

CLEAN AND GREEN

Sustainable Winegrowing New Zealand

New Zealand has long been famed for its stunning unspoiled landscape. New Zealand's small population, isolated location and agricultural economy have earned the country a "clean, green" image. New Zealand grape growers and winemakers aim to keep it that way by protecting the environmental integrity of their wine production. To this end a pioneering set of industry standards have been developed, known as Sustainable Winegrowing New Zealand (SWNZ). Sustainable Winegrowing New Zealand provides the framework for companies to continually work towards improving all aspects of their performance in terms of environmental, social and economic sustainability in both the vineyard and the winery.

External auditing of vineyards and/or winery will verify that sustainable practices are carried out. Wineries passing an external audit and meeting all of the wine accreditation requirements will be able to use Sustainable Winegrowing New Zealand endorsements on their literature, websites and SWNZ signs to verify their commitment to environmentally responsible production.

Sustainable Winegrowing New Zealand was developed to:

- Provide a "best practice" model of environmental practices in the vineyard and winery.
- Guarantee better quality assurance from the vineyard through to the bottle.
- Address consumer concerns in matters pertaining to the environment and winegrape production.

The future of Sustainable Winegrowing New Zealand

Sustainable Winegrowing New Zealand will take a greater role in guiding members in the development of a complete environmental management system. Expansion of the program to cover all New Zealand vineyards and wineries is the ultimate aim, thus enhancing the reputation of New Zealand wine industry as producers of premium quality wines produced with true environmental integrity.

For more information:

<http://www.nzwine.com/swnz/>

WINERIES ACCREDITED BY SUSTAINABLE WINEGROWING NEW ZEALAND:

Alpha Domus (vineyards and winery)
Huia (vineyards and winery)
Muddy Water (vineyards)
Olssens (vineyards and winery)
Waimea Estates/Spinyback (vineyards)

