



# NAPA GREEN

## NAPA GREEN FREQUENTLY ASKED QUESTIONS

### **Is Napa Green a nonprofit organization? Are there any recent program changes?**

From 2004 through 2019 Napa Green was a program under the umbrella of the Napa Valley Vintners (NVV), which stewarded the program, in collaboration with other community stakeholders. In 2019, we determined it was time for Napa Green to become a stand-alone non-profit, with NVV remaining a core proponent and supporter of the program. Napa Green became a 501(c)(3) nonprofit in January 2020.

This transition provides the opportunity for Napa Green to pursue new partnership and fundraising opportunities, and explore expanding the scope of Napa Green beyond the wine industry. Napa Green ultimately hopes to promote and facilitate broader sustainability certification for the hospitality sector, including hotels, restaurants and events. Napa Green also plans to grow its already significant impact on climate action in Napa County.

Based on feedback from growers and other community partners, the Napa Green Executive team and Board of Directors has decided that the Napa Green Land program should evolve into a next level, stand-alone climate action and environmental stewardship certification. This new certification will assist growers in adopting cutting edge practices to deepen their impact on caring for nature and our climate. There will be a transition period of 2-3 growing seasons for growers interested in this next level certification.

### **What is the new Napa Green Vineyard Program?**

The new Napa Green Vineyard program is the first sustainable winegrowing certification to focus specifically on climate action, regenerative farming, and social equity, justice and inclusion. 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. Learn more and access the new standards at <https://napagreen.org/vineyard-certification/>.

### **Why should I get certified? What are the biggest benefits?**

Many wineries pursue sustainability certification because they want to create positive change that is bigger than their business. Beyond caring for nature one of the biggest benefits of being a Napa Green Certified Winery is cutting production costs; saving money while using resources more efficiently. The Napa Green Winery program has identified over \$600,000 in annual energy cost savings and rebate opportunities for energy efficiency upgrades at member wineries. Not to mention the extensive savings from improving overall operational efficiency and saving staff time. Napa Green Winery certification also earns members a 10% discount on CUPA hazmat permitting fees, and a discount from the Bay Area Air Quality Management District.

Napa Green Land was designed as an umbrella program, recognizing regional, third-party vineyard certification programs as meeting the standards for watershed stewardship. One of the biggest benefits of working with these certification programs is that they facilitate environmental regulatory compliance, including with the Regional Water Board's vineyard Waste Discharge Requirements.

Environmental compliance will remain the foundation of Napa Green Land certification, while cultivating and supporting growers interested in having a deeper impact on caring for nature, sequestering carbon and caring for employees and community, as well as recognizing those growers already going above and beyond.

The sustainable, conscientious business practices of both Napa Green certifications help wineries build customer loyalty and differentiate their product in the marketplace. Napa Green members join an active and committed community, hosting operational and communications workshops, happy hours, and a biannual Napa Green Champion Celebration.

### **How many sustainable business practices do Napa Green Wineries implement?**

Napa Green Certified wineries implement more than 100 green business best practices that ensure the winery has gone beyond environmental compliance to increase energy and water efficiency, prevent waste, take climate action, and engage employees along the path of sustainability.

### **What does it cost to get certified?**

Both Napa Green programs aim to help winery and vineyard members increase efficiency, reducing their bottom line, and share an authentic sustainability story to expand their market reach.

The Napa Green Winery program is currently the only sustainable winegrowing certification program without certification costs. In 2021, Napa Green will launch a Winery fee structure, with discounts for existing members. In addition, all Napa Green Wineries receive an "Integrated Resource Audit" - a one-stop, whole system energy, water and waste assessment. The energy portion of these audits was subsidized by PG&E, but this funding expires in June 2020. NVV will continue to provide matching support for member audits, but in July 2020 the winery costs for these valuable audits will increase. See <https://napagreen.org/winery-certification/> for new costs.

Napa Green Land is currently an umbrella program that recognizes growers with validated environmental compliance and verified Farm Plans. Four regional programs have been approved by the Water Board as facilitating compliance with the vineyard Waste Discharge Requirements. We recommend working with the Napa County Resource Conservation District's LandSmart program. LandSmart has grant funding to cover 85% of the Farm Plan and compliance process. Growers provide a 15% match.

### **What sets Napa Green apart from other sustainable winegrowing certifications?**

Napa Green is one of only four sustainable winegrowing programs nationwide providing the opportunity for comprehensive soil to bottle certification in both the vineyard and the winery. While sustainable agriculture is visible and recognized, the opportunities to improve resource efficiency and engage employees and guests in the winery are equally important. Forty percent of all of the certified sustainable wineries in California, and 34% of all of the certified sustainable wineries in the United States, are here in Napa County.

In addition, Napa Green is the only winery certification that both requires and facilitates an “Integrated Resource Audit” - a one-stop energy, water and waste audit with an experienced facility engineer. Generally, it is up to wineries to hire audit consultants or conduct DIY assessments. The Napa Green Resource Audit establishes baseline metrics for electricity (kWh/case), GHGs from energy use, water (gallons of water/gallon of wine) and waste (diversion %). This enables wineries to track trends and improvements over time. The Audit report shares low- and no-cost recommendations and opportunities to improve resource efficiency and cut production costs.

The foundation of both the Napa Green Winery and Land programs is validation of regional environmental compliance. Most programs assume compliance but Napa Green wants members to have regulatory peace of mind, providing resources and guidance to ensure compliance

### **What is the difference between sustainable winegrowing certification and organic certification?**

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 and sustainability 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.

### **Are the Napa Green programs third-party certified?**

Yes, to become certified in either the Napa Green Winery or Land programs there is independent, third-party certification validating implementation of each program's standards. Napa Green Winery standards are third-party certified by a Napa County auditor with the California Green Business Program. Properties recognized as Napa Green Land are currently third-party certified by the Napa County Agricultural Commissioner's Office, representatives from the National Marine Fisheries Service, and Certified Erosion Control Experts.

### **What about re-certification?**

Currently, properties recognized as Napa Green Land are re-certified every five years, with annual paperwork audits in the interim. Onsite re-certification review of Napa Green Winery required measures and continuing improvement occurs every three years, with interim annual “desk audits” of metrics and Action Plans.

### When were the Napa Green Land and Winery programs created?

In the early 2000s NVV led collaborative efforts with community non-profits, regulatory officials, and other environmental experts to develop and launch Napa Green Land certification to help growers meet and exceed environmental compliance. As of spring 2020, Napa County growers have increased the amount of acreage under the Napa Green Land umbrella to more than 37,000 acres. As of spring 2020, there are 89 Napa Green Certified Wineries. In 1998, the California EPA declared the Napa River impaired and the State Water Board set reduction standards for “Total Maximum Daily Load” or TMDL of fine sediment into the river.

In 2008, NVV built on the success of Napa Green Land and introduced Napa Green Certified Winery, creating the opportunity for comprehensive sustainability certification from soil to bottle. NVV collaborated with consultants and Napa County staff to develop winery standards and third-party certification through the California Green Business Network. As of spring 2020, there are >90 Napa Green Certified wineries. Forty percent of all of the certified sustainable wineries in California, and 34% of all of the certified sustainable wineries in the United States, are here in Napa County.

### How do I find Napa Green certified wineries and vineyards?

A complete list of certified wineries and vineyards is available on the Napa Green website at <https://napagreen.org/participating-members/>. Additionally, the Napa Green team has put together a set of fourteen itineraries to help visitors to the Napa Valley plan their trip and swirl, sip and savor wines from wineries that are doing well by doing good: <https://napagreen.org/plan-your-trip>. These itineraries highlight more than 40 Napa Green certified sustainable wineries located throughout the Napa Valley, offering both drop-in and appointment-only tastings.