





# Sustainable Winegrowing NZ (SWNZ)

The purpose of a Sustainability programme for the industry:

- Produce high quality and distinctive wines that reflect our place
- Enhance sustainability of NZ Wine industry
- Support consumer perceptions
- Avoid barriers to trade
- Gain production efficiencies



## NZ Winegrowers Sustainability Policy

All wines taking part in NZWinegrower organised or sponsored events and activities must meet the Sustainability Policy:

- 100% of grapes that go into the wine must be certified as sustainable
- 100% of wine processing facilities where the wine is produced and bottled must be certified as sustainable.

### The purpose of a Sustainability Policy for the industry:

- Provides assurance and transparency to our sustainability claims
- Embeds the importance of Sustainability to the NZ wine industry
- Promotes all Sustainability programmes (organics, biodynamics, ISO etc)
- Ensures NZWinegrowers events and activities are focused on sustainably produced wines



## Some key achievements of SWNZ members





MEASURED
AND RECORDED WATER USE

Based on 169 wineries





WATER APPLICATIONS

Based on 1240 vineyards



 $92,033 \text{ m}^3$ 

OF BY-PRODUCT WAS

#### **DIVERTED**

FROM LANDFILL BY VINEYARDS AND WINERIES

The same volume would fill:





2,500ha

WAS SET ASIDE FOR

#### **BIODIVERSITY PROTECTION,**

RESTORATION OR ENHANCEMENT BY VINEYARDS AND WINERIES.

The same area as:



3,030 FOOTBALL PITCHES

2,976
RUGBY
PITCHES

(xxix)

4,725
AMERICAN
FOOTBALL FIELDS

98% of New Zealand's producing vineyard area is certified Sustainable under SWNZ



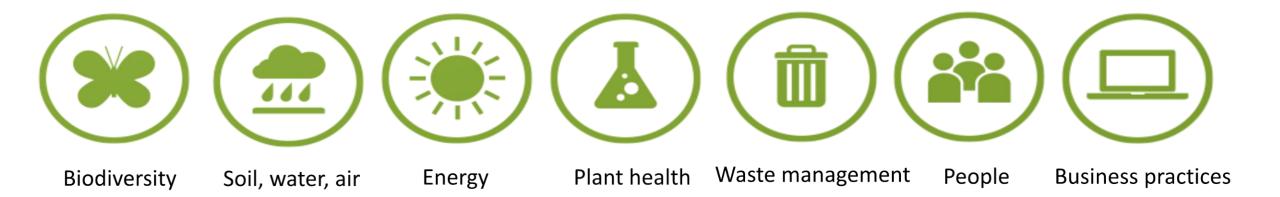
### Current status...

- SWNZ has reached an enviable position
  - Established programme & framework
  - Near full industry participation
  - Brand equity in the SWNZ logo
  - Dynamic, science/research based criteria
- Think about Sustainability for the next 10-20 years
  - Aspirational goals
  - Consult with members



### SWNZ Continuous Improvement (SWNZ CI)

- An extension to the SWNZ programme
- Based on the SWNZ pillar structure
- Each pillar has an aspirational industry goal
- Incorporates an Organics pathway





### Sustainability – NZ Winegrowers Future Focus

- Water
- Waste
- People
- Climate change
- Pest & Disease

