Motivations for Sustainable Certifications in the Wine Industry:
A California Survey

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Abstract:
While more and more vineyards and wineries adopt sustainable certification, we still have little understanding of the motivations to adopt such practices. For example, there is evidence that some wineries seek certification without informing their customer about it. Frog's Leap Winery in Rutherford, California is such an example. The winery has adopted organic certification but does not want to be known as such by customers. As the founder of Frog's Leap Winery put it: "We don't want to be known as the organic winery of the Napa Valley." Why would wineries seek costly eco-certification without informing their customers about it? Can eco-labeling strategies trigger beneficial changes in the production process independently from the signal associated with the policy?
Through an online survey to 1000 vineyards and wineries in California, this research attempts to understand the motivations for the adoption of sustainable certification and labeling in the wine industry.