

LUBANZI

FAIR TRADE PLAN

Lubanzi is a start-up, sustainable South African wine company that was created in Cape Town by two young travelers, Charlie Brain & Walker Brown, who were inspired by a year in bits and pieces living, traveling, hiking and backpacking all over SA. Beyond producing great wine, we created the business as a way to positively impact the lives of many in South Africa who work hard to create wines all across South Africa's wine industry. As part of that mission, it's our belief that being a fair trade certified business enhances our ability to ensure that we're making the impact we desire.

With that in mind, we've written the following statement to outline our plan for maintaining & improving our fair trade status.

STATEMENT ON SOURCING & PREFERRED SUPPLIERS/VENDORS/PARTNERS

As part of our commitment to being a socially responsible & environmentally sustainable business, we believe in working with suppliers/vendors/partners, who whenever possible, demonstrate those same values not only in word, but also in action.

In order to act on this, we've outlined a series of criteria that we strongly consider anytime we are evaluating a potential, or current, supplier/vendor/partner. These criteria do not represent everything that we consider in our evaluation process, rather they provide a general framework for the type of practices, statuses, etc. that we're looking for during our consideration process.

- A written & published policy outlining a commitment to social and environmentally responsible practices
- A commitment to a specific positive social impact (e.g. poverty alleviation) or environmental impact (e.g. reducing landfill waste with upcycled product)
- A commitment to serve a target beneficiary in need (e.g. smallholder farmers)
- A business model designed to formally or informally give a specific portion of sales, gross profit or net profit to a charitable organization
- A specific legal entity/governance structure that indicates a social mission (e.g. a registered nonprofit, a benefit corp., or a cooperative)
- Independent ownership
- Ownership by any underrepresented groups (minorities, women, low-income, unaccredited investors, LGBTQ individuals, individuals with disabilities, etc.)
- Smallholders
- Social responsibility certifications from third parties

- Specific recognition given to those who possess Fair Trade Certifications bestowed upon them by a widely recognized third party
- Environmental sustainability certifications from third parties
- Short supply chains
- Proximity to creation of, or sale of, final product
- Internal sourcing from organizations that meet the criteria detailed here

LONG TERM DEVELOPMENT OBJECTIVES

As a central part of our stated mission to craft & share wine that creates a difference in the lives of the laborers who live & work on South Africa's wine farms, we've outlined a series of long-term goals that we are committed to achieving.

- To produce exclusively, 100% fair trade certified wines
- To, each year, grow the turnover of all Fair-Trade products
- To only work with partners that meet 3 or more of the criteria outlined above
- To, each year, increase our own profitability so that we may have the capacity to gift more money to our non-profit partner, The Pebbles Project
- To increase our FFL partners' Fair For Life Performance scores through our own actions & assistance
- To materially improve the environmental impact that our products have by improving and/or eliminating the materials required to make them (e.g. recycled paper for labels, eliminating plastic seals)

For any questions regarding this commitment, please contact hello@capeventurewine.com