



California Sustainable Winegrowing Program *Progress Report*

Benefiting the environment, the community
and high quality grapes and wine

*Prepared
by the*

California
Sustainable
Winegrowing
Alliance

2006



About the California Sustainable Winegrowing Alliance

The California Sustainable Winegrowing Alliance (CSWA) is a 501(c)(3) nonprofit organization incorporated in 2003 by Wine Institute and California Association of Winegrape Growers (CAWG) to conduct public outreach on the benefits of widespread adoption of sustainable winegrowing practices, to enlist industry commitment and involvement, and to assist in effective implementation of the Sustainable Winegrowing Program (SWP).

CSWA's mission is to ensure that the California wine community is recognized as a change leader in the global marketplace. CSWA collaborates closely with Wine Institute and CAWG, thousands of growers and vintners, and other stakeholders in California. CSWA also continues to develop partnerships for funding education and outreach to advance the adoption of sustainable practices. The result of this work will be a healthier environment, stronger communities, and vibrant businesses.

"We are proud that the members of our wine community remain committed to environmental stewardship and preserving a high quality of life in California."¹

Governor Arnold Schwarzenegger

About Wine Institute

Wine Institute is the association of almost 1,000 California wineries and affiliated businesses whose members account for 95 percent of California wine production and 85 percent of US wine production. Established in 1934, the organization is dedicated to initiating and advocating state, federal, and international public policy to enhance the environment for the responsible consumption and enjoyment of wine. Wine Institute seeks to broaden public understanding of the wine industry and its role in the American economy, lifestyle, and culture. Based in San Francisco with offices in Sacramento, Washington, DC, and six regions across the US and with representatives in all states and 10 foreign countries, Wine Institute is the oldest public policy organization representing wine in the US.

To advance the goal of global leadership in sustainable winegrowing, Wine Institute contributes significant staff time and resources to the Sustainable Winegrowing Program. Wine Institute publishes and distributes newsletters about the program (see www.wineinstitute.org) and participates in alliances – including the California Environmental Dialogue and the California Council for Economic and Environmental Balance – that bring together various stakeholders to concentrate on sustainability, land use policy, and other issues affecting California.

About California Association of Winegrape Growers

The mission of the California Association of Winegrape Growers (CAWG) is to provide industry leadership to advocate public policies, research and education programs, sustainable practices, and trade positions to improve the viability of winegrape growing as an essential contributor to California's economy, culture, and landscape. CAWG's membership represents the growers of approximately 60 percent of the total annual grape crush.

CAWG co-hosts the annual Unified Wine & Grape Symposium to deliver information and ideas for continual improvement of the state's wine community, and sponsors research and development of publications such as Growers' Guide to Environmental Regulations & Vineyard Development, California Vineyards & Wildlife Habitat, Summary of the Labor Law Requirements for Winegrape Growers, and The Winegrape Guidebook for Establishing Good Neighbor and Community Relations. CAWG has also played a leading role in the National Grape & Wine Initiative, a strategic research, education, and outreach plan to stimulate innovation and accelerate best practices adoption to help the wine community increase market share and be a world leader in value and sustainability while contributing to quality of life in rural communities.

Highlights of Progress

The Sustainable Winegrowing Program (SWP) provides growers and vintners with information and tools to increase adoption of sustainable practices statewide. This innovative program is not only generating enthusiastic and widespread participation by the wine community, but also measuring and demonstrating improvements in vineyard and winery practices throughout California.

The 2006 Progress Report highlights program accomplishments and acknowledges the many collaborators that have made these strides possible. We are humbled and emboldened by the recognition that the SWP has received, thankful for the widespread involvement by wineries and vineyards, and hopeful that the lessons we have learned and progress we have made will help advance sustainability in other agricultural and business sectors.

Elements of progress that will be covered in this interim report include:

- Increased and on-going participation and support of the California wine community in the self-assessment process, involving 1,165 wineries and vineyards throughout the state from the start of assessment activities in 2002 to October 2006 (p. 5);
- Release of a second edition and web-based version of the “Code of Sustainable Winegrowing Practices” Self-Assessment Workbook (p. 6);
- Organization of 88 education events that target areas in need of improvement and encourage adoption of sustainable practices and have reached over 5,000 growers and vintners (p. 7);
- Demonstration of results in Integrated Pest Management through targeted education and re-assessment (p. 8);
- Increased media coverage, numerous invitations to give presentations, and recognition through awards (p. 10); and
- A growing number of partners to leverage knowledge and resources (p. 12).

Several unique factors have facilitated progress and success in the Sustainable Winegrowing Program:

1) The participation of thousands of vintners and growers and multiple partners and stakeholders is a crucial attribute of the program. We acknowledge the tremendous effort of the wine community and thank the numerous partners that have been actively involved and enable continued success. (See p. 12.)

2) The SWP is comprehensive in scope, addressing three interlinked goals of Environmental Soundness, Economic Feasibility, and Social Equity, and covering a broad range of elements in the production of grapes and wine – from ground to bottle.

3) The SWP uses a systems approach, recognizing the interconnections between soil, water, air, vine health, grape quality, energy, materials, human resources and many other factors involved with producing quality grapes and wines.

4) The SWP builds bridges between agriculture and environmental interests, through partnerships with many stakeholders, cultivating “win-win” approaches and synergies.

5) The SWP’s innovative system of data tracking and reporting allows monitoring and measurement of participant’s results, and improvements over time; and the aggregated results for the wine industry are reported in a transparent way to our partners and the public.

It is inspiring to be part of a program that is providing leadership in the path to sustainability, and that gives the California wine industry a unique advantage in the global market. The program is also setting a positive example for other agriculture sectors and crops – and gives all of us strong hope for the future.

We are grateful to the California wine community and to all of our partners for their commitment to environmental stewardship, social responsibility, and high quality winegrapes and wine. We extend an open invitation to those already involved with the program and to those who are just discovering its potential to become involved.



Ann Thrupp
Managing Director,
CSWA



Jeff Kan Lee, Press Democrat

“It is inspiring to be part of a program that is providing leadership in the path to sustainability, and that gives the California wine industry a unique advantage in the global market.”

A Collaboration Between Vintners, Growers and Other Stakeholders

“The program challenges us to continue to find new ways to conserve resources, maintain and improve the beauty and vitality of our rural communities, and place California wine at the forefront in quality and environmental sensitivity.”

With this report, we are pleased to share progress that the California wine community is making through the Sustainable Winegrowing Program. California winegrowers have proven to be responsible stewards of the land and good neighbors, while maintaining the long-term viability of businesses that contribute significantly to the state’s economy and appeal as a place to live, work and visit. This is not surprising considering our business is dominated by families committed to the land and to their local communities. Our sustainability program grew out of the passion shared by growers and vintners to be leaders in producing the finest quality wines with sustainable practices that are environmentally-friendly and socially-responsible.

Since its launch in 2002, the statewide program has energized our wineries, winegrape growers and regional associations as a collaborative effort that brings us together with a common purpose. The program challenges us to continue to find new ways to conserve resources, maintain and improve the beauty and vitality of our rural communities, and place California wine at the forefront in quality and environmental sensitivity. The program represents a great legacy to pass on to future generations of winegrowers, and is a model for other agricultural commodities.

The widespread participation of the wine community has been essential to its success thus far. The program has been further strengthened by the involvement of external stakeholders, including scientists, non-governmental organizations and government officials who have lent resources and expertise to the program and helped move it into mainstream thinking and part of our everyday effort. We appreciate the positive attention the program has received from all of our partners. One of our goals is to work with them to explore new ways to reward and encourage increased participation that will accelerate the adoption of sustainable practices.

Sincerely,



*Robert P. (Bobby) Koch
President & CEO,
Wine Institute*



*Karen Ross
President,
California Association of Winegrape Growers*



An Introduction to the Sustainable Winegrowing Program

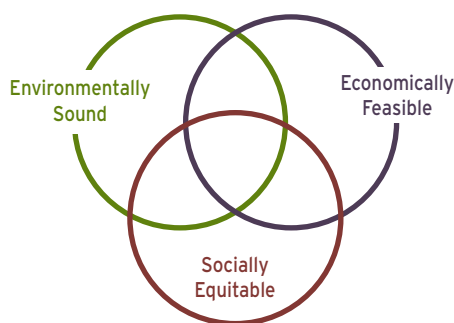
Wine Institute partnered with the California Association of Winegrape Growers (CAWG) to design and launch the Sustainable Winegrowing Program (SWP) in 2002. The California Sustainable Winegrowing Alliance (CSWA) was created a year later to help implement this comprehensive program. These three organizations continue to collaborate and work with many other stakeholders, guided by the mission, vision, and approach of the SWP that are summarized below.

Mission

The long term mission for the SWP includes:

- Establishing voluntary high standards of sustainable practices to be followed and maintained by the entire wine community;
- Enhancing grower-to-grower and vintner-to-vintner education on the importance of sustainable practices and how self-governing will enhance the economic viability and future of the wine community; and
- Demonstrating how working closely with neighbors, communities and other stakeholders to maintain an open dialogue can address concerns, enhance mutual respect, and accelerate results.

Vision



The vision of the SWP is the long-term sustainability of the California wine community. In the context of winegrowing, the program defines sustainability as growing and winemaking practices that are sensitive to the environment (Environmentally Sound), responsive to the needs and interests of society-at-large (Socially Equitable), and economically feasible to implement and maintain

(Economically Feasible). The combination of these three principles is often referred to as the three E's of sustainability.

These important principles are translated into information and education about specific practices that are documented in the program's comprehensive self-assessment workbook, "The Code of Sustainable Winegrowing Practices," and are also included in the program's targeted education events that are aimed to encourage the adoption of improvements over time.

SWP Approach: A Cycle of Continuous Improvement



The SWP is designed to engender a "cycle of continuous improvement" among growers and vintners, by enabling them to evaluate their own operations, learn about new approaches and innovations, and increase their adoption of sustainable practices. The program cycle consists of: a) providing participants with a practical self-assessment workbook and workshops; b) tracking and measuring the results of self-assessments; c) offering important information and educational opportunities about sustainable practices, focused on areas needing improvement; d) facilitating exchange of information among growers and vintners, and e) motivating participants to implement effective changes. Participants are encouraged to assess themselves again, to continue this cyclical process of evaluation, learning, and improvement.

"Self-assessment, the ability to identify those improvements and at what cost, is an important step in sustainable winegrowing goals, benefiting all wine country communities."

*Randy Lange
Lange Twins, Inc.,
CSWA Chairman*

The California Wine Community's Growing Participation

A prominent feature of the Sustainable Winegrowing Program is the active leadership and participation by vintners and growers throughout all phases of the program – from development through on-going implementation of the program, as well as adoption of the practices in their wineries and vineyards.

Overall guidance for development of the Code of Sustainable Winegrowing Practices was provided by the Sustainable Winegrowing Joint Committee, comprised of 50 individuals including members of Wine Institute and CAWG that represent all major winegrowing regions and small, medium and large vineyard and winery enterprises.

Self-Assessment Workshops

Self-assessment workshops, utilizing the Code of Sustainable Winegrowing Practices Self-Assessment Workbook, represent the first phase in the cycle of continual improvement. As mentioned in the 2004 report, the initial goals for self-assessment participation were surpassed during the first round of workshops. In 2004, the goals were exceeded by 16.1% for vineyard acreage (26.1% assessed, goal 10%) and 40% for winery case production (50% assessed, goal 10%). As demonstrated in the updated figures below, participation in self-assessment workshops has continued to grow, with 32.9% of the total statewide acreage and 52.7% of the total statewide case production assessed.

These updated participation numbers demonstrate a 24% increase in total number of enterprises participating in the program since the 2004 report, a 23% increase in vineyard acreage that has been assessed and submitted, and a 19% increase in wine case production that has been assessed and submitted (as of October 2006.) See p. 7 for participation numbers in the program's targeted educational workshops and events.

Wineries that have assessed vineyards are also included in the vineyard assessment numbers. Nearly all wineries grow winegrapes and many also purchase grapes from other sources for use in their wines.



Amador County Self-Assessment Workshop

Vineyard Self-Assessment Participation (as of October 2006)

Number of Distinct Vineyard Enterprises	990 enterprises	
Total Vineyard Acres Farmed by the 990 Enterprises	288,072 acres	55.2% of 522,000 total statewide acres
Number of Vineyard Acres Assessed by the 990 Enterprises	171,764 acres	32.9% of 522,000 total statewide acres
Number of Vineyard Enterprises that Submitted Assessment Results	807 enterprises	81.5% of 990 total enterprises
Total Vineyard Acres from the 990 Enterprises Assessed and Submitted	152,799 acres	29.3% of 522,000 total statewide acres

Winery Self-Assessment Participation (as of October 2006)

Number of Distinct Winery Enterprises	175 facilities	
Total Cases Produced by the 175 Enterprises	170.7 million cases	62.5% of 273 million total statewide cases
Number of Cases Assessed by the 175 Enterprises	143.8 million cases	52.7% of 273 million total statewide cases
Number of Winery Enterprises that Submitted Assessment Results	107 facilities	61.1% of 175 total facilities
Total Cases from the 107 Winery Enterprises Assessed and Submitted	114.9 million cases	42% of 273 million total statewide cases

Self-Assessment & Reporting to Benchmark Progress



“The California Sustainable Winegrowing Program shows the wine community and others that environmentally sensitive practices make good business sense in ways well beyond the bottom line.”

*Paul Dolan
Partner,
Mendocino Wine
Company*

The centerpiece of the Sustainable Winegrowing Program is a comprehensive self-assessment workbook, the Code of Sustainable Winegrowing Practices, that covers numerous criteria and practices that are used in vineyard and winery operations. The workbook, first published in 2002, benefited from the collective knowledge and experience of the 50-member Joint Committee, input from regional grower and vintner organization members and staff, and external reviewers that included researchers and farm advisors, government agencies, and environmental and social equity groups. The original SWP workbook is divided into 13 chapters: viticulture, soil management, vineyard water management, pest management, wine quality, ecosystem management, energy efficiency, winery water conservation and quality, material handling, solid waste reduction and management, environmentally preferred purchasing, human resources, and neighbors and community. The workbook embodies a systems approach, highlighting the inter-linkages between many topics and practices that are covered in these chapters.

The self-assessment workbook also includes a measurement system, whereby participants assess their practices according to a four-category continuum on 227 criteria – with category one capturing practices that meet regulation or are considered to be the minimum level of sustainability and category four capturing practices considered to be the higher level of sustainability. Participants voluntarily contribute data to measure adoption of sustainable practices. In addition to being used to produce customized reports that detail individual winegrowers’ results relative to regional and statewide data, the information was reported in the first California Wine Community Sustainability Report 2004. This report documented results, identified strengths and opportunities for improvement, and set goals to increase the use of sustainable practices. Follow-up reports, such as this interim report and the next statewide Sustainability Report to be published in 2009, will track ongoing progress. To download a copy of the 2004 report, please visit www.sustainablewinegrowing.org.

Second Edition

In fall 2006, a second edition of the self-assessment workbook was released. This version responds to participant feedback, regulatory changes and current information, and includes new educational boxes on heat stress and erosion as well as a new erosion criterion. The most significant addition to the second edition is a new Air Quality Chapter that was created with significant input from the Joint Committee and external reviewers.

Web-Based Self-Assessment and Reporting

Another major improvement to the program has been the introduction of a newly launched website (www.sustainablewinegrowing.org), which includes a web-based self-assessment and reporting system. In addition to offering participants the option to complete and submit their self-assessments on-line, the new system will give vintners and growers the ability to generate their own customized sustainability reports, to link to other web-based resources and develop and save action plans for improving practices.

In partnership with US Department of Food and Agriculture’s (USDA’s) Natural Resources Conservation Service (NRCS), SWP workbook criteria and practices have been matched to corresponding NRCS standards and practices. The online system will reflect these links so that individual grower assessment reports specify relevant NRCS practices and associated Environmental Quality Incentives Program (EQIP) cost-share opportunities and information. This advance in customized reporting will benefit NRCS and CSWA by highlighting NRCS support and technical capabilities, increasing grower awareness and use of EQIP, and simplifying and streamlining application and conservation planning processes. As a result, growers will be better enabled to advance practices for protecting natural resources and progressing their performance in sustainability. The on-line reporting capacity and new Air Quality Chapter are key components of a three-year air and water quality project that is funded by a Conservation Innovation Grant from USDA’s NRCS.

Targeted Education Events

CSWA and regional grower and vintner organizations collaborate to develop and facilitate educational events that target the most challenging areas in specific regions as part of the cycle of continual improvement. Many participants in these workshops have already attended a self-assessment workshop and have received a customized, confidential report on their performance with comparisons to their peers at the regional and statewide levels. Targeted education events such as workshops, field days and seminars can support their efforts in making appropriate changes in their vineyard or winery.

CSWA works closely with regional associations and solicits input and involvement from growers, vintners, government agencies, industry experts and scientists to provide event content on areas in need of improvement, as identified by the self-assessment results collected from earlier workshops.

The targeted education events generally run one-half day and focus on topics such as integrated pest management, air and water quality, ecosystem management and energy efficiency. A number of these events have been held at vineyard demonstration sites that feature effective water and air quality innovations, as part of CSWA's NRCS Conservation Innovation Grant project. These events enable fruitful peer exchange among participants, and often include time for participants to develop action plans for improving their practices.

Below are examples of topics included in targeted education events that have been held to date, thanks to the financial contributions and support of our partner organizations.

<p>Air and Water Quality</p> <p>Funder: USDA Natural Resources Conservation Service</p> <p>Topics: air and water laws and regulations, road design and maintenance, diesel engine upgrades and conversions, alternatives to burning, cover cropping, environmentally friendly management equipment, stream and riparian area restoration and management, buffers, filter strips, and USDA cost-share and incentive programs</p>	<p>Ecosystem Management</p> <p>Funder: National Fish & Wildlife Foundation</p> <p>Topics: habitat and wildlife conservation in/around vineyards, watershed management and water quality protection, erosion control and soil conservation methods, cover cropping, an ecosystem approach to pest management, and incentives for ecosystem management</p>
<p>Energy Efficiency</p> <p>Funder: Pacific Gas & Electric Co.</p> <p>Topics: energy evaluation and planning, energy efficiency methods in vineyards and wineries, alternative and renewable energy, water efficiency and the connection to energy use, and information on free winery energy audits, equipment rebates and technical support services</p>	<p>Integrated Pest Management</p> <p>Funder: American Farmland Trust</p> <p>Topics: adapted to regional needs with an emphasis on monitoring and preventions e.g., effective use of reduced-risk pesticides, releases and management of natural enemies, environmentally friendly weed management, encouragement of predators of vertebrate pests</p>

“Through its industry driven sustainability program, the California Sustainable Winegrowing Alliance is leading the way in confronting and helping resolve natural resource concerns. The successes achieved demonstrate the effectiveness of their proactive and voluntary approach for protecting the environment.”

John Beyer
Statewide Air Quality
Coordinator,
USDA NRCS

Number of targeted education events - 2004-2006: **88**

Total number of participants in events - 2004-2006: **5,008**

Integrated Pest Management: An Example of Targeted Education and Improvement

CSWA directed its first targeted education activities to criteria and associated practices in the Pest Management chapter. Grants from American

Farmland Trust supported a commitment over two-and-a-half years to increase statewide winegrower performance beyond baselines established in the California Wine Community Sustainability Report 2004.

To allocate resources for maximizing impact, a cost-effective extension model was developed and executed to complement self-assessment. The first

step of the model involved detailed analysis and

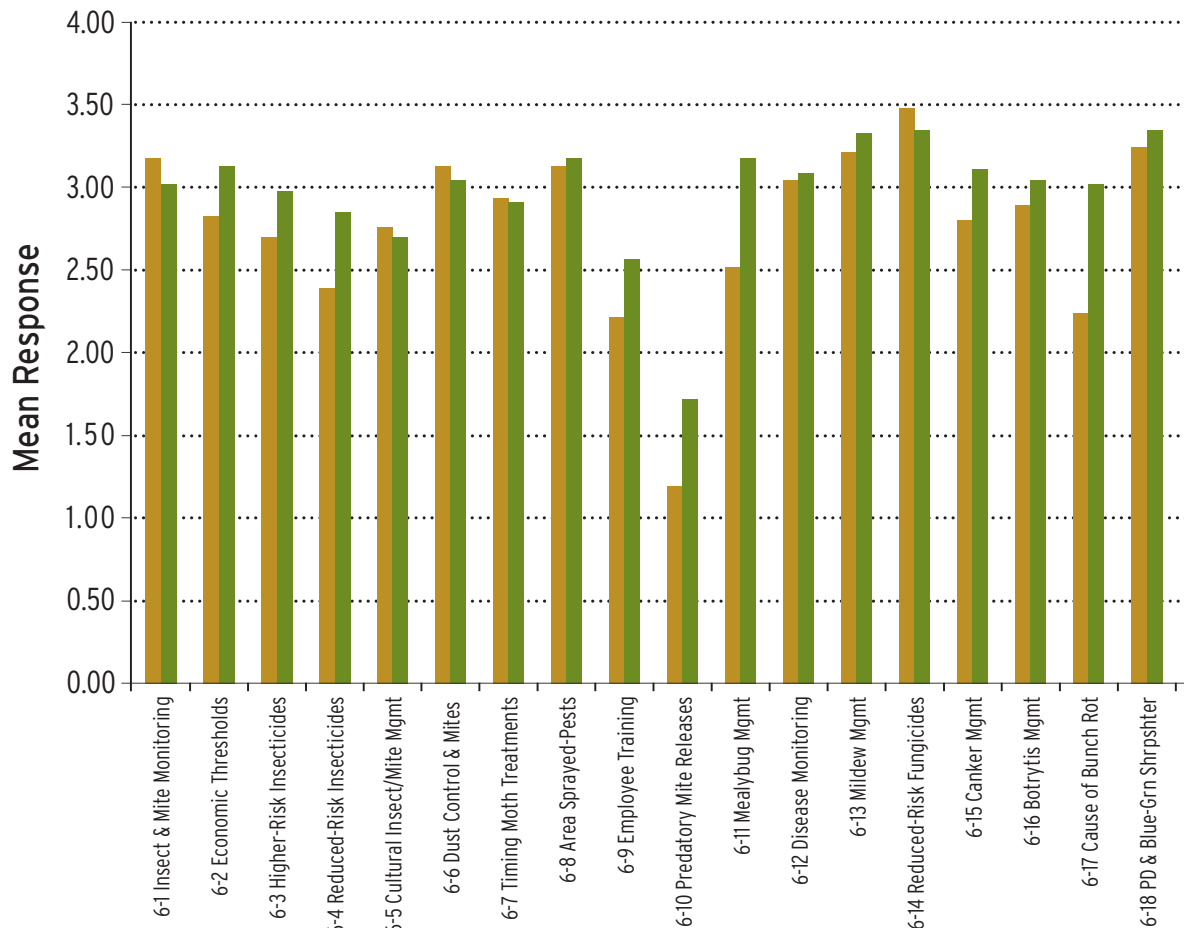
interpretation of the baseline data for pest management so lower-scoring criteria that warranted particular attention could be identified for each region.¹ Regional summaries of self-assessment data, highlighting areas of strength and opportunities for improvement, then were shared strategically with appropriate partner organizations (winegrower associations, university extension, regulators, and other stakeholders) to achieve collective understanding and buy-in. For the final step, CSWA and partners provided targeted education on Integrated Pest Management by supplementing peer-to-peer exchange with mobile and adaptable technical and regulatory expertise.

1. Regions were categorized by county or groups of adjacent counties.



Weed Monitoring Workshop

Pest Management Performance Data



Over the course of the project, CSWA and partners organized and conducted seventy-five workshops, field meetings, and seminars throughout California addressing pest management and related issues. Events included presentations and discussion of practices pertinent to using reduced-risk pesticides; releasing and managing natural enemies; monitoring and managing weeds; improving predation of vertebrate pests; and numerous other topics prioritized by regional analyses.

Statewide progress was measured by comparing assessments against pest management criteria done before release of the 2004 Sustainability Report to assessments done subsequently, i.e. during the period of targeted education. **Grower performance increased for 31 of the 38 pest management criteria and across all criteria by nearly 8%.**

Moreover, greater increases were noted for a number of criteria consistently prioritized for improvement – 6-4 Reduced Risk Insecticides (18%), 6-9 Employee Training (16%), 6-10 Predatory Mite Releases (44%), 6-17 Cause of Bunch Rot (35%), and 6-20 Weed Monitoring (22%). The 2004 Report set a statewide goal of 20% improvement to be achieved by 2009 for criteria averaging less than 3 out of a possible 4. **These data indicate marked progress against this goal and substantiate the value of linking assessment data to prioritized education for effectively increasing the adoption of sustainable practices.**

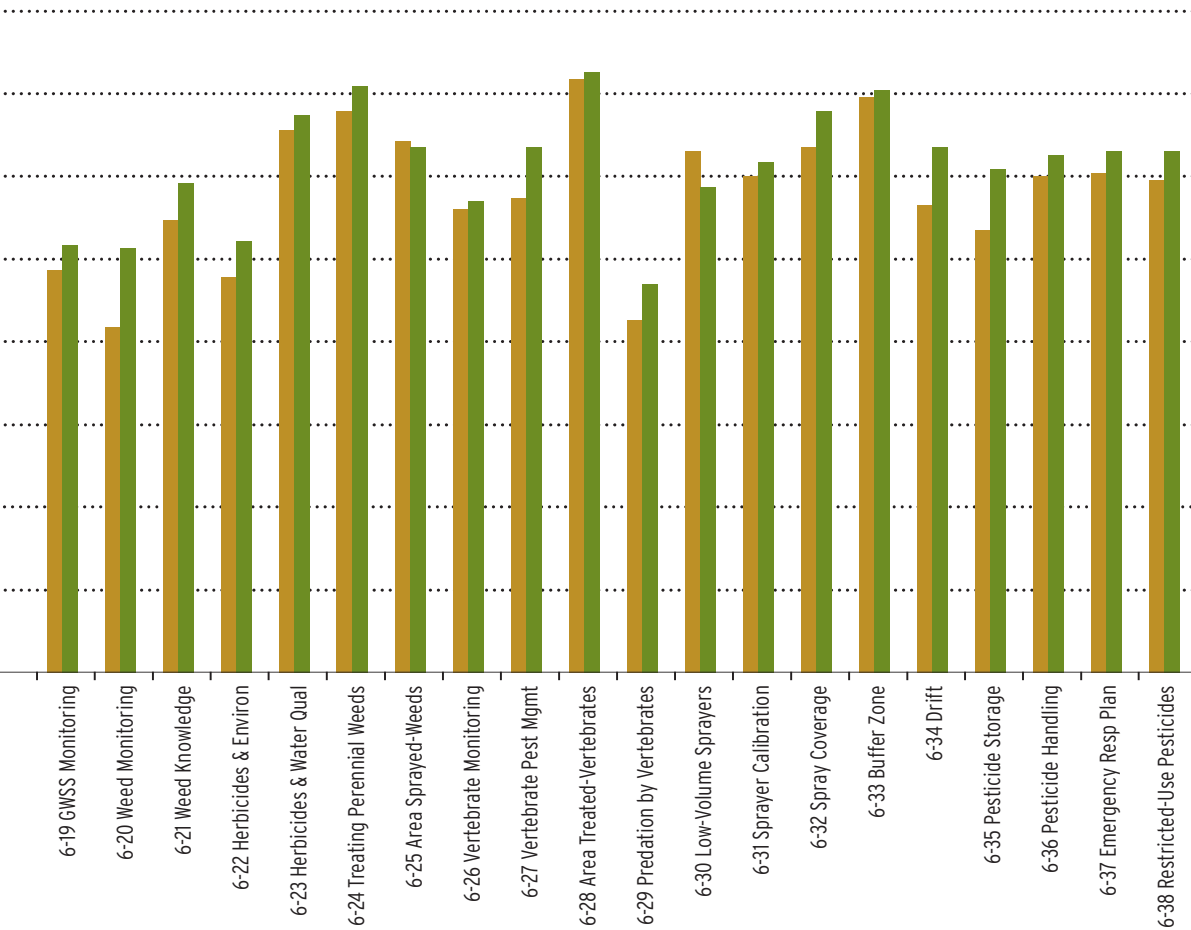


Mite Monitoring Workshop

“The Sustainable Winegrowing Program has been a key complement to Sonoma County’s efforts to promote environmentally and socially responsible pest management. Our growers continue to improve sustainability by producing high quality winegrapes using low-risk practices, which include a reliance on cultural and biological tactics to suppress pests.”

*Nick Frey
President,
Sonoma County
Winegrape Commission*

■ 2002–2004 Baseline (n = 614 vineyard operations; 124,576 acres)
■ 2004–2006 Progress (n = 193 vineyard operations; 28,223 acres)



Sustainable Winegrowing Recognized as a Model Program



The Governor's Environmental and Economic Leadership Award

"The success of the Code of Sustainable Winegrowing Practices workbook, the workshops and the Sustainability Report are examples of how an industry can provide the tools for businesses to become more sustainable. With this award, CCEEB is proud to acknowledge the wine community's achievements and urges other industry and agricultural groups to emulate these efforts to promote business practices that are environmentally sensitive, socially responsive and economically feasible."

Victor Weisser
President,
CCEEB

The Sustainable Winegrowing Program is creating environmental and social benefits for communities and for the state as a whole, and is helping to ensure that future generations will be able to continue to produce world-class wines and contribute to California's economy. Importantly, it is also a model for other agricultural sectors and businesses, as recognized by the following Awards:

- **California Council for Environmental and Economic Balance (CCEEB), Governor Edmund G. "Pat" Brown Award (2005)** *A prestigious award, named on behalf of the founding Chairman of CCEEB, recognizing organizations and individuals that exemplify the principles of environmental and economic balance.*
- **Governor Arnold Schwarzenegger, The Governor's Environmental and Economic Leadership Award (2004)** *California's highest environmental honor recognizing individuals, organizations and businesses that have demonstrated leadership and made notable contributions in conserving the state's natural resources, protecting and enhancing the environment, and building public-private partnerships.*
- **California Environmental Protection Agency, Integrated Pest Management Innovator Award (2003)** *An award giving public recognition to those who develop and promote methods for pest management that reduce the risks associated with using traditional chemical approaches.*

Another indicator of success in promoting the adoption of sustainable practices among the state's wine community has been the increased mention of the Sustainable Winegrowing Program and individual winery and vineyard practices in various publications. Among the media outlets in which sustainable winegrowing have been mentioned are:

- Contra Costa Times
- Fresno Bee
- Modesto Bee
- Napa Register
- Oakland Tribune
- Santa Rosa Press Democrat
- Sacramento Bee
- San Francisco Chronicle
- Capital Press Agriculture Weekly
- CNN.com

- KTVU Fox News TV
- National Geographic TV
- Practical Winery and Vineyard
- Reuters
- Sacramento Business Journal
- Vineyard and Winery Management
- Wall Street Journal
- Wine Business Monthly
- Wine Market Report
- Wine Spectator
- Wines and Vines

In addition, California Sustainable Winegrowing Alliance shares information with the wine community and other sectors by accepting invitations to make presentations or to host vineyard and winery tours to showcase the Sustainable Winegrowing Program for numerous audiences, including:

- American Society for Enology and Viticulture
- Brewers & Vintners Scientific Symposium
- California Association of Resource Conservation Districts
- Central Coast Vineyard Team's Sustainable Ag Expo
- Cooking for Solutions Sustainable Foods Institute
- Fresno State's Grape Day
- Grape and Raisin Expo
- International Conference on the Future of Agriculture: Science, Stewardship and Sustainability
- Oregon Wine Symposium
- Pesticide Applicators Association
- Sixth International Cool Climate Symposium for Viticulture and Oenology
- Soil and Water Conservation Society International Conference
- Third Australian Wine Industry Environmental Conference
- Unified Wine & Grape Symposium
- Water Reuse Association
- Western Plant Health Association
- White House Conference on Cooperative Conservation

Continuing Progress

With numerous signs of continuing progress highlighted in this interim report, the California wine community remains committed to expanding the Sustainable Winegrowing Program to meet the 2009 targets that were established in the 2004 Sustainability Report.

We are pleased that the “next steps” identified in the 2004 report have been achieved or are in process.

To continue progress and achieve our vision of sustainability in California’s wine community, we seek additional funding and partners to:

1. Increase participation of vineyards and wineries
2. Offer targeted education and action plan workshops, focused on areas in need of improvement
3. Expand our partnership network
4. Work with research institutions to target knowledge gaps
5. Develop new chapters and related educational materials
6. Release an updated edition of the workbook
7. Translate educational materials into Spanish
8. Publish the 2009 Sustainability Report and interim progress reports.

Providing leadership in sustainability is a prime motivator for the vintners and winegrape growers participating in the SWP. We hope that our efforts can serve as an inspiration and model for other agricultural sectors to work with important stakeholders to identify, implement, measure and report on the adoption of best practices that are environmentally sound, socially responsible and economically feasible.



Under-the-vine disk for weed management



Participants at an IPM workshop in Sonoma County



Participants at an Ecosystem Management action plan workshop in Madera

Acknowledgement of Funders and Partners

“The program gives wine-growers environmental goals to work toward while rewarding them with reduced costs and, potentially, reduced regulation as they move well beyond compliance.”

*Ashley Boren
President,
Sustainable Conservation*

The continued success of the Sustainable Winegrowing Program would not be possible without the active leadership and participation of the California wine community, and partnerships with organizations that provide financial support, contribute vast technical expertise, and help enlist and engage program participants. In addition to Wine Institute, California Association of Winegrape Growers, and California Sustainable Winegrowing Alliance, below is a select list of some of the key partners over the past several years. We are particularly appreciative of the funding provided by the following agencies and organizations to accelerate the adoption of sustainable practices.



Nick Frey of Sonoma County Winegrape Commission joins CSWA in hosting a sustainable vineyard tour for government officials and foundation executives

Funders

- American Farmland Trust
- California Department of Food and Agriculture
- Pacific Gas and Electric Company
- National Fish and Wildlife Foundation
- USDA Natural Resources Conservation Service
- Members of California Association of Winegrape Growers
- Members of Wine Institute

Partners

Academic Institutions

- University of California Cooperative Extension
- University of California Berkeley
- University of California Davis
- California State University Fresno
- Cal Poly San Luis Obispo
- Santa Rosa Junior College
- Modesto Junior College

Government Agencies

- California Department of Food and Agriculture
- California Environmental Protection Agency
- California State Water Board
- Resource Conservation Districts
- U.S. Department of Agriculture's Natural Resources Conservation Service

Regional Associations

- Alexander Valley Winegrowers
- Amador County Winegrape Growers Association
- Anderson Valley Winegrowers
- Calaveras Winegrape Alliance
- Central California Winegrowers
- Central Coast Vineyard Team
- Clarksburg Winegrowers Association
- El Dorado Wine Grape Growers Association
- El Dorado Winery Association
- Lake County Winegrape Commission
- Livermore Valley Winegrowers Association
- Lodi Woodbridge Winegrape Commission
- Madera Vintners Association
- Mendocino Winegrape and Wine Commission
- Monterey County Vintners & Growers Association
- Napa Sustainable Winegrowing Group
- Napa Valley Grape Growers Association
- Napa Valley Vintners
- North Coast Grape Growers Association
- Paso Robles Wine Country Alliance
- Placer County Wine and Grape Association
- Ramona Vineyard Association
- Santa Barbara County Vintners Association
- Santa Cruz Mountains Winegrowers Association
- Sierra Grape Growers Association
- Sonoma County Vintners
- Sonoma County Winegrape Commission
- Temecula Valley Winegrowers Association
- The Viticulture Association of Santa Cruz Mountains

CSWA works with many other organizations, scientists and farm advisors, government agencies, and environmental and social equity groups. For an up-to-date list of partners, please visit www.sustainablewinegrowing.org.

California Sustainable Winegrowing Alliance Board of Directors 2006–2007

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Bill Cooper, Vice Chairman, Cooper-Garrod Vineyards
Andy Hoxsey, Secretary, Napa Wine Co.
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The Sustainable Winegrowing Joint Committee

See www.sustainablewinegrowing.org for member listing.

“California’s winegrape growers and vintners have made remarkable strides in demonstrating their commitment to California’s environment while continuing to grow their economic contribution to our state. The Sustainable Winegrowing Program is a model because of the impressive participation of growers and vintners in establishing high standards of sustainable practices, doing self-assessments and turning in the data, and participating in targeted education events. Their outreach to such a broad array of stakeholders only enhances the credibility of the entire program.”

*Linda Adams
Secretary
for Environmental
Protection*



**CALIFORNIA SUSTAINABLE
WINEGROWING ALLIANCE**

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