

FOR IMMEDIATE RELEASE

Contact: Alex Carr
The Climate Registry
alex@theclimateregistry.org
o 778 340 8837 m 778 384 8711

Fourteen pioneering Oregon wineries join The Climate Registry as part of carbon reduction program

One-fifth of the wine produced in Oregon will be low carbon as a result of reduction initiatives

(April 29, 2010 – Los Angeles, CA) Fourteen Oregon wineries announced the completion of the “Carbon Neutral Challenge” today, part of a rigorous process to measure and reduce greenhouse gas (GHG) emissions from operations, with the goal of eventually becoming carbon neutral.

Participating wineries were required to become members of The Climate Registry, the leading voluntary GHG registry in North America. Governed by states, provinces, territories and tribes, The Registry sets consistent and transparent standards for calculating, verifying and publicly reporting GHG emissions.

“We salute the Carbon Neutral Challenge participants for reporting their carbon emissions in a public, transparent and credible way,” said Diane Wittenberg, Executive Director of The Registry. “Measuring your emissions is the critical first step to managing them and fostering new ways to reduce your carbon footprint.”

The fourteen participating wineries represent approximately 20 percent of Oregon’s overall wine production, meaning that one-fifth of the wine produced in the state will now be low carbon wine. The wineries instituted a number of improvements to reduce GHG emissions, including installing solar panels, lighting retrofits, tank insulation and using goats, sheep and raptors instead of lawn-mowers and pesticides.

“Oregon wineries and vineyards recognize that they are a canary in a coal mine when it comes to climate change,” said Oregon Environmental Council Executive Director Andrea Durbin. “Unchecked climate change will have a significant impact on their ability to grow grapes and produce quality wines.”

Many Oregon wineries and vineyards have long incorporated sustainable agricultural and winemaking practices, said Durbin, so completing the Carbon Neutral Challenge was a natural extension of their efforts.

“Completing this challenge and reducing our emissions shows that it is possible to produce high quality, low-carbon wine,” said winemaker Tony Soter of Soter Vineyards. “We are thrilled to be part of a group of Oregon wineries that are showing how you can tackle climate change head-on in the agriculture sector while also saving money for our businesses by investing in energy saving practices.”

Participating winery Sokol Blosser and The Climate Registry are hosting a webinar on May 25th that will highlight best practices in carbon management in the wine industry. More information is available on The Climate Registry's website www.theclimateregistry.org or register via this link <https://www2.gotomeeting.com/register/173744923>.

About The Climate Registry

The Climate Registry is a non-profit organization that operates the only North American voluntary greenhouse gas (GHG) registry. Governed by states, provinces, territories and tribes, The Climate Registry helps hundreds of public and private organizations measure, report and reduce their GHG emissions with integrity.

For more information, please visit www.theclimateregistry.org.

###