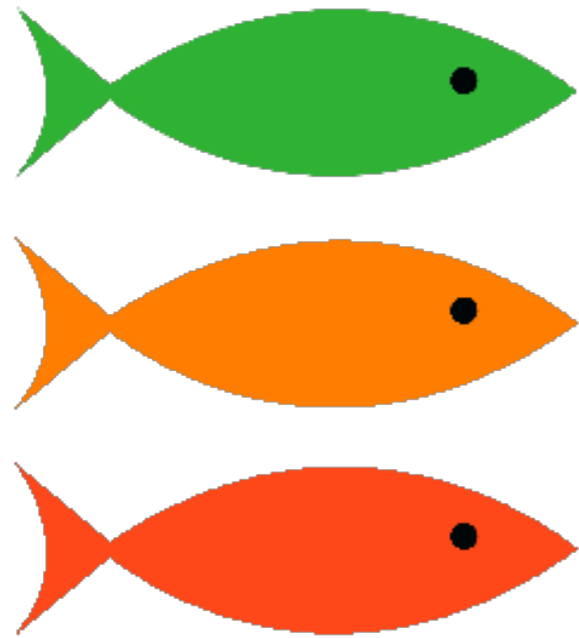


Africa Geographic, together with leading South African retailer **Pick n Pay**, is proud to present Envirozone, a series that speaks to the growing number of consumers who are making – and would like to make more – planet-friendly choices.



one fish, two fish, red fish, green fish

Since its launch in 2004, the Southern African Sustainable Seafood Initiative, known more manageably as SASSI, has made significant strides in raising public awareness about the real cost of seafood.

Did you know that it is illegal to buy and sell white mussel-cracker? Or that kingklip, that South African favourite, is in danger of being overexploited? Or that trawling for prawns off Mozambique's Sofala bank results in the deaths of 5 000 sea turtles every year? Launched in 2004, the South African Sustainable Seafood Initiative, or SASSI, aims to address public and industry awareness about the real cost of seafood. By dividing fish species into red, orange and green categories according to their conservation status, SASSI has helped consumers to make more informed choices about the seafood they eat, buy and order in restaurants.




One of the most important tools in this campaign is FishMS, a text-messaging service designed to give customers instant access to the status of a particular fish. 'There has been a fantastic response to FishMS,' says Samantha Petersen, who heads the Sustainable Fisheries Unit, of which SASSI is a part. 'Since its launch in 2007, the service has responded to more than 46 000 requests from 12 300 individual users.

'SASSI has definitely had a positive impact on consumer awareness,' she adds. 'When we started, restaurants weren't interested. Now, they call us for information, saying, "I get queries from my patrons all the time!"' SASSI currently works with 160 restaurants and is engaging with Pick n Pay, which already does not sell any red-category fish, and other retailers to align their procurement policies

with SASSI guidelines and to train staff to inform consumers about sustainable choices. While she is upbeat about the progress that has been made, Petersen reiterates the seriousness of the situation. 'Never before have our marine resources been as degraded and overfished as they are today; but we have also never been in a better position to manage them effectively. If we act today, it won't be too late.'

HOW DOES IT WORK?

SASSI has divided fish into three categories – green, orange and red – but what does this mean?

-  **Tuck in.** 'Green' fish are harvested from sustainably managed populations.
-  **Think twice.** It is currently legal to catch and sell these species, but they may be overfished or caught using environmentally damaging methods.
-  **Jailbait.** It is against the law to buy or sell these species in South Africa. It's as simple as that.

To find out the status of a fish, text its name to **079 449 8795**.
For more information, visit www.wwfsassi.co.za

blowin' in the wind

Pick n Pay has committed to a 20 per cent reduction in electricity usage and, in March 2009, launched the pilot phase of a wind-turbine project at its regional offices in Port Elizabeth in the Eastern Cape. As South Africa's largest retailer, Pick n Pay relies heavily on the agricultural sector, and issues such as food, water and energy security are central to its ongoing sustainability.

Consequently, the management recognises the impact that climate change will have on the way the company operates.

'Pick n Pay has taken a significant step forward for sustainability and energy independence in this country. We have formulated a strategy that focuses on three core areas – management of energy within the company; investigation into new energy-efficient ways of operating; and exploration of clean, renewable sources of energy,' says CEO Nick Badminton.

'Until recently, the company focused its efforts internally on managing energy consumption and implementing initiatives to ensure greater efficiency. We installed DSM lighting in all shops and established an eco-store programme that will see new stores being designed in a more energy-efficient manner.'

In the past year, the company has turned its attention towards the third focus area in its strategy: the exploration of cleaner, renewable energy sources. Recognising the need to develop and support local renewable sources, the company has embarked on the Port Elizabeth wind-turbine project with Kestrel, the renewable energy arm of Eveready.



Bird friendly

According to Eveready-Kestrel's website, it is becoming clear that residential small wind turbines 'do not pose a significant hazard to birds'. Although no formal studies have been conducted with these urban devices, the manufacturers believe that the height of the towers (less than 18 metres) and a blade diameter that is significantly smaller than that of large wind turbines contributes to a greatly reduced risk to birds.

For more information, visit www.kestrelwind.co.za

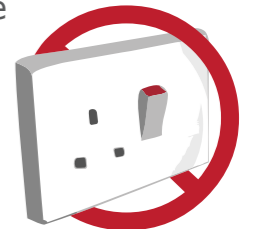
5 WAYS TO CONSERVE ELECTRICITY

Although the option of buying renewable energy is not yet a reality in South Africa, there are other ways to reduce your electricity consumption. Not only will these save you money, they will also reduce the amount of 'dirty' electricity we consume.



1. Replace your incandescent light bulbs with more energy-efficient ones.

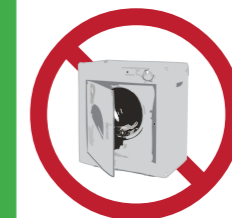
2. Turn off the lights, even when leaving the room for a short while.



3. Use a cold-water setting on your washing machine (it's kinder to your clothes too).



4. Take short showers, instead of baths.



5. If possible, dry your clothes on a washing line and not in a tumble dryer.