

Supporting Distillery Sustainability

Understanding the Fundamentals

101



Through our partnerships with various distilleries, we have witnessed a remarkable transformation as our collaborative efforts have paved the way for a more climate-smart conscious approach to crafting exceptional spirits. The shift towards sustainability-marketed products has been nothing short of remarkable.

Grown Climate Smart Approved Distilleries Share Similar Sustainability Values



Localized grain and ingredients are used as much as possible in the production process of distilled spirits.



Each Grown Climate Smart approved spirit utilizes grain and ingredients that integrate climate-smart practices from the field level.



Each Grown Climate Smart distillery agrees to a continued effort towards sustainability measures and will continuously work to build and develop a market for sustainable products.

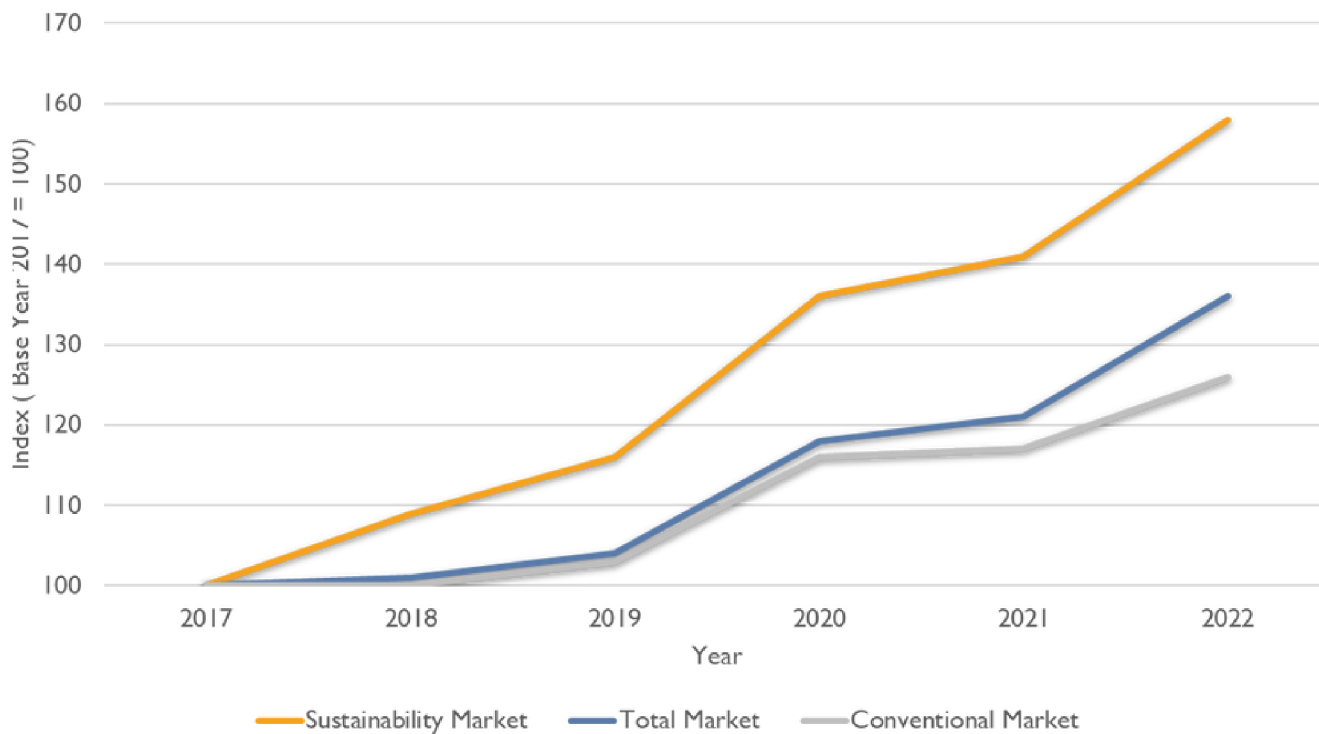


Each Grown Climate Smart product integrates the Grown Climate Smart logo on either the bottle via sticker, or directly printed on the product label.

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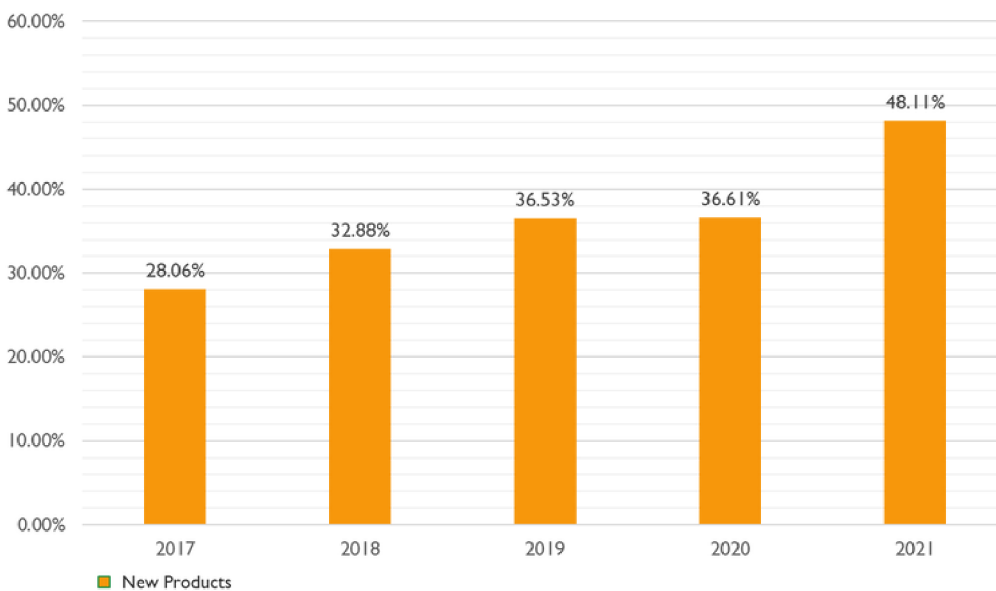
Sustainability Market Share *Continues to Grow*



Sustainability-marketed 5-YR CAGR: 9.43%	Total Market 5-YR CAGR: 5.68%	Conventional-marketed 5-YR CAGR: 4.98%
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Source: NYU STERN Center for Sustainable Business – 2023 Sustainable Market Share Index™

Sustainable Market Share Index: New Products



20%

increase of new products that incorporate and communicate sustainability benefits from 2017 to 2021.

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Source: NYU STERN Center for Sustainable Business – 2023 Sustainable Market Share Index™

Talking Grown Climate Smart

Frequent Questions



Tell your customers about your forward thinking sustainability work in the tasting room, email campaigns, and other customer facing communications.

What is the difference between Grown Climate Smart, Organic or Non-GMO?

Grown Climate Smart has it's own guidelines and standards, although our seal may be found on the same or similar products. Grown Climate Smart is a USDA Climate-Smart Commodities program that is focused on climate-smart farming practices, verified and approved on a field level that result in lower carbon emissions while also building and developing a market for sustainable products aligning with trending consumer demands.

What are examples of sustainable farming practices?

Cover Crops, Reduced or No-Till, Nutrient Management Plans, Windbreak Establishments or Renovations.

What kind of organizations and companies are working with Grown Climate Smart?

Agriculture Business Councils, Agriculture Solution Companies, Grain Aggregators, Distilleries, Food Ingredients Manufactures, Ethanol Plants, Farmer Lead Groups, CPG Companies and many more sustainability focused organizations.

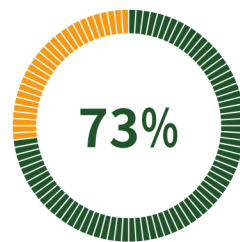
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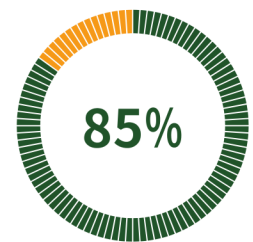
Consumers Care About *Sustainability*



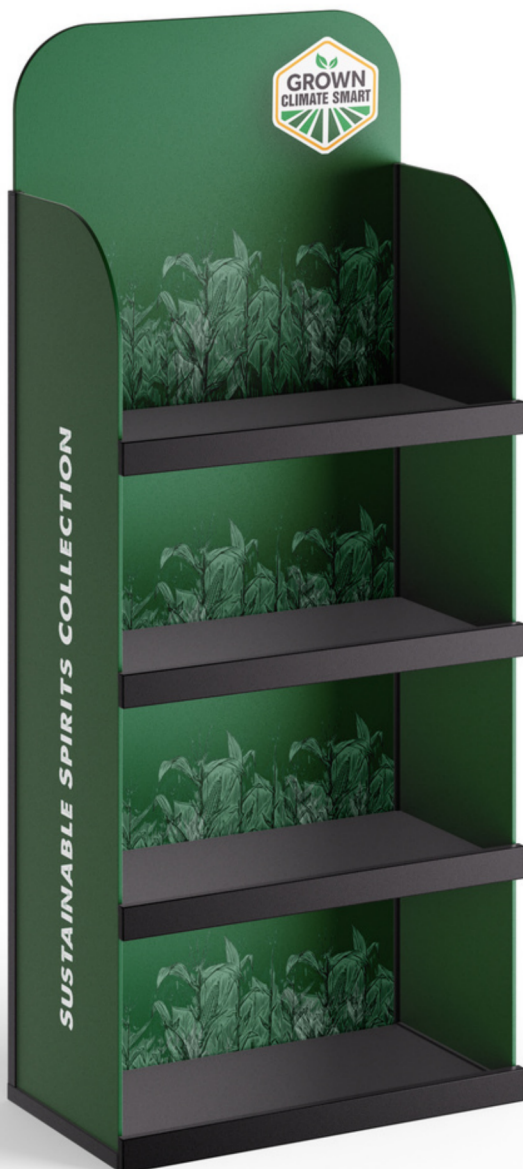
Sustainability is important to an increasing amount of consumers. A growing number of consumers say that given a choice they prefer products that are produced sustainably.



of consumers want to change their consumption habits to reduce environmental impact.



of consumers trust independent, third-party certification organizations to verify product claims.



Show your differentiated product offering and commitment to sustainability with a dedicated Grown Climate Smart display!

In today's ever-evolving consumer landscape, the emphasis on sustainability has taken center stage, particularly within the spirits industry. Distilleries aiming to fortify their commitment to sustainable practices find a natural partner in Grown Climate Smart. Our focus on sustainable agriculture, climate-smart commodities, and a 'grain to glass' approach perfectly aligns with the ethos of forward-thinking distilleries. By sourcing localized grains and commodities or incorporating organic ingredients, distilleries can be added into our sustainability-driven framework. Grown Climate Smart offers a gateway for distilleries eager to enhance their sustainability footprint while maintaining a dedication to high-quality, sustainable ingredients.

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