



WHAT DOES "SUSTAINABLE" MEAN FOR NEW ZEALAND WINE?



1995

THE SUSTAINABLE WINEGROWING NEW ZEALAND PROGRAMME WAS PILOTED

94%

OR MORE OF NEW ZEALAND'S PRODUCING VINEYARD AREA IS NOW SUSTAINABLE WINEGROWING NEW ZEALAND CERTIFIED

3-5%

OF VINEYARD AREA OPERATES UNDER CERTIFIED ORGANIC PROGRAMMES

100%

OF WINES FROM VINTAGE 2010 ON MUST HAVE BEEN PRODUCED UNDER ONE OF THE RECOGNISED INDEPENDENTLY AUDITED, SUSTAINABILITY PROGRAMMES TO BE INCLUDED IN NEW ZEALAND WINEGROWERS' NATIONAL AND INTERNATIONAL MARKETING, AND EVENTS

FOR US, SUSTAINABILITY MEANS DELIVERING EXCELLENT WINE TO CONSUMERS IN A WAY THAT ENABLES THE NATURAL ENVIRONMENT, THE BUSINESSES AND THE COMMUNITIES INVOLVED, TO THRIVE.

We've identified seven "pillars" as our key areas of focus: biodiversity; soil, water and air; energy; chemicals; byproducts; people; and business practices. We then provide guidance and support for each to our members.

In fact, central to our sustainability policy, is a commitment to keep improving as new research is undertaken and new technologies are developed. We're actively involved in both of these areas, with an ongoing leadership role in industry research and development projects. As a result we're helping to raise the global bar for sustainability.

Under New Zealand Winegrowers' Sustainability Policy, wine must be made from 100% certified grapes in fully certified winemaking facilities and certification must be through an independently audited programme—either Sustainable Winegrowing New Zealand or one of the recognised organic or biodynamic certifications.



Sustainable Winegrowing New Zealand* is an integral part of the future of New Zealand wine production. It is a proactive environmental management system that enables the production of high quality wine by employing environmentally responsible and economically viable processes in vineyards and wineries. The programme is designed to ensure companies operate with a goal of continually improving their operational practices.

Sustainable Winegrowing New Zealand* has an external audit structure that has integrity and rigour to comply with market expectations. Water and Atmosphere Information Ltd (WAI) conducts the audits for both vineyard and winery requirements. WAI has extensive background in the viticulture, horticulture and aquaculture industries and involved since the commencement of the Sustainable Winegrowing New Zealand program.

Joining any of these programmes is voluntary. However, to be included in New Zealand Winegrowers' national and international marketing, promotional and awards events, wines from vintage 2010 on must have been produced under one of the recognized, independently audited, sustainability programmes.

Participation in Sustainable Winegrowing New Zealand rose to almost 100% between the launch of the policy and the target date of 2012—an estimated 94% or more of New Zealand's producing vineyard area is now Sustainable Winegrowing New Zealand certified. A further 3-5% of vineyard area operates under other certified organic programmes.

Organic production is expected to increase to approximately 20% of producing vineyard area by 2020. A number of producers have both Sustainable Winegrowing New Zealand and organic certifications; the decision about which certification programme to subscribe to is up to wine producers according to their business and philosophical principles.

TOWARDS 100% SUSTAINABILITY

In 2007, after wide consultation, New Zealand Winegrowers launched an ambitious Sustainability Policy. Its goal: by 2012, all New Zealand wines would be produced under independently audited environmental programmes.

The Policy was aimed at encouraging the uptake of Sustainable Winegrowing New Zealand, while also recognising other environmental-based certification programmes, including ISO 14001, organic and biodynamic production.

Central to our sustainability policy is a commitment to keep improving, as new research is undertaken and new technologies are developed. The New Zealand wine industry is actively involved in both of these areas, with an ongoing leadership role in research and development projects. Looking to the future, we will continue to protect the places that make our exceptional wines.

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PILLARS OF SUSTAINABILITY

