



entwine australia

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Overview

- The case for an environmental assurance scheme
- The scheme
- Australian Wine Carbon Calculator

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Market Access

- Marks and Spencer
 - Plan A (there is no plan B!)
- Tesco
 - Nature's Choice
- Wal-Mart
 - Sustainability Index
- GLOBALGAP
 - Formerly Eurepgap






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International Initiatives

Sustainable Winegrowing New Zealand



- SWNZ
 - Provide a "best practice" model of environmental practices in the vineyard and winery
 - Guarantee better quality assurance from the vineyard through to the bottle
 - Address consumer concerns in matters pertaining to the environment and winegrape production
- Commenced 1997
- Owners
 - New Zealand Winegrowers

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International Initiatives


California Sustainable Winegrowing Alliance



- Establishing voluntary high standards of sustainable practices to be followed and maintained by the entire wine community
- Enhancing winegrower-to-winegrower and vintner-to-vintner education on the importance of sustainable practices and how self-governing will enhance the economic viability and future of the wine community
- Demonstrating how working closely with neighbors, communities and other stakeholders to maintain an open dialogue can address concerns, enhance mutual respect, and accelerate results
- Commenced 2001
- Owners
 - Wine Institute and the California Association of Winegrape Growers

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International Initiatives




Integrated Production of Wine South Africa

- Integrated Production of Wine (IPW) is a system whereby Mother Nature is employed to her full potential with as little human interference as possible.
- Commenced in 1998
- Owners
 - The Wine and Spirit Board; ARC Infrutec – Nietvoorbij; the Cape Wine Cellars Committee; the Association of Cape Estate Wine Producers; the Independent Vignerons; the KWV; IP Deciduous Fruit Producers' Trust; the Cape Wine and Spirit Institute; the National, Western and Northern Cape Departments of Agriculture; the University of Stellenbosch; the Fertilizer Society of South Africa; the Plant Protection and Animal Health Association (AVCASA); Wines of South – Africa; WineTech; the Wine Marketing Association (WMA); the South African Society for Oenology and Viticulture; the Eisenburg Old Boys Union and the League for Viticulture and Oenology Students of the University of Stellenbosch. The South African Wine Industry Council. (SAWIC), which was recently created, is also a staunch supporter.

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Wine of Origin and IPW



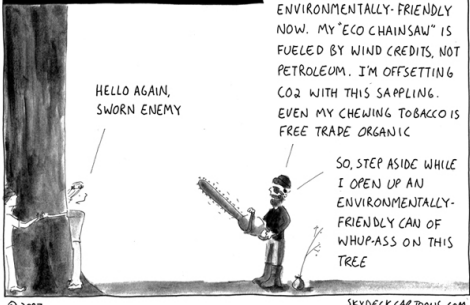
- Launched 26 August 2009
- While some other countries have sustainability accreditation and are introducing seals on a limited scale, no other country has the ability to introduce and certify sustainability nationally through a government agency like the Wine and Spirit Board.
- This is another big step forward in South Africa's eco-friendly practices and a world first. Not only are we certifying the integrity of the wine in terms of vintage, variety and origin, but also both the sustainability of the production and traceability.

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Deliberate break from PowerPoint

BRAND CAMP by Tom Fishburne

THE ART OF GREENWASHING



HELLO AGAIN, SWORN ENEMY

AU CONTRAIRE, I'M ENVIRONMENTALLY-FRIENDLY NOW. MY "ECO CHAINSAW" IS FUELED BY WIND CREDITS, NOT PETROLEUM. I'M OFFSETTING CO2 WITH THIS SAPPLING. EVEN MY CHEWING TOBACCO IS FREE TRADE ORGANIC

SO, STEP ASIDE WHILE I OPEN UP AN ENVIRONMENTALLY-FRIENDLY CAN OF WHUPASS ON THIS TREE

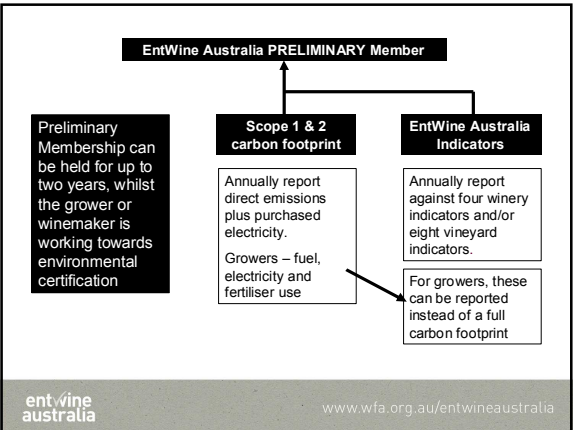
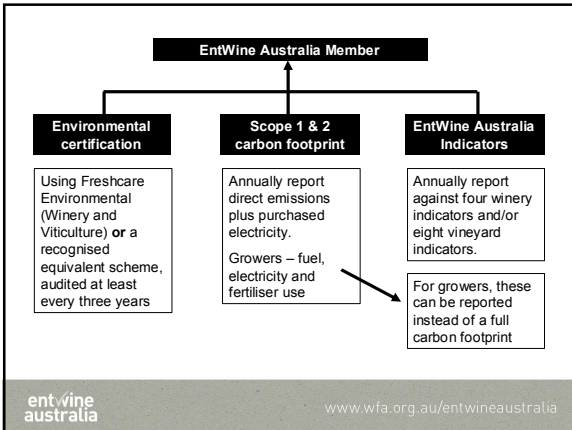
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EntWine Australia



- Voluntary environmental assurance scheme for the Australian wine industry
- Builds on Australian Wine Industry Stewardship (AWIS)
- Both grapegrowers & winemakers can become members of the program
- To be launched over the coming months
- Owned by Winemakers Federation of Australia

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Member benefits

- Recognition for environmental commitment
- Web-based, searchable Member register that can be accessed by consumers retailers
- Use of logo, subject to guidelines
 - Full members can use the logo
 - On websites and correspondence
 - On the bottle if the wine is produced in a Member winery and at least 85% of grapes used in making the wine come from a Member vineyard
- WFA seeking equivalence with similar programs through FIVS
 - International alcoholic beverage trade association

EntWine Australia Indicators

- Wineries:
 - Tonnes of grapes crushed
 - Total winery water use
 - Total wastewater and liquid waste generated in kilolitres
 - Percentage of solid waste that is recycled
- Vineyards
 - Tonnes of grapes produced
 - Area under vine, excluding headlands
 - Electricity use
 - Total water use
 - Total nitrogen applied
 - Total unleaded petrol use
 - Total diesel use (excluding biodiesel)
 - Total LPG use

Australian Wine Carbon Calculator

- Based on the International Wine Carbon Calculator
- Modified to use Australian Government emissions factors instead of generic international factors
- Available on the WFA website
- Ongoing project with users to recommend modifications and improvements
- International Wine Carbon Protocol and Calculator being used as basis for OIV carbon footprint protocol

Acknowledgements

- Amy Russell, TQA Australia
- Members of the Wine Industry National Environment Committee
- Participants in the pilot workshops