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ACR-44 California Wines: Down to Earth Month. (2015-2016)

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Assembly Concurrent Resolution No. 44

CHAPTER 28

Relative to California Wines: Down to Earth Month.

[Filed with Secretary of State April 23, 2015.]

LEGISLATIVE COUNSEL'S DIGEST

ACR 44, Dodd. California Wines: Down to Earth Month.

This measure would proclaim the month of April 2015 as California Wines: Down to Earth Month, to celebrate the sustainable leadership of California wineries and winegrape growers throughout April.

Fiscal Committee: no

WHEREAS, Sustainability is a vital part of the long-term future of California wine, which contributes an estimated \$61.5 billion in annual economic impact to California's economy; and

WHEREAS, The Wine Institute and the California Association of Winegrape Growers created the California Code of Sustainable Winegrowing more than a decade ago and it has since been used by vineyards and wineries representing nearly three-quarters of California's winegrape acreage and production to self-assess operations; and

WHEREAS, The California Code of Sustainable Winegrowing, now managed by the California Sustainable Winegrowing Alliance, is comprised of more than 200 best practices for vineyards and wineries that benefit the environment, employees, neighbors, and the production of high quality wine; and

WHEREAS, Wineries that produce more than half of California wine are Certified California Sustainable Winegrowing, a third-party certification option added in 2010; and

WHEREAS, Other state and regional sustainability programs, such as Lodi Rules, Sustainability in Practice, Napa Green, Fish Friendly Farming, and the Green Business Program, along with regional sustainability commitments by Sonoma County, Santa Barbara County, Lake County, and others, all play an important role in the California wine communities' efforts to grow grapes and produce wine in a manner that is environmentally sound, economically feasible, and socially equitable; and

WHEREAS, Growing participation in organic, biodynamic, and sustainable certification programs further conveys California vintners' and growers' adherence to high standards, desire for transparency, and dedication to continuous improvement; and

WHEREAS, California's wine community conserves water, energy, and other natural resources; protects habitat, employee well-being, and air, water, and soil quality; and promotes the use of natural pest management and alternative energy and fuels; and

WHEREAS, California wineries and winegrape growers make charitable contributions of \$101.5 million annually and generously contribute their time and expertise to communities and nonprofit organizations; and

WHEREAS, California's 4,100 wineries and 5,900 winegrape growers are primarily family businesses with a long-term commitment to the health and vitality of their communities and to preserving the land for future generations; and

WHEREAS, California growers' and vintners' commitment to sustainability was recognized with a Governor's Environmental and Economic Leadership Award, for the third time, in 2015; and

WHEREAS, California wineries and regional associations host Down to Earth and Earth Day activities such as eco-tours, winemaker dinners pairing sustainably produced wine and food, and other green activities during the month of April; now, therefore, be it

Resolved by the Assembly of the State of California, the Senate thereof concurring, That the Legislature proclaims the month of April 2015 as California Wines: Down to Earth Month, to celebrate the sustainable leadership of California wineries and winegrape growers throughout April; and be it further

Resolved, That the Chief Clerk of the Assembly transmit copies of this resolution to the author for appropriate distribution.