NEW ZEALAND WINEGROWERS SUSTAINABILITY REPORT 2025



The New Zealand Winegrowers Sustainability Report highlights the positive actions underway in our industry to put sustainability first, ensuring our planet and the

reputation of New Zealand wine, is better for it.





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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. The New Zealand Winegrowers
Sustainability Report 2025 provides a
snapshot of our sustainability journey
and communicates the New Zealand
wine industry's commitment and
progress across six key focus areas of
sustainability: climate, water, waste, soil,
plant protection, and people.

This year marks 30 years of our Sustainable Winegrowing New Zealand (SWNZ) certification programme that lives at the heart of our sustainability story.

The empirical data referenced throughout this report was collected from the SWNZ programme 2023-2024 season.

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

98% of all vineyard area in Aotearoa New Zealand is now certified as sustainable through the SWNZ programme and over 90% of the wine produced in New Zealand is processed in SWNZ certified facilities. 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.

Climate change is the biggest long term challenge facing our industry. Our Roadmap to Net Zero 2050, released in 2024, highlights the need for change across five key areas of the value chain that will put us firmly on the path to a net zero future.

We're focused on being a world leader in efficient water use and the protection of water quality, achieving zero waste to landfill. We strive to understand, reduce and mitigate the impacts of pests and diseases on our vineyards and enhance 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 in our industry that is helping to deliver lasting change. From plants to people and cellars to communities, we all play our part to put sustainability first. Some places have unblemished sunlight, young soil or beautiful water.

Others have **innovation**, passion for the craft or **care** for the land.

But only one place has the **purity** of it all...

New Zealand Wine, Altogether Unique.

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 brand platform for New Zealand wine, and facilitating world-class research on industry priorities.





SUSTAINABLE WINEGROWING NEW ZEALAND (SWNZ)

SWNZ is an industry-wide certification programme led by NZW. Launched in 1995, and now celebrating its 30th year, 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) is a wholly owned subsidiary of NZW. Its mission is to lead quality research and innovation that enables the New Zealand wine industry to thrive, from blue-sky research to the practical application of science in our vineyards, wineries and supply chains.

BRI's Research Winery and Head Office are located in Marlborough; from here BRI engages with industry and other research organisations to set the national research agenda, trial world-first technologies, conduct commercial winery trials, and connect science to industry. BRI's Grapevine Improvement and Molecular Laboratory is based at Lincoln University - this facility houses New Zealand's National Vine Collection and is the base for BRI's Grapevine Improvement team, who lead the Sauvignon Blanc 2.0 programme. These two locations place BRI in the heart of the research ecosystem, allowing it to partner with key research collaborators. BRI's Knowledge Transfer 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.



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.

16% 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.







98% of all producing vineyard area is certified by SWNZ.





90% of wine is produced in facilities certified by SWNZ.

PHOTO: PARITUA WINERY

16% of NZ wineries hold organic certification.*



CLIMATE CHANGE

MINIMISING EMISSIONS TO REDUCE OUR CLIMATE IMPACT.



100% of SWNZ wineries and vineyards are provided with personalised greenhouse gas missions reports.

OUR GOAL IS TO BE NET ZERO BY 2050.

CLIMATE CHANGE

Being carbon conscious isn't a goal; it's a way of life. Our response to climate change is crucial to our reputation as a producer of premium sustainable wine.

Climate change is the most significant long-term challenge facing our industry. Our response to climate change is critical to the reputation of New Zealand as a producer of high value, sustainable, premium quality wine. Ultimately, the actions we take now will influence all aspects of wine production in the future. All aspects of winegrowing and selling have an impact on the planet, so being climate conscious is now a necessary way of life. That is why we are already striving to minimise our impact and accelerate our efforts to reduce greenhouse gas emissions.

SWNZ currently requires members to report on scope 1 and 2 emissions and incorporates some supply chain emissions, such as packaging and transport to the winery, into its national and regional reporting. Individualised emissions reports are sent annually to SWNZ

members enabling them to compare their performance over time and against regional and national benchmarks to inform their strategy for improvement.

The New Zealand Wine Industry Roadmap to Net Zero 2050 (The Roadmap), released in 2024, provides important guidance to help members reach our goal faster. The Roadmap quantified our industry's total emissions footprint and key sources of emissions. It sets key objectives and identifies emission-reduction opportunities across vineyards, wineries and the broader industry supply chain. As an industry we are committed to reaching this objective and improving our emissions measurement and management across the industry, including in our upstream and downstream supply chains. This commitment is crucial to ensure we leave our industry, our world and our wine better for it.

A growing portion of our membership is taking the next step in driving change by becoming formally certified through verified carbon-auditing bodies. Based on 2023/2024 data - 127 vineyards and 30 wineries reported measuring and managing GHG emissions for their vineyard through a verified certification programme. Of these, 30 vineyards and 12 wineries reported doing this through the Toitu carbon zero programme.



PHOTO: YEALANDS ESTATE

68%

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

WINERIES

63%

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

40%

of wineries have energy-efficiency initiatives.

15%

of wineries have installed solar energy sources.

VINEYARDS

56%

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

29%

of vineyards have energy-efficiency initiatives.

30%

of vineyards are upgrading their equipment to reduce energy consumption.

7%

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



WHERE OUR **EMISSIONS COME FROM**

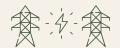
most significant emissions





most significant emissions







SCOPE 1

SCOPE 2

SCOPE 3

SCOPE 1 | 44,000 tCO₂e

Direct emissions come from activities involved in running wineries and vineyards including diesel and petrol used to power machinery and vehicles. It also includes agrichemical and fertiliser applications, direct nitrous oxide emissions and emissions from waste management.

SCOPE 2 | 11,000 tCO₂e

Indirect emissions come from electricity, heat, steam and cooling used to run wineries and vinevards.

SCOPE 3 | 250,000 tCO₂e

Emissions from value chain including packaging and transport as well as services carried out by third party contractors.

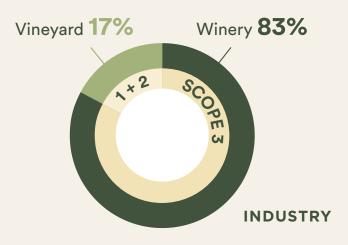
BENCHMARKING OUR GHG EMISSIONS

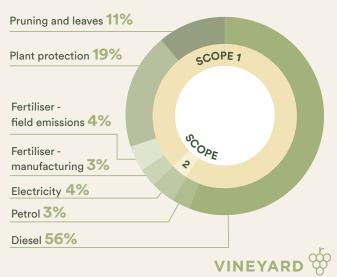
The SWNZ national GHG emission report for 2022 provided an initial baseline for the data used in this Roadmap.

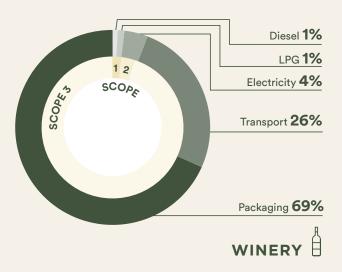
However, that report only tells part of the story. Due to data gaps in recording Scope 3 emissions (e.g. glass) we estimated the total emissions associated with packaging and transporting wine to markets.

The estimated industry emissions for packaging are about 190,000 tCO₂e, bringing the total Scope 3 footprint to near 250,000 tCO₂e. The total industry footprint has been estimated at $305,000 \text{ tCO}_2\text{e}$.

Our national GHG emission reporting will improve over time as data gaps are closed and the quantity and quality of data increases. This will likely impact the Roadmap, which will be adapted and updated as data improves.







SOURCE: NZW: NATIONAL GREENHOUSE GAS EMISSIONS REPORT 2022

EXTRACT FROM: ROADMAP TO NET ZERO 2050 (PAGE 5)

DOWNLOAD THE ROADMAP HERE NZWINE.COM/EN/SUSTAINABILITY/ROADMAP-TO-NET-ZERO/

WATER

WE USE ONLY AND PROTECT THIS PRECIOUS TAONGA.



Measuring and recording total water use

95% vineyards 100% wineries



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



PHOTO: ELEPHANT HILL

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.

The wine industry is taking important steps to minimise the potential impact of growing grapes on our precious freshwater ecosystems. In 2025 we have successfully piloted a digital freshwater farm planning tool that helps members to identify and mitigate any risks posed to freshwater by their winegrowing activities. We have also developed and introduced industry guidelines that educate members on these risks and how to mitigate them. Through combining education and the development of an innovative tool that drives real time actions we move closer to our overall goal.

VINEYARD INITIATIVES

94%

of vineyards optimise their water applications for irrigation.

92%

of vineyards have practices or initiatives to conserve or reduce water use.

88%

of vineyards have leak detection and repair programmes.

24%

of vineyards are benchmarking their water use over time.

18%

of vineyards are purchasing new equipment that enables water efficiencies.

WINERY INITIATIVES

100%

of wineries have initiatives to conserve or reduce water use.

79%

of wineries have leak detection programmes.

50%

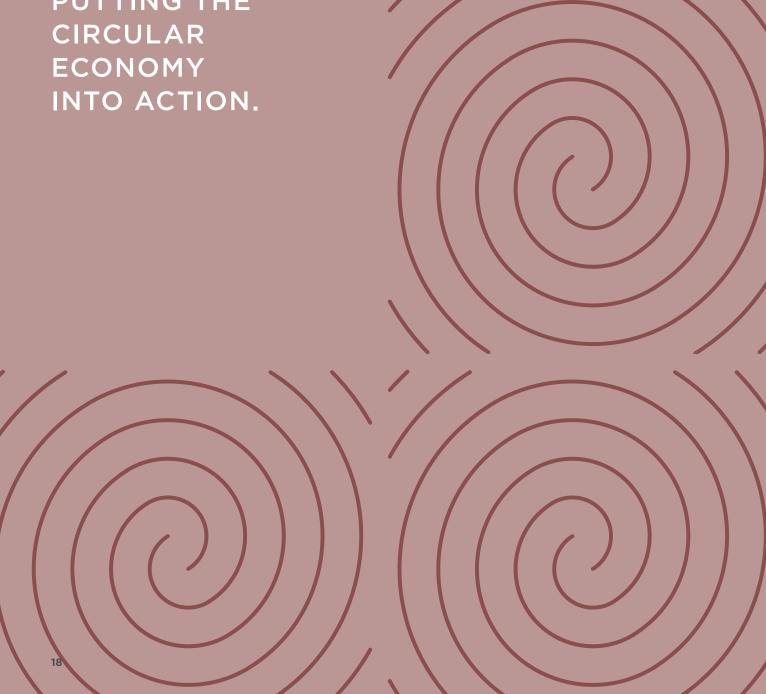
of wineries are recovering and recycling cleaning water.

84%

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

WASTE

PUTTING THE





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.

NZW helps to educate members to make informed choices on circular waste solutions across our supply chain which moves us closer to our goal.



PHOTO: GIESEN

WASTE REDUCTION

81%

of wineries have waste reduction initiatives.

32%

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

26%

of wineries have on-site composting of food and fibre.

11%

of wineries are using refillable kegs.

68%

of wineries are using recyclable/biodegradable materials.

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

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.

43%

of wineries compost it.

38%

of wineries spread it back onto the vineyards or woodlots.

37%

of wineries turn it into stock food.

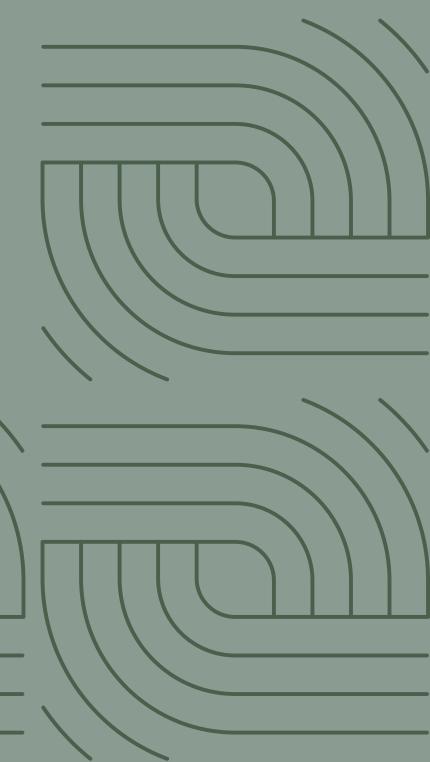
1%

of wineries send it for offsite reprocessing such as drying.

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

PLANT PROTECTION

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





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.

To boost industry preparedness for an incursion, biosecurity planning will become a mandatory SWNZ requirement for the 2025/26 season. Where chemical sprays are necessary, an adherence to best practice, 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.

PEST AND DISEASE MANAGEMENT

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

87%

of vineyards undertake winter pruning for open canopies.

94%

of vineyards mulch vine prunings.



59%

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.

100%

of vineyards receive individualised chemical-use benchmarking reports.

2,267

hectares of land has been contributed for biodiversity protection, restoration, or enhancement, such as planting wetlands and native trees.

SOIL

WE NURTURE **OUR SOIL AND** LOVE OUR LAND. 26



OUR GOAL IS TO PROTECT AND ENHANCE SOIL HEALTH.



PHOTO: NEUDORF VINEYARDS

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.

New Zealand 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.

In 2024 we released Industry Guidelines for mitigating risks to freshwater from viticulture. In the vineyard, there is a key relationship between soil and water management and these guidelines provide members with information that can drive improvements in soil health.

DIGGING INTO THE DATA

90% of vineyards undertook specific activities to promote soil health in the last season. Of these:

46%

of vineyards reduced their use of herbicides.

31%

of vineyards reduced cultivation.

25%

of vineyards trialled new inter-row plantings to increase diversity.

67%

of vineyards applied soil nutrients in response to soil tests.



PEOPLE

THE FUTURE SUCCESS OF THE WINE INDUSTRY WILL BE ASSURED BY ATTRACTING, **DEVELOPING** AND **RETAINING SKILLED** AND TALENTED PEOPLE.



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

NZW's People activities are captured in the Sustainable Workforce Action Plan 2024-2026, which builds on the previous Plan from 2022-2024. The purpose of the plan is that the New Zealand grape and wine industry, service providers and supporting sectors (such as educators, local government, labour contractors and accommodation providers) will work together to ensure:

- Grape growers and wineries have access to the supply of skilled labour they need, at the time they need it, to grow grapes and make wine in a way that supports and adds to the industry's international reputation for making premium quality wine.
- The wine industry provides attractive seasonal roles and career options for skilled workers.
- Workers are respected, valued and competitively rewarded.



PHOTO: YOUNG WINEMAKER COMPETITION

KEY ACTIVITIES SUPPORTED BY NZW INCLUDE:

ATTRACTING

The **Vine to Wine book** was launched in 2024. The content includes industry-sourced data and examples to assist teachers to build their knowledge and create resources to teach students in Years 11 to 13 about grape and wine industry related topics.

DEVELOPING THROUGH LEADERSHIP AND COMMUNITIES' INITIATIVES

Established in 2006, New Zealand Young Viticulturist of the Year

programme celebrates 20 years in 2025. It is a fantastic opportunity for young viticulturists to start making a name for themselves. Many previous contestants are today senior leaders in our industry.

The Tonnellerie de Mercurey Young Winemaker of the Year programme, launched in 2015, is an opportunity for any young person working in wine production, including cellar hands, laboratory and winemaking roles, to grow and advance their career.

"Strength comes through collaboration and supportive communities. This helps individuals, organisations, and the New Zealand grape and wine industry as a whole to succeed."

NICKY GRANDORGE, LEADERSHIP & COMMUNITIES MANAGER

NZ Women in Wine, founded in 2017, supports women to reach their full potential, consider leadership, and encourages businesses within the industry to assess their diversity and inclusion culture.

Mentoring programmes see volunteers mentor fellow members so they can develop and progress their careers. The networking opportunities also create a great sense of belonging.



PHOTO: WOMEN IN WINE FIELD TRIP.

RETAINING

The Code of Conduct for our People is the wine industry's voluntary guidance document that brings together the main principles members can follow to demonstrate to a variety of stakeholders that all workers in our sector are treated fairly and in accordance with the law. The 2023-2024 SWNZ questionnaire responses saw a high awareness for the Code, with 65% of vineyard respondents and 67% of winery respondents confirming they observe the Code.

To support members in these efforts, NZW also produces guides on employment (Working for You) and health and safety (Working Well).

Career Pathways

Building on the Skilled Wine Workforce report, which identifies key skills clusters in the wine industry, we are mapping skills and competencies, to show opportunities for career progression and development in the wine industry.

LEADING INNOVATION

Bragato Research
Institute (BRI)'s
mission is to lead
quality research and
innovation that enables
the New Zealand wine
industry to thrive.

ADVANCING SUSTAINABILITY THROUGH RESEARCH

Plant protection

A Lighter Touch – UV-C light in vineyards to reduce fungicide dependance – This project aims to demonstrate a sustainable solution for powdery mildew control utilising new and emerging technologies to reduce reliance on fungicides.

Soil

Building soil health on vineyards - BRI is improving knowledge around and insights in soil management through the development of a tool that helps guide site-specific soil management practices. A 'proof-of-concept' has been developed that forms an important platform on which to base future soils research aimed at improving vineyard sustainability performance and climate change resilience.

Climate change

Sauvignon Blanc 2.0 – BRI is leading the seven-year Sauvignon Blanc Grapevine Improvement programme in partnership with Ministry of Primary Industries and industry grantors. This research programme will develop 12,000 entirely

new variants of New Zealand Sauvignon Blanc, with the aim of making the wine industry both more resilient and more sustainable. The project endeavours to create, identify and select vines that display resilient traits such as drought and frost resistance, and natural resistance to pests and diseases.



PHOTO: BRAGATO RESEARCH INSTITUTE

BRI bridges the gap between science and industry, focusing on and delivering research that fills knowledge gaps specific to New Zealand's current and future grape growing and winemaking needs.

Waste

Development of an anaerobic chainelongation bioprocess for grape marc valorisation - This project identified mechanisms that can be used to upcycle grape marc into high-value, functional medium-chain organic acids - products that can be used in alternative food and beverage applications. BRI is also part of an advisory committee to the University of Auckland-led Waste-to-Treasure project, which aims to reduce primary industry waste by creating valueadded revenue opportunities, from paper manufacturing to protein extraction.

Find out more about BRI's current projects and programmes here bri.co.nz/research/current-research/.

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 measuring emissions and setting goals, our industry can gain meaningful insights that will inform future decisions. 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. 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 unique 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.

