

# 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 m<sup>3</sup>

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

