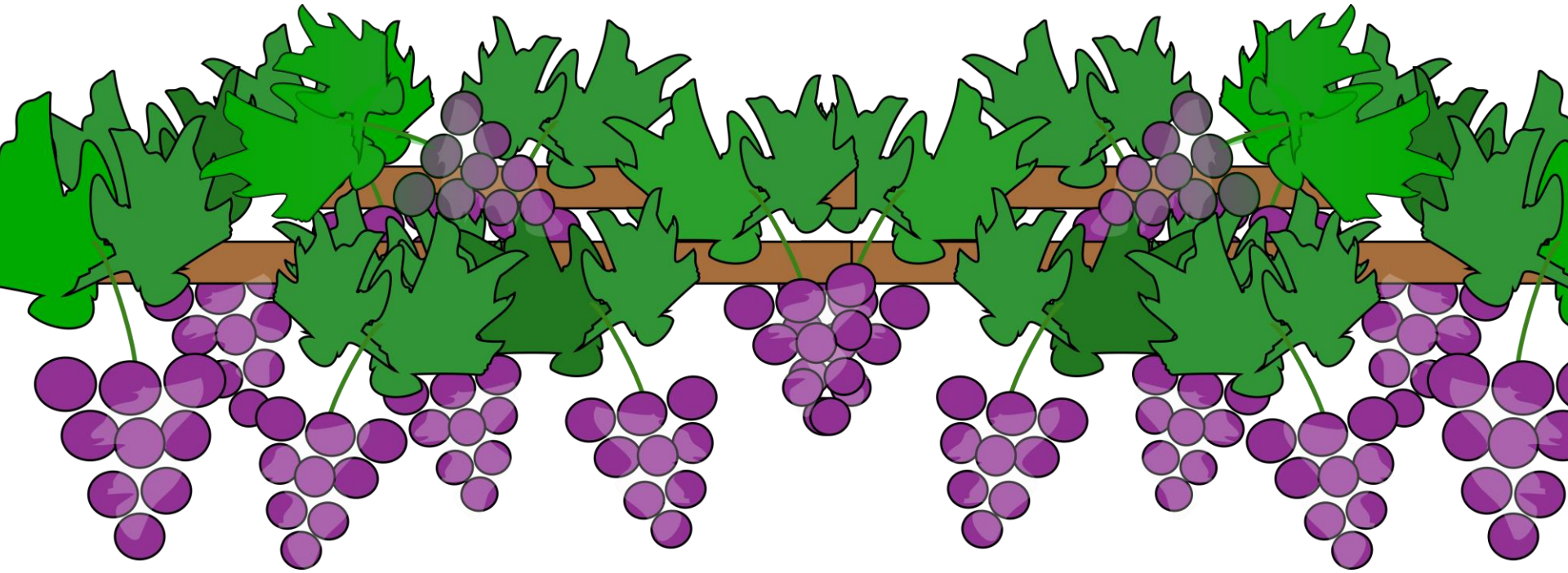
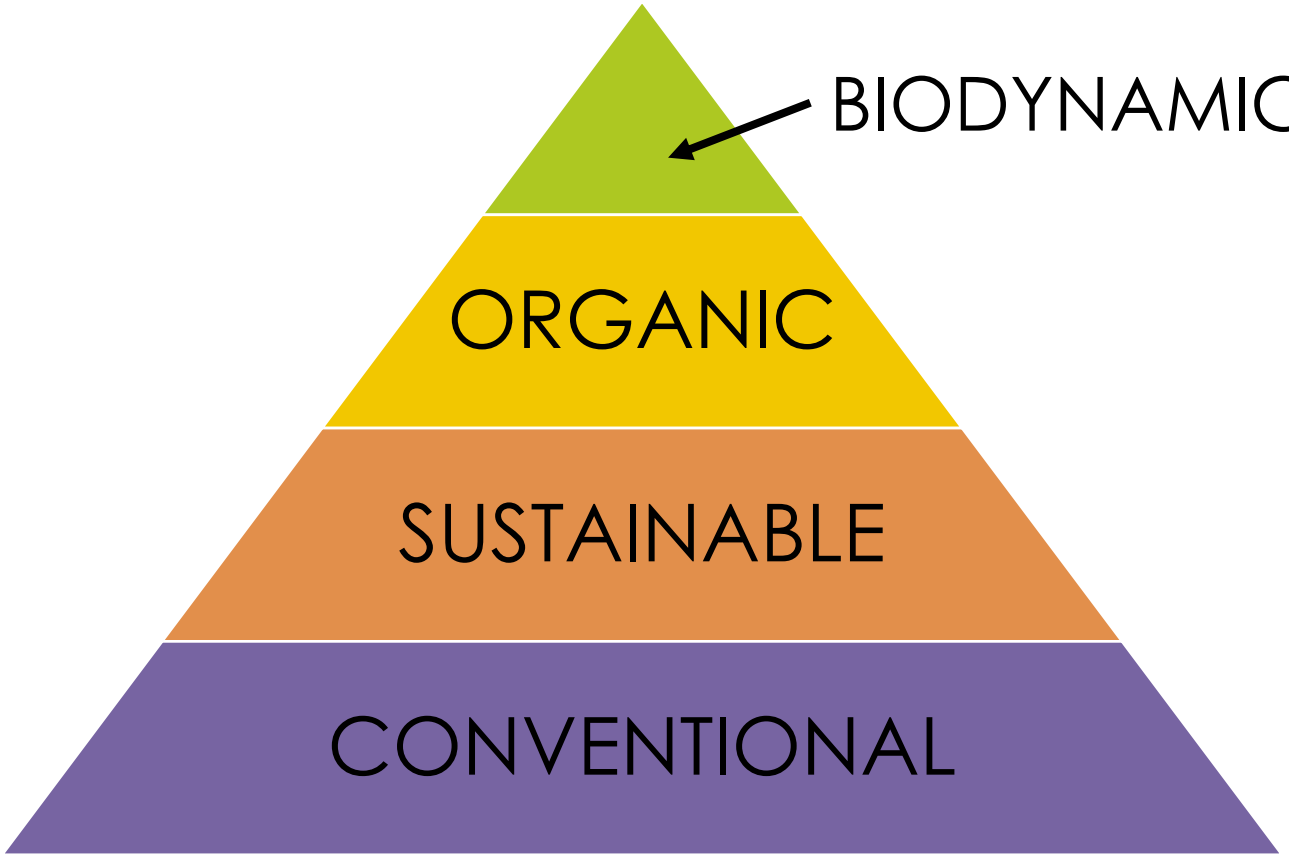
RESPONSIBLE VITICULTURE

WHAT IS VITICULTURE?

- THE GROWING OF GRAPES; AGRICULTURE OF THE WINE WORLD

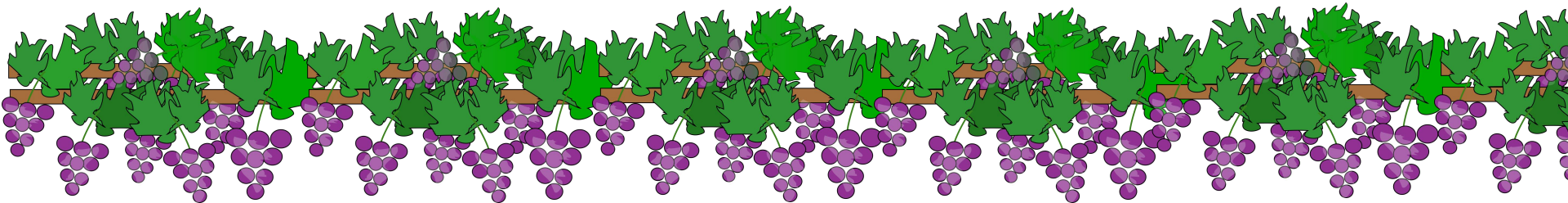


TYPES OF VITICULTURE



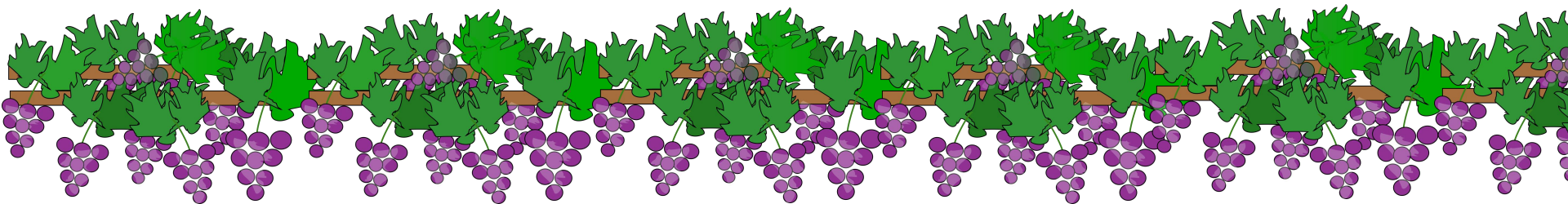
CONVENTIONAL VITICULTURE

- STANDARD FARMING PRACTICES, INCLUDE MEASURES DESIGNED TO INCREASE FRUIT YIELD:
  - SYNTHETIC CHEMICAL INPUTS (ie. Fertilizers, Pesticides, Herbicides, Fungicides)
  - IRRIGATION, MECHANIZATION, INTENSIVE TILLAGE OF SOIL



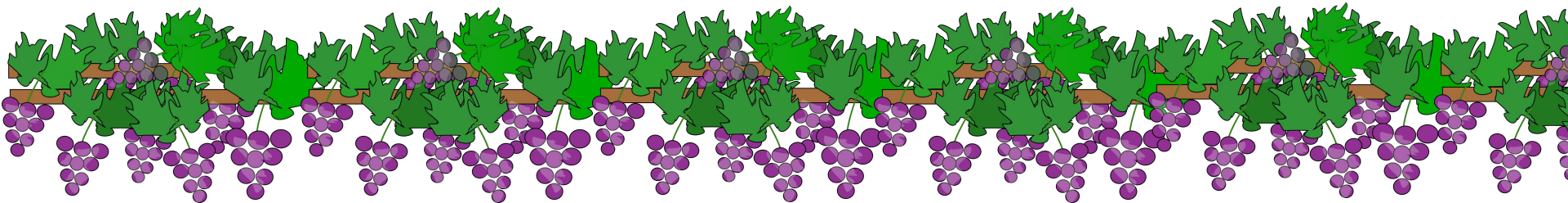
SUSTAINABLE VITICULTURE

- STANDARD FARMING PRACTICES, APPLIED IN WAYS DESIGNED TO BE:
  - ENVIRONMENTALLY SOUND
  - SOCIALLY RESPONSIBLE
  - ECONOMICALLY VIABLE FOR THE LONG TERM



ORGANIC VITICULTURE

- FARMING PRACTICES PROHIBIT THE USE OF SYNTHETIC CHEMICAL INPUTS AND/OR GENETICALLY MODIFIED ORGANISMS [GMOs]
- STRICTLY REGULATED - CERTIFICATION REQUIRED TO LABEL PRODUCTS AS "ORGANIC"



ORGANIC CERTIFICATION

REQUIREMENTS

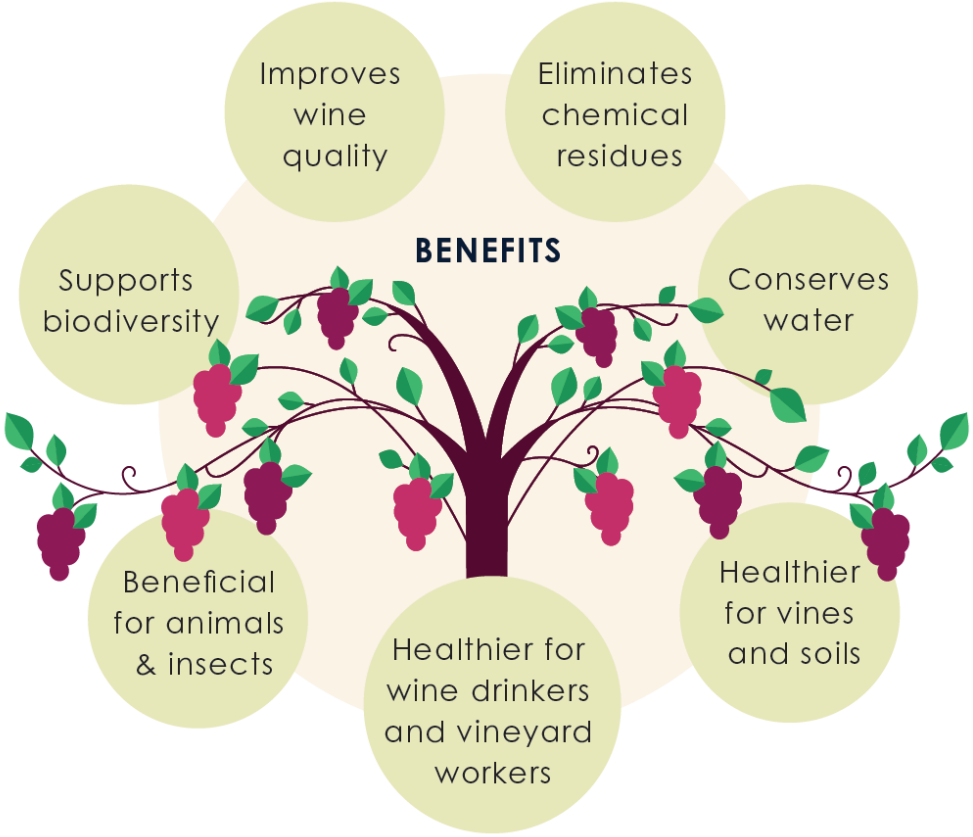
Only natural inputs permitted

No synthetic substances used

No genetic engineering

Verified by inspections and certification

Strict labeling standards



ORGANIC CONFUSION

- ORGANIC WINE – USA
  - MUST BE MADE FROM ORGANIC GRAPES GROWN WITH NO SYNTHETIC CHEMICAL INPUTS
  - MAY NOT CONTAIN PRESERVATIVES, INCLUDING SULFITES [SULFUR DIOXIDE, OR SO_2]

ORGANIC CONFUSION

- ORGANIC WINE – E.U.
  - MUST BE MADE FROM ORGANIC GRAPES GROWN WITH NO SYNTHETIC CHEMICAL INPUTS
  - MAY CONTAIN PRESERVATIVES, INCLUDING SULFITES [SULFUR DIOXIDE, OR SO_2]

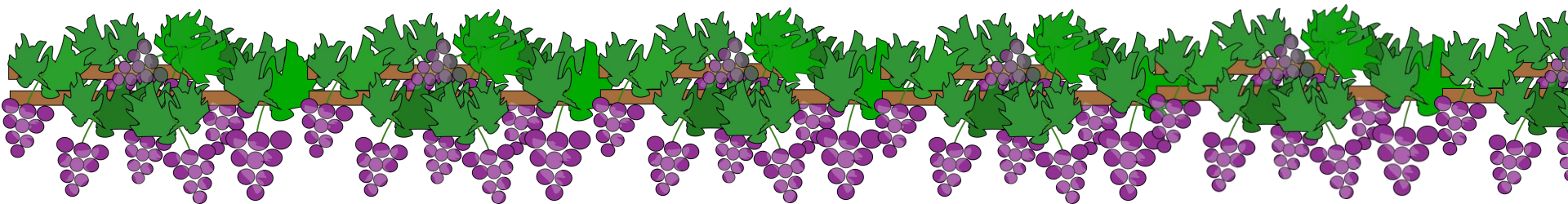
ORGANIC CONFUSION

- USA IS THE **ONLY** MAJOR WINE-PRODUCING NATION THAT DOES NOT PERMIT ANY SULFITE ADDITION

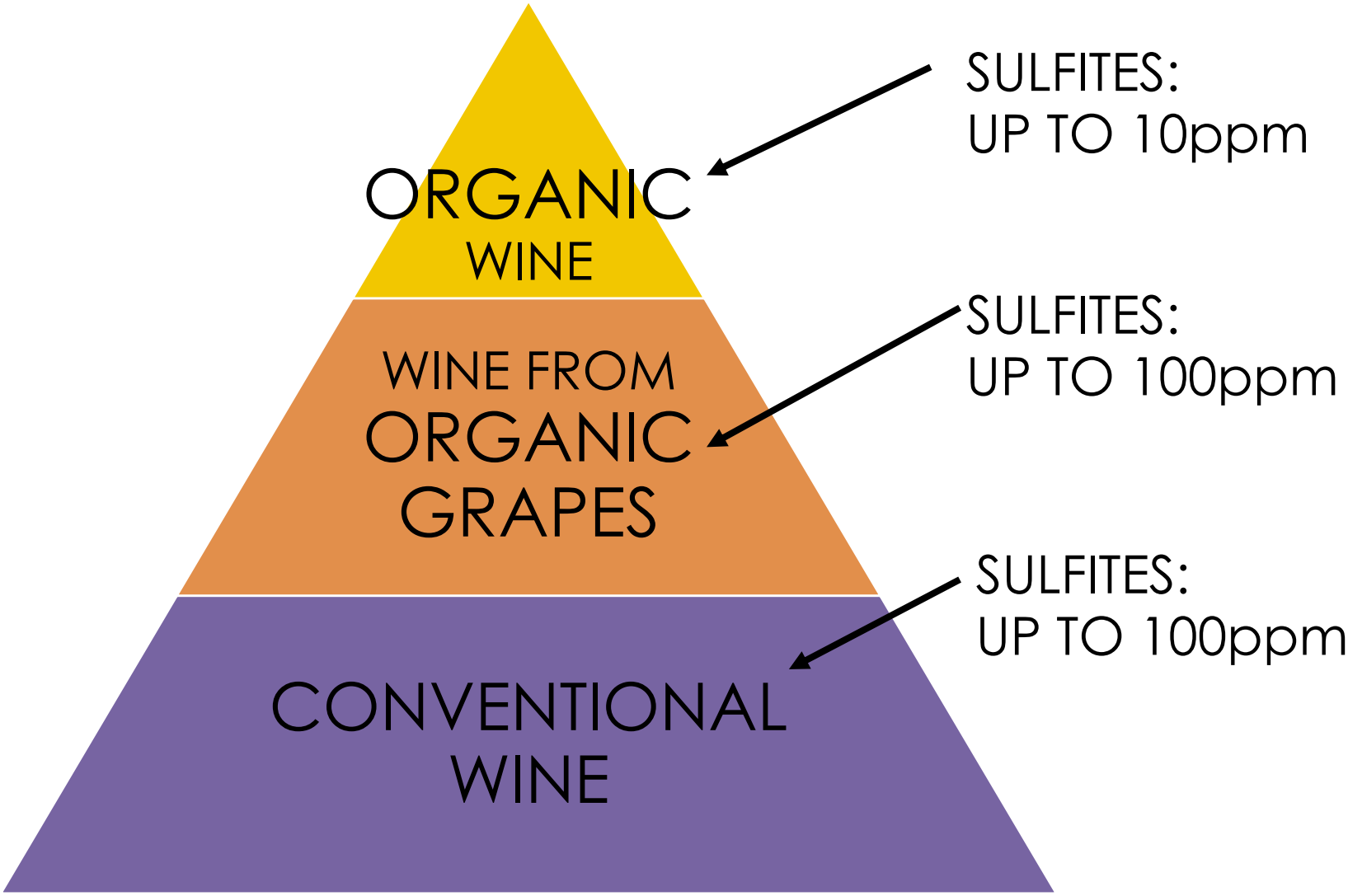
Country	Chile	Argentina	USA	Europe	Australia	NZ	SA
Maximum use of SO2 during vinification	Red: 75mg/l White: 100mg/L	Red: 70mg/L White: 80 mg/L *Until 100mg/L for wine to keep for ageing*	The use of SO2 is forbidden	Red: 100mg/L White: 150mg/L	Red: 100mg/L White: 100mg/L	Red: 100 mg/L White: 150mg/L	Red: 90mg/L White: 100mg/L
% of organic vineyard *(data from 2015-2016)*	3% of Chilean vineyard	2% of Argentinian vineyard	4.1% of American vineyard	8,5% of European vineyard	No data to show	7% of New Zealand vineyard	2% of South African vineyard
Local organic or sustainable label	No specific label for organic wine Sustainable label:						No specific label for organic wine Sustainable label:

ORGANIC GRAPES vs. WINE

- LABELING WINE AS: **“MADE FROM ORGANIC GRAPES”** ALLOWS AMERICAN WINEMAKERS TO USE SO_2 TO PREVENT OXIDATION AND SPOILAGE AND STILL CONVEY THEIR COMMITMENT TO ORGANIC VITICULTURE

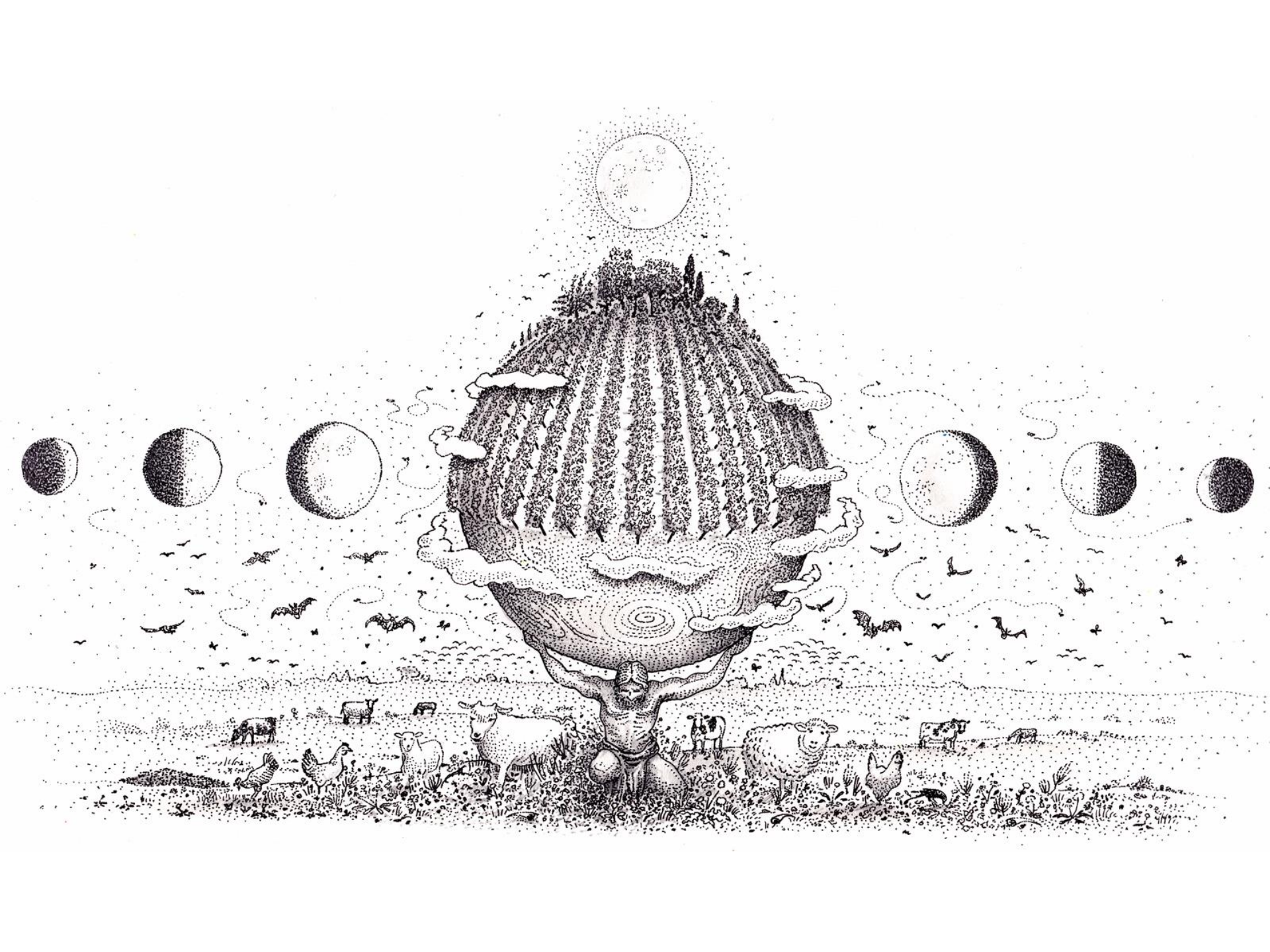


USA – SULFITE LIMITS



WHAT IS BIODYNAMIC VITICULTURE?

- HOLISTIC FARMING PHILOSOPHY WHERE VINEYARD IS SEEN AS A WHOLE, SINGLE, LIVING ORGANISM
- A RETURN TO THE FARMING TECHNIQUES PRACTICED PRIOR TO THE INDUSTRIAL REVOLUTION

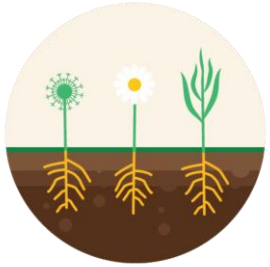


BIODYNAMIC PRINCIPLES

- BALANCED ECOSYSTEM
- BIODIVERSITY
- ALL INPUTS ARE NATURAL **AND** DERIVED FROM THE FARM ITSELF
- ALL FARMING ACTIVITIES ARE COORDINATED WITH THE CYCLES OF NATURE AND LUNAR CALENDAR

5 ACTORSOF BIODYNAMIE

THE
SOIL



THE
PLANTS

THE
ANIMALS

THE
VINEYARDIST

THE
COSMOS