

# Oregon Certified Sustainable Wine



# What is Oregon Certified Sustainable Wine?



Oregon Certified Sustainable Wine (OCSW) is an education program showcasing the Oregon wine industry's commitment to responsible, sustainable vineyard and winery practices.

OCSW focuses on the shared principles of Low Input Viticulture and Enology (LIVE), Food Alliance, National Organic Program and its certifying agencies (e.g. Oregon Tilth, Stellar Certification Services, and others), and Demeter Biodynamic®.

OCSW certification guarantees that the wine in that bottle was made:

- Using responsible agriculture practices; AND
- Using responsible winemaking practices; AND
- That both of those processes were certified by an independent third party.



Third Party Certification

Responsible Agriculture

Responsible Winemaking



# Why do we need the Oregon Certified Sustainable Wine program?



Full Glass Research surveyed **core wine consumers** in fall 2007:

- 32% report purchasing sustainable wines in the past 3 months.
  - 55% like supporting producers
  - 49% buy to protect the environment
- Of the 68% who didn't report buying sustainable wines, 49% said it was because they "rarely or never see sustainable wines in the market"
- Aided awareness of certifications (i.e. LIVE, Oregon Tilth, Salmon Safe, Demeter) was >12%.

# How do Oregon Wines Become OCSW Wines?

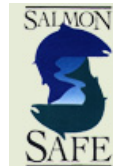
## Responsible Agriculture

## Responsible Winemaking



LIVE  
Vineyard  
Certification

+



Salmon-Safe  
Vineyard  
Certification\*

+



LIVE  
Facility  
Certification

=



Food Alliance  
Vineyard  
Certification

+



Salmon-Safe  
Vineyard  
Certification\*

+



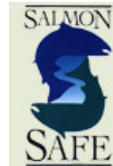
Food Alliance  
Facility  
Certification

=



Demeter  
Vineyard  
Certification

+



Salmon-Safe  
Vineyard  
Certification\*

+



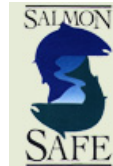
Demeter  
Facility  
Certification

=



Organic  
Vineyard  
Certification

+



Salmon-Safe  
Vineyard  
Certification\*

+



Organic  
Processor  
Certification

=



Combination  
of 97%  
certified fruit

+



97%  
Salmon-Safe  
Certification\*

+



Facility  
Certification

OR



Processor  
Certification

OR



Facility  
Certification

=



\*mandatory after Jan. 1, 2011

# What are the OCSW Bottling-Lot Requirements?

- The wine in a bottling-lot contains at least 97% fruit certified by one or more of the following organizations: LIVE, Food Alliance, National Organic Program and Demeter Biodynamic®.

AND

- 100% of grapes, in a bottling-lot, are grown in Oregon and bottled into wine either in Oregon or in a cross-state American Viticultural Area (AVA) that includes Oregon.

AND

- Bottling-lots are produced in facilities (or using winemaking processes) certified by LIVE, Food Alliance, National Organic Program or Demeter Biodynamic®.

AND

- Beginning on January 1, 2011, 97% of the fruit is certified by Salmon-Safe in addition to the vineyard certification by LIVE, Food Alliance, National Organic Program or Demeter Biodynamic®.

# How will we spread the word about OCSW?



- FY '08 - '09
  - Build a consumer/trade website to showcase OCSW wines and the stories behind them.
  - Create tools for OCSW wineries to use to educate trade and consumers.
  - Purchase OCSW-related search terms online.
- FY '09 – '10
  - Launch OCSW to press.
  - Create social marketing programs.
  - Conduct trade and consumer education programs.

# How much does OCSW certification cost?



- \$.01/certified bottle for the first 600,000 bottles
- \$.005/certified bottle after the initial 600,000
- Charges are based on the sum of all of the bottling-lots per vintage, regardless of when the wine is bottled.
- Charges are assessed per brand owner. Owners with multiple brands would be charged for the sum of the bottles in a given vintage.
- A \$250 audit fee that will be charged upfront for the first audit.

# How do I get started?



- Set up an Oregon Certified Sustainable Wine Account within the Oregon Wine Explorer tool.
- For each bottling-lot, submit proof of vineyard and facility/process certification.
- The OWB will approve or deny the application within 7 business days.
- Sign the *Guidelines for the Use of the OCSW Name and Trademark* (first bottling-lot only).
- Notify the OWB of the total number of bottles produced within two weeks.
- The OWB will send you an invoice.
- Incorporate the OCSW logo on your back label artwork and marketing materials.

# Questions?

