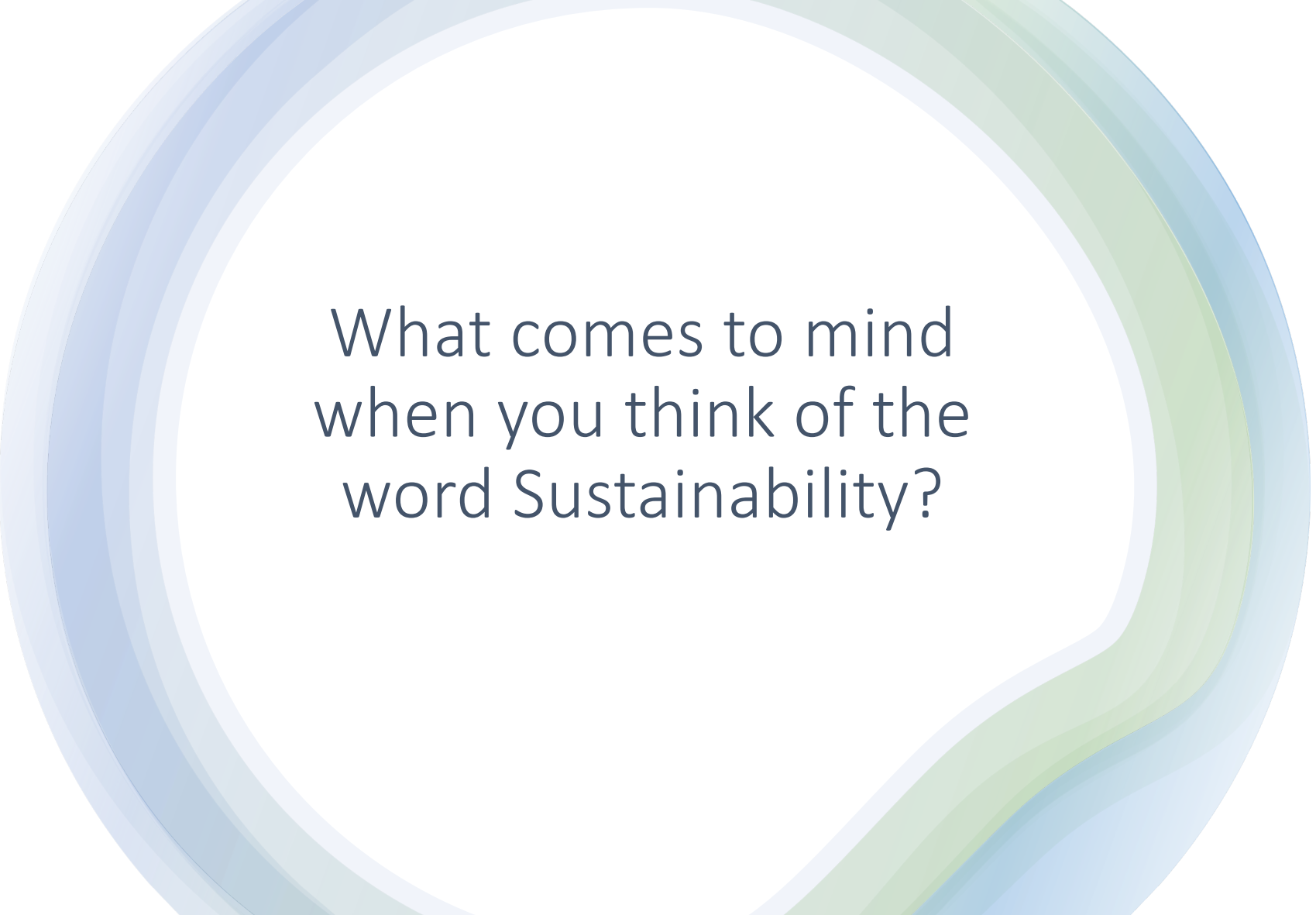




Social Sustainability



What comes to mind
when you think of the
word Sustainability?

Sustainability focuses on


- Protecting the environment
- Supporting social responsibility
- Maintaining economic feasibility
- Producing high quality wines



Sustainability practices in Virginia

Winery/Vineyard									
Afton Mountain Vineyards	✓		✓	✓		✓		✓	✓
Ankida Ridge Vineyards		✓				✓			
DuCard Vineyards	✓		✓	✓	✓		✓	✓	
Glass House Wines				✓			✓		
Jefferson Vineyards	✓	✓						✓	
Knight's Gambit Vineyard						✓	✓		
Loving Cup Vineyard	✓	✓	✓						✓
Michael Shaps				✓	✓				
Sunset Hills Vineyard							✓		
Walsh Family Wines		✓					✓		

<https://blog.virginia.org/2022/03/organic-wineries/>



Evaluating Your Sustainability Practices




Do you currently have any sustainability practices?



What are your plans to increase or change your practices?




Are you talking about these things on your website or social media?



Millennials lead the way in purchasing sustainably and environmentally produced wine. **9 in 10** are “willing to pay” more for sustainably produced wine.

Among all U.S. wine consumers, \$3 was the average extra that consumers indicated they were willing to pay for a sustainably produced wine.



Younger consumers are **significantly more engaged with sustainability**. They view it as increasingly important to protect the future. Sustainable wine certifications have a strong appeal for younger drinkers, particularly Millennials.

What should the messaging include?



Consistent and informative message



Area of sustainability you are addressing (environment, social, economic, quality)



Be Authentic (why does this matter to you and to the viewer)



#Hashtags

Examples of things to post about

Environmental practices

Beneficial bugs

Sheep, goats, other animals used for cover crop control or conditioning

Things you're doing to promote equality and equity

Economic impact (shop local/shop small)

Quality improvements (awards, practices, fault control, disease pressure or vector reduction, etc.)

What ideas do you have?

Here's how we strive to accomplish sustainability at DuCard Vineyards:



Limiting our use of chemical sprays whenever possible and utilizing organic materials, biological methods, mating disruption pheromones and other means to protect the vines

Grow clover under vine rows to reduce herbicide use and absorb water that helps dampen vine vigor

Compost grape waste by-products for use in our fields and gardens.

Maintain a riparian buffer along the stream that adjoins the property.

Plant wildflowers adjacent to the vineyard to encourage beneficial insects.

Process winery wastewater using our own artificial wetland system that uses plants to filter the water of sugars and other matter



jeffersonvineyards • [Follow](#)

Original audio



jeffersonvineyards A special morning today, observing all the honey bees and other pollinators, enjoying the nectar in our flower gardens.

Edited · 6w



26 likes

SEPTEMBER 28



Add a comment...

[Post](#)

knightsgambitvineyard

Message

Follow



833 posts

4,407 followers

2,782 following

Knight's Gambit Vineyard

Winery/Vineyard

We are estate wines. We are family-run. We are solar powered. We are KGV 🍇

🍁 🍷 hrs:

Fri. 2-7pm

Sat. 12-7pm

Sun. 12-6pm

www.knightsgambitvineyard.com

Followed by aswa_org, monticellowinetrail, virginiamade + 17 more





Meet our newest vineyard team members!

*Heirloom
Cotton Patch
Geese!*



hermannjwiemer Introducing the newest additions to our vineyard team. These Cotton Patch Goslings (soon to be geese- they sure are growing up quick!) will help in our biodynamic farming efforts by feeding on the weeds in our



hermannjwiemer
Hermann J. Wiemer Vineyard



hermannjwiemer Tasting Room decor sourced straight from the vineyard! [#noherbicides](#) [#queenanneslace](#) [#beneficials](#) [#flxwine](#)

67w



songbird5212 Thank you for sustainable growing practices.



hermannjwiemer
Hermann J. Wiemer Vineyard



hermannjwiemer back to the weeds! [#hermannjwiemer](#) [#biodynamic](#) [#flxwine](#)
Edited



maggie 20w



soulful 20w



dew 20w



mary 20w



wine



Like

JUNE 22



Add a comment

In Summary

Focus your sustainable posts on

- Environmental
- Social
- Economic
- High Quality Wine

Evaluate Your Sustainability

- Current practices
- Future plans to change
- How can you turn this into a story?

Sustainability posts should

- Be consistent and informative
- Address an area of sustainability
- Be authentic
- Include hashtags

Download this presentation



<http://www.ncwineguys.com/downloads>

Joe Brock
joe@ncwineguys.com

Matt Kemberling
matt@ncwineguys.com

@NCWineGuys – Facebook,
Instagram, Twitter
<http://ncwineguys.com>