

Michigan Sustainable Winegrowers



Now is the time for change.

We can be leaders in sustainability.

“...this will help our industry respond to DEQ’s interest in wastewater and future changes in regulatory or market demand.”

“Verification plays a key role in establishing trust between growers, wineries, consumers, and others across the supply chain.”

“...the state’s MAEAP program could easily evolve beyond viticulture to include winery sustainability practices.”



— LEE LUTES
Black Star Farms



— JEFF LEMON
Lemon Creek Winery



— ROBIN USBORNE
East of Eden Vineyards



MEET DEMAND
Meet increasing demand from consumers, retail & restaurants for transparent sustainability standards



HELP THE EARTH
Drive innovative research & best practices to protect Michigan’s agriculture & watersheds for future generations



REDUCE COSTS
Implementing best practices can reduce energy, water, & operational costs & engage the workforce

Michigan wineries and growers agree, it is **63% VERY Important or IMPORTANT** to develop a sustainable wine program.



The Demand

CONSUMER / RETAIL / TRADE

It **matters** when selecting wine

37%

Bottle seals **help** inform & educate

81%

NOTE: Survey credit to Berghoef, N., & Dodds, R. (International Journal of Wine 2011), Wine Institute, PE International (2013), Natural Marketing Institute (2012).



FUNDING

Express support for an industry funded approach



PARTNERSHIPS

Industry Associations, Government, University, Non-Profits & Foundations



ENGAGE

Attend industry meetings, ask questions & review 5LE’s recommendations

Next steps?

BE PART OF THE SOLUTION



The Michigan Grape and Wine Industry Council (MGWIC) was awarded a USDA Specialty Crop Block Grant to conduct the Michigan Sustainable Wine Feasibility Study. Hired by the MGWIC, 5 Lakes Energy will release a full report detailing survey results, comparative research, a literature review of market research, and a summary of energy audits results and opportunities. Contact Liesl Clark at lclark@5lakesenergy.com or Linda Jones at JonesL9@michigan.gov with any questions.