

## **LIFETIME ACHIEVEMENT AWARD**

Dr. Paul Cluver – a real Renaissance Man - who has irrevocably changed and catalysed change in the South African Wine Industry

Paul Frederich de Villiers Cluver has been described as an exemplary businessman, an innovative fruit farmer, a pioneering wine farmer and a philanthropist. His leadership skills have resulted in him serving on the boards of various national and international companies. He is regarded as one of the best qualified neurosurgeons in the world with four medical degrees to his name. In addition to which he has been awarded an honorary doctorate in agriculture.

Influenced by his missionary grandparents, believing that privileged people are obliged to improve the lot of those less privileged and that one should develop one's potential in order to make a difference in the world around them, he has selflessly influenced and changed the lives of many. By living out this philosophy he has impacted the environment and the community of his immediate surroundings and influenced the ethics, agricultural and business practices of the South African wine industry as a whole.

He pioneered commercial wine grape growing in the cool climate Elgin area by developing vineyards in the area in 1985 culminating in the wine brand Paul Cluver Wines.

He designed and developed a composting system in conjunction with CSIR which is now used by various municipalities in the country. He lead research and application of integrated pest management – culminating in the conceptualisation and development of the Biodiversity in Wine Initiative.

As founder and driver of the Green Mountain Eco-route, he conceptualised and developed the world's first biodiversity wine and eco-route stimulating tourism and business in the Elgin area.

He drove the development and registration of the Greenland Conservancy – linking landowners in their efforts to conserve the fauna and flora of undeveloped mountain areas. This conservancy now forms part of the Kogelberg Biosphere, UNESCO World Heritage site.

He spearheaded (conceptualised and developed) the Lebanon Project – the first black economic empowerment initiative involving a private landowner (himself), a community and a government organisation -culminating in the creation of the Thandi wine brand – the first Fairtrade wine brand in the world.

He developed, funded and expanded De Rust Futura School, founded by his mother in the 1940's, at a time in South Africa when schools for 'non-whites' were not encouraged. This school now educates 800+ pupils from the greater Elgin community.

He acted as Chairman of WOSA – Wines of South Africa from its inception until end 2008 – aiding and guiding this generic wine marketing body.

He is currently driving research around the development of sustainable and viable communities on farms in South Africa. The aim is to establish villages which are able to operate / function effectively without depending on overburdened municipal services and to create an enabling environment for existing villagers.