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by Jim Trezise, President



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**DC Crunch Time...Sustainability
Spreads...Music Licensing Bill...DtC
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Sustainability: Key to the Future

Not so long ago, "sustainability" was a nebulous concept mostly confined to a handful of regional grape and winery trade associations on the west coast. Today, four major winegrowing states--California, New York, Oregon, and Washington, which represent 95% of total U.S. wine production--have established educational and certification sustainability programs, with more likely to come.

In addition, since 2018 wine organizations from the four states have been partnering to advance sustainability initiatives industrywide by providing a definition and principles for the U.S. wine industry, conducting trade and consumer research, sharing information through two U.S. Sustainable Winegrowing Summits, and providing education on grower and vintners' sustainability commitment to trade and consumers.

The organizations include California Sustainable Winegrowing Alliance, California Association of Winegrape Growers, Wine Institute, LIVE, Long Island Sustainable Winegrowing, Oregon Wine Board, New York Wines, Washington State Wine Commission, and Washington Winegrowers.

They all have been working on their own for years, but the recent collaboration has created a new synergy that will accelerate the progress.

Sustainability's past, present and future were summarized by Allison Jordan, Vice President of Environmental Affairs at Wine Institute as well as Executive Director of the California Sustainable Winegrowing Alliance. As in many cases, Wine Institute has provided leadership, cooperation and collaboration to advance the cause.

The presentation covered Common Definition and Principles; Trade and Consumer Research; Education and Information-Sharing through U.S. Sustainability Summits; and Sustainable Winegrowing Promotion and Communications. More information on these areas will be in future newsletters.

An important first step was agreeing on a definition:

"Sustainable winegrowing and winemaking is a holistic approach that conserves natural resources, protects the environment, enhances wine quality, enriches the lives of employees and communities, and safeguards family farms and businesses--today and for generations to come."

This encompasses the longstanding triple bottom line of environmental stewardship, social equity, and economic viability. Other principles include Holistic Approach, Continuous Improvement, and Comprehensive, Science-Based Practices.

The multi-state partnership has created several new resources to share the definition, principles and programs with trade, media, and consumers, including a new website: www.sustainablewinegrowing.us.

While this is a major development on the national level, FIVS has long been working on the international level to develop a comprehensive sustainability function in line with expectations and requirements of governments around the world.

(emphasis added) And more recently, a Porto Protocol group was announced, with several prominent members, as another initiative recognizing the importance of sustainability to the future of the industry.

What once was a fringe curiosity is now a mainstream movement key to the success of our industry. The creation of new groups is very encouraging, and a key challenge will be to coordinate efforts synergistically rather than duplicating efforts or outright competing.

Cheers!

Jim Trezise
President, WineAmerica

Diversity is our Strength. Unity is our Power.



WineAmerica
1020 16th Street NW #300
Washington, DC 20036

Tel: (202) 223-5175

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