



Yalumba Wins International Green Apple Award for Environmental Best Practice (Australia and New Zealand Silver Winner 2007)

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At the House of Commons in London, Friday November 9th, Yalumba, Australia's oldest family owned winery, was awarded an **'International Green Apple Award for Environmental Best Practice (Australia and New Zealand Silver 2007)'**. Adding to the host of accolades Yalumba has received for their pioneering sustainability programme and progressive stance on matters green, this award further cements Yalumba's commitment to sustainable winemaking.

Yalumba was in good company with a maritime conservation project from Syria also being recognised, alongside various other winners from New Zealand, Poland, Indonesia and Bulgaria.

From the winery in Eden Valley, Robert Hill Smith, Proprietor and Managing Director of Yalumba said, *"We are convinced that our efforts in protecting our natural resource base are reflected in the quality of the wines we share with the world. Quite simply, excellence in winemaking requires excellence in environmental management – the two are inseparable. Our wines now celebrate this fact."*

Yalumba has been operating in the rural environment for over 150 years and understands the significance of environment-friendly sustainable activities as an intrinsic aspect of wine quality. Yalumba has implemented a brand stewardship programme that reflects authenticity, due diligence, product safety and credible environmental management. By addressing these activities that have a significant environmental impact Yalumba ensured, and continues to ensure, its employees and other stakeholders a healthy and productive life in an environment that is safe and ecologically functional.

This commitment, yet again, was reinforced quite recently when Yalumba set aside 1500 acres of land in The Riverland, South Australia, to re-create a habitat for biodiversity through the planting of mallee trees. In addition to the conservation of biodiversity this area will also contribute to carbon sequestration.

The *Commitment to Sustainable Winemaking* programme is a whole-of-company, life cycle approach to environmental management and includes all of Yalumba's business activities from grape growing to winemaking, packaging and distribution.

The Green Apple Awards are hosted by the Green Organisation, an independent, non-political, non-activist, non-profit environment group dedicated to recognising, rewarding and promoting environmental best practice around the world.

Hill Smith continued, *"I am incredibly proud of what we do at Yalumba and seek to not only leave a legacy of great wine, but to also pass on our natural assets to future generations in better condition than when we inherited them."*

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For an interview / further information please contact direct :

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For a comprehensive overview of **Yalumba's Environmental Management Programme – Share Yalumba Share the Future** - please visit www.yalumba.com

For a hard copy of Yalumba's Environmental Management Programme / image requirements please contact:

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