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**wfa** Winemakers' Federation of Australia

**5<sup>th</sup> Australian Wine Industry Environment Conference**  
**International Trade, Marketing, Value Chain Analysis**



**wfa** Winemakers' Federation of Australia [www.wfa.org.au](http://www.wfa.org.au)

**Overview**

- The 'Environment' in 2007
- The 'Environment' in 2009
- Australia's response
- Our sphere of influence
- Our call to action



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**The 'Environment' 2007**

- Walmart 'greening' could have huge impacts
- Marks & Spencer launches 'Plan A' – a £200 million 'eco-plan'
- Tesco carbon rating to force greener processing
- Netherlands to launch carbon-based packaging tax
- The W.R.A.P. Wine Initiative: More bulk, less bottle
- Big companies shamed for over-packaging
- Food miles debate reignited by climate change report
- UK research casts doubts on environmental claims




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**The 'Environment' 2009**

**Government**

- CPRS in Australia
- Copenhagen
- National Pollutant Inventory
- National Greenhouse & Energy Reporting Scheme
- National Packaging Covenant
- CEEV



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**The 'Environment' 2009**

**Gatekeepers**

- Waitrose
  - 'carbon cutting' wine range
- Walmart
  - sustainability index
  - not mandatory, but rankings signal intent
- Tesco
  - 500 products carbon labelled by year-end
- Coles / Woolworths

Sustainability Index Version 1.0 Supplier Questions	
<b>Energy and Climate</b> <i>Reduce energy costs and greenhouse gas emissions</i>	1. Have you measured your corporate greenhouse gas emissions? (Y/N) 2. Have you opted to report your greenhouse gas emissions to the Carbon Disclosure Project (CDP)? (Y/N) 3. What are your total greenhouse gas emissions reported in your most recently completed report? (Enter total metric tons CO <sub>2</sub> e, e.g. CDP6 Questionnaire, Section 2b) 4. Have you set publicly available greenhouse gas reduction targets? If yes, what are those targets? (Enter % or # and target date; 2 fields or leave blank)
<b>Material Efficiency</b> <i>Reduce waste and enhance quality</i>	Scores will be automatically calculated based on your participation in the Packaging Scorecard, as well as number of products returned, damaged and/or recalled. 5. If measured, please report total amount of solid waste generated from the facilities that produce your product(s) for Wal-Mart Inc for the most recent year measured. (Enter total lbs or kilograms) 6. Have you set publicly available solid waste reduction targets? If yes, what are those targets? (Enter % or # and target date; 2 fields or leave blank) 7. If measured, please report total water use from the facilities that produce your product(s) for Wal-Mart Inc for the most recent year measured. (Enter total gallons or liters) 8. Have you set publicly available water use reduction targets? If yes, what are those targets? (Enter % or # and target date; 2 fields or leave blank)
<b>Natural Resources</b> <i>High quality, responsibly sourced raw materials</i>	9. Do you know the country of origin for 100% of all of the materials or components that are purchased directly to make your final products? (Y/N) 10. Have you established publicly available sustainability purchasing guidelines for your direct suppliers that address issues such as environmental compliance, employment practices, and product/ingredient safety? (Y/N) 11. Have you obtained 3rd party certifications for any of the products that you sell to Walmart? If so, from the list of certifications below, please select those for which any of your products are, or utilize materials that are, currently certified.
<b>People and Community</b> <i>Responsible &amp; ethical production</i>	12. Do you know the location of 100% of the facilities that produce your product(s)? (Y/N) 13. Before beginning a business relationship with a manufacturing facility, do you evaluate their quality of production and capacity for production? (Y/N) 14. Do you have a process for managing social compliance at the manufacturing level? (Y/N) 15. Do you work with your supply base to resolve issues found during social compliance evaluations and also document specific corrections and improvements? (Y/N) 16. Do you invest in community development activities in the markets you source from and/or operate within? (Y/N)

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**The 'Environment' 2009**

**Non Government Organisations**

- Planet Ark 
- Greenpeace 
- WRAP 

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**The 'Environment' 2009**

**Consumers: 'Disgusting Domino's'**

<http://www.youtube.com/watch?v=s-gvs2Y2368&feature=Playlist&p=E144F3982D837597>



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**Australia's Response**

**Carbon Protocol & Calculator**

- Developed in 2007
- Protocol adopted by FIVS
- Incorporated into OIV planning
  - Will be consistent with Life Cycle Assessment and ISO Standards (ISO 14040)

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**Australia's Response *continued***

- Australian Calculator developed
  - Current version (1.2) developed with SA Wine Industry Association and Wine Grape Council South Australia
  - Consistent with National Greenhouse & Energy Reporting Scheme
  - Version 1.3 in development
  - SA Wine Industry Association rolling out workshops in SA

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**Australia's Response**

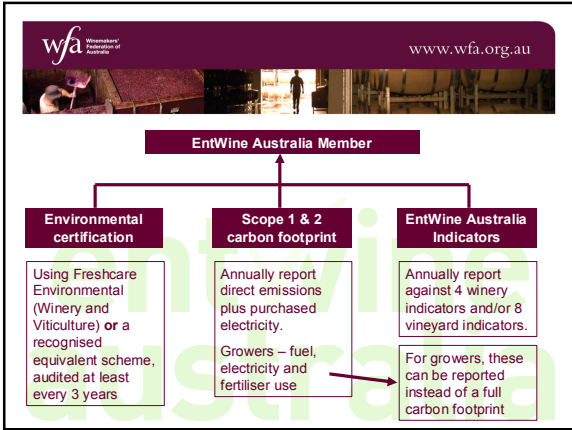
**EntWine Australia**

Voluntary environmental assurance scheme for the Australian wine industry

Builds on Australian Wine Industry Stewardship (AWIS)

Winemakers & grapegrowers can become members of the program, independent of the other





**Our Sphere of Influence**

- FIVS, OIV
- Australian Government
- Retailers
- Our own backyard

**Our Call to Action**

- Current debate carbon-centric
- NRM framework broader and more relevant
  - salinity
  - biodiversity
  - species and ecological communities
  - ecosystems rehabilitated
  - water quality
  - impacts minimised (footprint)
  - environmental and human water flows
  - sustainable systems

**Our Call to Action**

- Proactive approach required to safeguard community confidence
- EntWine Australia gives us the right framework
- Now, time to demonstrate our commitment within 5 years
  - Every bottle exported must have EntWine Australia accreditation
  - Every grape purchased compliant with EntWine Australia

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