

# Effective Supply Chains

## Taylors 80 Acres Range

**Karl Forsyth**

**The Australian Wine Research Institute**



## Increased Environmental Concern



The label shows  
the CO<sub>2</sub> emitted  
during the lifecycle  
of each T-shirt



**Greenwash** – *verb*: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

TerraChoice 2007



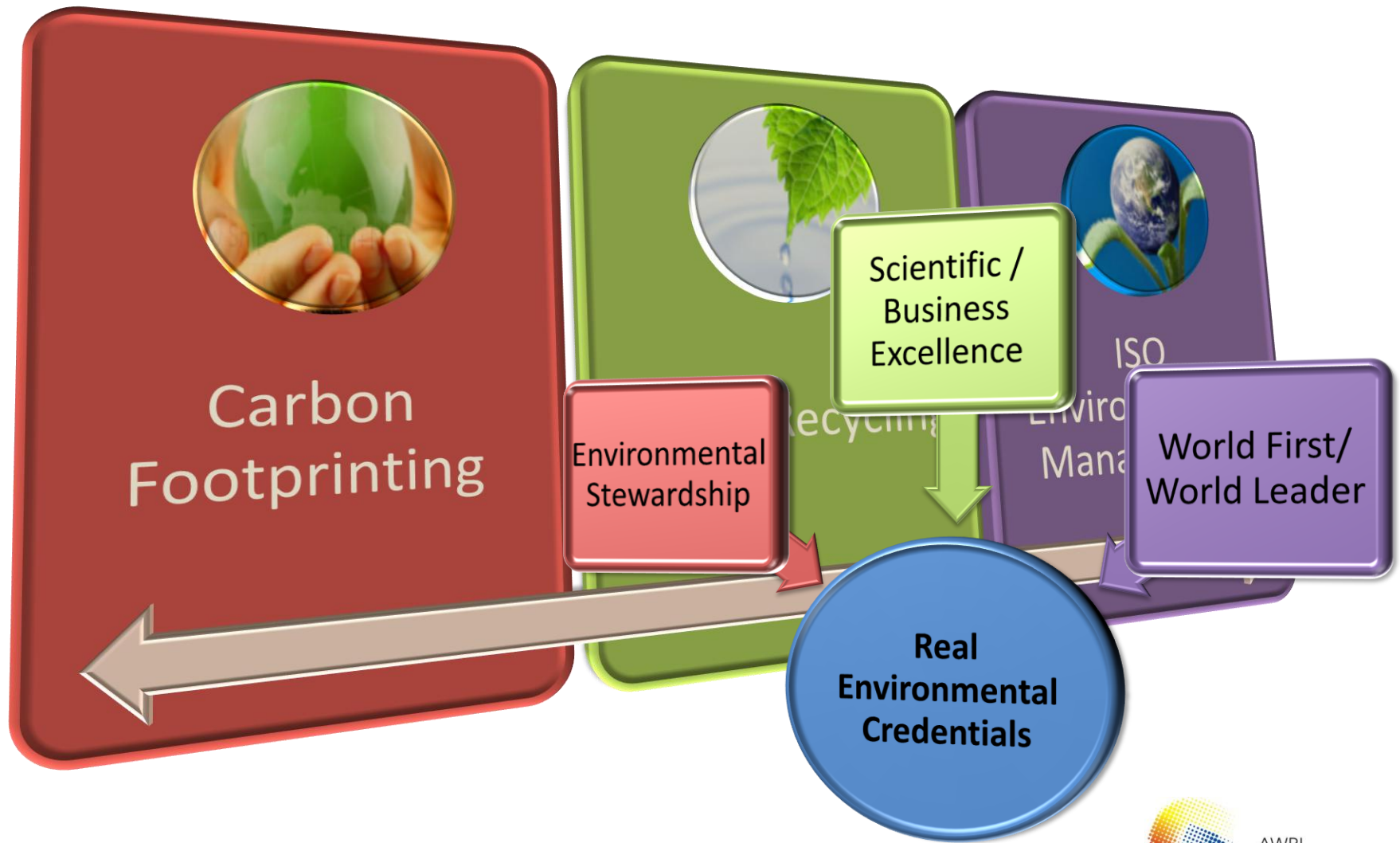


**TAYLORS'**

OF CLARE VALLEY



AWRI  
**COMMERCIALSERVICES**  
OUR KNOWLEDGE, YOUR RESOURCE





## GRAPE GROWING & WINEMAKING

28%

100%  
CARBON  
NEUTRAL  
ISO 14044

*Since 1969 our Clare Valley estate to  
has been based around traditional bas  
but based around traditional like and*



## PRODUCTION & PACKAGING

43%

100%  
CARBON  
NEUTRAL  
ISO 14044

*Since 1969 our Clare Valley estate to  
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## TRANSPORT & SALES

11%

100%  
CARBON  
NEUTRAL  
ISO 14044

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## CONSUMPTION & DISPOSAL

18%

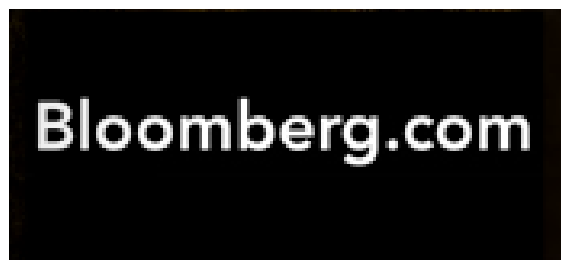
100%  
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# Benefits

# AWRI



## LEAN + GREEN™ Light Weight Glass

With the Eighty Acres range, Taylors Wines are amongst the first Australian wine producers to use O-I's new LEAN+GREEN™ range of premium light weight glass wine bottles.

This innovative new premium lighter weight glass is almost 40% lighter than the original glass used to package the Eighty Acres range and delivers significant energy and water efficiencies per bottle.

The environmental benefits don't stop there –

This new glass bottle also delivers a reduction in CO<sub>2</sub>e per bottle of more than 15%\*

Taylors Wines also uses a range of other environmentally friendly light weight glass bottles for its Estate and Promised Land wine ranges.

\* OI-30570 & OI-30571 versus OI-30163





- Working with vineyard suppliers
- ISO 14001 Environmental Management System
- Eco mapping
- Water recycling (100%)
- Composting
- Vineyard mulching
- Wakefield river regeneration
- Green power
- Alternative mowing/grazing



# The Final Product

# AWRI



100%  
CARBON  
NEUTRAL  
—  
ISO 14044



AWRI  
**COMMERCIAL SERVICES**  
OUR KNOWLEDGE, YOUR RESOURCE

# Carbon Farming Initiative

A W R I 

