

## SUSTAINABLE WELSH WINE

Sustainable Welsh Wine is a pledge that has been adopted by cluster of vineyards in SE Wales who are working together for a brighter future for the industry.

They are taking steps towards sustainable consumption and production by safeguarding the environment and communities they serve whilst building resilient and viable businesses.



Each vineyard has committed to four generic principles:

- 1** ***Conserving and improving the natural environment:*** developing site management practices which respect local landscapes and natural resources, minimise pollution and waste, and employ chemical-free horticultural methods where possible.
- 2** ***Minimising resource use and reducing carbon emissions:*** developing production processes which use on-site resources in preference to imported inputs such as the use of energy, water and fertility-building agents; and minimising the use of packaging materials.
- 3** ***Building a Welsh identity:*** using only grapes grown on their own vineyards to create wines of regional identity; and prioritising sales to local marketplaces.
- 4** ***Working together:*** collaborating as a supportive group of wine producers and sharing good practice; being transparent with customers and consumers alike; and encouraging a responsible approach to wine consumption and waste disposal.

The pledge is under development as the criteria for membership and the vineyard action plans become more exact.