

Entwine Australia Newsletter

entwine
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Entwine celebrates over 400 members in its first year!

The first 12 months of Entwine Australia have been fantastic; we exceeded all expectations by surpassing over 400 members, so thank you to all members for helping to make this scheme a success. During the year Damien Griffante (Entwine Coordinator) and I were busy visiting many wine regions to talk about Entwine and meet with interested winery and vineyard managers, so thanks also to all those regional associations which have taken the time to meet with Damien or me. This will continue in 2011. For those who have missed out, please get in touch to arrange a meeting or information session for your region.

A great help for people joining Entwine has been the Australian Government's FarmReady training rebate for the Freshcare viticulture certification. Whilst the FarmReady scheme is fully subscribed for this financial year, we urge everyone thinking about joining Entwine to sign up for courses early in the next financial year to avoid missing out.

As the wine sector emerges from the currently stormy financial

waters we can be sure that environmental concerns will return as a hot topic, because global environmental problems such as overpopulation, water management, pollution and climate change just don't seem to be going away.

Entwine membership provides a prudent course of action so that you can be ready to succeed in the face of future environmental and market challenges. Over the coming year Damien and I will be working hard to make sure that Entwine is as practical and cost-efficient as possible, and that members can address the concerns of both wine lovers and the communities that we live and work in.

Jonathan Green
WFA Natural Resources Manager



The Rosenzweig Family — Our First Member

The Rosenzweig family, which owns and manages around 90ha of vineyard in the Barossa Valley, became aware of Entwine through initial pilot workshops that were conducted before the program got underway. The family decided to get involved as it recognised the increasing pressure for the industry to substantiate environmental claims within the market place. James Rosenzweig provided the following thoughts.

"Growers are the start of the wine value chain. We were a little worried that becoming involved would add to our workload and have a large cost. However, help was provided by our winemaker in the form of group training, organising a government subsidy (FarmReady) to cover the training cost and a free on site visit to check how we were going before our audit date. This onsite visit was the most value and I recommend it being done in a timely manner after training because it ended up ticking all the boxes I had not completed. The visit went through every part of the program in detail and demonstrated that we were already almost compliant with the certification code.

"I would say that most growers with a good management system would also not be far from compliance with the requirements. It is simply a matter of recording the good environmental practices that most Australian wine grape growers practise every day. Entwine puts your good work on paper for all to see."

Promoting your membership

To promote wine as 'Sustainable Australian Wine' on the basis of Entwine membership you need to demonstrate that 85% of the grapes were grown in an Entwine member vineyard and that the wine was made in an Entwine member winery. The next step is to decide how to promote your credentials. The point here is to make sure that any consumers or retailers who want to know about your sustainability can access this information easily. If you have marketing staff or contractors, make sure they understand your achievements. Your website is a great place to start! Key points to bear in mind include:

- Third-party certified sustainable practices in accordance with world's best practice
- Carbon accounting
- Resource use accountability
- Striving for continuous improvement

Guidelines for promoting your Entwine membership on wine packaging will be available soon. In the meantime, if you wish to use the Entwine logo on promotional materials such as websites, signage and newsletters please contact the WFA for formal approval first.

We're on Facebook

Get up to date with all the latest Entwine and national environmental news with the Wine Environment Network on Facebook. The group provides Facebook users within the Australian wine industry with a means of networking with like minded people. Other interesting features include news updates, discussion boards and pictures. If you would like to join the network visit:
<http://www.facebook.com/group.php?gid=5985333306>

Certification — Training and Auditing

Most Entwine members are utilising the Freshcare Environmental viticulture and winery certifications, these offer a relatively low cost but comprehensive certification with a three-yearly audit cycle.

Environmental certification training and auditing is available in all wine regions from a range of providers. However if you are having any trouble finding audit or training services, contact Damien for advice. We recommend that you shop around among the trainers and auditors available to get the best deal available. Further information is available on the Entwine website: <http://wfa.org.au/entwineaustralia/certification.aspx>

Some regional associations are supporting their members by organising group certification training sessions and negotiating a set price for audits, which can mean that audit prices are as low as \$450 for the three-yearly audit. For contact details and more information regarding the Freshcare Certification Bodies, visit: <http://www.freshcare.com.au/certBodies>.

Entwine and continuous improvement

As well as including elements of continuous improvement in the requirements of Entwine membership, we at the WFA are taking this theme to heart and will be reviewing Entwine over the coming months to make sure that the certification and reporting is relevant, up to date and cost efficient.

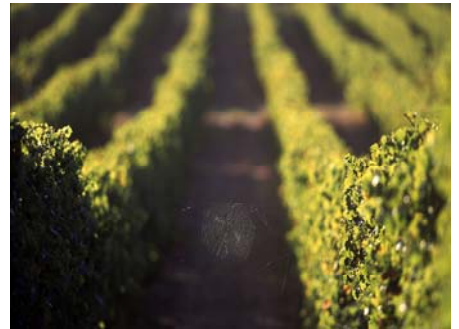
A new development this year will be confidential resource-use benchmarking for members that is based on your annual resource use reports. If you would like to provide feedback on the Entwine program, feel free to contact Damien.

Entwine in Action—Cape Mentelle

Cape Mentelle in Margaret River (WA) is taking full advantage of its Entwine membership. As a result of the certification process, the company has been able to secure government funding to conduct several projects.

At the Chapman Brook Vineyard, funding will assist with the fencing of a sensitive stream bank to protect native vegetation when sheep are grazed in the vineyard over winter.

Secondly, funding was granted for consultants to conduct an extensive winery energy use audit to examine all plant, machinery and processes to measure energy use and identify areas for significant energy savings. The outcome will provide a plan on how operational practices can be changed to reduce energy consumption and provide a framework for maintenance and capital investment to maximise energy efficiencies in the winery, yielding environmental benefits, reducing Cape Mentelle's carbon footprint and providing financial gains as well.



Jim White, Viticulturist, Cape Mentelle

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

What's the difference?

Many growers and wineries have enquired about the difference between Entwine Australia, Freshcare, ISO14001 and systems such as HACCP.

Entwine Australia is the national environmental assurance scheme. As a member of Entwine you are highlighting that your operation is environmentally responsible, and that you are contributing to the national efforts to prove our environmental credentials. This effort supports the sector to represent you on environmental issues and you benefit from a consistent market message and benchmarking advice.

To become a member of Entwine you need to have gained a Wine Industry National Environmental Committee approved environmental management certification. Currently the only two approved Environmental certification schemes are Freshcare Environmental and ISO14001. We are reviewing some other environmental certifications such as organic.

HACCP is a food safety certification, not an environmental management certification. Some have suggested that HACCP and environmental management certifications could be rolled into one, but such a certification would require a similar amount of record keeping, planning and auditing as if you were holding two separate certifications, given the two separate purposes. Additionally this approach requires a certification body to develop, promote, administer and conduct training and auditing for such a system. We have made enquiries but had no interest to date.

Entwine on the road

Entwine regional visits have so far been held in the following areas:

South Australia — Limestone Coast, Langhorne Creek, Clare Valley, McLaren Vale, Adelaide Hills, Barossa Valley.

Victoria — Mornington Peninsula, Yarra Valley, Bendigo, Goulburn Valley, Rutherglen.

New South Wales — Hunter, Riverina, Orange, Cowra, Hilltops, Tumbarumba

Tasmania — Launceston

Additionally Jonathan and/or Damien have visited a number of vineyards and wineries in these and other regions.

Regional promotions are now being planned for this year. If you are interested please contact us.

Want to know more?

Want more information about Entwine, other national environmental issues or to discuss anything in this newsletter? Contact the WFA environment team:

Jonathan Green
Manager, Natural Resources
Email: jonathan@wfa.org.au
Phone: 08 8222 9262

Damien Griffante
Entwine Coordinator
Email: damien@wfa.org.au
Phone: 08 8222 9251