



Seal for Sustainable Wine

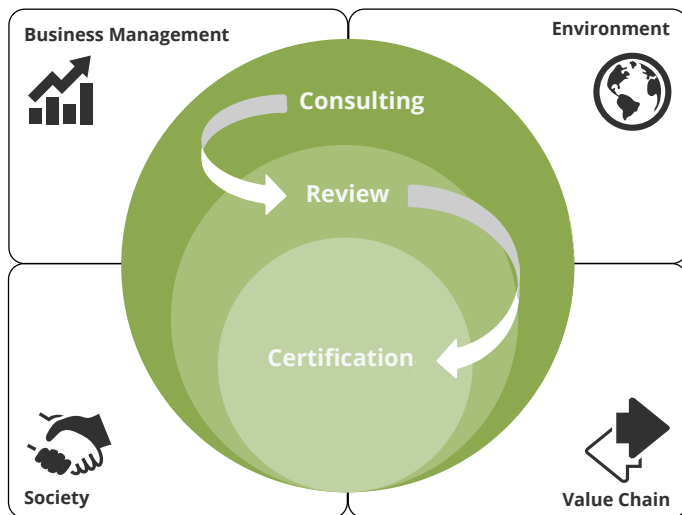
Why sustainable winemaking?

"This holistic sustainability concept is very convincing. We are aware of our historic roots and we carry the responsibility for the landscape and its wine culture. Therefore, it is our duty to pass on healthy vineyards to the next generation, in harmony with and out of respect for nature. This concept helps us to not only develop our sustainable business but also to measure progress objectively. The goal to protect resources includes social and societal aspects. Respecting people and paying them fair wages is self-evident to us. We're all working together to fill this philosophy with life."

Helmut & Cornelius Dönnhoff |
Wine estate Dönnhoff



We rely on a combination of **consulting**, **review** and **certification**. Consulting and certification are strictly separated in two independent organisations.



FAIR'N GREEN wine estates are subject to the guidelines of the FAIR and GREEN e.V. association. These stipulate that every wine estate establishes processes to promote sustainable development and carries them out permanently. Within the scope of the holistic approach to sustainability, the entire management, the outdoor operations, the cellar management and the sales management are constantly optimized.

To this end, all wine estates are annually reviewed as part of a company audit. The measures are documented and the success is evaluated.



„FAIR'N GREEN is the established sustainability certificate in winegrowing“ (csr-news.net)

- Concept of integrative sustainability consulting
- Developed together with leading wine growers and scientists
- System proven in practice: more than 30 wine estates have already been successfully evaluated with FAIR'N GREEN
- Network for the exchange of ideas and best practices
- More detailed than other standards: analysis of the complete supply chain including procurement, winegrowing, cellar management and marketing/sales
- International principles and detailed analysis (ecobalance and carbon footprint)
- Compatible with other eco-management systems (EMAS; ISO 14001)
- Considers food hygiene and safety at work



- ➔ FAIR'N GREEN creates a network among the involved wine estates, in which knowledge and best practice solutions are being exchanged.
- ➔ Ongoing discussions about questions of winegrowing and societal changes contribute to a sustained updating and improvement of the system.
- ➔ FAIR'N GREEN helps wine estates with analyses and contributes to the professionalization of operational processes.

„I am convinced that FAIR'N GREEN ensures that food production happens exactly the way consumers want it to be: fair to nature and people, regional and sustainable.“



Parliamentary
undersecretary
Ulrich Kelber,
Federal Ministry of
Justice and Consumer
Protection

Handelsblatt

„The green wine spooks - a group of vintners fights against waste and for environmental protection“

Rhein-Zeitung

„It is a commitment to environmental and fair business practices“



„To set wineries towards the future and produce wines as socially responsible products.“

DIE RHEINPFALZ

„Who wants to be „fair and green“ has to implement a holistic sustainability system and maintain it steadily.“

Meininger weinwelt

„The three pillars of sustainability - business, environment and society - are covered by Fair'n Green as business management, environmental protection and corporate social responsibility.“



„A group of producers which measures its environmental impact with such precision - this must come from Germany.“-“

General-Anzeiger

„Leading wineries have joined FAIR'N GREEN and participate in the light-bottle initiative as well as other environmental projects.“








„Real environmental protection“

drinks business

„Not only is it a certification, it is a constant process to improve businesses into a sustainable future.“

DER DEUTSCHE WEINBAU

„The goal is to ensure the future ability of the producers to offer their customers a sustainable, high-quality product.“

BUSINESS MANAGEMENT	ENVIRONMENT	SOCIAL RESPONSIBILITY	VALUE CHAIN
			
BUSINESS STRATEGY	ENVIRONMENTAL FOOTPRINT	REGULAR STAFF	SOIL MANAGEMENT
ASSETT DEVELOPMENT	WATER USAGE	SEASONAL STAFF	NUTRIENT INFLUX
INVESTMENTS	ENERGY USAGE	PROFESSIONAL TRAINING	PLANT PROTECTION
PROCUREMENT	WASTE MANAGEMENT	STAKEHOLDER	BIODIVERSITY
LAW & REGULATION	CARBON FOOTPRINT	CORPORATE SOCIAL RESPONSIBILITY (CSR)	VINIFICATION
IT-MANAGEMENT	SOIL COMPACTION	PROMOTION OF CULTURAL HERITAGE	QUALITY MANAGEMENT
INNOVATION	TOXICITY ANALYSIS		COMMUNICATION
KEY PERFORMANCE INDICATORS (KPI)			TRANSPORT

→ With FAIR'N GREEN, all wine estates are in a structured and professionally guided process, in order to develop systematically towards sustainability. Together, we're working on the future of winemaking.

How to become certified?

For the certification according to FAIR'N GREEN, formal and substantial requirements have to be fulfilled. The fulfillment of these requirements is confirmed by a certificate. All wine estates become members in the association FAIR and Green.e.V., which issues the certificate after the external audit.

The **formal** requirements are:

- Status Quo analysis with the sustainability consultant (criteria catalogue)
- Provision of required documents
- On-site inspection of the wine estate
- Acceptance of the audit report

The **substantial** requirements are:

- Processes promoting the sustainable development of the wine estate have to be established and carried out permanently
- At least 50 percent of the criteria catalogue's points have to be reached every year
- The wine estate has to improve by at least 3 percent annually

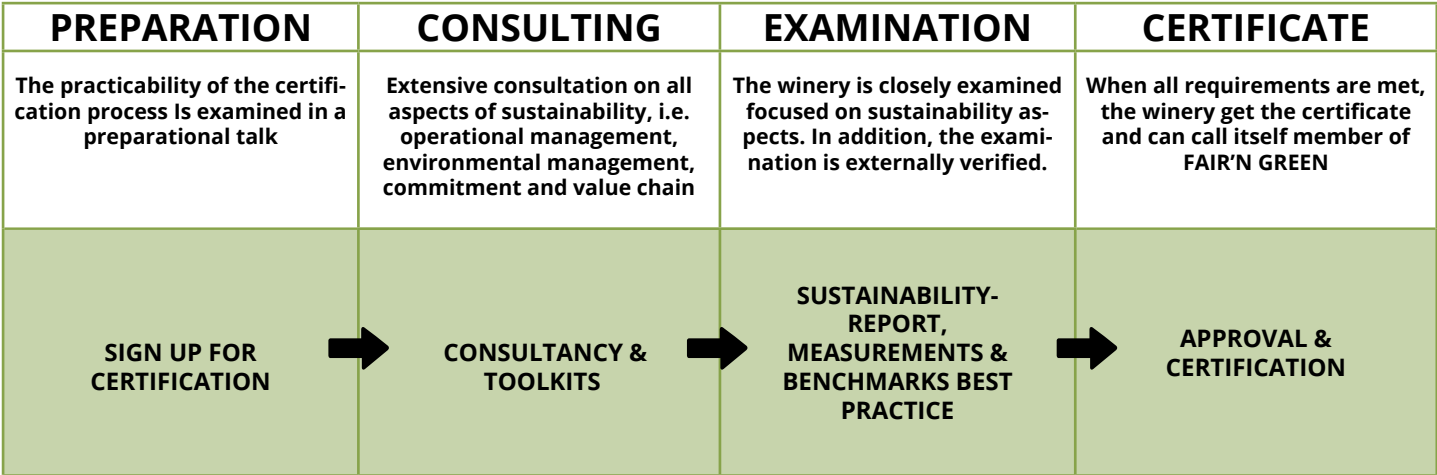


„I support the sustainability system FAIR'N GREEN for viticulture with great emphasis and hope that this is related with a clear signal for public and viticulture in general.“

- Klaus Töpfer

Professor Klaus Töpfer is the director of the Institute for Advanced Sustainability Studies (IASS) in Potsdam, Germany and advises the federal government in sustainable development. As former director of the UN Environmental Program (UNEP), as well as former German Minister of the Environment, he belongs to the most famous supporters of sustainability in Germany.

(Picture: econ-referenten).



- *Best practices analyzed and transferred to other wine estates*



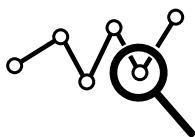
- *Roadmap for innovations in cooperation with wine growers set up*



- *Network of wine growers for sustainability cooperations set up*



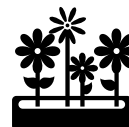
- *New evaluation system for the reduction of plant protective agents developed and used in Europe for the first time*



- *Use of green energy and renewables promoted*



- *Business biodiversity management reinforced*



- *Carbon footprint analysis and life cycle assessments carried out*



- *„Lighter bottles“ initiative for the reduction of the use of resources and carbon emissions started*



- *Climate friendly transports promoted*



“The concept of FAIR'N GREEN focusses on the potential for change towards a holistic, sustainable winery. It marks an important step towards the development of a sustainable viniculture and securing the future of the wine culture in general.”

- Reinhard Löwenstein
Wine Estate Heymann-Löwenstein



“To me, as a long-practicing organic wine grower, it is important to also integrate other aspects of sustainable viticulture into my work. In addition to this, the system FAIR'N GREEN will lead to a possible development of currently conventional wine growers into the direction of an ecological and sustainable work.”

- Clemens Busch
Wine Estate Clemens Busch



FAIR

towards the

PEOPLE



„We are making wine since eight generations. It is important for us to maintain our culture, Savoir-Faire, the nature and our soil. Sustainability is a global topic which is reached more easily and quicker in exchange with international colleagues than alone - and FAIR N'GREEN is the right system for this. The approach

is innovative, all pillars of sustainability are considered and measured. Each part of the value chain is considered: the wine grower, the staff, the customer and most of all the nature! Vive FAIR'N GREEN!”

Mélanie Pfister | Domaine Pfister



*„I'm with FAIR'N GREEN because it's a realistic, authentic and honest certificate - oriented towards the future:
It shows the consumer true sustainability of the producers!”*

Gunter Künstler | Wine Estate Künstler



„With the membership in FAIR'N GREEN we see a chance to put our ideas in this field into quantifiable numbers and to understand where we are standing in the process! The monitored development is often forgotten in the busyness of daily routines and for that the topic is just too important for us! We hope to get to know ourselves better and to improve our winery.”

Theresa Breuer | Wine Estate Georg Breuer



FAIR towards NATURE



"FAIR'N GREEN uses an exemplary way of pesticide reduction. Herbicides are already forbidden in machinable vineyards and the Toxic Load Indicator serves as a measure and steady impulse to continuously improve the wineries."

Lars Neumeister is a leading expert for the assessment of plant protection agents and author of the „EU Pesticide Blacklist“ for Greenpeace. He consults FAIR and GREEN e.V. in matters of pesticide reduction.



„To me, the system “FAIR'N GREEN” is important because the efficient usage of resources is analysed and aspects such as a good relationship with the staff, fair wages and respectful interaction with each other play a major role. All these criteria are embodied within the system “FAIR'N GREEN” which is why I consider this a big progress for my winery and the European viticulture.”

Philipp Kuhn | Wine estate Philipp Kuhn



"Excellent wines are produced only with accuracy in the vineyards consistent with nature. Hence we maintain our soil sustainable in order to keep its vitality - especially for further generations of humen and vine stocks. The philosophy of FAIR'N GREEN reflects exactly this vision of sustainable viniculture. It is linked to societal, responsible action and fair cooperation between staff, customers and suppliers."

Markus Pfaffmann | Wine estate Karl Pfaffmann



“Sustainability is a key term for our generation - for only with sustainable practices in social, ecological and economic issues we are able to secure the viticulture, wine cultural landscape and therefore our livelihood and those of future generations!”

Dörte & Meike Näkel | Wine estate Meyer – Näkel



„FAIR'N GREEN has convinced us with its holistic approach. Not only does it include the work in the vineyard, but also the procedures in the cellar, the marketing and after all, the social aspects of winemaking. By participating in the FAIR'N GREEN association, we have obligated ourselves to measurably increase our performance towards sustainability in all of these aspects.”

Gerhard Wohlmuth Sen. | Wine estate Wohlmuth



GEORG BREUER



DÖNNHOFF



SPIESS

NIK WEIS
ST. URBANS-HOF



Karthäuserhof



LUBENTIUSHOF





Seal for Sustainable Wine

Members:

Emil Bauer & Söhne

Berger (AT)

Blankenhorn

Georg Breuer

Clemens Busch

Dönnhoff

Reinhold Haart

Horcher

von Hövel

Karthäuserhof

Philipp Kuhn

Künstler

Heymann-Löwenstein

Lubentiushof

Meyer-Näkel

Axel Neiss

von Othegraven

Karl Petgen

Karl Pfaffmann

Domaine Pfister (FR)

Egon Schmitt

Spiess

Jean Stodden

Wwe. Dr. H. Thanisch - Erben Müller Burggraef

Nik Weis - St. Urbans-Hof

Wohlmuth (AT)

Ernst & Mario Zelt