

Biodiversity Benefits for Jacob's Creek

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True Character

Orlando Wines Facts

- 120-130Kt pa
- 300 external growers (1=10t and 1=8500t)
- 15% from OW vineyards (80% from 3 sites)
- Remaining tonnes: half from 15 growers

- How do we generate impetus for change?

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Jacob's Creek: Vineyards

- ISO 14001 – EMS in place for 7 years
 - First corporate members of Entwine Australia
- IPM strategies & no broad spectrum insecticides
- Zero tillage
- Sheep in vineyards over winter
- Mulch

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Jacob's Creek: Precinct

- Began simply: clean creek line
- Site analysis – Initial
- Concept developed
- Objectives set
- Key Projects started
- Site analysis – Continuing
 - Evolving & dynamic



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Site Analysis: Initial

- Identify strategic zones:
 - Topography
 - Flora & fauna
 - Land use
- Identify potential opportunities
- Concept

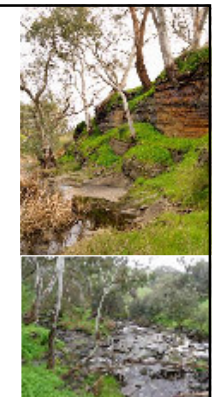


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Concept Plan

- Improve catchment biodiversity & ensure a healthy water way
- Demonstrate environmental leadership

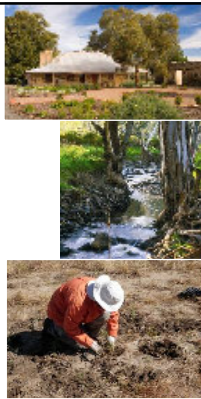
- Use holistic approach
- Foster local involvement



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Objectives

- A healthy waterway
- Jacob's Creek = Our place
 - Add to visitor experience
 - Engage staff & community
 - Projects with historical focus
- Ownership ensures viability



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Site Analysis: Continuing

- Waterwatch
- Reviewing stock levels in catchment
- New opportunities



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Jacob's Creek: Brand Level

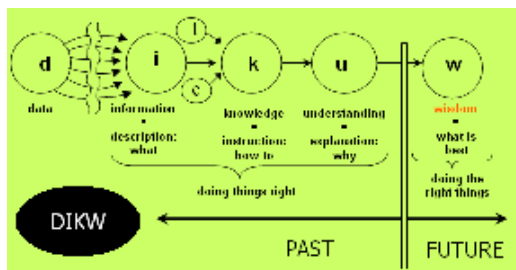


- 5S & Lean Management
 - Minimised waste, reduced consumption
 - Performance targets by 2012
- Pesticide use - online
- Rollout Entwine Australia & Freshcare
 - 100% by V12
 - Biodiversity & Resource Use

entwine
australia

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WAKE UP!!

- Be passionate
- Act now
- Take that first step
- Benefits will exceed expectations

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Websites for further interest ...

- ABC Radio National ... All In The Mind (4th Sept)
 - <http://www.abc.net.au/rn/allinthemind/>
- Emeritus Prof Al Bartlett speech ...
 - www.albartlett.org/presentations/arithmetric_population_energy.html
 - www.albartlett.org/articles/art_forgotten_fundamentals_part_4.html
- AWITC 14 Presentations (after 11/10/10)
 - http://www.awri.com.au/industry_support/awitc_presentations/

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