Faculty of Economics and Management Sciences

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The impact of Fairtrade on the quality of life of workers on wine estates in the Western Cape Province, South Africa

A full thesis submitted in fulfilment of the requirements for the degree of Master in Development Studies at the Institute for Social Development, Faculty of Economics and Management Sciences, University of the Western Cape.

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- Development
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Abstract

Fairtrade is an international organisation aimed at creating empowerment, sustainable livelihoods and fair trading opportunities for small-scale producers and hired labourers in the Global South. The organisation Fairtrade International and its independent certification body FLO-CERT form part of the larger Fair Trade movement. As South Africa's wine industry is still characterized by oppression of its farm workers, the organisation urges for a profound transformation of the industry. Fairtrade's engagement in South Africa is unique as it emerged from an initiative of local producers seeking the certification in 2003. Since then, the number of Fairtrade grape and wine farms has steadily increased and expanded to other wine-producing countries. Thus, after more than ten years of Fairtrade operation in this industry, it is worthwhile evaluating the impact of this international initiative on local farm workers on wine estates. This study uses the capability approach as a theoretical platform from which to assess farm workers' quality of life. The investigation draws a comparison between conditions for workers on Fairtrade-certified farms and conditions for workers on non-certified wine estates. Quantitative research methods were used to gather relevant information. The findings prove the hypothesis of a positive impact of the Fairtrade intervention, but only in certain categories. Labourers on Fairtrade-certified farms were found to be better off concerning financial provision for retirement, contractual status and opportunities to participate in professional training and to join unions. The data furthermore supports the hypothesis that Fairtrade workers are more satisfied with their jobs on wine farms. For further research, longitudinal studies and participatory research approaches are recommended to obtain in depth-information about farm workers' views on Fairtrade.

Declaration

I hereby declare that this full thesis entitled "*The impact of Fairtrade on the quality of life of workers on wine estates in the Western Cape Province, South Africa"* is my own work, that it has not been submitted for any degree or examination in any other university, and that all the sources I have used or quoted have been indicated and acknowledged by complete references.

Mirjam Fusenig

Signature:

08 October 2016

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List of abbreviations

ATO	Alternative Trade Organisation
BB-BEE	Broad-Based Black Economic Empowerment
BEE	Black Economic Empowerment
CSR	Corporate Social Responsibility
DfID	Department for International Development
EFTA	European Fair Trade Association
ETI	Ethical Trade Initiative
FINE	Acronym of the four organizations FLO, WFTO, NEWS! and EFTA
FLO	Fairtrade Labelling Organizations International (later renamed Fairtrade International)
FMP	Fairtrade Minimum Price
FTO	Fair Trade Organization
ILO	International Labour Organization
IMO	Institut für Marktökologie *(German; in English: Institute for Marketecology)*
ISEAL	International Social and Environmental Accreditation and Labelling
ISO	International Organization for Standardization
ITC	International Trade Centre
NEWS!	Network of European Worldshops
NGO	Non-Governmental Organization
OECD	Organisation for Economic Co-operation and Development
SA	Social Accountability
SAWIC	South African Wine Industry Council
SPSS	Statistical Package for the Social Sciences
UK	United Kingdom
USA	United States of America
WFTO	World Fair Trade Organization
WIETA	Wine Industry Ethical Trade Association
WOSA	Wines of South Africa
WTO	World Trade Organization

1 Introduction

1.1 Chapter overview

This first chapter provides a general introduction to the study. It serves to outline the context and background of the study; research problems, objectives, questions and hypotheses; as well as the justification of the study and an overview of key terms. The chapter concludes with a structural overview of the research.

1.2 Context and background

Working conditions on South African fruit farms have been in the spotlight for the past several years. Especially with the farm worker strikes in 2012 in the Western Cape Province, international interest focused on employment relations in South Africa's agricultural sector (Visser & Ferrer, 2015, p. 21). The non-profit organisation Human Rights Watch (2011) criticised bad working conditions that farm workers were often exposed to, such as long working hours, working in harsh weather conditions, exposure to toxic pesticides, and limited access to sanitation facilities or drinking water. Despite long hours and hard work, farm workers are among the lowest wage earners in the country.

In 2002, as a result of the volatile situation on South African farms, a group of farmers approached Fairtrade International in an attempt to address the dissatisfaction of farm workers and improve working conditions on farms. Fairtrade International is driven by the mandate to rectify historically rooted trade inequalities and, in this way, improve social and environmental conditions in developing countries (Raynolds, 2014, p. 499). Thus, Fair Trade is neither free international trade nor development aid in the classical sense. It tries to abolish one of the substantial reasons for poverty, namely unfair trade structures. Accordingly, it is committed to economic and social development and empowerment of smallholders and workers on hired labour farms (FLO, 2011a). Since 2002, the number of certified commercial wine farms has steadily increased (Du Toit & Kruger, 2007, p. 200).

In 2001, the four main Fair Trade networks (FLO, WFTO, NEWS! and EFTA) agreed on a single standard definition of Fair Trade. It is the most comprehensive definition of Fair Trade and also describes the underlying meaning of Fair Trade for this research:

> Fair Trade is a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.

> Fair Trade organizations have a clear commitment to Fair Trade as the principal core of their mission. They, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade (WFTO & FLO, 2009, p. 4).

The three terms 'fair trade', 'Fair Trade' and 'Fairtrade' are all used by researchers when discussing fairness in trade. The term 'fair trade', written in lower case, usually refers to trade conducted following ethical rules and therefore considered to be 'fair'. It can be substituted by the term 'ethical trade'. The term 'Fair Trade', written using capital letters, is given to the movement that seeks to better distribute the benefits of trade along the global value chain and therewith to empower marginalized producers and workers in the South, as stated above (Geest, 2010, p. 6). Finally, Fairtrade – written as a single word – refers to Fairtrade International, and is used for its certification mark and its specific market. The single word version is used for all activities of Fairtrade International (FLO), its certification body FLO-CERT as well as Fairtrade producer networks and national Fairtrade organisations (Dragusanu et al., 2014, p. 218; FLO et al., 2011). All three terms will be used throughout this thesis accordingly. As FLO and the independent certification body FLO-CERT are the leading entities of the global Fair Trade System and the dominant actors in the case of Fair Trade in the South African wine sector, they are in the primary focus of this research.

1.3 Research problem

Originally, Fair Trade was designed to strengthen the position of poor and disadvantaged small-scale producers in developing countries. Soon, the argument was put forward that if the goal was to benefit 'disadvantaged producers' then landless workers, who often are poorer than small-scale farmers or producers, should also be included. Consequently, the Fairtrade certification was extended to hired labour on plantations and farms, starting with banana and tea plantations in 1994 (Raynolds, 2014, p. 502).

South African wine estates represent the described hired labour situation. Despite the end of Apartheid in 1994, most of the wine estates remain under white ownership, whereas coloured and black wine farm workers are still among the poorest and most marginalized groups in South Africa. Many continue to face substantial social and economic challenges and live under precarious conditions (Goodman & Herman, 2015, p. 148). Among these challenges, the most notable include very low wages, lack of job security and employment benefits, unsafe and difficult working conditions, high levels of worker illiteracy, and poor quality housing. Furthermore, they are subjected to highly paternalistic approaches of farm employers, limited access to trade unions in commercial agriculture, and

vulnerability of seasonal and contract labourers. To tackle this marginalization, governmental, as well as international, social responsibility programmes have been introduced by organisations like Fairtrade (Fairtrade Foundation, 2010).

This research aims at assessing the impact of Fairtrade on the quality of life of farm workers employed on wine farms in the Western Cape Province in South Africa. The analysis will investigate whether Fairtrade has been able to mitigate the socio-economic problems mentioned above by setting certain standards and criteria to ensure better living conditions for farm workers. The research will compare the quality of life of agricultural labourers working under Fairtrade conditions with conditions faced by farm workers working on non-Fairtrade wine farms.

1.4 Research objectives and questions

Based on the identified context and research problem, the overall aim of this study is to assess the impact of the adoption of Fairtrade standards in the South African wine industry and the effect it has on the quality of life of individual workers on these estates.

In the following table, the general research objective is stated and then broken down into specific research objectives, which serve as a guideline for the research project.

Table 1.1: Objectives

General Objective	Specific Objectives
To assess the impact of Fairtrade on the quality of life of workers on wine estates in the Western Cape Province, South Africa.	a. Explain the standards and conditions regarding quality of (working) life set by Fairtrade.
	b. Investigate the quality of life of farm workers in the South African wine sector.
	c. Evaluate whether the quality of life of workers on Fairtrade wine farms significantly differs from those employed on conventional (non-Fairtrade) farms.

Source: Author

The research objectives lead to the following research questions:

What is the impact of Fairtrade on the quality of life of workers on wine estates in the Western Cape Province in South Africa?

a. Is the quality of life of workers on Fairtrade wine farms significantly different from those on conventional farms?
b. To what extent can possible differences be attributed to the Fairtrade certification?

1.5 Hypothesis

The hypothetical position of this research is that the quality of life of workers employed on a Fairtrade-certified wine estate in South Africa's Western Cape is higher than the quality of life of those working on conventional, non-certified farms. The hypothesis leads to the assumption that the Fairtrade certification has a positive impact on the quality of life of workers on wine estates in South Africa.

1.6 Justification for the research

In recent years, a large number of initiatives and certifications to promote 'socially responsible' production and trade have emerged. Organic production and Fair Trade are the most well known, but the initiatives extend far beyond these. These labels are increasingly receiving the attention of consumers, as ethical consumption plays a major role in developed countries (Mohan, 2010, pp. 98–99). Fairtrade certification is currently growing rapidly in companies that hire workers, but research on hired labour practices in Fairtrade operations is less extensive than studies on peasant producers operating within the Fairtrade system (Raynolds, 2014, p. 509). There is an increasing discussion on the tangible impact of Fairtrade and whether the required standards improve living conditions and reduce poverty of plantation workers. As the South African wine industry is still marked by its history of oppression of farm workers, a mechanism for guaranteeing the fair treatment of employees is of critical importance. Consequently, the operation of Fairtrade as such a mechanism and its impact requires further investigation.

Furthermore, Fair Trade is of particular developmental relevance as it aspires to deliver sustainable livelihoods and development opportunities to marginalized people in developing countries (WFTO & FLO, 2009, p. 3). In this regard, "[i]t is a strategy for poverty alleviation and sustainable development […]. Its purpose is to create opportunities for small-scale farmers and workers who have been economically disadvantaged or marginalized by the conventional trading system" (CEval, 2012, p. 12). In South Africa, an emerging country with a huge gap between rich and poor, Fair Trade, through empowering poor workers, contributes to a reduction of this gap.

Nelson and Martin (2015, p. 509) comment that studies on Fairtrade are mainly of a qualitative nature; and thus, lack a quantitative research design with statistically

controlled comparisons for measuring impacts. Furthermore, most studies show the effects of Fairtrade on small producer cooperatives. Becchetti et al. (2015, p. 541) identify that a broad analysis of hired labour companies in the context of Fairtrade would be welcome as an addition to the current literature. The study of Geest (2010, p. 84) more generally points out that there is an overall lack of evidence measuring certification as a tool to foster sustainable development and to improve livelihoods. Research has been contradictory so far and lacks commonly accepted approaches. Most Fairtrade impact studies apply a practical approach to gathering empirical data, but do not base it on any underlying theoretical or conceptual framework. Furthermore, research in this field is often based on case study design and does not include a broader range of respondents from several Fairtrade-certified companies. A large number of the above-cited impact assessments were furthermore commissioned by Fairtrade International itself or any attached foundation or organisation, leading to doubts in the neutrality of research findings (Paul, 2005, p. 134).

There is limited research about Fairtrade in the wine industry, whereas much more information and data is available on other products such as coffee, tea, bananas, or sugar (Nelson & Martin, 2015, p. 509). Studies concerning ethical codes and certifications in the case of South African wine exist, but only a limited amount explicitly focus on Fairtrade. Therefore, a gap in the research can be identified in comparing the quality of life of workers on Fairtrade-certified wine farms to that of workers employed by conventional wine producers, using an underlying theory and interviewing workers from various wine estates.

1.7 Definition of key terms

In addition to the definition of Fair Trade that has already been introduced, some further key terms must be defined at this stage. The term ‘workers’ includes all types of workers, permanent as well as migrant, temporary, seasonal, or sub-contracted workers. Workers are not only those working in the fields, but also all other hired labour personnel, for example in a plantation’s or company’s administration. However, the term only includes those workers who can theoretically be a member of a union, and therefore excludes employees in higher management positions. A ‘hired labour organisation’ is any company that employs workers and relies on their workforce. In general, it can be a plantation, factory or manufacturing industry (FLO, 2014a, p. 4). In the South African wine industry, this refers to large commercial wine farms or estates. Moreover, the term ‘impact’ must be delineated. The OECD (2016) defines impact as “positive and negative changes

produced by a development intervention, directly or indirectly, intended or unintended". Thus, in the context of this research, impact is understood as changes produced by the intervention of Fairtrade International.

1.8 Structure

This first chapter introduced the context and background of the study, the research problem, research objectives, research questions and the justification for the research. The remaining chapters are demarcated as follows:

Chapter Two presents a review of relevant literature on both Fair Trade as well as the South African wine industry. Firstly, the origin of the Fair Trade movement, specification of its standards, and results of prior impact assessments are considered. Thereafter, the specific landscape of Fairtrade in South Africa is outlined.

Chapter Three serves to introduce the theoretical foundation of this study, namely Amartya Sen's capability approach. Variations of the theory are presented and its application to this study is explained.

Chapter Four presents the research design and methodology used in this study and outlines the procedure that was followed during the empirical fieldwork stage of the investigation. It focuses on the quantitative research design used in this study, and provides a detailed description of the quasi-experimental approach, sampling method, data collection and data analysis. It concludes with ethical considerations and limitations of this research.

Chapter Five presents the study's empirical results. It commences with a presentation of the sample data and demographic data, and continues with the analysis. In that analysis, for each of the variables, results between the group of workers on Fairtrade-certified farms and those on conventional farms are compared to assess the impact of the Fairtrade intervention.

Chapter Six takes the variables where differences have been identified and enters into a deeper discussion. Furthermore, the difficulties of directly attributing these differences to the Fairtrade intervention are considered.

Chapter Seven provides the conclusion of the research. It furthermore highlights implications for development policy and recommendations for further research.

2 Literature review

2.1 Chapter overview

Starting as a small initiative to support producers in the South, after more than 50 years of existence, Fair Trade is now a widely known concept and has awakened the interest of various scholars. Raynolds and Bennet (2015, p. 3) comment that an "impressive body of research" has been created by a number of academics "from across the social sciences - sociology, political science, geography, economics and anthropology - as well as business, marketing, policy, international development and other related fields". This chapter presents the context for the research and provides a review of relevant literature on the subject of Fair Trade and the landscape of Fairtrade in the South African wine industry. Furthermore, attention turns to an analysis of empirical studies that measure the impact of Fairtrade and a review of comparable social standards in South Africa.

2.2 The Fair Trade movement – origin and principles

The Fair Trade movement has emerged within an increasingly globalised economy, which has brought about huge profits for some actors of the global value chain – mainly companies in the North – and negative effects for others, particularly producers and workers in the South. The Fair Trade movement relates back to the initiatives of different organisations such as churches, development actors, and alternative trade organisations, formed by a group of politically and socially conscious consumers (Kruger, 2008, p. 65). It is rooted in over 50 years of alternative trade relationships. Between the 1950s and the 1980s, some Alternative Trade Organisations (ATOs) emerged in Europe and North America with the objective of supporting marginalised producers in developing countries (Mohan, 2010, pp. 24–27). Fair Trade in Europe finds its earliest traces in the late 1950s, with Oxfam UK starting to sell handicrafts produced by Chinese refugees. Parallel initiatives appeared in the Netherlands and in 1967, the importing organisation, Fairtrade International, was created (Kocken, 2004, p. 1).

The Fair Trade movement is guided by a vision of a world that is characterised by justice and sustainable development in trade and maintenance of dignified livelihoods for everyone who contributes with his/her workforce to these business practices (WFTO & FLO, 2009, p. 4). Its strategic intention is to help marginalised producers and workers increase their economic security and escape the vicious circle of poverty by mobilising consumers through market-based strategies (Mohan, 2010, p. 19).

In its early stages, the primary objective of Fair Trade was to support small producers in developing countries and give them the opportunity to construct their livelihoods and improve their quality of life through trade. Most small producers do not have access to markets as they lack sufficient financial resources and access to infrastructure. They are therefore forced to sell their products to middlemen who, in turn, sell the products to companies at higher prices. This results in small producers entering into a dependency relationship with the middlemen as they do not have direct market access or information about market prices. Fair Trade implements trading without intermediate middlemen. To strengthen the position of the small producers, they are organised together in cooperatives. These cooperatives are then in the position to sell their products to companies, mainly Fairtrade importers from oversees, directly (Hauff & Claus, 2013, pp. 92–106). Fairtrade is often conceptualised by practitioners as "changing the power relationships along the supply chain" and thereby aims to re-balance power between buyers and producers, guaranteeing equal rights and responsibilities to both sides (Le Mare, 2008, p. 1927).

With the entry of the standards for hired labour into the Fair Trade system, its goal and principles were then extended to a second disadvantaged group within the trade system (FLO, 2011b). Since the 1990s, the certification of plantations was possible, and workers on plantations would also benefit from Fair Trade. FLO (2011b) clarifies as follows:

> There are distinct sets of Fairtrade standards, which acknowledge different types of producers. One set of standards applies to smallholders that are working together in cooperatives or other organizations with a democratic structure. The other set applies to workers, whose employers pay decent wages, guarantee the right to join trade unions, ensure health and safety standards and provide adequate housing where relevant.

The participation of workers in Fairtrade depends on specific conditions. They can participate if they are organized, usually into labour unions, and if the company they work for agrees and is prepared to support the workers' development. Companies such as farms, plantations, factories or manufacturing industries can gain Fairtrade certification if they comply with the requirements enumerated in the 'Fairtrade Standard for Hired Labour' (FLO, 2015b). According to FLO (2015b, p. 3):

> The purpose of the Fairtrade Standard for Hired Labour is to set the requirements that determine participation in the Fairtrade system that applies to workers, empowering them to combat poverty, strengthen their position and to take more control of their lives. The requirements ensure that employers pay decent wages, guarantee the right to join trade unions, and make certain that health, safety and environmental principles are adhered to.

Fairtrade International aims at moving beyond being used as a traditional initiative of Corporate Social Responsibility (CSR). Fairtrade's focus goes further, as it intends to

equip workers with the conditions and tools that allow them to negotiate their terms of work and wages. The Fairtrade model is designed to build a relationship based on trust, respect, and dialogue between management and workers (FLO, 2012, pp. 1–2).

2.3 Business and economics of Fair Trade

While some authors claim that Fair Trade "re-embeds the economy back into society", others argue that is nothing other than a "larger, neoliberal globalization project" (Reed, 2015, p. 211). The premise of this section is to introduce and discuss the economics and market system in which Fair Trade operates, and to look at the range of certified products, their consumption, and the discussion around the mainstreaming of Fair Trade.

2.3.1 The economics and market system of Fair Trade

Neoclassical economic theory particularizes the prospective benefits for markets for organizing economic actions. It assumes perfect competition (ideal markets) and explains, under this assumption, the optimal allocation of goods and services. The marginal productivity and the cost of different production factors serve as a basis for that. However, this condition of perfect competition and ideal markets which includes perfect information and zero transaction costs as well as no negative externalities is never given in reality (Reed, 2015, p. 212).

Becchetti et al. (2015, p. 543) continue this line of thought by illustrating that imperfect markets certifications, like Fairtrade, are a key tool for increasing consumer confidence. The fact of imperfect (asymmetric) information impedes the buyer from being fully aware of the quality of the purchased products. A certification can decrease information asymmetries. A similar explanation is provided by Dragusanu et al. (2014, p. 222) and Mohan (2010, p. 19) who argue that the key assumption behind the logic of Fair Trade is the awareness of the consumers. Fair Trade only works because there are consumers who care about the nature and background of the production process, and who are willing to pay more to help marginalized producers.

Through higher prices, which consumers are willing to pay, Fair Trade is able to help farmers and workers by providing them with higher incomes and greater economic stability. They receive better prices, stable trade relationships and financial resources as well as knowledge which enable them to implement social and environmental projects (Dragusanu et al., 2014, pp. 217–218; Raynolds, 2009, p. 1083).

Becchetti et al. (2015, p. 532) present Fair Trade as being "not only one of the most well-known bottom-up welfare responses to globalization, but also a leader in bringing

questions about the role of business in society to the fore of public consciousness". Globalization allowed companies to directly operate in a worldwide scenario while rules and institutions remain domestic. This trapped the market into losing its equilibrium. Fair Trade, as a "bottom-up action of socially and environmentally concerned citizens has helped to restore this equilibrium, rewarding companies that avoid a race to the bottom in social and environmental criteria through fair trade and related initiatives."

"The fair trade movement considers current income inequalities to be not only unfair, but also often caused by the current structure of the international trading system" (Suranovic, 2015, p. 45). Mohan (2010) elucidates that nevertheless Fair Trade is part of this 'unfair' market economy and not an opposition of free trade. Fair Trade cannot be considered as a market different from the 'free market', however it creates an alternative trading channel within the free market. The fundamentals of demand and supply as well as the market competitiveness of the Fair Trade market are the same ones as in the conventional market. In this regard, Mohan (2010, p. 34) states that:

> Fair Trade rests as much on market forces as conventional trading does: it is very much a market-responsive model of trade, a consequence of consumer society requiring participants to make a profit. With respect to their substance, Fair Trade and traditionally marketed products show at most very little divergence and hardly differ with respect to their functional utility.

Besides this interpretation, there are other scholars who not only illustrate that Fair Trade works within the same structures as the free market but who claim that Fair Trade is an inefficient way of supporting poor producers in the South (Collier, 2007; LeClair, 2002). Guthman (2007), for example, summarizes the moral economy of voluntary food labels, like Fair Trade, operating in the framework of the conventional economy as simply being a 'nice neoliberalism'.

These different and sometimes very contradictory points of view lead to the conclusion that scholars who have done research on Fair Trade are far from agreeing on the role which Fair Trade plays in our economy and in global markets.

2.3.2 Fairtrade products, consumption and mainstreaming

Nowadays, Fairtrade certification applies to a large range of products. In the food sector, Fairtrade International certifies bananas, rice, cocoa, coffee, sugar, tea, fresh fruit, honey, juices, wine, spices and herbs. A special case is demonstrated with composite products, meaning products that are made from more than one ingredient such as chocolate. In that case, all ingredients for which Fairtrade standards apply need to be certified. Additional ingredients may be non-Fairtrade; however, this needs to be indicated on the back of the

product. In the non-food sector, Fairtrade International offers certification for cotton, flowers, gold, and sport balls (FLO, 2011a). There are some commodities, for example, coffee and cocoa, where the Fairtrade certification is only available for small-scale farmer organisations. Certification for large plantations and agricultural businesses is available for products such as bananas, tea, flowers, and fruit (Mohan, 2010, p. 21). Besides the mentioned types of products, organisations such as the World Fair Trade Organisation (WFTO) include certification for additional products, such as handicrafts or clothes.

Most of the products that are sold under the Fairtrade label are buyer-driven. While supplier-driven chains are associated with key producers, important linkages across the sector or new technology, buyer-driven chains are mostly characterised by labour-intensity. Even though the Fair Trade networks attempt to build capacity among poor producers by improving skills, use of technology and cooperation with other organisations, the Fair Trade supply chain is mostly dominated by buyers in the North (Le Mare, 2008, pp. 1927–1928).

Wheeler (2012) notes a striking increase in the consumption of Fairtrade goods around the globe. The author describes the Fairtrade consumer as an "individual who intentionally and reflexively consumes Fairtrade goods in order to register their support for the plight of producers in the developing world" (Wheeler, 2012, p. 492). For a consumer, purchasing Fairtrade-certified goods seems to be a simple solution to the world's unfair trade structures and poverty. By choosing a different type of coffee, tea, wine or any other product category that is covered by Fairtrade, the consumer can ease his/her conscience and feels good to be part of the promised difference that is made to the lives of families in the developing world. The interest of consumers in Fairtrade has been growing in recent years, especially since the products are available on supermarket shelves. Similarly, Raynolds and Greenfield (2015, pp. 27–31) mention that Fair Trade's growing popularity is linked to the increase of ethical and green consumption as a whole. Consumers express their food safety and health concern increasingly through buying ethically and ecologically labelled products. The authors refer to data collected in 2011, showing that 72 per cent of European and North American consumers consider third-party certification as the best possible way to prove compliance with social and environmental rules and values.

Nowadays, the United Kingdom has the world's largest market for Fairtrade-certified goods, accounting for annual sales of 2.6 billion US-Dollars. Following them is the United States as the second largest market for Fairtrade products, whose sales valued 1.4

billion US-Dollars. Further European markets such as Germany, France, Switzerland and Scandinavia have, likewise, well-developed Fairtrade markets (Raynolds & Greenfield, 2015, pp. 28–29). The rapid growth of the Fair Trade market has, however, threatened its original principals. Some mission-driven organisations have had to compromise certain values in order to maintain their economic viability. Selling Fairtrade products through commercial channels, such as international retailers and supermarkets, is no longer seen as a taboo subject (Raynolds & Greenfield, 2015, pp. 26–27). With the entry of Fairtrade products into supermarkets and the certification of plantations and corporations – usually referred to as the 'mainstreaming' of Fair Trade – sales have increased significantly. However, the process of mainstreaming also sparked complex debates, mainly due to increasing power relationships of multi-nationals in the Fairtrade system (Le Velly, 2015). Various authors discuss the concept of mainstreaming with regard to Fair Trade and Fairtrade (Doherty et al., 2013; Fisher, 2009; Fridell, 2009; Hutchens, 2010; Le Velly, 2015; Low & Davenport, 2006; Moore et al., 2006; Nicholls, 2002; Raynolds, 2009; Tallontire, 2009). According to Le Velly (2015), it is, however, difficult to find a precise definition about what mainstreaming of Fair Trade exactly refers to. Up to now, the term has been used, on the one hand, when referring to the "increased presence of fair trade products in 'mainstream' distribution channels" (Le Velly, 2015, p. 266), such as supermarket chains, restaurant chains or coffeehouses. On the other hand, the expansion of Fairtrade standards on hired labour plantations and businesses has also been included in the debate. Hence, the concept includes a broad range of issues: reaching a wider range of consumers; selling Fair Trade products in a wide range of 'conventional' stores; and becoming more similar to the rules of conventional trade (Le Velly, 2015). Furthermore, the discussion around the 'mainstreaming' of Fair Trade is tinted with some negative connotations. Table 2.1 presents some of the pros and cons of the mainstreaming of Fair Trade:

Table 2.1: Pros and cons of mainstreaming Fair Trade

PRO	CONTRA
• Expansion of markets and growth in sales. • Raised social responsibility and ethical standards in supermarkets and transnational companies. • Increased awareness of Fair Trade and proved consumer demand. • Opportunity to develop Fair Trade brands. • Opportunity to prove that Fair Trade is not a form of charity. • Increased knowledge exchange between supermarkets and the Fair Trade movement.	• Risk of losing the values of the original Fair Trade movement that was created to empower small producers through close relationships. • Fair Trade now driven by corporate capital; increased commoditisation of Fair Trade. • Risk of compromise in standards due to growing influence of supermarkets in the process. • Damage to the movement's integrity because retailers' reputation benefits from selling Fair Trade product ranges; in some cases, with very low engagement in practice. • Retailers themselves do not have to comply with Fair Trade standards. • Passive, rather than active, consumer engagement through buying Fair Trade products in large supermarkets rather than in alternative Fair Trade shops.

Sources: Adapted from Doherty et al. (2013), Hughes (2015), Le Velly (2015) and Reed (2009)

This list of arguments highlights the vivid discussion among scholars concerning the mainstreaming of Fair Trade. As the literature gives an overall impression of being more strongly shaped by criticism than positive perceptions among scholars, some of the critical aspects will be elaborated further in the following.

Jaffee (2010, p. 268) states that the inclusion of Fairtrade into retailers' product ranges and the use of the certification for advertising and public relations have been described as "fairwashing", similarly to the concept of "greenwashing". Low and Davenport (2006, p. 323) further elaborate that corporations are using the relatively weak understanding of Fairtrade that exists among consumers, thereby confusing the concepts of 'ethical' and 'Fairtrade' certified products. The authors also speak about "clean-washing" and "image laundering". Doherty et al. (2013, p. 163) summarise that 'fair-washing' or 'clean-washing' occurs when a corporation "derives positive benefits from its association with the fair trade movement, however minimal its efforts to live the values". It is furthermore criticised that contracts between retailers and Fairtrade producers in practice only extend for a relatively limited duration, often not longer than one growing season. This allows retailers and corporations to change their suppliers and buy from those that offer the Fairtrade product at the lowest price. This observation completely contradicts Fairtrade's promotion of long and stable relationships with producers (Doherty et al., 2013, p. 167).

In his contribution about the politics in Fair Trade supply chains, Luetchford (2011, pp. 54–55) observes a compromise of Fair Trade principles due to its operation in conventional markets. He highlights the downward pressure on Fair Trade brands in the supply chain, functioning in a competitive market, and notes a tension between this downward pressure and the appeal to consumers to pay higher prices for moral quality. According to Luetchford (2011), it is the market that determines the consumers' willingness to pay for Fair Trade goods as they are indexed against other products in the same category. He furthermore points out the increasing tension between Fair Trade principles and profit due to the increased domination of supply chains by international corporations and supermarkets. Smith (2010) argues similarly and highlights that Fair Trade relationships between retailers and producers have much in common with conventional buyer-supplier relationships. Moore et al. (2006, p. 330) conclude that Fairtrade may have "lost its soul".

Following Hughes (2015), the appearance of Fairtrade-certified products in corporations is mainly concentrated in the European and the US markets. Various authors point out that the inclusion of Fairtrade goods in an array of product ranges seems to fit with retailers' strategies of corporate social responsibility (Hughes, 2015; Knowles, 2011; Wright & Heaton, 2006).

2.4 Fairtrade standards and certification

The Fairtrade standards operate as a product standard, meaning that certain products are certified, rather than the producing organisation itself. The certification – as mentioned in the first chapter of this thesis – is carried out by the independent body FLO-CERT, which follows the ISO 65 standards for certification bodies (Moore, 2004, p. 79). In the following, some general characteristics of the Fairtrade standards will be discussed in order to then have a closer look at the specific standards for hired-labour settings.

2.4.1 Three pillars of Fairtrade

Fairtrade International has created its standards upon the guidelines provided by ISEAL, the International Social and Environmental Accreditation and Labelling Alliance (Hauff & Claus, 2013, p. 103). The Fairtrade standards are based on three pillars, namely ecology, economy and social aspects. These three components, illustrated in Table 2.2, form define the standards and regulations of Fairtrade.

Table 2.2: Three pillars of Fairtrade

Ecology	Economy	Social Aspects
List of prohibited substances	Consultancy	Working conditions
Environmentally friendly cultivation	Stable minimum prices	Joint projects
Promotion of organic cultivation	Fairtrade premium	Freedom of assembly
Prohibition of genetically manipulated organisms	Long-term trade relationships	Discrimination ban
Premium for organic cultivation	Pre-financing	No illegal child labour

Source: TransFair e.V. (n.d.)

Fairtrade enhances environmentally friendly production and the protection of natural resources. Dangerous pesticides, as well as genetically modified organisms, are strictly prohibited. Agrochemicals need to be handled safely and their use has to be minimised. Furthermore, Fairtrade supports organic productions by paying a premium for producers who seek an organic certification in addition to the Fairtrade certification (TransFair e.V., n.d.). On the economic side, Fairtrade guarantees the payment of a minimum price and a Fairtrade premium. The minimum price is intended to cover the average costs of a sustainable production and to stick to the minimum wage of the sector. A Fairtrade buyer has to pay to the producer at least the minimum price even if the world price for the product is below this price. Producers and traders, however, are free to negotiate higher prices at any time. Furthermore, Fairtrade provides certified producers with access to credit and assures financial stability (Dragusanu et al., 2014, p. 220). Lastly, Fairtrade assures small-scale producers' and farm workers' rights and makes sure that working conditions are appropriate and no exploitation takes place. Although Fairtrade promotes the organisation into democratic cooperations among peasant producers, it assists farm labourers in joining labour unions (TransFair e.V., n.d.). Further social and economic aspects that are specifically relevant to the hired labour standards are discussed in the following section.

Important to highlight, however, is the involvement of Southern food producers in the development of the Fairtrade standards, which is not the case with many other socially responsible and environmentally friendly certifications (Moore, 2004, p. 79).

2.4.2 Fairtrade standards for hired labour

This section provides information concerning Fairtrade standards for hired labour. Workers in hired labour settings must receive a living wage for their work. The living

wage must cover basic needs, such as food, shelter, clothing, healthcare, education, transport; and an extra amount for unforeseen happenings, pertaining a worker and his or her family. In the beginning, employers must pay at least the legislated minimum wage of the particular country or industry, and then gradually increase wages towards a living wage (FLO, 2012, p. 2). The Joint Body (also called Fairtrade Premium Committee) decides on the investments made with the amount of the Fairtrade Premium money on a certain estate or farm. Both representatives from workers' side as well as from management form the Joint Body. However, representatives from management only assume an advisory role and are without voting rights (FLO, 2012, p. 3). The Fairtrade Premium is money that is paid in addition to the payment for the products. The premium amount is restricted to investments in the socio-economic development of the farm workers and their community (FLO, 2015c, p. 3). However, employees can choose to distribute equitably up to 20 per cent of the Fairtrade Premium per year among themselves in cash as a Fairtrade bonus. This decision must be made in a collective bargaining process, in consultation with the Fairtrade Premium Committee and the workers' representatives (FLO, 2014b, p. 1). Ownership of the Fairtrade Premium shall empower workers in their decision-making process and improve their livelihoods (FLO, 2014a, p. 11).

Furthermore, the Fairtrade standards include the possibility of pre-finance. In the context of Fairtrade grapes, it means that the Fairtrade payer must provide, upon request, up to 60 per cent of the payment in advance to the producer. Prices are determined by the Fairtrade Minimum Price (FMP). The FMP is a floor price that is calculated based on producers' average costs of production. In case the market price for a product is higher than the Fairtrade minimum price – as it is currently the case with Fairtrade grapes – then the market price must be paid (FLO, 2015c, p. 3).

Employers have the duty to provide training to their workers, covering awareness about workers' rights, project planning and financial management for workers' representatives in the Fairtrade Premium Committee, as well as labour legislation and negotiation skills. Furthermore, primary education for all children of permanent resident workers must be ensured. With the increasing number of years being certified, further training has to be included (FLO, 2014a, p. 17). Moreover, Fairtrade standards prescribe employers to avoid discrimination, not to apply any form of corporal punishment or abuse, nor support or tolerate it, prevent sexual harassment, allow workers to use grievance procedures and assure equal opportunities among workers to be selected as representatives (FLO, 2014a,

p. 20). Children under 15 years are not allowed to work on the farm and those under 18 years are only allowed to do such tasks that do not put their health, safety or school attendance at a risk (FLO, 2014a, p. 23). Workers must be assured the freedom of association and the right to collective bargaining. Any workers must have the right to join a labour union, and there must be a form of democratically elected representation on any farm. Management does not have the right to interfere with this freedom of association (FLO, 2014a, pp. 26–27). Furthermore, various employment conditions are specified by Fairtrade International. It is not intended to list all of the aspects at this point but to highlight those relevant to this study. Important to mention is the restriction of working hours and overtime to 48 hours per week. Overtime must not exceed 12 hours a week, and each six days of continuous work must be followed by a rest day. A minimum of two weeks of paid leave must be guaranteed. The required employment conditions are complemented by occupational health and safety standards that furthermore must be met (FLO, 2014a, pp. 31–40).

2.5 Results of impact assessments of Fair Trade

As the aim of this research is to measure the impact of Fairtrade on workers on South African wine farms, this section presents a selection of prior impact studies of Fairtrade, as well as the methodological issues that were highlighted by researchers when measuring the impact.

2.5.1 Impacts on economic well-being

Fairtrade International works to secure income to small-scale farmers and workers on plantations, furthermore guaranteeing prepayments, access to loans and credit to certified farmers. The secure income, in turn, contributes to reducing poverty according to Fairtrade's theory of change (FLO, 2015a).

Becchetti et al. (2015, p. 533) list several studies that proved higher revenues for small scale producers with increasing years of Fairtrade affiliation. The authors cite the study conducted by Ronchi (2006) in Costa Rica that identified a positive impact of the Fairtrade certification on market power of the participating producers. On the contrary, Ruben et al. (2009) found that Fairtrade did not have any impact on small-scale producers in Peru and Costa Rica in terms of income. The authors explain that firstly, Fairtrade farmers did not substitute their production while conventional farmers did; secondly, that Fairtrade farmers had to cover the high costs associated with the certification; and thirdly, that the Fairtrade premium was distributed to the wider community and thus did not have a direct effect on the farmers' income. However, the study proved that Fairtrade-affiliated

farmers had improved access to credit, higher willingness to invest, and improved bargaining power. Thus, Fairtrade did not have a direct effect on the income of the farmers but indirect positive impacts on the economic well-being of the farming community.

Following this discussion, Raynolds (2002) notes that many other factors influence the extent of Fairtrade's economic impact, such as national policies, organizational structures, and individual characteristics of producers. Bacon (2005) observed that although Fairtrade networks and partnerships can increase income for producers and provide security, it does not offset other factors that are responsible for a poor quality of life for the farmers. Le Mare (2008) highlights two studies examining Fairtrade's impact on economic conditions of farmers in Mexico and Thailand. Here, the author identifies a limited impact and relates this to the fact that Thailand and Mexico have more mature economies. Governments in those countries play a more proactive role and regulations are in place. This leads Le Mare (2008, pp. 1932–1933) to question Fairtrade's role in middle-income economies: "Should Fair Trade be primarily about reducing poverty (thus, only work in poor countries with poor people), or also about expanding the use of Fair Trade practices in mainstream commercial businesses, and thus relevant to any economy?" This question is likewise relevant to the present research in South Africa – according to the World Bank definition, an upper middle income economy (The World Bank Group, 2016).

Becchetti et al. (2015, pp. 538–539) also look at the impact of Fairtrade on productivity. They conclude that the studies they reviewed provided mixed results. Becchetti et al. (2012) show, in a field study on Fairtrade and organic rice in Thailand, that the years of Fairtrade affiliation, as well as organic farming, have a positive effect on per capita income generated from agriculture. Becchetti and Castriota (2008) prove a significant and positive impact of Fairtrade on the productivity of honey producers in Chile, comparing a treatment and a control group, and correcting the heterogeneity through a treatment regression model and propensity score matching. The positive impact on productivity is explained by the benefit of the economies of scale that Fairtrade producers receive due to their membership in cooperatives.

Nelson and Pound (2009) reviewed 33 case studies on the impact of Fairtrade. Out of these, the vast majority was focused on small-scale coffee producers, and only a few focused on employed workers. Thus, it is not surprising that substantial positive evidence was found in the case of smallholder producers and their families concerning economic opportunities, and that evidence on the impact on hired labourers was very limited. The

authors furthermore suggest that studies on effects on workers should not exclusively look at material benefits, but also include empowerment dimensions.

The overview of results of the studies that measured the impact of Fairtrade on economic well-being shows that no clear, single conclusion can be drawn. The application of Fairtrade is very specific to the local context and results need to be measured for each of the situations where the certification is available.

2.5.2 Impacts on empowerment and social development

In her literature review on Fair Trade, Le Mare (2008, pp. 1933–1934) mentions that there is an overwhelming number of studies on Fairtrade suggesting that the certification improves producers' general well-being. Imhof and Lee (2007) found, in their study about the effects of Fair Trade on Bolivian coffee producers that Fair Trade, that enabling capacity-building has a positive impact on poverty reduction. Furthermore, Fair Trade was described to have a positive influence on conflict prevention as it contributes to the inequalities between indigenous peoples and other groups of society in Bolivia.

Becchetti et al. (2015, p. 533) mention that prior impact assessments have brought a set of results on both objective indicators, such as income, productivity, child labour and health, and subjective indicators, like life satisfaction and self-esteem. Similarly, Robbins et al. (2000) describe Fairtrade's potential in strengthening trust, self-esteem and social capital for Fairtrade coffee producers in Venezuela and workers on citrus farms in South Africa. Mohan (2010, p. 51) summarizes some field studies that likewise suggest a benefit for Fairtrade producers, highlighting the benefit for their organizational skills development. Blackman and Rivera (2010) reviewed 37 studies that identify ex-post farm-level impacts of sustainable certifications. Out of these studies, they identified only 14 studies to be based on a credible methodology. Again out of these 14 studies, six studies finally proved that certification has environmental or socioeconomic benefits.

A few studies focus on the impact of Fairtrade on hired labour on plantations. Klier and Possinger (2012) found that Fairtrade assured compliance with national laws and international regulations in the case of Kenyan flower and Indian tea plantations. The working conditions for workers on Fairtrade flower plantations were identified to be better than those of most workers on conventional farms in the same region. However, the authors also interject that Fairtrade's impact on the hired labour sector highly depends on the willingness of management to change company policies. Pound (2013) conducted a study on Malawian tea plantations and found that the Joint Body has a potential to

improve the relationship between management and workers if respected by both parties. Furthermore, the author highlighted improvements in food security and working conditions for Fairtrade workers. Geest (2010, p. 82), however, criticizes that most of the positive impacts that were found only refer to permanent labour, and in most cases, do not cover seasonally hired labour. Lyall (2014) assessed the impact of Fairtrade on empowerment of workers on Ecuadorian flower farms. The author found that Fairtrade could not ensure full empowerment to the workers. Fairtrade was perceived as only providing a variety of enabling conditions such as job stability, skills development and support through the workers' committee. The workers, however, defined full empowerment as economic autonomy.

The majority of reviewed studies stated a positive impact of Fair Trade on social development of small-scale producers and plantation workers. Aside from some limits of Fair Trade, especially in ensuring empowerment, none of the studies found that Fair Trade had a negative impact of the social situation of the participants.

2.5.3 Impacts on the natural environment

Several researchers focused on the impact of Fair Trade on the natural environment and producers' attitudes towards ecosystem protection. As assessed by Ruben et al. (2009, p. 784), Fair Trade has positive effects through the use of organic inputs by producers and results in a reduction of reliance on chemical fertilisers. However, the authors also found that Fairtrade producers rarely invest in infrastructure to improve soil conservation or drainage. Utting (2008, p. 138) identified a strong commitment of Fair Trade coffee producers in northern Nicaragua to environmental sustainability. The producers were found to be aware of the importance of conserving natural resources. The author furthermore mentions that Fair Trade encourages producers to move towards organic production, as an additional premium is paid.

Bacon et al. (2015) assessed the environmental sustainability of Fair Trade coffee in Latin America. They comment that the environmental impacts of Fair Trade are generally understudied. In their research, the authors found direct beneficial impacts of Fair Trade, including restrictions on agrochemical use, as well as the promotion of organic agriculture. Moreover, indirect impacts were identified, namely the benefits of shade grown Fair Trade coffee that guaranteed the conservation of biodiversity, as well as a broad set of ecosystem services (e.g. water conversation, pollination or pest control).

Nelson and Pound (2009, pp. 16–19) presented findings on the environmental impacts of Fair Trade in their literature review of impact studies of the certification. According to them, the majority of the reviewed case studies made comments on the environmental aspects of Fair Trade. However, none of the studies conducted a methodological assessment of impacts on the environment and ecosystems. The authors furthermore state that good agro-ecological practices were found to be in place according to the majority of research studies, although this cannot be generalised.

2.5.4 Methodological shortcomings in impact assessments of Fair Trade

Various researchers have chosen the approach of comparing a treatment group (Fairtrade workers or producers) and a control group (conventional workers or producers) when analysing Fairtrade's impact (Becchetti et al., 2015; Granville & Telford, 2013; Klier & Possinger, 2012). Some sources examined differences in variables such as income, productivity, health or child schooling (Becchetti et al., 2015, pp. 534–536). Becchetti et al. (2015) found that such comparisons often lead to biased results due to factors such as endogeneity and selection issues. Selection issues were mainly highlighted concerning small-scale producers, as they tend to self-select into the Fairtrade affiliation. Thus, randomization is suggested as a possible solution. However, Deaton (2009) remarks the high costs that are involved in randomization, as well as the critique that even randomization often does not lead to better estimates, free of endogeneity, for many real world problems. As the Fairtrade system is already in place, an ex-ante randomization is not feasible. Therefore, Becchetti et al. (2015, pp. 534–536) suggest quasi-experimental designs for impact analyses of Fairtrade. The only possible option is thus to create ex-post conditions that are as similar as possible to the conditions of a randomized control trial.

Following Ruben et al. (2009, p. 779), impact studies that examine longitudinal changes in living conditions and well-being of Fair Trade producers and workers could provide further insights; however, those are rather scarce. Furthermore, the authors argue that most impact studies do not correct for differences in farm-households. A part of the beneficial impacts identified in many studies, such as improved welfare, may simply be due to the better initial situation of producers who decide to join Fair Trade.

Moreover, Gibbon et al. (2012, p. 285) mention that methodological approaches taken for impact assessments of Fairtrade limit the generalisability of the findings onto Fairtrade initiatives in general. Willer et al. (2011, p. 2) and Nelson and Martin (2015, p. 510) conclude that it is tough to measure and quantify the social improvements that result from

certification due to the lack of a common methodological approach when researching the impact of Fairtrade.

2.6 The South African wine industry and Fairtrade

Moseley (2008) describes that in the early 2000s, some South African wine producers contacted Fairtrade International, seeking certification for their wines. The external auditing of Fairtrade increases the political credibility and improves market positions as well as international market access. It, therefore, seemed attractive to South African wine producers. As Fairtrade International was interested in improving workers' conditions in South Africa's post-apartheid society, it started operating in the country in 2003 (Goodman & Herman, 2015, p. 147). South African wine was the first Fairtrade-certified wine worldwide, and wine is now one of the most important Fairtrade products in the country (Herman, 2012, p. 1121).

Fairtrade Africa was then founded in 2005 and certification was extended to other African countries. According to Hauff and Claus (2013, p. 121), there were 299 Fairtrade-certified producer organisations in Africa in 2013. African Fairtraders address racial imbalances by developing African markets in order to overcome the colonial division of labour that has assigned primary production to the African industry while consumption takes place in the North. With the establishment of domestic markets in South Africa and Kenya, Fairtrade Africa is trying to increase the consumption of certified products on the continent (Keahey, 2015, p. 441).

The South African wine industry, particularly in the Western Cape, is briefly characterized in this sub-section, together with a discussion of literature that examines how Fairtrade has adapted to this very specific context. As Fairtrade in South Africa interacts with the national programme, Broad-Based Black Economic Empowerment (BB-BEE), this initiative will also be introduced.

2.6.1 History of the wine industry

The history of the South African wine industry is a history of oppression and unfair labour practices. Exploitation of black and coloured workers started during times of colonialism and was maintained during the era of Apartheid. The white elite in the country got rich at the cost of poor workers. To attract and retain them in the low wage wine industry, provision of cheap wine to workers as a component of compensation (= tot or dop system) was used. Since 1965, this practice has been illegal, but alcoholism continues to be a major problem amongst the farm worker population. The tot system caused a number of

problems in black and coloured society, including domestic violence and an increased prevalence of foetal alcohol syndrome (Bek et al., 2007, p. 305; Estreicher, 2014).

The end of Apartheid in 1994 had a very positive impact on South African wine sales as the international embargo against the country was lifted. By that time, South Africa's wine production nearly quadrupled, and today, it is the eighth largest wine-producing nation by volume. Overseas consumers created a new demand for South African wine (Bek et al., 2007, pp. 304–305; Moseley, 2008; van Zyl, 2014). Nevertheless, racial disparities continue to characterize the country, and the marginalisation of the black majority remains visible (Herman, 2012, p. 1123; Keahey, 2015, pp. 444–445). Viall et al. (2010, p. 12) quote Professor Mohammed Karaan, Dean of the Faculty of AgriSciences at Stellenbosch University, describing the South African wine industry as follows:

> [It is] the most idiosyncratic of all industries, the most peculiar. I think it's an embedded thing. There is a sadness to this industry […]. What value […] do wine and the viticulture that feed the industry add to a world where food security is becoming a pressing concern and there is a surplus of wine? The early farmers planted grapes - why not farm with sheep, goats and greens? What were their motivations for getting involved in wine? And why, 3000 years later, are we still growing wine? People with too much money go into it for the image. It is an ego-based industry where the rich come and play. The tragedy of the industry is the workers - it destroys human capital.

Williams (2005, p. 477) follows a similar train of thought when he states that "[p]roduction and marketing of grapes and wine is unequivocally capitalist". The author notes further that the wine industry is founded on the exploitation of slaves. A transformation of the industry has started, but it is far from being complete.

2.6.2 Transformation of the South African wine industry

In the last two decades, South African wine producers have found themselves in a situation of increasing national and international pressure to act in a socially responsible way, with regard to their workers as well as the environment (Nelson et al., 2005, p. 542). Broad-Based Black Economic Empowerment (BB-BEE) has been one of the most important drivers for transformation in the industry. The BB-BEE programme was introduced in 2003 by the leading political party, ANC (African National Congress), and was implemented in the wine industry in 2007 (SAWIC, 2007). According to the policy, transformation should be assured in seven areas, namely: ownership, management control, employment equity, skills development, preferential procurement, enterprise development, and socio-economic development (Linton, 2012, p. 729). However, BB-BEE has been assessed quite critically in the literature. Aside from a few positive impacts,

most authors see a high potential for misuse of the concept (Bek et al., 2007, p. 306; Du Toit et al., 2008, p. 7; Herman, 2012, p. 1123). Emkes (2012, p. 201) criticises that BB-BEE has increased inequalities amongst the black population. A small, rich, black elite has arisen, but the vast majority is only becoming poorer. Keahey (2015, pp. 446–447) points out that the post-apartheid government is not able to effectively monitor the compliance with BB-BEE and many firms, therefore, fail to meet the requisite codes.

In addition, the Ethical Trade Initiative (ETI) has played a significant role in the wine industry's social transformation. The ETI was introduced by the UK government's Department for International Development (DfID) in 1999. It enforces ethical codes in international trade via a formalised system of inspection. In 2002, South Africa took over the project and implemented the Wine Industry Ethical Trade Association (WIETA), which monitors wine producers through a social auditing inspection (Bek et al., 2007, p. 307; Nelson et al., 2007, p. 63). WIETA shares some similar features with Fairtrade concerning the working conditions on farms; however, differs substantially in its objective. Whereas WIETA intends to improve social and working standards in the South African wine industry as a whole, by implementing a Code of Good Practice, Fairtrade aims at creating fairer trade structures through not only improving living and working conditions of hired labourers on farms, but also through providing them and their communities with an additional income (FLSA, 2015). Another certification for social accountability and fair trade available within the wine industry is the Swiss IMO-Fair for Life certification. Similar to Fairtrade, the Fair for Life certification includes the payment of fair prices and a fair trade premium to the farm workers, in addition to guaranteeing the working conditions and social responsibility on the farms (IMOgroup AG, n.a.). WIETA and Fair for Life may be feasible alternatives for South African wine producers when opting for ethical certifications and social accountability.

2.6.3 Fairtrade in the South African wine industry

Goodman and Herman (2015, p. 148) discuss Fairtrade's engagement in South Africa, stating that it is distinctive from other countries' Fairtrade initiatives. White owner-farmers and plantation-style farms dominate the South African agricultural sector. Therefore, Fairtrade has been criticised for legitimizing and supporting 'slavery, colonialism and apartheid' in South Africa. Consequently, Fairtrade has adapted to local specificities and gone through a national-level discussion of what 'fairness' means in this context.

South African Fairtrade certifiers have incorporated BB-BEE into the national Fairtrade standards for hired labour. This alliance helped, on the one hand, to make Fairtrade known to local producers, and on the other hand, to make BB-BEE more accountable by controlling it via internationally proved auditing systems (Keahey, 2015, pp. 446–447). The Fairhills brand has been evaluated as actively combining Fairtrade and BB-BEE, therefore demonstrating the potential of combining nationally and internationally oriented interests (Herman, 2012, p. 1125). After conducting interviews with stakeholders of the South African wine industry, Linton (2012, pp. 733–734) concludes that "Fairtrade has to compliment and reinforce BEE".

Nevertheless, Fairtrade initiatives in South Africa have received criticism for only indirectly transferring ownership to black and coloured workers. Possibilities for workers to acquire management skills are limited, and to enjoy the benefits of the trust, the workers must remain employees which makes them dependent on their employers (Du Toit et al., 2008; Moseley, 2008).

Granville and Telford (2013) surveyed 381 workers in the South African wine industry, among them 273 Fairtrade workers who work for Fairhills and 108 conventional workers. They compared the two groups according to their material welfare (income, expenditure, ownership of goods), their non-material welfare (health, education and family), as well as their participation and interaction with Fairtrade. They reached the conclusion that in terms of material welfare, the direct income does not seem to be a key feature of Fairtrade. Regarding education and health, their data express neutrality with even a small tendency towards the counterfactual group. However, in terms of participation and improvement in living standards, Fairtrade workers appear to be better off than regular workers. Additionally, Tallontire (2015, p. 380) argued that the Fairtrade hired labour model has a greater potential for impact than the smallholder model in countries like South Africa where the land distribution his highly skewed due to apartheid and where people in rural areas are thus more likely to be employed as wage labourers than having their small farm.

2.7 Chapter summary

Through the review of relevant literature, this chapter has provided a comprehensive discussion on the topic of Fair Trade with a specific focus on the impact of the Fairtrade certification on small-scale producers and workers on plantations. Fair Trade has been presented from a historical, as well as economical and business perspective, including current trends and discussions held by academics and Fair Trade practitioners. Moreover, the Fairtrade standards were introduced to provide a basis of understanding for the

analysis of this investigation. Research studies conducted by different academics were reviewed, paying attention to identified impacts on economic well-being and social development. Results were found to be diverse and specific to the respective research context. The chapter has furthermore delivered insights on the characteristics of the South African wine industry and the expansion of the Fairtrade certification in this specific industry setting.

3 Theoretical framework

3.1 Chapter overview

This chapter provides the theoretical underpinning of the study. First, Amartya Sen's version of the capability approach is presented. The explanation is then extended to Martha Nussbaum's theory of the capability approach, as this shall give useful, complementary insights. Finally, the theory is applied to the present research, following the ideas of Sehnbruch (2010). The aim of this chapter is to discuss and explain the theoretical dimensions that will thereafter be operationalised into variables in order to allow for an empirical analysis.

3.2 Quality of life and well-being

A range of studies have demonstrated positive benefits from Fairtrade participation on smallholders' and workers' quality of life and well-being. Benefits have been detected primarily in intangible factors, such as stability against shocks or enhancing family social cohesion. However, comparing income as an indicator of well-being, differences between Fairtrade farmers or workers and the conventional counterpart were often found to be not significant (Nelson & Pound, 2009, p. 30; Ruben, 2008).

These findings indicate that it is not sufficient to measure the impact of Fairtrade on the workers in the wine industry in South Africa by only considering economic income as an indicator as income differences between Fairtrade and non-Fairtrade workers would not show the full impact of Fairtrade. Therefore, this study is based on a multidimensional measurement of quality of life in order to provide a holistic picture of the situation of workers on wine estates in the Western Cape.

Different scholars have addressed the issue of measuring quality of life and numerous approaches and indexes have been developed to capture people's quality of life (Cummins, 2005; Geiger-Oneto & Arnould, 2011, p. 280; Rapley, 2003). Among those, Amartya Sen's capability approach has played an important role. The capability approach has been applied by some authors to assess the quality of life and employment conditions of labourers throughout the world (Barrientos, 2005; Leßmann & Bonvin, 2011; Sehnbruch, 2010). While Sehnbruch (2010) applied the capability approach to the Chilean labour market, Smith and Barrientos (2005) focused on workers' labour standards on a more general and theoretical level. Leßmann and Bonvin (2011) made use of the capability approach, providing new insights on job satisfaction. Furthermore, Stenn (2011) chose the capability approach to examine the case of Fairtrade and its effects on

indigenous women and their families in Bolivia. This approach is therefore seen to be appropriate as an underlying theoretical framework to assess the impact of Fairtrade on workers' quality of life in this research.

3.3 The nature of Amartya Sen's capability approach

The capability approach is one of the leading concepts for analysing a person's well-being and quality of life. It does not specifically focus job satisfaction or working life but provides a broader framework in which job-satisfaction can be considered (Leßmann & Bonvin, 2011, p. 85). Robeyns (2005b, p. 94) describes Amartya Sen's capability approach as a "broad normative framework for the evaluation and assessment of individual well-being and social arrangements, the design of policies, and proposals about social change in society". It serves to analyse the well-being of individuals or the average well-being of members of a group. Furthermore, the capability approach is used to evaluate the impact of policies aimed at improving people's capabilities. The inputs for people's capabilities can be of a diverse nature, such as financial resources or economic production, but also political practices, institutions, social structures, norms or habits. Thus, the capability approach covers all dimensions of human well-being (Robeyns, 2005b, pp. 95–96).

Alkire (2005, p. 116) argues that Sen's capability approach represents a "general approach to the problems that economics and development (together with other disciplines) address". However, at the same time, the author states that the capability approach, despite being a general approach, has a very clear objective: to expand freedom and provide disadvantaged people with positive resources that enable them to make their own choices.

Sen developed the capability approach out of his critique of utilitarianism. According to him, the maximization of utility as applied in mainstream economic theory does not truly reflect the maximization of the well-being of a person. Utility is understood as "desire fulfilment or preference satisfaction" (Kuklys & Robeyns, 2004, p. 6). Sen's critique focuses on the fact that utility is usually measured by monetary variables in welfare economics. Departing from this critique, Sen started to work on defining and measuring individual rights and liberties, and then reflected on the measurement of standard of living, inequality and poverty in non-monetary terms and finally developed the capability approach (Kuklys & Robeyns, 2004). The capability approach, however, is not a theory that can explain well-being, poverty and inequality; instead, it serves as a framework to conceptualise and assess these phenomena (Robeyns, 2006, p. 353).

3.4 Central concepts of the capability approach

The core focus of the capability approach is on what people are able to do and to be. Sen argues that people's quality of life shall be improved by removing obstacles in their lives and providing them with more freedom to choose the kind of life they want to live (Robeyns, 2005b, p. 94; Sen, 1985). In the following sections, the core concepts of the capability approach – functionings and capabilities, well-being and agency, and achievements and freedoms – are introduced.

3.4.1 Functionings and capabilities

Sen's analysis of capabilities and well-being theorises about different individuals assigning different values to different states or functionings. These describe what an individual is able to be and do, and can vary from elementary states, such as nutrition; to complex states, such as participation and empowerment. *Functionings* are defined by Sen (1987, p. 29) as the "various 'doings' and 'beings' a person achieves". These 'doings' and 'beings' are fundamental to a person's well-being and serve to describe his/her life situation. The functionings can be elementary, like "being nourished" to rather complex, e.g. "being able to appear in public without shame" (Leßmann & Bonvin, 2011, p. 85). Sen (1985, p. 197) provides further examples of functionings: Functionings could be activities like reading, seeing or eating or they could be states of existence or being, e.g. being free from malaria. The set of functionings that a person can achieve make up the *functioning vector*.

The ability to achieve the desired combination of functionings is what Sen refers to as *capabilities*. Capabilities refer to an individual's freedom to choose the life he or she wants to have, their choices and opportunities (Barrientos, 2005; Sen, 1999). A rich person, for example, obviously has the capability to be well nourished. However, he or she also has the capability to fast due to religious beliefs. If he or she chooses to fast, his or her actual functioning may be identical to that of a poor person who is starving because of not having enough money to buy food. The capability set of these two persons, though, is quite different: The rich person has the capability to choose whether to eat well or not, while the poor person does not have this capability (Kaufman, 2006, p. 290). Sen's approach does not define which capabilities are valuable but states that this is subject to public discussion over time (Alkire, 2005, p. 125).

3.4.2 Well-being and agency

Sen (1985, p. 186) states that not all activities of a person are aimed at maximizing well-being. Therefore, he distinguishes between "well-being" and "agency". The *agency* role

refers to the fact that people are characterised as rational agents. Being a rational agent goes beyond considerations of well-being. Agency roles are, for example, related to fulfilling obligations – thus, they can even have a negative impact on a person's well-being. Sen notes work motivation as one example of an agency goal, as every economic system relies on the existence of attitudes of its citizens towards work. According to him, self-interest cannot fully explain the commitment to work; therefore, he introduces the agency factor (Leßmann & Bonvin, 2011, pp. 87–88).

Well-being is not something outside a person that he/she commands but it is something inside the person that he/she achieves. It is about the type of life a person is leading and about his/her success in doing and being (Sen, 1985, pp. 195–197). As long as a person's intention is to improve their own situation, the goal falls in the category of well-being. Well-being relates to the pursuit of personal welfare, however, it is not restricted to pure self-interest (Leßmann & Bonvin, 2011, p. 87).

3.4.3 Achievements and freedoms

The different combinations of functionings that are accessible for a person can be understood as the various ways of life feasible or open for him or her. This set of all feasible options is called a "capability set". The different combinations feasible for a person constitute his/her *freedom* of well-being, while the specific option the person chooses presents his/her well-being *achievement* (Leßmann & Bonvin, 2011, p. 86).

Following Sen's approach, "the 'good life' is partly a life of genuine choice, and not one in which the person is forced into a particular life" (Alkire, 2005, pp. 120–121). Thus, freedom to make choices play an essential role in Sen's concept of well-being. Sen (1985, pp. 203–204) distinguishes between *well-being freedom* and *agency freedom*. The latter refers to the freedom of achieving whatever a person, being a responsible agent, decides to achieve. On the contrary, well-being freedom is directly related to achieving well-being without considering obligations or allegiances.

3.5 Nussbaum's view of the capability approach

Whereas Sen argues that capabilities depend on each individual and can, therefore, not be generalised, Nussbaum (2003, pp. 41–42) defines a list including central human capabilities. As outlined above, Sen's capability approach serves as a general framework. Nussbaum's approach, in contrast, provides a "partial theory of justice, by arguing for the political principles that should underlie a constitution" (Robeyns, 2005a, p. 196). It applies to all issues of social justice around the world. The list of capabilities introduced

by Nussbaum is formulated at an abstract level and can be adapted to different cultural settings. Table 3.1 presents the respective list with a summarized version of the explanations belonging to each capability.

Table 3.1: Nussbaum's list of capabilities

Life	Live a human life of normal length.
Bodily Health	Good health; adequate nutrition; adequate shelter.
Bodily Integrity	Freedom of mobility; security against violent assault (including sexual assault and domestic violence); opportunities for sexual satisfaction and for choice in matters of reproduction.
Senses, Imagination, and Thought	Ability to use senses to imagine, think and reason; adequate education; freedom of expression; freedom of religious exercise.
Emotions	Ability to have attachments to things and people outside ourselves; experience of love and care; not having emotional development blighted by fear and anxiety.
Practical Reasons	Ability to form a conception of the good and to engage in critical reflection about the planning of one's life.
Affiliation	A) Ability to engage with others and to interact socially; B) Having social bases of self-respect and non-humiliation; be treated as a dignified being; non-discrimination.
Other species	Ability to live with concern for and in relation to animals, plants, and the world of nature.
Play	Ability to laugh, to play, to enjoy recreational activities.
Control over one's Environment	A) Political: ability to effectively participate in political choices; protection of free speech and association; B) Material: Ability to hold property; holding property rights; right to seek employment; in work, ability to work as a human being, exercising practical reason, entering into meaningful relationships of mutual recognition with other workers.

Source: Nussbaum (2003, pp. 41–42)

Nussbaum (2004, pp. 12–15) describes the capability approach as an outcome-oriented approach. A world where people have all the capabilities on the list is defined as being a minimally just and decent world. Following Nussbaum's viewpoint, responsibilities for promoting people's capabilities should be assigned to institutions, including local governments, multinational corporations, and international agencies and bodies. Fairtrade, as an international institution, assumed the responsibility to promote small-

scale producers' and hired labourers' capabilities and well-being as local governments oftentimes are not able to do so.

3.6 Application of theory to research

Alkire (2005) and Robeyns (2005b) argue that the list provided by Nussbaum is very general and should be applied according to specific contexts. In this study, the list of capabilities is therefore specified according to the context of Fairtrade's hired labour standards. These capabilities will assist with evaluating the impact of Fairtrade on wine workers' quality of life. The impact that Fairtrade aims to achieve in hired labour situations interferes with Nussbaum's list of capabilities in various aspects and can, therefore, be considered to be able to create a change in people's quality of life. Figure 3.1 shows possible connections between the aims of Fairtrade and Nussbaum's capabilities.

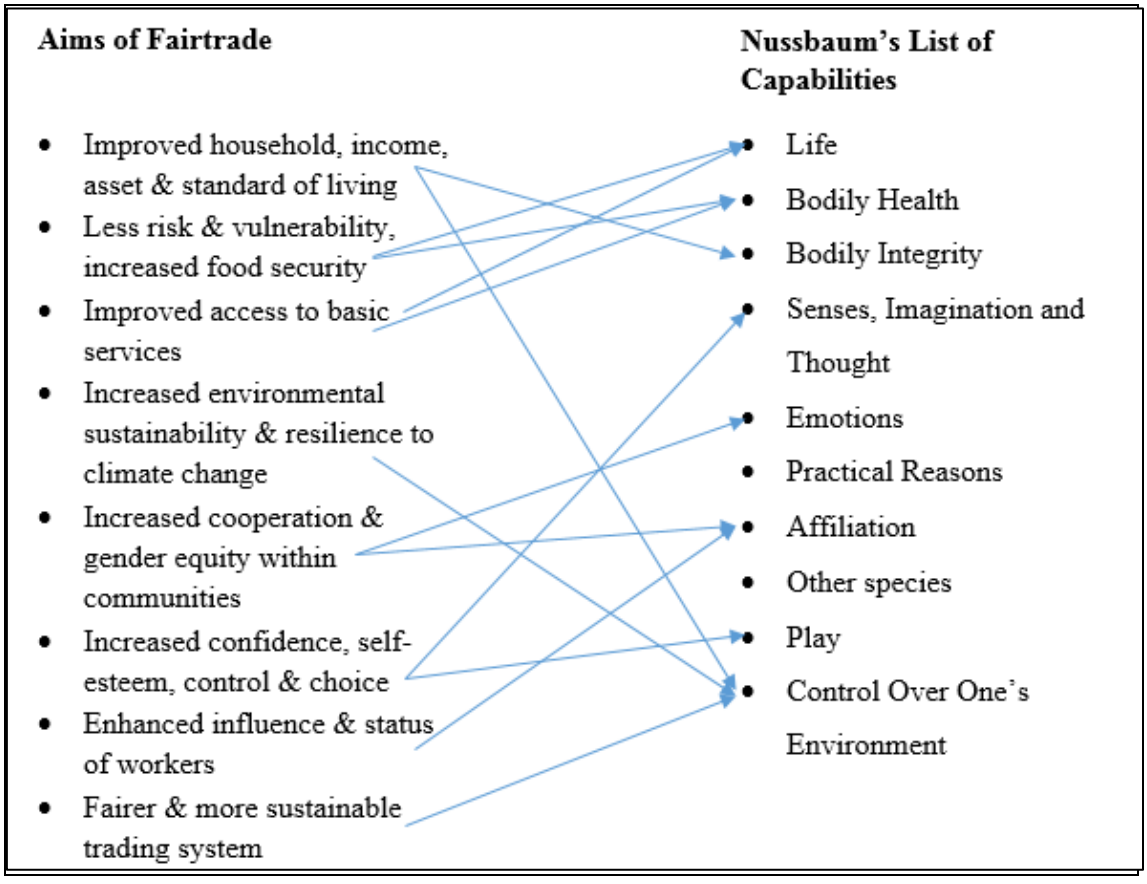


Figure 3.1: Fairtrade and capabilities
Source: Nussbaum (2003), FLO (2015a), FLO (2015a) and author's contribution

Nevertheless, most of the connections between the aims of Fairtrade and Nussbaum's capabilities are of a very indirect nature and are therefore too difficult to capture in a short-term research period. Fairtrade, first of all, influences the quality of employment, and this improvement in the quality of employment can then, in a second step, positively

affect workers' quality of life in general. Sen (1981, p. 2) discusses the connection between employment and capabilities in one of his early works. Labour provides people with entitlements and these then generate functionings and capabilities for the employee. Employment has always been considered a fundamental part of Sen's capability approach. Sehnbruch (2010) applies the capability approach to the quality of employment in the context of the Chilean labour market. She defines "quality of employment" as "the capabilities and functionings generated by a job" (Sehnbruch, 2010, p. 567). In her work, it is furthermore stated that human capital and employment are principal forces for the improvement of a person's well-being or quality of life. Thus, this study will focus on the quality of employment as an important indicator of the quality of life. Sen's theoretical approach and Sehnbruch's application imply that an improvement in the quality of employment will enhance a person's functionings and capabilities. Therefore, a positive impact of Fairtrade on a worker's quality of employment is likely to entail an improvement of his or her quality of life in general.

Given the above stated flexibility of adjusting the capability approach to specific contexts, the concept of quality of employment within the framework of the capability approach developed by Sehnbruch (2010) – on the basis of Sen (1981) and others of his works – seems to be relevant, and will therefore assist in capturing the impact of Fairtrade on workers' quality of life.

The capability approach entails considering different dimensions of employment, which go far beyond the simple measurement of income. Sehnbruch (2010, p. 572) chooses the following dimensions of the quality of employment in her work:

- Income
- Social security coverage
- Contractual status
- Employment stability
- Professional training received.

These will be complemented in the present study by two of the dimensions provided in Burchell et al. (2014, p. 466), namely "balancing work and non-working life" and "workplace relations and motivation". Thus, the argument of this study is that Fairtrade has the potential to enable South Africa's wine workers' capabilities and functionings. Fairtrade can give them the opportunity to enjoy an increased quality of work life and life in general.

3.7 Chapter summary

This chapter discussed the theoretical background for the study. Firstly, the philosophical nature of Amartya Sen's capability approach was outlined. Thereafter, the main concepts of his approach were introduced: functioning and capabilities, well-being and agency, and freedom and achievement. Martha Nussbaum's list of capabilities was then discussed, that, according to her, represent the central human capabilities. Attention was drawn to the fact that the capability approach is difficult to operationalise. However, Sehnbruch (2010) made an attempt in operationalising the approach for conducting research on the quality of employment in the Chilean labour market. This approach of operationalisation and the given dimensions serve as a basis for the present research and have been adapted to the topic of Fairtrade in the previous section.

4 Research design and methodology

4.1 Chapter overview

This chapter provides insights into the methodology adopted in this research. First, the chapter provides a description of the case study area. Second, the complex concept of quality of life, as introduced within the capability approach, will be operationalised. Moreover, the chapter outlines the research design, sampling strategy as well as methods of data collection and processing of the research. It concludes with ethical considerations and limitations to this research.

4.2 A brief description of the study area: Western Cape's Winelands

The Western Cape Province, the study area for this research, is one of nine provinces in South Africa (South African Government, 2016). Geographically, it is located at the south-western tip of the African continent. The population of the Western Cape Province is 6,200,100 which represents a share of 11.3 per cent of the country's total population. The area of the province is 129,462 square kilometres, 10.6 per cent of the South Africa's entire area. A total of 49.6 per cent of the population of the Western Cape speak Afrikaans, 24.7 per cent isiXhosa, and 20.2 per cent speak English as their home language. The Western Cape has an ideal climate for the cultivation of fruit such as table grapes, oranges, peaches, olives, and apples. The agricultural sector makes a significant contribution to the province's economy, as 60 per cent of the regional exports are agricultural products. Furthermore, and particularly pertinent to this study, South Africa's wine industry, which is over 300 years old, is based in the south western sector of the Western Cape. Approximately 100,200 hectares are under vine cultivation for the production of wines (South African Government, 2016). Figure 4.1 shows a map of the province with its different wine growing regions:

Figure 4.1: Winegrowing regions in the Western Cape
Source: Wine and Vine Search (2010).

The two wine growing regions that were used as case study areas for this research are the Coastal Region and the Breede River Valley. Around 300,000 people are employed in the wine industry, either directly or indirectly. In 2014, 1,519,708 tons of grapes were harvested in South Africa, out of which 81 per cent went into the production of wine. The high quality of South African wines is mainly due to the proximity of the two oceans, the Indian Ocean to the east and the Atlantic Ocean to the west (WOSA, 2014).

4.3 Operationalisation of key variables

Operationalisation is defined as the "development of a measuring instrument by means of which it is possible to obtain accurate data about specific phenomena" (Mouton & Marais, 1990, p. 64). In this study, quality of life is measured by a set of proxy variables that were informed from the theoretical framework outlined above and based on Amartya Sen's capability approach. Quality of employment is seen as one main contributor to quality of life, composed of the following proxy variables: income, social security, contractual status, employment stability, professional training, balance of work and non-working life and finally workplace relations and motivation. Each of these variables is in turn defined by a set of specific indicators as listed below:

Income: This variable is measured by the actual income in South African Rand, sources and amounts of alternative income, the ownership of land, and the existence and amount of savings.

Social security: This variable is measured by the existence and the type of a health insurance, the health services accessible by workers, and the existence of a retirement fund.

Contractual status: This variable is measured by the existence of a contract, its duration and possibility of extension, selection process, and difficulty of finding employment on the farm.

Employment stability: This variable is measured by the job duration and the number of family members employed on the same farm.

Professional training: This variable is measured by the possibility of participating in training, the skills acquired and the usefulness of those, and the impact of newly acquired skills on the quality of life.

Balance of work and non-working life: This variable is measured by working hours, overtime, holidays, vacation pay, time for recreation, satisfaction with recreation, enjoyment level of daily activities, and enjoyment level of work.

Workplace relations and motivation: This last variable is measured by the working relationship with colleagues, participation within the farming community, the opportunity to participate in a workers' union, safety on the farm, job satisfaction, and general benefits of the job.

Furthermore, these indicators are complemented with three questions about the quality of life as a whole, covering improvements in the living standard over the last years, previous quality of life and current quality of life.

4.4 Research paradigm

Research paradigm is a "term deriving from the history of science, where it was used to describe a cluster of beliefs and dictates that for scientists in a particular discipline influence what should be studied, how research should be done, and how results should be interpreted" (Bryman & Bell, 2015, p. 726). It is also referred to as the 'worldview' a researcher adopts when conducting a study. In line with authors such as Creswell (2014) and Sharma (2010), the present study falls within the research paradigm of post-positivism. According to Creswell (2014), the post-positivist worldview represents the traditional form of research when applying a quantitative research methodology. Muijs (2004) clarifies that post-positivists agree with such critique of traditional positivism saying that we cannot observe the world in a totally objective way. However, they believe

in a possibility of an objective reality. The post-positivist tries to approximate that objective reality as best as he/she can. While the positivist believes that research is certain, social science research in the paradigm of post-positivism focuses on questions such as "how much can we rely on our findings?" or "how well do they predict certain outcomes?" (Muijs, 2004, p. 6). Positivists consider observation and measurement as the core of research, while post-positivists are aware that the reality can never be fully explained but only approximated by research. Thus, the paradigm of post-positivism emerged as a critique to the classical positivism (Sharma, 2010, p. 702).

The present research aims at assessing the impact of Fairtrade certification on local farm workers as best and objectively as possible but at the same time acknowledges that research can never be certain and completely objective. Research on the impact of the Fairtrade certification falls within the field of social science and can thus never be as objective as research in natural sciences can be. Therefore, this research has been situated within the paradigm of post-positivism.

4.5 Research design

Research design is the "framework that has been created to seek answers to research questions" (SAGE Research Methods, 2016). This research aimed to measure the impact of the Fairtrade certification on the quality of life of South African farm workers; thus, a research design suitable for impact assessments was identified and applied. 'Impact' in this study refers to "a project's effect on its environment and its contribution to the wider political and sector-based objectives" (Paul, 2005, p. 139). Paul (2005) furthermore describes 'impact' as an isolation of results of an action from other possible factors and as the establishment of a relationship of causality. A variety of methods have been used to determine impact by different scholars. Various authors used quantitative methods to evaluate impact of certification standards with the help of a counterfactual that serves to explain what might have happened without intervention (Becchetti et al., 2015; ITC, 2011; Ruben et al., 2009). As described by Paul (2005, pp. 139–140), realistically, Fair Trade cannot be evaluated using an experimental design based on pure randomization. The main methodological challenges have been presented already in the literature review in Section 2.5.3. Consequently, the comparison of treatment and control group (counterfactual) in this study is based on a quasi-experimental research design. Quasi-experimental designs are used to test for causal relationships in cases where the classical experimental design is difficult or impossible to apply as it is the case in this investigation (Neuman, 2011).

This research is based on a quasi-experimental design; thus, on a non-random method. However, treatment and control groups were matched as best as possible to allow for comparison. The treatment is the independent variable, which is 'implementation of Fairtrade'. The dependent variables "or outcomes, in experimental research, are the physical conditions, social behaviours, attitudes, feelings, or beliefs of participants" (Neuman, 2011, p. 285). In this study, the dependent variable is the quality of life composed by the different capabilities as stated in the theoretical framework. The experimental group is the one receiving the treatment, in this case, the workers on a Fairtrade-certified farm. The group that does not receive the treatment is the control group, thus the workers on conventional farms. This approach is also referred to as 'with-and-without' comparison between two population groups (Paul, 2005, p. 139).

4.6 Sampling strategy

"Sampling is the process of selecting a given number of units of analysis from a population" (SAGE Research Methods, 2016). For the study type, a random sample within the two presented groups of treatment and control would have been desirable. In a random sample, also called 'equal probability sample', each member of the population has the equal chance to be chosen (Vogt, p. 262). However, as a pure randomization is very costly and time intensive (Becchetti et al., 2015, pp. 534–536), the use of random sampling for this research was not possible due to the time limits of the fieldwork. In contrast to probability sampling, non-probability sampling does not contain known non-zero probabilities for selecting participants (Battaglia, 2008, p. 669). Bryman and Bell (2015, pp. 197–198) confirm that decisions about sampling strategy and sampling size represent a compromise between the need for being precise, on the one hand, and the constraints of time and costs, on the other.

The selection of units of analysis from the population implied a two-stage sampling process. The first stage of sampling included the selection of wine farms into the sample, and the second stage comprised the selection of individual workers to be interviewed on each of the selected farms.

For the selection of wine farms into the sample, purposive sampling was applied. Purposive sampling is a type of non-probabilistic sampling technique (Daniel, 2012). In purposive sampling the researcher "aims to sample cases/participants in a strategic way, so that that those sampled are relevant to the research questions that are being posed" (Bryman & Bell, 2015, p. 725). Strengths of purposive sampling include the control one has over who is included in a sample, the focus on particular segments of the population

and the possibility to match cases, thereby increasing internal validity (Daniel, 2012, p. 92). This sampling strategy is also known as judgement sampling (Antonius, 2003, p. 116).

The list of Fairtrade-certified wine farms was obtained from the website of FLO-CERT GmbH (2015), being assured previously by a representative of FLO-CERT South Africa that the list is always up-to-date. Fairtrade-certified farms were identified and all farms with accessible contact details were emailed in a first step. In case of no response, contact via telephone was established. However, as participation of the contacted farms in the research was voluntary, the decision of whether to participate or not was made by managers or owners of the farms. The contact details of conventional farms were obtained from Augustyn (2015). Conventional farms that were contacted were chosen from the same areas where Fairtrade farms had been identified, within the Coastal Region and the Breede Valley Region. Thus, the identification of conventional farms followed the purpose of matching them to their certified counterparts, concerning the demographic variable "location". In identifying conventional farms to contact, it was thus a purposive sampling strategy that was applied. However, the decision to participate was, again, made by the managers or owners of the respective farms.

In total, 74 grape and wine farms were contacted via e-mail and telephone. The majority of these contacted farms either did not respond to the research request or refused to take part in the study. Consequently, the final sample size comprised 20 farms, 10 Fairtrade-certified farms and 10 non-certified farms. Time constraints of the field research period did not allow for the contacting or visitation of a high number of farms. Bryman and Bell (2015, p. 199) describes the problem of non-response as common to most sample surveys, however, depending on the country, sector and topic of research. The high number of refusals in this study may have been related to the sensitivity of the topic as well as the busy schedules of farm managers and owners.

The second step of the two-step sampling procedure was to select farm workers on the respective wine farms. In this second step, quota sampling was applied. As quota sampling is an "acceptable nonprobability substitute method for producing a quasi-representative sample" (Neuman, 2011, p. 243), it was deemed a suitable sampling strategy for this study. Quota sampling belongs to the category of non-probability sampling, as subjective methods are used for determining which elements should be included in the sample (Battaglia, 2008, p. 669). Participants in quota sampling are selected non-randomly, according to some fixed quota. In this research, non-proportional

quota sampling was applied. The minimum number of sampled units in each category was specified in order to include different groups into the sample (Trochim, 2006).

Chao (2010, pp. 1180–1181) describes quota-sampling as a reasonable sampling technique, as it reduces the costs in comparison to a probability sampling method, but at the same time provides the sample with structure. Thus, it is a cost-efficient method. For this study, probability sampling was not possible, primordially due to access restrictions, and therefore, the alternative of a non-probability sampling method was used. Therefore, this study does not claim to be representative of the whole population of farm workers on wine farms in the Western Cape, but mainly holds account of those workers that were interviewed.

The quota was specified to include a minimum of one male and one female worker, one worker from the vineyard and one cellar worker, and one worker younger than 40 years and one worker older than 40 years from each wine farm. A number of five participants per farm was considered to be compatible with the time frame of this research. Thus, the total sample size was aimed at consisting of 100 workers.

On some farms, the responsible managers selected the workers to be interviewed, thus, the fulfilment of the quota was not always possible. In most cases, workers could be identified by the researcher, however, depending on their availability. At the end, the final sample contained 111 workers, as few more workers agreed to participate and thus, their data was also taken. The number of interviewees on the farms was complemented by six non-Fairtrade workers and four Fairtrade workers who were interviewed outside of their farms.

4.7 Methods of data collection

In a research methodology, data collection refers to the "process of gathering and measuring information on variables of interest" (SAGE Research Methods, 2016). Data collection for this study took place in the Western Cape Province in South Africa over a period of two-and-a-half months, from 14 August 2015 to 30 October 2015. With the purpose of testing and quantifying the hypothesis and to analyse the data statistically, a structured questionnaire with mainly closed, and few semi-closed questions and open questions, was used to gather information from the treatment group of 58 workers on Fairtrade-certified wine estates and the control group of 53 workers from non-certified farms. The structured questionnaire is the data collection technique that is most commonly used for social surveys. It serves to administer the same instrument to all

participants. Furthermore, it enables researchers to collect a large quantity of data from a large number of participants. This standardised form of data collection helps reduce the bias due to the effect of the interviewer (O'Leary & Miller, 2003).

In this research, the questionnaire gathered information on the different capabilities stated in the theoretical framework and on possible changes the workers might have experienced in their quality of life in the past three to five years. Answer categories included dichotomous yes/no answers, Likert Scales, predefined multiple answer sets, as well as open-ended answers. Thus, nominal, ordinal, and metric data was obtained. The questionnaire was structured into seven parts, starting with introductory questions to obtain demographic information, such as gender, age, marital status, number of children, languages, place of origin, and place of residence. The subsequent parts were structured by the seven variables measuring the quality of employment that were introduced in the previous chapter. Open questions were used to ask for a change in the worker's living standard, skills acquired, role in the labour union if applicable, and benefits of the job. The Likert scales were applied for twelve questions, using a scale from one to five. Each value of the Likert scale was assigned a description, according to Vagias (2006). Responses obtained from the Likert scales were treated as ordinal data. Before the questionnaire was finally administered, it was pre-tested on one wine farm, interviewing seven workers. Due to time constraints and logistical reasons, conducting the pre-test with workers from different farms was not feasible. The questionnaire was furthermore translated into Afrikaans. A translator was present in interviews with workers who did not have sufficient English skills to respond to the questions in English language. A copy of the questionnaire, both in English and in Afrikaans, can be found in Appendix A.

4.8 Data processing, analysis, and presentation

The quantitative data was processed and analysed using the statistical tool SPSS (Statistical Package for the Social Sciences) version 22. A code was assigned to each of the response options in the structured questionnaire and data was entered into the software to prepare it for both descriptive and inferential analysis. Data cleaning, i.e. checking the accuracy of the data entry, was done via frequency tables for each variable column to identify unlikely codes. Furthermore, box plots highlighted extreme values for individual metric variables. Missing data was indicated by the signal code 999 throughout the whole data set (Walliman, 2006, p. 111).

Apart from basic descriptive statistics, such as frequencies, mode, median arithmetic mean, range, and standard deviation, the following statistical tools were utilised and will

be specified further in the following paragraph: Pearson's Chi-Square test, the Mann-Whitney-U test, the independent samples t-test, Phi correlation coefficient, Spearman correlation coefficient, and Pearson correlation coefficient. In addition, the Kolmogorov-Smirnov test was used to test for normal distribution where necessary (Huizingh, 2007, pp. 327–330). Furthermore, bar charts and pie charts were taken into support to display the results graphically.

Pearson's Chi-Square Test aims to determine whether observed frequencies in two independent groups – Fairtrade and non-Fairtrade – match their expected frequencies. It determines whether there is an association between a test variable and the group variable (Fairtrade or non-Fairtrade). The Chi-Square Test is appropriate to use when this test variable is nominally scaled. The null hypothesis states that there is no significant difference between the two groups concerning the test variable, whereas the alternative hypothesis states the contrary. However, the Chi-Square Test is only valid if zero cells have an expected count of less than five. The significance level used in this study is 0.05 (five per cent) at one degree of freedom. Thus, the rule is that if the significance value shown in the SPSS output table is higher than the significance level of 0.05, then the null hypothesis must be accepted. This would mean that there is no significant difference between the groups about the test variable, or in other words, that the analysed variables are independent of each other. On the contrary, if the significance value is lower than 0.05, then the difference between the groups is significant (Huizingh, 2007, p. 291; Vogt, pp. 44–45).

The Mann-Whitney-U-Test belongs to the group of non-parametric tests. In this study, it is used to compare the two independent groups, treatment and control group, concerning testing variables that are either ordinal (rank-ordered) or metric but not normally distributed (Walliman, 2006, pp. 123–124). The test checks for the same median in two groups. The null hypothesis states that the distribution of the test variable is the same for both groups whereas the alternative hypothesis states that the two groups significantly differ from each other concerning the test variable (Huizingh, 2007, pp. 331–332). Again, a significance level of 0.05 is used for the test.

The Independent Samples T-Test is also used to compare the two independent groups, Fairtrade and non-Fairtrade, however with the condition of the test variable to be metrically scaled and normally distributed. To run the T-Test, first, it must be determined whether the two groups have equal variances. This is done by means of the Levene's Test for the Equality of Variances. Based on this determination, the T-Test is then interpreted.

If the significance value exceeds the significance level of 0.05, then the null hypothesis must be accepted, stating that there is no difference between the group means. On the contrary, if the significance value is lower than 0.05, then there is a significant difference between the two groups (Huizingh, 2007, pp. 268–271).

In addition to the three tests used for the comparison of distributions between Fairtrade workers and their counterfactual, correlation coefficients – Pearson correlation coefficient for metric data, Spearman correlation coefficient for ordinal data, and Phi for nominal data in a four fields table – are computed for further analysis. Moreover, open-ended questions were initially entered as string variables and organised into broader categories that summarise different answers. Categories have been formed in an inductive way, analysing each response and grouping similar ones. Answers that did not fit into any category were summarised under 'other'. Each answer category was entered separately into SPSS and coded with 'yes' or 'no', depending on whether the participant mentioned that category or not. Then, the single answers were combined into multiple-response sets and analysed.

In Chapter Five, the data is presented using frequency tables and figures (pie charts and bar charts) that allow for illustration of the results. The presentation is complemented by descriptions of the data in form of text and narratives based on the empirical evidence. Finally, the theoretical framework and the reviewed literature serve as a basis to discuss and reflect on the findings and to reach to interpretations and recommendations.

4.9 Ethical considerations

Laws et al. (2003, pp. 233–248) point out that questions of ethics play a major role in every aspect of research for development work. Neuman (2011) and Punch (2005) underline the importance of ethical considerations in social science research in general. Important ethical issues that must be considered include "avoiding harm to respondents, prevent undue intrusion, communicating information and obtaining informed consent, rights to confidentiality and anonymity, a fair return for assistance, respondents' rights in data and publications, respondents' involvement in research". This research upholds these ethical considerations.

All information obtained by the interviewees was treated confidentially. Participants were informed about the context of the study and that it was strictly for academic purposes. The interview was only conducted if the participant freely gave his/her consent to participate (through signing a letter of consent). The participant was free to withdraw

from the study at any time or could refuse to answer some of the questions. It was furthermore ensured that the study did not negatively impact on workers' working hours. All contact with workers was either outside their working hours or during working time if workers were exempted from work for the interview with prior permission of the wine estate's manager. The research was conducted only after the proposal had been approved and permission was granted from the Senate Higher Degrees Committee of the University of the Western Cape and from all other participants and stakeholders involved in the research.

4.10 Limitations to the research

Some of the methodological shortcomings can be observed in similar studies. The application of a counterfactual represented by workers from non-certified entities is a common approach but implicitly assumes that the entities are comparable to the certified ones (ITC, 2011, p. 17). Although all the workers that were interviewed worked on wine estates in the same province, the different sub-regions might present different socio-economic characteristics. To reduce this empirical bias, some studies have attempted to combine the treatment-control group approach with econometrical tools such as propensity score matching, which nevertheless was too excessive for the relatively small sample size in this study. Furthermore, the time limitations of this study did not allow an observation of the Fairtrade impacts on workers' quality of life over a longer period, but due to the restricted field research period only at one point in time.

Another limitation that several researchers on Fair Trade have faced is the inclusion of seasonal workers in the sample. The fieldwork period was realized from August to October, whereas the harvest season in the South African wine lands usually lasts from January to April. This made it difficult to target seasonal workers during the field research. Thus, the study's primary focus is on the quality of life of permanent workers on wine estates.

One of the difficulties encountered during the fieldwork stage of the research was obtaining access to the wine farms. A large number of farms was initially contacted, but most of them refused to take part or did not respond at all to the research request. In many cases it appeared that the farm managers or owners of the wine farms were suspicious of the motives of the researcher despite the fact that the researcher indicated the confidential nature of the research. Thus, it is acknowledged that the sample of 20 farms, 10 Fairtrade and 10 non-Fairtrade-certified wine farms, does not represent the entire population of wine farms in the Western Cape. As the decision to take part depended on the manager

or owner of the farm, farms included in the sample are most likely to be farms that do not have anything to hide about the treatment of their workers. However, as this problem of self-selection arose with both the treatment as well as the control group, it still allows for comparison between the two workers' groups. Prior researchers have faced similar difficulties about access to companies or plantations. As Klier and Possinger (2012, p. 5) mention, especially in the hired labour sector of Fairtrade, companies generally do not want to share their practices with researchers who want to evaluate working conditions.

4.11 Chapter summary

The research design and methodology for the present study were presented in this chapter. The research is situated within the research paradigm of post-positivism and a quasi-experimental research design was chosen to compare the quality of life of farm workers on Fairtrade-certified wine farms and non-certified farms. From the scope of quantitative research methods, the structured interview questionnaire was identified to be most suitable. Data was thus collected from a sample of 111 farm workers, 58 from Fairtrade and 53 from non-Fairtrade farms. The obtained data was analysed with the statistical software SPSS and is presented in the subsequent chapter. Limitations that arose, mainly due to access difficulties as well as time and resource constraints, were discussed and need to be kept in mind when interpreting the results.

5 Data analysis and research findings

5.1 Chapter overview

The chapter at hand presents the empirical results obtained from the field research which focused on assessing the impact of Fairtrade accreditation and non-accreditation on the quality of life of farm workers employed on wine estates in the Western Cape Province in South Africa. The chapter commences with a short discussion of the nature of the sample data as well as demographic data on both the treatment and the control group. The analysis serves to compare the results obtained from Fairtrade workers with those on non-certified farms about the different dimensions that were considered, namely income, social security coverage, contractual status, employment stability, professional training, balance of work and non-working life as well as workplace relations and motivation.

5.2 Sample data

As outlined in Chapter One, the intention of this research study was to compare two different groups, namely workers on Fairtrade-certified farms (treatment group) with those on conventional farms (control group or counterfactual) concerning their quality of working life. In total, 111 farm workers were interviewed. Out of these, 47.7 per cent worked on conventional farms and 52.3 per cent on Fairtrade farms. This presents a good starting point for a comparison as treatment and control group are almost of the same size. Table 5.1 displays the frequencies:

Table 5.1: Distribution of workers among Fairtrade and non-Fairtrade farms

		Frequency	Per cent
Fairtrade certification	**No**	53	47.7
	Yes	58	52.3
	Total	111	100.0

Note: Based on complete sample.
Source: Own calculation (Appx. B, Table B1)

Table 5.2 shows the distribution of interviewed farm workers according to Fairtrade and non-Fairtrade certification, and by the region their farms are located in. The sample included farm workers from two regions, namely the Breede River Valley and Coastal Region. In both the treatment and the control group around 80 per cent of the participants worked in the Coastal Region and around 20 per cent in the Breede River Valley.

Table 5.2: Distribution of workers by Fairtrade/non-Fairtrade and region

Fairtrade certification	Region	Frequency	Per cent
No	Breede River Valley	11	20.8
	Coastal Region	42	79.2

	Total	53	100.0
Yes	Breede River Valley	11	19.0
	Coastal Region	47	81.0
	Total	58	100.0

Note: Based on complete sample.
Source: Own calculation (Appx. B, Table B2)

To test whether there is a statistically significant difference between the treatment and control group concerning the region where the farms are located, the Chi-Square test was used, with its procedure described in Chapter Four. The result of the Chi-Square test showed that there was no significant difference concerning the region between Fairtrade and non-Fairtrade workers (Appx. B, Table B3).

Moreover, Table 5.3 illustrates whether the farm had WIETA certification or BEE (Black Economic Empowerment) status.

Table 5.3: BEE and WIETA certification

			Fairtrade certification		
			no	**yes**	**Total**
Other certification	BEE	Count	23	27	50
	WIETA	Count	22	48	70
Total		Count	32	49	81

Note: Only 32 non-Fairtrade and 49 Fairtrade workers included due to missing values.
Source: Own calculation (Appx. B, Table B4)

Regarding BEE, no significant differences between the two groups were found, as around half of the workers mentioned that the farm was also BEE-certified in both treatment and control groups. The variables 'Fairtrade' and 'BEE' are not correlated (Appx. B, Table B5). However, concerning WIETA, there was a significant difference between the treatment and the control group. Table 5.3 confirms that far more Fairtrade workers are employed on farms that are simultaneously WIETA certified. Calculation of the correlation coefficient Phi proved that the correlation between the two variables 'Fairtrade' and 'WIETA' is significant at a level of 0.01. The correlation is positive and moderate with a value of 0.349 (Appx. B, Table B6). Thus, there is a trend that farms that become Fairtrade certified also seek the WIETA certification or that they are already WIETA certified. This must be considered for the subsequent interpretation in Chapter Seven.

5.3 Demographic data

Considering the fact that this study aims to compare two different sample groups, Fairtrade and non-Fairtrade workers, it is important to check whether there are any significant differences between the two groups concerning demographic characteristics.

Firstly, gender is an important demographic aspect to be considered. Within the group of Fairtrade workers, exactly 50 per cent were male and 50 per cent female. Within the group of non-Fairtrade, the division was not that exact, but also showed a good representation of both genders with 41.5 per cent of male workers and 58.5 of female workers. The result of the coefficient Phi indicates that there is no correlation between the variables 'Fairtrade certification' and 'gender' (Appx. B, Table B7).

Table 5.4 demonstrates that the average age (mean) of the interviewed workers on Fairtrade farms is around 36 years and on non-Fairtrade farms around 39 years:

Table 5.4: Age distribution among Fairtrade and non-Fairtrade workers

Fairtrade certification	Mean Age	Standard Deviation	Maximum	Minimum
No	36.02	9.206	66	21
Yes	38.95	9.286	57	20

Note: Based on complete sample
Source: Own calculation (Appx. B, Table B8)

The mean ages of the two groups are close to each other. Also, in their standard deviation, the age distribution of the two groups hardly differs. The range of ages in the counterfactual is a bit higher, as it ranges from 21 to 66 years in comparison to the Fairtrade groups, where the age ranks from 20 to 57. However, this difference is small. The Kolmogorov-Smirnov Test indicates that the variable 'age' follows a normal distribution for both treatment and control groups, as the significance level for both groups is greater than 0.05, meaning that the null hypothesis of normal distribution is accepted (Appx. B, Table B9 & Figures B9a). This fact allows testing the differences between treatment and control group concerning the variable 'age' by means of the Independent Samples T-Test. As a first step, the Levene's Test for Equality of Variances must be considered. The result of the Levene's Test shows a significance value of 0.848, this being higher than the significance level of 0.05. Therefore, the Levene's Test indicated that equal variances in the groups could be assumed. The second step is the T-Test for Equality of Means. The null hypothesis is that there is no difference between the group means. With a significance value of 0.098 (> 0.05) the null hypothesis must be accepted in this case. This means that groups are similar with regard to their age distribution (Appx. B, Table B10).

Figure 5.1 shows the representation of the marital status among both groups:

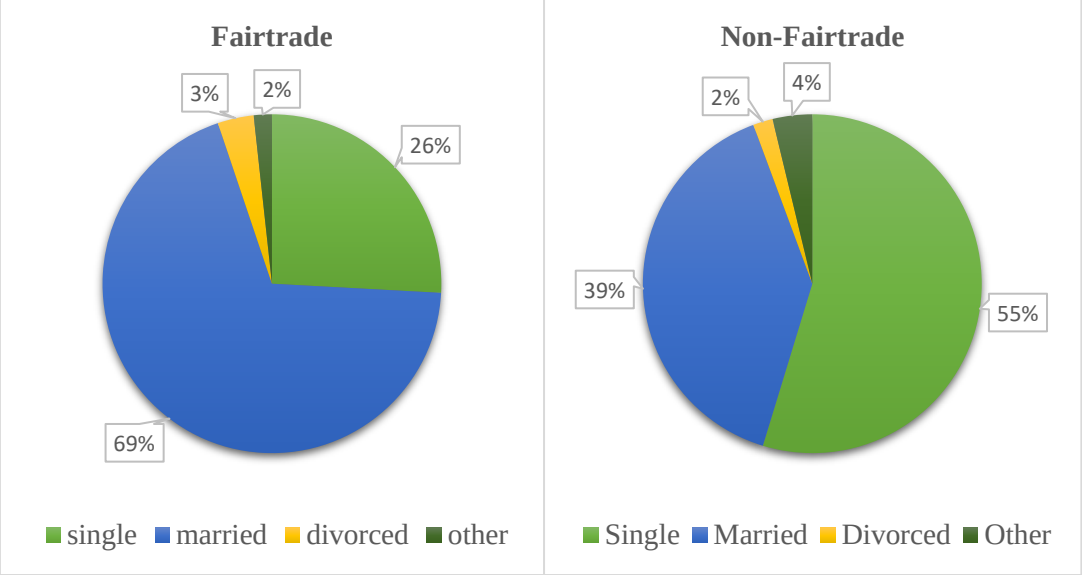


Figure 5.1: Marital status of Fairtrade and non-Fairtrade workers
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B11)

As the two pie charts in Figure 5.1 show, the vast majority of both groups is either single or married. Only a small percentage indicated being divorced (three per cent among Fairtrade workers and two per cent among non-Fairtrade workers) or to have any other marital status (two per cent among Fairtrade employees and four per cent among non-Fairtrade workers). However, the distribution of 'single' and 'married' differs in the two groups. Among the Fairtrade workers, 69 per cent are married and 26 per cent single whereas among the non-Fairtrade workers the majority is single (55 per cent) and only 39 per cent indicated being married. To test for a statistically significant difference between the Fairtrade workers and counterfactual concerning their marital status, the Chi-Square Test was used. As the original data does not fulfil the preconditions for the Chi-Square Test (there are cells with a count less than 5), the variable 'marital status was corrected (Appx. B, Table B12). The modified variable only contains the two responses 'married' and 'single'. All other responses were excluded. Consequently, the result of the Chi-Square Test indicates that there is a significant difference between treatment and control group concerning the distribution of being 'married' or being 'single' (Appx. B, Table B13). This finding must be kept in mind for further analysis and interpretation.

The workers on Fairtrade-certified farms have an average of 2.9 children whereas the control group only had a mean of 1.96 children. The range in the Fairtrade group goes from zero to six children, whereas it only goes up to four children in the control group. Table 5.5 summarizes the results:

Table 5.5: Distribution of number of children among Fairtrade and non-Fairtrade workers

Fairtrade certification	Mean Number of Children	Standard Deviation	Maximum	Minimum
No	1.96	1.143	4	0
Yes	2.59	1.463	6	0

Note: Based on complete sample.
Source: Own calculation (Appx. B, Table B14)

The Kolmogorov-Smirnov Test of Normality shows that the metric variable 'number of children' does not follow a normal distribution (Appx. B, Table B15). Therefore, the Mann-Whitney-U-Test was applied, with its procedure outlined in Chapter Four. The value of significance of 0.016 (< 0.05) means that the null hypothesis must be rejected. There is a significant difference between with treatment and control group concerning their number of children (Appx. B, Table B16).

As the descriptive statistics have shown, Fairtrade workers are more likely to be married and have a higher number of children. This observation makes it interesting to test for the correlation between the variables 'marital status' and 'number of children'. Using the modified variable of marital status with only 'married' or 'single' (other values were declared as missing values) and correlating it with 'number of children' by applying the correlation coefficient of Cramer's V (as one of the variables is nominal) leads to a result of 0.433 with a significance value of 0.003 (< 0.05). The correlation coefficient of 0.433 is of moderate strength. As 'single' is coded with 1 and 'married' with 2, the correlation coefficient furthermore shows that married workers tend to have a higher number of children (Appx. B, Table B17).

Concerning the mother tongue of the farm workers, within the Fairtrade group, 89.7 per cent indicated speaking Afrikaans as a first language, 8.6 per cent isiXhosa, and 1.7 per cent another South African language. Within the control group, the distribution looks very similar: 88.7 per cent speak Afrikaans and 11.3 per cent isiXhosa (Appx. B, Table B18). Looking at the place of origin, consequently, the distribution also looks similar between the two groups as the first language usually depends on the place of origin. Figure 5.2 shows the results:

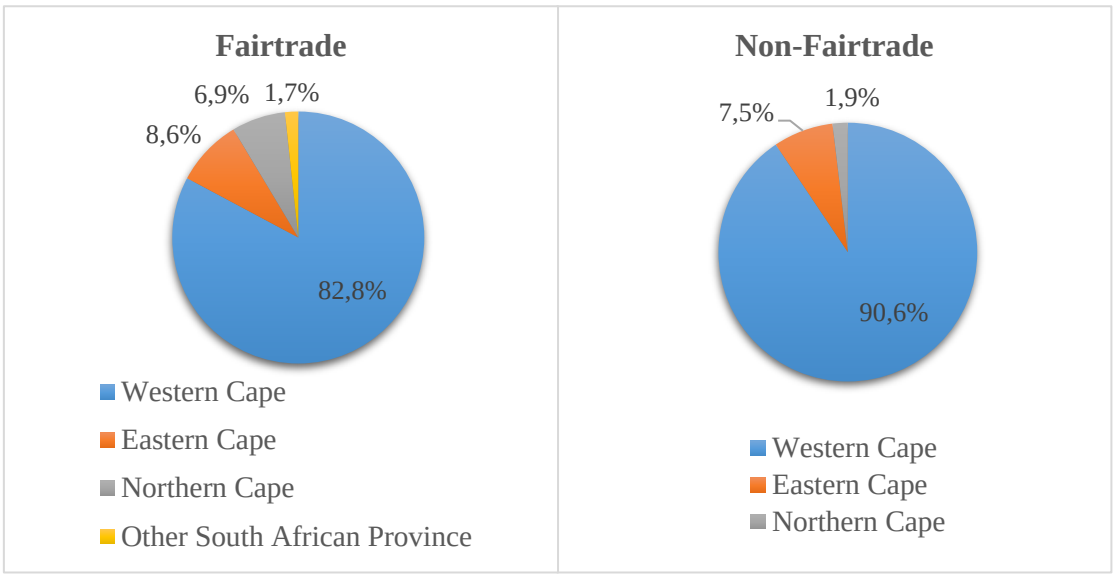


Figure 5.2: Place of origin
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B18)

As displayed, within the treatment group 82.8 per cent originally come from the Western Cape, 8.6 per cent from the Eastern Cape, 6.9 per cent from the Northern Cape and 1.7 per cent from another South African Province. In the control group, the distribution is as follows: 90.6 per cent from the Western Cape, 7.5 per cent from the Eastern Cape and 1.9 per cent from the Northern Cape (Appx. B, B18). As both groups have the vast majority of participants coming from the Western Cape followed by a minority from the Eastern Cape, the groups appear to be well comparable concerning the places of origin of the interviewed farm workers.

In a next step, farm workers were asked whether they live on the farm where they work. Table 5.6 summarizes the responses given, opposing Fairtrade and non-Fairtrade:

Table 5.6: On-farm vs. off-farm residence (by Fairtrade/non-Fairtrade)

		Do you live on the farm?	
		No	Yes
Fairtrade certification	No	43.4 %	56.6 %
	Yes	27.6 %	72.4 %

Note: Based on complete sample.
Source: Own calculation (Appx. B, Table B19)

72.4 per cent of the Fairtrade workers live on the farm where they work whereas only 56.6 per cent among the non-Fairtrade workers share the same conditions. However, the Chi-Square Test indicates that there is no significant difference between the two groups concerning their place of residence (On-farm or off-farm).

In conclusion, the treatment and control groups were found to be well comparable for the purpose of this analysis. Differences were identified concerning the marital status and the

number of children; however, these two variables are not of major effect for analysing the impact. Of more importance is the difference that was found concerning the WIETA certification. It must be kept in mind that more of the Fairtrade farms were simultaneously WIETA certified than conventional farms that had a WIETA certification. This makes it harder to attribute differences between the two groups directly to Fairtrade as the impact of the WIETA, or the Fairtrade certification cannot be separated.

5.4 Analysis

This section serves to answer the second sub-research question framed as follows: "Is the quality of life of workers on Fairtrade wine farms significantly different from those on conventional farms?" The seven aspects that were chosen from the capability approach (see Chapter Three) to measure the quality of working life will be analysed step by step, making a comparison between Fairtrade and non-Fairtrade workers for each of them.

5.4.1 Income and economic well-being

As a first variable category, the income and economic well-being of farm workers were measured. When asking the farm workers to indicate their monthly income, they were firstly asked to indicate the period of payment in which they receive their salary. Figure 5.3 shows the distribution between both the Fairtrade and non-Fairtrade workers:

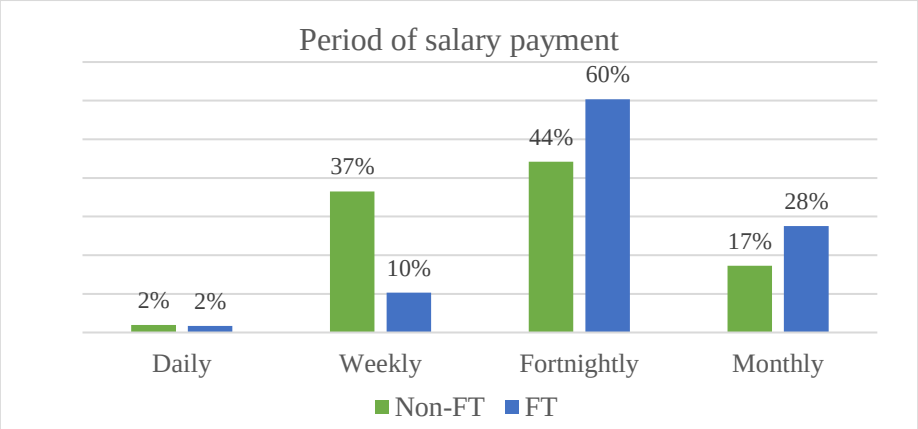


Figure 5.3: Period of salary payment
Note: Only 52 non-Fairtrade and 58 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B20)

The bar chart indicates a tendency of Fairtrade workers being paid over a longer term. 60.3 per cent of the Fairtrade workers were paid on a fortnightly basis (every 14 days) and 27.6 per cent on a monthly basis. 10.3 per cent indicated to be paid weekly, and only 1.7 per cent was paid daily. Likewise, in the control group the majority (44.2 per cent) is paid fortnightly. However, the percentage of workers that are paid weekly is much higher on non-Fairtrade farms (36.5 per cent), and the percentage of monthly-paid workers is

consequently lower (17.3 per cent). The number of workers paid on a daily basis is 1.9 per cent, on a similar low level to the treatment group.

Participants were asked to specify the amount of their salary according to the payment period. This was computed into a new variable of monthly income to allow for comparison among all workers' wages. After removal of the outliers (high salaries of workers who had a particular role such as a supervisor or a Fairtrade representative), the distribution of the variable 'monthly income' among the two groups is presented in Table 5.7 below (Appx. B, Table 21).

Table 5.7: Distribution of income among Fairtrade and non-Fairtrade workers

Fairtrade certification	Mean Monthly Income	Standard Deviation	Maximum	Minimum
No	R2712.40	261.08	R3233.29	R2058.33
Yes	R2821.29	501.11	R4225.00	R2000.00

Note: Only 42 non-Fairtrade and 50 *Fairtrade workers included due to missing values and excluded outliers.*
Source: Own calculation (Appx. B, Table B22)

Table 5.7 shows that Fairtrade workers have a slightly higher average income than non-Fairtrade workers. However, the standard deviations of the two groups differ. The treatment group shows a standard deviation of 501.11 whereas the standard deviation in the control group only measures 261.08. Consequently, with a minimum of R2058 and a maximum of R3233, the range of income among the group of non-Fairtrade workers is smaller than among the group of Fairtrade workers, which ranges between R2000 and R4225. The Kolmogorov-Smirnov Test of Normality shows that the variable 'income' is not normally distributed, neither in the control nor the treatment group. With significance values of 0.05 and 0.00, the null hypothesis of normal distribution must be rejected in both cases (Appx. B, Table B23). Thus, the Mann-Whitney-U-Test is applied, allowing for comparison between two independent samples for metric variables that are not normally distributed (see Chapter Four). The Mann-Whitney-U-Test results in a significance value of 0.853 (> 0.05), which means that the null hypothesis must be accepted (Appx. B, Table B24). Thus, there is no significant difference between treatment and control group concerning their income.

With regard to the question of alternative income, the distribution described above is illustrated in in Figure 5.4:

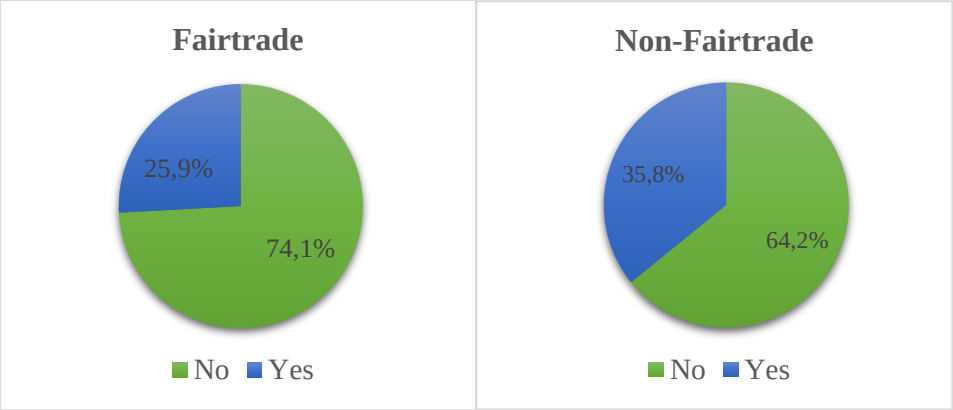


Figure 5.4: Alternative sources of income
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B25)

In the treatment group, 25.9 per cent of farm workers indicate having additional income to their income on the farm, whereas in the control group, it is a bit more, namely 35.8 per cent. Those workers with additional revenue were then asked to mention the amount of that extra income, displayed in Table 5.8:

Table 5.8: Alternative income

Fairtrade certification	Mean Monthly Income	Standard Deviation	Maximum	Minimum
No	R855.74	655.36	R3000	R320.00
Yes	R439.67	313.62	R1410	R41.70

Note: Only 19 non-Fairtrade and 15 *Fairtrade workers included due to analysis of sub-group.*
Source: Own calculation (Appx. B, Table B26)

With a mean alternative income of R855.74, the non-Fairtrade workers earn more from sources alternative to their work on the farm than the Fairtrade workers, with R439.67 on average. Comparing the two samples with the Mann-Whitney-U-Test leads to a significance value of 0.015 (< 0.05). This means that the difference between the two groups concerning their alternative income is significant. non-Fairtrade workers have a significantly higher alternative income (Appx. B, Table B27).

In a subsequent question, farm workers were asked whether they own any of the land on which they work, usually by being part of a farm workers' trust. Figure 5.5 displays the responses:

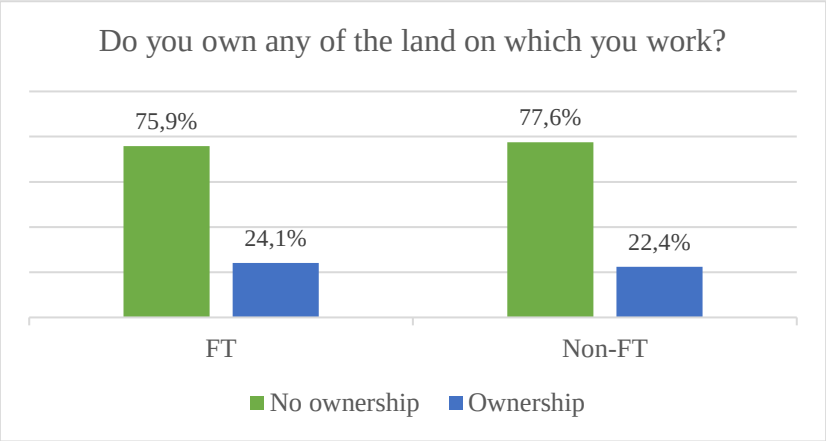


Figure 5.5: Ownership of land
Note: Only 49 non-Fairtrade and 58 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B28)

Among the Fairtrade workers, 75.9 per cent indicated not owning any land whereas 77.6 per cent among the non-Fairtrade workers did not own land. As Figure 5.5 clearly displays, the distribution of responses among both groups is quite similar. Additionally, workers who indicated that they own land were asked to specify the amount of hectares that they own. However, most of the participants did not know this. Therefore, the question did not deliver any valuable response due to a very high number of missing values (Appx. B, Table B29).

In a next step, the farm workers were asked to indicate whether their income allowed them to save regularly, resulting in the following responses indicated in Figure 5.6:

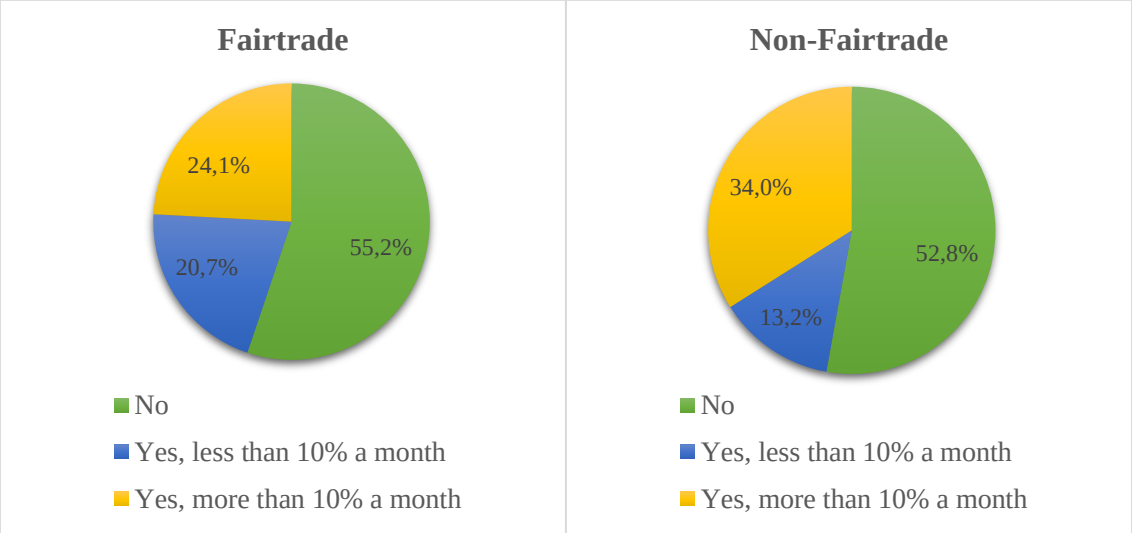


Figure 5.6: Saving ability among Fairtrade and non-Fairtrade workers
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B30)

Almost the same percentage of workers in the two groups indicated that their income did not allow them to save (55.2 per cent of Fairtrade workers and 52.8 per cent of non-Fairtrade workers). However, the further division into "saving less than 10 per cent a month" and "saving more than 10 per cent a month" is slightly different. Among the non-

Fairtrade workers, a higher percentage indicated being able to save more than 10 per cent of their income per month. The Chi-Square Test points out that there is no significant difference in the saving ability among the two groups (Appx. B, Table B31). Also, the actual amounts of savings that were requested in a subsequent question do not deliver any significant difference among Fairtrade workers and non-Fairtrade workers. This was calculated using a Mann-Whitney-U-Test (Appx. B, Table B32). The average value of savings among non-Fairtrade workers was R424, and among Fairtrade workers R297 (Appx. B, Table B33). Even though the difference is not significant, Fairtrade workers seem to have higher savings than non-Fairtrade workers.

5.4.2 Social security

In a second category, the social security status of the farm workers was investigated. Firstly, when asked whether they had a health insurance, 48.3 per cent of the Fairtrade workers indicated having health insurance, whereas only 32.1 per cent among the non-Fairtrade workers stated the same thing, as Table 5.9 presents:

Table 5.9: Health insurance among Fairtrade/non-Fairtrade workers

		Do you have a health insurance?	
		No	Yes
Fairtrade certification	No	67.9%	32.1%
	Yes	51.7%	48.3%

Note: Based on complete sample.
Source: Own calculation (Appx. B, Table B34)

Even though the treatment group demonstrates a higher percentage of workers with health insurance, there is no significant correlation between the variables 'Fairtrade' and 'health insurance', as the calculation of Phi results in a significance value of 0.082 (> 0.05) (Appx. B, Table B35). Participants who indicated having health insurance were furthermore asked to indicate the type of insurance. Figure 5.7 shows the distribution of responses:

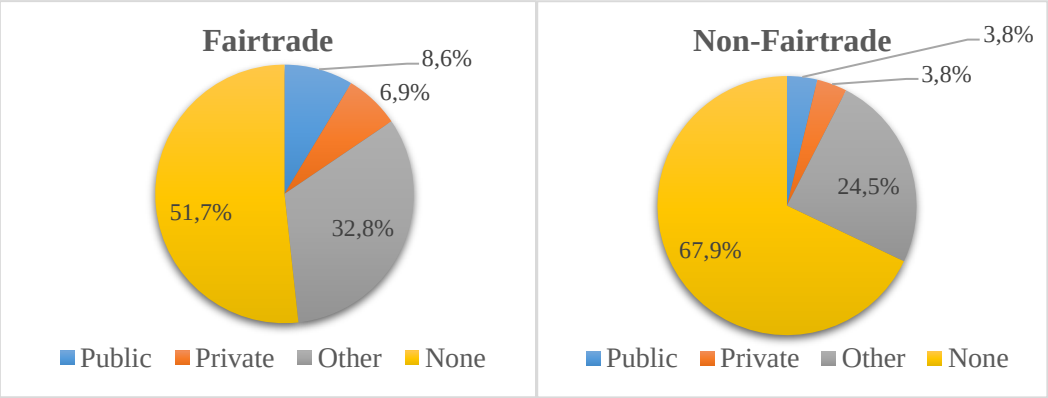


Figure 5.7: Type of insurance
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B36)

In the Fairtrade group, the number of workers without insurance measures 51.7 per cent; 32.8 per cent indicate having insurance other than public or private (usually no official insurance, but costs of the clinic or doctor are covered by the employer), 8.6 per cent have public insurance and 6.9 per cent private insurance. In the control group, 67.9 per cent do not have any insurance, 24.5 per cent have "informal" insurance, and 3.8 per cent have private and public insurance each. The Chi-Square Test computes a significance value of 0.08 (> 0.05), meaning that there is no significant difference between the two groups concerning the variable 'health insurance' (Appx. B, Table B37). Figure 5.8 displays where farm workers go when they are sick. The distribution of responses is as follows (multiple responses were possible):

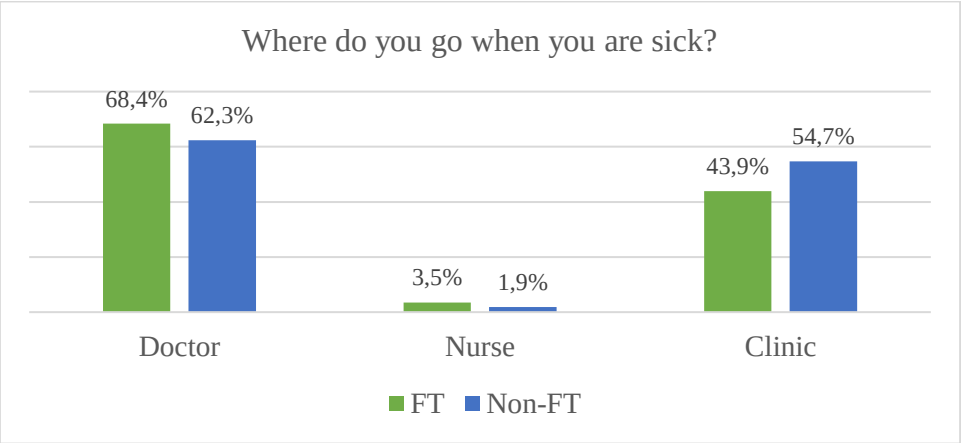


Figure 5.8: Health service
Note: Multiple responses were possible. Based on 129 responses.
Source: Own representation (Appx. B, Table B38)

68.4 per cent of the Fairtrade workers and 62.3 per cent of the non-Fairtrade workers responded that they seek a doctor when they are sick. A clinic was visited in the case of illness by 43.9 per cent of the Fairtrade workers and 54.7 per cent of the non-Fairtrade workers. Finally, only 3.5 per cent of the Fairtrade workers and 1.9 per cent of the non-Fairtrade workers went to a nurse in the event of sickness. There is no significant difference between treatment group and control groups with regard to visiting a 'doctor' (sig. value of 0.583), a 'nurse' (sig. value of 0.612) or a 'clinic' (sig. value of 0.221) when being sick, as computed by means of the Chi-Square Test (Appx. B, Table B39).

Furthermore, it was investigated whether an employer paid a contribution into a pension or retirement fund for his workers. Figure 5.9 displays the responses:

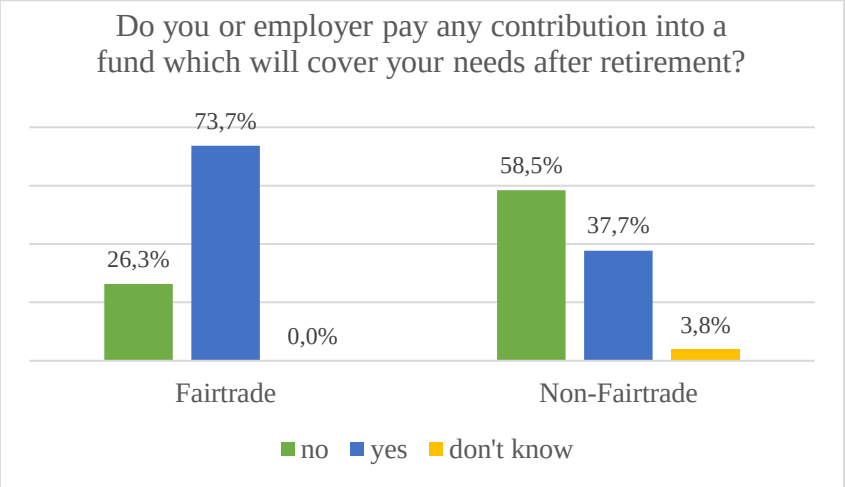


Figure 5.9: Retirement fund
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B40)

As displayed, within the Fairtrade group 73.7 per cent of workers indicate that they or their employers pay a contribution into a retirement or pension fund. Among the control group, only 37.7 per cent of respondents made regular contributions to a pension fund. As the percentage of respondents who did not know whether their employer pays into a retirement fund is very low, the basic conditions for the Chi-Square Test are not fulfilled (Appx B, Table B40). Therefore, the category "don't know" is taken out and declared as a missing value. The two groups are only compared concerning their "yes/no" answers. As this leads to a four-field table, the correlation coefficient Phi is calculated for comparison between the groups. Highly significant at a value of 0.00, the result of Phi indicates that there is a significant correlation between the variables 'Fairtrade' and 'retirement fund'. As being Fairtrade certified and having a retirement fund are both coded with 1, the correlation coefficient of 0.348 shows a moderate positive correlation between the two variables (Appx. B, Table B41). The number of Fairtrade workers that are likely to have a pension after retirement is significantly higher than the number of non-Fairtrade workers.

5.4.3 Contractual status

The third variable category focused on the contractual status of farm workers on the farms where they are employed. Responses to the question of whether farm workers had a contract are depicted in Figure 5.10:

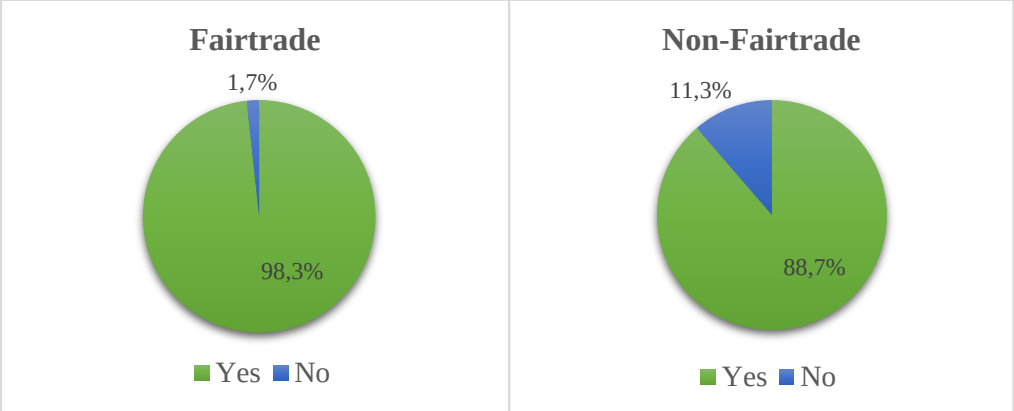


Figure 5.10: Existence of contract of Fairtrade and non-Fairtrade farm workers
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B42)

Among both the treatment and the control group, the vast majority indicated having a contract on the wine farm. Among the non-Fairtrade workers, 11.3 per cent responded to be without contract whereas only 1.7 per cent in the Fairtrade group shared this response. The performance of a Chi-Square Test, with a significance value of 0.038 (< 0.05) shows that there is a significant difference among the two groups concerning their contractual status (Appx. B, Table B42). Participants who indicated having a contract were then asked whether this contact was permanent or limited to a certain time. In the case of limitation, the contract duration and renewability was further investigated. Figure 5.11 shows that none of the workers with a contract indicated that his or her contract was limited and not renewable. A limited, but renewable contract was held by 5.3 per cent of the Fairtrade workers and 17 per cent of the non-Fairtrade workers. Consequently, 94.7 per cent of the Fairtrade workers mentioned having a permanent contract whereas a lesser 83 per cent enjoyed the same benefit in the control group. Figure 5.11 provides the graphical illustration of the contractual status of workers:

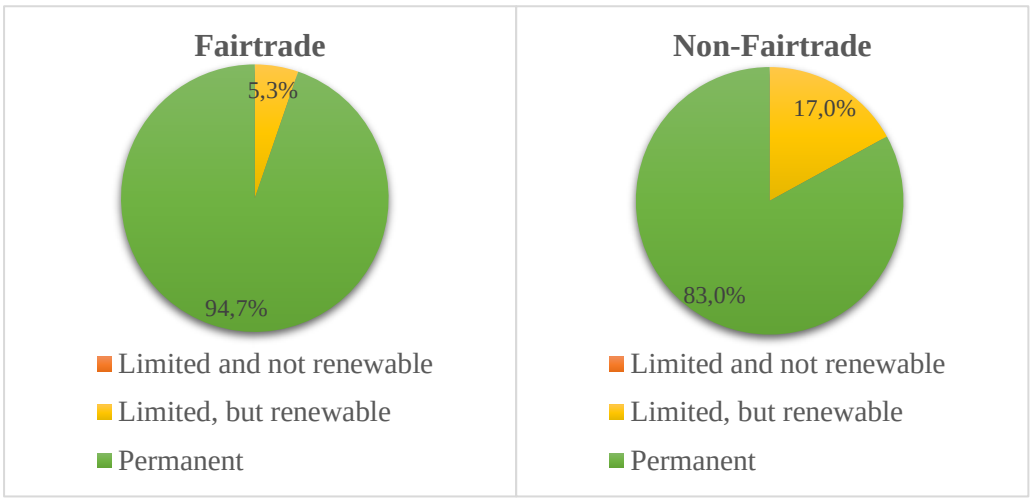


Figure 5.11: Contractual status between Fairtrade and non-Fairtrade
Note: Only 51 non-Fairtrade and 58 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B43)

Of the workers who had a limited, but renewable contract, the Fairtrade workers indicated a contract period from one up to 60 months, whereas the non-Fairtrade workers mentioned a contract renewal period from three up to 12 months. As only very few (13 respondents) indicated having a renewable, non-permanent contract, this sample size is too small to see any pattern or to test for a significant difference among the two groups (Appx. B, Table B44).

The way through which the interviewed workers gained employment on the farms appears to be quite similar in both groups, as Figure 5.12 illustrates:

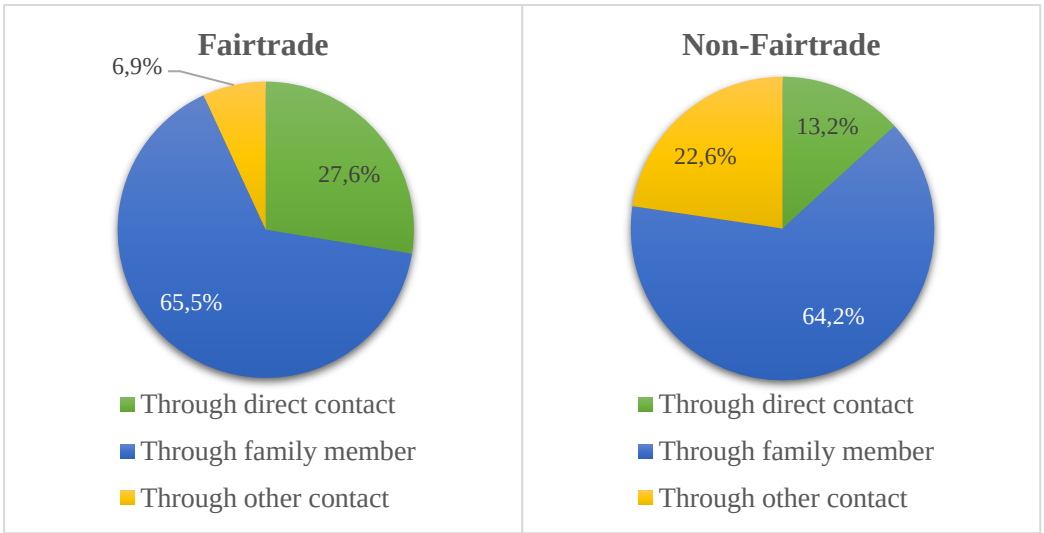


Figure 5.12: Way of getting in touch with the farm
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B45)

In both groups, the majority of workers acquired their jobs through a family member that was already working on the same farm. Only a few workers contacted the farms directly to ask for employment opportunities (27.6 per cent of Fairtrade workers and 13.2 per cent of non-Fairtrade workers). Furthermore, 22.6 per cent of the non-Fairtrade workers and

6.9 per cent of the Fairtrade workers claimed that they got their jobs through another contact person, such as friends, neighbours, or acquaintances already working on the farm. Concerning the level of difficulty of gaining employment on the farm, the distribution on the Likert-Scale is similar in both groups. For the vast majority, it was easy to access the job (62.1 per cent in Fairtrade group and 60.8 per cent in control group) (Appx. B, Table B46). The Mann-Whitney-U-Test reveals that there is no significant difference between the two groups with regard to the difficulty of getting employment (Appx. B, Table B47).

5.4.4 Employment stability

Fourthly, the stability of employment on the farm was examined. The workers of both groups were asked whether they worked on the respective farm for less than three years, three to five years or for more than five years. The responses were distributed as follows:

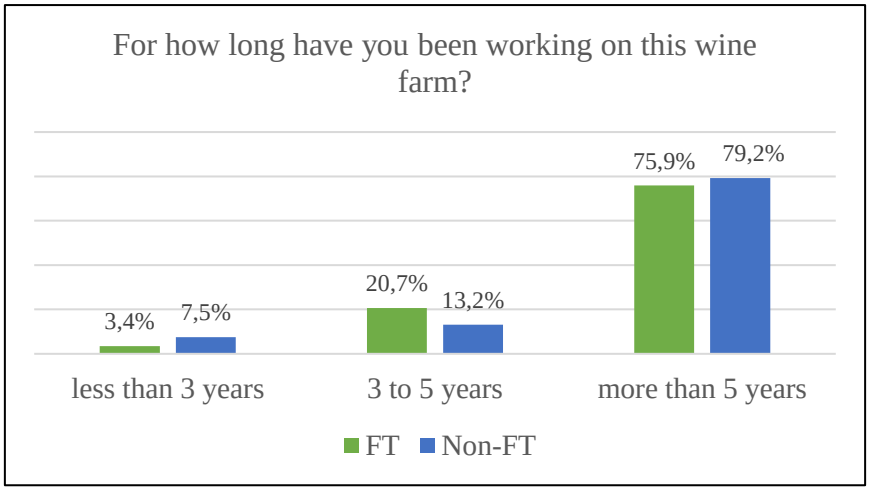


Figure 5.13: Job duration
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B48)

In both treatment and control groups, the majority of workers had been employed on the wine farm for more than five years. On the Fairtrade farms, it was 75.9 per cent and on the non-Fairtrade farms, 79.2 per cent. Consequently, the number of workers that had been working on the farm for less than five years or even less than three years was quite small, as illustrated by Figure 5.13. The Mann-Whitney-U-Test results in a significance value of 0.776 (> 0.05) which means that the two groups do not differ significantly from each other concerning the job duration of the farm workers (Appx. B, Table B49).

In addition to employment duration, the participants were asked how many of their family members worked on the same farm as this also serves as an indicator for the stability of employment. The average number of family members employed on the same farm was three members among the non-Fairtrade workers and eight members of the group of Fairtrade workers (Appx. B, Table B50). The Kolmogorov-Smirnov-Test of Normality

shows a significance value of 0.00 for both groups, meaning that the null hypothesis of normal distribution must be rejected in both cases (Appx. B, Table B51). Thus, the Mann-Whitney-U-Test is applied. Its result shows that there is no significant difference between the two groups concerning the number of family members that work on the same farm (significance value of 0.131 > 0.05) (Appx. B, Table B52).

5.4.5 Professional training

One of the main Fairtrade standards pertains to the professional training available to workers, and is therefore one of the units of analysis of this study. The subsequent figure refers to the number of workers that have participated in professional training on their farms:

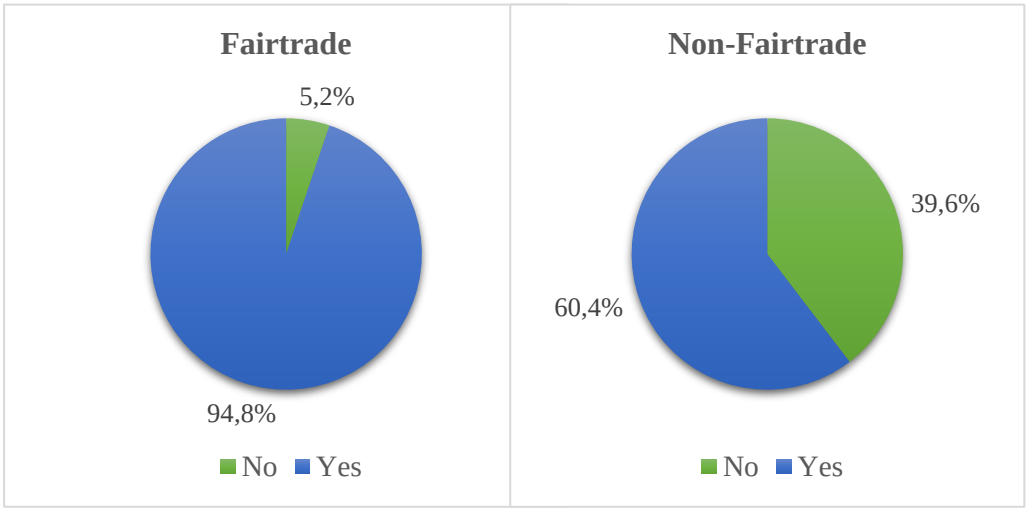


Figure 5.14: Training
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B53)

Figure 5.14 clearly shows that the percentage of workers on Fairtrade farms who participate in training is much higher than on non-Fairtrade farms. Whereas 94.8 per cent of the Fairtrade workers indicate that they have attended training, only 60.4 per cent of non-Fairtrade workers indicate the same. The Chi-Square Test proves that the two groups significantly differ from each other concerning the variable ‘training’, with a significance value of 0.00 (< 0.05). Additionally, Phi shows a moderate correlation between the two variables ‘Fairtrade’ and ‘training’ of 0.418 that is highly significant at a level of 0.00. As ‘Fairtrade – yes’ and ‘training – yes’ are both coded with 1, the results mean that there is a moderate positive correlation between Fairtrade and participation in training. Significantly more Fairtrade workers have participated in training than non-Fairtrade workers (Appx. B, Table B53).

The next question covered the personal judgement of the workers on the usefulness of the training. The workers indicated on a Likert Scale, from 1 to 5, whether the training helped them to acquire new skills. The distribution of answers looks as follows:

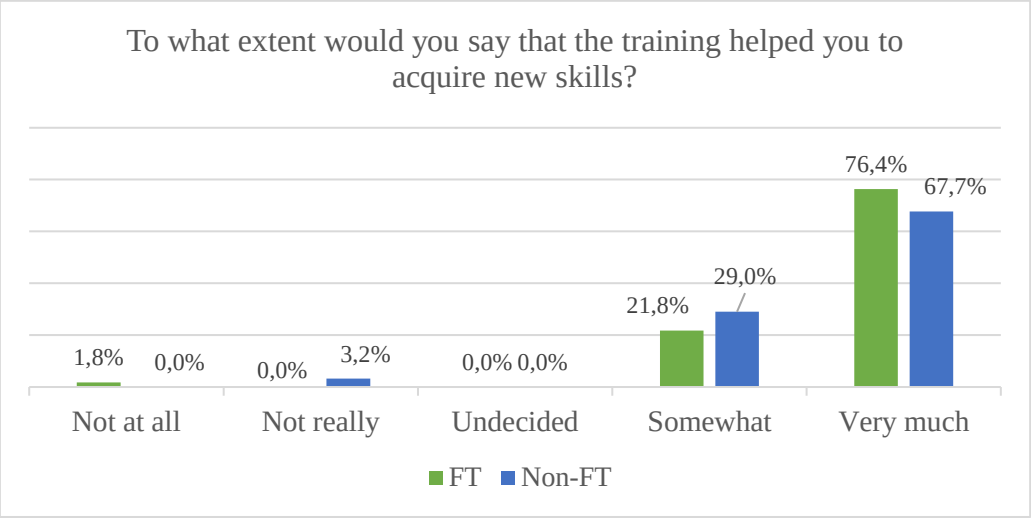


Figure 5.15: Skills learnt in training
Note: Only 31 non-Fairtrade and 55 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B54)

Figure 5.15 displays the extent to which employees in the treatment and control groups considered the training in which they participated to be useful for acquiring new skills. The majority in both groups felt that they learnt 'very much' in the training whereas the number in the Fairtrade group with 76.4 per cent is a bit higher than in the control group (67.7 per cent). There is no significant difference between the groups as the Mann-Whitney-U-Test reveals (Appx. B, Table B55).

Using an open-ended question, the participants were then asked which skills they had acquired on the farm. The responses were clustered into categories in order to obtain frequencies. Figure 5.16 provides the results:

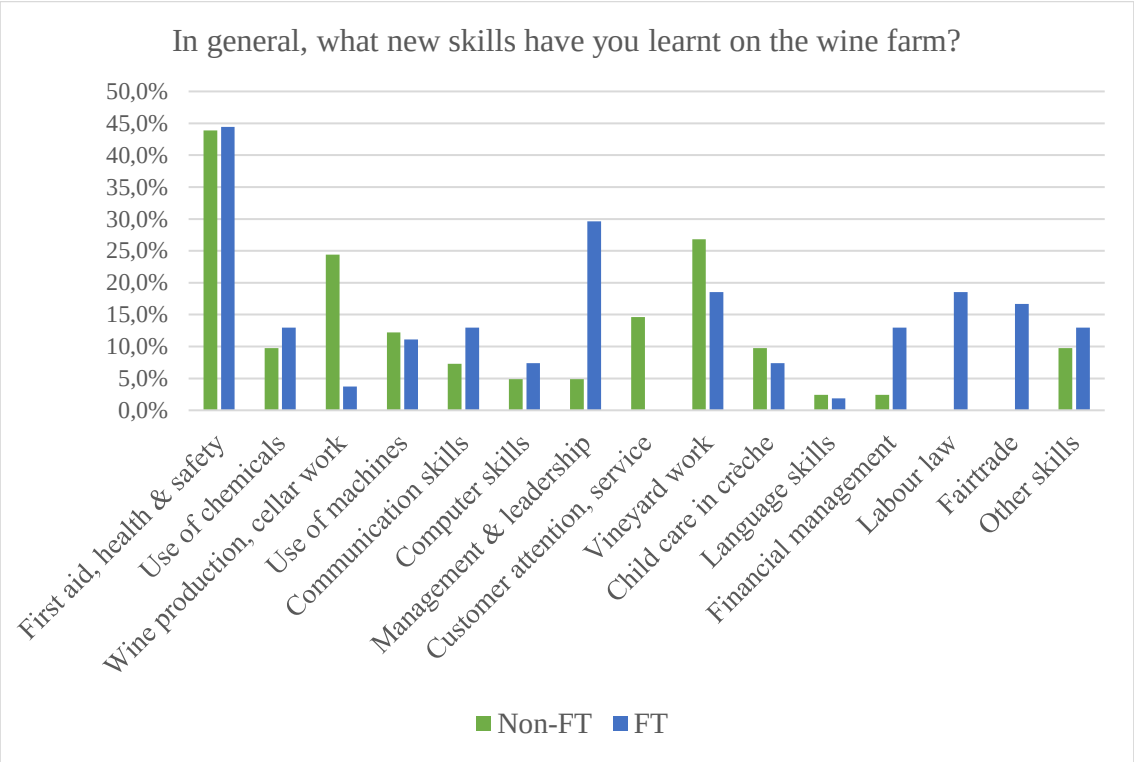


Figure 5.16: Skills acquired on farm
Note: Only 41 non-Fairtrade and 54 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B56)

The workshop or training attended by most workers of both groups was in first aid, health, and safety. In the Fairtrade group, this was followed by skills in management and leadership, labour law, training on Fairtrade issues in general, and expertise on the vineyard work. In the control group, skills in vineyard work and wine production or cellar work were second and third most mentioned. The responses indicate that Fairtrade workers indicated acquiring soft skills or skills that did not directly relate to the farm work more frequently, such as leadership, communication skills, knowledge of labour law and workers' rights or financial management skills. In contrast, non-Fairtrade workers mentioned these types of competencies less frequently or, in some categories, not at all.

In both groups, the vast majority (95 per cent of the non-Fairtrade workers and 98.1 per cent of the Fairtrade workers) indicated that the skills they acquired during the training could be useful in their future working life. There was no significant difference concerning this question, as the Chi-Square Test proved (Appx. B, Table B 57). Again on a Likert-Scale from 1 to 5, the participants then answered the question of whether the skills they developed in the training contributed to an improvement of their quality of life. Figure 5.17 displays the range of responses:

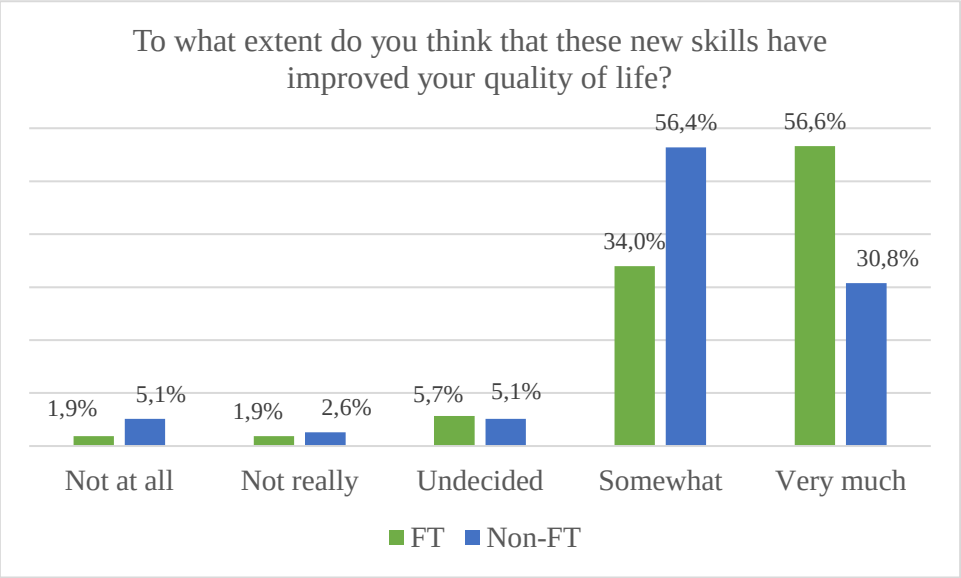


Figure 5.17: Impact of training skills on quality of life
Note: Only 39 non-Fairtrade and 53 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B58)

The distribution among the treatment group was far more positive with 56.6 per cent of workers that considered their quality of life 'very much' improved and 34.0 per cent that viewed it 'somewhat' improved. Among the control group, only 30.8 per cent saw their quality of life 'very much' improved, but 56.4 per cent still opted for 'somewhat' improved. The Mann-Whitney-U-Test proves the significance between the two groups at a level of 0.024 (<0.05) (Appx. B, Table B59). Thus, the Fairtrade workers are significantly more positive in judging the impact of the training on their quality of life.

5.4.6 Balance of work and non-working life

In a fifth category, questions about working times as well as recreation have been included in order to evaluate the farm workers' balance of working and non-working life. Firstly, the daily working hours of each participant were required. Table 5.10 shows the average response as well as the deviation:

Table 5.10: Working hours

Fairtrade certification	Mean Daily Working Hours	Standard Deviation	Maximum	Minimum
No	8.585	0.9185	13	6
Yes	8.805	0.3944	10	0

Note: Based on complete sample.
Source: Own calculation (Appx. B, Table B60)

Fairtrade workers work a daily average of 8.805 hours, whereas non-Fairtrade farm employees work an average of 8.585 hours per day, which is slightly less. Thereafter, respondents were asked to indicate the hours of overtime spent on the farm per week. Table 5.11 presents the responses:

Table 5.11: Overtime

Fairtrade certification	Mean Hours of Overtime per Week	Standard Deviation	Maximum	Minimum
No	1.222	2.6198	10	0
Yes	1.480	3.4178	15	0

Note: Only 36 non-Fairtrade and 49 Fairtrade workers included due to missing values.
Source: Own calculation (Appx. B, Table B60)

The treatment group worked an average of 1.48 hours of overtime per week whereas the control group worked an average of 1.222 hours per week. The Fairtrade workers work, on average, more hours of overtime than the non-Fairtrade workers. In a third step, farm workers were then asked to indicate their days of holidays per year, as displayed in Table 5.12:

Table 5.12: Holidays

Fairtrade certification	Mean Days of Holidays per Year	Standard Deviation	Maximum	Minimum
No	14.31	4.037	25	0
Yes	15.07	3.741	30	5

Note: Only 52 non-Fairtrade and 56 Fairtrade workers included due to missing values.
Source: Own calculation (Appx. B, Table B60)

With an average of 15.07 days, Fairtrade workers have slightly more holidays than non-Fairtrade workers with an average of 14.31 days. Applying the Mann-Whitney-U test to compare the groups concerning all three variables – 'working hours', 'overtime' and 'holidays' – proves that there is only a significant difference between the treatment and control group concerning the working hours. The significance value is 0.018 (< 0.05) (Appx. B, Table B61). The average daily working hours of Fairtrade workers with a mean of 8.805 are slightly higher than those that work on non-Fairtrade farms. However, the standard deviation of the Fairtrade group with 0.3944 is much lower than of the control group (0.9185). Thus, the results lie more closely around the mean value (Appx. B, Table B60).

Furthermore, in both groups, above 90 per cent of the participants indicated that they received a salary during their holidays (92.2 per cent of non-Fairtrade workers and 94.8 per cent of Fairtrade workers). As it seems obvious, and additionally tested using the Chi-Square-Test, there is no significant difference between the two groups concerning payment of salary during holidays (Appx. B, Table B62).

Workers were also asked to specify the number of hours that they have available for recreation per week. However, for most of the respondents, it was hard to specify a certain amount of hours. Therefore, the question did not deliver any valuable results, and the responses cannot be considered for this analysis. Nevertheless, the next aspect of

satisfaction with the time of recreation, measured on a Likert-Scale from 1 to 5, provides a good picture. Figure 5.18 illustrates the responses given:

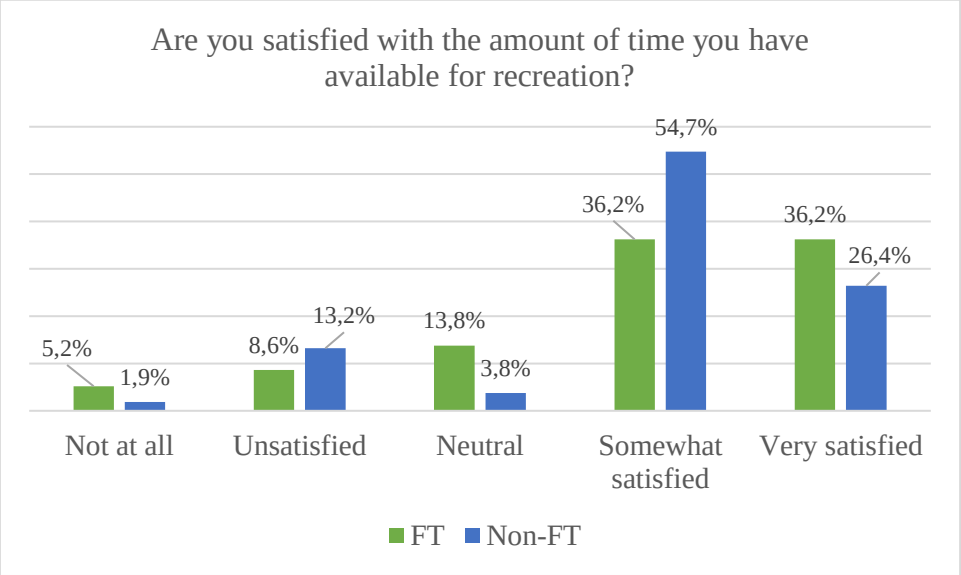


Figure 5.18: Satisfaction with recreation
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B63)

Within the Fairtrade group, 36.2 per cent of the workers were 'very satisfied' and 'somewhat satisfied' respectively, followed by 13.8 per cent being 'neutral' concerning their satisfaction. A total of 8.6 per cent that indicated that they were unsatisfied and 5.2 per cent was not satisfied at all. In the control group, 26.4 per cent were very satisfied whereas the majority at 54.7 per cent indicated to be 'somewhat satisfied'. Only 3.8 per cent indicated being 'neutral' in terms of satisfaction, while 13.2 per cent were 'unsatisfied' and 1.9 per cent were 'not satisfied at all'. Correlating the variables 'Fairtrade' and 'satisfaction with recreation' by means of the Spearman correlation coefficient shows that there is no significant correlation between the two variables (Appx. B, Table B64).

In the following question, farm workers were asked whether they enjoy their daily activities in general. The responses are presented in Figure 5.19:

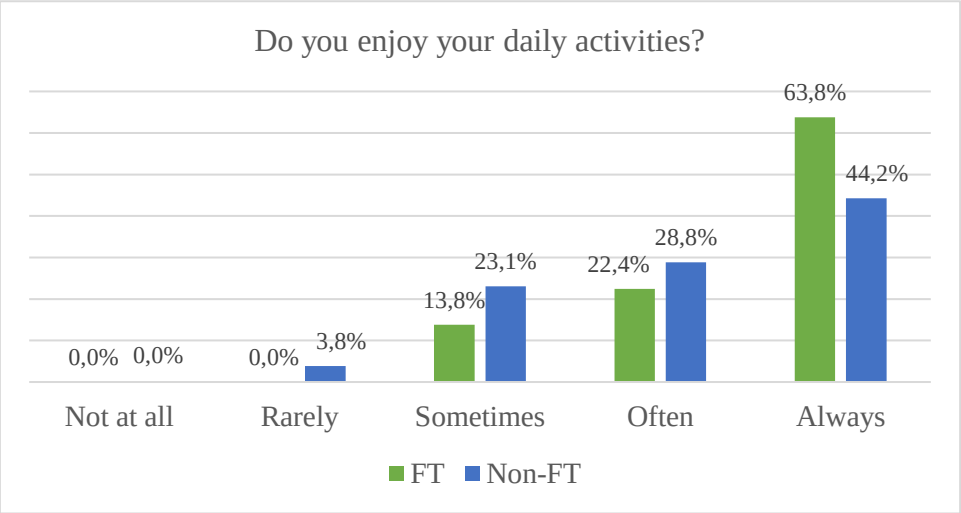


Figure 5.19: Enjoy daily activities
Note: Only 52 non-Fairtrade and 58 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B65)

A total of 63.8 per cent of the Fairtrade workers specified that they 'always' enjoyed their daily activities; 22.4 per cent 'often' enjoyed them and 13.8 per cent 'sometimes'. In the control group, 44.2 per cent 'always' enjoyed their day-to-day activities, 28.8 per cent 'often', 23.1 per cent 'sometimes' and 3.8 per cent 'rarely'. The results of the Mann-Whitney-U-Test show that there is a significant difference between the different groups concerning the level of enjoyment of their daily activities (Appx. B, Table B66). Fairtrade workers enjoy their daily activities significantly more. The more specific question of the satisfaction level of their work resulted similarly in favour of the treatment group. Figure 5.20 illustrates the distribution of responses:

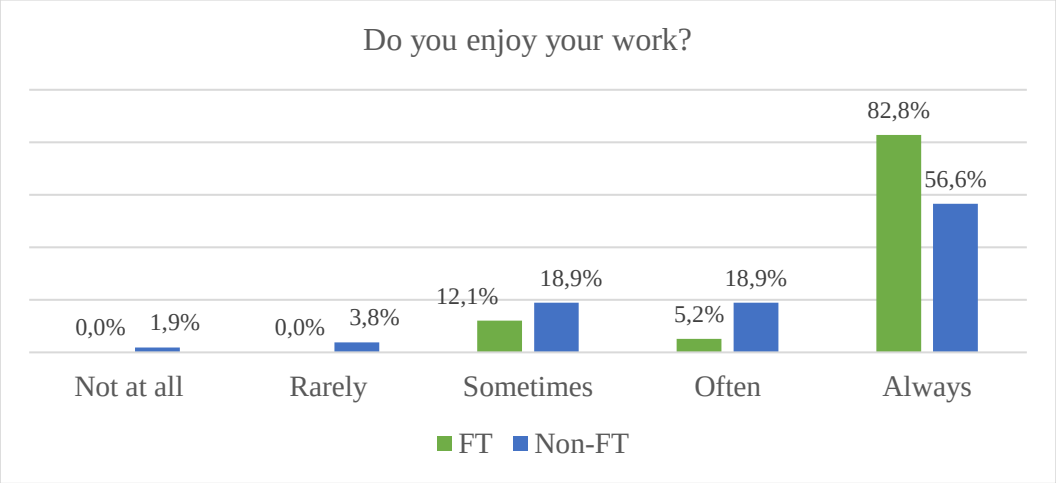


Figure 5.20: Enjoy work
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B65)

Again, the Mann-Whitney-U-Test shows that there is a significant difference between the two groups (Appx. B, Table B66). Fairtrade workers enjoy their work significantly more.

5.4.7 Workplace relations and motivation

Finally, as the last category, workplace relations and the motivation for the work were measured. To find out about farm workers' relationships with colleagues on the farm, they were asked to rank the quality of their relationship with colleagues on a Likert-Scale from 1 to 5. Figure 5.21 displays the outcome:

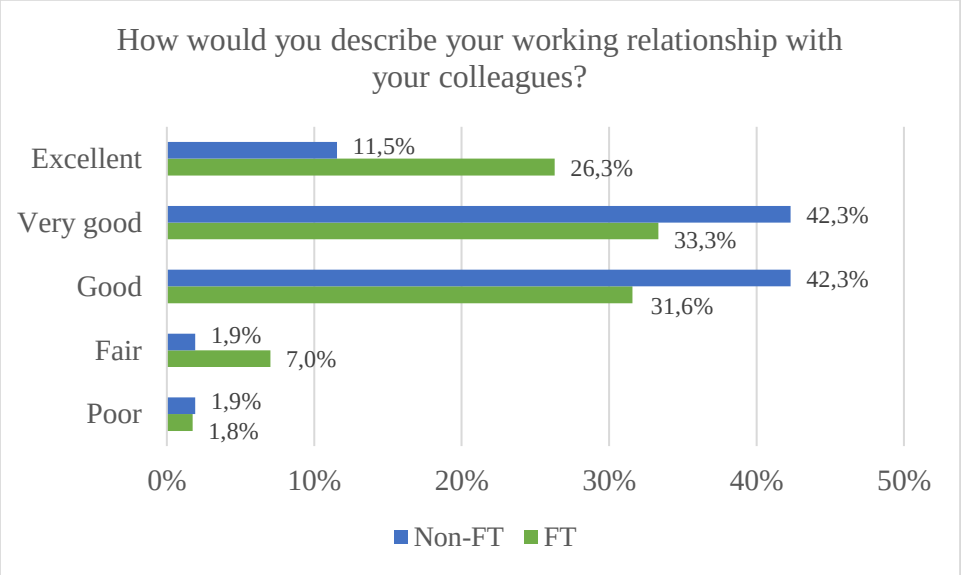


Figure 5.21: Relationship with colleagues
Note: Only 52 non-Fairtrade and 57 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B67)

Within the group of Fairtrade workers, 26.3 per cent claim to have an 'excellent' relationship with their colleagues. The majority, namely 33.3 per cent, referred to their relationship as 'very good', followed by 31.6 per cent who considered it 'good'. Finally, 7.0 per cent indicated having a 'fair' relationship and for 1.8 per cent, the relationship was deemed 'poor'. Within the control group, only 11.5 per cent viewed their relationship with colleagues 'excellent', but a vast number of workers, at 42.3 per cent, noted it to be 'very good' or 'good'. Lastly, only 1.9 per cent reported a 'fair' or 'poor' relationship. The Mann-Whitney-U-Test verifies that there is no significant difference between the two groups concerning their relationship with colleagues (Appx. B, Table B68).

As a further indicator for workplace relations, workers were asked about their participation in activities within their community. Figure 5.22 serves to show the frequency of participation in activities within their communities:

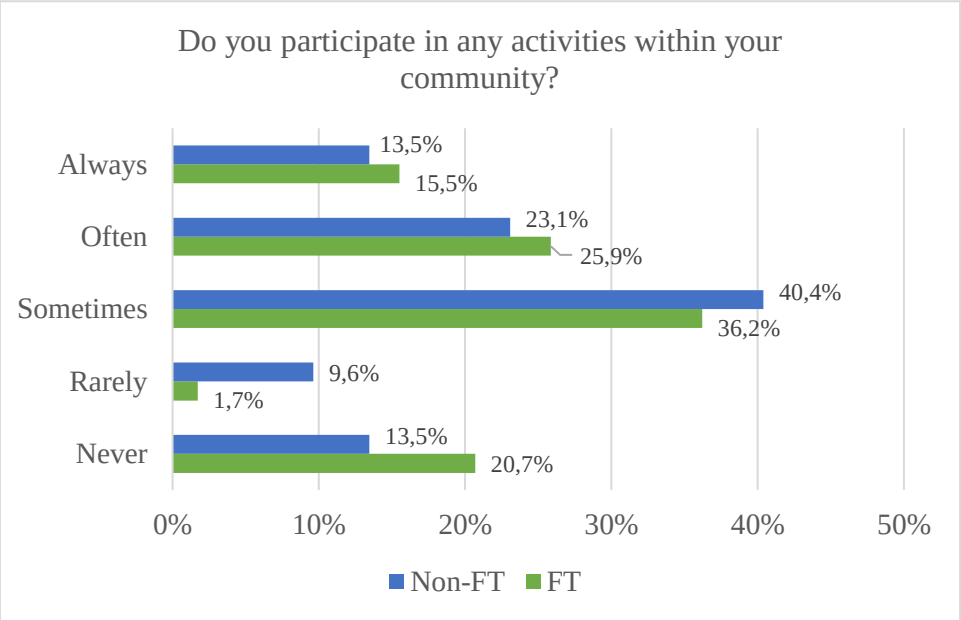


Figure 5.22: Participation in community
Note: Only 52 non-Fairtrade and 58 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B69)

From the graph illustrated above, it is clear that the majority of both groups (36.2 per cent of Fairtrade workers and 40.4 per cent of non-Fairtrade workers) indicated to 'sometimes' participate in community activities. In the treatment group, this result is followed by 25.9 per cent that 'often' participate, and 20.7 per cent that 'never' participate. Finally, there is 15.5 per cent that 'always' join any activity and 1.7 per cent that 'rarely' join. In the control group, the majority – the workers who sometimes join – is followed by 23.1 per cent that 'often' join, 13.5 per cent respectively for 'always' and 'never' which shows a big deviation, and finally 9.6 per cent for 'rarely'. As demonstrated by the result of the Mann-Whitney-U-Test with a significance value of 0.815 (> 0.05), there is no significant difference between the two groups concerning their participation in the community (Appx. B, Table B70).

As a next aspect, the opportunity to participate in a workers' union was investigated. Figure 5.23 displays the distribution of responses:

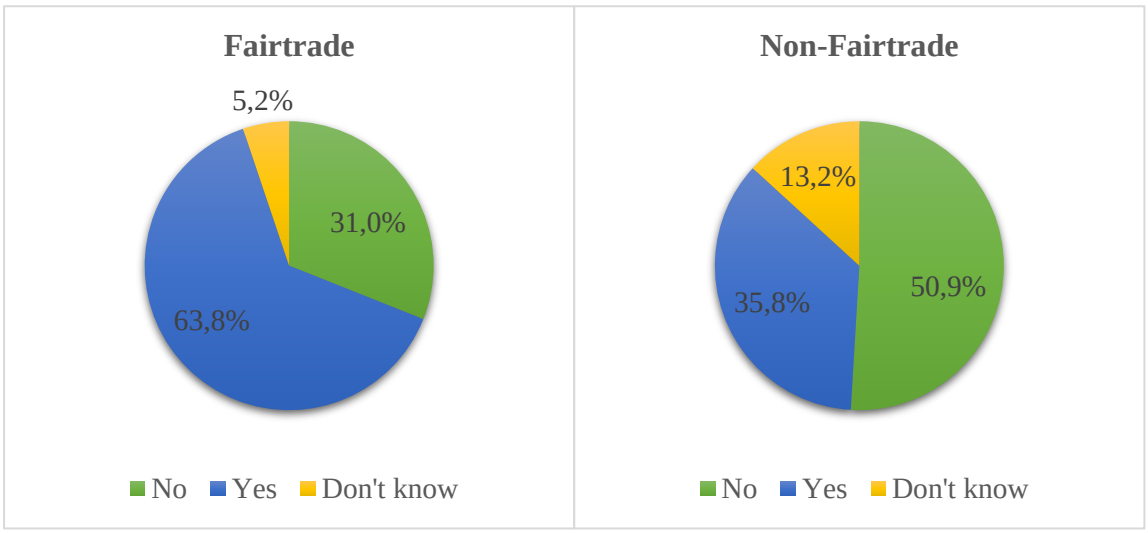


Figure 5.23: Opportunity to participate in union
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B71)

The pie charts show that more Fairtrade workers (63.8 per cent) were given the opportunity to participate in a labour union than non-Fairtrade workers (35.8 per cent). As the number of responses for the category 'don't know' is relatively small, the conditions for the Chi-Square Test are not met (there are cells with a count below 5) (Appx. B, Table B71). Consequently, the variable 'opportunity to participate in union' was modified and the category 'don't know' was taken out. The two groups were only compared concerning their yes/no answers. With a significance value of 0.015 (< 0.05) the two groups differ significantly from each other concerning their opportunities to join a union. The Phi correlation coefficient is also significant and has a value of 0.26 (Appx. B, Table B72). The correlation is weak but significant. Thus, Fairtrade workers have significantly more opportunities to participate in a union. Employees who have the opportunity to join a union were then asked whether they are part of a union or not. The responses resulted in the following pie chart:

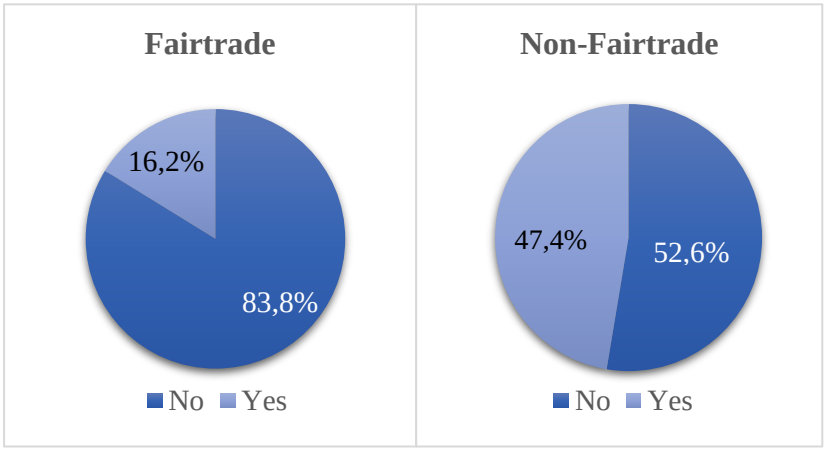


Figure 5.24: Member of union
Note: Only 19 non-Fairtrade and 37 Fairtrade workers included due to analysis of sub-group.
Source: Own representation (Appx. B, Table B73)

Concerning their actual membership in a union, the two groups significantly differ from each other (Chi-Square Test with sig. value 0.024 < 0.05) (Appx. B, Table B73). Of the non-Fairtrade workers that are in a union, two-thirds are in the role of a member, and one-third assumed a leadership function. Among the Fairtrade workers that joined a union, similarly, two-thirds indicated being a member whereas the rest mentioned being a mediator or a recruiter of new members (Appx. B, Table B74).

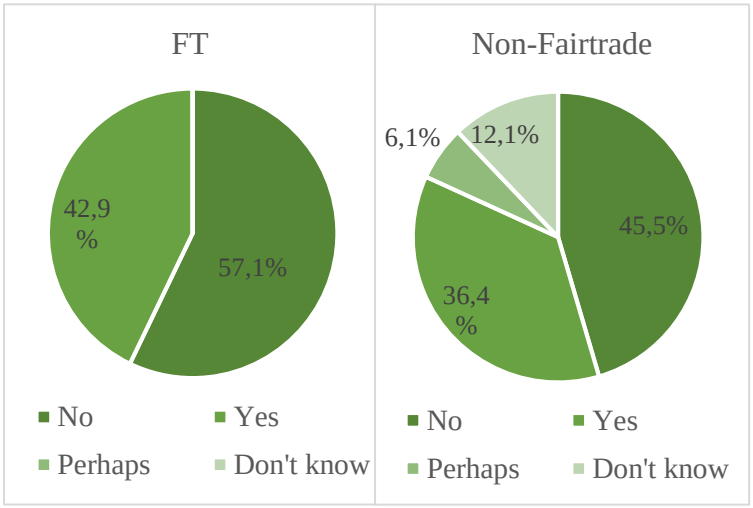


Figure 5.25: Wish of participation in workers' union
Note: Only 33 non-Fairtrade and 21 Fairtrade workers included due to analysis of sub-group.
Source: Own representation (Appx. B, Table B75)

As can be seen from the pie charts above, in both groups, the majority of workers who do not have the opportunity to participate in a union also do not have any desire to join one. However, 42.9 per cent of Fairtrade workers and 36.4 per cent of non-Fairtrade workers nonetheless wish to participate in a union. Within the control group, 6.1 per cent indicated 'perhaps' with regard to participation and 12.1 per cent noted that they 'don't know'. Another important aspect highlighted by the respondents was their feelings of security and safety on the farm. Responses are shown below:

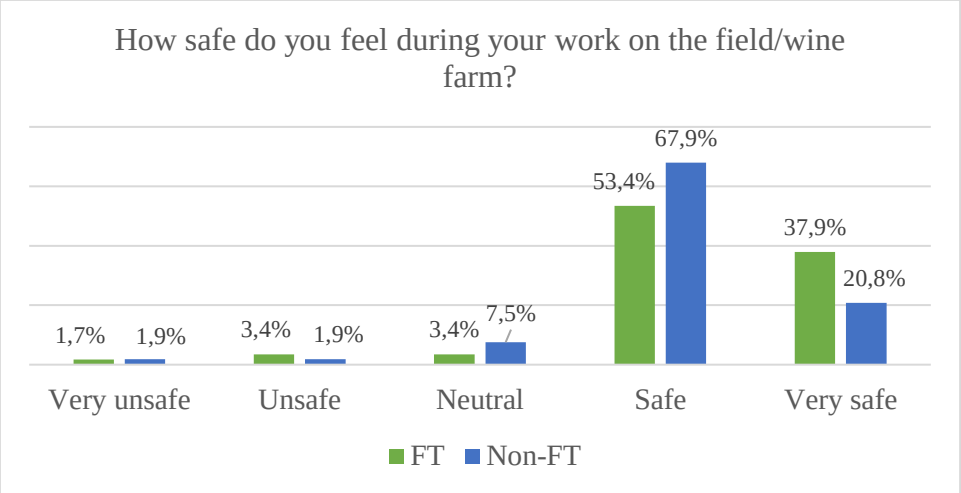


Figure 5.26: Security
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B76)

As displayed in Figure 5.26, the grand majority of workers in both groups feels either ‘safe’ or ‘very safe’ when working on the farm. However, in the treatment group, the trend goes towards ‘very safe’ (37.9 per cent) whereas in the control group the vast majority of 67.9 per cent indicates ‘safe’. The Mann-Whitney-U-Test confirms this by showing a higher rank for the Fairtrade group; however, the difference is not significant (significance value of 0.073 > 0.05) (Appx. B, Table B77).

A further important indicator was the satisfaction of farm workers of both groups with their current job. Responses were measured on a Likert-Scale from 1 to 5 and are displayed below:

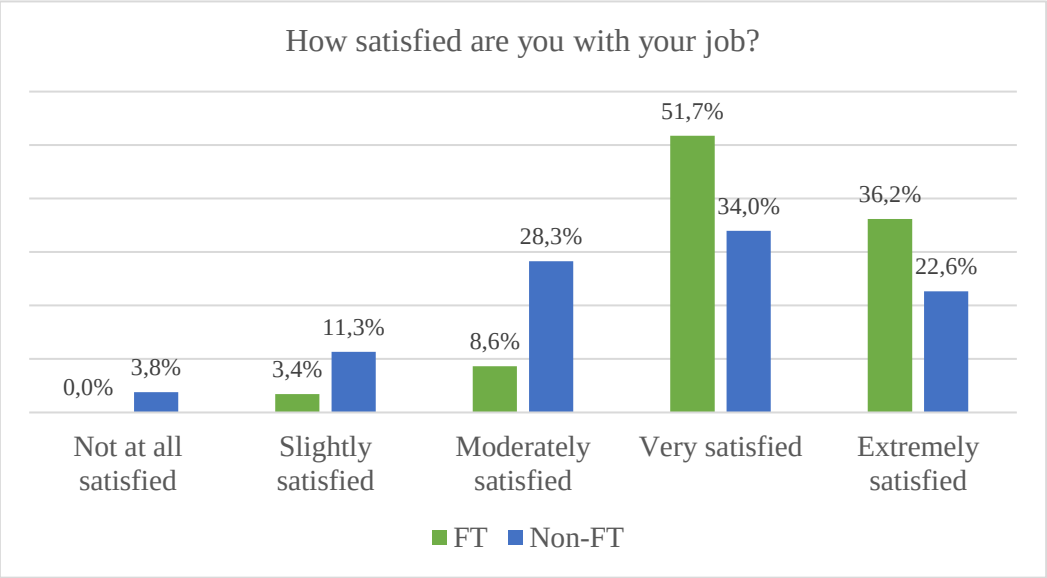


Figure 5.27: Job satisfaction
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B78)

Fairtrade workers tower above their counterfactual in the positive response classes of ‘extremely satisfied’ (36.2 per cent vs. 22.6 per cent) and ‘very satisfied’ (51.7 per cent vs. 34.0 per cent). The number of non-Fairtrade workers is higher in terms of the Likert-Scale levels of ‘moderately satisfied’, ‘slightly satisfied’ and ‘not at all satisfied’. This shows the greater degree of satisfaction of Fairtrade workers with their job. To test for a significant difference, the Mann-Whitney-U-Test has been computed. With a significance value of 0.002 (< 0.05), there is indeed a significant difference between treatment and control group concerning their job satisfaction (Appx. B, Table B80). Moreover, in an open-ended question, farm workers were asked to mention the benefits they saw in working on that particular farm. Frequently answers were grouped together in broader categories, and further benefits are counted in the category ‘other’. Figure 5.28 displays the results:

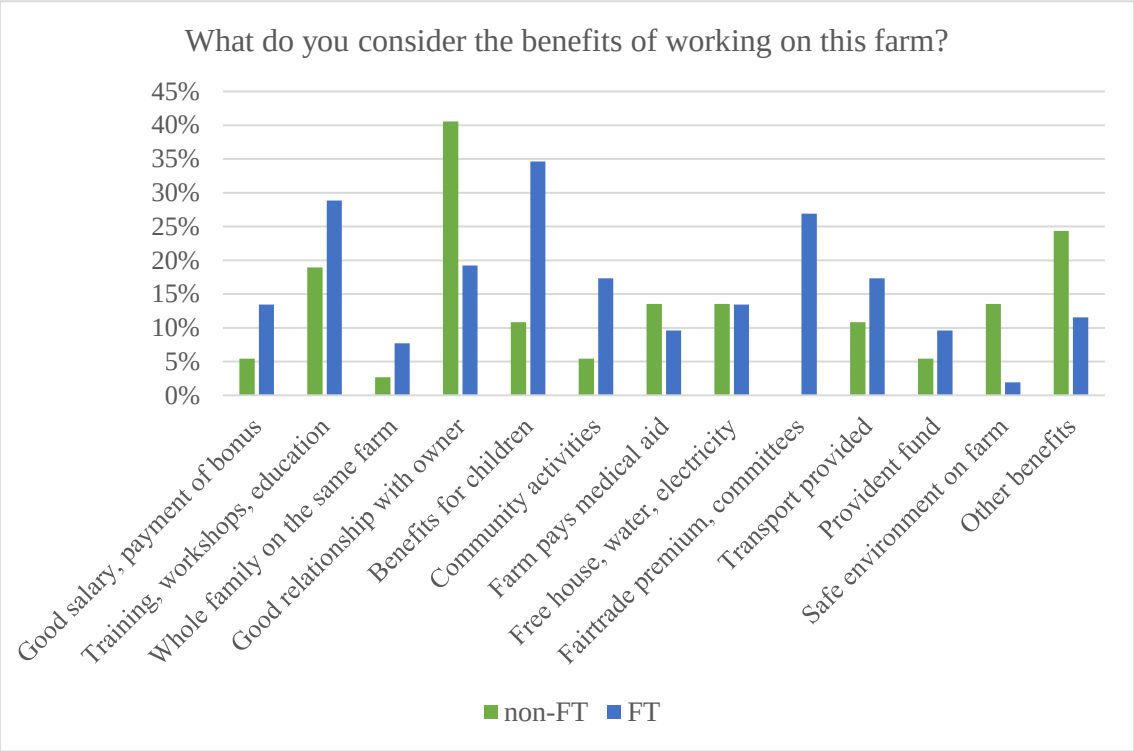


Figure 5.28: Benefits of working on the farm
Note: Only 37 non-Fairtrade and 52 Fairtrade workers included due to missing values. Multiple responses possible.
Source: Own representation (Appx. B, Table B81)

Most of the Fairtrade workers mentioned benefits for their children on the farm, followed by training, workshops and education, and benefits provided by Fairtrade, such as the premium and the committee. Workers on conventional farms most frequently mentioned good relationships with the owner, followed by training and education; the latter, however, has a percentage of less than 20 per cent.

5.4.8 Quality of life as a total

To conclude this chapter, the results of some general questions on the quality of life, that do not fit into any of the previous categories, are displayed.

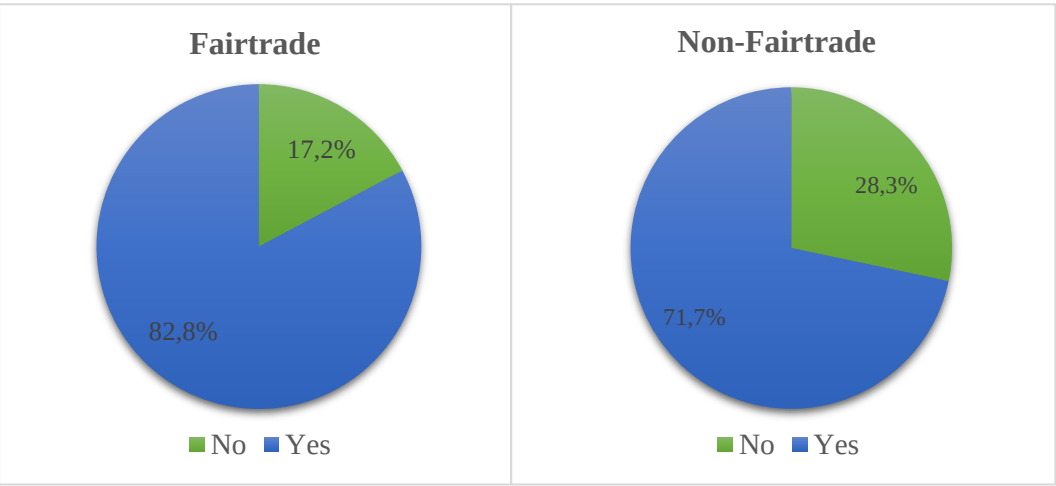


Figure 5.29: Change in life
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B82)

With 82.8 per cent, the number of Fairtrade workers that have experienced a change in their life in the past years is higher than those of the non-Fairtrade workers (28.3 per cent). As computed with a Chi-Square Test, the difference between the two groups, however, is not significant (significance value of 0.164 > 0.05) (Appx. B, Table B82). Figure 5.30 further specifies the changes that farm workers experienced in their lives on the farm in the past years:

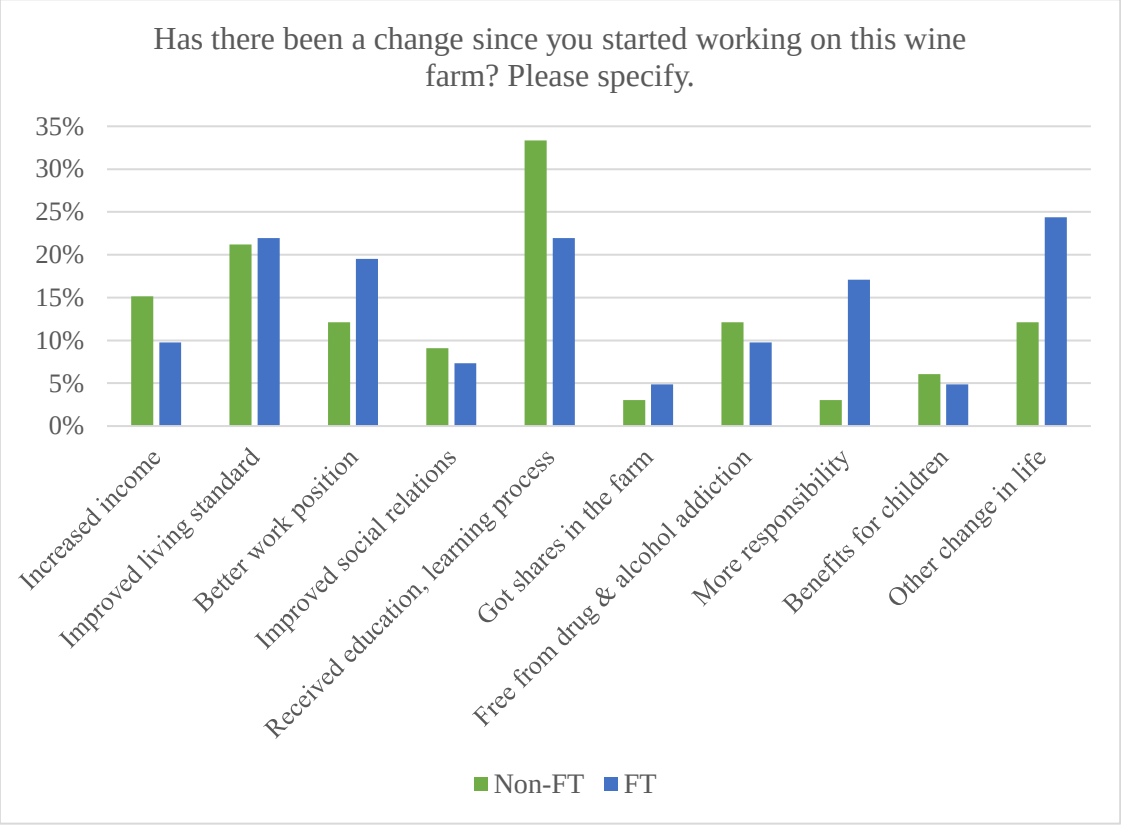
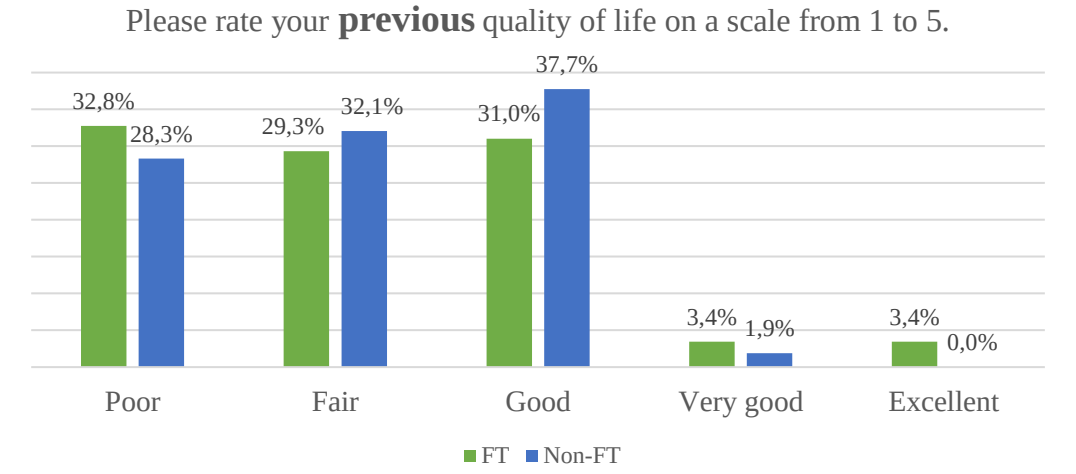


Figure 5.30: Specified change in life
Note: Only 33 non-Fairtrade and 41 Fairtrade workers included due to missing values.
Source: Own representation (Appx. B, Table B83)

It stands out that more than 30 per cent of the non-Fairtrade workers mention the educational and learning process as a change in their life. Out of the treatment group, only around 20 per cent indicated this category. Furthermore, around 20 per cent of both groups highlight an improved living standard as a change in their lives. In addition to this open-ended question, participants were asked to indicate their previous quality of life (around five to ten years ago) and their current quality of life on a Likert scale from 1 to 5. Figure 5.31 provides the responses:



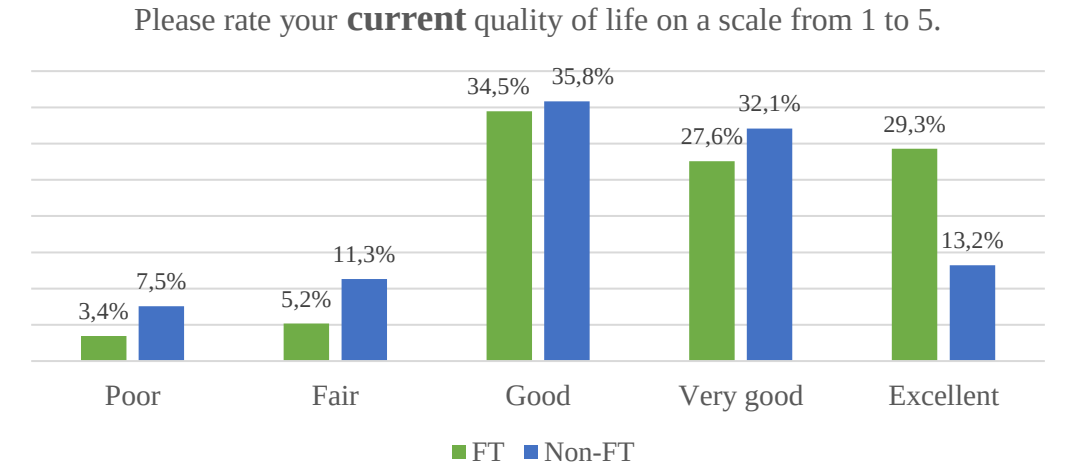


Figure 5.31: Previous and current quality of life
Note: Based on complete sample.
Source: Own representation (Appx. B, Table B84)

Both treatment and control groups show an improvement in their quality of life over the last years. The majority of the Fairtrade workers (32.8 per cent) considered their previous (5 to 10 years ago) quality of life as 'poor' whereas concerning their current quality of life the majority (34.5 per cent) stated it to be 'good'. In the control group, the highest number of workers (37.7 per cent) assessed their past quality of life as 'good' but the current quality of life is still mentioned to be 'good' by the majority (35.8 per cent). This indicates less change in the quality of life among the non-Fairtrade workers than among the Fairtrade workers.

5.5 Chapter summary

Within the analysis of the data collected in a survey on the 10 Fairtrade and 10 conventional wine farms, it is clear that significant differences were found concerning the following variables:

- Non-Fairtrade workers have a higher income from alternative sources.
- The number of Fairtrade workers that have a pension or retirement fund is higher than that of their counterparts.
- More Fairtrade workers have an official contract than non-Fairtrade workers.
- More workers on Fairtrade farms have participated in professional training than workers on conventional farms. Furthermore, the assessment of Fairtrade workers on the impact of this training on their quality of life was more positive.
- Workers on Fairtrade-certified farms work in average more than workers on non-certified farms.
- Farm workers on Fairtrade farms enjoy their daily activities and their job more than their counterparts on non-certified farms.
- More Fairtrade workers have the opportunity to join a labour union; however, more conventional workers are currently members of a union. Fairtrade workers to a large extent have the chance to participate in a union, but do not consider the membership useful or attractive.
- Fairtrade workers are more satisfied with their jobs on the farm than employees in the counterfactual.

In conclusion, a difference in favour of Fairtrade was found concerning the pension fund, official contract, participation in professional training, enjoying daily activities and work, having the opportunity to join a workers' union, and job satisfaction. The only finding that speaks against Fairtrade was that Fairtrade workers reported higher working hours on average. These results will be further discussed and interpreted in the subsequent chapter.

6 Discussion

6.1 Chapter overview

The comparison of the treatment group – workers on Fairtrade-certified wine farms – and the control group – workers on conventional farms – has shown that significant differences exist for certain variables, but not for all of them. Differences in favour of the Fairtrade certification were found concerning the retirement fund, the existence of employment contracts, professional training, and education, the opportunity to participate in a labour union and the subjective job satisfaction. This chapter aims to discuss these findings in order to give a final answer to the overall research question, "What is the impact of Fairtrade on the quality of life of workers on wine estates in the Western Cape Province in South Africa?" The two research sub-questions will be considered separately. Furthermore, the findings will be discussed in light of the capability approach.

6.2 Quality of life of workers on Fairtrade versus conventional farms

The first sub-question of this study was framed as such: "Is the quality of life of workers on Fairtrade wine farms significantly different from those on conventional farms?" Consequently, the hypothesis defined in the introduction of this study stated that the quality of life of workers on Fairtrade farms is significantly higher than the quality of labourers on non-Fairtrade farms. The analysis in Chapter Five shows a rather mixed picture of the different categories that were tested. Firstly, the variables with a significantly positive result in the Fairtrade group will be outlined. Afterwards, some of the key variables that surprisingly did not show any differences will also be included in the discussion.

6.2.1 Assumed positive impacts of the Fairtrade certification

Financial provision for retirement

With 73 per cent compared to 37 per cent, the number of farm workers having a pension or retirement fund was significantly higher in the Fairtrade group. The Fairtrade standard for hired labour requires employers to introduce a pension scheme for their workers from year three of the certification onwards (FLO, 2014a, p. 32). Thus, recently certified producers do not yet need to fulfil the criteria of having a retirement fund in place. In comparison, Visser and Ferrer (2015, p. 48) found that 20.6 per cent of South African farm workers received a contribution to a retirement fund, with a higher tendency for workers in permanent employment. However, their study was focused on the entire country's farming sector. The authors furthermore indicate that the existence of a retirement fund was most prevalent in the South African Provinces of the Western Cape,

Gauteng and KwaZulu-Natal. Nevertheless, the result of this research found that 73 per cent of Fairtrade workers receive a contribution into a pension scheme, which is clearly above average and might highlight the positive impact of the certification. The data provided by Visser and Ferrer (2015) also matches an article published in Farmer's Weekly by Phillips (2013), stating that about 70 per cent of South Africa's farm workers do not have pension funds. Thus, most farm workers depend on the government's Social Old Age Grant (SAOG) after retirement.

Written employment contracts

Following Visser and Ferrer (2015, p. 2), about 92 per cent of permanently employed and around 80 per cent of seasonally employed farm workers in South Africa had written contracts for their employment. This finding is reflected in the results of this study, as in both the treatment and the control groups, the number of farm workers with written contracts was above 85 per cent. However, the number of Fairtrade workers with a contract, at 98 per cent, was significantly higher than in the counterfactual at 88 per cent. One of the Fairtrade standards states that all employees on the farm must have a written contract, in a language that they can easily understand (FLO, 2014a, p. 23). For the two per cent of workers on Fairtrade farms that indicated not having a contract, there are two plausible explanations: First, the employer might not have fully complied with the rules and workers could possibly have only been recently employed but had not yet signed a contract; or second, the respective workers had signed a contract, but were not fully aware that they did so.

Training, education and the demand for more skilled labourers

Nelson and Martin (2015, p. 513) noted that Fairtrade, as well as other sustainability standards, improved farm workers' and small-scale producers' access to training. Similarly, this study suggests that the Fairtrade certification has a positive effect on farm workers' participation in different types of training. Importantly, the majority of participants on certified farms considered the skills acquired in the training useful. This result is in line with Fairtrade International's objective of capacity building. Providing training to workers presents one of the primary standards of Fairtrade International (FLO, 2015b). The findings of this study show that training is provided as requested on most of the Fairtrade farms and, even more important, that farm workers see a positive impact of the acquired skills on their quality of life.

Visser and Ferrer (2015, pp. 85–87) underline the general trend of South African farms demanding more skilled farm workers. Relatively more skilled workers are substituted

for relatively less skilled workers, usually associated with the substitution of capital for labour (e.g. mechanisation). However, the authors also argue that farm workers have limited access to educational opportunities and thus, lack the necessary skills to grow in their jobs. Consequently, workers who had the chance to participate in training and acquire new skills have more opportunities to be promoted or to encounter better jobs in the agricultural sector. Employment for relatively less skilled and less productive workers is reduced. This explanation might serve to explain why the participants in this study, who had participated in training, saw it as beneficial for their future.

Opportunities of unionisation

Kleinbooi (2013, p. 4) highlights the difficulty that trade unions have in accessing farm workers in an attempt to organise them to lead negotiations. The author found that employers were resistant to allowing their employees to engage with unions, but preferred to establish worker committees on a farm-by-farm basis to address issues such as wage negotiations. However, this impedes farm workers from combined bargaining power with workers from other farms. The results of this research, though, support the assumption that Fairtrade standards are positively influencing farm workers' living quality on farms in terms of offering opportunities for workers to join a trade union. However, most of them did not opt for it. In addition to the closed question about the participation in unions, several respondents stated that, for them, the workers' committee on the farm was seen as sufficient to express their needs, that unions were either not present in the area, or that trade unions charged high membership fees and were therefore not attractive to them (Appx. B, Table B85).

As published by Human Rights Watch (2011, p. 14), most farm workers encounter obstacles when intending to form labour unions. The Human Rights Watch report sees farm workers as the most poorly organised worker group in South Africa. The representation of agricultural labourers by trade unions in the Western Cape Province is estimated only to be around three per cent. It was found that some employers tried to avoid unionisation on their farms; employees explained that they feared being fired or discriminated against by joining a union. Even though this research did not allow fo the investigation of further detail concerning workers' participation in unions, the fear of facing problems on the farm after becoming a union member may be a reason for these responses.

Job satisfaction and enjoyment

Fairtrade workers were found to be more satisfied with their jobs than workers on other farms. This may be related to several of the Fairtrade benefits such as the premium, as some respondents pointed this out as a perceived benefit in the open-ended questions (Appx. B, Table B81). Furthermore, participants from Fairtrade-certified farms indicated enjoying their work and their daily activities in general to a higher extent than specified by workers on conventional farms.

Van Rijn et al. (2016) conducted research on hired labour plantations in the banana supply chain in Ghana, Colombia, and the Dominican Republic. One of the aspects they considered was job satisfaction. The authors stated that, in Ghana, most wage workers felt satisfied with their jobs and indicated reaching their full potential at work. An improvement in job satisfaction was found in a comparison of a baseline study from 1996 with the current data. In the Dominican Republic, the researchers did not find a significant difference between work satisfaction of workers on Fairtrade and non-Fairtrade farms. Finally, on Colombian banana plantations, the authors proved a statistically significant, though weak, difference of Fairtrade workers being happier with their work than workers on conventional plantations. The different findings show that, concerning job satisfaction, some studies proved positive impacts of Fairtrade while others did not. As satisfaction with work is a very subjective matter, it is hard to capture. However, it seems plausible, and in line with previous research's findings, that Fairtrade has a positive effect on farm workers' job satisfaction.

6.2.2 Key variables without difference between Fairtrade and counterfactual

Contrary to the expectations, this study did not find any significant difference between the treatment and control group concerning all further variables besides those discussed above. As income and working hours present key variables for measuring the quality of employment, those two variables will be further discussed in the section below.

Working hours

Visser and Ferrer (2015, p. 2) reported an average working time of South African farm workers of 41 to 45 hours per week. Workers in the treatment group were found to work an average 8.8 hours per day, which totals 44 hours per week. In the control group, the average working hours were slightly less at 8.58 working hours daily, totalling 42.9 hours weekly. Additional working hours on Saturdays were registered as overtime. Thus, the data concerning the working hours found in this research lie within the range indicated

by the above-mentioned authors. However, the Fairtrade certification does not appear to have any effect on the working time of labours on wine farms. The legal maximum working hours, defined by the South African Department of Labour (2016), are nine hours per day and 45 hours per week. Thus, the average working hours reported in this study fall below the legal maximum for both treatment and control group. However, a few participants indicated working more than the allowed maximum, with 13 hours daily mentioned in the control group and 10 hours daily reported as a maximum from the treatment group. This, however, seemed to be the exception.

Income

Looking at the variable 'income', no impact of the Fairtrade certification could be identified, contrary to the expectations of this study. Similarly, Granville and Telford (2013, p. 325) stated that the variable 'income' in their research on Fairtrade did not play a key role. Thus, the findings of this study concerning Fairtrade's effects on farm workers' income are in accord with previous findings. According to the South African Department of Labour (2016), the official minimum wage for farm workers for the period from March 2015 to February 2016 was R2606.78 per month. Thus, the average monthly income for both groups lies slightly above that minimum. However, as a minimum wage, a rate of R2000 per month was mentioned in the Fairtrade group and R2058 in the counterfactual, falling clearly below the legal minimum. Nevertheless, it must also be considered that some of the participants might not have indicated their real wage, as this is a very personal question. Consequently, the disclosure might be inaccurate at some points.

Visser and Ferrer (2015, p. 7) discuss that the minimum wage introduced after the farm worker strikes in 2012 in De Doorns is still not enough. Even if both parents earn this salary, it does not enable them to prepare meals with acceptable nutritional standards for their children and themselves. However, the authors also indicate that results show that most farm owners cannot afford to pay a higher wage, and an increase in the minimum wage will directly lead to a reduction in employment. As a consequence, harvests on grape farms are becoming increasingly mechanised, following the examples of grape harvests on farms in the USA and Europe.

Nevertheless, with regard to the minimum wage, it also must be considered that several participants mentioned receiving non-wage remunerations from their employers, such as free housing, free water or free electricity on the farm. Anker and Anker (2013) estimated a living wage for farm workers in South African wine grape growing areas, in a study

commissioned by Fairtrade International. Their estimate was R3122 monthly, which is equivalent to R144 per day. However, when deducting free housing, and free transportation provided to many permanent workers, the wage remuneration decreased to R2385 per month (R111 per day).

6.3 Attribution of impact to Fairtrade

Generally speaking, attributing and measuring the impacts of interventions, such as those described above, is problematic. It is therefore not possible to attribute the differences that were found in this research with one hundred per cent certainty to the intervention of Fairtrade International. This section, therefore, aims to discuss the extent to which differences can be attributed to the Fairtrade certification, and thus seeks to answer the second research sub-question which was framed as follows: "To what extent can possible differences be attributed to the Fairtrade certification?"

Nelson et al. (2007) considered the problem of impact attribution in their study on the impact of social and environmental codes on workers on wine farms in South Africa and flower plantations in Kenya. Similarly relevant for this study is the aspect that certified farms are usually those that already follow better labour practices and comply with the national labour law. Possibly, even without Fairtrade or any other type of certification, better working conditions would have been identified on these farms. Particularly in the case of the Fairtrade certification in South Africa, a certification that is voluntarily sought by managers of wine farms, this critique should not be overlooked. Consequently, the adoption of Fairtrade is associated with providing better work and life conditions, like those found in this study, but the intervention of Fairtrade is not necessarily the cause for these improved conditions.

An examination of the different variables where a difference in favour of the Fairtrade group had been detected – retirement fund, employment contracts, training, opportunity for unionisation and job satisfaction – it cannot be said with certainty that the managers on these Fairtrade farms would not have introduced such measures and managerial behaviour without being Fairtrade certified. Furthermore, there are also farmers without certification that comply with all laws and even more than was legally required. As the results in this study present an average for both groups, it is implied that there were also non-certified farms with very positive results. Human Rights Watch (2011, p. 14), for example, also found some cases where farms fully complied with the requirements of South African law and where basic protection was provided to the employees. Furthermore, it is stated that some farmers went beyond the legally required minimum.

Concerning the contribution to a pension fund, the percentage of Fairtrade workers that received such a contribution was much higher than in the counterfactual, and also much higher than the national average among farm workers, as reported by Visser and Ferrer (2015). Thus, in this case, it seems plausible to assume that the Fairtrade requirement of initiating a pension fund system for farm labourers lead to this higher percentage. Also, concerning education and professional training, an attribution of the impact to the Fairtrade intervention is reasonable. In Chapter Five, it was indicated that workers on Fairtrade farms more frequently report participation in training on leadership skills, communication skills, knowledge of labour law and workers' rights, and financial management of the Fairtrade premium. Some of the training, mainly health and safety or workers' rights, are likewise required by the WIETA certification. However, Fairtrade goes further and trains farm workers in empowerment-related skills. Farm workers learn how to administer and manage the Fairtrade premium themselves and to decide, in a premium committee, on how to spend the money for the benefit of the farming community (FLSA, 2015). Thus, a part of the difference detected for the variable 'training' could be attributed to the Fairtrade intervention.

Concerning the variables of job satisfaction, opportunities of unionisation and formalisation of employment contracts, it cannot be concluded with certainty that the differences between the two groups are a result of the direct impact of Fairtrade. It is highly possible that the Fairtrade intervention has a positive effect on these variables, but it is also reasonable to assume that the Fairtrade farms were already those with better working conditions, freedom of joining a union, and formal employment relationships, before attaining the certification. Thus, the extent to which the Fairtrade certification itself has contributed to an improvement in these aspects remains a topic open for discussion, although the research data has shown that better results concerning these variables were found on Fairtrade-certified wine farms.

6.4 Reflection on the results in light of the capability approach

Despite the discussion around the attribution problem when measuring impacts, the research showed that the Fairtrade certification has the potential to increase South African farm workers' capabilities and thus their freedom to make own choices. This is especially reflected in the training guaranteed by Fairtrade and in the Fairtrade premium that farm workers receive in their organisation as a Joint Body. The farm workers can decide on the purpose that this premium money goes towards. However, the decision needs to be made

in a democratic process by the members of the Joint Body and thus seems to be a rather increased collective capability than an individual capability.

Other studies have similarly identified the potential and limitations of the Fairtrade certification in creating and strengthening capabilities of disadvantaged farm workers or small-scale producers. Bailey et al. (2016) assessed Fair Trade in the fishing sector, applying Amartya Sen's capability approach. The authors found that Fair Trade can support fishermen/fisherwomen in acquiring capabilities if they can take on value chain activities that are currently performed by middlemen. Thus, by redistributing tasks on the value chain, Fair Trade can play an important role in creating and strengthening capabilities for disadvantaged producers. Stenn (2011), in her examination of the effects of Fair Trade on indigenous women in Latin America, provides one example of refusal of freedom by husbands as they did not allow their wives to take part in the weekly Fair Trade meetings. This shows that Fair Trade is limited in its mission to enhance capabilities and freedoms, due to already existing social and cultural norms and arrangements. However, on the other hand, the author also identified areas where Fair Trade has addressed and strengthened capabilities of the indigenous women, namely through skills building and entrepreneurial development. Lyall (2014) recommends that Fair Trade should maximize the inclusion of new members into the Joint Body of workers in order to ensure the continuity of acquiring new capabilities. Furthermore, the author defines that empowerment for workers on Ecuadorian flower plantations means increased access to individual and collective capabilities as well as to assets.

Sherraden and Morrow-Howell (2015, p. 141) state that the accumulation of retirement savings can be considered as a specific functioning. The authors describe that two older people who do not have access to retirement savings might seem similar in their behaviour, but the reasons might differ. One person may lack access to a retirement fund, e.g. because the employer does not provide it; thus, this person lacks the capability to achieve the functioning of having access to retirement savings. Another person may choose to not make use of a retirement savings plan that was offered to him or her by their employer. The person with the capability to make use of the retirement fund has the freedom to choose, while the first person does not have this freedom. In the present research, it was found that 73 per cent of the workers on Fairtrade-certified farms have a retirement savings plan provided by their employer. Thus, Fairtrade in this regard promotes the capabilities of farm workers and allows them to make choices on their functionings.

Subramanian and Zimmermann (2013) applied the capability approach to assess work and organisational governance in French firms. The authors describe that, "[f]rom a capability perspective, professional development cannot be reduced to occupational or vocational development, nor is it confined to skill development; it encompasses workers' personal development as well" (Subramanian & Zimmermann, 2013, p. 329). The capability of converting training opportunities into sources of development is presented as decisive. Capabilities delineate the scope of conversion of training into outcomes that are valuable for both the employee (e.g. in terms of well-being at work, personal or career development) and the organisation (e.g. in terms of performance, efficiency). Capability-enhancing organisations are described as being those that give a voice to employees, allow them to articulate preferences and thus, permit the employees to transform the given training resources into individual and collective achievements. The majority of the workers on South African Fairtrade-certified wine farms that were interviewed in the scope of this study expressed the skills that their acquired in trainings to be very useful and that these new skills helped them to improve their quality of life. Consequently, it can be argued that Fairtrade turns the certified farms into such capability-enhancing organisations. However, there is no guarantee for a successful conversion of enhanced capabilities into better functionings.

6.5 Chapter summary

This chapter discussed the results of this research in relation to reviewed literature and the theoretical framework. Existing literature served to underline the identified positive impacts of Fairtrade. Furthermore, the variables that did result in differences between treatment and control groups, such as income and working hours, were discussed as well as the difficulties to attribute the differences to the Fairtrade certification. Training and skills development were found to be most easily identifiable as direct effects of the certification. Reflecting on the study's findings in light of the capability approach led to the conclusion that Fairtrade has the potential to increase certain capabilities of South African farm workers and thus, may be associated with an increase in well-being. However, the certification and guaranteed rights for workers are just one contributing factor to better well-being.

7 Conclusion and recommendations

7.1 Chapter overview

This study set out to assess the impact of the Fairtrade certification on the quality of life, particularly the quality of employment of farm workers on wine farms in the Western Cape Province, South Africa. The literature on previous Fair Trade impact studies highlighted methodological difficulties of measurement as well as high variation in findings. Relating the Fairtrade standards to Amartya Sen's Capability approach led to the hypothesis that workers on Fairtrade farms could develop more and better capabilities in the areas of income, social security coverage, contractual status, employment stability, professional training, balancing work and non-working life, and workplace relations and motivation. This chapter provides conclusions to the study's findings and interpretations in light of the research question. It then closes with some implications for development policy and recommendations for future research in this field.

7.2 Conclusions

The research aimed to empirically assess the impact of the Fairtrade certification on farm workers' quality of life using a quantitative analytical approach to social science. The findings from this research have proved a positive effect of Fairtrade certification on the quality of life of farm workers in some areas. Research data indicated that employees on Fairtrade farms are more likely to have a retirement fund, have an official contract with their employer, receive professional training that is useful for their future, enjoy their work and their daily activities, and have the freedom of joining a labour union. In general, Fairtrade workers were also found to be more satisfied with their jobs. It can furthermore be reasoned that access to pension funds and professional training offered to labourers can be directly attributed to the intervention by Fairtrade International. However, concerning the variables of contractual status, opportunity of unionisation and job satisfaction, it can be concluded that a more positive climate might have already existed on those farms before they sought the certification. However, this is a mere assumption, as an ex-ante evaluation of working conditions on those farms does not exist.

As hypothesised, the Fairtrade certification did not lead to any observable impact on income, working hours, ownership of land, health insurance, job stability, relationship with colleagues, participation in the community, and changes in life over the last years. Concerning these variables, labourers on Fairtrade-certified farms and those on conventional farms reported similar conditions. At this point, the difficulties of access to the farms and self-selection of managers in terms of participating in this research have to

be kept in mind. A random selection of wine farms was not possible. As participation in this study was voluntary, it is highly likely that the conventional farms that allowed access to their workers already had good labour practices in place.

7.3 Implications and recommendations

Based on the study's findings, some implications for development policy and recommendations for further research are proposed. Fairtrade, as mentioned, is not a traditional development project. Even though this research has not proven to have a conclusive impact in all of the examined categories, there were certainly positive impacts in certain areas. Particularly important is the positive impact on training and capacity building. In promoting this, Fairtrade International strives to reach one of its primary objectives, namely socio-economic development and empowerment of farm workers. However, to assure the socio-economic development of marginalised farming communities, many more interventions are required. A real socio-economic improvement of South African farm workers depends on many other factors that Fairtrade International is not able to address, such as the political situation in the country or the attitude of the employer. Farm work is one of the lowest paid positions in South Africa; even with improvement of working and living conditions, farm labourers will not be able to escape their level of social status. Real socio-economic development will only be achieved for this sector of society if they are able to leave the farming environment and gain work in better paid employment sectors. This will, however, require additional skills training and access to educational facilities.

A further criticism of the developmental impact of Fairtrade certification in the farming sector is that it is not obligatory but dependent on self-selection of farm owners. In the case of grape and wine farms, it is highly doubtable that Fairtrade will reach farms where interventions are most needed. Farm owners and managers who are not interested in complying with the standards and improving their labourers' working conditions will most likely never seek the certification. Ensuring social and economic development of farm workers depends, to an enormous extent, on management style, the relationship between managers and employees, and the treatment they receive on the farm. These factors, however, cannot be changed by standards imposed from the outside but require an improvement from inside the farm. Furthermore, a change in the socio-economic situation of farm workers is a lengthy process and will like to take place over more than one generation. Some of the changes that Fairtrade International aims to achieve will therefore only possibly be visible some time in the future.

Assessing the quality of working life of farm workers in South Africa via a quantitative treatment-control group design allowed for the inclusion of a comparatively large number of respondents. A mixed-methods approach would have been desirable but was not feasible due to time constraints. Thus, for future research in this field, it is recommended that the data collection period be extended. Complementing the quantitative research design with qualitative interviews with farm workers would allow for more in-depth information and thus enrich the findings. Because farm workers have a relatively low level of education, a rating on a quantitative questionnaire (especially when it comes to Likert-Scales or more complex types of questions) was sometimes difficult to capture. In order to avoid misinterpretation of data, conducting a number of qualitative interviews in addition to the survey could be helpful. Moreover, it is recommended to apply participatory approaches with Fairtrade beneficiaries and non-beneficiaries, where possible, to enter into a more interactive exchange with the participants. Participatory research designs might be better suited to capture and analyse Fairtrade's impact on intangible concepts such as empowerment, satisfaction, and other subjective indicators.

Furthermore, a longitudinal analysis of living conditions on wine farms is recommended to assess changes over time. It would also be interesting to compare the working and living conditions on those wine farms that recently attained the Fairtrade certification with those that have been certified for several years, to assess whether the situation on the farms improves with the years of being certified. However, the problem of accessing private farms and companies will always remain the primary challenge for research in the Fairtrade hired labour sector. This obstacle seems insuperable and is the reason why randomization is not feasible for research in this field.

One of the objectives of Fairtrade is improving working conditions on South African wine farms. As this study showed, it has its positive effects, and farm workers are benefitting from the interventions. Certainly, Fairtrade is not a panacea, but it is contributing towards reducing the injustices of apartheid in South Africa's agricultural sector. An assessment of this contribution, quantitatively as well as qualitatively, is important to legitimize Fairtrade's operations. As many of the effects and impacts might only become visible after more than one generation of workers employed on certified farms, continued research on the impacts of Fairtrade certification in the following decades is both desirable and recommended.

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Appendices

Appendix A: Questionnaire in English and in Afrikaans

Appendix B: SPSS Outputs

Appendix C: Map of winegrowing areas in the Western Cape

Appendix A1: Questionnaire in English

1

Questionnaire for workers on wine estates

My name is Mirjam Fusenig. I am a Masters student at the University of Western Cape in South Africa. I am conducting a study to investigate the impact of Fairtrade on the quality of life of workers on wine estates in the Western Cape Province of South Africa. In light of this, you are invited to fill in this questionnaire. All information collected in this questionnaire is anonymous and confidential. The information that you provide will be used solely for academic purposes. It will take about 30 minutes to fill in this questionnaire. Your participation and input will be highly appreciated.

1. In which region is the wine estate where you work?

   1☐ Breede River Valley
   2☐ Cape South Coast
   3☐ Coastal Region
   4☐ Klein Karoo
   5☐ Olifants River
   6☐ Boberg
   7☐ other ☐

2. What is the name of the wine estate you are working on?

   _____

3. Is the wine estate you are working on Fairtrade certified?

   1☐ no
   2☐ yes
   3☐ don't know

4. Is the wine estate you are working on participating in any of the following programmes?

   1☐ BEE
   2☐ WIETA
   3☐ Fair for Life
   4☐ don't know
   5☐ other ☐

5. Please indicate your gender.

   1☐ male
   2☐ female

6. How old are you?

   _____years

7. What is your marital status?

   1☐ single
   2☐ married
   3☐ divorced
   4☐ widowed
   5☐ other

8. How many children do you have?

   _____ children

9. Which is your mother tongue?

   1☐ Afrikaans
   2☐ English
   3☐ Zulu
   4☐ Xhosa
   5☐ Other

10. Where were you born?

    1☐ Western Cape
    2☐ Eastern Cape
    3☐ Northern Cape
    4☐ Other South African province
    5☐ Other country ☐

11. Do you live on the farm where you work?

    1☐ no
    2☐ yes

12. What is your monthly/weekly/daily income?

    Please circle the appropriate time indication.

    _____ South African Rand

13. Do you have alternative sources of income?

    1☐ no
    2☐ yes
    3☐ don't know

If no, continue with question no. 15

14. If yes, what is your monthly/weekly/daily income from alternative sources?

    Please circle the appropriate time indication.

    _____ South African Rand

15. Do you own any of the land on which you work?

    1☐ no
    2☐ yes
    3☐ don't know

If no, continue with question no. 17

16. If yes, how much land do you own?

    _____ha

17. Does your income allow you to save regularly?

    1☐ no
    2☐ yes, less than 10% a month
    3☐ yes, more than 10% a month
    4☐ don't know

If no, continue with question no. 19

18. If yes, how much do you save monthly?

    _____South African Rand

19. Has there been any change in your life since you started working on this wine estate? If yes, please specify.

    1☐ no
    2☐ yes ☐

2

Questionnaire for workers on wine estates

20. Please rate your previous quality of life on a scale from 1 to 5.

1☐ poor
2☐ fair
3☐ good
4☐ very good
5☐ excellent

21. Please rate your current quality of life on a scale from 1 to 5.

1☐ poor
2☐ fair
3☐ good
4☐ very good
5☐ excellent

22. Do you have a health insurance?

1☐ no
2☐ yes

If no, continue with question no. 24

23. If yes, which type of insurance do you have?

1☐ public
2☐ private
3☐ other

24. Where do you go when you are sick?

1☐ doctor
2☐ traditional healer
3☐ nurse
4☐ clinic
5☐ none
6☐ other ☐

25. Do you or employer pay any contribution into a fund which will cover your needs after retirement?

1☐ no
2☐ yes
3☐ don't know

26. Do you have a contract?

1☐ no
2☐ yes
3☐ don't know

If no, continue with question no. 29

27. If yes, is your contract renewable?

1☐ no
2☐ yes
3☐ permanent
4☐ don't know

28. If yes, for how long is your current contract?

_____months

29. How did you get your job on this wine estate?

1☐ through direct contact
2☐ through family member
3☐ through other contact

30. How was it for you to get this job?

1☐ very difficult
2☐ difficult
3☐ neutral
4☐ easy
5☐ very easy

31. For how long have you been working on this wine estate?

1☐ less than 3 years
2☐ 3 to 5 years
3☐ more than 5 years

32. How many of your family members work on the same wine estate?

_____ family members

33. Have you participated in any type of training on the wine estate?

1☐ no
2☐ yes

If no, continue with question no. 35

34. If yes, to what extent would you say that this training helped you to acquire new skills?

1☐ not at all
2☐ not really
3☐ undecided
4☐ somewhat
5☐ very much

35. Generally, what new skills have you learnt on the wine estate? Please specify.

_____

_____

If no new skills, then continue with question no. 38

36. Do you think that these skills can help you in your future work life?

1☐ no
2☐ yes
3☐ don't know

37. To what extent do you think that these new skills have improved your quality of live?

1☐ not at all
2☐ not really
3☐ undecided
4☐ somewhat
5☐ very much

38. How many hours do you work per day?

_____ hours per day

39. How many hours per week do you work overtime?

_____ hours per week

40. How many days of holidays do you have during the year?

_____days during the year

41. Do you receive a salary during your holidays?

1☐ no
2☐ yes
3☐ don't know

3

Questionnaire for workers on wine estates

42. How many hours per week do you spend on activities you enjoy?

_____ hours per week

43. Are you satisfied with the amount of time you have available for recreation?

1☐ not at all
2☐ unsatisfied
3☐ neutral
4☐ somewhat satisfied
5☐ very satisfied

44. Do you enjoy your daily activities?

1☐ not at all
2☐ rarely
3☐ sometimes
4☐ often
5☐ always

45. Do you enjoy your work?

1☐ never
2☐ rarely
3☐ sometimes
4☐ often
5☐ always

46. How would you describe your working relationship with your colleagues?

1☐ poor
2☐ fair
3☐ good
4☐ very good
5☐ excellent

47. Do you participate in any activities within your community?

1☐ never
2☐ rarely
3☐ sometimes
4☐ often
5☐ always

48. Do you have the opportunity to participate in a workers' union?

1☐ no
2☐ yes
3☐ don't know

Only answer this question if you are member of a workers' union.

49. If yes, which is your role within the union?

_____

Only answer this question if you are NOT member of a workers' union.

50. If no, would you like to participate in a workers' union?

1☐ no
2☐ yes
3☐ perhaps
4☐ don't know

51. How safe do you feel during your work on the field / wine estate?

1☐ very unsafe
2☐ unsafe
3☐ neutral
4☐ safe
5☐ very safe

52. How satisfied are you with your job?

1☐ not at all satisfied
2☐ slightly satisfied
3☐ moderately satisfied
4☐ very satisfied
5☐ extremely satisfied

53. Which do you consider the benefits of working on this wine estate?

_____
_____
_____
_____

54. Do you have any further comments or suggestions?

_____
_____
_____
_____

Thank you very much for your participation!

Appendix A2: Questionnaire in Afrikaans

1

Questionnaire for workers on wine estates (Afrikaans)

My name is Mirjam Fusenig. I am a Masters student at the University of Western Cape in South Africa. I am conducting a study to investigate the impact of Fairtrade on the quality of life of workers on wine estates in the Western Cape Province of South Africa. In light of this, you are invited to fill in this questionnaire. All information collected in this questionnaire is anonymous and confidential. The information that you provide will be used solely for academic purposes. It will take about 30 minutes to fill in this questionnaire. Your participation and input will be highly appreciated.

1. In watter gebied is die wynland waar u werk?

   1☐ Breede River Valley
   2☐ Cape South Coast
   3☐ Coastal Region
   4☐ Klein Karoo
   5☐ Olifants River
   6☐ Boberg
   7☐ Ander ____

2. Wat is die naam van die wynland waarop u werk?

   _____

3. Is die wynland waarop u werk Fairtrade gesertifiseerd?

   1☐ nee 3☐ weet nie
   2☐ ja

4. Neem die wynland deel aan die volgende programme?

   1☐ BEE 4☐ weet nie
   2☐ WIETA 5☐ ander ____
   3☐ Fair for Life

5. Dui asseblief u geslag aan.

   1☐ manlik 2☐ vroulik

6. Hoeveel jaar oud is u?

   _____jaar

7. Wat is huwelikstaat?

   1☐ enkel 4☐ weduwee
   2☐ getroud 5☐ ander
   3☐ geskei

8. Hoeveel kinders het u?

   _____kinders

9. Wat is u moeder taal?

   1☐ Afrikaans 4☐ Xhosa
   2☐ English 5☐ Ander
   3☐ Zulu

10. Waar is u gebore?

    1☐ Weskaap
    2☐ Ooskaap
    3☐ Noordkaap
    4☐ Ander Suid Afrikaanse provinsie
    5☐ Ander land ____

11. Is u woonagtig op die plaas waar u werk?

    1☐ nee 2☐ ja

12. Wat is u maandlikse/weeklikse/daaglikse inkomste?

    Please circle the appropriate time indication.

    _____Suid Afrikaanse Rand

13. Het u enige ander alternatiewe inkomste?

    1☐ nee 3☐ weet nie
    2☐ ja

If no, continue with question no. 15

14. Indien ja, wat is u maandelikse/weeklikse/daaglikse inkomste van alternatiewe bronne?

    Please circle the appropriate time indication.

    _____Suid Afrikaanse Rand

15. Besit u enige van die land waarop u werk?

    1☐ nee 3☐ weet nie
    2☐ ja

If no, continue with question no. 17

16. Indien ja, hoeveel land besit u?

    _____ha

17. Laat u inkomste u toe om gereeld te spaar?

    1☐ nee
    2☐ ja, minder as 10% `n maand
    3☐ ja, meer as 10% `n maand
    4☐ weet nie

If no, continue with question no. 19

18. Indien ja, hoeveel spaar u maandeliks?

    _____Suid Afrikaanse Rand

19. Is daar enige verandering in u lewe vanaf u begin werk het op hierdie wynland? Indien ja, spesifiseer asseblief.

    1☐ nee 2☐ ja ____

2

Questionnaire for workers on wine estates (Afrikaans)

20. Gradeer asseblief u vorige lewens kwaliteit op `n skaal van 1 tot 5.

1☐ swak
2☐ redelik
3☐ goed
4☐ baie goed
5☐ uitstekend

21. Gradeer asseblief u huidige lewens kwaliteit op `n skaal van 1 tot 5.

1☐ swak
2☐ redelik
3☐ goed
4☐ baie goed
5☐ uitstekend

22. Het u gesondheids versekering?

1☐ nee
2☐ ja

If no, continue with question no. 24

23. Indien ja, watter tipe versekering het u?

1☐ publiek
2☐ privaat
3☐ ander

24. Waarheen gaan u wanner u siek is?

1☐ dokter
2☐ tradisionele geneser
3☐ verpleegster
4☐ kliniek
5☐ geen
6☐ ander ____

25. Dra u of u werkgewer by tot enige fonds wat vir u sal dek na aftrede?

1☐ nee
2☐ ja
3☐ weet nie

26. Het u `n kontrak?

1☐ nee
2☐ ja
3☐ weet nie

If no, continue with question no. 29

27. Indien ja, is kontrak hernubaar?

1☐ nee
2☐ ja
3☐ permanente
4☐ weet nie

28. Indien ja, vir hoe lank is u huidige kontrak?

_____maande

29. Hoe het u hierdie werk gekry, op hierdie wynland?

1☐ deur direkte kontak
2☐ deur familielid
3☐ deur ander kontak

30. Hoe was dit vir u om hierdie werk te kry?

1☐ baie moeilik
2☐ moeilik
3☐ neutraal
4☐ maklik
5☐ baie maklik

31. Vir hoe lank werk u op hierdie wynland?

1☐ minder as 3 jaar
2☐ 3 tot 5 jaar
3☐ meer as 5 jaar

32. Hoeveel van u familielede werk op die selfde wynland?

_____familielede

33. Het u deel geneem aan enige opleiding op hierdie wynland?

1☐ nee
2☐ ja

If no, continue with question no. 35

34. Indien ja, tot watter mate sal u se het hierdie opleiding u gehelp om nuwe vaardighede te ontwikkel?

1☐ glad nie
2☐ nie regtig nie
3☐ besluitloos
4☐ ietwat
5☐ baie

35. Algemeen, watter nuwe vaardighede het u aan geleer op die wynland? Spesifiseer asseblief.

If no new skills, then continue with question no. 38

36. Dink u dat hierdie vaardighede u kan help in u toekomstige werk?

1☐ nee
2☐ ja
3☐ weet nie

37. Tot watter mate dink u het hierdie nuwe vaardighede u lewenswyse verbeter?

1☐ glad nie
2☐ nie regtig nie
3☐ besluitloos
4☐ ietwat
5☐ baie

38. Hoeveel ure werk u per dag?

_____ure per dag

39. Hoeveel ure per week werk u oortyd?

_____ure per week

40. Hoeveel verkansie dae het u gedurende die jaar?

_____dae gedurende die jaar

41. Ontvand u `n salaris gedurende die vekansie?

1☐ nee
2☐ ja
3☐ weet nie

3

Questionnaire for workers on wine estates (Afrikaans)

42. Hoeveel ure per week spandeer u op aktiwiteite wat u geniet?

_____ure per week

43. Is u tevrede met die aantal tyd beskikbaar vir ontspanning?

1 ☐ glad nie
2 ☐ nie tevrede nie
3 ☐ neutraal
4 ☐ ietwat tevrede
5 ☐ baie tevrede

44. Geniet u, u daglikse aktiwiteite?

1 ☐ glad nie
2 ☐ selde
3 ☐ soms
4 ☐ dikwels
5 ☐ altyd

45. Geniet u, u werk?

1 ☐ glad nie
2 ☐ selde
3 ☐ soms
4 ☐ dikwels
5 ☐ altyd

46. Hoe sal u, u werks verhouding beskryf met u kollegas?

1 ☐ swak
2 ☐ redelik
3 ☐ goed
4 ☐ baie goed
5 ☐ uitstekend

47. Neem u deel aan enige aktiwiteite binne die gemeenskap?

1 ☐ glad nie
2 ☐ selde
3 ☐ soms
4 ☐ dikwels
5 ☐ altyd

48. Het u die geleentheid om deel te neem aan `n werkers unie?

1 ☐ nee
2 ☐ ja
3 ☐ weet nie

Only answer this question if you are member of a workers' union.

49. Indien ja, wat is u rol in die unie?

_____

Only answer this question if you are NOT member of a workers' union.

50. Indien nee, sal u daarvan hou om deel te neem in`n werkers unie?

1 ☐ nee
2 ☐ ja
3 ☐ miskien/ dalk
4 ☐ weet nie

51. Hoe veilig voel u gedurende werks tyd / wynland?

1 ☐ baie onveilig
2 ☐ onveilig
3 ☐ neutraal
4 ☐ veilig
5 ☐ baie veilig

52. Hoe tevrede is u met u werk?

1 ☐ glad nie tevrede nie
2 ☐ effens tevrede
3 ☐ matig tevrede
4 ☐ baie tevrede
5 ☐ buitematig tevrede

53. Wat beskou u as voordele om te werk op die wynland?

_____
_____
_____
_____

54. Het u enige kommentaar of voorstelle?

_____
_____
_____
_____

Baie dankie vir u deelname!

Appendix B: SPSS Outputs

Table B1

Statistics

Is the wine farm you are working on Fairtrade certified?

N	Valid	111
	Missing	0

Is the wine farm you are working on Fairtrade certified?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	53	47,7	47,7	47,7
	yes	58	52,3	52,3	100,0
	Total	111	100,0	100,0	

Table B2

In which region is the wine farm where you work?

Is the wine farm you are working on Fairtrade certified?			Frequency	Percent	Valid Percent	Cumulative Percent
no	Valid	Breede River Valley	11	20,8	20,8	20,8
		Coastal Region	42	79,2	79,2	100,0
		Total	53	100,0	100,0	
yes	Valid	Breede River Valley	11	19,0	19,0	19,0
		Coastal Region	47	81,0	81,0	100,0
		Total	58	100,0	100,0	

Table B3

Is the wine farm you are working on Fairtrade certified? * In which region is the wine farm where you work? Crosstabulation

Count

		In which region is the wine farm where you work?		
		Breede River Valley	Coastal Region	Total
Is the wine farm you are working on Fairtrade certified?	no	11	42	53
	yes	11	47	58
Total		22	89	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,056[a]	1	,813		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,056	1	,813		
Fisher's Exact Test				,817	,500
Linear-by-Linear Association	,055	1	,814		
N of Valid Cases	111				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 10,50.

b. Computed only for a 2x2 table

Table B4

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
$OtherCertification*Q3_Fairtrade	81	73,0%	30	27,0%	111	100,0%

$OtherCertification*Q3_Fairtrade Crosstabulation

			Is the wine farm you are working on Fairtrade certified?		
			no	yes	Total
Other certification of wine farm[a]	Is the wine farm you are working on participating in BEE?	Count	23	27	50
	Is the wine farm you are working on participating in WIETA?	Count	22	48	70
Total		Count	32	49	81

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Table B5

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Is the wine farm you are working on participating in BEE?	95	85,6%	16	14,4%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Is the wine farm you are working on participating in BEE? Crosstabulation

Count

		Is the wine farm you are working on participating in BEE?		
		no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	16	23	39
	yes	29	27	56
Total		45	50	95

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	-,106	,301

	Cramer's V	,106	,301
N of Valid Cases		95	

Table B6

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Is the wine farm you are working on participating in WIETA?	94	84,7%	17	15,3%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Is the wine farm you are working on participating in WIETA? Crosstabulation

Count

		Is the wine farm you are working on participating in WIETA?		
		no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	17	22	39
	yes	7	48	55
Total		24	70	94

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,349	,001
	Cramer's V	,349	,001
N of Valid Cases		94	

Table B7

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Male or female?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Male or female? Crosstabulation

			Male or female?		
			male	female	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	22	31	53
		% within Is the wine farm you are working on Fairtrade certified?	41,5%	58,5%	100,0%
		% within Male or female?	43,1%	51,7%	47,7%
		% of Total	19,8%	27,9%	47,7%
	yes	Count	29	29	58
		% within Is the wine farm you are working on Fairtrade certified?	50,0%	50,0%	100,0%
		% within Male or female?	56,9%	48,3%	52,3%
		% of Total	26,1%	26,1%	52,3%
Total		Count	51	60	111
		% within Is the wine farm you are working on Fairtrade certified?	45,9%	54,1%	100,0%
		% within Male or female?	100,0%	100,0%	100,0%
		% of Total	45,9%	54,1%	100,0%

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	-,085	,370
	Cramer's V	,085	,370
N of Valid Cases		111	

Table B8

Statistics

How old are you?

no	N	Valid	53
		Missing	0
	Mean		36,02
	Std. Deviation		9,206
	Range		37
	Minimum		20
	Maximum		57
yes	N	Valid	58
		Missing	0
	Mean		38,95
	Std. Deviation		9,286
	Range		45
	Minimum		21
	Maximum		66

Table B9

Explore

Case Processing Summary

Is the wine farm you are working on Fairtrade certified?		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
no	How old are you?	53	100,0%	0	0,0%	53	100,0%
yes	How old are you?	58	100,0%	0	0,0%	58	100,0%

Descriptives

Is the wine farm you are working on Fairtrade certified?				Statistic	Std. Error
no	How old are you?	Mean		36,02	1,265
		95% Confidence Interval for Mean	Lower Bound	33,48	
			Upper Bound	38,56	
		5% Trimmed Mean		35,83	
		Median		34,00	
		Variance		84,750	
		Std. Deviation		9,206	
		Minimum		20	
		Maximum		57	
		Range		37	

		Interquartile Range		14	
		Skewness		,385	,327
		Kurtosis		-,516	,644
yes	How old are you?	Mean		38,95	1,219
		95% Confidence Interval for Mean	Lower Bound	36,51	
			Upper Bound	41,39	
		5% Trimmed Mean		38,77	
		Median		39,00	
		Variance		86,225	
		Std. Deviation		9,286	
		Minimum		21	
		Maximum		66	
		Range		45	
		Interquartile Range		12	
		Skewness		,287	,314
		Kurtosis		,239	,618

Tests of Normality

Is the wine farm you are working on Fairtrade certified?		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
no	How old are you?	,110	53	,156	,970	53	,208
yes	How old are you?	,073	58	,200*	,982	58	,566

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Figure B9a

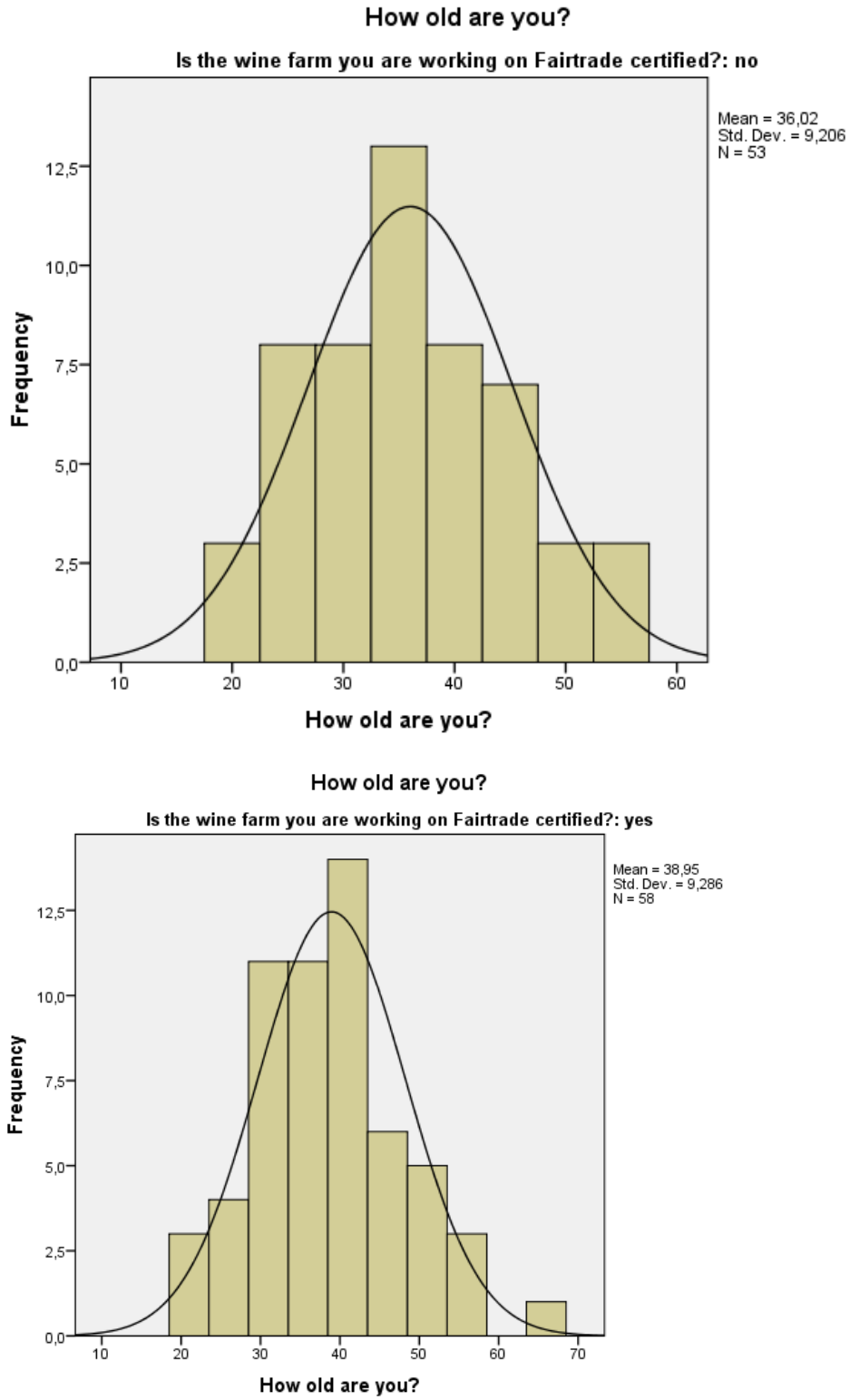

How old are you?
Is the wine farm you are working on Fairtrade certified?: no
Mean = 36,02
Std. Dev. = 9,206
N = 53
Frequency
How old are you?
How old are you?
Is the wine farm you are working on Fairtrade certified?: yes
Mean = 38,95
Std. Dev. = 9,286
N = 58
Frequency
How old are you?

Table B10

Group Statistics

	Is the farm Fairtrade (FLO) or Fair for Life certified (=Fair Trade)?	N	Mean	Std. Deviation	Std. Error Mean
How old are you?	no	53	36,02	9,206	1,265
	yes	58	38,95	9,286	1,219

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
How old are you?	Equal variances assumed	,037	,848	-1,667	109	,098	-2,929	1,757	-6,412	,554
	Equal variances not assumed			-1,668	108,265	,098	-2,929	1,757	-6,411	,552

Table B11

Statistics

What is your marital status?

no	N	Valid	53
		Missing	0
yes	N	Valid	58
		Missing	0

What is your marital status?

Is the wine farm you are working on Fairtrade certified?			Frequency	Percent	Valid Percent	Cumulative Percent
no	Valid	single	29	54,7	54,7	54,7
		married	21	39,6	39,6	94,3
		divorced	1	1,9	1,9	96,2
		other	2	3,8	3,8	100,0
		Total	53	100,0	100,0	
yes	Valid	single	15	25,9	25,9	25,9
		married	40	69,0	69,0	94,8
		divorced	2	3,4	3,4	98,3

	other	1	1,7	1,7	100,0
	Total	58	100,0	100,0	

Table B12

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is your marital status? * Is the wine farm you are working on Fairtrade certified?	111	100,0%	0	0,0%	111	100,0%

What is your marital status? * Is the wine farm you are working on Fairtrade certified?

Crosstabulation

Count

		Is the wine farm you are working on Fairtrade certified?		
		no	yes	Total
What is your marital status?	single	29	15	44
	married	21	40	61
	divorced	1	2	3
	other	2	1	3
Total		53	58	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,836[a]	3	,013
Likelihood Ratio	11,005	3	,012
Linear-by-Linear Association	2,770	1	,096
N of Valid Cases	111		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is 1,43.

Table B13

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

Marital Status - Modified * Is the wine farm you are working on Fairtrade certified?	105	94,6%	6	5,4%	111	100,0%

Marital Status - Modified * Is the wine farm you are working on Fairtrade certified? Crosstabulation

Count

		Is the wine farm you are working on Fairtrade certified?		
		no	yes	Total
Marital Status - Modified	single	29	15	44
	married	21	40	61
Total		50	55	105

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10,158[a]	1	,001		
Continuity Correction[b]	8,935	1	,003		
Likelihood Ratio	10,312	1	,001		
Fisher's Exact Test				,002	,001
Linear-by-Linear Association	10,061	1	,002		
N of Valid Cases	105				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 20,95.

b. Computed only for a 2x2 table

Table B14

Descriptive Statistics

Is the wine farm you are working on Fairtrade certified?		N	Range	Minimum	Maximum	Mean	Std. Deviation
no	How many children do you have?	53	4	0	4	1,96	1,143
	Valid N (listwise)	53					
yes	How many children do you have?	58	6	0	6	2,59	1,463
	Valid N (listwise)	58					

Table B15

Tests of Normality

Is the wine farm you are working on Fairtrade certified?		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
no	How many children do you have?	,192	53	,000	,912	53	,001
yes	How many children do you have?	,180	58	,000	,944	58	,010

a. Lilliefors Significance Correction

Table B16

NPar Tests

Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
How many children do you have?	no	53	48,51	2571,00
	yes	58	62,84	3645,00
	Total	111		

Test Statistics[a]

	How many children do you have?
Mann-Whitney U	1140,000
Wilcoxon W	2571,000
Z	-2,404
Asymp. Sig. (2-tailed)	,016

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B17

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Marital Status - Modified * How many children do you have?	105	94,6%	6	5,4%	111	100,0%

Marital Status - Modified * How many children do you have? Crosstabulation

Count

		How many children do you have?							
		0	1	2	3	4	5	6	Total
Marital Status - Modified	single	9	12	12	9	1	1	0	44
	married	4	4	17	21	11	3	1	61
Total		13	16	29	30	12	4	1	105

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,433	,003
	Cramer's V	,433	,003
N of Valid Cases		105	

Table B18

Statistics

		Which is your mother tongue?	Where were you born?
N	Valid	111	111
	Missing	0	0

Frequency Table

Which is your mother tongue?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Afrikaans	99	89,2	89,2	89,2
	Xhosa	11	9,9	9,9	99,1
	Other	1	,9	,9	100,0
	Total	111	100,0	100,0	

Where were you born?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Western Cape	96	86,5	86,5	86,5
	Eastern Cape	9	8,1	8,1	94,6
	Northern Cape	5	4,5	4,5	99,1
	Other South African Province	1	,9	,9	100,0
	Total	111	100,0	100,0	

Table B19

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you live on the farm where you work? * Is the wine farm you are working on Fairtrade certified?	111	100,0%	0	0,0%	111	100,0%

Do you live on the farm where you work? * Is the wine farm you are working on Fairtrade certified? Crosstabulation

			Is the wine farm you are working on Fairtrade certified?		
			no	yes	Total
Do you live on the farm where you work?	no	Count	23	16	39
		% within Do you live on the farm where you work?	59,0%	41,0%	100,0%
		% within Is the wine farm you are working on Fairtrade certified?	43,4%	27,6%	35,1%
		% of Total	20,7%	14,4%	35,1%
	yes	Count	30	42	72
		% within Do you live on the farm where you work?	41,7%	58,3%	100,0%
		% within Is the wine farm you are working on Fairtrade certified?	56,6%	72,4%	64,9%
		% of Total	27,0%	37,8%	64,9%
Total		Count	53	58	111
		% within Do you live on the farm where you work?	47,7%	52,3%	100,0%
		% within Is the wine farm you are working on Fairtrade certified?	100,0%	100,0%	100,0%
		% of Total	47,7%	52,3%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,037[a]	1	,081		
Continuity Correction[b]	2,383	1	,123		
Likelihood Ratio	3,047	1	,081		
Fisher's Exact Test				,111	,061
Linear-by-Linear Association	3,010	1	,083		
N of Valid Cases	111				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 18,62.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,165	,081
	Cramer's V	,165	,081

N of Valid Cases	111	

Table B20

Frequencies

Statistics

What is the period of your salary payment?

no	N	Valid	52
		Missing	1
	Median		3,00
yes	N	Valid	58
		Missing	0
	Median		3,00

What is the period of your salary payment?

Is the wine farm you are working on Fairtrade certified?			Frequency	Percent	Valid Percent	Cumulative Percent
no	Valid	daily	1	1,9	1,9	1,9
		weekly	19	35,8	36,5	38,5
		fortnightly	23	43,4	44,2	82,7
		monthly	9	17,0	17,3	100,0
		Total	52	98,1	100,0	
	Missing	99	1	1,9		
	Total		53	100,0		
yes	Valid	daily	1	1,7	1,7	1,7
		weekly	6	10,3	10,3	12,1
		fortnightly	35	60,3	60,3	72,4
		monthly	16	27,6	27,6	100,0
		Total	58	100,0	100,0	

Table B21

Explore

Is the wine farm you are working on Fairtrade certified?

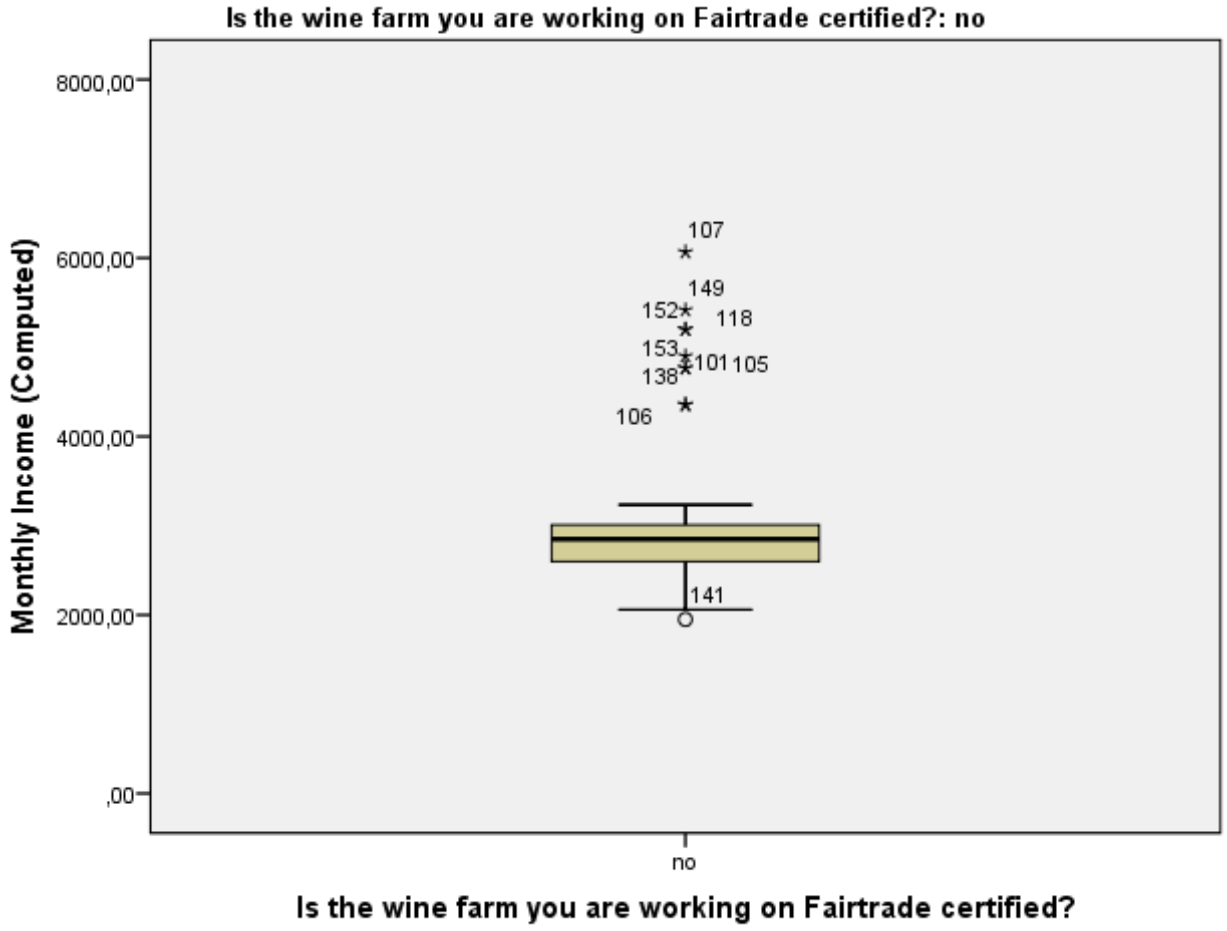
Case Processing Summary

	Is the wine farm you are working on Fairtrade certified?	Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
	no	52	98,1%	1	1,9%	53	100,0%

Monthly Income (Computed)	yes	58	100,0%	0	0,0%	58	100,0%

Monthly Income (Computed)

Boxplots



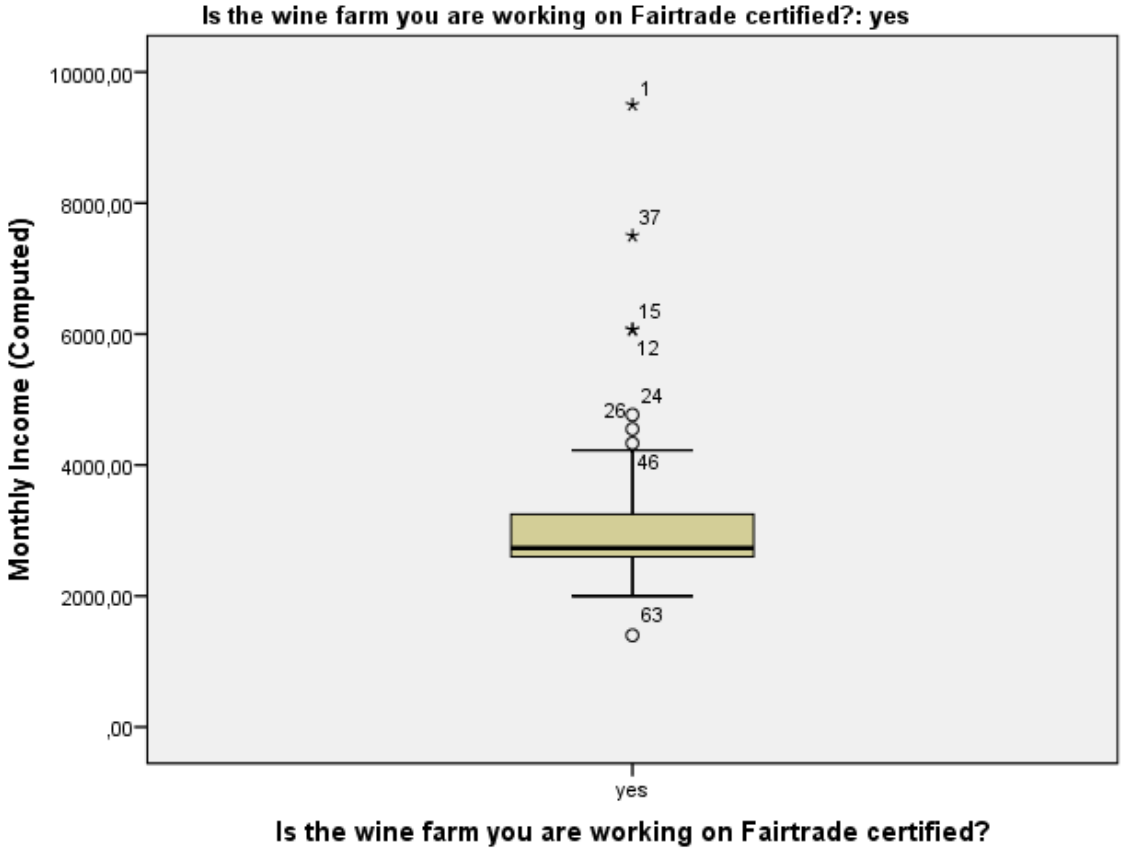


Table B22

Frequencies - Statistics

Monthly Income (Computed)

no	N	Valid	52
		Missing	1
	Mean		3094,1707
	Std. Deviation		943,07979
	Minimum		1950,00
	Maximum		6066,67
yes	N	Valid	58
		Missing	0
	Mean		3193,9315
	Std. Deviation		1343,53536
	Minimum		1400,00
	Maximum		9500,00

Table B23

Explore

Case Processing Summary

Is the wine farm you are working on Fairtrade certified?		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
no	C1.1_MonthlyIncomeWithoutOutliers	42	79,2%	11	20,8%	53	100,0%
yes	C1.1_MonthlyIncomeWithoutOutliers	50	86,2%	8	13,8%	58	100,0%

Descriptives

Is the wine farm you are working on Fairtrade certified?				Statistic	Std. Error
no	C1.1_MonthlyIncomeWithoutOutliers	Mean		2712,3859	40,28573
		95% Confidence Interval for Mean	Lower Bound	2631,0272	
			Upper Bound	2793,7446	
		5% Trimmed Mean		2714,7077	
		Median		2621,6667	
		Variance		68163,487	
		Std. Deviation		261,08138	
		Minimum		2058,33	
		Maximum		3233,29	
		Range		1174,96	
		Interquartile Range		303,33	
		Skewness		-,210	,365
		Kurtosis		-,203	,717
yes	C1.1_MonthlyIncomeWithoutOutliers	Mean		2821,2939	70,86707
		95% Confidence Interval for Mean	Lower Bound	2678,8812	
			Upper Bound	2963,7066	
		5% Trimmed Mean		2789,6784	
		Median		2632,5000	
		Variance		251107,105	
		Std. Deviation		501,10588	
		Minimum		2000,00	
		Maximum		4225,00	
		Range		2225,00	
		Interquartile Range		312,50	
		Skewness		1,395	,337

Kurtosis	1,691	,662

Tests of Normality

Is the wine farm you are working on Fairtrade certified?		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
no	C1.1_MonthlyIncomeWithoutOutliers	,167	42	,005	,961	42	,156
yes	C1.1_MonthlyIncomeWithoutOutliers	,244	50	,000	,830	50	,000

a. Lilliefors Significance Correction

Table B 24

NPar Tests

Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
C1.1_MonthlyIncomeWithoutOutliers	no	42	45,94	1929,50
	yes	50	46,97	2348,50
	Total	92		

Test Statistics[a]

	C1.1_MonthlyIncomeWithoutOutliers
Mann-Whitney U	1026,500
Wilcoxon W	1929,500
Z	-,186
Asymp. Sig. (2-tailed)	,853

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B25

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you have alternative sources of income?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you have alternative sources of income?

Crosstabulation

			Do you have alternative sources of income?		
			no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	34	19	53
		% within Is the wine farm you are working on Fairtrade certified?	64,2%	35,8%	100,0%
		% within Do you have alternative sources of income?	44,2%	55,9%	47,7%
		% of Total	30,6%	17,1%	47,7%
	yes	Count	43	15	58
		% within Is the wine farm you are working on Fairtrade certified?	74,1%	25,9%	100,0%
		% within Do you have alternative sources of income?	55,8%	44,1%	52,3%
		% of Total	38,7%	13,5%	52,3%
Total		Count	77	34	111
		% within Is the wine farm you are working on Fairtrade certified?	69,4%	30,6%	100,0%
		% within Do you have alternative sources of income?	100,0%	100,0%	100,0%
		% of Total	69,4%	30,6%	100,0%

Table B26

Descriptives

Descriptive Statistics

Is the wine farm you are working on Fairtrade certified?		N	Minimum	Maximum	Mean	Std. Deviation
no	If yes, what is your monthly income from alternative sources? (SA Rand)	19	320,00	3000,00	855,7368	655,36333
	Valid N (listwise)	19				
yes	If yes, what is your monthly income from alternative sources? (SA Rand)	15	41,70	1410,00	439,6667	313,62240
	Valid N (listwise)	15				

Table B27

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
If yes, what is your monthly income from alternative sources? (SA Rand)	no	19	21,13	401,50
	yes	15	12,90	193,50
	Total	34		

Test Statistics[a]

	If yes, what is your monthly income from alternative sources? (SA Rand)
Mann-Whitney U	73,500
Wilcoxon W	193,500
Z	-2,402
Asymp. Sig. (2-tailed)	,016
Exact Sig. [2*(1-tailed Sig.)]	,015[b]

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

b. Not corrected for ties.

Table B28

Frequencies

Statistics

Do you own any of the land on which you work?

no	N	Valid	49
		Missing	4
yes	N	Valid	58
		Missing	0

Do you own any of the land on which you work?

Is the wine farm you are working on Fairtrade certified?			Frequency	Percent	Valid Percent	Cumulative Percent
no	Valid	no	38	71,7	77,6	77,6
		yes	11	20,8	22,4	100,0
		Total	49	92,5	100,0	
	Missing	99	4	7,5		
	Total		53	100,0		
yes	Valid	no	44	75,9	75,9	75,9
		yes	14	24,1	24,1	100,0
		Total	58	100,0	100,0	

Table B29

Frequencies

Statistics

If yes, how much land do you own? (ha)

no	N	Valid	1
		Missing	52
	Minimum		9,00
	Maximum		9,00
yes	N	Valid	12
		Missing	46
	Minimum		,46
	Maximum		26,00
	Variance		132,406

If yes, how much land do you own? (ha)

Is the wine farm you are working on Fairtrade certified?	Frequency	Percent	Valid Percent	Cumulative Percent

no	Valid	9,00	1	1,9	100,0	100,0
	Missing	99,00	52	98,1		
	Total		53	100,0		
yes	Valid	,46	8	13,8	66,7	66,7
		1,40	1	1,7	8,3	75,0
		26,00	3	5,2	25,0	100,0
		Total	12	20,7	100,0	
	Missing	99,00	46	79,3		
	Total		58	100,0		

Table B30

Frequencies - Statistics

Does your income allow you to save regularly?

no	N	Valid	53
		Missing	0
	Median		,00
yes	N	Valid	58
		Missing	0
	Median		,00

Does your income allow you to save regularly?

Is the wine farm you are working on Fairtrade certified?			Frequency	Percent	Valid Percent	Cumulative Percent
no	Valid	no	28	52,8	52,8	52,8
		yes, less than 10% a month	7	13,2	13,2	66,0
		yes, more than 10% a month	18	34,0	34,0	100,0
		Total	53	100,0	100,0	
yes	Valid	no	32	55,2	55,2	55,2
		yes, less than 10% a month	12	20,7	20,7	75,9
		yes, more than 10% a month	14	24,1	24,1	100,0
		Total	58	100,0	100,0	

Table B31

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Does your income allow you to save regularly?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Does your income allow you to save regularly?

Crosstabulation

			Does your income allow you to save regularly?			
			no	yes, less than 10% a month	yes, more than 10% a month	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	28	7	18	53
		% within Is the wine farm you are working on Fairtrade certified?	52,8%	13,2%	34,0%	100,0%
		% within Does your income allow you to save regularly?	46,7%	36,8%	56,3%	47,7%
		% of Total	25,2%	6,3%	16,2%	47,7%
	yes	Count	32	12	14	58
		% within Is the wine farm you are working on Fairtrade certified?	55,2%	20,7%	24,1%	100,0%
		% within Does your income allow you to save regularly?	53,3%	63,2%	43,8%	52,3%
		% of Total	28,8%	10,8%	12,6%	52,3%
Total		Count	60	19	32	111
		% within Is the wine farm you are working on Fairtrade certified?	54,1%	17,1%	28,8%	100,0%
		% within Does your income allow you to save regularly?	100,0%	100,0%	100,0%	100,0%

	% of Total	54,1%	17,1%	28,8%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,861[a]	2	,394
Likelihood Ratio	1,874	2	,392
Linear-by-Linear Association	,531	1	,466
N of Valid Cases	111		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,07.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,129	,394
	Cramer's V	,129	,394
N of Valid Cases		111	

Table B32

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
If yes, how much do you save monthly? (South African Rand)	no	25	29,38	734,50
	yes	26	22,75	591,50
	Total	51		

Test Statistics[a]

	If yes, how much do you save monthly? (South African Rand)
Mann-Whitney U	240,500
Wilcoxon W	591,500
Z	-1,618
Asymp. Sig. (2-tailed)	,106

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B33

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
If yes, how much do you save monthly? (South African Rand)	51	90,00	1200,00	359,1765	228,79858
Valid N (listwise)	51				

NPar Tests - Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
If yes, how much do you save monthly? (South African Rand)	no	25	29,38	734,50
	yes	26	22,75	591,50
	Total	51		

Test Statistics[a]

	If yes, how much do you save monthly? (South African Rand)
Mann-Whitney U	240,500
Wilcoxon W	591,500
Z	-1,618
Asymp. Sig. (2-tailed)	,106

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B34

Frequencies

Statistics

Do you have a health insurance?

no	N	Valid	53
		Missing	0
yes	N	Valid	58
		Missing	0

Do you have a health insurance?

Is the wine farm you are working on Fairtrade certified?			Frequency	Percent	Valid Percent	Cumulative Percent
no	Valid	no	36	67,9	67,9	67,9
		yes	17	32,1	32,1	100,0
		Total	53	100,0	100,0	
yes	Valid	no	30	51,7	51,7	51,7
		yes	28	48,3	48,3	100,0
		Total	58	100,0	100,0	

Table B35

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you have a health insurance?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you have a health insurance? Crosstabulation

			Do you have a health insurance?		
			no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	36	17	53
		% within Is the wine farm you are working on Fairtrade certified?	67,9%	32,1%	100,0%
		% within Do you have a health insurance?	54,5%	37,8%	47,7%

		% of Total	32,4%	15,3%	47,7%
	yes	Count	30	28	58
		% within Is the wine farm you are working on Fairtrade certified?	51,7%	48,3%	100,0%
		% within Do you have a health insurance?	45,5%	62,2%	52,3%
		% of Total	27,0%	25,2%	52,3%
Total		Count	66	45	111
		% within Is the wine farm you are working on Fairtrade certified?	59,5%	40,5%	100,0%
		% within Do you have a health insurance?	100,0%	100,0%	100,0%
		% of Total	59,5%	40,5%	100,0%

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,165	,082
	Cramer's V	,165	,082
N of Valid Cases		111	

Table B36

Statistics

If yes, which type of insurance do you have?

no	N	Valid	17
		Missing	36
yes	N	Valid	28
		Missing	30

If yes, which type of insurance do you have?

Is the wine farm you are working on Fairtrade certified?			Frequency	Percent	Valid Percent	Cumulative Percent
no	Valid	public	2	3,8	11,8	11,8
		private	2	3,8	11,8	23,5
		other	13	24,5	76,5	100,0
		Total	17	32,1	100,0	

	Missing	99	36	67,9		
	Total		53	100,0		
yes	Valid	public	5	8,6	17,9	17,9
		private	4	6,9	14,3	32,1
		other	19	32,8	67,9	100,0
		Total	28	48,3	100,0	
	Missing	99	30	51,7		
	Total		58	100,0		

Table B37

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you have a health insurance?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you have a health insurance? Crosstabulation

Count

		Do you have a health insurance?		
		no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	36	17	53
	yes	30	28	58
Total		66	45	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,015[a]	1	,082		
Continuity Correction[b]	2,381	1	,123		
Likelihood Ratio	3,037	1	,081		
Fisher's Exact Test				,121	,061
Linear-by-Linear Association	2,988	1	,084		
N of Valid Cases	111				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 21,49.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,165	,082
	Cramer's V	,165	,082
N of Valid Cases		111	

Table B38

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you have a health insurance?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you have a health insurance?

Crosstabulation

Count

		Do you have a health insurance?		
		no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	36	17	53
	yes	30	28	58
Total		66	45	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,015[a]	1	,082		
Continuity Correction[b]	2,381	1	,123		
Likelihood Ratio	3,037	1	,081		
Fisher's Exact Test				,121	,061
Linear-by-Linear Association	2,988	1	,084		
N of Valid Cases	111				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 21,49.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,165	,082

	Cramer's V	,165	,082
N of Valid Cases		111	

Table B39

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Where do you go when you are sick? Doctor?	111	100,0%	0	0,0%	111	100,0%
Is the wine farm you are working on Fairtrade certified? * Where do you go when you are sick? Nurse?	111	100,0%	0	0,0%	111	100,0%
Is the wine farm you are working on Fairtrade certified? * Where do you go when you are sick? Clinic?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Where do you go when you are sick? Doctor?

Crosstab

Count

		Where do you go when you are sick? Doctor?		
		no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	20	33	53
	yes	19	39	58
Total		39	72	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,301[a]	1	,583		
Continuity Correction[b]	,122	1	,727		
Likelihood Ratio	,301	1	,583		
Fisher's Exact Test				,691	,363
Linear-by-Linear Association	,298	1	,585		
N of Valid Cases	111				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 18,62.

b. Computed only for a 2x2 table

Is the wine farm you are working on Fairtrade certified? * Where do you go when you are sick? Nurse?

Crosstab

Count

		Where do you go when you are sick? Nurse?		
		no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	52	1	53
	yes	56	2	58
Total		108	3	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,257[a]	1	,612		
Continuity Correction[b]	,000	1	1,000		
Likelihood Ratio	,263	1	,608		
Fisher's Exact Test				1,000	,534
Linear-by-Linear Association	,254	1	,614		
N of Valid Cases	111				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 1,43.

b. Computed only for a 2x2 table

Is the wine farm you are working on Fairtrade certified? * Where do you go when you are sick? Clinic?

Crosstab

Count

		Where do you go when you are sick? Clinic?		
		no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	24	29	53
	yes	33	25	58
Total		57	54	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,495[a]	1	,221		
Continuity Correction[b]	1,066	1	,302		
Likelihood Ratio	1,498	1	,221		
Fisher's Exact Test				,257	,151
Linear-by-Linear Association	1,482	1	,224		
N of Valid Cases	111				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 25,78.

b. Computed only for a 2x2 table

Table B40

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you or employer pay any contribution into a fund which will cover your needs after retirement?	110	99,1%	1	0,9%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you or employer pay any contribution into a fund which will cover your needs after retirement? Crosstabulation

			Do you or employer pay any contribution into a fund which will cover your needs after retirement?			
			no	yes	don't know	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	31	20	2	53
		% within Is the wine farm you are working on Fairtrade certified?	58,5%	37,7%	3,8%	100,0%
		% within Do you or employer pay any contribution into a fund which will cover your needs after retirement?	67,4%	32,3%	100,0%	48,2%
		% of Total	28,2%	18,2%	1,8%	48,2%
	yes	Count	15	42	0	57
		% within Is the wine farm you are working on Fairtrade certified?	26,3%	73,7%	0,0%	100,0%
		% within Do you or employer pay any contribution into a fund which will cover your needs after retirement?	32,6%	67,7%	0,0%	51,8%

	% of Total	13,6%	38,2%	0,0%	51,8%
Total	Count	46	62	2	110
	% within Is the wine farm you are working on Fairtrade certified?	41,8%	56,4%	1,8%	100,0%
	% within Do you or employer pay any contribution into a fund which will cover your needs after retirement?	100,0%	100,0%	100,0%	100,0%
	% of Total	41,8%	56,4%	1,8%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,246[a]	2	,000
Likelihood Ratio	16,289	2	,000
Linear-by-Linear Association	7,943	1	,005
N of Valid Cases	110		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is ,96.

Table B41

Is the wine farm you are working on Fairtrade certified? * Retirement fund (modified) Crosstabulation

			Retirement fund (modified)		
			no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	31	20	51
		% within Is the wine farm you are working on Fairtrade certified?	60,8%	39,2%	100,0%
		% within Retirement fund (modified)	67,4%	32,3%	47,2%
		% of Total	28,7%	18,5%	47,2%
	yes	Count	15	42	57
		% within Is the wine farm you are working on Fairtrade certified?	26,3%	73,7%	100,0%
		% within Retirement fund (modified)	32,6%	67,7%	52,8%
		% of Total	13,9%	38,9%	52,8%

Total	Count	46	62	108
	% within Is the wine farm you are working on Fairtrade certified?	42,6%	57,4%	100,0%
	% within Retirement fund (modified)	100,0%	100,0%	100,0%
	% of Total	42,6%	57,4%	100,0%

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Retirement fund (modified)	108	97,3%	3	2,7%	111	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	13,079[a]	1	,000		
Continuity Correction[b]	11,707	1	,001		
Likelihood Ratio	13,329	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	12,958	1	,000		
N of Valid Cases	108				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 21,72.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,348	,000
	Cramer's V	,348	,000
N of Valid Cases		108	

Table B42

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you have a contract?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you have a contract? Crosstabulation

			Do you have a contract?		
			no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	6	47	53
		% within Is the wine farm you are working on Fairtrade certified?	11,3%	88,7%	100,0%
		% within Do you have a contract?	85,7%	45,2%	47,7%
		% of Total	5,4%	42,3%	47,7%
	yes	Count	1	57	58
		% within Is the wine farm you are working on Fairtrade certified?	1,7%	98,3%	100,0%
		% within Do you have a contract?	14,3%	54,8%	52,3%
		% of Total	0,9%	51,4%	52,3%
Total		Count	7	104	111
		% within Is the wine farm you are working on Fairtrade certified?	6,3%	93,7%	100,0%
		% within Do you have a contract?	100,0%	100,0%	100,0%
		% of Total	6,3%	93,7%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,317[a]	1	,038		
Continuity Correction[b]	2,845	1	,092		
Likelihood Ratio	4,700	1	,030		
Fisher's Exact Test				,053	,044
Linear-by-Linear Association	4,278	1	,039		

N of Valid Cases	111					

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 3,34.

b. Computed only for a 2x2 table

Table B43

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * If yes, is your contract renewable?	104	93,7%	7	6,3%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * If yes, is your contract renewable? Crosstabulation

			If yes, is your contract renewable?		
			yes	permanent	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	8	39	47
		% within Is the wine farm you are working on Fairtrade certified?	17,0%	83,0%	100,0%
		% within If yes, is your contract renewable?	72,7%	41,9%	45,2%
		% of Total	7,7%	37,5%	45,2%
	yes	Count	3	54	57
		% within Is the wine farm you are working on Fairtrade certified?	5,3%	94,7%	100,0%
		% within If yes, is your contract renewable?	27,3%	58,1%	54,8%
		% of Total	2,9%	51,9%	54,8%
Total		Count	11	93	104
		% within Is the wine farm you are working on Fairtrade certified?	10,6%	89,4%	100,0%
		% within If yes, is your contract renewable?	100,0%	100,0%	100,0%
		% of Total	10,6%	89,4%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,765[a]	1	,052		
Continuity Correction[b]	2,625	1	,105		
Likelihood Ratio	3,825	1	,050		
Fisher's Exact Test				,062	,052
Linear-by-Linear Association	3,729	1	,053		
N of Valid Cases	104				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 4,97.

b. Computed only for a 2x2 table

Table B44

Descriptives

Descriptive Statistics

Is the wine farm you are working on Fairtrade certified?		N	Minimum	Maximum	Mean	Std. Deviation
no	If yes, for how long is your current contract? (months)	8	3	12	4,44	3,245
	Valid N (listwise)	8				
yes	If yes, for how long is your current contract? (months)	5	1	60	22,40	25,205
	Valid N (listwise)	5				

Table B45

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * How did you get your job on this wine farm?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * How did you get your job on this wine farm?

Crosstabulation

	How did you get your job on this wine farm?			
	through direct contact	through family member	through other contact	Total

Is the wine farm you are working on Fairtrade certified?	no	Count	7	34	12	53
		% within Is the wine farm you are working on Fairtrade certified?	13,2%	64,2%	22,6%	100,0%
		% within How did you get your job on this wine farm?	30,4%	47,2%	75,0%	47,7%
		% of Total	6,3%	30,6%	10,8%	47,7%
	yes	Count	16	38	4	58
		% within Is the wine farm you are working on Fairtrade certified?	27,6%	65,5%	6,9%	100,0%
		% within How did you get your job on this wine farm?	69,6%	52,8%	25,0%	52,3%
		% of Total	14,4%	34,2%	3,6%	52,3%
Total		Count	23	72	16	111
		% within Is the wine farm you are working on Fairtrade certified?	20,7%	64,9%	14,4%	100,0%
		% within How did you get your job on this wine farm?	100,0%	100,0%	100,0%	100,0%
		% of Total	20,7%	64,9%	14,4%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7,534[a]	2	,023
Likelihood Ratio	7,801	2	,020
Linear-by-Linear Association	7,169	1	,007
N of Valid Cases	111		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,64.

Table B46

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

Is the wine farm you are working on Fairtrade certified? * How was it for you to get this job?	109	98,2%	2	1,8%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * How was it for you to get this job? Crosstabulation

			How was it for you to get this job?					
			very difficult	difficult	neutral	easy	very easy	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	2	8	2	31	8	51
		% within Is the wine farm you are working on Fairtrade certified?	3,9%	15,7%	3,9%	60,8%	15,7%	100,0%
		% within How was it for you to get this job?	66,7%	66,7%	50,0%	46,3%	34,8%	46,8%
		% of Total	1,8%	7,3%	1,8%	28,4%	7,3%	46,8%
	yes	Count	1	4	2	36	15	58
		% within Is the wine farm you are working on Fairtrade certified?	1,7%	6,9%	3,4%	62,1%	25,9%	100,0%
		% within How was it for you to get this job?	33,3%	33,3%	50,0%	53,7%	65,2%	53,2%
		% of Total	0,9%	3,7%	1,8%	33,0%	13,8%	53,2%
Total		Count	3	12	4	67	23	109
		% within Is the wine farm you are working on Fairtrade certified?	2,8%	11,0%	3,7%	61,5%	21,1%	100,0%
		% within How was it for you to get this job?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	2,8%	11,0%	3,7%	61,5%	21,1%	100,0%

Table B47

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
	no	51	49,84	2542,00

How was it for you to get this job?	yes	58	59,53	3453,00
	Total	109		

Test Statistics[a]

	How was it for you to get this job?
Mann-Whitney U	1216,000
Wilcoxon W	2542,000
Z	-1,836
Asymp. Sig. (2-tailed)	,066

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B48

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * For how long have you been working on this wine farm?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * For how long have you been working on this wine farm? Crosstabulation

			For how long have you been working on this wine farm?			
			less than 3 years	3 to 5 years	more than 5 years	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	4	7	42	53
		% within Is the wine farm you are working on Fairtrade certified?	7,5%	13,2%	79,2%	100,0%
		% within For how long have you been working on this wine farm?	66,7%	36,8%	48,8%	47,7%
		% of Total	3,6%	6,3%	37,8%	47,7%
	yes	Count	2	12	44	58

	% within Is the wine farm you are working on Fairtrade certified?	3,4%	20,7%	75,9%	100,0%
	% within For how long have you been working on this wine farm?	33,3%	63,2%	51,2%	52,3%
	% of Total	1,8%	10,8%	39,6%	52,3%
Total	Count	6	19	86	111
	% within Is the wine farm you are working on Fairtrade certified?	5,4%	17,1%	77,5%	100,0%
	% within For how long have you been working on this wine farm?	100,0%	100,0%	100,0%	100,0%
	% of Total	5,4%	17,1%	77,5%	100,0%

Table B49

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
For how long have you been working on this wine farm?	no	53	56,66	3003,00
	yes	58	55,40	3213,00
	Total	111		

Test Statistics[a]

	For how long have you been working on this wine farm?
Mann-Whitney U	1502,000
Wilcoxon W	3213,000
Z	-,284
Asymp. Sig. (2-tailed)	,776

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B50

Descriptives

Descriptive Statistics

Is the wine farm you are working on Fairtrade certified?		N	Minimum	Maximum	Mean	Std. Deviation
no	How many of your family members work on the same wine farm?	50	0	11	3,18	3,983
	Valid N (listwise)	50				
yes	How many of your family members work on the same wine farm?	54	0	50	8,09	13,369
	Valid N (listwise)	54				

Table B51

Explore

Case Processing Summary

Is the wine farm you are working on Fairtrade certified?		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
no	How many of your family members work on the same wine farm?	50	94,3%	3	5,7%	53	100,0%
yes	How many of your family members work on the same wine farm?	54	93,1%	4	6,9%	58	100,0%

Descriptives

Is the wine farm you are working on Fairtrade certified?				Statistic	Std. Error
no	How many of your family members work on the same wine farm?	Mean		3,18	,563
		95% Confidence Interval for Mean	Lower Bound	2,05	
			Upper Bound	4,31	
		5% Trimmed Mean		2,92	
		Median		2,00	
		Variance		15,865	
		Std. Deviation		3,983	
		Minimum		0	
		Maximum		11	

		Range		11	
		Interquartile Range		3	
		Skewness		1,323	,337
		Kurtosis		,085	,662
yes	How many of your family members work on the same wine farm?	Mean		8,09	1,819
		95% Confidence Interval for Mean	Lower Bound	4,44	
			Upper Bound	11,74	
		5% Trimmed Mean		6,21	
		Median		2,50	
		Variance		178,727	
		Std. Deviation		13,369	
		Minimum		0	
		Maximum		50	
		Range		50	
		Interquartile Range		6	
		Skewness		2,138	,325
		Kurtosis		3,718	,639

Tests of Normality

Is the wine farm you are working on Fairtrade certified?		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
no	How many of your family members work on the same wine farm?	,316	50	,000	,697	50	,000
yes	How many of your family members work on the same wine farm?	,314	54	,000	,621	54	,000

a. Lilliefors Significance Correction

Table B52

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
How many of your family members work on the same wine farm?	no	50	47,92	2396,00
	yes	54	56,74	3064,00
	Total	104		

Test Statistics[a]

	How many of your family members work on the same wine farm?
Mann-Whitney U	1121,000
Wilcoxon W	2396,000
Z	-1,510
Asymp. Sig. (2-tailed)	,131

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B53

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Have you participated in any type of training on the wine farm?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Have you participated in any type of training on the wine farm? Crosstabulation

			Have you participated in any type of training on the wine farm?		
			no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	21	32	53
		% within Is the wine farm you are working on Fairtrade certified?	39,6%	60,4%	100,0%
		% within Have you participated in any type of training on the wine farm?	87,5%	36,8%	47,7%
		% of Total	18,9%	28,8%	47,7%
	yes	Count	3	55	58
		% within Is the wine farm you are working on Fairtrade certified?	5,2%	94,8%	100,0%
		% within Have you participated in any type of training on the wine farm?	12,5%	63,2%	52,3%
		% of Total	2,7%	49,5%	52,3%
Total		Count	24	87	111
		% within Is the wine farm you are working on Fairtrade certified?	21,6%	78,4%	100,0%
		% within Have you participated in any type of training on the wine farm?	100,0%	100,0%	100,0%
		% of Total	21,6%	78,4%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	19,395[a]	1	,000		
Continuity Correction[b]	17,415	1	,000		
Likelihood Ratio	21,114	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	19,220	1	,000		
N of Valid Cases	111				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 11,46.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,418	,000
	Cramer's V	,418	,000
N of Valid Cases		111	

Table B54

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * If yes, to what extent would you say that this training helped you to acquire new skills?	86	77,5%	25	22,5%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * If yes, to what extent would you say that this training helped you to acquire new skills? Crosstabulation

			If yes, to what extent would you say that this training helped you to acquire new skills?				
			not at all	not really	somewhat	very much	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	0	1	9	21	31
		% within Is the wine farm you are working on Fairtrade certified?	0,0%	3,2%	29,0%	67,7%	100,0%
		% within If yes, to what extent would you say that this training helped you to acquire new skills?	0,0%	100,0%	42,9%	33,3%	36,0%
		% of Total	0,0%	1,2%	10,5%	24,4%	36,0%
	yes	Count	1	0	12	42	55

	% within Is the wine farm you are working on Fairtrade certified?	1,8%	0,0%	21,8%	76,4%	100,0%
	% within If yes, to what extent would you say that this training helped you to acquire new skills?	100,0%	0,0%	57,1%	66,7%	64,0%
	% of Total	1,2%	0,0%	14,0%	48,8%	64,0%
Total	Count	1	1	21	63	86
	% within Is the wine farm you are working on Fairtrade certified?	1,2%	1,2%	24,4%	73,3%	100,0%
	% within If yes, to what extent would you say that this training helped you to acquire new skills?	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	1,2%	1,2%	24,4%	73,3%	100,0%

Table B55

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
If yes, to what extent would you say that this training helped you to acquire new skills?	no	31	41,10	1274,00
	yes	55	44,85	2467,00
	Total	86		

Test Statistics[a]

	If yes, to what extent would you say that this training helped you to acquire new skills?
Mann-Whitney U	778,000
Wilcoxon W	1274,000

Z	-,871
Asymp. Sig. (2-tailed)	,384

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B56

Multiple Response

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3_Fairtrade*$Skills	95	85,6%	16	14,4%	111	100,0%

			Skills acquired on the farm[a]							
			First aid, health & safety	Use of chemicals	Wine production, cellar work	Use of machines	Communication skills	Computer skills	Management and leadership skills	Customer attention, sales, service
Is the wine farm you are working on Fairtrade certified?	no	Count	18	4	10	5	3	2	2	6
		% within Q3_Fairtrade	43,9%	9,8%	24,4%	12,2%	7,3%	4,9%	4,9%	14,6%
		% within $Skills	42,9%	36,4%	83,3%	45,5%	30,0%	33,3%	11,1%	100,0%
	yes	Count	24	7	2	6	7	4	16	0
		% within Q3_Fairtrade	44,4%	13,0%	3,7%	11,1%	13,0%	7,4%	29,6%	0,0%
		% within $Skills	57,1%	63,6%	16,7%	54,5%	70,0%	66,7%	88,9%	0,0%
Total		Count	42	11	12	11	10	6	18	6

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

[a]							
Vineyard work	Child care in crèche	Language skills (English or Afrikaans)	Financial management	Labour law	Knowledge about Fairtrade	Other skills	Total
11	4	1	1	0	0	4	41
26,8%	9,8%	2,4%	2,4%	0,0%	0,0%	9,8%	
52,4%	50,0%	50,0%	12,5%	0,0%	0,0%	36,4%	
10	4	1	7	10	9	7	54
18,5%	7,4%	1,9%	13,0%	18,5%	16,7%	13,0%	
47,6%	50,0%	50,0%	87,5%	100,0%	100,0%	63,6%	
21	8	2	8	10	9	11	95

Table B57

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you think that these skills can help you in your future work life?	94	84,7%	17	15,3%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you think that these skills can help you in your future work life? Crosstabulation

			Do you think that these skills can help you in your future work life?		
			no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	2	38	40
		% within Is the wine farm you are working on Fairtrade certified?	5,0%	95,0%	100,0%
		% within Do you think that these skills can help you in your future work life?	66,7%	41,8%	42,6%
		% of Total	2,1%	40,4%	42,6%
	yes	Count	1	53	54
		% within Is the wine farm you are working on Fairtrade certified?	1,9%	98,1%	100,0%
		% within Do you think that these skills can help you in your future work life?	33,3%	58,2%	57,4%
		% of Total	1,1%	56,4%	57,4%
Total		Count	3	91	94
		% within Is the wine farm you are working on Fairtrade certified?	3,2%	96,8%	100,0%
		% within Do you think that these skills can help you in your future work life?	100,0%	100,0%	100,0%

	% of Total	3,2%	96,8%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,737[a]	1	,391		
Continuity Correction[b]	,070	1	,791		
Likelihood Ratio	,731	1	,393		
Fisher's Exact Test				,573	,388
Linear-by-Linear Association	,729	1	,393		
N of Valid Cases	94				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 1,28.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,089	,391
	Cramer's V	,089	,391
N of Valid Cases		94	

Table B58

Crosstabs

Is the wine farm you are working on Fairtrade certified? * To what extent do you think that these new skills have improved your quality of life? Crosstabulation

			To what extent do you think that these new sills have improved your quality of live?					
			not at all	not really	undecided	somewhat	very much	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	2	1	2	22	12	39
		% within Is the wine farm you are working on Fairtrade certified?	5,1%	2,6%	5,1%	56,4%	30,8%	100,0%
		% within To what extent do you think that these new sills have improved your quality of live?	66,7%	50,0%	40,0%	55,0%	28,6%	42,4%
		% of Total	2,2%	1,1%	2,2%	23,9%	13,0%	42,4%
	yes	Count	1	1	3	18	30	53
		% within Is the wine farm you are working on Fairtrade certified?	1,9%	1,9%	5,7%	34,0%	56,6%	100,0%
		% within To what extent do you think that these new sills have improved your quality of live?	33,3%	50,0%	60,0%	45,0%	71,4%	57,6%
		% of Total	1,1%	1,1%	3,3%	19,6%	32,6%	57,6%
Total		Count	3	2	5	40	42	92
		% within Is the wine farm you are working on Fairtrade certified?	3,3%	2,2%	5,4%	43,5%	45,7%	100,0%
		% within To what extent do you think that these new sills have improved your quality of live?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	3,3%	2,2%	5,4%	43,5%	45,7%	100,0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * To what extent do you think that these new sills have improved your quality of live?	92	82,9%	19	17,1%	111	100,0%

Table B59

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
To what extent do you think that these new sills have improved your quality of live?	no	39	39,83	1553,50
	yes	53	51,41	2724,50
	Total	92		

Test Statistics[a]

	To what extent do you think that these new sills have improved your quality of live?
Mann-Whitney U	773,500
Wilcoxon W	1553,500
Z	-2,265
Asymp. Sig. (2-tailed)	,024

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B60

Descriptives

Descriptive Statistics

Is the wine farm you are working on Fairtrade certified?		N	Minimum	Maximum	Mean	Std. Deviation
no	How many hours do you work per day?	53	6,0	13,0	8,585	,9185
	How many hours per week do you work overtime?	36	,0	10,0	1,222	2,6198
	How many days of holidays to you have during the year?	52	0	25	14,31	4,037
	Valid N (listwise)	35				
yes	How many hours do you work per day?	58	7,5	9,0	8,805	,3944
	How many hours per week do you work overtime?	49	,0	15,0	1,480	3,4278
	How many days of holidays to you have during the year?	56	5	30	15,07	3,741
	Valid N (listwise)	47				

Table B61

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
How many hours do you work per day?	no	53	49,69	2633,50
	yes	58	61,77	3582,50
	Total	111		
How many hours per week do you work overtime?	no	36	43,67	1572,00
	yes	49	42,51	2083,00
	Total	85		
How many days of holidays to you have during the year?	no	52	53,19	2766,00
	yes	56	55,71	3120,00
	Total	108		

Test Statistics[a]

	How many hours do you work per day?	How many hours per week do you work overtime?	How many days of holidays to you have during the year?
Mann-Whitney U	1202,500	858,000	1388,000
Wilcoxon W	2633,500	2083,000	2766,000
Z	-2,369	-,293	-,543
Asymp. Sig. (2-tailed)	,018	,770	,587

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B62

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you receive a salary during your holidays?	109	98,2%	2	1,8%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you receive a salary during your holidays? Crosstabulation

			Do you receive a salary during your holidays?			
			no	yes	don't know	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	3	47	1	51
		% within Is the wine farm you are working on Fairtrade certified?	5,9%	92,2%	2,0%	100,0%
		% within Do you receive a salary during your holidays?	50,0%	46,1%	100,0%	46,8%
		% of Total	2,8%	43,1%	0,9%	46,8%
	yes	Count	3	55	0	58
		% within Is the wine farm you are working on Fairtrade certified?	5,2%	94,8%	0,0%	100,0%
		% within Do you receive a salary during your holidays?	50,0%	53,9%	0,0%	53,2%
		% of Total	2,8%	50,5%	0,0%	53,2%
Total		Count	6	102	1	109
		% within Is the wine farm you are working on Fairtrade certified?	5,5%	93,6%	0,9%	100,0%
		% within Do you receive a salary during your holidays?	100,0%	100,0%	100,0%	100,0%
		% of Total	5,5%	93,6%	0,9%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,183[a]	2	,554
Likelihood Ratio	1,565	2	,457
Linear-by-Linear Association	,068	1	,795
N of Valid Cases	109		

a. 4 cells (66,7%) have expected count less than 5. The minimum expected count is ,47.

Table B63

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Are you satisfied with the amount of time you have available for recreation?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Are you satisfied with the amount of time you have available for recreation? Crosstabulation

			Are you satisfied with the amount of time you have available for recreation?					
			not at all	unsatisfied	neutral	somewhat satisfied	very satisfied	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	1	7	2	29	14	53
		% within Is the wine farm you are working on Fairtrade certified?	1,9%	13,2%	3,8%	54,7%	26,4%	100,0%
		% within Are you satisfied with the amount of time you have available for recreation?	25,0%	58,3%	20,0%	58,0%	40,0%	47,7%
		% of Total	0,9%	6,3%	1,8%	26,1%	12,6%	47,7%
	yes	Count	3	5	8	21	21	58
		% within Is the wine farm you are working on Fairtrade certified?	5,2%	8,6%	13,8%	36,2%	36,2%	100,0%
		% within Are you satisfied with the amount of time you have available for recreation?	75,0%	41,7%	80,0%	42,0%	60,0%	52,3%
		% of Total	2,7%	4,5%	7,2%	18,9%	18,9%	52,3%
Total		Count	4	12	10	50	35	111
		% within Is the wine farm you are working on Fairtrade certified?	3,6%	10,8%	9,0%	45,0%	31,5%	100,0%
		% within Are you satisfied with the amount of time you have available for recreation?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	3,6%	10,8%	9,0%	45,0%	31,5%	100,0%

Table B64

Nonparametric Correlations

Correlations

			Is the wine farm you are working on Fairtrade certified?	Are you satisfied with the amount of time you have available for recreation?
Spearman's rho	Is the wine farm you are working on Fairtrade certified?	Correlation Coefficient	1,000	,024
		Sig. (2-tailed)	.	,804
		N	111	111
	Are you satisfied with the amount of time you have available for recreation?	Correlation Coefficient	,024	1,000
		Sig. (2-tailed)	,804	.
		N	111	111

Table B65

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you enjoy your daily activities?	110	99,1%	1	0,9%	111	100,0%
Is the wine farm you are working on Fairtrade certified? * Do you enjoy your work?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you enjoy your daily activities?

Crosstab

			Do you enjoy your daily activities?				
			rarely	sometimes	often	always	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	2	12	15	23	52
		% within Is the wine farm you are working on Fairtrade certified?	3,8%	23,1%	28,8%	44,2%	100,0%
		% within Do you enjoy your daily activities?	100,0%	60,0%	53,6%	38,3%	47,3%

		% of Total	1,8%	10,9%	13,6%	20,9%	47,3%
	yes	Count	0	8	13	37	58
		% within Is the wine farm you are working on Fairtrade certified?	0,0%	13,8%	22,4%	63,8%	100,0%
		% within Do you enjoy your daily activities?	0,0%	40,0%	46,4%	61,7%	52,7%
		% of Total	0,0%	7,3%	11,8%	33,6%	52,7%
Total		Count	2	20	28	60	110
		% within Is the wine farm you are working on Fairtrade certified?	1,8%	18,2%	25,5%	54,5%	100,0%
		% within Do you enjoy your daily activities?	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	1,8%	18,2%	25,5%	54,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5,900[a]	3	,117
Likelihood Ratio	6,691	3	,082
Linear-by-Linear Association	5,235	1	,022
N of Valid Cases	110		

a. 2 cells (25,0%) have expected count less than 5. The minimum expected count is ,95.

Is the wine farm you are working on Fairtrade certified? * Do you enjoy your work?

Crosstab

			Do you enjoy your work?					Total
			not at all	rarely	sometimes	often	always	
Is the wine farm you are working on Fairtrade certified?	no	Count	1	2	10	10	30	53
		% within Is the wine farm you are working on Fairtrade certified?	1,9%	3,8%	18,9%	18,9%	56,6%	100,0%
		% within Do you enjoy your work?	100,0%	100,0%	58,8%	76,9%	38,5%	47,7%
		% of Total	0,9%	1,8%	9,0%	9,0%	27,0%	47,7%
	yes	Count	0	0	7	3	48	58

	% within Is the wine farm you are working on Fairtrade certified?	0,0%	0,0%	12,1%	5,2%	82,8%	100,0%
	% within Do you enjoy your work?	0,0%	0,0%	41,2%	23,1%	61,5%	52,3%
	% of Total	0,0%	0,0%	6,3%	2,7%	43,2%	52,3%
Total	Count	1	2	17	13	78	111
	% within Is the wine farm you are working on Fairtrade certified?	0,9%	1,8%	15,3%	11,7%	70,3%	100,0%
	% within Do you enjoy your work?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	0,9%	1,8%	15,3%	11,7%	70,3%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11,250[a]	4	,024
Likelihood Ratio	12,634	4	,013
Linear-by-Linear Association	7,572	1	,006
N of Valid Cases	111		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,48.

Table B66

NPar Tests - Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
Are you satisfied with the amount of time you have available for recreation?	no	53	55,25	2928,50
	yes	58	56,68	3287,50
	Total	111		
Do you enjoy your daily activities?	no	52	49,08	2552,00
	yes	58	61,26	3553,00
	Total	110		
Do you enjoy your work?	no	53	48,51	2571,00
	yes	58	62,84	3645,00
	Total	111		

Test Statistics[a]

	Are you satisfied with the amount of time you have available for recreation?	Do you enjoy your daily activities?	Do you enjoy your work?
Mann-Whitney U	1497,500	1174,000	1140,000
Wilcoxon W	2928,500	2552,000	2571,000
Z	-,249	-2,215	-2,912
Asymp. Sig. (2-tailed)	,803	,027	,004

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B67

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * How would you describe your working relationship with your colleagues?	109	98,2%	2	1,8%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * How would you describe your working relationship with your colleagues? Crosstabulation

			How would you describe your working relationship with your colleagues?					Total
			poor	fair	good	very good	excellent	
Is the wine farm you are working on Fairtrade certified?	no	Count	1	1	22	22	6	52
		% within Is the wine farm you are working on Fairtrade certified?	1,9%	1,9%	42,3%	42,3%	11,5%	100,0%
		% within How would you describe your working relationship with your colleagues?	50,0%	20,0%	55,0%	53,7%	28,6%	47,7%
		% of Total	0,9%	0,9%	20,2%	20,2%	5,5%	47,7%
	yes	Count	1	4	18	19	15	57
		% within Is the wine farm you are working on Fairtrade certified?	1,8%	7,0%	31,6%	33,3%	26,3%	100,0%

	% within How would you describe your working relationship with your colleagues?	50,0%	80,0%	45,0%	46,3%	71,4%	52,3%
	% of Total	0,9%	3,7%	16,5%	17,4%	13,8%	52,3%
Total	Count	2	5	40	41	21	109
	% within Is the wine farm you are working on Fairtrade certified?	1,8%	4,6%	36,7%	37,6%	19,3%	100,0%
	% within How would you describe your working relationship with your colleagues?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	1,8%	4,6%	36,7%	37,6%	19,3%	100,0%

Table B68

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
How would you describe your working relationship with your colleagues?	no	52	51,95	2701,50
	yes	57	57,78	3293,50
	Total	109		

Test Statistics[a]

	How would you describe your working relationship with your colleagues?
Mann-Whitney U	1323,500
Wilcoxon W	2701,500
Z	-1,019
Asymp. Sig. (2-tailed)	,308

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B69

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you participate in any activities within your community?	110	99,1%	1	0,9%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you participate in any activities within your community?

Crosstabulation

			Do you participate in any activities within your community?					
			never	rarely	sometimes	often	always	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	7	5	21	12	7	52
		% within Is the wine farm you are working on Fairtrade certified?	13,5%	9,6%	40,4%	23,1%	13,5%	100,0%
		% within Do you participate in any activities within your community?	36,8%	83,3%	50,0%	44,4%	43,8%	47,3%
		% of Total	6,4%	4,5%	19,1%	10,9%	6,4%	47,3%
	yes	Count	12	1	21	15	9	58
		% within Is the wine farm you are working on Fairtrade certified?	20,7%	1,7%	36,2%	25,9%	15,5%	100,0%
		% within Do you participate in any activities within your community?	63,2%	16,7%	50,0%	55,6%	56,3%	52,7%
		% of Total	10,9%	0,9%	19,1%	13,6%	8,2%	52,7%
Total		Count	19	6	42	27	16	110
		% within Is the wine farm you are working on Fairtrade certified?	17,3%	5,5%	38,2%	24,5%	14,5%	100,0%

	% within Do you participate in any activities within your community?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	17,3%	5,5%	38,2%	24,5%	14,5%	100,0%

Table B70

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
Do you participate in any activities within your community?	no	52	54,78	2848,50
	yes	58	56,15	3256,50
	Total	110		

Test Statistics[a]

	Do you participate in any activities within your community?
Mann-Whitney U	1470,500
Wilcoxon W	2848,500
Z	-,234
Asymp. Sig. (2-tailed)	,815

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B71

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Do you have the opportunity to participate in a workers' union?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Do you have the opportunity to participate in a workers' union? Crosstabulation

Count

		Do you have the opportunity to participate in a workers' union?			
		no	yes	don't know	Total
Is the wine farm you are working on Fairtrade certified?	no	27	19	7	53
	yes	18	37	3	58
Total		45	56	10	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,979[a]	2	,011
Likelihood Ratio	9,122	2	,010
Linear-by-Linear Association	,977	1	,323
N of Valid Cases	111		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 4,77.

Table B72

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Opportunity to participate in union_modified	101	91,0%	10	9,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Opportunity to participate in union_modified Crosstabulation

			Opportunity to participate in union_modified		
			no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	27	19	46

		% within Is the wine farm you are working on Fairtrade certified?	58,7%	41,3%	100,0%
		% within Opportunity to participate in union_modified	60,0%	33,9%	45,5%
		% of Total	26,7%	18,8%	45,5%
	yes	Count	18	37	55
		% within Is the wine farm you are working on Fairtrade certified?	32,7%	67,3%	100,0%
		% within Opportunity to participate in union_modified	40,0%	66,1%	54,5%
		% of Total	17,8%	36,6%	54,5%
Total		Count	45	56	101
		% within Is the wine farm you are working on Fairtrade certified?	44,6%	55,4%	100,0%
		% within Opportunity to participate in union_modified	100,0%	100,0%	100,0%
		% of Total	44,6%	55,4%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6,838[a]	1	,009		
Continuity Correction[b]	5,827	1	,016		
Likelihood Ratio	6,899	1	,009		
Fisher's Exact Test				,015	,008
Linear-by-Linear Association	6,770	1	,009		
N of Valid Cases	101				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 20,50.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,260	,009
	Cramer's V	,260	,009
N of Valid Cases		101	

Table B73

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
[redacted] are working on Fairtrade certified? * Are you member of a workers' union?	56	50,5%	55	49,5%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Are you member of a workers' union? Crosstabulation

			Are you member of a workers' union?		
			no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	10	9	19
		% within Is the wine farm you are working on Fairtrade certified?	52,6%	47,4%	100,0%
		% within Are you member of a workers' union?	24,4%	60,0%	33,9%
		% of Total	17,9%	16,1%	33,9%
	yes	Count	31	6	37
		% within Is the wine farm you are working on Fairtrade certified?	83,8%	16,2%	100,0%
		% within Are you member of a workers' union?	75,6%	40,0%	66,1%

		recruiter for new members	1	1,7	16,7	100,0
		Total	6	10,3	100,0	
	Missing	99	52	89,7		
	Total		58	100,0		

Table B75

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * If no, would you like to participate in a workers' union?	54	48,6%	57	51,4%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * If no, would you like to participate in a workers' union? Crosstabulation

			If no, would you like to participate in a workers' union?				
			no	yes	perhaps	don't know	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	15	12	2	4	33
		% within Is the wine farm you are working on Fairtrade certified?	45,5%	36,4%	6,1%	12,1%	100,0%
		% within If no, would you like to participate in a workers' union?	55,6%	57,1%	100,0%	100,0%	61,1%
		% of Total	27,8%	22,2%	3,7%	7,4%	61,1%
	yes	Count	12	9	0	0	21
		% within Is the wine farm you are working on Fairtrade certified?	57,1%	42,9%	0,0%	0,0%	100,0%
		% within If no, would you like to participate in a workers' union?	44,4%	42,9%	0,0%	0,0%	38,9%
		% of Total	22,2%	16,7%	0,0%	0,0%	38,9%

Total	Count	27	21	2	4	54
	% within Is the wine farm you are working on Fairtrade certified?	50,0%	38,9%	3,7%	7,4%	100,0%
	% within If no, would you like to participate in a workers' union?	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	50,0%	38,9%	3,7%	7,4%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,308[a]	3	,230
Likelihood Ratio	6,393	3	,094
Linear-by-Linear Association	3,025	1	,082
N of Valid Cases	54		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is ,78.

Table B76

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * How safe do you feel during your work on the field/wine farm?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * How safe do you feel during your work on the field/wine farm? Crosstabulation

			How safe do you feel during your work on the field/wine farm?					Total
			very unsafe	unsafe	neutral	safe	very safe	
Is the wine farm you are working on Fairtrade certified?	no	Count	1	1	4	36	11	53
		% within Is the wine farm you are working on Fairtrade certified?	1,9%	1,9%	7,5%	67,9%	20,8%	100,0%

		% within How safe do you feel during your work on the field/wine farm?	50,0%	33,3%	66,7%	53,7%	33,3%	47,7%
		% of Total	0,9%	0,9%	3,6%	32,4%	9,9%	47,7%
	yes	Count	1	2	2	31	22	58
		% within Is the wine farm you are working on Fairtrade certified?	1,7%	3,4%	3,4%	53,4%	37,9%	100,0%
		% within How safe do you feel during your work on the field/wine farm?	50,0%	66,7%	33,3%	46,3%	66,7%	52,3%
		% of Total	0,9%	1,8%	1,8%	27,9%	19,8%	52,3%
Total		Count	2	3	6	67	33	111
		% within Is the wine farm you are working on Fairtrade certified?	1,8%	2,7%	5,4%	60,4%	29,7%	100,0%
		% within How safe do you feel during your work on the field/wine farm?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	1,8%	2,7%	5,4%	60,4%	29,7%	100,0%

Table B77

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
How safe do you feel during your work on the field/wine farm?	no	53	51,03	2704,50
	yes	58	60,54	3511,50
	Total	111		

Test Statistics[a]

	How safe do you feel during your work on the field/wine farm?
Mann-Whitney U	1273,500
Wilcoxon W	2704,500
Z	-1,792
Asymp. Sig. (2-tailed)	,073

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B78

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * How satisfied are you with your job?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * How satisfied are you with your job? Crosstabulation

			How satisfied are you with your job?					
			not at all satisfied	slightly satisfied	moderately satisfied	very satisfied	extremely satisfied	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	2	6	15	18	12	53
		% within Is the wine farm you are working on Fairtrade certified?	3,8%	11,3%	28,3%	34,0%	22,6%	100,0%
		% within How satisfied are you with your job?	100,0%	75,0%	75,0%	37,5%	36,4%	47,7%
		% of Total	1,8%	5,4%	13,5%	16,2%	10,8%	47,7%
	yes	Count	0	2	5	30	21	58
		% within Is the wine farm you are working on Fairtrade certified?	0,0%	3,4%	8,6%	51,7%	36,2%	100,0%
		% within How satisfied are you with your job?	0,0%	25,0%	25,0%	62,5%	63,6%	52,3%
		% of Total	0,0%	1,8%	4,5%	27,0%	18,9%	52,3%
Total		Count	2	8	20	48	33	111
		% within Is the wine farm you are working on Fairtrade certified?	1,8%	7,2%	18,0%	43,2%	29,7%	100,0%
		% within How satisfied are you with your job?	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	1,8%	7,2%	18,0%	43,2%	29,7%	100,0%

Table B80

NPar Tests
Mann-Whitney Test

Ranks

	Is the wine farm you are working on Fairtrade certified?	N	Mean Rank	Sum of Ranks
How satisfied are you with your job?	no	53	46,61	2470,50
	yes	58	64,58	3745,50
	Total	111		

Test Statistics[a]

	How satisfied are you with your job?
Mann-Whitney U	1039,500
Wilcoxon W	2470,500
Z	-3,119
Asymp. Sig. (2-tailed)	,002

a. Grouping Variable: Is the wine farm you are working on Fairtrade certified?

Table B81

Multiple Response

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3_Fairtrade*$BenfitsClustered	89	80,2%	22	19,8%	111	100,0%

Q3_Fairtrade*$BenfitsClustered Crosstabulation

			Benefits of working on the wine farm[a]							
			Good salary, payment of bonus	Training, workshops, education	Whole family on the same farm	Good relationship with owner	Benefits for children	Community activities	Farm pays medical aid	Free house, water, electricity
Is the wine farm you are working on Fairtrade certified?	no	Count	2	7	1	15	4	2	5	5
		% within Q3_Fairtrade	5,4%	18,9%	2,7%	40,5%	10,8%	5,4%	13,5%	13,5%
	yes	Count	7	15	4	10	18	9	5	7
		% within Q3_Fairtrade	13,5%	28,8%	7,7%	19,2%	34,6%	17,3%	9,6%	13,5%
Total		Count	9	22	5	25	22	11	10	12

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Fairtrade premium, committees	Transport provided	Provident fund	Safe environment on farm	Other benefits	Total
0	4	2	5	9	37
0,0%	10,8%	5,4%	13,5%	24,3%	
14	9	5	1	6	52
26,9%	17,3%	9,6%	1,9%	11,5%	
14	13	7	6	15	89

Table B82

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Has there been any change in your life since you started working on this wine farm?	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Has there been any change in your life since you started working on this wine farm? Crosstabulation

			Has there been any change in your life since you started working on this wine farm?		
			no	yes	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	15	38	53
		% within Is the wine farm you are working on Fairtrade certified?	28,3%	71,7%	100,0%
		% within Has there been any change in your life since you started working on this wine farm?	60,0%	44,2%	47,7%
		% of Total	13,5%	34,2%	47,7%
	yes	Count	10	48	58
		% within Is the wine farm you are working on Fairtrade certified?	17,2%	82,8%	100,0%
		% within Has there been any change in your life since you started working on this wine farm?	40,0%	55,8%	52,3%
		% of Total	9,0%	43,2%	52,3%
Total		Count	25	86	111
		% within Is the wine farm you are working on Fairtrade certified?	22,5%	77,5%	100,0%
		% within Has there been any change in your life since you started working on this wine farm?	100,0%	100,0%	100,0%
		% of Total	22,5%	77,5%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,942[a]	1	,164		
Continuity Correction[b]	1,359	1	,244		
Likelihood Ratio	1,947	1	,163		
Fisher's Exact Test				,180	,122
Linear-by-Linear Association	1,924	1	,165		
N of Valid Cases	111				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 11,94.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,132	,164
	Cramer's V	,132	,164
N of Valid Cases		111	

Table B83

Multiple Response

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3_Fairtrade*$SpecifyChangeLifeClustered	74	66,7%	37	33,3%	111	100,0%

Q3_Fairtrade * $SpecifyChangeLifeClustered Crosstabulation

			Specify the change in your life[a]					
			Increased income	Improved living standard	Better work position	Improved social relations	Received education, learning process	Got shares in the farm
Is the wine farm you are working on Fairtrade certified?	no	Count	5	7	4	3	11	1
		% within Q3_Fairtrade	15,2%	21,2%	12,1%	9,1%	33,3%	3,0%
		% within $SpecifyChangeLifeClustered	55,6%	43,8%	33,3%	50,0%	55,0%	33,3%
	yes	Count	4	9	8	3	9	2
		% within Q3_Fairtrade	9,8%	22,0%	19,5%	7,3%	22,0%	4,9%
		% within $SpecifyChangeLifeClustered	44,4%	56,3%	66,7%	50,0%	45,0%	66,7%
Total		Count	9	16	12	6	20	3

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Free from drug & alcohol addiction	More responsibility	Benefits for children	Other change in life	Total
4	1	2	4	33
12,1%	3,0%	6,1%	12,1%	
50,0%	12,5%	50,0%	28,6%	
4	7	2	10	41
9,8%	17,1%	4,9%	24,4%	
50,0%	87,5%	50,0%	71,4%	
8	8	4	14	74

Table B84

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Is the wine farm you are working on Fairtrade certified? * Please rate your previous quality of life on a scale from 1 to 5.	111	100,0%	0	0,0%	111	100,0%
Is the wine farm you are working on Fairtrade certified? * Please rate your current quality of life on a scale from 1 to 5.	111	100,0%	0	0,0%	111	100,0%

Is the wine farm you are working on Fairtrade certified? * Please rate your previous quality of life on a scale from 1 to 5. Crosstabulation

			Please rate your previous quality of life on a scale from 1 to 5.					Total
			poor	fair	good	very good	excellent	
Is the wine farm you are working on Fairtrade certified?	no	Count	15	17	20	1	0	53
		% within Is the wine farm you are working on Fairtrade certified?	28,3%	32,1%	37,7%	1,9%	0,0%	100,0%
		% within Please rate your previous quality of life on a scale from 1 to 5.	44,1%	50,0%	52,6%	33,3%	0,0%	47,7%
		% of Total	13,5%	15,3%	18,0%	0,9%	0,0%	47,7%
	yes	Count	19	17	18	2	2	58
		% within Is the wine farm you are working on Fairtrade certified?	32,8%	29,3%	31,0%	3,4%	3,4%	100,0%
		% within Please rate your previous quality of life on a scale from 1 to 5.	55,9%	50,0%	47,4%	66,7%	100,0%	52,3%
		% of Total	17,1%	15,3%	16,2%	1,8%	1,8%	52,3%
Total		Count	34	34	38	3	2	111

	% within Is the wine farm you are working on Fairtrade certified?	30,6%	30,6%	34,2%	2,7%	1,8%	100,0%
	% within Please rate your previous quality of life on a scale from 1 to 5.	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	30,6%	30,6%	34,2%	2,7%	1,8%	100,0%

Is the wine farm you are working on Fairtrade certified? * Please rate your current quality of life on a scale from 1 to 5. Crosstabulation

			Please rate your current quality of life on a scale from 1 to 5.					
			poor	fair	good	very good	excellent	Total
Is the wine farm you are working on Fairtrade certified?	no	Count	4	6	19	17	7	53
		% within Is the wine farm you are working on Fairtrade certified?	7,5%	11,3%	35,8%	32,1%	13,2%	100,0%
		% within Please rate your current quality of life on a scale from 1 to 5.	66,7%	66,7%	48,7%	51,5%	29,2%	47,7%
		% of Total	3,6%	5,4%	17,1%	15,3%	6,3%	47,7%
	yes	Count	2	3	20	16	17	58
		% within Is the wine farm you are working on Fairtrade certified?	3,4%	5,2%	34,5%	27,6%	29,3%	100,0%
		% within Please rate your current quality of life on a scale from 1 to 5.	33,3%	33,3%	51,3%	48,5%	70,8%	52,3%
		% of Total	1,8%	2,7%	18,0%	14,4%	15,3%	52,3%
Total		Count	6	9	39	33	24	111
		% within Is the wine farm you are working on Fairtrade certified?	5,4%	8,1%	35,1%	29,7%	21,6%	100,0%
		% within Please rate your current quality of life on a scale from 1 to 5.	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

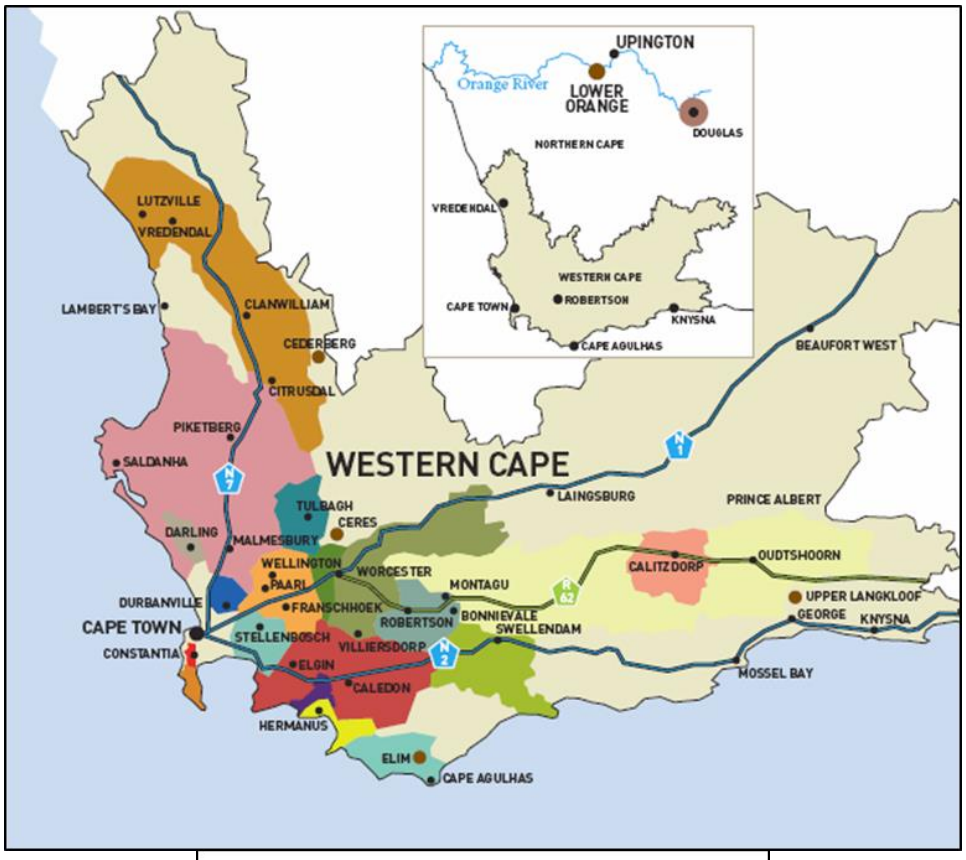
	% of Total	5,4%	8,1%	35,1%	29,7%	21,6%	100,0%

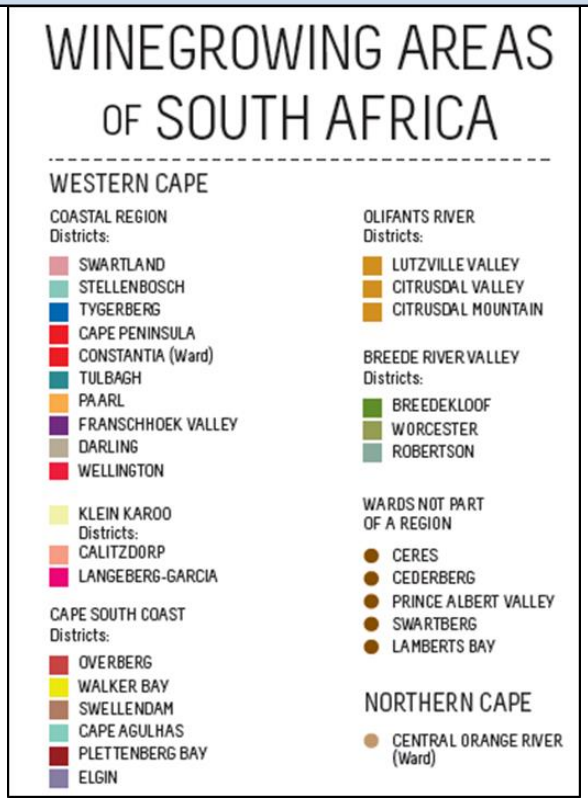
Table B85

		Frequency
Valid	does job because has no other option, was forced to work on the farm, all workers got houses in Klapmuts but with condition to work on the farm (no independent ownership), her desire is to be a social worker	1
	doesn't like to work in rain	1
	doesn't own land, but shareholder in brand	1
	doesn't want to be in the union as the union belongs to the owner; has to pay for work clothes and work material	1
	employer denies if something happens at work. One guy died at a truck and the owner denied that it was his workers; only works there because no other options to get income	1
	have to reach targets: pressure, otherwise get warnings to be fired	1
	member of Women on Farms; they take too much of the workers' time: 1hr travelling in the morning and 1hr in the evening which is unpaid; overtime not paid	1
	more benefits on the farm before the strike; no transport for doctor, don't pay even if you prove that you were sick; don't pay half day worked; deduct 1 Rand per toilet visit on some of the farms	1
	no one has ever thanked her for her work from the management; she doesn't see a benefit from Fairtrade, no changes for her	1
	no one wants to work on farms; worked on farms since she was 13; got hands operated now because of hard cutting work on farms; farmers attitude became worse after the strike	1
	now supervisor, likes farm life; doesn't own land, but shareholder in brand	1
	on the track, workers should only work 40 hours per week	1
	overtime only in harvest season	2
	overtime only in harvest season; shareholder in brand	1
	premium: driving licence, Fairtrade training is in English but should be in Afrikaans, had the opportunity to travel to London to launch wine	1
	problems with management, don't behave properly with workers, lots of difficulties between management and workers	1
	shareholder in brand	1
	shareholder in trust	1
	shares her knowledge, teaches other workers, is a mentor	1
	shares in workers' trust (together own 5%)	2
	spoke mainly Afrikaans, no translator available	1
	spoke Xhosa and poor English, difficult interview	1

	studied at college Marketing & Sport, farm promised, gave him bursary but then stopped to pay the bursary; he could not finish his studies	1
	union charges 35 Rand per month, therefore doesn't want to join it	1
	union is a difficult thing, don't do good stuff; overtime only in harvest season	1
	unions are expensive, overtime only in harvest season	1
	wants to start aerobic courses for elderly people on the farm	1
	went to courses, but cannot implement what she learnt	1
	wish to be a supervisor	1
	would like to be a permanent workes; as a casual worker he doesn't get the benefits; is waiting to become a permanent worker	1
	would like to be a supervisor	1
	would like to learn more interpersonal communication skills	1
	Total	34
Missing	99	77
Total		111

Appendix C: Map of winegrowing areas in the Western Cape





Source: WOSA, n.d.