

CALL FOR PROPOSALS:  
WINE AND SPIRITS FUND



## SOCIO-ECONOMIC DEVELOPMENT INITIATIVES IN WINE FARMING COMMUNITIES



agriculture

Department:  
Agriculture  
REPUBLIC OF SOUTH AFRICA



NAMC

Promoting market access for South African agriculture



Funded by  
the European Union

## ABOUT THE PROGRAMME:

The National Agricultural Marketing Council (NAMC) hereby invites eligible organisations to submit proposals for Socio-Economic Development (SED) initiatives under the **Marketing and Distribution in Priority Markets Outside the European Union component of the fund**. The programme has two components: transformation (valued at MEUR 10) as well as marketing and distribution (valued at MEUR 5). The transformation component of the programme will be implemented by Land and Agricultural Development Bank of South Africa (“Land Bank”) while the marketing and distribution component is implemented by NAMC.

Through this call, NAMC seeks to support Socio-Economic Development initiatives that promote sustainable socio-economic development, particularly for farm workers and related beneficiaries within the wine sector. Priority will be given to initiatives that will create lasting impact, improve livelihoods, and promote community self-reliance across South Africa’s wine-producing regions.

## PURPOSE

The purpose of this call is to support initiatives that:

- Improve access to quality Early Childhood Development (ECD) within wine farming communities
- Enhance the learning environment and overall condition of educational facilities through strategic infrastructure and resource support
- Empower youth and women through skills development and sustainable income-generating activities that strengthen local livelihoods
- Strengthen community resilience in wine farming areas by addressing social and economic vulnerabilities
- Create measurable and lasting socio-economic impact, contributing to sustainable long-term outcomes.

## ELIGIBILITY CRITERIA

Applicants must:

- Be a registered Company, NPO, NPC, Trust, Cooperative, or Community-Based Organisation
- Directors must be South African citizens with valid identity documents
- Operate within or directly benefit wine farming communities
- Demonstrate sound governance and financial management
- Have proven implementation experience

## REQUIRED DOCUMENTS

Applications must include:

- Proof of registration as an entity
- SARS Compliance Certificate
- Organisational profile
- Project proposal (including a detailed budget, clear implementation timeline, and Monitoring and Evaluation (M&E) framework).
- Reference letter(s) confirming successful implementation of similar projects, where applicable, including contactable references.

## APPLICATIONS

Proposals for funding should be done by filling out the following online application form: [CALL FOR PROPOSALS: SOCIO-ECONOMIC DEVELOPMENT INITIATIVES IN WINE FARMING COMMUNITIES.](#)

The form also makes provisions to upload all the required documents. Documents submitted via email will not be accepted.

The closing date for applications is on the 3<sup>rd</sup> of November 2026.

## QUERIES AND REQUESTS FOR ADDITIONAL INFORMATION

For any queries or additional information, please contact the NAMC support team at [EUWine.Project@namc.co.za](mailto:EUWine.Project@namc.co.za).

We are available to assist applicants throughout the application process.

National Agricultural Marketing Council  
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