



GRAPE GROWING & VINEYARD FACT SHEET

Values

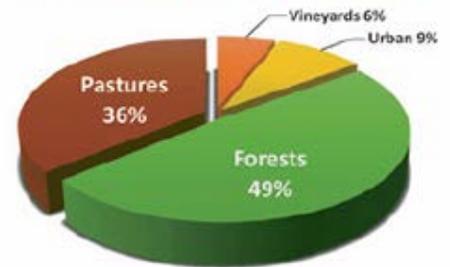
The Sonoma County Winegrowers are **family farmers** who work hard every day to **produce high quality grapes** that are the **foundation for world class wines**. We are dedicated to **sustaining our land** for future generations. We preserve the land **where we live and work** and the **water and air that we share with neighbors**. We actively **support our communities** and are **proud to be a part of Sonoma County**.

Sonoma County By the Numbers

Half of Sonoma County’s land is still in a natural state of forests and woodlands

- 1, 050,000** The size (acres) of Sonoma County
- 58,280** Acres planted to vineyards in Sonoma County
- 80%** Sonoma County vineyards that are 100 acres or less
- 40%** Sonoma County vineyards that are 20 acres of less
- 4 to 1** For every 4 acres of vineyards, our growers farm an additional 1 acre of diversified agriculture, including dairy, poultry, figs, hay, lavender, limes, pears, apples, etc.
- 85%** Sonoma County vineyards that are family-owned and operated

Only 6% of Sonoma County’s 1 Million Acres are Planted to Grapes¹



Sustainability

In January of 2014, the Sonoma County Winegrowers made a bold commitment to become the nation’s first 100% sustainable wine region by 2019.

People. Planet. Profit. We take a triple-bottom line approach that measures grape growers’ commitment to being **socially responsible** in how they treat their employees, neighbors, and community, **environmentally conscientious** with their farming and winery practices, and **economically viable** as a business.

Incredible progress. More than 60% of all vineyard acres in Sonoma County have completed a sustainability self-assessment after just 18 months since putting a stake in the ground.

- **62%** of the vineyards in Sonoma County have gone through sustainability self-assessment, representing roughly 36,134 acres.
- **33%** of the vineyards in Sonoma County are certified sustainable by a third party auditor.

Water Conservation

Growers have been focused on water conservation for years. Specifically for the past 2 years, we have collaborated with local, regional and state agencies and other agriculture groups to educate growers on conservation best management practices and new technologies. We have specifically adjusted farming practices (cover crop, pruning, cluster dropping) in order to conserve water. There are also innovations helping growers better monitor on a vine-by-vine, minute-by-minute basis, including pressure bomb testing, Evapotranspiration sensors. etc.

Fortunately, **grapes are very efficient crops** and do not need much water. Water use has really been focused on vine health and frost protection.

Important to keep in mind that even when growers use water for frost protection, a large percentage of it goes back into the ground and recharges the aquifers.

We get 25 - 60+ inches of rain across growing areas on average. **Grape irrigation is 3 - 6 acre-inches** in Sonoma County. Soil moisture use may be 6 inches. The rest of rainfall is available for groundwater recharge, storage in reservoirs and runoff to streams.

Sonoma County Water Sustainability Coalition. The Sonoma County Winegrowers are proud to partner with local business community and government agencies on a collaborative and innovative effort to share our water conservation practices utilized for decades by our grape growers to reduce water use. This partnership includes the Sonoma County Winegrowers, North Bay Leadership Council, Sonoma County Alliance, Santa Rosa Chamber of Commerce, and the regional water agencies.



Economic Impact

Agricultural Value. According to the 2014 Sonoma County Crop Report, the winegrape crop was **valued at more than \$592 million**, which **represents 66% of the total agricultural income** in the county.

A recent study conducted by Stonebridge Research Group reported the following details about the economic impact of the wine community in Sonoma County in 2012:

- \$13.4 Billion** Total economic Impact of the wine community
- \$1.4 Billion** Local, state, and federal taxes generated from the wine community
- 54,297** Full time jobs generated by Sonoma County's wine community (1 in 3 jobs in Sonoma County)
- \$16+ Million** Contributions to charitable causes by grape growers and winemakers