



## Happy 2010 greetings!

With a fresh new year lying ahead of us, we thought it time to touch base again to update you and re-ignite your interest in the project.

### Website & Calculator figures

The website and calculator usage is gaining momentum with many of those that have already completed the online carbon calculator sharing their interest and value-adding tips with others.

We currently have **190 registered users** of the carbon calculator, although the number of users that have **fully completed the calculator is very low** with only 23% of registered users actually having completed the data entry process.

There is relatively good representivity by most industry stakeholders; the deciduous fruit group leading the way, followed shortly by the wine group. Citrus shows a small but good representation however there has been no up-take within the subtropical fruit group. We hope this will improve once the busy season comes to a close and producers have more time to get involved. It is also great to see representation from throughout the supply chain, with both growers and distributors/exporters are using the calculator.

The **website** itself is generating an exceptional amount of interest – with **839 the average monthly visits**, which is an average of 29 visits per day! And the interest is coming from far afield including countries like Germany, Netherlands, Canada, UK, Sweden, Seychelles, Belgium, Russia and Portugal.

It is good to know that our work is being noticed and that we are still leading the way with our industry-wide initiative.

### The value of getting involved

Anyone running a business will know the importance of understanding your risks and realising your opportunities. Climate change is fast becoming an integrated part of business planning and the agricultural industries has been noted as being particularly susceptible to physical risks of climate change. In addition, the food and beverage sector is highly vulnerable to the reputational risk implications of addressing climate change issues, second only to the aviation industry<sup>1</sup>. Using the Confronting Climate Change industry tool will allow South African fruit and wine producers and exporters to establish their baseline emissions, thereby understanding the risks that exists through their supply chain, enabling them to prioritize management decisions which will allow for their sustainable growth in to the future. The industry tool is based on internationally accepted standards and is therefore in line with the requirements of retailers and global reporting mechanisms. By providing a uniform platform for the industry, all carbon related marketing and export requirements can be fulfilled through the reports generated from the online tool. In addition, the project team is regularly in touch with several of the international organisations and leading retailers, maintaining a transparent relationship and ensuring that the protocol and tool is up-to-date and fulfils as many of their requirements as possible.

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<sup>1</sup> KPMG Climate Changes your Business Report, 2009

### Data security

The data that the industry users provide in to the on-line calculator is security enabled through a username and password mechanism and is therefore only available for individual user to view and edit. An industry-wide analysis is currently underway, will be done using the generic data (i.e. no business, individual or farm names, only emission profiles), the results of the which will be high level (commodity and region specific) and will allow the users to benchmark themselves against the industry norms and trends. This information forms a vital part of the strategic framework development for the industry, which aims to highlight areas of risks and opportunities at an industry scale, as well as indentifying priority research and development needs.

It is easy to see the value in getting involved in this project. We encourage you to start the year off by assessing your carbon footprint and using the results to improve your carbon efficiency and reduce your business costs.

For more information, log on to [www.climatefruitandwine.co.za](http://www.climatefruitandwine.co.za).

Please don't hesitate to contact the project team should you have any queries or suggestions.

Kind regards,

*The Confronting Climate Change Team*

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### Brief News Bulletin from the Climate Change and Industry networks:



#### **Carbon issues still high on the agenda despite disappointing Copenhagen outcomes**

Even though no formally binding document was signed at the COP15 meeting in December (the Copenhagen Accord was "noted"), governments, businesses and industries are continuing to make their own commitments to reducing their GHG emissions.

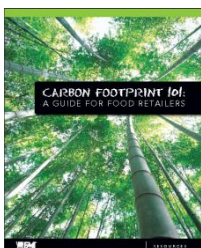
*"Now that the major emitting countries have made clear that they will only accept emissions targets that are developed internally--and submitted for international review voluntarily--attention will shift back to the national level. While this can be seen as a step backward, it also reflects the reality of where these countries are politically. And there is a silver lining to this cloud. The United States, China, India, and Brazil have all made substantial progress in implementing important new energy and climate policies in the past two years, and it seems likely that the extraordinary personal engagement of their leaders in those national processes--and in the final bargaining in Copenhagen--will help drive further progress in the coming years. "*  
Worldwatch Institute – Escape from Copenhagen report

### Green Economy taking off and governments are leading the way

“What has changed in the past year to, potentially, thrust the green economy into the mainstream? Perhaps above all, it is the growing realization among policy makers that the window for taking effective action on climate change is closing fast, especially if emissions targets agreed to in international treaties are to be met. The Worldwatch Institute, for example, is a fairly typical voice in noting that carbon dioxide emissions need to peak within the next decade and decline by at least 50 to 80 per cent by 2050 to avoid long-lasting environmental impacts and the huge economic costs that will accompany them. In other words, decisive actions need to be taken in the next year or two – a message that governments around the world are now taking seriously. “ From <http://www.climatechangecentral.com/publications/c3-views/april-2009/green-economy-reaching-tipping-point>

### Retailers continue to make bold plans to reduce their footprints and expand on carbon efficiency programmes

Annie Graham, Sainsbury’s head of brand sustainability at Sainsbury’s said the carbon efficiency scheme was not just about environmental improvements, *"It’s also about increasing efficiency, thereby improving profit margins for our supplying farmers. Our motivation as a supermarket is to secure our supplies into the long term future. If our farmers are farming sustainably and making a profit then we are on our way to keeping them in business."*



See also the *Carbon Footprint 101 - Guide for Retailers* document by the Food Marketing Institute on the [www.climatefruitandwine.co.za](http://www.climatefruitandwine.co.za) website which offers several case studies and general carbon footprint guidelines. [http://www.fmi.org/docs/sustainability/fmi\\_9078\\_carbonfootprint\\_v4.pdf](http://www.fmi.org/docs/sustainability/fmi_9078_carbonfootprint_v4.pdf)

### Crazy weather patterns make the message of a changing climate come home – even to the sceptics

With the full UK continent covered in snow for the first time in several decades, the African summers at their driest, and the Australian Outback to baking, climate change is fast becoming an everyday threat for people globally – even the non-believers.

*Globally, seasons are arriving earlier, and not just Spring arriving earlier in a warming world, as earlier studies have shown, but all four seasons, Winter included. Alexander Stine of the University of California, Berkeley and his team found that all the seasons are changing two days earlier on average than a century ago as well as becoming warmer. Peak temperatures are also arriving earlier – 1.7 days earlier on average between 1954 and 2007 compared to the period 1850 to 1950. Stine says it appears that the Earth is reacting more quickly to the Sun, or more specifically, the changes in the angle of the Sun’s rays that drive the changes in seasons.*

<http://www.guardian.co.uk/travel/2008/nov/12/australia-outback-desert-simpson>

<http://www.guardian.co.uk/uk/2010/jan/13/snow-chaos-uk>

<http://www.guardian.co.uk/environment/2009/dec/23/global-warming-spreading-quarter-mile-year>

