

“Green” Certification Programs in the California Wine Industry

Ecowinegrowing Symposium
July 19, 2011



CALIFORNIA
SUSTAINABLE
WINEGROWING
ALLIANCE

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Long History of “Green” Education

- Educational sustainability programs pave way for certification
- Organic farming – preceded “sustainability” efforts
- Central Coast Vineyard Team – started integrated farming program for education and self-evaluation in early 1990s
- Lodi Winegrape Commission - integrated/ sustainable farming education in 1990s
- Other informal regional programs on sustainable farming in Napa, Sonoma, Mendocino counties
- Statewide California Sustainable Winegrowing program launched in 2002

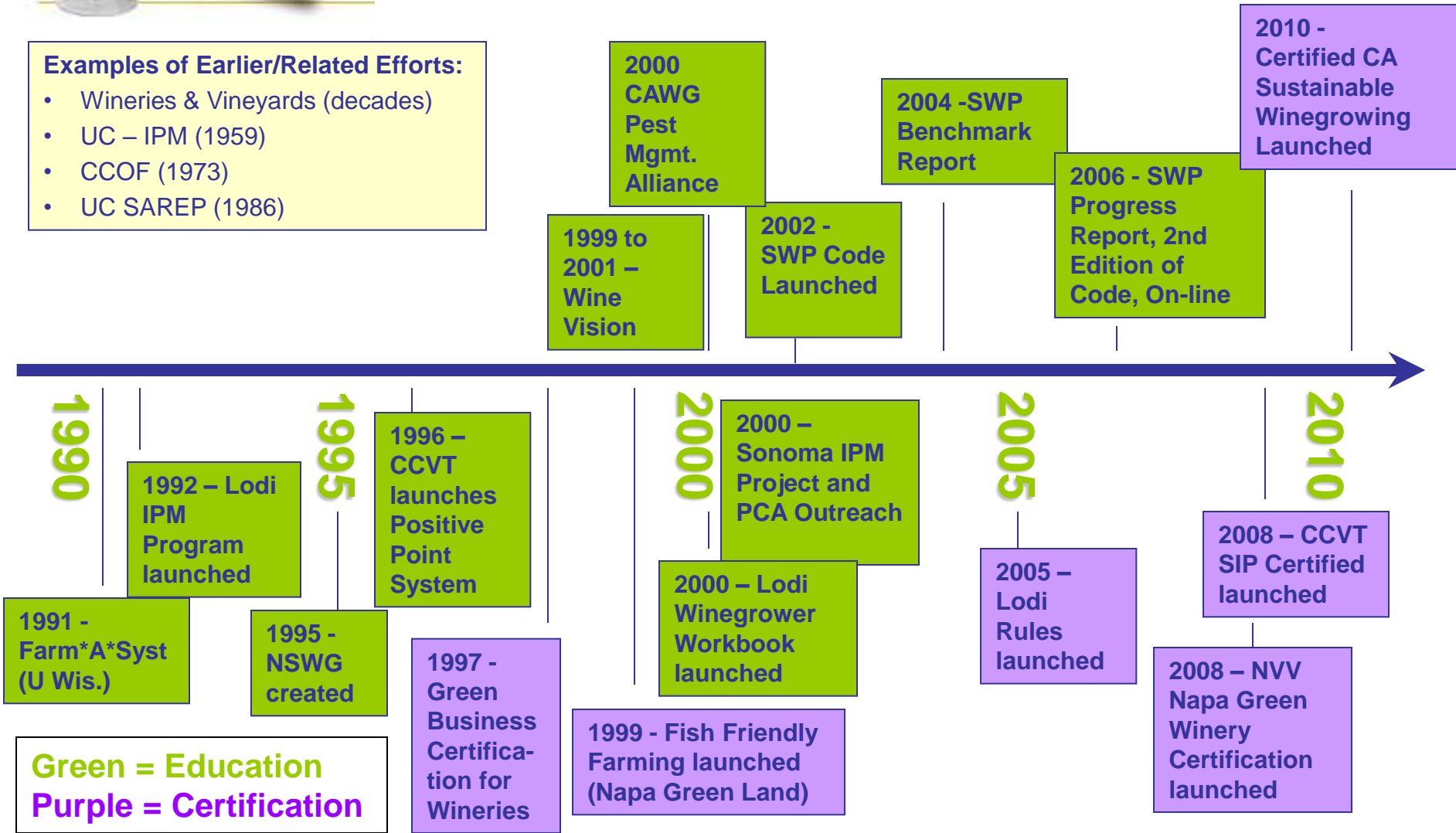




California “Green Program” Timeline

Examples of Earlier/Related Efforts:

- Wineries & Vineyards (decades)
- UC – IPM (1959)
- CCOF (1973)
- UC SAREP (1986)





CA Wine Certification Programs

- Organic – National Organic Program
- Biodynamic®
- Bay Area Green Business Program
- Fish Friendly Farming
- Napa Green Land and Napa Green Winery – Napa Valley Vintners and others
- Lodi Rules – Lodi Winegrape Commission/Protected Harvest
- Sustainability in Practice – Central Coast Vineyard Team
- Certified California Sustainable Winegrowing – CSWA, Wine Institute and CAWG
- ISO 14001





Organic Certification



- Organic farming is defined legally by the National Organic Program
- Grapes are grown without synthetic fertilizers, pesticides, herbicides or fungicides for a period of at least 3 years
- Grower and wine producer must be certified by an accredited certifier
- Much of the fruit is used by wineries that label wines “made with organically grown grapes” or “organic”
- Over 11,800 winegrape acres in CA are certified





Biodynamic Certification

- Methods are based on principles developed in 1920's by Austrian philosopher Rudolf Steiner
- Holistic system:
 - no synthetic chemicals
 - soil is nurtured through natural remedies
 - planting, harvesting and bottling take place according to the positions of the planets and lunar phases
 - Natural animal and vegetable matter homeopathic herbal and mineral preparations are added to the soil, etc.
- About 39 CA wineries certified biodynamic by Demeter USA





Green Business Program

- Coordinated by ABAG with partners – US EPA, Cal EPA and the business community – in 9 counties for 20+ industries, including wineries
- Must meet compliance and complete Checklists to select and record measures to conserve resources and prevent pollution.
- Staff from PG&E, water company and others verify standards are met
- Approximately 46 certified wineries





Fish Friendly Farming[®]



- A certification program for vineyard properties that are managed to restore fish and wildlife habitat and improve water quality
- Participants learn environmentally beneficial management practices and carry out ecological restoration projects
- Three agencies - the CA Dept. of Fish & Game, RWQCB, and NMFS provide third-party certification
- 109 certified and enrolled wineries in Mendocino, Napa, Sonoma



Napa Green - Napa Valley Vintners

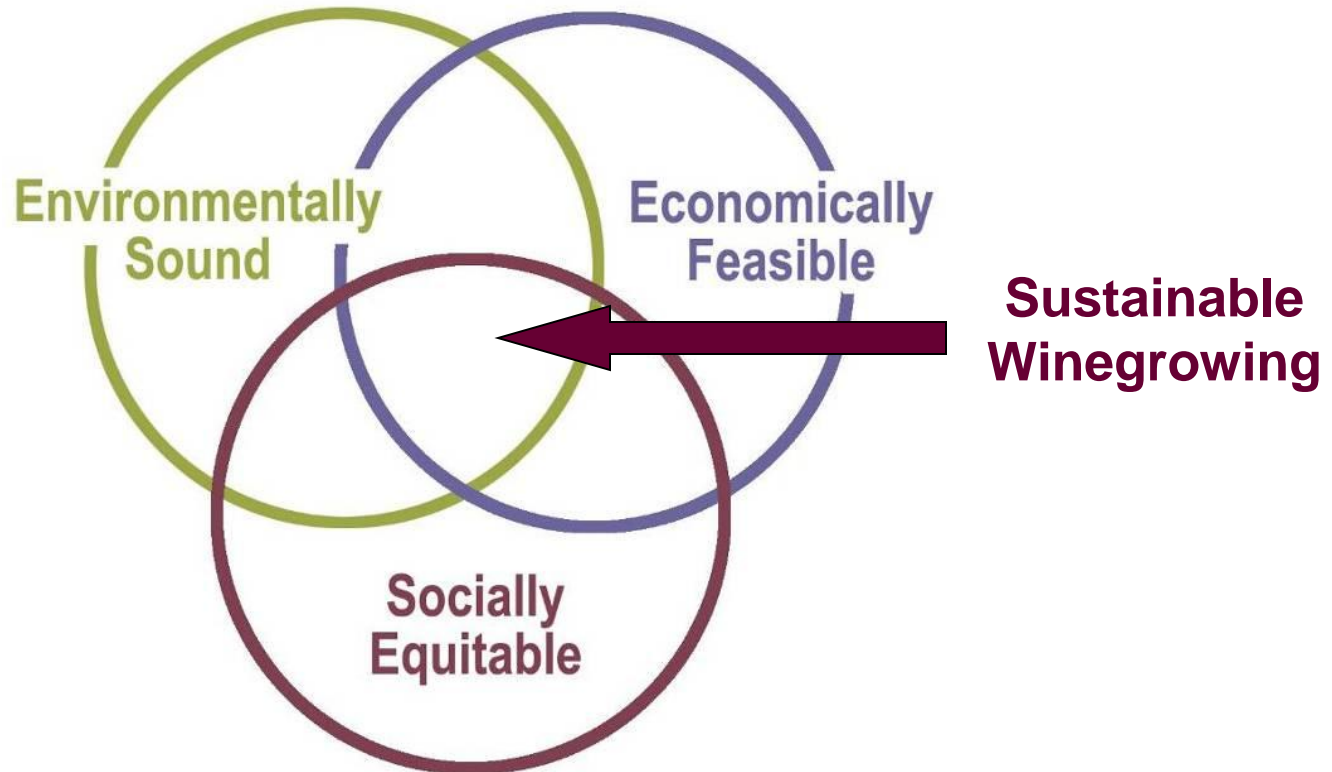
- Focuses on environmentally sound practices that meet or exceed 20+ local, state and federal land or production “best practices”
- Open to Napa County growers and vintners
- Napa Green Certified Land (Fish Friendly Farming)
 - Seeks to restore, protect and enhance the regional watershed
 - Partnership with FFF, Napa County Ag Commissioner’s Pesticide Regulatory Program, and RWQCB
 - 50 certified vineyards, representing about 19,000 acres
- Napa Green Certified Winery
 - Founded in 2007, based on Bay Area Green Business Program
 - Developed in coordination with the Napa Dept. of Env. Management
 - 28 wineries certified





Sustainable Winegrowing

Balancing Environment, Economics and Social Equity





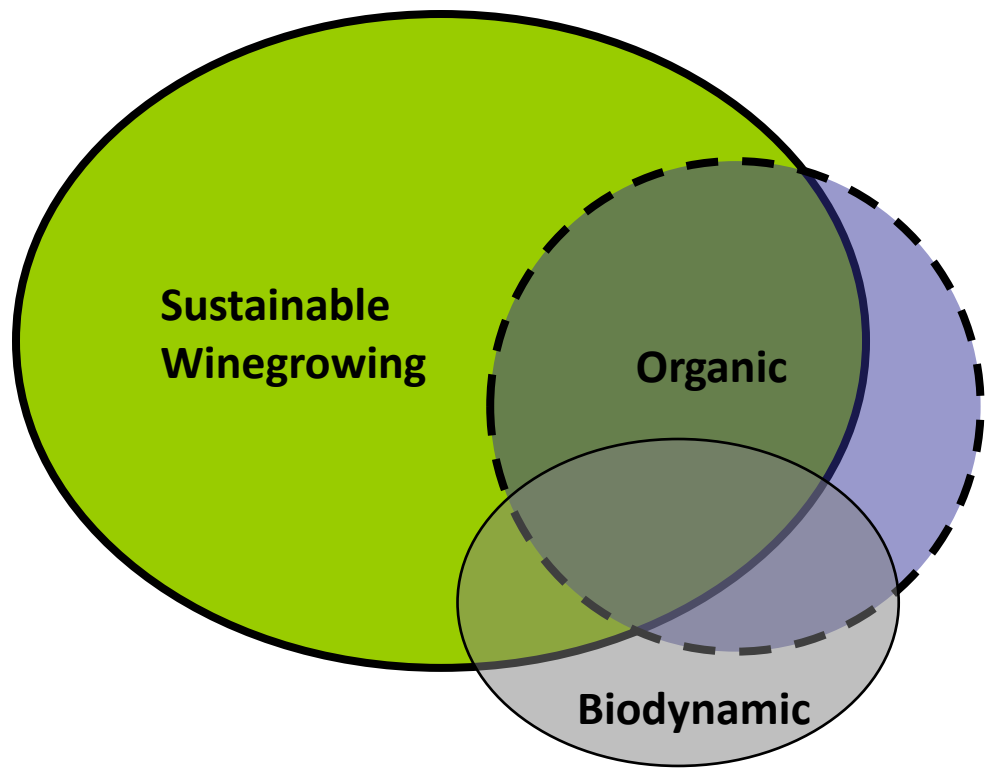
What is Sustainable Winegrowing?

- **Sustainability is a Direction**, not a destination
- A process of continuous improvement
- Covers broad range of topics:
 - Viticulture
 - Soil Management
 - Vineyard Water Management
 - Pest Management
 - Wine Quality
 - Ecosystem Management
 - Energy Efficiency
 - Winery Water Conservation & Quality
 - Material Handling
 - Solid Waste Reduction & Management
 - Environmentally Preferred Purchasing
 - Human Resources
 - Neighbors & Communities
 - Air Quality





Relationship between Sustainable, Organic and Biodynamic



Sustainable winegrowing is an umbrella concept



Lodi Rules for Sustainable Winegrowing



- CA's first comprehensive sustainable winegrowing standards
- Designed to lead to measurable improvements in environmental health of the ecosystem, society-at-large, and wine quality
- Requires growers to use a wide range of sustainable practices that result in continual improvement of their farming operations
 - Must achieve minimum number of sustainable farming practices points
- Third party certified – Protected Harvest reviewed and endorsed standards, and ensures compliance and chain of custody
- Participation:
- 46 vineyards certified
- Over 20,000 acres certified



Sustainability In Practice

- Developed by the Central Coast Vineyard Team in 2008 to verify a vineyard's attention to integrated farming practices
 - Vineyard Certification Program
 - Habitat Conservation
 - Energy & Water Efficiency
 - Pest Management
 - Vineyard & Fruit Quality
 - Soil, Water & Air Quality
 - Human Resources & Education
- The SIP Seal assures a grower has completed a process verifying the way the fruit was grown and confirms wine was made with SIP Certified fruit
- An independent inspector verifies a grower meets requirements through an in-depth records and on-site audit
- Participation:
- 60 vineyards certified, representing 15,000 acres of winegrapes





- Launched in Jan. 2010 and based on statewide Sustainable Winegrowing Program – CSWA, Wine Institute and CAWG
- Provides third-party verification that a winery or vineyard:
 - Adopts and implements sustainable practices based on 227 best practices
 - Meets 58 prerequisite criteria
 - Demonstrates continuous improvement
- Encourages statewide participation to advance entire CA wine industry towards best practices and maintain CA global leadership position
- No logo on bottle
- Participation:
 - 35 wineries certified
 - 100 vineyards certified, representing over 55,000 acres





Practice vs. Process Certification

Practice-based certification:

- Requires a specific set of practices are carried out
- Implies that a vineyard or winery has attained or exceeded a specified level of sustainability
- Applicable to product and organizations
- Examples:
 - Organic, biodynamic
 - Sustainability In Practice
 - Lodi Rules

Process-based certification:

- Plan, Do, Act, Check model
- Puts a grower or winery on the path of continual improvement
- Company, business, organizations
- Examples:
 - Certified California Sustainable Winegrowing
 - ISO 14001



Other Wine “Green Programs”

- Domestic

- Oregon
- New York
- Washington



- International

- Australia
- Chile
- Europe
- New Zealand
- South Africa





Drivers for Certification

- Proactive to environmental pressures
- Speed adoption of sustainable practices
- Differentiate in the marketplace
- Sustainability is a real marketplace trend
 - Increased pressure by retailers on wineries
 - Increased attention from media
 - Consumer research on green purchasing
- New demands from stakeholders (including trade, media, consumers, regulators, environmental organizations) for:
 - Credibility of communication claims= third-party verification
 - Transparency of practices

SUSTAINABILITY is a
MOVEMENT
not a BUZZ WORD.





CA Wine Certification Programs

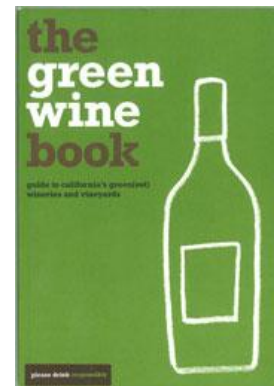
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Consumer Confusion??

- Not yet.....
- Not many wines available with eco-labels
- Demand for credibility and transparency
- Questions from gatekeepers – retailers, distributors, restaurants
- Right now it is winery/vineyard confusion...





Which certification program is right for me?

- Identify your goals for getting certified
 - Communicate use of specific practices (ie. organic, biodynamic)
 - Third-party verification to substantiate claims
 - Fulfill gatekeeper needs
 - Drive continuous improvement
- Decide which program fulfills your needs
 - Who are your certification stakeholders?
 - Who do you need to communicate to?
- Determine time and cost limitations





Key Takeaways about “Green” Programs

- California winegrape growers and vintners are committed to sustainability
- **California is a global leader in sustainable winegrowing**
- Majority of CA wine community participates in green programs (and California is the 4th largest wine producer in the world)
- **Increased participation in certification demonstrates desire for transparency and credibility**





Questions?



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