



LIVE

LOW INPUT VITICULTURE AND ENOLOGY, INC.

IMPROVING SUSTAINABILITY

Partnerships and certification experiences. | **Brussels, 2012**



Mission of LIVE

Growth

Practical Implementation of IPM

Salmon-Safe, IOBC and other Partnerships

Challenges

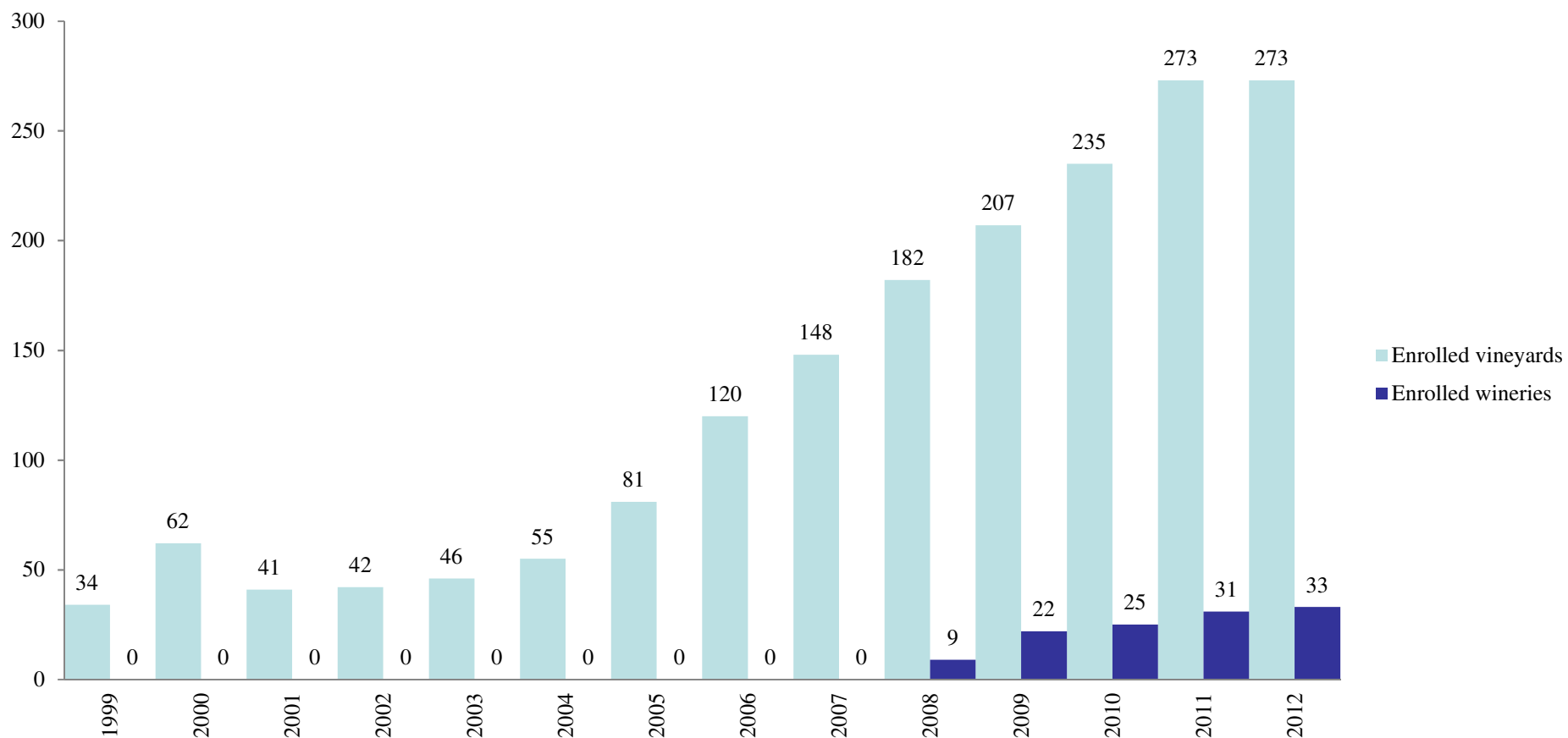
Recognition, Benefits, Inspiration



LIVE's Mission

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

LIVE Membership Growth – 1999 to 2012



LIVE Today



273 Vineyard, 32 Winery Members

4187 vineyard hectares enrolled

Oregon, Washington, Idaho, British Columbia

4 Regional Vineyard Technical Committees

5 Inspectors

Board of 9 Directors

Funding



Fully self-sustaining from membership dues and inspection fees as of 2010

Application fee: \$100

Annual Dues: \$175 up to 20 acres + \$2/acre over 20

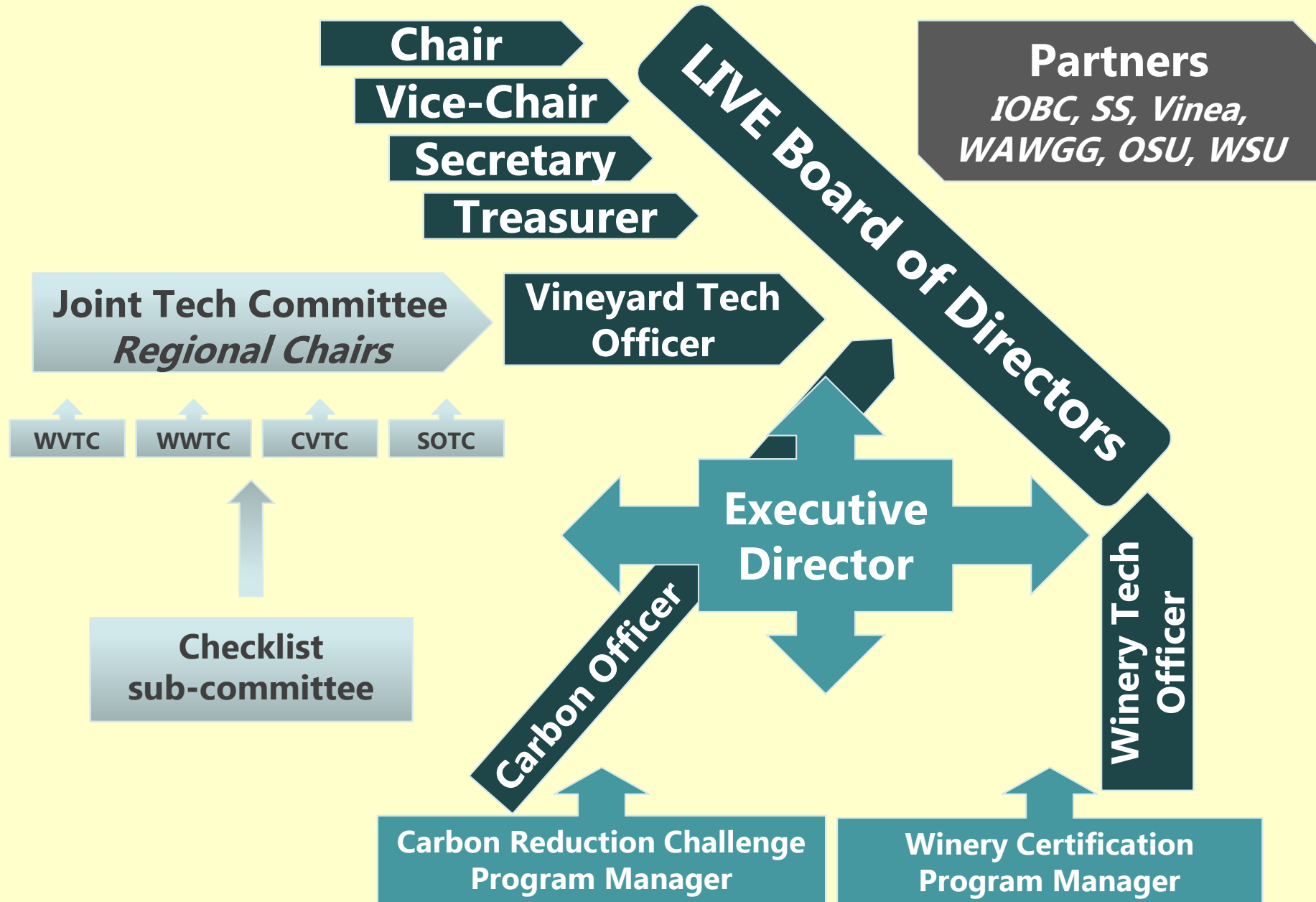
\$350 inspection fee

Sponsorships

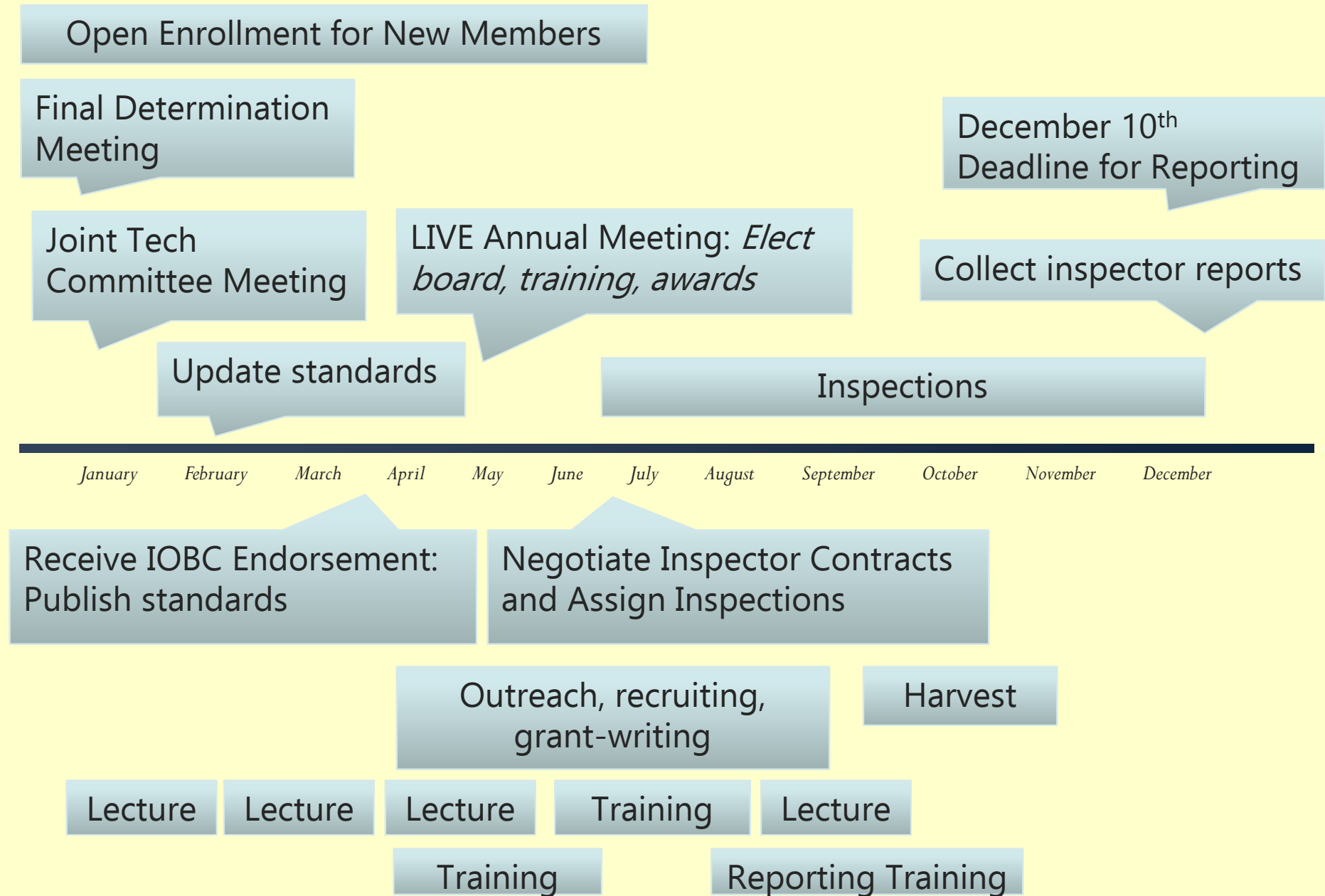
Grants for expansion and special projects

Donations

Organizational Structure



Administrative Timeline of Vineyard Certification



Inspection Process



- **Independent 3rd Party**
- **Years 1 and 2 and every 3rd year thereafter**
- **Feedback mechanism from vineyard to organization**
- **Vineyard walk and record review: review practices via LIVE Checklist**
- **Review inputs and plans: Pesticide, Fertilizer, Irrigation**

CHAPTERS

1. Farm Records, Self-Inspection, Training and Traceability
2. Biodiversity, Ecological Infrastructures
3. Site Selection
4. Site Management
5. Varieties, Rootstock, Sowing/Planting Aspects
6. Plant Nutrition and Fertilizer Use
7. Irrigation
- 8. Integrated Plant (Crop) Protection**
9. Harvesting
10. Post-Harvest
11. Animal Density and Welfare On Mixed Farms With Livestock
12. Worker Health and Safety
13. Salmon-Safe Whole-Farm Protocols

CONTROL POINTS

- 8.1 Application of the LIVE Green/Yellow lists
- 8.2 Recording pests and diseases, and applying thresholds
- 8.3 Use of pesticides**
- 8.4 Records on pesticide applications
- 8.5 Pre-harvest intervals (PHI) and residue levels
- 8.6 Pesticide storage conditions
- 8.7 Spray equipment
- 8.8 Disposal of ag-chemicals

[View Overall Progress](#)

▼ 8.3. Use of pesticides

8.3.1. If EPA-registered pesticides are used, the grower adheres to all listings and limits on the *LIVE Yellow List of Approved Pesticides*. Enter N/A if no EPA-registered pesticides have been used. [🔗](#)

8.3.2. Limit for sulfur use as set by LIVE has not been exceeded. See *LIVE Yellow List of Approved Pesticides* for your regional limit. [🔗](#)

8.3.3. Limit for fungicidal use of copper as set by LIVE has not been exceeded. See *LIVE Yellow List of Approved Pesticides* for reference. [🔗](#)

8.3.4. Less than 25 lbs of sulfur per acre has been used. [🔗](#)

8.3.5. The grower has practiced mode of action rotation when applying pesticides. [🔗](#)

Screenshot of LIVE Online Checklist

Details for 2012 Checklist Item 2.1.2

Explanation

The grower has prepared a map and a list of ecological infrastructures showing compensation areas. These are areas of the farm that are managed for the express purpose of promoting biodiversity, wildlife corridors, and/or habitat for beneficials. Planting for biodiversity, introduction of beneficial insect populations, removal of noxious weeds are all examples of ecological compensation zone management techniques.

Compliance and Verification

A current farm map outlining ecological infrastructures with biological compensation areas has been uploaded to the *Vineyard Overview* area of liveinc.org.

Reference Documents

 **Sample Farm Map**

External Links

None

Vineyard Manager Notes

Inspector Notes

Program Manager Notes

☐ Publish notes



Screenshot of Item Explanation from Checklist

2012 LIVE Yellow List of Approved Pesticides for Region I (Cool Weather, Maritime Viticultural Region)

Important | This list is to be used in conjunction with the LIVE Passport for Region I. Restrictions on certain chemistries are annotated in red directly to the right of the Active Ingredient(s).

Fungicides

Target Pest	Active Ingredient	Restrictions ¹	Common Trade Name(s)**	LIVE Group code	FRAC Code*	Resistance Risk	Maximum Number of Applications	Formulation	Chemical Family	Soil Half Life (Days)	Leaching Potential	REI (Hours)	PHI (Days)	Toxicity Class	Signal Word
2012	Botrytis cinerea														
	Fenhexamid		Elevate	A	17	L to M	3	WDG	Hydroxanilide	1	L	4	0	III, IV	CAUTION
	Cyprodinil		Vanguard	C	9	M	3	WG	Anilinopyrimidine	126	L	12	7	III, IV	CAUTION
	Pyrimethanil		Scala	C	9	M	3	SC	Anilinopyrimidine	22	L	12	7	III, IV	CAUTION
	Bacillus subtilis		Serenade	D	-	Unknown	3	WDG	Biological			4	0	IV	CAUTION
	Reynoutria spp		Regalia	Q	P5	L	See Label		Plant Host Inducers			4	0		CAUTION
	Azoxystrobin ¹	¹ For these three materials, the intended use must be clarified on the LIVE Pesticide Reporting Form (whether for botrytis or mildew) and must have matching rate.	Abound	F	11	H	3	FL	Strobilurines	14	L	12	14	III	CAUTION
	Trifloxystrobin ¹		Flint	F	11	H	3	WG	Strobilurines	1	L	12	14	III, IV	CAUTION
	Boscalid ¹		Endura	F	7	M to H	3	WG	Strobilurines	14	H	12	14	III	CAUTION
			Pristine												
Copper Formulations below Limit 3lbs/acre per year of ACTIVE INGREDIENT. Copper has extreme persistence in soil. If used as a pesticide, grower must document in writing a clear need for the application, that no less harmful alternative exists, and that there is negligible risk of contaminating nearby waterways.															
	Copper Hydroxide		Mycos Champ	I	M (Multi-site)	L		WG	Inorganic			24	0	III	DANGER



Technical Committees

Regional committees work independently and report activities via chair of each committee

Meet as needed throughout the year

Cross section of members

Salmon-Safe

- **Certification in year 1 if in compliance**
- **No extra cost and is performed simultaneously with LIVE inspection**
- **Inspection of non-vineyard parts of farm to comply with ‘whole-farm’ implementation of IPM**
- **Standards integrated into checklist**



Other Partners – Who, where, and why?



- **Pilot programs in New York, Virginia, Ontario Canada, southern England, based on LIVE/IOBC model**



Comparison to Conventional

- **No official studies have been conducted**
- **Anecdotally, 20-40% reduction in inputs**
- **Increase in beneficials and soil tilth, decrease in erosion and chronic pest problems**
- **Potential for a comprehensive study via LIVE data**

Challenges with Sustainability and Certification



- **Rationalizing fees and process**
- **“Greenwash”**
- **Regional differences and politics**
- **Weakening of standards**
- **Lag time between end of season and certification**
- **Labeling – what is being certified? Grapes? Wine?**
- **Contractors**



How to promote compliance

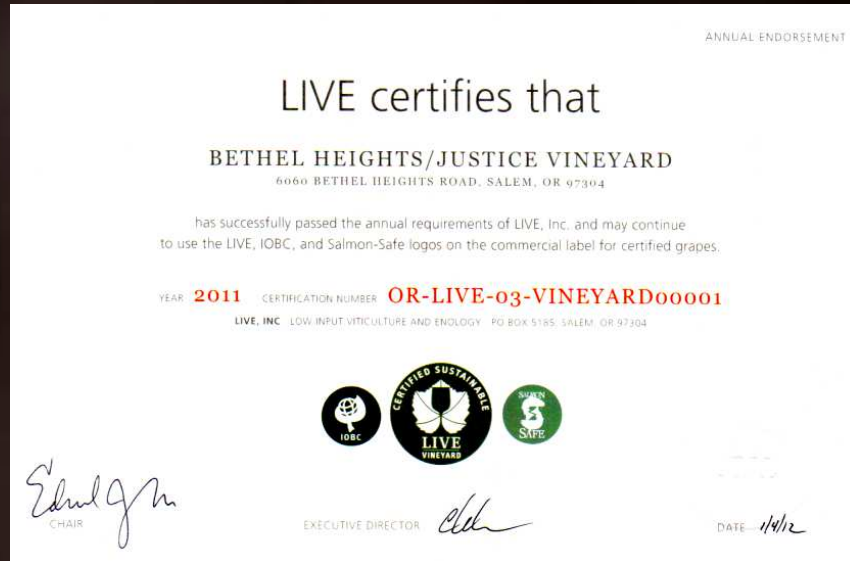
- **Perceived market value (winery + consumer)**
- **Competent and timely administration**
- **Education**
- **Voluntary aspect (pay to play)**

Recognition, Benefits, Inspiration

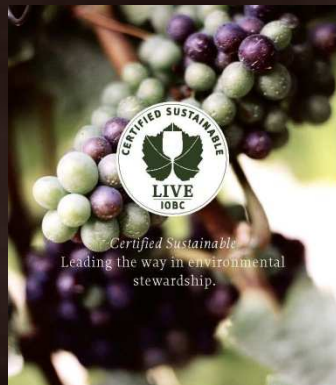


- **Certificate**
- **Annual Award for Outstanding Achievement**
- **Marketing materials for tasting room use**
- **Some wineries require certified grapes and pay more**
- **Participate in a community of conscious growers**
- *In development:* **Discount program for LIVE members**

Recognition, Benefits, Inspiration



Annual Endorsement



We are proud to be both a LIVE Certified Vineyard and Winery. This means that we are part of an innovative wine community in the Pacific Northwest. We champion environmental stewardship in our grape-growing and winemaking practices, and are dedicated to certification as a way to validate our efforts to you, the good consumer of wine.

WHAT IS LIVE? LIVE stands for Low Input Viticulture and Enology and is a member-governed not-for-profit program that uses third-party certification to verify what we publicly claim about our sustainable practices. Through its standards and reliance on collaborative research, LIVE promotes the use of environmentally safe, economically feasible, and socially equitable management practices in the vineyard and winery.

WHAT DOES SUSTAINABLE CERTIFICATION MEAN? *In the Vineyard*

- We see the vineyard as a whole system that creates and maintains quality fruit production.
- We implement practices to reduce reliance on synthetic chemicals and fertilizers with the goal of protecting the farmer, the environment, and communities at large.
- We encourage responsible stewardship of the land while maintaining natural fertility and ecosystem stability.
- We promote sustainable farming methods that maintain biological diversity on the whole farm.
- Through LIVE's partner, Salmon-Safe, we work to protect watersheds from negative impacts of farming so that fish can thrive.

In the Winery

- We minimize inputs into the winemaking process with preference given to cultural and natural processes over chemical substitutes.

- We conserve resources by reduction and responsible use of energy, water, and raw materials.
- We reduce and responsibly manage solid and liquid winery waste materials.
- We work to achieve reductions in greenhouse gas emissions.
- We treat our workers fairly and provide them with adequate and safe working conditions.

WHY DOES IT MATTER?

This matters to you because it means that we are closely watching what is happening in our vineyard and winery to see how our practices affect our land, the workers, the environment beyond our walls, and of course our wines.

STILL HAVE QUESTIONS?

We're passionate about these issues, and would be delighted to share more with you. Just ask us! Learn about LIVE at www.liveinc.org

Photograph by Megan McLean

Tasting Room Materials

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Logo use on farm signs



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Logo Use on wine labels and in-store promotion



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**2012 Award for Outstanding
Achievement in Sustainability**

**Luci Wisniewski and Tom Owen
Sunnyside Vineyard
LIVE member since 1999**

Conclusions & Questions

