

it is to get sustainable products out of their niche existence in order to make them attractive for the vast majority of the consumers. Typically to qualify for "sustainable" label status, products must demonstrate that they contribute to a sustainable use of natural resources in either production or use. Contact CGA to find out more about these schemes.

### European Retail Forum: Retailers deliver on their Green promises

According to a new report monitoring the achievements of voluntary targets set by members of the European Retail Forum (European Commission and Retail sector initiative) shoppers in Europe are finding more green products on the shelves. The report shows retailers are delivering on their commitments. As well as putting more sustainable products on supermarket shelves, retailers have also made progress in reducing their environmental footprint, paying particular attention to resource efficiency measures. Communicating with consumers on sustainability issues, however, is considered an area for improvement. The report recommends setting up an award scheme to reward best practice. The report, as well as more information on retailer commitments, is available from: [http://ec.europa.eu/environment/industry/retail/index\\_en.htm](http://ec.europa.eu/environment/industry/retail/index_en.htm).

### Belgian NGOs start awareness campaign on water footprint

The Belgian NGOs Ecolife, VELT and WWF have started an awareness campaign supported by the Flemish government on the water footprint of Belgian consumers. Given that 70 percent of the consumer's water footprint can be attributed to food, the main focus is on reducing the water footprint of menus. Consumers can calculate the water footprint of different ingredients of their menu on the dedicated website. The NGOs aim to highlight water intensive foodstuffs and introduce "less thirsty" alternatives. Unsurprisingly fruit, vegetables and potatoes are among the best performers across all food categories. See [www.watervoetafdruk.be](http://www.watervoetafdruk.be)

### Stewardship to deal with water issues

The UK NGO Food Ethics Council regularly organises business forums on particular topics, and recently focussed on water risks. How businesses deal with water risks is fast evolving. As well as independent initiatives by businesses and NGOs, there has been a relatively concerted approach to the issue internationally. Efforts are under way to co-ordinate approaches to water footprinting and, more recently, to measure the impacts of water use, which vary from place to place. Businesses involved in these efforts have now set their sights on 'water stewardship', recognising that some of the biggest challenges arise not in measuring water risks, but in the practicalities of working with your neighbours to manage them.

A business case from Marks & Spencer on Spanish vegetables was also presented. The report of the business forum is available from FEC's website (<http://www.foodethicscouncil.org/system/files/businessforum100713.pdf>).



## NEW ZIM DIRECTOR FOR CGA

At the recent Directors Meeting held in Johannesburg, CGA welcomed a new director for Zimbabwe to the Board.

Paul Bristow was born and educated in Harare. After completing his national service he attended Gwebi Agricultural College, obtaining a First Class Diploma in Agriculture with four distinctions.

After college he farmed in Mashonaland where he grew tobacco, coffee and maize.

In 1980 he moved to Beitbridge and joined B K Cawood starting a career in citrus farming. Whilst working with Benjie Cawood he met Benjie's daughter Patty. Paul and Patty are now married and have two children, Tessa and Mark.

The Bristows are now the proud owners of Cawood Mazumga Ranch which is one of the largest remaining citrus farms in Zimbabwe. They run a diverse farming operation albeit under very difficult conditions.

Paul is an avid Sharks fan and also supports the SA Springboks. He enjoys the outdoors and fishing as his hobbies.

Chris Maggs, our previous director representing Zim has stepped down as he lives in the northern part of Zimbabwe where there are no longer any citrus farms. The Board thanks Chris for the years of support and input he gave in spite of the negative circumstances.

### Simplicity and consistency for sustainable food labels

Various consumer groups have conducted work in the past about barriers to healthy eating, but as sustainable food choices are rising up the agenda it would be useful to get a better understanding of what consumers make of the issues. Research by Which? indicates that while sustainability issues are not a priority for many consumers at the moment compared to issues such as taste, safety and price, many people think they are important and if presented in a way that is more meaningful on labels, there is a willingness to take them into account. Seven out of ten people said they would pay more attention to the environmental impact of foods they buy if the labels were clearer. Existing labelling schemes were seen to be "generally not well known, poorly understood and on the whole do not help consumers understand how different aspects of sustainability have been addressed". See <http://www.which.co.uk/documents/pdf/making-sustainable-food-choices-easier-231317.pdf>