

## WHY CERTIFICATION

### REDUCING YOUR IMPACT IS THE ONLY CHOICE

- Corporate responsibility toward sustainability, both as it relates to environmental concerns of the purchasing public and as a financially successful business model providing long term employment and quality standards for production while protecting and preserving the environment is now the only choice for businesses moving forward in today's culture.
- Government regulations are requiring meeting certain environmental standards in the very near future.
- The future of certification could evolve into a plan for nationwide and eventually global standards for sustainability

### HOW DOES CERTIFICATION ASSIST WITH THIS GOAL

- Certification programs provide a starting point for implementing standards of green business practices either through compliance with County, State, and Federal regulations and/or through a program's specific set of green business measures.
- Certification programs often educate or assist with implementing practices which will help businesses to:
  - Reduce the bottom line: reducing energy, water, and waste disposal saves money
  - Prepare for future government compliance; GHG emissions, Storm water run off issues, etc.
  - Receive information and ideas about resolution of site specific issues
  - Keep abreast of future developments in sustainability solutions
  - Receive benefits, for example, insurance cost cuts for certified green businesses

## WHAT ABOUT MARKETING “GREEN” CERTIFICATION

- **Green Washing. Establishing the Public Trust:** The purchasing public is bombarded with “green marketing”. Studies have indicated that agricultural certification by, USDA organic for example, will increase sales to the public seeking organic food products. This trust has taken years to establish; since 2002 for the USDA ,1973 for CCOF.
- **Self evaluation versus certification:** Self evaluation is an excellent educational tool but certification by recognized third party agencies is the key to marketing success.
- **Consumers expect green certification** on the West Coast and in large cities across the USA . Educated consumers are a savvy lot and will select products produced by certified environmentally responsible manufacturers when provided a choice.
- **However, consumers place product quality FIRST**
- **Bottom Line:** The certification process is a STARTING POINT; it creates an “attention to detail” approach to doing business as well as a means to reduce production costs through careful management of energy, water, and waste associated costs which in turn provides the opportunity to increase product quality through fund availability and management precision.
- **To Market or not to Market?** Many certified green businesses became certified as a means to set standards for internal tenets. The marketing aspect was secondary. Marketing green practices can assist in the education of global efforts toward a sustainable future for all.

## HOW DO THESE PRACTICE BASED CERTIFICATION PROGRAMS DIFFER



Low input viticulture and enology; Points system; fee based third party certification through verification of control point checklist, internal audits and record keeping not submitted but reviewed at inspection  
Focus on manufacturing standards through organic and sustainable means for vineyards and wineries.  
Great resource website  
Partnership with Salmon Safe program to protect the Oregon watershed.



Third Party Government Agency Certification; Compliance with State/ Federal/County Regulations, water, energy, and recycling audits by 3<sup>rd</sup> party. Focus on reducing environmental impact overall; improvements to existing structures and land, protection of the watershed; verified through site visits and records submitted to certifying agencies.  
NO fee NGW, NGL \$10/acre fee  
Strengthens government and industry/business relationships  
Provides an avenue for the exchange of ideas and a source for assistance with sustainability issues/solutions  
Preserves and Protects the Napa Valley



Points system for evaluation by program paid certifiers; levels, silver, gold, platinum  
Focus on reducing energy and water use and use of environmentally safe materials for new construction and retrofits for existing structures.  
Fee Based on square footage/ expensive if accelerated certification is required  
National Program focus on certifying/ educating the construction industry/ certifying building projects and homes



Workbook set of standards for internal evaluation of practices and pesticide use parameters which meet sustainable criteria as established through peer, scientist, and environmentalist research. 3<sup>rd</sup> party fee based certifier, Protected Harvest, verifies the practices on site. Applicants must pass a scientific peer review process and Protected Harvest Board review.  
Regional program to educate growers, protect the environment and improve sustainable viticultural practices.