

The Sustainable Vineyard Approach: 2026-30

Despite growing attention to vineyard sustainability, the industry lacks a credible, globally consistent view of current practice. The Sustainable Vineyard approach directly addresses that gap, establishing the first evidence base and collaborative mechanisms needed to measure progress and drive meaningful change.

Rationale & Objectives

SWR's Sustainable Vineyard approach integrates labour standards and viticulture practices to support better decision-making in and around the vineyard. It gives growers, retailers, standards bodies and regional wine organisations a shared, data-driven view of modern vineyard sustainability and how to get there, without creating a new standard or audit burden. It also recognises climate change as a core driver of vineyard risk, from how vines are managed under heat, drought and flood to how workforce risks are identified, managed and safeguarded.

To deliver this, the Sustainable Vineyard approach works across three strands:

1. Data and insight

Establish a clear, credible baseline of labour and viticulture practice data, so risks are understood, located and tracked over time in the wine industry.

2. Toolkit development

Develop and share tools, frameworks and practical approaches that help producers and regions address labour rights challenges and improve viticulture practice in real-world conditions.

3. Collaborative engagement

Work with members, standards bodies, regional wine organisations and regulators to build a consistent and collaborative response to shared labour and viticulture challenges.

Together, these strands will culminate in an annual Sustainable Vineyard Barometer, presenting the best available evidence on labour standards and viticulture practice across regions, tracking trends over time and featuring practical examples of best practice from around the world.

The approach operates across two Action Areas that run in parallel, as set out in the following pages.

Who benefits & how?

- **Growers:** a practical route to improve vineyard practice over time, grounded in what "good" looks like locally.
- **Retailers:** clearer visibility of the supply base, better-aligned requirements, and a basis to target support.
- **Regional wine bodies:** insight into regional practices and trends, strengthening member guidance and support.
- **Wider sector:** a credible view of how vineyard practice is evolving, where risks and gaps remain, and where further action is needed.

Labour Standards Action Area

In 2025, SWR convened the Labour Standards Group in response to the wine sector's need for a more consistent and collaborative way to manage vineyard labour challenges, especially for migrant and seasonal workers. Together, members developed a framework to support adoption of the widely accepted Human Rights Due Diligence (HRDD) approach and a shared way to collect and use labour data.

The Labour Standards Group is working to make labour data from members clearer, simpler and more consistent so that risks are better understood and addressed over time.

This action area is:

- Providing clearer **visibility of potential risks** through collection of consistent baseline data across different wine regions.
- Sharing and developing practical tools to **drive improved practices**.
- Showing how producers can improve their practices through **practical case studies**.
- Providing a **model data collection approach** that members can send to producers,
- Using anonymised data to **show progress over time** and across regions in an annual report.

Actions & timeline

May – July 2026 | Initial data collection

A “Sustainable Vineyard Practice Survey” will be sent to a global set of producers through SWR members and partners, providing the first consistent baseline of anonymised labour data across regions.

May – September 2026 | Case studies

Working with regional bodies in Langhe, Italy, and Bordeaux, France, we will document how labour challenges are identified, managed, and improved over time, providing practical guidance for other regions and producers.

August 2026 | Interim report

An interim report will present findings from the initial round of data collection, assess the survey process, identify improvements for the next rounds, and flag priority regions for targeted engagement.

September – December 2026 | Expand engagement with regional bodies

Using collected data and member risk assessments, collaboration with regional organisations will deepen, adoption of shared tools and frameworks will be supported, and further data collection will be encouraged.

January 2027 | First barometer report

The first Sustainable Vineyard Barometer report will set out the “state of play” for key vineyard labour issues globally, track regional and national progress, highlight trends and emerging risks, and showcase examples of good practice from around the world.

Supporting members



Viticulture Action Area

This builds on research undertaken by SWR in 2023 exploring how best to reduce chemical usage in grape growing and increase the use of more sustainable and regenerative techniques. It is clear from the research that many producers are seeking to make this transition, and this Action Area supports the development of scalable ways for producers to collaborate, transform how sustainable grapes are grown, and strengthen climate resilience/adaptation over time.

This action area is:

- Establishing a consistent **baseline of viticulture practices** across wine regions, providing the first global view of where the industry currently stands.
- Identifying and **sharing practical approaches** to the most common viticulture challenges, including chemical reduction, soil health, and water management.
- Providing **clearer visibility and oversight** over supplier practices on the ground.
- Assessing how producers are **responding to climate risks**, identifying key drivers, gaps and emerging solutions.
- **Tracking progress over time** and across regions through an annual report, showing how the industry is moving towards more resilient and sustainable viticulture.

Actions & timeline

May – July 2026 | Initial data collection

A “Sustainable Vineyard Practice Survey” will be sent to a global set of producers through SWR members and partners, providing the first consistent baseline of anonymised viticulture practice data across regions.

September 2026 | Interim report

An interim report will present findings from the initial round of data collection, assess the survey process, identify improvements for the next rounds, and flag priority regions for targeted engagement.

September – December 2026 | Regional engagement and webinar series

Share interim findings with regional wine bodies and encourage commitment to ongoing data collection. Work with regional bodies to convene a series of webinars centred on key viticulture challenges, connecting producers across regions to share solutions and transferable practices.

January 2027 | First barometer report

The first Sustainable Vineyard Barometer Report will set out the “state of play” for key viticulture issues globally, track regional and national progress, highlight trends and emerging risks, and showcase examples of good practice from around the world.

Supporting members



How to get involved

Driving meaningful improvements in vineyard sustainability requires collaboration through the value chain. We invite SWR members and partners to engage across either or both Action Areas:

- Join the Labour Standards and/or Sustainable Viticulture working groups and help shape the industry's approach to vineyard sustainability.
- Draw on resources, tools and frameworks developed collectively with your grower network.
- Complete the Sustainable Vineyard Practice survey, with your own or suppliers' anonymous data.
- Showcase regional data, case studies, or examples of best practice from across your supplier base.
- Participate in relevant events and support our regional engagement programme.
- Contribute funding to this work where possible.

Why join these groups

- Use the collective weight of these groups to address key labour and viticulture issues that matter to regulators, investors and consumers.
- Access aggregated, anonymised data to better understand and manage both labour and viticulture risks across your supplier base.
- Demonstrate your organisation goes beyond box-ticking or greenwashing by supporting a visible, credible global initiative.
- Work with SWR and regional bodies in a collaborative, solutions-focused way rather than relying on top-down demands.
- Save time and money by co-funding shared work and using existing peer resources.

Find out more

As with all SWR Action Areas, delivering this workplan requires dedicated funding beyond membership fees. This is not a requirement to join. To get involved, find out more, or support this work please contact Luke Mobley at luke@swroundtable.org.

