

LIVE EXTENDS SUSTAINABLE CERTIFICATION TO WINERY FACILITIES

Organization leads the way with independent certification of Oregon vineyards and wineries

Salem, OR – March 9, 2009 – Low Input Viticulture and Enology (LIVE, Inc.) announces the extension of its independent 3rd party sustainable certification program to winery facilities. LIVE’s new winery certification standards mirror the same principles of its vineyard certification, but addresses sustainability in the winery, including winemaking practices, facility energy and responsible water usage, tasting room issues, and worker health and safety concerns. Since 1997, LIVE’s mission has focused on minimizing off-farm inputs, such as chemicals and fertilizers; and maximizing biodiversity and belief of a whole-farm system through sustainable vineyard certification.

Over an eight-month period between 2007 and 2008, LIVE worked with the South African IPM Cellar Manual to develop its standards and subjected the certification rules to peer review, as well as State and Federal agency review. The certification’s pilot program consists of 17 wineries, which account for more than 30 percent of Oregon’s total case production. Participating wineries include A to Z Wineworks, Adelsheim Vineyard, Amity Vineyards, Anne Amie Vineyards, Argyle Winery, Bethel Heights Vineyard, Chehalem, Cristom Vineyards, Domaine Drouhin, Firesteed Cellars, Panther Creek Cellars, Ponzi Vineyards, Willamette Valley Vineyards, Witness Tree, WillaKenzie Estate and Wooldridge Creek Vineyards. The first LIVE certified wineries will be published on the LIVE website, www.liveinc.org, in April 2009.

“This is a milestone for LIVE,” said Chris Serra, program manager for the organization. “As our acronym implies, we are committed to promoting sustainability in both the vineyard and in the winemaking process, and with this new certification offering we are realizing the entirety of our original mission.”

Implementation of LIVE’s winery certification program may result in long-term costs savings for businesses through a decrease in expensive chemicals and additives, as well as a goal of a per case reduction in energy usage. A sustainable winery certification, either through the LIVE program or another similar certification program, is required for participation in “Oregon Certified Sustainable Wine” (OCSW), an educational program launched by the Oregon Wine Board in 2009 to increase awareness, communicate the importance and guarantee of certification and encourage distribution of sustainable wines so consumers can access them. For more information about OCSW, visit www.oregonwine.org. For more information about LIVE, visit www.liveinc.org. Wineries interested in registering or learning more about the LIVE winery certification may contact Chris Serra, Program Manager, at chris@liveinc.org or 503.584.7274.

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