

The Future of the Green Wine Industry



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President
California
Association of
Winegrape
Growers**

CoolClips.com

**THE GREEN WINE
SUMMIT** 

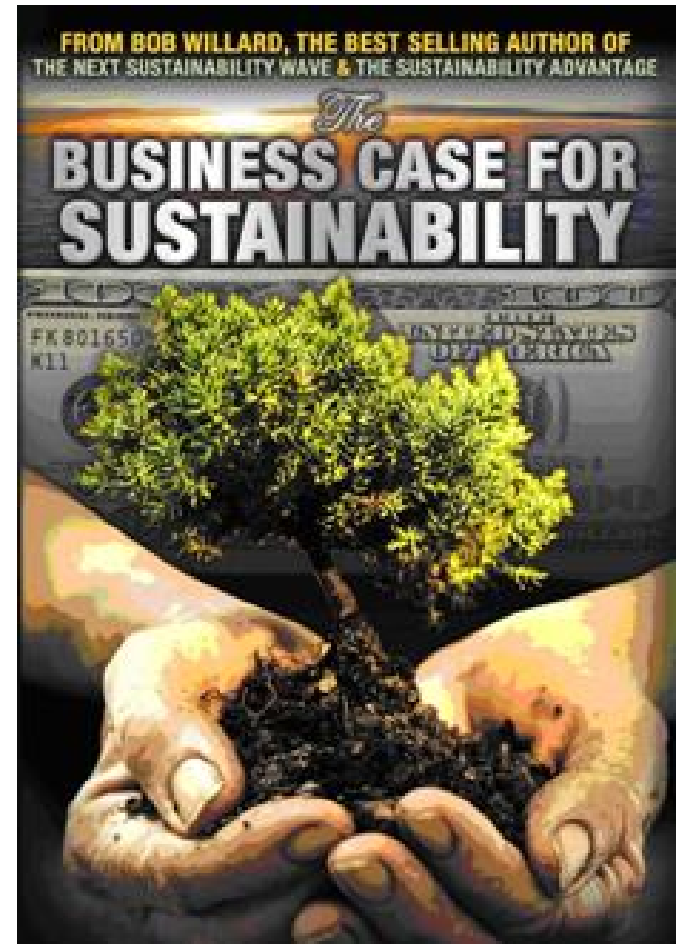
DECEMBER 1 & 2, 2008
HYATT VINEYARD CREEK
SANTA ROSA, CA

Will Sustainability be Better Defined



**Third World Development:
Capacity Building**

Consumers: My and my families' health and well-being



Sustainability is like love and democracy – multiple meanings, not always perfectly realized, but always struggled for, at least by most of us.

The major question is: Who does not want a sustainable society? Why?

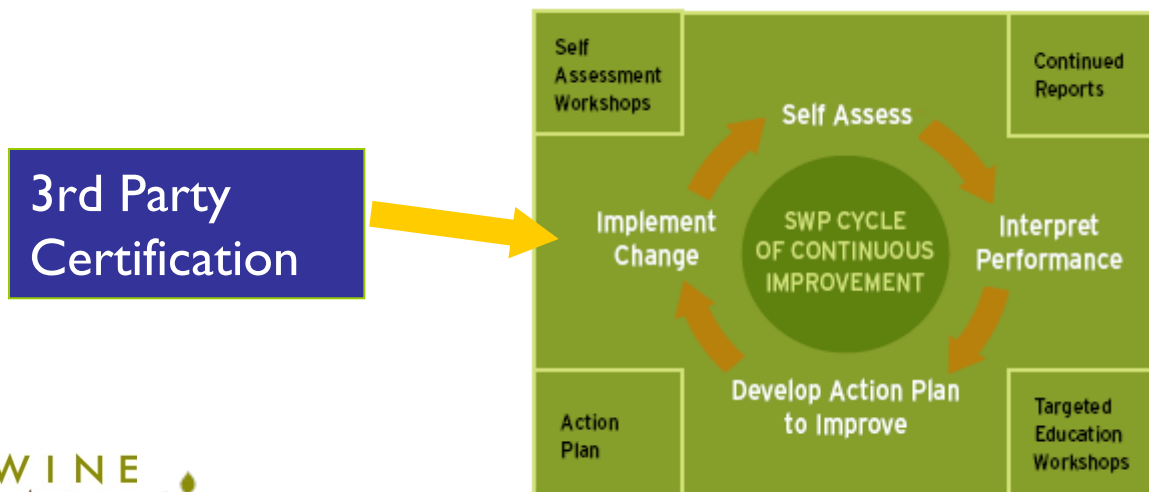
***Denise Lach, Oregon
State University***

Sustainability at the tipping point: what's next for SWP

- **Third party verification**
- **2009 progress report**
- **Set industry goals for improvement – establish tools for measurement**
- **Inclusive of all but recognize innovators**
- **Targeted public relations effort and supporting promotional materials**

3rd Party Verification

- Develop voluntary third-party verification option
- Maintain California's global leadership position
- Enhance credibility with key stakeholders



SWP Certification Requirements

- **Annual Self-Assessment and ability to explain or provide supporting evidence to demonstrate accuracy of category choices (1-4) for SWP criteria**
- **Ability to explain non-applicability of certain SWP criteria**
- **A process is in place for determining significant impacts and prioritizing areas for improvement for their company; and Action Plans are established, implemented and updated**
- **Ability to maintain category choices (1-4) for SWP criteria and practices**
- **Demonstrate methods to correct any items identified internally or by auditor as inconsistent with SWP Self-Assessment categories**
- **Annual update of self-assessment and action plans**
- **Signed commitment to SWP, continual improvement, and applicable legal requirements**

Certification Discussion

- **Organic, Biodynamic, Lodi Rules, Napa Green, CCVT Sustainability in Practice**
- **SWP is for industry as a whole – process vs. standards**
- **Cost and logo use**
- **Combine with industry targets for improvement**
- **Develop tools to measure performance**

Sustainability Indicators - Measure and Verify?

- **GHG Emission Reductions**
- **Energy efficiency**
- **Water use efficiency**
- **Water quality**
- **Soil management**
- **Waste reduction - Recycling**
 - Packaging**
 - Total utilization of grapes**

Indicators of Sustainability

- **Biodiversity**
- **Human Resources**
 - Safety**
 - Education/Training**
 - Stability/longevity**
- **Community**
 - Sourcing local**

8 Guiding Principles that Encompass the 3 E^s

- Produce the best quality winegrapes and wine possible
- Provide leadership in protecting the environment and conserving natural resources
- Maintain the long-term viability of agricultural lands
- Support the economic and social wellbeing of farm and winery employees

- **Respect and communicate with neighbors and community members; respond to their concerns in a considerate manner**
- **Enhance local communities through job creation, supporting local business and actively working on important community issues**
- **Honor the California wine community's entrepreneurial spirit**
- **Support research and education as well as monitor and evaluate existing practices to expedite continual improvements**

- ***...Development that meets the needs of the present without compromising the ability of future generations to meet their own needs***

1987 United Nation's Brundtland Commission

