



CALIFORNIA  
SUSTAINABLE WINEGROWING  
ALLIANCE

# Sustainability Certification in Viniculture: The California Perspective

Allison Jordan

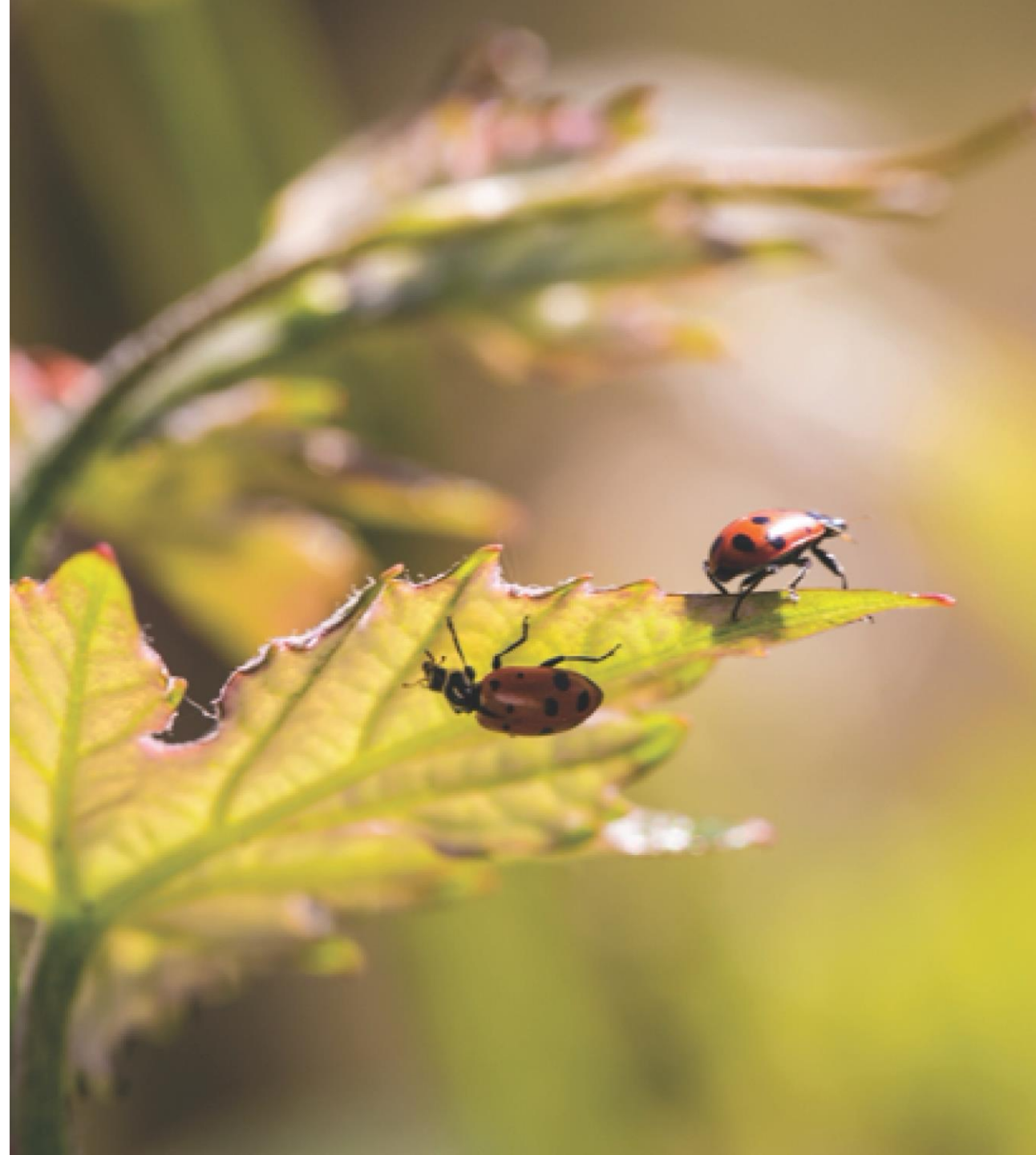
VP, Environmental Affairs, Wine Institute

Executive Director, California Sustainable  
Winegrowing Alliance

27 October 2020

# About the California Wine Industry

- #1 Wine Producer in the United States
- 4,200 Wineries
- 5,900 Winegrape Growers
- 256,975 Hectares
- 139 American Viticultural Areas





# Sustainable Winegrowing

Being a sustainable winegrower means:



Producing high  
quality grapes  
& wines



Protecting the  
environment



Being a good  
neighbor &  
employer










Maintaining a  
thriving long-term  
business










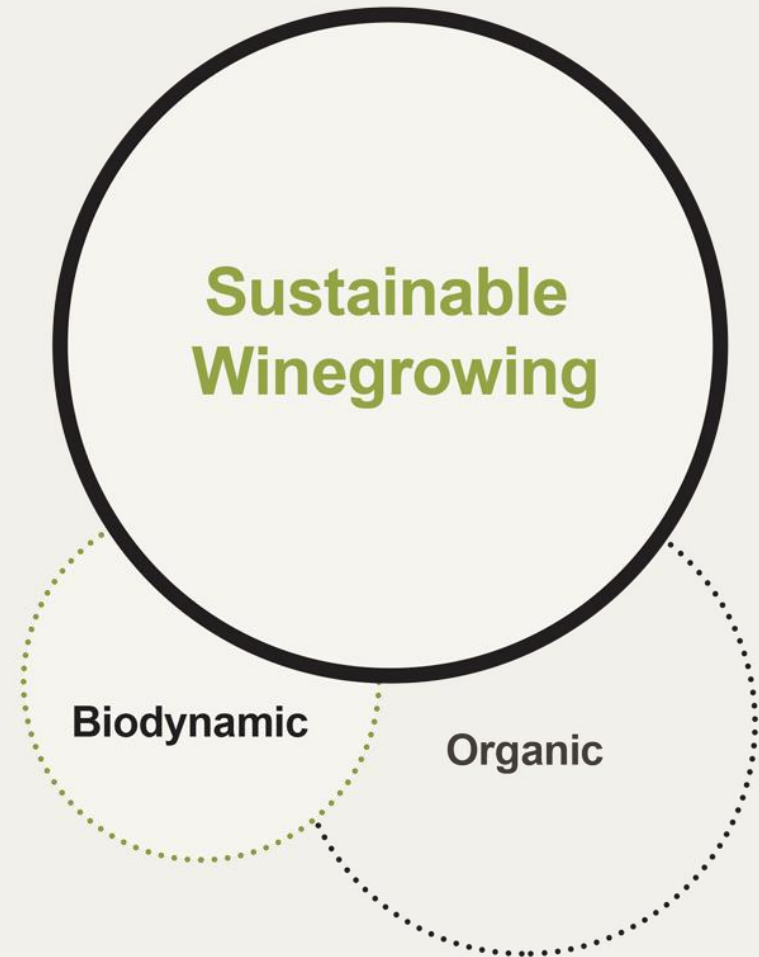
# What is Sustainability?

## Sustainable + Organic + Biodynamic®

-  Annual Certification
-  Third-Party Audit
-  Soil Health
-  Integrated Pest Management
-  Biodiversity and Habitat
-  Water Quality
-  Ecosystem Management

## Sustainable

-  Water Conservation
-  Energy Efficiency
-  Employees & Community
-  Supply Chain Responsibility
-  Waste Management
-  Air Quality
-  Economic Feasibility

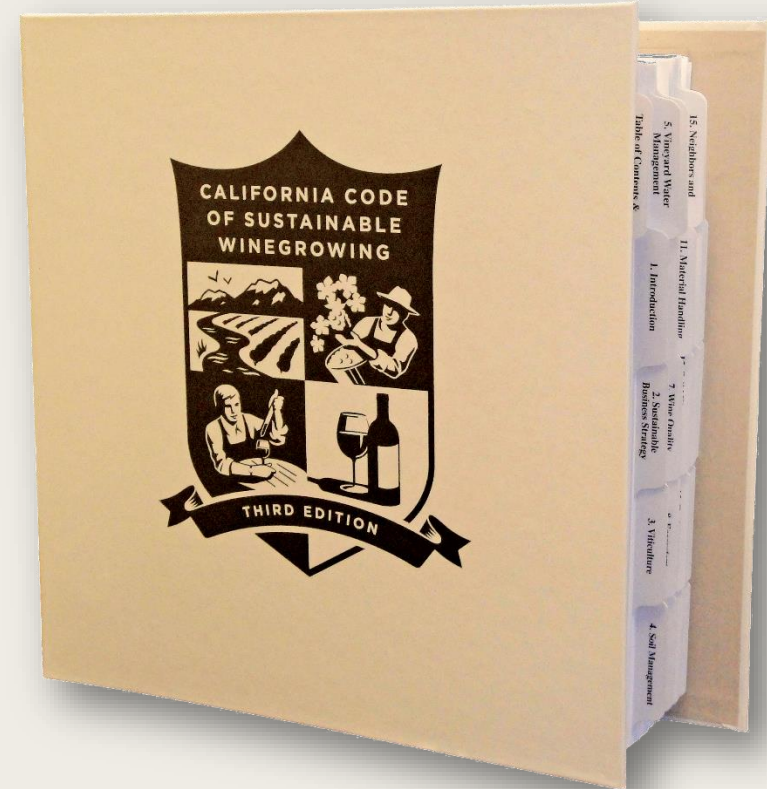


# The Code Workbook

## 15 Chapters

(140 Vineyard and 104 Winery Best Practices)

- ✓ Sustainable Business Strategy
- ✓ 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



*Download workbook from:*  
[sustainablewinegrowing.org](https://sustainablewinegrowing.org)

# Certified Sustainable Requirements

Annual independent verification that a vineyard and/or winery:

- Adopts sustainable practices in Code
- Meets minimum score threshold
- Measures & tracks resource use
- Adheres to restrictions on crop protection materials
- Improves year after year





# Certified Vineyards & Wineries



92%

367M  
Cases

157  
Wineries



30%

77,000  
Hectares

2,180  
Vineyards

Another 15% of California vineyard acreage is certified to other programs in the state:



# Wine Logo

## Sustainability from Grapes to Glass

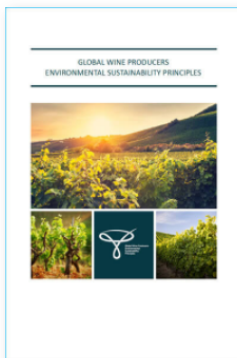
- Wine is made in a certified winery
- 85% (or more) of grapes from certified vineyards, 100% of grapes from California



- Available since 2017, over 72 million 750 ML bottles bear the new wine logo







## Global Wine Producers Environmental Sustainability Principles (GWPESP)

The [Global Wine Producers Environmental Sustainability Principles](#) set forth general tenets that promote the idea that the continued health of the wine sector rests entirely on natural resources (e.g., solar energy, appropriate climate, clean water, healthy soils, etc.) that are successfully integrated with sound ecological processes. These principles embrace the view that the protection and development of these natural resources within sound sustainable development practices is essential.



## Greenhouse Gas Accounting Protocol

The initiative to develop the Greenhouse Gas Accounting Protocol was undertaken by a partnership of the wine sector bodies in South Africa, the United States (California), New Zealand, and Australia. Key to the process was achieving consensus on the emissions sources to be included and excluded in carbon footprint calculations.

Wine producers will be able to claim participation in the international industry approach if their chosen calculation tool is shown to be consistent with the adopted industry carbon footprint protocol. In creating these tools, the following references were consulted:

- Greenhouse Gas Protocol developed by the World Resources Institute
- PAS 2050: Specification for the assessment of the life cycle greenhouse gas emissions of goods and services developed by BSI British Standards

<https://www.fivs.org/environmental-sustainability/>



[discovercaliforniawines.com](https://discovercaliforniawines.com)  
[sustainablewinegrowing.org](https://sustainablewinegrowing.org)  
[californiasustainablewine.com](https://californiasustainablewine.com) (coming soon!)