



THE CALIFORNIA WINE COMMUNITY

California wine is a signature industry of the state with a rich history of winegrowing dating back to the late 1700's. Today, the state's 3,000 wineries produce 90 percent of all U.S. wine. Though vineyards cover less than one percent of the state's terrain, 4,600 growers farm 531,000 acres in 48 of California's 58 counties. The state's ideal soils and climate yield more than 110 varieties of winegrapes to produce its world-renowned wines.

California wine contributes to the economic vitality of the state through jobs, tourism and taxes. Being good stewards of the land and good neighbors are important business and personal values in the wine community.

Vineyard and winery owners and employees are dedicated to the land and strive to maintain a healthy and beautiful environment for themselves, neighbors and wine-country visitors. These mostly family-owned businesses make decisions for the long term to pass on a legacy to future generations.

"California is proud to have wineries and winegrape growers who are committed to serving their communities and promoting socially and environmentally responsible farming practices."

*~ Governor Arnold Schwarzenegger,
from the 2009 California Wine Month Proclamation*

To learn more about the California Sustainable Winegrowing Program, certification, and to locate a list of participating vineyards and wineries, please visit www.sustainablewinegrowing.org or contact info@sustainablewinegrowing.org.



CALIFORNIA
SUSTAINABLE WINEGROWING
ALLIANCE

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WINE INSTITUTE

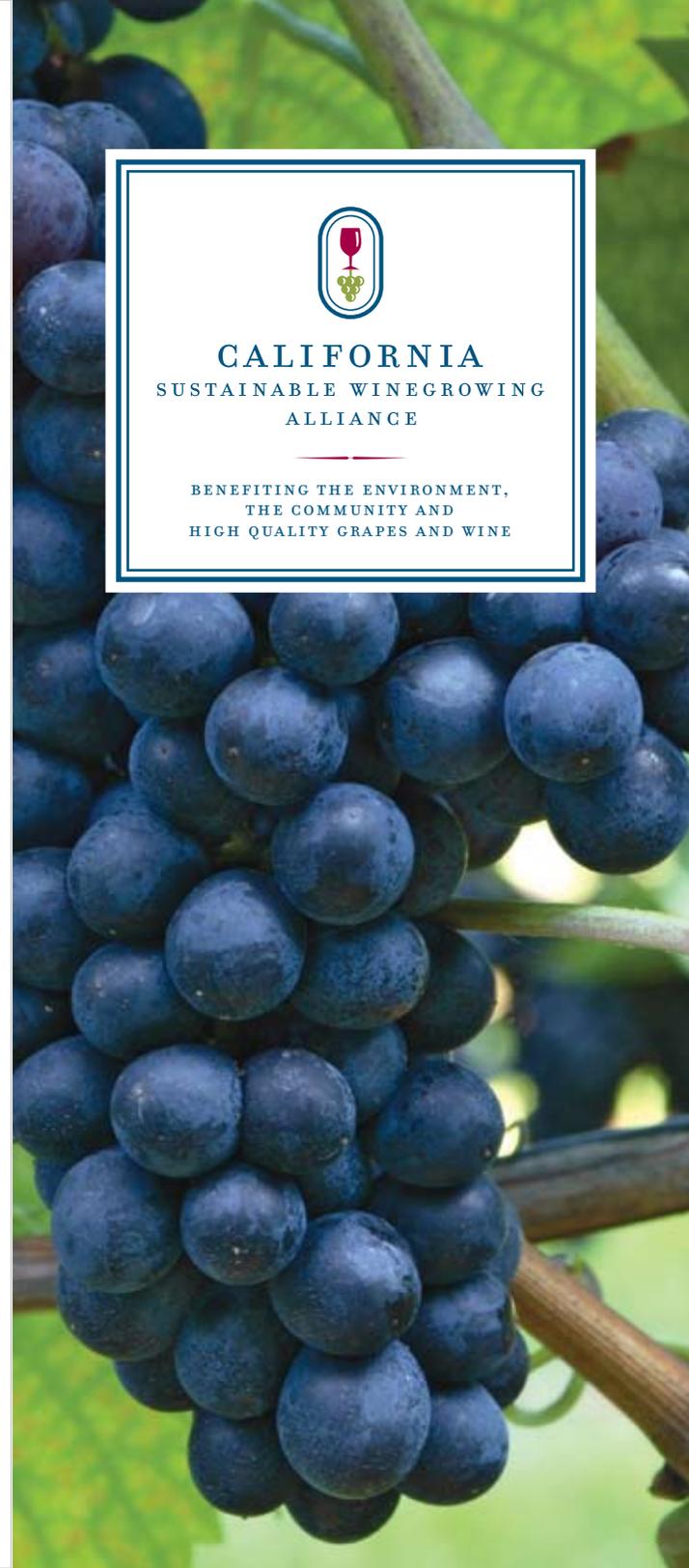
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CALIFORNIA
SUSTAINABLE WINEGROWING
ALLIANCE

BENEFITING THE ENVIRONMENT,
THE COMMUNITY AND
HIGH QUALITY GRAPES AND WINE



SUSTAINABLE WINEGROWING PRACTICES IN CALIFORNIA

To achieve sustainability and high quality grapes and wine, California wineries and vineyards use a continuous improvement approach involving hundreds of practices implemented over time to best serve the environment, employees, communities, and the vineyard or winery.

Sustainable winegrowing and winemaking includes:

- ✔ Managing vineyards for sustainability and quality fruit
- ✔ Conserving water and energy
- ✔ Protecting air and water quality
- ✔ Maintaining healthy soil
- ✔ Reducing pesticide use
- ✔ Preserving local ecosystems and wildlife habitats
- ✔ Recycling natural resources
- ✔ Practicing environmentally preferred purchasing
- ✔ Enhancing relations with employees and communities

“Sustainable winegrowing is an imbedded philosophy that we live by each and every day to ensure the continued growth of the California wine industry long into the future.”

~ Chris Savage, E. & J. Gallo Winery



THE CALIFORNIA SUSTAINABLE WINEGROWING PROGRAM

Created in 2002, the California Sustainable Winegrowing Program (SWP) is an educational program to help wineries and vineyards continuously improve in adopting and implementing sustainable practices. Soon after its launch, the program won the Governor’s Environmental and Economic Leadership Award among other awards.

The SWP provides vineyards and wineries with educational workshops and tools, including a self-assessment workbook covering 227 sustainable practices from grape to glass. To date, more than 1,500 growers and vintners representing 68% of California wine grape acreage and 62% of wine case production have evaluated their vineyards and wineries using the workbook. Results of self-assessments are collected and reported publicly on a continuous basis.

Introduced in 2010, Certified California Sustainable Winegrowing (CCSW-Certified) grew out of the SWP and provides third-party verification of a winery or vineyard’s adherence to a “process of continuous improvement” in adopting and implementing sustainable practices. Certification is a voluntary option; vintners/growers can still participate in the educational SWP to improve their practices and bottom lines.

“California winegrape growers have been, and will continue to be, committed stewards of the land who help bring our great grapes and wines to the world.”

*~ Nat DiBuduo,
President CEO, Allied Grape Growers*



THE BENEFITS OF SUSTAINABLE WINEGROWING

Sustainable practices benefit communities and consumers and help California wineries and vineyards:

- ✔ Offer consumers high quality wines that are made responsibly.
- ✔ Help communities preserve open space and provide scenic landscape.
- ✔ Provide a favorable environment for employees and neighbors.
- ✔ Preserve the earth’s wildlife and natural resources.
- ✔ Farm more efficiently, thus supporting the long-term sustainability of the business.

The goal of California vintners and growers is to be the global leader in sustainable winegrowing. As the fourth leading wine producer in the world, California winegrowers are proud of the California Sustainable Winegrowing Program, a grassroots initiative that is the first statewide program of its kind.

“The state’s winegrowers have a track record of protecting and enhancing natural resources in smart and sustainable ways.”

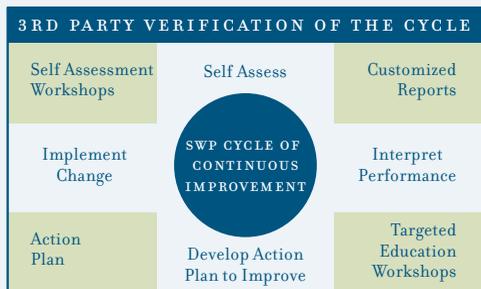
*~ Dave White, Chief,
National Resources Conservation Service*



FREQUENTLY ASKED QUESTIONS:

WHAT IS CCSW-CERTIFIED?

CCSW-Certified is an acronym for Certified California Sustainable Winegrowing, a certification program developed by the California Sustainable Winegrowing Alliance (CSWA) that provides verification that a winery or vineyard adopts and implements sustainable winegrowing practices according to the industry's code of 227 best practices and commits to a "process of continuous improvement" in these practices. This approach provides the flexibility to address the most critical regional and organizational issues across diverse regions of California for both wineries and vineyards. After evaluating practices and meeting 58 prerequisite criteria, companies use self-assessment data to determine what areas need to be improved, focus their resources on practices that will make the most difference for their sustainability goals, and continually improve year after year to retain certification.



WHY DO CALIFORNIA'S GROWERS AND VINTNERS SEEK CCSW-CERTIFICATION?

Certification provides vineyards and wineries with a vehicle to communicate their high level of commitment to sustainability to public policy leaders, retailers, consumers and communities.

WHAT ARE THE GOALS OF CCSW?

The goals for Certified California Sustainable Winegrowing are to provide third party verification of the adherence to sustainable practices and continuous improvement goals for individual vineyards and wineries and to encourage statewide participation that advances the entire California wine industry toward best practices in environmental stewardship, conservation of natural resources and socially equitable business practices.

IS THERE NOW A NEW CATEGORY OF WINE CALLED "SUSTAINABLE WINE"?

At present, there is no legal term or official category for "sustainable wine." The sustainable certification program is focused on the winery and vineyard practices that impact land, resources and people, which is different than certifying the product in the bottle. In the interest of clearly and accurately presenting the program, CCSW-Certified does not attempt to create a definition for sustainable wine nor does it currently allow the use of a logo or certification claim on the bottle. Companies are referred to as a "CCSW-Certified winery" or "CCSW-Certified vineyard," accompanied by the name of the winery or vineyard operation that has been certified.

For more information on CCSW-Certified please visit www.sustainablewinegrowing.org or contact info@sustainablewinegrowing.org.