

# NAPA GREEN

## FAST FACTS

Napa Green serves as a catalyst and facilitator to grow certified sustainable, responsible businesses committed to the environmental stewardship and climate action in Napa County. Our members stand as leaders exemplifying that sustainability and caring for nature elevates quality and experience for employees, customers and community, now and in the future.

Napa Green Members:

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



### KEY ATTRIBUTES OF NAPA GREEN CERTIFIED VINEYARD:

The Napa Green Vineyard certification standards have six core elements:

- Social equity, justice and inclusion standards that incorporate direct input and feedback from farmworkers
- Implementing carbon farming and regenerative practices
- Irrigation assessments and water use efficiency
- Tree and forest preservation and enhancement
- Adherence to a prohibited and restricted pesticides list
- Conservation burning or burning alternatives



### KEY ATTRIBUTES OF NAPA GREEN CERTIFIED WINERY:

Wineries implement over 100 sustainability and environmental stewardship practices to:

- Save energy and water and increase efficiency
- Reduce waste through recycling, composting and environmentally preferable purchasing
- Drawdown GHG emissions and the winery's carbon footprint
- Commit to social equity
- The whole facility is certified from production to administration to hospitality

# WHAT IS SUSTAINABILITY?



Caring for the health of  
NATURE



Caring for the health of  
EMPLOYEES & COMMUNITY



Caring for the resilience & health of  
RESPONSIBLE BUSINESSES



## **ELEVATOR PITCH:**

*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.*



## **ELEVATOR PITCH:**

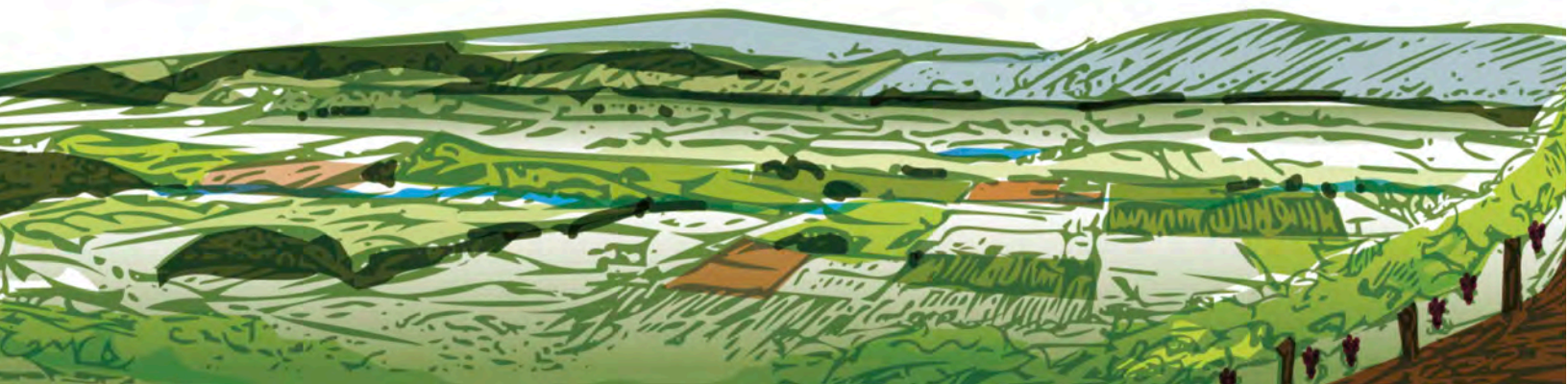
*Napa Green wineries implement more than 100 standards to improve energy and water efficiency, prevent waste, take climate action and care for and engage employees for the benefit of the entire community.*

## **DID YOU KNOW?**

- 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.
- The Napa Valley wine industry is already recognized as a global leader in both wine quality and sustainable winegrowing. Napa Green Vineyard takes this to the next level and establishes rigorous standards for climate action and social equity.

## **DID YOU KNOW?**

- There are more than 90 Napa Green Certified Wineries
- The Napa Valley is home to 40% of all certified sustainable wineries in California
- Napa Green wineries receive Integrated Resource Audits every three years that baseline energy, water and waste diversion
- Eight Napa Green members have won the California Sustainable Winegrowing Green Medal Award



**CARING FOR NATURE ELEVATES QUALITY & EXPERIENCE**

NapaGreen.org | WeGotThis@NapaGreen.org