

July 2016

Water Management Checklist Michigan Wine Industry

Why is this important?

1. Improve profitability by reducing costs – eg. Energy and water use
2. Reduce the challenges of unexpected regulatory pressure by addressing emerging issues as an industry.
3. Support individual wineries, wine trails, grower groups and the state's wine industry in telling their stewardship story to the public, trade buyers and others. Celebrate the responsible practices that are already being used by growers and wineries.

What do I need to do?

1. Make a business management decision to start working proactively to manage important decisions about water management. Assign an owner or staff member to this task with specific objectives with timelines.
2. Create a filing system to gather all the relevant information – data about your operation, resources available to assist. The data about your operation will be valuable in documenting use patterns to regulators who may want to see it at a later date. While the information you gather is primarily for your own use, it may be valuable for you to share with others to benefit the entire industry, as you feel comfortable doing so. (see #6)
3. Set up a system to monitor influent water flow – both in total and by operation with as much detail as practically possible. (eg. Barrel cleaning, tasting room, etc. etc.)
4. Gather resources to access monitoring tools and to become more familiar with the issues that other regions have addressed to be better able to anticipate challenges for your operation in the future <http://5lakesenergy.com/mi-sustainable-wines/> see Winery Wastewater Resources under Quick Links.
5. Consider how you might monitor effluent flows from the winery using guidance that will be developed by the Michigan Grape and Wine Industry Council and 5 Lakes Energy in Summer / Fall 2016.
6. When requests come to you, share your experiences and data to the extent you are comfortable doing so, with other wineries, trail members, the Michigan Grape and Wine Industry Council Research and Education Committee, 5 Lakes Energy and the Michigan Wine Collaborative Sustainability Committee. Aggregating experiences from across the industry will better prepare the industry for effectively influencing public policy and the regulatory environment when the need arises.