

# What is Sustainability?

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”  
-*Our Common Future*, The Brundtland Report, United Nations, 1987

Anytime we discuss sustainability, we are viewing the world as a single organism in which all beings, in the present and in the future, are affected by what is taking place. Pesticides sprayed on vineyards could contaminate rivers. Inefficient, harmful farming practices today could lead to soil erosion and infertile, barren landscapes.

In order to live more healthily today and ensure that future generations prosper, we need to address these problems and find solutions to harmful farming practices. Vino Allegro is doing its part by supporting wineries that are not only sustainable, but are also working toward good manufacturing processes in wine production and bottling activities. Here are some steps being taken by the wineries we support and endorse:

“We are striving to minimize our carbon footprint as well as protect our limited resources. It is the goal and mission of the Line Shack Winery to grow a business which provides its customers with excellent quality and good value while providing a sound workplace with opportunity for our employees all the while remaining good stewards of the environment.”  
-Line Shack Vineyards, Central Coast, CA, USA.

“Purato Nero d’Avola is hand-harvested from organically farmed vineyards in sunny Sicily...[they] follow simple, all natural organic methods such as cover crops, organic manure and natural herbicides, allowing them to completely eliminate the use of chemical fertilizers, pesticides, and herbicides.”  
- Feudo di Santa Tresa, Purato, Sicily, Italy.

“While the commitment to being organic emphasizes the word labor in our ‘labor of love,’ we feel the result in your glass makes it all worthwhile. As does the way we treat our land and the attention we pay to the process of crafting our wines. Care of the land and care in the process are the starting points in our product delivery.”  
-Mistaken Identity Vineyards, Salt Spring Island, BC Canada.

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Several of the vineyards and wineries that we represent have gone a step further and have committed to not only being sustainable, but also adhere to the strict regulations of being certified organic. In many ways, sustainability is a return to the traditional methods of farming, before industrialized farming and synthetic fertilizers were invented. But it can also involve using new methods to improve and actually give back:

“In 2007, we installed a 63-Kw photovoltaic solar system. The system, at Shenandoah Vineyards, was sized to supply 100% of the electrical needs of the winery, office and vineyards. The lighting system was retrofitted with the latest, most efficient technology available. Our heating and cooling systems are the most efficient available. Along with the solar system, we recycle our cardboard, glass and metal waste. The white paper waste from our office (about 10 cubic feet per week) is shredded and added to our grape compost to aid in its breakdown. Our carbon footprint has diminished to the point that we are more than carbon neutral. This means we are eliminating more CO2 from the environment than we use. In fact, we sell carbon credits to other industries.”

- Sobon and Shenandoah Vineyards, Amador County, CA, USA

If we are to endure and thrive on this beautiful place we call Earth, we need to take steps to ensure that we manage our resources effectively and take care of the land. It is possible to put back in more than we take out.

“We do not inherit the earth from our ancestors; we borrow it from our children.” ~ Native American Proverb