

**To be a leader in sustainable practices
(Environmentally sound, Economically viable, Socially just)**

Current State*	Future Success**
The wine industry faces growing environmental challenges. Because wine contains alcohol, we are viewed as part of a major societal problem. We are heavily regulated and face continuous political and regulatory pressure from well-financed and passionate anti-alcohol groups. Lack of agreement within the industry and lack of coordinated regulation often results in an uncoordinated public policy effort. Many of our wine competitors have been investing a much higher percentage of their sales in research to reduce future costs and improve quality. We are a production-driven industry with supply and demand hard to balance. Yields vary significantly & unpredictably from year to year, due primarily to weather. Grapevines are expensive to plant & slow to mature. We lack industry-wide information resources	Wine grape producers have developed a quality assurance plan along the lines of a best management practices program. The industry has become the benchmark environmental stewards for the U.S. agricultural community through new research initiatives supported by federal, state and industry funding. The anti-alcohol movement has diminished in the face of overwhelming positive information about wine. We have built positive relations with government regulators. The cost equation for quality products has improved, expanding accessibility to a broader range of consumers. There is a unified industry program to assemble & disseminate data on domestic & global production.

Sustainable Practices

Current State*	Future Success**
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Although we are working together better, there is still discord among industry segments. While 90-92 percent of the volume is produced in the state of California, 50% of the wineries are located in 47 other states.	Recent efforts to unify the American wine industry have resulted in a coordination of the efforts of various associations & unified message being presented at the local, state and federal levels of government
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* Source: WineVision Industry Resource Group Meeting (May 13, 1999)

** Source: WineVision Planning Meeting - Best Case Scenario (June 7-8, 1999)