



## **How Portugal's Wine Industry is Embracing Sustainability**

*By prioritizing environmental and social sustainability, the Portuguese wine industry is cementing a future of wine quality and economic success.*

**NEW YORK, NY, June 02, 2020** - Faced with climate change, economic uncertainty, and questions about the long-term viticultural viability, the global wine industry is thinking about sustainability. But for Portugal's wine producers, sustainability isn't just a consideration—it's a necessity. By investing in environmental and social sustainability now, the Portuguese wine industry is also investing in its economic sustainability for years to come.

### **Portugal's leadership role against climate change**

In recent years, the Portuguese wine industry has taken on a leadership role in the fight against climate change. The Climate Change Leadership conference, founded by Portuguese wine leaders and held annually in Porto, attracts wine industry members from around the world and hosts climate change experts, activists, and world leaders like Al Gore and Barack Obama. Portuguese wineries were also among the first members of the International Wineries for Climate Action in 2020, which is working to decarbonize the wine industry.

### **Efforts reflected across all industries**

But it's no surprise that Portugal has become a hub for sustainability innovation in the wine industry. As a whole, Portugal is embracing sustainability across industries; as part of the Portugal 2020 program, in partnership with the European Commission, the country is prioritizing initiatives like increasing renewable energy, maintaining drinking water standards, and improving air quality. To support their green growth commitment, Portugal is also working to create more jobs centered around sustainability.

### **Solutions to fit Portugal's diverse wine landscape**

Sustainability efforts are spreading across the Portuguese wine industry, with a five-year sustainability project growth of 47% across vineyards and 42% across individual producers. The rich diversity of Portugal's wine regions, which span the country from north to south and mainland to islands, creates unique environments for viticulture and vinification in each of these areas. Thus, sustainability efforts may look a bit different in each one. In the Douro, for instance, producers are optimizing terraces to avoid topsoil erosion and eliminate the use of herbicides. In dry, sunny Alentejo, water is a precious resource, so producers are managing irrigation more efficiently and treating wastewater for reuse. Across Portugal, wineries are encouraging biodiversity in the vineyard, developing energy-efficient practices and facilities, creating social programs to support local communities, and more.

Several programs and foundations have also emerged in order to mobilize individual producers towards sustainability efforts. The Porto Protocol Foundation, born from the Climate Change Leadership summit,



promises to be a hub of innovation against climate change, guiding members through a set of environmental practices principles. Founded in 2014, the Wines of Alentejo Sustainability Program supports the region by helping its members manage resources like energy and water more efficiently, therefore increasing economic viability. In the Douro, the Association for the Development of Viticulture in the Douro Region (ADVID) is making strides in its efforts for the sustainable development of the viticulture of the Douro region.

“ADVID activity has been contributing to minimize the impact the wine sector on the environment, and for a more efficient use of natural resources like soil and water to preserve biodiversity,” says Rosa Amador, the general director of ADVID. The association has been focusing on efforts like soil conservation, mitigating climate change, the use of fertilizers, preserving biodiversity, and promoting a circular economy and eco-efficiency.

With a history of tradition, quality, and innovation, the Portuguese wine industry understands the importance of taking a long-term view of success. With the country’s commitment to both environmental and social sustainability, Portugal’s wines will continue to be a beacon for the global wine industry now and in the future.

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### **About Wines of Portugal**

ViniPortugal is a private and non-profit interprofessional association, created with the aim of promoting and supporting Portuguese wine production, both domestically and internationally. ViniPortugal’s Mission is to promote the image of Portugal as a country that produces wines of excellence, by valuing the brand Wines of Portugal and contributing to a sustainable growth of both volume and average price of Portuguese wine, as well as its diversity. Eight professional associations representing trade (ACIBEV, ANCEVE and AND), production (CAP, FENADEGAS, FENAVI and FEVIPOR) and demarcated regions (ANDOVI), integrate ViniPortugal.

A small, yet diverse country, Portugal offers a stunning variety of terroirs, grape varieties and blends brought alive by a dynamic group of grape growers and winemakers with the perfect balance of creativity, artistry and technical skill. The result is a collection of wines both distinctive and authentic, unique among a sea of the same.

For more information about Wines of Portugal, please visit [www.winesofportugal.com](http://www.winesofportugal.com).

### **For media queries – please contact:**

Wines of Portugal c/o Sopexa  
Jennifer.mclean@sopexa.com  
1.212.477.9800