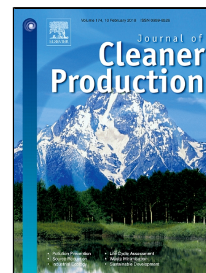


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Sustainability: a tool for governing wine production in New Zealand?

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6 **Length of the manuscript**7 **8728 words** from the top of the title page, including abstract, keywords, acknowledgements
8 and references.

9 **Abstract**

10 Governance mechanisms facilitate sustainability transitions by ensuring that people are
11 engaging in socially and environmentally sound practice. This paper analyses the history of
12 the New Zealand wine industry over the past twenty years to trace how agricultural actors
13 handle regulatory and voluntary modes of environmental governance and navigate between
14 them.

15 The empirical basis for the paper comprises 22 semi-structured interviews with industry
16 actors addressing the 'Sustainable Winegrowing New Zealand' programme. This qualitative
17 methodology facilitated the collection of historical data as well as the interrogation of the
18 meanings interviewees attributed to particular events, practices or behaviours. A narrative
19 analysis examined how interviewees situated themselves in relation with the sustainability
20 programme and their wider environment.

21 The research identifies the key moments that lead the industry to ground its
22 environmentalism in markets, and to coordinate wine production practice through
23 associated auditing. The historical development of the programme suggests that this was
24 achieved through the industry's wholesale adoption of what had been a voluntary
25 programme. The analysis also reveals that diverse actors involved in New Zealand wine
26 production refer to similar intertwining narratives about the programme that demonstrate
27 a shift from a voluntary to a *de facto* compulsory scheme. We argue that actors have
28 acquiesced to the expansion of the programme, allowing it to shape wine production in New
29 Zealand. In this context, winegrowers and winemakers relate to the sustainability
30 programme as simultaneously a regulatory and a market-motivated form of governance.
31 The findings provide insight to how collective market strategies paired with sustainability
32 assessments can create a new kind of governance mechanism that bridges economic and
33 social spheres.

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35 **Keywords:** environmental governance; narratives; private certification; regulation;
36 sustainable agriculture; voluntary programme

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