

Vine to Dine – a Sustainable Value Chain Analysis

To date there has been no accurate measure of the full carbon footprint of wine, from the very beginnings of the vine to the time the wine is consumed at the dinner table.

In the first study of its kind, research is underway to investigate both the economic and environmental impacts of selling South Australian wine in the key market of the United Kingdom. The project undertakes to model the 'Vine to Dine' carbon footprint, and how the drinker values the different attributes associated with South Australian wine.

Background

The 'Vine to Dine' case study is a project of the residency of Professor Andrew Fearne, Adelaide's current Thinker in Residence. In his initial analysis of the wine value chain in South Australia, it became clear that there is a need in the State's wine industry for a greater understanding of where and how value, as perceived by consumers, is created along the chain. The stakeholders, in pursuit of sustainable competitive advantage, are exploring opportunities to reduce costs, add more value and reduce environmental impact.

The project

The primary objective of this project is to demonstrate the value of sustainable value stream mapping as a tool for adopting best practice in sustainable value chain management. In addition, it is anticipated that this project will become a catalyst for change in South Australia's wine industry and a mechanism for achieving better alignment between the allocation and utilization of resources in the South Australian wine value chain, and consumer preferences in the UK (one of the most important export markets for the South Australian wine industry).

Given the strategic importance of the UK market as a benchmark of best-practice in wine retailing, and the position held by Tesco as the largest UK supermarket customer for South Australian wine, this case study will primarily focus on the value chain of a bottle of Oxford Landing wine made by Yalumba, sold to the Tesco shopper.

The two methods of Value Chain Analysis (VCA) and Life Cycle Analysis (LCA) will be used to map the wine value chain, from South Australia to the UK, combining analysis of information flow, material flow and supply chain relationships with a detailed life cycle assessment.

The process

This project brings together a unique combination of Government, industry and academic resources with expertise in complimentary aspects of value chain analysis and life cycle assessment. The project team consists of representatives from University of South Australia, Department of Trade and Economic Development, Primary Industries and Resources South Australia, Zero Waste South Australia, The Yalumba Wine Company, University of Adelaide, Tarac Technologies and Amcor Fibre Packaging.

The project will be under the general supervision of Professor Andrew Fearne who, as the current Adelaide Thinker in Residence, will also be responsible for overseeing the research that will be undertaken by the dunnhumby Academy of Consumer Research at the Kent Business School.

It is anticipated that the project will be completed by January 2009.

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