



RETAILERS INFORMATION RESOURCE

–Industry Response Statement

WHY?

Across the globe, South African fruit and wine is renowned for its outstanding quality and exceptional value. The UK and EU are the main export destinations of South African agricultural food products, representing approximately R4.7 billion and R4.6 billion worth of trade respectively during 2009 (World Trade Atlas, 2010). The top agricultural food products exported are grape wines, apples, table grapes, oranges, mandarins, pears and plums. As a significant contributor to the local economy, these products represent a vital pillar in the development pathway of South Africa.

The expected impacts of climate change have been recognized as significant for South Africa, and the agricultural industry is particularly vulnerable to these impacts, being so exposed to the variable climatic conditions and subject to local and international market requirements. Over recent years consumer demands have driven retailers to begin addressing issues relating to environmental and social principles when selecting their suppliers. These demands are often passed on throughout the supply chain and have increasingly been felt in the South African fruit and wine export industries. It is the aim of this project to facilitate the collaboration of all members of the supply chain, specifically the international retailers, to better align the auditing and reporting mechanisms and improve sustainability outcomes.

WHAT ?

Confronting Climate Change – A South African Fruit and Wine Industry Initiative was launched in late 2008. The aim of the project is to empower the industry by informing it of climate change related impacts and providing the necessary tools to effectively start to address relevant issues such as carbon footprinting, energy efficiency and sustainable resource management. The main mechanisms developed to reach these aims are a website (www.climatefruitandwine.co.za) that hosts the information platform and the freely available online carbon calculator tool, specifically designed for the South African fruit and wine industries.

IT'S BIGGER THAN CARBON! Although packaged as a carbon calculator tool, the project's overall focus is to promote improved efficiencies and enhanced sustainability through the South African fruit and wine industry – a key requirement for any business to survive in to the future.

WHO?

The target audience for the project is the fruit and wine industry members. It is supported by various agencies and organisations; 50% of funding originated from the UK development agency and the remaining 50% from South African industry bodies and research institutions. See page 3 for a full list of the funding partners.

TAKING ACTION

INDUSTRY STATEMENT:

The South African fruit and wine industries are committed to working together with the goal of:

- developing a better understanding of, and ability to address, climate change related issues;
- promoting collaboration and shared knowledge exchanges on associated topics;
- establishing a reflective baseline for the industry based on accurate carbon footprint assessments;
- prioritizing emission reductions and improved efficiencies at the source and throughout the supply chain; and
- working together with retailers to improve the accuracy of information that reaches the consumer;
- for the overall purpose of **ensuring a sustainable development pathway for the industry** in to the future.

Carbon footprinting is currently not mandatory in South Africa. However, within a highly competitive market where input costs are continually rising and consumer demands are increasingly focusing on “greener production” – the South African fruit and wine industry is voluntarily taking stock of its carbon footprint and proactively moving towards a low carbon development pathway.

STEP 1: KNOWLEDGE TO EMPOWER: Information shared through the website, workshops and communication documents help to inform the industry and supports a forum for discussion and debate. Working together with the relevant producers, exporters, retailers and industry bodies, the project is building on existing resources and utilizing industry networks to gain greater coverage and buy-in within this multi-faceted industry.

STEP 2: TOOLS TO ENABLE: The carbon footprint tool is freely available online, removing any financial or geographical barriers to utilizing the tool. In addition, the technical training workshops make the carbon footprinting process widely accessible and provide the necessary knowledge-transfer to continue the measuring and monitoring process in future. What’s more, by utilizing the *Confronting Climate Change* industry-wide standard, users are assured the methodology underlying their carbon footprinting reporting is scientifically sound, and regularly reviewed and updated.

STEP 3: RESULTS TO CATALYSE CHANGE: The results of the carbon footprint assessment highlight areas within the supply chain where emission “hotspots” exist. These areas provide emission reduction opportunities which could not only result in emission savings, but also costs savings. The focus of the report is on prioritizing sustainable emission reductions and efficiency enhancements, not carbon labelling or offsetting. However, the process is transparent and voluntary, and it is therefore up to the users to decide how to utilise the information generated to influence future actions.

Ideally, retailers will utilize this process to enhance and complement their own sustainability strategies and carbon emission measurement goals.

A truly collaborative approach to addressing sustainability throughout the supply chain.

For more information log on to www.climatefruitandwine.co.za

or contact the project team:

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We look forward to working together with you.



CONFRONTING CLIMATE CHANGE

A SOUTH AFRICAN
FRUIT & WINE INITIATIVE



SAAPPA

SPT NAVORSING



DFPT RESEARCH



SASPA



CGA



SATI

SOUTH AFRICAN TABLE
GRAPE INDUSTRY



Winetech

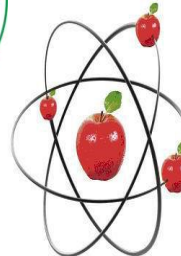
Wine Industry Network of Expertise and Technology
Netwerk van Kundigheid en Tegnologie vir die Wynbedryf



Trade
Mark
Southern Africa



ComMark



Post-Harvest
Innovation Programme



DFID

Department for
International
Development



National Agricultural
Marketing Council

Strategic positioning of South African Agriculture
in dynamic global markets