


Napa Green Certified Land and Winery Programs: Spring 2013 Update



napa valley vintners
legendary american wines

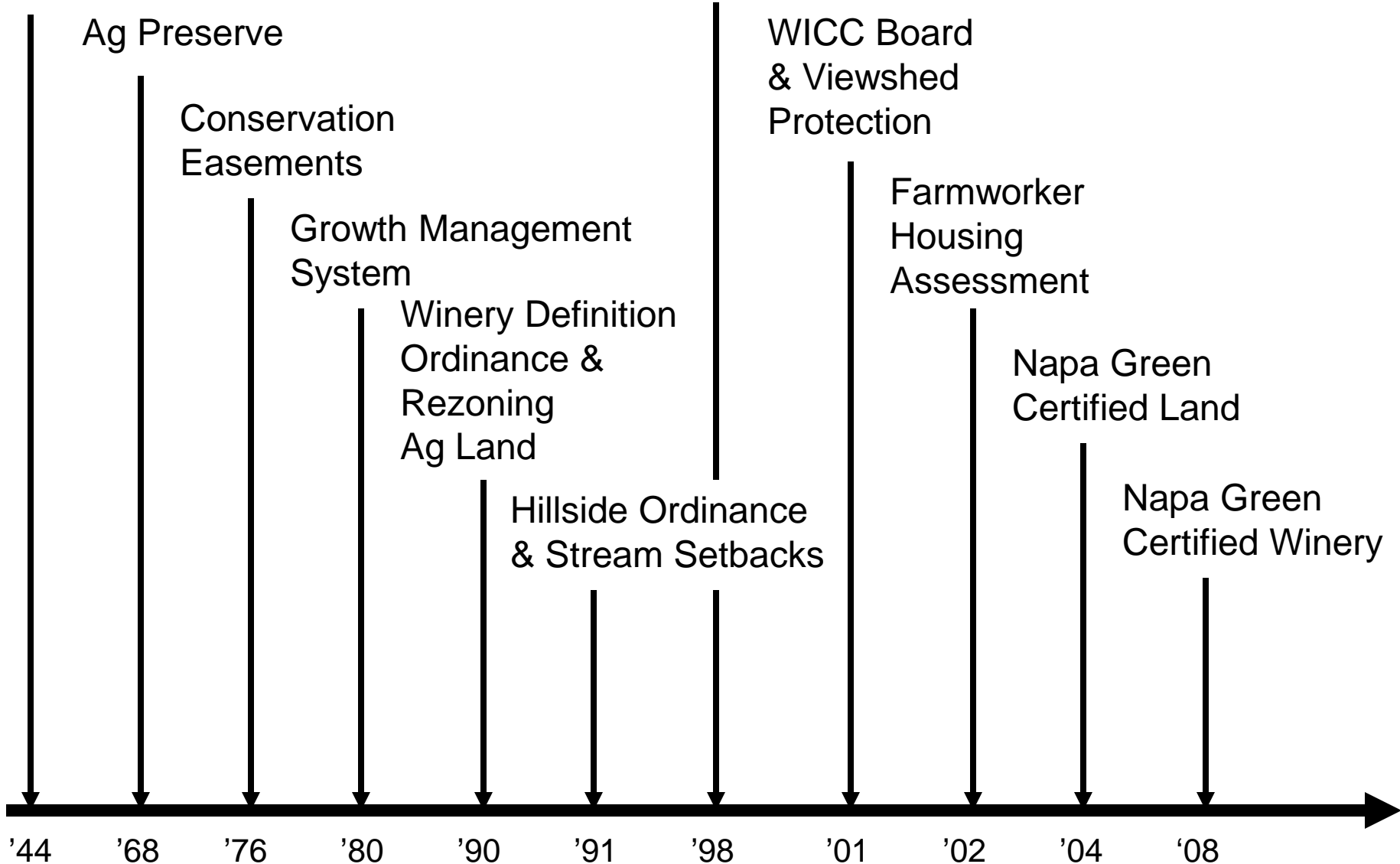


Through out our history, vintners in the Napa Valley have set the highest standard in the world in land use and management designed to preserve our agricultural heritage and way of life.

TIMELINE OF ENVIRONMENTAL INITIATIVES

Napa Valley
Vintners Forms

Napa River
Flood Control



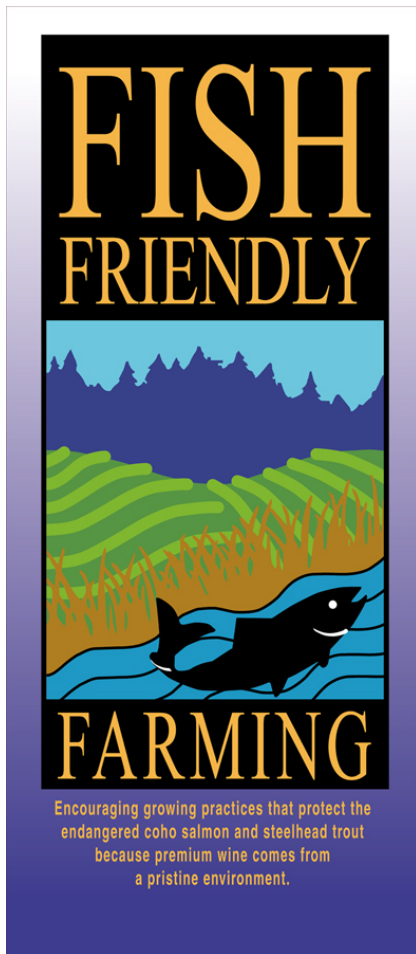
BEYOND COMPLIANCE



Napa Green
Certified
Land &
Winery
Program



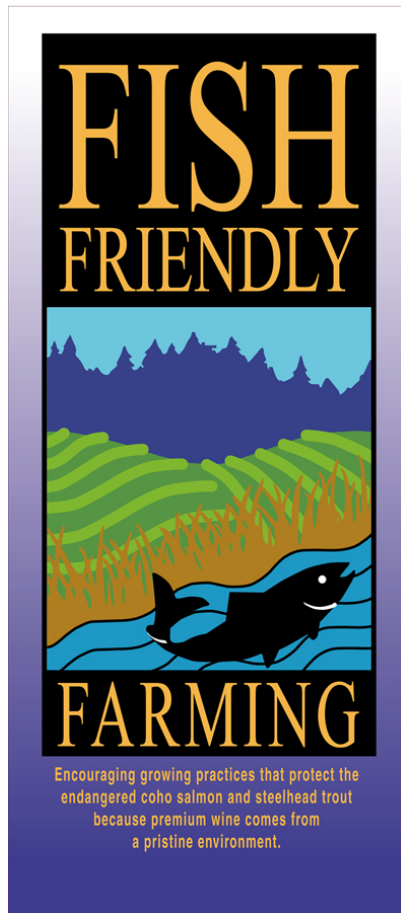
NAPA GREEN CERTIFIED LAND



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FISH FRIENDLY FARMING

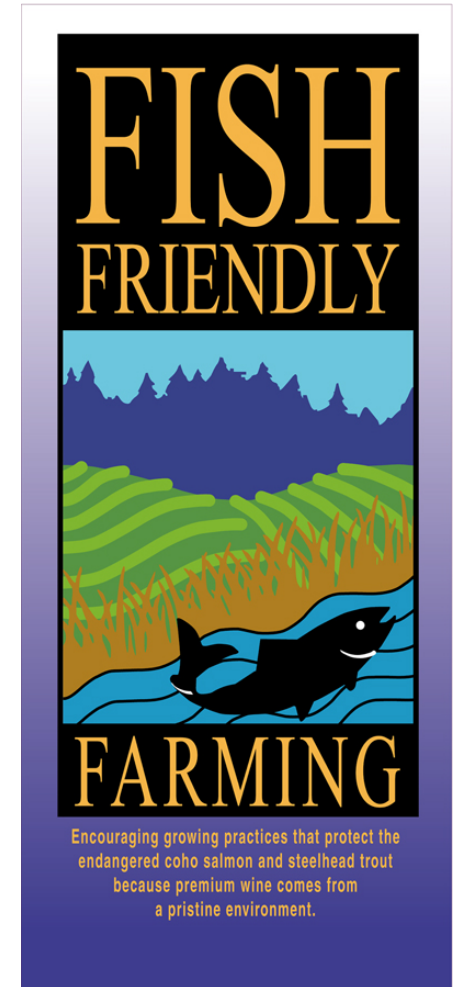


- Soil and water conservation
- Restoration and re-vegetation of riparian corridors along both major creeks and small hillside creeks
- Repair and careful management of roads to reduce sediment
- Limited chemical use

REGIONAL WATER QUALITY CONTROL BOARD



Farm Plans created through FFF/Napa Green Certified Land will be well positioned for regulatory success



CERTIFICATION

- National Marine Fisheries Service
- Regional Water Quality Control Board
- Napa County Agricultural Commissioner's Office, Department of Pesticide Regulation

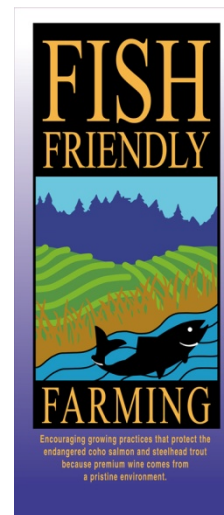


National Oceanic and Atmospheric Administration

National Marine Fisheries Service



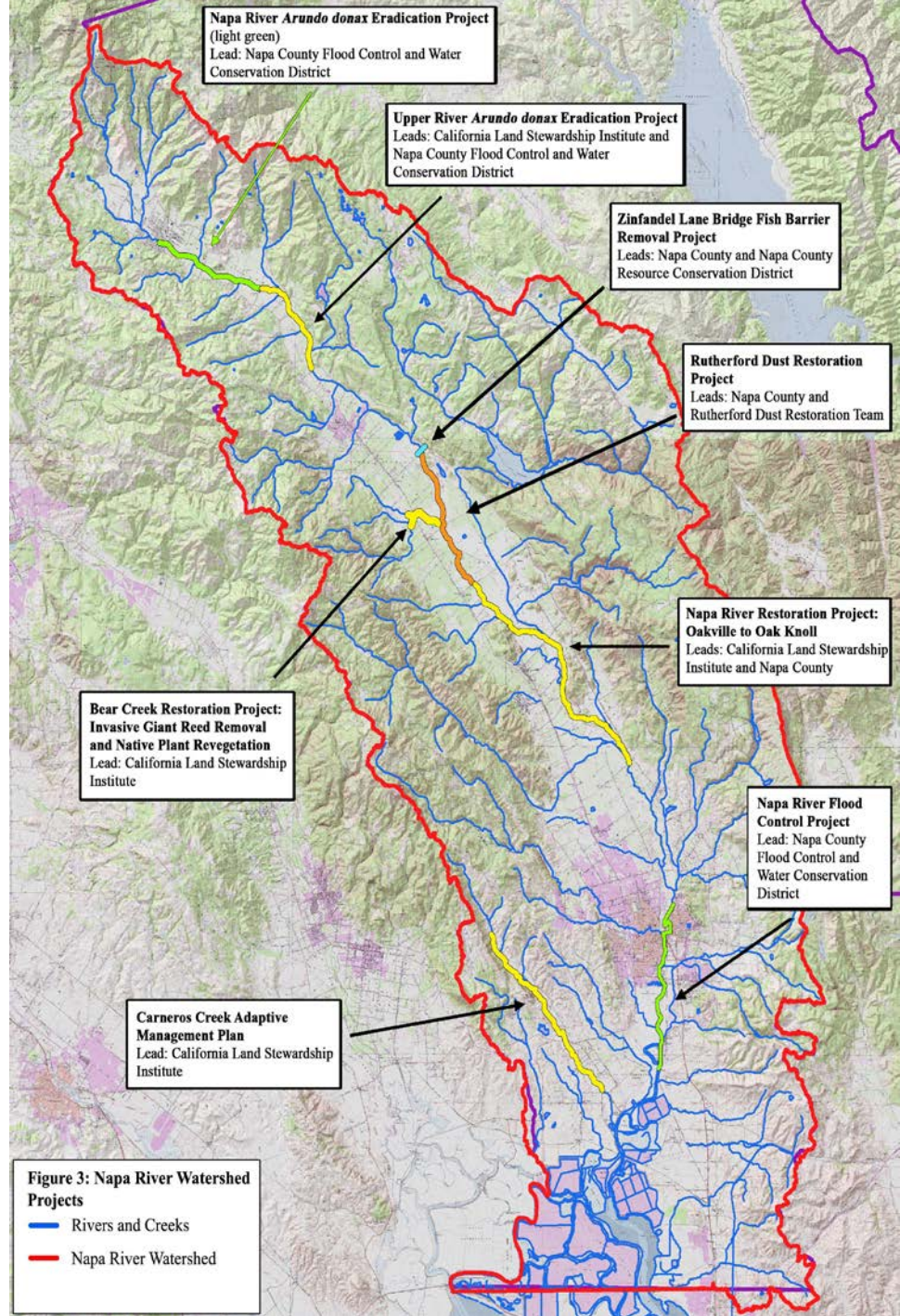
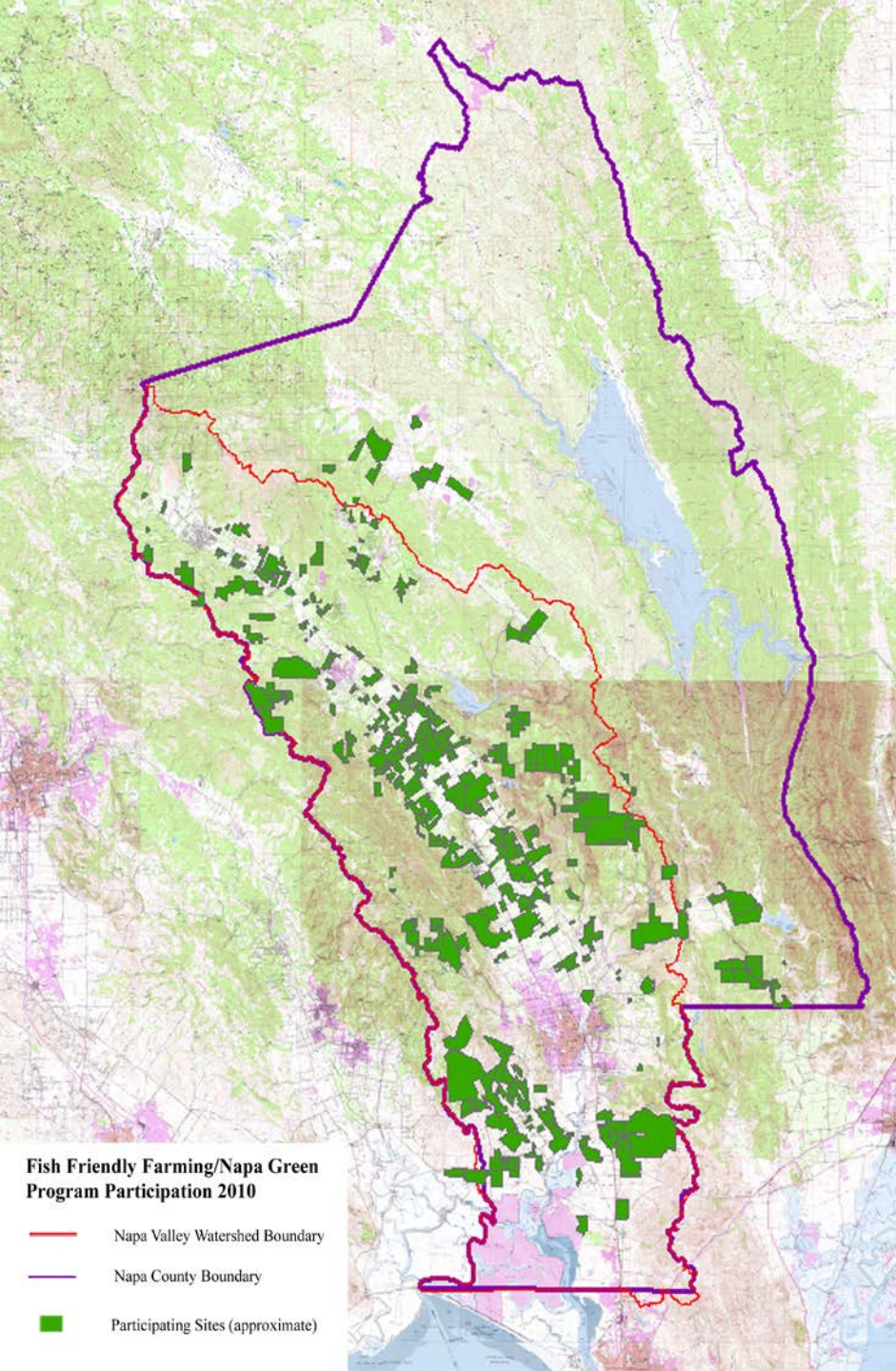
A Tradition of Stewardship
A Commitment to Service



NAPA GREEN CERTIFIED LAND



- Nearly 55,000 acres in Napa County are enrolled in the program
- More than 26,000 acres are certified
- 15,700 vineyard acres certified



NAPA GREEN CERTIFIED WINERY



Origins of Green Business

- Association of Bay Area Governments (ABAG) developed in mid 1990's.
- Locally implemented in each Bay Area County; being copied across the State
- 2700 + businesses in 15 + industries certified
- Focused on small to medium sized businesses
- Napa Green is a winery-specific checklist

Program Totals

- Wineries Certified as of 3/28 = 35
- Sites being recertified = 9
- New wineries enrolled over last six months = 8



Program Metrics

	Per Year	Since Enrollment
GHG Emissions Saved	59,820 lbs CO2	38,562 lbs CO2
<i>Recycling and Composting</i>	28,840 lbs CO2	14,758 lbs CO2
<i>All other measures</i>	36,980 lbs CO2	23,894 lbs CO2
Mercury Reduced	340 mgs	220 mgs
Hazardous Waste Reduced	27 gallons	17 gallons
Energy Saved	50,723 KWh	32,774 KWh
Water Saved	40,358 gallons	31,892 gallons
Solid Waste Diverted from Landfill	55,343 lbs	35,759 lbs

CERTIFICATION

The Napa County Department of
Environmental Management
Director, Steve Lederer

SLEDERER@co.napa.ca.us

The Green Business Program
Manager, Danielle Schmitz

dshmitz@nctpa.net



A Tradition of Stewardship
A Commitment to Service



Where We're Going

NAPA GREEN

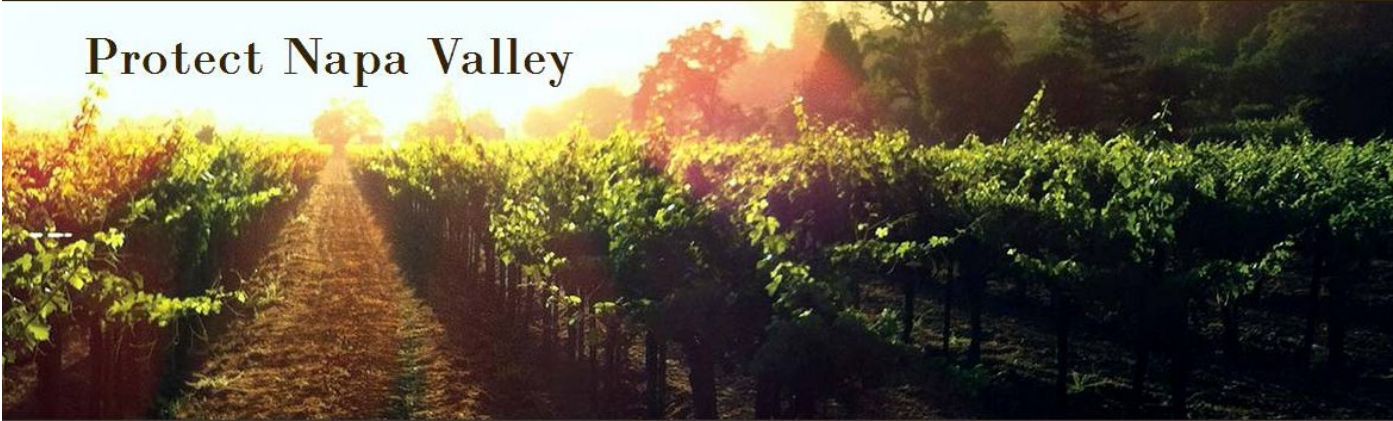
HOME

WHAT IS NAPA GREEN?

GET CERTIFIED

PARTICIPATING WINERIES

Protect Napa Valley



WHAT IS NAPA GREEN?

Napa Green is the wine industry's most comprehensive "best practices" in land-use and wine production. This voluntary program developed by the Napa Valley Vintners, along with local industry and environmental groups, is open to all Napa County vintners and grape growers.



GET CERTIFIED

Follow these steps to get certified in the Napa Green Certified Winery and Napa Green Certified Land programs.



PARTICIPATING WINERIES

A listing of local wineries participating in the Napa Green Certified Land and Napa Green Certified Winery programs.



APRIL IS DOWN TO EARTH MONTH

Find wineries offering hands-on workshops, eco-tours, green-themed events, special offers and tastings of eco-friendly wines.

Where We're Going

NAPA GREEN

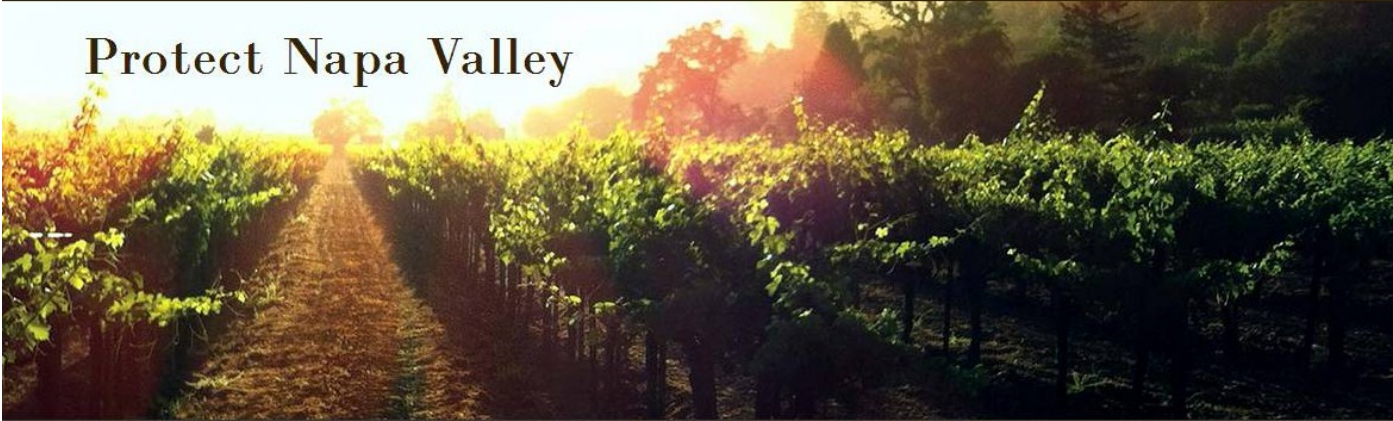
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Where We're Going

- Re-engaging stakeholders
- Raising Awareness
 - Consumer
 - Trade
 - Community
- Celebrating Success



Yvon Chouinard
on Napa Green:

“I’ve been at this for
30 years and this is the best,
most well-thought-out
program I’ve ever seen.”

— *Wine Spectator*



QUESTIONS?



www.napagreen.org

mnovi@napavintners.com