



Viticulture Association of the Santa Cruz Mountains

***The Code of Sustainable Winegrowing Practices
And The
Operations Assessment Workshop***

Sustainability for vineyard and winery operations is good business practice, resulting in economic benefits and improved quality and operations. Sustainability addresses the pressures of growing grapes and making wine in an urban environment, meeting increasing population demands, legal, environmental and other requirements, while still producing a quality product. You can benefit from improved grape and wine quality, reduced costs, increased real estate and business values and viability, enhanced relations with your neighbors, community and employees. The Wine Institute and CAWG (California Association of Winegrape Growers) developed a Code of Sustainable Winegrowing Practices to encourage and educate winegrape growers and winery managers in sustainability strategies, and created the California Sustainable Winegrowing Alliance to implement the program.

This workshop is an opportunity for you to learn about the best practices implemented by other growers and wineries, the benefits of sustainability, and how you can apply them to improve your farming or winery operations. Workshop participants receive a free 500-page self-assessment workbook covering a broad range of operational topics including: soil management, pest management, ecosystems management, water and energy conservation, materials handling, human resources and community relations.

The workbook serves as a valuable tool for you during the workshop to identify strengths and areas for improvement in your operations. An instructor from the Sustainability Alliance conducts the seminar.

Sustainable practices have been adopted by major wineries in regions throughout the state, and have become the focus of a current public relations campaign launched by CAWG.

Online self-assessments: *Those who have gone through the initial self-assessment workshop can easily re-assess and benefit from new information with the CSWA's new online self-assessment at <http://www.sustainablewinegrowing.org/>.*

More information on sustainability and the workshop at www.wineinstitute.org or www.sustainablewinegrowing.org