



Entwine Australia

What is Entwine?

Entwine is the Australian wine industry's national sustainability program – set up to support growers and winemakers in demonstrating and improving the sustainability of their businesses. Entwine is endorsed by the industry peak bodies Wine Grape Growers Australia, the Winemakers' Federation of Australia and Wine Australia.

Entwine works as an 'umbrella' sustainability program. Under the Entwine umbrella there are two components for members – the

reporting of sustainability metrics to the AWRI and participation in an approved certification program.

All Entwine members have access to an online self-assessment of vineyard best management practice and benchmarking reports which can be customised at national, state and regional level as well as by enterprise size and climate zone.

1. **Business benefits** – a system that meets industry best practice standards and encourages monitoring and continuous improvement that results in cost savings;
2. **Market Access** – a framework that allows the wine sector to meet international customer expectations and maintain competitiveness;
3. **Industry data** – data that accurately represents regional and national resource use and may enhance the reputation of Australian wine.

Who are Entwine members?

Entwine membership is open to all Australian grape and wine businesses. Members can nominate a membership category that best suits their individual business needs.

In June 2016, Entwine had approximately 650 members covering around 30% of Australia's vineyard area and 30% of the national wine-grape crush. The current membership includes large and small vineyards and wineries across Australia ranging from the smallest vineyard member of 1 ha and the largest of 1,500 ha and wineries ranging from 29 - 94,000 tonnes. For a full list of Entwine members, please visit the Entwine member register (<https://online.entwineaustralia.com.au/entwine/registrylist.php>).





What benefits do Entwine members receive?

All Entwine members receive:

- Individual benchmarking of business metrics against other Australian grape and wine businesses (at the national, state, GI zone, GI region, enterprise scale and climate zone)
- Personalised support from viticulture and winemaking specialists via the AWRI helpdesk
- Online listing in the Entwine register and link to company website
- Use of the Entwine logo^a
- Improved market options for grape sales.

^a Entwine members may use the Entwine logo on marketing materials. Wine may only bear the Entwine logo if at least 85% of the grapes in the wine were grown in Entwine-certified vineyards and the wine was made in an Entwine-certified winery. Please contact the AWRI to obtain a copy of the logo and guidelines for its use.

Membership category	Membership requirements	Additional benefits
Certified member	<ol style="list-style-type: none">1. Participation in an Entwine-approved certification program and a triennial third-party audit2. Reporting of Entwine business metrics	<ul style="list-style-type: none">• Certification• Improved international market access ¹• Personalised online report card• Regions with at least 8 certified members can personalise a regional online report card
Member	<ol style="list-style-type: none">1. Participation in an Entwine-approved certification program and a self-assessment2. Reporting of Entwine business metrics	
Associate member	<ol style="list-style-type: none">1. Reporting of Entwine business metrics	

¹ Entwine certification is recognised by M&S as a sustainable product attribute/quality

Is Entwine only for growers who sell to corporate companies or those who sell wine internationally?

No. Entwine members recognise the value of Entwine membership. For a full list of Entwine members, please visit the online Entwine member register.

Does Entwine offer best management practice guidance?

Yes. All members have access to resources which support best practice and are encouraged to complete an annual online self-assessment survey. Entwine is also supported by viticulture and winemaking specialists at the AWRI.



Can I benchmark my performance using Entwine?

Yes. Entwine supports continuous improvement by providing customised benchmarking reports. Using filters, you can personalise your benchmarking reports by comparing your performance with others of the same production scale, climatic zone, region, GI zone or state. You can also make comparisons on a national basis.

How can I share my Entwine results with others?

Every certified Entwine member can customise their own optional, individual online report card, and make this information accessible to consumers and customers worldwide.

Each region with at least eight certified Entwine members can customise an online regional report card. Regions can use this report to communicate their sustainability credentials.

What is the difference between the Entwine-approved certification programs?

Freshcare administers Australia's largest on-farm assurance programs, meeting the needs of Australian growers in fulfilling both domestic and international market requirements. Freshcare provides practical, environmental programs tailored specifically to Australian vineyard and winery businesses which provide independent assurance of on-farm environmental practices and sustainable production.

For more information about the Freshcare programs, visit: <http://www.freshcare.com.au/>

The **ISO 14000** family of standards provides practical tools for companies and organisations of all kinds looking to manage their environmental responsibilities. ISO 14001:2015 and its supporting standards focus on environmental systems to achieve this. The ISO 14000 family of standards are developed by ISO Technical Committee ISO/TC 207 and its various subcommittees.

For more information about the ISO family of standards, visit:
<http://www.iso.org/iso/iso14000>

Sustainable Australia Winegrowing (SAW) is a vineyard sustainability assessment program for grapegrowing in Australia. It provides continuous improvement and assesses sustainability using the triple bottom line approach (environment, economics and social). Sustainable Australia Winegrowing (SAW) is administered either by McLaren Vale Grape Wine and Tourism Association or by individual regional associations. SAW can currently only be implemented by vineyards and not by wineries.

For more information about Sustainable Australia Winegrowing, visit:
<http://mclarenvale.info/industry-development/sustainable-australia-winegrowing>



Does membership of one of the approved certification programs automatically provide Entwine membership?

No, Entwine membership is independent from the approved certification programs. Entwine membership is available to all Australian wine-grape growers and wineries and is administered by the Australian Wine Research Institute.

Do Entwine, SAW and Freshcare 'talk' to each other?

The managers of Entwine, SAW and Freshcare communicate regularly; however the programs are administered separately. Data is not currently shared between the programs.

What is the difference between Freshcare and Sustainable Australia Winegrowing (SAW) and which one should I choose?

Freshcare and SAW are both approved Entwine certification programs. Freshcare and SAW take different approaches to sustainability. Each is a valid method; however, individuals tend to have a preference for one or the other. It is recommended that individuals investigate all options to decide which program best suits their needs.

The Freshcare viticulture and winery Codes of Practice take a process-based approach to risk assessment in vineyards and wineries. The Freshcare Codes of Practice are based on the international standard for environmental management, ISO14001, and were developed by the Australian wine industry.

Freshcare is sometimes described as a guide on 'how' to manage business risk. The Freshcare program is underpinned by a whole-of-property environmental action plan which is developed using processes which identify and evaluate risk.

Sustainable Australia Winegrowing (SAW) is a vineyard sustainability assessment program for grapegrowing in Australia. It provides continuous improvement and assesses sustainability using the triple bottom line approach (environment, economics and social). The SAW program was developed by the McLaren Vale Grape Wine and Tourism Association and is now available to all regions.

SAW is a self-assessment tool which allows growers to categorise their practices on a scale of least to most sustainable. Throughout this process, it is made clear 'what' practices are required to achieve best practice.



The Australian Wine
Research Institute

Fact Sheet

More questions?

Entwine Australia draws on the knowledge of an AWRI team with more than 100 years of combined wine industry experience. Dr Mardi Longbottom leads the program with support from viticulturists Dr Paul Petrie and Marcel Essling and oenologists Matt Holdstock, Geoff Cowey and Adrian Coulter.



Mardi



Marcel



Paul



Matt



Adrian



Geoff

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Contact

For further information, please contact the AWRI helpdesk.

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