

A Case Study of Aspects in Liquor Sales in Port Elizabeth, South Africa

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ABSTRACT This paper seeks to bring an understanding to the legal challenges faced by the people from previously disadvantaged communities who intend to get involved in the liquor industry as retailers. The ecological theories underpinned the study. A qualitative approach was used to answer to the research questions. One focus group with 10 participants was done and 6 individual interviews were done to collect data. Snowball sampling was used to identify the participants. Data was analyzed through categorizations of the themes that was evident from the interviews. The main finding was that most of the illegal traders were being supplied the merchandise from people who had trading licenses. This paper concludes that illegal retailers should be helped with facilitation of obtaining liquor trading licenses. The paper recommends awareness and advocacy on acquiring trading licenses for those who are interested in trading in the liquor industry.

INTRODUCTION

It is common knowledge that alcoholic beverages have been consumed in many societies for thousands of years. Evidence of alcohol consumption is recorded in a number of Biblical verses (Ephesians 5: 18, Proverbs 20: 1, Galatians 5: 21, Proverbs 23: 29-35, 1 Timothy 5: 23, 1 Peter 5: 8). Therefore, alcohol discussions are not new topics. As the industry has developed to what we know it to be now, regulatory measures are put in place to control the people's alcohol consumption so that they can consume conscientiously. However, there are many issues that the liquor industry often grapples with in relation to its regulatory framework. For example, there are problems that are associated with licencing and regulation compliance as the research findings revealed in this study. There also are challenges relating to age restrictions, trading hours, jurisdiction or place of trading, policing and law enforcement capacity. Hence, this paper has assessed the socio-economic implications of liquor industry in the lenses of legal structure. Section 25 of the Constitution affirms that everyone has the right to choose trade freely. This implies that one can choose to be involved in a business of their choice at free will and are allowed by the law to do so.

In terms of manufacturing and trading, the Constitution of the Republic of South Africa of

1996 allows liquor that regulations are put in place for traders to follow. Hence, Part A of Schedule 5 of the Constitution provides for legislative and regulatory framework on liquor licensing, its distribution to the consumers and administration thereof is done at local, provincial and national levels to allow for functional system that is monitored at every structured level of the society.

Liquor Act of 2003 was enacted in order, among other things, to maintain economic unity within the liquor industry. Chapter 2 of the Liquor Act provides for the national liquor policy and prohibits for example, the supply of liquor to minors and illegal trading in terms of section 2. Chapter 3 stipulates further, the requirements for registration as a manufacturer or distributor. The amendments to the Liquor Act have, *inter alia*, catered for the prohibition of the supply of the liquor to minors, restrict the advertisements, and provide for auxiliary conditions to grant liquor licenses and make new liquor related offences as stipulated in the Liquor Amendment Bill of 2016. Furthermore, the restriction of trading hours is provided for in terms of trading liquor within certain radius, trading days and hours for the distribution and manufacturing of liquor.

At the provincial level the Eastern Cape Liquor Act, No 10 of 2003 was promulgated to make provision for registration of retail of liquor

in the Eastern Cape, micro-manufacturing of liquor, encourage and support the liquor industry, manage and reduce the socio-economic needs, but also control the excessive alcohol consumption by creating a user friendly environment for both producers, distributors and consumers of liquor as required by section 2 of the Eastern Cape Liquor Act. Clearly, the legislative framework in which liquor industry operates at national, provincial and local levels had in mind the socio-economic needs of the society. However, this paper investigates the extent to which consumption of liquor is effectively regulated at both micro and macro levels.

It has been contended in the National Liquor Policy of 2016 that there is a lack of coordinated policy and incoherent liquor regulation in South Africa. It must be accepted that, like other industries, the liquor industry operates in intertwined structures.

The Liquor Industry Is Not Yet Transformed

The National Liquor Policy of 2015 envisaged to fix the liquor policy through amending the Liquor Act in 2016. However, it has been acknowledged that transformation of the liquor industry in South Africa has taken a slow pace (Padayachee and Pillay 2016). This paper refers to section 34A Liquor Amendment Bill of 2016 which provides for criminal and civil liability to manufacturers and distributors who distribute liquor to unlicensed premises. For example, the manufacturer, distributor and unlicensed person can be jointly and severally liable for any harms or damages caused as a result of the supply of liquor to unlicensed premises. Moreover, investors, manufacturers, distributors and legal traders can also be severally and jointly liable for any harms and damages caused as a result of supplying liquor outside trading hours in terms of sub-sections 3 and 4 of section 34A. Davies has raised concerns that the application of section 34A is not supported by stakeholders in the industry (Davies 2017). This is contrary to the constitutional rights mandate as expressed in the purpose of the 2016 amendments whose purpose are to deal with, among other things, the social ills pointed out in the research findings. The transformation of the liquor industry as raised by respondents in this study and issu-

ance of the Broad-Based Black Empowerment level of compliance including the combating the socio-economic harms in terms of the Liquor Amendment Bill remains uncertain.

Trading Licenses

Obtaining trading licences of liquor is associated with bureaucracies and corruption practices. Chapters 2,3 and 7 of the Liquor Act provides for the regulation of manufacturing and distribution of liquor, as well as, registration as manufacturer or distributor of liquor, while compliance and offences and penalties for non-compliance are dealt with under chapters 4 and 5 of the Liquor Act. But, the findings from the data have revealed that loopholes in legislation allows the informal distribution and manufacturing of liquor to flourish. For example, the owner of a valid licence can allow the use of such licence by multiple traders for more economic gain. Equally, the informal liquor retailers or “She-beens”, are the major targets of the law enforcement agencies. This has created unhealthy relationship between the designated inspectors or police officials and the informal traders or distributors during inspection processes.

The failure to align the laws and policies with-in socio-economic realities of the underprivileged communities in the Northern Areas of Port Elizabeth in South Africa for example, has increased police harassment in terms of liquor stock confiscations, fining, corruption which turn out to be unpredictable business expenses for informal traders as these expenses are managed through evasive strategies and tactics (Charman et al. 2013).

Ecological Theory

This theory postulates interdependence and relationships between different organisms (including human beings) and their physical environment. These relationships are seen holistically. It further maintains that every part together with all other parts ensure the survival of the whole. When the relationship and cycles within the whole are in harmony, the whole can be sustained. The interdependence and the relationship between human beings and their ecological interactions in the social environment pro-

vide examples in this regard. Proponents of this theory postulate that ecological conflict occurs when the relationship and interdependence between different organisms, including people and their physical environment, is disturbed, in this way threatening the recovery of the entire system and subsystems within it (Kirkman 1997: 375; White et al. 2006, Kalenga and Fourie 2012).

Ecological intervention therefore implies procedures or techniques that are designed to reorient, harmonize and modify relationships and cycles, as well as foster interdependence within systems for self-sustainability (Meyer 2001). Costanza (1998: 266), and White et al. (2006) also indicate that ecological intervention embraces the notion that it is impossible to understand the meaning of persons or systems in their context, unless, for example, the supplier and the retailer develop shared criteria for their definition. The source adds that ecological intervention embraces the notion that the varieties of different features in the environment affect both supplier, retailer and consumer.

White et al. (2006) state that in an ecosystem the components behave in ways that keep them completely together and they move towards the goal or destiny. In nature, plants, animals, air, water and earth keep each other alive and flourishing. Should an imbalance or disruption occur, the system might find a way of healing itself to maintain the ecosystem! In terms of systems, this balance must be looked at holistically. In ecosystems, natural elements interact to form an integrated complex of mutual dependence. From the giving and taking that goes on constantly within ecosystems comes sustained life, through relationships that give the inert parts their meaning and function. From the observation of an atom, we can say that it is alive because it sustains itself in forces pulling and pushing its parts, which ultimately becomes a whole. The existence and survival of the whole depends on relationships of its parts.

Human beings are made-up of complex systems. Our components are interdependent and one system cannot function without the other. Despite the changes, we seek to maintain the same pattern. Should there be a break down in one part of the system, another part will try to replace it, so that the living pattern can be balanced and maintained. 'What defines a system

is the interdependence of its parts and its will to keep functioning, to stabilize itself, to support the other components and to coerce them to carry on in whatever role they play' (White et al. 2006). Therefore, to maintain the balance, all systems operating around the liquor industry must work together so that the legal rules can be adhered to in order to have a well regulated industry and that will lead to a stable trading environment.

After thorough reading of literature, the following research questions emerged:

Research Questions

- ♦ What are the defect in the regulatory framework that allows for illegal trading?
- ♦ How can advocacy and awareness improve legislation adherence?
- ♦ Why do we have illegal traders in liquor industry?

Aims and Objectives of the Study

- ♦ To find the defect in the regulatory framework that allows for illegal trading.
- ♦ To find ways of raising awareness and improve legislation adherence.
- ♦ To find reasons for having illegal traders in liquor industry.

RESEARCH METHODOLOGY

A qualitative approach was used to answer to the research questions. Patton (2001) indicates that qualitative research methodology involves an interpretative naturalistic approach. This statement implies that qualitative researchers study phenomena in their natural settings, attempting to make sense of, or interpret phenomena in terms of the meanings people bring to them (Patton 2001: 39; Denzin and Lincoln 2008). This study therefore sought primary data from people who are directly involved with the subject in focus. One focus group with 10 participants was done and 6 individual interviews were done to collect data (Chimbala and Ndimurwimo 2019). Snowball sampling was used to identify the participants. Due to the nature of the study, we went into a community in the Northern Areas of Port Elizabeth that is believed to have excessive trading and drinking of alcohol

among the formerly disadvantaged communities. Upon arrival at one illegal trading shop, we were referred to other illegal trading shebeens that we were not aware of. Thus, we had 10 participants who agreed to be interviewed together in focus group. This was advantageous to the researchers because the participants could add on another person's thinking or idea. Which made us conclude that the issues we were searching answers for were not in isolation. The participants who wanted to be interviewed individually were given the opportunity and due respect for that option. Issues of confidentiality were strongly adhered to, to protect the identity of the participants (Creswell 2015). Therefore, the names which are used in this study are not the real names of the participants.

Data Analysis

Data analysis allows the researchers to immerse themselves in the collected information for thorough understand and to sieve out what is not applicable to the study, to allow for material that is relevant to is specific research. Therefore, the collected data was analyzed and categorized as follows:

Loopholes in Legislation

Much as we can talk about empowerment in the liquor industry, chances of achieving transformation is very slim. The reason being, there is no ownership of the liquor brands by local people, hence, the loopholes in legislation is evident because the patents cannot legally be changed. However, transformation can only happen in terms of distribution and sales of liquor products. Therefore, in terms of the transformation, South Africans are not the bigger players because they are at the bottom of the foot chain whereby they cannot be involved in the production of liquor but can only be involved in distribution and retailing of the products. Empowerment issues are real because of lack of transformation, monopoly of the industry by the whites and local brew is not legislated.

Discussions in the focus groups alluded to the following:

"Our people are only involved as drivers and retailers. We are not the players in the production of liquor."

"By law, these brands have been patented, and there is no way of dissolving the patents to incorporate ownership of the brands for the sake of transforming the industry so that people from the disadvantaged backgrounds can be incorporated as top players in the liquor industry".

"What actually is sold is not really the contents in the bottle, it is the brands for example, Amstel, Heineken, Castle Lager etc."

Illegal Trading to Facilitate Quicker Sells of Alcohol

Illegal trading is common! People in the liquor industry may own more than one outlet or establishments on one licensing document. This idea came out strongly from the participants.

Mr Mangubane said the following:

'Since my sister who has a license started having too much alcohol to sell, she started giving me to help out because I was just sitting at home and not doing anything. I was just depending on the social grant from my children and pension money from my mother. Now we have a business of the shebeen at home. Things are far better than they were before.'

Mama Ntombizanele added the following:

'I did not know that it is illegal for me to sell alcohol because I am helping my uncle and he is paying me for the job'.

Mr Banda said the following:

'Yes, even if you say that we are trading illegally, at least we have food on the table, and we do not care about the police'.

Mr Zane alluded to the following:

'The police are not really a problem, because they also drink. So when they come we just give them some alcohol and they leave us alone'.

Since this is what is happening, there is a big problem of regulating and enforcing the laws relating the liquor industry. The unemployment rate is draining the Department of Social Welfare. If the liquor industry is boosting the economic status of people who survived through the illegal liquor trading, then there is a clear tension between law enforcement agencies and the community they serve. The fact that the law enforcement agents are being bribed by illegal liquor traders by offering the police with alcohol

is causing a danger to the community as well as physical and mental wellbeing of the law enforcement agents. There must also be a legislation on regulating how much liquor an individual license owner should be supplied at the time in order to avoid sub-retailing in one particular license.

Socio-economic Challenges Leading to Illegal Liquor Trading

Unemployment is the biggest challenge to survival. In our previously disadvantaged communities, such, that most of the people survive through social grants. Therefore, there is a big drive towards making ends meet. Such that even those who never thought that they can sell liquor illegally are being drawn into the industry as a means of survival and a way of uplifting their standards of living. In the focus group the following was stated:

'When you notice that some people are getting rich because of the loophole stated in the licensing, why should you now sit and watch instead of joining them. I know how people were suffering without jobs and many children to how things are better now. We could not just sit and watch! When they asked as to help them sell the liquor in our houses we said yes without hesitation'.

'We all have bills to pay that we could not afford to before. Now we easily go for shopping and buy what we want. Things are better now'.

Others said the following:

'We did not know how to pay school fees in the former model 'C' schools where we took our children until now. Now we receive the school fees statement without panicking because we can afford it. And our children can go to good schools'.

Another participant stated that:

'We do not understand why the police are closing down the shebeens while we do not steal. We do not consider owning a shebeen without a license as a crime. We know the criminals in our community, so the police cannot come and start harassing us as criminals'.

Mr Hlobo stated that:

'Instead of being harassed by police, is it possible to come to us with application forms for liquor licences and take us through the application process so that we can acquire the

liquor license and trade without fear and harassment'?

Mama Xaba said the following:

'Illegal traders seem to get away with rules and regulations stipulated in the liquor license, that we end up with the social ills in our communities that are related to alcohol such as, underage drinking, pregnant women drinking leading up to the foetal alcohol syndrome, road accidents etc. this happens because illegal traders have nothing to lose as they have no consequences of selling liquor to minors or anyone who has drunk excessively and may be a danger to members of the community'.

Education is a key factor. If the participants said that they should be helped in filling the application forms in order to acquire liquor trading licenses, it means that the process itself is not user friendly. People do not understand why they are working so hard to provide for their families and end up being in prison for illegal trading of liquor. While it is not about paying bills and providing for the family, rather is about abiding by the rules and regulations despite ones' economic status.

Association with Advertisements

What is advertised on billboards, radio, television and newspapers are meant to make people want to consume alcohol, and responsible drinking is written in fine print. This implies that people that are weak in term control for alcohol consumption are left with no mechanism to fight the urge to consume alcohol.

Michael said the following to this effect:

'I am a man, at the end a hard working day I must drink and my neighbour sells liquor next door. So I go there to drink'.

What this participant said is result of what people read or hear on the advertisement posts on every medium and somehow obey what they read as a norm.

Lona also added that:

'People! The advertisement of liquor is posted right in front of my house because there is a trading place there. So how do you expect me not to follow what they say? I never used to drink until I felt that I falling behind, everyone else was drinking'.

Suzie added:

'Have you seen that all the people who are on adverts are celebrities? If those celebrities have made it while drinking so can I. Every soapie like Isidingo has successful drinking'.

These statements pose a serious challenge to control responsible drinking when people feel that if they are drunk (which might lead to excessive drinking) then they fall into the category of the successful people that they have seen on the advert. It has also become clear that the target group has widened to include young adult males and females. That shows that these young men and women are likely to continue drinking in their mature age as a societal norm. If these adverts are in peoples' neighbourhoods, everyday television advert, newspapers and radios put the both legal and illegal traders in business, such that it is not easy for anyone distinguish who trades without license or to allow for community participation to enforce the law.

Challenges with Underage Drinking

To stop underage drinking when the ecology of the children suggest that it good to get drunk excessively becomes a very difficult challenge. Most of the children start drinking when they are very young, with or without the permission of the parents.

A teacher in the research site suggested to the following:

'How do you expect them not to drink when the parents are always drunk? And in most cases, some homes are shebeens!'

A deputy principal of a school said the following:

'There was a day when we took the children for an excursion. When we returned all children were collected by their parents except for one. I called the parents, but got no response. I went home with 5 year old that was not fetched by the parents. The weekend passed without an inquiring on the where about of the child. On Monday after school I decided to take the child to his home with the help of older children. When I arrived, I found the parents too drunk to notice me. And the home was a shebeen. I left a message with the neighbour and told them that when they are sober, they must come and see me. When they come, they said that how do you expect us to pay the school fees without a

job, so we helping our friend to sell alcohol so that we can have enough money to pay school fees'.

Much as it is a right of the child to be protected by the parents in terms of Section 28 of the constitution and the Children's Act of 2005, unemployment has made people to do whatever they can in order to survive while their children's rights are being compromised.

Traditional Breweries

Most of the African tribes have their own traditional beer that is done through indigenous knowledge sciences but it is not recognised as a legitimate industry, hence it stands as an inferior product to the imported liquor which frustrates the traditional brewers who have lost clientele to foreign liquor products.

One focus group deliberated as follows:

'We have been brewing and we were economically viable. We did not depend on the government grants to feed our families for many generations. Now we are in a situation that suggest that we are unemployed and need the government social grants. This is very frustrating and humiliating. It is like the government is saying that we cannot survive without the social grants. And not one person has ever asked us on how we used to live before they categorised us as unemployed and requiring social grants like we do not think.'

'There is also a perception that suggest that we are very lazy and that we do not know what to do, and yet our traditional brews have been undermined and considered as inferior to the imported liquor, which leaves us without sells even if we brewed. Can the government do something about this situation?'

'Sometime it is very shocking to see products that we know to be ours being patented by foreign people, and when we read how it is made we find that it is our product for many years. How can we rectify this situation?'

'Traditional healers have recognition from our government, but the traditional brewers do not have the same recognition. Why? This means that the loss of faith in our industry starts from government itself, and leaves us with nothing to do but categorised as unemployed. It is not fair!'

Socio-economic status of the people as being considered as unemployed, does not seem to worry the South African government and it is taken as an acceptable situation and social grants are given to the children who are under the age of 18 and those that have reached pensionable ages. However, it is clear that some people feel robbed or feel that the foreign products have overtaken their industries. In situations where people were self-reliant, now they feel that they must rely on government and some people feel that it is unacceptable.

DISCUSSION

The Eastern Cape Liquor Act of 2003 was amended by the Eastern Cape Liquor Act of 2018 which was approved by the Premier with effect from 1 April 2021. the Eastern Cape Liquor Board is empowered by law to register the retail sales of liquor in the Eastern Cape Province and is supposed to encourage and support the liquor industry and manage and reduce the socio-economic effects of excessive alcohol use. However, the new Act has sought to streamline the roles and responsibility of the liquor industry by taking into consideration the roles that municipalities must play in line with the Spatial Planning and Land Use Management Act 16 of 2013. The new Act requires that applicants submit with their application for registration proof of compliance with municipal requirements (Daily Dispatch 2021).

Amongst other issues being addressed by the new legislation is transformation of the sector to bring more previously disadvantaged persons into the mainstream of the liquor industry and to ensure that public interests are taken into account in the consideration of applications for registration. An application for a liquor license must be on the prescribed form and must be accompanied by a detailed written motivation in support of the license application in terms of Part 3 of the 2018 Act. However, the detailed requirements that must accompany the application and paying fees defeat the main purpose of the Act because of not being user friendly to the poor communities (Daily Dispatch 2021).

The main data finding was that most of the illegal traders were being supplied the merchandise from people who had trading licenses due

to the fact that the suppliers off loaded large quantities they could not manage to sell before the required time of paying the money for purchase because it was being supplied on credit, and they were mandated to pay at the end of the month. This happens because there are defects in the liquor regulatory framework that allow for illegal trading of liquor to flourish. The research findings have shown that the booming of illegal traders in liquor industry are linked with many challenges, but mostly, the socio-economic challenges. Suppliers in the Northern Areas of Port Elizabeth are located at the bottom of the liquor supply. The challenge faced by the liquor industry of balancing the economic viability and illegal trading of liquor in the Northern Areas of Port Elizabeth must not be undermined. For example, illegal licensing or informal trade of liquor offers persons who are unable to get employment in the formal sector the opportunities to engage in the economic activities in order to generate income to support their families. Therefore, understanding legal challenges in operating in the liquor industry and the plight of informal liquor traders can help to deal with the socio-economic challenges of the underprivileged communities not only in the Northern Areas of Port Elizabeth but also at provincial and national levels.

The proposed amendments to the Liquor Act have been criticized for not considering the far-reaching socio-economic implications (Padayachee and Pillay 2016). The most controversial issues include: the powers given to the Minister of Trade and Industry to determine restrictions on advertising and marketing liquor products, prohibition of sponsorship and promotion of liquor, liability accrues to manufacturers, distributors and traders for harm or injuries caused by intoxicated persons, reduction of availability of liquor by restricting trading days and hours, raising the minimum legal age in terms of purchase and consumption and location of liquor premises to be at least 500 meters from the public and recreation centers premises.

It must be emphasized that the proposed amendments must be analyzed in the context of their impact on formal and informal liquor businesses, national economy and responsible alcohol consumers. The laws and policies on liquor must be designed to cater for the socio-

economic needs and be able to harmonize the informal and formal liquor trading industries while striving for true transformation of the liquor industry.

Looking at the ecological terrain in which we are hoping to have transformation, empower and involvement of the previously disadvantaged groups as brewers and top managers, in essence the environment does not allow for a majority number of the people being big players in the liquor industry. But, it allows them to be incorporated at distribution and retailing of liquor products due to the nature of the industry that is owned and patented to individuals. Although we are bombarded with alcohol adverts every single day and looks like it is a space that allows for absorption of the people from the previously disadvantaged groups as big-league players in the industry, such an idea remains legally a fallacy.

The cry for African Indigenous Knowledge Systems in terms of the brewing science is necessary for emancipation of the local people. That will take away the frustration that has come as a result of being categorized as unemployed and waiting for social grants which is not even enough for many to live on. So for people that considered themselves as brewers are now waiting to be feed by the government by default, because people feel that they made more money when they were brewing and selling to the local people as a way of earning an income. Frustration as also risen from the fact that they can no longer continue with their industries but wake up every morning with nothing to do. It is human desire to have something through the day and look back on the daily accomplishments. These forms of frustration might be the very source of alcohol abuse.

CONCLUSION

This paper concludes that instead of the law enforcement agents raiding the illegal traders trading places, the illegal traders must be helped with facilitation of obtaining liquor trading licenses. To avoid the problems mentioned earlier, this paper suggests that more funding must be made available in training more law enforcement agents. People within the communities who are willing to be trained as law enforcement agents must be offered the opportunity to en-

gage in the process of policing illegal liquor trading. This could help to reduce the high level of unemployment rate. The informal suppliers of liquor must be encouraged to apply for liquor trading licenses and abide by the regulations stipulated by government. This will result in improving their economic sustainability and make a better living. The legislation on alcohol must cater for the socio-economic needs. It must be able to harmonize the informal and formal liquor trading industries to strive for transformation of the liquor industry.

RECOMMENDATIONS

The paper recommends the following:

The South African government must initiate awareness and advocacy on acquiring trading licenses for those who are interested in trading in alcohol in order to meet their socio-economic needs. There must be improvement and efficiency in law enforcement to allow for more community policing. In addition, user friendly application forms must be formulated to allow for a more inclusive way of accessing the liquor license. There should be a more lenient system that facilitates a quicker process to acquire liquor licenses in line with the requirements of the new Liquor Bill.

No underage child must be allowed to purchase alcohol from any outlet to stop underage drinking.

Civil society organisations must design and implement parental awareness and education on the danger of sending underage children to purchase alcohol.

Purchasing of home consumption alcohol must be limited to control home storage to avoid children from accessing alcohol from their homes. Stored alcohol is a route for excessive alcohol consumption. Moreover, excess alcohol from family functions must be returned to the outlet shops to avoid underage drinking and excessive consumption of alcohol.

The law must be enforced in terms of the quantity that is allowed to be supplied to a community outlet to avoid retailers being put in situations where they give to people who do not have trading licenses.

Aggressive advertisements must be controlled. Education in terms of procedures on al-

cohol trading must be instituted in user-friendly form to allow for quick impartation of knowledge on liquor trading permits. The local population must have access to liquor shareholding to allow for economic emancipation. Advocating for the amendments of the intellectual property laws due to the fact at the moment, raw material for liquor production is locally acquired but the finished product is patented as foreign industry. Therefore, foreign patented liquor must be mandated to allow local people to be shareholders.

Imported liquor must be heavily taxed to promote the local industries. Traditional brewers must be trained to package their local alcohol so that it can be elevated to be sold in the local and international markets. Therefore, local brew must also be legally regulated.

Traditional brewers must have legal entity that allows for control of the process of the production so that they can be recognized as legitimate producers of alcohol to boost the indigenous knowledge sciences. Patenting must be done to the whole community to stop the looting of African knowledge sciences.

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