Sonoma County Winegrowers’ 3rd Annual Sustainability Report

JANUARY 2017

A comprehensive report on Sonoma County Winegrowers’ commitment toward making Sonoma County the nation’s first 100% sustainable winegrowing region by 2019.
**About Us**

The Sonoma County Winegrapes Commission, also known as Sonoma County Winegrowers (SCW), was established in 2006 as a marketing and educational organization dedicated to the promotion of Sonoma County as one of the world’s premier grape growing regions. SCW has oversight by the 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 and wine influencers around the world.

**Mission**

The mission of the Sonoma County Winegrowers is to increase the value of Sonoma County winegrapes and to nurture and protect this agricultural resource for future generations.

**Values**

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, our lifestyle, our community and more focused on being economically-viable so that our business remains productive and encouraging our growers to seek and achieve certification.

**Letter from the Chairman by Kevin Barr**

By Kevin Barr
Redwood Empire Vineyard Management Company

Three years ago, on a cold January day, Karissa Kruse stepped up to the microphone at Dollars and Sense to announce that the Sonoma County Winegrowers (SCW) had formed the Sonoma County Sustainable Winegrowing (SCSW) to promote and preserve Sonoma County as one of the world’s premier sustainable winegrowing regions. The vision was to be the first 100% sustainable winegrowing region in the nation, andSCW stepped up to the microphone at Dollars and Sense to announce that the Sonoma County Winegrowers (SCW) had formed the Sonoma County Sustainable Winegrowing (SCSW) to promote and preserve Sonoma County as one of the world’s premier sustainable winegrowing regions. The vision was to be the first 100% sustainable winegrowing region in the nation, and SCW has made significant progress towards this goal. However, there is still a long way to go before we can say that Sonoma County is truly sustainable.

Sonoma County is a world-class winegrowing region with some of the best grapes in the world. We have a long history of growing wine grapes, and we are committed to being sustainable. The SCW has been working hard to achieve this goal, and we are making progress. However, there is still a long way to go before we can say that Sonoma County is truly sustainable.

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On January 15, 2014, the Sonoma County Winegrowers announced an establishment of Sonoma 2015, the nation’s first 100% certified sustainable wine region by 2015. Since making this bold commitment, Sonoma County’s grape growers have made incredible progress towards reaching our goal and continue to be recognized around the world for our leadership and hard work.

Although many of the region’s-most recent winegrowers and winemakers have been practicing sustainable farming for decades, this initiative demonstrates our seriousness and strong commitment to ensuring all vineyards across Sonoma County are sustainable.

It is an unprecedented commitment for a wine region and a remarkable collaboration of our 1,800 growers, wineries, and 71 AVAs (American Viticultural Areas) at working toward one goal—ensuring that the land stays preserved, the water is protected, that neighbors and workers are treated with respect, and our industry continues to have a positive impact on the local community. When we come together, Sonoma County is stronger.

Defining The Goal

Sonoma County was committed to becoming a 100% sustainable wine region by 2015. Since then, Sonoma County’s vineyards and wineries have made significant progress towards reaching that goal.

Sonoma County Sustainable Vineyards by Acreage

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Sustainability:
Sonoma County Winegrowers Sustainability Report 2017

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Agriculture is Sonoma County’s Rich Heritage and Unfolding Future

By Tim O’Donnell

For more than 50 years agriculture has been the life blood of the Sonoma County economy. It has defined the county’s landscape and way of life. Agriculture is essential to the cultural, economic and social well-being of Sonoma County and it is called out in the county’s Great seal, a proud recognition of the role of agriculture on the county’s farm land and in the region.

Since the 1800s when farmers began supplying potatoes, wheat, butter and other staples to hungry gold miners, Sonoma County has been a major food producer for the San Francisco Bay Area. Our farm economy is supported by a grapevine, which exudes world class acclaim in growing the world’s finest chardonnay and pinot noir as well as on the Sonoma Coast.

But while Sonoma County’s 50,000 acres of wine grapes account for only two percent of the nation’s 180,000 acres of wine grapes, it is the economic health of the county’s farmland, income, only six percent of the country’s more than one million acres of land is planted to vineyards. That leaves lots of land for the cows, sheep, chicken, hogs and all the diversions of agricultural diversity. Because of its diverse vines and specialty farm products, Sonoma County is a widely recognized leader in wine and food region and food foraging.

A country says the great poet laureate Sir John Betjeman said this about adopted home, “I firmly believe from what I have seen that this is the finest of all English counties - and for the farmer it is concerned.”

Betjeman and after Betjeman selected Sonoma County as the perfect ground for plant breeding experiments that revolutionized agriculture. Farmers have always farmed the land to make Sonoma County one of the most, if not the most diversified agriculture landscape in the world. The crops have changed, the people have changed, but the spirit of our agricultural heritage remains.

For years the region’s farms have been prominent cash crops like hops, potatoes and prunes have come and gone. But dedicated farmers here have persevered and adapted to changing markets. Their determination to preserve the land and nurture a thriving farming community is a legacy of other counties in California and throughout the nation.

Sonoma County is one of only two counties in California that has maintained their farmland since the Gold Rush.

Under Pressure: Agriculture is Reaching a Tipping Point Toward A State of Crisis

Agriculture in Sonoma County and throughout the State of California is reaching a tipping point toward a state of crisis. The wine industry and the specialty food industry have contributed more than $4 billion in revenue while fueling related industries and supporting over 21,000 jobs.

THE THREAT: INCREASED FARMING COSTS

Agriculture is the number one employer in the state of California and Sonoma County is no exception. However, rising costs and decreased revenue have left farmers and their families with too much to Bear and too few resources to turn to. Rising costs and decreased revenue have left farmers and their families with too much to bear and too few resources to turn to. Rising costs and decreased revenue have left farmers and their families with too much to bear and too few resources to turn to.

High fuel costs, rising utility rates, labor costs, and insurance rates have increased the overall production costs for farmers. In the last five years, farm production costs have increased by 30% which has led to decreased income for farmers.

THE Threat: LABOR SHORTAGE

High costs for labor, housing, and rental property has left many farmers in Sonoma County struggling to find enough workers to keep their farms running. This labor shortage has led to decreased income for farmers and increased costs for those who do work on the farms.

THE THREAT: CLIMATE CHANGE

The threat of climate change has changed the landscape for farmers in Sonoma County. Rising temperatures, changing rainfall patterns, and increased frequency of extreme weather events have all contributed to increased production costs for farmers.

Sonoma County is one of the top areas in California for climate change impacts. The county has experienced significant changes in temperature and precipitation, which have led to increased production costs for farmers.

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FARMING LOSSES THREATEN THE VIABILITY OF LOCAL ECONOMY

88 percent of U.S. farms are small family farms with less than $350,000 in gross cash farm income.

Small Family Farms accounted for:
• 48 percent of all farmland (acreage)
• 47 percent of the value of farm real estate (land and buildings)
• 20 percent of agriculture sales

Economic value of Sonoma County wines in 2015: $1.34 billion
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Economic value of Sonoma County production in 2015: $54,000 per job

Economic impact studies conducted by Sonnstaad Research Group

Source: USDA – Census of Agriculture 2012

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Working in agriculture requires an extremely amount of flexibility due to the nature of growing crops, such as unfavorable weather conditions, which can lead to lost crops or higher costs for labor. As a result, the cost of living for farmers and their families is higher than the average cost of living for the general population.

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SONOMA COUNTY LAUNCHES CENTER FOR AG SUSTAINABILITY

During Sonoma County Winegrowers’ annual grower meeting on January 12, 2017, the organization unveiled the Sonoma County Center for Ag Sustainability (SCC), a $5 million, 52,000 square-foot facility designed to help Sonoma County winegrowers plant the seeds of a new kind of agricultural leadership. The Center for Ag Sustainability will provide a practical, on-site training facility for small-scale, family farms to adapt and thrive in a changing climate. The facility’s design offers a unique opportunity to build upon the rich history of Sonoma County’s agricultural leadership, providing a platform for the center to shape the future of agriculture and build a better market for sustainable products.

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**WHAT’S NEXT FOR SONOMA COUNTY SUSTAINABLE?**

As we look to 2019, we have identified three critical components to ensure we reach 100% certified sustainable and move our program forward and maintain our global wine leadership industry:

1. **100% Certification**
   - With 85% of vineyards assessed and 60% certified as of December 2017, we will keep our efforts on track as all certified are grown by the end of 2019. One barrier to certification is the certification cost, which can range from $50 to $300 per acre. To remove barriers to entry and help growers plant the seed of sustainable agriculture, the SCW has developed a program to cover these costs for every grower who requests one.

2. **Grower Return on Investment**
   - Sustainability is about growing wineries through a market that focuses on growing pressures. Part of our mission in 2019 is to provide cost-saving strategies for growers to return on their investments. With several Sonoma County wineries paying a premium for certified sustainable grapes, growers have added financial incentives to their program. With the number of growers increasing, we have the potential to produce enough grapes to meet the needs of the market. In 2016, we saw an increase in the price paid per ton for certified sustainable grapes, resulting in more than $500,000 in additional money in the pockets of local growers. To ensure growers can achieve both increased earnings and increased sustainability, the SCW will continue to work with our wineries to develop strategies to increase the profit per ton for certified sustainable grapes. The goal is to reach $400/voucher for sustainable grapes, which is double the current market rate. This will ensure that growers can continue to grow sustainably and continue to invest in the future of their vineyards.

3. **Strategy 3: Continue to Lead on Understanding Consumer Perceptions and the Global Marketplace**
   - Lastly, we will continue to conduct consumer research to better understand consumer perceptions, the retail/wholesale marketplace, and how wineries can utilize this research to continue to grow our global market. We will continue to work with our wineries to market Sonoma County’s sustainable efforts so that growers are recognized and known as agricultural leaders and build the demand in the marketplace for sustainable wine. This will in turn build more demand for certified sustainable grapes, thus increasing the value for new vineyard plantings in Sonoma County.

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**Sustainability Matters in the Marketplace**

The marketplace is starting to demand sustainably grown and produced wines. In fact, grocery stores, chains, wineries and producers are all starting to implore our vineyards to create new markets to promote their sustainable practices and differentiate themselves from other wine labels. In addition to new markets, the wine category continues to go through a more rapid change in consumer preferences driven by what’s happening in the vineyard, as well as the farmer’s impact on what’s in the bottle.

Winemakers see sustainability as an important aspect of their wines’ brands, so much so that some winemakers are designing wines specifically for sustainability, which will drive the future for the wine category in the years to come.

Wine is a product of a complex ecosystem, and when consumers learn about the positive impact of sustainable agriculture, it will result in one simple goal – preserving local agriculture.

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In June 2017, the Sonoma County Center for Ag Sustainability will begin to meet every 4 months for a strategic planning session with SCW leaders, board members, key stakeholders, and influencers to advance the efforts around implementing the first 100-Year Business Plan to Preserve Agriculture in Sonoma County. The vision of the pillars identified in our 100-Year plan. Ultimately, Sonoma County Center for Ag Sustainability is shaping the future of agriculture and building a better market for sustainable products.

Sustainable wine importers have already taken steps to ensure Sonoma County winegrowers are meeting the high standards for the global marketplace. A strong symbol of the global wine industry’s interest in our sustainability efforts is the increase in market share for sustainable wines.

In 2015, the Sonoma County Winegrowers unveiled a 10-Year Business Plan to Protect Agriculture in Sonoma County. This 10-Year plan is built on the fact that Sonoma County is a food and agricultural powerhouse, and provides a blueprint for long-term planning and making critical decisions. The plan was created through a series of open meetings and workshops, and was developed in collaboration with the Sonoma County Board of Supervisors, the Sonoma County Center for Ag Sustainability, and the Sonoma County Winegrowers Board of Directors.

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Sonoma County’s winegrowers and winemakers take a triple-bottom-line approach to sustainable practices that measures their commitment to being socially responsible in how they treat their employees, neighbors, and the community.

They are the heart and soul of our vineyard businesses, and they’ve enriched the culture and sense of community throughout Sonoma County. It’s important that we invest in their well-being and career development, as well as nurture the next generation of farmers.

In addition to a focus on environmental stewardship and the preservation of agriculture, Sonoma County’s sustainability program focuses on each vineyard’s farming and winemaking practices. Here are some of the best practices focused on a wide variety of social practices. To fulfill the social equity requirements of Sonoma County’s sustainability program, growers assess, analyze, and are rated (on a scale of 1-4) on their human resource practices and contributions to the community. Each practice is a scored and winemakers upon existing ones. The social equity requirements cover topics such as employee training and development, community involvement, communication with neighbors, healthcare, and contributions to the local community, charitable giving participation in industry initiatives, and much more.

CURRENTLY, SONOMA COUNTY SUSTAINABILITY WORKS WITH FOUR PROGRAMS:

Sustainability Programs Sonoma County has very strict standards for acceptance into their sustainability program. The programs must incorporate a triple-bottom-line approach and include third-party certification. In addition, every vineyard must also create an annual farming plan with a focus on continuous improvement to ensure their sustainable practices continue to evolve and improve each year.

KEY ACCOMPLISHMENTS IN 2016

1. Employee Feedback Sessions: SCGGF held a series of feedback sessions with耕者 with the goal of learning more about their specific challenges and needs. Participants included both men and women working at different levels of an organization (from entry-level positions to management) representing a diverse age range.

2. Affordable Housing: SCGGF raised close to $100k through the SCGGF Rent Program, a community-funded program that supports the construction of the Ortiz Plaza. This two-unit housing complex is dedicated to agricultural workers. In partnership with USDA, the Ortiz Plaza offers tenants an affordable rent subsidy for 35 years, ensuring they will not pay more than 30% of their income on rent.

3. Fundraising: SCGGF raised $20k during Sonoma Wine Country Weekend’s Harvest Wine Auction to support agricultural employees and their families in Sonoma County.

4. Community Summit: In November of 2016, SCGGF hosted a community summit with over 80 community leaders, representing 80 different community-based organizations and government offices.

5. Cornerstone: In partnership with United Way Wine Country, SCGGF distributed school readiness backpacks to agricultural employees throughout Sonoma County. These backpacks are equipped with resources such as educational materials, dental care, and more to support the learning and development of the next generation of agricultural workers.

GLOBAL RECOGNITION

All of these accomplishments in the first year have earned recognition from the global wine community, as well as various Sonoma County nonprofits, government agencies, and community members. In fact, Sonoma County winegrowers have traveled across the globe discussing the SCGGF’s research and our focus on improving the lives of our employees with many saying it’s a “game changer.”

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WHAT’S NEXT

SCGGF will continue to develop partnerships and engage the community in strategic planning around the key topics of affordable housing, childcare, education, healthcare, and workforce development. The Foundation’s top five strategic areas of priority are: Affordable Housing, Childcare, Education and Healthcare, and Workforce Development.
Sonoma County Grape Growers Foundation
Hosted Community Planning Summit on Nov. 14, 2016

BROUGHT TOGETHER MORE THAN 40 PEOPLE FROM 65 DIFFERENT SONOMA COUNTY ORGANIZATIONS
• Grape growers
• Non-profits
• Government agencies
ENGAGED IN PLANNING AROUND KEY PRIORITIES: AFFORDABLE HOUSING, HEALTHCARE, CHILDREN, AND EDUCATION

Biggest opportunity for positive change
• Small ways to make an impact

Ron Rubin’s COMMENTS FROM SUMMIT
• Continue the engagement
• Work together on 2-3 pilot programs

Leaders in Social Responsibility
Taking Care of Our Families, Our Employees, and Our Community

Three generations from the family farm: Sara Hafner, Parke Hafner, and Gil Hafner. Scott Hafner, and Robert Bernal-Hafner.

Sonoma County’s winegrowers produce top quality grapes turned into award-winning wines. They do that every year with an eye on ensuring not just a successful business but a thriving community. Across the region, vineyard owners take steps to care for their employees, contribute to community causes and strive to be good neighbors. Such social responsibility is a key element of sustainability and something that Sonoma County Winegrowers are focused on, especially with the relaunch of their Sonoma County Grape Growers Foundation in 2016.

Whether giving money to elementary school gardens, opening their land to law enforcement search and rescue training or raising funds for a new freighthouse in Geyserville, winegrowers are helping programs that meet diverse needs in Sonoma County.

“As a business, you should perform your business function, extract what you want, in terms of getting people to work for you, and sell your product. That would be cut water use.

The 480-acre Sonoma Ranch, once home to horses raised for the U.S. Cavalry, has hosted Sonoma County’s winegrowers’ Holiday Harvest party with PDI Toothbrush and toothpaste Succession Planning Education – Funding

The concept of taking care of your workers and the community where you live certainly isn’t new. In fact, it seems rather old fashioned in a world where people frequently change jobs and move to another city or state.

The growers in Sonoma County — many of whom have been here for generations — feel responsible for not just their own property but the people and land around them.

It’s your family and what we do, and we’re not the exception,” said Keesha Hafner, owner of the Hafner Vineyard, Parke Hafner, along with his brother, Pattee. “That doesn’t take into account that the health of a business is dependent on the health of the community,” he added.

Across the region, vineyard owners take steps to care for their employees, contribute to community causes and strive to be good neighbors. Such social responsibility is a key element of sustainability and something that Sonoma County Winegrowers are focused on, especially with the relaunch of their Sonoma County Grape Growers Foundation in 2016.
People. PLANET. Profit.

Sonoma County’s winegrowers and winemakers take a triple-bottom approach to sustainable practices that measures green, economic, and social responsibility. More than 85% of the vineyards in Sonoma County are family owned, and most of them have been farming for 5-4 generations spanning over 100 years. Many of these vineyards grow up on farms and being good stewards to the soil, the environment and habitat around them is second nature. It’s in their blood and they farm with the intent of passing their land onto the next generation. Under Sonoma County’s sustainability program, winegrowers follow 77 comprehensive best practices focused on environmental stewardship and preservation of agriculture. These environmental best practices account for more than half of the total sustainability practices required in the program. To fulfill the environmental requirements of Sonoma County’s sustainability program, growers assess, analyze and rate (on a scale of 1-4) on the environmental impact of their vineyard practices. Each practice is scored and winegrowers are required to either adopt new farming practices or improve upon existing ones. In 2017, all winegrowers in Sonoma County are engaged in sustainability and the land in Sonoma County.

Building Collaboration to Improve Habitat

A case study from Green Valley’s Charlie Chenoweth

Along Alexander Creek in Green Valley, Charlie Chenoweth is working on an plan to keep the water in his banks, which frequently spills into a vineyard he manages during heavy rains.

“A general contractor and engineer, Chenoweth partnered with the Gold Ridge-Resource Conservation District in what he hopes will be the first of many such projects,” said Charlie Chenoweth.

“If you go through this right agency and get the right sign offs, you can get done what you need to do,” he notes.

Farmers like Chenoweth are increasingly partnering with government agencies and nonprofits across Sonoma County in an effort to protect and improve other habitats that rely upon the natural habitat.

On Alexander Creek, Chenoweth is pressing for a solution to a problem that plagues vineyards across the county: keeping the water in banks, which frequently spills into a vineyard he manages during heavy rains.

“The banks were crowded with overgrown brush and uprooted trees. Today, the view from their vineyard is one that visitors enjoy as they abused the creeks,” said Charlie Chenoweth.

This work is part of a project and collaboration between the Sonoma County Agricultural Commissioner’s Office, the Fish & Wildlife Service and the California Department of Fish and Wildlife. All working together to improve fish habitats along a six-mile stretch of Dry Creek.

At this time, the Farrow’s were depopulated of all livestock to become involved in a government project. But, they felt that they had done everything they could to help their neighbors, so Vicky and Wallace and Don Wallace of Dry Creek Vineyards who were instrumental in getting the project off the ground. ‘It’s a win-win for the agencies who are doing it because they get a chance to show there’s a different way to solve a problem,” Vicky Farrow, who has his wife groused 20 acres of grapes at Amista Vineyards in Sonoma County’s Dry Creek Valley, said it’s a win for everyone. ‘It’s a win-win because it restored the beauty of Dry Creek, and it’s a win for the fish.”

The project required the Fowlers to give the water agency a 25-year easement for the construction of a dike on their land that now serves as a barrier to prevent water from flowing from the vineyard back into the creek.

Partnerships among farmers, local Resource Conservation Districts and government agencies, like this project, are all helping to facilitate stewardship projects that are improving water quality, habitat restoration and preservation across Sonoma County.

Restoring the Beauty and Habitat of Dry Creek

A few years ago, Vicky and Mike Farrow couldn’t see the creek that ran through their property. The banks were crowded with overgrown brush and uprooted trees. Today, the view from their vineyard is one that visitors enjoy as they abused the creeks. Under Sonoma County’s sustainability program, growers assess, analyze and rate (on a scale of 1-4) on the environmental impact of their vineyard practices. Each practice is scored and winegrowers are required to either adopt new farming practices or improve upon existing ones. In 2017, all winegrowers in Sonoma County are engaged in sustainability and the land in Sonoma County.

“Sustainability is a good because it forces you to think about everything you do the long run,” Squire Fridell said. “It comes full circle. Being environmentally sustainable means you are economically sustainable.”

Farmers pride themselves on being good stewards of the land. But, many farmers feel they have on their farms by generations and want to preserve nature’s resources and beauty for future generations.

In the past few decades, grape growers have made great strides to conserve water – installing drip irrigation, tapping recycled water and using winds machines instead of the water out of creeks or groundwater wells for frost protection. Today, they are also looking at other practices that are both ecological and economically feasible.

At Glenor Vineyards and his Vineyard, Fridell built another one that was dependent on groundwater to one that uses recycled wastewater, said their son Laurence Sterling, who is general manager.

“The certification process also prompted him to take another look at water efficiency to power his home and a move he made last year,” Squire said. “He now saves more than a $1,000 a month in electricity costs – bolstering his economic move he made last year. He now saves more than a $1,000 a month in electricity costs – bolstering his economic

At the vineyard, workers purposely leave the pruned cuttings on the ground as well as the falls that fall after harvest, which are then mowed and reincorporated into the soil. “Everything we use goes back into the ground,” said Laurence Sterling.

The family’s efforts to better the land extends beyond their own property. Since 2005, Ironhorse has produced a special wine in honor of Domenic Carinalli, Jr. at his dairy and vineyard property.

Domenic Carinalli, Jr. at his dairy and vineyard property.

Sonoma County Winemakers Sustainability Report 2017

www.sonomawinegrape.org Sonoma County Winemakers Sustainability Report 2017

www.sonomawinegrape.org
Sonoma County’s winegrowers and winemakers take a triple-bottom line approach to sustainability, which means they are committed to managing their business operations to ensure they are economically viable and enduring long term. Over the past 25 years, more than 30% of the vineyards in Sonoma County are family owned, and a majority of those have farmed for 5-10 generations spanning over 130 years. The growers care deeply about protecting and preserving their land, as well as taking care of their employees, neighbors, and community that have supported their vineyard businesses for years.

In addition to the environmental and social practices, Sonoma County winegrowers also assess every vineyard (both family and business operations). It is vital to ensure Sonoma County’s vineyard businesses endure long term to continue the legacy of agriculture that has defined the valley for more than a century. In 2015, Sonoma County’s wine crop gross income accounted for approximately 60% of the total agricultural income in the county, at $446,528,920. A recent independent economic impact report showed that Sonoma County’s wine industry contributes $4,227 full-time jobs locally and provides $13.4 billion of total economic impact. Vineyards and wineries are a major economic engine for Sonoma County and we are committed to preserving it for generations to come.

Sonoma County’s sustainability program, winegrowers follow 40 comprehensive best practices, focused on sound business decisions that ensures economic viability. Each practice is scored and winegrowers are required to either adopt new practices or improve upon existing ones to ensure the longevity of their organization. To fulfill the economic requirements of Sonoma County’s sustainability program, growers prioritize the best practices, focused on sound business decisions that ensure economic viability. The economic viability criteria covers topics such as vendor relations, employee retention, long-term planning, financial evaluation, success planning, and many more.

SUSTAINABILITY PRACTICE PERFORMANCE:

98% of assessed vineyard acres report their primary defense against vine pests is a host of cover crops planted to keep the soil rich for the next generation. This practice is scored by weeds and electricity are used wisely, pests kept under control, and cover crops planted to keep the soil rich for the next generation.

98% of surveyed acres report having installed an irrigation system designed and engineered to deliver water precisely to the root zone of the plant. By investing in systems that limit irrigation application to less than 1% of the surface area in a vineyard, water use is dramatically reduced and some irreplaceable water is conserved.

The Bottom Line of Sustainability: Ensuring the Family Farms and Winery Businesses Endure Long Term

Sonoma County Winegrowers Sustainability Report 2017
Sonoma County Winegrowers would like to recognize our grape growers and vintners who have assessed their vineyards or received sustainability certification from California Sustainable Winegrowing Alliance (CSWA), 4-H Family Farming, and Sustain’s SE500+ program making our sustainability commitment to 2022. This list is an online.

Note: Vineyards below are listed by the vineyard name and/or the business entity name registered with our third party sustainability program partners. When searching for a specific vineyard, look for both the vineyard name and the business entity name. The list may change from time to time as we receive information from our third party sustainability program partners.

Visit www.sonomawinegrape.org to find a Vineyard Adventure.
As you drive around Sonoma County, watch for the “Sonoma County Sustainable” sign that highlights vineyards and wineries that are sustainable. We have more than 800 signs displayed across the county.
OUR CREED

WE ARE FARMERS ALWAYS
WE ARE GRAPE GROWERS TODAY
WE BELIEVE IN PRESERVING AGRICULTURE FOR FUTURE GENERATIONS
WE SEE SUSTAINABILITY AS OUR COMPASS FOR BETTER FARMING AND BUSINESS
WE UNDERSTAND THAT HISTORY OFFERS A GUIDE TO MAKING DECISIONS IN THE FUTURE
WE BELIEVE IN CONTINUOUS LEARNING, IMPROVEMENT AND COLLABORATION
WE ARE POSITIVE CONTRIBUTORS TO OUR COMMUNITY AND INDUSTRY
WE ARE CARETAKERS OF THE LAND WE INHERITED ON BEHALF OF THOSE WHO WILL INHERIT IT FROM US

SONOMA COUNTY: THEN. NOW. FOREVER.

MEET US AT SONOMAWINEGRAPE.ORG