



## **SONOMA COUNTY WINEGROWERS AND VINTNERS PARTNER TO HOST VIRTUAL PANEL ON SUSTAINABILITY IN CELEBRATION OF EARTH DAY**

*Virtual Discussion on April 22 Celebrates the World-Class Wine Region's Dedication to Sustainability*

**SANTA ROSA, California – April 12, 2021** – Whether you're drinking red or white wine, we can all think green on Earth Day and celebrate the world's most sustainable wine region when [Sonoma County Winegrowers](#) and [Sonoma County Vintners](#) co-host a virtual panel discussion via Zoom on Thursday, April 22 at 11 a.m. PST/2 p.m. ET.

Join Sonoma County's sustainable leaders for an hour-long discussion where you'll be able to learn why sustainability is important, the ins and outs of what it takes to run a sustainable vineyard and how Sonoma County is changing the global wine landscape. Sonoma County has a record-breaking 99 percent of its local vineyards certified sustainable, making it the most sustainable wine region in the world. The panel will be moderated by *Wine Enthusiast's* Virginie Boone, who has long covered Sonoma County for the publication. Scheduled participants include:

- Taylor Serres, Sixth-generation family famer, [Serres Ranch](#)
- John Balletto, President & Founder, [Balletto Vineyards](#)
- Ames Morison, Winemaker, [Medlock Ames](#)
- Jasmine Hirsch, GM & Winemaker, [Hirsch Vineyards](#)

The grape growers and winemakers will broadcast live from several of the 18 different AVAs (wine growing appellations) within Sonoma County. As the region looks ahead to a brighter 2021, the panelists will share their personal stories surrounding sustainability, family and what the future looks like in Sonoma County. The webinar is free and open to all and will be an entertaining and informative experience.

The grape growers and winemakers in Sonoma County have long been at the forefront of creating and utilizing sustainable practices and are committed to living and working a lifestyle to ensure businesses and the agricultural heritage in the county will be maintained for years to come, leaving a true legacy behind. The winery and vineyard panel participants represent businesses showcasing a range of sustainability credentials and certifications including California Sustainable Winegrowing Alliance (CSWA), Fish Friendly Farming, Sustainability in Farming (SIP), Lodi Rules, and the recently launched Climate Adaptation Certification from the Sonoma County Winegrowers and the California Land Stewardship Institute.

Interested members of the media and consumers can register for the free event by clicking [here](#). To promote the event, individuals are encouraged to use the following hashtags: #SonomaWine #SustainableAgriculture. Participants will be able to ask questions virtually at the end of the discussion.

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### **About Sonoma County Winegrowers**

The Sonoma County Winegrape Commission, also known as Sonoma County Winegrowers (SCW), was established in 2006 as a marketing and educational organization dedicated to the promotion and preservation of Sonoma County as one of the world's premier grape growing regions. SCW has oversight by California Department of Food and Agriculture which supports producer regions. With more than 1,800 growers, SCW's goal is to increase awareness and recognition of the quality and diversity of Sonoma County's grapes and wines through dynamic marketing and educational programs targeted to wine consumers around the world.

In January 2014, SCW committed to becoming the nation's first 100% sustainable winegrowing region in 2019. As of September 2019, 99% of the vineyard acreage in Sonoma County has completed certification by a third-party auditor making Sonoma County the most sustainable wine region in the world. In addition, in 2020, SCW became the exclusive pilot partner for the California Land Stewardship's Climate Adaptation Certification. This program is a first of its kind for agriculture. SCW's sustainability efforts have been recognized with California's highest environmental honor, the 2016 Governor's Environmental and Economic Leadership Award (GEELA). Learn more at [www.sonomawinegrape.org](http://www.sonomawinegrape.org)

### **About Sonoma County Vintners**

Sonoma County Vintners is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions which was named Wine Region of the Year by *Wine Enthusiast* in 2019. Sonoma County Vintners represents over 260 wineries throughout the county. The organization actively promotes Sonoma County through educational programming; advocates for its members at local, state and federal levels; and contributes to the local communities through our Sonoma County Vintners Foundation. Sonoma County Wine Auction, its annual fundraiser, has raised over \$37 million benefitting non-profit organizations throughout the region. To learn more about Sonoma County Vintners, visit [sonomawine.com](http://sonomawine.com).