

# **FORTHEPRESS**

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**LIVE**



# PRINCIPLED WINEGROWING



LIVE wines are independently-certified to meet cutting-edge international standards of environmentally and socially responsible winegrowing in the Pacific Northwest. LIVE is one of the most respected sustainability programs in the wine world.

The LIVE Certified Sustainable Wine logo on a bottle is your assurance of sustainably produced, authentic Northwest wine. It guarantees that this wine was made in a LIVE winery from LIVE grapes. You can be confident that a LIVE wine was grown and made to standards that minimize environmental impacts, preserve agricultural fertility, and sustain economic viability for generations to come.

At its heart, LIVE is simple - it is the personal commitment of principled Northwest people to work for the benefit of the environment and society. However, LIVE is much more than good intentions. Our certification is a comprehensive set of rigorously applied, science-based methods that ensure both wine grape farming (viticulture) and wine making production (enology) are as sustainable and have as minimal an environmental impact as possible.

## LIVE goes beyond most other sustainability certifications

LIVE offers third-party sustainability certifications for both the vineyard and the winery, thereby ensuring minimal environmental impact throughout the entire chain of wine production.

LIVE takes a whole-farm and whole-winery approach to sustainability. The entire property, including non-grape crops, landscaping, building operations, labor practices, even packaging must be managed to LIVE standards.

LIVE bases its regional farming standards on those published by the International Organization for the Biological and Integrated Control of Noxious Animals and Plants (IOBC), an organization recognized for 60 years for its cutting-edge work in applied sustainability research. The IOBC accredits LIVE annually and has since 2000.





## PACIFIC NORTHWEST SUSTAINABILITY

LIVE was formed in 1997 by a small group of like-minded winegrowers from Oregon's Willamette Valley. In 1999 LIVE was incorporated as a 501(c)(3) not-for-profit organization. LIVE has been certifying vineyards in Oregon since 1999, in Washington since 2006, and in Idaho since 2012. In 2008 LIVE's first-in-class winery certification program was developed. Today, LIVE certification is available to vineyards and wineries through the Pacific Northwest's wine regions: Oregon, Washington, Idaho.

In 2020 LIVE's membership included

- 344 vineyards in three states (Oregon, Washington, and Idaho)
- 13,061 vineyard acres
- 30774 farm acres
- 38 wineries producing over 6 million cases of wine

### RIGOROUS MEMBERSHIP AND CERTIFICATION STANDARDS

LIVE members must complete a series of reporting requirements each year that documents their compliance with LIVE standards. Each of the following areas require documentation and third-party assessment:

#### VINEYARD

- Farm management and training
- Biodiversity
- Site selection
- Varieties and rootstock
- Plant nutrition and fertilizer use
- Irrigation
- Integrated plant protection
- Animal density and welfare
- Worker health and safety
- Watershed and riparian health

#### WINERY

- Winery records and training
- Grape sourcing and enology
- Energy use and greenhouse gas emissions
- Materials management
- Water management
- Worker health, safety, and benefits
- Community impact and education

Members are visited by a third-party inspector in the first and second year of LIVE membership, and every third year afterward (for wineries it is the first year and then every third year). Desk inspections are performed annually in the years between site visits. The inspector will assess all aspects of LIVE compliance and recordkeeping.

NEXT, LIVE WINE LOGOS EXPLAINED...



## OUR LOGOS

THESE CERTIFICATION MARKS ARE TYPICALLY FOUND ON THE BACK LABEL OF WINE BOTTLES FROM THE PACIFIC NORTHWEST



Wines carrying this logo contain at least 97% certified grapes



Wines carrying this logo contain at least 97% certified grapes and were produced in a certified winery



### Salmon-Safe and LIVE

LIVE has partnered with Salmon-Safe since 2001 to protect watersheds and fish habitat from the impacts of agriculture. Salmon-Safe farm certification is included with LIVE's at no additional cost to the grower. Many LIVE members brand or co-brand their wines with this logo.



### A note about the LIVE Leaf & Glass logo

In 2015, LIVE undertook a major rebranding, including retiring its original Leaf & Glass logo. Therefore, this logo may be found on wines prior to the 2015 vintage, and indicate that at minimum the farming practices were certified for that vintage for 97% of the grapes used in the wine.



## SOME QUESTIONS YOU MIGHT HAVE



### WHAT ARE LIVE WINES?

LIVE wines are the product of a system of agricultural production whose goal is multi-generational sustainability in the farming and crafting of quality wine. Only wines that are made from a minimum of 97% certified grapes qualify as LIVE Wines.

### WHAT IS LIVE?

LIVE is an integrated approach to growing, making, and third-party certification of sustainable wines in the Pacific Northwest. At its heart, LIVE is simple - it is the personal commitment of principled Northwest people to work for the benefit of the environment and society. However, LIVE is much more than good intentions. It relies on a system of continuously improving, internationally-recognized, science-based practices of winegrowing that minimize environmental and social impacts while maximizing long term agricultural and economic sustainability.

### WHO IS LIVE?

LIVE members are winegrowers in Oregon, Washington, and Idaho who are personally committed to the principles of sustainability. Striving to continuously improve on their environmental and social impacts, LIVE members focus their energies on adapting sound practices in the vineyard and winery. LIVE members are Northwest leaders in sustainability research and application. At the start of 2020 there were nearly 350 vineyard and 40 winery members of LIVE.

### WHAT IS LIVE CERTIFICATION?

LIVE certification is your assurance that the wine in the bottle was made in conformance with the most advanced standards for sustainable grape growing and winemaking. LIVE certification standards are independently accredited by the International Organization for Biological Control (IOBC), which was established in 1955 to promote environmentally safe methods of pest and disease control and plant protection.

## ARE LIVE WINES BETTER THAN WINES THAT AREN'T LIVE-CERTIFIED?

LIVE wines are grown and made in accordance with conscientious standards of sustainability, which makes them better for the natural and social environments than wines produced by conventional methods. Does that make them *better* wines? That's up to your philosophy and your palate. All we can say is we feel a lot better making our wines this way!

## THEN WHY SHOULD I BUY LIVE WINES?

Because LIVE wines are better for the future of our home and our communities. Make no mistake - these are not idle sentiments nor high-minded aspirations. LIVE members live the values of sustainability every day. Their businesses are guided by the principles embodied in LIVE's standards. LIVE wines are a promise that the grower and winemaker are doing everything they can to preserve the integrity of the land and communities for today and into future generations.

## AREN'T SUSTAINABLE WINES MORE EXPENSIVE?

No. Because LIVE wines are values-based, they turn out to be better values. When vineyards are farmed with sound, sustainable practices, they are much healthier, balanced, and resilient. This means less labor and costs are needed to address, for instance, pest problems, or issues of soil erosion or water management. It can be true that converting to sustainable farming incurs some additional start-up costs, but the advantages of a long-term healthy farm ecosystem means costs will be reduced over time.

## HOW DOES LIVE CERTIFICATION COMPARE TO OTHER SUSTAINABILITY PROGRAMS?

Throughout North America there are different approaches to growing wines in an environmentally friendly manner. While LIVE incorporates elements from, and is compatible with, most of the recognized sustainable agriculture organizations, LIVE has a number of important features that make it distinctive.

First, LIVE is Northwest-based. LIVE understands that the Pacific Northwest is a unique biome with ecological conditions different from other wine regions, such as California, the upper Midwest, Ontario, Virginia, and upstate New York. Therefore, wherever appropriate, LIVE's standards are specific to the Northwest.

Unlike some programs, LIVE's sustainability practices extend beyond the vineyard. LIVE certifies winery sustainability as well, thereby providing an additional layer of sustainable wine assurance not available through most other agencies. In addition, LIVE takes a whole-farm and whole-winery approach to sustainability. The entire property, including non-grape crops, landscaping, building operations, and labor practices must be managed to LIVE standards.

Finally, LIVE's certification is internationally accredited and third-party verified. LIVE is endorsed by the International Organization for the Biological and Integrated Control of Noxious Animals and Plants (IOBC), an organization recognized for 60 years for its cutting-edge work in applied sustainability research. The IOBC accredits LIVE annually and has since 2000.

CONTACT LIVE AT [INFO@LIVECERTIFIED.ORG](mailto:INFO@LIVECERTIFIED.ORG)  
FOLLOW @LIVECERTIFIED ON SOCIAL MEDIA



## OUR MISSION

LIVE aims to preserve the human and natural resources in the wine industry of the Pacific Northwest. We accomplish this through internationally-recognized third-party certification of science-based winegrowing standards.

## PROGRAM OBJECTIVES

*These farming objectives were first stated on the founding of the program and still hold true two decades later*

To see the vineyard as a whole system

To create and maintain a viticulture that is economically viable over time

To maintain the highest level of quality in our fruit production - Integrated Production should not require any compromise of our quality standards

To implement non-chemical cultural practices and to solve problems in such a way that we minimize the use of off-farm inputs, such as agricultural chemicals and fertilizers, with the goal of protecting the farmer, the environment and society at large

To encourage farming practices that promote and maintain high biological diversity on the whole farm

To encourage responsible stewardship of the soil, its health, fertility and stability