



Chapter 13

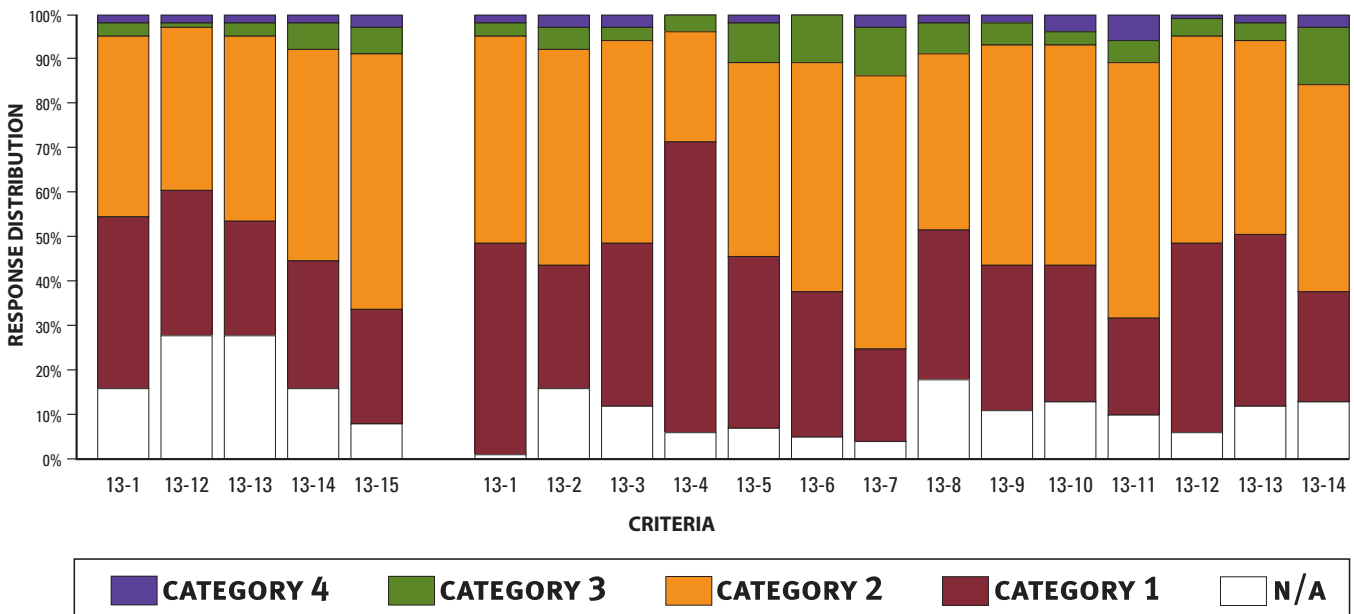
ENVIRONMENTALLY PREFERRED PURCHASING

Background

Participating in recycling efforts and reusing materials when possible are major steps in helping to reduce the burgeoning amounts of solid waste going to landfills every day, but this is only part of the cycle. Being aware of the material that is purchased for use in the vineyard or winery helps “close the loop” and increases the market for products made of recycled content materials. One of the primary ways this can be accomplished is through Environmentally Preferred Purchasing (EPP).

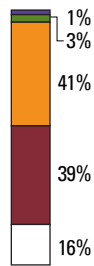
Environmentally Preferred Purchasing is a process for selecting products or services that have a reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. The first step in an EPP program is to screen products and services for their relative beneficial environmental attributes (such as recycled content and energy efficiency) as well as potential adverse environmental and human health impacts. While the review process can be time-intensive, vendors and suppliers should be called upon to provide information on the environmental attributes of their products and services. If they don’t know, or don’t seem very interested in making that information available, it would be wise to consider seeking suppliers who will support the EPP efforts of the enterprise.

ENVIRONMENTALLY PREFERRED PURCHASING BENCHMARK DATA



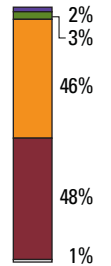
Benchmark Data

Grower Response

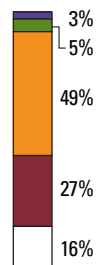


13-1. PLANNING, MONITORING, GOALS & RESULTS As with many other issues in this report, awareness is the starting line to sustainability. The next step is developing plans on what actions to take to reach the desired goals and results. 4% of growers and 5% of the vintners include environmental attributes in purchasing decisions; evaluate suppliers with comprehensive criteria that includes environmentally preferred products; have a written purchasing policy that includes specific environmental standards; have defined goals for purchasing environmentally preferred products that are reviewed annually; and know, track and record the amount of products containing recycled or post consumer content or that is environmentally certified. 1% of the growers and 2% of the vintners also visit and evaluate their suppliers, and have the purchasing policy endorsed by senior management. 41% of growers and 46% of vintners have defined supplier criteria but don't include environmental aspects in the criteria, include environmental considerations in some purchasing decisions and are undertaking research into alternative materials that can be used. 39% of growers and 48% of vintners base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 16% of growers and 1% of vintners replied N/A, not applicable or information not available.

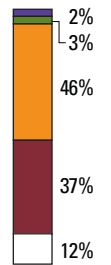
Vintner Response



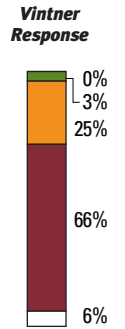
13-2. SERVICE CONTRACTS Many wineries use service contracts to find providers that can deliver needed services in a high quality manner. This quality has been expanded to include environmental factors as well as dependability. 8% of vintners only consider service providers that demonstrate environmental awareness; evaluate providers on their environmental practices and services; mandate specific environmental standards; and have contracts that specify environmental standards to be met. 3% of the vintners also consider a provider's proven track record for environmental friendly services and have a company-wide EPP program. 49% of vintners ask providers about their environmental attributes but their orders do not specify any as requirements. 27% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 16% of vintners replied N/A, not applicable or information not available.



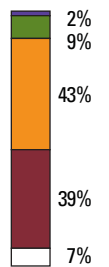
13-3. PAPER Closing the loop on paper is one of the easiest steps a winery can make to become more sustainable. 5% of vintners only consider paper vendors that demonstrate environmental awareness; evaluate paper vendors on their environmental practices and services; mandate specific environmental standards; and have orders for paper that specify environmental standards to be met. 2% of vintners also consider a paper vendor's proven track record for environmental friendly services and have a company-wide EPP program. 46% of vintners ask paper vendors about their environmental attributes but their orders do not specify any as requirements. 37% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 12% of vintners replied N/A, not applicable or information not available.



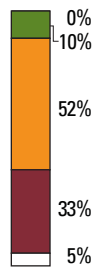
13-4. PACKAGING FROM SUPPLIERS Packaging from suppliers is one form of excess material that usually winds up in the local landfill. Some wineries are addressing this issue by working directly with main suppliers, or reusing the material for their own packing needs. 3% of vintners use the amount of packaging from suppliers as a major consideration in purchasing decisions; only work with suppliers that demonstrate that their packaging material is environmentally friendly; mandate specific environmental requirements to suppliers; and know the amount of supplier packaging going into the waste stream. 25% of vintners ask suppliers about their packaging, include some environmental requirements and are investigating the amount of supplier's packaging going to waste stream. 66% do not consider packaging used by suppliers as having any environmental impact. 6% of vintners replied N/A, not applicable or information not available.



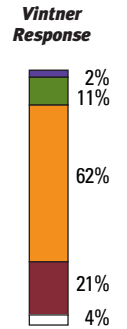
13-5. PACKAGING TO CUSTOMERS The other side of the packaging cycle is the amount of packaging used at the winery to ship wine. 11% of the vintners only consider packaging material vendors that demonstrate environmental awareness; evaluate packaging material vendors on their environmental practices and services; mandate specific environmental standards, and have packaging material orders that specify environmental standards to be met. 2% of vintners also consider a packaging material vendor's proven track record for environmental friendly services and have a company-wide EPP program. 43% of vintners ask packaging material vendors about their environmental attributes but their orders do not specify any as requirements. 39% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 7% of vintners replied N/A, not applicable or information not available.



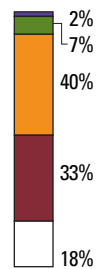
13-6. CLEANING SUPPLIES Taking care of the people at the winery and the environment around the facility is dependent in part on the materials and supplies that are brought into the facility. Some of the hazardous materials on site are in cleaning supplies. 10% of vintners only consider cleaning supply vendors that demonstrate environmental awareness; evaluate providers on their environmental practices and services; mandate specific environmental standards; and have contracts that specify environmental standards to be met. 52% of vintners ask cleaning supply vendors about their environmental attributes, but their orders do not specify any as requirements. 33% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 5% of vintners replied N/A, not applicable or information not available.



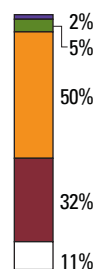
13-7. PLANT EQUIPMENT A good time for vintners to make environmentally conscious changes is when their plant equipment needs to be replaced or changed out. 13% of the vintners only consider plant equipment vendors that demonstrate environmental awareness; evaluate plant equipment vendors on their environmental practices and services; mandate specific environmental standards; and have plant equipment orders that specify environmental standards to be met. 2% of the vintners also consider a plant equipment vendor's proven track record for environmentally friendly services and have a company-wide EPP program. 62% of vintners ask plant equipment vendors about their environmental attributes, but their orders do not specify any as requirements. 21% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 4% of vintners replied N/A, not applicable or information not available.



13-8. BOXES It seems that almost everything comes in boxes. While cardboard is fairly easy to recycle, wineries can reduce the amount of time and energy they expend on recycling cardboard by working to reduce the amount coming to the winery in the first place. 9% of the vintners only consider box vendors that demonstrate environmental awareness; evaluate box vendors on their environmental practices and services; mandate specific environmental standards; and have box orders that specify environmental standards to be met. 2% of the vintners also consider a box vendor's proven track record for environmental friendly services and have a company-wide EPP program. 40% of vintners ask box vendors about their environmental attributes, but their orders do not specify any as requirements. 33% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 18% of vintners replied N/A, not applicable or information not available.



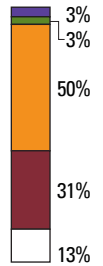
13-9. GLASS Closing the loop on glass is fairly easy for wineries to do. The recycling of glass is very well established, but making sure that the glass vendors are implementing specific environmental qualities into their operations requires establishing a dialogue with vendors. 7% of the vintners only consider glass vendors that demonstrate environmental awareness; evaluate glass vendors on their environmental practices and services; mandate specific environmental standards; and have glass orders that specify environmental standards to be met. 2% of the vintners also consider a glass vendor's proven track record for environmental friendly services and have a company-wide EPP program. 50% of vintners ask glass vendors about their environmental attributes, but their orders do not specify any as requirements. 32% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 11% of vintners replied N/A, not applicable or information not available.



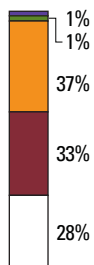
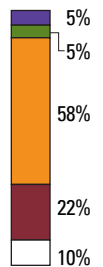
Grower Response

13-10. CAPSULES There are several different types of capsules on the market and checking the environmental considerations of each of them can help a winery select the best one for their purposes. Some of the newer sandwiched capsules will make recycling these capsules next to impossible so wineries need to factor that into their decision about which capsules to use on their wine. 6% of the vintners only consider capsule vendors that demonstrate environmental awareness; evaluate capsule vendors on their environmental practices and services; mandate specific environmental standards; and have capsule orders that specify environmental standards to be met. 3% of the vintners also consider a capsule vendor’s proven track record for environmental friendly services and have a company-wide EPP program. 50% of vintners ask capsule vendors about their environmental attributes, but their orders do not specify any as requirements. 31% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 13% of vintners replied N/A, not applicable or information not available.

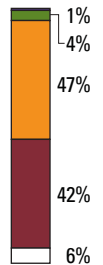
Vintner Response



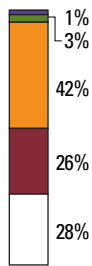
13-11. CORKS Developing relationships with cork vendors helps educate everyone working in the wineries about the environmental considerations of producing natural cork. 10% of the vintners only consider cork vendors that demonstrate environmental awareness; evaluate cork vendors on their environmental practices and services; mandate specific environmental standards; and have cork orders that specify environmental standards to be met. 5% of the vintners also consider a cork vendor’s proven track record for environmentally friendly services and have a company-wide EPP program. 58% of vintners ask cork vendors about their environmental attributes, but their orders do not specify any as requirements. 22% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 10% of vintners replied N/A, not applicable or information not available.



13-12. OFFICE EQUIPMENT As environmental considerations are integrated into purchasing decisions vintners and growers can often find environmental information right on the product label. For example, most office equipment now has the Energy Star symbol designating that it saves energy. 2% of growers and 5% of vintners only consider office equipment vendors that demonstrate environmental awareness; evaluate office equipment vendors on their environmental practices and services; mandate specific environmental standards; and have office equipment orders that specify environmental standards to be met. 1% of the growers and vintners also consider an office equipment vendor’s proven track record for environmentally friendly services and have a company-wide EPP. 37% of the growers and 47% of the vintners ask office equipment vendors their environmental attributes, but their orders do not specify any as requirements. 33% of the growers and 42% of the vintners base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 28% of the growers and 6% of the vintners replied N/A, not applicable or information not available. Many small operations may not have office equipment.

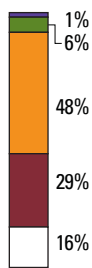
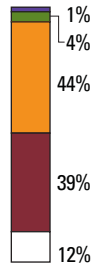


Grower Response

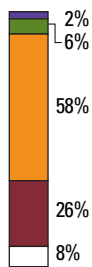
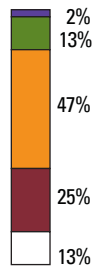


13-13. VEHICLE MAINTENANCE PRODUCTS Maintaining vehicles in good running condition can play a critical role in minimizing the environmental impacts from exhaust and oil leaks. Using products with recycled content and finding service providers that incorporate environmental considerations into their vehicle maintenance business are also important considerations. 4% of growers and 5% of vintners have requirements and orders for vehicle maintenance and supplies that mandate specific environmental attributes, and only use vendors they have evaluated for environmental awareness. 1% of growers and 1% of vintners have a company-wide EPP program and only do business with vendors that demonstrate environmental awareness. 42% of growers and 44% of vintners ask vendors about their environmental attributes, but their orders do not specify any as requirements. 26% of growers and 39% of vintners base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 28% of growers and 12% of vintners replied N/A, not applicable or information not available.

Vintner Response



13-14. VEHICLES Vehicle selection can be a form of environmental protection. New vehicles have greatly reduced emissions and can be more fuel efficient than older models. 7% of growers and 15% of vintners have requirements and orders for vehicles that mandate specific environmental attributes, and only use vendors they have evaluated for environmental awareness. 1% of growers and 2% of vintners also have a company-wide EPP program and only use vendors that demonstrate environmental awareness. 48% of growers and 47% of vintners ask vendors about their environmental attributes, but their orders do not specify any as requirements. 29% of growers and 25% of vintners base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 16% of growers and 13% of vintners replied N/A, not applicable or information not available.



13-15. VINEYARD SUPPLIES By focusing purchasing power on environmentally sound supplies, businesses can encourage suppliers to offer materials and products with recycled or post-consumer content. A demand for these types of products growers will help drive the suppliers and producers to offer more of these kinds of materials and products. This is what is meant by “closing the loop” on recycled materials. 8% of growers have requirements and orders for vineyard supplies that mandate specific environmental attributes, and only use vendors they have evaluated for environmental awareness. 2% have a company-wide EPP program and only use vendors that demonstrate environmental awareness. 58% of growers ask vendors about their environmental attributes, but their orders do not specify any as requirements. 26% base their purchases on lowest price and do not include environmental considerations in purchasing decisions. 8% replied N/A, not applicable or information not available.

Best Practices

Statewide Strengths: EPP is a new area of sustainable practices and the criteria are extremely challenging. Nonetheless, there are some growers and vintners for each EPP criteria that reported using category “4” or “3” practices. The percent of reported use of category “4” or “3” practices by growers or vintners ranged from 2% to 15% depending on the criteria. These growers and vintners can serve as mentors for future EPP education and outreach efforts.

E. & J. Gallo Winery is committed to the concept of sustainability and leverages that belief in negotiations with its suppliers to encourage them to implement environmentally friendly practices. Through cooperative efforts, with both internal and external suppliers, they have implemented a “Supplier Certification Program” which focuses on the environmental impacts of the supplier’s operations. Gallo’s director of environmental affairs says, “We have found that this process can build a partnership between Gallo and its suppliers, which benefits both parties and the environment.”



Targets and Timetables

Statewide Opportunities for Improvements: There are opportunities for the majority of growers and vintners to improve EPP practices for all criteria.

The California Sustainable Winegrowing Alliance has set a desired goal of demonstrating improvement in the scores indicated below. By harvest 2009, CSWA will strive to move the average scores to the positions marked in green and purple. When these goals are attained, practices will have improved from the initial benchmark averages by 20%. To reach these goals, CSWA needs partners. If you are interested in improving environmentally preferred purchasing practices in the wine industry, please email info@sustainablewinegrowing.org.



“I have much to learn. The workbook is very well put together and easy to follow. Looking forward to taking the time to read it all!”

WORKSHOP PARTICIPANT, LIVERMORE, JUNE 2003