

News release

For immediate release

Historic upliftment agreement announced at family winery

Wellington, South Africa, 2 February 2009: In a landmark joint venture, the Adama Workers Trust and the Bosman family of Lelienfontein have formed the biggest upliftment land reform deal in the wine industry to date.

A 50% share of some 430ha of prime vineyard land has been transferred to Adama Appollo Holdings, a wholly-owned subsidiary of Adama Workers Trust. The land includes award-winning vineyards at De Rust farm in Wellington, the neighbouring farm Olyfboom, and De Bos Estate in the Hemel and Aarde Valley. Also included is a share in the Bosman Family Vineyards wine cellar at Lelienfontein, and a stake in operational and vine growing company JC Bosman Boerdery. Some 260 workers are beneficiaries of the transaction, all of whom have worked on the farm for three years or more.

Petrus Bosman, Director: JC Bosman Boerdery said, "We chose a joint venture as the means for the transaction to increase its sustainability. This involves our core business, from growing vines to making wine, therefore mentoring and support will be part of our daily work.

"Although this transaction has a focus on land reform," Petrus said, "we also wanted to give our workers access to the full value chain; its economic benefits and prospects for social development. We therefore chose a combination of farmland, operations, cellar and marketing."

Rita Andreas, Chairman of the Adama Workers Trust, said. "In the short term we will focus on skills development, but our long-term vision is the sustainable growth of the group. We believe that, with the help and expertise of the Bosman family, we will achieve our collective goals."

Upliftment has always been a focus at the Lelienfontein farm, with Petrus Bosman and father Jannie proposing the transaction to the Adama Workers Committee in early 2007. A land reform application was submitted by the workers to the Department of Land Affairs in November 2007, approved in August 2008, and finalised in December.

The transaction was funded by the Land Affairs grant, with the Bosmans and the farm workers also contributing. Many of the beneficiaries have worked on the farm for more than 25 years.

The workers will have access to 250 ha of vineyards, the highest quality winemaking facilities and a stake in Lelienfontein Vine Growers; the biggest vine nursery in Africa. The grapes will now qualify for Fairtrade accreditation; as will the wine, which will be produced at Wamakersvallei Winery.

- Ends -

Notes for the Editor:-

Bosman Family Vineyards & Lelienfontein Vine Growers

[Bosman Family Vineyards](#) is nestled against the slopes of the Groenberg Mountain on Lelienfontein farm in Wellington, South Africa. The Bosmans acquired the farm in 1798, and a long and distinguished tradition of winemaking followed. In 1947, the family turned their attention to vine growing, with [Lelienfontein Vine Growers](#) today Africa's biggest vine nursery, and the first to be empowered.

Winemaking resumed on the farm in 2007 with the renovation of the old wine cellar on Lelienfontein. [Four exciting wines](#) were recently released; including the multi-awarded flagship [ADAMA](#) Shiraz.

Adama Appollo Holdings and upliftment at the Bosman farm

Adama Appollo Holdings is 100% owned by the Adama Workers Trust; which is wholly owned and managed by the workers on the farm. There are 260 beneficiaries, each of whom has worked at the farm for three years or more, including retirees; and most of whom have a long familial history on the farm.

The Workers Trust made its own application for the land reform grant, with the guidance of the Bosmans and in consultation with Iaan Olkers of Agri Expert. Additional assistance was given by Jan S de Villiers Attorneys and PriceWaterhouseCoopers.

The vision became a reality when final approval was granted by the Department of Land Affairs on Friday 29 August, 2008. The Bosmans and the workers made their own contributions, and the transaction was finalised in December 2008. A private launch was held on Friday, 30 January 2009 at the Lelienfontein farm.

Upliftment was always a focus for the Bosman family, and a number of activities are run as a matter of course. These include community development projects, training courses, and special training for teens.

About the Land Redistribution for Agricultural Development Program (LRAD)

The Land Redistribution for Agricultural Development Program, an initiative of the Department of Land Affairs, aims to provide BEE candidates with opportunities to own agricultural land, to improve their standard of living, and to better use the land.

The Adama Appollo transaction was well within the charter, particularly as regards the following aims:

- Expanding opportunities for promising young people from rural areas;
- Empowering beneficiaries to improve their economic and social well-being;
- Enabling those presently accessing agricultural land in communal areas to make more productive use of their land.

Further information can be sourced at the [LRAD website](#); or from Jimmy Frazen at the Department of Land Affairs, telephone 021 887 7448.

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