

NEW ZEALAND WINEGROWERS SUSTAINABILITY REPORT 2022



NEW ZEALAND WINE
PURE DISCOVERY



Manaaki Whenua
Manaaki Tangata
Haere Whakamua

If we take care
of the earth,
and take care
of the people,
we will take care
of the future.



**While we may be here for a short time,
our impact can last longer than a lifetime.
To our industry, sustainability means
growing grapes and producing our
world-famous wines in such a way that
we can do so for generations to come.**

**It means consumers can
trust that their bottle of
New Zealand wine has
been made with respect
for our natural world
and for our people.**

Care and respect for the natural environment is practised by wineries and growers throughout Aotearoa New Zealand, and exemplified through kaitiakitanga – the guardianship of the land – and ensuring it is protected for future generations.

The New Zealand Winegrowers Sustainability Report provides a snapshot of our sustainability journey. Our world-leading Sustainable Winegrowing New Zealand (SWNZ) certification programme lives at the heart of this discussion. In 2022, backing up claims with evidence has never been more important, and the empirical data we have collected through the SWNZ programme places us well to meet the challenge.

Sustainability is the passion of our people, running through all that we are, and all that we do – because every little bit counts.

Over 96% of all vineyard area in Aotearoa New Zealand is now certified as sustainable through the SWNZ programme. This is what makes our industry unique in the world. It's an achievement we can all be proud of, but the real work is ensuring we not only sustain but elevate our position with an enduring commitment to continuous improvement.

The New Zealand wine industry is well placed to be a global leader in the production of low-emission wine, even with the distances our wine needs to travel. Our industry goal of being carbon neutral by 2050 has us firmly committed to a low-emissions pathway, and exciting developments in vineyards and in wineries are already well underway. We're focused on being a world leader in efficient water use, achieving zero waste

to landfill by 2050, and protecting and enhancing the health of our soils. For our people, our goal is to continue leading the way as an industry of choice.

It's the level of 'above and beyond' action from companies and individuals that is helping to deliver lasting change. From plants to people and cellars to communities, we all play our part to put sustainability first.

**BECAUSE TOGETHER,
EVERY LITTLE BIT COUNTS.**

96%

of New Zealand's
vineyard area is
SWNZ certified.

PHOTO: MISHA'S VINEYARD

1840

VINEYARDS ARE
SWNZ CERTIFIED.



310

WINERIES ARE
SWNZ CERTIFIED.

10%

OF NZ WINERIES
HOLD ORGANIC
CERTIFICATION*.



PHOTO: CHURTON WINES

*IN NEW ZEALAND, BIOGRO AND ASUREQUALITY PROVIDE INTERNATIONALLY RECOGNISED ORGANIC CERTIFICATION. BIODYNAMIC PRODUCERS ARE CERTIFIED BY DEMETER NEW ZEALAND.

NEW ZEALAND WINEGROWERS

New Zealand Winegrowers (NZW) is the national organisation for the country's grape and wine sector, with over 600 grower members and 700 winery members. Established in March 2002, NZW is the only unified national winegrowers' industry body in the world, and the mission that drives us is to create enduring value for members.

The vision is that around the world, New Zealand is renowned for its exceptional wines. NZW conducts a wide range of tasks to support members including leading the development of sustainable production practices, advocating at regional, national and international levels, providing a global marketing platform for New Zealand wine, and facilitating world-class research on industry priorities.



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SUSTAINABLE WINEGROWING NEW ZEALAND (SWNZ)

Sustainable Winegrowing New Zealand (SWNZ) is an industry-wide certification programme led by NZW. Launched in 1995, SWNZ is widely recognised as a world-leading sustainability programme and was one of the first to be established in the wine world.

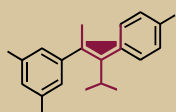
To be SWNZ certified, all members must complete annual submissions and undergo regular on-site audits conducted by an independent verification company. Vineyard members must also submit an annual spray diary, which documents all agrichemical applications made to the vineyard that season. Wine made from grapes grown in 100% SWNZ-certified vineyards and produced in 100% SWNZ-certified winemaking facilities can display the SWNZ logo on the bottle.



BRAGATO RESEARCH INSTITUTE

Bragato Research Institute (BRI) drives world-leading innovation for the New Zealand grape and wine industry – from blue-sky research to the practical application of science in our vineyards, wineries and supply chain.

BRI's state-of-the-art research winery opened in Blenheim in February 2020. From here, they partner with industry and other research organisations to set the national research agenda, trial world-first technologies, conduct commercial trials, and connect educators and students to science and industry. BRI's extension team ensures that information and tools delivered by research programmes are adopted and applied to drive and deliver benefits back to the industry, ensuring the resources to help us reach our goals are right at our fingertips.



**BRAGATO
RESEARCH INSTITUTE**
RANGAHAU KAREPE, WĀINA O AOTEAROA

ORGANIC WINEGROWERS NEW ZEALAND

The organic wine sector is showing impressive growth in Aotearoa New Zealand – a reflection of both international demand and increasing industry awareness around the benefits of organic practices. Organic Winegrowers New Zealand (OWNZ) is a grower-led organisation dedicated to supporting and encouraging the production of high quality, organic and biodynamically grown wines.

10% of New Zealand wineries now hold organic certification, including many of our world-renowned producers. OWNZ only promotes wines from independently certified organic and biodynamic growers. In New Zealand, BioGro and AsureQuality provide internationally recognised organic certification. Biodynamic producers are certified by Demeter New Zealand.

great wine is in our nature.
organic
WINEGROWERS NZ

CLIMATE CHANGE

WE ARE CHANGING
THE WAY WE GROW
TO REDUCE OUR
CLIMATE IMPACT.



100%

of SWNZ wineries and vineyards are provided with personalised greenhouse gas reports.

PHOTO: THE LANDING

OUR TARGET IS TO BE CARBON NEUTRAL BY 2050.

Being carbon conscious isn't a goal, it's a way of life. Our wines travel a long way from vine to bottle and beyond. We know that every kilometre travelled, every step in that process, has an impact on the planet, so collectively we work hard to reduce emissions on home soil. We keep our footprint in mind at every stage of the production process – measuring, benchmarking, and reporting our numbers transparently.

Our members now measure and report the emissions associated with the production phase of wine through our SWNZ certification programme. This data covers approximately 80% of the emissions associated with the production of our wine. At a national level, the New Zealand wine industry is unique amongst key wine-producing countries in being able to make that claim.



PHOTO: YEALANDS ESTATE

Individualised emission reports are sent annually to all SWNZ members to enable them to compare their performance against regional benchmarks and inform the strategy for improvement. This level of transparency provides crucial insights that contribute to the collective impact. It is a world first.

A growing portion of our membership is taking the next step in climate leadership by becoming formally certified through verified carbon-auditing bodies. Currently 75 vineyards and 15 wineries hold formal carbon-management certifications in Aotearoa New Zealand.

WINERIES

58%
of wineries are
implementing specific
initiatives to minimise
their carbon footprint.

55%
of wineries are using lightweight
glass bottles as one of their
methods of packaging

34%
of wineries have
energy-efficiency initiatives*

12%
of wineries have installed
solar energy sources.

VINEYARDS

41%
of vineyards are
implementing specific
initiatives to minimise
their carbon footprint.

21%
of vineyards have
energy-efficiency initiatives*

19%
of vineyards are upgrading their
equipment to reduce energy consumption

6%
of vineyards have dedicated property
plantings that act as carbon sinks.

*SUCH AS TIMERS, TRANSPORT FUEL-REDUCTION
ACTIONS AND STAFF AWARENESS CAMPAIGNS

WATER

WE USE ONLY
WHAT WE NEED,
PROTECT WATER
QUALITY AND
RESTORE OUR
WATERWAYS.





98%

of vineyards and
wineries measure
and record the total
water they use.

PHOTO: ESCARPMENT VINEYARDS



OUR GOAL IS TO BE WORLD LEADERS IN EFFICIENT WATER USE AND THE PROTECTION OF WATER QUALITY.



PHOTO: WAKATŪ INCORPORATION,
WHENUA MATUA VINEYARD

Making sure every drop counts and minimising our impact on water quality is key to ensuring our water supply remains both secure and clean for the future. A precious resource, water is of critical importance to New Zealand's wine industry, especially in vine irrigation, frost protection and winemaking. Using water as efficiently as possible is a priority for our industry, and that's why we're proud that a high number of our members are implementing initiatives to conserve water or reduce their water use.

Creative thinking and innovative solutions are resulting in wineries and vineyards developing initiatives such as wastewater wetlands, investing in restoring ecosystems, creating on-site storage wells, and making the most of our terroir.

VINEYARD INITIATIVES

97%
of vineyards optimise
their water applications
for irrigation.

92%
of vineyards have practices or initiatives
to conserve or reduce water use

89%
of vineyards have leak detection
and repair programmes

19%
of vineyards are benchmarking
their water use over time

10%
of vineyards are purchasing new
equipment that enables water efficiencies.

WINERY INITIATIVES

92%
of wineries have
initiatives to conserve
or reduce water use.

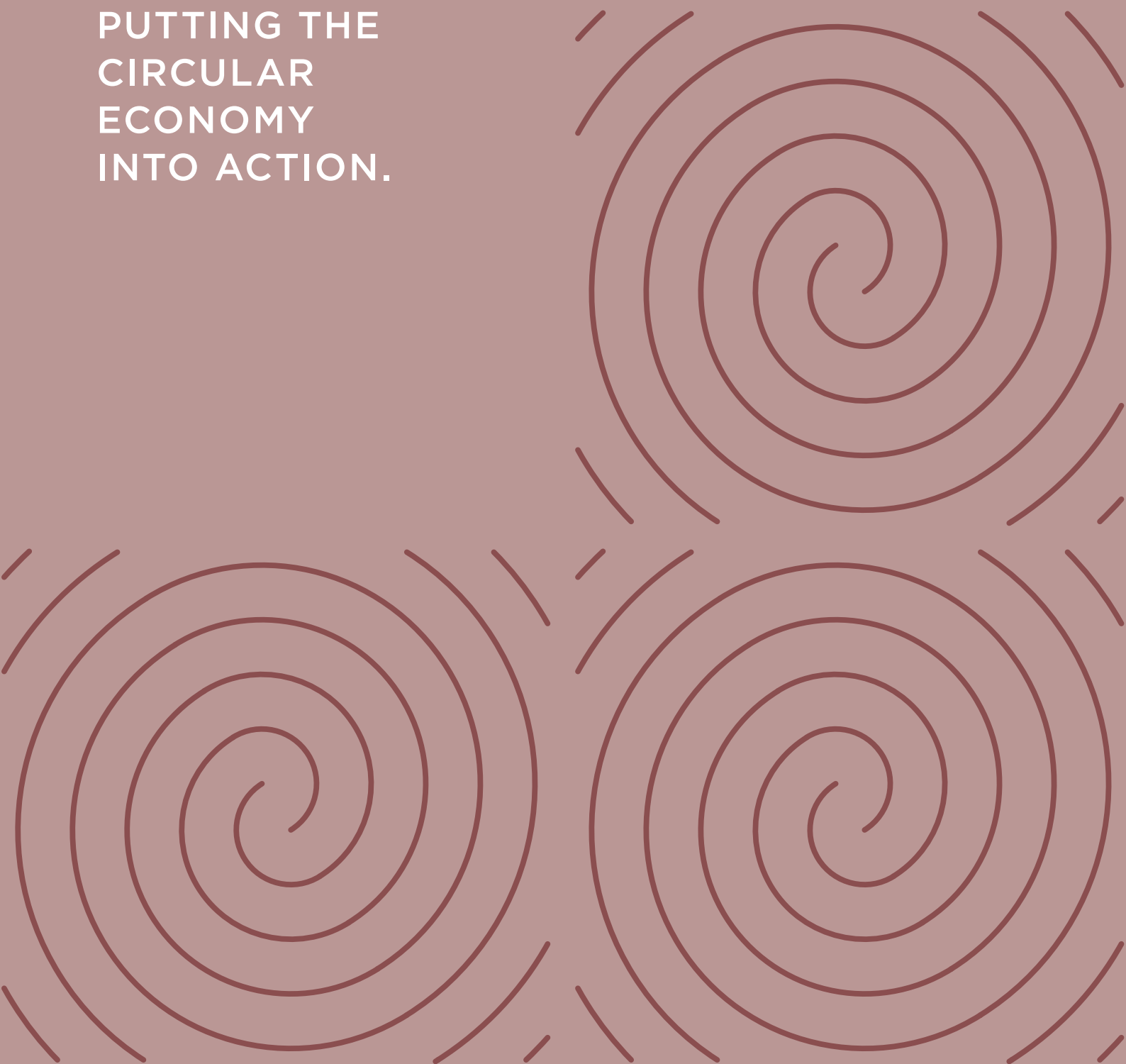
71%
of wineries have
leak detection programmes

49%
of wineries are recovering
and recycling cleaning water

86%
of wineries have shut-off hose
nozzles to reduce water use.

WASTE

PUTTING THE
CIRCULAR
ECONOMY
INTO ACTION.





98%

of vineyards and
wineries have waste
reduction and recovery/
recycling programmes.

OUR TARGET IS FOR NEW ZEALAND'S WINE INDUSTRY TO ACHIEVE ZERO WASTE TO LANDFILL BY 2050.

Walk around our vineyards and wineries and you'll see that the New Zealand wine industry's shift towards a circular economy is well underway. From organic waste diversion on the vineyard to smart packaging design in the winery, our members are making a difference by putting waste to work.

As part of its strong support for recycling and composting programmes, SWNZ has started recording waste to landfill, while a working group with close to 100 members is focused on product circularity and repurposing initiatives. The group has introduced packaging recycling for low-density polyethylene (LDPE) plastic bags in both winery and vineyard uses, repurposed polyethylene terephthalate (PET) label backing recycling, and repurposed copper chrome arsenate (CCA) treated timber posts so they can be utilised again in agricultural land use.



WASTE REDUCTION

75%
of wineries have waste
reduction initiatives.

23%
of wineries have improved packaging
efficiency (e.g., redesigned for smaller
sizes or spaces with no dividers)

22%
of wineries have on-site composting
of food and fibre

13%
of wineries are using refillable kegs

55%
of wineries are using recyclable/
biodegradable materials.

New Zealand boasts a highly respectable
glass recovery rate of 75%, and the ability
to recycle back into glass containers
onshore – an example of the circular
economy in action*.

* THE GLASS PACKAGING FORUM PRODUCT
STEWARDSHIP SCHEME ACCREDITATION
REPORT 2019-2020

GRAPE MARC

Grape marc comprises of the skins and
stems left after pressing grapes. It is a
significant by-product of winemaking
and is managed in different ways.

49%
of wineries compost it

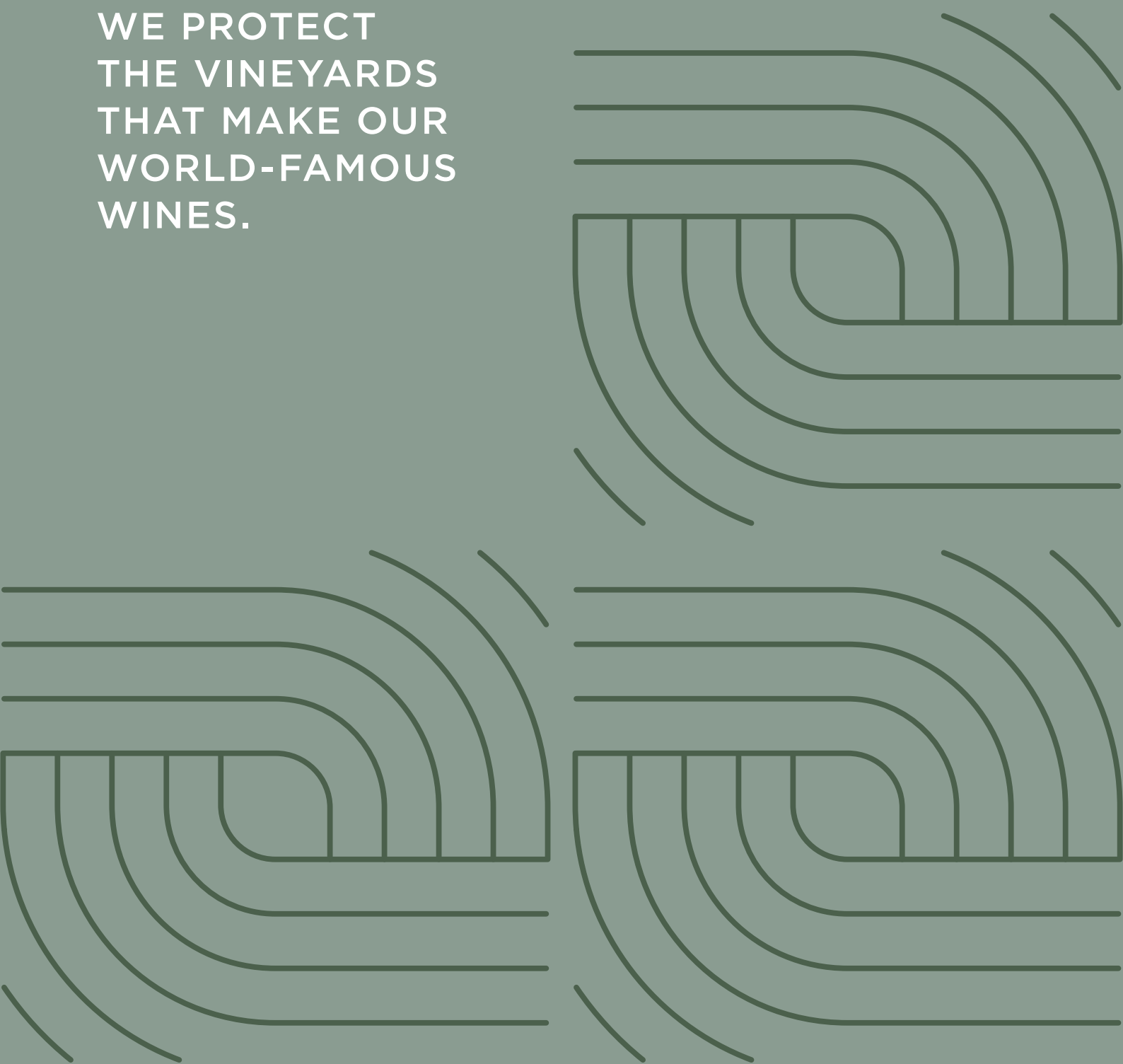
36%
of wineries spread it back
onto the vineyards or woodlots

31%
of wineries turn it into stock food

4%
of wineries send it for offsite
reprocessing such as drying.

PLANT PROTECTION

WE PROTECT
THE VINEYARDS
THAT MAKE OUR
WORLD-FAMOUS
WINES.



99%

of vineyards use
non-chemical methods
for managing pests
and diseases.

OUR GOAL IS TO UNDERSTAND, REDUCE AND MITIGATE THE IMPACTS OF PESTS AND DISEASES.

The New Zealand wine industry takes a holistic, integrated approach to plant protection. We use cultural control methods such as pruning techniques and open canopies as a first line of defence against pests and diseases. Due to our island location, biosecurity planning is a particular strength of the New Zealand wine industry. By ensuring pests and diseases don't make it into our vineyards, we reduce the need for chemicals in the first place.

Where chemical sprays are necessary, an adherence to best practice above and beyond legal requirements, coupled with world-class data transparency, forms the core of our strategy. We maintain a national database of agrichemical use for all vineyards, giving us amongst the highest level of data transparency of any wine industry in the world – a particular point of pride. The New Zealand wine industry leads the world in the development of individualised agrichemical benchmarking reports for vineyards.

Every chemical application on a vineyard is recorded in our system. This ensures that we have nationwide insight into what grape growers are using and how they are using it. The data is then sent to growers in individualised reports, empowering them to visualise and identify improvement opportunities.

This year, the BRI launched a 7-year Sauvignon Blanc Grapevine Improvement Programme. Most of New Zealand's Sauvignon Blanc vines are of the same variant, which means that a new pest, disease or environmental change could affect our premier variety. The programme aims to develop new resilient variants by identifying traits such as drought and frost resistance, and more sustainable variants by seeking natural resistance to pests and diseases.

PEST AND DISEASE MANAGEMENT

Of the 99% of vineyards who used non-chemical methods for managing pests and diseases:

91%

of vineyards undertake winter pruning for open canopies

94%

of vineyards mulch vine prunings.

72%

of SWNZ members have completed NZW Biosecurity plans, and are prepared to respond to a biosecurity incursion

100%

of agrichemical applications across our industry are entered into our national database for analysis and benchmark reporting

16,000+

individualised chemical-use benchmark reports are sent to vineyard operators each year

2950

hectares of vineyard area have been contributed for biodiversity protection, restoration, or enhancement, such as planting wetlands and native trees.



SOIL

WE NURTURE
OUR SOIL AND
LOVE OUR LAND.





81%

of vineyards undertook
specific activities to
promote soil health
in the last season.

OUR GOAL IS TO PROTECT AND ENHANCE SOIL HEALTH.

New Zealand's soils are the foundation of our industry, and maintaining the integrity of our soils is one of the most important areas of focus for the future of New Zealand wine. Borrowing from the land, healthy soil provides an essential ingredient to sustain our industry for generations to come, while directly contributing to the overall quality of our wine.

Our viticulturists and growers have important relationships with the soil because of its influence on the style and character of resulting wines. They pay close attention to soil biology, structure and nutrient levels to enhance the fertility and life-supporting properties of their soils. Many New Zealand vineyards are adopting practices such as the planting of cover crops between vine rows.



PHOTO: NEUDORF VINEYARDS

Viticulturists are natural innovators, looking for ways to improve soil health to support the production of quality wines and the delivery of soil ecosystem services across the vineyards of Aotearoa New Zealand. BRI has several projects in this space, exploring the impacts of vineyard management practices on soil microbial communities and collaborating with other primary industries to conduct research on topics such as regenerative agriculture.

As organisations committed to enabling growers to improve their soil health, BRI, NZW, OWINZ and world expert Graham Shepherd collaborated last year to deliver in-vineyard workshops on Visual Soil Assessments.

DIGGING INTO THE DATA

81% of vineyards undertook specific activities to promote soil health in the last season. Of these:

46%
of vineyards reduced
their use of herbicides

23%
of vineyards reduced cultivation

18%
of vineyards trialled new inter-row
plantings to increase diversity

64%
of vineyards applied soil nutrients
in response to soil tests.



PHOTO: CRAGGY RANGE, TE MUNA VINEYARD

PEOPLE

OUR MOST
VALUABLE
RESOURCE IS
OUR PEOPLE.



79%

of people working
in the New Zealand
wine industry want to
continue doing so*.

*NZW OUR PEOPLE SURVEY, DIVERSITY WORKS, 2019

PHOTO: MATAWHERO WINES

OUR GOAL IS TO BE AN INDUSTRY OF CHOICE FOR WORKERS.

Our industry is built on the commitment, passion and dedication of our people. From wine labels to local communities, industry employers have a responsibility to uphold financial, social and ecological standards to continue being an industry of choice.

Wine businesses are looking beyond the baseline of employment relations, labour management and health and safety to educating employees to think and behave more sustainably. Many employers encourage team members to devise and develop new sustainability initiatives to help reduce waste and costs, as well as increase efficiency and good environmental outcomes. It's increasingly common to see vineyards and wineries working with neighbours, local government and community groups on collaborative sustainable activities, and engaging staff in those efforts.



PHOTO: MARISCO WINERY

**The can-do attitude
of our pioneering
winemakers is present
in our people today,
as we innovate and
adapt to protect
our environment.**

As one of the youngest wine industries in the world, we're great at rolling up our sleeves and giving things a go.

WORKFORCE DEVELOPMENT PLAN

NZW is developing a Workforce Development Plan to create activities to attract, retain, educate and evolve our industry workforce to be fit for a better wine world.

YOUNG VITICULTURIST OF THE YEAR

Now in its 16th year, the Corteva New Zealand Young Viticulturist of the Year competition is a fantastic opportunity for viticulturists aged 30 years or under to start making names for themselves in the industry.



PHOTO: RICHARD BRIGGS

57%

of our people have worked in the industry for 10+ years*.

*NZW OUR PEOPLE SURVEY, DIVERSITY WORKS, 2019

YOUNG WINEMAKER OF THE YEAR

The Tonnellerie de Mercurey Young Winemaker of the Year competition is an opportunity for any young person, whether they're a cellar hand or a winemaker, to grow and advance their career.

WOMEN IN WINE NZ

Women in Wine NZ is a programme founded in 2017, supporting women to reach their full potential, step up in to leadership roles and encourages businesses within the industry to assess their diversity and inclusion culture.

LOOKING AHEAD

WE ARE HERE FOR
A SHORT TIME,
BUT OUR IMPACT
CAN LAST LONGER
THAN A LIFETIME.



The journey of wine from grape to glass is only possible because of every little bit that adds up along the way. The journey of sustainability is no different. Everything we do has a ripple effect, through the vines we plant, the footprints we tread and the legacies we leave.

By tracking emissions and setting benchmarks, we'll be able to gain deeper insights that will inform future choices. By caring for the soil beneath us, we'll care for the generations beyond us. By making sure every drop counts, we'll ensure our rivers and lakes are clean and flowing for years to come. By protecting our vineyards from pests and diseases, we'll keep our grapes healthy and vines flourishing for years to come. And by using resources respectfully and creating innovative packaging, we'll keep waste from being sent to landfills.

It's our determination to learn, adapt and always improve that makes Aotearoa New Zealand a leader in many ways, and we do this because we believe that even the smallest choices can have the greatest impact for generations to come. Rising to the challenges ahead, we're here to build a brighter, more resilient and more prosperous future for New Zealand wine.

Year by year, bit by bit, the positive actions we take will leave our industry, our world and our wine better for it. From our plants to our people and our cellar doors to our communities, we all play our part in putting sustainability first.

BECAUSE EVERY LITTLE BIT COUNTS.

The New Zealand Winegrowers Sustainability Report provides a snapshot of where we are on our sustainability journey.

Our people have an enduring commitment to continuous improvement because it's the right thing to do for our planet. Our goal is to be the global leader in the production of low-emission wine, no matter where in the world consumers wish to enjoy it.



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PURE DISCOVERY

