



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

WHAT IS SUSTAINABILITY?



Caring for the health of
NATURE



Caring for the health of
EMPLOYEES & COMMUNITY



Caring for the resilience & health of
RESPONSIBLE BUSINESSES

SUSTAINABILITY HAS A COMMON DEFINITION

IN THE VINEYARD

- ▶ Slekksekdh
- ▶ Rrekloheekcdpla
mlkehvhvdarhekmp
- ▶ IkooPpMkck
- ▶ Poskekcolpelkkpek
orkl
- ▶ Wolkposlk
- ▶ Hemoposelkk
oploik
- ▶ HrkRplropkWlo
HhSavDkck
- ▶ NecdlopkBikev

IN THE WINERY

- ▶ DkocvDekv
- ▶ Wodekv
- ▶ PoskekWp
- ▶ SrmhvBdekDkseolkhhv
PoohProdpek
- ▶ PihrelkPoskelk
- ▶ Bheik
- ▶ HrkRplropkWlo
HhSavDkck
- ▶ NecdlopkBikev

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 focuses on a broader array of beneficial standards that extend from the farm into the facility to improve environmental health, resource efficiency and social equity for workers and community. Sustainable winegrowing also includes a focus on reducing or eliminating potentially harmful pesticides, but this is just one element of a broader set of green business practices.

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



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



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

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
Nord Vineyard Services - 2015 Community 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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