



Wine's Supply Crisis: Opportunity in Disguise

As supply-chain issues bite, wineries are looking at innovative ways to cut costs – and help the environment.

Kathleen Willcox • Monday, 30-May-2022



The pandemic, the war in Ukraine and rising inflation have created innumerable challenges for businesses and individuals – but amid the crises, there have also been opportunities to reconsider and rethink.

For the wine industry in particular, the past few years has been a roller coaster ride of extreme highs and stomach-lurching lows.

Producers are responding to the chaos and uncertainty, counter-intuitively perhaps, by investing in short-term expenditures that they believe will make them stronger, more viable and definitely more sustainable – in every sense of the word – for the long haul.

Shortening the chain

Many winemakers are saying that rising costs and delays are making them speed up plans to convert land to organic management, and find ways to ensure they don't need as many inputs from afar.

Napa's [Baldacci Family Vineyards](#) had 50 acres under vine across three vineyards, and the shortage and inflation crisis has prompted the team to redouble sustainability efforts.

"The situation means we have to think ahead more than ever when it comes to ordering glass, to ordering fertilizer," says director of vineyards and winemaking Michael Baldacci. "It has also made us even more hands-on in the vineyard, with fewer tractor passes. While there are more up-front costs initially when we decided to go organic, and we could never have anticipated what's happening now, what we've seen happening with the supply chain has moved up our timeline on converting all three of our estates faster."