



WINE  
GROWERS  
CANADA

VIGNERONS  
CANADA

## ENVIRONMENTAL SUSTAINABILITY PRINCIPLES

Under the Wine Growers Canada Environmental Sustainability Principles, our membership supports the following:

- The selection of appropriate environmental sustainability programs based on the program's ability to satisfy the triple bottom line of economic, environmental and social sustainability. It is acknowledged that the triple bottom line threshold will vary between individual enterprises, and that enterprises will require flexibility in establishing programs that enhance sustainability in their individual operating environments.
- The identification of environmental sustainability activities using an environmental risk assessment. Priority should be given to risks of significance in individual geographic regions where wineries and vineyards are located.
- Environmental risk assessment should consider but not be limited to:
  - 🍷 Site selection (for new vineyards/wineries)
  - 🍷 Variety selection (for new vineyards)
  - 🍷 Soil condition
  - 🍷 Water use efficiency
  - 🍷 Wastewater
  - 🍷 Human Resource Management
  - 🍷 Biodiversity
  - 🍷 Solid waste
  - 🍷 Energy use
  - 🍷 Air quality
  - 🍷 Neighbouring land use
  - 🍷 Agrochemical use
- A process of planning for environmental sustainability activities, implementation of the activities, assessment of their effectiveness, and modification of the activity for application into the future. This process will be ongoing as a means of continuous improvement.
- Wine sector environmental sustainability programs should incorporate 'self-assessment' and other forms of evaluation to gauge environmental performance.
- The improvement of extension and education opportunities about sustainability issues and to build awareness within the global wine sector.
- The Canadian wine sector should consider partnerships with both wine industry and natural resource management stakeholders to improve sector sustainability, including the adoption of preferential purchasing policies from suppliers able to demonstrate a similar stewardship ethic.