



# SUSTAINABILITY UPDATE

*Wine Institute Board of Directors*  
*Sacramento, California*

# 2019 Certification Report



[www.sustainablewinegrowing.org](http://www.sustainablewinegrowing.org)

- **Report:** Documents key messaging, increase in certification participation, examples of data:
  - + 50% - # of Certified Vineyards
  - + 4.2% - # of Certified Wineries
  - Nearly 1 million cases using wine logo (3.5 million cases in 2/2020)
- **Appendix:** Overview of requirements and % 1-4 score for prerequisites:
  - Majority of vineyards and wineries are scoring above prerequisites (required practices)

# Certified Sustainable



85%

255 M  
Cases

149  
Wineries



29%

185 K  
Acres

1,477  
Vineyards

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



# New Consumer/Trade Website

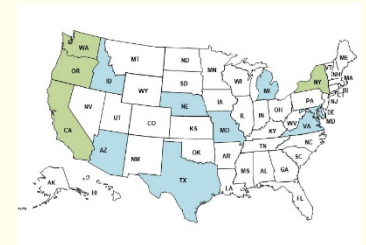


*Coming Soon!*

# Specialty Crop Block Grant Projects



- 1. Targeted Education: \$220,000 – Nov 2017-Apr 2020**
  - Educational workshops and resources
- 2. Sustainability Research, Education & Promotion (CA, NY, OR & WA): \$300,000 – Nov 2018-Apr 2021**
  - Consumer & trade research & promotions
  - Two Sustainability Summits
- 3. Regulatory Compliance & Recognition: \$235,000 – Nov 2018-Apr 2021**
  - Workshops and resources addressing compliance issues
  - Training and technical assistance for CSWA's Third-Party Program for the Region 2 Vineyard WDR
  - Other regulatory recognition opportunities



*\$5.8+ Million dollars in grant funds since 2002!*

# Trade Research (2019)



## **Sneak Preview of Key Findings:**

(Δ from 2016 Wine Opinions survey)

- More personally care about sustainable or environmental attributes.
- More likely to have organizational goals focused on sustainable/ environmental purchasing or promotion (still a minority).
- Increased perception that the market for sustainably produced products will grow in the next 5-10 years.
- More “frequently used” sustainable practices as part of their criteria when buying wines; fewer “rarely” used it.
- Increased demand for 3<sup>rd</sup>-party certification on the package, sustainability information on labels, and certification statements in marketing materials and websites.

Trade Research conducted by Full Glass Research/  
Wine Opinions Panel – to be released later this month



**2020 GREEN MEDAL: CALIFORNIA SUSTAINABLE WINEGROWING LEADERSHIP AWARDS**  
**THE GREEN MEDAL IS SIX YEARS OLD!**



**CALIFORNIA**  
SUSTAINABLE WINEGROWING  
ALLIANCE



**CALIFORNIA**  
ASSOCIATION  
of WINEGRAPE  
GROWERS



THE WINES OF LODI, CA



napa valley vintners



**VINEYARD TEAM**  
Promoting Sustainable Winegrowing



[greenmedal.org](http://greenmedal.org)

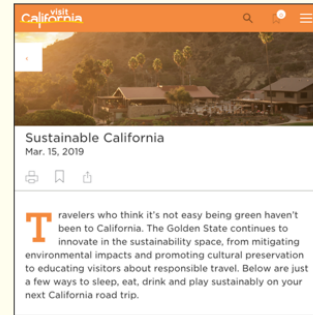
# Down to Earth Month



Chef Laura Lee shared her advice on pairing sustainable wines with recipes from Wine Country Table on Fox 40 Morning News, Studio 40 and Mornings on KTVU.

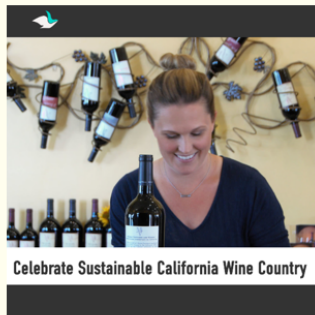


Slow Living Radio hosted a D2E special featuring interviews with Nancy Light, Wine Institute, Allison Jordan, California Sustainable Winegrowing Alliance, and Christian Ahlmann, Six Sigma Winery.



Visit California shared an e-newsletter with their readership of 6.65 million with suggestions on how to eat, drink and play sustainably while traveling the Golden State.

2019 Media Coverage:  
> 539 Million



The Creators Syndicate shared in celebrating sustainable California wine country with their readership of 3 million.



ABC 10 interviewed Mike Heringer, Heringer Estates, sharing his eco-friendly wines to their 1 million viewers.



D2E was featured in local publications across the country, including this article in Arizona Republic Online, which has a readership of over 10 million.



Register Your April 2020 Events @  
<https://discovercaliforniawines.com/winery-event-submission/>