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Why craft, sustainability and farming are Napa Valley's real luxuries

A quiet recalibration is underway in Napa Valley, pivoting from its super-luxe image to a more holistic and traditional path.



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Long-term benefits



Cathy Corison and Grace Corison Martin help out at harvest time at Corison Winery
(Image credit: Corison Winery)

The pursuit of sustainability rarely follows a single blueprint in Napa. Cathy Corison (*pictured, above*) of Corison Winery farmed organically for nearly three decades before obtaining CCOF certification in 2023, prompted largely by her daughter Grace.

‘I started farming organically long before it was fashionable,’ explains Corison, recalling a time when the label could even be viewed as a liability.

Cost and administrative burdens delayed the decision, but her daughter’s influence helped Corison to understand the greater value and recognition that certification carries, particularly for the next generation.

Also, she says, a growing sense of greenwashing in the industry – when companies use terminology related to sustainability to make misleading, vague or exaggerated claims about the supposed environmental benefits of their own operations – made the decision feel timely.