



# EnviroWines™

## WE RECEIVED INTERNATIONAL RECOGNITION!

**We believe we are only stewards of this marvelous land. Amani has not only been concerned with making excellent wines, but also the effects of wine production on the environment. It is really about having good practices in wine making so that we do not destroy the environment.**

In South Africa we have IPW (INTEGRATED PRODUCTION OF WINE). IPW consists of a set of guidelines specifying good agricultural practices related to grape production (farm component), as well as a set of guidelines specifying good manufacturing practices related to wine production (winery component) and packaging activities (bottling activities). The Australian wine industry decided to adopt IPW's high principles so that they can also implement it.

Amani is so passionate about taking care of the environment, that instead of being audited every 3 years, we are paying to be audited every year.

We've obtained 75% in our audit for the last 2 years. Therefore we have met the requirement to be recognized by ENVIRO WINES for environmentally sustainable production. We have become a leader on this front in our competitive global market.

Amani is 1 of 8 farms that has been granted the right to use the Environ label on our 2008 wines. And so far only the 2nd farm for our 2009 wines.

For more information on enviro wines go to [www.envirowines.com](http://www.envirowines.com).

EnviroWines is a pioneering concept to encourage and recognise our growers who produce grapes and wine sustainable and achieve high environmental performance.

These producers understand the importance of our valuable and sensitive environment and have accepted a holistic approach to nature and production. By incorporating the **International Organisation of Vine and Wine (OIV) Principles for Sustainable Vitiviniculture; FIVS** as well as the South African Scheme for **Integrated Production of Wine (IPW)**, the producers can evaluate every step in their production including their carbon footprint, making sure they are in balance with nature.

Sustainable production means biological systems can endure and remain diverse and productive over time. Therefore our producers use our natural resources responsibly to ensure long term improvement in their

production and longevity of Nature.

EnviroWines helps producers to meet the sustainability requirements and recognise those that have distinct themselves from the rest, obtaining an outstanding evaluation score of 75% or more during their annual farm and winery audit by utilising the EnviroWines trademark on their label.

Producers who implement other certified environmentally friendly practices, including Organic certification and/or conservation practices such as the **Biodiversity and Wine Initiative (BWI)** in South Africa; ISO 14000, will automatically achieve a higher standard of environmental performance in the EnviroWines scoring system.

EnviroWines' mission is to promote all our producers who are realising the importance of sustainable production and to help those that need guidance in becoming an EnviroWines producer. We believe that our producers deserve international recognition for their environmental efforts and practices. They need to be pedestalled at the forefront of our global market. South Africa and our Wine Producers are fast becoming the global leader supporting sustainable production.

#### **How to become an EnviroWines member:**

EnviroWines pride themselves with their strict auditing policies, employing internationally acclaimed **Enviroscientific** one of the leading sustainability audit bodies. Audits are based on the evaluation of scientific criteria and not only a documentation audit.

To distinct yourself as a leading sustainable producer, you need to conform to the following criteria:

- Obtain a 75% aggregate during your farm and winery IPW evaluation, annually.
- If you comply with one of the following: ISO 14 000, BWI championship, or organically certified – you automatically receive a 10% bonus, requiring a further 65% during your IPW audit to achieve EnviroWines status.
- If you are an existing BWI member, you receive a 5% bonus, requiring a further 70% during your IPW audit to achieve EnviroWines status.
- If you comply with ISO 14 000 and you are a BWI champion and certified organically, then you receive a 15% bonus, only requiring 60% during your IPW audit to become an EnviroWines member.
- To sustain your EnviroWines status, you need to be audited every calendar year, therefore applying the EnviroWines logo only on your bottle of the current audited year. No logo will be granted for previous non audited years.
- You require a distinction for both the farm and winery audit, separately.
- An In Conversion Policy will be available for producers who are committed in becoming a member, but do not yet fully comply with the entire criterion set above.

#### **What does EnviroWines memberships hold for their producers:**

- International recognition for environmentally sustainable production, becoming a leader on this front in our

competitive global market.

- Associated with an International registered Trademark and respectable brand.
- Access to the [EnviroWines logo](#) - which can be incorporated into your back label or if you wish to apply it as a sticker logo on the front of your bottle, you can utilise the logo therefore.
- Your wines can be showcased and sold at restaurants recognising the EnviroWines brand e.g. [The EnviroWines Wine Shop and Adrian's Bistro](#) in Bredasdorp - an important tourist attraction of the Overberg, with many visitors flocking here all year round.
- EnviroWines can become part of your marketing strategy, placing you ahead of your competitor. With the global pressure on the 'Green Factor', EnviroWines can guide you into achieving those global demands.
- As accredited member you will receive a membership certificate.
- We will become a platform for your brand marketing, updating our producers automatically onto our website, receiving our newsletters and any happening news on the 'green issues'.
- We will promote further wine sales through our website – linking it directly to the winery's sales manager.