



# NAPA GREEN

## MEDIA RESOURCES

*“The health of our vineyard, the happiness of our team and the quality of our wines are intrinsically linked. This relationship between land, people and environment is the apex of winegrowing craftsmanship.”*

*-- Aron Weinkauf, Winemaker & Vineyard Manager, Spottswoode Estate*



The Napa Green nonprofit is a global leader in sustainable winegrowing, setting the highest bar for sustainability and climate action in the wine industry. Napa Green facilitates whole-system soil to bottle certification for wineries and vineyards, and provides the resources, tools and connections to continuously level up leadership.

In 2021, Napa Green was the first sustainable winegrowing program in the world to redevelop Vineyard certification standards to focus on climate action, regenerative carbon farming, and social equity.

In 2022 and 2023, Napa Green organized the industry-leading RISE Climate & Wine Symposium ([risegreen.org](http://risegreen.org)) with over 65 speakers, 40 sponsors, 750 guests, and dozens of commitments to action and impact.

### WHAT IS NAPA GREEN VINEYARD?

Napa Green Vineyard certification provides a pathway for growers to improve soil health, become carbon neutral to negative within six to nine years, and increase the resilience of vineyards, businesses, and our community. The Napa Green Vineyard certification standards have six core elements:



- Social equity, justice and inclusion standards that incorporate direct input and feedback from farmworkers
- Implementing carbon farming and regenerative practices
- Irrigation assessments and water use efficiency
- Tree and forest preservation and enhancement
- Adherence to a prohibited and restricted pesticides list
- Conservation burning or burning alternatives

### WHAT IS NAPA GREEN WINERY?

Napa Green is one of only four sustainable winegrowing programs nationwide offering the opportunity for comprehensive soil-to-bottle certification in both the vineyard and winery. Napa Green wineries implement more than 100 sustainability and stewardship standards to:



- Save energy and water and increase efficiency
- Prevent waste through recycling, composting and environmentally preferable purchasing
- Reduce GHG emissions and the winery's carbon footprint
- Commit to social equity
- The whole facility is certified from production to administration to hospitality

# NAPA GREEN

## MISSION

The Napa Green mission is to AIM high through:

- A** **Adoption** of rigorous Vineyard and Winery certification standards, and commitment to continuous improvement
- I** **Impact**, both regionally and by leveraging our powerful platform to galvanize sustainability and climate action in the global wine industry
- M** **Measurement** baselining and tracking performance for water and energy use, waste diversion, and GHG emissions from soil to market

## VALUES

Leadership | Stewardship | Authenticity | Collaboration | Impact | Resilience | Regeneration

- ❖ As of Summer 2023, there are 90 Napa Green Certified Wineries, representing nearly 40% of all of the certified sustainable wineries in California, and 30% of the certified sustainable wineries in the United States.
- ❖ Over the past seven years Napa Green has helped winery members save more than 15 million kilowatt hours (kWh) of energy and over \$5,000,000 in energy costs. Napa Green wineries have also saved more than 27 million gallons of water, eliminating the energy needed to transport, heat, and treat that water.
- ❖ We have transitioned our first 25 growers to the cutting edge Napa Green Vineyard certification, and another 40+ growers are actively transitioning, collectively representing over 7,000 vineyard acres.



# WHAT IS SUSTAINABILITY?



Caring for the health of  
NATURE



Caring for the health of  
EMPLOYEES & COMMUNITY



Caring for the resilience & health of  
RESPONSIBLE BUSINESSES

## THE SIX PILLARS OF SUSTAINABLE WINEGROWING LEADERSHIP

All too often we hear people say sustainability is confusing, it doesn't have a clear definition, or worse yet, it's greenwashing. We developed the Six Pillars of Sustainable Winegrowing Leadership to clearly define the six elements that anyone in the industry needs to address to truly call themselves sustainability leaders.



Water Efficiency



Energy Efficiency



Waste Prevention &  
Supply Chain

## SIX PILLARS OF SUSTAINABLE WINEGROWING LEADERSHIP



Proactive Farming, Soil  
Health, & Biodiversity



Social Justice,  
Diversity, & Inclusion



Climate Action &  
Regenerative Ag

CARING FOR NATURE ELEVATES QUALITY & EXPERIENCE

## HOW IS SUSTAINABILITY DIFFERENT FROM ORGANIC?

Organic certification has a narrow, prescriptive focus on what you don't put into the system; eliminating synthetic pesticides. In addition, organic is only focused on the farming system and does not address stewardship opportunities and benefits in production and operations.

Sustainability has a comprehensive, systematic focus on practices that extend from the farm into the facility, and include water and energy efficiency, waste prevention and green purchasing, social equity, diversity and inclusion, and climate action. None of these elements are addressed by organic certification. Sustainable winegrowing includes prohibited and restricted pesticides, and is a pathway to organic.

Certified sustainable vineyards may also be organic (and many are) but not all certified organic vineyards meet broader sustainability standards.

CERTIFICATION STANDARDS	NAPA GREEN VINEYARD	NAPA GREEN WINERY	REGENERATIVE ORGANIC*	ORGANIC*	BIODYNAMIC*
Developed for Wine Industry	✓	✓			
Environmental Compliance	Foundation for entry	Foundation for entry			
Whole Property Certification	✓	✓	✓	✓	✓
Allow Organic Pesticides	✓		✓	✓	✓
Allow some Synthetic Pesticides, with Restrictions	✓				
Social Justice, Diversity & Inclusion	✓	✓	✓		
Water Efficiency	✓	✓			
Energy Efficiency	✓	✓			
Waste Prevention & Supply Chain	✓	✓			
Healthy Soils & Biodiversity	✓		✓		✓
Forest Management & Fire Resilience	✓				
Climate Action	✓	✓	✓		
Carbon Farm Planning Report	✓				
Irrigation DU Report	✓				
Integrated Resource Audit Report		✓			
Track Metrics & Continuing Improvement	✓	✓			
Third-Party Audit	✓	✓	✓	✓	✓

\*ROC, Organic & Biodynamic DO NOT include sustainability or stewardship standards for production & distribution.

## GOVERNOR'S ENVIRONMENTAL & ECONOMIC LEADERSHIP AWARD



The Napa Green program was recognized with the California Governor's Environmental & Economic Leadership Award in 2018.

## SUSTAINABLE WINEGROWING GREEN MEDAL AWARDS



Twelve Napa Green members have been recognized with the California Sustainable Winegrowing Green Medal award since its inception in 2015.

**Treasury Americas** - 2023 Leadership Award | **Cakebread Cellars** - 2023 Community Award | **Trefethen Family Vineyards** - 2022 Environment Award | **Trinchero Family Estates** - 2021 Business Award | **Boisset Collection** - 2021 Community Award | **Clif Family Winery** - 2020 Community Award | **Silver Oak Cellars** - 2019 Leader Award | **Domaine Carneros** - 2019 Business Award | **Cakebread Cellars** - 2018 Business Award | **St. Supéry Estate** - 2018 Environment Award | **Spottswoode Estate** - 2017 Environment Award | **Trinchero Family Estates** - 2015 Business Award

## NAPA RIVER & WATERSHED RESTORATION



More than 30 Napa Green members have voluntarily contributed to over 30 miles of Napa River and creek restoration, including rededicating vineyard land to allow the river to take its course.

## MEDIA CONTACT

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