



What does SUSTAINABILITY mean for Cape Jaffa Wines?

Sustainability is a multi-faceted concept with implications that are unique from business to business. In a rural setting such as a winery and vineyard we are often custodians to relatively large areas of land and so opportunities to improve environmental sustainability are right on our doorstep. However sustainability is not just about the environment. Sustainability has been described by industry peer Irina Santiago as 'a continuous pursuit of equilibrium between economic, social and environmental variables and their trade-offs over time'. Generally, the fact that businesses value financial sustainability is a given. However, the contribution of a vineyard or winery to its community is often over-looked but nevertheless plays a role in sustainability.

The wine industry in Australia is encouraging a whole of industry approach, assisting wine producers to improve their long term sustainability by providing independent certification of environmental credentials. We support this initiative and are members of Entwine. We like to monitor and measure our performance over time however realising that many indicators are seasonal and weather dependent. For example reducing water use during a period of drought may be counterproductive to other sustainability such as financial performance.

At Cape Jaffa Wines, we prioritise the pursuit of sustainability as falling into three distinct categories:

1. Sustainable farming
2. Commitment to the environment
3. Commitment to the community

Sustainable Farming

- Improve soil microbial activity, water holding capacity and organic carbon
- Avoid the use of pesticides or fertilisers
- Measure and actively seek to manage water use in both the vineyard and winery
- Minimise emissions through the selection and the source of power requirements
- Minimise any other waste by evaluating operations and ensuring they are as efficient as possible
- Select vehicles and modes of travel that minimise emissions
- Energy efficiency will be a key decision making factor in all purchasing and investment decisions
- Actively promote 'reduce, reuse, recycle' mentality both internally and amongst its customers and suppliers
- Source and promote a product range to minimise the environmental impact of both production and distribution
- Meet or exceed all the environmental legislation that relates to the Company
- Implement a training program for staff to raise awareness of environmental issues and enlist their support

Commitment to the environment

- Undertake activities to improve biodiversity in the local region
- Two working bees per year with interested staff members aimed at contributing to the enhancement of regional biodiversity assets
- Use of biodynamic principles where they enhance our sustainability philosophy

Commitment to the Community

- Sponsorship of local community groups and associations
- Collaborating with community groups including Robe Coastcare, Kingston Lawnrangers, Robe Primary School & Department of Environment, Water and Natural Resource

We believe in transparency and it is important to us that we undergo third party auditing. We set targets for improvement which include carbon footprint, water use and soil condition. As part of the cycle of continual improvement, an important part of our ethos that we measure and celebrate our achievements. Membership of the Winemaker's Federation of Australia's Entwine Program and using Freshcare as our environmental certification scheme has served as an important tool to assist us.