

Through control of the supply of water to certified producers including mines and farmers, the Bradfield Scheme can drive the environmental and humane animal husbandry outcomes that consumers seem to increasingly demand.

Sustainability branding is the process of creating, maintaining and adding value to the products of the scheme through certified environmental and social benefits. In contrast to existing green, organic brands which mainly focus on farming practices, the sustainability brand entails health and safety issues, conditions under which a particular product is produced, and adheres to the triple bottom line of ecological (environmental), social (equity), and financial (economic) sustainability.

Certification may require demonstration of such practices as Integrated Pest Management, free-range animal husbandry, environmental offset and reserves, indigenous employment to name a few. In this way, there will be the likelihood of identification and loyalty amongst consumers associated with social and environmental added value.