

Southern Right

Southern Right's motto - *Naturam Esse Omne* - Nature is Everything - is carried on our neck label as an indication of our commitment to conservation and the improvement of our environment.

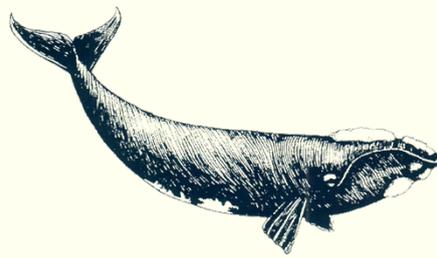
Having used the symbol of the once endangered Southern Right Whale on our label, we thought it appropriate to contribute to their conservation in nearby Walker Bay, one of the key influences on the style of Southern Right wines. At the time the property was founded in 1994, only 6,000 Southern Right Whales were left in the world.

Over the years, we have done the following:

1. Sponsored the annual aerial survey of individual whales in Walker Bay, to see both total numbers and frequency of return of individuals from their Antarctic feeding grounds. We did this for a number of years until other funding was found. Each adult whale has specific markings which enable accurate identification of individuals.
2. Funded a booklet on Southern Right Whales, raising awareness of their habits and vulnerability. Sales of the booklet raised further funds for conservation initiatives.
3. Collaborated with top cetacean artist and marine mammal conservationist, Noel Ashton, to produce a limited edition of Southern Right Whale sculptures, a portion of the sales going to their conservation.
4. We were founding funders of the first "model section" of the Hermanus Cliff Path upgrade. Our goal was to encourage as much non-invasive shore-based whale watching as possible, to reduce the more invasive boat-based whale watching.
5. For a time Southern Right funded a small team of previously un-employed people to be trained and then employed to keep the coastal vegetation around the cliff-path free of alien (non-indigenous) vegetation.
6. Southern Right wines carry the message of Southern Right whales and their rarity on the back labels of our two wines, to more than 45 countries. This in a small way raises awareness of the need for their conservation.
7. Southern Right Whale numbers grew healthily over this period and other larger funding opportunities became available to researchers and for various conservation projects. Our team made the decision to switch our conservation efforts to the endangered Cape Mountain Fynbos in our area, where we felt we could have a larger positive impact.

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P O Box 158, Hermanus, 7200



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8. We have on an on-going basis spent a significant amount of time and money on clearing the many types of alien invasive species threatening the Cape Mountain Fynbos in our area. Primarily, Black Wattle, Australian Myrtle, Port Jackson (Acacia Saligna), Acacia Longifolia, Hakea and Mediterranean Pine.
9. Management works closely with the provincial “Work for Water” initiative to secure teams and co-fund alien clearing projects.
10. We recently formed a Southern Right Conservation Team from our staff to tackle specific alien clearing projects.
11. Management and staff are currently involved in a post-fire 12,000 year old “palmiet” peat wetland restoration project. This wetland is believed to be unique in the world and sadly the peat ignited and burned for many months before it could be extinguished. The mass of alien vegetation that sprang up post fire, is slowly being brought under control.
12. With the help of a neighbouring botanist, we have identified and documented and protected 15 red data plant species in our private fynbos nature reserves. We expect to identify and document several more. EN is endangered. VU is vulnerable. NT is near threatened. Rare is particularly rare and endangered.
13. See current list below:

Amphithalea virgata - VU
Asparagus lignosus - NT
Colpoos speciosus - VU
Cyrтанthus leucanthus - EN
Erica melastoma - EN
Gnidia humilis - EN
Lampranthus glomeratus - EN
Leucadendron linifolium - VU
Leucospermum gracile - NT
Merciera azurea - EN
Merciera leptoloba - NT
Otholobium thomii - EN
Protea compacta - NT
Protea scabra - NT
Sonderothamnus speciosus – Rare

13. Management is currently involved in a project to link up private conservation areas in our area so as to completely surround the Hemel-en-Aarde with contiguous, privately conserved Cape Mountain Fynbos, linking with government nature reserves. This involves persuading several properties to create private reserves. The area will be governed by the already formed Hemel-en-Aarde conservancy.

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