Grapes of Wrath?
The Evolution of Value-Adding in the Wine Industry
By
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Why study the wine industry?

• Produced for centuries
• Spans the globe
• Provides a good example of a working landscape
• Covers three sectors of the economy
• Demonstrates an evolution in value-adding strategies
How do wineries negatively affect the environment?

It’s not a forest!
How do wineries positively affect the environment?

- Prevents urban sprawl
- Requires limited water and nutrients compared to other crops
- Maintains soil health
- Can provide wildlife habitat
What are some value-adding strategies being used?

- On-site processing
- Community-specific branding
- Organic production
- Environmental commitment
On-Site Processing

• Oldest value-adding technique
• Vertical integration
  – Less of an incentive to overproduce
  – Eliminates some transportation costs
• Higher quality wines utilize on-site processing
• Example: R.H. Phillips, California
Community-Specific Branding

- Promotes eco-tourism
- Sustains community livelihood
- Creates a sense of pride
- Preserves the integrity of the rural landscape
- Example: Finger Lakes wines
Organic Production

- Excludes the use of agricultural chemicals
- Typically utilizes sustainable practices
- Increasingly, organic farms are using mechanical cultivation and information technology
- Example: Fetzer, California
Grapeful

100% Organic Wine

California
Cabernet Sauvignon
100% Organically Grown Grapes

13.2% Alc./Vol.
750 ml

Organic Grapeful

California
Cabernet Sauvignon
97% Organic

13.2% Alc./Vol.
750 ml

Grapeful

California
Cabernet Sauvignon
Made with Organic Grapes

13.2% Alc./Vol.
750 ml

USDA Organic
Environmental Commitment

• Utilize low-inputs
• Recycle organic matter
• Promote biodiversity
• Protect watersheds
• Develop partnerships
• Examples: Banrock Station, Australia & Low-Input Viticulture and Enology (LIVE), Oregon
This holiday season enjoy the wine that gives back to the environment.

Banrock Station

Salmon Safe

LIVE
The Big Picture

• Wineries can be examples of working landscapes.
• Wineries can be more environmentally sound than other landscapes.
• Value-adding techniques can be utilized in the industry to increase profits and promote farm sustainability.
• New federal regulations, state initiatives, and non-profit partnerships help differentiate products.
Cheers!

Any questions?