



THE NACM – LEADING THE WAY IN SUSTAINABILITY

*Meeting the needs of
the present – without
compromising the future*



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OUR SUSTAINABLE DEVELOPMENT POLICY

The
NATIONAL
ASSOCIATION

of
CIDER
MAKERS

NACM Sustainable Development Policy

The NACM is conscious of the need to balance its member's business interests with the impact those businesses have on the environment and communities in which they operate. NACM members also recognise that as a body representing alcoholic beverage producers there is a moral imperative for promoting their products in an environmentally and socially responsible way. To support these aims the NACM has drafted a sustainable development policy and wishes to encourage dialogue with our customers and consumers, Government and public interest groups to ensure our policies are soundly based and fully supported.

Sustainable development can be defined as that which meets the needs of the present without compromising the ability of future generations to meet their own needs. The government has also recently published its revised Sustainable Development strategy "Securing the Future"¹ outlining its principles and priorities for sustainable development and the Food & Drink Federation has published its own guiding principles for Sustainable Development. The NACM's policy reflects and fully endorses these positions.

The NACM understands that the long-term economic viability of the industry depends on:

- understanding and minimising its members impacts on the environment;
- seeing natural resources as an asset to be nurtured not abused;
- promoting social responsibility amongst employees, communities and consumers;
- encouraging its members to play an important and responsible role in their respective local and regional communities and economies;
- providing safe, attractive products responsibly packaged and promoted in order to encourage responsible consumption.

The NACM will:

- Support and encourage research into growing of apples and pears in a manner which minimises use of agro-chemicals, energy and water, and which enhances the natural environment in terms of biodiversity and visual appearance, whilst delivering an economically viable crop
- Ensure that any lobbying position it adopts on behalf of the industry is consistent with its sustainable development aims and initiatives

Cont'd

¹ Securing the Future, DEFRA, 2005 (<http://www.sustainable-development.gov.uk/publications/uk-strategy/uk-strategy-2005.htm>)



WHAT WE'VE ALREADY DONE

- **A range of sustainable development work ...**
 - Worked with Carbon Trust and Envirowise
 - Range of responsible drinking initiatives via Bulmers in Hereford
 - Wetland effluent treatment system at Westons and Sheppy's
 - Energy efficient boilers at Gaymer's
 - Investigation into Miscanthus as a renewable fuel – Thatchers
 - Integrated Pest Management within the orchards
 - Produce a range of organic ciders across the industry
 - Built links with National Care Farming Initiative



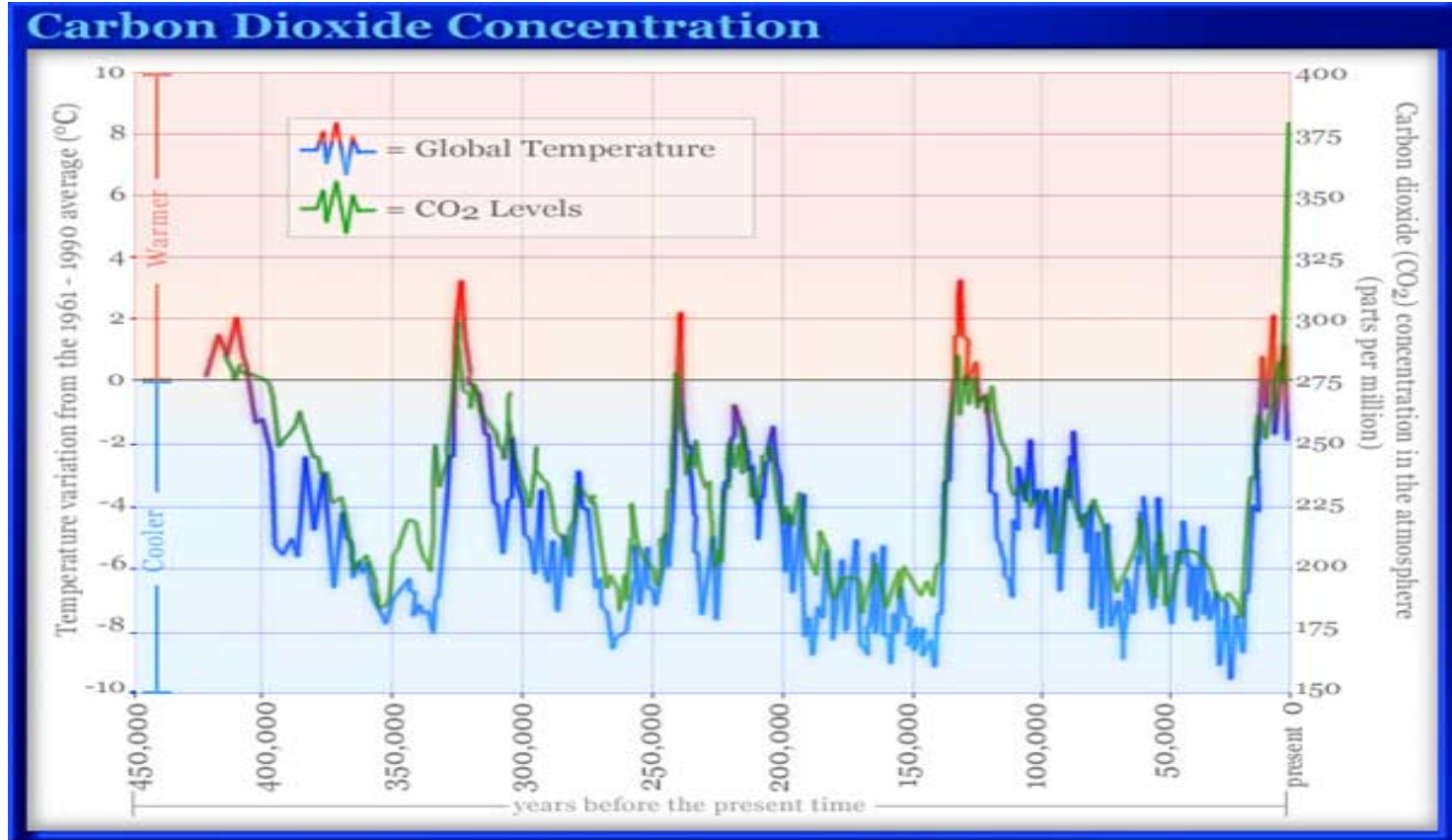
WHAT'S HAPPENING NOW

- **Work related to climate change**



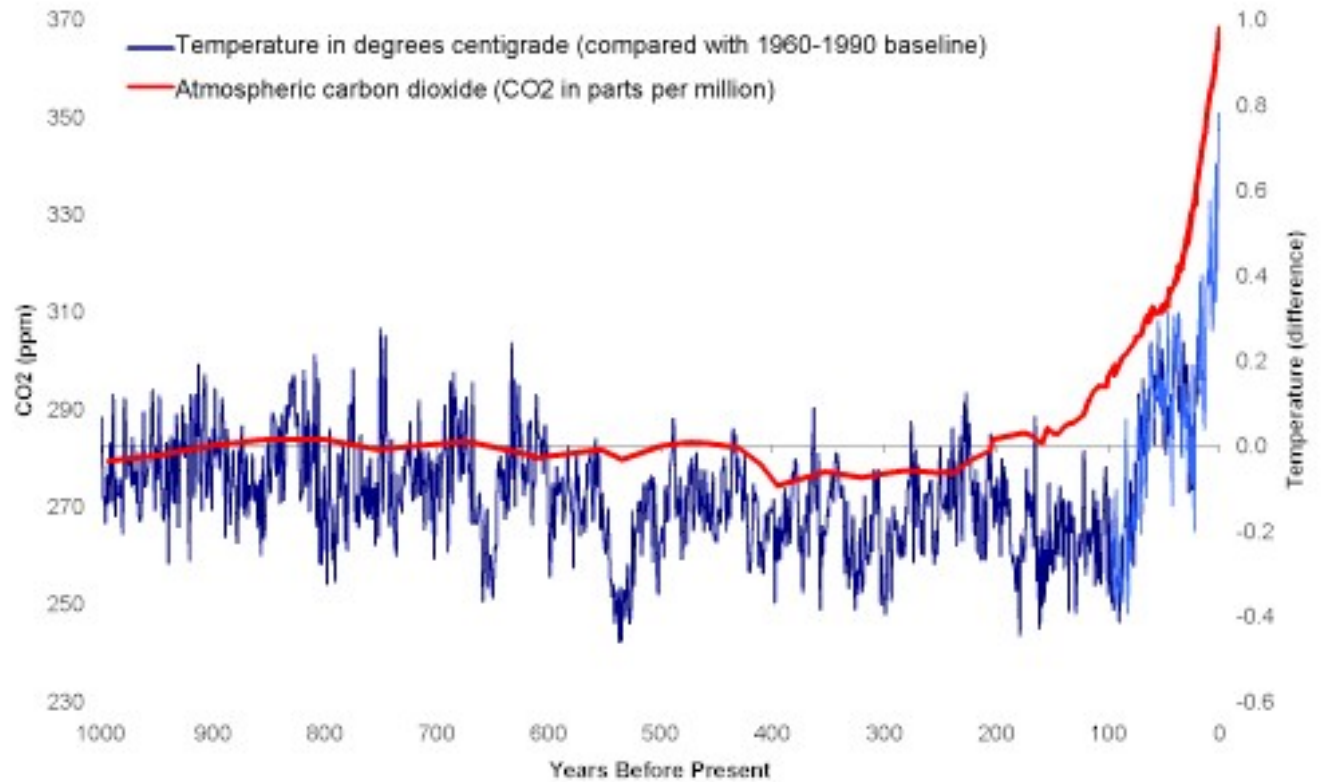
What is it?

Back in time ...



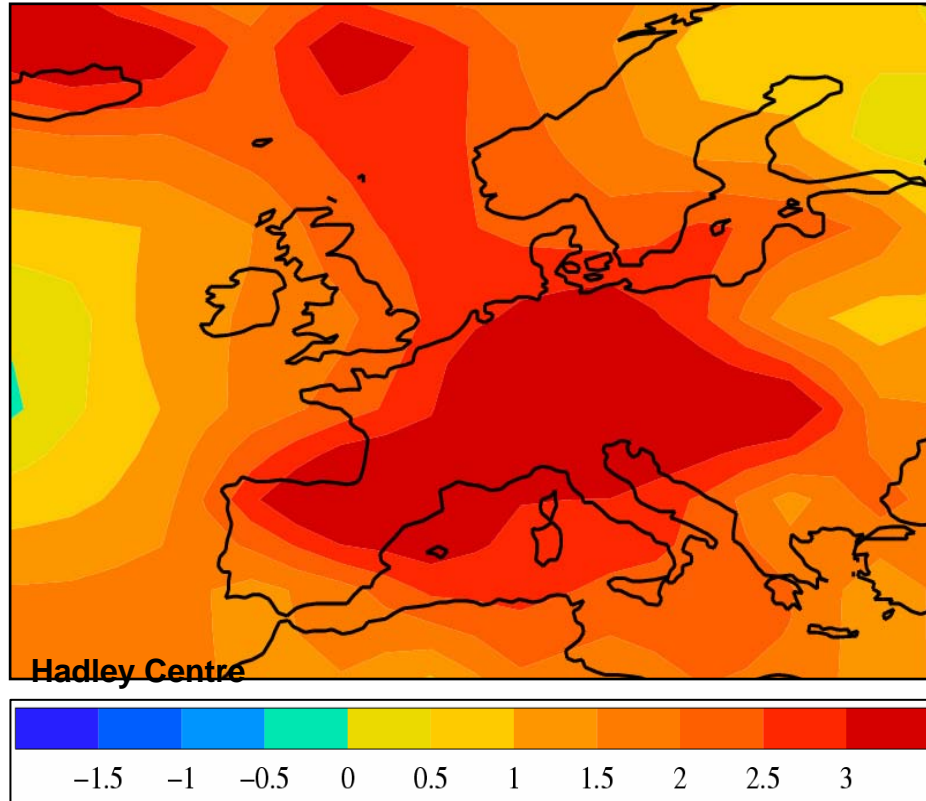


The “Hockey Stick” Graph





Recent extreme event: the heat wave in Europe of 2003



Europe:

30,000 deaths attributed to the heat wave

Forest fires and crop damage seriously impacted economy

Economic losses in excess of £7.5bn

England: 11 days, Aug 03:

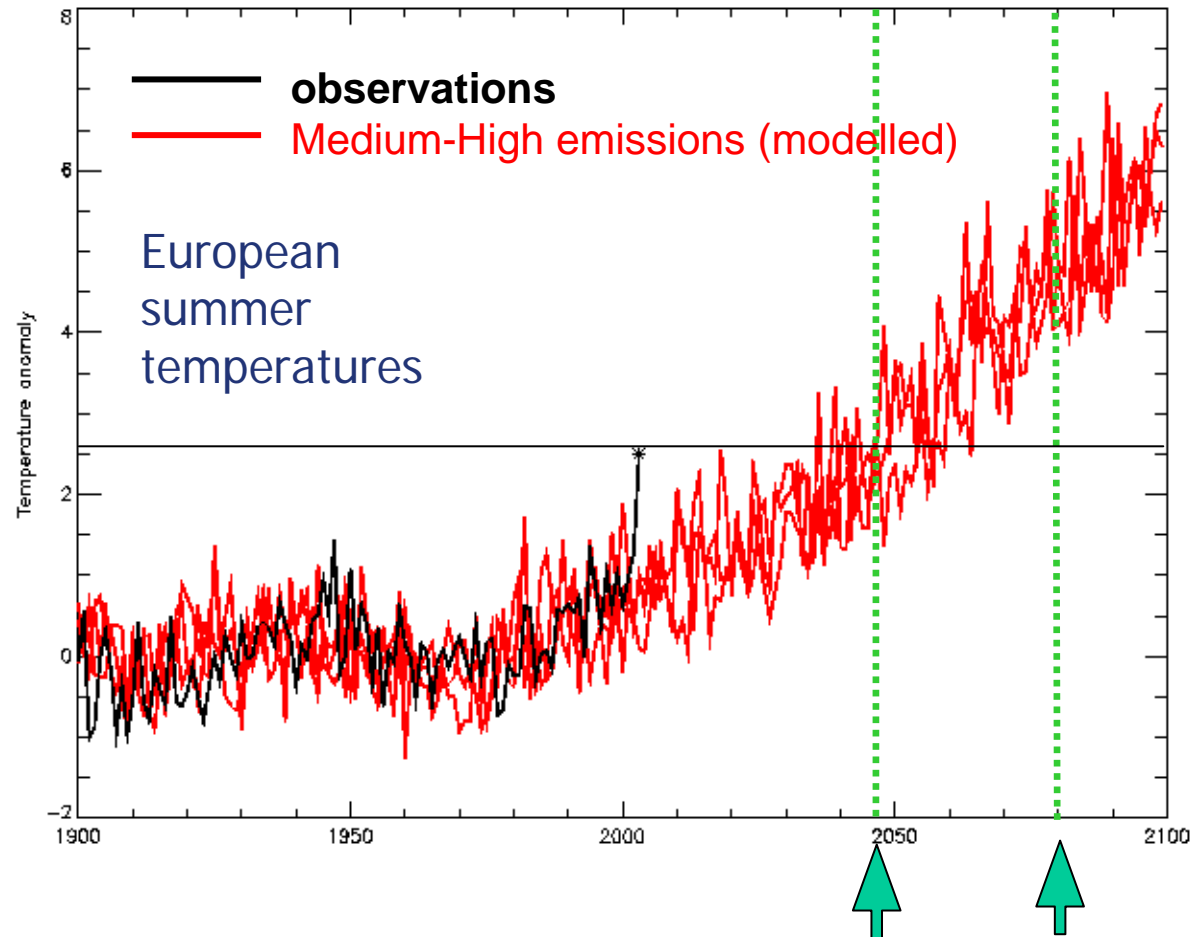
Excess mortality

All ages: 2091(17%)

>75: 1781(23%)



Summer 2003 'Heat wave'



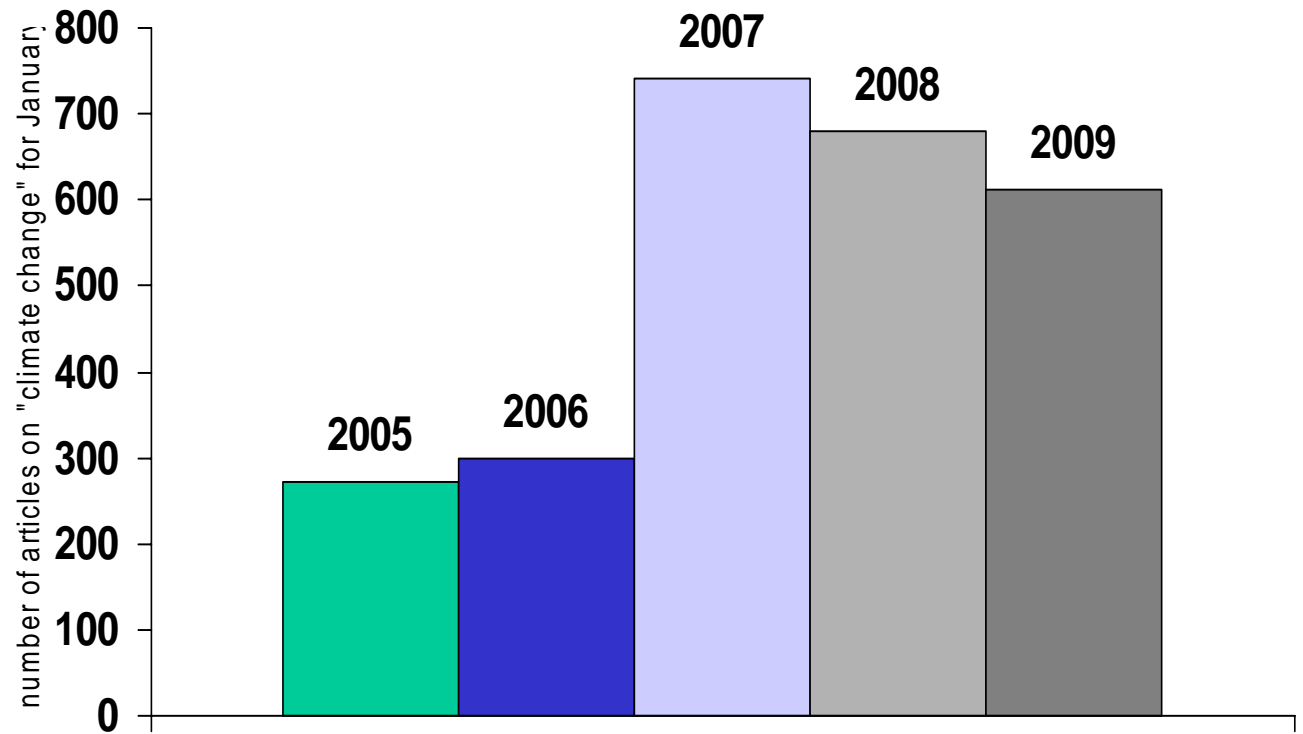


Climate Change – the consensus

- **To just limit global temperature rise to 2°, we need a 60% reduction by 2050 to achieve stabilisation of global carbon dioxide at 450 – 550ppm**
- **UK getting an average temperature change of up to 1.5° by 2020 and 2.5° by 2050**
 - It will mean hotter dryer summers, warmer wetter winters
 - During the interim increasing impact in two areas
 - Availability of water, particularly in SE and E England
 - More frequent extreme weather events
- **Longer term temperature increases and sea level rises**



Public Awareness



Source: South West News Service



Mitigation





Mitigation

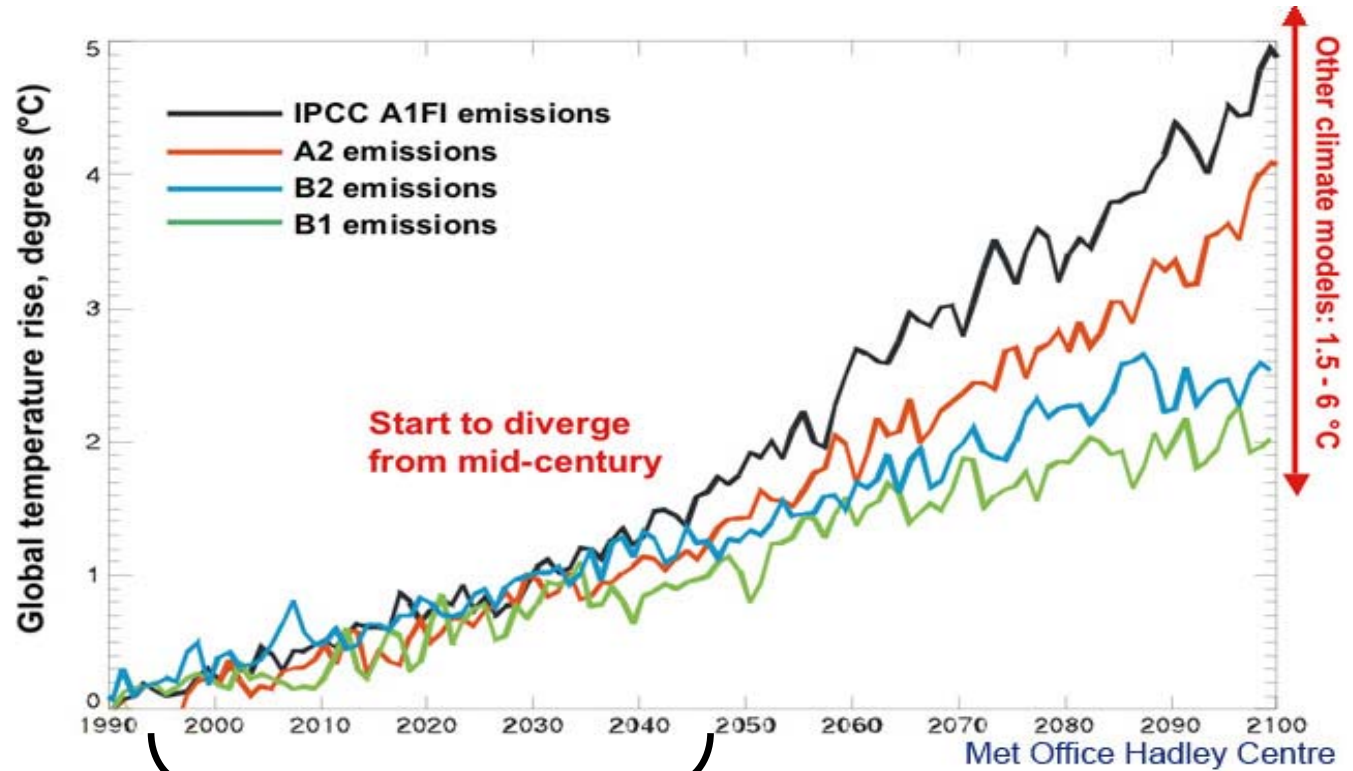
- **Reducing greenhouse gas emissions from human activity**
- **Will only benefit long term climate change – the next generation**
- **NACM approach**
 - Calculated industry emissions from manufacturing, orcharding and distribution
 - Approximately 68,500 tonnes of CO₂e
 - Setting aspirational industry targets for 2023
 - to inspire action
 - Support by fact sheets, best practice sharing etc.
 - Saving energy save money – it makes sense now
 - Finding the “hidden” emissions

Adaptation

- How will we cope with changing climate?



Adaptation



Unavoidable Climate Change

Climate Change - Adaptation

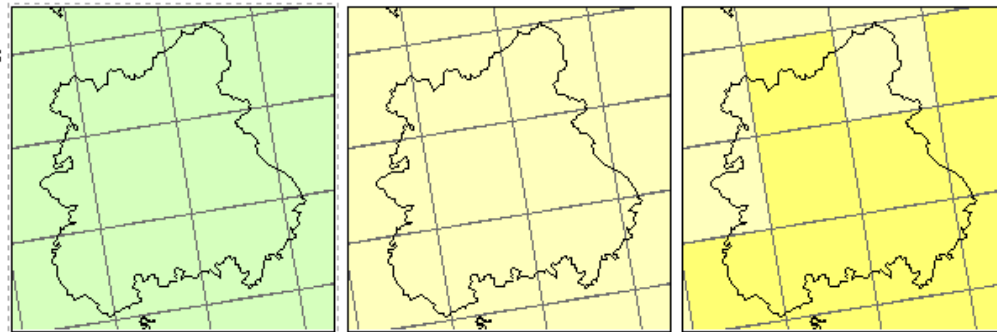


West Midlands

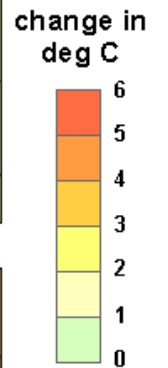
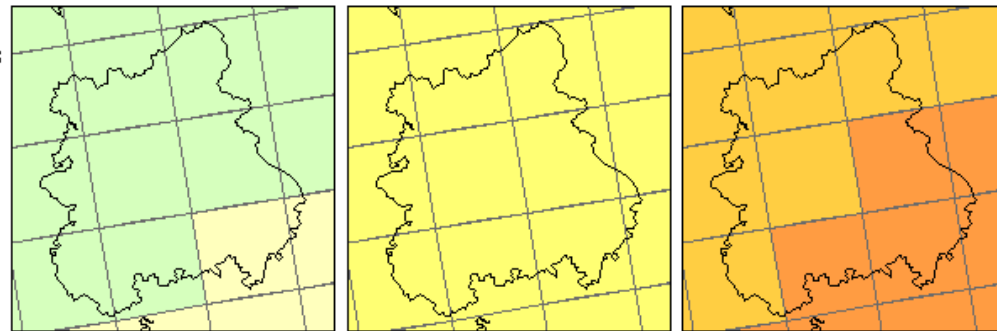
Source: UKCIP02 Climate Change Scenarios (funded by Defra, produced by Tyndall and Hadley Centres for UKCIP)

Change in annual average daily temperature

Low Emissions scenario



High Emissions scenario



2020s

2050s

2080s



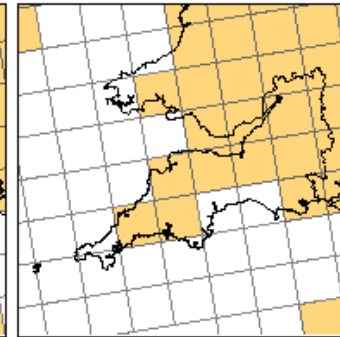
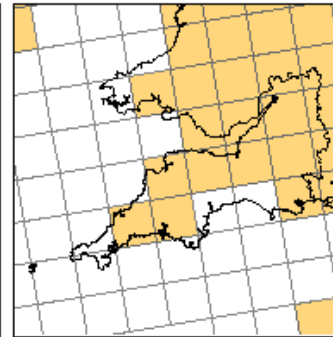
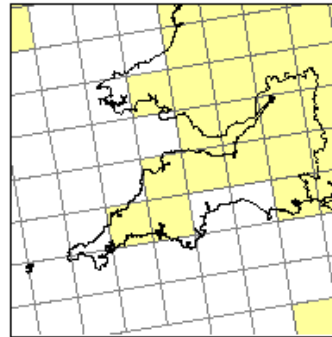
Climate Change - Adaptation

South West England

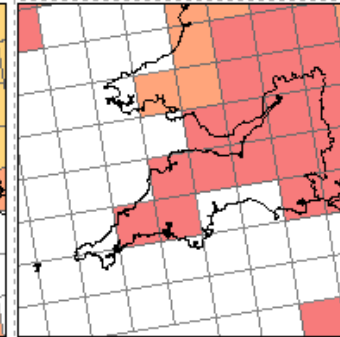
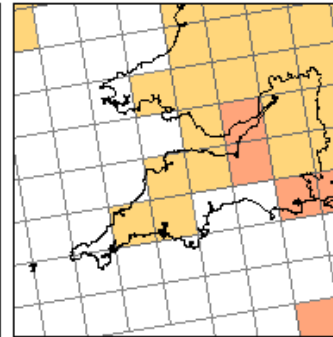
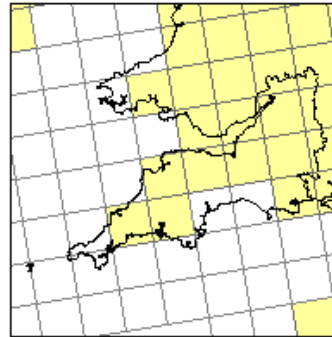
Source: UKCIP02 Climate Change Scenarios (funded by Defra, produced by Tyndall and Hadley Centres for UKCIP)

Percentage change in summer precipitation

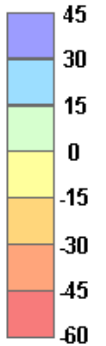
Low Emissions scenario



High Emissions scenario



per cent change



2020s

2050s

2080s

When is our future?

New tree
budded

1st real
crop

Main productive years

Grub
up

NOW

2015

2055





Our Climate Change Approach

- **Worked with UKCIP Industry team**
- **Small industry team**
 - Bob Cork, Gaymer's
 - Liz Copas, independent orcharding expert
 - Melvyn Dickinson, Weston's
 - Richard Heathcote, Bulmers
 - Kay Johnstone, UKCIP
- **Findings in report produced last Autumn**
- **Farming Futures fact sheet produced**
(<http://www.farmingfutures.org.uk>)
- **Continuing to work with UKCIP**



Key Findings

- **Orchard**
 - more storms and winds mean more damage
 - Increased heat/water stress to trees
 - warmer winters mean no dormancy
 - start-stop springs lead to sporadic blooming and poor set
 - new pest & diseases emerging
- **Production**
 - Implications for other raw materials – syrups
 - Increased need for energy – cooling and heating – and rising costs leading to new processes
 - Quality issues through increased micro growth rates
- **Marketplace**
 - Increased food linked consumption – new styles of consumption
 - Trend towards ‘lighter’ drinks – opportunity
 - Requirement for low temperature serve
 - Increase domestic tourism, both summer and winter
 - Overall an opportunity
- **Business**
 - Physical assets at risk – what is your, and your supply chains, exposure
 - Flood, employees travel, distribution etc
 - Increase insurance premium, with with insurers on adaptation measures
 - New types of ‘climate proof’ contracts



Thank You