



Six Hats

Working Together in Citrusdal

Citrusdal is a small agricultural town, approximately 170km from Cape Town. It is the Western Cape Province's leading producer of citrus fruits, from where it derives its name. The Citrusdal Wines cellar is in the heart of the town and was initially amalgamated as a co-operative in 1957. In 2007 the operation was re-structured under the guidance of Charles Back. The company is now a collaborative partnership including a number of Fairtrade farmers, Charles Back and Mike Paul, who is a leading UK wine marketer.

Citrusdal Wines has four Fair Trade Farms involved; Bergendal Boerdery, Paardekop Boerdery, Rheeboksfontain and Saamstan Vineyards. Each farm has its own projects running depending on specific needs. Bergendal Boerdery for example, has so far completed the following projects: the building of a community hall, equipping the farm crèche and pre-school, purchasing sport equipment for the community, improving the housing on the farm as well as providing education bursaries and school fees for further education. This was achieved through utilizing the premiums from the Fair Trade wine grape production.

The Six Hats range of Fairtrade wines was launched in 2009 and is one of a small, but growing range of South African Fairtrade Wines in the market. The Six Hats brand is built around a concept that seeks to highlight the various roles and responsibilities that are assumed by all parties involved in progressive and equitable wine farming. The six 'hats' are worn by both the farmer and the community and the results of these positive collaborations are borne out in the successes that have been seen on the farms to date. The various roles are represented on the label by six hats. The Six Hats principles that have been identified are partnership, change, potential, equity, dignity and sustainability.

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