



What is Napa Green?

Napa Green and the region's landmark environmental programs are the most stringent and comprehensive in the wine industry. Focused on environmentally sound, sustainable practices, Napa Green is a voluntary program that is third-party, independently certified and meets and exceeds 20 local, state and federal land or production best practices. Napa Valley wineries and growers participate in farm-specific plans tailored to protect and enhance the ecological quality of the Napa Valley, or in production facility programs that reduces energy, waste and water for an overall goal of pollution reduction.

Renowned environmentalist and Patagonia® clothing and equipment company founder Yvon Chouinard said the following about Napa Green in an interview in *Wine Spectator* in 2008: "I've been at this for 30 years and this is the best, most well-thought-out program I've ever seen."

History of Sustainability

Napa Green builds upon a strong tradition of environmental leadership and stewardship that began when Napa Valley became America's first agricultural preserve in 1968 and results today in our wine region being the most highly regulated in the world:

- Napa Valley Agricultural Preserve - 1968
- Conservation Easements – 1976
- Growth Management System – 1980
- Winery Definition Ordinance – 1990
- Rezoning Ag Land - 1990
- Hillside Farming Ordinance - 1991
- Stream Set-Backs - 1991
- Napa River Restoration (Napa Flood Control) – 1998
- Formation of the WICC Board – 2001
- Viewshed Protection – 2001
- Farmworker Housing Assessment - 2002
- Napa Green Certified Land - 2004
- Napa Green Certified Winery - 2008

Napa Green Certified Land

- For every acre of vineyard land in Napa County, 1.46 acres of land are certified or pending certification in the Napa Green program.
- More than 66,000 acres (26,700 hectares) of land are enrolled in the program; more than 37,000 acres (14,970 hectares) have been certified; more than 1/3 of all vineyard land has been certified.
- 18,900 of the certified acreage is vineyard land, more than 1/3 of the total vineyard acreage in Napa County.
- Napa Green provides individually-tailored, sustainable farm plans to help land owners:
 - Enhance the watershed by preventing erosion and meeting regional sediment discharge requirements
 - Reduces or eliminates chemical use
 - Restore wildlife habitat
- Independent certification is granted by the National Marine Fisheries Service, the Regional Water Quality Control Board, the Napa County Agriculture Commissioner and Napa County Public Works.
- A majority (90%) of the Napa River watershed is in private ownership and public/private partnerships making Napa Green vital to the sustainability of our community.

Napa Green Certified Winery

- Nearly 5 million cases of wine are produced from Napa Green Certified Wineries each year.
- Napa Green Certified Winery uses a set of sustainable and green business practices developed specifically for wineries.
- Participants receive comprehensive energy, waste and water assessments for their facilities, ensuring that all operations are optimized for efficiency.
- Certified wineries demonstrate a commitment to conserving water and energy, reducing waste and preventing pollution with the overall goal of reducing their carbon footprint.

Napa Green 2020 Initiative

In late 2014, the Napa Valley Vintners Board of Directors established a goal that all eligible members of its trade association will be in the Napa Green program by the end of the year 2020.