

Vision Statement

Who are We?

We are California vintner and grower communities with a 150-year-old wine industry committed to social responsibility and cultivating and producing world-class wines. Our industry cherishes the vast gifts of nature, respects our neighbors, and makes positive social and economic contributions.

What is Our Purpose?

We will establish voluntary high standards of sustainable practices to be followed and maintained by the entire wine community. The Code of Sustainable Winegrowing Program will promote farming and winemaking practices that are sensitive to the environment, responsive to the needs and interests of society-at-large, and are economically feasible in practice.

We will educate our fellow vintners and growers on the importance of these practices and how self-governing will enhance the economic viability and future of our industry. We will work closely with our neighbors and communities to maintain an open dialogue on their concerns and our efforts.

Why are We Doing This?

As California's population explodes, land will become an increasingly precious commodity. We need to communicate now that we are stewards of the land, striving to sustain our industry for generations to come. Now is the perfect time to convey this message and bridge the gap between rural and urban communities by sharing our story and history of responsible farming and winemaking.

To maintain our standing as a world-class competitor in the global marketplace, we believe it is better to avoid unnecessary legislation by self-governance. By embracing progressive attitudes and raising cultural and community awareness, we intend to create a win-win environment for us all.

Winegrowing has been part of many societies and cultures throughout human history. It has provided a viable livelihood for past and current generations and will be a source of pride for future generations who wish to produce the finest quality grapes and wine.

California, with her sunny climes, her vine clad hills, valleys and plains, will continue to strengthen and enhance her world-wide reputation for premium wines of high value.

