“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
Napa Green is a non-profit organization serving Napa County. The Napa Green Land and Winery programs offer the opportunity for comprehensive third-party certification of rigorous soil to bottle standards for sustainable winemaking and grape growing. Napa Green members:

- Contribute to the health and preservation of the Napa River watershed;
- Make our community, our Napa Valley, stronger and more resilient;
- Take pride in being leaders proving sustainability and environmental stewardship is synonymous with business success.

As of Spring 2020, there are 89 Napa Green Certified Wineries, representing 40% of all of the certified sustainable wineries in California, and 33% of the certified sustainable wineries in the United States.

More than 90% of Napa County's vineyard acreage is recognized as Napa Green Land, or more than 40,000 acres.

More than 50 Napa Green members are comprehensively certified from soil to bottle. Napa Green has worked with its Winery members to identify well over $600,000 in available energy cost savings, efficiency improvements and rebate opportunities.

Napa Green was previously a program under the umbrella of the Napa Valley Vintners (NVV), which stewarded the program for 16 years. In 2015, NVV set the goal to have all of its members participating in either or both the Napa Green Certified Winery and Land programs by 2020. Stay tuned for the final results of this goal in fall 2020.

**WHAT IS NAPA GREEN LAND?**

Napa Green Land is an umbrella program that recognizes two regional, third-party vineyard certification programs as meeting our standards for watershed stewardship. These programs facilitate environmental compliance and help growers develop custom, whole-property Farm Plans. Certified Farm Plans:

- Prevent erosion and sediment runoff
- Reduce and eliminate potentially harmful inputs
- Conserve water resources through efficient irrigation & frost protection
- Protect and restore river habitat
- Commit to social equity

**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 & water and increase efficiency
- Prevent waste through recycling, composting and environmentally preferable purchasing
- Reduce GHG emissions and the winery’s carbon footprint
- Care for employees and community

CARING FOR NATURE ELEVATES QUALITY & EXPERIENCE
MISSION

Napa Green serves as a catalyst and facilitator to grow certified sustainable, responsible businesses committed to environmental stewardship and climate action in Napa County.

GOALS

▶ To engage with strategic economic sectors to promote and facilitate integration of conscientious, green business standards and a commitment to continuing improvement. These rigorous practice- and performance-based sustainability standards, customized for each business sector, are independently validated by third-party certifiers.

▶ To play a pivotal role in achieving county climate action and emissions reduction goals.

▶ To provide meaningful feedback on sustainability performance and serve as an educator and convener to inspire the community and marketplace with the benefits and achievements of responsible green businesses.

▶ To stand as a leader exemplifying that sustainability elevates health, quality and experience for employees, customers and community, now and in the future.

VALUES

Leadership | Stewardship | Authenticity | Collaboration
Impact | Resilience | Regeneration
SUSTAINABILITY HAS A COMMON DEFINITION

We often get asked, “Why are there several sustainable winegrowing certifications?” There are seven sustainable winegrowing certifications in the U.S., as well as organic and Biodynamic, which are environmental rather than sustainability certifications. Three of the sustainability certifications are only for vineyards, while four offer the opportunity for comprehensive certification in the vineyard and winery.

Each sustainable winegrowing program is customized based on different regional priorities, just as terroir lends particular characteristics to each winegrowing region. Nonetheless, all of these certifications have standards that address a common set of sustainability topics.

**IN THE VINEYARD**
- Soil and vine health
- Reducing or eliminating the use of potentially harmful inputs
- Integrated Pest Management
- Preventing erosion and sediment runoff
- Water conservation
- Habitat preservation and restoration
- Human Resources and Worker Health, Safety & Engagement
- Neighbors and Community

**IN THE WINERY**
- Energy Efficiency
- Water Efficiency
- Preventing Waste
- Supply Chain & Environmentally Preferable Purchasing
- Pollution Prevention
- Climate Action
- Human Resources and Worker Health, Safety & Engagement
- Neighbors and Community
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.


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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