



Fairtrade's first university graduate to earn her place in the sun

BRAND ACTIVITY

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Alvercia Juries (24), is soon to become Fairtrade's first university graduate. When she graduates in December with a nursing degree from the University of the Western Cape, she will also be the first person in her family and entire community of 250 farm workers to have a tertiary qualification.

Her studies are funded from the premiums paid for the Devon Valley grapes that go to make Place in the Sun wines, a Fairtrade-accredited brand.

A Fairtrade Premium Committee that represents vineyard workers decides on how to spend the premiums, intended to advance the community and their quality of life. Now two others members from Alvercia's community have enrolled for post-matric qualifications. Their studies will also be paid for from the premiums.

Cameron Goeieman and Alvercia's sister, Chandré Juries have both signed up at Boland College for diploma courses this year that will qualify them to work in a commercial environment as assistants to management.

Cameron (19) has always dreamed of becoming a manager and hopes the course will bring him one-step closer. Chandré, (18), believes that with a diploma behind her name, she will progress far faster in the business world.

Apart from financial contributions to school and post-matric studies, premiums fund sporting, recreational, health and nutritional schemes on the two adjacent farms supplying Place in the Sun grapes.

The brand makes five wines, sold nationwide. The smooth drinking, juicy, and flavourful Merlot, Cabernet Sauvignon and Shiraz retail for around R48 each, while the unwooded Chardonnay and Sauvignon Blanc are on offer for around R38.

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