



## Entwine Australia: environmental certification for wine businesses

### What is Entwine Australia?

Entwine is a membership program for winery and vineyard owners who want to demonstrate the sustainability of their operations to retailers and consumers. When both a vineyard and a winery are Entwine members, wine can be marketed as sustainably produced.

Entwine also provides a straight-forward, practical program for managing the environmental concerns that arise in the wine industry, from resource-use efficiency to biodiversity, carbon management and waste management.

Entwine helps wine and vineyard businesses chart a course through the complexity of sustainability by defining a standard environmental risk management process that is consistent with international standards.

It is similar to, and in many cases exceeds, programs being developed in other New World wine producing nations, including New Zealand, South Africa, the US and Chile.

### How is Entwine managed?

Entwine is managed by the Winemakers' Federation of Australia (WFA), with support from the Grape and Wine Research and Development Corporation (GWRDC) and the Wine Industry National Environment Committee.

The WFA Board and Australia's other national wine industry organisations support Entwine as a national framework for the wine industry to promote sustainable practices and demonstrate sustainable performance.

### Joining Entwine is a good business decision

An increasing number of retailers are promoting sustainability as a key business concern and starting to list sustainable product ranges, including wines. It is likely that this will continue, and demonstrated sustainability may become a requirement to trade in some circumstances.

Entwine membership is thus about future-proofing your operation, a course of action that you can undertake now to gain the corporate knowledge to tackle challenges and develop the synergies between your brand and sustainability that will safeguard your reputation and future access to markets.

Many Entwine members have achieved cost-savings in their operations, predominantly through efficient water and energy use. A further saving comes in the reduction of risks to brands and customer and neighbour relationships that would follow an environmental problem.

Some members have even been granted operational licensing concessions from government on the basis of excellent environmental management performance.

### How do businesses join Entwine?

To become Entwine members, winery and vineyard businesses must gain environmental management system certification for their operations and submit to WFA an annual report on their resource use.

Wineries also submit a report on their carbon footprint using the Australian Wine Carbon Calculator.

Most members use the Freshcare Environmental Winery and Viticulture certification system developed for the wine industry, which is practical and cost-efficient and meets international standards. This requires undertaking a training session and third-party audit.

Costs for the one-off training depend on the trainer and the number of participants. As at June 2011, Freshcare viticulture training (but not winery training) can be reimbursed via the Australian Government's FarmReady grant.

Freshcare auditing costs also vary, but are only required every third year.

An alternative to Freshcare is ISO 14001 certification.

Further detail on joining Entwine and cost estimates are provided overleaf.

### Further information

If you have questions about Entwine or environmental issues in general contact:

Jonathan Green (08) 8222 9262 [jonathan@wfa.org.au](mailto:jonathan@wfa.org.au)

Damien Griffante (08) 8222 9251 [damien@wfa.org.au](mailto:damien@wfa.org.au)

Visit [www.wfa.org.au/entwineaustralia](http://www.wfa.org.au/entwineaustralia)

## Becoming an Entwine Australia member

### 1. Find out more

Read Entwine Australia program materials, visit the website and discuss with involved industry stakeholders. Check anything you are unsure about with Jonathan or Damien from WFA (see our contact details overleaf).

### 2. Seek regional association assistance

Discuss options for getting your region involved. Regional associations may be able to assist with organising an information session, group training and auditing. This can significantly reduce the certification and auditing costs.

### 3. Report against Entwine indicators

Collect data for the year on each of the Entwine Australia indicators that apply to you (note that there are separate indicators for vineyards and wineries). Wineries also complete a carbon footprint report.

### 4. Plan a certification training session

Arrange a Freshcare training provider and date through your regional industry association. If undertaking the viticulture course, submit pre-approval forms for FarmReady reimbursement at least five working days before the course. [www.farmready.gov.au](http://www.farmready.gov.au). Many Freshcare trainers can undertake viticulture and winery training in the one package, to reduce time and costs.

### 5. Implementation and trainer follow-up visit

During training, organise to have the trainer visit your operation to assist you in getting started. This visit will prepare you for an audit (required for certification).

**At this point you will be eligible to apply for preliminary membership of Entwine having begun your certification process and recorded the necessary Entwine indicator data. Please note: you are not required to become preliminary members before becoming full members.**

### 6. Seek FarmReady reimbursement (viticulture only)

Seek reimbursement for training costs by submitting a FarmReady reimbursement form. [www.farmready.gov.au](http://www.farmready.gov.au)

### 7. Environmental certification audit

Once you have undergone training and feel you comply with all elements of the Freshcare code of practice you are ready to be audited. You or your regional association may be able to arrange an audit provider who can do several audits in the region at once. You should compare rates quoted by all the providers before making your decision. Freshcare certification bodies (Auditors) are listed at: [www.freshcare.com.au/certBodies](http://www.freshcare.com.au/certBodies)

Once you have passed the audit, the certification body will provide you with a Freshcare certificate, which you need to submit as part of your Entwine application.

### 8. Joining Entwine

Fill in the Entwine Australia Membership form online at [www.wfa.org.au/entwineaustralia/members\\_registration.aspx](http://www.wfa.org.au/entwineaustralia/members_registration.aspx). Include your certification details, indicator data and membership payment and submit to the WFA.

### Entwine costs

**Certification Training:** For wineries: normally between \$400 – \$1000. Vineyard operators can claim reimbursement of training fees under the FarmReady reimbursement grant. If you act now you can guarantee access to this offer! (Once only).

**Certification Maintenance:** Staff time varies from 15 to 60 hours, depending on the size of your operation.

**Certification Auditing:** Cost will vary depending on the size of operation, audit provider, group, travel distance etc. Small operators could pay as little as \$450 (once every three years).

**Annual Membership Fee:** Vineyard / regional vineyard clusters \$110. Wineries \$110 or (\$440 non-WFA member).

### Case study: Cape Mentelle

Cape Mentelle in Margaret River (WA) is taking full advantage of its Entwine membership. Spurred on by Entwine Australia membership requirements around energy efficiency and carbon footprint monitoring, an extensive winery energy use audit was conducted of all plant, machinery and processes to measure energy use and identify areas for significant energy savings.

The outcome has resulted in a plan to change practices, reduce energy consumption and provide a framework for maintenance and capital investment to maximise energy efficiencies in the winery. This will yield environmental benefits, reduce Cape Mentelle's carbon footprint and provide financial gains as well.

After less than a year, energy use has fallen by 17% (amounting to a cost saving of around \$30,000 off the energy bill), with an expectation to make further savings over time.

Similar achievements have been made in the vineyard operations, with funding secured for fencing a sensitive stream bank to protect native vegetation when sheep are grazed in the vineyard over winter at the Chapman Brook Vineyard, thanks largely to the efforts of former chief viticulturalist at Cape Mentelle, Jim White.

*Evan Thompson, Cape Mentelle Winery Operations Winemaker.*

To view the Cape Mentelle energy audit report visit: [www.winewa.asn.au/Documents/Cape%20Mentelle%20Report.pdf](http://www.winewa.asn.au/Documents/Cape%20Mentelle%20Report.pdf)

Also see this interview with Jim White: [www.winebiz.com.au/features/?VIEW=99](http://www.winebiz.com.au/features/?VIEW=99)