

First winery of Portugal is certified FAIR'N GREEN



The renowned winery of Jose Maria da Fonseca is the first company in Portugal to obtain the **sustainability certificate** after an in-depth analysis and consulting period. The company thereby extends and builds upon prior activities in environmental and quality management. FAIR'N GREEN began as a project among German wineries in 2013 but has meanwhile certified almost 100 companies in 7 countries.

“Sustainability has been part of the DNA of José Maria da Fonseca for many decades. Being a 7-generation company, we see sustainability as the only way for the next generations of the family to have a viable company that is managed responsibly in the areas of environment, social and economic”, explains Antonio Soares Franco, the CEO of the family-owned business. “Based on our philosophy as a company it was logical for us to expand towards a holistic sustainability certification which helps us improve systematically over time. We really look forward to exchanging ideas with other members of the FAIR'N GREEN network”, he adds.

The company of Jose Maria da Fonseca has been actively involved in several noteworthy sustainability activities in the past such as working in an integrated protection system in its vineyards, wastewater recycling, environmental management, energy and water consumption reduction programs, employee training and several social projects in the community. It was also the first wine company in Portugal to receive the ISO 14001 environmental certification. Jose Maria da Fonseca covers different brands and the first volume to be included into the FAIR'N GREEN-certification is one of the flagship products of the company “Periquita



reserva". Totalling around 1 million

Liters of yearly production this wine is both sold domestically in retail, restaurants, wine bars but also exported to several countries.

"We welcome our first member in Portugal to a growing network of innovative and dynamic wine companies which not only want to wait for politics to decide what to do next, but which want instead help transforming viticulture to become more sustainable from within.", explains Keith Ulrich, Founder and President of the Board of the FAIR'N GREEN association. "The beauty of working with all kinds of companies across several regions and countries is that we can really create new knowledge: Small companies are often highly innovative, large companies can bring innovations to scale. We believe firmly that our consulting-oriented approach will bring the best effects in the long-run. We are in it for the change in the real world, not to check questions of a list", he elaborates.

Background Information:

Founded in 1834, **José Maria da Fonseca** leads the way in the field of table wine and Setúbal Moscatel production and sales, and its brands are sold in over 70 countries.

José Maria da Fonseca's portfolio includes more than 30 top-quality brands representing the main national wine-growing regions. Many of these are now highly popular both nationally and internationally and are true ambassadors of our country. This success is the result of enormous human and material investment and of José Maria da Fonseca's constant capacity for renewal. Throughout its history, and currently already in its seventh generation, the company has been able to preserve a precious heritage without forgetting to stay up-to-date and meet the standards of quality that consumers have come to expect of it, while continuing to surprise with every new step.

More: <https://www.jmf.pt>

Founded in 2013 **FAIR'N GREEN** was developed as a system to help winegrowers become more sustainable over time. The idea is transformation, not revolution. The certification consists of a set of around 200 criteria which are used to evaluate the company's sustainability performance in all areas of sustainability. Each company receives a sustainability management report and an environmental footprint report. All members are consulted on a regular basis regarding their respective fields of action. The reports and analysis are evaluated by an independent third party to assure accuracy and thoroughness. All companies must score at least 50 % of all points to meet the initial certification and improve their performance by at least 3 % per year. Based on the idea of "strong sustainability" at least 40 % must be achieved in each pillar of economic sustainability, environmental sustainability, social sustainability and the sustainable value chain. The FAIR'N GREEN label is used on the bottle and other communication material of a certified company.

While FAIR'N GREEN has been mainly working directly with wineries and grape producers over the last years, the future will bring much more attention to the end customer and retail partners. The network plans much more communication in this regard to bring the idea of sustainable wine not only to the people who make the wine but also to the people who enjoy the product.

More: <https://www.fairandgreen.com>

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