Michigan Sustainable Wine Feasibility Study
What is sustainable winegrowing?

*CSWA 3 E’s of sustainability http://www.sustainablewinegrowing.org/sustainable_winegrowing_program.php
Why Sustainability?

- Recognition
- Cost saving
- Wine quality
- Market competitiveness/Consumer trends
- Brand identity
- Stewardship
- Innovation and Research
Sustainability in the Wine Industry

1. Existing Programs
   • CA, OR, WA, VA, NY, New Zealand, Australia, Chile, South Africa
   • Range of services, structure, and purpose

2. Certifications
   • CCSW, SIP, USDA Organic, Tilth, Demeter Biodynamic, Salmon Safe, LIVE, ISO 14001
Sustainability Program Structure

1. Self-Assessment
   - Develop and update best practices

2. Research
   - Support extension work, new technology implementation, market research etc.

3. Education
   - Workshops, new research, self assessment, tools and resources

4. Performance Metrics
   - Water, Energy, N, and GHG intensity

5. Program Management
   - Develop and maintain databases, website, promotional and educational material, etc.

6. Marketing/Promotion

7. Certification
Project Outline

1. Industry Survey/Outreach
   - Online Survey
   - Roundtables
     - January 29th 9:00 AM NWMHRC
     - February 12th 9:00 AM SWMREC

2. Energy Management Review

3. Comparative Research

4. Partnership Building
Project Outcomes

1. Roadmap to sustainability
   • Outline different options for development regarding funding, grants, staff, structure, and a time frame
   • Recommendations for priority issue areas, self assessment resources, grant opportunities, performance metrics, marketing, and a path to certification

2. Create industry ownership

3. Establish partnerships

4. Support culture of sustainability in the industry
Next Steps

1. January 29th, 9 AM at NW Michigan Horticulture Research Station- Roundtable Discussion and Presentation

2. Online Survey
   • Includes application for energy management review
   • [http://www.michiganwines.com/research](http://www.michiganwines.com/research)
Questions?

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