

The California Sustainable Winegrowing Program and

July 15th Self-Assessment Workshop

Wednesday, July 15th, 2009

6:00 - 9:00 p.m.

Ramona Town Hall

729 Main Street, Ramona

Sustainability is good business practice – resulting in economic benefits, improved quality, and efficient operations. But what does "sustainability" mean in the context of winegrowing and how do growers and vintners know if they are headed in the right direction? Participate in the free self-assessment workshop on July 15th and learn about the philosophy of sustainable winegrowing as advocated by the California Sustainable Winegrowing Alliance through its Sustainable Winegrowing Program, assess your vineyard or winery operations using the California Code of Sustainable Winegrowing Workbook, and gain understandings for cost-effective improvements.

Through use of the Code (i.e., Workbook) and associated data collection and reporting software, participants obtain a confidential snapshot of the relative sustainability of their operations compared to regional and statewide averages. The Workbook consists of 227 criteria over 14 chapters – viticulture, soil management, pest management, vineyard water management, winery water management, wine quality, ecosystem management, energy efficiency, waste management, environmentally preferred purchasing, material handling, human resources, neighbors and communities, and air quality. The Workbook was developed (and continues to evolve) to encourage growers and vintners to assess operations and learn about recommended practices implemented by peers before identifying practical, site-specific improvements.

Assessment over time is a key element of the Program's voluntary self-improvement model, the "cycle of continuous improvement," designed to ensure confidentiality, extensive participation, and collective progress along the continuum of sustainability. The cycle exemplifies the Program's process-based view of sustainable winegrowing and consists of self-assessment, the interpretation of performance, action planning, and the implementation of change. That is, sustainable winegrowing is a process of repeated appraisal and sensible progress consistent with site-specific constraints and circumstances.

At the July 15th workshop, first-time participants will receive a free copy of the 2nd edition 500-page Workbook. Participants who have done a Code of Sustainable Winegrowing assessment previously have been or will be supplied with an update packet to complement their 1st edition Workbook. The Workbook serves as a valuable tool during the workshop to identify strengths and areas of significant opportunity in your operation. Staff from the Alliance will facilitate.

An online self-assessment and reporting system is now available for program participants. You will be mailed a personal UserID and password after the workshop, enabling you to access your report, conduct additional assessments and comparisons, access resources, and use other online features.

Over 110 self-assessment workshops have been held throughout California. As a result, more than 1200 vineyard and winery organizations have accessed their operations and now have the information and tools to progress along the continuum of sustainability.

What's stopping you?

Look forward to seeing you at the workshop!

RSVP to seminar@ramonavalleyvineyards.org

www.sustainablewinegrowing.org