

MINIMUM.

2020

IMPACT  
REPORT



# **ACKNOWLEDGEMENT OF**



# **COUNTRY**

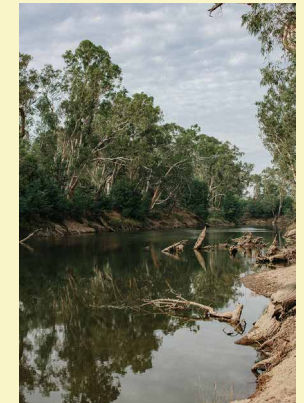


We would like to begin by acknowledging the Traditional Owners and Custodians of the land on which our vineyard, winery and office are located:

the eight clans of the Yorta Yorta Nation and the Wurundjeri and Taungurung people of the Kulin Nation. We pay our respects to their Elders past and present.

Our vineyard and winery are connected by the river known as Gaiyala in Yorta Yorta language and Warring in Woiwurrung–Daungwurrung language, a river that we thank for its flow and nourishment.

We extend our respect to all Aboriginal & Torres Strait Islander Peoples and we acknowledge their ongoing connection to Country.





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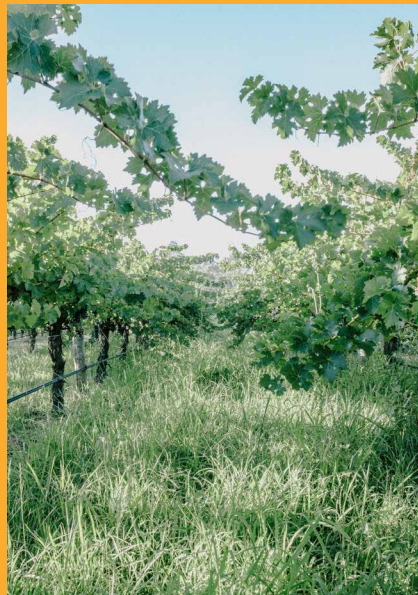
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# VISION



**Mindful wines, made for humans. With respect for the land they come from, and the people who drink them.**

**We are committed to creating quality organic wines, that are progressive, approachable and celebrate their own personalities.**

**We commit ourselves, beyond wine, to always contribute at least 5% of revenue to positive social and environmental impact.**

# OUR IMPACT BLEND

5%+ to:  
Product.  
People.  
Place.

We are committed to having a positive impact in three key areas; product, people and place.

Our aim is to create products that are socially and environmentally positive.

We believe in good people and strive to support and surround ourselves with those that are committed to being accountable and kind.

Everything we do is connected to place and we are committed to a regenerative journey that pursues true sustainability of our environment, social structures and economies.

## Our commitment.

We will always donate at least 5% of our annual revenue to social impact initiatives that fit under these three pillars. As we grow, so does our impact.

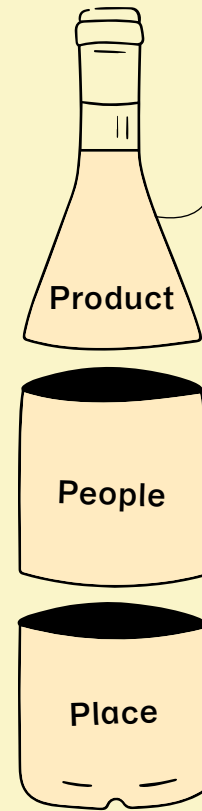
In 2020 we exceeded this promise and donated 5.2%!

5.0% always.

5.2% in 2020!

2021 dreaming

To embark on dedicated social impact initiatives that empower First Nations, female, queer, non-binary, CALD and regional/isolated voices.



## Our 5.2% in 2020:

0.6% to supporting our community via donated wine: artists, musicians and community organisations.

0.5% to supporting artists via commissions for our Short Runs labels + Zines.

1.0% to support the recovery of Victorians devastated by the January 2020 bushfires via **The Victorian Bushfire Appeal**.

1.1% to planting one tree for every dozen wines we sold.

2.0% to support the ongoing protection & support of Victorian & NSW wildlife via **WIRES (Australian Wildlife Rescue NSW) & Wildlife Victoria**.

2021 dreaming

We believe that business can be a force for good. In 2021 we aim to become a certified BCorp. BCorps meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.



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# PRODUCT





# Wine is made from grapes. We make wine.

**We aim to make wines that are a true expression of the soil from which they come.**

We do this by improving the biological, cultural and spiritual connections in the vineyard and winery. For us, wine is the embodiment of the deep connection between humans and nature—a coming together of the spontaneous processes and intellect of nature with the inspired movements of human hands.



# Certified.

## Beyond carbon zero.

Our carbon zero status is certified by Toitū. But we don't just want to be carbon neutral. So we also plant one tree for every dozen sold to ensure that we actually sequester more carbon than we emit.

In 2020, each bottle we produced generated 1.7kg of CO<sub>2</sub>. In 10 years, when our tree plantings reach maturity, they will sequester more than one-third of those emissions in just that first year of maturity, and then go on to stand for at least 20 more years doing the same amazing work every year.



In the end, those trees will sequester more than 7 times the amount of carbon we emitted in the year they were planted.

## Vegan.

No animal products are used in the making of our wines.



We are certified vegan with Vegan Australia.

## Organic.

No synthetic inputs used in the vineyard or winery, ever. We are fully certified organic with ACO and each vintage we are integrating more and more regenerative techniques to reduce even the amount of organic inputs.



# Low impact wine making.

The goal for us is to let our grapes tell their story. Our primary grape-growing and winemaking technique is to get out of the way and trust in the incomprehensible intelligence of nature.

In 2020, all of our wines were wild-fermented (no added yeasts). We have also reduced our use of sulphur to below half of the organic protocols (sometimes using none at all) and reduced our use of new oak barrels (barrels that are 3-years-old or less) by over 80%. See page 23 to read more about our low impact winemaking approach.



# Sustainably Circular.

Our entire business model, from vineyard to bottle, is designed to function as part of a circular flow of energy. Everything – soil, grapes, bottles, packaging – can be transformed into something else after it's been used.

## Packaging.

All of our packaging is either **100% recyclable** and/or **100% compostable**.

100% Recyclable



100% Compostable





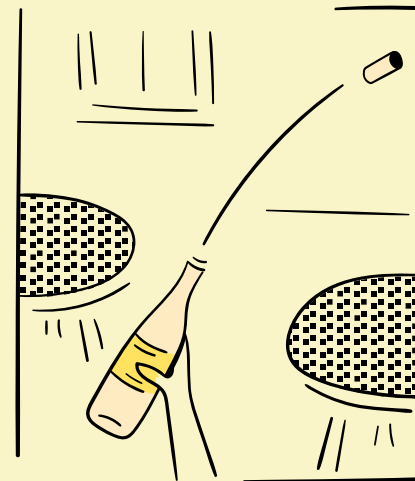
## Cork.

Cork is the bark from a type of oak tree, removed in a way that does no harm to the tree.

Cork forests are the third most biodiverse forest environments, behind the Amazonian and Indonesian rainforests.

**All of the cork we use is harvested by hand** and, once harvested, the tree is left for nine years to fully regrow its bark.

Screw caps, on the other hand, are usually made from aluminium and plastic, which are not biodegradable and require high amounts of non-renewables to manufacture.

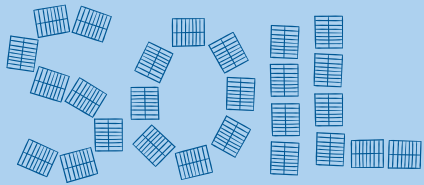


## Our Zine.

Each quarter we publish a zine to **support critical thought, diverse voices and artistic expression.**

This is printed using a Risograph Printer that uses soy-based inks on 100% recycled paper.

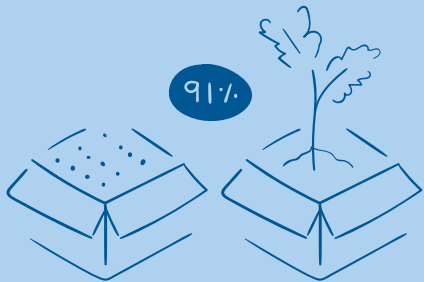




### Composting.

We compost all of the leftover solid bits (leaves, stems, seeds, skins) after we crush & press our fruit, and return it to the soil.

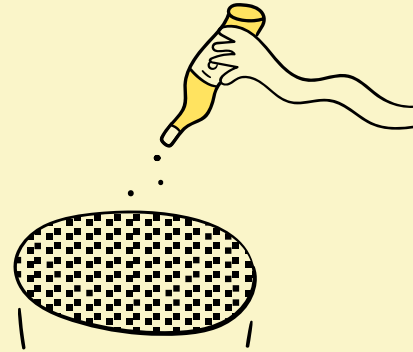
In 2020, we composted some 27 tonnes of this organic 'waste' – the weight of over 32 pallets of wine or 1,600 dozen!



### Shipping.

We encourage people to buy per dozen to reduce shipping emissions, and plant a tree for each dozen sold.

In 2020, 91% of our wine was shipped from the winery in a full dozen box = less deliveries, more efficient use of space per delivery, minimum shipping impact.



### Our Waste.

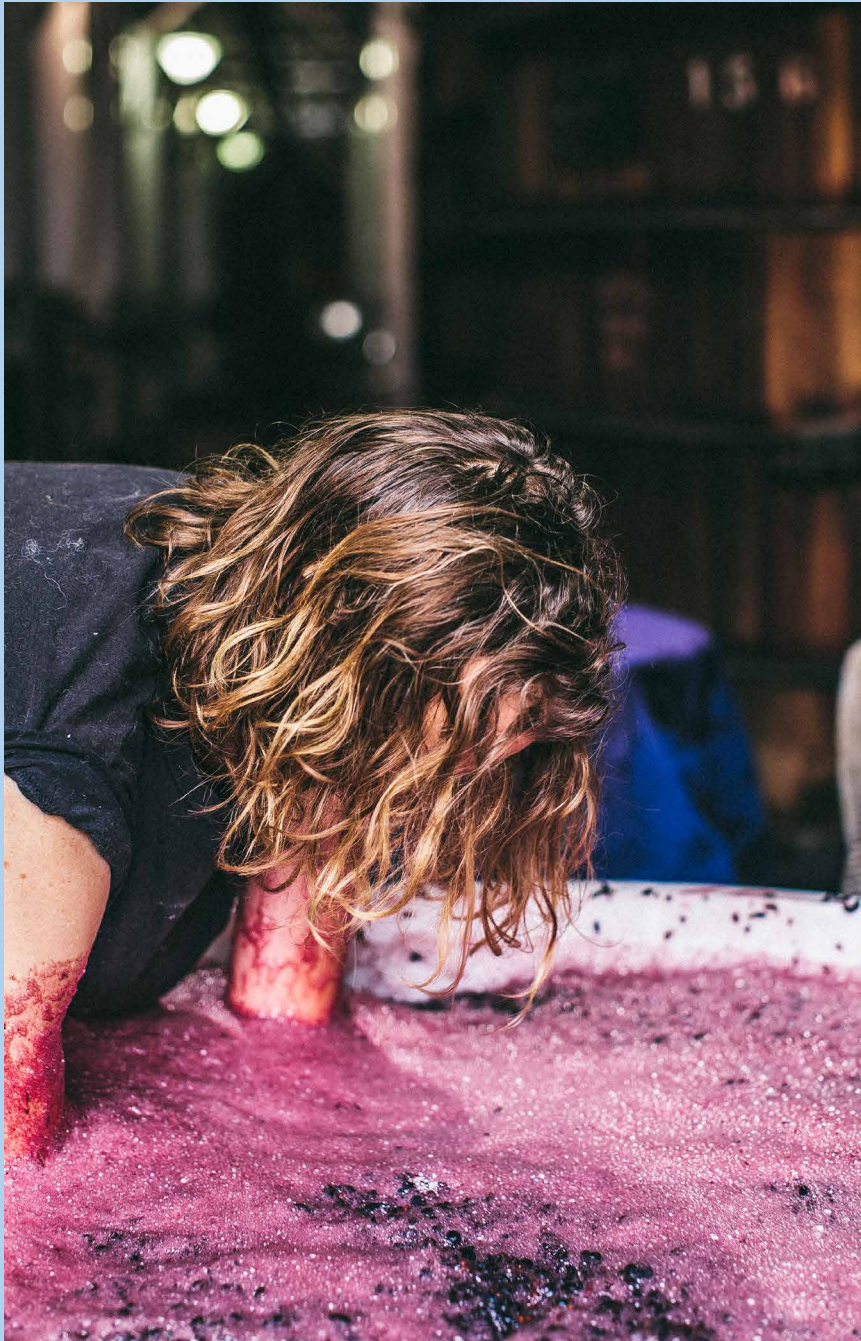
Some 380g of organic 'waste' was produced for each bottle of wine. All of it was composted.

16.6g of waste was produced for each bottle of wine, and sent to landfill (1,171 kg in total).



To introduce new packaging initiatives that reduce our shipping and packaging impact even more, and to reduce our waste-to-landfill to even closer to zero.





## In the winery.

Our approach to winemaking is to intervene as little as possible, to make wines that are an honest and humble expression of our grapes and our vineyard.

We feel a deep connection to the old traditional / ancestral spirit of winemaking and also want to make wines that are delicious and very fun to drink.

We dance with all of these dreams when we make wine. We only wild-ferment, and we use little to no adds depending on the wine. We don't fine, and are working towards not filtering any of our wines (our Short Runs range are already unfiltered so it will be a natural progression).

We want our wines to be simply what they are: sunshine, water and grape juice. For us, wine is a simple thing, and our aim is to simply not complicate it.

# 2020 adds.



Under the Australian Certified Organic (ACO) protocol a total of 39 organic winemaking additions are allowed. In 2020, we used 4 (including dry ice, the solid form of CO<sub>2</sub>, which we use on occasion to prevent oxidation in tanks that aren't completely full for temporary periods).

## Tartaric acid

A natural by-product isolated from the winemaking process, added back in small quantities to balance acidity levels, also naturally preserves the wine by increasing pH, reducing the need for sulphur.

## Sulphur

Sulphites are a natural by-product of the fermentation process. We also add a little extra to most wines to assist with stability (to prevent oxidation and spoilage from bad bacteria).

## Tannin

Derived from organic hazelnut skins, added in small quantities before fermentation of some reds to activate enzymes that help to break down naturally occurring astringent tannins, balancing the wine. We've been running sans-tannin trials in these reds and in 2021 have decided not to continue adding it.



A little guide to sulphur levels.

Limits	Reds	Whites & Rosés
Regular food standards limits	250 mg/L	250 mg/L
Organic protocol limits	100 mg/L	150 mg/L
Our self-imposed limits	50 mg/L	75 mg/L



## Our low sulphur goal.

The fermentation process can naturally produce up to 15 mg/L of sulphites, but the effectiveness of these sulphites to protect the wine quickly deteriorates. So, we usually add a small amount of sulphur after fermentation is complete, and just before bottling.

Our sulphur aim is for all our wines to be considered low sulphur from vintage 2020 onwards, which to us

means no more than half the organic protocols (the organic protocols are 100 mg/L for reds and 150 mg/L total for white - so half of that, max.), however we usually use much less than this, and for some wines, none at all.

Of our wines released in 2020, our Main Range Red and all of our Short Runs wines (that's 70% of our wines) were low-sulphur.

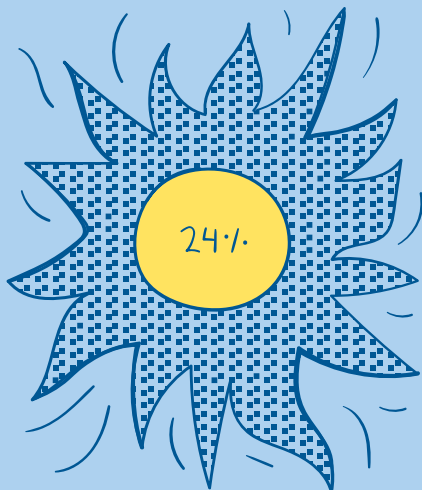
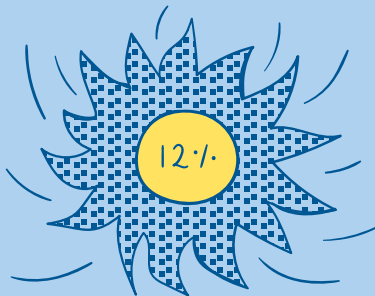
In 2021, we aim for all of our releases to meet this self-imposed standard.

# 2021 Targets.



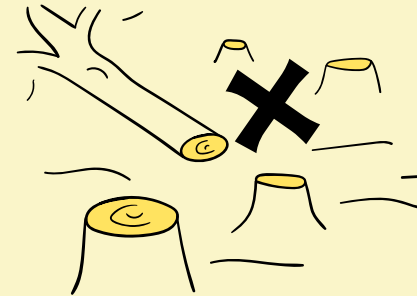
## Powered by the sun.

In 2020, the winery space where we make our wine was 12% powered by solar panels.



In 2021, it will be 24% sun power!

2021 dreaming



## No new barrels!

From 2021, we are reducing our use of 'new wood' (barrels that are 3-years-old or less) by over 80% for aging our wine, in favour of old barrels & stainless steel tanks.

Oak barrels are often discarded after 4-5 years (because after that point they don't flavour the wine at all), yet can easily give over 40-years of use. We believe in using them despite them not adding any ongoing 'oak' vibes.



## Less Adds

From 2021, 1 more of our 4 adds will not be added: tannin.

## Our 'son-mat' challenge.

'Son-mat' is a Korean word that translates to "the taste of one's hands" - or as we like to call it, "hand magic" referring to the unique flavour / vibe that is transferred from a maker, to a ferment, through touch.

It's as much spiritual as scientific: On the one hand it is said to transfer the maker's spirit or energy into the fermentation, and as such their state of mind and spiritual energy is said to affect the energetic result of the fermentation.

On the other hand, every person has a unique microbiome which communicates with the fermentation through this touch, literally influencing the biological dance at play.

Previously we have worked some of our wines without human touch. From 2021, we aim to mindfully get our hands in each and every ferment on the daily, gifting the wines our personal son-mat. Wine, handmade.



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# PEOPLE





# Good humans.

“What I value is the naked contact of a mind.”  
 – Virginia Woolf

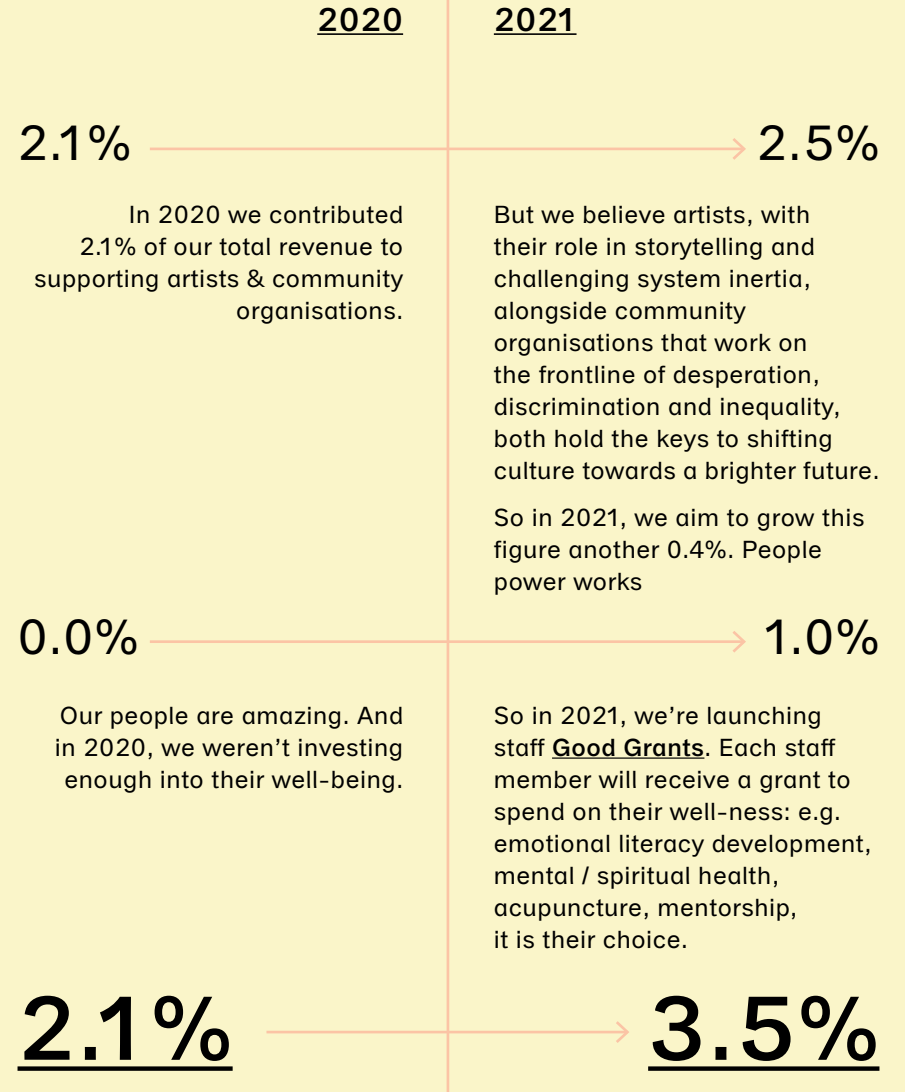


We believe true sustainability begins with people, and that environmental impact is inherently linked to cultural change.

Our internal culture reflects the kind of positive change we seek to see in the world: diversity, inclusion, equality, vulnerability, honesty and accountability.

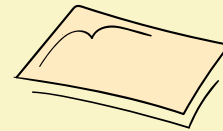
Additionally, we endeavour to always partner with people who also reflect these values.

# Targets.

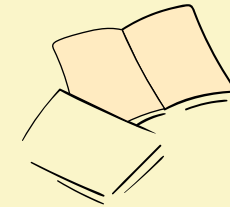




## Our ethical Suppliers.



Noissue  
Tissue



Neighbourhood  
Press



Amorim Cork



Visy &  
Kebet



Monta  
Compostable  
tape



Kauri Wine



# 1% to Artists.

Breathing creativity into the everyday. Here are some of the artists we worked with and supported in 2020.



Harrison Lambooy  
(illustrator)



Sonny Dalimore  
(painter and sculptor)

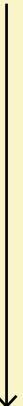
+ Emiko Davies (writer), Giuliano Ferla (musician) and Maxi Roberts aka Hugh Klein (musician).

We also encourage our team at Minimum Wines to create and share their art.

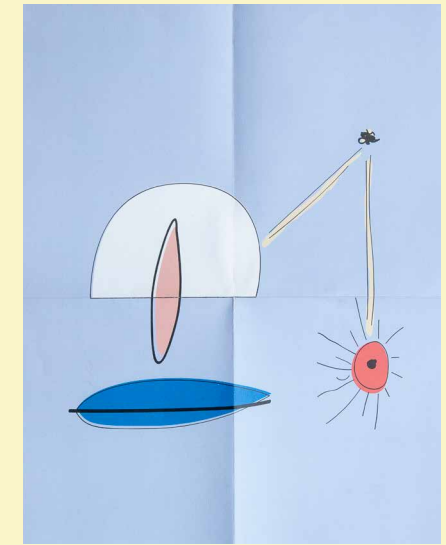
## Mat Bate

(official wine guy)

Contributed poetry, art and photography.



Ash Holmes  
(painter and sculptor)



Lentil Purbrick  
(co-founder)

Contributed poems, stories, photography and Short Runs art.

## Staff.

As a team, we are committed to progressive, critical thinking, emotional intelligence and creative curiosity. We celebrate everyone's unique perspective and create a safe space for open, honest dialogue. Our workplace is designed to facilitate a healthy internal culture.

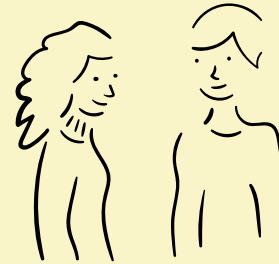
In 2020, we were a little team of three. By the beginning of 2021 our team doubled in size. We have implemented several workplace initiatives to promote a vibrant workplace.



### Good Grants.

Launched at the start of 2021, Good Grants is our way of directly supporting our staff's mental health, emotional wellbeing and self-development.

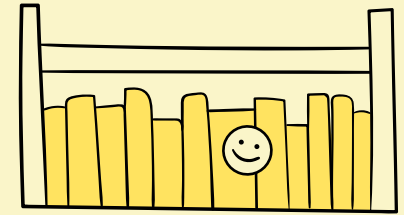
Each year we will put 1% of our total revenue into the Good Grants pool. This money is divided equally and then given to all staff members to put towards their personal wellness. From mentorship programs, to therapy, to acupuncture, to meditation programs, staff choose how their Good Grant is spent.



### Gender diversity & human inclusivity.

50% of our team identify as women and when we look for new staff we advertise and stand by the following:

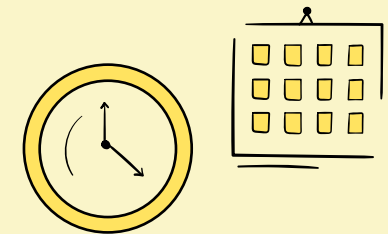
"Our wines are made to be enjoyed by the diversity of humankind. Likewise, we are an inclusive workplace, that is committed to hiring great humans, and welcome (and do not discriminate based on) your unique culture, ethnicity, race, education, experience, gender identity and expression, origin, age, languages spoken, colour, religion, disability, sexual orientation or beliefs."



### The Minimum Library.

In 2021 we moved into a new office Melbourne. Amongst other things this meant we could set up our very own Minimum Library, full of wonder and inspiration for staff to explore, read and share.

Each year, all staff members receive an equal amount to spend on books. We have a particular focus on CALD voices, diverse cultural knowledge, emotional literacy and progressive environmental thought.



### Flexibility.

All staff set their own hours, work towards their own personal goals and contribute to a collaborative and inclusive team vision.



MINIMUM.

# PLACE





# Caring for Country.



We believe good business coupled with good farming is a potent recipe for positive environmental outcomes. We will continue to reduce our environmental footprint, increase our positive impact and support others that do the same.

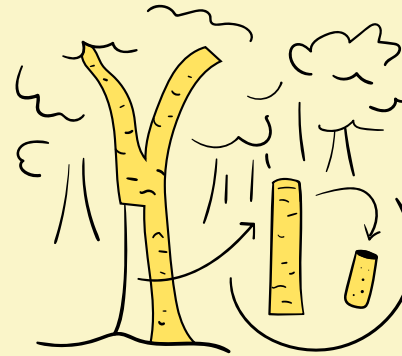
## 1% to trees. (1 tree planted per dozen sold)

In 2020 we planted 2,049 trees with One Tree Planted (more than 5 trees per day).

After 10 years, once mature, these trees will sequester an average of 47 tonnes of carbon per year - that's over one-third of our 2020 emissions *every year* that they stand (20+ years!).

The trees we plant also re-establish biodiversity, filter air pollution and improve water quality.

This contribution represented just over 1.1% of our revenue.



## Dedicated to cork. (The natural closure)

Cork forests are home to 13,000 species (plant/animal/insect) that live nowhere else on earth, including the Iberian lynx, the most endangered feline species on the planet.

Cork farmers train for eight years so that they can hand-harvest the cork without harming the trees, which can live for more than 200 years. The connection the farmers have with their trees is unique; it's not uncommon for farmers to work with the same trees for their entire lives.

We're working with One Tree Planting on a system that will allow customers to choose where their trees will be planted, and to track their impact in real-time.

2021  
dreaming

## 2% to wildlife. (For a changing planet)

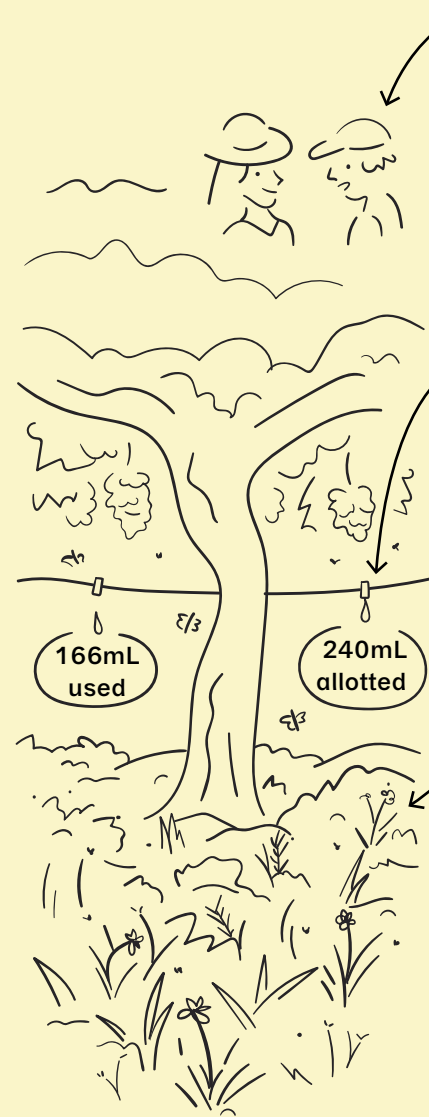
In the wake of the January 2020 bushfires, we gave 1.0% of our revenue each to **WIRES** (Australian Wildlife Rescue NSW) and **Wildlife Victoria**.

# In the vineyard.

Our 125-acre vineyard near Toolamba (VIC), is certified organic and uses regenerative principles. We'll never use synthetic inputs and we'll only add naturally derived inputs where needed to help improve soil microbiology, nutrient cycling, carbon sequestration and vine health.

2021  
dreaming

We've got some regenerative & biodynamic experiments planned for 2021, including making biochar to build soil, cover cropping under our vines as well as between rows and compost tea applications.



## Organic culture.

"Organics starts with culture." – Richard Flatman, our viticulturalist.

In 2020 the vineyard team went through staff training to facilitate an organically-minded culture.

## Water saving.

We installed soil-moisture monitoring sensors to lower our water consumption. From July 2019 to July 2020 we used 30% less water than our total allotment.

## Cover cropping.

We planted a flowering multi-species cover crop between our vines to improve soil health, reduce weed pressure and attract beneficial insects to provide natural pest management.

## Soil goals.

Our primary focus for the next few years is increasing the amount of organic matter and microbial diversity of our soil.

We do soil tests (chemical and biological) every year to monitor the health of our underground ecosystem. We're aiming to raise the amount of carbon in our soils by adopting regenerative farming methods like cover cropping, composting and under-vine mulching.



# Organic inputs.

You should know exactly what's in your glass, so here's our list of organic farm inputs from the 2020 season.

Compost teas!

Locally sourced sugar kelp.

Fermented vegetable extracts.

Soil carbon (humic & fulvic acids, the most active components of soil carbon).

Essential oils.

A blend of organic antioxidants.

A liquid blend of live beneficial (good) bacteria.

Local straw.

*Used for mulching to reduce water use, and stimulate healthy soil.*

A small amount of guano (46kg across our entire 125 acres).

Organic, wettable copper and sulphur to prevent mildews.

2 types of biological (bacterial) sprays to control caterpillars & botrytis.

Multi-species cover crops in the inter-rows.

*To attract bees, butterflies, and beneficial insects and distract pest insects. We are also experimenting with allowing these inter-rows to grow completely wild and untamed in several parts of the vineyard to stimulate maximum micro-habitat for small birds, reptiles and soil life – and to reduce tractor time.*





On a branch  
floating downriver  
a cricket, singing

-Kobayashi Issa

The end.