



## SUSTAINABILITY AS A CULTURE

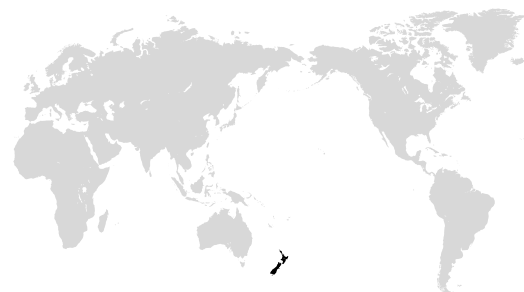
IMAGINE A MAGICAL LAND SO REMOTE THAT NO EUROPEAN SET FOOT ON IT UNTIL THE 18TH CENTURY.

That land is New Zealand — Aotearoa: the Land of the Long White Cloud.

New Zealand's original settlers — the Maori — learned that, to thrive on a small island nation with limited resources, they needed to treasure what they had. And so developed the concept of kaitiakitanga (pron. kye-tee-AH-key-tung-uh) — guardianship. It's an approach to sustainability that's becoming

mainstream throughout New Zealand government, business communities and society.

For us it represents the New Zealand wine industry's commitment to protect the places that make our famous wines, and to ensure that our activities lead to continually improving economic, environmental and social outcomes, locally and globally.



NEW ZEALAND

Cover Image courtesy of Huia Vineyards



SUSTAINABILITY

[nzwine.com/sustainability](http://nzwine.com/sustainability)

## AN INDUSTRY ROOTED IN CARE FOR THE ENVIRONMENT

In keeping with our heritage of kaitiakitanga, the wine industry's roots are deeply embedded in sustainability.

Right from the start, industry leaders recognised the extraordinary value of our natural resources and the need to protect and enhance them.

In the mid-1990s, after considerable research, a holistic programme — later named Sustainable Winegrowing New Zealand — was launched.



Nowhere is New Zealand's clean, green image more passionately preserved than on the vineyard — hence the almost universal adoption of the Sustainable Winegrowing New Zealand programme. In Maori culture the manaia is a guardian spirit that protects air, water and land. The very elements whose purity is so vital to the quality of New Zealand wine.

## TOWARDS 100% SUSTAINABILITY

In 2007, after wide consultation, New Zealand Winegrowers launched an ambitious Sustainability Policy. Its goal: that, by 2012, all New Zealand wines would be produced under independently audited environmental programmes.

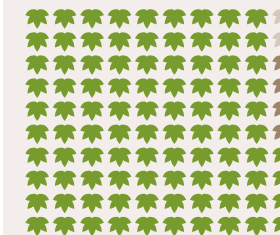
Joining an approved programme (which include Sustainable Winegrowing New Zealand, ISO 14001, organic and biodynamic production) is voluntary. However, to be included in New Zealand Winegrowers' national and

international marketing, promotions and competitions, wines from vintage 2010 on must have been produced under one of the recognised, independently audited sustainability programmes.

Participation in Sustainable Winegrowing New Zealand rose to almost 100% between the launch of the policy and the target date of 2012. Organic producers have announced a bold goal: 20% of NZ vineyards will be organic by 2020.

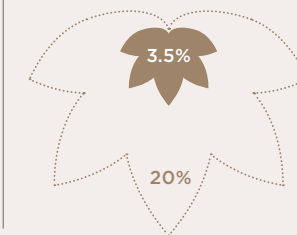
CERTIFIED SUSTAINABLE PRODUCING VINEYARD AREA 2012

■ SUSTAINABLE WINEGROWING NEW ZEALAND  
■ ORGANIC  
■ NON-CERTIFIED



CERTIFIED ORGANIC VINEYARDS IN NEW ZEALAND

■ 2012  
■ 2020 (GOAL)



CERTIFICATION PROGRAMMES:



## WHAT DOES "SUSTAINABLE" MEAN FOR NEW ZEALAND WINE?

For us, sustainability means delivering excellent wine to consumers in a way that enables the natural environment and the businesses and communities involved, to thrive.

Under our Sustainability Policy, wine must be made from 100% certified grapes in fully certified winemaking facilities, and certification must be through an independently audited programme.

Central to our sustainability policies is a commitment to keep improving, as new research is undertaken and new technologies are developed. We have an ongoing leadership role in industry research and development projects and, as a result, we're helping to raise the global bar for sustainability.

Seven "pillars" represent our key areas of focus, and we provide guidance and support around each to our members.

**SUSTAINABLE WINEGROWING NEW ZEALAND** is integral to the ongoing success of New Zealand wine. Members are committed to protecting the unique places that make our famous wines by reducing the use of chemicals, energy, water and packaging, and reusing and recycling materials and waste.

## PILLARS OF SUSTAINABILITY



### BIODIVERSITY

Without the wealth we're able to harvest from animals, plants and microorganisms, humans couldn't survive. New Zealand wine producers cultivate and nurture diversity in the vineyard.



### SOIL, WATER, AIR

Blessed with an array of distinctive soils, abundant fresh water and famously clear air, our wine producers go to great lengths to take care of these treasures.



### ENERGY

Even though New Zealand draws most of its electricity from renewable sources, the energy demands of wine production sees the industry employing reduction strategies in all activities.



### CHEMICALS

The world expects a certain quality from New Zealand wine; to maintain standards we need to mitigate against disease and pests. Chemical use on the vineyard, however, is the last resort.



### BYPRODUCTS

Reduce, reuse and recycle are the watchwords in New Zealand vineyards and wineries. Many byproducts are routinely diverted from the waste stream and turned to beneficial use.



### PEOPLE

A sustainable wine industry is for the benefit of people, and its success depends on delivery by people. New Zealand wine producers take their community responsibilities seriously.



### BUSINESS

Sustainable practices enable wine producers to add value in a number of meaningful ways, while also making long-term cost savings and are critical to the profitability of our wine industry.

## SUSTAINABILITY STORIES:



### Energy

#### AUCKLAND

One large wine operation finds energy efficiencies offer significant savings, so the winery employs heat recovery systems to store waste heat from refrigeration for use in winemaking. Night air cooling, and daytime illumination by natural light are two other successful initiatives.



### Soil, Water, Air: Soil

#### CENTRAL OTAGO

For a winery with vineyards on flash flood-prone slopes, soil health is vital. To sustain their fragile soils they're increasing organic matter by allowing maximum sward growth before mowing; judiciously applying compost-enriched bio-char, and balancing soil nutrient levels to preserve the low fertility that gives essential character to their wines.



### Chemicals

#### GISBORNE

Each year, local ladybird populations boom in response to the numbers of the damaging pest mealy bug. "It takes some fortitude not to jump in and spray," says one viticulturist, "but we endeavor to use no insecticides." Planting cover crops to encourage ladybirds and other predators has significantly reduced use of chemical controls.



### Biodiversity: Wetlands

#### MARLBOROUGH

Rich in indigenous biodiversity, wetlands have high conservation value. One winery began restoring 50 hectares of wetland in 2004 and has since planted over 3000 native plants — with the help of staff and local communities. Along with positive ecological outcomes, the project has yielded wide-ranging business benefits.



"New Zealand as a whole seems to express itself in every bottle and each region puts its own stamp on every glass and mouthful... They are also pure and fresh, a reflection of sustainable agriculture, of ample daytime sunshine and ideally cool evenings."

Daenna Van Mulligan, - Taste Magazine, Canada, April 2012