



Jackson Family Wines 'Race to Zero' Emissions

Jackson Family Wines (JFW) is a globally recognized, family-owned wine company based in Santa Rosa, California. The company is 'rooted in the land' as they put it, and has a strong commitment to minimizing their environmental impact to ensure the company's longevity, demonstrated by their many [sustainability initiatives](#) and [active climate leadership](#). Among these initiatives is their '[Race to Zero](#)', in which **they plan to cut their carbon footprint in half by 2030 and become climate positive by 2050 without relying on carbon offsets.**

Reducing or eliminating GHG emissions for a company at their scale comes with many challenges, but Jackson Family Wines sees each challenge as an opportunity. In June of 2022, the USDA California Climate Hub had an opportunity to sit down with Katie Jackson, Jackson Family Wine's SVP of Corporate Social Responsibility, to discuss the company's process and progress in their Race to Zero emissions.

In 2015, JFW established a baseline of their overall GHG emissions, thus discovering emissions hotspots to target. Using this baseline, they're able to work towards their goals with four key projects (right).

- Transitioning to Electric Vehicles
- Reinvesting in Renewable Energy
- Light Weighting Glass Wine Bottles
- Enacting Zero Waste Initiatives



Since initiating these projects, JFW has reduced their overall GHG emissions by 17.8%, but need to continue to reduce emissions at 4% per year by 2030 to meet their 50% reduction goal.

A Closer Look at Transitioning to Electric Vehicles

During Jackson Family Wines' 2015 emissions inventory, **they found that 70% of their overall carbon footprint was associated with [Scope 3 emissions](#), also known as indirect value chain emissions**, and included gas used by on and offsite vehicles. To reduce these emissions, they started testing electric tractors on some of their vineyards. While they're optimistic about fully transitioning to electric tractors in the future, they say transitioning to electric vehicles broadly is presenting more of a challenge given a lack of proper technology. Luckily, **they see each challenge as an opportunity**, and are encouraged to continue working towards a net carbon positive future at the company.

How Light Weighting Wine Bottles Helps Reduce Emissions

In 2011, the California Sustainable Winegrowing Alliance (CSWA) determined that approximately [13% of emissions from California's wine industry are associated with transporting bottled wine](#). A key approach to reducing these emissions, outside of a fully electric distribution fleet, is to make the glass bottles lighter to require less energy consumption during transportation.

Since 2016, Jackson Family Wines has experimented with how much weight they can reduce in their bottles without compromising their structural integrity. **So far, they've succeeded in shaving off ~2 ounces from the bottles from their four largest volume wines, reducing their overall emissions by 3%.** While these lighter bottles help reduce energy consumption on the road, JFW has other plans for reducing energy back at their wineries.

Light weighting 85% of La Crema and Kendall Jackson bottles reduced overall emissions by 3%!



Powering Wineries with Renewable Energy

30%

Of Jackson Family Wine's wineries are powered by on-site renewable energy

It takes a large amount of energy to power a winery, but Jackson Family Wines has taken steps to reduce their on-site emissions through incorporating renewable energy in various forms. For example, **they have installed the largest solar array of all wine companies in the United States and plan to install a utility scale wind turbine in Monterey to power one of their largest facilities.** Currently, eleven of their wineries are outfitted with solar arrays, with plans to include at least four more to that list. To date, Jackson Family Wines has succeeded in powering 30% of their wineries with on-site renewable energy, and hope to bring that up to 50% soon.

Zero Waste Initiatives

Zero waste initiatives can be challenging for any company, particularly in a society where waste is often a default setting. However, there are a number of activities companies such as Jackson Family Wines can make to reduce waste throughout their operation.

To date, the company has a 98% waste diversion rate of all materials used across the winery. They've done this by creating practices both in the winery and on the field. For example, they're enacting new procedures and practices to reduce the amount of waste in their tasting rooms, and out on the vineyard, they work with [WholeVine](#) to reuse or reallocate wine harvest byproducts such as grape pomace so that no part of the vine is wasted.

The road to zero emissions is a complex endeavor, but Jackson Family Wines recognizes that this journey stands in line with their values. At it's core, Jackson Family Wines is a multigenerational agricultural business dependent on a stable climate, so they believe in being proactive to try to stabilize the climate as much as possible for the health and longevity of their business. Through transitioning to electric vehicles, light weighting glass bottles, utilizing renewable energy, and going zero waste, Jackson Family Wines actively doing their part to mitigate the climate crisis.

Find out more about Jackson Family Wines other environmental initiatives [here!](#)

