NAPA GREEN

Fast Facts

Napa Green Certified Land

- Developed in the early 2000s as a collaboration between industry leaders, environmental groups and government agencies
- The first certification was in 2004
- In total, more than 45,000 acres/18,210 hectares of agricultural land is certified, including half of all of Napa Valley's vineyard acreage (23,000 acres/9,307 hectares)
- Napa Green Land minimizes erosion and soil loss, reduces harmful inputs and runoff, encourages biodiversity and restores the health of creeks and the Napa River
- Certified properties must meet and exceed environmental regulatory requirements
- Third-party certification is facilitated by auditors from LandSmart® or Fish Friendly Farming programs
- Properties are recertified every 3-5 years based on the implementation of a farm conservation plan and demonstrated continual improvement

Napa Green Certified Winery

- Created as a partnership between the Napa Valley Vintners, Napa County and the California Green Business program
- The first certification was in 2008
- As of June 2018, there are nearly 70 wineries certified and more than 60 in process
- The program strives to decrease a winery's environmental footprint by improving efficiency, quantifying and saving water and energy, and reducing waste
- Certified wineries meet and exceed environmental regulatory requirements
- Third-party certification is performed by county auditors for the California Green Business Program
- Wineries are recertified every three years based on tracking water and energy use and waste diversion and demonstrating continual improvement in resource conservation

Economic & Social Sustainability

- The Napa Valley wine industry and related businesses:
  - Provide an annual economic impact of more than $9.4 billion in Napa County and more than $33.5 billion in the U.S.
  - Create 44,000 jobs in Napa County and 185,500 nationwide
- Entry-level vineyard workers in Napa County are paid an average $14 an hour, significantly higher than California's minimum wage