

Sustainability

May 11, 2000

PLANK #1

■ Environmental, Social and Economic

How will the code be used?

- Take responsibility for our future – exceed what people expect of us
- Internal to the industry – outreach & education for broader adoption
- Externally – to set standards and state the industry's position
- Ex: government and neighbors
- Measure what we are doing—evaluate progress ----- make adjustments
- Make decisions based on good science
- Identify the position of the industry on unmanaged and future issues
- Coordination of efforts in place
- Prioritize and focus resources
- Have guiding principles that apply to the whole industry
- Framework for developing local adaptation and adoption
- Process for continual improvement being proactive and inventing the future
- Be the model – excellence

■ Principles

- Respect care and be in harmony with natural resources
- Support preservation of our habitat
- Enhance productivity of the land
- Respect care and be in harmony with our local community, employees & families and neighbors
- Take a leadership role in the Ag. community and larger community
- Minimize Ag. chemicals
- Invest and use best practices
- Use education and research to continually improve sustainable practices
- Provide a quality product

■ Values

- To be: environmentally sound, socially responsible and economically viable we must:
 - Produce quality products and achieve exceptional financial returns
 - Benefit the people and families with whom we work
 - Support the communities in which we do business
 - Protect and sustain the environment
 - We strive to achieve quality and excellence
 - Minimize the use of non-renewable resources
 - Invest in research and education programs to continually improve
 - Be committed to ongoing evaluation of our commitment to these principles

■ Environmentally Sound

- Preserve oak trees
- Minimize use of non-renewable resources
- Protect and conserve water, air and soil quality
- Conserve habitat
- Hillsides -- erosion
- Increase biodiversity
- Waste management – 3R's (recycle, reduce, reuse)
- Traffic impact
- Land use
- Urban growth boundaries

- IPM
- Noise pollution
- Minimize Ag. chemicals
- Packaging – 3R's
- Genetic alteration

■ Socially Responsible

- Living wages
- Benefits programs
- Education for employees
- Safe working conditions
- Housing
- Language barriers
- Community relations
- Good neighbors
- Land use
- Alcohol use/abuse
- Charitable donations
- Traffic
- Economic impact on community
- Health effects of wine
- Job creation and sustainment
- Community education
- Support families
- Scholarship for kids
- Vocational training
- Responsible marketing and advertising
- Charitable time – volunteers
- Diversity – minority opportunity

■ Economically Viable

- Technology
- Research
- Training
- Invest in long term
- Intern support
- Improve efficiencies
- Internal exchange of info
- Value added markets
- Entrepreneurial spirit
- Sharing/communication of information
- Trade barriers
- Government support
- Genetic modification
- Quality standards – international markets
- Access to capital
- Direct shipment laws
- Insurance programs that support innovation
- Prudent location of tasting rooms
- Data to support good planning
- Political action
- Consumer education
- Understand what consumers want

■ Next Steps

1. Identify and prioritize criteria for each value, i.e. – water, fish, etc.
2. Identify/develop (if needed) baselines on where we are
3. Develop targets for each (stakeholders)
4. Plans for filling gap

■ Tuesday, June 13 – 8:30am

Task:

- Determine top priorities
 - Develop action plans for each
1. Prioritize
 2. What's already completed with each

■ Assignment

1. Eliminate from list
Keep as long term -- #2 – next in line
#3 – last

■ We are WineVision →