

WHAT SETS NAPA GREEN APART?

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 vineyards and wineries, and provides the support, resources, and tools 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 regenerative farming, climate action, and social equity. Napa Green leverages wine's powerful platform to show what is possible for farm regeneration and business climate leadership.

Since 2022, Napa Green has organized three industry-leading, worldclass RISE Climate & Wine Symposiums (originally THRIVES) with 65+ speakers, 40+ sponsors, 650+ guests, and dozens of commitments to action and impact. RISE stands for Regeneration; Innovation; Sustainability; Empowerment. Our team facilitates and empowers visible change.

THE SIX PILLARS OF SUSTAINABLE WINEGROWING LEADERSHIP

Being a Napa Green member means a commitment to a whole system, integrated approach to sustainability and climate action. 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.



WHY ARE NAPA GREEN VINEYARDS & WINERIES CLIMATE-SMART?

Almost every Napa Green certification standard contributes to reducing emissions.

- Water: Energy: Climate Nexus – When you reduce your water use, you also reduce your energy use, which reduces emissions to produce energy, AND reduces energy bills.
- Reducing pesticide and fertilizer use also means reduced manufacturing, shipments, and costs, not to mention that nitrous oxide (which results from nitrogen fertilization) is 200x more potent than CO2 emissions.
- On average, 40-60% of vineyard & winery emissions are due to packaging and distribution alone. When you lighten bottle weights, eliminate Styrofoam, green packaging, and downsize shipments you're reducing emissions to manufacture and ship supplies, and reducing emissions to get wine to customers.
- Employees who are cared for and engaged in leading business sustainability practices will take these practices home with them, broadening the impact.



Examples of Napa Green Certified Regenerative Vineyard Standards

- Improve soil health & organic matter, which stores more carbon in soil
- Enhance biodiversity with compost, cover crops, and hedgerows, attracting beneficial insects & birds, providing pollinator habitat, and storing carbon
- Reduce tillage, keeping carbon and moisture in the soil, and reducing emissions from tractor passes
- Maximize efficiency of irrigation system and use technologies to precisely target timing and amount of irrigation
- Chip wood waste or use climate-smart alternatives like flame-cap kilns & air curtain burners, which also create biochar, a 500+ year carbon store



Example of Napa Green Certified Climate-Smart Winery Standards

- Maximize water & energy efficiency, reducing emissions from energy production and saving \$\$\$
- Maximize recycling and composting, reducing emissions from trash pickups & landfill, and saving \$\$\$
- "Green" supply chain, including tasting room, cleaning & office products
- Lighten bottle weight and other packaging, and downsize shipments
- Have onsite solar and/or opt into MCE Deep Green and receive 100% renewable grid electricity
- Install EV charging stations and shift to EV company vehicles

Keep in mind that members can be solely Napa Green Vineyard OR Winery certified, or both, which we call "soil to bottle"

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 environmental stewardship in production or distribution.

Napa Green has a comprehensive, systematic focus on practices that extend from the farm into the facility, and include water and energy efficiency, materials management and green purchasing, social justice, diversity and inclusion, and climate action. **None of these elements are addressed by organic certification standards.**

Sustainable winegrowing includes prohibited and restricted pesticides, and is a pathway to organic. All Napa Green Vineyards have to be Roundup/glyphosate-free by the end of 2025, and phaseout the use of all synthetic herbicides by the end of 2027.

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 Plan Report	✓				
Irrigation DU Report	✓				
Integrated Resource Assessment Report		✓			
Track Metrics & Continuing Improvement	✓	✓			
Third-Party Audit	✓	✓	✓	✓	✓
*ROC, Organic & Biodynamic DO NOT include sustainability or stewardship standards for production & distribution.					