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New Zealand's winegrowing sustainability recognised internationally

New Zealand has been celebrated for sustainable winegrowing practices at the 2017 Drinks Business Green Awards in London.

Up against winegrowing countries from all over the world, Sustainable Winegrowing New Zealand (SWNZ) won the Green Initiative of the Year Award.

Judges called attention to SWNZ's Sustainability Report, released for the first time in 2017, which provides benchmarking data for New Zealand wineries to compare their sustainability performance against.

Also highlighted by the judges was the Spray Mix Mate app, which was created by SWNZ to help growers calculate agrichemical spray application rates, ensuring best and conservative practice.

SWNZ business manager Justine Tate says sustainability is hugely important to the New Zealand winegrowing industry, with 98% of New Zealand's vineyard area now certified as sustainable.

"We are committed to protecting the places that make our famous wines. To New Zealand's winemakers and grape growers, sustainability means delivering excellent wine to consumers while helping the natural environment, local businesses and communities involved to thrive.

"We are thrilled to have our industry's efforts recognised through the Green Initiative of the Year Award."

Patrick Schmitt, editor-in-chief at The Drinks Business, said the judges were extremely impressed by SWNZ's data driven approach, using case studies to encourage wineries to adopt practices that reduce the impact of viticulture on the environment, while also saving producers time and money.

Speaking at the awards presentation at The Ivy Club in London, Schmitt stressed that all areas of a business must be environmentally sensitive to win big in the Green Awards, recognising the importance of not just carbon emissions, but also water use, waste treatment, as well as impact on local surroundings.

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For more information on Sustainable Winegrowing New Zealand visit
<https://www.nzwine.com/en/sustainability>



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