

NEW ZEALAND'S PURE APPROACH TO SUSTAINABILITY



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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



96%
OF WINERIES

MEASURED
AND RECORDED WATER USE

Based on 169 wineries



98%
OF VINEYARDS

USED MONITORING
TECHNIQUES IN THE
VINEYARD TO **OPTIMISE**
WATER APPLICATIONS

Based on 1240 vineyards



92,033 m³

OF BY-PRODUCT WAS
DIVERTED
FROM LANDFILL BY
VINEYARDS AND WINERIES

The same volume would fill:



OLYMPIC SWIMMING POOLS



2,500ha

WAS SET ASIDE FOR
BIODIVERSITY PROTECTION,
RESTORATION OR ENHANCEMENT
BY VINEYARDS AND WINERIES.

The same area as:



3,030
FOOTBALL
PITCHES

OR



2,976
RUGBY
PITCHES

OR



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



Biodiversity



Soil, water, air



Energy



Plant health



Waste management



People



Business practices

Sustainability – NZ Winegrowers Future Focus

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