



CARBON REDUCTION INSTITUTE CASE STUDY: ZILZIE WINES

Australian Wineries and Climate Change

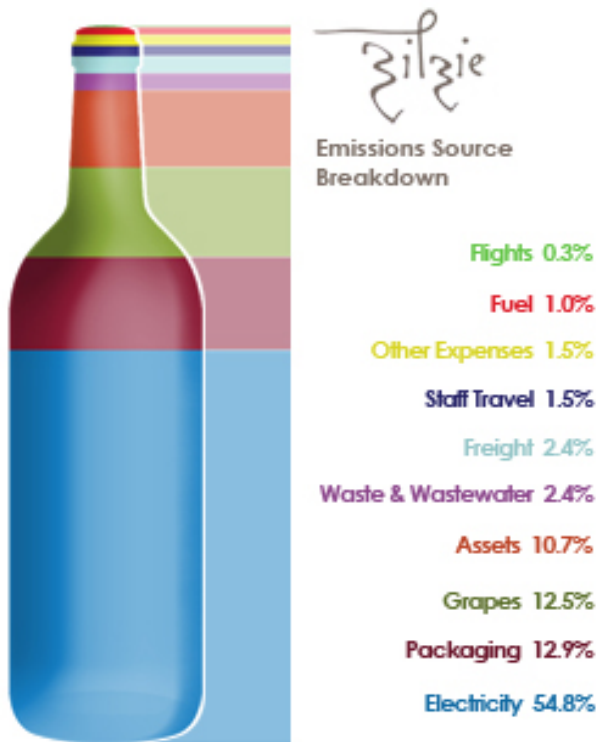
The fragile relationship between the environment and wine production means climate change will dramatically affect the wine industry. Temperatures in most Australian wine regions are projected to increase by between 0.3 to 1.7°C by 2030, causing shorter budburst dates, earlier harvests and reduced grape quality.* This will alter the grape growing season of many varieties and suitability of some regions, suggesting that many wineries will need to adapt their business to climate change.

*CSIRO, Oct 2006 www.csiro.au/news/ps2ei.html



Zilzie Wines, Karadoc, Victoria

Zilzie Wines is the largest winery to date to have its greenhouse inventory compiled by the Carbon Reduction Institute. This inventory was assessed following the Greenhouse Gas Protocol's *Corporate Accounting and Reporting Standard* and the *Greenhouse Gas Protocol for the Wine Industry* created by Yalumba Wines and Provisor Pty Ltd in 2008. The breakdown of emissions by source is shown here:



The contribution of each emission source to the production of finished wine product was analysed, which allows Zilzie to calculate the emissions per bottle of wine, per litre of bulk wine or per litre of wine that has been contractor processed.

Product Certification Based on their objectives and the greenhouse inventory undertaken by CRI, Zilzie Wines was able to choose from a range of certifications including NoCO2, LowCO2 and Carbon Neutral Product Certification. Zilzie Wines has chosen to give its Bulloak range of wines Carbon Neutral Product certification. The Bulloak range is named after the northern-most stand of endangered Buloke trees which is situated of the Forbe's family property overlooking the vineyard and winery. The family donated this land back to the Department of Sustainability and Environment to protect the Buloke trees, and the natural biodiversity of the region for future generations.

"We've been on this property for nearly a century and we didn't survive by just talking about doing things. We have to act now if we are to protect the Murray River, the environment and the planet. I want my children to grow up in an environment as clean and natural as the one I enjoyed as a young boy, which is why we're reducing our impact on climate change."

Andrew Forbes, Managing Director Zilzie Wines Pty Ltd.



'Food Miles' & Carbon Labeling

'Food Miles' is a term which refers to the distance food and beverages are transported from the time of production until reaching consumer. Tesco's in the UK recently introduced carbon labeling which shows the emissions of a product including its food miles and overall life-cycle impact. As Tesco's sells approximately 30% of all Australian Wine into the UK, this will make the push for carbon reduction an important imperative for wine producers.

Marketing & Promotion As a certified carbon neutral product under the NoCO2 program, Zilzie Wines are able to label their product and communicate this action through television and print advertising. They also use point-of-sale materials to make their product stand out in a retail environment. Carbon neutral labeled Zilzie Wines are now stocked in Liquorland and First Choice stores throughout the country giving millions of people access to carbon neutral wines. As a result of the product certification, Zilzie has been able to increase its exposure and increase sales.



ACT NOW AGAINST CLIMATE CHANGE!
BUY CARBON NEUTRAL PRODUCTS AND SERVICES

