
**Understanding sustainability is essential to the study of sustainable grape growing and wine making. As the industry transcends the triple bottom line with implications in economics, environment and societal wellbeing – finding a balance would be the ultimate goal. Planning this at a government level has a variety of implications including cooperation between groups, global recognition, and opportunities for labelling and marketing. This paper will bringing together all of the global certifications of wine to analyze their history, establishment, participation, outcomes, logistics, structure, and practice. Wine can be sustainable if it includes “development without growth beyond environmental carrying capacity, where development means qualitative improvement and growth means quantitative increase” (Daly, 1996). This evaluation of the global certification systems will**
bridge between literature and global practices to determine how they function, levels of success, and a glimpse into what certification might looks like at an international level one day in the future.

Further inquiry will include the tracking of the evolution of the schemes to see where the original ideas were generated from which are now dogma. Are they still relevant today or is a new paradigm required? Also, what happens to certifications when they lose funding and stop being effective? In addition, it poses to question whether multiple international certifications have potential to bolster a competitive nature amongst nations and regions when it comes to wine. Will this contest lead to wine becoming a leader in environmental, economic & social balance worldwide or will the variety of certification schemes diminish the effectiveness or relevancy of any of them – requiring more scrutiny or new certification models?

The future of certification can only be understood by fully understanding all of the existing practices and trends in wine and in other industries related and from other major industries. In addition to the state or national certification schemes, the non-profits in wine certification will be analyzed. There are currently a variety of third party certifiers. While these third party certifiers will most likely not be surveyed, their work and the literature surrounding their methods and effectiveness is important to understand their presence, impact and role in the future of certification. Examples include: SIP (Sustainability in Practice) Certified, and Demeter which focuses on biodynamic certifications. Others include federal certifications of organic – both by the United States Department of Agriculture and by the Canada Organic Regime a part of the Canada Food Inspection Agency. Outside of wine, yet still relatable in food services, is the Global Food Safety Initiative which is an industry driven for leadership and guidance for the entire food system supply chain. This vertically integrated process generates buy-in from all members working or eating food (almost everyone). Other outside process will be benchmarked for lessons and recommendations. Of note, are ISO (International Organization for Standardization) and even the Toyota Enhanced Environmental Management System. We hope to research a variety of other platinum sustainability paradigms in government and industry.

Given that consumers are increasingly expecting wine to be produced in a sustainable manner (Bisson et. al, 2002) and a complexity in defining sustainability, this paper can also further define what sustainability is within viticulture, oenology, and consumption of wine. Certification, water use and quality, soil, air and climatic impacts, energy, chemicals, wildlife, materials, waste, globalization, and worker health are all important topics within the discussion of sustainable wine. No factor is more important, but rather when combined there is a great possibility to have the lowest environmental footprint.

The programs where data will be collected include Chile, New Zealand, South Africa, Australia, Austria, Italy, France, California, Oregon, Long Island and others. Surveying will begin starting in the New Year with preliminary results ready by the Bordeaux conference.

WORKS CITED


SURVEY

Establishment

1. What year was the certification program first established?
2. Was the program initiated by:
   a. government
   b. business
   c. non-profit

3. Program is:
   a) national
   b) regional
   c) state/province
4. Accreditation origins
   a) Built on existing accreditation
   b) Original accreditation

   Need qualitative data here to allow for tracking family tree of accreditations

Participation
5. What is the current level of winery participation?
   a) %
   b) acreage

6. Do you have figures of certification by year?
   a) %
   b) acreage

Outcomes
7. What is the goal of winery participation?
8. Does certification allow for special labelling?
9. Does labelling include the word Sustainable?
10. Does certification program include an educational component?
    a) workshops
    b) extension
    c) worker training
    d) education in schools
    e) active research

Logistics
11. What is the annual budget of program?
12. What is the budget to this point?
13. Is there a cost/fee to be certified?
14. Where does the funding source originate?
    a) % government
    b) % fees
    c) % wine growers association
    d) %other
15. How is the program administered?
    a) voluntary committee
    b) paid administrators
    c) adjunct to regional growers association
    d) other

Structure
16. What are the pillars of the certification program?
17. How many criteria are there with certification?
18. Do a certain number of criteria need to be met?
19. Are criteria assessed against known thresholds or audited levels of improvement?
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<thead>
<tr>
<th>Question</th>
<th>Options</th>
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<tbody>
<tr>
<td>20. Is there a push for implementation of new technology to drive economic and environmental efficiencies through the certification?</td>
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<td>21. Does certification include:</td>
<td>a) self-audit</td>
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<td>b) third party audit</td>
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<td>22. Are results of audit publicly available (i.e. transparent reporting)?</td>
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<td>23. Is it anticipated that the program will last</td>
<td>a) indefinitely</td>
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<td>b) as long as there is interest</td>
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<td>c) as long as funding continues</td>
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<td>d) until sustainability catches on as norm</td>
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<td>e) other</td>
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