

100% Good, Not Perfect

At John Altman we love the planet as much as anyone. Sadly, no one's perfect (not even John) and although we try our best, we're not as good as we'd like to be. So we want to open about we do, what we've done and what's still left to do to reduce our impact on the environment.

Below you'll find a summary of some of the changes we've implemented the last year and information about how we currently do stuff (and what we'd like to change).

If you have any questions, or any suggestions about how to improve our operations, please send them to us at ilovetheplanet@johnaltman.org.



Spread the LOVE, man

John Altman Cookies

Packaging

So for John Altman Cookies 2.0 we lost the tub with the plastic sack (and the seeds sadly) and replaced it with a smaller, more efficient paper bag. The new paper bag uses less material than before, and weighs significantly less, allowing us to make more bags into less transport. Sadly the paper isn't FSC certified, but we're working on it.

Ingredients

Our cookies are Fair Trade: the sugar is Fairtrade and comes from Mauritius, while our Fairtrade chocolate is supplied by Callebaut.

All our ingredients are 100% natural.

We use real grass butter.

New for 2011! From the end of January onwards all the eggs used to make our cookies will be free range Rondeel

Farm eggs! Our chickens will be the first to benefit from the revolutionary "Rondeel" laying system, the most chicken friendly way of farming yet! You can find more details [here](#).



Before...



...and after



John Altman Wine

Packaging

We're currently developing John Altman Wine to be released in the first quarter of 2011. One of the things we're most proud about (besides the fact the wine is organic and Fair Trade) is the packaging. Instead of sticking it in a bottle, we decided to sell it in a box.

The main advantage is that we can fit the equivalent of two bottles of wine into one considerably smaller box, meaning we can fit more boxes into less space, making us considerably more efficient transport wise. Plus the cardboard is 100% recyclable and compostable. However, the aluminum bag the wine itself comes in isn't. But rather than simply throw it away, we want to encourage people to make the bag live on by turning it in to a ball, a pillow, a cushion, a mirror to help tan that really difficult bit under your neck, whatever. We're going to organize a contest for the most inventive and creative re-users of the bag and give them lots of love (and wine) as a reward. As throwing stuff away simply isn't our bag, baby.



 **ORGANIC** 

The wine

Our wine is organic. That means it's grown in (certified organic) vineyards where only compost and organic materials are used as fertiliser and we let nature, or ducks, take care of pest like Snails.

Everything is based on environmentally sound practices to sustain the health of the planet and ourselves (and to make the best wine possible, of course).

Our wine is also Fair Trade. It's made by the lovely people at Stellar (link). Stellar was the first organic winery ever to be awarded International Fairtrade Status. Which is nice. Very nice indeed actually. Why?

Because they offer their employees the best working conditions, training opportunities and education programmes in South Africa. Because their employees aren't really employees but shareholders, as they all have a stake in the Stellar cellar and Stellar Agri, a table and wine



grape farming operation. Because they implement things like a bus service to make their employees, sorry, shareholders, lives easier. Because they do things they don't have to, but do anyway. That's what Fairtrade is all about. And that's why the John Altman Organization is proud to work with them.

Carbon Offsetting

To offset the less good parts of our operations, we protect rainforest in the Amazon via **Coolearth.org**. Each acre we protect locks in 100 tonnes of CO₂. You can find more information about their rather wonderful scheme here: coolearth.org.

Any more questions?

If you have any questions, or any suggestions about how to improve our operations, please send them to us at **ilovetheplanet@johnaltman.org**.

And if it works, you'll receive a lot of love, cookies, and a shout out on the packaging.