

GOING GREEN



Grow your green credentials

"Many organic practices make sense, regardless of what overall agricultural system is used. Far from being a quaint throwback to an earlier time, organic agriculture is proving to be a serious contender in modern farming and a more environmentally sustainable system over the long term." – David Suzuki, Canadian environmentalist.

SUSTAINABLE RETAILING

Sustainable fishing at Woolworths

After signing the WWF (World Wildlife Fund) Sustainable Seafood Initiative's Retail Charter in 2008, Woolworths has now begun labelling its fish in accordance with the Southern African Sustainable Seafood Initiative (SASSI) fish labelling system, which colour codes fish into three categories to show consumers how to make sustainable food choices. 'Green' shows that the fish is the best choice to make, as the species can handle current fishing pressures. 'Orange' indicates that there is concern over the sustainability of a species, but provided the fish is legally caught and sourced responsibly, it can still be purchased with a clear conscience. 'Red' species are protected or illegal to sell.

Julian Novak, head of foods at Woolworths, says that as awareness of the need to preserve seafood resources grows, consumers are becoming more and more conscious of making sure that the seafood they are buying is sourced in a responsible and sustainable manner. "We believe that Woolworths can play an important role in visibly driving positive change, by providing



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our customers with the information they need to make informed choices. There are quite a few sustainable fish that may be unfamiliar to our customers but which offer great eating quality and we'd like to promote these more to our customers. We also want to assure our customers that seafood at Woolworths is traceable and sourced from legal and well-managed fisheries. Labelling our seafood in accordance with SASSI's categories will make it easier for consumers to make the most sustainable choice at the point of sale."

Woolworths hake is an example of a green species, while its kingklip is classified

as orange.

Seafood that falls outside of SASSI's classifications, such as farmed or some imported seafood, will carry a blue label at Woolworths, which will tell customers that it is still legally sourced from well-managed fisheries or farms.

The new labelling system was introduced at the beginning of March, starting with fresh fish and rolling out to frozen, deli and canned.

Consumers who are eating out and not sure about the fish can SMS the name of the species to 079 499 8795 to receive an immediate reply.

RECYCLING

Nampak announces R100m glass recycling investment

Nampak Wiegand Glass has invested over R100m in a glass recycling facility that it says forms part of its broad commitment to the environment and to increasing recycling rates across all forms of packaging, including glass. Building of the glass facility, which is situated in Roodekop, Johannesburg, started in March 2009 and is scheduled for completion in March 2010.

The new facility will have state-of-the-art equipment that is able to break, clean and sort glass according to colour. The glass will be sourced from a network of agents and informal collectors and the recycled material – called cullet – will be used in Nampak's glass-making operations. The design of the new facility is in line with global best practice and in many respects is aligned with the design of Wiegand Glas plants in Europe.

Nampak Wiegand Glass is an equal partnership between Nampak and Germany's leading glass manufacturer Wiegand Glas.

Stoney Steenkamp, managing director of Nampak Wiegand Glass, says that around 25 direct jobs will be created when the facility is fully operational, while another 1 000 informal jobs will be made available via agents and informal collectors.

CLIMATE CHANGE

What causes global warming?

The burning of fossil fuels since the industrial revolution has raised the level of gases such as carbon dioxide in the atmosphere, creating what has been called the greenhouse effect, where more heat from the sun is trapped in the atmosphere, raising average global temperatures. Scientists believe that anything above 2°C in average global temperatures above pre-industrial levels will set the world on a path towards catastrophic climate change, including rising sea levels, water shortages and desertification, extreme weather conditions and water scarcity.

(Business Report)

ALTERNATIVE ENERGY

Pick n Pay launches wind turbine pilot

As part of its commitment to conservation, Pick n Pay aims to reduce its electricity usage by 20% by 2012 and in line with this strategy, has launched the pilot phase of a wind turbine project at its regional offices in Port Elizabeth in the Eastern Cape. Pick n Pay relies heavily on the agricultural sector and energy conservation is central to the group's ongoing sustainability.

"The company recognises the impact that climate change will have on the way we operate. We have therefore formulated an energy strategy that focuses on three core areas: management of energy within the company; investigation into new energy efficient ways of operating; and exploring clean and renewable sources of energy," says Nick Badminton, CEO of Pick n Pay.

Pick n Pay has up until recently focused most of its efforts on managing energy consumption and implementing initiatives for greater energy efficiency, but has now turned its attention to its third focus area, the exploration of cleaner and renewable sources of energy. "In line with this, the company has pioneered a wind turbine project at its Eastern Cape operation, in association with Kestrel, the renewable energy arm of Eveready," says Tessa Chamberlain, general manager: sustainable development, Pick n Pay.

The three locally manufactured Eveready-Kestrel wind turbines that have been installed at Pick n Pay's Port Elizabeth regional offices will generate green electricity to augment the electricity use of its employees and the building, which is situated at the Walmer Park Shopping Centre. The wind farm allows Pick n Pay to make its electricity source more sustainable and also increases their energy autonomy. "Having a separate electricity source has increased Pick n Pay's energy independence, which has given them the ability to import and export energy to the national distribution grid, ensuring that their regional office has a sustainable supply of renewable energy," says Emma Sanan, marketing coordinator for Kestrel.

The wind turbine facility gives Pick n

Pay a daily reduction of 3% of its current electricity use, a figure that has been established through an energy audit by Eveready-Kestrel.

"This installation goes a long way in addressing the reality that we need to rethink the way in which we operate in order to guarantee a sustainable future. However, it is only a small part of Pick n Pay's commitment to the environment. We have created a holistic approach to environmental practice with our four pillars concept, which comprises prioritising economic sustainability, transformation, social development and environmental responsibility," says Chamberlain.

Pick n Pay will be releasing an educational package to inform the public on the benefits of green energy and to promote a more energy efficient lifestyle, as well as to let the public know about Pick n Pay's new initiative.

WASTE MANAGEMENT

Morrisons introduces waste reduction campaign

Morrisons in the UK is rolling out a green campaign to help shoppers save money by helping them to make the most of their food and also reduce waste. The initiative, called 'Great Taste Less Waste', provides shoppers with advice that they can find in Morrisons' magazine and in-store.

The scheme offers practical tips and recipes, such as buying cheaper cuts of meat, using leftover food and reducing waste and is divided into five categories: planning, shopping, cooking, storing and leftovers. For example, the planning category helps shoppers organise their meals for the week, advising them to stock up on non-perishables, while buying fresh produce more frequently but in smaller amounts. Shoppers can also benefit from recipes that focus on portion control and receive advice on freezing fresh and cooked food.

(thegrocer.co.uk)