

## Benefits

### Economic Benefits

- Long-term viability of land and business
- Long-term cost savings
- Improve wine quality
- Prepare for potential future International Trade Certification needs such as ISO14001
- Enhance value of real estate
- Maintain and improve market value of wine produced in California
- Enhance relations with specific demographics such as European markets and domestic Green consumers

### Environmental Benefits

- Long-term viability of land
- Stewardship of unique and specific land
- Conservation of natural resources

### Social Equity Benefits

- Health and well-being of farm and winery employees and neighbors
- Enhance relations with neighbors and communities
- Enhance relations with consumers and tourists

- Enhance relations with regulators and public policy institutions (Government, Media and Educators)

#### The Code of Sustainable Winegrowing Project

The Wine Institute and the California Association of Winegrape Growers (CAWG) have teamed up on a statewide project to:

- Develop a statewide Code of Sustainable Winegrowing Practices (SWP)
- Produce accompanying winegrower and vintner guidebooks to facilitate implementation
- Build a credible measurement system to document and communicate statewide adoption of sustainable practices by voluntary subscribers

The desired outcomes for this project are:

- Voluntary adoption by the entire wine community of the high standards for sustainable practices presented in the Code
- Widespread use of the winegrowing and winemaking guidebooks in business planning, training, execution and analysis
- Use of the statewide measurement system to provide science-based information to evaluate progress in the adoption of sustainable practices by the wine community, neighbors, and the larger public and private stakeholder communities
- Validation that self-governance, education and an open dialogue with neighbors, communities and other stakeholders will enhance the economic viability and future of the wine community.

The SWP project defines sustainability as winegrowing and winemaking practices that are sensitive to the environment, responsive to the needs and interests of society-at-large, and are economically feasible to implement and maintain.