. The school receives 500 students annually. There are already three cohorts of graduates, and the vast majority of students have decided to continue their studies at the local university, promoting local schools and development. And finally, La Riojana also donates school kits for all cooperative employees before the beginning of each school year.

Regarding health, the cooperative has supplied medicines and other resources to assistance centers in Malligasta and Tilimuqui.



FAIRTRADE PREMIUM USE

ORGANIZATION: VIÑEDOS EMILIANA S.A.
(VESA)

COUNTRY: CHILE

PROJECT: HOUSING FOR WORKERS

Viñedos Emiliana was founded in 1986. In the 1990's the Guillisasti brothers set out to produce world-class wines, while protecting workers' rights and the environment. Therefore, they focused their work on sustainable production and toxin-free products, becoming the first organic vineyard in Chile. Today, Viñedos Emiliana has 240 members, including temporary workers, contractors and plant staff.



The strong social commitment for their workers and community, led Viñedos Emiliana to become Fairtrade certified in 2011. The cooperative has been selling Fairtrade wine ever since, executing social projects with funds from the Fairtrade Premium.

The Premium Committee was created in 2012, and currently has eight members: six representing the workers and two representing company leadership. This committee looks after the social interests of all workers, and is in charge of developing projects, according to the needs and proposals of the workers themselves. Such projects seek to improve the quality of life and wellbeing of member' families and the community.

The cooperative's most iconic project, funded by the Fairtrade Premium, aims to improve workers' housing conditions. The project consists of a fund that is used for the purchase of materials to make housing improvements, while the workers contribute with their labor. This could include repairing damages or improving housing structure, providing workers with safe and adequate living conditions after a long workday.





Latin American and Caribbean Network of Fair Trade Small Producers and Workers
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