

Sustainability Standard and the Global Wine Industry

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➔ Introduction

- Sustainability playing a growing role in the wine industry
- Wine industry & effectiveness of sustainable practices
- Wine producing leaders
- Environmental and Social Standards
- Argentina, South Africa, Australia, Chile, Spain, Germany, France, New Zealand

➔ Objectives

- Get an overview about the wine industry in different countries and importance of sustainability in this sector
- Find out differences and similarities between the different labels (main criteria, addressed topics, focus, etc.)
- Learn from leading examples
- Be able to make recommendations for the future and find areas of improvement and further necessary research

➔ Methods / Procedures

- Gather wine relevant information about decided countries' backgrounds
- Searching for sustainable Standards according to the country designated to each project member
- Filling out the provided template for each standard found
- Methodology: Deductive (1st template) and Inductive (2nd template)
- Modifying second template to increase comparability of relevant standards

➔ Challenges

- Difficulties to find relevant information (especially smaller standards)
- Language barrier
- Finding the relevant benchmarks in the 1st template
- Difficulties on understanding criteria definitions in 1st template
- Splitting up tasks between group members
- Different understanding on environmental and social aspects

➔ Results

- Sustainable standards identified and compared addressing different issues
- Differences between standards in transparency, scope & detail (e.g. accessibility to public information)
- Argentina and Chile more standardized following the USDA protocol
- Mostly organic standards some social and very specific ones (salmon protection in the USA)
- Realizing that Sustainable and Social standards have different level of importance between countries

➔ Conclusion

- Make standards accessible and transparent by integrating them into various web based platforms in order to raise the quality of information and benchmarks and enable costumers to make informed purchasing decisions

Main wine-producing countries in the world

