



# WINES ON A MISSION

---

California's Commitment  
to Sustainable & Climate-Smart  
Winegrowing



WINES ON A  
**MISSION**

LEADERSHIP

# ACREAGE UNDER VINE

California is the  
fourth largest  
wine producing  
region in the world

CALIFORNIA  
**615,000**  
ACRES

**APPROX  
ACREAGE  
UNDER  
VINE  
AROUND  
THE WORLD**

**CALIFORNIA**  
**615,000**  
ACRES



**CHILE**  
**523,860**  
ACRES

**AUSTRALIA**  
**360,770**  
ACRES

**GERMANY**  
**254,520**  
ACRES

**NEW ZEALAND**  
**102,800**  
ACRES

# LEADERSHIP

**60%**  
of California  
winegrape acres  
are certified  
sustainable

\*Additional vineyards are certified organic, biodynamic, and/or regenerative. And some vineyards are certified to more than one program.



**82%**  
of California  
wine is made  
in a certified  
sustainable winery

**250 certified wineries  
produce 258 million cases**



WINES ON A  
**MISSION**

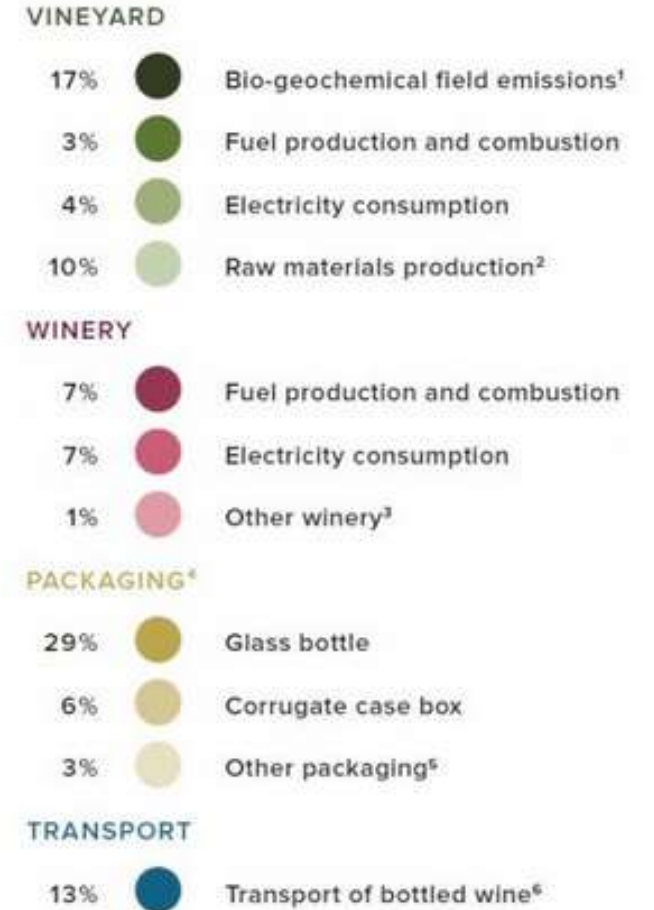
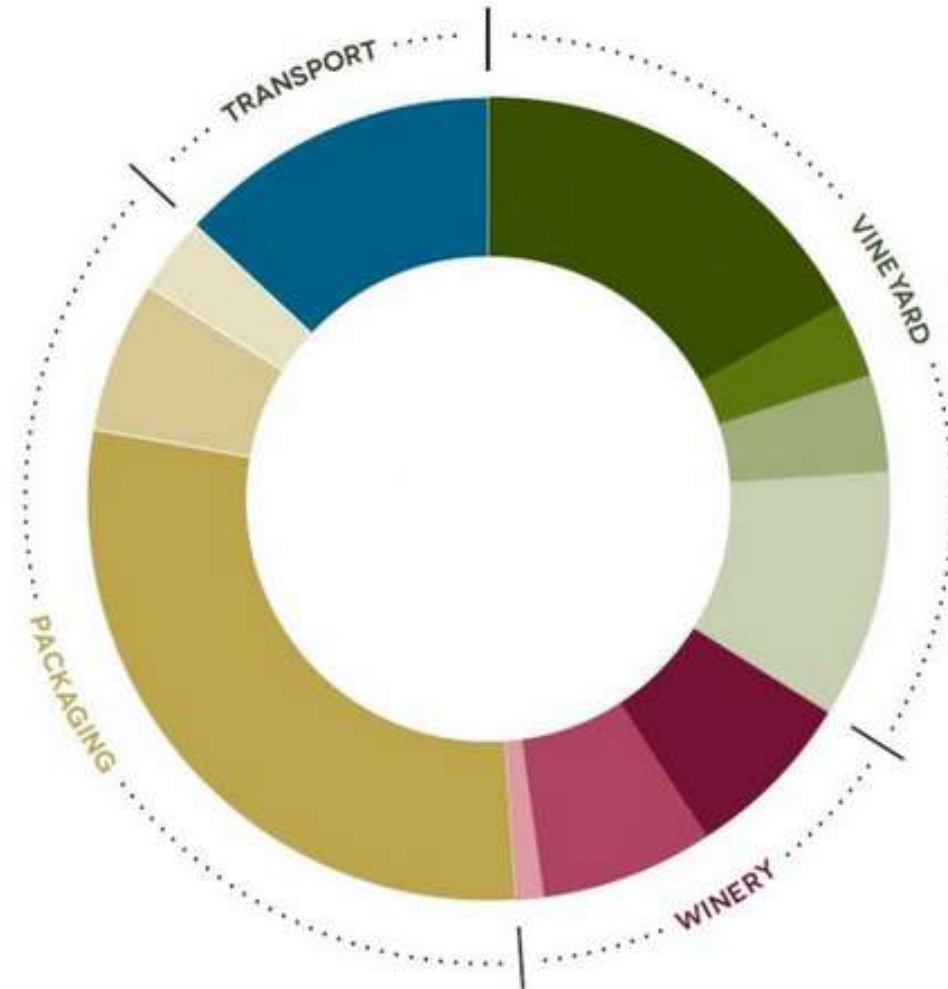
LEADERSHIP  
SCIENCE-BASED



SCIENCE BASED

# California Wine's Carbon Footprint

Identifying areas for continuous improvement





WINES ON A  
**MISSION**

LEADERSHIP  
SCIENCE-BASED  
THE LONG GAME







# THE LONG GAME



CA WINES



**THE LONG GAME**



A close-up photograph of a tree trunk showing concentric growth rings in shades of light brown and tan. The rings are more distinct and closer together on the right side, where a pith is visible, and become more widely spaced and wavy towards the left.

# THE LONG GAME



CA WINES



WINES ON A  
**MISSION**

LEADERSHIP  
SCIENCE-BASED  
THE LONG GAME  
DOING THE RIGHT THING





*Storytelling is the communal currency of  
humanity...*

*– Tamir Shah in Arabian Nights*

# SOIL

## SOIL IS ALIVE. WE KEEP IT THAT WAY.

Soil is alive with living organisms, like fungi, insects and organic matter. That's how it's able to support life; that's what makes it a perfect medium for planting. Soil is its own wild ecosystem.

To keep our soils healthy, California growers are turning back to natural biological systems that reduce the need for chemicals, fertilizers and tilling. We plant cover crops to replenish the soil with nutrients and improve its capacity to store water. Healthy soils don't just produce better wine; they capture and store carbon. Treat Nature right and she will reciprocate.



Slowly help reduce need for chemical added to soil, which helps to

The Numbers

1 ME TON

of carbon

3



WATER

ESSENTIAL

Water is needed at nearly every stage of wine production from growing grapes to bottling wine. California wineries have engineered solutions to reduce water usage but also to recycle water naturally.

Drip irrigation is used on vineyards to even out water use

USE





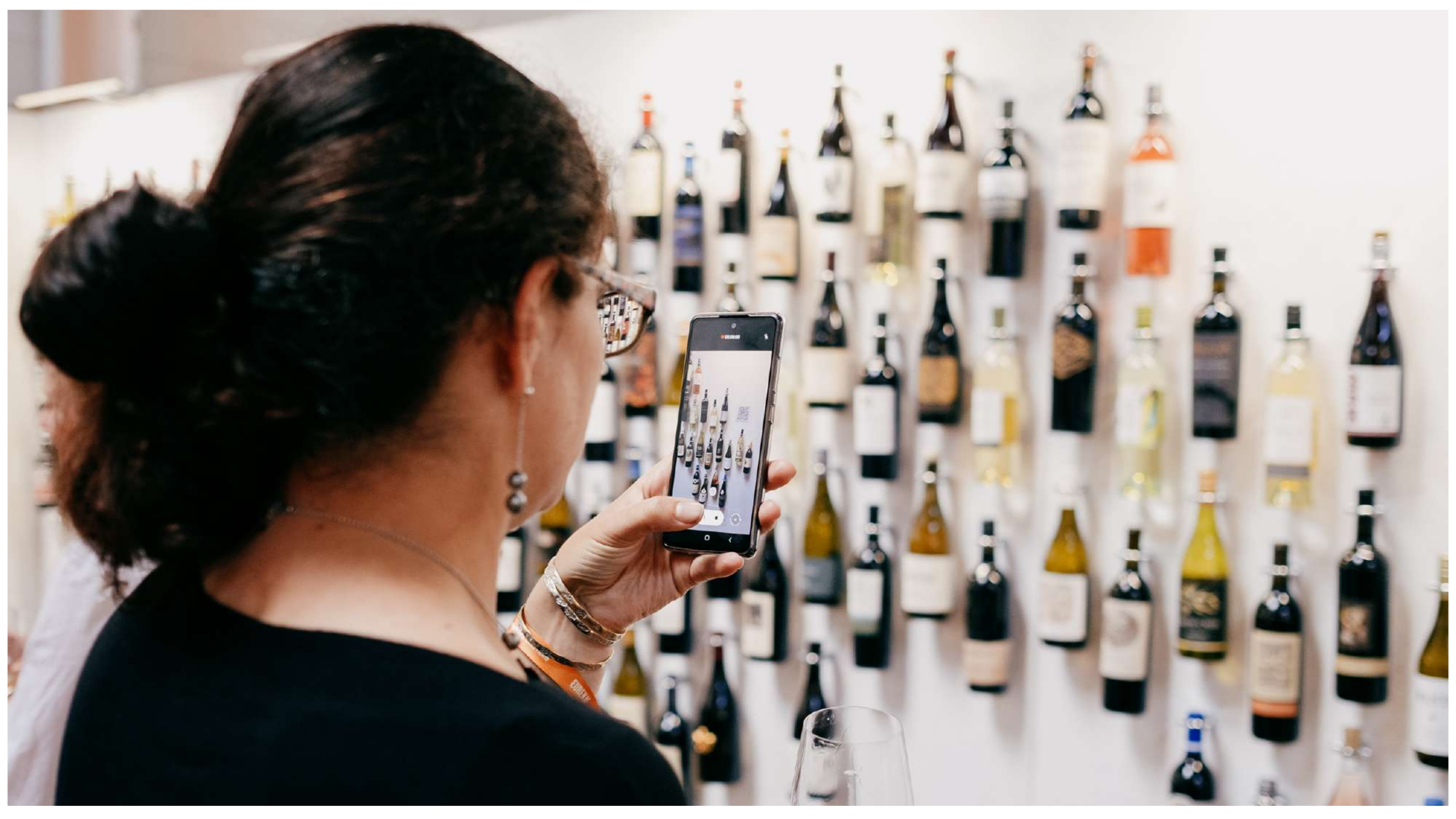
# WATER

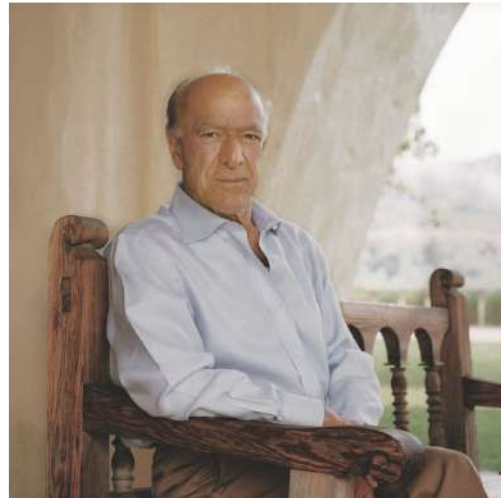
## WATER TASTING STATION

Water is essential for life. It is the most abundant and most important substance on Earth. It is the source of all life and the foundation of all ecosystems. Water is also a key component of many industrial processes and is used in a wide range of applications. Understanding the properties and uses of water is crucial for many fields of study, including biology, chemistry, and environmental science.

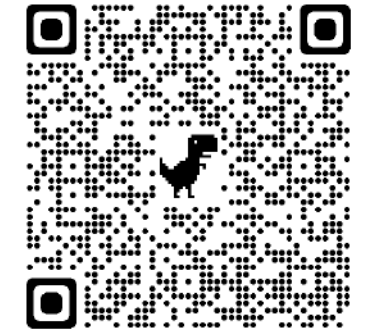
Water is a unique substance because of its ability to form hydrogen bonds. This gives it a high boiling point and a high heat capacity. It is also a good solvent for many substances, making it essential for life. Water is also a key component of many industrial processes and is used in a wide range of applications. Understanding the properties and uses of water is crucial for many fields of study, including biology, chemistry, and environmental science.

Water	Wine	Beer	Cider	Mezcal
Water	Wine	Beer	Cider	Mezcal
Water	Wine	Beer	Cider	Mezcal
Water	Wine	Beer	Cider	Mezcal
Water	Wine	Beer	Cider	Mezcal





# EXPORT PROGRAM WINERY MEMBER PORTAL



CALIFORNIA WINES Winery Export Member Portal

California Wines Export Program Winery Member Portal

Your Choice Matters...

Search

Welcome to the Winery Portal Page

This portal provides key assets for CA Wines Export Program Member Wineries, including professional photography from events/activations around the world (including some great shots of members!). You'll also find valuable CA Wines assets, such as maps and videos, for your own use. Please download and use these photos and assets to help your communications efforts.

There is also an upload link where we encourage you to share your sustainability stories with us. Your stories and images will allow our international teams to highlight the depth and breadth of California's commitment to sustainable winegrowing more meaningfully, connecting consumers to meaningful sustainability stories with your high-quality wines. Please refer to the Sustainability Story How-To when uploading.


Please see the "Sustainability Story" How-To Guide for instructions.

Upload your sustainability story [HERE](#)





**What is a "Sustainability Story" exactly?**

# EXPORT PROGRAM WINERY MEMBER PORTAL




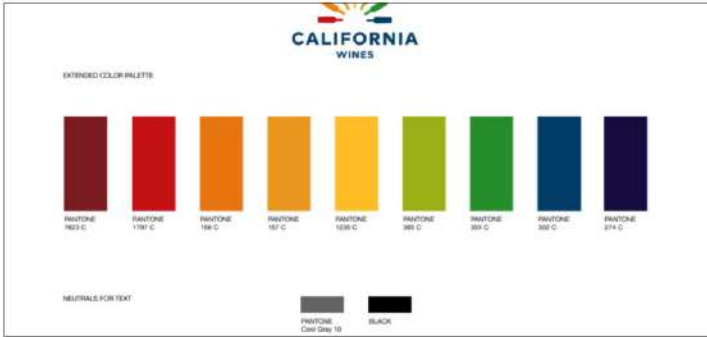
 Winery Export Member Portal

Member Assets










- Global Events 
- Virtual Vineyard (Portal) 
- Videos 
- Maps  South Coast

Brand Assets



Logo 

Brand Guidelines 

EXTENDED COLOR PALETTE

								
PANTONE 1975 C	PANTONE 1980 C	PANTONE 1985 C	PANTONE 1990 C	PANTONE 1995 C	PANTONE 2000 C	PANTONE 2005 C	PANTONE 2010 C	PANTONE 2015 C

NEUTRALS FOR TEXT

	
PANTONE Cool Gray 10	BLACK

# SUSTAINABILITY IMMERSION TOUR

## First-hand look into CA's sustainable leadership

- 12 leading journalists from 9 Euro countries
- 13 winery visits; 7 certification programs; 5 wine regions
- Over 150 CA wines tasted
- Launched April 2023
- Annual program coincide with Down to Earth month
- Global media engagement





# WINES ON A **MISSION**

---

Leaving things better than we found  
them