

## SUSTAINABILITY

### *A “Growing” Trend*

An established leader in sustainable viticulture, Oregon has long been committed to sustainable winegrowing and earth-friendly practices. **Thirty-eight percent** of the state’s vineyards are LIVE Certified Sustainable, Certified Organic or Demeter Certified Biodynamic®. Third-party certification is a focus for our industry because it means that consumers can rely on the vineyard or winery to stand by its environmental claims.

By practicing sustainable grape growing and winemaking, we are ensuring that the land, the animals, the rivers to which many of our vineyards drain, and the fish in those rivers, will still be here for generations to come.

#### **Creating a Connection with a Green-Minded Consumer**

Oregon Certified Sustainable Wine (OCSW) showcases the Oregon wine industry’s commitment to responsible winemaking, responsible grapegrowing and third-party certification. The program, which launched in 2008, focuses on the shared principles of Low Input Viticulture and Enology (LIVE), Food Alliance, the National Organic Program and its certifying agencies and Demeter Biodynamic®. This unifying platform and certification logo aims to help consumers easily identify and purchase sustainable wines, no matter which entity has certified it.

Currently, there are 22 participating wineries and 3.55 million certified bottles. For a full list of wineries and OCSW certified wines, visit [ocsw.org](http://ocsw.org).

Total Certified Sustainable Acres	7,822 acres
Total Planted Acres in 2010	20,500 acres

*38% of total planted acreage*