



# NAPA GREEN

## NAPA GREEN CERTIFIED - WHAT IT MEANS

*“This program is about quality - this program is about creating a quality wine, creating a quality environment for your staff, for your community, creating a quality environment for my kids and everyone else’s children.”*

*-Michael Honig, President, Honig Vineyards*

Do you appreciate a healthy and thriving Napa River full of Chinook salmon, steelhead trout, beavers, and attracting falcons and kingfishers?

Are you proud to be part of a conscientious business that prioritizes environmental stewardship and healthy and happy employees and neighbors?

Does it feel good to work in partnership to find new ways to do tasks like clean tanks and wash barrels, saving time, using less energy and water, and knowing your actions have impact?

Do you like to save money and cut production costs?

Do you enjoy sharing unique, authentic stories? Like solar arrays that double as parking shade; sheep that serve as natural lawn mowers; staff tailgates that generate ideas that end up cutting water use by 25% over just two years.

Do you enjoy peace of mind knowing your company is in environmental compliance and going beyond compliance, reducing risk and ensuring business longevity?

This is Napa Green Certified Vineyard and Winery, validating rigorous soil-to-bottle standards for sustainable grape growing and winemaking.

**Our Mission is to serve as a catalyst and facilitator to grow certified sustainable, responsible businesses committed to environmental stewardship and climate action in Napa County.**

### 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. 40% of all of the certified sustainable wineries in CA are in Napa County. Napa Green wineries implement more than 100 sustainability and stewardship standards to:



- Save energy & 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 hospitality

### 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 & Inclusion
- Implementing Carbon Farming & Regenerative practices
- Irrigation Assessments & Water Use efficiency
- Tree & Forest Preservation and Enhancement (where applicable)
- Adherence to a Prohibited & Restricted Pesticides list
- Conservation Burning or Burning Alternatives



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## LEVERAGING YOUR NAPA GREEN CERTIFICATION

### Are You Leveraging Your Napa Green Sustainability Certification?

An increasing number of studies shows both consumers and trade value sustainability and environmental stewardship and will use this information in their wine purchasing and sales decisions.

*“Today, we find the end consumer has a greater degree of interest in knowing that the wine they buy is both grown and produced in a sustainable manner. For our 2016 vintage, we added the Napa Green logo to our back label to help convey that message.”*

*- Bruce Cakebread, President and CEO of Cakebread Cellars*

Sustainability can help differentiate your wine and serve as a tiebreaker on the shelf. In one of their key Canadian markets, Jackson Family Wines recently tested the correlation between advertising their environmental commitment and sales. The result? A 22 percent sales increase simply by using bottle neckers with sustainability information. A 2017 study from Cone Communications offers additional support: of 1,000 U.S. consumers surveyed, 89 percent said they would switch to a brand associated with a good cause given similar price and quality.

*“When a company supports a social or environmental issue, 92 percent of customers say they have a more positive image of the company; 87 percent are more likely to trust the company; and 88 percent say they would be more loyal to the company.”*

*- 2017 Cone Communications CSR Study*

In 2016, Wine Opinions surveyed 457 retailers, wholesalers, distributors and importers. More than 70 percent said that sustainable practices often or sometimes served as a factor in choosing a wine to market or sell to customers. When asked why, 72 percent said there is increased demand for sustainably produced wines; 71 percent said they personally care about sustainable or environmental attributes of wines; and 67 percent said sustainable production is a useful selling feature or attribute of the wine.

*“One of the main benefits of Napa Green certification is the opportunity to have a new conversation with consumers. Many wineries have similar stories about unique soils, vineyard microclimates, terroir. Napa Green certification provides new positioning, new engagement, new stories for visitors that can help a winery stand out and serve as an added incentive to join the wine club.”*

*- John Garn, Sustainability Consultant, ViewCraft*

There is also growing evidence that wine consumers are willing to pay a premium for sustainable products. A 2015 Nielsen Global CSR study found that more than 70 percent of millennials and 50 percent of baby boomers were willing to pay more for a socially or environmentally responsible product. In 2017, Sonoma State University surveyed 300 wine consumers and the majority indicated they would pay \$1-3 more for a bottle of certified sustainable, organic or Biodynamic wine. Notably, economists at Washington State University recently analyzed 45,000 red wine ratings by Wine Spectator from 1989 to 2014 and found that Napa Green certified wines demanded a price premium of \$4.40 a bottle.

#### **Underselling Sustainability**

Consumers can't respond to information they don't have. The 2017 Cone Communications study notes, *“Although consumers unequivocally stand ready to reward companies for their responsibility efforts, they need to hear about it first.”*

The 2016 Wine Opinions trade survey found that the top obstacles to selling more sustainably produced wines were lack of understanding and familiarity by consumers, and wines are hard to identify or not clearly labeled. Meanwhile, respondents said the most effective way to promote certification was through clear and highly visible labeling or identification on the wine.

Certified members of the Napa Green program can use the Napa Green Winery logo on the labels of wines made in certified wineries, and can use the Napa Green Vineyard logo if 95 percent of the grapes in the bottle were grown in Napa Green certified vineyards.



## SHARE YOUR SUSTAINABILITY STORY

*“We are very proud to have comprehensive Napa Green Land and Winery certification. We display the logos on the back of all our bottles and incorporate sustainability in every presentation we give on St. Supéry. At every tasting I’m at people ask, ‘What does Napa Green mean?’ They ask specific questions and they want to know about the third-party certification. It’s important to people.”*

*-Brooke Shenk, Winemaker, St. Supéry Estate Vineyards & Winery*

## IDEAS TO SHARE YOUR SUSTAINABILITY STORY



Chateau Montelena video  
Our Commitment to Sustainability



Honig Vineyard & Winery  
Eco Tour and Tasting



The ZD Experience:  
Includes a cellar tour and barrel tasting that  
spotlights their eco practices.

As part of their Open House in April 2018 Cain Vineyard & Winery offered a “Sustainability Seminar.” “Chris describes sustainability as a journey and not a destination, so bring your boots!”

As part of Down to Earth Month in April, St. Supéry Estate now annually offers a six-week “Sustainable Seafood Pairing,” with a new wine and seafood pairing each week.

In April 2020, PEJU offered a Virtual Tasting focused on Sustainability at PEJU.

### Morning in the Winery and Afternoon in the Vineyards

## STORYTELLING > FACTS

### **The Art of Wine Storytelling**

Meininger’s Wine Business International, 22 Feb 2017

Dr. Jennifer Aaker from the Stanford Graduate School of Business, has said that **“stories are up to 22 times more memorable than facts alone.”**

This suggests that storytelling should be an easy win for the wine industry. After all, wine comes out of risk-taking, farming, history and interesting people. But there are two catches. The first is that it’s not just the story that’s important, it’s the way it’s told. The second catch is that the wine trade rarely tells stories in the way that are most likely to attract attention.

**The story must have five key elements: an inciting moment, a complication, a climax (or turning point), a reversal, and then a resounding finish.**

“Somebody gets into trouble, gets out of it again. People love that story. They never get sick of it.” -Kurt Vonnegut

Structurally it’s what’s called a rise-fall-rise, or Cinderella, story... Biodynamic winegrowers often tell a similar tale: one day they realized their soil and/or vineyard was lifeless, so they converted to biodynamic methods, and now their vineyard flourishes and their wines are better. It’s the age-old rags-to-riches story – and it’s powerful.

A story must have emotional highs and lows...A good story needs poignant, frightening, or nail-biting elements if it’s to provoke cortisol, the hormone that focuses attention. If the story doesn’t have both light and shade, it’s doomed to be forgotten.

## How to Tell a Great Story

Carolyn O'Hara, Harvard Business Review, 30 July 2014

- **Start with a message**
- **Mine your own experiences**

There may be a tendency not to want to share personal details at work, but anecdotes that illustrate struggle, failure, and barriers overcome are what make leaders appear authentic and accessible. “The key is to show your vulnerability.”
- **Don't make yourself the hero**

Whenever possible, you should endeavor to “make the audience or employees the hero.”
- **Highlight a struggle**

A story without a challenge simply isn't very interesting.
- **Keep It Simple**
- **Practice Makes Perfect**

“Once you tell a very compelling story, the first thing someone does is think, ‘Who can I tell this story to?’ So, for the extra three minutes you spend encoding a leadership communication in a story, you're going to see returns that last for months and maybe even years.”

## How to Tell a Good Story

Kristi Hedges, Forbes, 11 Dec 2013

**“A Stanford research study showed that statistics alone have a retention rate of 5-10%, but when coupled with anecdotes, the retention rate rises to 65-70%.**

We're enraptured by stories that involve some vulnerability. We want to hear about struggles, and how to overcome them – so be honest. When you share stories, be revealing about the hurdles along the way. It's okay to talk about success, just don't omit what got you there.

- **Clear moral or purpose**

There's a reason why you're telling this story, to this audience, at this time
- **Personal connection**

The story involves either you, or someone you feel connected to
- **Common reference points**

The audience understands the context and situation of the story
- **Detailed characters and imagery**

Have enough visual description that we can see what you're seeing
- **Conflict, vulnerability, or achievement we can relate to**

Similar to point #4, show us the challenges
- **Pacing**

There's a clear beginning, ending, and segue way back to the topic

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## GET SOCIAL

### THE EVIDENCE IS IN

Consumers want to support conscientious, green businesses. While most consumers are not asking outright for sustainability bonafides, if you share your commitment to sustainability consumers will use this information.

Differentiate your wine and build consumer loyalty with #NapaGreen.

#### Opportunities to promote Napa Green on Social Media:

- Premiere Napa Valley
- Down to Earth month in April
- Harvest
- Awards (e.g. California Green Medal)

#### Social Media Handles:

- Instagram: [@NapaGreen](#)
- Facebook: [@NapaGreenCertified](#)

#### Hashtags:

- #NapaGreen
- #OurNapa
- #OurNature

#### Questions or ideas?

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### Examples of successful social media:

