



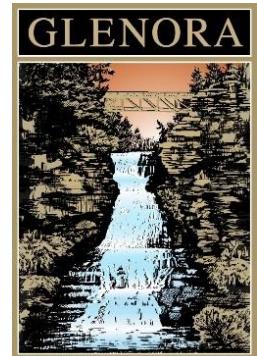
Sustainable Supply Chain and Technology Program

New York State Pollution Prevention Institute (NYSP2I) assists companies with achieving their Sustainable Supply Chain goals by helping to offset costs associated with greening operations and supply chain

Supply Chain Sustainability Assessment for Glenora Wine Cellars

Client

Glenora Wine Cellars (Glenora), located in Dundee, NY on Seneca Lake, produces a variety of wines and hosts many events at their winery and inn throughout the year. Glenora was the first winery on Seneca Lake, opening in the 1970's. Today, Glenora produces over 55,000 cases of wine annually which are sold through retail and wholesale and have over 65,000 visitors to their tasting room annually.



Opportunity Areas

The demand for sustainability-minded winemakers has created the opportunity to become a preferred product and brand for retailers, restaurants and individual consumers. Businesses that strategize, set targets, measure, monitor, and report their sustainability efforts will likely generate more revenue, retain and potentially create jobs, and reduce the risk of jeopardizing potential business. Glenora would like to be a more sustainable winemaker but needs assistance in identifying opportunities for improvement and communicating their sustainability status to stakeholders and consumers.

Objective

NYSP2I's assessment tool was used to examine common components from internationally accepted sustainability guidelines, standards and protocols. The objective was to identify opportunities for improvement and determine Glenora's preparedness to fully share their sustainability story with their customers and stakeholders. This is in an effort to retain and increase customers for Glenora, particularly with those committed to purchasing from sustainable companies.



Work Performed

1. NYSP2I reviewed Glenora's documentation for sustainability policies, initiatives, and relevant company data.
2. NYSP2I then performed a one day assessment of the winery by conducting interviews with Glenora's owner, procurement, marketing, and production staff while also evaluating the winemaking facility. The assessment included a review of the production process, inputs, outputs, procedures, targets, and measures.

Results

The assessment identified opportunities that include:

- Informing procurement personnel of sustainable purchasing alternatives such as cleaning chemicals and packaging materials;
- Improving the process and detail of measuring impacts on all levels to set meaningful objectives and targets and to track performance;
- Adding policy, objectives and targets, performance and action plans to marketing and communications material.

Glenora anticipates a 10% increase in sales, resulting in retaining its current 35 employees and growing by potentially 3 employees.

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