

Wednesday, September 10, 2014

## **McLaren Vale approved under national Entwine program**

The Winemakers' Federation of Australia has announced a sustainability program run by McLaren Vale Grape Wine and Tourism Association has been approved by Entwine Australia.

Level 2 of the McLaren Vale Grape Wine and Tourism Association's program was recommended for approval following an independent assessment by AUS-QUAL Pty Ltd.

Federation Chief Executive Paul Evans said the Federation's Board met in Adelaide today and accepted the recommendation put forward through its Wine Industry National Environment Committee (WINEC).

"Entwine is an important national voluntary program that enables winemakers and winegrape growers to meet international standards including ISO 14001," Mr Evans said.

"Having an Entwine membership can be important in business dealings with retailers, restaurants and consumers around the world," he said

"The Federation's Board has today approved the McLaren Vale Grape, Wine and Tourism Association level 2 program which means its members meet national assurance standards and qualify for Entwine full membership.

"Such accreditation recognises their environmental practices and can also be important planks in their business endeavors as well as in the region's marketing, both at home in Australia and overseas."

McLaren Vale Grape Wine and Tourism Association Chair Tom Harvey said McLaren Vale grape growers are delighted with the decision.

"For our vignerons to see the program to which they've contributed now become a qualified pathway into Entwine is a fantastic vote of confidence from the Winemakers' Federation," Tom said.

"Sustainability is a core focus in McLaren Vale and we hope this is the first of many initiatives that we can contribute to the Australian wine community."

Entwine is a voluntary national environmental assurance program available to all Australian wine companies and grape growers which began in December 2009. It was developed by the Winemakers' Federation of Australia with initial support from the Federal Government through the Caring For Our Country program and subsequent funding from the former Grape and Wine Research and Development Corporation.

Entwine currently has over 700 members spread across all wine producing regions.

**Media Contact:** Alexia Deegan - 0400 767 490, [alexia@wfa.org.au](mailto:alexia@wfa.org.au)