

# LEADING THE WAY WITH REGIONAL ENVIRONMENTAL PROGRAMS

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## Cowra Wine Region



## Cowra Wine Region

- Wine Region has approx 40 vineyards with 1709ha under vine
- The region's greatest production was in 2005 with 24,573 tonnes harvested
- This has decreased with the 2009 vintage down to 11,493 tonnes
- 25% of labels in region either organic or in conversion

## Environmental

***"To produce wine of regional character with the least environmental impact of any region in Australia".***

### Weaknesses

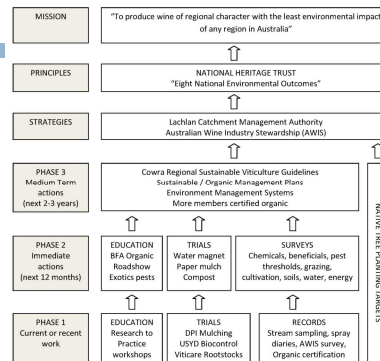
- Communication channels and responses were extremely weak.
- Greenie inspired wild goose chase
- \$\$\$\$\$\$ Funds were limited

## Environmental

### Strengths

- small and united region
- Young People
- Region has already achieved much
- Relationships within Wine Industry and outside industry (Catchment Authority & Council)

## Cowra Sustainable Partnerships



## Other Initiatives

- **PROBLEM – 25,000 cubic metres of green waste and unable to get rid off it**
- Solution – worked with local vineyards to utilise this waste which linked in with study that the region had performed with NSW DPI over 3 years
- Council now has waiting list
- Council looking to improve product

## Other Initiatives

- **Compost Cook Off – Involving the regions**
- 4 Wine Regions in the Central Ranges made compost using council green waste as major product
- Compost judged
- Schools Engaged in Project
- Finished with Compost Ball
- Next Year – Compost Challenge

## Other Initiatives

- Link in with Regional Website Sales
- 4% of gross sales from the website for a regional environmental cause
- Involved in Winecause Cellar Door where environmental cause is promoted and encouraged
- [www.winesofcowra.com.au](http://www.winesofcowra.com.au)