

OREGON CERTIFIED SUSTAINABLE WINE

“Growing” Awareness

The OCSW logo on a bottle label guarantees that consumers are drinking wine crafted using responsible agriculture and winemaking practices; and that both of those processes were certified by an independent third-party. Independent certification is key to transparency, credibility and sustained loyalty among the trade who sell these wines and the environmentally conscious consumers who purchase the wines.



Quick Facts

- Program open for wine industry enrollment in 2008
- Formal launch in February 2009
- Now, two years later, program has reached critical mass, with 22 participating wineries and more than 3.5 million certified wines
- Many wines in distribution nationally or coming soon; all available direct via winery website or tasting rooms

Consumer Interest Continues to Grow

- A recent Nielsen presentation highlighted a November 2008 report from the Natural Marketing Institute suggesting 80 percent of the US population shows some kind of green motivation, and that 34 percent are dedicated to it.
- A 2009 Wine Opinions Trade Panel survey finds that consumers still value sustainable practices. Fifty-four percent of trade respondents disagreed with the statement “Consumers are losing interest in organic and sustainable.”

For more info, visit ocsw.org.