



Media Release

Wednesday 5 March 2008

Restaurant luminaries unite to fight climate change

Some of the biggest names in Melbourne's restaurant business have joined forces to help reduce the environmental damage being done by carbon emissions.

Restaurant luminaries today gathered at the Bourke Street icon, Grossi Florentino Restaurant, to launch Food for Trees™ – a carbon capture scheme that commits the restaurants to tree plantings in and around Melbourne.

The set-up of Food for Trees™ has been funded by five of the most successful businesses in Victoria's food and wine industry:

Food for Trees™ founding members:

Grossi Florentino Restaurant, City
De Bortoli Wines, Yarra Valley
Soul Mamas Restaurant, City
100 Mile Café, City
All Nations Hotel, Richmond

At today's launch, the restaurateurs said they were motivated by a desire to do the right thing by the environment and by their customers.

Leanne De Bortoli – De Bortoli Wines:

"Consumers want and should be able to choose to minimise the environmental impact of everything they do, including eating and drinking. Food for Trees™ gives customers the choice of environmentally-conscious dining."

Guy Grossi – Grossi Florentino:

"Most of us in the restaurant industry like to get our hands dirty. Food for Trees™ is a direct and practical way we can do our bit to reduce the impact of carbon emissions."

Paul Mathis – 100 Mile Café:

"Many people in the restaurant industry are looking for a way to reduce their impact on the environment. We hope they will join Food for Trees™ and help us achieve the goal of one million new trees within ten years."

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Trees planted by Food for Trees™ will be overseen and managed by the Port Philip and Westernport Catchment Authority – a State government authority - ensuring that trees are planted where they will have the greatest environmental impact.

Food for Trees™ is aiming to plant one million trees within the next 10 years, expecting to capture in the order of 250,000 tons of carbon emissions, as well as cleaning waterways and providing habitat for native wildlife in and around Melbourne.

To kick off the scheme, the founding Food for Trees™ members are planting approximately three hectares in the Yarra Valley. As well as capturing harmful carbon emissions, the new trees will create a corridor of native habitat, providing homes for wildlife including the Helmeted Honeyeater which is on the brink of extinction. The Helmeted Honeyeater can only be found in Victoria and is the State's bird emblem. Only 100 of the birds remain, mostly in the Yellingbo State Park near Yarra Junction.

Melbourne's restaurant patrons will be able to identify Food for Trees™ members by the Food for Trees™ logo on restaurant doors and tables, or they can visit www.foodfortrees.com.au to find Food for Trees™ members.



Make a meal out of climate change.

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www.foodfortrees.com.au