

**LIVE**

**CERTIFIED  
SUSTAINABLE**

## **Trade and Media Information**

# Summary

LIVE is a shared commitment among winegrowers to work for the benefit of the environment and society. Our certification standards are a comprehensive set of rigorously applied, science-based methods that ensure both winegrape farming and production are as environmentally and socially sustainable as possible.

## **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.

## **A GUARANTEE**

The LIVE Certified Sustainable logo guarantees that the wine inside the bottle was sustainably produced in the Pacific Northwest with at least 97% certified grapes.

## **GRASSROOTS BEGINNINGS**

In 1997, a small visionary group of winegrowers from Oregon's Willamette Valley founded LIVE to codify and promote the sustainable farming practices of the region. Today, this 501(c)(3) not-for-profit organization offers certification and education to vineyards and wineries through the Pacific Northwest's wine regions of Oregon, Washington, and Idaho.



## **INTERNATIONALLY RECOGNIZED**

LIVE is one of the world's most respected sustainability certifications for environmentally and socially responsible winegrowing



## **IOBC ACCREDITED SINCE 2000**

LIVE's standards meet the rigorous benchmarks set by the International Organization for Biological Control (IOBC). We are audited and accredited by them annually.

## **SALMON-SAFE AND BEE FRIENDLY FARMING**

LIVE has partnered with Salmon-Safe since 2001 and Bee Friendly Farming since 2022 to protect fish and pollinator habitat from the impacts of agriculture. LIVE certification includes both Salmon-Safe and Bee Friendly Farming certifications.



## **HOLISTIC**

A whole-farm and whole-winery approach reaches from landscaping to labor practices to community impact, addressing harm reductions throughout the entire chain of wine production.

## **RIGOROUS AND IMPARTIAL**

LIVE members are regularly visited by expert third-party inspectors - both in the field and in the winery - who assess all aspects of LIVE compliance and recordkeeping.

**LIVE is the gold standard of sustainability certifications.**

Jon Bonné, RESY, PUNCH



# FAQs



## What is LIVE?

LIVE is a holistic and rigorous sustainability certification for Pacific Northwest vineyards and wineries. Wines carrying the LIVE logo are made from a minimum of 97% certified grapes.

## Where does LIVE operate?

LIVE members are winegrowers in Oregon, Washington, and Idaho. Wherever appropriate, LIVE's standards are tailored specifically to the unique ecoregions of the Pacific Northwest.

## How many LIVE members are there?

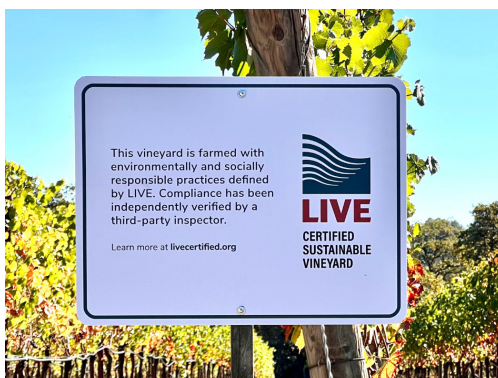
As of this writing there are 315 vineyard and 28 winery members. Our membership represents a significant portion of the wine production in the Pacific Northwest, and includes industry leaders and pioneers as well as up-and-coming small producers.

## How many acres are certified?

- About 12,000 vineyard acres are LIVE-certified.
- About 30,000 farm acres enrolled in LIVE, Salmon-Safe, and Bee Friendly Farming
- There are about 7,500 acres of land set aside to biodiversity within the LIVE membership

## Where should I look for the LIVE logo?

- Certified wines - typically on the back labels
- Tasting room window decals
- Farm and winery signs
- Social media promotions
- Local grocery store and retail labeling - bottle neckers, shelf-talkers, flaggers, etc.



## **Why should I trust that LIVE is not greenwashing?**

LIVE certification standards are annually audited and accredited by the International Organization for Biological Control (IOBC). Our standards also include two other highly respected third-party certifications - Salmon-Safe and Bee Friendly Farming. We rely on multiple regional technical committees of experts, growers, winemakers, and university researchers informing our work with the latest studies on sustainable winegrowing methods.

## **Are sustainable wines more expensive for the grower and the consumer?**

This is a somewhat complex question to answer. Each farming and production system has unique and site-specific challenges, some of which may be more expensive to solve in a sustainable way. However, when taking a long-term view of sustainable systems, production costs tend to decrease over time because it becomes more stable and resilient to pests and diseases, more self-regulating, and more efficient.

From a consumer perspective, multiple studies have shown that they are willing to pay over \$3 per bottle more for a sustainable wine than a conventional one. Fortunately, most LIVE wines are priced similarly to their conventionally-produced counterparts.

## **What makes LIVE special in comparison with other sustainability programs?**

LIVE takes a holistic, whole-farm and whole-winery approach, that also inspects any areas not planted to grapevines, including landscaping and building operations. LIVE's sustainability standards extend beyond the vineyard and the winery, to labor relations, the supply chain, and the community. We are a regional winegrape-specific program that is responsive to our member's specific challenges.



## Which aspects of sustainability does LIVE focus on?

In 2019 a group of sustainable winegrowing certification bodies from across the US met to discuss a common focus among our programs. The result of that meeting were an agreement that these areas must be addressed in our sustainability standards:

- Climate Action
- Biodiversity
- Soil Health
- Worker Rights
- Pesticide Reduction
- Natural Resource Conservation

All of LIVE's standards can be categorized under one of these areas. For a full view of LIVE's standards, visit [www.livecertified.org/certify](http://www.livecertified.org/certify).

## What does the name LIVE stand for?

This is perhaps our most asked question! LIVE was originally founded under the name Low Input Viticulture & Enology, which was shortened to the acronym LIVE. However, as our standards expanded to address other issues beyond reducing inputs such as pesticides, fertilizers, etc., we decided to rebrand in 2015 to use the acronym LIVE as a brand name when promoting our program.

Some common misuse of our name include Oregon LIVE (we operate in multiple states), Live (please use all caps, no periods between letters), and LIVE Certified (we offer more than just certification, we also have an educational component).

## How is LIVE funded?

Our operations are funded by annual membership dues and inspection fees paid by the members. Occasionally we will win a state, federal, or foundational grant for specific projects.





## STUDIES SHOW

Younger audiences prefer “sustainably produced” red wines, with the strongest preference among under-35-year-olds (67%) and those identifying as women (62%, vs 37% men).

(Wine Opinions Consumer Panel 2022)

Consumers weigh their wine purchase decisions on (in descending order): region, varietal, certified sustainability, vintage, price.

(Stanco M, Lerro M, Marotta G. “Consumers’ Preferences for Wine Attributes: A Best-Worst Scaling Analysis.” Sustainability, MDPI, vol. 12(7), pages 1-11, April, 2020)

Half of all wine consumers either “sometimes” or “always” consider whether the wine was made organically or sustainably when making a purchase.

(Wine Market Council 2023 Benchmark Study)

Findings, based on 128,182 wines, suggest that the third-party certified organic and biodynamic labels lead to improved critical ratings (+6.2 and + 5.6 percentage points respectively) as compared to conventional wines.

(Magali A. Delmas, “Sustainable Practices and Product Quality: Is There Value in Eco-Label Certification? The Case of Wine,” from Ecological Economics, 2021)

Oregon and Washington, respectively, have the highest rating of consumer perception of sustainability of any major wine region in the world.

(Wine Opinions 2019/20 Trade Study)





## ABOUT OUR LOGOS

These certification marks are typically found on the back label of wines from Oregon, Washington, and Idaho.



**LIVE**

**CERTIFIED  
SUSTAINABLE  
GRAPES**

Wines carrying this logo are made from at least 97% certified grapes



**LIVE**

**CERTIFIED  
SUSTAINABLE  
WINE**

Wines carrying this logo are made from at least 97% certified grapes in a certified winery

**SALMON**



**SAFE**

LIVE has partnered with Salmon-Safe since 2001 to protect watersheds and fish habitat from the impacts of agriculture. Salmon-Safe certification is included with LIVE. Many LIVE members brand or co-brand their wines as well as other products coming from the farm with this logo.



**CERTIFIED**

Bee Friendly Farming works to protect and restore habitat for pollinators such as bees and butterflies. LIVE membership has included Bee Friendly Farming certification since 2022.



This logo was in use from 2015-2023, so you may still see some older vintages carrying it. The same usage rules applied to this logo as our current version.



## **CONTACT US FOR MORE INFORMATION**

You can reach us at [info@livecertified.org](mailto:info@livecertified.org).

For information about our staff and board of directors visit [www.livecertified.org/team](http://www.livecertified.org/team).

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