



MEDIA RELEASE

A sustainable win for Cape Jaffa Wines

Cape Jaffa Wines picks up Limestone Coast sustainability award at the SA Great 10th Annual Regional Awards

MOUNT BENSON – 30 October 2009: Mount Benson's founding winery and first fully certified biodynamic winegrower on the Limestone Coast Cape Jaffa Wines (www.capejaffawines.com.au) has been the recipient of this year's SA Great regional award for sustainability on the Limestone Coast.

The award recognises the winery's use of sustainable practices in the management of its biodynamic vineyards, the introduction of environmental initiatives in the daily running of the winery and its ongoing commitment to the reduction of greenhouse gas emissions.

"It's great to be recognised for our efforts in building a sustainable business," says Leah Sourris, brand manager of Cape Jaffa Wines. "We hope that the move we're making towards reducing our environmental impact will inspire others in the region to do the same.

"The Limestone Coast is a diverse region which relies heavily on agricultural industries and nature-based tourism attractions, which is another reason we're keen to reduce our carbon footprint and implement sustainable business practices going forward. "

Following the completion of a greenhouse gas audit in 2008, Cape Jaffa Wines has implemented a number of carbon-mitigating strategies including a switch-off policy in the winery and the planting of a 1100-seedling strong native woodlot on vineyard land. A newly-established and jointly-administered Greening Australia green fund has also seen close to \$5000 worth of funds raised to help establish a conservation action plan for revegetation projects in the Coorong-Ngarkat corridor. Diesel consumption has also been reduced by 20% this year.

"Being biodynamic for more than a decade has proven to us that you can build a strong and healthy vineyard through natural management. By doing our part and extending this approach to how we manage our environment we can be confident that we are making a difference."

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CAPE JAFFA WINES established in 1993 pioneered organic and biodynamic winegrowing in Mount Benson, South Australia. It is committed to growing regionally distinctive fruit and producing wines that are a true reflection of its unique site. The Cape Jaffa philosophy is to tread lightly through its environment, use biodynamic techniques to manage the vineyard and employ sustainable practices in the winery that minimise environmental impact.

For further details, contact:

Derek Hooper
General Manager
P – 08 8768 5053
M – 0428 541 185
E- dhooper@capejaffawines.com.au

Leah Sourris
Brand Manager
P – 08 8768 5053
M – 0409 571 438
E – leah@capejaffawines.com.au