

BIN

BEVERAGE INDUSTRY NEWS



SHADES OF GREEN

DYNAMIC AND CONFUSING, 'GREEN' WINE IS SHAPING UP TO BE A VIBRANT CATEGORY THAT MERCHANTS MUST EMBRACE ON THEIR OWN TERMS

BY PAM STRAYER & W. R. TISH



OPPOSITE PAGE: Grigich Hills (solar since 2006) is one of the largest Napa Valley wineries to go completely organic. In South Africa, wineries to go world, cover crops support natural pest resistance. A sign at Quivira denotes a Syrah vineyard certified as both organic and Biodynamic.
THIS PAGE: South Africa is one of many wine regions that has developed a sustainability initiative. Frog's Leap has made wine organically grown grapes.

SUSTAINABILITY VS. 'SUSTAINABABLE'

One encouraging sign is how subregions in California—notable Napa Valley, Mendocino, Central Coast and **Lodi**—have established their own programs to cross-pollinate best



ABOVE: Vino Farms' Grand Vin Lands Vineyard is one of the more fully realized "Lodi Rules" certified plantings, with not only sustainable farming practices, but also with self-generating power (vineyard solar panels), rows of insectaries and restoration of native flora and fauna along the Mokelumne River.



SITUATION
say "organic wine"
s, but certification
definitions.
three certifiable
wines in the
"Ingredients:
Made with
" Organic
the U.S.
country in the
an organic ingredients
with a no-added-sulfite