



# UNITED FOR A SUSTAINABLE FUTURE:

## The U.S. Wine Industry's Commitment to Sustainable Winegrowing



# SUSTAINABLE WINEGROWING AND WINEMAKING PRINCIPLES

## HOLISTIC APPROACH

Acknowledges the connection between vineyards, wineries and surrounding ecosystems and communities.

## TRIPLE BOTTOM LINE

Embraces environmental stewardship, social equity, and economic viability.

## CONTINUOUS IMPROVEMENT

Incorporates a process of evaluation, improvement and re-evaluation, acknowledging that sustainability is a journey.

## SUSTAINABLE CERTIFICATION

Adheres to these sustainability principles and includes independent verification for meeting rigorous, publicly available requirements.

## COMPREHENSIVE, SCIENCE-BASED PRACTICES

Uses a broad set of measurable practices based on local conditions and vineyard and/or winery size and objectives, covering:



### NATURAL RESOURCES CONSERVATION



### BIODIVERSITY



### SOIL HEALTH



### EMPLOYEE & COMMUNITY STEWARDSHIP



### LOW INPUT FARMING



### CLIMATE RESILIENCY

# SUSTAINABLE WINEGROWING DEFINED

The largest winegrowing states in the U.S.—California, Oregon, New York and Washington—have established educational and certification sustainability programs over the past two decades. While these programs are tailored to local conditions, they all share the following definition:



*Sustainable winegrowing and winemaking is a holistic approach that conserves natural resources, protects the environment, enhances wine quality, enriches the lives of employees and communities, and safeguards family farms and businesses — today and for generations to come.*

# JOIN THE MOVEMENT

Use of sustainable practices by U.S. winegrowers and winemakers is widespread and growing. By choosing sustainably grown and produced wine, you can help protect the environment, nurture safe and healthy workplaces and sustain family farms.

Support sustainable vineyards and wineries, look for sustainably grown and made wine.

To learn more visit:  
[sustainablewinegrowing.us](http://sustainablewinegrowing.us)

*"Sustainable wine is made with care and responsibility."*  
- Mike Taylor, Director of Adult Beverage Operations,  
Nugget Markets





# VINEYARD PRACTICES

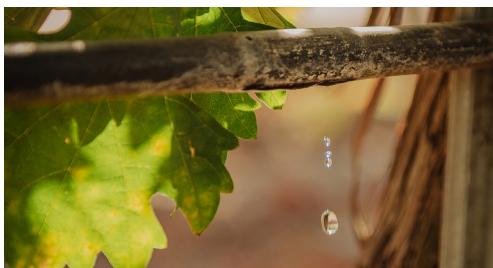
U.S. sustainable winegrape growers work diligently to protect and conserve natural resources, and care for their people as carefully as they care for their vines.



Regenerative practices enhance soil health and combat climate change.



Pests and diseases are managed responsibly.



Conservation, innovation and technology drive efficient water use.



Enhancing biodiversity creates a more diverse ecosystem.

*"Incorporating sustainable viticulture practices into my farm is the only viable long-term approach to staying in business while protecting my workers and the environment."*  
- Dick Boushey, Owner, Boushey Vineyards



# WINERY PRACTICES

U.S. sustainable winemakers produce wine in wineries that efficiently use resources, reduce waste and support a healthy and happy workforce.



Renewable energy creates resilient facilities.



Measuring and monitoring water use is fundamental to conservation.



Energy efficiency measures save resources and reduce carbon footprints.



Many materials used in winemaking are reused or recycled.

*"From our company's first days, our philosophy has been that healthy land lends itself to healthy vines which produce the best grapes which, ultimately, make the best wine."*

*- Matt Gallo, Vice President Coastal Operations, E. & J. Gallo Winery*



# COMMUNITY PRACTICES

U.S. sustainable winegrowers protect the health and well-being of workers and enhance the quality of life of the broader community.



Safety training helps create safe and healthy workplaces.



Training and engagement in sustainability can cultivate and retain satisfied employees.



Preserving open space and wildlife habitat protects natural landscapes.



Sustainability contributes economically and culturally to communities.

*“Since we’ve embraced sustainability, our groundwater is cleaner, our vines are healthier, our workers are happier and our wines are more delicious.”*

*- Rich Olsen-Harbich, Winemaker, Bedell Cellars*

These U.S. wine organizations are partnering to ensure a sustainable future by promoting sustainable winegrowing and communicating about the industry's commitment to sustainability.



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