



CENTRAL COAST VINEYARD TEAM

Promoting sustainable vineyard practices on the Central Coast...

EXPLORING ENVIRONMENTAL LABELING AND CERTIFICATION FOR SUSTAINABLE AGRICULTURE PROGRAMS

December 8, 2000

Funded partially through an Educational Meeting Grant from the
University of California Research and Education Program (UCSAREP)

The Cliffs Resort
2757 Shell Beach Drive
Shell Beach, CA 93449

Sponsored By:

Central Coast Vineyard Team
P.O. Box 248, Atascadero, CA 93423
Phone: 805-462- 9431
Fax: 805-462-9439
info@vineyardteam.org
www.vineyardteam.org

Central Coast Vineyard Team Mission Statement: The Central Coast Vineyard Team will identify and promote the most environmentally safe, viticulturally and economically sustainable farming methods, while maintaining or improving quality and flavor of wine grapes. The Team will be a model for wine grape growers and will promote the public trust of stewardship for natural resources.

EXPLORING ENVIRONMENTAL LABELING AND CERTIFICATION FOR SUSTAINABLE AGRICULTURE PROGRAMS



SCHEDULE

- 8:00 AM Coffee and Registration
- 8:30 AM Introduction and Welcome Remarks
Sean Swezey—Director, University of California Sustainable Agriculture
Research and Education Program (UCSAREP)
- 8:45 AM “Fish Friendly Farming Certification”
Laurel Marcus—Program Director, Fish-Friendly Farming
- 9:30 AM “Low Input Viticulture and Enology (LIVE)—Oregon Example of
Environmental Certification”
Al MacDonald—President, Oregon LIVE
- 10:15 AM Break
- 10:30 AM “Sustainable Business and the Triple Bottom Line”
Paul Dolan—President, Fetzer Winery
- 11:15 AM “Good for the Environment, Good for the People, Good for You”
Paul Buxman—Grower, California Clean
- 12:00 PM Lunch
- 1:00 PM “Lodi Winegrower's Workbook: A Self-Assessment of Integrated Farming
Practices”
Cliff Ohmart—IPM Coordinator, Lodi-Woodbridge Winegrape
Commission
- 1:45 PM “Understanding and Marketing to the Evolving Wellness Consumer”
Laurie Demeritt—Executive Vice President, The Hartman Group
- 2:45 PM Break
- 3:00 PM “The Positive Points System—Potential Basis for a Central Coast Labeling
Program”
Kris O’Connor—Executive Director, Central Coast Vineyard Team
- 3:30 PM Final Sharing Session
- 4:00 PM Adjourn

EXPLORING ENVIRONMENTAL LABELING AND CERTIFICATION FOR SUSTAINABLE AGRICULTURE PROGRAMS



TABLE OF CONTENTS

CONFERENCE PRESENTATIONS.....	1
Introduction and Welcoming Remarks.....	1
“Fish Friendly Farming Certification”	3
“Low Input Viticulture and Enology - LIVE – Oregon Example of Environmental Certification”	6
“Sustainable Business and the Triple Bottom Line”	10
“Good for the Environment, Good for People, Good for You”	11
“Lodi Winegrower's Workbook: A Self-Assessment of Integrated Farming Practices”	12
“Understanding and Marketing to the Evolving Wellness Consumer ”	14
“The Positive Point System – Potential Basis for Central Coast Labeling”	18
 WORK FROM PREVIOUS ECO LABEL CONFERENCES	ERROR! BOOKMARK NOT DEFINED.
“Ecolabeling: An Arrow in the Ecosystem Conservation Quiver”	Error! Bookmark not defined.
“Eccountability and Eco-Labels: What Eco-Benefits Did I Buy Today?”	Error! Bookmark not defined.
“Conservation, Consumers and Commodities”	Error! Bookmark not defined.
“Participant Work Sessions at the Eco Labeling for Winegrapes Conference”	Error! Bookmark not defined.
 ADDITIONAL RESOURCES.....	ERROR! BOOKMARK NOT DEFINED.
Organizations and Contacts	Error! Bookmark not defined.
Relevant Literature	Error! Bookmark not defined.
Conference Attendees.....	Error! Bookmark not defined.
 SAMPLE TECHNICAL GUIDELINES AND CRITERIA	ERROR! BOOKMARK NOT DEFINED.
Positive Points System™	Error! Bookmark not defined.
Oregon LIVE.....	Error! Bookmark not defined.
California Clean	Error! Bookmark not defined.

CONFERENCE PRESENTATIONS

INTRODUCTION AND WELCOMING REMARKS

Sean Swezey, Ph.D. – Director
University of California Sustainable Agriculture
Research and Education Program
UCSAREP
One Shields Avenue
Davis, CA 9516-8716
Bus: (530) 752-7556
Bus Fax: (530) 754-8550
Email: findit@cats.ucsc.edu Website: www.sarep.ucdavis.edu

Sean Swezey was appointed UC Sustainable Agriculture Research and Education Program (SAREP) director and extension specialist in January 1999. SAREP is a systemwide special program housed at UC Davis. An entomologist by training, for the past ten years Swezey worked as a specialist and then as associate director of the Center for Agroecology and Sustainable Food systems at UC Santa Cruz. His career includes teaching and research appointments at UC Berkeley, Cornell University and UC Santa Cruz where he is an adjunct professor of Environmental Studies. From 1980 to 1988 he also served as a consulting entomologist with the Organization of American States with assignments in integrated pest management program training and research in Central America and with the Food and Agriculture Organization in cotton pest management systems in northern Argentina.

He has been awarded numerous grants to study sustainable farming systems in California. In addition to work on transitional and organic coastal apple, strawberry, and artichoke crops, Swezey has an ongoing, long term study documenting conversion to reduced risk and organic cotton production in the northern San Joaquin Valley. He is responsible for SAREP administration and communication with the UC Division of Agriculture and Natural Resources, and is focusing on greater integration of sustainable agriculture research and extension efforts through the DANR and in establishing stronger ties to the agricultural community. He received his Ph.D in entomological sciences from UC Berkeley in 1981.



The University of California Sustainable Agriculture Research and Education Program (SAREP) is very interested in supporting the efforts to develop sustainable production systems. Eco-labels can be used to promote these sustainably produced foods, hopefully providing greater income for farmers and supplying a ‘environmentally friendly’ product, demanded by consumers. Through our Biologically Integrated Farming Systems (BIFS) grants program, we have given financial and technical support to the development of reduced pesticide and fertilizer production systems in nine crops, included winegrapes.

SAREP staff and staff from funded projects are working closely with the fledgling BIOS ecolabel for almonds and have worked with the Lodi-Woodbridge Winegrape growers, the Central Coast Vineyard Team, the Sonoma County Winegrape Growers Association, and the California Association of Winegrape Growers, among others.

SAREP Mission Statement

SAREP provides leadership and support for scientific research and education in agricultural and food systems that are sustainable: economically viable, conserve natural resources and biodiversity, and enhance the quality of life in the state's communities. SAREP serves farmers, farm workers, ranchers, researchers, educators, regulators, policy makers, industry professionals, consumers, and community organizations across the state. SAREP is a Statewide Special Program within the UC Division of Agriculture and Natural Resources. Please see <http://www.sarep.ucdavis.edu/> for more information.

“FISH FRIENDLY FARMING CERTIFICATION”

Laurel Marcus – Program Director
Fish Friendly Farming Certification
P.O. Box 11526
Santa Rosa, CA 95406
Bus: (707) 869-2760
Bus Fax: (707) 869-4492
Email: laurelm@ix.netcom.com

Laurel Marcus has over 20 years of experience in watershed, river, and wetland restoration work in California, and has worked extensively in the watersheds of northern and central California restoring fish and riparian habitat, wetlands, and repairing erosion sites. In 1993, Ms. Marcus was one of only six recipients of the National Wetland Protection Award for her years of effort at protecting natural resources through cooperation and partnerships between the private and public sectors. In 1996 Laurel completed one of the largest restoration projects in the state, The Sonoma Baylands project located at the mouth of the Petaluma River. The site, a diked hayfield, utilized 2 million cubic yards of clean mud dredged from the Port to recreate tidal wetlands. Ms. Marcus owns her own consulting business, Laurel Marcus and Associates, which specializes in natural resource planning, mediation, and restoration projects.



The Fish Friendly Farming Certification Program provides for a cooperative program to address recovery efforts of the federally listed threatened Coho and Chinook salmon and the steelhead trout in the Russian River and other watersheds. Many of the watersheds where the steelhead and salmon live are private land and creating a landowner oriented restoration program will produce many more positive actions for the fish than a regulatory program.

The Fish Friendly Farming program is a voluntary certification program for grape growers who implement land management practices that restore and sustain fish habitat on their property. The Fish Friendly Farming program, in contrast to regulatory programs, is incentive based. The wines made from certified grapes can be labeled, or advertised as eco-friendly allowing recognition for the grape growers and wineries and participation by the consumer in environmental improvements.

The Sotoyome Resource Conservation District is administering the program in the Russian River Watershed. A number of other agencies are participating in the program including the Regional Water Quality Control Board, Department of Fish and Game, National Marine Fishery Service, Natural Resources Conservation Service and others. The National Marine Fishery Service and Regional Board are evaluating a method to grant farmers regulatory approvals for farm plans and their implementation program as consistent with the Endangered Species Act and Clean Water Act. The program was designed by a diverse group of grape growers, agencies, environmental groups and scientists.

The program sponsors workshops to assist farmers in completing the farm conservation plan for their property using the program's BMPs for soil conservation, slopes, chemical use, water conservation, erosion repairs and an assessment and restoration of creek and river riparian corridors. The program includes a method for geomorphic evaluation of the creek corridor to assure that the restoration is based on science and will be sustainable. BMPs also cover the design and installation of new vineyards, the management of existing vineyards, major replants, roads and creek corridors.

Once the farm assessment is complete, a multi-disciplinary team (which includes farmers) reviews the plan and the site and the landowner can receive certification, potentially including regulatory approval. Certification is based on the accuracy of the farm plan and implementation plan, not the current site condition allowing all farms to be covered by the program. Continued photo monitoring allows the landowner to document their fish friendly land stewardship. For most sites re-certification occurs on a 5-10 year basis. Certified farmers will be eligible for implementation funding.

The program recognizes the value of voluntary cooperation, rather than regulatory process, to gain long term and sustainable improvements in land stewardship and thus long term improvements in the fish habitat.

The following goals guide the Fish Friendly Farming Certification Program:

1. Cooperative efforts between landowners and interest groups will increase the level and success of restoration and recovery efforts for salmon and steelhead.
2. An incentive program that rewards farmers for practicing beneficial management practices will protect fish habitat over the long term.
3. Restoration and recovery of threatened fish populations is an immediate concern. The certification program, by providing incentives, will encourage rapid improvements. But phasing of improvements is included to recognize the economic effects on the landowner. Additional financial assistance for restoration is also being sought.
4. Beneficial management practices must be based on a credible scientific approach to watershed restoration and focus on the needs of the fish and its habitat. The certification and incentive program incorporates scientific principles.
5. Recovery of salmon and steelhead is a long-term endeavor. Changes to support and sustain these fish populations must be integrated into all land uses in each watershed. There are many problems not associated with agriculture (Army Corps and other water supply dams and flood control projects, urbanization, gravel mining), which have had significant effects on the fish. This program focuses on one land use, farming and recognizes that changes must be made in other activities and land uses as well if the fish are to recover.

6. The program involves regulatory agencies, interest groups and landowners so that the program may be found in compliance with the Endangered Species Act and the farmers achieve regulatory compliance.
7. The program can include a marketing program that addresses increasing the value of wine grapes from growers who become certified and integrate economic issues with environmental issues.
8. This program is entirely voluntary. Landowners chose to participate.

“LOW INPUT VITICULTURE AND ENOLOGY - LIVE – OREGON EXAMPLE OF ENVIRONMENTAL CERTIFICATION”

Al MacDonald – President, Oregon LIVE
P.O. Box 102
Veneta, Oregon 97487
Bus: (541) 935-4333
Fax: (541) 935-4333
Email: amacnld@aol.com

Al MacDonald is the President of LIVE – Low Input Viticulture and Enology Inc. He has been the co-owner manager of Seven Springs Vineyard, Inc. since 1981. He is also a full time Viticulture Instructor at Chemeketa Community College. Al is an active member of the Northwest Center for Small Fruits Research, the American Society for Enology and Viticulture, and the Oregon Wine Advisory Board Research Committee. In the past, he was President of the North Willamette Winegrowers Association and the Oregon Winegrowers Association.



What is Sustainable Agriculture?

Sustainable Agriculture is a system that produces high quality food and other products by using natural resources and regulating mechanisms to replace polluting inputs and to secure sustainable farming (IOBC/WPRS, 1993).

Emphasis is placed (1) on holistic systems approach involving the entire farm as the basic unit, (2) on the central role of agro-ecosystems, (3) on balanced nutrient cycles, and on the welfare of all species in animal husbandry. The preservation and improvement of soil fertility and of a diversified environment are essential components.

Biological, technical and chemical methods are balanced carefully taking into account the protection of the environment, profitability, and social requirements (IOBC, 1993).

Program Goal Statement

As winegrowers in Oregon we acknowledge that we are, in many ways, truly fortunate. Our vines are free of many of the pests and diseases that afflict vineyards in other regions of the world. Therefore our chemical usage is rather limited at present. Our purpose, then, in crafting this program for Oregon vineyards, is to maintain and enhance these advantages which we currently enjoy.

The objectives and scorecard outlined below should not be seen as an endpoint, but rather as the beginning of an ongoing process. The Oregon vineyard is a dynamic entity, presenting us with fresh challenges requiring innovative solutions. New pests will require thoughtful responses, which preserve the integrity of our program objectives. Better solutions to old and chronic problems need to be encouraged. Clearly this program should be periodically reviewed and revised as necessary.

Finally, it must be emphasized that participation in this program should be entirely *voluntary*. We have no interest in compelling anyone to be a part of this plan who is not committed to the objectives outlined below. Although vineyards will be visited periodically to monitor compliance, the commitment of the participants will be assumed and relied on for this program to be successful.

Program Objectives

1. To see the vineyard as a *whole* system.
2. To create and maintain viticulture that is economically viable over time.
3. To maintain the *highest level of quality* in our fruit production. Integrated Production should not require any compromise of our quality standards.
4. To implement cultural practices and to solve problems in such a way that we minimize the use of off farm inputs, such as agricultural chemicals and fertilizers, with the goal of protecting the farmer, the environment and society at large.
5. To encourage farming practices which promote and maintain high biological diversity in the whole vineyard.
6. To encourage responsible stewardship of the soil, health, fertility and stability.

Requirements

To meet these objectives, a grower practicing Integrated Production must fulfill a certain number of requirements that apply to the entire viticulture surface of the farm, specifically (IOBC/WPRS, 1996):

1. Commitment of grape grower

The grape grower or vineyard manager must:

- ♦ Be professionally qualified (trained) for managing the vineyard according to LIVE principles and guidelines.
- ♦ Commit to permanent education and actively participate in LIVE training courses.
- ♦ Maintain complete vineyard records on fertilization, pesticide application, pruning, soil management, etc.

2. Establishment of Vineyard

Choice of variety, clone and rootstock

The choice must take into account Integrated Production principles (biodiversity, least susceptibility to diseases, healthy plant material, certified stock...), take into consideration local soil and climate conditions, and respect the existing regional viticulture legal requirements.

Training system

Preference must be given to training systems allowing application of cultural techniques favoring:

- ♦ the production of high quality grapes
- ♦ vine longevity
- ♦ biological diversity (botanical and zoological)
- ♦ the protection of soil against erosion
- ♦ a reduction in circumstances leading to introduction or establishment of insect pests, diseases and undesirable plants
- ♦ more efficient pesticide application
- ♦ a reduction of the amount of pesticide applied
- ♦ the re-cycling of spray drift (recovery panels, hooded booms, if available...)

Analysis and preparation of soil prior to planting

- ♦ Before planting, the following analysis and improvements must be carried out:
- ♦ soil analysis: texture, organic matter, macronutrients (at least P, K, and Mg)
- ♦ basic fertilization with organic and mineral components if necessary
- ♦ improvement of land if necessary (drainage,...)
- ♦ thorough elimination of sources of disease inoculum
- ♦ elimination of noxious perennial weeds
- ♦ devitalization (killing) before removing major virus infested vines (fan leaf)
- ♦ land should be left fallow with a green cover

Chemical soil sterilization is not permitted.

3. Cultural Practices in established vineyards: The Score Card

The purpose of the scorecard is to provide concrete, situational measure of one's compliance with the program objectives. A score of zero in a particular case means that you have complied with the program. Negative scores suggest the need for improvement. Positive scores indicate one has done especially well in a particular area. Unacceptable scores would need to be corrected before compliance could be certified.

We have tried to be as inclusive as possible while not compromising the program objectives. Often, we chose to give negative scores for questionable practices rather than to absolutely forbid them. The goal of the system, after all, is not exclude, but to encourage continual improvement over time.

Evaluation System

The Oregon Integrated Production Organization LIVE grants the certification. The participants in the Integrated Production programs have to follow a set of rules, which may vary regionally but satisfy an international standard. The performance of the grape grower is evaluated annually by means of a point system (score card). A score of zero indicates conventional farming practices are used. Negative scores suggest the need for improvement. Unacceptable scores would need to be corrected before compliance could be certified.

Bonus-points (10-20) are given to solutions and actions aimed at improving grape quality, diversification of the agro-ecosystem "vineyard", and reducing of chemical inputs (pesticides, fertilizers, fuel, etc). One single unacceptable score will cause the disqualification of the respective grower. Additionally, the grower has to achieve at least 50% of the maximum number of positive-points. For instance, a minimum of 155 points out of 310 is necessary to participate in the Oregon Integrated Production association LIVE.

Control: The grower submits the complete records on fertilizers, pesticides, and cultural practices and is subject to unannounced inspection at least once a year for verification.

Label "LIVE"

The label "LIVE" is granted to wines that fulfill the conditions for grape growing and winemaking.

1. Wines with the LIVE label must be produced from grapes originating from certified LIVE vineyards.
2. The wines must respect the regional appellation requirements. Blending with non-LIVE wines is not allowed.
3. Chaptalization cannot exceed 3 kg/hl or 1.7% Volume Alcohol unless an exemption is granted by the LIVE organization for that particular vintage.
4. Total SO₂ content cannot exceed 120mg/l. Exceptions: Barrel fermented wines and wines with residual sugar, which must conform to State legal restrictions.
5. For all other criteria, the federal, state or regional legal restrictions apply.
6. The wines must be evaluated by an independent tasting panel and must be clean and have varietal character.
7. A wine analysis by an independent specialist must accompany the wine sample for tasting. It must include percent of alcohol, TA, total and free SO₂. For all other criteria, the regional legal restrictions must be respected.
8. The number of labels distributed is based on the quantity of wine produced.
9. Wines are subject to random testing.
10. Unauthorized use of labels is penalized with sanctions.

Schmid, A., ed. IOBC/wprs Bulletin, Guidelines for Integrated Production in Viticulture, Vol. 19(10) 1996.

“SUSTAINABLE BUSINESS AND THE TRIPLE BOTTOM LINE”

Paul Dolan – President, Fetzer Vineyards
P.O. Box 611
Hopland, CA 95499
Bus: (707) 744-1521
Bus Fax: (707) 744-7496
www.fetzer.com

Paul Dolan was named President of Fetzer Vineyards in July of 1992, when Kentucky-based Brown – Forman purchased Fetzer Vineyards. This promotion was a logical transition for Dolan, who had been Winemaster for Fetzer since 1977.

Dolan was born and raised in Oakland, California, and attended college at Santa Clara University, earning a degree in business and finance. After three years of service in the U.S. Army Infantry, Dolan chose winemaking over accounting as a post-military career. He returned to the classroom at the California State University, Fresno, and graduated with a Master’s Degree in enology before coming to work at Fetzer.

Dolan was involved in winemaking long before he received his degree. Descended on his mother’s side from three generations of winemakers at the original Italian-Swiss Colony and on his father’s side from the winemaking Concannon family, he inherited a long and distinguished tradition of California winemaking.

At Fetzer, Dolan built a team that includes a superb collection of enologists, lab technicians and winery workers. His philosophy has always been to make wines that are “true-to-type” varietals; that is, they clearly reflect the varietal character and complexity of the grape. An in-house barrel restoration program, Mendocino Cooperage, and continuing conversion of conventionally farmed grapes to grapes grown organically are two of Dolan’s most recent achievements.

The results of Dolan’s winemaking teamwork are evident. In 1991, Dolan was named “Winemaker of the Year” by Dan Berger, wine columnist for the Los Angeles Times.

In his new role as President of Fetzer Vineyards, Dolan oversees the transition from a family-owned winery to an employee-based organization. Through his persistent efforts, and the implementation of employee empowerment, he has taken the model of “team winemaking” and adapted it to all aspects of the company.

Dolan’s expressed vision for Fetzer is that “we continue to be recognized as *the* environmentally and socially conscious winery, committed to making the highest quality, best valued wines in the world.”



“GOOD FOR THE ENVIRONMENT, GOOD FOR PEOPLE, GOOD FOR YOU”

Paul Buxman – Grower, California Clean
Sweet Home Ranch
4399 Avenue 400, Dinuba, CA 93618
Bus: (559) 897-7547
Fax: (559) 897-0510
www.californiaclean.com

Mr. Buxman has been a farmer since 1979 on a 40 acre farm in Dinuba, California, where he grows peaches, plums, nectarines, pluots, apricots, grapes, kiwi, and persimmons. In 1987 he was one of the founding members of California Clean Growers Association, which is an educational support group concerning sustainable agriculture for farmers. His experience as a farmer and with California Clean Growers Association placed him in demand with many segments of the agricultural community. For example, he is past chair of UC Davis Pest Advisory Council, his farm has been the subject of a grant study by Kellogg Foundation and has been featured on documentaries produced by the National Geographic Society, *48 hours*, and the Canadian Public Broadcasting System. He received California EPA's IPM Innovator Award in 1995 and has lectured at many conferences, such as The Eco Farm Conference in Nebraska, Oregon Annual Farm Advisors Conference, and the American Association of Insect Ecologists. Mr. Buxman has given a lecture tour in Australia on biological farming practices. He is also a painter of California farmscapes.



Environmentally friendly farming is quickly becoming the norm. While the short term marketing advantage of a green label is waning, the larger long term advantages are not. The ability to charge extra for not poisoning the planet is quickly coming to a close.

A farming practice statement on a label may not set you apart, but it doesn't really need to. The wants, and right now needs, a simple reassurance that we care. That we are doing our best. How can we separate ourselves in the marketplace?

- ♦ Our unique farming location
- ♦ Special varieties
- ♦ Beautiful label
- ♦ Message of care and commitment
- ♦ A *GREAT* product

A product never stands totally alone. It needs a story. As a peach is eaten, as a jam is savored, as a wine is sipped,

- ♦ What image comes to mind in connection with the product?
- ♦ How are images conveyed?
- ♦ How are stories told?
- ♦ How is a reputation built?

“LODI WINEGROWER'S WORKBOOK: A SELF-ASSESSMENT OF INTEGRATED FARMING PRACTICES”

Cliff Ohmart – Research/IPM Director
Lodi-Woodbridge Winegrape Commission
11420 S. Mills Avenue Ste. K
Lodi, CA 95242
Bus: (209) 367-4727
Bus Fax: (209) 367-0737
Email: ipm@lodiwine.com Website: www.lodiwine.com

Dr. Ohmart is currently Research/IPM Director for the Lodi-Woodbridge Winegrape Commission. His duties involve managing the Biologically Integrated farming System (BIFS) program which consists of an elaborate outreach program of meetings, seminars, and workshops for LWWC growers and pest control advisors (PCAs), as well as an implementation program working with many individual LWWC growers and PCAs encouraging the implementation of integrated farming practices in their vineyards. He also helps guide LWWC’s research program. From 1989 to 1996 he was an IPM consultant and pest control advisor with a private company that specialized in helping growers of orchard crops implement and maintain IPM programs. From 1977 to 1989 he was a principal research scientist for the Division of Forest Research, Commonwealth Scientific and Industrial Research Organization, Canberra, Australia. He specialized in forest pest management in native eucalyptic and exotic pine plantations. He received a forestry degree in 1972 from the SUNY College of Environmental Science and Forestry, Syracuse, NY, and a Ph.D. in entomology in 1976 from the University of California, Berkeley. He has authored over 35 research publications in international journals and several book chapters in his areas of specialty, and has co-authored a book on the ecology and management of Australian forest insects.



The Lodi-Woodbridge Winegrape Commission (LWWC) established an Integrated Pest Management (IPM) program in 1992. The objectives of this program were to:

- ♦ Reduce reliance on synthetic chemicals in winegrape production, through LWWC-sponsored research, seminars and demonstrations.
- ♦ Develop a district-wide integrated pest management program.
- ♦ Have 100% of area growers using most if not all of the following. IPM techniques: monitoring pest populations, planting cover crops, using reduced-risk pesticides, mechanical weed control, leaf removal, compost use, enhancing beneficial insect activity, and creating or maintaining habitat for raptors and other wildlife in and around the vineyard.
- ♦ Enhance the high level of wine quality in the district.

The evolution of LWWC’s IPM program is best viewed as a series of stages. The first stage of LWWC’s IPM program was the development of a grower outreach program. Its purpose is to familiarize LWWC growers and Pest Control Advisors (PCAs) about the IPM

approach to managing pests and show them IPM techniques that can be used in their vineyards. The second stage in the development of LWWC's IPM program is field implementation. Once growers and PCAs become familiar with IPM strategies the next step is for them to try some of these strategies in their vineyards to see if they are effective and affordable.

The third stage of LWWC's IFP program is expanding the program from the core group of growers and PCAs to the entire district. In other words, the adoption of an area-wide integrated farming program. This is a big challenge, and in order to be successful, the program needs to be self-motivating and self-perpetuating for the growers. The Lodi Winegrowers Workbook has been developed to meet these challenges.

The Lodi Winegrowers Workbook is designed to:

- ♦ Provide a roadmap from conventional farming to integrated farming.
- ♦ Provide educational material for implementing specific integrated farming techniques.
- ♦ Provide growers a way to measure the level of adoption of integrated farming on their farms and a way to track improvements.
- ♦ Provide the opportunity for adding market value to the winegrape crop through environmental product labeling ("Eco labeling").
- ♦ Document the level of integrated farming adoption in the district.

The Lodi Winegrowers Workbook will provide LWWC growers information to:

- ♦ Assist in measuring the level of adoption of integrated farming practices in their vineyards.
- ♦ Identify areas of environmental concern on their farms.
- ♦ Determine which of these areas they would like to improve upon.
- ♦ Develop action plans to address these concerns.
- ♦ Implement these action plans.

“UNDERSTANDING AND MARKETING TO THE EVOLVING WELLNESS CONSUMER ”

Laurie Demeritt - Executive Vice President
The Hartman Group
1621 114th Ave. SE, #105
Bellevue, WA 98004
Phone: 425-452-0818
Email: laurie@hartman-group.com
Website: www.hartman-group.com

Laurie received her B.A. from Cornell University and her MBA from the University of Washington, specializing in Marketing and Environmental Management. She has worked in Europe as an environmental consultant and in Canada as a marketing coordinator. As the Executive Vice President of The Hartman Group, she is responsible for the research, consulting and marketing departments, and is the team lead on all client service projects. Laurie frequently participates as a speaker at industry events and directs much of her time to business development.

This session will examine how the consumer landscape for earth sustainable products has significantly altered within the last few years, and how these changes are the result of a larger cultural shift taking place in the wellness market as a whole. In addition, consumers are changing the ways in which they *live, shop* and *buy* and are looking for products that resonate with their individual needs while still meeting their demands regarding taste, price, and convenience. This session will include new consumer market research obtained from ethnographic studies of wellness consumers both in their homes and in retail locations including grocery stores, mass merchandisers, drugstores and health food stores.



Food and The Environment

- Background and Methodology
- First comprehensive effort to define the market from a consumer perspective for earth-sustainable agricultural products
- Explore the discrepancy between consumer desire and current product penetration
- Phase I surveyed a representative sample of households
- Phase II was a follow-up survey of one-half of the households that had participated in Phase I
- Phase III researched two years later to reassess

Phase I

- The Green Market is enormous
- Populated by a diverse landscape of attitudes

Phase II

- Summary
- Different market strategies must be developed for each market segment of consumers
- Consumers need specific, personal reasons to change purchase behavior
- Producers must listen to, understand, and respond to the consumer to effect long-term sustainable change

Phase III

- Objectives
- Revisit 1996 consumer segmentation to measure changes *in* and *between* the segments
- Identify the forces influencing these changes
- Look at the differences as part of an overall cultural shift taking place in the natural products marketplace

Stability Among Segments

- The core attitudinal division about the environment holds constant

Dynamic Migration Between Groups

- Those who Don't Care
- Better off, but still rejecting the environment

Migration Between Groups

- Those Who Care
- New Green Shoppers attitudes continue to evolve

The Perplexing Paradox

- If there's 50% more True Natural shoppers why aren't there 50% more natural food sales?

Evolution within Food & Environment Groups

- True Naturals become less "True"

Adoption Diffusion

- As adoption grows intensity of commitment diminishes

“Extremely Important” issues that could be addressed by eco-labeling initiatives

The Missing Activators to Purchase

- More consumers will be attracted to environmentally sustainable products if they can see the connection to their own health/wellness
- Have to be convinced that environmentally sustainable products work as well, if not better than conventional products
- Key purchase criteria still must be met and are big factors in adoption of these products

Huge Potential Market

- Organic Consumer Profile Study
- Over 26,000 respondents
- 1/3 buy organically grown food products
- 60% “never buy organic food products, but would be willing to try them”
- Under 10% would never consider buying an organic food product

Authenticity

- Intrinsic sense of “the real thing”
- Many consumers are not overly concerned with information provider credentials or product efficacy, rather it is a lifestyle choice
- Means not scientific and not overly engineered or manufactured

Localized Community

- Create community one person at a time through bottom up approach, must arise organically
- Authentic, indigenous (i.e. local) expressions of human social life
- Loss of place leading to loss of local identity and loss of Self
- By virtue of membership in a larger community, consumers tacitly accept products and services and form a tightly knit community around products

Research Insights

- Find out about attitudes and perceptions of your consumers
- Most consumers care about the health of environment because it is intrinsically connected to their personal well-being
- Don't underestimate the importance of lifestyle participation
- Most consumers are pragmatic, not idealistic

“THE POSITIVE POINT SYSTEM – POTENTIAL BASIS FOR CENTRAL COAST LABELING”

Kris O’Connor – Executive Director
Central Coast Vineyard Team
P.O. Box 248, Atascadero, CA 93423
Bus: (805) 462-9431
Bus Fax: (805) 462-9439

Website: www.vineyardteam.org Email: info@vineyardteam.org

Kris O’ Connor is currently the Executive Director of the Central Coast Vineyard Team (CCVT), a non-profit grower group promoting sustainable vineyard practices. Her responsibilities include developing and implementing grower outreach and education activities, conducting outreach in the community, facilitating vineyard tours with government and agency officials, and overseeing the administrative arm of the group.

Prior to joining CCVT, she taught Irrigation Management at California Polytechnic State University at San Luis Obispo (Cal Poly). For the Irrigation Training and Research Center, she conducted research for irrigation trials, developed energy analysis for irrigation districts, and taught landscape irrigation auditing. As an Agricultural Consultant to Boyle Engineering, she worked on the San Luis Obispo County Master Water Plan along with several other projects. She worked with several Agricultural Commissioners coordinating and conducting Pesticide Incident Exercises in California. She also co-authored the textbook, *Fertigation*.

Kris O’ Connor earned a bachelor’s degree in political science at Cal Poly. She later earned a masters degree in agriculture specializing in soil-plant water relations. She is certified through the Irrigation Association as an Agricultural Irrigation Specialist and Irrigation Auditor.



Central Coast Vineyard Team—Background

What is CCVT?

- ♦ Collaborative partnership of growers, wineries, consultants, University of California Cooperative Extension, natural resource managers
- ♦ Non-profit grower group in San Luis Obispo, Santa Barbara, Monterey, Santa Cruz Counties

Why was CCVT formed?

- ♦ Growers identified a need for more progressive information regarding vineyard practices
- ♦ Limited information specific to Central Coast conditions
- ♦ CCVT founding members wanted to “push” the envelope regarding vineyard practices

CCVT Mission Statement:

- ♦ The Central Coast Vineyard Team will identify and promote the most environmentally safe, viticulturally and economically sustainable farming methods, while maintaining or improving quality and flavor of wine grapes. The Team will be a model for wine grape growers and will promote the public trust of stewardship for natural resources.

Positive Points System

What is the PPS?

- ♦ 1,000-point protocol for evaluating the extent of sustainable practices
- ♦ Soil, Water, Pest, Viticulture Management, Wine Quality, and Human Resources
- ♦ Series of Yes or No questions regarding the whole farm
- ♦ Each question is assigned a “point” value
- ♦ After the grower answers all of the questions, the points are totaled and they receive a “score”

Purpose of PPS?

- ♦ Educational tool—educate and guide growers towards more sustainable practice
 - Growers agree that the process of going through the document is educational
 - Allows growers to identify areas of strength and weakness in their management
 - Provides specific information on how to improve management practices
 - It’s important to remember that the primary purpose was to help farmers become better farmers
 - Idea: By helping farmers become better farmers, environmental resources are protected
- ♦ Document adoption of practices
 - By completing evaluations annually on the same block, growers can document the adoption of practices and quantify the trends over time
 - Initially, the purpose was not to compare Grower A with Grower B
 - Rather, the intent was to compare Grower A with Grower A and document the implementation of BMP’s over time
- ♦ Develop public trust
 - Give credibility to the argument that winegrape growers care about natural resources and are working to reduce the risks commonly associated with production agriculture
 - Provides neutral, science-based foundation for communicating with the community

Evolution of CCVT and PPS

Initial PPS Efforts

- ♦ Core group evaluated their own blocks
- ♦ Grass-roots effort to invite new growers to complete evaluations

- ♦ Wait and see if the document was technically sound and was a viable tool to help farmers improve their management

Results of These Efforts

- ♦ Evaluated increased from 2,000 to 15,000 from 1996 – 1999
- ♦ Number of completed evaluations increased from 29 to 59 from 1996 - 1999
- ♦ CCVT received the IPM Innovator Award from the Department of Pesticide Regulation
- ♦ Growers in Mendocino, Lake, Amador, and Nevada Counties have committed to incorporating a Positive Point System program in their regions
- ♦ PPS is foundation for aggressive education and outreach efforts
- ♦ 30,000 acres are regularly represented by growers attending CCVT Tailgate Meetings

PPS as a Basis for a Regional Labeling Initiative

- ♦ Document surviving the “test of time”
- ♦ Increased use of protocol in this and other regions
- ♦ Time to explore the PPS in the context of a Regional Labeling Initiative

Advantages of PPS as a Labeling Standard

- ♦ PPS could be standard / criteria for labeling effort—wouldn’t need to develop a standard
- ♦ PPS Addresses Whole Farm
- ♦ Allows for Site Specific Conditions/Limitations
- ♦ PPS Able to Adapt to New Science and Information
- ♦ Grower “Buy-In”—Other Programs Take YEARS to Develop Grower Trust
- ♦ Foundation of Cooperating Growers
- ♦ Community “Buy-In”—Recognition from Regulatory, Environmental, Community Leaders

Challenges for CCVT in Labeling Effort

- ♦ Resources
 - Market Research and Materials
 - Community Education
 - Advertising
 - Certification Process
- ♦ Independent Certification
 - Currently a self-assessment tool
 - “Honor” system
 - May not be sufficient for labeling effort
 - This requires resources

- ♦ Consensus on “Criteria” for Certification
 - Score?
 - Percentage increase?
 - Do not* use list?
 - Restricted use* list?
 - How high to make the “bar”?

WWF/Potato Example of Certification

- Score above X
 - Restricted use on certain high risk materials
 - Do not use list
 - Do not exceed X “toxicity units”
 - Made the “bar” high enough to be meaningful (top 10%)
- ♦ Linking Clear Eco Benefits with higher PPS Scores
 - Reduced pesticide use/toxicity?
 - Water quality?
 - Habitat?
 - Human resource issues?
 - ♦ Farmer must see economic benefits of label
 - ♦ Using PPS as a label standard would be a major shift for the group—
 - Compare Grower A to Grower A
 - Compare Grower B to Grower B
 - Issues associated with this would need to be resolved

Challenges for Eco-Labels In General

- ♦ Proliferation: The Food Alliance, Fish Friendly Farming, Conservation Beef, California Clean, Predator Friendly Wool, Certified Lumber, Shade Grown Coffee, Salmon Safe, Oregon LIVE, General Mills Organic Cereals
- ♦ Increased pressure on substance of programs
- ♦ Consumers Union (www.eco-labels.org)
 - Profile various labels
 - Provide information and evaluation
- ♦ How do we create real and tangible value for farmers, retailers, and consumers?
- ♦ How do we meet the demand that we create?
- ♦ Salmon Safe Example
 - Pro Bono Ad Agency
 - PSA’s, print ads, labels, neckers

National Public Radio, USA Today
Major press event for launch
Launched with 14 growers
Could not meet the national demand that they created

- ♦ Inherent Dilemma: Wanting ‘sustainable’ practices to be ‘mainstream’, but wanting to be recognized for doing something special

Important Agricultural Message

- ♦ Not only do farmers produce food, fiber, and wine
- ♦ But farmers are in one of the best positions to produce environmental quality
- ♦ Those who are connected to the land are in the best position to protect it
- ♦ Labeling effort has the potential to communicate this message

Next Steps

- ♦ Digest information
- ♦ Review materials
- ♦ Talk with one another
- ♦ Meet again