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Steve Quashnick, CSWA Chairman, 2003-2004

Quashnick Farms, Acampo

Former Special Projects Committee Chairman, CAWG



California winegrape growers place a priority on being good stewards of their land and the encompassing environment. By operating in ways that are socially responsible, environmentally sound, and economically viable, we can remain a vital part of California's beautiful and diverse landscape for generations to come. The Code of Sustainable Winegrowing Practices (SWP) program is a results-driven initiative that combines viticulture and enology into one comprehensive guide to a healthy future. Through a collaborative effort between winegrape growers and winemakers, "sustainability" is a concept that has now entered the mainstream thinking and doing of the California wine community.

Moving sustainability into the mainstream requires a change of mindset. The wine community has always benefited from a healthy contingent of innovators and early adapters as well as those who value tradition and take a more cautious approach to change. A learning curve for understanding and adopting a decision-making model that integrates environmental, social and economic implications exists for individuals and the industry as a whole. One of the most rewarding results of this sustainability effort is the acceleration of the learning curve. We've created a peer-to-peer education and outreach approach that fosters collaboration and raises the bar on the adoption of sustainable practices.

Our job is not done. The SWP program is just the beginning. It's a challenge to find middle ground among the three principles of sustainability - social, environmental, and economic. Now that we have collected baseline information on the current level of sustainable practices adoption, the next phase is to increase participation and demonstrate continual improvement. As our knowledge base expands we will strive to integrate new practices, procedures, and technologies that support our vision of long-term sustainability.

We are now in the process of using the baseline data from our first round from SWP workbook assessments to determine where our efforts should focus in the future. We must continue our outreach to growers and vintners. The workbook, to be effective and relevant, requires a commitment to continuous updating based on feedback from participants, stakeholders and scientists. Individuals, as they analyze their own operations under the sustainability lens, also must continue to update plans and measure their progress. We are still learning how sustainable winegrowing looks, feels, and eventually tastes!

We want California's wine community to continue to prosper. Our commitment to producing hallmark quality will expand the world demand for California wine. Utilizing grape growing and wine-making practices that do the right thing for the environment and our communities adds value by creating loyal consumers who appreciate our efforts. I take pride in the knowledge that the California wine community wants to lead the world in producing quality wines in a responsible manner.

We've proven ourselves as a leader. Part of this program's benefit will be showing innovators in other sectors and locations that we established a program to put sustainability into our everyday thinking. And we will pass our knowledge on to the next generations. The wine community — from vineyard to winery — has a legacy to pass on to our children, and then to their children. We'd be remiss if we didn't use the best science and information available to attain the goals of sustainability.

Paul Dolan, CSWA Chairman 2002-2003

*President, Mendocino Wine Estates
Wine Institute Vice Chairman*

Wineries are an integral part of the landscape and lifestyle of California. With tasting rooms and vineyards in nearly every county of the state, California wineries are deeply rooted in our local communities. Our wineries recognize the direct connection between the social, environmental and economic vitality of the communities in which we do business and the health and viability of our industry.

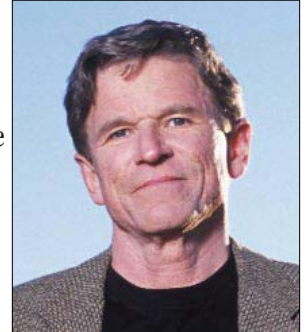
Our interest in establishing a leadership position on important issues has several decades of precedent. Through Wine Institute, the trade association of California wineries formed in 1934, informal principles of good advertising practices for wineries were first adopted in 1949. Wine Institute's voluntary *Code of Advertising Standards* was published in 1978 and, with near universal adoption, is an expression of the wine community's strong commitment to social responsibility. This tradition continued with the development and release of the Code of Sustainable Winegrowing Practices (SWP) in partnership with the California Association of Winegrape Growers (CAWG).

This report, *California Wine Community Sustainability Report 2004*, presents the results for our first interval of implementation where over 1,000 growers and winemakers attended workshops and more than 600 vineyard enterprises and 80 winery facilities submitted their assessment results. The results reveal that the California wine industry has embraced the concept of sustainability and is making impressive gains in critical areas of water conservation, pesticide risk reduction, and soil management. It also points out specific areas that we need to address such as energy conservation, material handling and environmentally-preferred purchasing. The SWP program is based upon the concept of continual self-improvement and this report provides a roadmap to identifying and embracing new areas of opportunity for improving our vineyard and winery practices. We will continue to update the workbook, add new chapters, and conduct outreach and education to help with adoption of new methods.

While the population of California increases dramatically each year, placing vineyards and wineries in closer proximity to non-farming communities, the positive response of California's vintners and growers to the SWP program demonstrates the industry's commitment to being good neighbors, good stewards of the land and businesses that contribute significantly to the economy of the state.

The SWP workbook was created as a tool to gauge and improve our practices. The workbook—and now this report — are intended to stimulate and encourage conversations about sustainability among wineries and grape growers as well as within a larger community of stakeholders in California. We can now join forces to further move the entire industry in a sustainable direction while documenting the change and measuring the results. This experience should be helpful not only for us, but for all agricultural operations in the state.

As a signature product of California, we want to continue our operations in a manner that is sustainable for all Californians. If it isn't, it won't be sustainable for any of us. We look forward to your comments and thoughts on our baseline sustainability report and the issues that it may raise for you.





The California Sustainable Winegrowing Alliance (CSWA) is a San Francisco-based 501(c)3 educational nonprofit organization incorporated in 2003, created to conduct public outreach on the benefits of widespread adoption of sustainable winegrowing practices. Through outreach, education, analysis and reporting, as well as partnerships with other sectors, CSWA strives to ensure that the California wine community is recognized as a change leader in the global marketplace. The result of this work will be a healthier environment, stronger communities and vibrant businesses.

Board of Directors and Officers 2003-2004

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For more information on CSWA, visit www.sustainablewinegrowing.org.

Acknowledgements

A prominent feature of the Code of Sustainable Winegrowing Practices (SWP) program is the active participation of vintners and growers, regional winegrower and vintner associations, regulators and academics, environmental and society equity groups and other stakeholders throughout the development and implementation phases. The SWP program builds on the impressive work in sustainable practices by many regional winegrower and vintner associations, private companies, individual viticulturists and winemakers, researchers, government agencies, and innovative regulators involved with the California wine community.

The Code of Sustainable Winegrowing Practices program was initiated in January 2001 by members of Wine Institute and the California Association of Winegrape Growers (CAWG) to promote vineyard and winery practices that are sensitive to the environment, responsive to the needs and interests of society-at-large, and economically feasible to implement and maintain.

Karen Ross, President of the California Association of Winegrape Growers and John De Luca, former President and CEO of Wine Institute and current Executive Vice President provided extraordinary leadership through their vision, expertise, passion, and commitment to the project. These two leaders, along with the Wine Institute and CAWG Board of Directors, have demonstrated what can be accomplished through meaningful collaboration among the state's winegrape growers and vintners. Since June 2003, Robert P. Koch has assumed the leadership role in the project as Wine Institute's President and CEO. Both Koch and Karen Ross will help continue the program's momentum through their guidance and support in the implementation of the Code's sustainable winegrowing practices throughout the state's industry.

CAWG was founded in 1974 to provide leadership to advocate public policy, research and education programs, and trade policies that enhance the business of growing California winegrapes. CAWG represents the growers of about 60% of the annual tonnage of grapes crushed for wine and concentrate.



WINE INSTITUTE is the public policy advocacy association of California wineries that brings together the resources of more than 780 wineries and affiliated businesses to support legislative and regulatory advocacy, international market development, media relations, scientific research, and edu-

cation programs that benefit the entire California wine industry. Wine Institute members represent 90 percent of California wine shipments.

The SWP program has roots in an effort organized by the Wine Institute Communications Committee, headed by its committee chair, Dennis Groth of Groth Vineyards. Wine Institute then began working with CAWG to encourage broad participation of sustainable winegrowing and wine-making practices. Together, the two organizations created the Code of Sustainable Winegrowing Practices program.

WineVision: AmericanWine in the 21st Century provided a forum for early industry discussions and made sustainable practices a priority for the California wine community. An industry-wide strategic objective identified by WineVision was to become a leader in sustainable practices.

The winegrowing chapters in the SWP workbook are based largely on the pioneering work done by the Lodi-Woodbridge Winegrape Commission in their *Lodi Winegrower's Workbook, A Self Assessment of Integrated Farming Practices*. Mark Chandler, Cliff Ohmart and Lodi winegrowers deserve special recognition for their leadership, cooperation and generosity.

Regional associations throughout the state of California created the momentum needed to make this program a success. The following associations held workbook workshops. The associations in boldface also contributed to the development of the workbook.

Alexander Valley Winegrowers	Vicky Robinson
Amador County Wine Grape Growers Association	Carol Laubach
Santa Barbara County Vintners Association	Michael Perry
Calaveras County Winegrowers Association	Steve Collum
Central California Winegrowers Association	Ron Metzler
Central Coast Vineyard Team	Kris O'Connor
Clarksburg Winegrape Growers Association	Fred Vaske
El Dorado Wine Grape Growers Association	Dave Pratt
Lake County Winegrape Commission	Shannon Gunier, Rick Gunier and Erica Lundquist
Livermore Valley Winegrowers Association	Linda Ault
Lodi-Woodbridge Winegrape Commission	Mark Chandler and Cliff Ohmart
Madera Winegrowers/Vintners Association	John Simpson
Napa Valley Grape Growers Association	Sandy Elles
Napa Valley Vintners Association	Becky Peterson
Placer Wine and Grape Association	Vicky Moore
Ramona Vineyard Association	Beth Edwards
Santa Cruz Mountains Viticulture Association	Mary Lindsey
Santa Cruz Mountains Winegrowers Association	Dane Stark
Sierra Grapegrowers Association	Michael Gallagher
Sonoma County Grapegrowers Association	Nick Frey
Temecula Valley Winegrowers Association	Ben Drake
Winegrowers of Dry Creek Valley	Dianne Johannsen
Winegrowers of Napa Valley	Debra Blodgett

Companies that hosted workshops for their employees and growers include:

Constellation Brand, Inc.
E & J Gallo Winery
Fetzer Vineyards
Sonoma Wine Company
Cakebread Cellars
Benziger Family Winery
Dutton Ranch Vineyards

Wine Institute/CAWG Sustainable Winegrowing Joint Committee

Overall leadership and guidance for SWP and the workbook was provided by a committee from Wine Institute and the California Association of Winegrape Growers known as the Sustainable Winegrowing Joint Committee. This committee includes more than 50 members of the Wine Institute and CAWG that represent all major winegrowing regions and small, medium and large vineyard and winery enterprises as well as representatives from the California Environmental Protection Agency (Cal/EPA) and independent consultants. The following people are members of the committee:

Don Ackerman	Beringer Blass Wine Estates	Randall Lange	Lange Twins Inc.
Joe Browde	CAWG Pest Management Alliance	Tom Lanphar	Cal EPA-DTSC
Hampton Bynum	Davis Bynum Winery	Jerry Lohr	J. Lohr Winery
Amigo Bob Cantisano	Organic Ag Advisors	Jeff Lyon	E. & J. Gallo Winery
Art Caputi	Art of Winemaking	Michael Martini	Louis M. Martini
Bill Cooper	Cooper-Garrod Vineyards	Pete Opatz	Allied Domecq
Stephen Dale	Buena Vista Winery	Bryan Osborn	Diageo Chateau & Estate Wines
Christine De Loach	De Loach Vineyards, Inc.	Harry Parsley	Silver Stag Winery
Josephine De Luca	Regional Water Quality Control Board	Bill Petrovic	Delicato Vineyards
Paul Dolan	Mendocino Wine Estates	Glenn Proctor	Diageo Chateau & Estate Wines
Jim Flood	Rancho Sisquoc Winery	Steve Quashnick	Steve Quashnick Farms & CAWG
Lou Foppiano	Foppiano Wine Company	Ralph Riva	Wente Vineyards
Robert Gallo	E. & J. Gallo Winery	Karen Ross	CAWG
David Graves	Saintsbury	Leon Santoro	Orfila Vineyards & Winery
Dennis Groth	Groth Vineyard & Winery	Chris Savage	E. & J. Gallo Winery
John Guilliams	Guilliams Vineyards	Tom Shelton	Joseph Phelps Vineyards
Walter Hampe	Trinchero Family Estates	Steve Smit	Clos Du Bois
Patrick Healy	Fetzer Vineyards	Leon Sobon	Shendoah Vineyards & Sobon Estates
Jon Holmquist	Canandaigua Wine Company	Dr. Robert Stephens	Cal EPA-DTSC
Michael Honig	Honig Vineyard and Winery	Michael Topolos	Topolos Vineyards
Ed Hughs	Canandaigua Wine Company	Bob Torres	Trinchero Family Estates
Rick Irwin	Bronco Wine Company	Jim Unti	Canandaigua Wine Company
Randle Johnson	The Hess Collection Winery	David Vanni	Solis Winery
Stephen Kautz	Ironstone Vineyards	Don Wallace	Dry Creek Vineyards, Inc.

Wine Institute and CAWG have worked with a team of professionals to help in the design, implementation, data collection, analysis and reporting for the SWP program. Dr. Jeff Dlott, CSWA Acting Executive Director, leads this team which includes Kari Birdseye, John Garn, Joe Browde, Allison Jordan, Chris Van Coops, Franklin Dlott, and Heather Tidgewell.

External Reviewers

A draft of this report was sent to a group of individuals representing government agencies, academic institutions, and non-profit environmental organizations. CSWA received constructive feedback from this group and their comments have significantly improved the content and style of this report. We are very grateful for the time and attention that the reviewers listed below dedicated.

Ashley Boren	Executive Director, Sustainable Conservation
Kim Nicholas Cahill	Interdisciplinary Program in Environment and Resources, Stanford University
Caitlin Cornwall	Assistant Director, Sonoma Ecology Center
Stacey Cleland	Consultant, Assembly Select Committee on California Wine, Office of Assemblymember Patricia Wiggins
Karen Heisler	Environmental Protection Specialist, U.S EPA
Lee Moldaver	State Board Member, Audubon California
Steven P. Nation	Executive Director, Governmental and External Relations University of California
Mark D. Reynolds, Ph.D.	Senior Project Ecologist - Emerging Projects, The Nature Conservancy
Mack Schwing	Director of Wine Business Program, Sonoma State University
Mark Samolis	Environmental Scientist, U.S EPA Region 9
John Steggall	Sr. Environmental Research Scientist, California Department of Food and Agriculture
Liz Thach, Ph.D.	Associate Professor, Wine Business Program, Sonoma State University
Kathy Viatella	Economist, Environmental Defense
Robert Wample, Ph.D.	Julio Gallo Chair and Director, Viticulture and Enology Research Center and Chair, Department of Viticulture and Enology, California State University, Fresno
Victor Weisser	President, California Council for Environmental and Economic Balance
Dave Whitmer	Napa County Agricultural Commissioner
James A. Wolpert, Ph.D.	Chair, Department of Viticulture and Enology, University of California, Davis